

RESOLUTION No. 95-012

A RESOLUTION OF THE CITY OF FRUITLAND PARK, FLORIDA, PERTAINING TO COMMUNITY REDEVELOPMENT; APPROVING A COMMUNITY REDEVELOPMENT PLAN FOR THE COMMUNITY REDEVELOPMENT PROJECT AREA AS SUBMITTED BY THE COMMUNITY REDEVELOPMENT AGENCY; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Commission of the City of Fruitland Park, Florida has found that one or more blighted areas exist within the City; and,

WHEREAS, the City Commission has found that there is a need for a Community Redevelopment Agency to carry out the rehabilitation, conservation and redevelopment of said blighted areas as defined in the Community Redevelopment Plan; and,

WHEREAS, the City Commission has determined that certain powers should be granted to the Community Redevelopment Agency under Chapter 163, Part III, Florida Statutes; and,

WHEREAS, the Community Redevelopment Agency, has submitted this Community Redevelopment Plan to the City's Local Planning Agency for review with conformity to the City of Fruitland Park's Comprehensive Plan; and,

WHEREAS, the Community Redevelopment Agency, following the favorable review of the Local Planning Agency, recommends that the City Commission accept and approve the Redevelopment Plan for the City of Fruitland Park, Florida;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF FRUITLAND PARK, FLORIDA, AS FOLLOWS:

SECTION 1. The Community Redevelopment Plan, hereafter referred to as "The Plan", for the Community Redevelopment Project Area, hereafter referred to as "The Project Area", as submitted by the Community Redevelopment Agency, hereafter referred to as "The Agency", is in conformity with the requirements set forth in Section 163.360 and 163.362, Florida Statutes. The Plan, attached hereto as Attachment "A" and made a part hereof, is hereby approved.

SECTION 2. The Plan has been reviewed by the Local Planning Agency and acknowledged to be in conformity with the City of Fruitland Park's Comprehensive Plan.

SECTION 3. The Plan is designed for the rehabilitation, conservation and redevelopment of the Project Area as defined in resolution 95-011.

SECTION 4. The Agency shall carry out and implement the Plan within the authority granted it by the City Commission and pursuant to Chapter 163, Part III, Florida Statutes.

SECTION 5. This Resolution shall take effect immediately upon its final adoption by the City Commission of the City of Fruitland Park, Florida.

PASSED AND RESOLVED this 16th day of March, 1995, by the City Commission of the City of Fruitland Park, Florida.

William R. White
William R. White, Mayor
City of Fruitland Park

Attest:

Linda S. Rodrick
Linda S. Rodrick, City Clerk
City of Fruitland Park

Approved as to form:

Gary J. Cooney
Gary J. Cooney
City Attorney

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Exhibit A

Fruitland Park Community Redevelopment Plan

Prepared on behalf of

City Commission of Fruitland Park

and

Fruitland Park Community Redevelopment Area Agency

by

CLARK, ROUMELIS & ASSOCIATES, INC.

INDEX

SECTION 1.	INTRODUCTION	3
SECTION 2.	IDENTIFICATION OF NEEDS, DEFICIENCIES AND STRENGTHS	9
	History of the Development of Fruitland Park	9
	The Physical Environment	9
	Structural Condition Survey	9
	Sidewalks	11
	Drainage	12
	Water Facilities	12
	Sewer Facilities	12
	Fire Protection	13
	Parks	13
	Residential Housing Impact	13
	Traffic Intersections and Signalization	14
	Parking	15
	Aesthetics	16
	Current and Future Capital Improvements in the CRA	17
	CRA Boundary Description	17
SECTION 3.	MAJOR GOALS, OBJECTIVES AND POLICIES	18
SECTION 4.	FINANCIAL PLAN	24
	Community Development Block Grant (CDBG)	24
	Community Contribution Tax Incentive Program	24
	Economic Development Administration	25
	Small Business Administration	25
	Main Street Program	25
	Tax Increment Financing	26
	Special Assessment District	27
	Local Contributions	27
	Private Finance Pool	28
	Budgetary Review	28
SECTION 5.	INTERGOVERNMENTAL COORDINATION	30

SECTION 6. COORDINATION WITH EXISTING CITY PLANS,
POLICIES AND ORDINANCES 31

Comprehensive Plan 31
Antidisplacement Plan 31
Acquisition Plan 31
Fair Housing Ordinance 32
Procurement Policy 32
Section 504 Policy 32

SECTION 7. CODE OF ETHICS 34

SECTION 8. CAVEATS 35

APPENDIX A. BLIGHT RESOLUTION

APPENDIX B. MAP 1. COMMUNITY REDEVELOPMENT AREA MAP

SECTION 1. INTRODUCTION

As the City, the citizens of Fruitland Park, and the merchants of downtown Fruitland Park consider initiating redevelopment of its downtown, the first question that comes to mind is why. Why spend money redeveloping or improving its downtown? There are certainly other areas of the City that deserve public attention. So, why should the City focus specific interest, attention and public dollars on providing improvements to downtown?

There are several reasons that redevelopment improvements in the downtown should be undertaken. Among these are:

- Downtown is the heart of the community.
- The community needs to protect and preserve past public and private investments in downtown.
- The image presented by the downtown reflects the community itself.
- Downtown will always be a high maintenance area, regardless of economic viability.
- Improvements increase property values.

Downtown is the Heart of the Community

Downtown Fruitland Park is the historic and symbolic center of the community. As the community's heart, it is the downtown that maintains the City's pulse. Fruitland Park's heritage is preserved in its downtown.

