



We build **strength, stability, self-reliance** and **shelter**.

February 15, 2022

Dennis Weber
Real Estate Coordinator
City of St. Petersburg
Real Estate and Property Management Department
One- 4th Street North
9th Floor
St. Petersburg, FL 33701

Re: Notice of Intent to Dispose of City-Owned Real Estate – 2100 18th Avenue South (ID# 25-31-16-88981-001-0020)

Dear Mr. Weber,

Please find enclosed a development proposal in response to the City of St. Petersburg Notice of Intent to Dispose of City-Owned Real Estate – 2100 18th Avenue South (ID# 25-31-16-88981-001-0020). We look forward to engaging with the City and hopefully partnering in the transformational redevelopment occurring in mid-town St. Peterburg.

Respectfully submitted,

Mike Sutton
President and Chief Executive Officer



**Habitat
for Humanity**[®]
of Pinellas &
West Pasco Counties

2100 18th Ave S Development Proposal





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Administrative Headquarters

14010 Roosevelt Blvd, Suite 704 Clearwater, FL 33762

Clearwater ReStore & Education Center

13355 49th Street North, Suite B Clearwater, FL 33762

Palm Harbor ReStore

31541 US Highway 19 North Palm Harbor, FL 34684

St. Pete Resource Center

1350 22nd Street South St. Petersburg, FL 33712

New Port Richey ReStore

6431 US Highway 19, New Port Richey, FL 34652

Habitat for Humanity of Pinellas and West Pasco Counties (Habitat) proposes developing forty-four (44) newly constructed townhomes that will be sold on a fee simple basis to income-qualified homebuyers. One-hundred percent (100%) of the units built will be sold to home purchasers at or below 80% Area Median Income as defined annually by the United States Department of Housing and Urban Development (HUD). We anticipate serving a total of 130 adults/children within this development, with the average household AMI to be served being 60%. Habitat projects monthly mortgage payments (including taxes, insurance, and HOA fee) for a 3br/2ba unit to average \$1,211.00 monthly. This mortgage payment is significantly below the \$1,536.00 monthly Florida Housing Finance Corporation rent limits for a 3br rental unit at 80% AMI and on par with the rent limits for a 3br at 60% AMI. Meaning our program participants can own a home for less than a comparable affordable tax credit rental unit.

The need for affordable housing at all categories and at all income levels is immense. At Habitat, we are solely focused on affordable homeownership, which we believe is one of the primary mechanisms in breaking the cycle of generational poverty and creating intergenerational wealth. Given this paradigm, we believe affordable homeownership would benefit the surrounding area and, most importantly, allow the residents to participate in the equity creation spurred by the planned redevelopment of the area. Homeownership also combats the widening income inequality gap and would bring additional income into the neighborhood.

Although everyone thinks of home construction when they think of Habitat, our services are much more encompassing. In addition to general contracting/home building, we also provide in-house services that include; loan origination, homeowner education, volunteer services, and mortgage servicing. Not outsourcing loan origination services means we maintain a close financial relationship with our homeowners, assisting in every step of the way to help them achieve their ultimate goal of homeownership. This also means we are adept at income verification as well as all other tasks (employment/asset verification, financial statement reviews, etc.) required to complete mortgage underwriting. We also have extensive experience coordinating with down payment assistance programs and various local, state, and federal funding sources that require income eligibility certification or compliance. The strength and effectiveness of our program is highlighted by our sub 3% delinquency rate over a 500+ loan portfolio.

We have vast experience in developing, constructing, and selling fee-simple affordable housing over our 36-year history in our community, having just completed our 729th home. We have also previously completed townhome developments in Clearwater and Dunedin and have a planned 57 unit townhome development in Largo and another 25+ unit townhome development planned in Clearwater. Additionally, we have significant development experience particularly working within the South St. Petersburg CRA and have operated a resource center on 'The Deuces' at 1350 22nd St. South since 2018. Our organization stands as a ready, willing, and capable partner.

At Habitat, we believe homeownership has the power to transform, transforming both families and the fabric of our community. This belief and commitment drives Habitat to provide life-changing opportunities for those in our region. Homeowners become vested members of their neighborhoods and surrounding communities. These new homeowners help to revitalize neighborhoods by making long-term investments, joining neighborhood associations, shopping local, and becoming civically involved. These actions, in turn, develop resources to improve local schools, support local businesses, and catalyze communities.

Habitat's approach to providing affordable housing is highly successful and results in a permanent solution. Our program is predicated on the principle of a hand-up and not a handout. Homes are sold at the appraised value or max affordability of the homeowner. The homeowners are provided a 'conventional' 30-year 0% interest mortgage. This helps break the cycle of generational poverty by providing a path to affordable homeownership and significantly strengthening economic mobility. Moreover, eliminating the interest component of a mortgage keeps payments affordable and allows individuals who otherwise would not be able to afford a home to realize their dream of homeownership.

