



Tampa Community Redevelopment Agency  
306 East Jackson Street 2N  
Tampa, Florida 33602  
(813) 274-8325  
tampa.gov/CRA

**EAST TAMPA COMMUNITY REDEVELOPMENT AREA  
COMMUNITY ADVISORY COMMITTEE**

**Meeting Summary**

May 6, 2025, at 6 PM

City Center at Hanna Avenue

2555 E. Hanna Avenue Tampa, FL 33610

**Meeting Called to Order** by Dr. Jeffery Johnson, ETCAC Chair at 6:01 p.m. Roll call was taken.

CAC Member	At-Large or Ex-Officio Seat	CAC Term (FY)	Present or Absent
Craig Fox, Vice Chair	At-Large	2026	P
Eboney De Costa	At-Large	2026	P
Toinette Gaines	Ex- Officio - Legacy at Fair Oaks N.A.	2026	Virtual
Kimberly Headland	Ex-Officio – V.M. Ybor N.A.	2026	P
Aileen Henderson	At Large	2026	A
Dr. Jeffery Johnson, Chair	Ex-Officio – CDC of Tampa	2026	P
Frankie Jones	Ex-Officio – Rainbow Heights N.A.	2026	P
Carlos de la Ossa	Ex-Officio - S.E. Seminole Heights N.A.	2026	Virtual
Fran Tate	Ex-Officio – Jackson Heights N.A.	2026	P
Diann Zeigler	At-Large	2026	P
Cedric Carrington	At-Large	2026	P
Dayna Lazarus	At-Large	2026	P
Mimi Martinez	Ex-Officio – Ybor Heights N.A.	2026	P
Nathalie Halsall	At-Large	2027	A
Andrea White	At-Large	2027	P

**Staff present:** Cedric McCray; Bryce Fehringer; Evan Johnson; Jackson Strong; Evan Johnson; Chris Ullian and Brenda Thrower(virtual); Rahel Berhanu (virtual)

**Public present:** Alethia Somerset and Craig Fox (virtual)

**Public Comments:** Alert Cooke; Kella McCaskill; Connie Burton; and Alison Hewitt

## Action Items:

**Approval of April 1, 2025, CAC Meeting Minutes** – *Minutes to be provided for approval prior to the April 1, 2025, meeting. Motion: (C. Carrington, 2<sup>nd</sup> F. Tate) to approve April 1<sup>st</sup> ETCAC meeting minutes.*

## Presentations

### A. East Tampa Wayfinding and Gateway Project (John Scheffel; Erin Konley; and Rob Rosner with API)

- Erin Konley discussed the project team organization and overall process.
- **Phase 1** - ETCAC kick-off meeting, developing a general analysis and overview using photos and plans.
- **Phase 2** - finalize destination criteria; develop methodology for modes of transportation; site plan and messaging; project schedule and coordination with appropriate City departments/teams.
- **Phase 3** – develop 3 signage design concepts; develop preliminary signage plan; update sign locations and messaging; present concepts and establish a fabrication budget. Final presentation to ETCAC and CRA Board.
- **Phase 4** – refine concepts; coordinate with stakeholders; engage with local authorities; and develop full scale mockups.
- **Phase 5** – Finalize sign locations; bid-ready documentation and graphics; permit ready sign plans; maintenance recommendations; and preliminary pricing and construction documents.
- **Phase 6** – Prepare pre-bid documents; coordinate the bid process; identify sign fabricators; review bids ; and attend pre-bid conference.
- **Phase 7** - Review submittals from contractors; field verify and mark sign locations; project coordination with fabricator team; prepare punch list; and prepare evaluation of wayfinding system.
- ETCAC members asked questions related to time-frame, walking tours; locations list for wayfinding signs; gateway signage and community engagement.

**B. East Tampa CRA Plan Update (Furr, Wegman & Banks Architects, Vistra, & University of South Florida)**

- The need for ongoing redevelopment within the East Tampa CRA.
- Vacant parcels in East Tampa and recommendation to eliminate with infill development.
- Commercial sales and retail activity on Hillsborough Avenue; 40<sup>th</sup> Street; Columbus Drive; and Nebraska Avenue.
- Brownfield and site contamination adjacent to residential areas.
- Opportunity to activate designated alleys for community benefit and use.
- Community survey results based on public safety; infrastructure; public spaces; economic development; affordable/attainable housing; key themes and trends.
- Redevelopment of existing intersections as community destinations and mixed-use development. Maximizing commercial and residential opportunities on corridors.
- Infill housing opportunities on vacant lots to improve underused spaces; enhance walkability; and sustain urban growth.
- ETCAC members took the opportunity to comment on the and ask questions based on the presentation.

**C. Urban ReWorx Special Projects Funding Request – Vicente Ybor House (Thad Bereday)**

- Project timeline and goals related to community outreach, meetings as well as site development.
- Visuals of site location of 2914 N. Nebraska Avenue and renderings
- 20 affordable units at 80% AMI with a 50-year land use restriction
- 4 – 2 bedroom/ 1 bath units and 16 – 1 bedroom/ 1 bath units
- Mixed use commercial retail space below housing units.
- Total development costs equal \$9,428,509
- Requesting \$5 million in subsidy from the ETCRA
- Workforce housing for educators, first responders and active seniors.
- ETCAC members had the opportunity to inquire more about the area's median income; affordability; original design; number of units; boundaries; cost per unit; as well as comparisons to other developments within the ETCRA and City of Tampa.
- Motion: (M. Martinez) to fund at \$5 million dollars. The motion failed due to lack of a second.
- *Motion: (K. Headland, 2nd F. Tate) to fund \$2 million over a two-year period. Motion carried with C. Carrington and A. Henderson voting no.*

## **D. Staff Reports**

- East Tampa Project Tracker - included in meeting packet.
- Commercial Grants Tracker - included in meeting packet
- Housing Grants Tracker - included in meeting packet
- Managers' Report

## **New Business**

### **A. ETCRA FY26 Budget**

- Dr. Johnson highlighted the discussion from the Special Called FY26 budget discussion on April 21, 2025. Quorum was not achieved. The recommendation was to reallocate the remaining \$6.5 million funds from FY25 to affordable housing initiatives to support projects ad to within the ETCRA.
- It was requested that Director McCray explore a date and time prior to the end May 2025 and specifically May 12<sup>th</sup> at 6 PM if a location is available to hold another FY26 budget workshop.
- Motion: (C. Carrington, 2nd F. Tate) to allocate funding FY25. Motion passed unanimously.
- Mrs. DeCosta shared scholarship information for graduating seniors.

**Adjournment:** Meeting adjourned at 8:54 p.m.