

COMMUNITY REDEVELOPMENT PLAN

FOR THE

YBOR CITY COMMUNITY REDEVELOPMENT AREA

May, 1988

CITY OF TAMPA, FLORIDA

COMMUNITY REDEVELOPMENT AGENCY

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I. INTRODUCTION

This is the Community Redevelopment Plan (hereinafter the "Plan") for the Ybor City Community Redevelopment Area, also known as the Ybor City CRA or the Ybor City Blighted Area, as declared blighted by Tampa City Council on June 2, 1988 and located in the Ybor City area of the City of Tampa, Florida.

Pursuant to Resolution No. 1338-H, passed and adopted by City Council on April 22, 1982, a larger area of Ybor City was declared blighted. This was reaffirmed in Resolution No. 2119-H on September 9, 1982, wherein this area became the Ybor City Community Redevelopment Area. The Ybor Area was removed from the jurisdiction of the Community Redevelopment Agency on October 27, 1983, pursuant to Resolution 4620-H, but the findings of blight found in Resolution No. 1338-H were ratified and confirmed. However, pursuant to Resolution No. 88-^{1c} passed and adopted by the City Council on June 2, 1988, the geographical area of the Ybor area was reduced to the general boundaries of which are west of Twenty-Second Street; south of Thirteenth Avenue, east of Nebraska Avenue and north of Third Avenue, and Resolution Nos. 1338-H and 2119-H were ratified and confirmed certain conditions of blight, as that term is defined in Section 163.340(8), Florida Statutes (1987) and the Ybor area, as amended, was placed under the jurisdiction of the Community Redevelopment Agency.

This Plan has been prepared for the City of Tampa Community Redevelopment Agency (hereinafter the "Agency") pursuant to the Community Redevelopment Act of 1969, Chapter 163, Part III, Florida Statutes, as amended (hereinafter the "Act").

Typically, central urban areas or core areas which are blighted contain deteriorated and deteriorating land uses and vacant or underutilized properties which detract from development of a prosperous, viable urban center. The purpose of preparing a Redevelopment Plan is to guide future development so as to eliminate existing conditions of blight and to create a condition for continued private reinvestment in the district.

The Plan provides a framework for coordinating and facilitating public and private redevelopment of the Ybor City CRA (see location map, page 5). Development and implementation of the Plan involves the efforts of City Council, the Community Redevelopment Agency, the private sector financial and business community and the City of Tampa Administration.

The Community Redevelopment Act of 1969, Chapter 163 Part III Florida Statutes, as amended, provides the authority to formulate and implement this Plan. The Act grants local municipalities and Community Redevelopment Agencies the authority to undertake redevelopment projects, following the designation of a redevelopment area as slum and/or blighted; and following the preparation and adoption of a Community Redevelopment Plan; and after public hearing and review by the Local Planning Agency.

The need to initiate a redevelopment effort lies in the difficulties presented in trying to undertake substantive new development in the area due to certain blighting influences that hamper timely progress towards making the area a thriving commercial and residential urban village. There is also a need, under Chapter 163 Part III Section 335(4) Florida Statutes, to preserve and enhance the tax base. Certain conditions in the area make private investment difficult to achieve, which in turn delays the undertaking of public investment projects needed to promote the adequate functioning of the heart of Ybor City.

The Plan is designed to do away with unsafe conditions; eliminate obsolete and detrimental uses; and provide a framework that will increase the confidence of the private investor interested in investing in Ybor City and thereby generate the Ybor City development that benefits the entire City of Tampa and Hillsborough County, and the central west coast region.

II. DEFINITIONS

The following terms shall have the meanings set forth unless the context clearly indicates otherwise.

- A. Act: the "Community Redevelopment Act of 1969", as set forth in 163.330 et seq. Florida Statutes 1981, as the same may be amended from time to time.
- B. Agency: the Community Redevelopment Agency of the City created in accordance with the Act. The Agency was established on September 9, 1982.
- C. City: the City of Tampa, Florida and all other departments, bureaus, and agencies thereof.
- D. City Council: the legislative body politic, as the same shall be from time to time constituted, charged with the duty of governing the City.
- E. Comprehensive Plan: the comprehensive planning program to guide and control future development of the City, adopted pursuant to the terms of the Local Government Comprehensive Planning Act of 1975, as amended, and as will be amended in 1990 in accordance with the Growth Management Act of 1985.
- F. Improvements: buildings, structures and other improvements (including, without limitation, subsurface structures and foundations and Public Improvements) constructed, erected or placed or to be constructed, erected or placed on any real property in the Redevelopment Area.
- G. Open Space: any parcel or area of land or water essentially unimproved and set aside, dedicated, designated or reserved for public or private use or enjoyment.
- H. Owner: any person owning Real Property within the Redevelopment Area.
- I. Person: any individual, firm, partnership, corporation, company, association, joint stock association or body politic/ including any trustee, receiver, assignee or other person acting in a similar representative capacity.

- J« Plan; this Community Redevelopment Plan for the Ybor City Community Redevelopment Area, as the same may be amended from time to time.
- K. Project: undertakings and activities of the Agency or any Person in the Redevelopment Area for the elimination or prevention of blight.
- L. Public Improvements: all public utilities, structures and other public improvements including without limitation overpasses or underpasses, bridges, streets, gutters, sidewalks, street lights, sewers, storm drains, traffic signals, water distribution systems, electrical distribution systems, natural gas distribution systems, telephone systems, curbs, buildings, parks, playgrounds, plazas, recreation areas, off-street parking areas, elevated parking decks or garages, landscape areas, waterways and related facilities.
- M. Real Property: land, including land under water and waterfront property, buildings, structures, fixtures and improvements on the land and property appurtenant to or used in connection with the land, every estate, interest, privilege, easement, franchise, and right in land, including but not limited to, rights-of-way, terms for years and liens, charges or encumbrances by way of judgement, mortgage and otherwise and the indebtedness secured by such liens.
- N. Redevelopment Area: the blighted area which is to be redeveloped by the Agency in accordance with the Plan, comprising that area of the City more particularly described in Section III herein.
- O. State: the State of Florida.
- P. Zoning Ordinance: the Zoning Ordinance of the City as the same presently exists and as amended from time to time.

YBOR CITY REDEVELOPMENT AREA

BOUNDARY DESCRIPTION

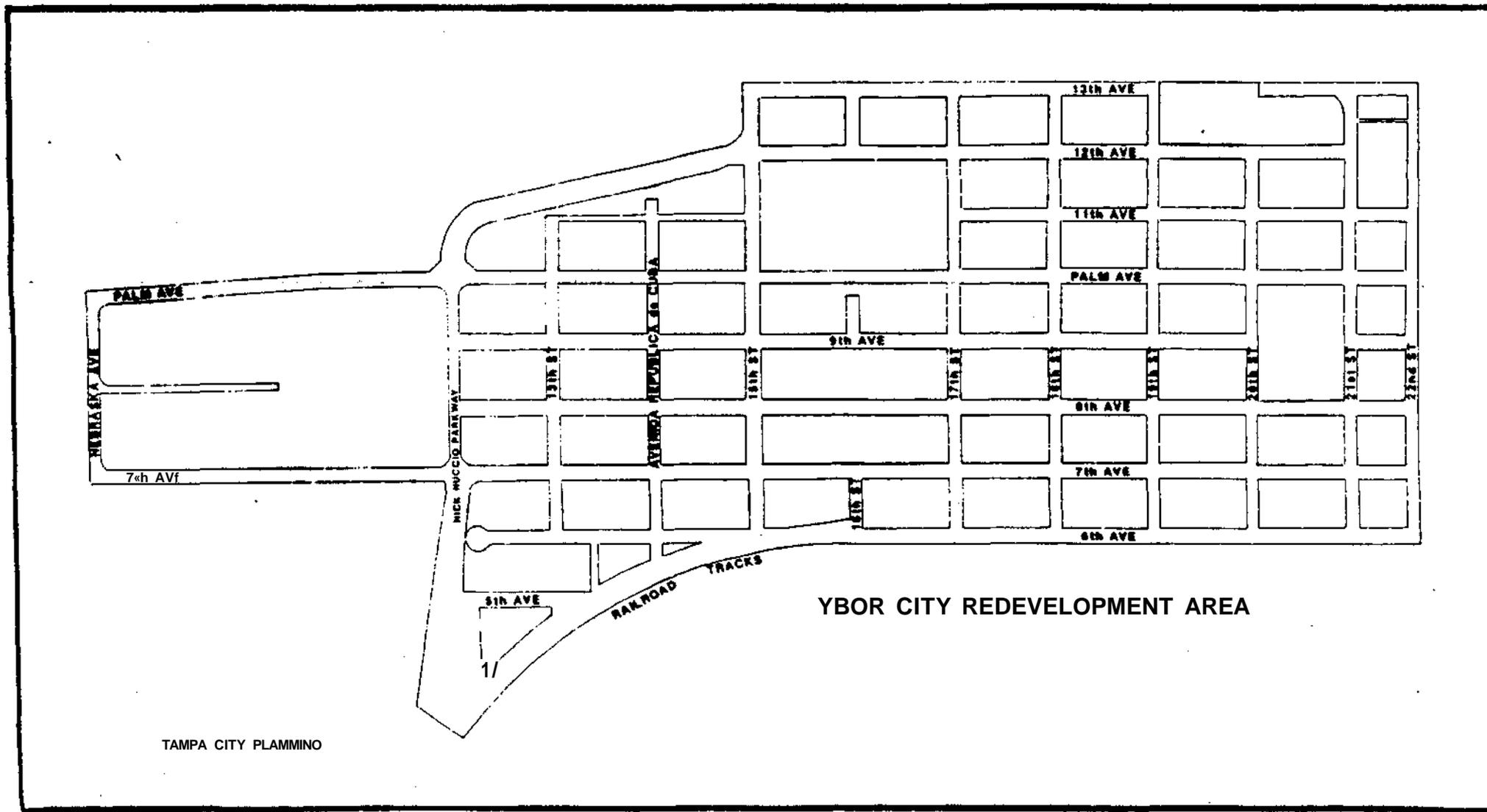
That part of

Section 18, Township 29 South, Range 18 East in Hillsborough County, Florida, lying within the following described boundaries, to wit:

Begin at the intersection of the Centerlines of 22nd Street (S.R. 585) and the Easterly project of 6th Avenue; run thence westerly along said projection and Centerline of 6th Avenue to its intersection with the Centerline of 15th Street and the Centerline of the Atlantic-Coast Line Railroad Right of Way; thence Southwesterly along said Centerline of the Atlantic Coast Line Railroad Right of Way to the Southerly projection of the Centerline of Nick Nuccio Parkway; thence Northerly along said projection and Centerline to the Centerline of 7th Avenue; thence westerly along said Centerline and its Westerly projection to the Centerline of Nebraska Avenue (S.R. 45); thence Northerly along said Centerline to the Westerly projection of the Centerline of Palm Avenue; thence Easterly along said projection and Centerline to the Southerly projection of the Centerline of Nick Nuccio parkway; thence Northerly and Northeasterly along said projection and Centerline to the Centerline of 15th Street; thence Northerly along said Centerline to the Westerly projection of 13th Avenue; thence Easterly along said projection and Centerline and its Easterly projection, to and along the Centerline of that Vacated portion of 13th Avenue, and its Easterly projection, to and along the Centerline of 13th Avenue and its Easterly projection, to the Centerline of 22nd Street (S.R. 585); thence Southerly along said Centerline of 22nd Street, to the Point of Beginning.

