



**A REGULAR MEETING MINUTES  
COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD MEETING MINUTES  
March 11, 2014**

**1. CALL TO ORDER**

Chairman Larry Cappleman called the meeting of the Community Redevelopment Agency Advisory Board to order at 5:01 pm in the 3<sup>rd</sup> Floor Conference Room of City Hall.

**2. ROLL CALL AND DETERMINATION OF QUORUM**

A quorum was declared present at 5:01 pm.

**Present: Board Members:** Chairman Larry Cappleman, Vice Chair Bob Battaglia, Kelly Randall, Charlie Roper, John Kirby, Joy Knight-Bouler, Alan Haughey, Sandy Schupp, and Ronald Sikes.

**Absent:** none

**City Staff:** City Manager Michael Bollhoefer, Community Development Director Ed Williams, Economic Development Director Tanja Gerhartz, Finance Director Laura Zielonka, Executive Assistant Amy Martello, Senior Planner Laura Smith, and Customer Service Representative Kathy Rathel.

**3. APPROVAL OF MINUTES**

***Motion made by Charlie Roper to approve the regular meeting minutes of June 25, 2013. Seconded by John Kirby the motion carried unanimously 9-0.***

**4. 426 W. Plant Street**

Economic Development Director Tanja Gerhartz distributed to the Board for review a presentation for the property located at 426 W. Plant Street (see attached Exhibit "A"). The property is currently owned by Catherine Blaiklock and Mcannuff Investments, LLC. A new owner, Plant Street Market LLC, is under contract and renderings for the renovation and conversion of the three apartment buildings were included in the presentation.

Andrew Sheeter, of The Sheeter Group, and Jared Czachorowski are investors and were present to discuss with the Board their intentions for the project. They stated an optimistic timeline of closing in 3 to 4 months, starting construction in 6 months and being open in 1 year. They would give first options to people on the waiting list for downtown openings as tenants.

Board had general discussion about the property and the proposed improvements to the building and site which included applying for 3 façade improvement grants.

***Motion made by Sandy Schupp that there is significant interest in supporting the three facade grants for the project. Seconded by John Kirby the motion carried unanimously 9-0.***

**5. DISCUSSION – Downtown Parking update**

City Manager Michael Bollhoefer opened the discussion for the Downtown Parking stating there was still a debate on the location. The City could possibly purchase Burt's warehouse for landscape parking on the North side and the City was still getting estimates for the parking garage on the South side with and without the addition of businesses to the parking garage. Construction would not be this summer and we are hoping to present to City Commission by end of March or April.

**6. MEMBER INPUT**

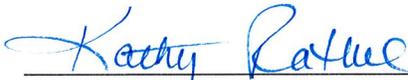
No additional discussions.

**7. ADJOURNMENT**

***Meeting adjourned at 5:32 pm.***

**ATTEST:**

**APPROVED:**



Customer Service Rep Kathy Rathel



Chairman Larry Cappleman

## Exhibit "A"



**DRAFT**  
**CRA Advisory Board**  
**Facade Matching Grant Staff Report**  
**426 W. Plant Street**

**Subject Property:**

426 W. Plant Street

**Current Property Owner:**

Catherine Blaiklock  
Mcannuff Investments LLC

**New Owner Under Contract:**

Plant Street Market LLC

**Item for Review:**

Renovation and conversion of three apartment buildings (20 units) to a commercial use totaling 20,000 SF. Renovate the three buildings by removing the mansard roof, installing new windows and doors, connecting the buildings and creating a storefront and patio area along West Plant Street. The buildings will house a microbrewery that will include a tap room and an artisan market.

**Prepared By:**

Tanja Gerhartz, Economic Development Director

**Date:**

March 11, 2014

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**Introduction**

The subject property, known as the *Shady Hill Apartments*, is located at 426 W. Plant Street. Please see exhibit A for location. A street elevation of the existing site can be found in exhibit C. The current owner is selling the property and the new owner, Plant Street Market LLC, has the property under contract, with a closing date of May 16, 2014. The new owners need financial assistance in renovating the buildings and would like approval of the grant prior to closing on the property.

The purpose of this report is to evaluate a proposal to renovate and convert three apartment buildings to commercial space which includes creating a storefront facing on West Plant Street. The proposed concept, The Plant Street Market, will create an artisan market and microbrewery at the subject site. A fish market, bakery, cheese, juice bar, artists, plant store, local farm store, raw oyster bar, nuts and dried fruit, wine store and brewery with a tap room are part of the vision for the renovated space. Please see attached description.

