

EAST TAMPA Progress Report

Transforming East Tampa into a community of vibrant residential, business, social and cultural life.

AUGUST 2010



The East Tampa community, encompassing over seven square miles, is a vibrant, historic neighborhood full of cultural diversity and historical significance. In May 2004, the City of Tampa and residents of East Tampa developed a 30-year Community Redevelopment Plan that set forth a new vision for the area, while identifying general revitalization and redevelopment initiatives. Since then, more than \$25 million in Tax Increment Financing revenues have been generated for reinvestment in East Tampa. Additionally, the Tampa Police Department has been dedicated to reducing crime and they have focused much effort on making East Tampa safer. Crime has dropped 37% in East Tampa since 2003 and the officers have formed a real partnership with the community.



City of
Tampa
Florida

East Tampa Development Division
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Tampa, Florida 33610

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2010



Quality Inn & Suites

Located at 50th Street, Quality Inn & Suites invested \$4 million and it represents the newest public/private partnership in East Tampa. The CRA invested \$550,000 of Tax Increment Financing (TIF) funds to upgrade the streets, landscaping, and adjacent walkways.

Tampa Festival Centre

Forge Capital Partners invests \$7 million to acquire and upgrade the Tampa Festival Centre on Hillsborough Avenue.

North 22nd Street Enhancements

Construction of the \$1.3 million project is set to begin in September. The project includes vehicle, bicycle, and pedestrian improvements such as curbs, sidewalks, landscaping, irrigation, decorative crosswalks, lighting, and upgrades to traffic signals.



Completion of Giddens Park

Giddens Park, located in South East Seminole Heights, underwent major improvements over several years including a new splash pond made possible through a donation from the F.E. Lykes Foundation, and \$95,000 in TIF revenues.

NSP2 Funds Award

East Tampa is partnering with the Housing and Community Development Division

to implement \$10 million in Neighborhood Stabilization Program funds to develop a mixed-use project on land acquired at N. 22nd Street.

Zagora Retail Center

The owners invested \$1 million in the center, which includes a Quiznos Sub Sandwich Shop.

The Suncoast Retail Center

The retail center doubled its tenant space and upgraded its façade and parking area.

Ella's Restaurant

Ella's opened on N. Nebraska Avenue, providing a full-service evening restaurant.



Salem's Gyro & Subs III

The owners invested \$125,000 to build a new restaurant that expanded seating space.

Bible Truth Ministries

Bible Truth Ministries' H.O.P.E Center, located at Lake Avenue and North 29th Street, provides programs for education, health, and spiritual growth. The Center offers a school, daycare, meeting space, after-school programs, and playground facilities.

East Tampa Weed n' Seed II

The City accepted the \$100,000 East Tampa II Weed n' Seed Grant, administered by the U.S. Department of Justice. Weed n' Seed is a federal initiative to "weed" out the most violent crimes in the community, while simultaneously "seeding" in social intervention programs and economic revitalization strategies.

Three Residents Honored

The 18th Avenue Park, located at 2902 N. 32nd Street, was officially renamed in honor of Alfred "Al" Barnes Jr., one of

Hillsborough County's pioneering black educators for nearly 40 years.

The Fair Oaks Community Lake was renamed in honor of Herbert D. Carrington Sr., who passed away in 2006 at the age of 107.



The Robert L. Cole Sr., Community Lake was officially dedicated in honor of the prominent East Tampa business owner and community activist.

Planning Commission Recognized East Tampa Planning and Redevelopment Efforts

The Economic & Urban Development Department was awarded the 2010 Award of Merit for the East Tampa Strategic Action Plan and the Award of Excellence for the environmental portion of the Robert L. Cole Sr., Community Lake.

2009

Creating Economic Development Opportunities

The City acquired five parcels using \$302,000 in TIF funds to encourage future quality redevelopment along the North 22nd Street corridor.

