West Tampa CRA
STRATEGIC ACTION PLAN

DRAFT August 13, 2018

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Introduction

West Tampa CRA Context

The City of Tampa established the West Tampa Community Redevelopment Area (CRA), per Florida Statute 163, in May 2015. West Tampa CRA represents one of the older neighborhoods surrounding the Central Business District (CBD) of Tampa and was established based on the finding of necessity due to slum and blight in the area.

Strategic Action Plan Purpose

The purpose of the Strategic Action Plan (SAP) is to act as a community guide for economic and physical enhancement of the area. It presents the opportunities identified by the community in the form of implementable initiatives and recommendations within the following categories:

1. ***Economic Development***
2. ***Infrastructure***
3. ***Safety***
4. ***Public Space***
5. ***Historic and Cultural Preservation***
6. ***Strategic Community Partnerships***

Prior to engaging with the community of West Tampa, a process of due diligence and data collection was undertaken to determine the physical state of the area. Review of the existing community and economic profile included analysis of:

- housing and population data
- taxable value trends
- land use analysis
- internal and external drivers
- impacts of development

Paramount to the success of the SAP is to identify the priorities of the community and maintain the character and cultural attributes of West Tampa through the redevelopment process. The community's historic fabric is an important part of its overall urban identity and cultural significance. Implementing this plan will bring economic revitalization, improved infrastructure, a renewed spirit, and a restored sense of pride while addressing the conditions of blight and neglect that have afflicted the area.

This framework for redevelopment responds to community desires, provides a methodology to improve the conditions, and provides a process for rehabilitation and redevelopment of the places and infrastructure within the CRA boundaries.

Location Description

The West Tampa CRA boundaries generally are N. Armenia Avenue on the west, Columbus Avenue on the north, the Hillsborough River on the east, and W. Kennedy Boulevard on the south. This equates to approximately 1.5 square miles, or 964 acres. The CRA's location proximity to major employment centers including the Downtown CBD and Channelside District, which is less than 1-mile away, and Westshore/Airport districts, which are approximately 2.5-miles away is advantageous. Figure 1 shows the CRA's proximity to major employment centers in Tampa and Figure 2 shows the CRA's boundary.

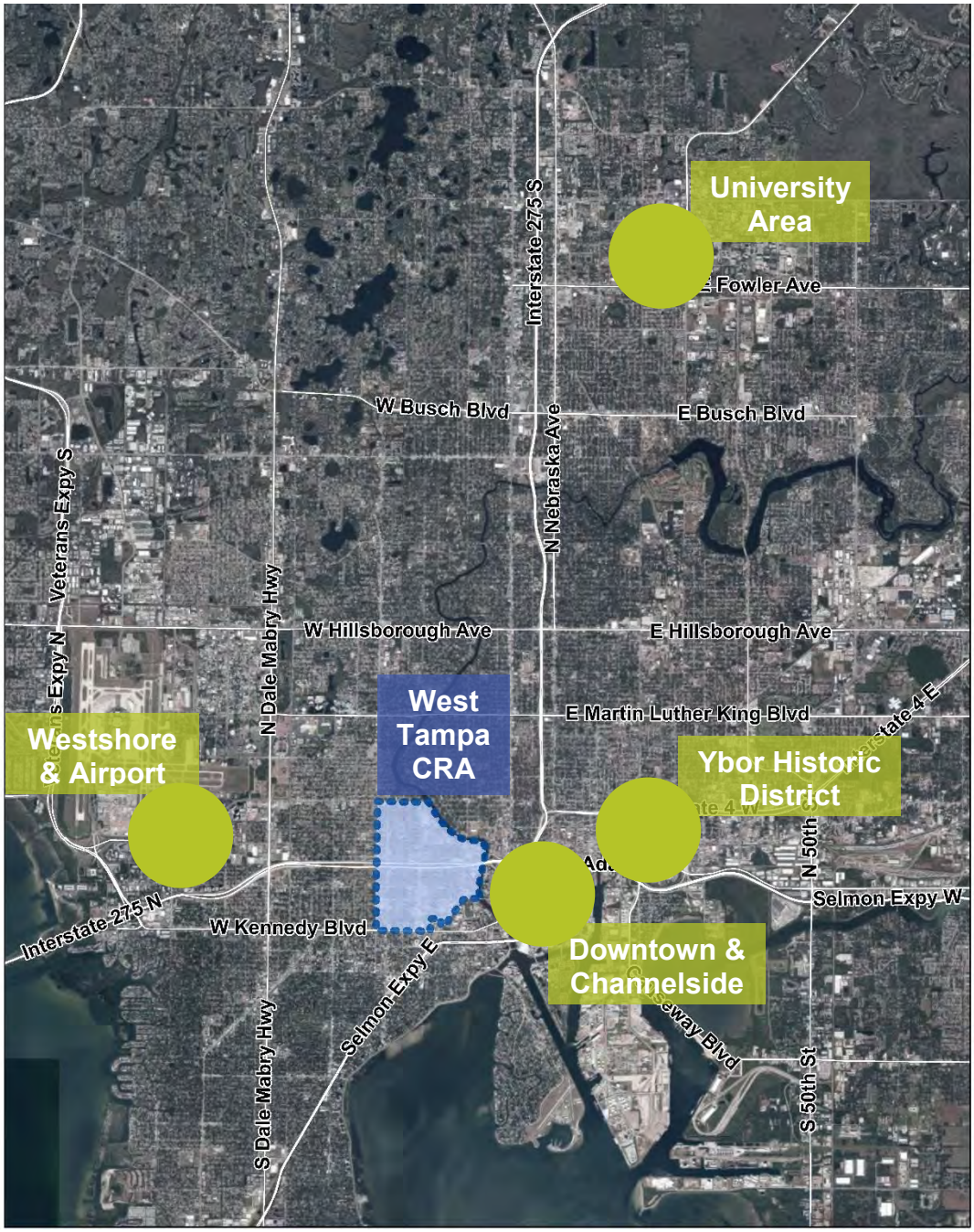

Figure 1: Location Map/Employment Centers

Figure 2: West Tampa CRA Boundary

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Community and Economic Profile

Demographics Characteristics

Four Census Tracts (CT) overlay the CRA, as shown in Figure 3. CT43 and CT44 are on the north side of I-275 and are bounded by the Hillsborough River, W. Columbus Drive, and N. Armenia Avenue. These two tracts encompass Old West Tampa and West River areas of the CRA. CT49 and CT50 are on the south side of I-275 and extend south to W. Kennedy Boulevard, the southern boundary of the CRA, and include several blocks beyond. These Tracts encompass the North Hyde Park, West End, and University of Tampa areas of the CRA. Key demographic characteristics for the CRA are summarized in Table 1 for each Tract or portions Tracts (i.e., Block Groups) north of W. Kennedy Boulevard conforming to the CRA boundary. Demographic indicators in Table 1 and those described below are based on the latest available US Census, 2016 American Community Survey data. Note that Block Groups in CT49 and CT50 south of W. Kennedy Boulevard are excluded from this analysis

The estimated 2016 CRA population was 8,644 people and 3,410 households. The North Hyde Park and West End areas had an estimated 3,417 residents in 2016, representing 40 percent of the 2016 CRA population. Approximately 60 percent of residents (5,227) lived in the Old West Tampa and West River areas. This number includes the estimated 2,000 North Boulevard Homes/Mary Bethune Tower residents which were recently relocated due to the redevelopment of that area. The Hillsborough County Planning Commission has a current estimate of 980 residents in CT 43 in 2018, which would account for the recent relocation of approximately 2,000 residents from this area.

Table 1: West Tampa Demographics, 2016

Tract	Population	Median Age (years)	Households	Percent Renter	Median Income ($)	Poverty Rate (%)
43	2,979	18.7	1,021	97.5	9,693	74.0
44	2,248	35.3	801	55.2	27,893	29.1
49 (1)	1,311	35.4 – 50.0 (3)	591	66.8	17,464 (4)	39.4
50 (2)	2,106	23.0 – 27.8 (3)	997	76.9	30,032	33.1
CRA	8,644	---	3,410	---	---	---
TAMPA	---	35.1	---	21.2	45,874	21.1

(1) Census Tracts 49, Block Groups 1, 2, and 3 only; Block Groups 4 and 5 are south of W. Kennedy Blvd.
(2) Census Track 50, Block Groups 1 and 2 only; Block Group 3 is south of W. Kennedy Blvd.
(3) Individual median age data for Block Groups 1-3 in CT49 and Block Groups 1 and 2 in CT50.
(4) Median income for only Block Group 1 in CT49; data for Block Groups 2 and 3 are not available.

Source: US Census, American Fact Finder, American Community Survey (ACS), 2016 five-year estimates.

Other demographic indicators in Table 1 support the need for redevelopment in West Tampa, including low household incomes, high rates of poverty, and low percentages of home ownership.

The senior population (age 65+) is not a significant factor in the CRA, except in CT49 where it represents nearly one quarter (24.0 percent) of the population. Seniors are less than ten percent of the population in CT43 and CT50, including only 6.3 percent of the population in CT43 even with the presence of Mary Bethune Tower senior public housing.

Median household incomes in the CRA are substantially lower than the 2016 citywide average ($45,874) and range from a low of $9,693 in CT43, up to $27,893 in CT44, and $30,032 in CT50. Poverty rates are higher in all Tracts than the citywide average (21.1 percent), including a high of 74.0 percent in CT43. Home ownership in the CRA is also very low, with renters in all four Census Tracts accounting for three-fourths (76.2 percent) of all occupied housing units, compared to only 21.2 percent citywide. Comparatively low incomes, high poverty rates, and low home ownership make the CRA eligible for a wide range of Federal and state economic and housing assistance programs (grants and loans) and tax incentives.

Figure 3: West Tampa Census Tracts

Housing Characteristics

Attached and multifamily housing accounts for two-thirds (62.9 percent) of all 3,939 housing units in the CRA, including 96.1 percent of 1,202 units in CT43 (West River area) and 74.4 percent of 1,178 units in CT50 (North Hyde Park/West End). CT43 includes the 821-unit North Boulevard Homes public housing development and two private low income multifamily developments (Columbus Court and West River Flats) with a total of 295 units. CT50 includes the new NoHo Flats (311 units), Vintage lofts apartment projects on N. Rome Avenue (249 units), and the older Oakhurst Square development on North Boulevard (200 units).

In contrast, in both CT44 and CT49 single family detached homes are the majority of housing units, including 79.6 percent of 930 units in CT44 (Old West Tampa) and 55.8 percent of 669 units in CT49 (North Hyde Park west). Old West Tampa has attracted a large number of new and proposed single family detached homes on small narrow lots in recent years.

Housing vacancies in the CRA are moderately high, ranging from 11.7 percent in CT49 (North Hyde Park west), up to 15.1 in CT43 (West River), and 15.4 percent in CT50 (North Hyde Park east/West End). Vacancy rates tend to be higher in areas where multifamily and rental housing are dominant, whereas lower vacancy rates typify areas where single family homes and home ownership are more prevalent. Rental units are the majority in all four Census Tracts but single-family homes are the dominant form of housing (79.6 percent) in CT44 (Old West Tampa). A 13.9 percent vacancy rate in this area appears uncharacteristically high.

For comparative purposes, Zip Code area 33607, which includes Old West Tampa and the West River area, has a 10.8 percent housing vacancy rate, according to 2016 American Community Survey (ACS) estimates. Half of all housing units in this area are single family detached homes and 60 percent of all occupied housing units are rentals.

Population and Housing Projections

The West Tampa CRA population in 2010 was 8,824, based on traffic analysis zone (TAZ) demographic estimates presented in the 2014 Long Range Transportation Plan prepared by the Hillsborough County Planning Commission (HCPC) and Metropolitan Planning Organization (MPO). In 2010, an estimated 58 percent of CRA residents (5,116) lived in the Old West Tampa and West River areas north of I-275, and 42 percent (3,708) lived in the North Hyde Park/West End area south of I-275. The 10 TAZs that conform to, or most closely approximate, the West Tampa CRA boundaries are: 295, 296, 297, and 765 north of I-275; and 313 through 318 south of I-295.

Long-range growth projections presented in the Transportation Plan reflect a 123 percent increase in CRA residents in 2010 (an additional 10,867) to a total population of 19,691 in 2040. Three-fourths of projected growth is allocated to traffic zones south of I-275, resulting in a significant shift of future growth from north to south of I-275. If these projections are proven over time, the percentage of CRA residents living in the Old West Tampa and West River areas north of I-275 would drop from 58 in 2010 to 41 percent in 2040. Meanwhile, the North Hyde Park and West End areas would increase their share of the CRA population from 42 to 59 percent, adding an estimated 7,994 new residents from 2010 to 2040, requiring approximately 4,000 housing units. Some

850-900 new housing units have been built in this area in recent years, including three large apartment developments on N. Rome Avenue.

Although the large majority of future CRA growth is projected south of I-275, the Old West Tampa and West River areas may increase in population by as many as 5,000 new residents, including replacement of approximately 2,000 residents relocated from the area. This would generate a potential demand north of I-275 of approximately 2,500 or more new housing units by 2040, for a total potential demand of an estimated 5,600 new housing units in the entire CRA by 2040. This is an average of approximately 250 new units per year to 2040. Recently built and proposed housing developments in North Hyde Park and proposed redevelopment in the West River area illustrate the emergence of growing demand for new housing in the West Tampa CRA.

Taxable Value Trends and Land Use Analysis

Land uses and their taxable values described in this report are based on detailed parcel data from the Hillsborough County Property Appraiser (HCPA) that was obtained by the City of Tampa for tax years 2015 to 2017. The parcel data were analyzed in a number of cases and individual parcels were reclassified or regrouped to provide a more useful and realistic basis for this analysis. Therefore, the number of parcels and total taxable values by land use discussed in this report are not necessarily identical to the raw data provided by the HCPA and summarized by the City.

Characteristics and trends in the real property tax base in the CRA were analyzed over the three-year period from 2015 (the base year) to 2017. Annual tax increment revenues for the CRA are based on year-to-year changes in this tax base. Details by tax year and land use are presented in tabular form in the Appendix.

Significant increases in the tax base have occurred since establishment of the CRA and Tax Increment Financing (TIF) District in 2015, reflecting national and regional economic growth trends in recent years. Table 2 shows the taxable value increase from 2015 to 2017.

Table 2: CRA Taxable Value 2015 to 2017

	2015 (Base Year)	2016 (Actual)	2017 (Actual)
Taxable Value ($ Million)	274.1	315.8	361.8
Annual Increase in Value		15.2%	14.6%

Annual changes in taxable value vary widely by type of land use. Analysis of the levels of and changes in taxable values by type of land use helps provide a basis for projecting future taxable values and resulting tax increment revenues. The Appendix provides the number of parcels and taxable values for each of the 41 land use types for all three years. These land uses are grouped into six categories:

- Vacant Properties
- Developed Residential Properties
- Developed Commercial Properties – Retail and Service
- Developed Commercial Properties – Offices
- Developed Industrial Properties
- Institutional, Governmental, and Other Properties

Property values classified and reported for each tax year by the County Property Appraiser include a hierarchy of market values, assessed values, and taxable values. These values are determined annually and any changes are generally reflected in the next tax year. For example, the value of new construction completed during a particular year is added to the tax roll for the following year. Depending on the type of land use, taxable value is normally lower than market or assessed value and reflects applicable homesteading, depreciation, and other deductions and exemptions. In addition, several land use and zoning changes in the North Hyde Park area have helped promote new development and increasing tax revenues.

Vacant Properties

There are 358 parcels in this category in 2017 with a total taxable value of $16,741,045. The parcel count declined from 424 in 2015, but much of the difference is the number of townhome lots (51), which have since developed. Land uses included in this category are vacant residential parcels, vacant townhome lots, vacant commercial parcels, vacant industrial parcels, and surface parking lots. These parking lot parcels are separate from main parcels on which principal uses are located, and many may have opportunities for development.

Current (2017) average taxable values of vacant properties in the CRA are;

- $20,678 for 216 vacant residential parcels,
- $95,991 for 87 vacant commercial parcels,
- $84,596 for 31 surface parking parcels, and
- $54,201 for 24 vacant industrial parcels.

Developed Residential Properties

There are 1,873 parcels in this category with a total taxable value of $218,223,218 in 2017. This is an increase from 1,814 parcels in 2015, but most of the increase is the number of new West End and Urban North townhomes that have since been developed south of I-275. Otherwise the number of parcels in other land uses in this category is mostly unchanged. Land uses in this category include single family homes, townhomes, condominiums, small multi-unit dwellings (less than 10 units) which mainly are two family homes, larger apartment buildings and complexes (10 or more units), and small assisted living facilities.

These residential properties, as a group, have undergone the largest increase in taxable value since 2015, growing by 29.4 percent (from $168.6 million in 2015 to $218.2 million in 2017). All Developed residential properties account for 60.4 percent of the total taxable value of real estate in the CRA in 2017.

Single Family Homes

The number of single family homes in the CRA has remained generally constant from 2015 to 2017, increasing very slightly from 1,611 to 1,619 parcels in the two-year span. What is surprising is the significant increase of 38.9 percent in the taxable values of single family homes in this time period. Available property data alone is not adequate to explain this extraordinary rate of growth. Dramatic increases in taxable values can be explained largely by the sale of many older residential properties to investors and new residents and the construction of a number of more expensive new single family homes on redeveloped lots and infill properties, particularly on several streets in Old West Tampa. Figure 4 shows taxable value of single family homes in 2017.

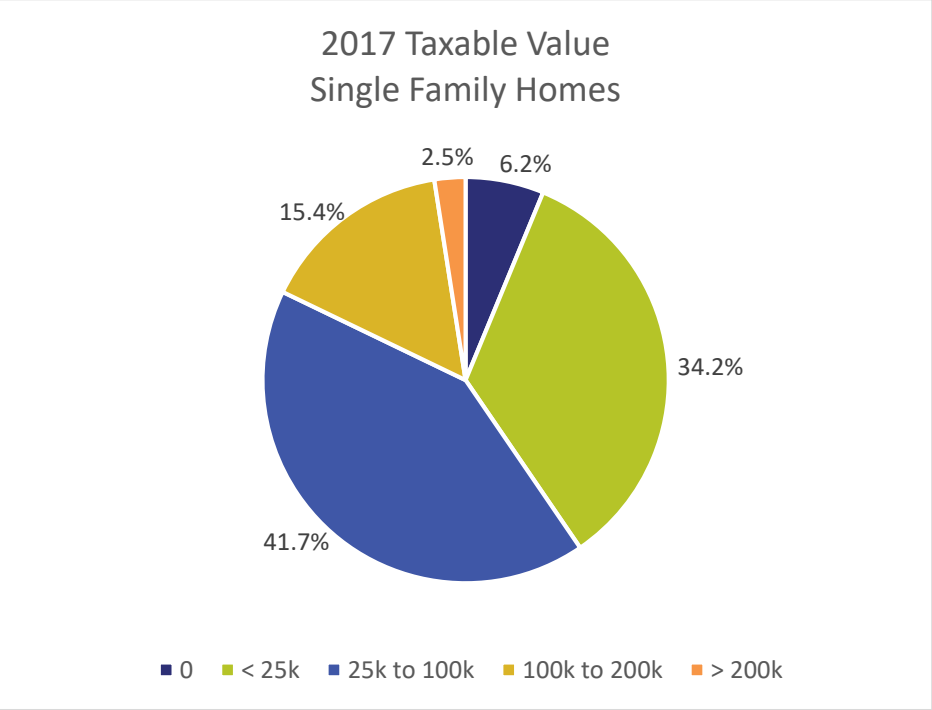

Figure 4: Taxable Value of Single Family Homes

Townhomes

Attached fee-simple town homes are an emerging upscale housing trend in the CRA, particularly in the North Hyde Park area. Their numbers increased from 21 units in 2015 to 74 in 2017 (for a total of 93 units). 72 of the recently constructed units include:

- Lennar's West End Townhomes (44 units) between Rome and Oregon Avenues,
- Urban North Townhomes (12 units) at 1910 W. North A Street, and
- Townhome project (16 units) at 111 N. Albany Avenue.

Average taxable value in 2017 is $226,048. Most resales in all three projects are priced from the high $200s to the high $300s. Pricing of new West End Townhomes range to over $400,000.

Multifamily - Apartment Buildings & Complexes

The CRA includes seven multifamily (apartment buildings and complexes) land use projects as shown in Table 3. Their total taxable value in 2017 is $94.6 million, an 8.5 percent increase over their 2015 base year taxable value. The seven projects, itemized below in Table 3Table 3, have a total of 1,076 apartment units, which equates to an average taxable value per unit of $87,881 in 2017.

With taxable values of $48.7 million and $31.9 million, the NoHo Flats and Vintage Lofts developments are the highest valued properties to date in the CRA, together accounting for 22.2 percent of the total taxable value of all CRA properties.

Table 3: West Tampa Apartment Buildings and Complexes

Project	No. Units	Address	2017 Taxable Value	
			Total ($)	Per Unit ($)
NoHo Flats	311	401 N. Rome Ave.	48,702,100	156,598
Vintage Lofts	249	801 N. Rome Ave.	31,876,500	128,018
Oakhurst Square	200	904 & 1102 N. Boulevard	5,955,200	29,776
Columbus Court	160	2802 Satellite Court	3,862,800	24,143
West River Flats	135	1527 W. Spruce Terrace	2,887,900	21,466
Hyde Park Flats	11	202 N. Fremont Ave.	1,010,570	91,870
North Hyde Park	10	323 N. Westland Ave.	255,310	25,531
TOTAL	**1,076**		**94,560,380**	**87,881**

Condominiums

The 11-unit North Hyde Park City Homes project at 2315 W. North A Street between N. Armenia Avenue and N. Howard Avenue is the one residential condominium identified in the parcel database. The average taxable value per unit in 2017 is $203,746. The average taxable value of units has increased by only 1-to-2 percent per year since 2015, which is more reflective of a homesteaded property. Resale prices are comparable to those in the other townhome projects.

Other Residential

Other residential properties in the CRA include 159 small multifamily dwellings and two small assisted living facilities. Their number has remained constant at around 160 parcels since 2015, but their average value has increased by 30.8 percent from $58,865 in 2015 to $77,020 in 2017. The majority of units are unlikely to have homestead exemptions and statutory caps on their assessed values.

Developed Commercial Properties

There are 223 parcels in this category with a total taxable value of $81,397,339 in 2017. This is a slight decrease from 233 parcels in 2015. Taxable values, however, increased 19.6 percent from $68,030,604 in 2015. This category is divided into two subcategories: Retail & Services and Offices.

Retail & Services

Retail and services covers a wide variety of businesses and land use types. Thirteen types of development and land use are identified in this analysis, including one-story retail stores, convenience stores and neighborhood markets, strip retail centers, automotive uses, food service establishments, service shops, and fitness centers. Altogether, there are 130 developed properties in 2017 with a total taxable value of $37,635,205. The number of properties declined from 142 to 130 in a three-year period, but taxable values increased 15.7 percent from $32.5 million in 2015 to $37.6 million in 2017.

Nine of the 13 land uses have increased in taxable value. The average taxable value of the 130 properties in 2017 is $289,502. The highest value property is the Wal-Mart store on W. Kennedy Boulevard, with a taxable value in 2017 of $6,035,601. Four other retail and service properties, two of which are on W. Kennedy Boulevard, have taxable values of over $1 million. Excluding the Wal-Mart property, the 2017 average taxable value of the other 129 properties is $244,958.

Fiscal productivity of the various retail and service properties, as measured by their average taxable values, ranges from a high of $297,691 (for 11 service shops) to a low of $102,373 (for four entertainment facilities). For other land use classifications, average taxable values are:

- Food service establishments ($438,346)
- Multi-tenant strip centers ($393,281)
- Fitness centers ($326,025)
- Convenience stores and markets ($295,780)

- Mixed use retail properties ($188,143)
- One-story stores ($150,863)
- Automotive uses ($177,467)

The distribution and characteristics of developed commercial and industrial properties in Old West Tampa and North Hyde Park, defined as the areas north and south of I-275, are summarized in Table 4. The existing commercial and industrial land area, square footage of building area, and measures of taxable value are much greater in North Hyde Park than in Old West Tampa in. However, the number of parcels classified as retail and service uses is greater in Old West Tampa.

Offices

Four types of office development are identified: one-story offices, multi-story offices, professional buildings, and financial institutions. There are 62 one-story office properties and 18 multi-story office buildings in the CRA, plus three professional buildings and one financial institution (T.D Bank). The overall number of office properties increased by only two from 91 in 2015 to 93 in 2017, and taxable values increased 23.2 percent from $35.5 to $43.8 million. It should be noted, however, that two of the multi-story office buildings are condominiums with a total of 13 offices, indicating that the actual number office buildings in 2017 is 83.

The average taxable value of the 83 office buildings in 2017 is $527,255. Seven office properties have taxable values over $1 million, highest of which are a medical building at 1881 W. Kennedy Boulevard. ($5,078,633) and the T.D. Bank building at 2307 W. Kennedy Boulevard ($3,085,100). Two others are old cigar factories at 1403 N. Howard Ave ($2,912,470) and 2202 N. Howard ($1,549,730), which illustrate the economic potential of these unique and prominent structures.

The number of office properties in the CRA and their high taxable values are very high relative to the needs of the local population. This indicates that West Tampa is an attractive and viable location for businesses serving the area alongside the Downtown and Westshore area and areas beyond.

Developed Industrial Properties

Four types of developed industrial properties are identified: light manufacturing, heavy industrial, warehouses, and open storage. There are 100 developed industrial properties with a total taxable value of $30,963,860 and an average value of $309,639 in 2017. Taxable values increased 23.6 percent from $25.1 million in 2015 to $31.0 million in 2017.

Warehousing is the dominant type of industrial use, with 78 parcels and a total taxable value of $23,136,314 and an average value of $296,619 in 2017. The number of warehouse parcels remained constant from 2015 to 2017, but the number of properties with light manufacturing increased by three from 13 to 16. Three industrial properties have taxable values of over $1 million. The highest valued property is located at 1305 Gray Street ($1,489,800).

It's noteworthy that the number of developed properties classified as industrial in West Tampa has increased slightly from 95 in 2105 to 100 in 2017, despite the amount of redevelopment and conversion to residential uses occurring in the N. Rome Avenue area of North Hyde Park. The significant amount of industrial development in West Tampa is a valuable source of jobs for residents and demonstrates that West Tampa is an important economic development factor in the Tampa Bay area.

Table 4: Developed Commercial and Industrial Properties by CRA Subarea

Area	Retail & Service	Office	Industrial
Old West Tampa (north of I-75)			
Number of Parcels	68	11	26
Area (acres)	16.6	2.6	9.9
Building Area (square feet)	188,011	51,760	189,945
Total Taxable Value	$12,447,904	$4,310,706	$5,768,318
Avg. Taxable Value Per Parcel	$183,057	$391,882	$221,858
Avg. Taxable Value Per SF	$66	$83	$30
North Hyde Park (south of I-75)			
Number of Parcels	62	72	74
Area (acres)	24.9	22.8	33.4
Building Area (square feet)	356,567	333,688	763,038
Total Taxable Value ($)	$25,187,301	$39,451,428	$25,398,511
Avg. Taxable Value Per Parcel ($)	$406,247	$547,937	$343,223
Avg. Taxable Value Per SF	$71	$118	$33

Institutional, Governmental, and Other Properties

Nine land uses make up the institutional, governmental, and other properties category. It includes church properties, private schools (including child care centers), non-profit community service facilities, service clubs and lodges, state, county, city-owned properties, and utilities. The 2017 parcel count is 117, down from 128 in 2015. Most parcels (103) are tax exempt. Only 14 parcels are shown to have a taxable value, most of which are private schools, service clubs, and utilities. The total 2017 taxable value for all properties is $14,462,287.

Market Drivers

Development and redevelopment opportunities in the West Tampa CRA will be driven largely by external economic activities and market factors, but success in realizing these opportunities will depend greatly on the extent to which the area is positioned and promoted to attract and capture the interest of investors, developers, businesses, and residents. West Tampa is located conveniently between two major economic activity and employment centers – Downtown Tampa and Westshore – which have a combined workforce of 160,000.

The economic future of West Tampa will also be influenced by major facilities and new developments within and immediately adjacent to West Tampa. The presence and success of these facilities and developments will generate interest and investment in West Tampa from other investors, developers, businesses, and residents.

Significant internal drivers and catalytic projects in West Tampa include the University of Tampa, the proposed $350 million West River development, recent and proposed multifamily housing developments in North Hyde Park with an estimated investment value of around $200 million, the new $30 million Brian J. Glazer Jewish Community Center on the State Armory property, and the proposed Tampa General Hospital satellite medical center on W. Kennedy Boulevard.

External Drivers

- **Downtown Tampa** – 67,000 employees, 6.8 million square feet of office space, 3,600 hotel rooms, and tourist attractions, including the Tampa Convention Center, Riverwalk, Florida Aquarium, and cruise ship facilities at the Port of Tampa.
- **Westshore** – The Tampa Bay area's leading regional activity center with 93,000 employees, 15.2 million square feet of office space, 7,500 hotel rooms, 6.0 million square feet of retail space, 4,000 businesses, and the Tampa International Airport.