Our program further reduces barriers to homeownership by offering a \$0 down payment, not requiring private mortgage insurance (PMI), and only requiring \$1,000 in closing costs. Down payment requirements are often a huge barrier for many even to begin contemplating homeownership as a housing option. Eliminating the upfront requirement to save thousands to tens of thousands of dollars for a down payment on a traditional mortgage helps low-income families who are often living paycheck to paycheck due to unaffordable housing become homeowners. It also allows families to save money for other priorities (college savings fund, home maintenance costs, medical emergency savings, etc.). Furthermore, Private Mortgage Insurance (PMI) is an often-overlooked cost for many first-time homebuyers. If the borrower is not making a 20% down payment, lenders often require "PMI." This insurance policy protects the lender and helps 'de-risk' the loan. Rates are based on credit score, loan amount, and loan to value. PMI is paid monthly by the borrower and can add hundreds of dollars to one's monthly mortgage payment (reducing how much home one can afford) as well as thousands of dollars of additional costs to the total cost of the loan. As of December 2020, an Urban Institute report determined homebuyers will pay on average between 0.58% and 1.86% of the original loan amount per year in PMI. Lastly, according to nerdwallet.com, the average closing costs fees run between 2% and upward of 5% of the mortgage loan amount. This means closing costs on a \$200,000 loan can range between \$4,000 to \$10,000 depending on the lender. At Habitat, we currently only charge a \$1,000 flat rate fee for closing costs, a savings of thousands of dollars in fees. Even better, the flat rate fee does not have to be paid all at once and can be made in installment payments throughout the program.

Finally, we anticipate the average monthly mortgage payments (including taxes, insurance, and HOA fee) for a 3br/2ba unit to average \$1,211 monthly. Again, as stated earlier, this mortgage payment is significantly below the \$1,536.00 monthly Florida Housing Finance Corporation rent limits for a 3br rental unit at 80% AMI and on par with the rent limits for a 3br at 60% AMI.

To illustrate the impact of a 0% interest mortgage on affordability, let us demonstrate an example. To level set, \$53,150 is currently 80% AMI for a three-person household (such as, a single parent with two children or two adults and one child).

Example of Impact

- Household size: 3 members
- Household income: \$43,596 (significantly below 80% AMI)
- Current rent: \$1,800
- 49.5% of the monthly income
- \$245,000 purchase price with Habitat 30 year 0% fixed-rate mortgage:
- Mortgage: \$1,211 – 30% of the monthly income





PELICAN

PLACE

The proposed development will consist of forty-four (44) newly constructed three-story townhomes.

The current density being proposed is 22 dwelling units per acre and is within the maximum allowable density of 32 dwelling units per. Building height will also be consistent with the existing CCT-1 zoning category. A total of 86 parking spaces will be provided to limit the impact of on-street parking in the area. The development will be in harmony and consistent with the scale, bulk, coverage, and character of adjacent properties and permissible within the current zoning.

All homes developed will be three-story and range between 1,000sqft to 1,300sqft in total size and consist of two (2), three (3) and four (4) bedroom floorplans. We expect to develop nine (9) two-bedroom units, nine (9) four-bedroom units and twenty-six (26) three-bedroom units. The outside façade will incorporate coastal contemporary design elements, including a coastal color palette, modern and traditional accents, coastal style storm shutters and Florida-friendly landscaping.

As for our building construction, every home will be EnergyStar certified. This includes insulated fiberglass exterior doors, Low-E double panel windows throughout, HVAC system with programmable thermostat and fresh air intake damper, Mastic sealed ductwork, R-30 fiberglass insulation over living spaces, R-11 frame wall insulation, R-4.1 insulation on concrete exterior walls, and Microwave vented to the outside. Homes also come equipped with hurricane shutters and hurricane-rated garage doors as well as roof trusses hurricane strapped. All homes finished floor elevations are built above the local-based flood elevation to mitigate flood issues, Lastly, finishes include hardwood cabinets, carpet/tile/vinyl flooring, whirlpool appliances, and be pre-wiring for both cable and phone.

