

# WELCOME

**E. Palifox St & E. Osborne Ave Site**  
East Tampa CAC Visioning Session  
August 6<sup>th</sup>, 2024





# Overview

Introductions & Purpose

CRA Goals & Objectives

Existing Conditions

Community Input Process

Timeline & Next Steps

# Why are we here?

The Tampa CRA has purchased several properties located southeast of the intersection of E. Osborne Avenue and N. 19<sup>th</sup> Street.

The objective of this workshop is to **gather community input** and **develop plans for future residential development on the site.**

The purpose of today's workshop is to **share preliminary information** and **gather input from you!**



# Preliminary Goals

- Develop attainable housing options that benefit & enhance neighborhood
- Further the goal(s) of the Tampa CRA, East Tampa CRA CRP, and East Tampa SAP
- Address the current & future housing needs in East Tampa
- What other goals should we consider?



# CRA FOCUS AREAS





# **East Tampa Community Redevelopment Plan**

- The currently adopted CRP indicates a strong need for the construction of affordable housing
- The City of Tampa also has housing programs that could be supplemented with tax increment revenues in an effort to provide affordable, quality housing in East Tampa



# ET CRA Strategic Action Plan (2022)

East Tampa Community Redevelopment Area

2022 Strategic Action Plan Update

## The 2009 Strategic Action Plan Highlights

In 2009, the East Tampa CRA created a Strategic Action Plan (SAP) to provide a refreshed financial plan to fund redevelopment and build upon the Policies and Objectives of the 2004 Plan. The SAP outlines the various ways revenue can fund infrastructure projects, public safety, and economic development opportunities. The SAP helps the City of Tampa and the East Tampa CRA coordinate and prioritize funding for projects within the CRA. The plan is reviewed and adjusted annually to account for TIF projections, potential TIF opportunities, and improving market conditions.

The **2009 East Tampa SAP** was organized around five Strategic Actions leading to numerous initiatives:

- **2009 Strategy #1:** Invest in neighborhoods to improve quality of life and encourage self-reinvestment as well as productive Private Sector investment.
- **2009 Strategy #2:** Improve the appearance and investment appeal of highly visible gateways and major corridors.
- **2009 Strategy #3:** Provide incentives to strategic, catalytic projects and new private sector development.
- **2009 Strategy #4:** Foster business growth
- **2009 Strategy #5:** Continue to enhance transportation linkages and prepare for light rail, density and associated redevelopment opportunities.

## 2009 ETCRA SAP Policies Review

**Community Support:** Encourage private development that helps transform East Tampa into a community of vibrant residential, business, recreational, social and cultural life.

**Market Opportunities:** In partnership with the City of Tampa Department of Economic and Urban Development to attract private investment to the area and create economic development strategies.

**Redevelopment and Land Use:** With more than 40% of the ETCRA being designated as residential, successful redevelopment should be supported by incorporating higher density and/or mixed-use designations, particularly along major corridors, near future mass transit stops, and at development nodes.

**Private Investment:** Local investors have indicated a preference for high-traffic gateways and transportation corridors for "near-term" investment, and are attracted to areas and corridors where

significant public-sector improvements have been made.

**Housing:** Steps should be taken to improve the condition of the existing housing stock, increase the number of quality multi-family housing units, and to put vacant houses and lots into productive use. The Housing and Community Development Division will continue to monitor foreclosures in the CRA, and has developed a TIF-supported housing rehabilitation program to assist eligible homeowners.

**Capital Improvements:** The goal is to focus on the areas with high private sector investment and development interest; improving quality of life and aesthetics within neighborhoods; support future regional transportation planning; enhance linkage systems such as roadways, parks, pedestrian systems, and stormwater systems.

**Infrastructure:** This section applied to all components of neighborhood infrastructure, including:

- Stormwater
- Solid Waste
- Wastewater
- Water
- Parks and Recreation

**Incentives for Development:** TIF and non-TIF supported programs and incentives should be offered in order to offset development costs and entice businesses to locate or expand in the area.

