

# East Tampa PROGRESS REPORT



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

October 2011



East Tampa Development Division  
3808 North 22nd Street  
Tampa, Florida 33610

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The East Tampa community, encompassing over seven square miles, is a vibrant 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 \$27.2 million in Tax Increment Financing (TIF) 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 62.8% in East Tampa since 2003 and the officers have formed a real partnership with the community

## 2011



### Yummy House Chinese Bistro

The 12,000-square-foot Yummy House Chinese Bistro restaurant opened on Hillsborough Avenue. The East Tampa Development Office assisted with identifying property and expediting construction for the \$2.5 million project.

### First Façade Grant at Pepin Academy

The Pepin Academies Inc. became the first property to qualify for a façade grant in the amount of \$50,000, which was leveraged into a larger \$150,000 project that included interior and exterior rehabilitation. The façade portion included landscaping, upgraded front wall and an improved bus stop area.



### Reflections of East Tampa

Six murals were completed and dedicated at the East Court Plaza adjacent to the Tampa Police Department District III Office. These murals reflect the positive images of the East Tampa community and feature family, church, music, baseball, community, and public safety.

### Small Business Education

On-site counseling services and community workshops for small businesses were provided through a partnership with the Hillsborough County Small Business Investment Center, which included the use of \$64,000 in TIF money.

### Family Dollar

Family Dollar Stores, Inc. completed construction on the 14,000-square-foot retail store at 15th Street and Dr. Martin Luther King Boulevard. The new \$1.5 million store offers apparel, food, home décor, beauty and health products, and domestic and seasonal goods.



### Tampa Family Health Center Clinic

Tampa Family Health Centers opened its seventh healthcare facility at Osborne Avenue and 22nd Street. The 15,000-square-foot facility received \$1.3 million of federal stimulus funding to use toward the \$3.8 million construction costs.



### 22nd Street Enhancements Phase I

Construction of the \$1.3 million TIF-funded North 22nd Street Enhancement Project was completed. It spans from Martin Luther King, Jr. Boulevard south to Lake Avenue and includes new

traffic signals, cross walks, paving, continuous sidewalks on the east side of the road, a trail on the west side, and upgraded drainage.



### Makeovers at Williams Park, Grant Park, and Oak Park

A coalition of businesses, City parks and recreation staff, and Metropolitan Ministries joined with Tampa Bay Community & Housing Partnership to spruce up East Tampa parks. A new roof on the recreation facility, new toilets and faucets were installed in the restroom, board games, basketballs, footballs and toys were donated at Williams Park. Grant Park and Oak Park received new sod, landscaping, pressure washing, and a fresh coat of paint.

### Job Creation

As part of a collaborative effort with the CDC of Tampa and EnviroFocus, Inc., \$40,000 in TIF funds were provided for job training incentives and the employment of 20 community residents.

### Street Resurfacing & Sidewalks

Over \$500,000 in TIF funding was invested in the community between 30th and 40th streets, north of Osborne, to resurface 35 blocks of deteriorating streets. An additional \$109,000 was used to build 10 blocks of sidewalk.

### Affordable Multifamily Rental

The 55-unit Elizabeth Arms Apartment at 40th Street and Carnegie Court will be rehabilitated using \$4.4 million of the \$10 million Neighborhood Stabilization Program II grant funding.

## 2010

### **Quality Inn & Suites**

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

### **Completion of Giddens Park**

Giddens Park, located in Southeast 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.

### **Tampa Festival Centre**

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

### **North 22nd Street Enhancements**

Construction of the \$1.3 million project began in September 2010. The project included vehicle, bicycle, and pedestrian improvements such as curbs, sidewalks, landscaping, irrigation, decorative crosswalks, lighting, and upgrades to traffic signals.

### **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 North 22nd Street.

### **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.

### **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.

### **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.

### **Salem's Gyro & Subs III**

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

### **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

### **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.

### **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.

### **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**

The \$1.5 million renovation of the 25-yard pool was officially opened.

### **City of Tampa Housing Rehabilitation Program**

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 for future redevelopment.

### **Highland Pines**

\$38,000 in TIF revenue funded traffic – calming measures. In an effort to reduce speeding on E. 21st Avenue, between Dodge Street and Cord Street.

### **Fair Oaks Community Lake**

A Stormwater retention pond beautification pilot program, the Fair Oaks Community Lake Project, was completed at 34th and E. Ellicott Streets.

### **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 at a cost of 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

### **Lake Avenue Enhancements**

The \$2.73 million project was funded by Gas Tax and TIF revenues.

### **East Tampa Environmental Detectives**

A TIF investment of \$250,000 funded an Environmental Detective Program.

### **Fast Lane Clothing, Inc.**

The apparel manufacturer brought approximately ten new jobs to East

Tampa with the over \$200,000 in CDBG assistance.

### **Grant Park Resurfacing**

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

### **Park Terrace Apartments**

The City provided \$200,000 of State Housing Initiatives Partnership (SHIP) funds for 215 affordable housing units.

### **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 \$9.2 million project included \$1.5 million of TIF funding.

### **City Receives \$400,000 Grant**

The City of Tampa received a \$400,000 EPA Grant to fund Phase I and II environmental assessments.

### **Gene's Bar**

A TIF investment of \$240,000 purchased and cleared the land for future development.

## 2006

### **Meridian Pointe Apartments**

The City provided \$1 million of federal HOME program funds for 360 affordable rental housing units.

### **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 for 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 City contributed \$1.5 million of CDBG funds for infrastructure improvements.

### **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.

## 2005

### **Completion of Cuscaden Pool Renovation**

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

### **Historic George Washington Junior High School Memorial Bus Shelter**

Memorial Bus Shelter was established in 2005 by the Department of Transportation.

### **Centro Place Apartments**

This 150-unit senior's complex was funded with \$900,000 of SHIP funds and \$600,000 of federal HOME dollars.

### **East Tampa Accepts Planning Commission Award**

The ETCRP was honored with the Planning Commission's Community Design Award.

## 2004

### **The Environmental Protection Agency Awards Grant to the City of Tampa**

Awarded \$200,000 to conduct over 40 Phase I and II environmental assessments.

## 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.

### **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.