



**Y24 Lealman CRA Work Plan Highlights**  
**Y25 Proposed Work Plan**  
**Year Two Update/Year Three Lealman Exchange Strategic Plan**



# Lealman CRA Work Plan & Lealman Exchange Update



## Purpose of presentation:

- Provide highlights from FY24 Lealman Work Plan and proposed FY25 plan
- Lealman Exchange Strategic Plan Implementation – Year Two Update – Year Three Plan

**COMMUNITY REDEVELOPMENT AREA PLAN**

Adopted June 7, 2016  
Amended on June 20, 2017 and  
March 12, 2019

**Lealman Exchange**  
**COLLECTIVE IMPACT**  
St. Petersburg Foundation update



# FY24 Work Plan Highlights



## How will the CRA accomplish its goals?

The CRA Plan calls for improving the quality of life for all Lealman residents and supporting a diverse community where people of all ages, ethnicities, and incomes have opportunities to find quality housing, jobs, goods, services, and cultural amenities. The Plan outlines the following objectives to accomplish these goals:

**Objective 1 – Economic Development and Innovation**

**Objective 2 – Commercial**

**Objective 3 – Housing**

**Objective 4 – Infrastructure and Transportation**

**Objective 5 – Urban Form**

**Objective 6 – Healthy Community**

**Objective 7 – Sustainability**

**Objective 8 – Branding, Marketing and Promotion**

**Objective 9 – Funding, Financing, and Management**

**Objective 3 – Housing**

The community has a strong desire to increase residential options and see a change in housing stock in the Area. The CRA will explore both public and private options to improve the residential building stock and to provide safe, well-designed, high-quality housing (at both market-rate and workforce price points) throughout the Area. The CRA will also work to support a diverse housing stock that provides livable, quality options for renters and homeowners of all price points. The CRA will support infill housing to encourage reinvestment in existing neighborhoods and to promote homeownership.

**Housing Strategies**

- Provide housing opportunities for diverse demographic groups.
- Increase the stock of quality housing by offering possible builder incentives such as expedited permitting, reduced infrastructure costs, land assembly, disposition, land cost write-down, stormwater assistance, density bonuses, design assistance, and other similar means. Incentives should encourage high-quality design and construction practices including utilizing green building techniques.
- Utilize a variety of tools and mechanisms such as (though not limited to) Housing and Urban Development (HUD), Habitat for Humanity, loans, and down payment assistance to assist with homeownership.
- Incorporate tools such as (though not limited to) preservation and façade grants, or low-interest loans for live-work units that provide achievable housing for the Area's workforce.
- CRA may pursue both large and small scale housing projects and will support infill housing opportunities, including "model block" initiatives.
- Promote opportunities for vacant, run-down, or non-conforming lots in residential areas to transition into infill housing through lot consolidation or other means.

- Develop supplemental regulatory tools to address existing zoning enforcement issues to deal with reoccurring instances of slum, blight and nuisance properties and occupancy issues. Work with County Code Enforcement officials to enforce occupancy regulations to deter owner neglect of maintenance responsibilities for rental housing units.
- Assess the County's Land Development Code and development review process to determine if regulatory or procedural changes would help facilitate infill and affordable housing goals, and coordinate with the County as needed to facilitate both redevelopment and proper growth management regulations.
- Strengthen existing single family neighborhoods within the community.

Cottage Square, Ocean Springs, MS






# FY24 Lealman CRA Work Plan



- **Residential Façade Grant Program**
- **Commercial Improvement Grant Program**
- **Home Investment Incentive Program (Habitat Contract)**
- **Lealman Exchange Strategic Plan Implementation**
- **Joe's Creek Industrial Park Master Plan**
- **Alleyway Improvement Program**
- **Sidewalk Program**
- **Lealman Park Improvements**
- **Mural Program**
- **Promotional/Special Events Program**
- **Gateway and Wayfinding Signage**



# FY24 Work Plan Highlights: Residential Improvement Program (RIP)



## Summary:

- \$15,000 grants for income-eligible (<120% AMI) owner-occupants of single-family homes to upgrade and enhance the exterior appearance of their property to provide a positive visual impact on neighborhoods.
- Will discuss program w/CRA Committee to consider a match and eligible types of improvements.

## FY24 forecast:

- 33 Applications Submitted, 22 Applications Approved, 7 Pending, 4 Rejected
- \$275,777 total approved applications
- 8 Projects from prior year that are completed or under construction (\$74,032)



Before



After



# FY24 Work Plan Highlights: Commercial Improvement Program (CIP)



## Summary:

- Matching grant up to \$40,000 for certain interior & exterior improvements
- Intent is to help bring properties up to current code, improve facade and extend the economic viability of the building

## FY24 forecast:

- 5 Applications Submitted, 4 Approved, 1 Pending
- \$154,965 Total Approved Applications
- 3 Projects from prior year that are under construction or pending (\$94,425)



Before



Commercial CRA Grant Recipient –  
Air Quality Control



After



# FY24 Work Plan Highlights: Home Investment Program (HIP)



**30 homes were developed in 2 years of the agreement with Habitat for a total CRA investment of \$790,000**

**The new homes have an average appraised value of \$370,000**

- The HIP provides Habitat with up to **\$60,000** for each affordable home developed and sold to a buyer earning <80% of Area Median Income (AMI).
  - Increased from \$15k to **\$20k** for hard construction costs
  - Increased from \$25k to **\$40k** toward land acquisition costs
- **Removed the \$500k Annual Cap** to make the entire contract amount available over the contract term.