**Job Growth:** East Tampa lacks sufficient employment within the CRA boundaries and strategies should be developed to increase gainful employment opportunities that meet the economic needs of area residents.

**Staffing Requirements:** Additional ETCRA staff may be necessary to manage the quantity and complexity of the many 2009 SAP projects.



## Action - Strategic Theme #1



### Housing Investment and Property Rehabilitation Opportunities

**Mission:** Support\* the needs of all East Tampa residents (existing and future) to live in safe, attractive & attainable housing.

## ETCRA Action Plan Response

### Projects:

1. Hire a Staff Housing Coordinator to act as Housing Liaison for residents as well as coordinate with City Housing and other programs to support ETCRA residential, including managing the East Tampa Housing Grants and Contracts
2. Land acquisition to assemble real estate assets to foster additional infill development
3. New housing construction in collaboration with the City of Tampa to inventory existing infill sites and identified houses referred for repairs to deploy the owner-occupied housing programs
4. Focus initial financial support on existing housing stock stabilization

### Programs:

1. Rehab Loans and Grants to create flexible & affordable housing programs—particularly financial assistance related to down-payment assistance and lending partnerships, etc.
2. Develop a Deteriorated Housing Program to support a variety of housing rehabilitation programs for existing East Tampa residents to meet the varying levels of improvement needs. This program may require enhanced staff capacity to manage the program and implementation.
3. Continue to support financial literacy and homeownership trade skills
4. Concentrate initial investments to maximize neighborhood impact

### Partnerships\* and Advocacy:

1. ETCRA will support the City of Tampa in adopting land use policies that allow greater flexibility to develop a wider variety of residential products (tandem homes/duplexes/ADUs, etc.) in contextually appropriate settings
2. ETCRA will encourage new development and support rehabilitation assistance that reinforces historical architectural forms & styles
3. ETCRA will work with the City of Tampa, THA and other partners to explore creative solutions for low income and homeless services
4. ETCRA will continue to implement incentive policies to encourage private development of infill sites: single family and multi-family products
5. ETCRA will continue to review and refine the housing assistance program to meet community needs, including potential residential incentive programs for locally based workers, teachers and first responders

\* For the purposes of this SAP Report, the term 'Support' and 'Partnership' may include collaboration in policy development, advocacy for shared goals, development coordination assistance, participation in committees with aligned goals/actions and Capital Fund investment by the ETCRA. However, Support or Partnership for a given effort does not assume a financial partnership. The form of ETCRA Support and Partnership shall be identified on an individual basis, over time, as needed to facilitate mutual collaboration and shared success.



# Alignment - ETCRA Community Issues Resonate with Others

## Pointing Together in a Direction

Ten Broad Based Community Input Themes



**RESIDENTIAL  
INVESTMENT &  
HOME REPAIR  
OPPORTUNITIES**



**NEIGHBORHOOD  
BEAUTIFICATION  
& APPEARANCE**



**COMMUNITY  
HEALTH  
& SAFETY**



**INFRASTRUCTURE  
& STORMWATER  
MANAGEMENT**



**LIVABLE STREETS &  
TRANSPORTATION**



**PARKS,  
RECREATION &  
PROGRAMS**



**COMMUNITY  
COMMERCIAL  
SERVICES**



**EDUCATION,  
EMPLOYMENT &  
JOB CREATION**



**CULTURE,  
MARKETING &  
PROMOTION**



**LEADERSHIP,  
PARTNERSHIP &  
CAPACITY**

## CRA Board Summary Input Topics and Points

### Residential Opportunities & Neighborhood Character

- Diverse Residential Opportunities
- Homeownership
- Mortgage Affordability
- Residential Repair
- Demolish Unsafe Properties
- Balanced Approach to Gentrification Issues

### Basic Infrastructure & Quality of Life

- Public Safety
- Sidewalks & Bikeways
- Enhance Key Corridors
- Quality of Life Improvements
- Significant Investment for Recreation
- Beautification & Property Cleanup
- Corridor & Neighborhood Gateways