The Community Needs to Preserve and Protect Investments in Downtown Fruitland Park

Over the years, both public and private interests have invested in the downtown. Private individuals have established buildings and businesses downtown and the City has provided services for these buildings and businesses. The City has provided streets, water, parking and sidewalks to the downtown. Even with the demise of the downtown, the streets, water lines and drainage system would still need maintenance. For businesses to continue operation, efficient services must be available. Even if business operations in downtown falter, the City will still have to provide the same services.

The Image of Downtown Reflects the Community

One of the first places a new resident, or would-be resident, visits is the community's downtown. Is the downtown clean and neat? Is it cluttered? Are buildings and lots occupied or vacant? Are there people downtown? Is signage appealing and helpful? If the downtown looks well maintained and active, the image of the community will be viewed the same. The image of the downtown reflects upon the community as a whole. A vital downtown indicates a vital community; a community that is a good place to live and work. Such a community has better odds of attracting new businesses and maintaining a strong tax base.

The Downtown Will Always be a High Maintenance Area

With the many roads, public utilities and public properties in downtown, it will always be a high maintenance area. Regardless of whether business in downtown is thriving or not, the infrastructure system must be maintained and replaced when needed.

With an economically viable downtown, the tax dollars generated by its businesses will more than pay for the provisions of public services. Without a viable downtown, the area becomes a tax drain, taking general fund monies from other areas to support ailing infrastructure. Because of past investments made in the downtown, it is imperative that the community ensures that the downtown remains vital so that it is a contributor to the economy, not a drain upon public revenues.

Improvements Increase Property Values

Improvements to the downtown benefit both property owners and the community. As property values increase, tax revenues and resale values of property also increase. Increasing property values creates a good investment and reinvestment atmosphere.

In any market like Fruitland Park, businesses are never equal to their competition; they are either ahead or behind. To keep ahead of the competition, the downtown businesses must anticipate its competition. As the area grows, new commercial attractions will develop. These

new developments will compete for existing and future spendable dollars. It is much easier for downtown Fruitland Park to keep its existing clientele and win new clientele as new people move into the area, than to win back clientele lost to other shopping markets. Investing now in downtown Fruitland Park's future will be much more productive than waiting and investing later.

The Community Redevelopment Act of 1969

The legislature of the State of Florida, in recognizing that certain areas exist in communities of this State which constitute an economic and social liability by decreasing the tax base, impairing sound growth, or creating other burdens upon the larger community, has provided through the Community Redevelopment Act of 1969 a means for the local community to conserve, rehabilitate, or redevelop the area, to serve the interests of the public health, safety, morals or welfare of its citizens. Chapter 163, Part III, of the Florida Statutes, titled "Community Redevelopment," lays out the requirements for establishing a community redevelopment area, a community redevelopment agency, preparing and adopting a community redevelopment plan, and establishing the tax increment finance district to pay for improvements in the area.

In an area such as the Fruitland Park downtown which exhibits evidence of deterioration and a decrease in the relative share of the tax base, it is important to the community that the downtown area once again provide its proportionate share of revenues, and that the area is strengthened as a vital focal point for the City and region. The Community Redevelopment Plan, and the use of the tax increment financing method, allows the preservation and enhancement of the tax base so that the downtown area pays a higher share of city services than it presently does. Further, it encourages private development through the provision of incentives, stimulates improved use of underutilized land, and prevents further deterioration which has previously resulted in a lower proportionate tax base.

The legislation lays out specifically the requirements for a community redevelopment plan. It is necessary that a redevelopment area be designated by resolution of the governing body and that the plan conforms to certain statutory requirements. The redevelopment plan must

conform to the community's comprehensive plan, must be sufficiently complete to indicate acquisition, demolition and removal activities, as well as redevelopment or rehabilitation proposed to be carried out in the area. The plan shall recommend planning and zoning changes, land uses, maximum densities and building requirements. It is required that the plan provide for relocation should any families be displaced by activities recommended in the plan. There shall be due consideration to adequate park and recreation facilities, especially considering the health, safety and welfare of the children in the planning area. It is important that the plan affords maximum opportunity for rehabilitation or redevelopment by private enterprise. Any recommended non-residential uses shall be necessary and appropriate for the proper growth and development of the community.

The legislature has determined that the preservation or enhancement of the tax base providing tax revenues to the community is essential to the financial health of the community. Further, it has been determined that community redevelopment in a community redevelopment area will enhance the tax base, providing increased tax revenues to all affected taxing authorities, thereby, increasing their ability to accomplish their appropriate purposes.

Purpose of the Fruitland Park Community Redevelopment Plan

It has been recognized for a number of years that downtown Fruitland Park, which includes the commercial area along U.S. 27/441, plays an important role in the viability of the City's economy. Over recent years, a number of actions have been initiated to recognize the special role of the City's commercial areas and to strengthen its economic position.

Because downtown Fruitland Park is a unique and economically significant section of the city, it deserves special effort for preservation, redevelopment, rehabilitation and enhancement. While previous efforts in downtown Fruitland Park have been centered on marketing, business retention, public improvements, as well as parking control, it is now time that program emphasis be expanded to more general economic development activities, focusing on improving and upgrading the infrastructure, more aggressive recruitment of business activities to the downtown, and identifying and pursuing new development opportunities. This can best be accomplished

through the adoption of a community redevelopment plan for the downtown community. It is, therefore, the purpose of this plan document to set forth the Community Redevelopment Plan for downtown Fruitland Park.

