

East Tampa Redevelopment News

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

March 2010


A Message From Mayor Iorio

October 21, 2009 was a great day in East Tampa – we named the Community Lake at Dr. Martin Luther King Jr. Boulevard after Robert L. Cole, Sr., and later renamed the Fair Oaks Community Lake after Herbert D. Carrington, Sr. It was so inspiring to see so many East Tampa residents join together to honor these two men who dedicated their lives to improving our community.

During the two dedication ceremonies, I saw how our current efforts to revitalize East Tampa are actually building upon the work of generations of East Tampa residents who have worked to build a better life and a safer neighborhood.

In this newsletter, we highlight some important neighborhood investments that have been made possible through TIF revenue such as the \$11 million North 22nd Street enhancement project that will start construction in March 2010. In addition to TIF funded projects, we are investing \$12 million in Utility Capital Improvement Program (UCAP) funds to improve water pipes in the area. We also highlight some of the private sector investment that is continuing in East Tampa – a sign that even in these challenging economic times, East Tampa remains a sound investment for the future of our city.

I appreciate the members of the East Tampa Community Revitalization Partnership. Your dedicated leadership continues to serve the community well and I thank you for your efforts toward the positive redevelopment of East Tampa. Together, we continue to build upon the strengths of the East Tampa community making it safer, more attractive, and economically vibrant.

Sincerely,

Mayor Pam Iorio



City Receives \$400,000 Grant

The City of Tampa received a \$400,000 EPA Community-wide Brownfield Assessment Grant. This grant will be used to conduct environmental site assessments. The East Tampa Development staff will assist eligible participants to redevelop sites that have environmental challenges with funds made available from this grant. The financial assistance will help defray the cost of required Phase I and Phase II Environmental Assessments of petroleum contamination and hazardous substances sites.

East Tampa Brownfields Program



Enhancing Infrastructure and Quality of Life



The beautification of North 22nd Street will consist of three phases. Phase I will be from Dr. Martin Luther King Jr. Boulevard to Lake Avenue and will begin next summer. Phase II will be from Lake Avenue to 23rd Avenue, and Phase III will create a roundabout where 21st Avenue and 22nd Street meet. The City is acquiring real estate to eventually encourage quality redevelopment along this corridor.

Sidewalks leading to local schools including James, Williams, Gary Adult,

Lomax, Ferrell, Middleton, Edison, Lockhart, Young and Orange Grove were installed in order to provide for the improved safety of children walking to and from school. TIF revenues allowed for the development of these sidewalks at a cost of \$450,000. An additional \$25,000 of TIF funds went to the repair of older sidewalks throughout East Tampa.

In addition, over 40 blocks of neighborhood streets were resurfaced in the Rainbow Heights community. The streets surrounding the Cyrus Greene Recreation Complex and Young Middle Magnet School were repaired and resurfaced. The street improvements were funded by \$600,000 in TIF funds.

Spotlight on East Tampa Businesses

Ella's Restaurant, located in Southeast Seminole Heights at 5119 North Nebraska Avenue, is a wonderful addition to East Tampa. The restaurant features an eclectic menu including Kansas City style barbecue. The restaurant is open Tuesday through Sunday for dinner.



Splash N' Dash, located at 3500 East Hillsborough Avenue, is a 24-hour self-service car wash with a new state-of-the art touch free automatic washer. The East Tampa Division provided fast-track permitting to help assist in the re-opening of the car wash.

East Tampa CRA 2009 TIF Budget

The Community Redevelopment Agency approved the East Tampa CRA budget for Fiscal Year 2010. TIF (Tax Incremental Financing) funds will be used as follows:

East Tampa CRA Budget Fiscal Year 2010

Capital improvement projects	
• Neighborhood infrastructure	\$ 400,000
• 22 nd Street enhancement	2,000,000
• Hillsborough Avenue & 30th Stormwater Remediation	320,000
Redevelopment investment	
• Land assemblage	355,148
District programs & services	
• East Tampa Clean Team	384,072
• Environmental Detectives	129,000
• Fair Oaks Community Lake annual maintenance	20,000
• Lake Avenue annual lighting	40,000
• MLK Boulevard Community Lake annual maintenance	21,000
Operations & administration	
• Staff & operating	338,000
Total	\$ 4,007,220

Two Residents Are Honored



Sr. Mr. Carrington was also involved with the community for over 60 years and developed low income rental properties and single family homes throughout East Tampa. Herbert Carrington Jr. was there to accept the award on behalf of his father. Over 100 individuals from the community turned out for these events.