### Economic Development & Employment/Training

- Neighborhood Commercial Districts & Retail Services
- New Private Investment
- Land Assembly
- Entrepreneurial Opportunities
- Local Bank Lending & Microloans
- Employment Opportunities
- Apprenticeships & Jobs Training/ Education

### Organization, Participation Marketing & Momentum

- Political and Community Collaboration
- Neighborhood Participation
- Reduce Bureaucracy and Help Get Things Done
- Market and Promote East Tampa as an OPPORTUNITY
- CRA as Facilitator, Not the Sole Funder. Partnerships
- East Tampa Is Next Big Thing!

## Input - Strategic Theme #1



**RESIDENTIAL  
INVESTMENT &  
HOME REPAIR  
OPPORTUNITIES**

### Housing Investment and Property Rehabilitation Opportunities

#### Community Input Summary:

Each of the neighborhoods indicated a desire for a proactive housing initiative that focuses resources on existing homes, leveraging opportunities for infill housing development, and programs that enhance opportunities for homeownership to limit gentrification.

“

#### Comment Highlights:

- East Tampa's residents need help accessing and maintaining stable, safe, and attainable housing. Need pathways to homeownership in East Tampa for the existing residents
- The new homes in East Tampa are attractive and the property cleanup efforts look nice, but they are too expensive for many of East Tampa's current residents to afford
- Need to have new housing options in the community that are either less expensive or need help with down payment/mortgage assistance
- Many of the existing homes in East Tampa are aged and require repairs. Assistance/grant programs for home repair and rehabilitation are needed
- New housing to be designed more "in character" with historic East Tampa homes
- Concern that new development activity will cause rent rates to increase for apartments
- We need to look at creative solutions for low-income and workforce housing
- We need to find a way to meet the needs of the homeless community as part of a larger downtown effort and reduce the negative impacts to some focused areas of East Tampa

”

### Strategic Mission:

Support the needs of all East Tampa residents (existing and future) to live in safe, attractive & attainable housing. Incorporate new construction with neighborhood character and scale based on location.



# Existing Conditions

4.42 acres

Zoning: RS-50 (38 units)

Future Land Use: R-10  
(44 units or 67,387 SF  
FAR)