By: (f) ✓

Date: 11-5-9-88



YBOR CITY REDEVELOPMENT AREA

TAMPA CITY PLAMMINO

IV. POLICIES AND OBJECTIVES

A. Summary

The Plan is based on a framework of policies and objectives previously established by City Council and the Administration. Future projects and activities will be in conformance with these policies and objectives.

B. Policies

1. The redevelopment, rehabilitation, conservation, or any combination thereof, of blighted areas pursuant to Chapter 163.340 Florida Statutes, is necessary in the interest of public health, safety, morals or welfare of the residents of the City of Tampa.
2. There is need for a Community Redevelopment Plan for that portion of Ybor City which has been declared blighted, following guidelines for appropriate re-use and new development and allowing for infrastructure and open space needs to the year 2010.
3. There is a need to preserve and enhance the tax base pursuant to Chapter 163.335(4) Florida Statutes.
4. There is a need for a Community Redevelopment Agency to function in the City of Tampa to implement the Community Redevelopment efforts through exercising the authority vested in such agencies by the Community Redevelopment Act of 1969, as amended.
5. The City of Tampa City Council shall serve as the Community Redevelopment Agency in all matters concerning the Community Redevelopment Plans and the Ybor City Community Redevelopment Area.
6. The primary responsibility for redevelopment of the Redevelopment Area lies with the private sector; notwithstanding, government will reinforce mutually supportive activities in terms of public services, facilities, and other public assistance to the minimum extent necessary to achieve the objectives of the Plan in a timely manner.
7. The Redevelopment Plan shall provide a general framework for new development and re-use, but shall not be so specific as to constrain or inhibit the initiation of private development in terms of the effective operation of the marketplace.

8. The development process shall be streamlined insofar as possible to expedite the implementation of approved projects within the Redevelopment Area.
9. Public subsidy of an inefficient operation will be avoided whether it is a public agency, a not-for-profit private agency, or a profit-making business.
10. Public subsidy of an efficient operation that is not consistent with the vision and objectives of the Redevelopment Plan will be avoided, whether it is a public agency, a not-for-profit private agency, or a profit-making business.

C. Objectives

1. Eliminate all conditions of blight and prevent the recurrence and future spread of blighting conditions.
2. Achieve redevelopment of the Redevelopment Area consistent with the Plan.
3. Provide adequate public infrastructure "towards meeting the needs for private development to the year 2010.
4. Initiate plans, programs, and actions that stimulate private sector investments and business activity in the Redevelopment Area consistent with adopted land use and development plans for Ybor City.
5. Emphasize excellence of quality in new or re-use development.
6. Encourage the preservation and protection of historic properties listed on the National Register of Historic Places or designated under the City of Tampa Historic Preservation Ordinance (12-17-87) and in accordance with the Historic Resources Element of the City of Tampa Comprehensive Plan.
7. Provide for residential use consistent with the needs and requirements of Chapter 163.362 Florida Statutes.
8. Provide for an equitable relocation program.
9. Create new jobs.
10. Stimulate growth of the tax base.
11. Develop a mixed-use urban environment which provides Ybor City residents with opportunities to live, work, shop, and recreate in a safe and pleasant setting.

D. Proposed Measures To Accomplish Redevelopment Objectives

1. The City has determined by Resolution that Ybor Redevelopment Area is a blighted area and is appropriate for community redevelopment projects under the Act, and that rehabilitation, conservation, redevelopment or a combination thereof, of the area is necessary in the interest of the health, safety, morals or welfare of the residents of Tampa and its visitors.
2. The Agency's basic objective is to eliminate conditions of economic, and structural blight that presently exist within the Redevelopment Area. These conditions include:
 - a. Ybor City contributes only 2 tenths of 1% of the City's tax base, while a substantial number of parcels are non-taxable and/or marginally contributing to the tax base.
 - b. Ybor City contains a significant number of blocks with little or no employment activity.
 - c. Over 35% of all structures in the Ybor City area have a vacancy rate of 20% or higher.
 - d. Many parcels in the Ybor City area have problems which hinder new development (e.g. fragmentation of ownership and hard to assemble parcels).
 - e. There exists a significant amount of available undeveloped or under developed parcels in the area.
 - f. Seventy-one percent of all the structures have code violations.
3. In order to restore a blighted area to economic health, arrest its adverse effects on surrounding areas, and make it a source of pride to persons residing and working in or visiting the City, the Agency, in accordance with applicable State and local laws, will remedy or cause to be remedied those conditions causing blight by taking the following measures:
 - a. Adopt and implement suitable plans for financing various phases of the "redevelopment process, such financing to be in general conformance with the provisions of Section VIII of this Plan.
 - b. Acquisition of necessary Real Property in the Redevelopment Area by purchase, gift, devise, exchange, condemnation or otherwise under the conditions set forth in Section VII herein.

3. In order to restore a blighted area to economic health, arrest its adverse effects on surrounding areas, and make it a source of pride to persons residing and working in or visiting the City, the Agency, in accordance with applicable State and local laws, will remedy or cause to be remedied those conditions causing blight by taking the following measures:
- a. Adopt and implement suitable plans for financing various phases of the redevelopment process, such financing to be in general conformance with the provisions of Section VIII of this Plan.
 - b. Acquisition of necessary Real Property in the Redevelopment Area by purchase, gift, devise, exchange, condemnation or otherwise under the conditions set forth in Section VII herein.
 - c. Management of all real property acquired by the Agency and of all Improvements located on such Real Property from the time the Agency takes title until disposal thereof, in accordance with Section VII herein.
 - d. Relocation of residents and business owners within the Redevelopment Area in accordance with Section VII herein.
 - e. The demolition and removal of existing improvements, as necessary, and the preparation of the Redevelopment Area for intended uses in accordance with Section VII herein.
 - f. The disposition by sale or lease of Real Property within the Redevelopment Area for private or public uses in accordance with Section VII herein and with such conditions and covenants running with the land as are necessary to ensure redevelopment in accordance with this Plan and prevent the recurrence of blight.
 - g. The provision of reasonable preference to persons who are engaged in business in the Redevelopment Area to re-enter into business within the Redevelopment Area in accordance with Section VII herein.
 - h. The implementation of development in the Redevelopment Area consistent with and in accordance with the terms of this Plan by owner(s) or developer(s) approved by the Agency.

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V. PROPOSED LAND USE PLAN

A. Background

A number of development guides, studies and plans of recent origin were consulted during the course of preparing the Redevelopment Plan. The following is a list of those efforts:

1. Horizon 2000 Comprehensive Plan Land Use Element and Five-Year Development Guide, 1977.
2. Tampa 2000 Comprehensive Plan. Policy Statement Element, 1979.
3. Ybor City Preliminary Redevelopment Plan, April 7, 1980.
4. Ybor City Market Analysis, April 1981.
5. Ybor City Historic District Revitalization Plan, May 1983.
6. Tampa City Council Resolution No. 1338-H and Study Declaring an Ybor City Area Blighted, April 22, 1982.
7. Ybor City Slum and Blight Study, May 1988.
8. Proposed Tampa Future Land Use Element, 1987.

B. Regional Significance

The Tampa Comprehensive Plan 2010 Concept Plan identified Ybor City as one of three Urban Villages in the City of Tampa. The Concept Plan states that due to the proximity of these urban village areas (including Ybor City) to the CBD, proposed as a high intensity employment node for the region, they are intended to provide a market for supporting residential and neighborhood community areas. They will be neighborhood centers where housing, commerce, and transportation are positives enforced to form active urban environment.

C. Ybor City Community Redevelopment Area

Ybor City was originally engineered as a cigar factory town in the 1880's by Gavino Gutierrez on a grid plan. It exhibits a complex interweave of Spanish, Cuban and Italian cultures which is displayed in the diversity of its immigrants, building types and facades, landscaping, planting and merchandising along 7th Avenue. Thus, the anonymous grid has developed rich patterns of use, emphasis, and local cultural ties over the past century. By further developing these existing strengths while reworking the worn and neglected blocks, the proposed physical plans would serve to renew Ybor City's healthy sense of community as an urban village by reinforcing the objectives listed below.

Ybor City Urban Village Objectives:

1. Repopulating the neighborhood.
2. Capitalizing on its "historic" heritage.
3. Strengthening its regional and local identity.
4. Developing the diversity and intrigue of its merchandising along the commercial spine of 7th Avenue.
5. Improving the microclimatic comfort within the City.
6. Reinstating a sense of security and safety for visitors, inhabitants and workers.

The concept of an urban village for Ybor City is consistent with the ongoing redevelopment efforts. However, in order for this concept to be successful, there has to be strong support from private sector developers.

Inventory and Analysis:

The Ybor City Redevelopment Area consists of 133.1 acres, which fall into the following land use categories:

<u>Land Use Category</u>	<u>uf1\UL</u>	<u>Percentage</u>
Medium Residential Office Retail (MROR)	^ u	.6461
Medium High Density Residential (MHDR)		.3028
Low Medium Density Residential (LMDR)		.0008
Community Commercial (CC)	%\C~,	.0503

Vacant Land comprises 35% of this area. See the charts on the following pages for more detailed information including:

- 1) An explanation of land use types; and,
- 2) A breakdown of the Ybor City Redevelopment Area by existing land use plan categories, classes and type.

