

YBOR LEGEND

A Publication of the Ybor City Development Corporation

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www.YborOnline.com

Modern Technology Helps Alleviate Parking Hassles in the Historic District

In most urban environments, parking becomes an issue for visitors, local employees and residents. Once a parking space is found, it's not necessarily always secured. At parking meters motorists must have the correct change, and in parking lots they must have cash; but by the end of the summer in Ybor City people won't need either. From multi-space meters that accept credit cards to personal meter passes that hang from the rearview mirror, Ybor City visitors, residents and employees will have less stress finding parking spaces and more time to enjoy the historic district.

Currently available for Ybor City parking is the iPark personal parking meter, a new technology similar to the Sunpass that acts as a "debit" card for parking. The iPark card works at all City of Tampa parking meters, which includes downtown Tampa and Ybor City. The iPark card is issued with a pre-loaded line of credit. Once you have a card, additional funds can be

downloaded by telephone or pre-paid at municipal offices. When parking, the user turns on the card, selects the zone where he is parking and authorizes the card to start paying for parking. When the user returns to their car, they turn the card off. The iPark card will display the zone, amount of time used, the amount paid, and remaining balance on the card before turning off.

By the end of the summer, two parking lots on 8th Avenue will receive new multi-space meters. These new machines will allow users to pay with cash or credit card for their parking space. Each machine will service 75 spaces and provide a paper receipt to be displayed on the customer's dashboard. The new multi-space meters will be located on 8th Avenue behind Carmine's restaurant and the Empire nightclub. Ybor



Left: iPark card, above: multi-space meter.

City has plans to expand on the multi-meter machines program in the years to come.

Cell phone parking is a possible program being explored by the City of Tampa that could find its way to Ybor City streets in the future. This new program would allow motorists to activate a parking meter by calling a number on their cell phone and following prompts to pay for the metered space.

"We are piloting new technology here in the historic district to make the experience of Ybor City more

pleasurable," says Vince Pardo, Ybor City Development Corporation manager. In addition to some of the new technologies surfacing in the historic district, Ybor City has made public parking more enjoyable by issuing courtesy warning tickets for all first-time parking violations. The warnings welcome visitors to Ybor and serve as a friendly reminder to pay for parking. "All of these initiatives make it easier for people to visit the historic district without worrying about a ticket," said Pardo.

Ybor Marketing Update



Look for the Ybor Classic billboard as you drive southbound on I-275, one-half mile north of Hillsborough Avenue. Supporting Ybor City branding and marketing efforts, the Classic billboard will call this new location home for the next seven months. The Classic billboard is one of five designs that make up the Ybor City branding campaign which can be viewed online at www.yboronline.com.

U-HAUL Welcomes You to Ybor City

A new welcome message now adorns the U-Haul water tower, a familiar local landmark. "Welcome to Ybor City," will be one of the first messages visitors see when they arrive in the historic district. The recently repainted U-Haul water tower can be seen by motorists from both eastbound and westbound I-4. Thanks U-Haul.



Hillsborough County Students Explore Ybor City History and Culture



Hillsborough County students tour Ybor City.

Through a cooperative effort between the Spanish Lyric Theatre and the School Board of Hillsborough County, a very successful two-day production of "Re-Viva Ybor!" was presented in April at the Italian Club in Ybor City.

This production, which explores the history and culture of Ybor City, is seen through the eyes of a young immigrant Italian boy in the 1890s; a young romantic flirting couple on 7th Avenue in the 40s that has to move out of Ybor; and the son of a Jewish merchant who revisits the Ybor of today. Songs, both traditional and those written for the show, are performed and there is a running commentary by two narrators. The entire show is accompanied by a

live band. Not only is the "old" Ybor revisited but the promises of the new, re-born Ybor are explored.

The production is preceded by a walking tour of Ybor, a tour of the Ybor City State Museum and a visit to the "casitas."

Over 2,000 students have viewed this show, which was first presented in April 2006. It is scheduled for the upcoming school year as well.

Although this program is hosted by Hillsborough County Public Schools, private schools can also attend special showings.

For further information contact the Spanish Lyric Theatre at (813) 936-0217. The program is appropriate for middle elementary school age through adult.

New Location - Same Commitment

The Ybor City Development Corporation (YCDC) has officially moved in to its new location at 2015 East 7th Avenue. Now that all employees are settled, please drop in to say hello and take a look at the new office space. This move helps the YCDC to better serve the community by putting it in a central location that makes it more accessible to the community it serves.

"With our new office directly on Seventh Avenue, we are able to have a closer relationship with merchants, property owners, residents and new development interests," said Vince Pardo, YCDC manager.



YCDC staff member, Kimberly Bogush, provides assistance to Ybor City property owner, Steve Yurriaga.



15th Street Stormwater Improvement Project Update

As of Thursday, May 31, 2007 all intersections on 15th Street from 5th to Palm Avenues are open to vehicular traffic and signalization is in place.

Beginning Monday, June 4, 2007, milling operations will begin on 15th Street starting at 5th Avenue and work north to Palm Avenue for the entire week. Then, beginning Monday, June 11, 2007 the final paving and striping will

begin, again from the south (5th Avenue) heading north to Palm Avenue for the entire week. The contractor will avoid the 7th to 8th Avenue block during lunch hours for both weeks and at least one lane of traffic will remain open at all times during both operations.

All openings are projections only and are subject to change by unforeseen circumstances

and inclement weather.

- For project information, please contact P.J. Calloway at (813) 630-3902 or Corine Linebrink at 310-5003.
- For Solid Waste questions, please contact Clifton Daniels at (813) 267-9294 or Stephan Ralph at (813) 333-8441.
- For Parking/Garage information, please contact Wayne Mixdorf at (813) 274-8925.

Heidt & Associates Welcomed to Ybor City

On May 16 Heidt & Associates, a civil engineering firm, celebrated the opening of its new corporate headquarters in Ybor City. Mayor Iorio was on hand to officially welcome the company to its new location in the historic district. Located on North 15th Street, the four-story brick building

includes 53,000 square feet of office space and a 2,200 square-foot vehicle maintenance facility. Heidt & Associates, with offices in Tampa, Ft. Myers and Sarasota, brings over 200 employees to the district and is one of the largest employers to locate in Ybor City since K-Force in 2001.



Community Redevelopment Agency



2006 ANNUAL ACTIVITY REPORT

Tampa, Florida
FOR THE YEAR ENDED SEPTEMBER 30, 2006

CRA Annual Activity Report Available Online

The 2006 Community Redevelopment Agency (CRA) Annual Activity Report is now available for viewing at www.Tampagov.net. This report outlines the progress made during the 2006 fiscal year and highlights the upcoming year for each Community Redevelopment Area including the two Community Redevelopment Areas within Ybor City.