Requires utility  
additions &  
improvements

-- Acquired by City of Tampa




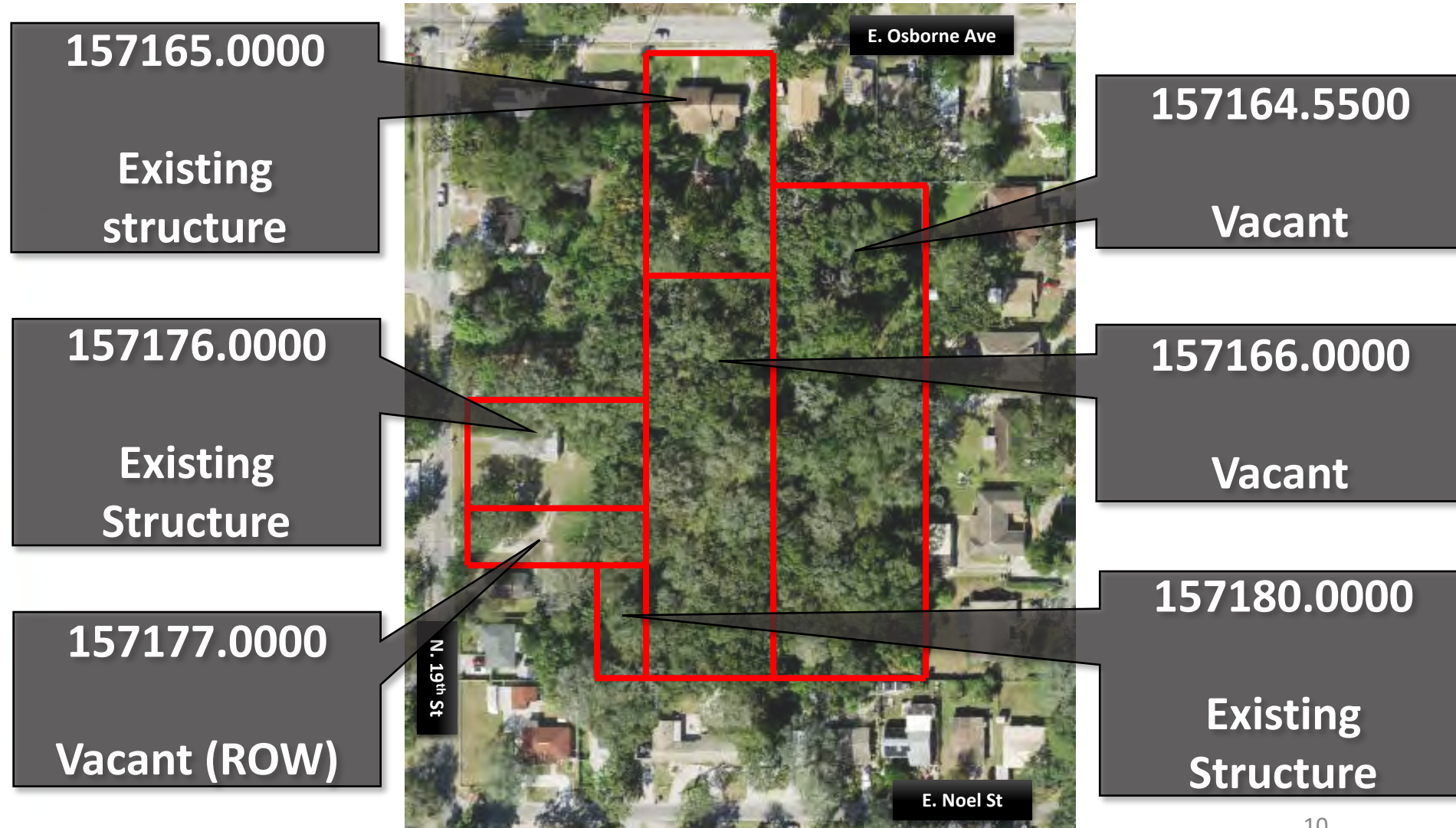
# Folio Information

4.42 acres

Surrounding uses:

- Single family detached
- Single family semi-detached
- Multi-family
- Schools
- Public/institutional

 Acquired by City of Tampa





# E. Palifox St & E. Osborne Ave Site

- **Known Property Challenges:**

- Minimum tree retention
  - City code requires 50% tree retention for sites > 1 acre
- A topographic and tree survey will be required
- Planned Development (PD) rezoning likely required due to unique size and dimensions of parcel.
- Water and wastewater lines
- Future access points from E. Osborne Ave and E. Palifox St

- **Other considerations:**

- Potential to dedicate new ROW to city to establish grid and enhance mobility options.
- Parcel would need to be re-platted if homes are to be sold fee simple.