HILLSBOROUGH COUNTY, FLORIDA
 TABULAR DATA BASE ALPHA LABELS FOR EXISTING LAND USE

CLASS	ALPHA LABEL	LAND USE TYPE
NAT	W	Water
	WW	Woodlands and Wetlands
	ES	Environmentally Sensitive
	REC	Recreation/Open Space
	CEM	Cemeteries
	VAC	Vacant Land Within Urban Areas
AGR	AG	General Agriculture
	G	Groves, Orchards and Vineyards
	R	Row Crops
	N	Nurseries
	FF	Fish Farms
	CF	Chicken Farm
	DF	Dairy Farm
	PL	Fenced Pastureland
	FL	Feed Lot
	PP	Processing Plant
RES	SFD	Single Family Detached
	MH	Mobile Home
	MHP	Mobile Home Park
	SFA	Single Family Attached
	DX	Duplex
	MF	Multifamily
	GQ	Group Quarters
PUB	P	Public/Quasipublic/Institutional
	SCH	Schools
	CH	Churches
	GOV	Government
	H	Health Care Facilities
	T	Transportation
	CM	Communication
	D	Drainage Utilities
	U	Utilities
	ROW	Streets and Right-Of-Way
COM	TL	Transient Lodging
	LC	Light Commercial
	O	Business and Professional Offices
	HC	Heavy Commercial
IND	LI	Light Industrial (includes cigar factories)
	WD	Warehousing and Distribution
	HI	Heavy Industrial
	RE	Resource Extraction
	AM	Active Mines
	RM	Reclaimed Mines
	MO	Mined Out Areas Not Reclaimed

YBOR CITY CRA AREA

TABLE 1 YBOR CITY STUDY AREA

PLAN CAT.	ACRES
CC	6.7
LMDR	0.1
MHDR	40.3
MROR	86.0

	133.1

TABLE 5 YBOR CITY STUDY AREA

PLAN CAT.	CLASS	EX LU	ACRES
CC	COMM	HC	0.5
CC	COMM	LC	0.1
CC	IND	LI	1.0
CC	INDUST	WD	2.1
CC	NATUR	VAC	1.5
CC	PUB_INST	T	1.5

		SUBTOTAL	6.7

TABLE 2 YBOR CITY STUDY AREA

EX LU	ACRES
CH	2.6
DX	0.3
GOV	15.6
GQ	0.8
HC	6.3
LC	26.3
LI	2.9
MF	0.4
O	1.8
P	2.0
REC	2-3
SCH	16.9
SFD	0.1
T	1.5
TL	0.6
U	0.9
VAC	46.7
WD	5.1
=====	
	133.1

LMDR	NATUR	VAC	0.1
MHDR	COMM	IIC	1.5
MHDR	COMM	LC	1.0
MHDR	INDUST	WD	0.6
MHDR	NATUR	REC	1.7
MHDR	NATUR	VAC	17.6
MHDR	PUB_fNST	CH	2.6
MHDR	PUB_INST	GOV	7.3
MHDR	PUB_INST	SCH	7.9
=====			
		SUBTOTAL	40.3
MROR	COMM	HC	4.3
MROR	COMM	LC	25.3
MROR	COMM	O	1.8
MROR	COMM	TL	0.6
MROR	IND	LI	1.8
MROR	INDUST	VO	2.4
MROR	NATUR	REC	0.6
MROR	NATUR	VAC	27.6
MROR	PUB_INST	GOV	8.2
MROR	PUB_INST	P	2.0
MROR	PUB_INST	SCH	8.9
MROR	PUB_INST	U	0.9
MROR	RESID	DX	0.3
MROR	RESID	OQ	0.8
MROR	RESID	MF	0.4
MROR	RESID	SFD	0.1
=====			
		SUBTOTAL	86.0
		TOTAL	133.1

The Hillsborough County City/County Planning Commission proposes to increase the density of certain Plan Categories. The two main Land Use Plan Categories in the Ybor City CRA area are: Medium High Density Residential (MHDR) and Medium Residential Office Retail (MROR).

	<u>Plan Category</u>	<u>Existing Land Use</u>		<u>Proposed Increase</u>
1.	MHDR	0-*35/+40 DU/GA	to	0-*40/+50 DU/GA
2.	MROR	0-*24/+29 DU/GA	to	0-*30/+35 DU/GA

* base density
 + with site plan

Current Land Use Densities for these Plan Use Categories are as follows:

Medium High Density Residential Land Use Category (MHDR) - This land use category is used to designate, geographically on the Land Use Map and/or textually in the Land Use Element, those areas in the City suitable for moderately high density residential development due to existing development patterns and the availability of adequate community facilities. Neighborhood commercial and office development can be considered within these areas. A density range from 0-35 dwelling units per gross* acre may be achieved within MHDR. This density range may be increased to 0-40 dwelling units per gross acre upon compliance with the provisions of a site plan review.

The increase in density in MHDR to 40/50 DU/GA is compatible with the objective of repopulating the area.

Medium Residential Office Retail Land Use Category (MROR) - This land use category is used to designate geographically on the Land Use Map and/or textually on the Land Use Element, those areas in the City suitable for moderately high density residential development, general commercial and office development due to existing development patterns and the availability of adequate community facilities and market demands. A density range from 0-24 dwelling units per gross acre may be achieved within MROR. This density range may be increased to 0-29 dwelling units per gross acre upon compliance with the provisions of a site plan review.

This increase in density in the MROR category to 30/35 DU/GA fits in with the objectives of developing a mixed use urban environment which will provide Ybor City residents with opportunities to live, work, shop and recreate in a safe and pleasant setting. It is compatible with the original life style of Ybor City along 7th Avenue, where citizens lived, worked and played.

Housing

Residential development must occur in the Ybor City CRA area to provide vitality to the neighborhood. There are few residents in this area presently except for the residents of the Hacienda de Ybor Elderly Housing Complex north of Palm Avenue. Building upon historical and existing uses, it is logical that housing should be developed north of Seventh Avenue between 15th and 20th Streets in the Ybor City Zoning Subdistrict, YC4.

Urban Design Considerations

Certain principles of design are important to the execution of the plan.

While design of the residential units in Ybor City is not part of this plan, certain principles of design are important to the execution of the plan.

Ybor City is an urban place. The retail buildings on Seventh Avenue are built on the street and the housing which existed before urban renewal was also built with minimal setbacks. An urban expression of the proposed residential units includes being built on the property line, in identifiable blocks, with open space within the block. This urban design style is very important to the success of Ybor City as a distinctive place within the greater City of Tampa.

The scale of the housing should be very "human" and relate to street widths and the scale of the existing buildings in Ybor City.

In addition, the housing should build upon and reinforce the architectural vernacular of housing in that area. Gable roofs, clapboards, wide porches with columns, and occasional two level porches are characteristic. The brick and wrought iron expression so prevalent on Seventh Avenue may be valid for some of the housing, but should not dominate.

Obviously, these forms and materials are not the only valid expression of local housing design, but the use of honest materials, traditional in the area, and the adherence to quiet scale and architecture - both along the street and vertically - are essential.

ECONOMIC CONSIDERATIONS

Market rate, or non-subsidized, housing in Ybor City is an important element in the total economic plan for the study area. The presence of about 1400 new residents in Ybor City will produce a number of desirable effects. Area residents will undoubtedly patronize local businesses, thereby increasing the strength of the local convenience retail and shopper's goods markets. Residents will also produce activity after business hours, which would serve to improve the area's "after dark" image and increase the feeling of security at night. This, in turn, will provide incentives to existing and new businesses to extend their business hours into the evening. New residents will also create a stronger local market for entertainment and recreation facilities.

COMMERCIAL

Since the Ybor City Redevelopment plan was adopted in 1983, Ybor has experienced a small degree of commercial revitalization. Most notable is the success of Ybor Square. Ybor Square was relatively new when the original plan for Ybor was developed. Since that time, the square has flourished and now houses several restaurants and specialty shops. North of Ybor Square, at 9th Avenue and Avenida Republica de Cuba, another large building, El Pasaje, has been restored.

RETAIL

Urban Design Considerations

Retail development stretches from the eastern anchor of the Columbia Restaurant west, along Seventh Avenue (Broadway), and north, through new retail development on the Avenida Republica de Cuba, to the western anchor at Ybor Square. There is already 260,000 sq. ft. of existing retail and entertainment activity within this zone. This can be increased to 330,000 sq. ft., filling certain vacant lots and storefronts along Seventh Avenue and the Avenida Republica de Cuba. See the chart on page 16 for the Ybor City Community Redevelopment Area Plan Development Program.

Economic Considerations

It is important to understand the full effect of the retail development proposed in the Ybor City context. The performance of existing retail operations should be improved through the implementation of a comprehensive retail strategy for the CRA area, as **well as** by the development of local residential markets and an increase in visits by customers arriving from outside the local market area. Currently underutilized, existing retail space could be upgraded and brought to a significantly higher level of sales performance, extending the range and quality of retail experiences

YBOR CITY
COMMUNITY REDEVELOPMENT AREA PLAN
DEVELOPMENT PROGRAM

	Development Program
<u>HOUSING</u>	
UNITS	700 D.O.
Rehabilitation	65,000 S.F.
New Construction	635,000 S.F.
Parking (1/D.O.)	700 Car*
<u>RETAIL</u>	
UNITS	330,000 S.F.
Rehabilitation	218,000 S.F.
Existing, *• is	42,000 S.F.
New Construction	70,000 s.f.
Parkin? (3/1000)	. 990 Cars
<u>OFFICE</u>	
UNITS	330,000 S.F.
Rehabilitation	140,000 S.F..
Existing, as is	25,000 S.F.
New Construction	165,000 s.f.
Parking (2/1000)	660 Cars
<u>HOTEL</u>	
UNITS	200 Rooms
Rehabilitation	25,000 S.F.
New Construction	170,000 s.f.
Parking	200 Cars
<u>PARKING FOR RETAIL AND OFFICE USES</u>	
Surface	935 Cars
Structures	715 Cars

for patrons. New space for retailing may also be developed, either through new infill construction, or through the rehabilitation and adaptive use of existing structures previously underutilized for retailing.

OFFICE

Urban Design Considerations

Office development is seen as a land use complementary to the revitalization of Ybor City. It is essential to the idea of a mixed use development to fill vacant upper story and some storefront space on Seventh Avenue, following the existing growth patterns established by the Sheriff's Operations Center and Environmental Protection Commission between 19th and 21st Streets.

TECO Energy Data Center is currently under construction north of 7th Avenue and west of Nuccio Parkway. This 80,000 sq.ft. building will have approximately 150 employees when it opens in July 1988.

Economic Considerations

In addition to the provision of potential* jobs for residents of Ybor City, office space uses contribute an important daytime population to the area. Office workers make significant purchases of goods and services near their places of work, and the street level activity provides a positive sign of security and vitality.

HOTEL DEVELOPMENT

Urban Design Considerations

Ybor City's proximity to downtown, with adequate transportation linkages, and the development of active retail and activity spaces, would cause it to become a very attractive secondary downtown hotel location.

Economic Consideration

Hotel development serves to support both daytime and nighttime commercial activities, providing street level activity and market support for retailing, entertainment, and numerous service enterprises.