Internal Drivers (Catalytic Developments)

- **University of Tampa** – 8,000+ students, faculty, and staff. West Tampa is an ideal location for businesses that provide support services to the University. University facilities are located primarily on the south side of the West Tampa CRA boundary. The University is considered an internal driver because of its adjacency to the CRA.
- ***West River Development*** – A $350 million redevelopment program involving an estimated 2,200 new housing units and 160,0000 square feet of retail and office space. The development will be built over 10-15 years by a public-private partnership with the Tampa Housing Authority (THA) and the City of Tampa on existing publicly-owned lands in the area north of I-275 and east of N. Rome Avenue. THA is responsible for approximately 1,600 units and remaining units will be constructed on land that the City owns.
- **North Hyde Park Developments** – Potential $200 million investment involving several new and proposed housing developments with approximately 1,000 housing units and retail facilities, generally along N. Rome Avenue between I-275 and W. Kennedy Boulevard.
- **Fort Homer W. Hesterly Armory Redevelopment** – A $30 million investment in the redevelopment of this distinctive and historic 89,000 square foot armory on N. Howard Avenue south of I-275. The new Bryan J. Glazer Family Jewish Community Center (JCC) opened in 2016. The JCC has a wide variety of educational, arts, recreational, and fitness facilities and programs.
- **Tampa General Hospital** – Potential $50-$100 million investment in developing a major satellite medical center on the 10-acre former Ferman Automotive property at 1307 W. Kennedy Boulevard. This site is located just outside the West Tampa CRA boundary on the north side of W. Kennedy Boulevard and is considered an internal driver because of its adjacency.

Fiscal Impacts of New Development

West River Development

The Tampa Housing Authority plans for redevelopment in the area are taking shape with expectations of up to 2,200 housing units and up to 160,000 square feet of retail and office space over the next ten to fifteen years. Redevelopment would occur on public housing properties owned by the Authority and on other lands to be exchanged with the Hillsborough County School Board, for a total project area of up to 70 acres.

The Authority teamed with the South Florida-based Related Companies, which will serve with THA as the Master Developer for the project. Based on recent guidance from the Tampa Housing Authority by way of the City's West Tampa CRA Manager, residential development will include approximately 1,600 tax exempt units for lower income residents. The remaining 600 units are expected to be taxable market rate units. The 160,000 square feet of commercial development will also be taxable.

Taxable values of this West River development program are an estimated $91 million. This is based on assumed averages of $125,000 per taxable residential unit, totaling $75 million, and $100 per square foot for commercial development, totaling $16 million. Assumed taxable values for market rate West River residential units are lower than actual values for new multifamily developments in North Hyde Park to reflect the assumption that rents and absorption in West River are very likely to be lower than new market rate housing in North Hyde Park. The latter area has a self-generating high-end multifamily market, as illustrated by the Vintage Lofts, NoHo Flats, and Havana Square developments on N. Rome Avenue, whereas conditions attractive for similar market rate housing in the West River area have to be created essentially from scratch.

North Hyde Park

There are several new and proposed residential developments in North Hyde Park, including the 274-unit Havana Square Apartments on N. Rome Avenue. In addition, there are six proposed developments, including five near the existing NoHo Flats and Vintage Lofts developments. One of these is the remaining 28 West End Townhomes. The largest proposed developments are the 246-until NoHo Square apartment at 514 N. Rome Avenue and a 198-unit apartment project between N. Howard Avenue and N. Armenia Avenue on the block immediately north of the Armory property. The total estimated taxable value of these six developments is around $147 million, summarized in Table 5.

Table 5: New and Proposed Residential Developments

Project	No. Units	Address	Potential Taxable Value	
			Est/Unit ($)	Total ($)
Havana Square	274	400 N. Rome Ave.	172,000	47,128,000
Noho Square	246	514 N. Rome Ave.	166,000	40,836,000
West End	28	N. Rome Ave./W. Lemon	275,000	7,700,000
Unnamed Apts.	198	808 N. Howard Ave.	128,000	25,344,000
Cardinal Point TH	23	301 N. Rome Ave.	226,000	5,198,000
Las Azoteas TH	39	405 N. Oregon Ave.	226,000	8,814,000
Unnamed Apts.	86	707 N. Rome Ave.	142,000	12,212,000
TOTAL	894			147,232,000

Note: This is not necessarily a complete list of new and proposed developments. For example, the proposed Cardinal Point development at 301 N. Rome Ave includes approximately 6,700 square feet of retail space, which may be completed before the 23 townhomes. There is a reasonable expectation that the above projects will be on the tax roll over the next three years, with Havana Square expected to be fully taxable in 2018.

In addition to these new developments, North Hyde Park has several older, low-value industrial properties on N. Rome Avenue and elsewhere that will give way eventually to new, higher-value residential and commercial developments. An additional $100 million or more in the taxable value of new development over the next ten years is a reasonable expectation, based on development that has taken place over the past few years. The new Havana Square project sold recently for $58 million, over $200,000 per unit, which illustrates the high expectations that investors have for continued demand for housing and related development in West Tampa and North Hyde Park.

The proposed satellite medical center on the vacant Tampa General property adjacent to the CRA on W. Kennedy Boulevard will further generate growth and employment opportunities in West Tampa and North Hyde Park.

Old West Tampa

No large-scale redevelopment projects are currently planned or envisioned in Old West Tampa north of I-275. New development and redevelopment will consist mainly of improving existing housing and commercial buildings and infilling existing vacant properties with new homes, stores, offices, and other uses. Residential and commercial infill opportunities include the 106 vacant residential lots, 40 vacant commercial parcels, and 4 undeveloped parcels classified as parking lots in Old West Tampa as of 2017.

Investment opportunities in Old West Tampa could increase as West River redevelopment takes place and new residents move into the area and create demand for goods and services in the N. Howard Avenue & Main Street downtown center area. Enhancement of this town center, with its downtown feel and unique architectural landmarks, will help to attract shoppers and visitors from areas south of I-275 and outside the CRA.

Recent redevelopment of the property at 2004 N. Howard Avenue, as the new Old West Studio Lofts with 13 apartments, illustrates modest investment opportunities available in Old West Tampa. These apartments range in size from 527 to 739 square feet with asking rents from $950 to $1,195 per month ($162-$180 per square foot per month), which indicates strong market optimism for the Old West Tampa area. Infill development of new single-family homes also continues with 20 homes built and sold since 2015.

Among the keys to success in the redevelopment of Old West Tampa is promoting and taking advantage of the culture and history of the area and its many landmark properties. Improving private property through code enforcement and financial incentives, improving sidewalks, drainage, and other infrastructure, and establishing and marketing a distinctive identity for the area are also key to the community's success.

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Due Diligence

Leveraging the work and results of the May 2015 CRA Plan, the team engaged in a discovery and due diligence process to further understand the community's geography, the regulatory jurisdictions, and the underlying issues and opportunities through a variety of previously performed work products. The following plants and information were reviewed as part of due diligence efforts:

- West Tampa Community Redevelopment Plan
- Kennedy Overlay District Plan
- West Tampa Overlay District Plan
- West Tampa National Register (NR) Historic District Plan and NR Nomination Narrative
- City of Tampa Comprehensive Plan
- West Tampa Finding of Necessity Slum and Blight
- InVision Plan
- Hillsborough County School Board Planning for Area Schools

The Team also conducted interviews and a two-day work session with City staff from all Departments/Divisions to coordinate West Tampa work program investments (planned or proposed) listed in the City's Capital Improvement Projects (CIP). The interview schedule is shown in Figure 5. This enabled the Team to focus on leveraging CRA TIF funds with City CIP.

West Tampa City Department Interview Schedule

		Thursday, August 24, 2017						Friday, August 25, 2017					
		1	2	3	4	5	6	7	8	9	10	11	12
Department/Division	**Name**	1:00 PM	1:30 PM	2:00 PM	2:30 PM	3:00 PM	3:30 PM	9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM
Code Enforcement	Jake Slater	Code Enf											
Parks and Recs	Brad Suder		Parks										
Historical Preservation	Dennis Fernandez			Hist									
Tampa Police	tbd				TPD								
Legal	Jorge Martin					Legal							
Tampa Housing Auth	Randy Goers						Housing						
Transportation	Milton Martinez Calvin Hardie							Transp					
Utilities: Water	Brian Pickard Rory Jones								Water				
Utilities: Stormwater	Alex Awad Al Hoel									StormW.			
Utilities: Wastewater	Jeff Hilton										WasteW.		
Parking	Charles Dummet											Parking	
Economic Development	tbd												
Planning and Zoning	tbd												
Public Art	Robin Nigh	N/Av	N/Av	N/Av	N/Av	N/Av	N/Av	N/Av	N/Av	N/Av	N/Av	N/Av	N/Av
Power/TECO/Verizon	tbd												

Figure 5: West Tampa City Department Interview Schedule

Findings from the review and interviews were then used to create community asset maps to graphically depict community assets to be enhanced and/or incorporated into maximized opportunities of collaborated investments. Community asset maps are provided beginning on page 34.

Infrastructure

There are several infrastructure projects which directly benefit the CRA. These projects are included in the CIP for the City and will *not* use TIF funds. The following is a summary of projects known at the time of this Plan.

Transportation

Roadways:

- N. Rome Avenue from W. Kennedy Boulevard to W. Columbus Drive
  - Budget: FY 2018 - $213,000, FY 2020 - $1,114,904
  - Project details: eliminating sidewalk gaps, installing marked and signed mid-block crossings, and reconfiguration of the roadway section to provide dedicated bike lanes, completion of 475 feet of sidewalk, and other necessary improvements.
- Interstate 275
  - The Florida Department of Transportation (FDOT) Tampa Bay Next (TBNext) project includes plans for improvements along I-275, including the segment from Armenia Avenue to the Hillsborough River. Potential improvements could include measures for reducing traffic congestion and supporting economic vitality.
  - Some alternatives still under evaluation with the district and public include proposed access to the interstate via North Boulevard. This would enhance the existing access to and from West Tampa for local and regional traffic utilizing I-275.

Transit:

In October 2017, Hillsborough Area Regional Transit (HART) implemented a comprehensive schedule change called Mission MAX. These changes included impacts to the following routes in the West Tampa CRA:

- Route 7 shifted from Howard/Armenia Avenue to North Boulevard via Columbus Avenue
- Route 10 was removed
- Route 14 increased frequency to every 30 minutes and runs down Howard/Armenia Avenue to Swann Avenue

Previously analyzed but unfunded transit projects within West Tampa include the Tampa Rail Project which went through the Preliminary Engineering and Environmental Impact Statement (PE/EIS) planning process in 2001. The Tampa Rail Project proposed approximately 30 miles of rail service connecting Downtown Tampa, University of South Florida, Port Tampa, and Westshore. Proposed stations for the rail project included locations on Willow Avenue, Cypress Street, and Howard Avenue within in the CRA boundary.

Bike and Pedestrians:

As shown in Figure 6, the Cass Street cycle track is planned to extend from Downtown to N. Howard Avenue, ultimately connecting to 26st Avenue. In addition, the City has planned improvements for a Multi-Use Trail called the West River Greenway. This trail runs from Bayshore Boulevard to W. Kennedy Boulevard and Blake High School to Columbus Drive.

Figure 6: Bike and Pedestrian Planned Infrastructure

Stormwater

The City keeps records of flooding complaints from citizens. The areas prone to flood issues are shown in Figure 7.

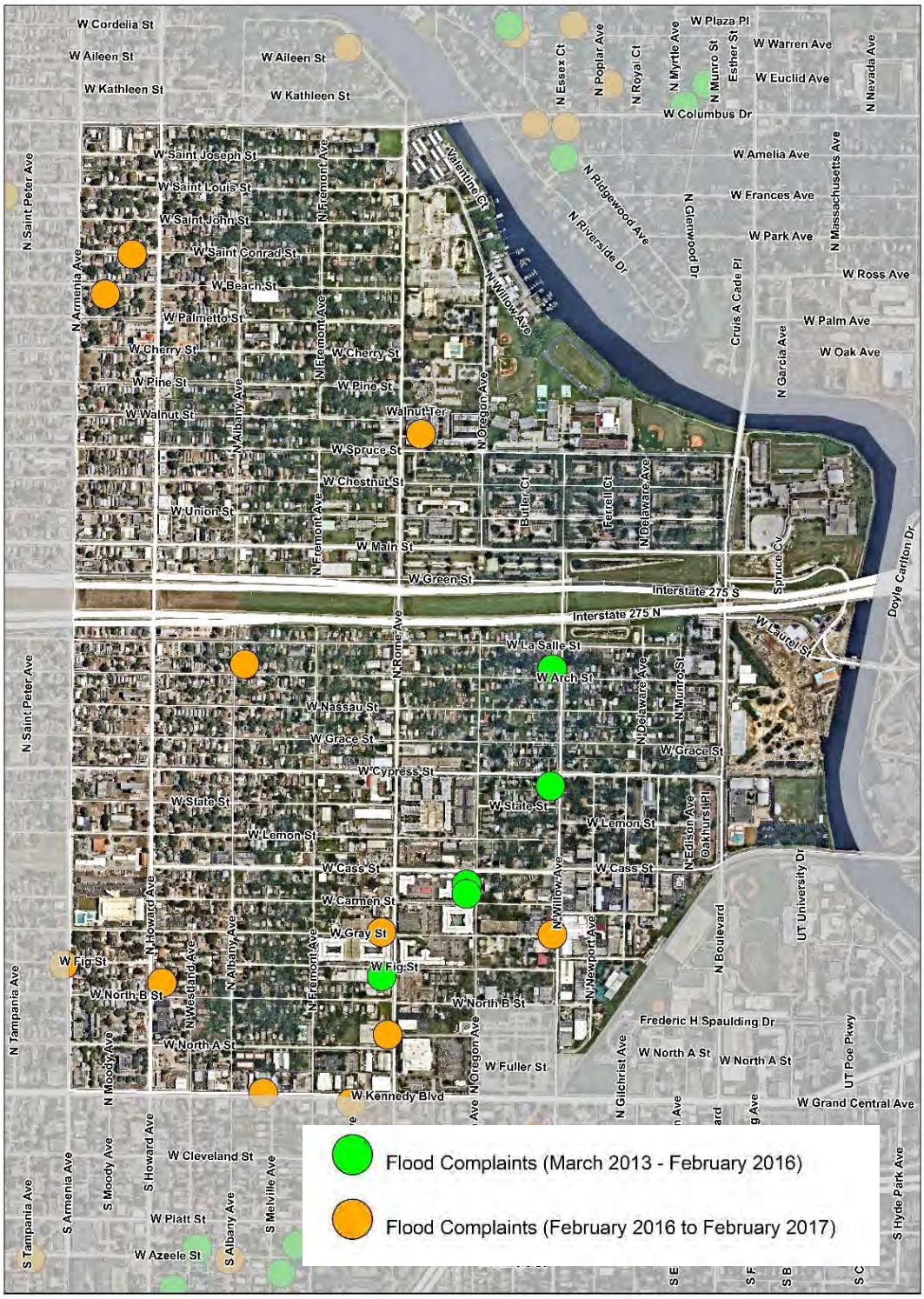

Figure 7: Flooding Complaints

The City has funded two CIP projects within the West Tampa CRA to address flooding concerns.

- Cypress Street Outfall Phase II
    - Budget: $40 million (Start FY17 – End FY20)
    - Project details: construction of a box culvert from the existing stub at North Boulevard and Cass Street westbound to N. Rome Avenue and south to W. Kennedy Boulevard, from N. Rome Avenue and Gray Street to the terminus at Arawana Street.
- N. Howard Avenue and North B Street
    - Budget: $75,000 (Start FY18)
    - Project details: improvements to alleviate localized flooding.

It should be noted that following the 2016 Stormwater Service Assessment, the City has increased the frequency of maintaining stormwater facilities throughout the City as shown in Table 6.

Table 6: Stormwater Facility Maintenance Schedule

Operations and Maintenance Activities	Current Service Levels	Improved Service Levels
Ditches	10-Year Cycle	7-Year Cycle
Ponds	Minimal	3-Year Cycle
Pipes	10-Year Cycle	7-Year Cycle
Outfalls	15-Year Cycle	5-Year Cycle
Pumps	Low Preventative Maintenance	Annual Preventative Maintenance
Construction and Restoration	Reactive	Planned
Street Sweeping	90-Day Cycle	60-Day Cycle
Miscellaneous	Backlog Increases	Backlog Decreases
Engineering	Reactive	Planned

Trash and Debris:

During the period of January 2016 through July 2017, approximately 109.80 tons of litter and debris was collected between Columbus Drive south to W. Kennedy Boulevard and N. Armenia Avenue east to the Hillsborough River.

Utilities

Water:

The CIP has identified the need for the replacement of approximately 12,000 feet of aging water mains and cast iron pipeline in the North Hyde Park and West Riverfront neighborhoods, bounded by I-275, West Cass Street, Matanzas Avenue and Willow Avenue.

Sanitary Sewer:

The City budget includes funding for the lining and repair of existing sanitary sewer pipes throughout the district. The City conducts assessments of the existing pipes and prioritizes the lining and repair based on condition.

Street Lighting

The City is addressing the safety and security issues in West Tampa through a lighting program that will fill the gaps and replace ineffective street lighting to provide a consistent level of coverage. Newer and more efficient types of lighting are also part of this program. Figure 8 shows the streetlights currently installed throughout the West Tampa CRA.

Figure 8: Street Lights Currently Installed

Environmental

Brownfield sites (i.e. sites which may be complicated by the presence of hazardous, polluted, or contaminated substances upon redevelopment) have been identified based on the Florida Department of Environmental Protection documentation. Sites within the West Tampa CRA include the southwest quadrant of Willow Avenue & Gray Street and the Tampa Wastewater Department site on N. Rome Avenue.

Figure 9: Brownfield Sites

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Community Assets

Historical Assets

West Tampa has a rich and diverse historical environment. A significate portion of the western edge of the CRA is designated as a National Historic District, with many contributing structures including cigar factories, African-American churches, city parks and ethnic clubs as well as a stock of historic homes dating from the late 1900s and early 20th century. The built form and housing stock exhibit a unique and characteristic development pattern that is slowly eroding from the urban fabric. Embracing this pattern with a sensitive approach to redevelopment and a preservation strategy through regulatory adjustments and building form considerations will protect the existing character while meeting market demands for development. Figure 10 shows the Historic Assets in the West Tampa CRA, including the historic district boundary and contributing structures.

Historic Cigar Factories in The West Tampa CRA:

Balbin Cigar Factory

Berriman–Morgan Cigar Factory

Bustillo and Brothers and Diaz Cigar Factory

Y. Pendas & Alvarez Cigar Company

Samuel L. Davis Cigar Company

San Martin Y Leon Cigar Company

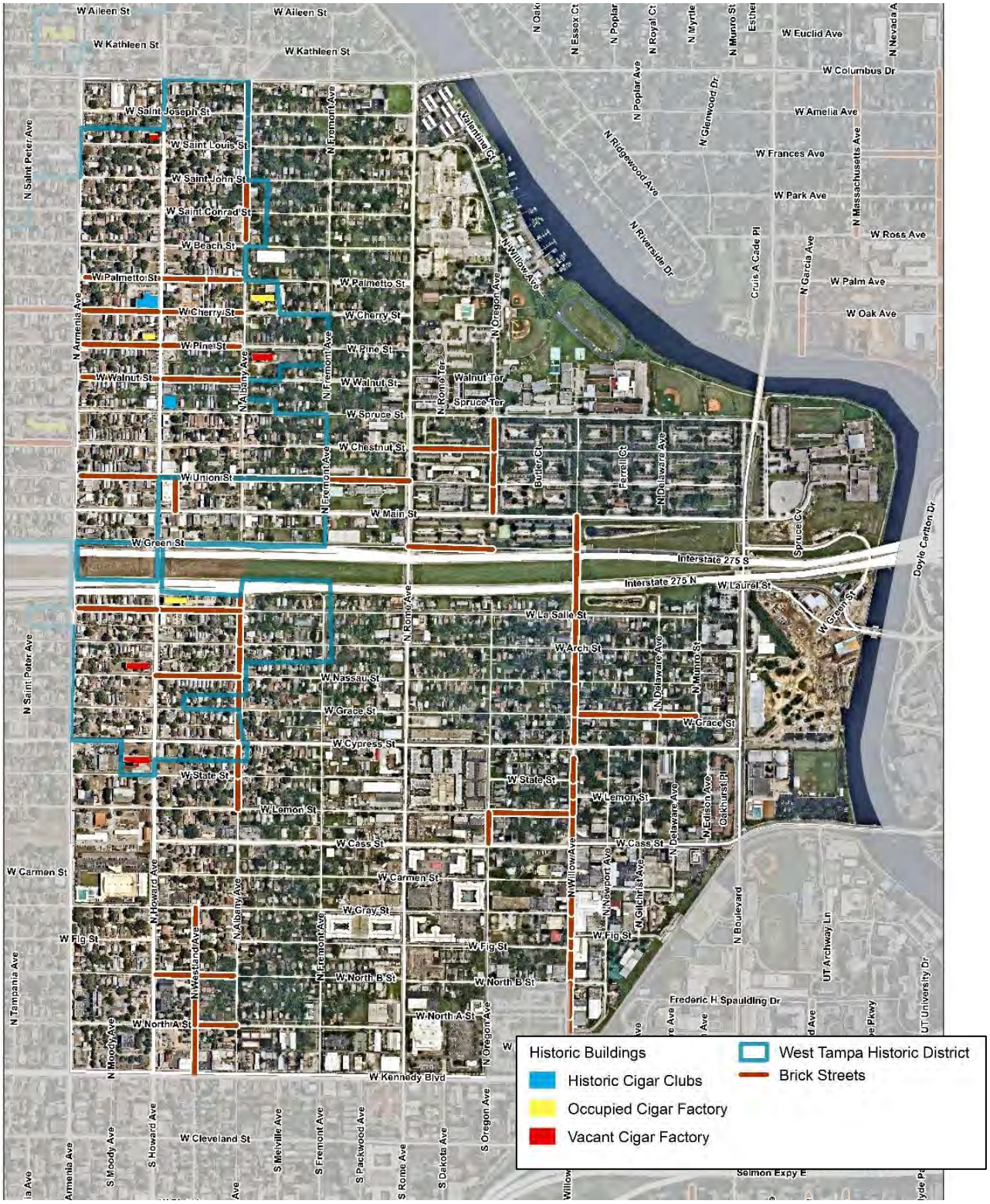


Figure 10: Historic Assets

Neighborhoods

West Tampa has three distinct neighborhoods that occupy three of the four quadrants of the CRA split by the east-west I-275 corridor and the emerging development corridor of N. Rome Avenue running north-south. Figure 11 shows the neighborhoods in West Tampa.

North Hyde Park is bounded by W. Kennedy Boulevard to the south and N. Howard Avenue and N. Armenia Avenue one-way pairs to the west. Howard and Armenia are commercial corridors with access to I-275, which offers citywide and regional connectivity. N. Rome Avenue borders the east and is evolving into a residential and community support services district that includes a growing design presence supporting the construction industry.

West Riverfront is bounded by Cass Street, N. Rome Avenue, I-275, and North Boulevard. This neighborhood will continue to be influenced by the activities on N. Rome Avenue and the eastern revitalization that will emerge from the opening of the Julian B. Lane Park and increased event opportunities.

Old West Tampa is bounded by Howard and N. Armenia Avenue, Cass Street, N. Rome Avenue, and I-275. This neighborhood is the embodiment of the West Tampa CRA. Old West Tampa boasts all the riches of a community that was at one time a separate municipality; it contains the largest collection of historic structures, the greatest concentration of single family residential development, and the home of the traditional community center near Main Street and N. Howard Avenue.

Bounded by the river, I-275 and N. Rome Avenue, this area of West Tampa is currently being transformed into the West River community. This transition, although planned over several years, will have an immediate and long-lasting impact to the entire CRA. The vacated North Boulevard Homes, a previous subsidized housing complex, develops into a more compact and dense mixed-income community, this neighborhood will develop a new identity that will require a strengthening of its ties to the Old West Tampa neighborhood.

Figure 11: West Tampa Neighborhoods

Parks and School Assets

West Tampa has three public schools (Just Elementary, Stewart Middle, and Blake High) and three private schools (Dunbar Elementary, Mt. Pleasant Standard, and Tampa Preparatory) within the boundaries of the CRA. Primrose School of South Tampa is located just outside the CRA boundary. Of the schools within or adjacent to the CRA, there are no improvement projects planned at this time. The presence of several schools in the area offers residential benefits and job opportunities. Likewise, the six parks and public spaces within the boundary offer amenities to residents and visitors of the West Tampa CRA. Figure 12 shows the Park and School assets in West Tampa.

Figure 12: Parks and Schools in West Tampa

Parking Studies

The West Tampa Parking Study was prepared by the City of Tampa Community Planning Division in 2007. The study was conducted to assess the need for additional parking in the 248-acre West Tampa Business District with boundaries at Columbus Drive, Albany Street, Tampania Street, and Cypress Street (Figure 13). The need for parking in the West Tampa CRA has only increased since 2007.

Figure 13: 2007 West Tampa Parking Study Area

The following findings were determined from the study:

Current (2007) parking supply	• 2,436 residential and commercial spaces • 284 non-residential/vacant lot spaces • 2,720 total spaces
Current (2007) parking demand	• 3,437 spaces required at existing demand • 4,017 spaces required at buildout demand
Parking Need	• 1,001 spaces needed (existing) • 1,297 spaces needed (buildout)
Proposed Regulations	• Existing structures changed to retail or restaurants no greater than 2,500 SF would be not require parking compliancy
Other Strategies	• Parking garages • On-street parking

Land Use and Development

Existing Land Use

The existing land use within the West Tampa CRA is mostly single family/mobile home, public/quasi-public/institutional, and multi-family. Adjacent to W. Kennedy Boulevard, N. Howard Avenue, and N. Armenia Avenue, there are light and heavy commercial land uses. Property with vacant land use (and therefore potential for development) make up six percent of the area.

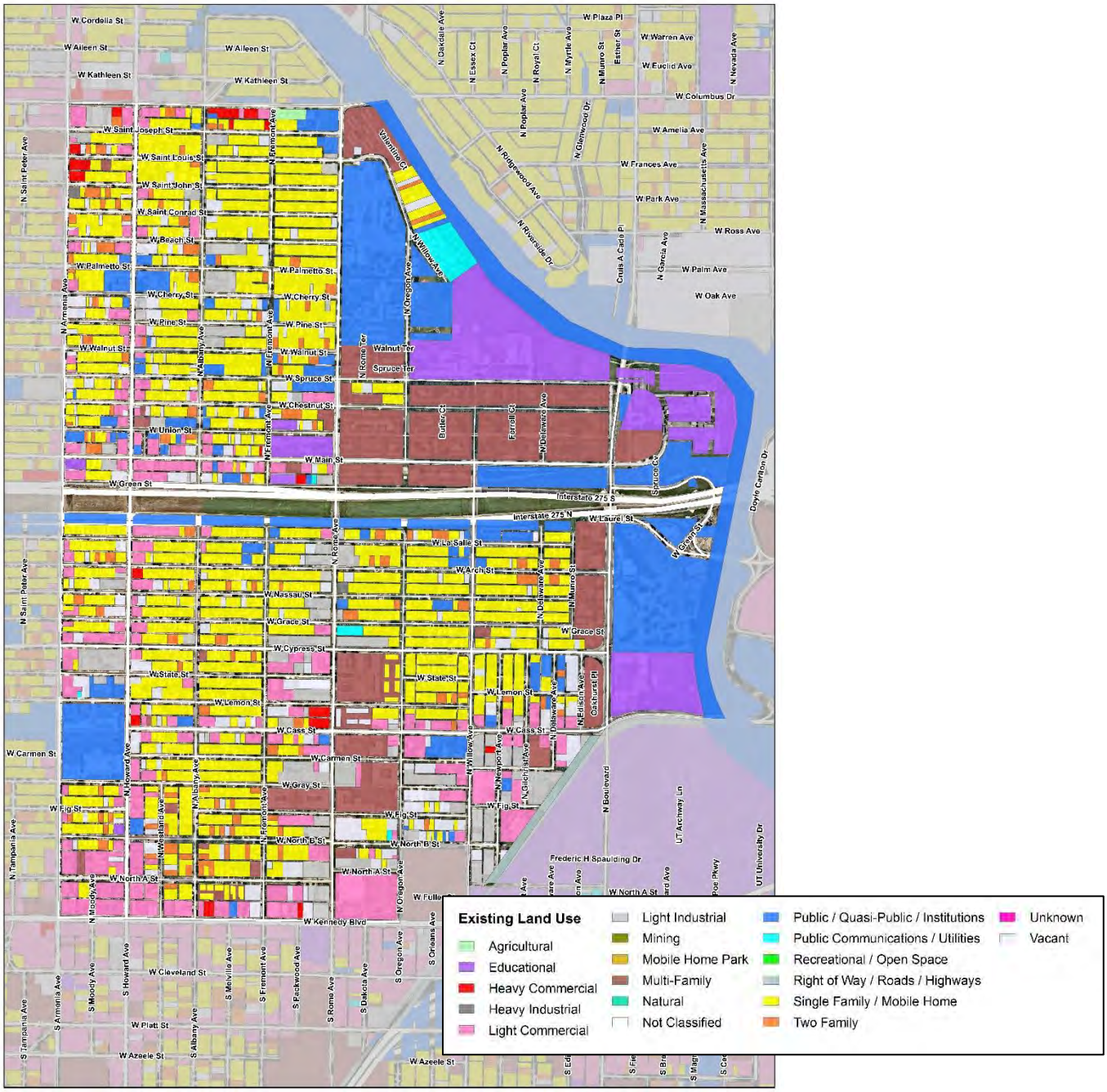


Figure 14: Existing Land Use Map

Future Land Use

The future land use within the West Tampa CRA is mostly residential with densities from ten dwelling units per acre (du/ac) south of I-275 between N. Howard Avenue and N. Rome Avenue, to 35 du/ac, north of I-275 between N. Armenia Avenue to N. Rome Avenue. Parcels adjacent to the N. Armenia Avenue, N. Howard Avenue, Main Street, and Columbus Avenue have medium intensity community commercial land use, creating the opportunity for a denser area with a town center atmosphere. Mixed-uses fill in the remaining areas of West Tampa with varying densities from 24 du/ac in the southeast quadrant, 35 du/acre in the northeast quadrant (West River Area), and 60 du/ac bordering W. Kennedy Boulevard.