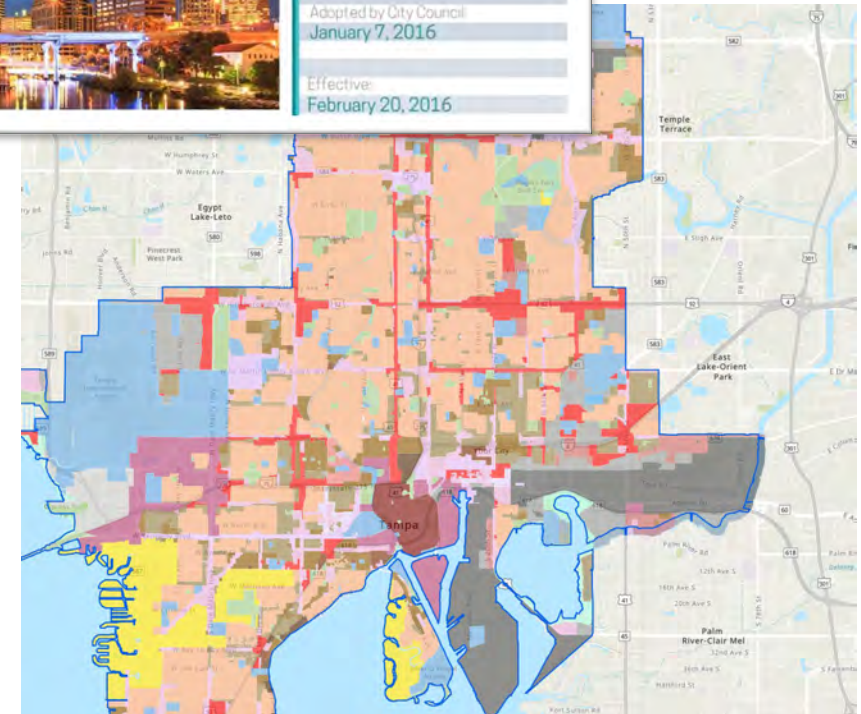
# Future Land Use (Comprehensive Plan)

What is the Comprehensive Plan?