Habitat for Humanity for Pinellas and West Pasco  
Greenway Habitat Homes in Lealman CRA



# FY24 Work Plan Highlights: Alleyway Improvement Program



- **There are 176 Alleys in Lealman**
- **122 alleys are maintained or mowed 14 times a year, the rest need some degree of clearing. 68 alleys had debris removed in 2-year period.**
- **New 3-year agreement w/2-year optional extension**
- **Working towards clearing all alleys by end of contract period (some alleys are encroached)**





# FY24 Work Plan Highlights: Sidewalk Program



- 39th Street connecting Lealman Park and Lealman Elementary School





# FY24 Work Plan Highlights: Promotional/Community Engagement



FREE FOOD \* MUSIC \* WATER SLIDE

## LEALMAN INDEPENDENCE DAY CELEBRATION

**JULY 5TH 5 PM - 8 PM**

**LEALMAN PARK 3875 54TH AVE N**

Independence Day Event



Christmas Tree Lighting Event

The Honey & Arts Festival





# FY24 Work Plan Highlights: Gateway & Wayfinding Signage





# Proposed FY25 CRA Work Plan



## Changes to Existing Projects/Programs Proposed:

1. Show contract amount for Home Investment Program (no longer limited to \$500k/year)
2. Reduce Maintenance of Gateway/Wayfinding Signage \$25k to 10k
3. Reduce LEX Strategic Plan Implementation per agreement \$200k to \$175k
4. Invasive Removal and Enhancement next to Lealman Park adjacent to the Pond project completion \$100k
5. Expand Mural Program to Public Art Program

## New Projects/Programs Proposed:

1. Joe's Creek Master Plan Implementation \$50,000
2. Land Acquisition \$500,000 (for opportunities)
3. Lealman Exchange Monument Sign (54<sup>th</sup> Ave) \$100,000
4. 46<sup>th</sup> Ave Playground Amenities (shade, seating, lighting, fencing, landscaping) \$40,000
5. Demolition Funding \$25,000



*All changes supported by the Lealman CRA Advisory Committee per June 26, 2024, meeting.*



# Questions?

*Up Next St. Petersburg Foundation  
LEX Strategic Plan Update*



# Lealman Exchange

## COLLECTIVE **IMPACT**

St. Petersburg Foundation update

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## COLLECTIVE IMPACT UPDATE

**We have forged relationships with almost 100 area services and program providers, and we connect with more great organizations daily!**

**Our LEX tenants, our Guiding Group, and our Activation Board are creating programs and providing much-needed support to the Lealman community through the collaborative problem-solving of Collective Impact.**

### **Focus Year 1**

- ❖ **Foundations**
- ❖ **Facility**
- ❖ **Fact-Finding**

### **Focus Year 2**

- ❖ **People**
- ❖ **Partnerships**
- ❖ **Programming**





# Facility Update

- Phase 1 of the kitchen is complete
- Outdoor Basketball Courts are complete and added to the recreation offerings
- Phase 1 security updates are complete
- Installation of New Courtyard Lighting completed
- Use of the facility has increased 100% since 2022



# PROGRAMMING HIGHLIGHTS



- Needs Navigator is Full-time at LEX
- Record number of families and pets served at the LEX, PCAS, SPCA mobile pet clinics.
- Reading with the Rays celebrates the power of literacy with more than 100 Lealman children.
- Lealman STEAM Day makes learning about the environment and science fun for more than 150 local children.
- AmSkills boot camps connect manufacturing trainees with jobs.
- USF School of Nursing Mo-Bull Health Clinic at LEX the first Tuesday of every month.

# PROGRAMMING HIGHLIGHTS

## Daily Offerings

- Pinellas Public Library Satellite Location
- Needs Navigator
- Career Source Full-Service Center
- HIGI Health Kiosk

## Weekly Offerings

- Silver Sneakers and Parkinson's Patient Movement Classes T + TH
- Cardio Drumming T + TH + SAT
- Open Gym Basketball M + W
- Open Pickleball M + W
- Youth Basketball Leagues
- Family Gym Night F
- HIGI Health Kiosk

## Recurring Offerings

- USF School of Nursing Mo-Bull Health Clinic – First Tuesday of the month
- NACA Economic Empowerment Workshops - Quarterly
- Tech Cadet Computer Intro Classes with CodeBoxx Foundation - Monthly
- SPCA and PC Animal Services Mobile Vet Clinic – Quarterly
- Career Source workforce training and career fairs
- YReads! Spelling Bee



# COMMUNITY OUTREACH

- Subscribers of the Lealman Voice reached 800+ readers bi- weekly
- Collective Impact Marketing approach reaches new Lealman residents weekly
- Improving Lealman event attendance with PeachJar Marketing and local coupon books
- Social media reach has been expanded to further increase awareness of programming and events



# UPCOMING PARTNERSHIPS



- 2<sup>nd</sup> Annual Lealman STEAM Day 7/10/2024
- Lealman Swim Program begins 7/15/24 in partnership with YMCA Aquatics and Community Foundation Tampa Bay
- LEX welcomes Wounded Warriors Abilities Ranch as our newest tenant! They will host adaptive sports at our gym.
- Lealman Farmers Market begins in October at LEX. Healthy food and local vendors.

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