



Florida Job Growth Grant Fund Public Infrastructure Grant Proposal

Proposal Instructions: The Florida Job Growth Grant Fund Proposal (this document) must be completed by the governmental entity applying for the grant and signed by either the chief elected official, the administrator for the governmental entity or their designee. Please read the proposal carefully as some questions may require a separate narrative to be completed.

Governmental Entity Information

Name of Governmental Entity: City of Sanford

Government Federal Employer Identification Number: ██████████

Contact Information:

Primary Contact Name: Sonia Fonseca

Title: SCRA Executive Director

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Sanford, FL 32771

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Public Infrastructure Grant Eligibility

Pursuant to section 288.101, F.S., the Florida Job Growth Grant Fund was created to promote economic opportunity by improving public infrastructure and enhancing workforce training. Eligible governmental entities that wish to access this grant fund must submit public infrastructure proposals that:

- Promote economic recovery in specific regions of the state, economic diversification or economic enhancement in a targeted industry. (View Florida's [Targeted Industries here.](#))
- Are not for the exclusive benefit of any single company, corporation or business entity.
- Are for infrastructure that is owned by the public and is for public use or predominately benefits the public.

1. Program Requirements:

Each proposal must include the following information describing how the project



satisfies eligibility requirements listed on page 1.

A. Provide the title and a detailed description of the public infrastructure improvements.

The Downtown Waterfront Redevelopment project is the largest capital improvement project ever proposed for the Sanford Community. In Dec. 2015 a public/private partnership was formed for the creation of a new mixed-use development based upon New Urbanist principles and reflective of the heritage of Sanford while providing all the modern expectations of the downtown living experience. The redevelopment effort was brought to life with the Heritage Park Master Plan. The plan, which was developed through public outreach and the use of an experienced planning team, set a course for the revitalization Downtown Sanford and strengthen its connection to the Lake Monroe waterfront promenade.

The proposed project was approved by the Sanford City Commission on May 8, 2017. The City portion of the project are public infrastructure improvements involving streets, utilities and beautification elements. Since the approval the Community Redevelopment Agency, the City and its private partners have initiated the final planning and design process. Over that time the first phases of the project, including improvements to Oak Street have been designed and are anticipated to begin commencement in early 2018. The other elements of the project are in the process of completing final design and permitting with commencement scheduled to begin in 2018. Overall the City anticipates completing the entire proposed project by the end of 2018.

The Downtown Waterfront Redevelopment project is estimated to cost \$7,111,737. The City and CRA are requesting financial assistance from the DEO in the amount of \$3,500,000 which represents less than 50% of the total costs. The proposed grant project will include the following elements:

- \$5.7 million for infrastructure improvements to include utilities, road work and streetscape along Hood Ave., Palmetto Ave., Commercial Street, 1st Ave., and Oak St.
- \$1,411,737 for removal and relocation of utilities including stormwater, sewer and electric from the City owned 5-acre site that will be the center of the redevelopment project. The utilities will be relocated to adjacent public right of ways.

The proposed project will also further the City, County and State's goals of providing transportation opportunities especially for low-income residents. In addition to increased parking and mass transit access, the streetscape and road improvements will enhance the areas pedestrian and bicycle facilities. Users will be able to access the Sanford Riverwalk which connects to the regional trail system including the Coast to Coast Connector.

To further detail the project characteristics, location maps, design concepts, economic/employment data, project support and budget and schedule information are provided.



B. Is this infrastructure owned by the public?

Yes No

C. Is this infrastructure for public use or does it predominately benefit the public?

Yes No

D. Will the public infrastructure improvements be for the exclusive benefit of any single company, corporation or business entity?

Yes No

E. Provide a detailed explanation of how the public infrastructure improvements will connect to a broader economic development vision for the community and benefit additional current or future businesses.

The proposed project is the largest redevelopment effort in the downtown area ever undertaken by the CRA and City. Since the Lake Monroe Waterfront CRA was established in 1995 the agency has completed numerous capital improvement projects and successful economic initiatives. Created with the main purpose of reducing blight and stimulating economic development, the CRA is continuing with its original mission by leading the effort to redevelop the downtown waterfront.

In July of 2015 the CRA completed an update of the Lake Monroe Waterfront and Downtown Sanford Community Redevelopment Plan. The plan sets forth a 10-year capital improvement program and business assistance programming designed to enable and encourage private sector investment and development within downtown Sanford. The Community Redevelopment Plan update identified capital improvement projects to increase economic activity and employment opportunities within the CRA by physically connecting the downtown and waterfront areas to adjacent employment centers, neighborhoods and the new SunRail Station. The Lake Monroe Waterfront-Downtown Sanford Community Redevelopment Plan update is a continuation of the over twenty-year successful partnership between Seminole County and the City of Sanford to revitalize, address conditions of blight and increase economic activity and value within Seminole County's historic County seat.