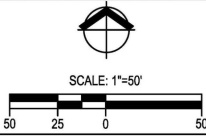
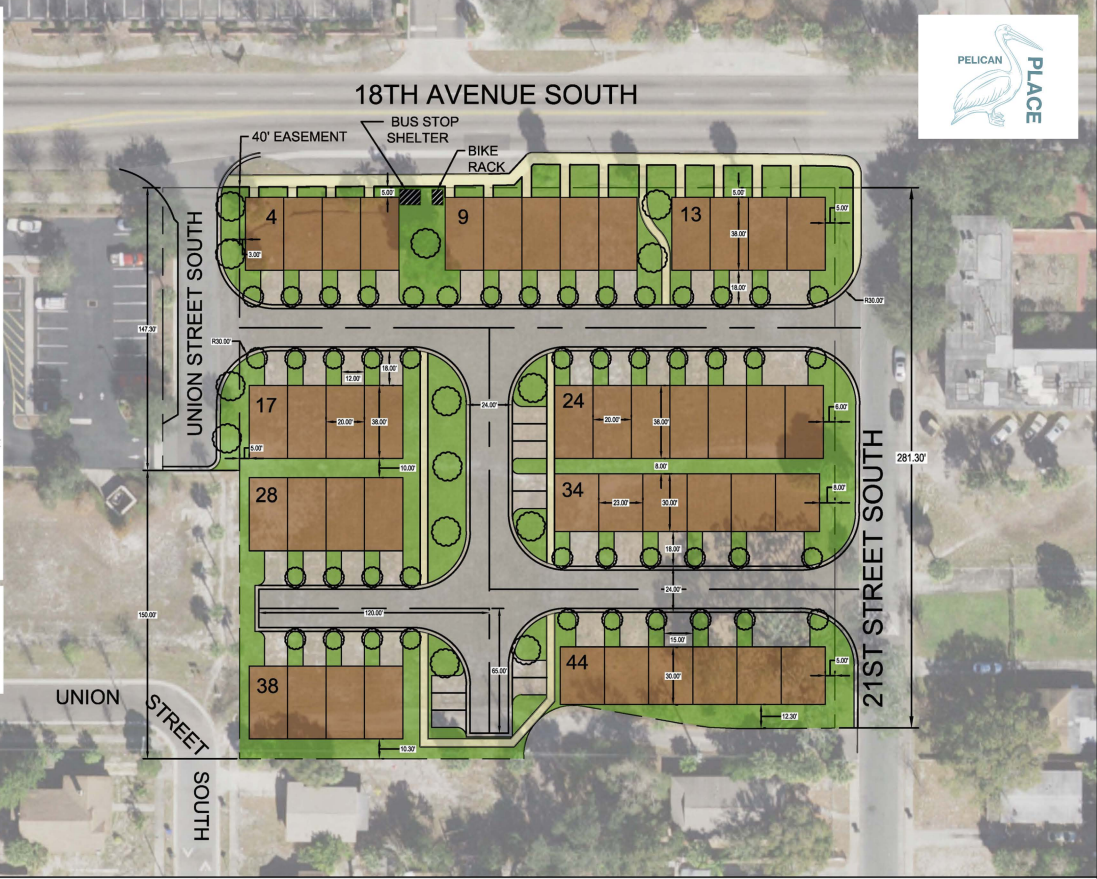
Our proposed townhome dwelling design will not result in any adverse visual impacts on adjacent properties. We will seek to utilize rear alleys whenever possible, remain consistent with the form-based code, and maintain a pattern of development that promotes walkability. Since the proposed residential development(s) are similar in nature vis-à-vis placement of other residential uses in the area, it is not expected to impair the value of those properties. This will also likely have no negative or otherwise effect on the health or safety of persons residing or working in the neighborhood and likely have no negative or otherwise impact on traffic congestion.

SITE DATA TABLE:

1. SITE ADDRESS: 2100 18TH AVE. S., ST. PETERSBURG, FL 33712
2. PID No.: 25-31-16-88981-001-0020
3. GROSS SITE AREA: ±95,200 SF (2.2 AC)
4. EXISTING ZONING: CCT-1
5. FUTURE LAND USE: PR-MU
6. MINIMUM LOT SIZE: 4,500 SF
7. MAX BUILDING HEIGHT: 42'
8. BUILDING SETBACKS PER CCT-1 ZONING:
FRONT - 0' FROM PROPERTY LINE / 5' FROM THE CURB
SIDE (INTERIOR) - 0'
SIDE (STREET) - 0' FROM PROPERTY LINE / 5' FROM THE CURB
REAR (WITH ALLEY) - 0'
REAR (WITHOUT ALLEY) - 10'
9. MAXIMUM GROSS DENSITY: 32 DWELLING UNITS / ACRE
DENSITY ALLOWED: 64 DU
DENSITY PROPOSED: 44 DU
10. PARKING REQUIREMENTS:
10.1 MULTIFAMILY: MORE THAN 750 SF / UNIT UP TO 2 BEDROOMS, PLUS 0.5 FOR EACH ADDITIONAL BEDROOM
10.2 LOADING: REQUIRED FOR MORE THAN 5 UNITS
PARKING SPACES REQUIRED: 55 SPACES
PARKING SPACES PROVIDED: 76 SPACES
10 GUEST SPACES
88 SPACES
TOTAL: 86 SPACES
11. REQUIRED EXTERIOR GREEN YARD DEPTH FOR ALL ABUTTING STREETS (NOT ALLEYS) IS 5 FT. REQUIRED INTERIOR GREEN YARD WIDTH SHALL BE 5 FT UNLESS THE REQUIRED SIDE OR REAR YARD IS SMALLER, IN WHICH CASE THE REQUIRED GREEN YARD SHALL BE THE DEPTH OF THE REQUIRED INTERIOR SIDE OR REAR YARD.
12. MAXIMUM IMPERVIOUS SURFACE (SITE AREA RATIO) MAY NOT EXCEED 0.95. PROPOSED ISR IS 0.76.
13. FLOOD ZONE:
ACCORDING TO FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) FLOOD INSURANCE RATE MAPS (FIRM), COMMUNITY PANEL NO. 12103C0218G, EFFECTIVE DATE: SEPTEMBER 3, 2003, SUBJECT PROPERTY LIES IN ZONE X - AREAS OF MINIMAL FLOOD HAZARD.