CULTURAL AND ENTERTAINMENT FACILITIES

Urban Design Considerations

It is through cultural and entertainment development that maximum use of the existing physical facilities can be realized. Numerous auditoriums, theater, assembly, ballroom and conference spaces lie fallow, awaiting a return to life. The Centro Espanol Auditorium, the Circulo Cubano and Italian Club ballrooms and large assembly spaces, and the Ritz Theater are prominent examples. The Ybor City State Museum is also underutilized. Meeting planners seek out large, unusual assembly spaces for parties and conferences. Tourists and tourist groups can be attracted to events and exhibits featuring the local history and culture. Interpretive displays, films and multi-media presentations can attract and educate visitors and instill the local population with a sense of their heritage.

Economic Considerations

The presence of cultural and entertainment opportunities has many positive economic effects, the stimulation of visitation to the area provides market support for retailing of all types. The length of stay for visitors is increased, allowing for additional possible capture of food, beverage, and lodging expenditures.

The presence of cultural and entertainment*facilities also serves to reinforce the development of a positive image of the area. By generating daytime and nighttime activity, security (both apparent and real) is increased. Both of these factors contribute to the attractiveness of the project area to investors and stimulate property values. They are also, effectively, amenities for residential properties which serve to increase their attractiveness and value.

PHYSICAL DESIGN AND PLANNING PRINCIPLES

In order to realize this natural but general revitalization plan, it is necessary to carefully consider the physical opportunities and amenities required to make it happen. Parks, the merchandising on Seventh Avenue, arrival, access, traffic and parking, comfort and safety are all issues which, if successfully managed, will reinforce the general distribution of land uses and development in Ybor City.

Parks

Green space as an outdoor focus (not just as empty land) can combine with and enhance the desired commercial and residential uses of the land. The following are specific recommendations for green space components of the plan.

1. The courtyards at Ybor Square can become active gardens and cafes, augmenting the activity inside. Through the continued development of this retail complex, these spaces can provide a unique opportunity for the interaction of tourists, residents and commuters. Activity generated here can spill out onto the surrounding streets, enhancing night activity and providing a sense of security.
2. "Latin Plaza", at 16th Street and Seventh Avenue is already developed as a public space at the center of the Seventh Avenue retail district. The Plaza could be expanded to the east, along Seventh Avenue, by removal or redevelopment of the small freestanding building. Landscaping, paving, lighting and street furniture comparable with that already in place could be provided in this expanded area to create a substantial cohesive urban space.

By strengthening its edges with compatible retail activity and indoor-outdoor use, Latin Plaza will become an integral "human scale" space. With pedestrian extensions north to the residential enclave and south to transit opportunities, Latin Plaza will also serve as a pedestrian hub for the retail district.

3. A major outdoor assembly area for Gasparilla Day and other ethnic festivals is planned for the three blocks extending from Seventh Avenue, to and including the Ybor City State Museum between 18th and 19th Streets. Aside from celebrations, this space can function as a major park with grass, trees, water, benches for sitting, strolling and relief from the heat and activity. Its formal design recalls the traditional Latin square with a fountain as its central focus. It is extremely important that this park connect visually to Seventh Avenue and provide pedestrian access from Seventh Avenue.
4. Between Seventh and Eighth Avenues, the park will take on a somewhat different character. On certain days each week it could feature an Ybor City Market, an outdoor truck market (farmers market), with fresh fruit, produce, flowers, meat, fish and shellfish from the abundant land and sea of the Tampa Bay area. A visitor center could be established in an existing historic building and Demrai's Market and La Tropicana Cafe will naturally contribute to the market and park ambiance.

A well publicized weekly market will draw people from through-out the region to experience Ybor City in a way they had never imagined and entice them to participate in its other commercial ventures and pleasures, appreciating its very real history and culture. The attractive enclosed garden of the Ybor City State Museum already constructed serves as another more passive and serene part of Ybor Park, a refuge from the hustle and bustle, of the commerce to the south.

Merchandising

Seventh Avenue merchandising should be dispersed along 7th Avenue among restaurants, retail, residential, and office space.

Storefront design criteria must be maintained to relate to the historical character and the traditional materials of the area and which provide merchandise display areas that enhance the variety and ambiance of the district. The storefront design should also encourage night lighting of the sidewalk. In addition, cultural and community events and entertainment uses should be promoted to increase activity on Seventh Avenue and promotion of Ybor City.

Outdoor restaurant and cafe activity should be encouraged along Seventh Avenue, in the courtyards of Ybor Square, at Latin Plaza, and at the south end of Ybor Park. It is perplexing that in a climate which is temperate for more than 9 months of the year, outdoor eating and entertainment do not flourish.

Design and Control

The Ybor City Historic District, in which the Ybor City CRA lies* has its own Design Guidelines which must be maintained; these guidelines permit certain freedom and variety, while carefully defining standards of quality for both design and materials.

The Barrio Latino Commission, the Architectural Review Board for the Ybor City Historic District, administers these guidelines.

In order to fulfill the mandate placed upon them as the body which approves the Certificates of Appropriateness for work done within the District, the Commission must provide clear guidelines for property owners who wish to rehabilitate, restore, move, or demolish a structure, or who wish to build a new one. Additional guidelines exist to aid in the design and placement of lighting, street furniture, landscaping and parking.

Design guidelines for each of the six zoning subdistricts within the Historic District are presented in the Barrio Latino Handbook. Additionally/ examples of appropriate and inappropriate situations are shown to aid in interpreting the guidelines and to illustrate some acceptable and non-acceptable actions.

The guidelines for the rehabilitation of older commercial and residential structures are particularly important. Rehabilitation as defined by the U. S. **Secretary of the Interior Standards for Rehabilitation** is the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values. The guidelines for rehabilitation in the Ybor City Historic District apply to both the older commercial structures and to residences.

Standards for new construction, demolition and moving are similar throughout the Historic District. Standards and guidelines for the placement and design of landscaping and site details, lighting, and parking are described near the end of the handbook.

The subdistricts differ in character and, therefore, in the type of development activities likely to occur within them. To describe these activities more fully, the subdistricts have been organized into the following categories:

Central Commercial Core - YC-1

This area falls generally within the boundaries of the 1974 National Register Historic District and contains a large percentage of the commercial buildings within the Ybor City Historic District.

Residential Commercial Mix - YC-2, YC-5, YC-6

These areas contain a mixture of small scale, single and multi-family dwellings and scattered groupings of neighborhood commercial structures. They constitute transitional areas of historic value which have already undergone considerable change.

Community College and Redevelopment - YC-3, YC-4

These areas provide a critical link between the historic, relatively intact core of Ybor City and the transitional residential residential area to the north and also the industrial area to the south. They encompass much of the land cleared as a result of the early Urban Renewal program.

Landmarks

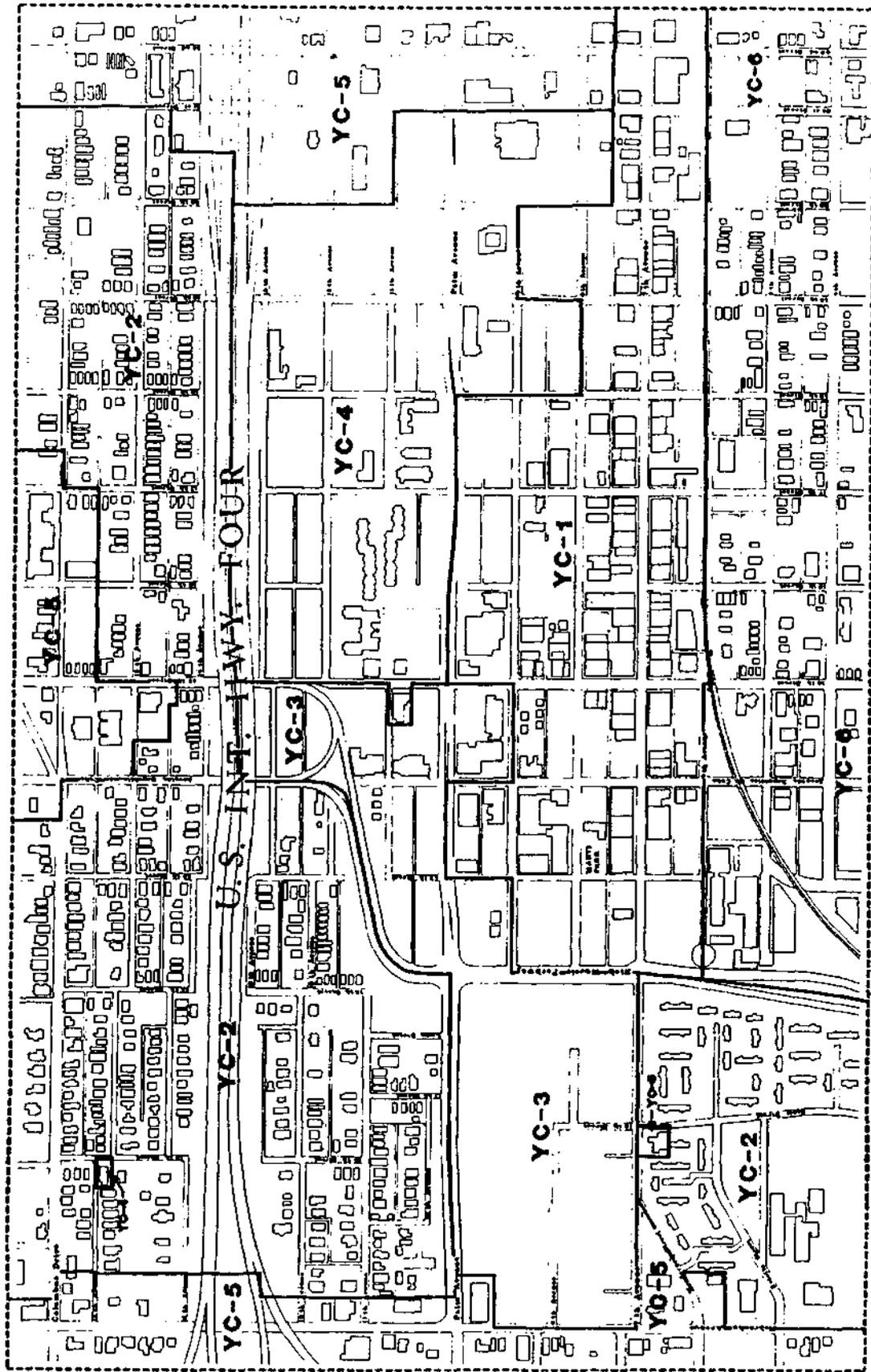
Scattered throughout the Ybor City CRA, which is located within the Historic District are landmark buildings such as social clubs, cigar factories, churches and schools. These buildings are considered contributing structures in that they enhance the historic nature of the District, even though they differ in scale and material from surrounding structures in many cases. These buildings are the visual and, in, some cases, the social anchors for the District.

