

# **Winter Haven Community Redevelopment Agency**

## **Board Meeting**

**June 14, 2010  
5:00 p.m.**

**Winter Haven City Hall  
John Fuller Auditorium  
451 Third Street, N.W., Winter Haven, Florida**

### **AGENDA**

1. Call to Order
2. Roll Call
3. Approval of Minutes  
March 8, 2010
4. Florence Villa Advisory Committee – Membership
5. Project Updates
  - a. Chain of Lakes Property – Comprehensive Plan Amendment
  - b. 1<sup>st</sup> Street Overlay District
  - c. South Park
6. Comments from the Board and Public
7. Adjournment

# *W*INTER HAVEN

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*The Chain of Lakes City*

## MEETING NOTICE


The CRA Board Meeting will be held on **Monday, June 14, 2010 at 5:00 pm** at City Hall in the John Fuller Auditorium. The meeting agenda packet is enclosed for your review prior to this meeting.


**WINTER HAVEN COMMUNITY REDEVELOPMENT AGENCY**  
**FACT SHEET**  
**June 14, 2010**

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**DATE:** June 4, 2010

**TO:** Winter Haven Community Redevelopment Agency

**VIA:** Dale L. Smith, City Manager 

**FROM:** Sheandolen P. Dunn, Executive Assistant/Deputy City Clerk 

**SUBJECT:** Florence Villa Advisory Committee - Membership

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**BACKGROUND:**

On February 9, 2004, the CRA Board approved Resolution R-04-02, adopting a set of By-Laws. The By-Laws are designed to simplify the organizational structure of the Advisory Committees and CRA Board.

The By-Laws state the Committee shall be comprised of ten (10) members who are residents of, or engaged in business within, the City of Winter Haven; provided, however, that a majority of the membership shall either reside or be engaged in business within the Florence Villa District with at least four (4) members also serving on the Florence Villa CDC Board. Terms of membership shall be for two (2) years. The Board shall appoint, or reappoint, Committee Members to fill seats numbered 1-10.

Rev. Ronnie Clark, Mary Smith, Rev. Deldrick Leonard, Barbara Jones and Jacqueline Staton have expressed a desire to be reappointed to the Committee to serve another two year term that will expire September 30, 2011.

On April 12, 2010, the Florence Villa Advisory Committee recommended the CRA Board approve the reappointments of Rev. Ronnie Clark, Mary Smith, Rev. Deldrick Leonard, Barbara Jones and Jacqueline Staton to serve another two year term that will expire September 30, 2011.

**RECOMMENDATION:**

Staff requests the CRA Board approve the reappointments below:

1. Reappoint Rev. Ronnie Clark to fill seat 1 that expired September 30, 2009.
2. Reappoint Mary Smith to fill seat 6 that expired September 30, 2009.
3. Reappoint Rev. Deldrick Leonard to fill seat 7 that expired September 30, 2009.
4. Reappoint Barbara Jones to fill seat 8 that expired September 30, 2009.
5. Reappoint Jacqueline Staton to fill seat 9 that expired September 30, 2009.

**ATTACHMENTS:**

Reappointment Response Letters

# WINTER HAVEN

## *The Chain of Lakes City*

*Community Redevelopment Agency*

March 2, 2010

Rev. Ronnie Clark  
Hurst Chapel AME Church  
875 Avenue O, NE  
Winter Haven, FL 33881

Dear Rev. Clark:

Thank you for the commitment you have made by serving on the Florence Villa Advisory Committee for the past two years. Your term expired September 30, 2009.

If you would like to continue serving on the Florence Villa Advisory Committee for another two-year term, please indicate so at the bottom of this letter and return to me. You may fax, email or mail your response.

Thank you for your attention to this matter.

Sincerely,



Sheandolen P. Dunn  
Deputy City Clerk

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I wish to be reappointed

I DO NOT wish to be reappointed

Ronnie L. Clark  
Signature

3 March 2010  
Date

**WINTER HAVEN**  
**The Chain of Lakes City**  
*Community Redevelopment Agency*

March 2, 2010

Mary Smith  
P. O. Box 3495  
Winter Haven, FL 33885

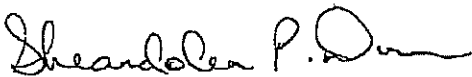
Dear Mrs. Smith:

Thank you for the commitment you have made by serving on the Florence Villa Advisory Committee for the past two years. Your term expired September 30, 2009.