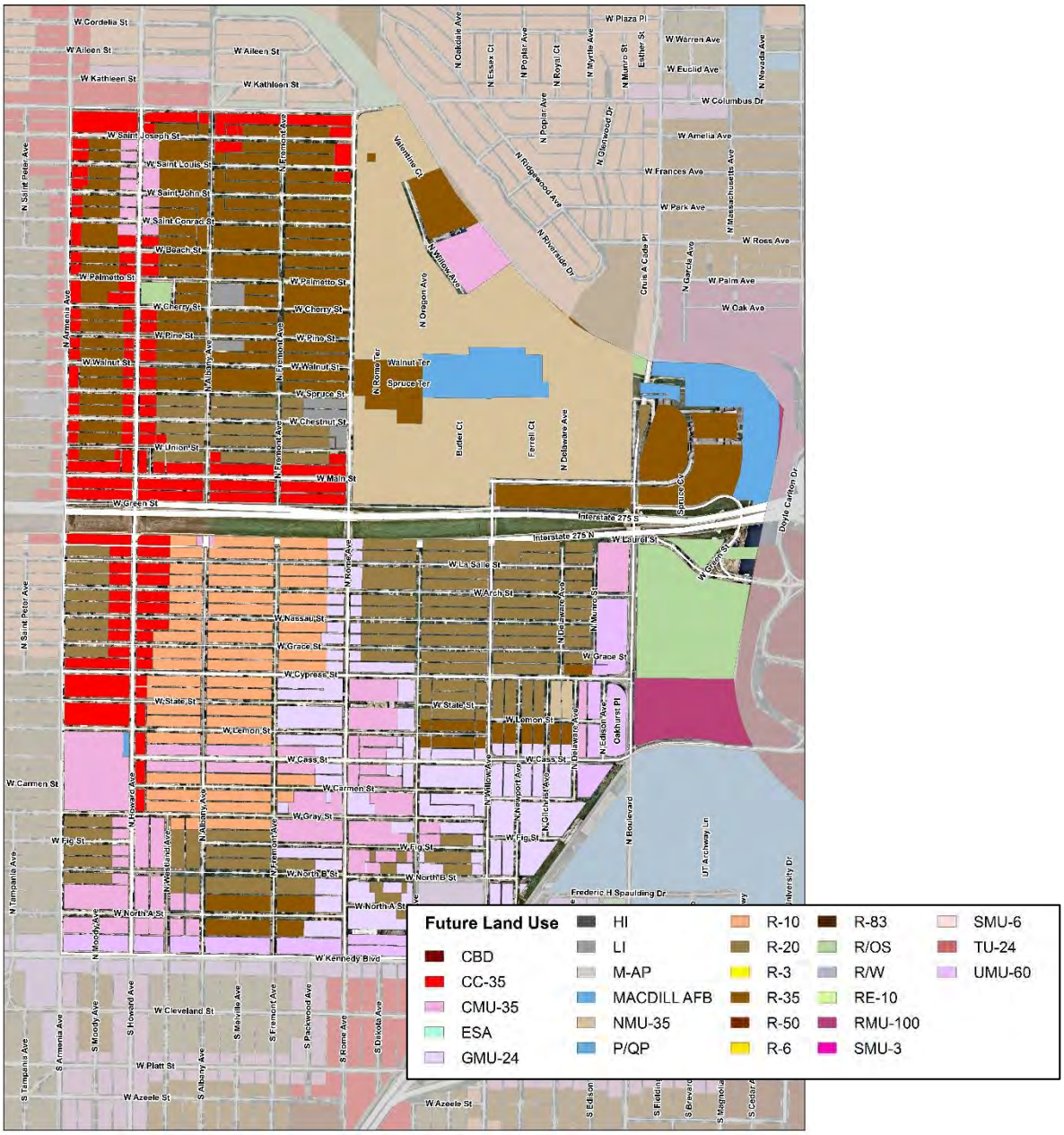


Figure 15: Future Land Use Map

Planned and Potential Development

The West River redevelopment project and new developments in North Hyde Park illustrate the potential of West Tampa to share in the future economic growth of the Tampa Bay real estate market. Long overlooked for new investment and development opportunity, West Tampa, by its location between Downtown and West Shore, is a growing competitive factor in the Tampa Bay area housing and commercial real estate markets.

Significant New and Proposed Developments

- **West River** – With the Tampa Housing Authority, the South Florida-based Related Urban Group will serve as one of the master developer of an estimated 2,200 housing units and 160,000 square feet of retail and office space over the next 10-15 years, beginning in 2018. Development will take place on vacated and redeveloped North Boulevard Homes properties and other lands acquired from the Hillsborough County School Board totaling approximately 60 acres. The new project will replace the 671 North Boulevard Home units which were demolished, and the 150 Mary Bethune Tower public housing units which will be rehabilitated (Figure 16). New West River housing will be designed for a diverse mix of household types and age and income groups, including assisted and market-rate housing.

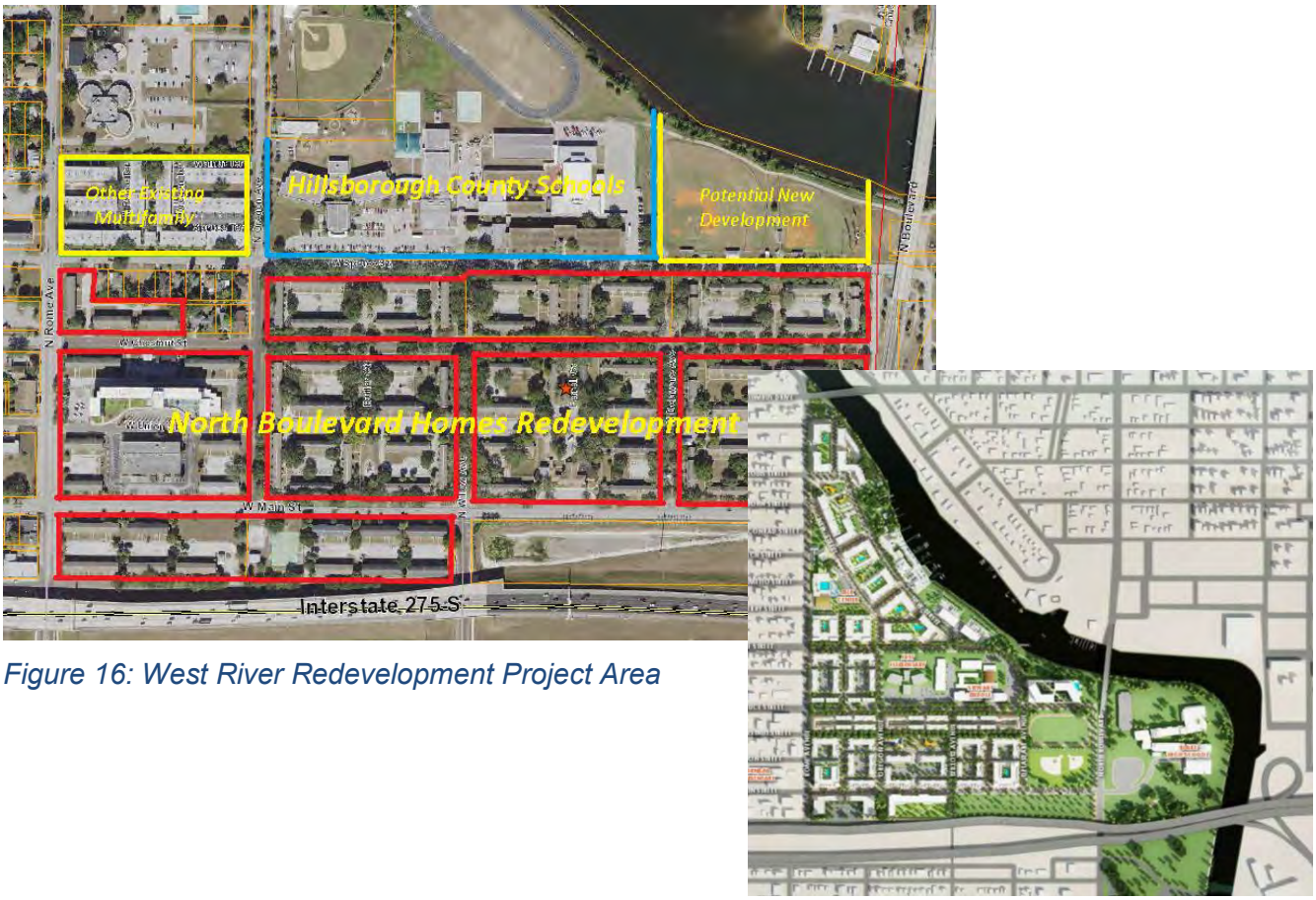
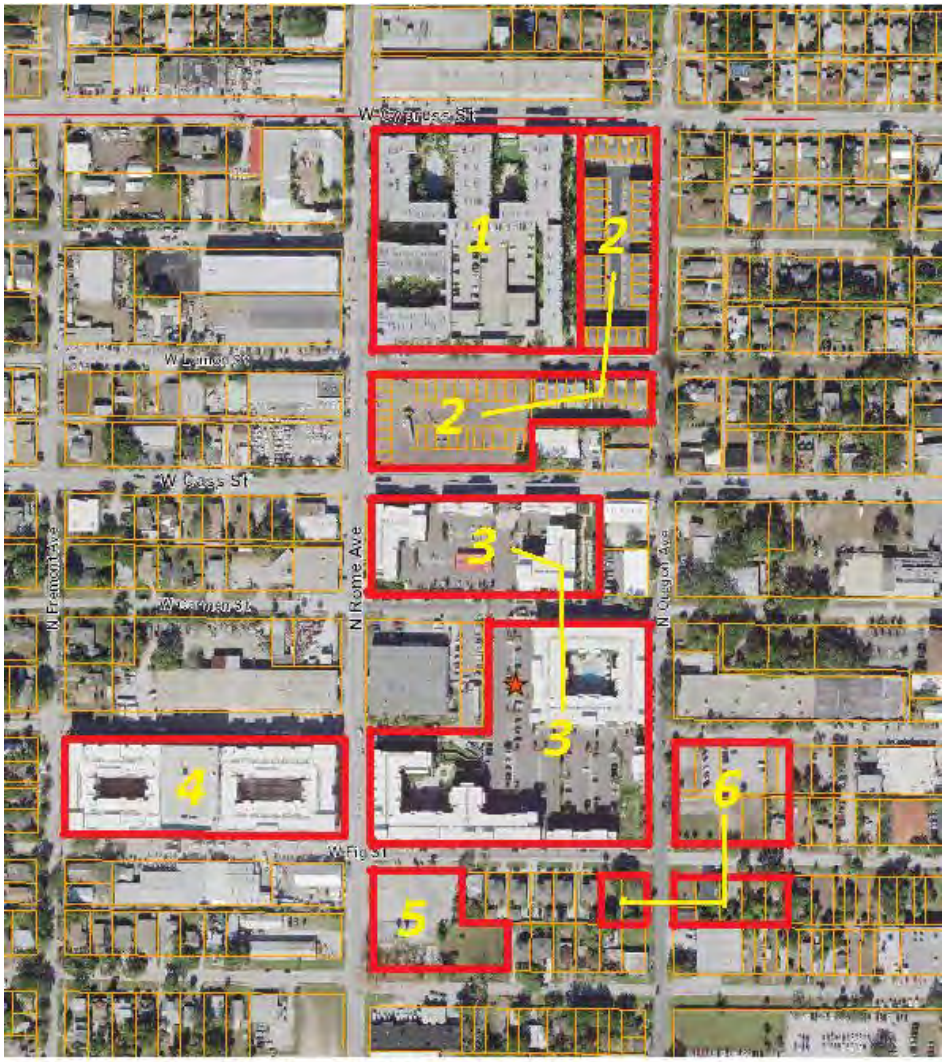


Figure 16: West River Redevelopment Project Area

- **North Hyde Park** – Major new development began in 2008, with the 249-unit Vintage Lofts at West End apartments, which were then part of a larger 20-acre multi-block development called West End Tampa. Plans for the 20-acre old industrial area called for a mix of 1,000 apartments, townhomes, and condominiums and 25,000 square feet of retail and office space. Today, the area has six new and planned housing projects totaling 970 units. Existing new developments are the 249-unit Vintage Lofts at West End apartments (completed in 2009), the 311-unit NoHo Flats apartments (completed in 2014), the 274-unit Havana Square apartments (started in 2017), and the 74-unit West End Townhomes. Planned projects include the 39-unit Las Azoteas townhomes and 23-unit Cardinal Point Townhomes. All are clustered on or near N. Rome Avenue (Figure 17).



1. *Vintage Lofts at West End, 801 N Rome Ave, 249 apartments*
2. *West End Townhomes, 1502 W Lemon St, 74 townhomes*
3. *NoHo Flats, 401 N Rome Ave, 311 apartments*
4. *Havana Square, 400 N Rome Ave, 274 apartments*
5. *Cardinal Point, 301 N Rome Ave, 23 townhomes, 6,700 sf retail*
6. *Las Azoteas, 405 N Oregon Ave, 39 townhomes*

Figure 17: North N. Rome Avenue Area Developments

Future Redevelopment Opportunities

Old Cigar Factories

The cigar factories included in Table 7 are prominent, unique, and historic properties which present significant reuse opportunities. Several have been renovated successfully as offices, studios, and workrooms. Potential uses and users include business incubators, professional offices, design studios, and non-profit organizations.

Table 7: West Tampa Cigar Factories and Taxable Value

Address Name	Status/ Current Use	Year Built	Square Feet (1)	Taxable Value ($)
2301 N Albany Ave Pendas & Alvarez Cigar Bldg	Manufacturing tenants	1913	30,861	883,209
2111 N Albany Ave Bustillo & Diaz Cigar Bldg	Partly vacant, offices /manufacturing	1903	24,902	828,816
3104 N Armenia Ave (2) Villazon/Garcia Cigar Bldg	Offices, CoWork Tampa shared space	1908	44,779	1,258,156
1906 N Armenia Ave (2) A. Santaella Cigar Bldg	Manufacturing & studio space	1904	43,168	1,132,260
2802 N Howard Ave Morgan Cigar Bldg	Vacant, office bldg	1898	5,680	398,600
2202 N Howard Ave San Martin & Leon Cigar Bldg	HVAC contractor	1913	16,609	1,549,730
1403 N Howard Ave Berriman-Morgan Cigar Bldg	Offices, Argosy University	1904	32,140	2,912,470
1202 N Howard Ave Balbin Brothers Cigar Bldg	Vacant, proposed 70 room boutique hotel	1904	26,365	634,379
900 N Howard Ave Samuel Davis Cigar Bldg	Manufacturing	1905	36,407	565,870

(1) Heated and cooled area.

(2) Adjacent to or just outside of the West Tampa CRA.

Source: URBANOMICS, Inc.

Eight properties, excluding the Berriman-Morgan Cigar building at 1403 N. Howard Avenue have a total taxable value of $7.25 million, averaging $32 per square foot of heated/cooled space. With a taxable value of $90 per square foot, the Berriman-Morgan Cigar building illustrates the economic potential of renovating and reusing these historic structures as anchors for nearby commercial and community development.

West Tampa Commercial Center

Existing developed commercial parcels in Old West Tampa are located mainly on N. Howard Avenue and Main Street, which account for 41 of the 68 parcels classified as retail and service land uses in this part of the West Tampa CRA (i.e. north of I-275). Several commercial parcels are also located on Albany Avenue, N. Armenia Avenue, and Columbus Drive, but the town center core is near the intersection of N. Howard Avenue & Main Street. Commercial properties on these two streets have 170,000 square feet of building area classified as retail, service, and office space.

Hillsborough County Property Appraiser records for 2017 indicate that there are 40 vacant commercial parcels in Old West Tampa and another 14 undeveloped parcels classified as parking lots. 25 vacant commercial parcels and seven parking lots are located on N. Howard Avenue, Main Street, and Green Street.

West Tampa Neighborhoods

There continue to be opportunities for new infill housing in Old West Tampa and there is evidence of market interest by developers and potential residents. From 2006-2017, over 80 new single-family homes were built in this area of the CRA, including approximately 55 small shotgun-style homes from 1,350 to 1,520 square feet on narrow 25-foot lots built in the 2006-2009 period. After the recession, 20 new homes have since been constructed in 2015, and several others are available pre-construction.

Chestnut Street and Spruce Street are the leading Old West Tampa locations for new single-family home construction since 2006, with 38 new homes. Other locations include Beach Street, Palmetto Street, Walnut Street, and Union Street. Recent sales of homes built since 2015 averaged $143 per square foot and ranged in price from $151,000 to $311,000.

Since 2006, there have been new single-family homes built on residential infill lots in the North Hyde Park. Recent sales of homes built in North Hyde Park since 2015 have averaged $153 per square foot and have ranged in price from $300,000 to $466,000. The average size of new homes sold in North Hyde Park is 2,492 square feet. Old West Tampa averages 1,719 square feet.

Despite the different development patterns across the CRA neighborhoods, the average square foot pricing is comparable, which indicates that market conditions are favorable for further investment in Old West Tampa single-family infill housing. Old West Tampa has 106 vacant residential parcels, according to 2017 data from the Hillsborough County Property Appraiser, which will support additional infill housing development. Principal clusters are located on Pine Street (14 parcels), Cherry Street (14 parcels), Spruce Street (13 parcels), and Beach Street (12 parcels).

SAP Community Engagement Process

Community support is critical for the success of the SAP. Throughout the development of the SAP, residents and business leaders, the West Tampa Community Advisory Committee (CAC), and other key stakeholders were engaged in the process via Community Meetings, CAC Board Meetings, and West Tampa Business Chamber Meetings.

Public and stakeholder input and CAD goal-setting provide goals, aspirations, and direction for the SAP. Additionally, the community meetings ensured that all interested parties stayed informed of the plan's progress and recommendations throughout the project.

Public Meetings

October 23, 2017 Public Meeting

The first public meeting was held at the Bryan Glazer Family JCC where approximately 100 people were in attendance, including residents, business owners, employees, employers, and CRA staff. The attendees participated in facilitated discussions and a table exercise that aimed to identify West Tampa CRA area priorities. The identified issues and opportunities were noted on an aerial map and organized and tallied based on key words. These key words (shown in Table 8 to Table 10) were used to create words clouds that highlight the economic development, community, and infrastructure priorities determined at the first public meeting (Figure 18 to Figure 20).

Table 8: Economic Development/Community Priorities

Key Words	No. of Instances
Jobs	**30**
Safety	**15**
Parks	**11**
Local Businesses	**9**
Residential	**8**
Preservation	**7**
Main Street	5
Trash Pickup	4
Restaurants/Retail	4
Community Center	4
Art	3
Super Bowl	3
Festivals	2
Mixed Use	2
Homeless	2
Gentrification	2
WiFi	1
Brewery	1
Powerlines	1

Figure 18: Economic Development/Community Priorities

Table 9: Infrastructure Priorities

Key Words	No. of Instances
Sidewalks	**19**
Street Improvements	**14**
Infrastructure	**14**
Parking	**12**
Gateways	**9**
Landscape	**8**
Brick Streets	7
Signage	6
Main Street	5
Transportation	5
Powerlines	1

Figure 19: Infrastructure Priorities Word Cloud

Table 10: Top 10 Priorities mentioned during Table Exercise

Top 10 Priorities
1. Jobs (Economic Development)
2. Sidewalk/Street Improvements
3. Safety
4. Infrastructure/Parking
5. Parks (Public Space Improvements)
6. Local Business (Economic Development)
7. Gateways
8. Landscaping
9. Residential Housing
10. Preservation

Figure 20: Overall Priorities Word Cloud

A survey was distributed to the attendees to further determine the priorities of those that attended the first public meeting. The survey was titled "*What Improvements Do You Want to See in West Tampa?"* and listed various examples of improvements under the following seven categories:

1. Transit/Transportation/Parking
2. Preservation/History
3. Parks & Recreation
4. Connectivity
5. Business Support
6. Residential
7. General

The priorities were categorized into four main groups; Economic Development, Infrastructure, Public Space, and Preservation. The following is a description of the priorities revealed in the public meeting surveys.

Economic Development: An increase in local patronage and new business types like start-up companies and flexible office space were indicated priorities in West Tampa. These priorities support economic development through investing in existing businesses and embracing new businesses. More single-family and multi-family homes are also a priority.

Infrastructure: Priorities within the right-of-way include: wider sidewalks and new sidewalks where there is no existing sidewalk, enhanced landscaping, better lighting to improve safety, traffic calming measures (specifically along N. Howard Avenue and N. Armenia Avenue), multimodal options, and more parking facilities including on-street parking, garages, and parking lots.

Public Space: West Tampa public space priorities include supporting the existing public space features (such as Salcines Park and Julian B. Lane park), hosting community festivals and fairs, providing better connections to facilities, and seating and shade in the existing and new parks throughout the West Tampa.

Preservation: Preserving the existing brick streets and historical buildings are priorities in West Tampa, in addition to restoring and occupying other historic structures. Defining a downtown in Old West Tampa would help to preserve the history and highlight the rich culture of the area.

December 18, 2017 Public Meeting

At the December public meeting, facilitated discussions were held with attendees to determine specific locations of priorities including parking, safety, streets, parks/open space, and historic preservation. Overall, the concentrations of priorities are located along Main Street, N. Rome Avenue, N. Howard Avenue, and N. Armenia Avenue. Figure 21 shows these preferences. Additional priorities were identified including a service center and other community resources that would benefit employment and assist job searchers.

Community Resource Priorities could be addressed by a service and job center which offers support and training to people looking for a job.

Parking Priorities indicate a preference for on-street parking on Main Street and structured parking near various commercial and residential areas including areas adjacent to the JCC and areas north of I-275.

Safety Priorities include lighting enhancements and more video or police surveillance along N. Rome Avenue, Main Street, and the riverfront.

Street Priorities indicate a preference to improve the public realm and streetscape elements along N. Rome Avenue and N. Howard Avenue.

Public Space Priorities indicate a preference to upgrade the I-275 overpasses and implement public space improvements along the riverfront west of North Boulevard and in various locations throughout the West Tampa area.

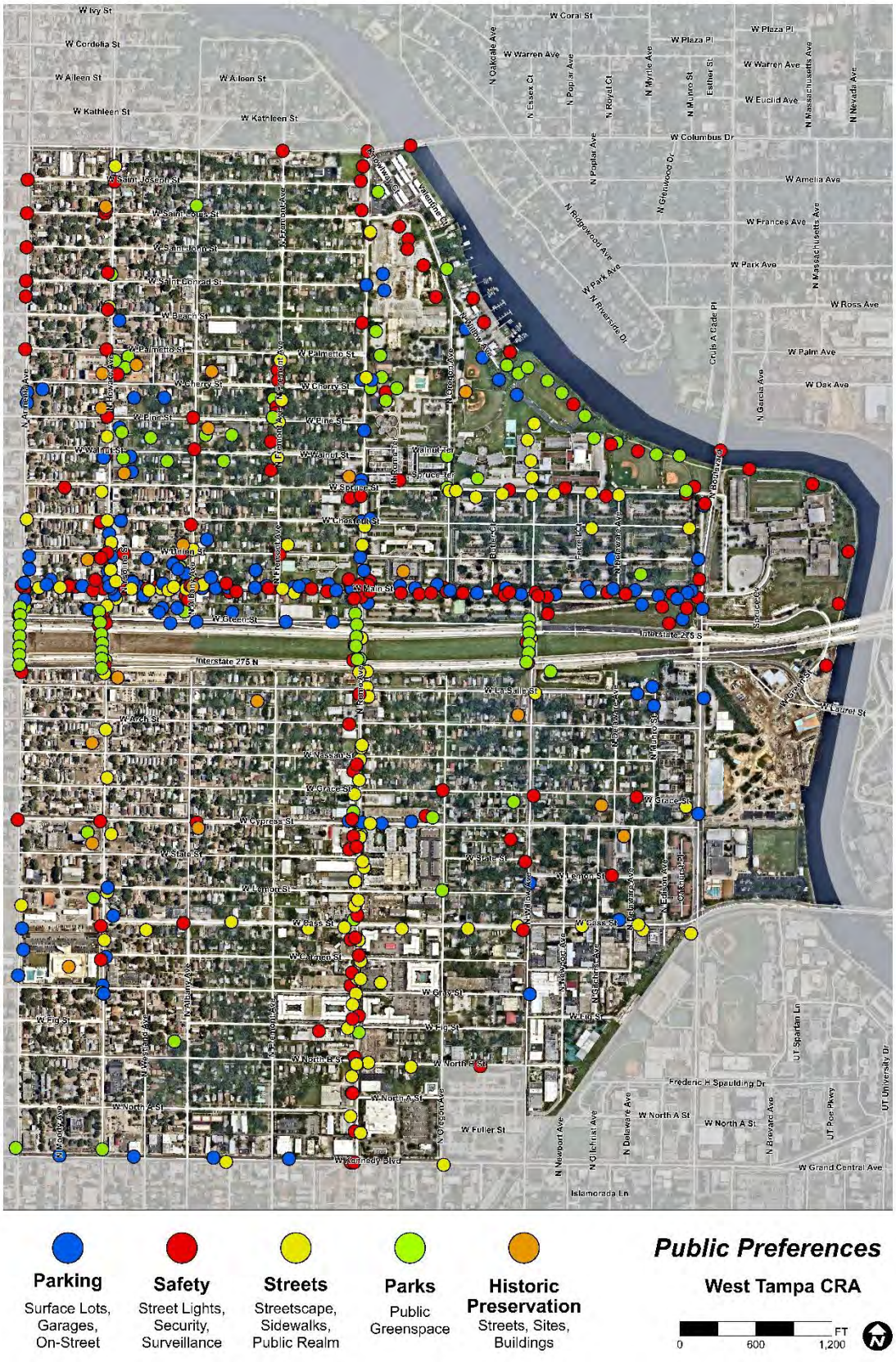


Figure 21: Overall Public Preferences (December 18 Public Meeting)

Historic and Cultural Preservation Priorities

Residents and business owners listed important sites that have historic and cultural significance. In addition to the historic cigar factories, key sites include several African American churches and church-related sites. These churches are generally considered structurally and historically important as well as viable local institutions.

Beulah Baptist Church

First Baptist Church of West Tampa

Mount Olive AME Church

Mount Pleasant Missionary Baptist Church Roosevelt

Church-supported Rosa Valdez Center

Also deemed worthy of recognition and/or historic preservations are:

- Former home of Mary Alice Dorsett, the first African American woman in West Tampa to run for public office; and
- Sicilian Club, used pre-Integration by African American fraternities and thus known as the 'Greek House'.

There is community sentiment that historical figures of the West Tampa area deserve recognition and that structures associated with people or places of cultural significance should be maintained as well as recognized. Culturally significant structures mentioned during the public meetings are included in Figure 22.

An additional property highlighted during public discussion is the c.1890 train depot located on Main Street between Willow and Delaware Avenues. Originally used as a freight depot, the building later became West Tampa's first city hall and then its first public library. Most recently, the building was the office of the City of Tampa Housing Authority until they vacated sometime around 2012. Since the building is slated for demolition, consideration should be given for installation of a descriptive historic marker.

Participants of the December public meeting also discussed:

- the creation of a small local historic district, including commercial buildings, on N. Howard Avenue and along parts of Main, Union and Green Streets
- the creation of cultural heritage materials, including the installation of historic markers and instituting tours focusing on West Tampa neighborhood history and historic sites
- the need for increased parking to bolster area redevelopment and stimulate historic preservation

Figure 22 identifies these cultural sites and historic structures.

1 – Morgan Cigar Factory
2 –Y. Pendas Alvarez Cigar Co.
3 – Centro Espanol de West Tampa
4 – San Martin & Leon Cigar Co.
5 – Bustillo & Brothers & Diaz
6 – Sicilian Club
7 – West Tampa Public Library
8 – Berriman – Morgan Cigar Co.
9 – Balbin Borthers Cigar Co.
10 – Samual L. Davis Cigar Co.
11- Fort Homer Hesterly Armory (Brian Glazer Family JCC)

12 – Rey Park
13 – Yellow Jackets Little League Field
14 – Mt. Pleasant Missionary Baptist Church
15 – Rosa Valdez Center
16 – African American Historic Tourist District (Union, Fremont, Green & Howard)
17 – First Library and Tampa City Hall
18 – Mt. Olive AME Church
19 – Dr. Walter L. Smith Library
20 – First Baptist Church of West Tampa
21 – Home of Mary Alice Dorsett (First African American Elected Official)
22 – Beulah Baptist Church

Figure 22: Historical Preservation Public Preferences

Community Advisory Committee (CAC) and Chamber Meetings

CAC Meeting – September 26, 2017

At the September CAC meeting, the community involvement and due diligence portions of the West Tampa CRA plan were presented to the CAC. Information presented includes the project's communication strategies (intended to keep the community informed and to gather input from the public and key stakeholders) and timeline and CIP/TIF budget coordination of on-going projects identified in the City CIP. Specific economic drivers, which would grow the taxable value of CRA properties, illustrated the revenue to be obtained from tax increment financing. Current cultural and public amenities pertaining to the area were also presented, along with a discussion of how these assets will provide a basis of planning within the CRA.