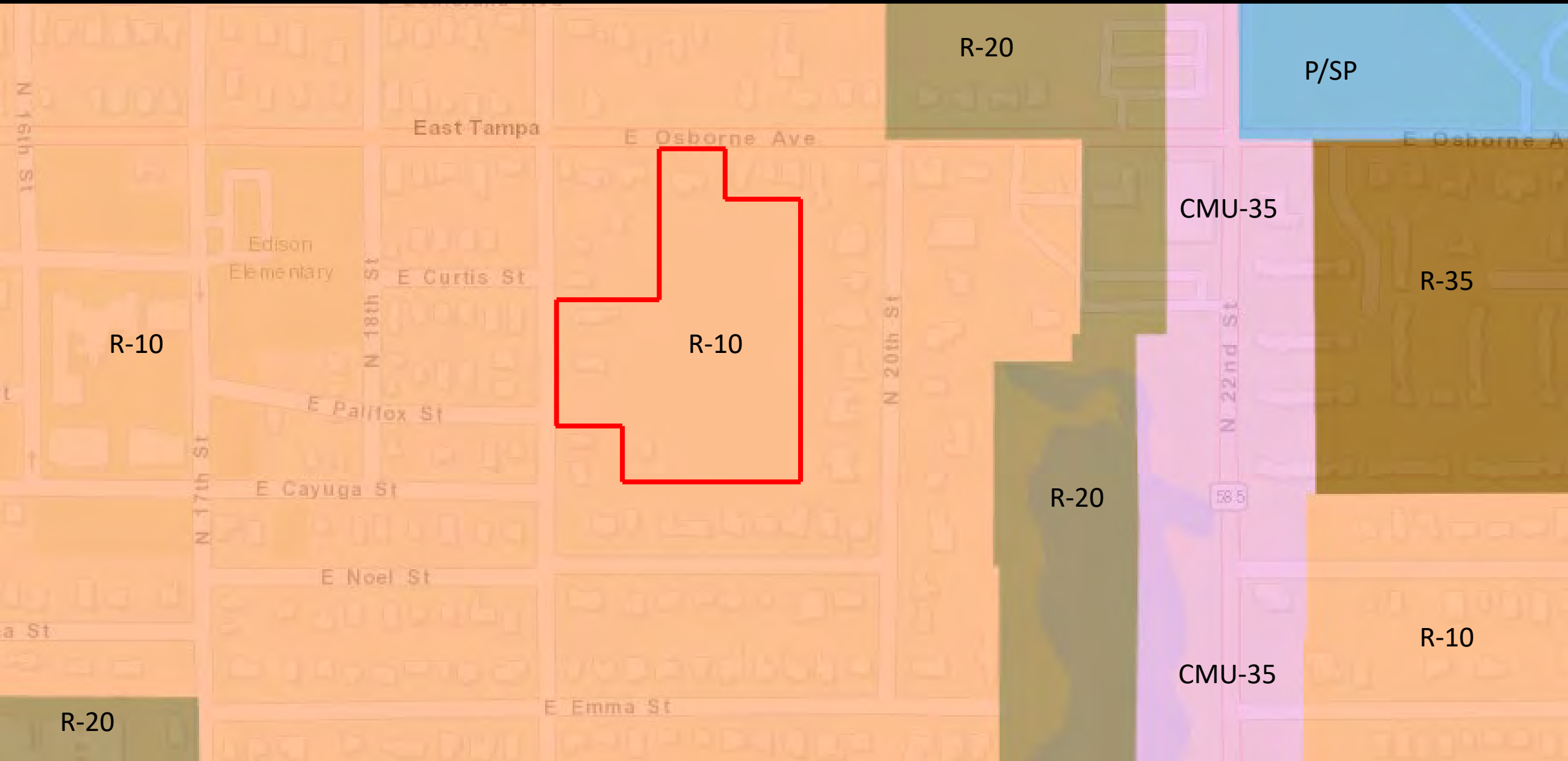
- **The Comprehensive Plan is the City's long-term “master plan”.**