If you would like to continue serving on the Florence Villa Advisory Committee for another two-year term, please indicate so at the bottom of this letter and return to me. You may fax, email or mail your response.

Thank you for your attention to this matter.

Sincerely,

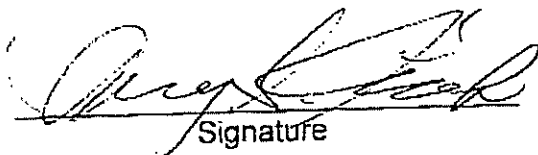


Sheandolen P. Dunn  
Deputy City Clerk

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I wish to be reappointed

I DO NOT wish to be reappointed



Signature

3/10/2010  
Date

P.O. Box 2277 ♦ 451 Third Street, NW ♦ Winter Haven, FL 33883-2277  
Telephone 863.291.5600 ♦ Fax: 863.291-5623 ♦ [www.mywinterhaven.com](http://www.mywinterhaven.com)

**WINTER HAVEN**  
*The Chain of Lakes City*  
 Community Redevelopment Agency

March 2, 2010

Rev. Deldrick Leonard  
1708 Second Street NW #A  
Winter Haven, FL 33881

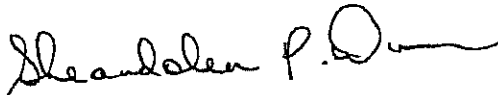
Dear Rev. Leonard:

Thank you for the commitment you have made by serving on the Florence Villa Advisory Committee for the past two years. Your term expired September 30, 2009.

If you would like to continue serving on the Florence Villa Advisory Committee for another two-year term, please indicate so at the bottom of this letter and return to me. You may fax, email or mail your response.

Thank you for your attention to this matter.

Sincerely,



Sheandolen P. Dunn  
Deputy City Clerk

I wish to be reappointed

I DO NOT wish to be reappointed

  
Signature

3/3/10  
Date

*WINTER HAVEN*  
*The Chain of Lakes City*  
*Community Redevelopment Agency*

March 2, 2010

Barbara Jones  
835 Avenue R, NE  
Winter Haven, FL 33881

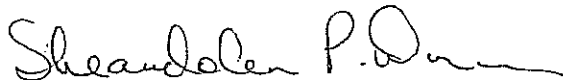
Dear Ms. Jones:

Thank you for the commitment you have made by serving on the Florence Villa Advisory Committee for the past two years. Your term expired September 30, 2009.

If you would like to continue serving on the Florence Villa Advisory Committee for another two-year term, please indicate so at the bottom of this letter and return to me. You may fax, email or mail your response.

Thank you for your attention to this matter.

Sincerely,




Sheandolen P. Dunn  
Deputy City Clerk

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I wish to be reappointed

I DO NOT wish to be reappointed

  
Signature

  
Date

*W*INTER HAVEN  
*The Chain of Lakes City*  
*Community Redevelopment Agency*

March 2, 2010

Jacqueline Staton  
P. O. Box 3626  
Winter Haven, FL 33881

Dear Ms. Staton:

Thank you for the commitment you have made by serving on the Florence Villa Advisory Committee for the past two years. Your term expired September 30, 2009.

If you would like to continue serving on the Florence Villa Advisory Committee for another two-year term, please indicate so at the bottom of this letter and return to me. You may fax, email or mail your response.

Thank you for your attention to this matter.

Sincerely,

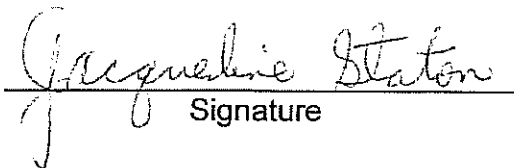


Sheandolen P. Dunn  
Deputy City Clerk

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I wish to be reappointed

I DO NOT wish to be reappointed

  
Signature


3-5-10  
Date


**WINTER HAVEN COMMUNITY REDEVELOPMENT AGENCY**  
**FACT SHEET**  
**June 14, 2010**

---

**DATE:** June 4, 2010

**TO:** Winter Haven Community Redevelopment Agency

**VIA:** Dale L. Smith, City Manager 

**FROM:** David Dickey, Community and Economic Development Director 

**SUBJECT:** Chain of Lakes Property - Comprehensive Plan Amendment - Update

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Staff is processing a Comprehensive Plan Amendment to revise the Future Land Use on five (5) City-owned parcels from Recreation and Open Space to Commercial-Retail with a Community Activity Center (CAC) Overlay; six (6) City-owned parcels from Institutional to Commercial-Retail with a CAC Overlay, and three (3) City-owned parcels from Recreation and Open Space to Institutional (see attached map). The parcels are generally located south of Cypress Gardens Boulevard, east of US Highway 17, and north of Lake Lulu and contain 69.7 acres. The parcels consist of the Chain O' Lakes Complex, the Orange Dome, Chain O' Lakes Stadium, and ball fields.

