South St. Petersburg Redevelopment Plan
Public Workshop

December 8, 2014 at 6 p.m.
Enoch Davis Recreation Center
<table>
<thead>
<tr>
<th>Issue</th>
<th>Economic Development</th>
<th>Housing and Neighborhoods</th>
<th>Community Empowerment</th>
<th>Public Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to-Capital</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Poor Transit Access</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Perception of South St. Petersburg/Poor marketing of successes</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Community ownership in neighborhood</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Unemployment/Underemployment – Livable Wage</td>
<td>●</td>
<td>●</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Linking People with Jobs – Job Bank &amp; Transit</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Underperforming schools/Deficits in Kindergarten Readiness</td>
<td>●</td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Lack of Crime Prevention/Community Policing</td>
<td></td>
<td></td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>“Broken Windows” - dumping/loitering/prostitution</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Issue</td>
<td>Economic Development</td>
<td>Housing and Neighborhoods</td>
<td>Community Empowerment</td>
<td>Public Safety</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------------------</td>
<td>---------------------------</td>
<td>-----------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Ex-offender workforce reentry</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Long walks to school through crime ridden areas</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Lack of a Midtown-specific Strategy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relevant Business Retention Strategies for Small Business</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Deficits in entrepreneurial training and encouragement</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>SPPD – Demeanor, speeding in neighborhoods, sensitivity</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Weapons</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Vacant Land and Housing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landlord/Tenant Issues</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Lack of New Construction</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Homeowner Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mixed Income Housing</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Homeless Housing</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Poor mental/Physical Health misdiagnosis of children</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Health care availability</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Healthy food access and education</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Flexibility in after school programs and parent/teacher meetings</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Focus on STEM reduces time for interpersonal growth/no recess</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Frequent change in grading systems/difficult tracking measures</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Need year-round schooling</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Documentation— inability to get food stamps/access training</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Treatment of families receiving services</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
</tbody>
</table>
Implementation Approach
South St. Petersburg Redevelopment Plan

- **Action Plan**
  - **Business Development and Job Creation**
    - Access to Capital
    - Small Business Support Strategies
    - Commercial Corridor Revitalization
    - Manufacturing Development
    - Education and Workforce Development
  - **Housing and Neighborhood Revitalization**
    - Housing Affordability and Homeownership
    - Neighborhood Development Strategies
- **Redevelopment Program and Funding Strategy**
  - Programs for All Properties
  - Business Programs
  - Residential Programs
  - Workforce Development and Job Readiness Programs
Access to Capital

- Collaborate with financial institutions to develop a CRA-based loan pool to be funded by TIF
- Work with local advocates to promote “crowdfunding” initiatives
- Utilize TIF as match for federal and state grants
- Identify areas within CRA suitable for designation as “Neighborhood Improvement Districts”
Establish TIF Incentive Program to offset costs of development fees

Expand avenues for small businesses to engage policy makers

Augment Small Business Liaison office with “Business Assistance Team”

Support increase in urban farming in CRA

Extend “Reduced Fee Zone” boundary of TCEA to include all of the South St. Petersburg CRA
Business Support Services

- Collaborate with Anchor Institutions to identify potential local suppliers in CRA
- Develop/maintain customized database identifying potential local suppliers/services/customers
- Develop TIF Incentive Program to assist businesses with capital upgrades
- Maintain a “land acquisition fund” using TIF so City can respond quickly to opportunities for purchase
Marketing and Branding

- Maintain real-time inventory of CRA buildings and sites for economic and housing development opportunities
- Maintain/expand CRA asset map and make available for public access
- Develop CRA webpage and other marketing materials promoting its businesses, neighborhoods and assets
- Work with CRA businesses to identify and fund key promotional strategies
Commercial Corridor Revitalization
South St. Petersburg Redevelopment Plan
Retention Activities

- Encourage planning collaboration between business associations and their adjoining neighborhoods.
- Promote “Main Street” principles for all corridors.
- Develop a commercial parking program for corridors with physical constraints.
- Allow increase in commercial zoning depth along corridors on case-by-case basis.
- Develop/maintain various economic and demographic data for marketing to investors.
Commercial Corridor Revitalization
South St. Petersburg Redevelopment Plan

Business and Corridor Appearance

- Develop a TIF Incentive Program to encourage building and site improvements along corridors
- Work with neighborhood/business associations to identify “quality of place” investments
- Extend the DIP gateway marker program to 5th Ave, 31st St, and 34th St.
- Market “Warehouse Arts District” through gateway/wayfinding signage and other promotional activities
Education and Workforce Development
South St. Petersburg Redevelopment Plan