Sidewalks for Children

Sidewalks leading to 10 schools were installed for the safety of the children walking to and from school. The TIF funded \$450,000 for the sidewalks. An additional \$25,000 funded repairs of older sidewalks throughout East Tampa.

Street Resurfacing

Over 40 blocks were resurfaced in the Rainbow Heights neighborhood. The streets leading to Cyrus Greene Recreation Complex and Young Middle Magnet were repaired and resurfaced - a \$600,000 TIF investment.



Dr. Martin Luther King Jr. Retention Pond Beautification

The retention pond was converted into a community lake featuring a covered two-story observation tower, pier, boardwalk and walking path. The cost of this project was \$1.1 million in TIF funding.

Environmental Crimes Unit

Since August 2009, the Environmental Crimes Unit has made 17 arrests, issued 12 civil citations, seized five vehicles, and removed over 25.5 tons (50,975 lbs) of debris from the community.

\$400,000 Grant

The City of Tampa received another \$400,000 Brownfield Assessment Grant from the EPA. The funds were allocated to address environmental site assessments in East Tampa and other city-wide locations.

Chloe Coney Urban Enterprise Center

The City provided \$250,000 in Community Development Block Grant (CDBG) funds, assisted with the demolition of the previous structure, and fast-tracked the permitting process for the 10,000 square-foot, \$2.6 million facility.

Drug Abuse Comprehensive Coordinating Office, Inc. (DACCO)

DACCO opened its \$16.3 million, 65,000 square-foot Center for Behavioral Health. The state-of-the-art facility was made possible through a City of Tampa conduit bond issue backed by Wachovia Bank.

Fifth Third Bank

The CRA assisted in the fast-tracking of the construction for the \$3 million Fifth Third Branch.

2008

Completion of Cyrus Greene Pool

Cyrus Greene Pool was officially reopened. The \$1.5 million renovation of the 25-yard pool provided for handicap accessibility as well as new features including six swim lanes, a splash pad with three water drops, floor sprays, two rain arches, and a tube slide.

City of Tampa Housing Rehabilitation Program

The Housing and Rehabilitation Program offers assistance to homeowners seeking home rehabilitation or code violation repairs. Since 2005, this program has provided \$1.9 million in TIF funding for the renovation of 85 homes.

Creating Economic Development Opportunities

The City acquired nine parcels of land using \$490,000 in TIF funds to encourage future quality redevelopment along the North 22nd Street corridor.

Highland Pines

In an effort to reduce speeding on E. 21st Avenue, between Dodge Street and Cord Street, traffic-calming measures including radar speed display, crosswalks, and additional signage were installed. A lighted fountain was added to the retention pond behind the Highland Pines Park Community Center. Funding for these projects totaled \$38,000 in TIF revenue.



Fair Oaks Community Lake

Part of a stormwater retention pond beautification pilot program, the Fair Oaks Community Lake project was completed. Located at 34th and E. Ellicott Streets, the pond was transformed into a community lake featuring park-like qualities. Funding for the \$1 million project was provided by TIF and CDBG revenues.

Grant Park Drainage Improvements

The City purchased a half-acre of land located at the corner of North 52nd Street and East 32nd Avenue to create a green space for the alleviation of flooding. Improvements included the installation of bollards surrounding the property and an inlet and pipe system to collect runoff from the roadway on 32nd Avenue. Total cost for the project was approximately \$400,000.

City of Tampa Receives Diversity & Inclusion Award

The Economic & Urban Development Department was awarded the 2008 Diversity & Inclusion Special Recognition Award by the Tampa Bay Business Journal for working to draw new businesses to the area.

2007

Park Terrace Apartments

The City provided \$200,000 of State Housing Initiatives Partnership (SHIP) funds to bring 215 affordable housing rental units to the North 43rd Street area.

Brandywine Apartments

This development featured 144 new units of affordable housing with a community center, pool, and playground.