Each section of guidelines is preceded by a statement of intent for each subdistrict affected by the guidelines and by a key plan showing the area of the subdistrict. To locate the various subdistricts, see the map of the historic district on page 22.

Entry and Arrival

Seventh Avenue is the heart of Ybor City. It needs a visual beginning and end, plus a unifying architectural/environmental style to bind it together. These elements should include planted islands, an entry arch, lights or fountains, reinforcement of the

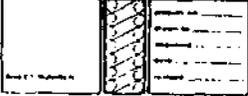
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YBOR CITY HISTORIC DISTRICT
TAMPA, FLORIDA



REPRODUCED BY PERMITS OF THE ARCHITECTURAL & ENGINEERING BOARD
DATE OF REVISION: 02



architectural quality through renovation of existing buildings, a recognizable change in streetscape from other areas, and completed street facades (infill of vacant lots). Lights, utility wires, street furniture, street trees, fountains, arcade/canopy/porches, street signs/traffic lights, curbs/sidewalk paving, crosswalks, and bus shelters, all must be executed with absolute attention toward quality design and strict maintenance standards.

Access

Access to Ybor City is easy and can be made even more convenient. By car, the 21st Street exit from I-4, the 22nd Street exit from the Crosstown extension, and an improved Nick Nuccio/Cass Boulevard connection to downtown currently provide access to the area.

The widening of Interstate 4 (I-4) the northern boundary of the Ybor City CRA may also provide a cross link connection between I-4 and the Crosstown Expressway on the southern border of the entire Ybor City area and may divert the heavy pass-through traffic from 21st and 22nd Streets, thus relieving the streets of heavy truck traffic and enhancing the Ybor City CRA.

Furthermore, a ramp to I-4 may be developed at Nick Nuccio Parkway, which is a natural gateway to Ybor City CRA.

Traffic and Parking

Traffic and parking on Seventh Avenue are subjects which have been discussed at some length, and some have suggested banning parking, vehicular traffic, or both. Seventh Avenue is a major traffic artery for the local area. Its vehicular and public transit uses provide exposure to the merchants on Seventh Avenue and to the heart and character of Ybor City itself.

The parking program for the Ybor City CRA is as follows:

- 1) Existing and expanded lots behind Seventh Avenue Retail district.
- 2) Off-street surface parking on certain strategically located blocks throughout the district.
- 3) Off-street parking for residential use within the residential districts.
- 4) On-street parking on the Avenues, including Seventh Avenue and the odd numbered streets (13th, 15th, 17th and 19th).
- 5) One parking structure at the eastern end of the district at Nuccio and 13th Street.

Comfort

The micro climate of Seventh Avenue and the proposed park areas can be modified to encourage a more active use of these exterior spaces. Shading of the north side of Seventh Avenue is desirable. This can be accomplished with street trees, arcades and porches (first and second levels), canopies and trellises with vines. Active uses of the associated proposed parks should include the introduction of water for evaporative and psychological cooling, e.g., the Ybor Centennial Park with its central fountain has such an effect.

Safety

With a more active 24-hour use of Seventh Avenue and the surrounding neighborhood, due in large to the introduction of medium density housing, local surveillance will improve. Lighting levels must also be studied with careful attention to off-street parking along 6th Avenue and the railroad tracks. Designs for housing and other new structures should provide for "eyes on the street" as the method for improving overall safety of the area both day and night.

FUTURE NEEDS AND ALTERNATIVES

In order to foster the development of Ybor City as an urban village, there should be some preliminary efforts to ensure its success.

First, there need to be linkage between Ybor and the CBD. By linkages, we refer to passive or active connectors between the two districts. These can take the form of a greenbelt area, a shared park, a scenic corridor or direct transportation routes. Development of such linkages will give the perception that Ybor City is an offshoot of downtown and not on East Tampa or some other area of the City. The public should view Ybor as just next to downtown.

Nuccio Parkway is a good place to start. This roadway could be an ideal scenic corridor connecting the two districts with historic Union Station at its point of inception. This could be an ideal gateway into Ybor. The major investment on the part of the City would be the intensive landscaping of the roadway.

Another step to fostering the Urban Village Concept is the creation of a regional draw into the area or a unique population base.

Ybor City is already a gathering place for artistic talents. To expand this base would; create an artists colony. Many of the older warehouse structures are ideal locations for artist's studios.

If Ybor City can become well known, not only for its unique historical structures and Latin heritage, but also gain a reputation as a established art district with galleries and resident artists, they will have a specialized base population from which to expand. The existing structures in the 7th Avenue district have to be living, breathing entities before we can expect the vacant areas to develop.

INCENTIVES

Some incentives the city has offered to developers in the Ybor area are the exclusion from transportation impact fees for new development, the creation of an Enterprise Zone, the Challenge Fund for rehabilitation of residential structures, and the upgrading of infrastructure. Now Tax Increment Financing will add to those incentives to stimulate development in the Ybor City CRA.

Furthermore, Ybor Redevelopment Agency is in the process of becoming a private corporation and as a non-profit corporation, they will have more flexibility in the implementation of programs. The private entity will allow focusing effort into those sections of Ybor that are most in need.

CONCLUSION

Ybor City is a very special place. Ybor City's history and tradition, proximity to a burgeoning downtown Tampa, and buildings and land available for controlled but imaginative development are assets found singly in many U.S. cities. To find all of these qualities in one place is rare indeed. What remains is the task of building upon the existing ventures and opportunities.

VI. NEIGHBORHOOD IMPACT ELEMENT

In this section, the impact of future activities on the Redevelopment Area as well as surrounding neighborhoods will be addressed in accordance with the Act. The purpose of the element is to ensure that consideration is given in advance to the possible effects of redevelopment.

A. Resident Population

According to the 1985 Census, the population of the Redevelopment Area is 385 persons. The total year round housing units in the area are 230, of which 209 are renter occupied, one unit is owner occupied, and 8 units are owner/renter with the data suppressed and the balance of 12 units are vacant. The largest concentrations of population and housing units occurs in the Hacienda de Ybor Elderly Housing, which contain 88 units. The next largest concentration of housing units occurs between Avenida Republica de Cuba and 18th Street along Seventh Avenue and many of these are vacant. Due to the location and small number of residents in the area, redevelopment efforts are not expected to displace significant numbers of residents. Because the area is currently blighted and contains few residents, redevelopment should have few negative impacts on the existing residents. Rehabilitation of residential units along Seventh Avenue will have a positive effect on area residents and draw more residential population into the area. However, should displacement and relocation of residents become necessary, it will be will carried out per the relocation policy discussed in section VII.

B. Nearby Residents

An improved Ybor City CRA will have significant positive impacts on the surrounding area, as well as the City as a whole. The redevelopment will create new jobs. The quality of Ybor City retail will increase, and evening entertainment opportunities will become more diverse. The combination of these activities will create a highly active, mutually integrated urban village.

The benefits of this activity to nearby residents will be substantial. Persons living in Central Park Village, (one of the City's larger public housing projects with a population of almost 1,500) as well as residents of Tampa Park Apartments (a publicly assisting housing project containing 372 family units), will receive the benefits of a wider variety of jobs and increased availability of nearby services.

Increased activities in the CRA will help to make Ybor City a more livable area; thereby, attracting additional people who wish to live in Ybor City. This, in turn, will stimulate further demand for residential development. The redevelopment will also help to spur residential developments in areas adjacent to Ybor City such as the Ybor Channel Redevelopment area, which is directly south of Ybor City and east of the CBD.

Another important impact of the redevelopment project would be psychological rather than physical. Nearby residents in the areas surrounding Ybor City will benefit from the elimination of blight and the development of an active, vibrant urban village with a variety of services and amenities located nearby. The redevelopment of the blighted CRA will become a source of community pride. It will help to make nearby residents feel like a part of the Ybor City revitalization process, rather than spectators of continued deterioration. This change in perspective would be regarded as having a significant positive impact.

C. Traffic Circulation

As part of Ybor City's overall redevelopment program, the City of Tampa retained Howard Needles Tamraen & Bergendoff in 1985 to prepare a transportation plan for the years 1990 and 2000. The project study area was bounded by Nebraska Avenue to the west, I-4 to the north, 26th Street to the east and Adamo Drive (S.R. 60) to the south and included as one of four sub-areas, the Historic District Revitalization Plan Area, which overlaps the proposed Ybor City Community Redevelopment Area.

They said that proposed projects that could become major generators of traffic include the Truck market (Farmer's Market) located between 18th and 19th Streets from 7th to 8th Avenues and the commercial/entertainment complex along 7th Avenue between 15th and 18th Streets.

Recommendations for the 1990 Plan include intersection improvements, new signing, transit operation modifications, and parking lot construction. Under this Plan, minor improvements were recommended at the intersection of 7th Avenue and 22nd Street. Additionally, truck traffic should be prohibited on 7th and 8th Avenues except for local deliveries. Truck route signing should be posted to direct these vehicles to 10th (Palm) Avenue, a four-lane divided roadway which can better accommodate these vehicles. Trucks should also be prohibited on 19th Street in order to force this traffic from the center of Ybor City to the 21st/22nd Street one-way pair. Regarding transit operations, very few changes were proposed. Three bus routes would be shifted from 7th Avenue to 8th Avenue in order to promote the desired environment on 7th Avenue. This shift should have minimal

negative impact on the transit operators and the riding public. The parking recommendations for the 1990 Plan include the upgrading of several existing lots (by increasing capacity, paving and landscaping dirt lots) and the construction of a new surface lot (150 spaces) between 19th and 20th Streets north of 8th Avenue.

For the year 2000 Plan, more extensive improvements are required to handle the projected traffic. Geometric modifications are required at the intersections of 22nd Street and 7th Avenue, 21st St and Adamo Drive, 19th Street and Adamo Drive, and 21st Street and 13th Avenue. Additionally, a traffic signal should be installed at the 15th Street-Palm Avenue intersection. The truck prohibition and routings described above for the 1990 Plan are also recommended for the 2000 Plan.

Transit modifications are also more extensive for the 2000 Plan than for the 1990 Plan. Some of all of the bus routes should be shifted to 10th (Palm) Avenue. A mini-bus loop service should be instituted on 7th and 8th Avenues to serve local tourist and shopper needs. Such a service might be run by HART in combination with a coalition of local businesses.

Parking recommendations include the construction of a three-story public parking spaces. Other proposed parking facilities include the 150 space lot mentioned in the 1990 Plan and an additional 130-space lot to be constructed between 20th and 21st Streets north of Palm Avenue. For the year 2000 Plan, as increased development occurs and Ybor City becomes more of a tourist center, on-street parking on several north-south streets between 6th and 10th Avenues should be restricted in order to widen sidewalks and install pedestrian amenities. Such improvements will enhance the viability of Ybor City as a tourist attraction.