GENERAL NOTES:

- A. PARCEL IS LOCATED IN THE FOLLOWING BUSINESS INCENTIVE AREAS: BROWNFIELD AREAS, COMMUNITY REDEVELOPMENT AREAS, HUB ZONES, OPPORTUNITY ZONES, REDUCED TRANSPORTATION IMPACT FEE, AND URBAN JOB TAX CREDIT.
- B. STORMWATER SHALL BE CONVEYED TO AN OFFSITE DETENTION POND WITH A MINOR MODIFICATION PERMIT PER SWFWMD.
- C. MAXIMUM GROSS DENSITY DETERMINED WITH RESIDENTIAL DENSITY AND WORKFORCE HOUSING DENSITY BONUS.



PELICAN PLACE - CONCEPT SITE PLAN

This plan is conceptual in nature. Site revisions may occur based on grading and jurisdictional requirements.
02/10/2022



planning
civil engineering
landscape architecture
environmental management

Renderings are conceptual in nature for design visioning only. Site plan subject to change with final engineering and permitting.



PELICAN PLACE TOWNHOMES - PERSPECTIVE RENDERINGS
18TH AVE. SOUTH, ST. PETERSBURG, FLORIDA
HABITAT FOR HUMANITY
FEBRUARY 18, 2022



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Our organization has provided affordable homeownership opportunities in the community since 1985. Through our extensive community involvement, there is significant awareness of our services within the public. On average, we receive approximately 250 pre-application submissions monthly from individuals/families seeking assistance. We maintain a website that can be accessed 24/7 where prospective applicants can learn more about program eligibility and guidelines and complete the first steps in the pre-application process. Additionally, we advertise our homeownership program via social media, email, direct mail, and in both earned and unearned local media outlets. Lastly, we employ program recruitment and engagement coordinators whose full-time positions are to recruit potential homeowner candidates in the community.

Our program also operates differently than the traditional developers who spec build homes. We actively recruit homeowners throughout the year and maintain a pipeline of 100+ qualified candidates at any given time. These qualified homeowners are then matched to vacant properties based on location and need, with the homes being built to family size. We anticipate our marketing and recruitment efforts to begin immediately upon successful agreement. Given our model, we would expect the lots provided to be matched with a qualified candidate before a building permit is pulled.

Historically, we have successfully recruited homebuyers from the local areas we built in. This is typically accomplished through a coordinated marketing and outreach effort within the focus community. While unique to each community, marketing efforts may include ad placements in hyper-local publications, location-targeted social media advertising, direct mail campaigns, and unearned media attention highlighting new initiatives. In synchronization, our community outreach efforts may include recruitment events at local community centers, engaging local businesses who serve the area or employ residents, word of mouth referrals, door knocking, attending community events, and leveraging stakeholders to spread the messaging.

Although not a requirement, our preference, as stated above, is to recruit homeowners locally from the areas we are serving. Specific to the South St. Petersburg CRA, we believe our resource center just blocks away from the site location will be a tremendous benefit for recruitment. We intend to partner with community partners, such as first-time homebuyers' programs and potentially the city to hold homeownership information events for residents.

If selected to develop the site, Habitat would commit to exclusively marketing the site to South St. Petersburg CRA residents for the first three months of the program. We would also commit to extend the exclusive marketing to the surrounding zip codes as well as city employees on an additional three-month exclusivity period.

Development Experience

As stated previously in the proposal we have vast experience in developing, constructing, and selling fee-simple affordable housing over our 36-year history in our community, having just completed our 729th home. We have also previously completed townhome developments in Clearwater and Dunedin as well as completed planned single family developments throughout our county. We are currently in the planning or development stage 57 unit townhome development in Largo, another 25+ unit townhome development planned in Clearwater and 30+ units in Pasco County. Additionally, we have significant development experience particularly working within the South St. Petersburg CRA and have completed well over 200 homes in St. Petersburg.

Our current development team has directly contributed to the majority of our growth and success over the last several years. Our CEO Mike Sutton has led our organization to this immense growth in serving more families, building over 400 homes since taking over the helm in 2014. He leads our development team who collectively has more than 100 years of experience within the construction, development, and financial services sectors. This last fiscal year, we completed 65 single-family fee-simple homes sold to qualified low to moderate-income buyers. This fiscal year we are on track to complete 70 homes and have a 3- year strategic plan to complete a total of 210 homes. Nationally, we rank as the 2nd largest Habitat affiliate by new home construction and locally, according to the Tampa Bay Business Journal, we are the 14th largest homebuilder in the Tampa Bay region.