This recognition and renaming was made possible by the work of the aesthetics and beautification sub-committee of the ETCRP. The sub-committee members selected the honorees from a long list of candidates. Their efforts on behalf of the community are much appreciated.

On September 15, 2009, Tampa City Council approved the renaming of two ponds. On October 21, 2009, the community lake at Dr. Martin Luther King Jr. Boulevard was dedicated to Robert L. Cole, Sr. Mr. Cole has been actively involved in creating employment in the East Tampa community for over 60 years and has owned several businesses. On the same afternoon, the Fair Oaks Community Lake was renamed for the late Herbert D. Carrington,



East Tampa Community Receives Two Awards



On March 24, 2009, the Hillsborough County Commission presented to the East Tampa Community Revitalization Partnership (ETCRP) two awards. The first was the Most Successful Special Event Award honoring the Aesthetics and Beautification Sub-Committee for coordinating a successful "Tree Lighting" program for school children, their parents, and members of the community. The second award bestowed was for the Best Umbrella Association of Associations

for recognition of the volunteer residents and stakeholders who have provided leadership to organize and coordinate various East Tampa community development activities. Denese Meteye-James, Chairperson of the Aesthetics & Beautification Sub-Committee accepted the award on behalf of the ETCRP.

ETCRP is a community advisory committee made up of East Tampa residents, business owners, community leaders and stakeholders. ETCRP provides leadership and oversight of the CRA's Tax Increment Fund (TIF) Budget in helping to improve the quality of life in East Tampa. ETCRP partners with all levels of government, community organizations, other East Tampa stakeholders, and citizens. To contact a ETCRP member, call (813) 242-3807. ETCRP committee members are:

Evangeline R. Best	Michael Kelley	Tatiana Denson
Denese Meteye-James	Dianne Hart	Molbert Scrivens
Ernest Coney, Jr.	David Denson, Jr.	William A. Dennis, III

The Tampa Festival Centre Investment



The Tampa Festival Centre, located at 2525 E. Hillsborough Avenue has a new owner. Forge Capital Partners purchased the plaza this past spring and the company has given the center a facelift. New landscaping and the resurfacing of the parking lot have helped attract new tenants. The center includes a Save Rite grocery store, Family Dollar and Citi Trends.

Summer Youth Program Still Successful

This June, the City's Clean City Division once again kicked off its Summer Youth Program. Thirty-six local East Tampa youth, between the ages of 16 and 18, cleaned illegal dumping areas, moved litter, and maintained the major thoroughfares throughout East Tampa. This program is funded through TIF revenue.

Your Neighborhood Connection

Eleven neighborhood associations in East Tampa are actively working to ensure a safe and vibrant community. Contact your neighborhood leader and get involved today. For more information, contact Cindy Toselli in East Tampa Development at (813) 242-3807 or via email at cindy.toselli@tampagov.net or, contact the neighborhood president directly by e-mail.

College Hill Civic Association
Cynthia Few/ fbclckbeauty3@verizon.net
East Tampa Business & Civic Association
Marc Hamburg/ flreamarc@aol.com
Florence Villa/Beasely/Oak Park Civic Association
Valerie Washington/ valeriedasa@aol.com
Grant Park Civic Association
Ralph Johnson/ Ralphj0103@yahoo.com
Highland Pines Community Task Force
Betty Bell/ bellsystem5@verizon.net
Northeast Community Crimewatch & Civic Assoc.
Joel Barnum/ jbarnum@tampabay.rr.com
Northview Hills Civic Association
Frank Reddick/ far9155@aol.com
Old Seminole Heights Neighborhood Association
Jeff Harmon/ Jbar1952@verizon.net
Southeast Seminole Heights Civic Association
Sherry Genovar-Simons/ genovar.simons@SESHCA.com
V.M. Ybor Neighborhood Association
Kimberly Headland/ rkheadland@verizon.net



3808 North 22nd Street
Tampa, Florida 33610
(813) 242-3807
Ed Johnson, East Tampa
Development Manager

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