A number of measures designed to mitigate any adverse transportation impacts that may occur have been identified, including:

1. The Transportation Element of the City of Tampa Comprehensive Plan is based upon the Land Use Plan. The transportation element identifies those street improvements that will be necessary to accommodate the traffic increase as development occurs. The Florida State Growth Management Act of 1985, as amended, (s. Chapter 163), requires that these improvements be made concurrent with the impact of development.
2. The on-going Interstate-4 study will identify the re-design configuration of the interchange entrance into the Ybor City CRA. This proposed action, once implemented, will mitigate a significant amount of the anticipated traffic increase.

As these actions are implemented, there should be no problem in handling the heavier volume due to the increased traffic.

D. Environmental Quality

Any large influx of population, buildings, and businesses into an area that is relatively undeveloped will put somewhat greater stress on the environment. The major source of pollution would be the increase in hydrocarbon emissions from automobiles. But the Ybor City Redevelopment Area as an Urban Village is geared toward a more moderate increase in population and development so that the environmental quality should not deteriorate. However, as a safeguard, the federal air quality standard will continue to be monitored to ensure compliance.

E. Public Facilities

The need for water, sewage treatment, storm drainage, solid waste disposal and other community facilities will be increased by redevelopment. The specific actions recommended to meet these needs are presented in the appropriate element of the City of Tampa Comprehensive Plan. «

F. Effect on School Population

The redevelopment will have almost no impact on the school population at first. When families with school age children begin to move into the area, the increased demand should be easily handled by capacity in the existing school system.

G. Relocation

Section VII identifies the policies for relocation. As stated therein, the local area will absorb the majority of residents that may be displaced from within the Redevelopment Area.

VII. PROPOSED REDEVELOPMENT ACTIONS

There are a number of mechanisms that can be employed to assist in the implementation of the redevelopment plan. An understanding of these methods is important as the implementation of redevelopment projects is considered by the Agency. This section contains a brief description of the available redevelopment actions.

The Plan will be undertaken in accordance with the provisions of the Act. The Agency may utilize any and all of the following methods of achieving redevelopment of the Ybor City Community Redevelopment Area as are authorized by law.

A. Property Acquisition

The Act authorizes the Agency to acquire Real Property by purchase, condemnation, gift, exchange or other lawful means in accordance with the approved Plan.

The Agency shall acquire Real Property in the Redevelopment Area at such times, in such phases, and in such quantities as may be required to carry out the intents and purposes of the Plan.

Generally, personal property shall not be acquired. However, where necessary to the execution of this Plan, the Agency may acquire personal property in the Redevelopment Area by any lawful means.

B. Rehabilitation

The Agency may rehabilitate or may as a condition of sale, lease, or owner participation, require a redeveloper or an owner-participant to rehabilitate, remodel, alter, restore, repair, or otherwise improve property that is the subject of the sale, lease, or Owner Participation Agreement, in a manner prescribed by the Agency.

C. Structure Relocation

In the event that a particular structure which is in an area that is proposed for redevelopment is determined by the Agency as worthy of being preserved, (e.g., historic structure) the Agency may, if it determines preservation feasible, authorize the expenditure of funds necessary to move such structure to another location within or outside the Redevelopment Area.

D. Cooperation with Public Agencies

The Agency will seek the aid and cooperation of other public agency bodies and will attempt to coordinate this Plan with the activities of such public agencies in order to achieve the purpose of redevelopment in the highest public interests.

E. Property Management

During such time as any Real Property in the Redevelopment Area is owned by the Agency, the control, direction, supervision, and management thereof shall be carried out either directly or indirectly through the employment of agents, employees, independent contractors or other persons engaged or employed by the Agency or the City of Tampa. The Agency shall be fully empowered to enter into and execute such contracts, leases, management agreements, and other documents and instruments as shall be necessary and proper to assure the preservation, maintenance, and operation of any such Real Property; and as shall assure the greatest return to the Agency as possible under the circumstances.

F. Demolition and Clearance

The Agency is authorized to demolish, clear, or move buildings, structures, and other improvements from any Real Property in the Redevelopment Area which it has acquired and as may be necessary to carry out the purpose of the Plan.

G. Preparation of Building and Development Sites

The Agency is authorized to prepare or cause to be prepared as building and development sites, any Real Property in the Redevelopment Area owned or acquired by the Agency or any other person, which property is to be developed pursuant to the Plan.

H. Public Improvements and Infrastructure

The City of Tampa is currently engaged in the development of the City-wide Comprehensive Plan, as legislated under the Local Government Comprehensive Planning and Land Development Regulation Act of 1985 (Florida Statute Chapter 163). This process will identify the total infrastructure needs for the City of Tampa (including the redevelopment area). All necessary infrastructure needs will be detailed in the City of Tampa's Capital Improvements Element of the Comprehensive

Plan. The Agency shall be consistent with standards and needs identified in the City's Capital Improvement Element in proceeding with the implementation of the Redevelopment Plan.

The Agency shall recommend to the City the appropriate time to construct or to cause to be installed the public improvements as are necessary to carry out the Plan.

The Agency may recommend to the City that the construction of public improvements and infrastructure be undertaken by the City and may make such arrangements with the City respecting the location, installation, ownership, maintenance and operation thereof as the City and the Agency shall agree and as may otherwise be required or necessary to carry out the purposes of the Plan.

I. Real Property Disposition and Development

City Council is authorized to sell, lease, exchange, subdivide, transfer, assign, pledge, encumber by mortgage or deed of trust, or otherwise dispose of any interest in Real Property acquired pursuant to this Plan. To the extent permitted by law, City Council is authorized to dispose of Real Property by negotiated sale or lease.

All Real Property acquired by the City in the Redevelopment Area shall be sold or leased for development for fair value in accordance with the uses permitted in the Plan and as required by the Act.

The City Council may reserve such powers and controls through disposition and development documents with purchasers or lessees of Real Property as may be necessary to ensure that development begins within a reasonable period of time and that such development is carried out pursuant to the purposes of the Redevelopment Plan.

1. General

To provide adequate safeguards to ensure that the provisions of the Plan will be carried out and to eliminate and prevent the recurrence of blight, all Real Property sold, leased, or conveyed by the city in the Redevelopment Area shall be subject to the development provisions of the Redevelopment Plan.

2. Purchase and Development Documents

The leases, deeds, contracts, agreements, and declarations of restrictions relative to any Real Property conveyed by the City may contain restrictions,

covenants, covenants running with the **land**, conditions subsequent, equitable servitudes, or such other provisions necessary to carry out the Redevelopment Plan.

3. Obligations to be Imposed on Developers

All property in the Redevelopment Area is hereby subject to the restriction that there shall be no discrimination or segregation based upon race, religion, sex, age or national origin, in the sale, lease, sublease, transfer, use, occupancy, tenure, or enjoyment of property in the Redevelopment Area.

All owners, purchasers, lessees or developers of Real Property within the Redevelopment Area shall be required to develop such land in accordance with the provisions of the Plan.

All owners, purchasers, lessees, or developers of Real Property within the Redevelopment Area must commence the construction or rehabilitation of any building and proceed in a manner consistent with such reasonable periods of time as mutually agreed upon with the Agency.

J. Relocation Policy

1. General

Redevelopment will entail new construction and rehabilitation. But physical revitalization is only a means to an end, which is improving the quality of life for Tampa's citizens. While redevelopment projects should have enormous positive impacts on many people, the welfare of the few who may be displaced is of considerable concern.

It shall be the policy of the Agency that persons displaced as a result of redevelopment projects shall be provided services which will ensure that they are not unduly inconvenienced by their relocation. In implementing this Plan, the Agency will provide fair and equitable treatment to any displacees. Objectives shall be to:

- a. Provide residents that may be displaced with full opportunity to occupy comparable replacement housing that is within their ability to pay and adequate for their needs, and meets all requirements for decent, safe, and sanitary housing, and to the extent possible, which satisfies their preference with regard to location, view and other considerations;
- b. Carry out project activities in a manner that minimizes hardship to those that may be displaced;
- c. Provide maximum choice within the available housing supply;
- d. Provide relocation assistance in accordance with the needs of those that may be displaced, and through referrals to other agencies, including the appropriate social services assistance to those who are chronically ill, homebound, and in need of support services;
- e. Make diligent efforts to **assure** that those who may be displaced do not encounter **undue** financial or other hardship through **any action as a result** of acquisition through condemnation.
- f. Provide business concerns **and** nonprofit organizations with assistance in establishing at new locations with minimum delay and hardship.

In order to carry out these objectives, the following relocation method will apply when existing commercial businesses and residential occupants must be displaced as a result of public acquisition through condemnation.

2. Relocation Method

Permanent relocation assistance will be handled through the City's Department of Housing and Development Coordination. That Department has personnel with extensive experience in all phases of relocation assistance, which entails providing clients with an explanation of the process, available options, and if applicable, a schedule of payments. In addition, the Department assists in locating and securing comparable housing.

The Agency may pay reasonable moving expenses to persons (including families, business concerns and others) displaced by a redevelopment project. This is not

intended to provide incentives for commercial and industrial businesses to move out of the Redevelopment Area. The Agency may elect to make such relocation payments for moving expenses where it determines that it is in the best interest of the project, **and** not to do so would create a hardship on the persons involved. The Agency may make such other payments as may be in the best interest of the project and for which funds are available. The Agency shall make all relocation payments as required by all other applicable laws.

VIII. REDEVELOPMENT FINANCING METHODS

A. General

A viable financing program for redevelopment requires a strong commitment from the public and private sectors built upon a cooperative partnership. The ultimate success of this program is dependent upon its ability to match anticipated revenues with capital requirements for each stage of project development. In order to carry out redevelopment, the Community Redevelopment Agency will utilize all available sources of funding from the private sector as well as local, state, and federal government sources.

A number of financing sources and vehicles can be used by a municipality in cooperation with the private sector to implement a comprehensive program for the redevelopment. Since the necessary components of a redevelopment project can be quite diverse, the available funding sources for each component should be explored and analyzed. The scope and quality of redevelopment may depend on the Agency's ability to complement the objectives of the redevelopment program by lowering development cost and minimizing risk to the governmental and private sectors. General funding methods and sources which can be examined to finance redevelopment activities to implement the Plan include the following:

1. Special Taxing District

A special taxing district can be created for the purpose of levying a millage assessment within a geographically defined area in order to generate tax revenues into a fund to pay for improvements and services within that district. Such a district in the Ybor City CRA could exempt residential property.