The proposed grant project represents the first action to be initiated as a result of the



plan. The improvements to the City-owned infrastructure around the project site are the necessary first steps in the redevelopment of several waterfront downtown blocks. The grant project will be the foundation for the Heritage Park project which will bring the following to downtown Sanford:

- 35,830 sf retail/commercial space
- 8550 sf office space
- 235 residential units (apartments, lofts, townhouses, live/work)
- 370 new parking spaces

The plan outlined the following objectives which the proposed project will further. Each goal is followed by actual language from the plan.

1. Increase Property Valuation

“One method of stabilizing and increasing property values is by investing in public infrastructure and services. Improvements to the CRA’s transportation network and infrastructure enhance the level of service and quality of life for residents, visitors, business owners, and employees. A high level of service and quality of life attracts development and revitalization.”

2. Create Public-Private Partnerships

“Public-private partnerships are a key component for the long-term success of large-scale projects, especially in commercial districts such as Sanford’s Downtown and Waterfront. Initiative from government agencies and non-profit organizations reduces risk, boosts confidence, and facilitates development, paving the way for the private sector to invest, leverage funds, and meet market demands.”

3. Increase Employment Opportunities

“Expanding employment opportunities improves residents’ income and living conditions, attracts development, and expands business services and goods provided. Among the purposes of the City of Sanford’s CRA is to assist in relocation of existing businesses to the Downtown and Waterfront areas and with the retention and expansion of retail and commercial businesses.”

4. Reduce Symptoms of Blight

“The presence of the symptoms of blight in the Downtown and Waterfront areas of Sanford

is one of the primary factors impeding its redevelopment and revitalization and deterring

private sector investment. Addressing the reduction of blight symptoms is an essential purpose for the City of Sanford’s CRA to meet their goals and objectives for the Downtown and Waterfront areas.”

While the project is located along the waterfront within the downtown commercial district, its impact will stretch beyond the City and impact the entire region including several low-income areas surrounding the downtown. The overall economic impact of the downtown redevelopment is estimated to be at least \$76,000,000.

F. Provide a detailed description of, and quantitative evidence demonstrating, how the proposed public infrastructure project will promote:

- Economic recovery in specific regions of the state;
- Economic diversification; or
- Economic enhancement of a Targeted Industry (View Florida’s [Targeted Industries here.](#))
 - As part of this response, describe how the project will promote specific job growth. Include a description of the number of jobs that will be retained or created, the average wages of such jobs, and in which industry(ies) the jobs will be created using the North American Industry Classification System ([NAICS](#)) codes. Where applicable, you may list specific businesses that will retain or grow jobs or make capital investment.
 - Further, include the economic impact on the community, region, or state and the associated metrics used to measure the success of the proposed project.

The proposed project is an integral part of a larger redevelopment of the City’s downtown waterfront. As part of the planning process for the larger effort, the City worked with the Orlando Economic Development Commission to identify the economic impact to the region.

The study concluded that the redevelopment of the project area “will bring significant and far reaching economic benefit to Seminole County even beyond the immediate areas surrounding the site.” These permanent employment impacts are spread out over multiple industries. The following long-term economic impacts are anticipated as a result of the redevelopment efforts:

- Total permanent employment will increase by 254 jobs
- Annual employee compensation will increase by \$7.0 million



- Annual value added will increase by \$12.0 million
- Annual output (or sales) will increase by \$19.2 million

The short-term impact associated with construction of the project is also significant. The study concluded that with a 50-million-dollar investment in the redevelopment of the waterfront, the region would experience the following:

- 501 person-years of employment
- \$20.3 million in employee compensation
- \$35.6 million in value-added
- \$76.2 million in total output

Documentation of these results from the study are included as an attachment to the application.

LOW INCOME IMPACT

The projects location within downtown Sanford places it within a federally designated low-income area. The project is also in close proximity to several neighborhoods that have been identified as low-income and have been part of major redevelopment initiatives. Both the Goldsboro and Georgetown communities have significantly higher unemployment rates than the rest of the City and will be greatly impact the proposed project. Originally incorporated in 1891, Sanford's Historic Goldsboro neighborhood is celebrated for being the second oldest African American township in the state of Florida. Goldsboro is located directly southwest of downtown Sanford. Goldsboro was awarded a Choice Neighborhood Grant from HUD and an economic study was completed by the East Central Florida Regional Planning Council in May 2017. The analysis of the area showed that unemployment in the Goldsboro community was at 36%, nearly three times that of Seminole County. The study addressed the challenges of the community and the opportunities that could be available to the residents. The redevelopment of the downtown waterfront area into a thriving mixed-use destination will provide permanent jobs in various sectors for Goldsboro residents as well as immediate employment during construction of the project. The City anticipates that a considerable number of jobs associated with the project will be filled by low-income residents living in close proximity to downtown Sanford.

The projects location within these areas is demonstrated with attachments provided as part of this proposal



2. Additional Information:

A. Is this project an expansion of an existing infrastructure project?

Yes No

B. Provide the proposed commencement date and number of days required to complete construction of the public infrastructure project.

The project will begin in March 2018 and take 12-15 months to complete. A

C. What is the location of the public infrastructure? (Provide the road number, if applicable.)

The project is located in downtown Sanford. Project elements will occur at Sanford Ave, Palmetto Avenue and Oak Street.

