

EAST TAMPA

Redevelopment News

OCTOBER 2013



Transforming East Tampa into a vibrant residential and business community with recreational, social, and cultural life.

InVision Tampa: Hillsborough/Nebraska Corridor Study

InVision Tampa is a broad-based planning study, funded by HUD, to create a master plan for center city Tampa from Downtown east to Ybor City, west to Armenia Avenue, and north along Nebraska Avenue to Hillsborough Avenue. Spearheaded by Mayor Buckhorn and the City of Tampa, studies have initially focused on Tampa's downtown and the western bank of Hillsborough River.

A plan for the Nebraska Avenue Corridor, from Downtown to Hillsborough Avenue and the Hillsborough Avenue Corridor from Nebraska to 22nd Street also has been underway since Spring 2013. As a major north/south connector through the heart of Tampa, the car-centric thoroughfare was downsized from four to three lanes several years ago as a measure to help calm traffic. Future additions of medians and other techniques could also help to slow cars and make it more pedestrian and bicycle friendly.

The InVision effort is evaluating Nebraska up to Hillsborough Avenue and east to 22nd Street, identifying where new development can take place, particularly around HART's new MetroRapid bus stops. Community input and ideas for potential solutions have been gathered from a diverse group of residents and business owners and incorporated into the plan. Parks, streetscapes, and potential new development areas are being studied and the outcome, expected to be presented to the public in August, will include economic development, land use, and transportation recommendations to guide future development.

For more information, visit www.InvisionTampa.com.

Neighborhood Enhancement Division Consolidates City Services and Saves Money

In February 2013, Mayor Buckhorn announced the formation of the "Neighborhood Enhancement Division," an entity that merged Tampa's Code Enforcement Division with the Clean City Division. The merger is expected to save the City up to \$70,000 per year, mainly in reduced personnel costs.

Neighborhood Enhancement Division enforces all non-criminal city ordinances, codes, and regulations and works to improve the quality of life for Tampa residents through maintenance efforts of medians and vacant lots. They help to reduce litter, graffiti, and illegal dumping in 355 miles of roads and medians, and city parking lots.

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Enterprise Zone

Did you know East Tampa is an Enterprise Zone? An Enterprise Zone is a state-designated geographical area targeted for economic revitalization. Tax incentives are offered to businesses and people in the zone to encourage economic development and investment.

New and existing businesses, or any property owner who builds new or renovates, and is in the zone boundaries, may qualify for various incentives such as job tax credits, business equipment sales tax refund, property tax credit building materials sales tax refund, and more.

Find out more by contacting the Enterprise Zone Coordinators, Ed Johnson (813) 242-3806 Ed.Johnson@tampagov.net, or Lynn Schultz (813) 914-4008 schultzl@hillsboroughcounty.org.

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A Faster Ride Awaits on HART's New MetroRapid Service

Public transit from East Tampa to points north and south just got faster and easier through HART's new MetroRapid premium bus service. Twelve buses operate from 5:00 am to 8:00 pm on a 17.5 mile corridor along Nebraska and Fletcher Avenues from the HART Marion Transit Center in downtown Tampa to Telecom Park/Hidden River Corporate Park, west of I-75 in north Tampa.

The sleek, high-tech buses have the latest GPS-based equipment which extends green lights and shortens red lights. This coupled with fewer stops improves travel-time, reduces schedule delays, and advances service reliability.

East Tampa riders can catch the bus at ticket-vending machine equipped stations on each side of Hillsborough Avenue and Dr. M.L. King Jr. Boulevard. Additional stations are located on each side of Lake and Floribraska Avenues and Columbus Drive. Look for the modern, grey and green MetroRapid stations as the buses only stop at these, not regular HART bus stops. All MetroRapid stations along the route feature covered seating, bicycle racks, and passenger information.

The service began operation on May 28th, and fare is \$2, the same as regular HART bus service. Give the new system a try – and enjoy a rapid ride across Tampa!



U.S. Representative Kathy Castor along with county and city officials attended a ribbon-cutting ceremony held at the Hidden River Corporate Park on June 10th to celebrate a new bus route of the Hillsborough Area Regional Transit system.

Great Services at Hillsborough Avenue Retail Center



Family Plaza, a smart, new retail center is now at the corner of 4600 E. Hillsborough Avenue. The 12,000 square foot development offers a nail salon, cell-phone retailer, coin-operated laundry,

and a grocery/meat market, all with ample parking. A bus stop is available in front of the plaza on Hillsborough Avenue and there is easy access off Hillsborough Avenue or 47th Street.