Please See Bios of Key Staff Below



Mike Sutton, CFRE, CFRM

PRESIDENT & CEO


Mike Sutton is the President and Chief Executive Officer for Habitat for Humanity of Pinellas and West Pasco Counties, where he has served since March 2014. As CEO of a \$25M nonprofit organization, Mike provides leadership and oversees the continued delivery of the Habitat for Humanity mission of partnering with people in need to build and renovate decent, affordable housing in Pinellas and West Pasco Counties. He is responsible for building and growing community partnerships, directing staff and volunteers, overseeing fundraising efforts, and maintaining a high level of quality for all Habitat programs. Since 2017, Habitat for Humanity of Pinellas and West Pasco Counties has been one of the top 3 highest performing Habitat affiliates (of nearly 1,100 Habitat affiliates in the U.S.) based on new home construction each year.


Mike is a Certified Fund Raising Executive (CFRE) with experience in the nonprofit sector dating back to 2001. Prior to his role with Habitat for Humanity, he spent five years with Big Brothers Big Sisters where he served as Executive Vice President & Chief Development Officer. Before he relocated back to the Tampa Bay community, he served as Director of Development for Habitat for Humanity in Bryan/College Station, Texas, while also serving as a member of the Board of Directors for the State Association of Texas for Habitat for Humanity. Mike also has experience working for the YMCA for five years.


Mike holds a Bachelor of Arts degree from the University of South Florida. He has received his Certificate in Fundraising Management through Indiana University's Center on Philanthropy. In 2010, Mike was honored as an Up & Comer through the Tampa Bay Business Journal. In 2022, he was recognized for the second year in a row on the Tampa Bay Business Journal's Power 100 list, which highlights influential business leaders in the region.


Mike is an active member of the Valspar Championship CopperHeads, the University of South Florida Alumni Association, and the Tau Kappa Epsilon Fraternity Education Foundation. He has served on the Board of Directors for the Nonprofit Leadership Center of Tampa Bay, the Habitat for Humanity State Association of Florida and the Pinellas Park Chamber of Commerce. He currently serves on the Board of Directors for Amplify Clearwater, formerly known as the Clearwater Regional Chamber of Commerce, which he chaired in 2020.

personal contact info

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 (727) 536-4755 ext. 205

 [linkedin.com/in/mesutton](https://www.linkedin.com/in/mesutton)

 [@msuttontke](https://twitter.com/msuttontke)

 [facebook.com/mike.suttonathabitat](https://www.facebook.com/mike.suttonathabitat)



Gabriela Camacho, M. Arch.
CHIEF CONSTRUCTION OFFICER

Gabriela "Gaby" Camacho has been with Habitat since 2009 and currently serves as our Chief of Construction. Gaby is a trained architect and holds a Master of Architecture (M.Arch.) from the University of Colorado - Denver. She has over two decades of experience in the construction industry, including project design, senior project management, lead procurement, and other executive-level related responsibilities. In her current role as Chief Construction Officer, she is responsible for all aspects of our organization's construction services, including strategic vision, pre-development, design, budgeting, procurement, permitting and planning. Her department has an annual budget of over \$10,000,000 and maintains consistent on-time delivery of construction projects. Throughout her tenure, the Construction Department has experienced 300% growth and currently completes over 60 homes annually. She has previously served on the Recover Pinellas Board and has served on the City of Clearwater Neighborhood and Affordable Housing Advisory Board (NAHAB) since 2018. Gaby is viewed as a national leader within the Habitat network of affiliates and has assisted in crafting national construction policies for Habitat for Humanity International.



Pamela Lee, CPA
CHIEF FINANCIAL OFFICER

Pamela is a dedicated CPA with over 14 years of experience in both the private and public sectors. She has spent her career developing and implementing financial systems, strategies, processes, and controls to improve efficiencies and compliance. Before joining Habitat, Pamela led the finance team for FAST er Way to Fat Loss, the fastest growing company in Tampa Bay in 2019 and the number-one fastest-growing privately held digital fitness and Nutrition Company in the country. She joined the Habitat team in 2020 as CFO and is directly responsible for overseeing the organization's financial operations. This includes managing an over \$18,000,000 annual budget, overseeing long-term financial planning and cost management in alignment with the strategic plan, GAAP-based financial reporting and management of annual independent auditing. Pamela is Certified Public Accountant and formally a Certified Fraud Examiner. Her background and track record brings a new dynamic to our team and complements the significant growth of the organization over the past 5 years.