One of the deterring factors for redevelopment along West Plant Street has been the perception of crime that is associated with the subject property. Creating a retail anchor at this location expands the downtown and creates pedestrian traffic along this block of Plant Street. Converting the apartments to commercial space also creates needed commercial space. It is for these reasons, that City staff is recommending approval of a facade grant for this project.

The City believes redeveloping the site for commercial uses will be beneficial to the Downtown District. Currently, Downtown is fully occupied and additional commercial space is needed. By converting the blighted apartment buildings to a commercial use will hopefully stimulate further development in this specific area of downtown. Depending upon the final design, this represents approximately \$2 million in private investment including the microbrewery.

**EXHIBIT "A"  
Subject Property – Location Map**

**426 W. Plant Street**



**EXHIBIT "B"**  
**Prior Approvals**

**426 W. Plant Street**

The Architectural and Historic Preservation Board approved a previous concept plan for this site, but construction never commenced. The applicant had submitted for a roof permit, but the permit was never issued. Other than this approval, there are no prior approvals or building permit activity for this address.

The current owner was in the process of putting on a new roof and repainting before putting the property on the market to sell.

**Existing Conditions**

The subject buildings are two story structures constructed in 1973. There are a total of three buildings with a total of 20 apartments. The buildings are constructed with concrete block covered with stucco with a simple mansard roof and inset windows. The doors have a rounded awning, but for the most part the buildings have very little architectural relief or detail.

All the tenants that were living in the apartments have been evicted. The buildings are in disrepair, there are some broken windows and part of the roof on the middle building has been removed. There appears to be some water damage due to the roof leaking.

**EXHIBIT "C"**  
**Subject Property – Existing Conditions**

**426 W. Plant Street**





**Adjacent Conditions**

The adjacent buildings include a two story building to the west located at 446 W. Plant Street which was constructed in 2004 and a one story residence to the east located at 360 Tremaine Street and to the north is a one story residence at 429 W. Plant Street and to the south are the City of Winter Garden ball fields.

**EXHIBIT "D"**  
**Adjacent Properties**

**446 W. Plant Street**



360 Tremaine Street



429 W. Plant Street



238 W. Smith Street or City of Winter Garden Ball fields



**Project Description:**

Facade improvements which includes new windows, removal of existing mansard roof and new brick facade on two walls, installation of new doors, building connections with windows and covered roof, storefront and new hard canopies. The construction budget exceeds \$1 million.

The new owner intends to remove the second story floor and open the buildings up creating three open spaces with large ceiling heights that are connected. This will help accommodate the microbrewery and create the right atmosphere for the artisan market.

The existing mansard roof will be removed and replaced with a simple flat roof with a decorative parapet wall, which steps up in elevation along the west and north sides of the building. The building exterior will feature a stucco and brick facade, materials which are consistent with many buildings in Historic Downtown.

There will be a ground floor commercial storefront and a brick courtyard along the side of the building that fronts Plant Street and Central Avenue. The storefront will feature highly transparent fixed plate glass doors, along with a hard awning and other architectural details. The courtyard will be designed to provide comfortable and versatile outdoor seating opportunities. These design features are compatible with the Historic Downtown and Design Standards and Guidelines.

New windows will be installed featuring details typical of the Mercantile/Masonry Vernacular – an architectural style that is commonly found in Historic Downtown. These details include double-hung sash windows with sills and lintels.

The buildings will be connected with an elevated roof system surrounded by fixed windows with double glass doors creating the look and effect of a greenhouse.

**Project Budget: To be provided in April**

	<u>Estimate 1</u>	<u>Estimate 2</u>
Two construction estimates to be provided		
<b>Total</b>	\$	\$

**City Approvals:**

The Architectural Review and Historic Preservation Board will review the proposed plans and renderings for the project for approval.

**Recommendation:**

Recommend approving "a not to exceed" Facade Matching Grant of \$20,000 for each of the buildings for a total of \$60,000 at 426 W. Plant Street. The new owners will be making a \$2 million investment, creating a retail anchor near the Plant and Park intersection, creating needed commercial space, building a microbrewery that will create approximately 20 to 25 jobs, eliminating the low income housing and public safety issues as well as significantly improving the property.