Formerly the site of an old motel, shopping center owner Omar Mattar invested \$1.6 million in the construction of the center.

"Neighborhood" Continued from page 1

Former Tampa Police Department Major Sal Ruggiero is overseeing the new Neighborhood Enhancement Division. As a 29-year veteran of the police department, he worked in South and West Tampa to reduce crime. "The Neighborhood Enhancement Division is committed to making the East Tampa area better appearing," said Ruggiero. "We are working with the city, community leaders, and the Tampa Police Department to identify areas where we can reduce and combat litter and illegal dumping."

Do your part to keep East Tampa beautiful by reporting litter, graffiti, or illegal dumping by calling the City of Tampa Customer Service line at (813) 274-8211.

Corridor Study Focuses on Traffic Congestion and Safety

In January 2013, the Hillsborough Metropolitan Planning Organization (MPO), through their Congestion Management and Crash Mitigation Process, identified a stretch of East Hillsborough Avenue with persistent safety and mobility issues. A new study is looking at ways to revamp the roadway and its immediate surroundings into a safer travel corridor.

"Hillsborough Avenue, from Interstate 275 to just past 50th Street, is a relatively narrow road for the amount of traffic moving through. This leads to dangerous high-speed crashes with drivers turning into local businesses and neighborhoods, putting those people walking, cycling, and crossing the street to get to bus stops in harm's way," said Gena Torres, Congestion and Crash Mitigation Program Coordinator for the MPO.

The MPO is assessing conditions along Hillsborough for all travel modes. They will develop short- and long-term alternatives for users which should reduce the frequency and severity of automobile, bicycle, and pedestrian crashes, while supporting community values and economic vitality along the corridor.

The report is expected to be complete by the end of 2013. The MPO has already received insightful citizen input at two community meetings that helped to identify the challenges and opportunities along this corridor. A final community workshop will be held this summer to weigh in on the recommended safety improvements. Everyone is welcome.

For more information about the Hillsborough Avenue Corridor Study and to check when the date of the third workshop is confirmed, please visit www.planhillsborough.org/east-hillsborough-avenue-corridor-study/ or contact Gena Torres at (813) 273-3774 x357 or by email torresg@plancom.org.

East Tampa Community Update

The East Tampa Community Revitalization Partnership continues to make strides in the community with excellent accomplishments and initiatives that will continue for the rest of 2013:

- The Housing Committee along with the Executive Board successfully amended funds allocated for purchase/rehabilitation, to funds used to help seniors with much needed maintenance including roof replacements, plumbing, electrical, and safety/hazardous repairs. They are currently in the process of rehabbing 30 of East Tampa's senior residents' homes.
- The Partnership and City of Tampa have joined forces to encourage our seniors to come together for socialization and enrichment. The Oak Park Center offers a variety of quality services for people age 55 and over, that supports independence, responds to their diverse needs and interests, and encourages involvement with the center in their community.
- The 2013 Safe Summer Event took place on June 8, and was well attended by 450-500 residents. This summer kick-off for youth and families included basketball, chess tournaments, face painting, arts and crafts, live entertainment, singing, and step dancing. Giveaways included a laptop computer, 10 bicycles and various gift cards. Tampa Police Department attended and assisted with fingerprinting and giving protective head gear to community youth.
- Midnight Basketball is being held every Friday evening at the Jackson Heights NFL YET Center, a recreational space hosting 50-80 at-risk youth weekly. The basketball program which started last spring is designed to provide a safe place for teenagers and young men in a crime hot spot to enjoy the sport from 8 p.m. to midnight.
- The Partnership successfully partnered with citizens of the community, the Mayor's office, Humana and Kaboom to build a handicapped-accessible community playground at Regan Park for the youth and the young at heart.
- A holistic mentoring program that addresses the social, emotional and cultural needs of youth ages 10-18 holds weekly meetings at the Jackson Heights NFL YET Center with mentors and mentees as well as advocates, and role models for the youth within their communities. Our members forge relationships that positively impact our greatest resource: our youth. The program focuses on building essential skills needed to become productive, contributing citizens. Currently the mentoring program is affecting 50-60 youth per week.
- The Partnership is planning several Economic Development Forums to encourage citizens to think outside of the box and in the direction of having an entrepreneurial spirit and business ownership mindset. Sessions will teach the necessary elements, strategies, tips on starting your own business, and how to obtain SBA loans.
- The 22nd Street corridor is in the final stages of completion to include the roundabout. We hope that this will be a staple of beautification as well as a gateway to our East Tampa residents as well as out of town guests.