Contents of this Report

This document sets forth the Community Redevelopment Plan for the City of Fruitland Park. The sections of this document include an introduction which describes the general setting of Fruitland Park and, specifically, the downtown community; an identification of needs, deficiencies, and strengths; major goals, objectives and policies; financial plan; overview of intergovernmental coordination; a statement of the relationship of the Community Redevelopment Plan to the existing Fruitland Park Comprehensive Plan and other local policies, plans and ordinances; code of ethics; caveats and supplemental materials provided in the appendix.

SECTION 2. IDENTIFICATION OF NEEDS, DEFICIENCIES AND STRENGTHS

History of the Development of Fruitland Park Redevelopment Plan

The development of this plan is a result of two separate planning efforts. The development of the City's comprehensive plan specifically identified the need to address redevelopment. In addition, capital improvement needs were also identified for the downtown area. However, due to the constraints of the City's revenue and the planning constraints required by State law, the comprehensive plan does not specifically address both private and public improvements that are generally aesthetic in nature, but necessary for the success of the downtown.

The other driving force behind the development of this Plan is, as mentioned, the Community Redevelopment Act of 1969 which provides a means for the local community to conserve, rehabilitate, or redevelop the area and for establishing the tax increment finance district to pay for improvements in the area.

The Physical Environment

The land uses within the community redevelopment area are commercial offices, retail, residential and recreation. Other business uses within the CRA include restaurants and service businesses. Residential uses are scattered throughout the study area. It is important to note that the traffic circulation system, including right-of-way for streets and sidewalks, as well as separate parking lots, is a major use of downtown land. A narrative description and map of the redevelopment area is attached as part of this plan.

Structural Condition Survey

The condition of the buildings in the CRA study area varies considerably. While most of the buildings are structurally sound, there are significant numbers of deteriorated and dilapidated buildings throughout the area. The survey of structural conditions conducted was based upon the following definitions:

Standard: A standard structure has no visible defects or, possibly, some slight defects correctable in the course of routine maintenance.

Slightly Deteriorated: A slightly deteriorated structure is structurally sound but is off a routine maintenance program such that deteriorating characteristics become a visible menace. Continuation of this deterioration would eventually result in the structures becoming more seriously deteriorated. Repairs, more than regular maintenance, are required to bring the structure up to standard.

Deteriorated: A deteriorated structure requires structural repairs not provided in the course of routine maintenance. Such a structure has one or more defects that must be corrected if the unit is to continue providing safe and adequate shelter.

Dilapidated: A dilapidated structure no longer provides adequate shelter. Such a unit endangers the health, safety or well-being of the inhabitants. This structure has one or more critical defects or a combination of intermediate defects in sufficient number that rehabilitation is not feasible.

The presence of dilapidated structures which are infeasible for rehabilitation can present a negative image of the area. Dilapidated structures can be an eyesore, a hazard if occupied, and an attractive opportunity for vandalism. Structures which are deteriorated may exhibit many of these same opportunities, but are feasible for rehabilitation. Routine inspections and code enforcement are the primary means to remove dilapidated structures at the current time.

When the deteriorated or dilapidated buildings are providing housing to individuals, the problem is especially difficult. If the structures are suitable for rehabilitation, temporary living quarters must often be found while rehabilitation takes place. If the structures are dilapidated and infeasible for rehabilitation, it is then necessary to find other housing for individuals living there.

Table 1
STRUCTURAL SURVEY

Type	Total	Standard	Slightly Deteriorated	Dilapidated	
Residential and Commercial	131	67	21	40	3

The survey of the CRA provides an indicator of the actual need. Based on the data collected it was found that approximately 50% percent of the structures have deficiencies.

Sidewalks

A visual observation of the pedestrian system in the CRA study area indicates that sidewalks are insufficient in meeting either the recreational or commercial pedestrian traffic needs. While the need for sidewalks may not be viewed by some as a top priority item, a successful downtown does require safe and convenient pedestrian movement.

It is important to provide paved walkways and properly designed ramps to make public facilities in the general downtown area more accessible to all individuals including handicapped persons. Pedestrian access is a major development concern of the City Commission and citizens of Fruitland Park for the enhancement of the CRA. There is also the opportunity for the development of a linear park. It should be noted that the purchase of private property may be deemed appropriate for a complete cohesive design of both sidewalks and liner parks. The following is a partial listing of areas that should receive first priority for sidewalks and a linear parks.

Streets in need of new or repaired sidewalks:

Palm Street
Dixie Avenue (from North to South ends)
Pennsylvania Avenue
Griffin Road (East)
Foxhill Road
Picciola Cutoff (Between U.S. 27-441 and Hamlet Court)
U.S. 27-441 (Between Miller Street and So. Dixie Avenue)

Areas that could benefit from a linear park

An appropriate location for a linear park is the abandoned railroad right-of-way between Berckman and Fruitland Streets. A municipal swimming pool, handball and volley ball courts, among other types of recreational activities could be constructed there. Such a facility would be of great benefit to the entire city, especially since it is centrally located.

Drainage

The drainage system in the downtown area is primarily controlled swales ditches and culverts. Due to the lack of "as-built" plans for the drainage system, it is difficult as part of this review to determine the current and long-range needs. As improvements are made in the downtown, every effort should be made to assess the impact the improvements will make to the immediate drainage system and to determine if cost-effective improvements can be made to the system during the construction of the improvements. Every effort should be made to establish a master drainage plan for the CRA and the City as a whole that can be referenced during phased improvements to specific locations in the downtown. A partial listing of streets within the redevelopment area that should receive first priority for drainage improvements is listed below:

1. Dixie Avenue
2. Palm Street
3. Pennsylvania Avenue
4. Foxhill Road
5. Fruitland Street
6. Seminole Street

Water Facilities

The water facilities system currently impacts the ability of the CRA to promote growth of certain services in the downtown due to limitations. The City is currently considering several options to extend water services within the CRA. Additional studies will be necessary to address additional growth and development within the CRA. The following describes areas within the CRA that could benefit from improved water facilities:

Install larger PVC main in Palm Street to replace 6" asbestos-concrete pipe, install new 6" mains in Pennsylvania, Plumosa and Phoenix Avenues to replace 2" and 6" asbestos-concrete mains in backyards and install 6" main in Forest Street to replace a 1 1/4" main.