**Proposed Site Plan and Rendering**

The new owner of the subject building has prepared a site plan and concept renderings for review. These were just completed so the applicant has been unable to obtain construction estimates.

EXHIBIT "E"

Proposed Site Plan

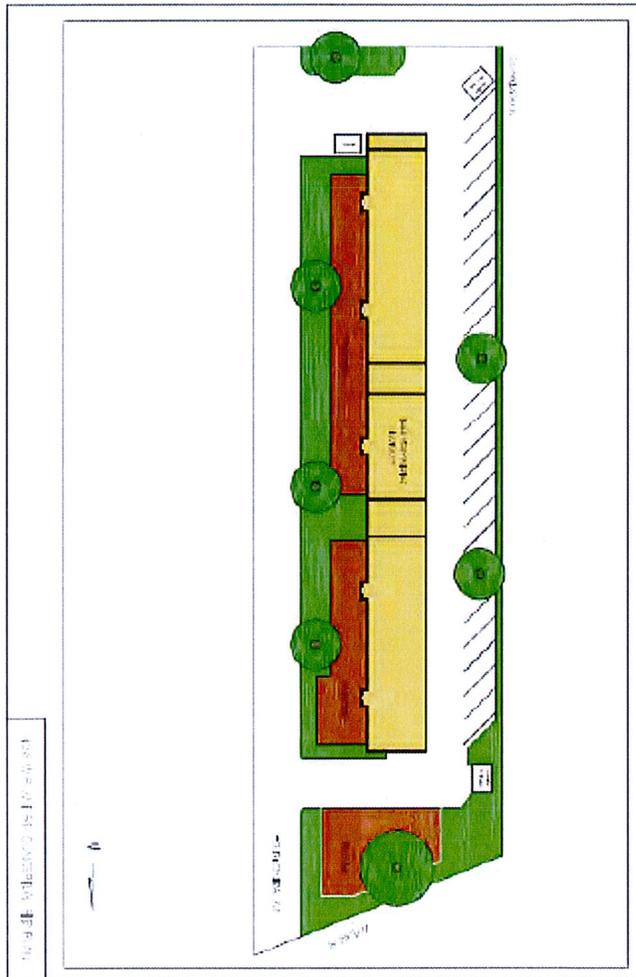


Exhibit "F"  
Proposed Renderings

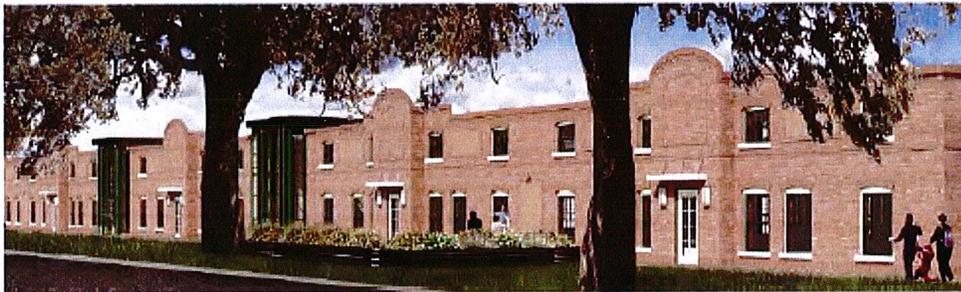
Proposed Renovation North Side of Building – Fronting Plant Street



**Proposed Renovation West Side of Building – Along Central Avenue**



**Proposed Renovation West Side of Building – Along Central Avenue**



## Plant Street Market

Seasonal    Local    Sustainable

A neighborhood market and cultural food destination offering everything your heart desires under one roof.  
A pet and family-friendly celebration of artisan foods, art, local flare and friends providing a positive impact to the quality of our community!

Hosting independently-owned businesses

### Potential Vendors:

A local seafood market focused on sourcing wild caught Florida seafood

Artisan Cheeses -High Quality, Hand Crafted and unique cheeses

Bread Company providing fresh baked breads and pastries with  
No preservatives or No artificial flavors

Juice Bar and Experimental Kitchen-  
using local and organic produce, Kombucha and full raw food menu

A local plant store that uses  
craft materials and repurposed items to bring the garden into your home

A local farm store that brings fresh farm directly to the city -  
Local produce, naturally raised local meat, farm fresh eggs, raw honey, and homemade provisions.