What is the Future Land Use Map?

- **The Future Land Use Map describes the amount of development and types of uses that are allowed on all lands in the city.**



# Existing Conditions – Future Land Use



# Future Land Use (Comprehensive Plan)

Map Color	Category	FAR	Dwelling units/gross acre	Other Considerations	Key Characteristics
R-83	<b>Residential-83:</b> <i>High density uses</i> ➤ Multifamily dwellings	Up to 0.65	Up to 75 du/acre  Up to 83 du/acre with bonus provisions met	<ul style="list-style-type: none"> <li>Limited neighborhood-serving commercial uses consistent with Locational Criteria for Neighborhood Commercial and Residential Office Uses.</li> <li>Compatible public, quasi-public, and special uses (for example churches, schools, recreational and daycare facilities) are allowed consideration.</li> </ul>	<ul style="list-style-type: none"> <li>Buildings that establish a consistent setback from street that produces a pleasing definition to the public right-of-way (e.g., sidewalk, parkway strip, and street)</li> <li>Building facades and entrances that directly address the street and have a high degree of transparency (i.e., numerous windows) on street-fronting facades:</li> <li>Building heights that are typically (number of stories varies by location, special district or overlay district):               <ul style="list-style-type: none"> <li>Up to 8 stories for Medium Density, and</li> <li>Up to 24 stories for High Density:</li> </ul> </li> <li>An interconnected two-way street system that provides for traffic and route flexibility:</li> <li>Vertical and horizontal integration of complementary non-residential uses:</li> <li>Off-street parking that is integrated into the buildings or placed in separate parking structures:</li> <li>Minimal or no curb cuts along street fronts and facades:</li> <li>Side or rear access to parking and service functions:</li> <li>Broad sidewalks appointed with appropriate pedestrian amenities/facilities:</li> <li>Street design that integrates pedestrian, bicycle, and vehicular use and incorporates traffic calming features and on-street parking:</li> <li>Consistent planting of street trees that provide shade and enhance character and identity: and</li> <li>Public parks and open space areas within walking distance of local residents.</li> </ul>
R-50	<b>Residential-50:</b> <i>Medium density uses</i> ➤ Multifamily dwellings; ➤ Small-lot single family units (duplexes, condominiums, townhomes)	Up to 0.6 Up to 1.0 for stand-alone office uses Up to 2.0 in Ybor City Local Historic District only	Up to 40 du/acre  Up to 50 du/acre with bonus provisions met		
R-35	<b>Residential-35:</b> <i>Medium density uses</i> ➤ Multifamily dwellings; ➤ Small-lot single family units (duplexes, condominiums, townhomes)	Up to 0.6 Up to 2.0 in Ybor City Local Historic District only	Up to 30 du/acre  Up to 35/acre with bonus provisions met		
R-20	<b>Residential-20:</b> <i>Medium and lower density uses</i> ➤ Small-lot single family units (duplexes, condominiums, townhomes); ➤ Multifamily dwellings	Up to 0.5 Up to 2.0 in Ybor City Local Historic District only	Up to 18 du/acre  20 du/acre with bonus provisions met	<ul style="list-style-type: none"> <li>Limited neighborhood-serving commercial uses consistent with Locational Criteria for Neighborhood Commercial and Residential Office Uses.</li> <li>Compatible public, quasi-public, and special uses (for example churches, schools, recreational and daycare facilities) are allowed consideration.</li> </ul>	<ul style="list-style-type: none"> <li>Architectural styles maintain a general continuity throughout each neighborhood;</li> <li>A comprehensive, integrated, and interconnected transportation system, including easily navigable pedestrian and bicycle corridors, and a highly efficient street grid system that facilitates the flow of traffic and overall route flexibility;</li> <li>Pedestrian-scale development blocks that are easy to navigate;</li> <li>Neighborhood services, transit, parkland, and schools within a walkable or reasonable travel distance of local residents;</li> <li>Street design that balances pedestrian/bicycle uses and safety with vehicular circulation;</li> <li>When appropriate, traffic-calming measures are used to promote attractive, pedestrian- and bicycle-compatible street environments; measures may include chicanes, sidewalks with planting strips, decorative/functional lighting, and median refuges;</li> <li>The street tree canopy provides for shade and enhances neighborhood character and identity;</li> <li>Predominantly single-family residential scale and that includes single family units, accessory units and duplexes: and</li> <li>Building heights that are typically up to 3 stories (number of stories varies by location, special district, or overlay district).</li> </ul>
R-10	<b>Residential-10:</b> <i>Low density uses</i> ➤ Single family detached; ➤ Limited townhomes; duplexes; ➤ Accessory second units	Up to 0.35	Up to 10 du/acre		