Sewer Facilities

The City is considering several options to install a sewer system. The City of Leesburg provides sewer service up to the city limits of Fruitland Park. A master sewer plan has been developed that includes construction of a sewage collection system along U.S., 27/441 then along Berkman Avenue and then to other adjacent areas which could tie into the Leesburg system. Another option is to incorporate the now privately owned Lake County utilities system into the City limits. Further review of the most cost effective manner of providing sewer service within the CRA should be very high priority of Fruitland Park.

Fire Protection

As aging water lines are replaced and as new water service is provided within the CRA, fire protection should be improved through the installation of sufficiently sized water lines to meet commercial and residential fire flow requirements. In addition, sufficient fire hydrants and valves should be installed with all new water line extensions. These improvements will have a positive impact on the current fire protection system and will provide an incentive for the location of new businesses. A listing of streets within the CRA that should receive high priority for waterlines and fire hydrants provided below:

Palm Street
Pennsylvania Avenue
Plumosa Avenue
Phoenix Avenue
Forest Street
Areca Street
Dixie Avenue (from Miller to South End at U.S. 27-441)

Parks

The City of Fruitland Park has several acres of excellent parks. This recreational resource provides a certain amount of tourist/recreational traffic into the CRA. Improvements are needed for local parks include parking lot paving and acquisition of land for additional parking. Beyond parking facilities, additional landscaping, utility relocation and sidewalk/crosswalk improvements are necessary. Below is a listing of local parks and the types of improvements that are needed.

1. Cales Recreation Complex:

Sidewalk extension, additional land for parking, improvement of existing parking space.

2. Veterans Memorial Park:

Improvement of existing parking, replacement of 2" watermain with 6" (or larger) to provide sufficient fire and irrigation flow.

3. Park along Old Railroad Row:

Improve parking area, upgrade light system for horseshoe courts:

Note: All parks could use additional landscaping.

Residential Housing Impact

The structural needs analysis indicated that a small percentage of the structures in the CRA are residential. However, a high percentage of the residential units are deteriorated or dilapidated. The CRA shall address residential impact through the following manner:

1. Promote the rehabilitation of residential units through both private and public resources (i.e., CDBG and SHIP funds). Financial institutions participating in the loan pool shall actively promote financing of residential rehabilitation in and adjacent to the CRA.
2. Active code enforcement will be utilized to insure safe, sanitary housing conditions in the CRA. The CRA agency should review the LDR and the building code requirements to insure a consistent policy with CRA Agency objectives for existing and future residential structures in the CRA.
3. The CRA Agency shall monitor the conversion of residential units to commercial use to insure that involuntary displacement does not occur and that the conversion construction is consistent with the goals for the CRA and the aesthetic goals of the CRA Agency.

Traffic Intersections and Signalization

A preliminary field investigation finds that several areas within the CRA are not conducive to pedestrian use. These areas can be improved by providing landscaping and therefore, provide a visible justification for pedestrian use. Furthermore, engineering design improvements, making pedestrian accessibility a priority, can be achieved throughout the CRA. It may be necessary to conduct a more extensive engineering investigation of intersections, especially high hazard locations, in order to identify additional improvements as part of Fruitland Park's ongoing roadway maintenance and improvement program. A Preliminary list of intersections that could benefit from additional landscaping, signalization and cross walks is listed below:

1. Dixie Avenue at Griffin Street, Fruitland Street, Forest Street, Palm Street, and Pennsylvania Avenue.
2. U.S. 27-441 at Miller Street, Berckman Street, Beam Street, Segal Street, Forest Street, Palm Street and Grizzard Street.

Parking

The current need for parking is not based strictly on the number of on and off-site spaces currently available, but is tied to the need to improve the downtown landscaping which would promote greater use of pedestrian traffic, the safety of available parking on existing major roadways and the grandfathering of existing land use which may adversely impact the availability of downtown parking. The City of Fruitland Park utilizes a traditional parking strategy in which parking requirements are tied to zoning, specific structural use and the size of the structure being used.

The current planning system requires the utilization of prime commercial property for parking, hindering the expansion or development of many of the vacant parcels in the downtown. A reverse strategy has been utilized in other communities that were facing decline in which the parking space requirements were minimized allowing for greater in-fill. The result is the creation of greater pedestrian traffic due to the increased distance of vehicle parking from the destination. However, this strategy does not work unless aesthetic improvements are made to make the experience pleasing for the vehicle driver/pedestrian. With the increased growth and tax revenues, parking concerns and planning can be dealt with as an infrastructure need. Centralized parking lots, which minimize the use of prime commercial property, can be purchased through funds generated by the Tax Increment District and through special assessments on the business district that created the need.

As the city grows, sites for additional parking should be identified. At this time, however, the business district is so spread out that the establishment of municipal parking lots is not a viable option.