D. Who is responsible for maintenance and upkeep? (Indicate if more than one are applicable.)

Federal State County City Other _____

E. What permits are necessary for the public infrastructure project?

FDEP, SJWMD, City Electric/Utility, City - Site Development Permit

F. Detail whether required permits have been secured, and if not, detail the timeline for securing these permits. Additionally, if any required permits are local permits, will these permits be prioritized?

Permitting has been started for several parts of the projects. The remaining permits will be obtained as work is on-ongoing, allowing for the most efficient construction schedule. The local permits issued through the City will be prioritized to meet the project schedule.

G. What is the future land use and zoning designation on the proposed site of the infrastructure improvements, and will the improvements conform to those uses?

The future land use designation of the project is WDBD, Waterfront Downtown Business District. The proposed project will conform to the identified uses.



H. Will an amendment to the local comprehensive plan or a development order be required on the site of the proposed project or on adjacent property to accommodate the infrastructure and potential current or future job creation opportunities? If yes, please detail the timeline.

Yes No

The City has already completed the amendment process to its Land Development Regulations. Ordinance No. 4337 was adopted in 2015 enacting the changes required to allow for the new developments the project is supporting. A copy of the ordinance is included as an attachment to the proposal.

I. Is the project ready to commence upon grant fund approval and contract execution? If no, please explain.

Yes No

The project is anticipated to begin in early 2018. If granted approval, the contract execution can be obtained within 3-4 weeks.

J. Does this project have a local match amount?

Yes No

If yes, please describe the entity providing the match and the amount.

The City and CRA are partnering to complete the project. The CRA will provide a match of \$2,850,000 and the City will provide \$705,869. All matching funds have been appropriated and available for use.

K. Provide any additional information or attachments to be considered for this proposal.

The proposal includes several attachments that contain information related to the project elements, schedule and its impact on the region.



3. Program Budget

Estimated Costs and Sources of Funding: Include all applicable public infrastructure costs and other funding sources available to support the proposal.

A. Public Infrastructure Project Costs:

Construction	\$ 6,551,739		
Reconstruction	\$		
Design & Engineering	\$ 560,000		
Land Acquisition	\$		
Land Improvement	\$		
Other	\$	Please Specify:	_____
Total Project Costs	\$ 7,111,737		

B. Other Public Infrastructure Project Funding Sources:

City/County	\$ 3,555,868		
Private Sources	\$		
Other (grants, etc.)	\$	Please Specify:	_____
Total Other Funding	\$		

Total Amount Requested \$ 3,555,869

Note: The total amount requested must equal the difference between the public infrastructure project costs in 3.A. and the other public infrastructure project funding sources in 3.B.

C. Provide a detailed budget narrative, including the timing and steps necessary to obtain the funding and any other pertinent budget-related information.

The project is a partnership between the Sanford Community Redevelopment and the City of Sanford. As their part of the 50-million-dollar public/private redevelopment project, the City and CRA will provide \$7,111,737 in public infrastructure improvements within the downtown project area. The Sanford CRA will fund \$2,850,000 to fund streetscape, utility and road improvements. The City of Sanford is providing \$761,737 for the removal and relocation of utilities including stormwater, sewer and electric. The local share of the project will be \$3,611,737 or 51% of the total project cost. The City has completed design for the first portion of the project and is in final design and permitting for the remaining elements of the project. The design and permitting fees for the project total over \$500,000 with the City and CRA sharing the costs.



These improvements are a critical part of the larger downtown redevelopment project. In addition to the City and CRA's improvement projects the resulting private development will bring over 50 million in investment to the waterfront downtown area. This significant commitment is part of the public-private partnership agreement between the City and Heritage Park developers.



4. Approvals and Authority

- A. If the governmental entity is awarded grant funds based on this proposal, what approvals must be obtained before it can execute a grant agreement with the Florida Department of Economic Opportunity (e.g., approval of a board, commission or council)?

The grant agreement would require approval by the CRA Board and the City Commission. The Sanford CRA meets on the first Wednesday of each month. However the CRA will schedule a special meeting within 3 days of receiving the grant agreement to approve execution.

The City Commission meets regular on the 2nd and 4th Monday's of each month. While approval of the grant agreement should be able to take place within 2 weeks of receiving the City can schedule a special meeting with 3 days notice to approve the agreement if necessary.

- B. If approval of a board, commission, council or other group is needed prior to execution of an agreement between the governmental entity and the Florida Department of Economic Opportunity:

- i. Provide the schedule of upcoming meetings for the group for a period of at least six months.

The City Commission meets on the 2nd and 4th Monday of each month. The City meets on the first Wednesday of each month. A schedule for each entity is attached as part of the application.

- ii. State whether that group can hold special meetings, and if so, upon how many days' notice.

The City and the CRA can hold special meetings with 3 days public notice.

- C. Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the governmental entity. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc.



I, the undersigned, do hereby certify that I have express authority to sign this proposal on behalf of the above-described governmental entity.

Name of Governmental Entity: Sanford CRA _____

Name and Title of Authorized Representative: Charles Davis, Chairman _____

Representative Signature: _____

Signature Date: _____