CAC Meeting – November 28, 2017

At the November CAC meeting, a summary of the October public meeting was presented to the CAC board. The priorities determined from the Table Exercise were presented as word clouds and the survey responses were graphically presented. These priorities were found to align with the CAC's overall priorities.

Chamber Meeting – December 11, 2017

At the West Tampa Chamber Meeting, business leaders shared their top priorities for the area. This was an in-depth discussion based on the previous October public workshop and the identified priorities. Specific corridors, programs, and ideas were discussed to improve the overall CRA area.

CAC Meeting – January 23, 2018

The January CAC meeting was a review of previous findings, trends, and opportunities from the West Tampa Chamber Meeting, the public workshops, and prior CAC meetings. A discussion of economic findings and trends included projected and current cumulative tax revenues and opportunities for job and business development programs. District opportunities included physical and economic development strategies and potential area improvements. The public workshop preferences and priorities including Parking, Safety, Streetscapes, Parks & Open Space, and Historic & Cultural were summarized on maps showcasing the locations where the community recommended improvements were needed the most.

Business Engagement

Businesses throughout the West Tampa CRA were engaged during the planning process and many attended the October and December public meetings. Prior to the first public meeting, over 100 flyers advertising the meeting were distributed directly to business owners by Fred Hearns Tours LLC (FH Tours).

In addition to flyer distribution, FH Tours used its contacts with local media outlets to publicize the first public meeting in the Florida Sentinel-Bulletin Newspaper, La Gaceta Newspaper, on WTMP-AM Radio, and on WMNF-FM Radio. These efforts proved successful in attracting a large cross-section of West Tampa business leaders and stakeholders.

FH Tours visited 130 businesses/service providers within the West Tampa CRA boundaries from October 2017 to May 2018. Of these establishments, 114 business cards were collected and 44 businesses participated in a Business/Service Survey. Of the 44 surveys, 21 surveys were collected at the December public meeting. The first surveys collected are summarized by the major advantages, major challenges, and major needs identified by businesses who participated in the survey. Additionally, all 44 surveys are summarized to identify the “assets” and “liabilities” each business/service provider sees for their business being located in West Tampa. The survey results provide a profile of the businesses located within the West Tampa CRA and provide a way to prioritize concerns and recommendations for serving the needs of the businesses and of the community.

The 21 surveys collected from business owners at the December public meeting identified the following **major advantages** of their location in West Tampa:

- Central location within the City of Tampa
- Ethnic diversity of customers who shop in the area
- Future redevelopment of North Boulevard Homes and customer base it will bring
- Proximity to public housing and low-income residents who also need affordable child care
- Access to historically high traffic areas
- Proximity to Interstate 275 and Downtown Tampa
- Neighborhood-focused synergy and customer loyalty
- Willingness of residents and customers to support small businesses
- Potential for growth of population and future potential customers

The same 21 businesses identified the following **major challenges** facing entrepreneurs in West Tampa:

- Lack of access to funds that support small businesses and home owners
- Location between two one-way streets (N. Armenia Avenue and N. Howard Avenue)
- Impact of Green Spine planned for Cass Street on adjacent property owners
- Loss of many African American residents/customers in West Tampa
- Lack of more pedestrian and vehicular traffic, parking, and access to public transportation
- Crime and lack of a more frequent police presence to deter crime and make customers feel safe
- Homeless population and loitering excessively near businesses
- Negative perception of Main Street and an area that is not safe for shoppers
- Loss of the customer base when North Boulevard Homes residents were relocated
- Illegal dumping
- Lack of diversity among the customer base
- Location of package store (on the northeast corner of Main Street and Albany Avenue)
- Outdated infrastructure; need for Main Street revitalization
- Lack of access to a well-trained workforce pool

Major needs business owners identified for the area are:

- Easier access for motorists from I-275 and other major streets leading to the business section of Main Street
- Better access to suppliers and supporting businesses
- Nearby quality housing for people who work in West Tampa
- Quality broadband service
- Improvements to sidewalks and bike lanes
- Access to qualified workers

The following assets and liabilities were identified by all 44 businesses who completed surveys from October 2017 to May 2018. Items that are **bolded** were included as assets and liabilities, indicating some opposition that businesses in West Tampa have of the area. A list of the 44 businesses that completed the survey and their responses are included in the Appendix.

Assets

- Rental properties located near downtown
- Access to I-275/Major streets
- UT customers
- Diversity of customers
- **Parking**
- Access to qualified employees
- Patronage
- Proximity to Downtown
- **Public safety**
- Shade trees
- **Access to mass transit**
- **Sidewalks**
- **Street drainage**
- Access to suppliers
- Broadband
- **Street lighting**
- Business environment
- Correct target population
- Shared spaces available
- Central location
- **Nearby quality housing**
- **Continual rent decrease**

Liabilities

- **Low public safety**
- Loss of public housing customers
- **Poor street lighting**
- Homelessness, occasional crime
- Business assistance programs
- **Sidewalks/Bike Lanes**
- **Poor street drainage**
- Public benches
- Access to suppliers
- **Nearby quality housing**
- **Access to mass transit**
- **Parking**
- Loss of African Americans in neighborhood (changing housing patterns)
- Lack of community needs presented at the table
- **Rent increase**
- Limited trash pickup
- Trash dumping in alleys
- Lack of diversity
- Bureaucracy of real estate companies
- Low income area
- Limited networking
- High speed traffic
- Howard/Armenia only one-way

Community Consensus

After meeting with the West Tampa CAC, the community, and the West Tampa Chamber, patterns and similarities in priorities arose, as indicated in Table 11.

Table 11: Community Consensus Comparison

Community Priorities	Community Advisory Committee Priorities	West Tampa Chamber Priorities
• Jobs • Streetscape Improvements • Parks • Safety • Festivals • Parking	• Economic Development/Jobs • Business Assistance • Improvements: Infrastructure, Community Facilities, Neighborhoods • Transportation/Parking • Housing Assistance	• Parking • Marketing/Branding • Beautification • Safety

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Economic Analysis

Financial Analysis and TIF Projections

Tampa CRA Tax Base Trends

Short-term and long-term trends in the growth of taxable property values for the eight Community Redevelopment Areas in the City of Tampa were analyzed for use as background for making 20-year projections of tax increment revenues for the West Tampa CRA. Results of this analysis, summarized in Table 12, show wide variations in both short-term (2015-2017) and long-term (base year to 2017) annual growth rates.

Table 12: Tampa CRA Tax Base Trends

CRA	TIF Base Year	Taxable Value ($000)		Annual Growth Rate (%)	
		Base Year	2017	2015-2017	Base Year 2017
West Tampa	**2015**	**274,136**	**348,792**	**12.8**	**12.8**
Ybor City	1987/2003	59,123	257,662	9.4	5.0
Channel District	2003	39,869	561,234	16.5	20.8
Drew Park	2003	168,033	260,119	8.2	3.2
East Tampa	2003	492,472	671,363	10.7	2.2
Tampa Heights	2005	8,464	19,815	11.4	7.3
Central Park	2006	6,702	24,585	38.8	12.5
Downtown	1983/1988	454,090	2,385,977	9.0	5.0

Source: City of Tampa CRA Annual Budgets; and URBANOMICS, Inc.

The annual short-term growth rate in the West Tampa CRA, which was established in 2015 is in the middle of the range for all 8 CRAs at 12.8 percent. These short-term growth rates are indicative of both extensive new development and appreciating property values taking place in a growing national and regional economy. Lower long-term growth rates reflect boom and bust cycles that naturally occur over several years. Property values fell significantly in most areas beginning in 2008 and continued through around 2012, but have been on an uptrend since then and have accelerated in the past three to four years as evidenced by the 2015-2017 CRA tax base growth rates. High annual growth rates may continue for several more years, but projecting future tax revenues should be approached conservatively, as forecasting the timing and swing of economic cycles is far from a perfect science.

West Tampa Tax Increment Projections

Annual projections of tax increment revenues (TIF) for the West Tampa CRA are provided in the Appendix and summarized in Table 13 for the 20-year period from the current FY18 budget year through FY38.

Table 13: West Tampa Tax Increment Revenue FY18 to FY37

Year	FY16 (Base Year)	FY18 (Budgeted)	FY28 (Projected)	FY18 – FY28	FY38 (Projected)	FY18 – FY38
Tax Increment Revenue	0	1,005,935	6,324,157	**45,370,316**	11,215,574	**134,717,709**

The extent of these projected TIF revenues will enable the City and CRA to make major investments in improving community infrastructure and urban services, support the array of financial incentives, marketing activities, and other initiatives needed to attract private investment, generate local jobs, and improve living conditions in West Tampa.

TIF revenue projections are based on the following assumptions:

- A 5.0 percent annual growth rate for base taxable values from FY20 to FY38. While this is much less than the average annual growth rate of 12.8 percent experienced in the West Tampa CRA from FY16 to FY18, it generally is in line with the long-term average annual growth of taxable values in the other seven Community Redevelopment Areas, taken as a whole. Financial projections for the West Tampa CRA reflect these increases in taxable values by FY28:
    - Growth of base taxable values (existing properties): $261 million
    - Taxable value of new and known planned North Hyde Park developments: $147 million
    - Taxable value of proposed West River Redevelopment: $56 million
    - Total increased taxable value: $464 million

  These increases in taxable values are a combination of value appreciation for existing properties and some level of new development and redevelopment.

- Development of known new and planned projects in North Hyde Park having an estimated current net taxable value of $147 million
    - Completion of development is projected in increments over the four-year period from FY19 and FY22. These projects include the new Havana Square apartment development on N. Rome Avenue, which will be fully taxable in FY19, with an estimated taxable value of $47 million.

- Redevelopment in the West River area over the next 15 years.

  Redevelopment proposed by the Tampa Housing Authority will consist of approximately 2,200 housing units and 160,000 square feet of retail and office space. An estimated 600 housing units will be taxable market rate units. The remaining approximately 1,600 housing units will be developed for lower income families and senior residents and will be non-taxable. The Authority plans to apply for tax exempt status for these units.

  Taxable values of this West River development program are an estimated $91 million. This is based on assumed averages of $125,000 per taxable housing unit, totaling $75 million, and $100 per square foot for commercial development, totaling $16 million. Development of tax exempt housing, similar in scale to individual Housing Authority projects in the Encore District, is expected to start in the near future and phased over several years. Market rate housing and commercial development will also be phased over time, with a projected start around FY21, depending on market conditions and interest.

It is recommended that tax increment revenue projections for the West Tampa CRA be updated annually by the City to reflect the following circumstances:

- Changes in the city and regional economy that impact property values and their short-term and long-term growth rates.
- Changes in the annual property tax roll for the CRA.
- Changes in applicable City and County tax millage rates.
- Changes in the type, size, timing, and potential taxable value of significant new and proposed developments. These include (1) new and planned private residential and commercial projects on North Rome Avenue and elsewhere in the North Hyde Park area south of I-275 and (2) Tampa Housing Authority redevelopment projects in the West River Area, including the North Boulevard Homes properties and adjacent and nearby properties owned by the City, County, and School Board.

These changes may affect the following analyses, projections, and sections of this report:

- Taxable Value Trends and Land Use Analyses
- Fiscal Analysis and TIF Projections
- Table 14
- Appendix: West Tampa CRA Taxable Values by Type of Land Use (detailed table).
- Appendix: West Tampa CRA Tax Increment Revenue Projections (FY18-FY38).

Sensitivity Analysis

Sensitivity analyses helps determine or estimate the effects of a change in an economic or financial factor, such as an economic growth rate or interest rate, on governmental revenues or profitability of a business. Successful redevelopment of and economic growth in a CRA will be impacted by the availability of funds, including dedicated tax increment revenues, to promote redevelopment and leverage private investment. For the West Tampa CRA, which was established in 2015, a financial model was developed and calibrated to reflect certified total taxable values and TIF revenues received and expected through FY18-19. Projections of TIF revenues for the West Tampa CRA to FY37-38 were then developed, based on several factors:

1. Analysis of long-term and recent growth trends in the taxable property bases of and annual taxable valuation growth rates in other Tampa CRAs that have been in existence for longer periods of years,
2. Year-to-year analysis of the growth and land use composition of taxable property valuations in the West Tampa CRA since its inception in 2015.
3. Analysis of potential future major real estate development activity in the CRA and its potential taxable value, such as major new multifamily developments occurring in North Hyde Park and proposed in the West River area.
4. Development of annual growth rates (percentage increases) in CRA taxable value based on the above analyses, and development of year-by-year long-range projections of TIF revenues.

Future changes in national and regional economic factors and their effects on local property values and tax revenues, both up and down, are not predictable with any precision, making it necessary that revenue projections be purposely conservative. It is also prudent that revenue projections and the assumptions on which they are based (including applicable City and County property tax millage rates that change over time) be re-visited annually and adjusted accordingly to reflect changing circumstances and new information.

Strategic Action Plan

The following initiatives have been established based on the findings provided by the community and various stakeholders throughout the engagement process. The initiatives are intended to enhance the West Tampa CRA in the areas of economic stability, safety, public realm elements, and preservation of the historic and cultural characteristics of the area.

1. Economic Development Initiatives

Economic development strategies include the development of job- and business-related programs that encourage employment and support existing businesses.

Another strategy includes promoting home ownership and providing more residential options. The availability of housing alternatives for homeowners and renters, made available at various price points, will encourage longevity and stability. In addition, the community supports the rehabilitation of existing residential development and new development (residential and non-residential).

Marketing and branding for West Tampa will support economic development by offering a purposeful invitation from the community and promoting a sense of place.

1.1 Jobs and Business Assistance

- Establish job training centers and/or programs that will support the existing and workforce, unemployed, and underemployed
- Work with existing businesses to encourage job retention and job creation programs that also support business development within the area
- Coordinate with social services to implement programs which support the employment of those with financial, health, or other resource hindrances
- Develop annual business and marketing plans that address public investments, financial incentives, land use changes, and marketing initiatives
- Provide access to capital and opportunities for business development by utilizing strategic partnerships and institutional, community, and non-profit financing institutions to present the community with a variety of financing options
- Provide façade grants and other incentives to improve the built environment

1.2 Housing Revitalization

- Provide renters and homeowners housing alternatives that include affordable, high-quality housing, and market price options
- Provide housing rehabilitation and neighborhood stabilization through incentives and programs that support existing homeowners and enhancement of the area
- Promote and foster infill development in existing residential areas where vacant or under-used lots are present

1.3 New Development

- Explore acquisition of and options for properties deemed valuable to the redevelopment of the CRA
- Implement resilient development practices that will help residences, businesses, and the community at large withstand economic and physical shock and continue to operate as a productive community
- Support new, taxable development through annual tracking and analysis of land use and property valuation trends as a basis for establishing redevelopment goals and initiatives appropriate for the area
- Accommodate future development by keeping inventory of vacant land and vacant buildings
- Encourage new development by developing programs for a variety of redevelopment project types
- Support the West River redevelopment and the guiding principles provided in the Community Vision Plan including: reconnecting streets, connecting to the river, anchoring the main streets, and creating diverse neighborhoods

Figure 23: Rendering of West River Development, A Community Vision 2015

1.4 Marketing and Branding

- Develop marketing and branding that benefit the history, charm, and strategic location of West Tampa and encourage people to live, work, and be a part of the community
- Implement a location plan for gateways and signage that would enhance the entrances and provide direction within the area (see Figure 23)

Figure 24: Gateway District Opportunities

2. *Infrastructure Initiatives*

Infrastructure, including streets, sidewalks, parking, and transportation facilities, have been identified as inconsistent and incomplete throughout the CRA. Initiatives for improving the entire street realm will create a more walkable experience for pedestrians and allow mobility for vehicles while still providing connections to area destinations.

2.1 Streetscape, Public Realm, Placemaking

- Implement streetscape improvements on roadways that yield significant or potential redevelopment opportunities and will facilitate growth in the area
- Create walkable, complete streets along corridors with existing residential development that will attract commercial support services and support a growing residential population
- Establish traffic calming measures, including lane width reductions, widened sidewalks, and landscaping that will serve and promote business and event oriented development. Traffic calming measures also offer availability for on-street parking and/or enhanced landscaping within the existing right-of-way
- Coordinate with the Florida Department of Transportation (FDOT) on ongoing projects for the State facilities that include enhanced landscaping and improved pedestrian facilities
- Coordinate with the City of Tampa and Hillsborough on projects within the CRA
- Integrate sustainability practices into community infrastructure initiatives in order to utilize resources efficiently and combat adverse environmental impacts

2.2 Parking and Transportation

- Provide multimodal options on major corridors that connect the core of the area to parks, residential areas, and commercial and employment centers
- Assess the utilization of existing roadway width and its ability to accommodate parallel and diagonal parking that would support a commercial environment
- Evaluate the parking needs for areas that have a concentration of commercial development that will benefit from additional surface parking
- Identify opportunities for parking facilities within mixed-use developments that could be utilized by existing users and the community at large
- Improve FDOT underpasses and connectivity
- Increase road network connections for pedestrians, cyclists, and vehicles by reactivating alleyways through cleanup efforts and urban design practices

3. Safety Initiatives

The community supports initiatives for a safer and cleaner area that will be attractive for the existing and perspective residents, business and visitors. The security and cleanliness of the area will reflect the actions taken to creating a safe place.

- Establish a program for volunteers to maintain the cleanliness and security of streets and other public facilities within the area
- Provide surveillance elements in locations where additional lighting and security measures are needed
- Improve pedestrian and bicycle facilities to enhance the safety and mobility of users
- Coordinate FDOT, City of Tampa, and Tampa Electric Company (TECO) on the maintenance of respective facilities
- Incorporate principles outlined in Crime Prevention Through Environmental Design (CPTED) into security initiatives that assist in achieving goals of a safe and comfortable environment (CPTED principles are included in the Appendix)
- Utilize social media technology as a coordination tool to strengthen the security network between governments, businesses, and the public

4. Public Space Initiatives

Parks and open space help define the community's character and establish a sense of place. Closing the gaps between existing public spaces is critical for increasing patrons to this area and improving the streetscape and walkability between the existing green space is a first step. The community desires spaces that can be enjoyed for everyday usage and for specialty events that bring more patrons to West Tampa.

4.1 Public Green Space and Parks

- Take advantage of the connection that the West River development will create for the river's edge and park and trail system for the community
- Create deliberate connections between existing parks and available property to establish parks and public spaces that are fully integrated into the community
- Provide maintenance and continued care to existing and new parks and open spaces
- Promote the public space opportunities presented at Julian B. Lane park that will be accessed by the West Tampa community and establish connections to the greater Tampa community (see Figure 26)

4.2 Special Events and Community Fabric

- Support civic pride by promoting public spaces for community and citywide events
- Provide connections between outdoor public space and mixed-use buildings to establish multi-venue event space
- Integrate cultural and historical venues into special events to showcase the community fabric of West Tampa and define a sense of place
- Promote the area through co-sponsorship of events in the CRA

JCC

Vila Brothers Park

Rey Park

Centro Español

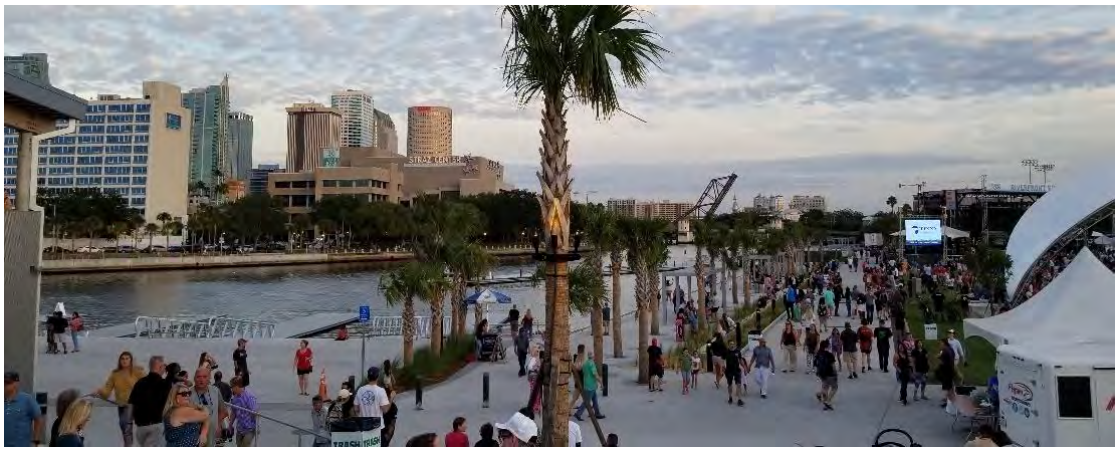

Figure 25: Julian B. Lane Riverfront Park Opening, May 2018

Figure 26: Julian B. Lane Park Rendering

Source: Julian B. Lane Riverfront Park Illustrations, City of Tampa

5. Historical and Cultural Preservation Initiatives

The community identified interest in preserving and enhancing historical and cultural sites throughout the CRA. West Tampa is rich in culture and history, from the Cigar Factories that dot the landscape to cultural and educational assets like the Dr. Walter Smith Library. There are various financial incentives including tax programs, trust funds, and grants that could be applied to qualified buildings and sites in the area (see the Appendix). Redevelopment of historic sites will positively influence the sense of place in West Tampa and allow for unique experiences for residents and visitors.

- Encourage the restoration and preservation of historic properties through financial incentives available for the rehabilitation of qualified properties
- Implement and expand on grant programs that will provide funds for the renovation and preservation of historic properties
- Utilize existing local and state Historic Marker and Heritage Trail Programs to recognize significant historic sites the area
- Identify potential sites related to historic figures in West Tampa for inclusion in the State of Florida's Black Heritage Trail
- Apply strategies targeted for the acquisition and redevelopment of vacant cigar factories

Sicilian Club

6. Strategic Community Partnership Initiatives

The CRA recognizes the role other organizations play in the West Tampa CRA area. The CRA will foster strategic partnership to leverage resources within the community. These partnerships can take many forms and offer support to the specific goals that the community has identified.

- Develop policies that maximize participation by qualified West Tampa firms and labor in the various housing and public works construction projects undertaken by local agencies
- Implement job training and certification programs for West Tampa construction and service industry workers and others aimed at increasing and providing job opportunities for qualified local workers
- Coordinate with local agencies on the maintenance of respective facilities
- Coordinate on ongoing projects for facilities that include enhanced landscaping and improved pedestrian facilities
- Coordinate to determine the resources that can help owners and entrepreneurs start, operate, and grow successful local businesses, including the extent to which local outreach and on-site assistance is available or can be provided
- Partner with education institutions to establish continued education programs that will help individuals enter the workforce
- Work with community leaders and organizations to promote special event hosting in West Tampa
- Continue to attend Florida Redevelopment Association meetings to remain knowledgeable on evolving trends and policies which shape the state's CRAs

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SAP Projects and Program Recommendations

After months of gathering surveys and recording community feedback from the West Tampa Community, businesses, and stakeholders, six focus areas were identified. These six areas reflect the priorities expressed by the community. The goal is to create a multi-tiered Strategic Action Plan that is flexible and can adapt over time as the area continues to evolve.

The Strategic Action Plan considers the diverse history of West Tampa while acknowledging the ongoing redevelopment in the area. Examples of this can be seen in the apartment townhouse development of North Hyde Park, the renovation of the old Fort Hesterly Armory into the Jewish Community Center, Julian B. Lane Riverfront Park, new apartment and townhome developments along the Rome corridor, the build out of the West River Plan, expansion of the Riverwalk trail, and the development of infill housing throughout the district.

The initial five-year strategy is intended to stimulate economic development within the redevelopment area, while improving quality of life for all the residents, businesses, and visitors of the area. Annual projections of tax increment revenues are summarized in Table 14 for FY23.

Table 14: West Tampa Tax Increment Revenue FY19 to FY23

Year	FY18 (Budgeted)	FY19 (Projected)	FY20 (Projected)	FY21 (Projected)	FY22 (Projected)	FY23 (Projected)	FY19 – FY23
Tax Increment Revenue	1,005,935	2,000,717	2,606,672	3,312,630	4,030,670	4,377,314	**17,284,399**

The following represents the projects and programs that could be implemented over the next 5 years with consideration of design and implementation time and available budget. The recommendations listed below are defined in more detail in the following pages of this plan.

FY19	• Façade Grants* • Housing Rehabilitation • Land Use/Zoning Analysis	• Special Events* • Partnerships* • Economic Development*	• Beautification • Asset Mapping *On-going Projects
FY20	• Marketing • Signage Design • Parking Analysis	• Parks/Public Space Analysis *And On-going Projects*	
FY21	• Asset Mapping • Strategic Acquisitions • Program Design	• Infrastructure Planning Design *And On-going Projects*	
FY22	• Implementation • Transportation Planning • Infrastructure Planning Design	*And On-going Projects*	
FY23	• Construction • Installation • Buildout	*And On-going Projects*	

Housing & Commercial Properties

Housing Programs

Identified as a priority during the community engagement process, access to affordable housing will be a priority for the CRA. In addition to supporting infill housing and promoting home ownership, there is a need to support improvement to West Tampa's current housing stock. The CRA will create rehabilitation programs to help existing residents of owner occupied housing as well as rental units. The CRA will work with the City's Housing and Community Development department on new affordable housing opportunities to create financing strategies and tailored rehabilitation programs. In addition to the Housing Department, the CRA will partner with other community nonprofits that specialize in affordable housing and rehab programs.*

Potential Projects/Examples:

- City of Tampa Housing Division Programs – Rehab Programs
- Matching Roof Grant – Owner Occupied Homestead Properties*
- Infill Affordable Housing – Utilize vacant City owned infill lots*
- Strategic Partnerships

Housing and commercial programs could also include initiatives for upgrades to the community's cable and internet connections.* Providers within the CRA do not have published plans for such upgrades at this time.

CRA Facade Grant Improvement Program

The Façade Grant program is a very successful redevelopment tool. The program provides property owners with grant financial assistance to improve the appearance of commercial properties within the West Tampa CRA.

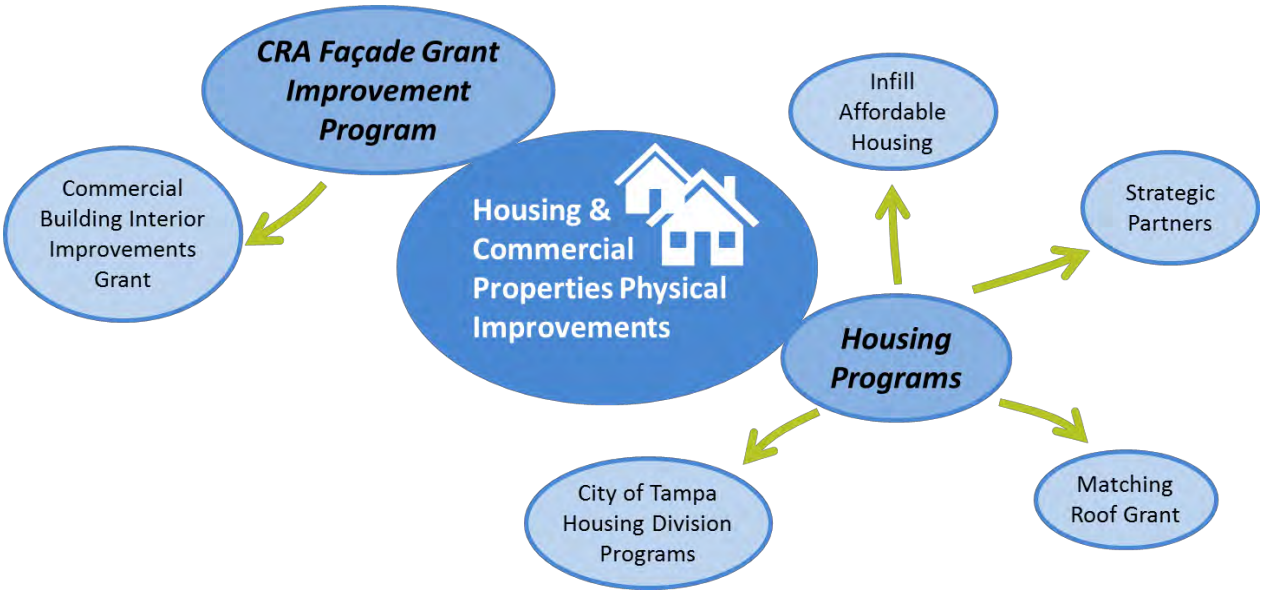
- Commercial Building Interior Improvements Grant – Provides matching funds for interior systems improvements, i.e. HVAC, Fire Suppression Systems.*

*Indicates Project/Program needs to be developed

Environmental Protection Agency Brownfields Program

Th EPA's Brownfields Program can be used by government or nongovernment entities to prevent, assess, clean up, and sustainably reuse brownfields. A brownfield site is a site which may be complicated by the presence of hazardous, polluted, or contaminated substances upon redevelopment. The program can award grants to applicants for the evaluation and cleanup of former industrial or commercial sits. The competitive grant programs include:

- Assessment grants,
- Revolving loan fund grants,
- Cleanup grants, and
- Job training grants.