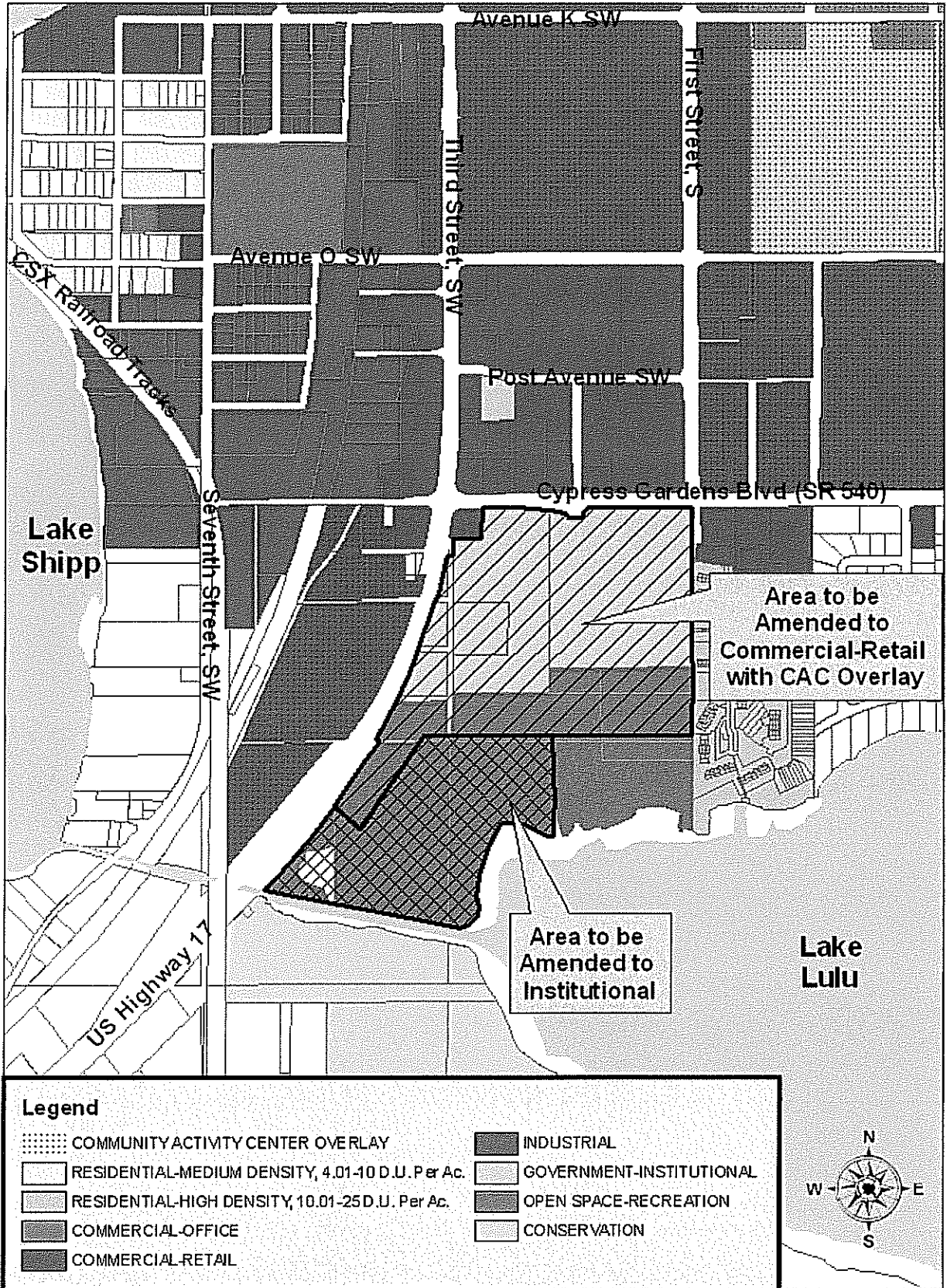
The City's Chain O' Lakes Complex and associated public uses have long been identified as an underutilized, high profile site with significant redevelopment opportunities. Following the departure of the Cleveland Indians spring training operation in 2008, concepts for reuse of the property began to emerge. Based on these concepts, future development could include commercial (retail, hotel, etc.) uses fronting US Highway 17 and Cypress Gardens Boulevard while the entire shoreline of Lake Lulu will remain in public use. This concept is also consistent with the findings of the Downtown CRA Plan. Existing recreational amenities located on the property will be relocated onsite or to other areas of the City as the property redevelops.