# Future Land Use (Comprehensive Plan)

*How much **residential development** is allowed on this site?*

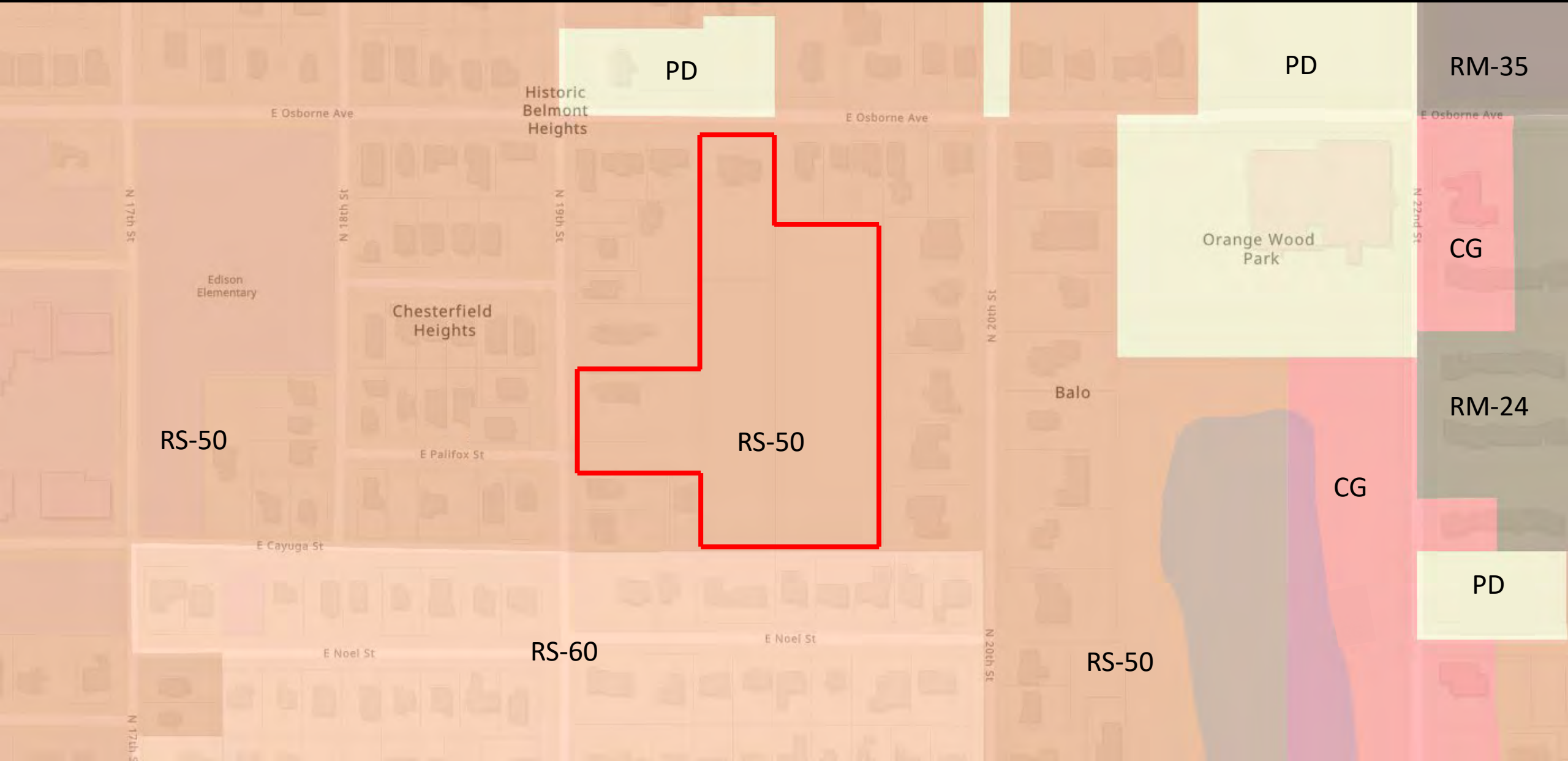
Future Land Use Category: **Residential-10**

- **Lower density uses**
- **Limited townhomes; duplexes;**

Residential density (dwelling units per acre): **Up to 10 dwelling units per gross acre**

- **Maximum allowable dwelling units: 48**

# Existing Conditions – Zoning



# Affordable Single-Family Examples

## HabiJax Community



- Tiny home rental community
- 1BR/1BA
- Approx. 550 SF
- Income restricted:
- Rents range \$400 - \$600

## Cottage Concept





- Fee simple option
- 2BR/1BA
- Approx. 544 SF



# Visual Preference Exercise

## Instructions:

- Use the colored dots to tell us what you would like to see.
- Place a  dot next to the images you prefer.
- Place a  dot next to the images you do not prefer.

# Visual Preference Board #1



# Visual Preference Board #2





# Project Timeline

- Land Acquisition
- Update to ET CAC – October 2024
- Present today's workshop feedback to CRA Board on October 10<sup>th</sup>, 2024
- Conceptual Design
- Follow-up Public Meeting to present proposed concepts
- Presentation to ET CAC
- Presentation to CRA Board
- Release of Design RFP
- Construction Solicitation RFP
- Development Construction

# Share your input!



How can community members provide input?

- Attend this workshop
- Visual Preference Exercise (Today)
- Community Survey (closes August 22, 2024) – [East Tampa Palifox Property Development](#)
- [Engage Project webpage](#) (Project Updates)

# Contact Information

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# THANK YOU

**CONTACT US**

[tampa.gov/CRA/East-Tampa](https://tampa.gov/CRA/East-Tampa)



tampacras



tampacras



(813) 274-8325

**TAMPACRA**  
STRENGTHENING COMMUNITIES

# Community Survey

## Instructions:

- Tell us what you would like to see on this site.
- Visit the [East Tampa CRA Palifox Property Development Survey](#) webpage to provide input on future plans for the site.
- Survey closes **August 22, 2024 at 5:00 PM**