Economic Development

Projects & Programs

Strategic Partnerships/Access to Capital, Business Development

The West Tampa CRA will setup formal partnerships with local nonprofit & for profit entities that work with communities to increase economic development through employment, access to capital, job training, small business lending, technical assistance, public private partnerships, business development, and affordable housing.*

Service Providers

Establish partnerships with social service organizations that specialize in community work that falls outside the scope and statutory reach of the CRA in order to leverage social capital throughout the redevelopment area.*

Community Access

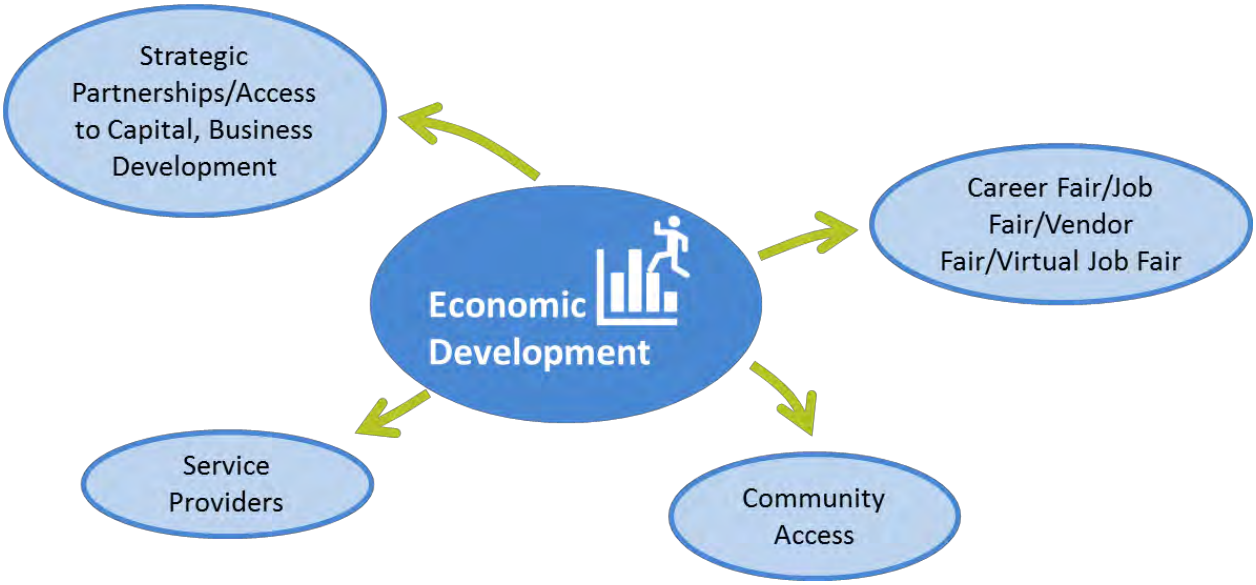
Identify and promote a central location within the district to provide community members with access to capital programs related to business loans, home loans, grants, business development, CRA programs, and support & training. The CRA will utilize these partnerships to leverage additional services throughout the CRA district.*

Career Fair/Job Fair/Vendor Fair/Virtual Job Fair

Work with strategic partners to sponsor an event(s) within the district that promotes job opportunities and job training opportunities.*

Funding Sources

The West Tampa CRA will pursue funding opportunities through grants, endowed funds, and other opportunities as they arise.



*Indicates Project/Program needs to be developed

Marketing and Branding

Community Asset Mapping

The CRA will develop a series of Asset Maps that provide information about the strengths and resources of the redevelopment area. The asset maps can be utilized to identify gaps or needs within the CRA area while highlighting the strengths of the redevelopment area. The Asset Maps will be utilized as a tool for continued economic development throughout the West Tampa CRA.*

Career Fair/Job Fair/Vendor Fair/Virtual Job Fair

Work with strategic partners to sponsor an event(s) within the district that promotes job opportunities and job training opportunities.*

Community Based Marketing

The West Tampa CRA is comprised of neighborhoods, each with their own special history and identity. As discussed in the Strategic Action Plan community engagement process, the CRA will work to tell the “Stories” of West Tampa, by developing a multi-tiered campaign to market West Tampa, through newsletters, radio, print, and digital platforms. Tampa Bay will host the NFL Super Bowl in 2021 and the West Tampa CRA should participate in the economic benefits of this international event by inviting visitors to eat and play in the West Tampa.*

*Indicates Project/Program needs to be developed

Infrastructure

The community identified connections (walkability, signage, street and sidewalk) as priorities within the district. Staff will work with the CAC to identify projects within the district, ranking them in order of priority and budgeting, that can be designed and completed over the next 5 fiscal years. The CRA will utilize professional service professionals as needed for engineering, design, and construction in accordance with the City of Tampa's procurement policies including the current Small, Women, and Minority-Owned Business policy.*

Potential Projects/Examples:

- Sidewalk Connections
- Streetscape projects
- Lighting
- Stormwater
- Street Furniture/Landscaping
- Wayfinding Signage/Banners
- Gateways Markers/Signage
- Environmental Conditions
- Sustainability
- LID – Low Impact Design
- Traffic Calming

Streetscape and Public Realm

A streetscape program to install sidewalks and define vehicular areas will add to the property values and create a more aesthetically pleasing streetscape. Several corridors within the CRA have been identified as key streets with significant or potential redevelopment opportunities to help facilitate continued growth in the area (as shown in Figure 27) and can be included in a work plan that further prioritizes the streetscape improvements.

Cass Street and N. Rome Avenue

South of I-275, the intersection of Cass Street and N. Rome Avenue marks the juncture of two emerging corridors, each with recent and planned development. As the hub of residential growth, these corridors will benefit from the creation of a walkable, complete street system that could attract commercial support services for the growing residential population. N. Rome Avenue also plays an important role in connecting the CRA's high-density residential communities, as it travels north and connects to the I-275 corridor as an edge street to the Housing Authority West River Development.

Howard and Armenia Avenues

Howard and Armenia Avenues are rapidly emerging as business and event oriented, as well as highly traveled with easy access to the interstate thoroughfare. Traffic calming techniques, such as lane width reductions, widened sidewalks, and landscaped edges with added parallel parking that serve the local establishments, will promote that emerging trend.

Main Street

Main Street, north of I-275, needs to reclaim its role as the central corridor to West Tampa. This street can and will transform rapidly on the east with the West River Housing Authority redevelopment. Transformation as a complete street is a necessity due to the presence and demands of nearby school recreation fields, residential development, office and employment centers, and a planned grocery store. Providing walkability, transit options, sufficient parking, a cycle track with lighting, and pedestrian amenities will reconnect West Tampa from east to west.

North Howard Avenue

N. Howard Avenue at Main Street boasts great civil services including the library, post office, and the Salcines public plaza with appropriately scaled traditional building stock. Here the streetscape is well proportioned and requires little upgrade in the form of lighting improvements, minor repairs, landscape enhancements, and brand recognition to reinvigorate the center that was once there.

Figure 27: Streetscape Priority Locations

I-275 Underpass Connection

The priority streetscape corridor improvements will coordinate with the parallel FDOT improvements to the I-275 underpass connections. These connections are a critical component of knitting back the community, which is currently bifurcated by this transportation thoroughfare. Connection under the interstate is a priority for the community and is essential in providing a seamless connection between the northern and southern areas of the CRA. The concepts shown in Figure 28 are part of an on-going project with FDOT that is in its preliminary phases. Concepts could include enhanced landscaping and improved pedestrian facilities.

Figure 28: FDOT Preliminary Concepts (I-275 Underpass Connection)

Transportation/Transit

Transit is defined as the carrying of people, goods, or materials from one place to another. To that end, the West Tampa CRA will be a voice on all transit related projects that affect residents, business, and visitors to the West Tampa CRA area. The CRA will continue to work with FDOT, HART, and the City's Transportation Department on transit related projects within the redevelopment area.

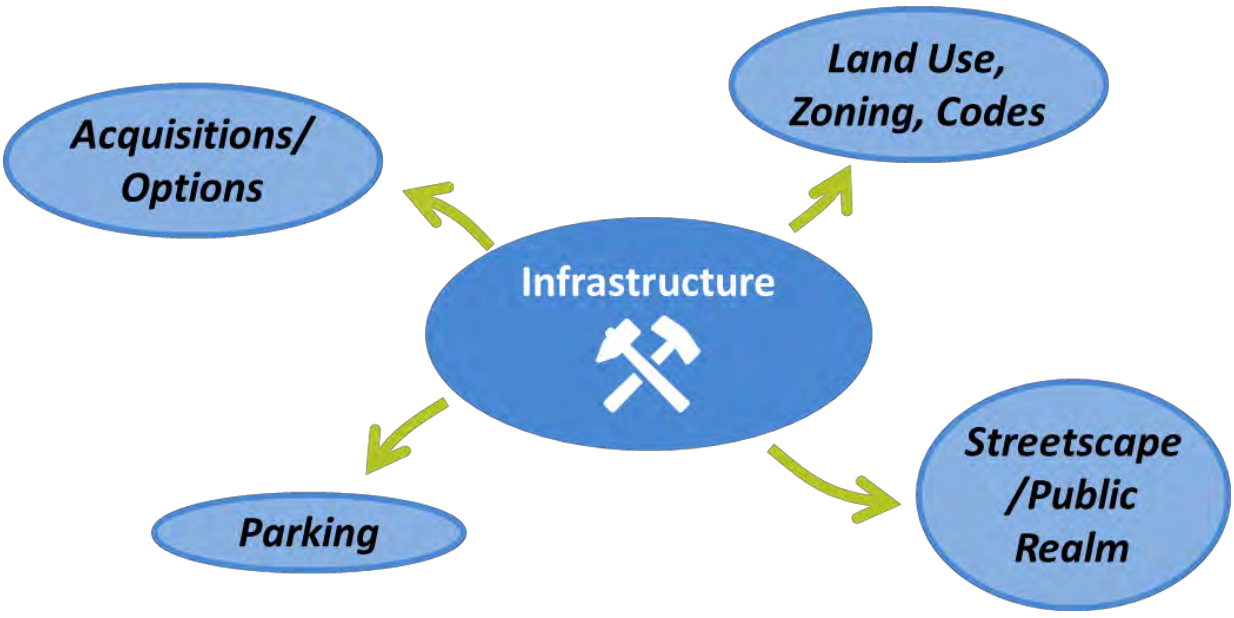
Land Use, Zoning, & Codes

Conduct analysis of the regulatory framework that is affecting redevelopment within the West Tampa CRA and work with the City of Tampa Planning and Development Department to track new development in the area. Analyze the potential impacts of land use and zoning codes within the CRA and develop recommendations for future development including overlays or any other special designations within the CRA boundary. Determine the potential of West Tampa CRA development standards and work on improving current policies that hinder the successful redevelopment and growth of the area.*

Utilize the adjacent land use of commercial and residential corridors to the fullest potential as emerging business districts. Willow Avenue has a light industrial land use on the south of the corridor and provides an opportunity for businesses and retail to support the residential uses on the north of the corridor.

Acquisitions and Options

The CRA will pursue the acquisition of properties that align with the future development of the West Tampa CRA.



*Indicates Project/Program needs to be developed

Traffic Calming

Between W. Kennedy Boulevard and Columbus Avenue, speed limits on N. Howard Avenue and N. Armenia Avenue are posted at 40 miles per hour, but vehicles often reach speeds that are higher due to the direct connection to the interstate and the limited signalized intersections. Traffic calming measures including reduced lane widths, could be implemented along the Howard/Armenia corridors, and throughout the CRA, to reduce speeds. Reduced lane widths could create availability for on-street parking and/or enhanced landscaping within the existing right-of-way (Figure 29 and Figure 30).

Figure 29: N. Howard Avenue near Fig Street Traffic Calming Rendering

Figure 30: N. Armenia Avenue at JCC and Vila Brothers Park Traffic Calming Rendering

Parking and Transportation

Parking was universally identified as an issue throughout the West Tampa CRA, including both commercial parking as well as parking issues in many of the residential areas. The CRA's initial focus will be on identifying additional parking opportunities; this will include an analysis of current ordinances that govern parking requirements throughout the district.*

Overall, the street grid within the neighborhoods can support parallel parking adjacent to the residence or business, particularly the grids that run east to west. The north-south corridors are generally side streets that serve as arterial access to the greater community.

In areas where commercial activity exists and generate multi-trip travel patterns, parking can be scarce and either promote additional traffic in search of a parking spot or erode the commercial experience. These areas need to be studied further to re-assess the utilization of the paved surface to accommodate parallel, or where possible, diagonal parking to support the commercial environment. Downtown West Tampa (areas around Main Street, N. Howard Avenue and N. Armenia Avenue) has a concentration of commercial development (as shown in Figure 31) and therefore needs additional parking to support and grow those businesses. The Main Street character should be maintained and embellished to create a walkable pedestrian oriented environment, which could also include parallel parking.

Other methods to alleviate parking issues include additional multimodal options. Multimodal options could include bicycle accommodations (i.e. bike lanes or shared lanes, bike racks) and transit facilities. Pursuing multimodal facilities may require partnership with local agencies.

Figure 31: Potential On-Street Parking on Main Street

*Indicates Project/Program needs to be developed

Safety

Community Beautification

Litter and other debris was identified as an ongoing concern throughout the redevelopment area. Many community organizations have worked to combat litter issues by hosting community cleanup projects. A clean community is a reflection of a safe, walkable, and inviting community. The CRA will work with the City of Tampa Solid Waste Department, Tampa Police Department, Neighborhood Empowerment, and Neighborhood Enhancement to mitigate illegal dumping and excessive trash throughout the redevelopment area. This includes identifying problem areas, frequent code violations, and developing solutions that may include additional services in the redevelopment area or contracting for clean-up services throughout the area, or along specified corridors.*

CPTED Design Guidelines

The CRA can implement the four main design guidelines from CPTED when conducting a security assessment to ensure that incidences of crime are minimized throughout the redevelopment area.

Natural Surveillance

Additional lighting and landscaping can be implemented to achieve natural surveillance along roadways and in public spaces. When areas and individuals are more visible, a person is less likely to commit a crime.

Natural Access Control

Clearly guiding people and vehicles to the proper entrances of driveways and buildings can improve safety. This can be done with sidewalks, fences, signage, lighting, and landscaping.

Territorial Reinforcement

Where there is private space, clear boundaries can be established that would minimize trespassing and loitering. Physical design elements can help achieve this including pavement treatments, landscaping, and signage.

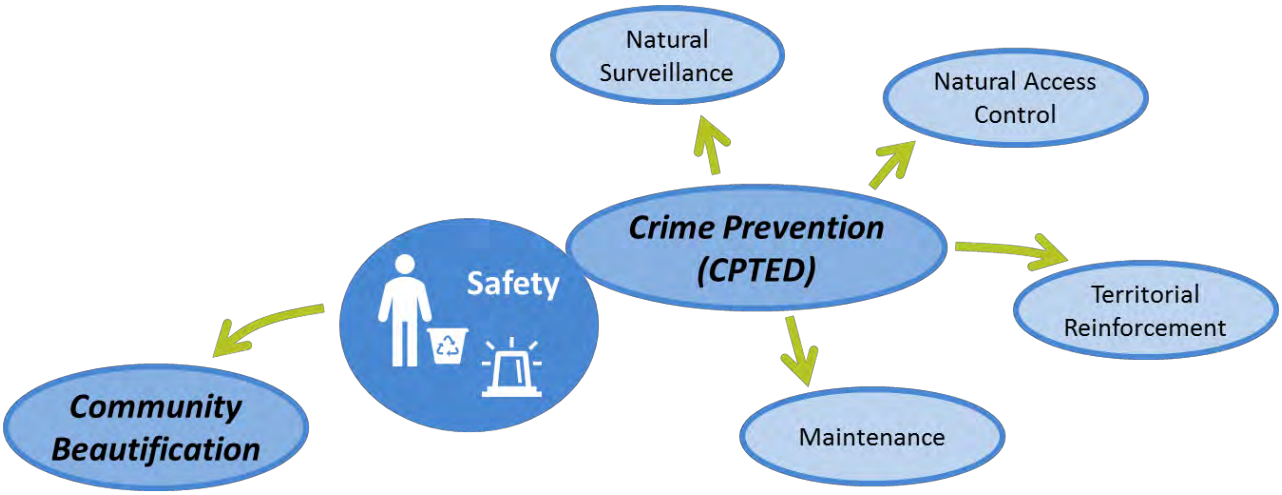
Maintenance

When properties are poorly maintained they become more vulnerable to criminal activity. The development of a maintenance plan can help preserve the property value and maintain its safety.

*Indicates Project/Program needs to be developed

Partnerships

Existing safety programs implemented in the City of Tampa include the Bright Lights, Safe Nights street lighting program which monitors street lights throughout the city to ensure the replacement of dimming street lights. This program started in October of 2012 and gives constituents the ability to request a new street light for facilities maintained by Tampa Electric Company (TECO) or the City of Tampa. Additionally, the Tampa Police Department implemented a program in December 2015 to pass out porch light bulbs in an effort to increase neighborhood safety.



Public Space

Public Realm

The CRA will work with the City of Tampa's Transportation Department and FDOT on improvements to the City's right-of-way throughout the district. The CAC will assist in identifying areas in the public realm for beatification, landscaping, plantings, street trees, trash receptacles, and other street furniture.*

Parks

Healthy public spaces not only provide residents and visitors with a place to be active and enjoy the outdoors, they add value to a community as an economic driver. Julian B. Lane Riverfront Park is the newest park in the West Tampa Redevelopment area. It is a destination park with the capacity to host large events along with traditional recreation activities. Julian B. Lane is also the beginning of the new Blake Trail that follows the river north, to behind Blake High School. In addition to Julian B. Lane, West Tampa CRA parks include Salcines Park, Rey Park Community Center, Fremont Linear Park, and the Dr. Martin Luther King Jr. Center. During the community engagement process, the need for improvements at these parks was identified as a priority. City staff and the CAC will work with the Parks and Recreation Department to identify any gaps or needs that can be supplemented by the CRA including: activating passive spaces and encouraging the use of parks by supporting activities within public spaces (e.g. chess, checkers, dominoes, farmers market, music etc.).

West Tampa has a wealth of parks and open spaces but these spaces are not equally distributed. Several spaces north of I-275, ranging in scale and services offered, are generally within a five-minute walk to residents. Figure 33 shows the existing and proposed parks in or near West Tampa and the five-minute walks associated with them.

It is recommended to create a policy for dedicated open space to be located within a prescribed distance from a new development – distance to be determined by the CRA Board. This policy would occur in lieu of fees to the City of Tampa Parks and Recreation Department general funds.

Figure 32: Potential Fremont Linear Park Connections

In addition to existing parks, the CAC will work to identify other potential sites for new green space throughout the district, and will work creatively and collaboratively with the City of Tampa and community groups to support pop-up parks, public art installations, and placemaking throughout the district.*

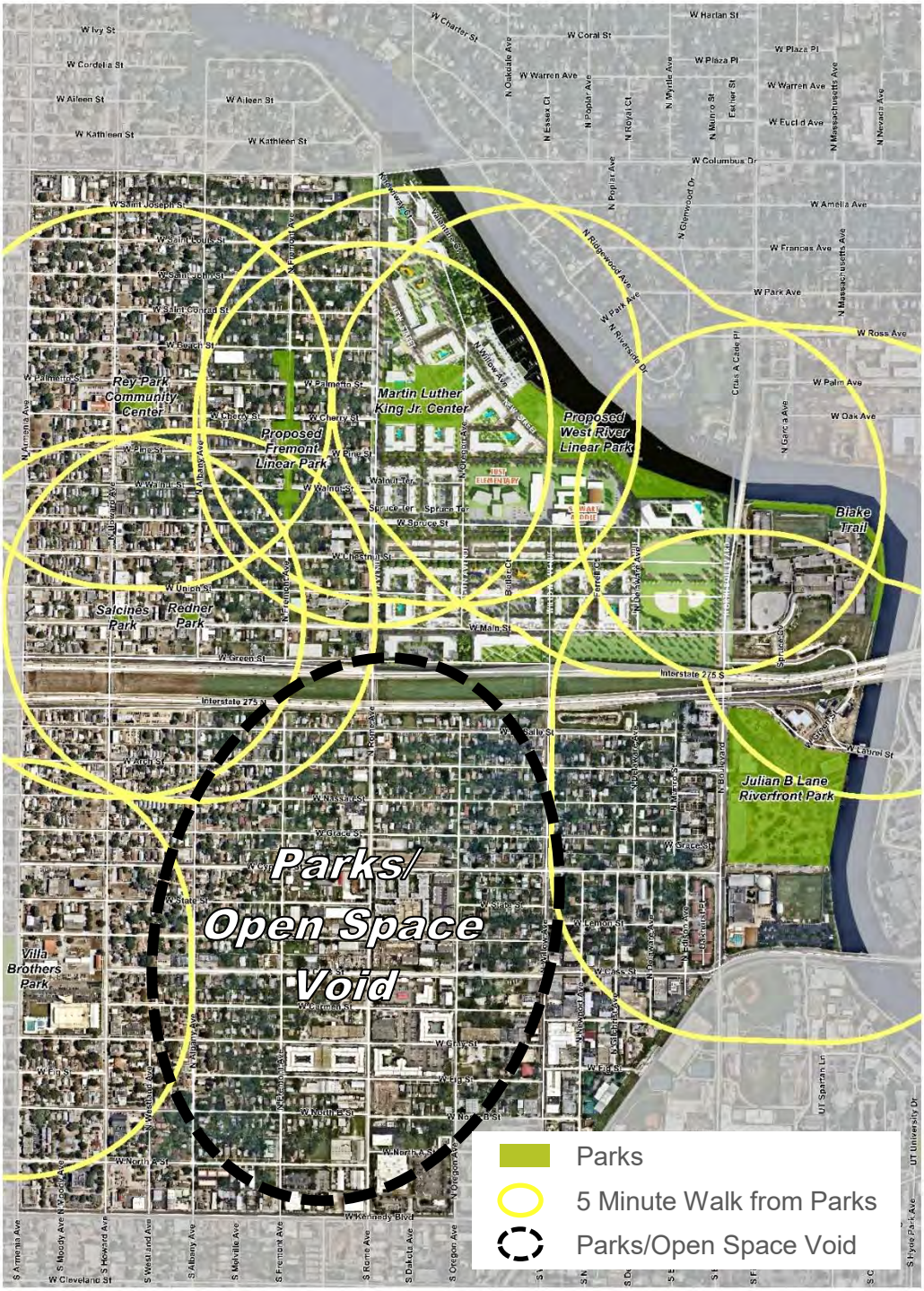


Figure 33: Existing and Proposed Parks, Five-Minute Walk

*Indicates Project/Program needs to be developed

Special Events

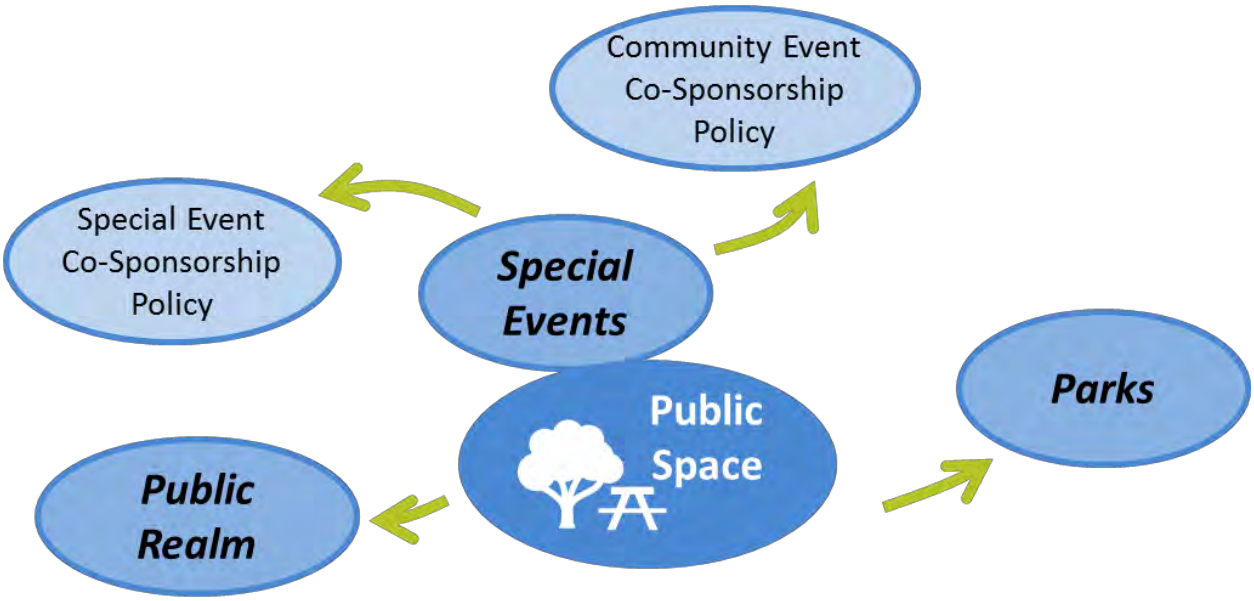
The West Tampa CRA Advisory Committee took the initiative to create a Special Events subcommittee to create co-sponsorship policies for special events as well as community events with the West Tampa CRA. The CAC is proud to support special events and activities that help to promote economic growth and cultural enrichment in West Tampa. An example of a special event that is similar to other events that could be held at Julian B. Lane Riverfront Park is the grand opening of the park which was held on May 12 and May 13, 2018. The grand opening included a music event called Riverfront Rock, food vendors, park activations, fitness classes, and other various event features that brought many patrons to the park. The images below show the success of the grand opening of Julian B. Lane Riverfront Park.

Special Event Co-Sponsorship Policy

Reinforce the West Tampa's cultural roots and/or historical attributes. Be family-oriented and attract daytime and/or early evening crowds. Establish an event that could become a tradition for the district and promote the Arts.

Community Event Co-Sponsorship Policy

This policy is for events held within the West Tampa Redevelopment Area that promote the goals of the West Tampa CRA.



Historic Preservation & Culture

The history and culture of West Tampa spans back to the creation of the City of West Tampa in 1885. Many years later it is this legacy that allows West Tampa to maintain its historic feel. The history is embodied in the historic cigar factories that dot the landscape throughout the district, the National Historic District designation, as well as all the pioneers, heroes and heroines that have left their indelible mark on the West Tampa community. Programs and projects honoring this history will be developed to tell the story of West Tampa.*

Potential Projects/Programs:

- Heritage trails
- Historic signage
- Cigar factory preservation incentives
- Markers
- Events
- Support of museums and sites of cultural significance
- Creation of grants that supplement already existing historic preservation grants
- Work with the City's Historic Preservation and Architectural Review Department

*Indicates Project/Program needs to be developed

Appendix

- West Tampa CRA Taxable Values by Type of Land Use
- West Tampa CRA Retail, Service, Office, Industrial Parcel Detail
- West Tampa CRA Tax Increment Revenue Projections
- West Tampa Legal Description
- October 23, 2017 Public Meeting Survey Response Summary
- December 18, 2017 Public Meeting Map Exercise
- Business Engagement Survey Responses
- Historic Preservation Incentives
- Event Co-Sponsorship Application

WEST TAMPA CRA TAXABLE VALUES BY TYPE OF LAND USE

Land Use		2015 (Base Year)		2016		2017	
Code	Type	No. Parcels	Tax Value ($)	No. Parcels	Tax Value ($)	No. Parcels	Tax Value ($)
Vacant Properties and Properties Without Permanent Structures							
000	Vacant Residential Parcels	225	3,107,497	218	3,935,442	216	4,466,549
000	Vacant Townhome Lots	51	1,090,000	11	260,000	---	---
010	Vacant Commercial Parcels	95	3,871,913	89	7,595,013	87	8,351,201
028	Parking Lots (separate parcels)	25	1,897,553	24	1,971,450	31	2,622,466
040	Vacant Industrial Parcels	28	881,299	27	1,114,781	24	1,300,829
Subtotal		424	10,848,262	369	14,876,686	358	16,741,045
Developed Residential Properties							
001	Single Family Homes	1,611	65,990,432	1,610	77,456,214	1,619	92,092,379
001	Townhomes	21	3,489,113	63	14,350,052	74	16,727,552
004	Condominiums	11	2,175,594	11	2,196,928	11	2,241,211
003	Multifamily – 10 Units or More	8	87,186,299	8	91,865,200	8	94,560,380
008	Multifamily – Under 10 Units (1)	161	9,477,316	160	10,513,466	159	12,323,277
006	Assisted Living Facilities	2	269,959	2	276,670	2	278,419
Subtotal		1,814	168,588,653	1,854	196,656,530	1,873	218,223,218

Land Use		2015 (Base Year)		2016		2017	
Code	Type	No. Parcels	Tax Value ($)	No. Parcels	Tax Value ($)	No. Parcels	Tax Value ($)
Developed Commercial Properties – Retail and Service							
011	Retail Stores – One Story	25	3,069,954	25	3,528,065	22	3,319,045
011	Retail Services (2)	---	---	8	824,988	8	970,972
012	Mixed Stores & Other Uses (3)	24	3,643,740	25	4,002,547	22	4,139,151
014	Supermarkets (4)	1	4,988,100	2	5,838,272	1	6,035,601
014	Convenience Stores & Markets (5)	12	3,048,297	11	3,144,329	13	3,845,136
016	Multi-tenant Strip Centers	9	2,595,840	9	2,688,677	9	3,539,533
021,022	Food Service Establishments (6)	9	2,860,274	10	3,604,407	10	3,945,111
020	Marina	1	1,550,041	1	1,532,525	1	1,534,483
025	Service Shops (7)	24	3,702,487	11	4,369,410	11	3,274,597
026,027	Automotive Uses (8)	25	4,650,647	22	3,458,019	31	3,726,802
032,033	Entertainment Facilities (9)	4	407,705	4	378,266	4	409,490
076	Funeral Home	1	577,657	1	621,088	1	683,197
077	Fitness Centers	7	1,830,363	7	2,013,400	7	2,212,147
Subtotal		142	32,522,398	136	36,053,993	130	37,635,205
Developed Commercial Properties – Offices (Business and Professional)							
017	Office Buildings – One Story	60	14,584,660	63	16,230,457	62	17,613,926
018	Office Buildings – Multi-story	27	16,938,767	26	18,346,723	27	20,377,825
019	Professional Bldgs, incl. Medical	3	1,399,045	4	3,132,505	3	3,382,905
023	Financial Institutions	1	2,585,734	1	2,844,307	1	3,085,100
Subtotal		91	35,508,206	95	48,463,992	93	43,262,124

Land Use		2015 (Base Year)		2016		2017	
Code	Type	No. Parcels	Tax Value ($)	No. Parcels	Tax Value ($)	No. Parcels	Tax Value ($)
Developed Industrial Properties							
041	Light Manufacturing	13	4,921,675	14	5,481,579	16	6,502,052
044,046	Heavy Industrial (10)	3	889,580	3	977,679	3	1,095,124
048	Warehousing & Flex	79	19,243,749	77	19,486,872	78	23,136,314
049	Open Storage	---	---	1	69,540	3	230,370
Subtotal		95	25,054,004	95	26,012,670	100	30,963,860
Institutional, Governmental, and Other Properties							
071	Church Properties	58	434,622	53	745,432	51	49,174
072	Private Schools	3	239,596	3	263,556	3	530,636
075	Non-Profit Services (11)	9	0	8	0	8	251,198
077	Service Clubs and Lodges	4	265,364	4	291,900	4	322,064
083	County Public Schools	4	0	4	0	4	0
086	County Properties	5	0	4	0	4	0
087	State Properties (12)	7	0	7	0	4	0
089	City and Agency Properties (13)	35	92,704	36	96,254	35	108,479
091	Utilities	3	170,532	3	187,585	4	236,642
Subtotal		128	1,202,818	122	1,584,727	117	14,462,287
All Properties							
TOTAL		2,692	274,135,648	2,680	315,837,278	2,671	361,756,337

Source: City of Tampa from the Hillsborough County Property Appraiser; and URBANOMICS, Inc.