- Establish a scholarship foundation allowing CRA residents to access post-secondary/workforce training
- Develop a TIF Incentive Program to assist businesses with workforce development of CRA residents
- Fund workforce training and readiness programs for CRA youth and young adults
- Establish TIF Incentive Program that encourages businesses to hire CRA workforce or buy from suppliers
Regulatory Reform/Incentives

- Encourage targeted rezoning strategy to expand availability of multifamily housing development
- Maintain/market inventory of City land available for housing development
- Develop TIF Incentive Program to
  - upgrade residential energy efficiency
  - expand “Rebates for Residential Rehab”
  - incentivize market rate housing development
  - assist substantial rehabs of rental property
  - encourage hiring of CRA youth for construction
  - establish a “Role-Model Homeowner Program”
Neighborhood Character and Identity

- Encourage/assist development of community gardens
- Survey neighborhoods throughout CRA to determine their eligibility for listing on the NRHP
- Nominate Bethwood Terrace neighborhood to NRHP
- Promote use of historic tax incentives for revitalization
- Create TIF Incentive Program for façade improvements and substantial renovations
Neighborhood Organizational Development

- Reestablish neighborhood and crime watch organizations
- Update CRA neighborhood plans to identify infrastructure and amenity needs
- Develop TIF Incentive Program to help fund neighborhood improvements
- Expand engagement in neighborhood associations by youth and renters
- Use TIF Incentive Program to support “Mayor’s Mini-Grant Program”
Originally Proposed TIF Districts
South St. Petersburg CRA
Currently Proposed TIF District
South St. Petersburg CRA

Boundary for CRA and Tax Increment Financing District
South St. Petersburg Community Redevelopment Area
Proposed TIF Incentive Program
South St. Petersburg Redevelopment Plan

Programs for All Properties

- “Paint Your Heart Out”
- Development Assistance Program
- Redevelopment Loan Program
- Federal/State Matching Grant Program
- Nonprofit Marketing/Special Events
- Land Acquisition Fund
Proposed TIF Incentive Program
South St. Petersburg Redevelopment Plan

Business Programs

- Site Improvement Grant
- Building Interior and Tenant Improvement
- Corridor Parking Program
- Commercial Rent Subsidy
- Targeted Industry/Catalytic Project
Proposed TIF Incentive Program
South St. Petersburg Redevelopment Plan

Residential Programs

- Façade Improvement Grant
- Residential Property Improvement Program
- Role-Model Homeowner Recruitment
- Rebates for Residential Rehab
- Market Rate Housing Incentive Program
- Neighborhood Planning and Implementation
Workforce Development/Job Readiness Programs

- Summer Youth Intern Program
- Workforce Readiness Program (STYLE)
- Year Round After-School Youth Employment
- Youth Drop-in Center
- Urban Apprenticeship Academy
- Scholarship Fund for Post-Secondary Education and Job Training
Considerations for TIF Incentive Program
South St. Petersburg Redevelopment Plan

- **Application Process**
  - Application cycle or “First Come, First Served”
  - Annual Budget Allocation for Project Types

- **Award Type**
  - Matching or Nonmatching, Cash or In-kind Match
  - Reimbursement after Completed Work
  - Forgivable Loan
  - Project TIF Rebate

- **Evaluation Benchmarks**
  - Project Type/Implementing CRP Priorities
  - Job Creation/Tax Base Enhancing
  - Expenditures/Total Match

- **Administration and Enforcement**
  - Application and Mandatory Information Requirements
  - Review Procedures for Applications
  - CAC and CRA Approval
  - Separate County/City TIF to ensure correct accounting
  - Ongoing Compliance with Approval Requirements
Duties of the Citizens Advisory Committee
South St. Petersburg Redevelopment Plan

- Review and make recommendations on
  - original South St. Petersburg Redevelopment Plan and amendments
  - guidelines for “South St. Petersburg TIF Incentive Program”
  - applications for funding through the proposed South St. Petersburg TIF Incentive Program

- Develop measures of success for Plan after its adoption

- Review/accept each annual report on Plan

- Review CRA neighborhood plans for consistency with the Redevelopment Plan

- Hold “Open Forums for Public Comment” during each regularly scheduled meeting
The First 18 Months of the CAC
South St. Petersburg Redevelopment Plan

- **Feb 2015** Review/Make Recommendation on South St. Petersburg Plan
- **Sept 2015** Develop Community Profile/Measures of Success; prepare work program and priorities
- **December 2015** Prepare Draft Guidelines for TIF Incentive Program
- **June 2016** Review/accept each annual report on Plan
- **2016** Review South St. Petersburg neighborhood plans for consistency with the Redevelopment Plan
For More Information, Link to

http://www.stpete.org\SPSouthsideCRA.