Ken Rush
CHIEF OPERATIONS OFFICER

Ken has been a dedicated Habitat employee since 2006. Throughout his time with Habitat, he has served in various roles and responsibilities, including Director of Construction, before ultimately becoming Chief Operating Officer. Ken brings in a wealth of both institutional knowledge as well as experience. He is an expert in local zoning, building regulations, affordable housing policy and various public funding mechanisms. Ken is currently responsible for all of Habitat's site selection, property acquisition and site development activities. Ken is a proud and active member of the St. Petersburg Affordable Housing Advisory Committee.

Habitat maintains both formal and informal relationships with a multitude of local community partners.

As an example, Feeding Tampa Bay has committed to 'stock the pantry' for every Habitat family, helping combat food insecurity as families transition into their new home. We are a partner, including holding a board seat with the Phyllis Wheatley campaign to increase childhood literacy. The Holiday Sharing Fund provides a new bicycle to every child of a homeowner in our program and Sleep in Heavenly Peace will provide children's beds for participants in need.

Community Action Stops Abuse (CASA) provides domestic violence education to all program participants and stands as a community resource. The Pinellas Park Fire Department provides CPR and fire safety training, while the Pinellas County Sheriff's Office provides education on Crime Prevention through Environmental Design (CPTED).

We enjoy partnerships with local housing authorities, supporting their family self-sufficiency programs assisting to move individuals onward to homeownership. We also partner with Neighborhood Home Solutions (NHS) for homebuyer education services and local program referrals. Lastly, we maintain relationships with local workforce development program/organizations such as St. Petersburg College and St. Pete Works, providing program referrals for participants who may want to increase their earned income, while in partnership providing a pathway to homeownership for their program participants/graduates.





Financing & Proforma

Our organization has significant operational reserves and the capital required to complete this project. We intend to utilize reserve capital to fully execute the first phase of this project which includes; land acquisition, site development, infrastructure, and initial construction of residential units. Additionally, we have access to multiple credit facilities to help facilitate our capital requirements if needed. The mortgage sales of the phase one units will be recapitalized to fund the construction of additional units/phases.

To assist in offsetting the nearly \$62,000 per unit gap between development costs and proceeds from the unit sale, we would seek financial support from the City of St. Petersburg and Penny for Pinellas IV funding. Additionally, we would also engage the community in a capital fundraising campaign to offset the need for public dollars or additional financing by raising \$1,000,000 in private/corporate donations for the development. Each entity would be an equal funding partner, creating a true public/private partnership and bringing equal investments into the development.

As a nonprofit organization, we received a 4-Star Charity Navigator rating and GuideStar Platinum Seal of Transparency, which is the highest level of transparency for nonprofits. Lastly, 95 cents of every dollar donated to Habitat Pinellas and West Pasco goes directly to building homes for moderate-income families in our community.

Development Proforma Continues on Next Page



Financing & Proforma

Uses

of Units

44

Acquisition Costs:

Per Unit Costs

Acquisition: Land	\$	750,000	\$	17,045.45
Acquisition Closing - Legal and Recording Fees	\$	-	\$	-
Total Acquisition:	\$	750,000	\$	17,045.45

Construction:

Demolition or Site Prep	\$	45,000	\$	1,022.73
Design / Engineering	\$	150,000	\$	3,409.09
Sewer / Water	\$	100,000	\$	2,272.73
Stormwater	\$	100,000	\$	2,272.73
Roadway	\$	245,000	\$	5,568.18
Sidewalk	\$	88,000		2000
Utilities	\$	13,200	\$	300.00
Building Construction	\$	8,800,000	\$	200,000.00
Construction Contingency	10%	\$ 949,620.0	\$	21,582.27
Total Construction:	\$	10,490,820	\$	238,427.73

Soft Costs:

Building Permit, Impact Fees & Other Fees	\$	220,000	\$	5,000.00
Environmental Review	\$	3,500	\$	79.55
Sale: Title Search & Title Insurance	\$	6,600	\$	150.00
Sale: Surveys	\$	52,800	\$	1,200.00
Sale: Appraisals	\$	22,000	\$	500.00
Sales: Legal, Closing and Recording Costs	\$	220,000	\$	5,000.00
Other	\$	-	\$	-
Soft Cost Contingency	10%	\$ 52,490	\$	1,192.95
Developer Fee	15%	\$ 1,686,123	\$	38,320.98
Total Soft Costs:	\$	2,263,513	\$	51,443.48

Total Development Cost:	\$	13,504,333	\$	306,916.66
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Sources

Proceeds from Sales of Units	\$	10,780,000	\$	245,000
Additional Sources of Funds:				
Pinellas County Penny IV	\$	1,000,000	\$	22,727.27
South St. Pete CRA Incentives	\$	725,000	\$	16,477.27
Community / Corporate Support	\$	1,000,000	\$	22,727.27
Total Development Sources:	\$	13,505,000		
Gap/(Or Excess Sources):	\$	(667)	\$	(15.16)



**Habitat
for Humanity®**

of Pinellas & West Pasco Counties

Admin HQ

14010 Roosevelt Blvd, Suite 704 Clearwater, FL 33762

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Palm Harbor ReStore

31541 US Highway 19 North Palm Harbor, FL 34684

New Port Richey ReStore

6431 US Highway 19, New Port Richey, FL 34652

St Pete ReSource Center

1350 22nd Street South St. Petersburg, FL 33712

our mission

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope.

habitatpwp.org | (727) 536-4755



We build **strength, stability, self-reliance** and **shelter**.