(1) These are mostly two family homes.
(2) Includes personal establishments, including barber and beauty shops.
(3) Includes store and residence and store and office combinations.
(4) Includes the Wal-Mart store on Kennedy Blvd.
(5) Includes establishments with and without gas.
(6) Includes restaurants and fast-food establishments.
(7) Includes various types of equipment service and repair shops, except automotive.
(8) Includes service stations, car washes, vehicle sales, and repair shops.
(9) Includes theaters, bars, and night clubs.
(10) Includes two packing and processing facilities.
(11) Includes community service organizations and facilities.
(12) Includes the Armory property.
(13) Includes Tampa Housing Authority properties

WEST TAMPA CRA RETAIL, SERVICE, OFFICE, AND INDUSTRIAL PARCEL DETAIL

West Tampa CRA Retail and Service Parcel Detail

Parcel ID	Land Use (1)	Tax Value ($)	Address			Land SF (2)	Bldg SF (3)	TV/SF ($)	Notes
1839350000	1120 1 STY STORE B	589,125	2117 W	KENNEDY	BLVD	14,345	8,277	71	Office Furniture Center
1787930000	1130 1 STY STORE C	15,409	2119 W	MAIN	ST	2,450	1,250	12	
1787730000	1130 1 STY STORE C	28,234	1813 N	HOWARD	AVE	1,292	1,296	22	
1787740000	1130 1 STY STORE C	29,596	1811 N	HOWARD	AVE	1,292	1,296	23	
1787750000	1130 1 STY STORE C	31,432	1809 N	HOWARD	AVE	1,430	1,150	27	
1790200000	1130 1 STY STORE C	37,210	1932 W	MAIN	ST	4,700	650	57	
1788530000	1130 1 STY STORE C	45,674	2110	MAIN	ST	2,350	1,850	25	
1691960100	1130 1 STY STORE C	52,172	405 N	ARMENIA	AVE	5,795	460	113	
1786680000	1130 1 STY STORE C	67,597	1907 N	HOWARD	AVE	2,585	2,449	28	
1787920000	1130 1 STY STORE C	80,457	2113 W	MAIN	ST	12,250	1,900	42	
1781230000	1130 1 STY STORE C	91,812	1307 N	ALBANY	AVE	4,750	2,807	33	
1780900000	1130 1 STY STORE C	115,400	1705 W	LA SALLE	ST	10,355	1,350	85	
1788640000	1130 1 STY STORE C	116,400	2144 W	MAIN	ST	5,700	4,111	28	
1811170000	1130 1 STY STORE C	121,712	1301 W	CASS	ST	9,506	1,508	81	
1788320000	1130 1 STY STORE C	132,675	1614 N	HOWARD	AVE	9,871	4,857	27	
1813710000	1130 1 STY STORE C	150,853	811 N	ARMENIA	AVE	10,712	971	155	
1779620000	1130 1 STY STORE C	168,421	2141 W	NASSAU	ST	9,975	1,487	113	
1779620100	1130 1 STY STORE C	171,800	2139 W	NASSAU	ST	9,500	3,290	52	
1788940000	1130 1 STY STORE C	224,281	1900 N	ROME	AVE	30,448	5,334	42	
1788510000	1130 1 STY STORE C	227,392	2100 W	MAIN	ST	5,076	9,144	25	
1841050000	1130 1 STY STORE C	409,377	1711 W	KENNEDY	BV	7,550	NA	NA	
1837530000	1130 1 STY STORE C	412,016	302 N	WILLOW	AVE	10,506	21,012	20	Ferguson Plumbing Supply
One Story Stores	***22 parcels***	***3,319,045***				***172,438***	***76,449***	***43***	
1790010000	1140 RETAIL SERVICES	43,246	1923 W	MAIN	ST	2,548	600	72	
1790170000	1140 RETAIL SERVICES	75,288	1920 W	MAIN	ST	3,367	1,080	70	
1839000000	1140 RETAIL SERVICES	111,998	307 N	HOWARD	AVE	6,760	944	119	
1790490000	1140 RETAIL SERVICES	131,691	1744 W	MAIN	ST	14,100	2,560	51	
1691730000	1140 RETAIL SERVICES	138,047	220 N	HOWARD	AVE	9,747	3,048	45	
1691610000	1140 RETAIL SERVICES	152,966	402 N	HOWARD	AVE	9,785	1,230	124	
1814200000	1140 RETAIL SERVICES	153,720	2118 W	CASS	ST	29,099	1,572	98	
1691810000	1140 RETAIL SERVICES	164,016	209 N	ARMENIA	AVE	10,165	1,272	129	
Retail Services	***8 parcels***	***970,972***				***85,571***	***12,306***	***79***	
1775610000	1201 MIXED USE RETAIL	57,466	2702 N	HOWARD	AVE	5,390	442	130	
1813760000	1201 MIXED USE RETAIL	86,852	806 N	ALBANY	AVE	10,712	1,450	60	Day Care
1793860000	1203 MIXED USE RETAIL	103,027	2017 N	HOWARD	AVE	5,040	2,438	42	
1793380000	1211 MIXED USE RETAIL	44,365	2108 N	HOWARD	AVE	2,302	1,150	39	
1812990200	1211 MIXED USE RETAIL	56,602	1706 W	CASS	ST	4,800	1,685	34	
1811700000	1211 MIXED USE RETAIL	61,070	518 N	WILLOW	AVE	5,012	448	136	Restaurant
1773770000	1211 MIXED USE RETAIL	74,287	1920 W	COLUMBUS	DR	4,750	1,364	54	
1814390000	1211 MIXED USE RETAIL	77,747	525 N	HOWARD	AVE	4,230	1,539	51	
1790430000	1211 MIXED USE RETAIL	98,837	1718 W	MAIN	ST	9,400	1,880	53	
1774140000	1211 MIXED USE RETAIL	113,512	2903 N	ARMENIA	AVE	5,130	1,310	87	Restaurant
1786890000	1211 MIXED USE RETAIL	144,562	1912 N	HOWARD	AVE	6,826	1,902	76	Restaurant
1788650000	1211 MIXED USE RETAIL	144,757	1611 N	HOWARD	AVE	5,170	1,431	101	Restaurant
1790380000	1211 MIXED USE RETAIL	149,877	1702 W	MAIN	ST	5,546	6,044	25	
1790180000	1211 MIXED USE RETAIL	190,812	1926 W	MAIN	ST	9,461	1,543	124	
1777170000	1211 MIXED USE RETAIL	184,787	2501 N	ARMENIA	AVE	5,836	2,081	89	
1774130000	1211 MIXED USE RETAIL	188,377	2320 W	COLUMBUS	DR	17,921	3,918	48	
1787210000	1211 MIXED USE RETAIL	196,657	1820 N	HOWARD	AVE	10,592	2,280	86	
1787200000	1211 MIXED USE RETAIL	289,336	1902 N	HOWARD	AVE	13,014	5,605	52	
1839330000	1211 MIXED USE RETAIL	267,128	106 N	ALBANY	AVE	6,710	1,920	139	
1788610000	1211 MIXED USE RETAIL	458,719	2132 W	MAIN	ST	35,270	8,150	56	Restaurant & Lounge
1786670000	1211 MIXED USE RETAIL	418,823	1911 N	HOWARD	AVE	14,725	4,551	92	
1777340000	1211 MIXED USE RETAIL	731,551	2502 N	HOWARD	AVE	22,722	4,061	180	
Mixed Retail/Residential	***22 parcels***	***4,139,151***				***210,559***	***57,192***	***72***	***Note:*** Retail SF only
1838120000	1400 SUPERMARKET	6,035,601	1601 W	KENNEDY	BLVD	206,602	59,781	101	Wal-Mart Store
1787940000	1410 CONV STORE	76,256	2117 W	MAIN	ST	4,900	2,450	31	
1786850000	1410 CONV STORE	77,146	2101 W	CHESTNUT	ST	6,650	1,367	56	
1792410000	1410 CONV STORE	134,026	2202 N	ALBANY	AVE	10,192	4,281	31	
1773740000	1410 CONV STORE	159,520	1912 W	COLUMBUS	DR	10,925	3,344	48	
1813600000	1410 CONV STORE	245,014	2324	CYPRESS	ST	15,965	1,372	179	
1779750000	1410 CONV STORE	298,081	1212 N	HOWARD	AVE	4,830	2,742	109	
1776740000	1410 CONV STORE	316,782	2518 N	ALBANY	AVE	12,255	6,598	48	
1788050000	1410 CONV STORE	384,665	1702 N	HOWARD	AVE	16,000	5,050	76	
1779390000	1420 CONV STORE/GAS	181,952	1301 N	HOWARD	AVE	12,350	1,712	106	
1788240000	1420 CONV STORE/GAS	304,766	2345 W	MAIN	ST	14,700	2,780	110	
1788660000	1420 CONV STORE/GAS	408,900	2135 W	GREEN	ST	31,279	1,796	228	
1773990000	1420 CONV STORE/GAS	627,008	2901 N	HOWARD	AVE	28,353	4,468	140	
1839450000	1420 CONV STORE/GAS	631,020	101 N	HOWARD	AVE	15,100	2,210	286	
Markets/Convenience Store	***14 parcels***	***9,880,737***				***390,101***	***99,951***	***99***	
1789901000	1630 STRIP CENTER	123,000	1713 N	ALBANY	AVE	9,800	1,900	65	
1787970000	1630 STRIP CENTER	228,800	2131 W	MAIN	ST	5,740	4,888	47	
1790230000	1630 STRIP CENTER	232,309	1944 W	MAIN	ST	9,400	6,200	37	
1812680500	1630 STRIP CENTER	237,523	1945 W	CASS	ST	14,996	5,492	43	
1691520000	1630 STRIP CENTER	260,000	408 N	HOWARD	AVE	5,035	4,716	55	
1840760000	1630 STRIP CENTER	379,200	2017 W	KENNEDY	BLVD	8,155	3,173	120	
1839360000	1630 STRIP CENTER	424,300	2121 W	KENNEDY	BLVD	10,570	4,230	100	
1839340000	1630 STRIP CENTER	551,301	2101 W	KENNEDY	BLVD	9,900	6,688	82	
1692310000	1630 STRIP CENTER	1,103,100	2419 W	KENNEDY	BLVD	33,371	9,900	111	
Strip Centers	***9 parcels***	***3,539,533***				***106,967***	***47,187***	***75***	
1809390000	2102 RESTAURANT B	509,201	1001 W	CASS	ST	14,089	2,963	172	
1786690000	2103 RESTAURANT C	74,937	1901 N	HOWARD	AVE	2,582	1,008	74	
1774080000	2103 RESTAURANT C	234,840	2302 W	COLUMBUS	DR	18,943	2,810	84	Restaurant
1841030000	2103 RESTAURANT C	630,420	1719 W	KENNEDY	BLVD	8,245	5,080	124	Ducky's Sports Lounge
1794220000	2104 RESTAURANT D	50,040	2001 N	ARMENIA	AVE	2,088	754	66	
1791950000	2104 RESTAURANT D	91,619	2301 N	ARMENIA	AVE	10,608	1,062	86	
1788430000	2201 FAST FOOD A	451,340	2337 W	GREEN	ST	19,176	2,174	208	
1838590000	2201 FAST FOOD A	880,760	1615 W	KENNEDY	BLVD	32,645	3,342	264	Wendy's
1838620000	2201 FAST FOOD A	1,021,954	1605 W	KENNEDY	BLVD	30,995	3,357	304	Taco Bell

West Tampa CRA Retail and Service Parcel Detail

Parcel ID	Land Use (1)	Tax Value ($)	Address	Land SF (2)	Bldg SF (3)	TV/SF ($)	Notes
Restaurants	***9 parcels***	***3,945,111***		***139,371***	***22,550***	***175***	
1809790000	2502 SERV SHOP B	436,494	1010 W CASS ST	42,679	13,984	31	
1793400000	2503 SERV SHOP C	49,282	2106 N HOWARD AVE	2,814	2,356	21	
1780710000	2503 SERV SHOP C	127,471	1002 N HOWARD AVE	9,765	1,457	87	
1812990100	2503 SERV SHOP C	157,128	1707 W CARMEN ST	14,400	2,262	69	
1813440000	2503 SERV SHOP C	166,547	903 N HOWARD AVE	10,080	3,640	46	
1811280000	2503 SERV SHOP C	246,970	1507 W CASS ST	15,980	6,000	41	
1779380000	2503 SERV SHOP C	308,255	1313 N HOWARD AVE	9,975	9,651	32	
1835780000	2503 SERV SHOP C	370,712	401 N WILLOW AVE	30,624	11,720	32	
1836600000	2503 SERV SHOP C	440,635	502 N WILLOW AVE	26,136	15,603	28	
1809540000	2503 SERV SHOP C	905,169	507 N WILLOW AVE	43,616	35,857	25	Nat'l Linen Service
1837910000	2504 SERV SHOP D	60,934	1510 W NORTH B ST	6,125	2,430	25	
Repair & Service Shops	***11 parcels***	***3,269,597***		***212,194***	***104,960***	***31***	
1790100000	2704 AUTO SALES D	29,316	1903 W MAIN ST	2,744	180	163	
1774150000	2720 CAR WASH	44,706	2325 W SAINT JOSEPH ST	4,750	0	NA	
1776870000	2720 CAR WASH	104,452	2501 N HOWARD AVE	10,400	1,200	87	
1840770000	2751 AUTO REPAIR A	797,398	2009 W KENNEDY BLVD	15,100	4,695	170	Olin Matt Tire Store
1812590000	2751 AUTO REPAIR A	896,702	1701 W CASS ST	39,168	12,975	69	Gulf Coast Transport
1814010000	2753 AUTO REPAIR C	160,152	701 N HOWARD AVE	9,785	1,473	109	
1774090000	2753 AUTO REPAIR C	182,141	2310 W COLUMBUS DR	8,580	1,400	130	
1841040000	2753 AUTO REPAIR C	231,726	1717 W KENNEDY BLVD	7,550	1,920	121	
1773750100	2754 AUTO REPAIR D	32,839	1914 W COLUMBUS DR	13,300	2,250	15	
1773870000	2754 AUTO REPAIR D	47,761	1901 SAINT JOSEPH ST	5,225	400	119	
1773820000	2754 AUTO REPAIR D	50,774	1919 W SAINT JOSEPH ST	4,750	1,184	43	
1809590000	2754 AUTO REPAIR D	67,448	606 N NEWPORT AVE	3,296	2,560	26	
1809600000	2754 AUTO REPAIR D	74,744	608 N NEWPORT AVE	3,296	3,124	24	
1775530100	2754 AUTO REPAIR D	80,706	2707 N ARMENIA AVE	10,192	0	NA	
1790510000	2754 AUTO REPAIR D	97,852	1721 W GREEN ST	9,400	1,176	83	
1774310000	2754 AUTO REPAIR D	97,995	2801 N ARMENIA AVE	9,880	2,016	49	
1779610000	2754 AUTO REPAIR D	106,560	2138 W ARCH ST	9,975	2,582	41	
1775520000	2754 AUTO REPAIR D	161,898	2334 W SAINT LOUIS ST	9,800	1,544	105	
1775530000	2754 AUTO REPAIR D	174,390	2335 W JOHN ST	15,092	4,240	41	
1773780000	2754 AUTO REPAIR D	190,658	1924 W COLUMBUS DR	25,026	2,502	76	
Automotive Uses	***21 parcels***	***3,726,802***		***217,309***	***47,421***	***79***	
1788520000	3200 THEATER	131,136	2106 W MAIN ST	4,700	3,700	35	
1837850000	3300 NIGHT CLUBS	36,787	206 N OREGON AVE	2,010	864	43	
1776780000	3300 NIGHT CLUBS	105,198	2502 N ALBANY AVE	7,505	2,851	37	
1789910000	3300 NIGHT CLUBS	136,369	1947 W MAIN ST	9,700	2,777	49	
Entertainment Uses	***4 parcels***	***409,490***		***23,915***	***10,192***	***40***	
1793870000	7710 FITNESS CENTER	87,532	2013 N HOWARD AVE	4,988	2,880	30	
1812980000	7710 FITNESS CENTER	126,100	1702 W CASS ST	9,984	2,858	44	
1793880000	7710 FITNESS CENTER	204,295	2001 N HOWARD AVE	9,975	9,156	22	
1809500000	7710 FITNESS CENTER	308,246	515 N NEWPORT AVE	18,432	4,821	64	
1810140100	7710 FITNESS CENTER	369,952	1221 W CASS ST	12,154	6,700	55	
1840810000	7710 FITNESS CENTER	373,653	1917 W KENNEDY BLVD	11,325	4,000	93	
1813730000	7710 FITNESS CENTER	742,369	808 N HOWARD AVE	54,129	14,949	50	
Fitness Centers	***7 parcels***	***2,212,147***		***120,987***	***45,364***	***49***	
1838980000	7600 FUNERAL HOME	683,197	301 N HOWARD AVE	12,984	7,354	***93***	
1773430000	2010 MARINA	1,534,483	2307 N WILLOW AVE	92,442	7,006	***219***	
Other	***2 parcels***	***2,217,680***		***105,426***	***14,360***	***154***	
GRAND TOTAL	***128 parcels***	***37,630,265***		***1,784,838 41***	***537,932***	***70***	

(1) Hillsborough County Property Appraiser Land Use Classifications.
(2) Some parcels include adjacent parking area parcels (Land Use Code 2800) that are under same ownership.
(3) Heated and cooled areas only.

West Tampa CRA Office Parcel Detail

Parcel ID	Land Use (1)	Tax Value ($)	Address		Land SF (2)	Bldg SF (3)	TV/SF ($)	Notes
1813010000	1217 MIXED USE OFFICE	118,309	1714 W CASS	ST	4,800	630	188	
1811110000	1217 MIXED USE OFFICE	141,941	1331 W CASS	ST	4,800	1,714	83	
Mixed Use Office	***2 parcels***	***260,250***			***9,600***	***2,344***	***111***	
1839030000	1710 OFFICE 1 STY A	291,715	403 N HOWARD	AVE	6,760	2,529	115	
1839020000	1710 OFFICE 1 STY A	304,758	401 N HOWARD	AVE	6,760	2,259	135	
1813040000	1710 OFFICE 1 STY A	500,104	1720 W CASS	ST	14,880	1,805	277	
1692130000	1710 OFFICE 1 STY A	509,022	205 N ARMENIA		11,400	4,070	125	
1692150000	1710 OFFICE 1 STY A	509,291	201 N ARMENIA	AVE	11,400	4,070	125	
1692140000	1710 OFFICE 1 STY A	514,321	203 N ARMENIA	AVE	11,250	4,070	126	
1840810100	1710 OFFICE 1 STY A	692,465	1907 W KENNEDY	BLVD	11,325	3,591	193	
1814150000	1720 OFFICE 1 STY B	181,865	2106 W CASS	ST	4,800	1,545	118	
1692060000	1720 OFFICE 1 STY B	191,796	204 N HOWARD	AVE	7,500	1,512	127	
1779180000	1720 OFFICE 1 STY B	228,393	1303 N ARMENIA	AVE	9,880	2,004	114	
1840800000	1720 OFFICE 1 STY B	334,251	2001 W KENNEDY	BLVD	7,550	2,228	150	
1840780000	1720 OFFICE 1 STY B	343,179	2007 W KENNEDY	BLVD	7,550	2,320	148	
1813720000	1720 OFFICE 1 STY B	426,889	801 N ARMENIA	AVE	16,792	3,476	123	
1780055000	1720 OFFICE 1 STY B	435,148	1101 N ARMENIA	AVE	9,742	2,702	161	
1809780000	1720 OFFICE 1 STY B	600,946	1102 W CASS	ST	12,272	5,372	112	
1810050000	1720 OFFICE 1 STY B	608,086	1177 W CASS	ST	17,472	4,464	136	
1809690000	1720 OFFICE 1 STY B	772,912	1200 W CASS	ST	22,424	7,242	107	
1809950000	1720 OFFICE 1 STY B	1,049,000	1111 W CASS	ST	23,482	9,542	110	
1780460000	1730 OFFICE 1 STY C	81,592	2138 W GRACE	ST	9,300	1,310	62	
1839010000	1730 OFFICE 1 STY C	107,946	309 N HOWARD	AVE	6,760	1,005	107	
1811120000	1730 OFFICE 1 STY C	111,349	1329 W CASS	ST	4,512	1,360	82	
1779170000	1730 OFFICE 1 STY C	115,966	1305 N ARMENIA	AVE	5,130	816	142	
1780640000	1730 OFFICE 1 STY C	117,518	1011 N ARMENIA	AVE	4,810	1,134	104	
1814080000	1730 OFFICE 1 STY C	120,834	2107 W CASS	ST	9,600	3,624	33	
1692050000	1730 OFFICE 1 STY C	123,170	214 N HOWARD	AVE	7,650	1,332	92	
1794190000	1730 OFFICE 1 STY C	126,288	2009 N ARMENIA	AVE	7,380	1,272	99	
1813610000	1730 OFFICE 1 STY C	128,977	905 N ARMENIA	AVE	10,003	1,300	99	
1692290000	1730 OFFICE 1 STY C	135,686	109 N ARMENIA	AVE	7,040	1,386	98	
1780570000	1730 OFFICE 1 STY C	139,998	1012 N HOWARD	AVE	9,975	1,228	114	
1814000000	1730 OFFICE 1 STY C	140,610	705 N HOWARD	AVE	9,785	1,380	102	
1780660000	1730 OFFICE 1 STY C	142,197	2333 W CYPRESS	ST	9,672	1,393	102	
1780300000	1730 OFFICE 1 STY C	147,371	1101 N HOWARD	AVE	9,975	1,274	116	
1692080000	1730 OFFICE 1 STY C	148,346	202 N HOWARD	AVE	6,080	1,605	92	
1779860000	1730 OFFICE 1 STY C	149,075	2342 W ARCH	ST	9,880	1,680	89	
1691855500	1730 OFFICE 1 STY C	167,046	305 N ARMENIA	AVE	5,320	1,456	115	
1773920000	1730 OFFICE 1 STY C	191,414	2114 W COLUMBUS	DR	9,500	1,332	144	
1812790000	1730 OFFICE 1 STY C	202,618	1904 W CASS	ST	4,800	1,964	103	
1775930000	1730 OFFICE 1 STY C	225,380	2605 N HOWARD	AVE	9,880	2,165	104	
1788010000	1730 OFFICE 1 STY C	231,102	1709 N HOWARD	AVE	4,500	4,461	52	
1814020000	1730 OFFICE 1 STY C	231,514	2119 W CASS	ST	4,800	856	270	
1812850000	1730 OFFICE 1 STY C	232,610	1918 W CASS	ST	9,600	2,738	85	
1840820000	1730 OFFICE 1 STY C	305,146	1905 W KENNEDY	BLVD	7,550	1,323	231	
1787580000	1730 OFFICE 1 STY C	320,053	1802 N HOWARD	AVE	9,870	5,100	63	
1811140000	1730 OFFICE 1 STY C	320,192	1325 W CASS	ST	9,600	2,468	130	
1790920000	1730 OFFICE 1 STY C	327,615	2409 N ARMENIA	AVE	12,900	2,940	111	
1840190000	1730 OFFICE 1 STY C	359,169	1704 W NORTH B	ST	30,804	2,704	133	
1812470000	1730 OFFICE 1 STY C	363,005	1712 W LEMON	ST	4,600	3,948	92	
1782210000	1730 OFFICE 1 STY C	455,100	1706 W GRACE	ST	14,787	5,747	79	
1811530000	1730 OFFICE 1 STY C	553,898	1344 W CASS	ST	43,373	10,119	55	
1774290100	1740 OFFICE 1 STY D	74,422	2805 N ARMENIA	AVE	2,607	900	83	
1812490000	1740 OFFICE 1 STY D	101,316	1716 W LEMON	ST	4,800	1,740	58	
1780470000	1740 OFFICE 1 STY D	138,074	1011 N HOWARD	AVE	5,115	1,470	94	
1812420000	1740 OFFICE 1 STY D	164,768	1715 W LEMON	ST	10,000	3,968	42	
1811150000	1740 OFFICE 1 STY D	172,125	1315 W CASS	ST	9,600	1,434	120	
1812770000	1740 OFFICE 1 STY D	194,775	1901 W CASS	ST	4,992	3,040	64	
1814390100	1740 OFFICE 1 STY D	207,686	519 N HOWARD	AVE	5,040	1,960	106	
1811840000	1740 OFFICE 1 STY D	258,144	901 N FREMONT	AVE	25,755	2,643	98	
1811090000	1740 OFFICE 1 STY D	267,638	1333 W CASS	ST	15,035	2,928	91	
1780480000	1740 OFFICE 1 STY D	273,400	1001 N HOWARD	AVE	9,765	2,295	119	
1813110000	1740 OFFICE 1 STY D	484,402	602 N ROME	AVE	10,080	4,680	104	
One Story Office	***60 parcels***	***17,353,676***			***625,464***	***164,279***	***106***	
1814140000	1810 OFF MULT-STY A	521,366	2102 W CASS	ST	9,984	4,452	117	
1811570000	1810 OFF MULT-STY A	2,183,400	600 N WILLOW	AVE	29,088	13,925	157	
1840990000	1810 OFF MULT-STY A	5,079,633	1881 W KENNEDY	BLVD	53,733	27,246	186	Solomon Building
1812780000	1820 OFF MULT-STY B	192,852	1902 W CASS	ST	9,984	2,660	73	
1840790000	1820 OFF MULT-STY B	499,990	2003 W KENNEDY	BLVD	7,550	4,223	118	
1792650000	1820 OFF MULT-STY B	1,549,730	2202 N HOWARD	AVE	28,767	16,609	93	Old Cigar Factory
1778780000	1820 OFF MULT-STY B	2,912,470	1403 N HOWARD	AVE	40,850	32,140	91	Old Cigar Factory
1692180000	1820 OFF MULT-STY B	3,085,100	2307 W KENNEDY	BLVD	82,833	27,236	113	
1692300000	1830 OFF MULT-STY C	239,251	107 N ARMENIA	AVE	9,570	1,728	138	
1788020000	1830 OFF MULT-STY C	366,025	1715 N HOWARD	AVE	4,740	5,301	69	
1774400000	1830 OFF MULT-STY C	398,600	2802 N HOWARD	AVE	13,775	5,680	70	
1692340000	1830 OFF MULT-STY C	437,558	2401 W KENNEDY	BLVD	16,610	4,090	107	
1790120000	1830 OFF MULT-STY C	441,100	1902 W MAIN	ST	10,246	6,000	74	
1841020000	1840 OFF MULT-STY D	611,200	1723 W KENNEDY	BLVD	14,647	8,816	69	
1810140000	1850 BROADCAST FACIL	557,715	703 N WILLOW	AVE	10,534	5,971	93	
Mult parcels	1899 OFF CONDO	945,292	407 N HOWARD	AVE	13,940	7,893	120	Condo - 5 units
Mult parcels	1899 OFF CONDO	2,744,071	215-217 N HOWARD	AVE	34,850	20,212	136	Condo - 8 units
Multistory Office	***18 parcels***	***22,765,353***			***391,701***	***194,182***	***117***	
1814400000	1910 MEDICAL OFF A	995,974	501 N HOWARD	AVE	24,288	5,317	187	
1839440000	1910 MEDICAL OFF A	1,584,400	2205 W KENNEDY	BLVD	24,915	8,067	196	DaVita Kennedy Dialysis
1835760000	1930 MEDICAL OFF C	802,531	502 N GILCHRIST	AVE	24,786	6,959	115	
Medical Office	***3 parcels***	***3,382,905***			***73,989***	***20,343***	***166***	
GRAND TOTAL	***83 parcels***	***43,762,184***			***1,108,304***	***385,548***	***114***	
					25.4 acres			

(1) Hillsborough County Property Appraiser Land Use Classifications.
(2) Some parcels include adjacent parking area parcels (Land Use Code 2800) that are under same ownership.
(3) Heated and cooled areas only.