SBIC Satellite Office Update

Small business education and opportunities continue to strengthen in East Tampa. Since 2010, Hillsborough County's Small, Minority Business Development Office and the East Tampa Redevelopment Office have partnered to provide business technical assistance and outreach to business owners located in East Tampa. A certified business consultant is available at the East Tampa Redevelopment Office located at 3808 N. 22nd Street on Tuesdays and Thursdays and is also available to meet at the owner's place of business. Topics covered include business plan creation, marketing, cash flow, enterprise zone incentives, minority business certification and small business registration, doing business with the government and many more!

According to Lynn Schultz, Special Projects Coordinator, Hillsborough County Economic Development Department, the East Tampa SBDC satellite office reported the following activities from October 2012 through May, 2013:

- 417 points of assistance was provided to East Tampa businesses.
- 186 Businesses were started reporting the creation of 347 jobs.

For additional information or to schedule a FREE business consultation, contact 813-914-4028.

22nd Street Now Open!



East Tampa residents have been so patient through months of construction and it is very much appreciated. Have you driven or walked along 22nd Street lately? It can easily serve as an example of what every American street should aspire to be – a street designed to enable safe access for all users of all ages whether in a car, on foot, biking, or taking public transit – and it is nearly

complete with new traffic lights, cross walks, sidewalks and trails, and upgrades to water, storm water infrastructure, bus stops and shelters.

Phase III, a new roundabout at the intersection of 21st and 22nd Avenues and the final phase, is now completed. Mayor Buckhorn and community members dedicated the entire enhancement project with a ribbon cutting at the roundabout on September 4, 2013.

We hope you agree that this has been an endeavor well worth it – a street that serves as a vision for the future of the East Tampa community.



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3808 North 22nd Street, Tampa, Florida 33610 • (813) 242-3807

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Bob Buckhorn, Mayor

Community Redevelopment Agency (CRA) Board

Frank Reddick	District 5	Chairperson
Mike Suarez	District 1	Vice-Chairperson
Yvonne Yolie Capin	District 3	At-Large
Harry Cohen	District 4	
Charlie Miranda	District 6	
Lisa J. Montelione	District 7	
Mary Mulhern	District 2	At-Large

Meeting Location: 315 E. Kennedy Blvd., Tampa

Time: 9 a.m.

Dates: August 8, September 19, October 10

Community Advisory Committee

Essie Sims, Jr.	Chairperson
Richedean Hills-Ackbar	Vice Chairperson
Curtis Brown	
David Denson, Sr.	
Kim Headland	
Deborah Lawson	
Carrol Josephs-Marshall	
Richard Muhammad	
Elizabeth Nelson	
Karen Peoples	
Jeraldine Williams-Shaw	
Thad Smith	
Darrell Starling	

Meeting Location: Economic Development Office
TPD III, 3808 N. 22nd Street, Tampa

Time: 9:30 a.m.

Dates: August 6, September *10, October 1

*9:00 a.m. at Ragan Park Community Center, 1200 E. Lake Avenue, Tampa

Your Neighborhood Connection

Twelve neighborhood associations in East Tampa are actively working to ensure a safe and vibrant community. Contact your neighborhood leader and get involved today. For more information, contact the neighborhood president directly by email.

College Hill Civic Association

Cynthia Few fbckbeauty3@yahoo.com

East Tampa Business & Civic Association

Dianne Hart dhartconsulting@yahoo.com

Eastern Heights Neighborhood Association

Sam Mobley smsam1@verizon.net

Florence Villa/Beasley/Oak Park Civic Association

Barbara McGill bmcgill1@tampabay.rr.com

Grant Park Civic Association and Watch Group

Kevin Johnson kevinj1105@yahoo.com

Highland Pines Community Task Force

Betty Bell Bellsystem5@verizon.net

Northeast Community Crimewatch & Civic Assoc.

Joel Barnum jbar1952@verizon.net

Northview Hills Civic Association

Freddie Hires - Interim President

Old Seminole Heights Neighborhood Association

Debi Johnson djintampa@gmail.com

Rainbow Heights Neighborhood Association & Crimewatch

Frankie Jones Frankie.Jones@SDHC.K12.FL.US

Southeast Seminole Heights Civic Association

Sherry Genovar-Simmons genovar.simmons@seshca.com

V.M. Ybor Neighborhood Association

Kelly Bailey KellyBailey@vmybor.org

Woodland Terrace Neighborhood Association

Ruth Fleming rflemingjr@tampabay.rr.com