Aesthetics

An important part of redeveloping any area is its appearance. While many aspects of appearance will improve as the structural conditions are improved, as redevelopment takes place for economic reasons, as streets are repaired and infrastructure is upgraded, some aspects of the appearance of a downtown must be given special attention. Public improvements in a downtown

often concerned with the appearance of the streetscape. The streetscape is the combination of all elements in a pedestrian or vehicular area, usually the public right-of-way, and includes street furniture, landscaping, sidewalks, lights, signs, and the relationship of each of these elements both to each other and to adjacent buildings. Standards need to be adopted for the CRA with regard to these elements of the streetscape. Sidewalks, an essential part of the pedestrian circulation system, were discussed earlier in this chapter. For the purposes of this discussion the streetscape includes the street furniture (items such as benches, planters, trash receptacles, kiosks, etc.), landscaping (trees, tree grates, guards and irrigation), and lights.

TABLE 5
AESTHETIC NEEDS ASSESSMENT

Activity	Quantity	Estimated Unit Price	Total Estimated Cost
Benches	10	\$300.00	\$3,000
Trash Receptacles	10	\$50.00	\$500
Ornamental Lighting	(Not yet determined)		
Median Improvements	(Not yet determined)		
Pedestrian Crosswalk	3	\$1,000	\$3,000
Traffic Signal	3	\$3,000	\$6,000

In order to make an area attractive for pedestrians, improvements to the appearance, or the streetscape, are necessary. Such improvements are now evidenced in Fruitland Park with very limited utilization in the downtown. While individual property owners have made improvements to their building facades and, in some cases, upgraded and installed landscaping, there has not yet been a comprehensive program throughout the entire downtown to upgrade the

streetscape. An aesthetics needs analysis needs to be conducted for the overall CRA. A preliminary cost estimate is established in Table 5.

Current and Future Capital Improvements in the CRA

There are currently several capital improvements being addressed in the CRA as identified in the Comprehensive Plan. Future capital improvements in the CRA shall be in conformance with the Capital Improvements Element of the Comprehensive Plan, except for emergency or disaster related improvements.

CRA Boundary Description

The CRA boundary description is defined as : From the intersection the easterly right-of-way of U.S. Highway 441 and the southerly right-of-way of Lake Ella Road run south along the City limits of the City of Fruitland Park to the southernmost point of the City limits of the City of Fruitland Park; thence run northwesterly along the City limits to Atlantic Coastline Railroad right-of-way; thence run north along the Atlantic Coastline Railroad right-of-way to Berckman Street; thence run west on Berckman Street to Rose Avenue; thence run north on Rose Avenue to Fountain Street; thence run east on Fountain street to College Avenue; thence run north on College Avenue to Miller Street; thence run east on Miller Street to the Atlantic Coastline Railroad right-of-way; thence run north along the Atlantic Coastline railroad right-of-way and the City limits of the City of Fruitland Park to Lake Ella Raod; thence run east to the point of beginning.

Lass and except those residential properties contained within the areas bounded by following from the intersection of LaVista Street and Dixie Avenue run east to the intersection of LaVista Street and Villa Avenue; thence run south on Villa Avenue to Foxhill Road; thence

run southeast on Foxhill Road to Pennsylvania Avenue; thence run south on Pennsylvania Avenue to Seagle Street; thence run east on Seagle Street to U.S. Highway 441; thence run south on U.S. Highway 441 to intersection of U.S. Highway 441 and Dixie Avenue; thence run north on Dixie Avenue to Pennsylvania Avenue; thence run north on Pennsylvania Avenue to Golden Flow Circle; thence run west on Golden Glow Circle to Magnolia Avenue; thence run northwest on Magnolia Avenue to Palm Street; thence run west on Palm Street to Dixie Avenue; thence run north on Dixie Avenue to LaVista Street.

SECTION 3. MAJOR GOALS, OBJECTIVES AND POLICIES

Each section begins with a goal statement which outlines actions used to obtain specific outcomes. Measurable outcomes are identified where possible and completion dates are proposed. The objectives identify activities for achieving the desired goals of the downtown redevelopment.

A. PROPOSED GOALS AND OBJECTIVES:

Goal 1 Overall Redevelopment: Establish downtown Fruitland Park as a focal point for the community and attract visitors from the entire region.

Objective 1.1 Increase the visual attractiveness and unity of downtown Fruitland Park by identifying a common theme by 1997.

Objective 1.2 Encourage additional civic activities and community events in the downtown area by 1996.

Objective 1.3 Maintain and enhance existing development and encourage an additional 15% development of undeveloped or underdeveloped property in the CRA by 1999.

Goal 2 Overall Image Goal: Increase the visibility, identity and unity of the downtown through physical design, promotion, uniform store hours and improved signage by 1999.

Objective 2.1 Develop a unified advertisement campaign for downtown retailers by 1997.

Objective 2.2 Adopt standards for the redevelopment of historic structures by 1998.

Objective 2.3 Publish a list of under-represented specialty retail shops by 1997.

Objective 2.4 Redesign/construct "Welcome to the City of Fruitland Park" signs by 1997.

Goal 3 Overall Land Use Goal: Foster a diversified economic base and the efficient use of land downtown.

Objective 3.1 Encourage the preservation and restoration of buildings of historic and/or architectural significance through the review, adoption, and enforcement of a Historic Preservation Ordinance by 1998. Develop and implement design standards and a design review Board as a part of the Historic Preservation Ordinance.

Policy 3.1.1 The CRA Agency shall encourage the renovation of historic buildings to promote commercial office and limited residential facilities within and around the designated CRA by working with owners in the approval process and assisting them in obtaining possible funding from State and Federal sources.

Policy 3.1.2 The City shall promote and encourage redevelopment of substandard or deteriorating housing through code enforcement.