West Tampa CRA Industrial Parcel Detail

Parcel ID	Land Use (1)	Tax Value ($)	Address		Land (SF)	Bldg (SF)(2)	TV/SF ($)	Notes
1809560000	4102 LIGHT MFG B	482,346	1214 W	CASS ST	18,746	12,903	37	
1811860000	4103 LIGHT MFG C	119,548	1711	STATE ST	10,100	3,764	32	
1774650110	4103 LIGHT MFG C	142,165	2807 N	ALBANY AVE	10,573	6,382	22	
1813690000	4103 LIGHT MFG C	190,240	2310 W	STATE ST	9,425	7,350	26	
1835830000	4103 LIGHT MFG C	222,862	308 N	NEWPORT AVE	10,712	8,206	27	
1796180000	4103 LIGHT MFG C	536,852	1916 W	BEACH ST	43,600	20,832	26	
1779940000	4103 LIGHT MFG C	634,379	1202 N	HOWARD AVE	24,225	26,365	24	Old Cigar Factory
1811310000	4104 LIGHT MFG D	80,901	1501 W	CASS ST	5,279	3,255	25	
1788340000	4104 LIGHT MFG D	106,293	2310 W	MAIN ST	4,700	4,439	24	
1788860000	4104 LIGHT MFG D	111,434	1721 W	CHESTNUT ST	4,027	5,100	22	
1835820000	4104 LIGHT MFG D	358,417	1201 W	NORTH B ST	16,068	13,036	27	
1813580000	4104 LIGHT MFG D	565,870	900 N	HOWARD AVE	52,589	36,407	16	Old Cigar Factory
1812430000	4104 LIGHT MFG D	602,848	1709 W	LEMON ST	37,162	29,600	20	
1782200000	4104 LIGHT MFG D	635,872	1102 N	ROME AVE	44,460	25,534	25	
1796570000	4104 LIGHT MFG D	828,816	2111 N	ALBANY AVE	57,000	24,902	33	Old Cigar Factory
1796290000	4104 LIGHT MFG D	883,209	2301 N	ALBANY AVE	61,200	47,521	19	Old Cigar Factory
1773690000	4400 PACKING PLANTS	278,232	1720 W	COLUMBUS DR	30,090	5,144	54	
1792320000	4600 FOOD PROCESSING	142,530	2201 N	HOWARD AVE	7,440	5,968	24	
1813590000	4600 FOOD PROCESSING	674,362	2322 W	CYPRESS ST	41,200	17,472	39	
Manufacturing	***19 parcels***	***7,597,176***			***488,596***	***304,180***	***25***	
1781340000	4810 WAREHOUSE A	227,300	1704 W	LA SALLE ST	15,105	4,000	57	
1787780000	4810 WAREHOUSE A	295,200	2135 W	UNION ST	14,100	4,652	63	
1784430000	4820 WAREHOUSE B	122,238	1523 W	GRACE ST	5,415	1,616	76	
1774650100	4820 WAREHOUSE B	126,170	1918 W	ST. JOSEPH ST	9,500	1,500	84	
1809670000	4820 WAREHOUSE B	128,900	601 N	GILCRIST ST	9,216	2,721	47	
1788350000	4820 WAREHOUSE B	185,719	2312 W	MAIN ST	9,400	4,200	44	
1812550000	4820 WAREHOUSE B	189,500	1717 W	CASS ST	14,400	4,000	47	
1809650000	4820 WAREHOUSE B	200,379	606 N	GILCHRIST AVE	18,432	4,185	48	
1811820000	4820 WAREHOUSE B	200,436	1726 W	CYPRESS ST	20,705	3,050	66	
1812860000	4830 WAREHOUSE C	59,900	1920 W	CASS ST	4,800	1,800	33	
1788310000	4830 WAREHOUSE C	63,283	2309 W	MAIN ST	6,958	1,856	34	
1812460000	4830 WAREHOUSE C	63,525	1710 W	LEMON ST	4,800	2,000	32	
1810070000	4830 WAREHOUSE C	66,445	704 N	GILCHRIST AVE	6,144	1,020	65	
1788260000	4830 WAREHOUSE C	85,683	2341 W	MAIN ST	4,900	2,592	33	
1809450000	4830 WAREHOUSE C	92,387	1102 W	CARMEN ST	10,950	840	110	
1782300000	4830 WAREHOUSE C	97,400	1723	CYPRESS ST	4,650	2,924	33	
1782310000	4830 WAREHOUSE C	97,900	1721	CYPRESS ST	4,650	2,940	33	
1787950000	4830 WAREHOUSE C	99,000	2121 W	MAIN ST	2,450	2,475	40	
1840370000	4830 WAREHOUSE C	102,744	1701 W	NORTH A ST	7,097	5,628	18	
1838050000	4830 WAREHOUSE C	104,665	202 N	OREGON AVE	9,996	3,029	35	
1790590000	4830 WAREHOUSE C	107,206	1701 W	GREEN ST	14,880	6,298	17	
1783440000	4830 WAREHOUSE C	113,100	1543 W	LA SALLE ST	5,415	3,396	33	
1840390000	4830 WAREHOUSE C	124,686	202 N	ROME AVE	8,056	7,782	16	
1840890000	4830 WAREHOUSE C	136,076	1708 W	NORTH A ST	4,896	1,118	122	
1840021000	4830 WAREHOUSE C	149,862	310 N	ROME AVE	14,630	4,700	32	
1809480000	4830 WAREHOUSE C	157,242	1112 W	CARMEN ST	8,844	5,853	27	
1780560000	4830 WAREHOUSE C	157,638	2101 W	CYPRESS ST	9,672	4,300	37	
1813640000	4830 WAREHOUSE C	159,800	812 N	HOWARD AVE	10,080	4,800	33	
1788290000	4830 WAREHOUSE C	164,000	2311 W	MAIN ST	6,566	4,927	33	
1811470000	4830 WAREHOUSE C	166,500	604 N	OREGON AVE	10,506	5,000	33	
1840870000	4830 WAREHOUSE C	191,982	1704	NORTH A ST	15,100	5,984	32	
1840170000	4830 WAREHOUSE C	200,218	308 N	ROME AVE	24,130	4,360	46	
1840860000	4830 WAREHOUSE C	220,220	1702	NORTH A ST	8,305	6,936	32	
1809580000	4830 WAREHOUSE C	222,388	602 N	NEWPORT AVE	13,184	9,283	24	
1837380000	4830 WAREHOUSE C	256,278	1335 W	NORTH B ST	15,656	9,500	27	
1809570000	4830 WAREHOUSE C	265,200	601 N	WILLOW AVE	13,184	7,964	33	
1836160000	4830 WAREHOUSE C	267,700	1202	NORTH B ST	9,270	8,040	33	
1774960000	4830 WAREHOUSE C	272,205	1702 W	SAINT LOUIS ST	21,122	5,730	48	
1809830000	4830 WAREHOUSE C	283,992	910 W	CASS ST	7,710	7,671	37	
1835750000	4830 WAREHOUSE C	306,441	501 N	NEWPORT AVE	12,288	4,800	64	
1783650000	4830 WAREHOUSE C	464,277	1301 N	ROME AVE	32,232	14,620	32	
1836130000	4830 WAREHOUSE C	471,000	212 N	NEWPORT AVE	13,746	14,145	33	
1837990000	4830 WAREHOUSE C	553,350	1529 W	NORTH A ST	34,496	15,988	35	
1809460000	4830 WAREHOUSE C	556,207	1116 W	CARMEN ST	73,760	10,832	51	
1840350000	4830 WAREHOUSE C	595,320	1711	NORTH A ST	23,405	18,744	32	
1836100000	4830 WAREHOUSE C	657,400	207 N	WILLOW AVE	22,660	19,744	33	
1774100000	4830 WAREHOUSE C	663,080	2318 W	COLUMBUS DR	45,199	20,880	32	
1782330000	4830 WAREHOUSE C	665,863	1713 W	CYPRESS ST	37,200	21,358	31	
1811720000	4830 WAREHOUSE C	900,300	505 N	ROME AVE	42,642	25,050	36	
1813220000	4830 WAREHOUSE C	998,492	1701 W	GRAY ST	80,905	31,440	32	
1785060000	4830 WAREHOUSE C	1,142,000	1505 W	CYPRESS ST	47,151	34,300	33	
1783660000	4840 WAREHOUSE D	22,930	1533 W	ARCH ST	4,949	714	32	
1777910000	4840 WAREHOUSE D	38,064	1704 W	CHERRY ST	5,350	2,500	15	
1792290000	4840 WAREHOUSE D	38,207	2207 N	HOWARD AVE	2,850	1,128	34	
1788800000	4840 WAREHOUSE D	44,394	2105	GREEN ST	3,196	1,040	43	
1775850000	4840 WAREHOUSE D	78,200	2110 W	SAINT JOHN ST	19,685	3,306	24	
1779760000	4840 WAREHOUSE D	110,918	1208 N	HOWARD AVE	5,195	5,047	22	
1811800000	4840 WAREHOUSE D	130,292	1708	CYPRESS ST	7,636	2,304	57	
1781440000	4840 WAREHOUSE D	133,498	1717 W	ARCH ST	14,250	7,260	18	
1774290000	4840 WAREHOUSE D	134,184	2807 N	ARMENIA AVE	16,773	1,800	75	
1781460000	4840 WAREHOUSE D	170,900	1204 N	ROME AVE	10,355	8,830	19	
1781450000	4840 WAREHOUSE D	179,571	1701 W	ARCH ST	10,355	9,870	18	
Warehouses	***62 parcels***	***15,279,955***			***971,152***	***446,370***	***34***	
1836790000	1248 MIXED USE WHSE	46,388	1706 W	CARMEN ST	5,050	705	66	
1835840000	1248 MIXED USE WHSE	95,070	520 N	WILLOW AVE	5,044	2,011	47	
1780700000	1248 MIXED USE WHSE	342,084	2315 W	CYPRESS ST	27,900	3,975	86	
1812410000	1248 MIXED USE WHSE	377,090	1719 W	LEMON ST	31,341	11,194	34	
1811810000	1248 MIXED USE WHSE	406,579	1712 W	CYPRESS ST	15,150	8,273	49	
1840050000	1248 MIXED USE WHSE	538,874	1706 W	FIG ST	33,250	26,290	20	
1809410000	1248 MIXED USE WHSE	649,264	902 N	ROME AVE	36,490	22,481	29	

West Tampa CRA Industrial Parcel Detail

Parcel ID	Land Use (1)	Tax Value ($)	Address	Land (SF)	Bldg (SF)(2)	TV/SF ($)	Notes
Mixed Use Whse	***7 parcels***	***2,455,349***		***154,225***	***74,929***	***33***	
1836790000	4850 FLEX SERV A	437,100	500 N WILLOW AVE	15,676	6,440	68	
1835840000	4850 FLEX SERV A	1,471,913	311 N NEWPORT AVE	69,819	23,550	63	
1809620000	4860 FLEX SERV B	204,307	1212 CASS ST	12,154	4,145	49	
1782290000	4860 FLEX SERV B	256,200	1725 W CYPRESS ST	9,300	4,705	54	
1792280000	4870 FLEX SERV C	157,705	2211 N HOWARD AVE	10,290	4,413	36	
1809660100	4870 FLEX SERV C	159,509	604 N GILCRIST ST	9,216	4,185	38	
1809530000	4870 FLEX SERV C	221,876	1202 W CARMEN ST	7,854	3,300	67	
1835800000	4880 FLEX SERV D	1,002,600	301 N WILLOW AVE	39,552	32,438	31	
1811670000	4880 FLEX SERV D	1,489,800	1305 GRAY ST	53,241	43,200	34	
Flex/Service	***9 parcels***	***5,401,010***		***227,102***	***126,376***	***43***	
1775680000	4905 EQUIPMENT STORAGE	34,000	2611 N ARMENIA AVE	4,680	0	NA	
1775690000	4905 EQUIPMENT STORAGE	70,999	2609 N ARMENIA AVE	5,200	360	NA	
1784240000	4905 EQUIPMENT STORAGE	125,371	1201 N ROME AVE	10,165	768	NA	
Equipmt Storage	***3 parcels***	***230,370***		***20,045***	***1,128***	***NA***	
TOTAL	***100 parcels***	***30,963,860***		***1,861,120***	***952,983***	***32***	
				42.7ac			

(1) Hillsborough County Property Appraiser Land Use Classifications.
(2) Heated and cooled areas only.

WEST TAMPA CRA TAX INCREMENT REVENUE PROJECTIONS

WEST TAMPA COMMUNITY REDEVELOPMENT AREA TAX INCREMENT FINANCIAL MODEL, FY17-18 TO FY37-38)

1-Aug-18

Revenue and Expenditure Sources and Types	Base Year FY15-16	Actual FY16-17	Budgeted FY17-18	FY18-19	FY19-20	Projected FY20-21	FY21-22	FY22-23	FY23-24	FY24-25	Projected FY25-26	FY26-27	FY27-28
TAXABLE VALUE & INCREMENT ($)													
Base Taxable Value (1)	274,135,643	315,837,278	361,874,696	401,422,162	421,493,270	442,567,934	464,696,330	487,931,147	512,327,704	537,944,089	564,841,294	593,083,359	622,737,526
North Hyde Park Known New Projects (2)				47,218,800	80,000,000	113,500,000	147,000,000	147,000,000	147,000,000	147,000,000	147,000,000	147,000,000	147,000,000
New West River Development (3)						7,000,000	14,000,000	21,000,000	28,000,000	35,000,000	42,000,000	49,000,000	56,000,000
TOTAL TAXABLE VALUE	274,135,643	315,837,278	361,874,696	448,640,962	501,493,270	563,067,934	625,696,330	655,931,147	687,327,704	719,944,089	753,841,294	789,083,359	825,737,526
ANNUAL TAX INCREMENT		41,701,635	87,739,053	174,505,319	227,357,627	288,932,291	351,560,687	381,795,504	413,192,061	445,808,446	479,705,651	514,947,716	551,601,883
95% OF INCREMENT		39,616,553	83,352,100	165,780,053	215,989,746	274,485,676	333,982,653	362,705,729	392,532,458	423,518,024	455,720,368	489,200,330	524,021,789
ANNUAL REVENUES ($)													
Tax Increment Revenues	**0**	**459,940**	**1,005,935**	**2,000,717**	**2,606,672**	**3,312,630**	**4,030,670**	**4,377,314**	**4,737,278**	**5,111,227**	**5,499,861**	**5,903,914**	**6,324,157**
Other Revenues													
A.													
B.													
C.													
TOTAL - Other Revenues	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL REVENUES ($)	**0**	**459,940**	**1,005,935**	**2,000,717**	**2,606,672**	**3,312,630**	**4,030,670**	**4,377,314**	**4,737,278**	**5,111,227**	**5,499,861**	**5,903,914**	**6,324,157**
ANNUAL EXPENDITURES ($)													
Operations													
A.													
B.													
C.													
TOTAL - Operations	0	0	0	0	0	0	0	0	0	0	0	0	0
Incentives and Related													
A.													
B.													
C													
TOTAL - Incentives & Related	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital Projects													
A.													
B													
C.													
TOTAL - Capital Projects	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL EXPENDITURES ($)	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
NET REVENUES ($)													
ANNUAL	**0**	**459,940**	**1,005,935**	**2,000,717**	**2,606,672**	**3,312,630**	**4,030,670**	**4,377,314**	**4,737,278**	**5,111,227**	**5,499,861**	**5,903,914**	**6,324,157**
CUMULATIVE		459,940	1,465,875	3,466,592	6,073,264	9,385,894	13,416,564	17,793,878	22,531,156	27,642,383	33,142,245	39,046,159	45,370,316

(1). Projections of base taxable values reflect an average annual growth rate of 5.0 percent beginning in FY19-20.

(2). Known new residential developments in North Hyde Park area to be completed and added to the tax roll over the next four years total $147 million in taxable value, including Havana Square in 2018 at $47,218,800.

(3). Proposed market rate housing and commercial development in the Tampa Housing Authority's West River development area have an estimated taxable value of $91million spread over 13 years beginning FY20-21.

WEST TAMPA COMMUNITY REDEVELOPMENT AREA TAX INCREMENT FINANCIAL MODEL, FY17-18 TO FY37-38)										
1-Aug-18										
					Projected					
FY28-29	FY29-30	FY30-31	FY31-32	FY32-33	FY33-34	FY34-35	FY35-36	FY36-37	FY37-38	TOTAL
653,874,403	686,568,123	720,896,529	756,941,355	794,788,423	834,527,844	876,254,237	920,066,948	966,070,296	1,014,373,811	
147,000,000	147,000,000	147,000,000	147,000,000	147,000,000	147,000,000	147,000,000	147,000,000	147,000,000	147,000,000	
63,000,000	70,000,000	77,000,000	84,000,000	91,000,000	91,000,000	91,000,000	91,000,000	91,000,000	91,000,000	
863,874,403	903,568,123	944,896,529	987,941,355	1,032,788,423	1,072,527,844	1,114,254,237	1,158,066,948	1,204,070,296	1,252,373,811	
589,738,760	629,432,480	670,760,886	713,805,712	758,652,780	798,392,201	840,118,594	883,931,305	929,934,653	978,238,168	
560,251,822	597,960,856	637,222,842	678,115,427	720,720,141	758,472,591	798,112,664	839,734,740	883,437,920	929,326,259	
6,761,399	**7,216,491**	**7,690,324**	**8,183,836**	**8,698,011**	**9,153,626**	**9,632,023**	**10,134,339**	**10,661,771**	**11,215,574**	**134,717,709**
										0
										0
										0
0	0	0	0	0	0	0	0	0	0	**0**
6,761,399	**7,216,491**	**7,690,324**	**8,183,836**	**8,698,011**	**9,153,626**	**9,632,023**	**10,134,339**	**10,661,771**	**11,215,574**	**134,717,709**
										0
										0
										0
0	0	0	0	0	0	0	0	0	0	**0**
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										0
										0
0	0	0	0	0	0	0	0	0	0	**0**
										0
										0
										0
0	0	0	0	0	0	0	0	0	0	0
0	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
6,761,399	**7,216,491**	**7,690,324**	**8,183,836**	**8,698,011**	**9,153,626**	**9,632,023**	**10,134,339**	**10,661,771**	**11,215,574**	**134,717,709**
52,131,715	59,348,205	67,038,529	75,222,365	83,920,376	93,074,003	102,706,025	112,840,364	123,502,135	134,717,709	

WEST TAMPA LEGAL DESCRIPTION

West Tampa Legal Description

Sections 13, 14, 23 and 24, Township 29 South, Range 18 East, all lying within the City of Tampa, Hillsborough County, Florida, lying within the following described boundaries:

Beginning at the intersection of the centerline of Armenia Avenue (Armenia Avenue) and the centerline of Columbus Drive (Michigan Avenue), said intersection lying in Section 14, Township 29 South, Range 18 East; thence Easterly along said centerline of Columbus Drive and its Easterly projection, to and along the centerline of the Columbus Street Bridge, to its intersection with the centerline of the Hillsborough River, said centerline lying between the Easterly and Westerly combined Pierhead and Bulkhead Lines of said River as determined by the Jacksonville District, Corps of Engineers of the Department of the Army, and shown on their drawing of the U.S. Harbor Lines, Tampa Harbor, Florida, Hillsboro River and Hillsboro Bay, Sheet No. 3, File 45-20, 641; thence meandering Southeasterly, Easterly and Southerly along said centerline of the Hillsborough River, across the North Boulevard Bridge (Holtsinger Bridge), across Interstate Highway 275 (State Road 400) and across the Laurel Street Bridge (Fortune Street Bridge), to its intersection with the South boundary of Section 13, Township 29 South, Range 18 East; thence continue Southerly along said centerline of the Hillsborough River, to its intersection with the centerline of the Cass Street Bridge, said intersection lying in Section 24, Township 29 South, Range 18 East; thence Westerly along said centerline of the Cass Street Bridge and its Westerly projection, to and along the centerline of Cass Street, to its intersection with the centerline of North Boulevard (10th Avenue); thence continue Westerly along said centerline of Cass Street to and along the centerline of the C.S.X. Railroad (S.F.R.R.) in a Southwesterly direction, parallel with the Northwesterly boundary of the University of Tampa Campus, to its intersection with the Easterly projection of the centerline of North “A” Street”; thence Westerly along said Easterly projection and centerline, to its intersection with the centerline of Willow Avenue (15 Avenue); thence Northerly along said centerline of Willow Avenue, to its intersection with the centerline of North “B” Street; thence Westerly along said centerline of North “B” Street, to its intersection with the centerline of Oregon Avenue (Seventeenth Avenue); thence Southerly along said centerline of Oregon Avenue, to its intersection with the centerline of Kennedy Boulevard (John F. Kennedy Boulevard (Grand Central)); thence Westerly along said centerline of Kennedy Boulevard to its intersection with the centerline of Armenia Avenue; thence Northerly along said centerline of Armenia Avenue, to its intersection with the centerline of Columbus Drive, said intersection being the Point of Beginning.

October Public Meeting
Survey Response Summary

	Total
Transit/Transportation/Parking	
Streetcar Connection	34
Traffic Calming	2
Howard/Armenia	3
Rome	2
Main	1
Kennedy	1
Cass	2
On Street Parking	30
Surface Lots	20
Parking Garages	22
Local Shuttle	26
Bike Share Program	24
Bike Lanes/Paths/Trails	32
Alleys accesible	12
Alleys for parking	9
Additional bus routes	20
Preservation/History	
Restore/occupy historic structures	39
Brick streets remain	40
Brick streets remove	6
Brick streets recover	20
Develop/define downtown	28
Storefront/façade assistance	25
Residential designation	18
Pursue local historic designation	20
Parks & Recreation	
more parks/openspace	33
sport courts	1
basketball	15
tennis	15
other	1
community festivals/fairs	38
seating/shade	26
playgrounds	27
play fields	0
baseball/softball	14
soccer/football	5
community center	31
board/table games	12

	Total
Connectivity	
sidewalks (more/wider)	33
enhance landscape	33
enhance signage	19
pole banners	19
better access to the river	29
north/south connectivity uner I-275	25
Business Support	
More Business	44
start-ups/flex	35
office/professional services	30
shops/stores	26
restaurant/chain	32
farmers market	28
adult education/training	25
daycare/preschool	22
storefront improvement	29
Residential	
single family homes	36
work force housing	16
multi-family housing	20
more accessory unit housing	8
General	
greater police presence	24
consolidation of schools	13
more public trash receptacles	26
greater/stricter code enforecement	23
added street lighting	43
Other Thoughts	
Assistance to existing businesses throughout the development process	
Nextdoor.com is how I found out about the meeting	
West Tampa Museum	
Build for transit, not cars	
Community Garden	
Improve streets to focus on pedestrians	
Eliminate parkinf minimums	
Create better scene, with street lights, façade, enforce clean-ups	

Business Support:	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	Of the participants who responded to this statement:
West Tampa needs to attract **new businesses.**	46	7	3	0	95% Agree or Somewhat Agree
Supporting **existing business** is a priority.	45	9	2	0	96% Agree or Somewhat Agree
Any **new businesses** should be encouraged to locate **on Main Street/Howard/Armenia District**.	29	14	8	3	80% Agree or Somewhat Agree
Industrial areas/property should become **mixed-use redevelopment** opportunities	32	13	2	1	94% Agree or Somewhat Agree
Grocery/Food Mart access within the District currently meets my needs.	12	14	6	19	51% Agree or Somewhat Agree
Restaurants/Dining facilities within the District currently meets my needs.	6	9	14	24	72% Disagree or Somewhat Disagree

Historic District:	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	Of the participants who responded to this statement:
The **vacant cigar factories** should be **redevelopment** priorities.	41	7	4	3	87% Agree or Somewhat Agree
West Tampa National Historic District should become a **LOCAL Historic District**.	27	16	3	4	86% Agree or Somewhat Agree
Brick Streets should be **exposed, repaired and maintained.**	45	5	1	4	91% Agree or Somewhat Agree
Brick Streets should be **paved.**	8	2	4	37	80% Disagree or Somewhat Disagree

Connectivity:	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	Of the participants who responded to this statement:
I would patronize a **local shuttle system** (i.e. Downtowner) if available in West Tampa.	32	12	6	3	83% Agree or Somewhat Agree
My current **walk** to nearby destinations are **safe and adequate**.	4	9	19	16	73% Disagree or Somewhat Disagree
I would **walk 5-10 minutes** for access to: **Transit/Dining/Work/Recreation**	28	12	4	4	83% Agree or Somewhat Agree
Parks/Open Space should be accessible to all residents within a **5-10-minute walk.**	37	11	2	1	94% Agree or Somewhat Agree
Tampa's **Bike-Share program** should be expanded within the District.	31	12	4	3	86% Agree or Somewhat Agree
If expanded, I would use the **City's Bike-Share** program.	21	6	12	8	57% Agree or Somewhat Agree
Wi-Fi access should be a **priority.**	31	8	8	2	80% Agree or Somewhat Agree
Wi-Fi access meets my needs	7	11	7	16	56% Disagree or Somewhat Disagree

General:	AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	DISAGREE	Of the participants who responded to this statement:
I participate and am engaged with my **neighborhood association/civic group/crime watch/etc.**	26	9	6	3	80% Agree or Somewhat Agree
Utility and infrastructure upgrade and repair should be a priority.	44	5	0	0	100% Agree or Somewhat Agree
Public Art should be incorporated throughout the District.	31	14	2	3	90% Agree or Somewhat Agree
West Tampa is positioned well for **growth**	39	8	1	0	98% Agree or Somewhat Agree
West Tampa is positioned well for **Residential growth**	33	13	3	0	94% Agree or Somewhat Agree
West Tampa is positioned well for **Commercial growth**	32	12	3	1	92% Agree or Somewhat Agree
West Tampa is positioned well for **retail growth**	32	10	7	0	86% Agree or Somewhat Agree
West Tampa is positioned well for **Industrial growth**	15	10	14	7	54% Agree or Somewhat Agree

December Public Meeting
Map Exercise

Parking
On-Street, Lots, and Garages

Safety
Street Lights, Cameras

Streets
Streetscape, Sidewalks

Parks
Public Green Space

District Opportunities

West Tampa CRA

0 600 1,200 FT

Parking
On-Street, Lots, and Garages

Safety
Street Lights, Cameras

Streets
Streetscape, Sidewalks

Parks
Public Green Space

District Opportunities

West Tampa CRA

0 600 1,200 FT

Parking
On-Street, Lots, and Garages

Safety
Street Lights, Cameras

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Parks
Public Green Space

istrict Opportunities

West Tampa CRA

0 600 1,200 FT

Parking
On-Street, Lots, and Garages

Safety
Street Lights, Cameras

Streets
Streetscape, Sidewalks

Parks
Public Green Space

District Opportunities

West Tampa CRA

0 600 1,200 FT

* Need cross-walk @ Main & Rome
* Need bus Pull-off! for HART buses
* Better lighting
* cameras!
* cross walks
Ground THA development
* PARK to embellish this area
Need plus lighting, etc. for safety
MLK center
Parking Garage location?
200 +/- spaces?
Need Bus Stop - Pull-off for (HART) Bus
Columbus & Rome
safety issue!
Need traffic light here!
Columbus & Rome
Bike lanes @:
Cass
Armenia
Rome
Main
Columbus
Kennedy
Howard
Street lights & Parking
Main & N. Blvd
Main & Rome
Former Housing office
First Library & First City Hall
Preserve & Use Historical site!
Pedestrian Overpass @ Blake & Boulevard
At least 3 Major Huanicomo shelters for Elderly, multi-families + Disabled.
embellish park
Spruce up Reg Park:
parking
safety
streets
Need parking along Main
Need a strategy 20 spaces all along on a parking garage for 200 cars
Many Alice Dorsett Home Historic Site
Home of the 1st Afr. Am. Elected Off
Cypress & Bitwin Newport & Gilchrist
Need parks near here!
Willow & Lemon
SAFETY - lights & cameras!
African Americans Churches
Mt. Pleasant MB Rome & Spruce St
Beulah Baptist Institut. Baptist Cypress off NBlvd
Mt. Olive AME
First Baptist of W.T.
W.T. Historic Churches
Old & New 1st Baptist of W.T. on Willow
Mt. Pleasants Spruce St; from Green St. (Interstate displaced); Main Str; then to Rome & Spruce
Rosa Valdez Center Historic Site
First Child Care
@ Willow & Albany
Yellow Jackets Little League Field
Wright (James) Park w/ Little League
Gateway District Markers
? Columbus Drive
? North Blvd
?
Bike Lanes
Rome Ave
Wider Streetscape + Parking Need Sufficient Space For The Disabled
Parking
On-Street, Lots, and Garages
Street Lights, Cameras
Sidewalks
Public Green Space
Preservation sites
District C ties
West
0
600
1,200
FT
W Saint Joseph St
W Saint Louis St
W Saint John St
W Saint Conrad St
W Beach St
W Palmetto St
W Cherry St
W Pine St
W Walnut St
W Spruce St
W Chestnut St
W Union St
W Main St
W Green St
Interstate 275 N
Interstate 275 S
W La Salle St
W Arch St
W Nassau St
W Grace St
W Cypress St
W State St
W Lemon St
W Cass St
W Carmen St
W Gray St
W Fig St
W North B St
W North A St
W Fuller St
W Kennedy Blvd
W Amelia Ave
W Park
W Ross Ave
W Laurel St
N Armenia Ave
N Rome Ave
N Oregon Ave
N Willow Ave
N Boulevard
N Delaware Ave
N Edison Ave
N Albany Ave
N Gaston Ave
N Ross Ave
N Fremont Ave
N Belmont Ave
N Tremont Ave
N Rome Ter
Walnut Ter
Spruce Ter
Butler Ct
Farrell Ct
Oakhurst Pl
Spruce Ct
Dakhurst Pl
Fr

Parking
On-Street, Lots, and Garages

Safety
Street Lights, Cameras

Streets
Streetscape, Sidewalks

Parks
Public Green Space

District Opportunities

West Tampa CRA

0 600 1,200 FT

Cultural Museum
@ MLK CENTER
MLK CENTER
JUST ELEMENTARY
STEWART MIDDLE
W Ivy St
W Cordelia St
W Aileen St
W Kathleen St
W Coral St
W Plaza Pl
W Warren Ave
W Euclid Ave
W Columbus Dr
W Amelia Ave
W Frances Ave
W Park Ave
W Ross Ave
W Palm Ave
W Oak Ave
W Saint Joseph St
W Saint Louis St
W Saint John St
W Saint Conrad St
W Beach St
W Palmetto St
W Cherry St
W Pine St
W Walnut St
W Spruce St
W Chestnut St
W Union St
W Main St
W Green St
Interstate 275 N
Interstate 275 S
W La Salle St
W Arch St
W Nassau St
W Grace St
W Cypress St
W State St
W Lemon St
W Cass St
W Carmen St
W Gray St
W Fig St
W North B St
W North A St
W Fuller St
W Kennedy Blvd
Frederic H Spaulding Dr
W Grand Central Ave
Islamorada Ln
N Armenia Ave
N Oakdale Ave
N Essex Ct
N Poplar Ave
N Royal Ct
N Myrtle Ave
N Munro St
Esther St
N Massachusetts Ave
N Nevada Ave
N Glenwood Dr
N Ridgewood Ave
N Riverside Dr
N Garcia Ave
N Willow Ave
N Oregon Ave
N Boulevard
N Newport Ave
N Gilchrist Ave
N Delaware Ave
N Brevard Ave
UT Spartan Ln
UT Poe Pkwy
UT University Dr
Parking
Flooding
Richard Robinson 813 310-0785
FLOODING
Parking
Parking
On-Street, Lots, and Garages
Safety
Street Lights, Cameras
Streets
Streetscape, Sidewalks
Parks
Public Green Space
District Opportunities
West Tampa CRA
0
600
1,200
FT

Close liquor stores
Enforce panhandling Law
Green space for Pets
Publix, Drug store
Dry Cleaners
Rest.
Change Zoning requirements
No parking regs
No "greenspace in lieu"
Stop "green spine"
W Ivy St
W Cordelia St
W Aileen St
W Kathleen St
W Coral St
W Plaza Pl
W Warren Ave
W Euclid Ave
W Columbus Dr
W Amelia Ave
W Frances Ave
W Park Ave
W Ross Ave
W Palm Ave
W Oak Ave
W Palmetto St
W Cherry St
W Pine St
W Walnut St
W Spruce St
W Chestnut St
W Union St
W Main St
W Green St
Interstate 275 S
Interstate 275 N
W Laurel St
W Cypress St
W Gray St
W Fig St
W North A St
W Fuller St
W Kennedy Blvd
Frederic H Spaulding Dr
W Grand Central Ave
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West Tampa CRA
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600
1,200
FT

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Streets
Streetscape, Sidewalks

Parks
Public Green Space

Pocket parks with interactive elements - Like Hyde Park Grand Fountain - Lighting & landscaping between Cass and Willow Sts.