2. State Enterprise Zone Tax Incentives

State Corporate Income Tax Credits are available through several State programs designed to help revitalize distressed areas by involving the private sector and providing suitable incentives in approved development areas. The incentives cover credits for creation of new jobs; credits for creation of new or expanded business facilities; and credits for contributions to certain qualified community projects.

3. Revenue Bonds

Revenue bonds can be issued to finance public improvements in the project area for certain improvements that generate a stream of income (e.g., parking structures).

4. Industrial Development Bonds

Chapter 159, Florida Statutes, the Florida Industrial Development Financing Act, authorizes the use of Revenue Bonds to finance capital projects for private development. IDBs can be used to fund a range of project types from manufacturing facilities to commercial projects in designated "Enterprise Zones." Ybor city Community Redevelopment area lies within the Ybor City Enterprise Zone, and consequently, is eligible for IDB bonds at this time.

5. Federal & State Funds

Funding for redevelopment is available primarily through the Department of Housing and Urban Development (HUD) in the form of the Community Development Block Grant and Urban Development Action Grant programs, both of which are presently available to the City of Tampa.

Also, the Florida Department of Commerce and the Department of Transportation provide funding for a wide array of transportation improvements.

Federal tax credits and incentives called Rehabilitation Investment Tax Credits (ITCs) are also available to the private sector for certain types of improvements (e.g., rehabilitation of both historic and older properties, historic facade easement donations, etc.). There is a 20% credit for rehabilitation of certified historic properties and a 10% credit for rehabilitation of non-residential buildings constructed before 1936. Since Ybor City is an historic district listed on the National Register of Historic Places, many structures would be eligible for this assistance.

6. Tax Increment Financing

Tax Increment Financing (TIF) is a funding mechanism for redevelopment authorized by Chapter 163, Florida Statutes, the Community Redevelopment Act. TIF captures the incremental increase in property tax revenues resulting from redevelopment, and uses it to pay for public improvements needed to support and encourage new development.

Eligible activities include the acquisition of land and improvements, relocation of displaced residents, demolition of deteriorated structures, site preparation and infrastructure improvements.

The Act requires the establishment of a Trust Fund from which projects can be funded on an annual basis from monies deposited in the Trust Fund, the issuance of tax increment bonds and bond anticipation notes. Tax increment financing can be a reliable source of funding for essential project activities and improvements.

7. Local Funds

Local funds through the Urban Development Action Grant (UDAG) Local Loan Program for development projects and the City of Tampa Challenge Fund Loan Program for rehabilitation of residential properties are available through the City of Tampa. The UDAG Local Loan Program funnels interest payments on federal UDAG projects in the City back into a special UDAG Local Loan Program for development. The Challenge Fund has leveraged City of Tampa federal Community Development Block Grant funds to establish a local housing rehabilitation loan programs through several financial institutions for low and moderate income persons.

B. Specific

The Agency shall finance redevelopment and meet its other financial obligations by such methods as shall be authorized by the Act and provisions of applicable law. Without limitations, the following specific methods of financing are hereby authorized:

1. Initial Funding

Initial funds for project planning and administration may come from appropriations by the City, appropriations and grants from the United States Department of Housing and Urban Development, Community Development Block Grant Funds, from any tax increment revenues authorized after adoption and approval of this Plan, and from such other sources as are authorized or permitted by the Act or applicable law or from any other source.

These sources may be utilized to finance the various costs, fees, expenses, and other charges incurred during the planning, initial administration and pre-acquisition period.

2. Acquisition and Pre-Construction Activities

Funds for acquiring Real Property in the Redevelopment Area, for financing demolition and site clearance work, for installation, construction or reconstruction of the necessary or required infrastructure development, including, but not limited to streets, utilities, etc., for preparing building sites and for carrying out other pre-construction activities may be provided by acquisition and development loans; advances; or indebtedness negotiated, incurred, or consummated by the Agency (or by any person with whom the Agency has entered into contracts for the acquisition development, or redevelopment of all or any part of the Redevelopment Area) with banks, savings and loan associations, real estate investment trusts, governmental entities, insurance companies, pension funds, institutional lenders, or other persons and from such other sources as are authorized or permitted by the Act or applicable law.

Such loans may be secured or unsecured, funded or unfunded, short-term, intermediate-term, or long-term, and may be repayable at such times in such manner, and at such interest rate and subject to such terms, conditions, restrictions, and limitations as the parties thereto shall agree. Such loans, funds, advances, or indebtedness may be recast, renewed, extended, or modified at any time after they have been incurred and they may be repaid from bonded indebtedness issued by the Agency as authorized or permitted by the Act or other applicable law.

3« Construction and Completion of Projects

Funds for financing the construction and completion of publicly owned redevelopment projects and all improvements and public improvements, including, but not limited to, the necessary infrastructure development to be constructed thereon may be provided from bonded indebtedness of the Agency, including tax increment bond issues, revenue bond issues, and all other bond issues available to the Agency under law.

4. Other Sources

In addition to the sources of funds described above, in order for the Agency to finance redevelopment and meet its other financial obligations, the Agency may obtain loans, grants, gifts and other assistance from local, state and federal government agencies, bureaus, departments or other entities; may be the recipient of gifts, bequests, devises, donations and grants from persons; and may obtain funds from the sale, exchange, pledge, mortgage or other disposition of Real Property owned by the Agency, from parking fees, assessments, rents, issues, profits and other sources of income arising from the ownership, management, lease or use of Real Property or from any source related to any of the foregoing or from such other sources authorized or permitted by the Act or other applicable law.

5. Restrictions

The Agency shall not be authorized to pledge the full faith and credit of the City or to guarantee the indebtedness of any person performing any work or providing any labor or services in connection with any redevelopment Project or to otherwise obtain funds from any source or in any manner not specifically authorized in this Plan, the Act, or the provisions of applicable law.

IX. ACTIONS BY THE CITY

Upon approval of this Plan, the City warrants and represents to all parties acting in reliance on the City, the Agency, or this Plan that **the City shall aid and cooperate with the Agency** and any other parties acting in reliance **aforsaid** in **carrying** out this Plan and shall take all actions necessary to ensure the continued fulfillment of the purposes of this Plan and any agreements, contracts, or actions associated herewith and to prevent the spread or recurrence within the Redevelopment **Area of** conditions causing blight or undesirable elements or conditions. Actions by the City shall include **all those authorized by law** including, but not limited to, the following actions:

A. Development Review

Assistance and cooperation shall be provided to the Agency in the preparation and review process associated with the approval of this Plan and as may otherwise be required in order to effectuate compliance and performance pursuant to the intent of this Plan. As projects are initiated, they will become part of an established review process which will, ensure conformance with the Plan.

B. General

Generally, actions by the City shall include the following:

1. Initiation and implementation of such actions as are necessary to delegate to the Agency the responsibility for administering all aspects of this Plan, including, without limitation, those provisions provided hereinafter.
2. Initiation and implementation of zoning changes, all in a manner consistent with this Plan and to the extent necessary to permit the land uses and development authorized by this Plan.
3. Imposition wherever necessary (by conditional use permits or other means) of appropriate controls, within the limits of this Plan, upon parcels in the Redevelopment Area to ensure their proper development and use.
4. Initiation and completion of proceedings for opening, closing, vacating, widening, or changing the grades of streets, alleys, public areas, and other public rights-of-way, and for other necessary modifications of the

streets, the street layout, and other public rights-of-way and areas in the Redevelopment Area.

5. Initiation and completion of proceedings necessary for changes and improvements in publicly owned utilities within or affecting the Redevelopment Area.

C. Administrative Enforcement

The City shall provide for administrative enforcement of this Plan after development. The City and the Agency shall through code enforcement provide for continued maintenance by Owners of all Real Property, both public and private, within the Redevelopment Area throughout the duration of this Plan.

D. Conveyance of City-Owned Land

The City shall authorize the conveyance to the Agency of City owned land to an extent sufficient to carry out the objectives of this Plan. Each said conveyance by the City to the Agency shall be made in a timely manner in accordance with schedules approved by the City and the Agency and under such terms and conditions as shall be appropriate for implementation of the Plan.

E. Performance Commitment

The City shall perform all of the preceding, and all other functions and services related to public health, safety, and physical development normally rendered in accordance with a schedule which will permit the redevelopment to be commenced and carried to completion without unnecessary delay.

X. COORDINATION OF LOCAL GOVERNMENT ENTITIES

Redevelopment will be undertaken in accordance with the provisions of the Act and through the coordinated efforts and authority of the respective governmental entities in cooperation with the private sector.

A. The Private Sector

The Redevelopment Plan cannot be implemented without the predominant participation of the private sector. The role of the individual private sector is to evaluate the effectiveness of an investment risk in the Redevelopment Area and to pursue development opportunities as may be evident to them, constant with the requirements set forth in the Redevelopment Plan.

B. Community Redevelopment Agency

The City Council, acting as Community Redevelopment Agency, will use any and all methods of implementing the Plan as authorized by law. The Agency will exercise the powers conferred by statute to take action within the Redevelopment Area such as will result in economic revitalization consistent with the Plan. The Agency will call upon such counsel, technical experts and other persons or employees as it may from time to time determine necessary to the purposes of the Plan. The Agency will approve redevelopment projects on an individual or group basis, as deemed in the best interest of the Plan and the municipality. The Agency will approve general expenses in terms of the implementation of this Plan, including both project and administrative expenses. Notwithstanding the participation of other agencies or experts in the implementation of the Plan, the City Council shall reserve to itself the following powers:

1. The power to determine an area to be slum or blighted or a combination thereof; to designate such area as appropriate for a community redevelopment project; and to hold any public hearings required with respect thereto.
2. The power to grant final approval to Community Redevelopment Plans and modifications thereof.
3. The power to authorize the issuance of revenue bonds as set forth in Chapter 163.385 F.S.

4. The power to approve the acquisition, demolition, removal or disposal of property as provided in Chapter 163.370(2) F.S. and the power to assume the responsibility to bear loss as provided in Chapter 163.370(2) F.S.

C. The City Administration

The City of Tampa Administration will function as the staffing arm of the Agency and will carry out such directives as are given to it by the Agency regarding the Plan. The Administration will continue to function as effectively and efficiently as possible in this capacity.

XI. DURATION, MODIFICATION, AND SEVERABILITY OF THE PLAN

The redevelopment process shall continue until determined complete or otherwise discontinued by the City Council, or for a period of 15 years from the date the plan is adopted, whichever comes first. This will not affect any existing obligations with regard to outstanding bonds or contractual agreements; simply, no new redevelopment actions or projects may be initiated after the above termination date.

The Plan may be modified only after approval by City Council and in a manner consistent with applicable law and in accordance with the Act.