Dennis Weber
Real Estate Coordinator
City of St. Petersburg
Real Estate and Property Management Department
One- 4th Street North
9th Floor
St. Petersburg, FL 33701

March 22, 2022

Re: Notice of Intent to Dispose of City-Owned Real Estate – 2100 18th Avenue South (ID# 25-31-16-88981-001-0020)

Dear Mr. Weber,

Please find enclosed our responses to the additional information requested by the administration in reference to the development proposal for 2100 18th Avenue South (ID# 25-31-16-88981-001-0020). We have answered all questions earnestly and look forward to the continued dialog.

Respectfully submitted,

Mike Sutton
President and Chief Executive Officer

2100 18th Avenue South (ID# 25-31-16-88981-001-0020)
Additional Information Requested

Q: Described why the project is not maximizing the 32 du/acre density allowed on the site

We believe this parcel is best suited for this townhome style development and allows for a seamless transition from single family detached 1 and 2 story homes to a more transitional hierarchy of 3 story attached townhomes with individual garages and driveways. The homeowners we serve generally prefer a housing product which reflect a home and neighborhood feel , including individual driveways, garages, and greenspace. The aforementioned is greatly preferred to the alternative of a high story apartment style block development with large parking areas and little or no green space.

Pelican Place proposes building heights consistent with the CCT-1 category, all homes will be 3-story between 1000 sf at 1300 sf with 2, 3 and 4 bedroom floorplans. Recognizing the proximity to the coastal flood zone, the 1st story will be garage and utility space, with living space on the second and third floor. This home type design also allows for units with attractive architectural frontage along 18th Ave South to promoting walkability and integration into the neighborhood.

The site is in the CTC District and part of the St. Petersburg CRA, which while allowing flexibility, still requires the LDC setbacks from adjacent properties, interior properties, ROW's and adjacent buildings. Additionally there is an existing 40' ingress/egress easement (Union Street South) on the west property serving the adjacent site, as well as an existing bus stop/shelter and bike rack which all take up potential developable space. The required 24' access drive ROW per engineering, fire turnaround and required parking spaces as provided all require square footage from developable area. The developable area remaining after planning for those required elements is approximately 1.12 acres; equating to 35 units at 32 du/ac for that remaining area. The proposed ISR is .76 which still allows the development to provide 34% green space, enhancing the neighborhood feel to the surrounding area.

While there is 32 du/ac allowed on the site, this 44 unit site plan maximizes the density for this individual site and all of its infrastructure and LDC requirements and better integrates with the surrounding density of the neighborhood.

Q: Regarding shutters - would the homeowners each need to install wood shutters that are provided to them by Habitat or are the shutters proposed to be fixed Bermuda style which could just be dropped down by the homeowner. The photo seems to show some windows with fixed Bermuda style shutters and some without. Would all windows have the fixed Bermuda shutters that would just be lowered in case of a storm?

The design of the Bermuda style shutters is both conceptual and to lend to the developments Florida coastal design esthetic. Due to the 3-story nature of each unit, we anticipate some of the windows above the first floor would be hurricane rated impact resistant windows or be a Bermuda style fixed shutter that can be easily accessed to be closed by the homeowner. As such, all windows would not have Bermuda shutters. Yet, we envision intermittent placement of the Bermuda style shutters to create sufficient architectural elements and create visual interest while breaking up building massing.

Q: Examples of similar projects that the developer has built, specifically those townhome completed in Clearwater and Dunedin as well as those currently the planning and development stage in Largo, Clearwater and Pasco as described in proposal

There was an immaterial error in the original development proposal which mistakenly stated Habitat completed a previous townhome community in Clearwater. The community referenced (Haven Ridge) was in fact developed in St. Petersburg and not Clearwater.

Please see the attached documents which provide additional information and past and future developments.

Q: Will project require a special exception or variances?

The plan provided to the City is conceptual in nature and in its very preliminary state does not conceptually appear to require any special exception or variance according to the LDC requirements for setbacks, ISR, parking, fire turnaround and drive access. While ever measure was taken to comply with code during conceptual site plan development such that no variance or special exception would be required, we reserve the right to review this further once a survey and more detailed site plan infrastructure information becomes available in the site plan review phase.

Q: Expected timeframe for completion of project after the receipt of financing

Please see attached project timeline

Q: The proforma states \$750k in acquisition costs – is this your financial offer? Is it fair to state this will be nearly fully offset by the \$725k SSPCRA funding ask?