District Opportunities

West Tampa CRA

0 600 1,200 FT

N

Business Engagement Survey Responses

Final West Tampa CRA Business/Services Survey

(Asset Mapping Summaries for 44 businesses/service providers)

Compiled by West Tampa CRA Public Outreach Consultant

Fred Hearns Tours LLC

1. **Affordable Rentals of Tampa LLC (Single Family Rental Homes) – 2128 W. Arch St**. (Send mail to P. O. Box 3451 Tampa, Florida 33601)
   Person Interviewed: Liz Rodon (813) 230-0399, belin.rodon@gmail.com
   Assets – Rental property is located near downtown
   Liabilities – Public safety

2. **Alpine Truck Stop (Service Station) – 2135 W. Green St.**
   Person interviewed: "Marco" (813) 254-4011
   Assets – Access to I-275 and major streets, Tampa U. student customers, ethnic diversity of customers, parking, access to qualified employees;
   Liabilities – Loss of public housing customers, poor street lighting, homelessness, occasional crime

3. **Bar-b-Que King (Restaurant) – 2132 W. Main St.**
   Person Interviewed: Amelia Howard (813) 416-5820, amelia.howard@gmail.com
   Assets – Customer familiarity and repeat business, friends and relatives who live in West Tampa, access to I-275 and major streets
   Liabilities – Public safety, business assistance programs, sidewalks, street drainage, bicycle lanes, public benches, access to suppliers, nearby quality housing for employees, access to mass transit, availability of good parking

4. **Beulah Baptist Institutional Church – 1006 W. Cypress St**.
   Person interviewed: Pastor Dr. W. James Favorite (813) 661-5023, churchadmin@bbictampa.com
   Assets – Proximity to downtown, Access to I-275 and major streets, Public safety, shade trees, access to mass transit, sidewalks
   Liabilities – Loss of African Americans in neighborhood due to changing housing patterns

5. **Dwight Bolden/Clothes Closet – 1611 N. Albany Ave**.
   Person Interviewed: Dwight Bolden (813) 735-4425, no E-mail given
   Assets and Liabilities – "The whole community need(s) to be represented at table and included in (strategic) planning for growth, progress and prosperity

6. **Cardinal Paint and Body Shop – 606 N. Newport St**.
   Person Interviewed: Charles Camper (813) 253-5961, No E-mail given
   Assets – Customer friends/relatives in West Tampa, public safety, street drainage, access to suppliers, broadband service, shade trees
   Liabilities – Parking on Willow causes problems for my business, LED lighting needed on Newport, potholes on Newport a problem

7. **Cell Touch (Metro PCS Cell Phones) – 2100 W. Main St**.
   Person Interviewed: "Luis" (813) 250-0006, no E-mail given
   Assets – Loyal customers (when they return to public housing area), street lighting has improved
   Liabilities – Rent is increasing, temporary loss of public housing customers, public trash pick-ups should be more than once a month

8. **City Fire Equipment Company – 1920 W. Cass St**.
   Person Interviewed Clayton Annamanthadoo (813) 251-5071, clayton@cityfiretampa.com
   Assets – Very good business environment, Access to I-275 and major streets good, access to mass transit good, public safety good, good broadband service
   Liabilities – I need a contract needs to be improved

9. **Freddie Jean Learning Academy (Nursery) – 2334 W. Main St.**
   Person interviewed Name Not Given – (813) 443-8241, freddiejeanacademy@gmail.com
   Assets – New businesses have come to the area, less vagrancy, low-income community here is my target population
   Liabilities – Lack of diversity among my clientele

10. **Globe Realty Group LLC – 1902 W. Main St.**
    Person interviewed "Avi" (813) 330-9569, globerealtygroup@gmail.com;
    Assets – Shared space for tenants in my building, proximity to downtown
    Liabilities – City of Tampa is not helping cut through bureaucracy for real estate companies seeking to rehab buildings (like disclosing fines before property is sold)

11. **Hooch and Hive – 1001 W. Cass St.**
    Person Interviewed Sandy Hein (813) 251-1234, hoochandhive@gmail.com
    Assets – West Tampa is the next up and coming neighborhood in Tampa (business opens May 17, 2018).

12. **Howard Seven Gyros & Seafood – 2901 N. Howard Ave.**
    Person Interviewed "Nesir" (813) 251-0056, No e-mail given
    Assets – I am on a corner lot, street drainage, sidewalks, broadband service
    Liability – Low income area is not good for business

13. **Iglesia Hosanna – 2209 N. Albany Ave. (Church)**
    Person Interviewed "Wilson" (Pastor is Rafael Vandes) (813) 447-4329, No E-mail given
    Asset – The church is good for the community and it is convenient to find and to get to, Good access to I-275 and major streets, public safety is good, good street drainage
    Liability – More networking with community would be good

14. **I.T.A. Company (Wholesale Distribution) – 1301 N. Rome Ave**.
    Person Interviewed "Jane" (813) 251-1983, billyoung.ita@gmail.com
    Asset – We are helping West Tampa to prosper
    Liability – Public transit is poor, perception is that public safety here is a concern

15. **Frank Kale Real Estate – P. O. Box 2290 Tampa, Fla. 33601**
    Person Interviewed Frank Kane (813) 251-4456, Frankrkane@gmail.com
    Assets – Growth is coming to West Tampa, access to I-275, sidewalks, street drainage, broadband service, nearby quality housing for my employees
    Liabilities – Government should change its use rules to help businesses, area needs shade trees and bicycle lanes

16. **Kuluum Records (Entertainment Studio) – 1609 N. Albany Avenue**
    Persons Interviewed Heem Baisdem (813) 516-9333 and Dedrick Jackson (813) 764-5831, baisdenconstruct@at@t.net and exit2442@hotmail.com
    Asset – Access to high traffic, and to I-275, many customers and friends live in West Tampa, shade trees
    Liabilities – Lack of capitol (Regions Bank denied Baisdem a loan in early 2017 due to credit rating), bicycle lanes, public benches, loss of public housing residents has hurt businesses

17. **Lo Price Grocery (El Cid) – 2101 Chestnut St.**
    Person Interviewed "Steve" (813) 253-0928, No E-mail given
    Asset – Store is conveniently located
    Liability – Customer problems

18. **Luis Door (door sales) – 1616 N. Howard Ave**.
    Person Interviewed Luis Mordocat, (813) 251-0363, No E-mail given
    Assets – Store is in middle of city, store has been here 30 years, access to I-275 and major streets, availability of parking, access to my suppliers, access to qualified employees
    Liability – We need more foot traffic, although it has gotten better lately

19. **Maduro Marauders (Cigar Lounge) – 1944 W. Main St.**
    Person Interviewed Kevin Brown (813) 900-1119, kbrown@maduromarauders.com
    Asset – Customers seem to enjoy Tampa's first totally Black cigar lounge
    Liabilities – Some crime (police presence is welcome as long as it is not excessive), area needs bicycle lanes and other amenities, sidewalks should be cleaned regularly

20. **Malindy Elene (Bridal Gowns) – 2109 W. Kennedy Blvd**
    Person Interviewed Sarah Lindquist (813) 251-4334, sarah@malindyelene.com
    Assets – Steady traffic, good location, surrounding businesses that bring girls to our shop help us
    Liabilities – Traffic (too much), homeless people in area, perception of public safety in West Tampa, availability of quality parking

21. **Mario's Cabinets – 1519 W. Cypress St.**
    Person Interviewed Paul Merenyi (813) 477-1875, marioscabinets@gmail.com
    Assets – Central location, access to I-275 and major streets, perception of public safety in West Tampa, access to my suppliers, nearby quality housing for my employees
    Liabilities – Street drainage (especially during summer rain storms), shade trees, bicycle lanes

22. **Muse The Salon (Beauty Shop) – 209 N. Armenia Ave.**
    Person interviewed Monica Ponce (813) 258-2558, No E-mail given
    Assets – Central location, broadband service is good
    Liabilities – Improvements needed in neighborhood (better street lighting is one)

23. **OFC Office Furniture – 2117 W. Kennedy Blvd.**
    Person Interviewed Edwin Celeiro (813) 254-7253Edwin@OFCTampa.com
    Assets – High visibility on Kennedy Blvd., perception of public safety is good in this area, good sidewalks
    Liabilities – Street drainage is poor here, traffic sometimes moves so fast people don't see my business

24. **Oguntebi Law – 1904 W. Cass St.**
    Person Interviewed Atty. Kemi Oguntebi (813) 254-8717, foguntebi@aol.com
    Assets – Excellent parking available, relationships in West Tampa, shade trees, street drainage, sidewalks
    Liability – Low and moderate-income community

25. **P & M Sundries – 1613 N. Albany Ave**.
    Person Interviewed Patrick Allen (813) 352-8683, No E-mail given
    Asset – Good business environment
    Liabilities – We lost a lot of business when public housing residents moved out of area, vandals use empty apartments in public housing area, traffic flow in area is slow now, bank requirements for loans are too high

26. **Playboyz Barber Shop – 1947 W. Cass St**.
    Person Interviewed Martin Beckham (813) 251-9010, martinstyling50@gmail.com
    Assets – I grew up in this area and I am very familiar with the neighborhood, Access to I-275 and major streets, customers and their relatives live in West Tampa, perception of public safety, access to mass transportation, good sidewalks, bicycle lanes are coming and will help
    Liabilities – Diversity among my customers would be welcome, public lighting can be improved (bulbs)

27. **Pride-Mark Promotions, Inc. – 2333 W. Cypress St.**
    Person Interviewed Mitch Bentley (813) 251-0666, idea.man@verizon.net
    Assets – I am in an excellent location and the business environment is good
    Liabilities – Illegal dumping is a problem in my area and the response to calls for service is slow

28. **Project Link, Inc. (Non-Profit Social Services) – 1315 W. Spruce Street**
    Person Interviewed Tina Young (813) 276-5671, tyoung@projectlink.org
    Asset – Our service is neighborhood focused and is embraced by the community
    Liability – Funding is always a challenge for non-profit organizations, adequate parking is a challenge

29. **Quicksilver (Recycling Business) – 1102 N. Rome Ave**.
    Person Interviewed John Flaacke (813) 886-1494 JohnFlaacke@QSRecycling.com
    Assets – We enjoy a good mix of businesses and homes in this community; My suppliers have good access to my business
    Liabilities – Heavy construction in these neighborhoods often disrupts services at my business, street improvements needed, better street lighting needed

30. **Robinson Properties (Real Estate) – P. O. 310361 Tampa, Fl. 33680**
    Person Interviewed Richard Robinson (813) 310-0785, ror3648@aol.com
    Assets – Shade trees
    Liabilities – perception of public safety, customers, friends/relatives in West Tampa, public benches

31. **Scaglione Cabinets, Inc. – 2811 N. Albany Ave**.
    Person Interviewed Troy Scaglione (813) 254-0542, Stacy@ScaglioneCabinets.com
    Assets – Location (most of my customers come from South Tampa), Access to I-275, street drainage, access to my suppliers, broadband service;
    Liabilities – Trash pickup in not good, property owners are not always responsible

32. **SGS Designs – 1515 W. Cypress St**.
    Person Interviewed Mark Avery (813) 258-2691, sgsdesignsinc@verizon.net
    Assets – Location (most of customers are from South Tampa), access to I-275, availability of good parking, good sidewalks
    Liabilities – Poor drainage along Cypress Street

33. **Sunoco Station (Service Station/Convenience Store) – 2345 W. Main Street**
    Person interviewed female clerk for Habid Fabid (813) 254-8085, No E-mail given
    Assets – High visibility on corner, access to I-275 and major streets, availability of parking, access to qualified workers, access to suppliers
    Liabilities – Armenia is a one-way street, more affordable housing needed in West Tampa

34. **Tampa Bay Real Estate Place – 1902 W. Main St**.
    Person Interviewed Sandi Muff (813) 526-6151, sandi@tampabayrealestateplace.com
    Assets – Corner location on Armenia Avenue, access to I-275, availability of parking, access to suppliers
    Liabilities – Armenia is a two-way street, more affordable housing is needed in area

35. **Tampa Bay Properties LLC – 2114 W. Cass St.**
Person interviewed Rob Dubsky (813) 282-8466, robdubsky@hotmail.com
Assets – This is a high growth area, drainage is good
Liabilities – Stop Green Spine on Cass Street – it will destroy businesses there, the liquor store on Main Street and Albany Avenue is a problem to the community, the City of Tampa has antiquated parking regulations and the should be changed

36. **Tampa Bay Real Estate Place – 1902 W. Main St.**
Person interviewed Sandi Huff (813) 526-6151, sandi@tampabayrealestateplace.com
Assets – Rental rates in West Tampa are low and are getting lower, access to I-275, good street drainage, access for suppliers, broadband service
Liabilities – The trash and loitering at Main Street and Howard Avenue are problems that have to be addressed for the good of the business community

37. **Tampa Housing Authority/North Boulevard Homes – 1514 Union Street**
Person Interviewed Leroy Moore (813) 341-9101, Leroy.moore@thafl.com
Assets – Central location, access to downtown and everywhere else in the city
Liabilities – Mass transit, infrastructure, access to a knowledgeable workforce is a challenge, perception of public safety, bicycle lanes, nearby quality housing for our employees, access for our suppliers, broadband services could be improved

38. **The Furniture Doctor – 405 N. Armenia Ave**.
Person interviewed Chuck Carbonell (813) 251-0960, furnituredoctor@verizon.net
Assets – Traffic on N. Armenia Avenue, longevity (we have owned this property for 57 years and I have run this business for 30 years)
Liabilities – The Jewish Community Center patrons next door park in front of my business and on my property and the City of Tampa does nothing to assist me with this constant problem – I have been denied the right to place "5 Minute Parking" signs in front of my business

39. **TriMar Construction – 1720 W. Cass St**.
Person Interviewed Bill Wagner (813) 258-5524, billwagner@trimarconstruction.com
Assets – Proximity to downtown, my home and the City of Tampa building department, access to I-275, perception of public safety, shade trees, street drainage, access to my suppliers, availability of good parking, bicycle lanes, broadband services

40. **West River Flats – 1545 Spruce Terrace**
Person interviewed Omar Garcia) (813) 325-0000, info@westriverflats.com
Assets – High opportunity for growth in the area, access to I-275, shade trees, access for my suppliers
Liabilities – Street drainage, availability of good parking

41. **West Tampa Citro/Divas (Service Station) -- 4015 Bayshore Blvd.**
Person interviewed "Joseph" (813) 505-9357, jcitro@hotmail.com
Asset – Shade trees
Liabilities – Availability of good parking, good street drainage, bicycle lanes, nearby quality housing for my employees

42. **West Tampa Corporation to Develop Communities (CDC) – 244 East Moore**
Person interviewed Michael Randolph, mikeconsultant@gmail.com
Assets – The people, customer friends, relatives in West Tampa, access to I-275, perception of public safety, access to mass transportation, availability of good parking, nearby quality housing for employees, bicycle lanes;
Liabilities – Parking, good sidewalks, shade trees, good street drainage, public benches

43. **West Tampa Door – 2310 W. Main Street**
Person Interviewed "Jose" (813) 254-8792, westtampadoor.com
Assets – Location, we have been here 29 years, friends and relatives who live in West Tampa, access to I-275, availability of parking, perception of public safety, nearby quality housing, access to qualified workers, access to suppliers, broadband services
Liabilities – Loss of public housing residents, illegal dumping, cleanliness, loitering, the revitalization of Main Street

44. **Ye Mystic Krew – 1114 W. Cass St**.

Person Interviewed Don Barnes (813) 251-4500, donb@ymkg.com

Assets – Location, close to downtown, community is improving, customers, friends and relatives in West Tampa

Liabilities – The cost of renting and buying property is currently rising

HISTORICAL PRESERVATION INCENTIVES

Historic Preservation Incentives

There are several tax incentives as well as targeted grant programs available to encourage the restoration and preservation of historic properties. Incentives available for the rehabilitation of qualified properties in the West Tampa National Register District and portions of the CRA District include the following:

Federal Historic Preservation Income Tax Credits

Rehabilitation investment gives historic buildings a place in the contemporary real estate market. For historic buildings, the goal of the rehabilitation credit is not to preserve a building as a museum, but to put it back to use to meet current housing, retail, commercial or industrial needs. However, these needs must be met through construction that is appropriate to a building's historic character.

The Tax Reform Act of 1986 and subsequent amendments have had a significant impact on the real estate industry in general and historic preservation. The federal tax law offers an effective incentive to taxpayers who contribute to the preservation of this nation's historic buildings by rehabilitating directly or investing in the rehabilitation of eligible buildings.

The federal income tax credit is equal to 20% of the cost of rehabilitating historic buildings. These credits provide a dollar-for-dollar reduction of income tax owed. While the 20% credit is available for rental residential buildings, it is available for homes or apartments occupied by their owners.

The rehabilitation credit is available for historic buildings, but only if they are used in a trade or business or held for the production of income. Buildings eligible for the 20% rehabilitation credit include those used for rental residential as well as nonresidential purposes.

To qualify for the 20% rehabilitation credit, a building must be a "certified historic structure." A certified historic structure is one that is:

- Listed individually in the National Register of Historic Places; or
- Located in a National Register-listed historic district and certified by the Secretary of the Interior as being of historic significance to the district.

The West Tampa Historic District is a National Register historic district, and many of the buildings in the district can qualify to apply for the Federal historic rehab credits.

Guidelines to Receive a Rehabilitation Credit:

- Substantial rehabilitation to a qualifying historic building requires:
    - A taxpayer's expenditures must exceed the greater of the "adjusted basis" of the building during any 24-month period (or 60-month period in the case of "phased rehabilitation) selected by the taxpayer.
    - The period must end with or within the taxable year in which the credit is claimed.

- The adjusted basis in a building is its purchase price plus the amount of any previous capital improvements. This sum is reduced by depreciation deductions already taken. The basis does not include that part of the cost of the property allocable to the land value.

Certified Historic Rehabilitations

For a rehabilitation to qualify for a 20% percent credit, the Department of the Interior must certify that the rehabilitation is consistent with the historic character of the building and, where applicable, with the district in which the building is located. Application for this determination is made through "Part 2" of the Historic Preservation Certification Application and forwarded to the National Park Service. The National Park Service, however, strongly urges taxpayers to file applications before commencement of work so that modifications may be made more easily, if necessary.

All elements, both interior and exterior, of a rehabilitation project must meet the *Secretary of the Interior's Standards for Rehabilitation*. State and federal officials review all aspects of the work including any new construction.

A rehabilitation project receives final certification only after all work has been completed. A taxpayer whose proposed work has been approved must submit a Request for Certification of Completed Work (Part 3 of the Certification Application) with photographs documenting the completed project to receive final certification. The National Park Service will send a notice of approval of proposed work or certification of completed work to the taxpayer in the form of an approved Part 3.

We recommend that taxpayers should consult with their tax advisors early in the process to determine whether and how best they can benefit from investments in rehabilitation tax credit projects.

Local Ad Valorem Tax Exemption Program

In 1992, the Florida state constitution was amended to allow municipalities at local option to offer ad valorem tax exemptions on improvements to historic properties. The purpose of providing this exemption was to stimulate revitalization of historic properties and to ease the burden of maintaining these properties.

In September 1993, the City of Tampa adopted Ordinance #93-137 creating such a tax exemption. The properties that qualify for the exemption are those designated as local landmarks or as contributing properties in a local historic district. The properties include the following located in the West Tampa CRA:

- Balbin Bros. Cigar Factory
- Berriman–Morgan Cigar Factory
- Centro Espanol de West Tampa
- Fort Homer W. Hesterly Armory (now the Brian Glazer Family Jewish Community Center)

The Historic Property Ad Valorem Tax Exemption Program is designed to assist historic property owners to preserve, restore and rehabilitate their properties. The tax program establishes a procedure for an owner of residential or commercial historic properties to apply for a tax exemption on the portion of ad valorem taxes levied by the City of Tampa and Hillsborough County for a period up to ten (10) years. (Ordinance #93-137, as amended by Ordinance #97-4 and Florida Statute 196.1997)

The Historic Property Ad Valorem Tax Exemption process requires that the Architectural Review Commission (ARC) review the application during a public hearing for both proposed and completed work. It is a two part application and submitted to the City of Tampa Historic Preservation & Urban Design Office for review by the ARC.

All projects are reviewed and evaluated for conformance with the *Secretary of the Interior's Standards and Guidelines for Rehabilitating Historic Buildings.*

Plans for the project must be approved by the ARC prior to initiating any demolition, construction or alterations to the structure, and a minimum of $10,000 must be spent on the historic rehabilitation.

To be eligible for the program, each applicant must submit an Ad Valorem application to the City of Tampa Historic Preservation Office, which application consists of two (2) sections:

- Determination of Property Eligibility
- Description of all Proposed Improvements

The ARC will review the application and required materials at a scheduled public hearing. Approval by the board is required prior to initiating any demolitions, construction or alterations to the structure.

Interstate Historic Preservation Trust Grant Fund

The Interstate Historic Preservation Trust Fund Grant Program was established from the proceeds generated from the sale of historic buildings impacted by Interstate-4 and Interstate-275 expansions.

The purpose of the Trust Fund is to enable the owners of historic properties to preserve the character and structure of those historic properties by providing exterior preservation funds for eligible owners and projects.

Interstate Historic Preservation Trust Loan Fund

The Interstate Historic Preservation Trust Fund Loan Program is a revolving loan fund that was established from the proceeds generated from the sale of historic buildings impacted by Interstate-4 and Interstate-275 expansions. The purpose of the Trust Fund Loan Program is to enable the owners of historic properties to preserve the character and structure of those historic properties by providing exterior preservation funds for eligible owners and projects. Funds are provided through loans with terms to all owners as negotiated by the City.

The Trust Fund Loan Program is available for owner-occupied or income-producing historic properties that are in the National Register Historic Districts of Ybor City, Tampa Heights and West Tampa.

Interstate Historic Preservation Trust Matching Grant Fund

The Interstate Historic Preservation Trust Fund Matching Grant Program was established from the proceeds generated from the sale of historic buildings impacted by Interstate-4 and Interstate-275 expansions. The purpose of the Trust Fund Matching Grant Program is to enable the owners of historic properties to preserve the character and structure of those historic properties by providing exterior preservation funds for eligible owners and projects.

The property owner must be an established Not-For-Profit Organization currently recognized, as such, by the Internal Revenue Service and in good standing with the Florida Department of the State.

The property for which funding is requested must be:

- A historic structure that was relocated under the parameters of the Memorandum of Agreement between the City of Tampa and the Florida Department of Transportation District Seven
- Relating to the mitigation of the Interstate Highway Expansion project to Ybor City National Historic District, West Tampa National Register Historic District and Tampa Heights National Register Historic District,

Eligible property owners may submit one grant application per application cycle requesting a maximum matching amount of $15,000.

Hillsborough County Historic Preservation Challenge Grant

The Hillsborough County Historic Preservation Challenge Grant Program was created to promote historic preservation, heritage tourism, and related business and economic development within both incorporated and unincorporated Hillsborough County.

Projects eligible for funding must fall within one or more of the following non-residential project types:

- Rehabilitation or restoration of historic structures
- Compatible additions to historic properties
- Improvements to historic sites or grounds
- Architectural heritage tourism projects

Available grant funds are competitively awarded to selected applicants with a required on a minimum of one-to-one (1:1) matching basis, not to exceed an award of more than $250,000 per applicant, per project in any County budget year.

Eligibility

- The project must be in Hillsborough County.

- An applicant may be an eligible nonprofit or private individual or entity, but may not be a government or other public body.
- Only non-residential projects are eligible.
- The applicant must match all the County grant funds by at least a 1:1 ratio and at least 50 percent of the applicant's match must be in the applicant's cash or in-kind contribution of labor or materials that otherwise meet project requirements.
- A minimum of 50 percent of the match (in other words, (25 percent of total project budget) must be provided by the applicant.
- The applicant's match may not be provided solely through alternative matching funds or other sources. Reimbursements are made on cash outlays only.
- Please refer to the documents below for the detailed requirements regarding eligible projects and applicants.

Federal New Markets Tax Credit Program

The New Markets Tax Credit (NMTC) Program was created by Congress in December 2000 to encourage the flow of private investments into very low-income communities. Emphasizing commercial revitalization, New Markets tax credits are aimed at attracting capital investments to large qualified projects. Funds can be used for historic preservation, acquisition as well new construction. The 2017 Tax Act retained this program.

Eligibility

Projects must be in "targeted distressed census tracts" which meet one of three criteria:

- Poverty rates greater than 30%
- Median family income of 60% or less of Area Median Family Income
- Unemployment rates at least 1.5 times the national average

Or meet at least two of the following criteria:

- Poverty rates greater than 25%, median family income of 70% or less of Area Median Family Income or unemployment rates at least 1.25 times the national average
- Federally-designated Empowerment Zones, Enterprise Communities, or Renewal Communities
- USSBA designated HUB zone where NMTC loan will support businesses
- Brownfield site
- Hope V I redevelopment plan areas
- Federally-designated medically underserved areas where NMTC loan will support health-related services

- State or local tax-increment financing districts, including Enterprise Zones;
- Located in a non-metropolitan census tract (extremely rural)
- Counties for which FEMA has issued a major disaster declaration since July 15, 2005

Event Co-Sponsorship Application