Objective 3.2 The CRA Agency shall analyze the need for facade improvements to commercial structures in the CRA by 1998. Commercial facilities that must comply with the Americans with Disabilities Act shall be included in the analysis.

Policy 3.2.1 The need for facade improvements will be considered by the CRA Agency and the City Commission during the budget allocation of the community

redevelopment trust funds and during at least one public hearing related to the Small Cities Community Development Block Grant application process.

Objective 3.3 The CRA Agency shall annually review the need and feasibility of annexation.

Policy 3.3.1 Upon the determination by the CRA Agency that annexation is necessary, the Agency shall submit a report to the City Commission within six months.

Goal 4 Environmental Goal: Create an attractive, safe and comfortable environment that is conducive to activities during the day and evenings.

Objective 4.1 Maintain city services for sidewalk maintenance and landscaping. Continue to encourage building improvements by property owners.

Objective 4.2 Consider policies to encourage shade tree and other canopy features in the pedestrian areas by 1998.

Objective 4.3 Develop handbook to assist civic groups with community events to be held in the CRA. Continue to hold/host special community activities and events in the downtown to draw visitors, tourists and community members to the CRA by 1998.

Objective 4.4 Emphasize pedestrian orientation in the CRA through landscape features, pedestrian-scale lighting and street furniture. Begin a phased program by 1997.

Objective 4.5 Begin a visual enhancement program through the elimination of visual

pollution and by screening surface parking areas with landscaping or other means by 1997.

Objective 4.6 Eliminate blighted and dilapidated structures to improve appearance of vacant lots/parcels by 1999.

Objective 4.7 Study the use of non-traditional walkways in the CRA by 1999.

Objective 4.8 Encourage the improvement of back lots and alleyways as a non-traditional open space for customers and downtown employees by 1999.

Goal 5 Transportation Goal: Provide an integrated transportation system within and to the downtown by 2000.

Objective 5.1 Develop an effective marketing and management system for the current parking system by 2000. This should include a unified signage and parking lot improvements / maintenance program.

Objective 5.2 Study traffic circulation of the downtown and surrounding areas to determine best circulation pattern by 1998.

Objective 5.3 Provide appropriate traffic control devices which are integrated with the design of the downtown and which will improve traffic accessibility and internal circulation by 1999.

Objective 5.4 Develop a master plan for accessibility improvements by the handicapped to and within the redevelopment area by 1999. Plan should include current analysis conducted on City owned properties located within the CRA.

Goal 6 Public Services Goal: Ensure the provision of adequate and efficient public services to support additional development in the CRA.

Objective 6.1 A comprehensive analysis of existing utility facilities within the CRA should be done to determine each system's capacity as it relates to existing land uses and possible increases in land use intensity by 1998.

Policy 6.1.1 Provide adequate City services and amenities in the CRA (such as parking and streetscaping) to encourage private investment in the CRA.

Objective 6.2 Repair old and replace undersized water lines in the CRA as needed and in conjunction with other construction projects by 2005.

Objective 6.3 Analyze the feasibility of underground installation of all aerial utility facilities in the CRA and certain other areas within the redevelopment area by 1999.

Goal 7 Community Redevelopment Area Agency Goal: The CRA Agency shall aggressively develop, plan, finance and construct improvements to the CRA in an effort to further the redevelopment effort.

Objective 7.1 By 1998, the CRA Agency shall adopt a strong policy of utilizing redevelopment funds for those projects that can show justifiable gain in the property value or redevelopment impact in the CRA.

Policy 7.1.1 Create incentives for development in the CRA in order to achieve the desired mix of uses.

Objective 7.2 The CRA Agency shall allocate up to 10% of the funds generated by tax increment financing for the appointment or sponsorship of a staff position

that is responsible for development and redevelopment activities in the downtown by 1999.

Objective 7.3 Development of a quarterly meeting schedule for the CRA Agency for the purposes of conducting and overseeing CRA business.

Objective 7.4 The CRA shall promote participation by local financial institutions in the CRA loan pool, which could be utilized in conjunction with funds maintained in the Redevelopment Trust Fund.

SECTION 4. FINANCIAL PLAN

The following sources are based on identification of need and should not be considered an exhaustive list of financial sources:

Community Development Block Grant (CDBG)

The Florida Department of Community Affairs administers the CDBG program as a "pass through" grant program from the U.S. Department of Housing and Urban Development. The program provides financial assistance to eligible local governments in the area of housing rehabilitation, neighborhood revitalization, commercial revitalization and economic development. The City intends to apply for funds in the 1995 funding cycle to address many of the needs identified in this plan. This program will be the primary focus of the City's grant activities throughout the 1990s.

Community Contribution Tax Incentive Program

This program was created by the Florida Legislature to encourage corporate involvement in community revitalization. This program allows businesses a fifty percent credit on Florida corporate income tax or insurance premium tax for donations to local community development projects. Donations must be made through an eligible nonprofit corporation conducting an approved community development project. This program can address the revitalization of the historic structures identified in the CRA. Eligible historic preservation projects have as their goals the improvements or substantial rehabilitation of housing, commercial, industrial or public facilities in a "historic preservation district." The City of Fruitland Park can promote private participation by utilizing this incentive program.

Economic Development Administration

This Federal agency provides grants to fund public works projects. This grant/loan program assists distressed communities to attract new industries, encourages business expansions and primarily focuses on generating long-term, private sector employment opportunities. As funding sources and project phases solidify, this program should be reviewed as a funding source to be matched with private funds.