The Community Redevelopment Agency recommendation to amend or modify the Plan may include a change in the boundaries of the project area, major land use modifications or any changes which constitute a substantial deviation from the original Plan.

In order to amend the Plan, City Council will hold a public hearing on the proposed modification after proper public notice of the meeting.

If any provision of the Plan is held to be invalid, unconstitutional or otherwise locally infirm, such provision shall not affect the remaining portions of the Plan.

APPENDIX XII: Introduction to Community Redevelopment Projects

The projects described in the following pages are the proposed Community Redevelopment Projects to be implemented within the Ybor City Community Redevelopment Area. These projects constitute the proposed actions by the Agency for the elimination of blight in accordance with the Plan.

These projects are not presented as final schematic proposals, for that is inconsistent with the pre-approval of development as authorized by the Act. Projects are presented as preliminary concepts, and once approved in conformance with the Plan, they travel through the normal route that development takes in securing detailed development plan approvals and permits.

The projects conform to all applicable statutes, ordinances, and regulations, including, but not limited to the Comprehensive Land Use Plan; and Article VIII, Ybor City Historic District, of Chapter 43A of the City Code, which is the Zoning Ordinance.

This is a continuing process and new projects must conform to the Plan.

Any substantial deviation to the Plan or **the** projects shall be subject to the requirements of Section XI of the **Plan**.

REDEVELOPMENT PROJECTS

YBOR CITY GATEWAYS

REDEVELOPMENT PROJECTS

GATEWAYS INTO YBOR CITY CRA

The purpose of this project is to create Gateways into Ybor City that will support the activities of Ybor City CRA and create an inviting atmosphere for visitors coming into the area.

The first Gateway Center will be the northeastern most portion of the Ybor City CRA at 21st and 22nd Streets of Tampa. Its location with respect to I-4 access roads makes it is an important visual corridor for visitors entering Ybor City. In order to create a Gateway in this area, the City will need to develop a Gateway Ordinance including the following points:

GATEWAYS:

Gateways are major entry points which one enters the Ybor City Historic District. They are focal points that create both a first and lasting impression for visitors as well as for those who live and work in the historic district. Gateways should help to establish the identity of the historic district and provide a link between the gateway entrance and the heart of the historic district. Because of their importance to the image of district, provisions in both the Ybor Zoning Code and the corresponding design guidelines need to respond to their visual impact and to enhance that impact. In order to achieve this intent, site planning and urban design parameters shall include:

1. Asphalt parking lots and driveways shall be screened to the maximum extent possible through placement of the building on the site and through other buffering devices per the design guidelines for gateways.
2. Buildings shall address the sidewalk and be a prominent part of the overall project design.
3. Two and three story buildings are encouraged. Maximum use of the site by buildings is encouraged within FAR limits set within this code.
4. At interstate gateway locations landscaping should respond to the three levels of visual impact delineated further in the guidelines:
 - a. as viewed from the interstate
 - b. as seen from vehicles at the street level
 - c. as seen by the pedestrian

The first gateway location designated hereunder shall be at the interchange of Interstate Highway 4 and 21st and 22nd Streets. Properties specifically included are those abutting 1) the intersections of 21st and 22nd Streets and 13th Avenue south of the Interstate; and 2) the intersections of 21st and 22nd Streets at 14th Avenue north of the Interstate. For the purposes of this section of the code, Gateways shall include to the rear property lines of the sites so indicated.

The benefits of such a project to the City are:

- a. The conditions of slum & blight in the area will be arrested and replaced by a more stable and positive climate.
- b. The tax base of the redevelopment area will increase.
- c. The location of these gateways will spur additional private investment including office, retail, business, commercial and residential development.

The implementation of the project will require the following actions and use of powers:

- a. The Agency shall prepare and sponsor a Gateway Ordinance for specific Gateways or entrances into Ybor city CRA by creating a new Section within Article VIII, Chapter 43A (43A-127).
- b. Where applicable, the Agency shall exercise its powers of eminent domain to assist in the assemblage of property.
- c. Where applicable, the Agency shall acquire property for resale to developers to achieve the public purpose objectives stated in this plan.

The following is a list of potential funding sources that could be used to finance the project:

- a. Community Development Block Grant Program
- b. Urban Development Action Grant Program
- c. Department of Transportation Programs
- d. Tax Increment Financing

The anticipated costs of the project will vary, depending on the nature and needs to implement each request for proposal, and the type of incentive utilized (i.e. land write downs, infrastructure provision, street closures, tax credits, etc.).

LATIN PLAZA

REDEVELOPMENT PROJECTS

LATIN PLAZA

"Latin Plaza," at 16th Street and Seventh Avenue is already developed as a public space at the center of the Seventh Avenue retail district. The Plaza could be expanded to the east, along Seventh Avenue, by removal or redevelopment of the small freestanding building. Infill development that relates to this space such as a cafe as well as landscaping, paving, lighting and street furniture comparable with that already in place should be provided to create a substantive cohesive "urban space."

By strengthening its edges with compatible retail activity and indoor-outdoor use, Latin Plaza will become an integral "human scale" space. With pedestrian extensions north to the residential enclave and south to transit opportunities, Latin Plaza will also serve as a pedestrian hub for the retail district. It is the focus for the highest concentration of pedestrian activity in Ybor City.

The goal of the project is to create and establish a high quality pedestrian oriented area at Latin Plaza.

The benefits received by the City would include:

- a. The slum & blight conditions along Seventh Avenue will be arrested and replaced by a more positive climate.
- b. The improved physical appearance of the Plaza will help to spur additional private investment, including office, retail, entertainment, business and commercial development.
- c. The renovation will help to attract increased levels of pedestrians and activity, which will also be supportive of the development of a high-scale retail district.
- d. The renovation of the Plaza will provide residents, employees and visitors of with an amenity that is exceptional pedestrian oriented activity center.
- e. The renovation of the Plaza will increase the property values and the tax base in the CRA over what is anticipated to occur.

The project will require the following actions and use of powers:

- a. The City shall develop, or cause to be developed, the design concept, guidelines and construction specifications for the renovation of the Plaza.

- b. The Agency shall secure funding for the construction.
- c. The City shall use the Ybor City Design Guidelines for the Plaza.

the following is a list of potential funding sources that could be used to finance the project:

- a. Tax Increment Financing
- b. Facade Improvement Loan Program
- c. General Revenues
- d. Special Assessment District

CENTRO ESPANOL

REDEVELOPMENT PROJECTS

CENTRO ESPANOL

The Centro Espanol located at 16th Street and 7th Avenue was organized in October 22, 1891 and was the first social and cultural club in Ybor City. The original wooden structure was replaced by a more ornate centro in 1912. Its rehabilitation and adaptive re-use would bring life back to Latin Plaza: it would have a synergetic effect on the Plaza as the Plaza revitalization would have on it. The Department of Natural Resources(DNR) of the State of Florida is considering purchasing and rehabilitating Centro Espanol to use it as a base of operations and to utilize its theater for educational and exhibit purposes.

The goals of the project are to:

- a. Rehabilitate a potential National Historic Landmark; and
- b. Develop it as a focal activity center on Seventh Avenue.'

The benefits received by the City would include:

- a. The slum & blight conditions along Seventh Avenue will be arrested and replaced by a more positive climate.
- b. The improved physical appearance of the Center will help to spur additional private investment, including office, retail, entertainment, business and commercial development.
- c. The renovation will help to attract increased levels of pedestrians and activity, which will also be supportive of increased retail, commercial and recreational uses.
- d. The rehabilitation of the Centro Espanol will create new construction jobs.
- e. The renovation of the Centro will increase the property values and the tax base in the CRA over what is anticipated to occur.

The project will require the following actions:

- a. The Agency shall back the nomination of the centro Espanol for National Historic Landmark designation.
- b. The Agency shall encourage the rehabilitation of the Centro Espanol by DNR.

The following is a list of potential funding sources that could be used to finance the project:

- a. Tax Increment Financing
- b. General Revenues
- c. Special Assessment District

FARMERS MARKET AND YBOR CENTENNIAL PARK

Fanners Market at Ybor Centennial Park

The purpose of this project is to complete the construction of the remaining arcades at Ybor Centennial Park and to fully market the concept and develop a viable Farmer's Market.

Ybor Centennial Park at Eight Avenue between 18th and 19th Streets was developed as part of a major outdoor assembly area for Gasparilla Day and other ethnic festivals, which included the three blocks extending north from Seventh Avenue to the Ybor City State Museum on Ninth Avenue. The Park anchors the eastern end of the Ybor City CRA and is a major gathering place, while Ybor Square anchors the western end of the area as a gathering place for art festivals and other events.

It was designated and build to foster the creation of a Farmers Market. Although one arcade on the eastern side of Ybor Centennial Park was built as a shelter for the Farmers Market, the other three arcades were not constructed. A preliminary attempt to develop a weekend Farmers Market was attempted for a few months,⁷ but never attracted the critical mass to bring it to life.

The goal of this project is to stimulate development of a viable Farmers Market by construction of the remaining arcades at Ybor Centennial Park and fully marketing and managing a Farmers Market.

The benefits of such a project to the city are:

- a. Visitation - The farmers market would draw people into the area, encouraging them to shop at other commercial ventures as well. While estimates of attendance levels at most farmers markets are made informally, it is clear that other markets surveyed play an important role in attracting people into their neighborhoods. The New Orleans farmers market attracts roughly 2,000-4,000 people per Saturday; in comparison, the farmers markets in Charlotte and Cincinnati each attract an estimated 8,000-10,000 people per Saturday. Moreover, the general opinion of many market managers is that a substantial portion of the attendance is comprised of repeat customers. Unlike a festival or special event, then, the farmers market would generate ongoing activity.
- b. Ambience - An attractive farmers market would contribute to the general ambience of Ybor City. Two of the farmers markets surveyed, those in Seattle and New Orleans, are components of larger historic district retail environments. In both cases, the farmers markets complement the other uses (largely specialty retail and restaurants) in the supportive historic image.

- c. Low cost - A farmers market is inexpensive to implement. Both capital and operating expenditure requirements are low. In addition, little lead time is required to organize the venture.
- d. Income - A farmers market could generate income to the city in the form of rents and/or permit fees. Between the low operating costs and the rental income, the market should require little or no subsidy from the city.

The implementation of the project will require the following actions and use of powers.

- a. That the Agency follow through on the construction of the remaining Ybor Centennial Park Arcades; and,
- b. That the Agency take the initiative in organizing a farmers market by researching **the best** methods for managing and marketing this project so that it can succeed.

Possible funding sources would include:

- a. Community Development Block Funds
- b. Other federal and state grant funds
- c. Tax Increment Financing
- d. General Revenues
- e. Special Assessment District

The anticipated costs of the project have not been determined as of this date.

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