This is a large-scale Future Land Use amendment and will be required to be transmitted to the Florida Department of Community Affairs (DCA) for review. The transmittal public hearing will be held at the regular City Commission meeting on June 14, 2010 with adoption in September.

**ATTACHMENT:**

Location Map

# Future Land Use Map





**WINTER HAVEN COMMUNITY REDEVELOPMENT AGENCY**  
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**June 14, 2010**

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**DATE:** June 4, 2010

**TO:** Winter Haven Community Redevelopment Agency

**VIA:** Dale L. Smith, City Manager 

**FROM:** David Dickey, Community and Economic Development Director 

**SUBJECT:** 1<sup>st</sup> Street Overlay District - Update

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On November 10, 2009, and January 12, 2010, City staff in conjunction with Martin & Vargas consultants, held workshops at the Northeast Recreational and Cultural Center regarding the creation and implementation of the 1<sup>st</sup> Street Overlay District. Approximately 90 people attended the two meetings. This initiative is being proposed to encourage economic development and to recognize the unique character of the area.

Through the use of an overlay the underlying uses in the area remain undisturbed. The overlay merely imposes separate development standards than those that would otherwise apply. The development and design standards set forth in this district intend to accomplish the following purposes:

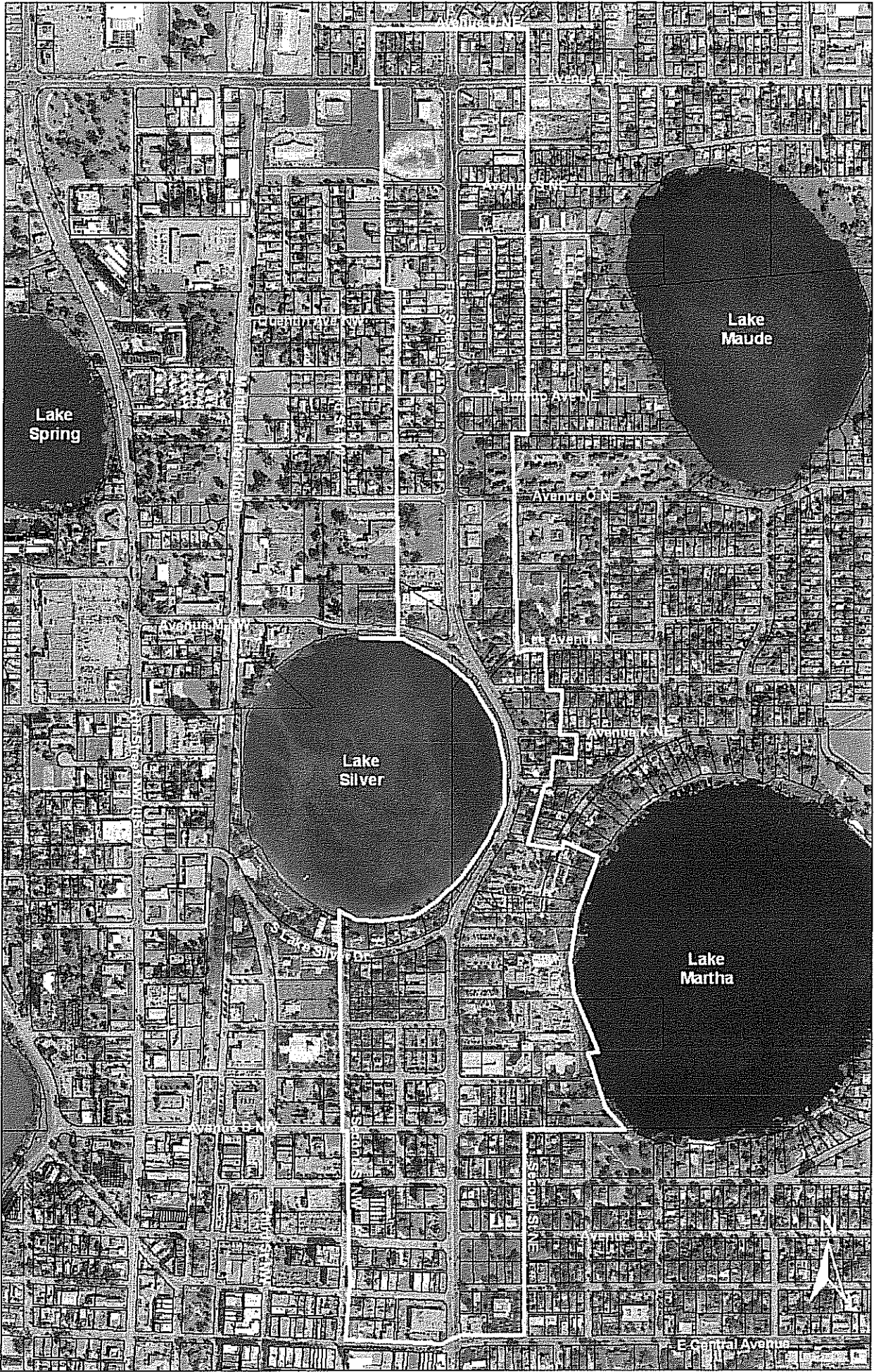
1. Promote an attractive and inviting corridor;
2. Provide safe and convenient access to shopping and other essential services;
3. Encouraging high building densities and multi-modal transportation access;
4. Provide for a sufficient amount of attractive and well-maintained landscaping to complement buildings and structures within the corridor;
5. Promote an increased level of economic development.