Small Business Administration

Most SBA financing is done under the 7-A program, which focuses on working capital needs. Under this program, banks loan capital to small businesses and the federal government guarantees 90% of the loan amount. The loans usually extend for 5 to 7 years.

The other SBA program is known as "SBA 503". This program provides existing, viable small businesses with long-term, below market rate financing for the acquisition of land and building, machinery and equipment and construction and renovation which results in job creation. The CRA Agency, the City Commission and other local interest groups should promote educational understanding of the opportunity that is available under these programs. The programs are administered through the Florida Department of Commerce which is willing to provide on-site technical training and educational presentations.

Main Street Program

This program is designed to foster economic revitalization of the central cores of small cities in Florida. The four elements of this program are:

1. Organization of downtown leaders.
2. Promotion of downtown as an exciting and attractive place in which to shop,

work and live.

3. Address visual image of the downtown through quality design and preservation.
4. Analyze strengths and weaknesses of the downtown to bring about economic restructuring.

This comprehensive approach emphasizes close cooperation between the public and private sectors and gradual implementation with periodic assessments.

One key to the success of the Main Street Program is the coordination provided by the local Main Street Manager. Each participating City must hire and pay salary and benefits for a full-time manager who, in turn, is the catalyst for the downtown activities. The Manager works on the four Main Street elements, and devotes all of his or her energies to returning the downtown to an environment which is vital and stimulating for all.

Tax Increment Financing

The ability to use tax increment revenues for community redevelopment is authorized by Chapter 163, Part III, Florida Statutes. Once the City designates an area as the Redevelopment Area, the assessed valuation of the area is "frozen" commencing with the certified tax rolls as of a specified date, as the base year, in order to derive tax increment revenues. Such revenues must be used by the agency to pay for approved projects within the Redevelopment Area, either on a pay-as-you-go basis or as security for bonds, the proceeds of which must be used for such lawful purposes as described in Chapter 163, Florida Statutes.

Upon the adoption of this plan, a Tax Increment Financing Plan will be implemented with the creation of a Redevelopment Trust Fund, as specified in Section 163.387, Florida Statutes. Once the tax increment funds are deposited into the Redevelopment Trust Fund as a result of Tax Increment Financing, an assessment of long-term revenue stability needs to be conducted

and the use of bonds based upon the tax increment revenues needs to be reviewed as a long term capital improvement source. Upon the completion of this analysis, the CRA Agency shall establish a time certain for completing all redevelopment financed by increment revenues, which shall occur not later than 30 years after the fiscal year in which the plan is adopted, as required by Section 163.362(10), Florida Statutes.

The financial assessment shall determine whether revenue bonds will be necessary to maximize the efforts to complete infrastructure projects within the 30-year completion period as required by Florida Statute. Revenue bonds issued by the CRA Agency shall comply with the requirements of Sections 163.387(4) & (5), Florida Statutes.

Special Assessment District

The area intended for improvements can be established as a special assessment district where the individuals receiving benefit from the improvements will be assessed for their share of the improvements. This is usually done on a "front-foot" basis but can be done on an area-wide basis. Bonds can be issued using the revenues to be generated by the assessment district as security. The revenues raised are dependent upon the size of the assessment and project. Further analysis of this financing option will need to be included in future updates to this plan.

Local Contributions

Local organizations and nonprofits can raise funds for specific projects identified in this plan. Every effort should be made to coordinate with the agencies identified under Intergovernmental Coordination. Funds raised specifically for needs identified in this plan by local organizations or nonprofits may be deposited into the Redevelopment Trust Fund.

Private Finance Pool

The availability of public funds for private improvements in the Community

Redevelopment Area is limited, making it impossible to address the immediate private needs of the area solely on government funding sources. As a result of this need and the development of this policy, a cooperative effort by local lending institutions is needed and shall be promoted through the development and implementation of this policy. Local institutions are encouraged to review this Community Redevelopment Plan and determine the level of involvement that their institution can offer to the needs identified herein.

The Community Reinvestment Act of 1977 requires banks to define a service area, assess local credit needs and make efforts to meet the community's needs. This plan can service as the basis for goal establishment and planning for local institutions. The City of Fruitland Park, as the primary agent for this plan, will maintain a standing file for local banks to submit letters of participation. As the City develops specific plans for addressing both private and public needs in the CRA, participating institutions will be included in the development and financing phase of the projects. All letters of participation by financial institutions will be attached and shall become a part of this plan as they are received.

Budgetary Review

At the first quarterly meeting after the Tax Increment Funds have been deposited into the Trust Fund, the CRA shall develop a budget for the proceeding year. The budget shall specifically establish spending categories and budgetary amounts. Any remaining unencumbered funds from the preceding budget year shall be deposited into an escrow account on the last day of the fiscal year of the CRA Agency for the purpose of later reducing any indebtedness to which increment revenues are pledged.

The CRA shall evaluate the programs and revenue sources listed above during the budgetary review process to insure maximum utilization of available resources.

Revisions to the budget during the fiscal year shall be preceded by public notice (Chapter 120, Florida Statutes), public hearing, and shall be approved by the majority of the CRA

members.

Moneys in the redevelopment trust fund may be expended for the following purposes, in accordance with Section 163.387(6), Florida Statutes:

1. Administrative and overhead expenses necessary or incidental to the implementation of the community redevelopment plan.
2. Expenses or redevelopment planning, surveys and financial analysis, including the reimbursement of the governing body or the community redevelopment agency for such expenses incurred before the redevelopment plan was approved and adopted.
3. Acquisition of real property in the CRA.
4. Clearance of real property for redevelopment.
5. Repayment of principal and interest for loans, advances, bonds, bond anticipation notes and any other form of indebtedness.