Tampa Police Department District III Police Station

The TPD III facility was located in East Tampa to promote the safety of the residents in the area. The \$9.2 million project included \$1.5 million of TIF funding.

Fast Lane Clothing, Inc.

The screen print apparel manufacturer, winner of the 2008 Award of Merit for Urban Infill, brought their business and approximately ten new jobs to East Tampa with the assistance of over \$200,000 in CDBG funds.

City Receives \$400,000 Grant

The City of Tampa received a \$400,000 EPA Grant to fund Phase I and II environmental assessments to assist in the redevelopment of targeted land.

Gene's Bar

The City purchased Gene's Bar and cleared the land to create an opportunity for commercial development at a TIF investment of \$240,000.



Lake Avenue Enhancements

The City enhanced Lake Avenue from North 22nd Street to North 29th Street creating an attractive roadway with landscaping, bicycle lanes and improved bus shelters. Funding for the \$2.73 million project was provided by Gas Tax and TIF revenues.

Grant Park Resurfacing

Over 80 street blocks were repaired and resurfaced. Gas Tax funded \$450,000 and the TIF funded the remaining \$300,000.

East Tampa Environmental Detectives

The East Tampa CRA funds \$250,000 for an Environmental Detective Program, first established in 2007, to proactively pursue illegal dumping and other environmental criminal activities.

2006

Meridian Pointe Apartments

The Meridian Pointe Apartment community opened with 360 affordable rental housing units and land to support an additional 20,000 square feet of commercial space. The City provided \$1 million of federal HOME program funds to the development.

Williams Park and Recreation Center

Two hundred corporate and community volunteers participated in the annual Day of Caring to beautify Williams Park.

V.M. Ybor Neighborhood Road Resurfacing

The City invested approximately

\$531,000 of CDBG funds into resurfacing several roads in the neighborhood.

Cyrus Greene Park Community Center

The City opened the new \$2 million Cyrus Greene Park Community Center. The 10,000 square-foot facility was funded through a bond issue.

Highland Pines Park Activity Center

The 3,000 square-foot Highland Pines Park Activity Center was built with \$600,000 of TIF funding.

HOPE VI Belmont Heights Estates

The Tampa Housing Authority and Michaels Development moved forward on the construction of 36 single family detached homes. The City contributed \$1.5 million of CDBG funds for infrastructure improvements.

Award of Merit

East Tampa CRA received the National Association of Housing and Redevelopment Officials Agency Award of Merit for the Public Participation Program.

East Tampa Summer Youth Program

This program was initiated to employ local youth between the ages of 16 and 18 to clear illegal dumping and litter. The program is funded through TIF revenue.

2005

Completion of Cuscaden Pool Renovation

The Historic Cuscaden Park Swimming Pool, originally built in 1937, was renovated with a grant and an additional \$1.8 million in CIT funds.

Historic George Washington Junior High School Memorial Bus Shelter

The Historic George Washington Junior High School Memorial Bus Shelter was established in 2005 by the Department of Transportation.

Centro Place Apartments

This 150-unit senior adult apartment complex was built with the City's assistance of \$900,000 of SHIP funds and \$600,000 of federal HOME dollars.

East Tampa Accepts Planning Commission Award

The East Tampa Community Revitalization Partnership was honored with the Planning Commission's Community Design Award.

2004

The Environmental Protection Agency Awards Grant to the City of Tampa

The EPA awarded \$200,000 to conduct over 40 Phase I and II environmental assessments for contamination in the East Tampa area.

2003

End Gate Trailer Park

The City took action to relocate residents living in the trailer park that was plagued with sub-standard living conditions. The land was then purchased by the Hillsborough County School District.



Belmont Heights Little League Field

The City of Tampa partnered with the Tampa Bay Rays and others to improve the historic fields and concession area.

The Historic Village

Twenty-seven historic homes were relocated to this designated historic area for the I-4 expansion. The City assisted with in-kind contributions associated with land acquisition and infrastructure improvements.

For more information,
please contact
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