Gourmet Tea Room

serving premier assortment of organic tea and unique homemade artist created decorations and home decor.

Raw Oyster Bar

serving many varieties on the half shell.

A local made Chocolate Shop serving up  
Truffles, Dipped Fruit, Turtles and specialty treats in dark milk and white chocolate.

Sushi made fresh to order -

Raw and cooked delights

All natural homemade italian ices and soda!

Nuts, Dried Fruits and Candy Shop

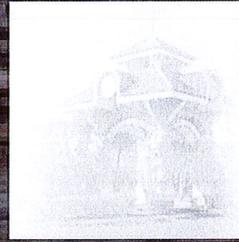
Local Artist Area - a place for local artist and crafters to showcase and sell their work

Crooked Can Beer Company

The Well -

Local Tap Room serving up the best in craft beer brewed on location

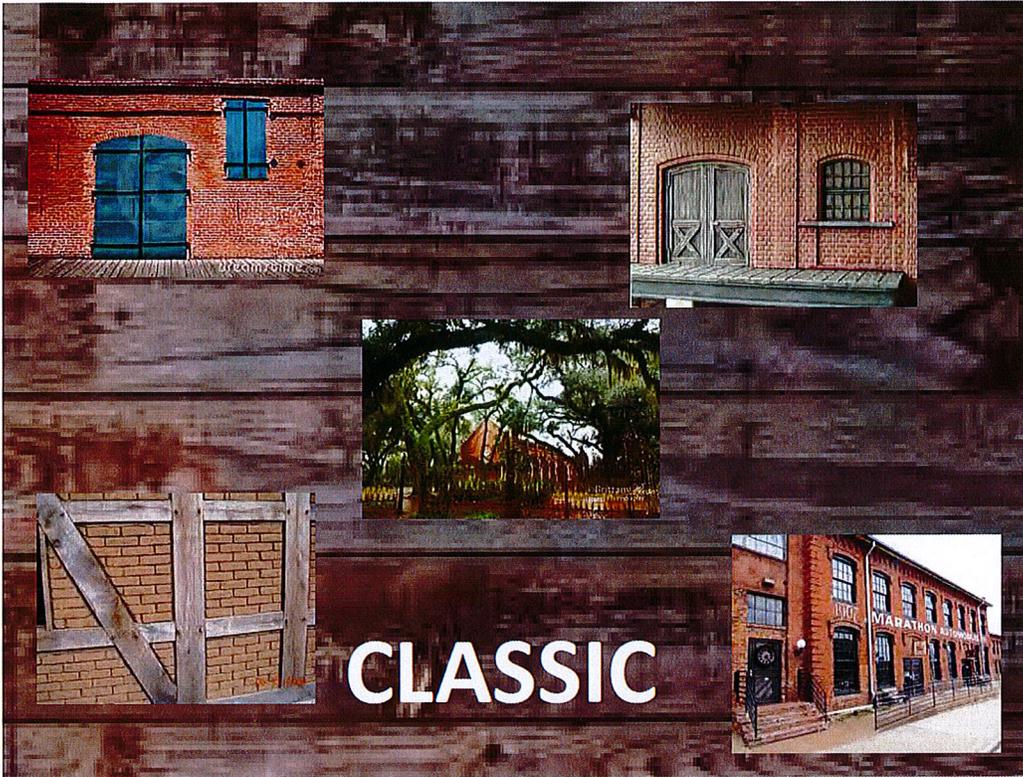
# HISTORIC



CITY of WINTER GARDEN, FLORIDA

Welcome to the

**Plant Street Market**

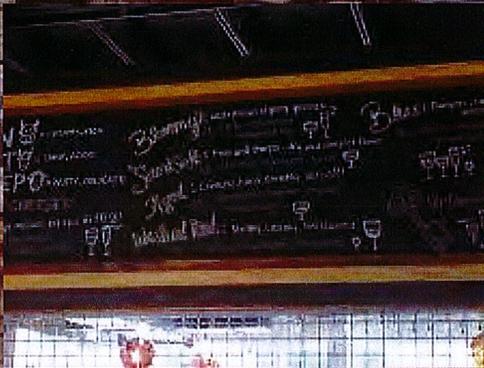


# CLASSIC



# Community

# EXCHANGE



# STYLE



# OUTDOORS



# HANDCRAFTED