On March 16, 2010, the third neighborhood workshop was held to discuss the status of the project and in particular present a draft First Street Overlay Report. The draft report begins to lay out specific development regulations that will apply to property within the corridor and ultimately encourage investment in the area. Several audience members indicated their desire for the City to provide direct financial incentives to property owners for development/redevelopment assistance. Staff indicated that they had researched other central Florida programs and would develop a program for consideration.

The report will be presented to the Planning Commission this summer, with City Commission action this fall.



**ATTACHMENT:**

Location Map



**WINTER HAVEN COMMUNITY REDEVELOPMENT AGENCY**  
**FACT SHEET**  
**June 14, 2010**

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**DATE:** June 4, 2010  
**TO:** Winter Haven Community Redevelopment Agency  
**VIA:** Dale L. Smith, City Manager   
**FROM:** T. Michael Stavres, Community Services Department Director   
**SUBJECT:** Community Services Project Update – South Central Park

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**Projected Cost:** \$4 to 5 Million (multiple phases)  
**Projected Commencement:** TBD

In January 2009, staff commenced work with Envisors, LLC on the design and construction documents for the redevelopment of South Central Park and the surrounding roadways (the project). The intent of the project is to repurpose and renovate South Central Park consistent with recent work completed in Central and Virginia Miller Parks and throughout the downtown, including expansion of the park boundaries to the east. The project also includes the creation of a parking piazza along 4<sup>th</sup> and 5<sup>th</sup> Streets, SW immediately adjacent to the Park, allowing for unobstructed pedestrian flow and additional programmable space during special events. The roadway project incorporates streetscaping along Avenue A, SW and Magnolia Avenue and parking enhancements throughout the project area.

Three presentations specific to the 60% design documents were made during the spring and included the Main Street Winter Haven Design Committee and Board of Directors, and a public workshop held in March 2010. Comments received were combined with staff's review and subsequently presented to Envisors. The only significant changes anticipated at this time pertain to several of the large oak trees presently located at the NW, SW and SE corners of the park. These have been evaluated by a third party arborist and it is recommended they be removed prior to construction due to their existing condition and long-term safety issues. The 90% drawings are expected in the next several weeks and will include this modification.

Due to limited availability of funds, construction is not anticipated to commence until the 2011/12 Fiscal Year at the earliest. Staff will continue to research grant opportunities in the interim to help offset portions of the construction cost. Furthermore, allocations currently included in the Envisors design contract specific to permitting and bidding will not be made until construction is ready to proceed.