SECTION 5. INTERGOVERNMENTAL COORDINATION

While all of the community redevelopment area is within the City limits and, thus, is within the jurisdiction of the City Commission, there are other agencies and organizations which have an interest in or responsibility for the CRA. Those groups include the following:

Local Planning Agency

Community Development Block Grant Citizen Advisory Task Force

Fruitland Park Planning and Zoning Board

Community Redevelopment Agency

The success of this plan for the downtown of Fruitland Park depends upon the coordination of all responsible agencies and organizations for the CRA. Specific site plans for new construction or redevelopment in the downtown will be reviewed by the Fruitland Park Planning and Zoning Board. The Fruitland Park City Commission, serving as the Community Redevelopment Agency, will have primary responsibility for carrying out the projects identified in this plan and ensuring the future integrity of the CRA. Decisions by the Fruitland Park City Commission should be carefully coordinated with the contents of this plan.

The CRA will comply with requirements for environmental assessment on federally funded projects and shall comply with the Governor's Intergovernmental Review Process, which insures compliance with State and Federal environmental protection regulations, on all construction related activities.

SECTION 6. COORDINATION WITH EXISTING CITY PLANS, POLICIES AND ORDINANCES

Comprehensive Plan

Section 163.362(2)(b), Florida Statutes requires that the Community Redevelopment Plan include limitations on the type, size, height, number and proposed use of buildings. However, this provision has not been revised since the passage of the Growth Management Act of 1985 and the subsequent requirements for Local Comprehensive Plans and Land Development Regulations. Therefore, the CRA Agency shall be bound to the adopted Comprehensive Plan and the Land Development Regulations. However, the CRA Agency shall make recommended revisions that would enhance the Community Redevelopment effort.

Antidisplacement Plan

The City of Fruitland Park adopted an Antidisplacement Plan as part of the CDBG program. This plan shall serve as the Antidisplacement Plan for the CRA Agency. This plan provides a guideline for addressing both residential and commercial displacement by providing fair compensation for both voluntary and involuntary displacement.

Acquisition Plan

If the CRA determines that the acquisition of property is required by the Community Redevelopment Plan and complies with the requirements of the Section 163.360(7), Florida Statutes, the CRA shall establish deed restrictions or covenants on all property acquired by the CRA for specific redevelopment purposes. The acquisition process shall be governed by the Fruitland Park Acquisition Plan which identifies procedures for both voluntary and non-voluntary acquisition. Acquisition of property, including easements and right-of-way, using federal funds

shall occur in accordance with the Uniform Relocation Act of 1970, as amended, and with all State and Federal regulations which may apply.

The CRA Agency has the right to acquire property through eminent domain pursuant Section 163.375, Florida Statutes. However, every effort should be made to utilize voluntary acquisition or alternative sites when possible.

Fair Housing Ordinance

This ordinance promotes equal housing opportunity and prohibits discriminatory practices by timely processing of complaints, by conciliation and mediation, and by public hearings. The CRA Agency shall further promote fair housing within the CRA.

Procurement Policy

The City of Fruitland Park Procurement Policies and Procedures for Community Development Block Grant Programs and Projects shall be deemed the official procurement policy of the CRA. The policy addresses methodology for all levels of procurement (i.e., simple, intermediate and formal).

Section 504 Policy

The City of Fruitland Park is progressing toward compliance with Section 504 of the Rehabilitation Act of 1973, as amended, and is taking positive, affirmative steps to ensure satisfactory and timely compliance. The City is committed to ensure that it does not discriminate on the basis of handicap, nor any other factor which may set one group, or individual, apart from another. Actions being taken to promote handicapped nondiscrimination include:

Adoption of a Compliance Policy

Self Evaluation of Public Facilities

Preparation and adoption of a Transition Plan

Installation of a Telephonic Devise for the Deaf

Appointment of a Program Coordinator

Since the majority of the public facilities affected by this policy and the Americans with Disability Act are located within the CRA, it shall be a priority of the CRA Agency to address noncomplying facilities identified in the transition plan. The CRA Agency shall analyze the requirements of the Americans with Disability Act prior to the design of capital improvements within the CRA.

SECTION 7. CODE OF ETHICS

The officers, board members and employees of a Community Redevelopment Area Agency created by Section 163.357, Florida Statutes shall be subject to the provisions and requirements of Part III of Chapter 112, Florida Statutes.

If any such official, board member or employee presently owns or controls, or owned or controlled within the preceding two years, any interest, direct or indirect, in any property which he or she knows is included or planned to be included in a Community Redevelopment Area, he shall immediately disclose this fact in the manner provided in Part III of Chapter 112. Any disclosure required to be made by this section shall be made prior to taking any official action pursuant to this section.

SECTION 8. CAVEATS

Areas not covered in detail in this plan which arise during the implementation or construction phase will be handled as the situation may dictate so as not to impede progress. In every case, the City Manager will document the problem or situation and immediately communicate it to the City Commission. If the item is unique, it will be resolved at the appropriate decision level--ultimately by survey of elected officials if necessary. If the item has the potential for reoccurrence, it shall be resolved and then included as an addendum to this policy.



Adopted by City Commission on March 16, 1995.

Attest:

Linda S. Rodrick

Clerk

William R. White

Chief Elected Official

APPENDIX A - BLIGHT RESOLUTION

**APPENDIX B - MAP 1
COMMUNITY REDEVELOPMENT AREA MAP**

CITY OF FRUITLAND PARK
COMMUNITY REDEVELOPMENT AREA MAP