That would be a fair statement. We are seeking a \$725,000 subsidy from the City, which can come in the form of land donation or land purchase with a subsidy from SSPCRA and/or another City funding source. Per our proforma we anticipate needing approximately \$16,500 per unit subsidy from the City and seek to request an additional \$23,000 per unit subsidy from Penny for Pinellas funding, totaling approximately \$40,000 per unit subsidy from municipal sources.

Q: If you are unable to secure Penny funds, how will this impact your ability to execute your proposed development?

We are confident, if selected by the City to develop this parcel we will put forth a competitive application to Pinellas County for funding consideration. The Board of County Commissioners adopted resolution 19-6 in February of 2019 that provides preference to developments in which 100% of units will benefit households making 80% of the AMI or less. Additionally, this development meets several of the top tier Penny for Pinellas scoring criteria, including; per unit subsidy, local government assistance (both local contribution and regulatory relief), county funds to affordable units ratio, development location (in the CRA) and low income homeownership. To date we are unaware of an affordable homeownership development that has been funded by Penny IV, which again would put this project in a unique competitive landscape for funding.

That being said, if Penny IV funding cannot be secured, we will need to seek additional subsidy from the City and/or other funding sources. We believe a \$40,000 per unit subsidy to serve the below 80% AMI population through homeownership is extremely reasonable given the current market conditions and may be suitable for the City to fully fund to serve as a catalytic development for the community.

Q: What is your timeline for development?

Please see attached project timeline

Current Development Updates

1756 Dr. MLK Ave | Largo

This 7 acre site in Largo was purchased in October of 2021 and is currently in development to create 57-affordable townhome units. Development agreement was recently approved in March 2022 and we hope to break ground within the next 6 months. The concept is to have a mix of two to three-bedroom homes with a modern style with a total square footage of roughly 1,200 square feet. The overall project is estimated to cost \$12 million, including the land acquisition.

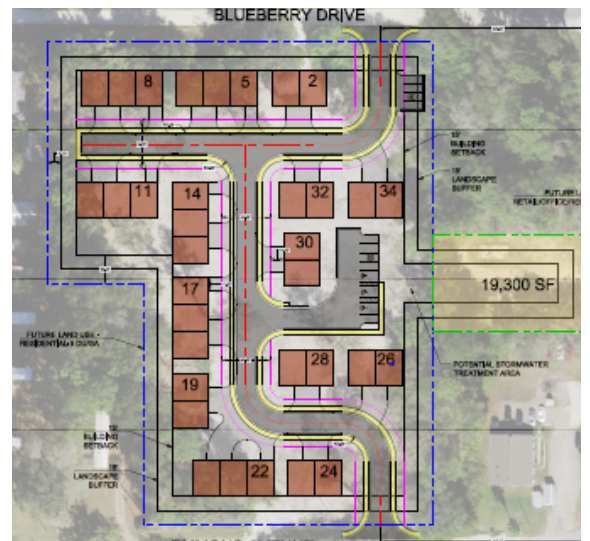


FRONT ELEVATION - MLK STREET - "ANTHONY" TOWNHOMES



Little Road | New Port Richey

Habitat is excited to advance homeownership efforts in Pasco country through the purchase of an almost 5 acres site, conveniently located off Little Road. While we are still in the initial planning phases, we are planning for this development to provide 30 - 40 new affordable homeownership opportunities for the residents of Pasco County. This will be over a \$6 million investment into the area and provide increased property tax revenues for decades to come.



1718 N Betty Lane | Clearwater

Our affiliate purchased this 2.5-acre parcel in September of 2021. The parcel is an old salvage yard site and requires brownfield remediation, which is currently in the process. The ultimate site-plan design will be influenced by remediation factors and stormwater, yet anticipate developing between 20 to 25 townhomes on the site.



Past Townhome Development

Shady Grove | Dunedin

Shady Grove was once Highlander Village, a public housing complex. After three decades of housing seniors and low-income families, the buildings were in need of refurbishing. The high cost of removing lead paint and asbestos and refurbishing the dilapidated buildings led to a decision to relocate tenants and demolish the complex. The property sat as an eyesore until Habitat developed the properties

Eventually, 19 residences covered the 2.5 acres. and many families were able to move into the development. The townhomes have three bedrooms with two baths or four bedrooms with two baths in 1,300 to 1,400 square feet. Each has a single-car garage and a front porch.



Past Townhome Development

Haven Ridge | St. Petersburg

Habitat developed 9 townhomes on this 0.7 acre site in north St. Petersburg located off of 42nd Ave North. Each unit is approximately 1,500 sqft of total space and consists of 3br/2.5ba. Units had both a fenced-in front yard as well as a courtyard-style backyard, which abutted a 2-car detached garage with an adjoining parking pad.

The property is held within the Pinellas County Community Land Trust with a 99 year leasehold agreement.

