

**PINELLAS COUNTY CRA**  
*annual report*

**2018**





# CONTENTS

**04** YEAR IN REVIEW

**06** LEALMAN CRA

**08** COMMITTEE CHAIR'S MESSAGE

**09** FINANCIALS

**10** GRANT PROGRAMS

**12** KEY PROJECTS

**16** ECONOMIC DEVELOPMENT

**17** EVENTS

**18** LOOKING AHEAD

# 2018 *a year in review*

Fiscal Year 2018 was a busy one for the Lealman CRA! We are excited to share our progress in this report. Among our biggest accomplishments has been bringing programming to the Lealman Exchange, a place-based, people-focused project that is taking a collaborative, citizen-centric approach to delivering services and programs aimed at increasing citizen engagement, building broader social networks, developing pathways to employment, improving school readiness and success, and creating a sense of place for all citizens.

Significant progress was also made on the master plan for the Raymond H. Neri Community Park, which was recently re-named after the long time Lealman community advocate who passed away in 2017. The park is adjacent to the Lealman Exchange and we hope these two projects combined will be a catalyst for redevelopment and anchor this area as the heart of the community for generations to come.

Two other planning projects, Linking Lealman and Living Lealman, also made significant progress in 2018. Research on Linking Lealman, a mobility study incorporating complete streets concepts to enhance safety and boost the level of service for all users, regardless of age, ability or modal choice throughout the Lealman CRA, was completed in 2018, with the final report and further discussion on implementation expected to begin in early 2019.

Living Lealman is a Form-Based Code intended to guide the redevelopment and revitalization efforts into a more cohesive urban form that results in a predictable future development pattern, increased access to goods and services, a mix of housing types, and a high-quality public realm. Public outreach on Living Lealman is expected to begin in 2019.

Finally, we have also been pleased to hear feedback from residents and businesses who have noticed the impact of our CRA neighborhood grants, and we look forward to bringing new CRA grant programs and projects online in Fiscal Year 2019 that will serve the community from within the Lealman Exchange and throughout the CRA.

A woman with her hair in a bun, wearing glasses and a purple polo shirt, is smiling and writing the word "Welcome" in red marker on a whiteboard. The whiteboard is on the left side of the image, and the woman is on the right side, looking towards the camera. The background is a light-colored wall with a perforated pattern.

Welcome

## **PINELLAS COUNTY CRA BOARD**

**Karen Williams Seel**  
Chair

**Pat Gerard**  
Vice Chair

**Charlie Justice**

**Janet C. Long**

**Dave Eggers**

**Kathleen Peters**

**Kenneth T. Welch**

## **LEALMAN CRA CONTRIBUTING STAFF**

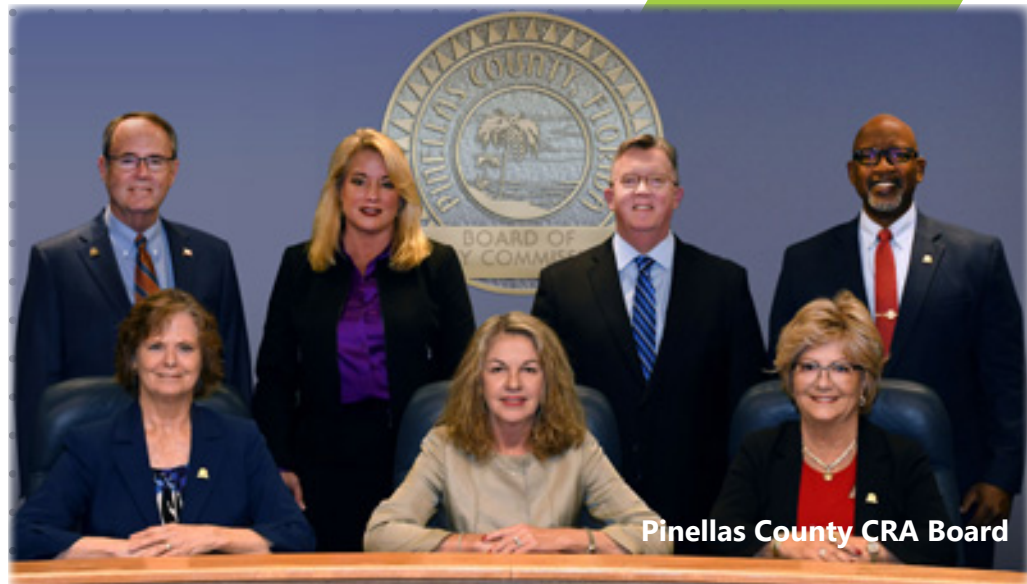
**Rachel Booth, CNU-A**  
Redevelopment Manager

**Chris D. Moore, CFM**  
Lealman CRA Manager

**Maggie Miles**  
Community Development  
Specialist

**Ryan A. Brinson**  
Redevelopment & Real  
Property Planner

**Tom Scofield, AICP**  
Preservation Planner



**Pinellas County CRA Board**



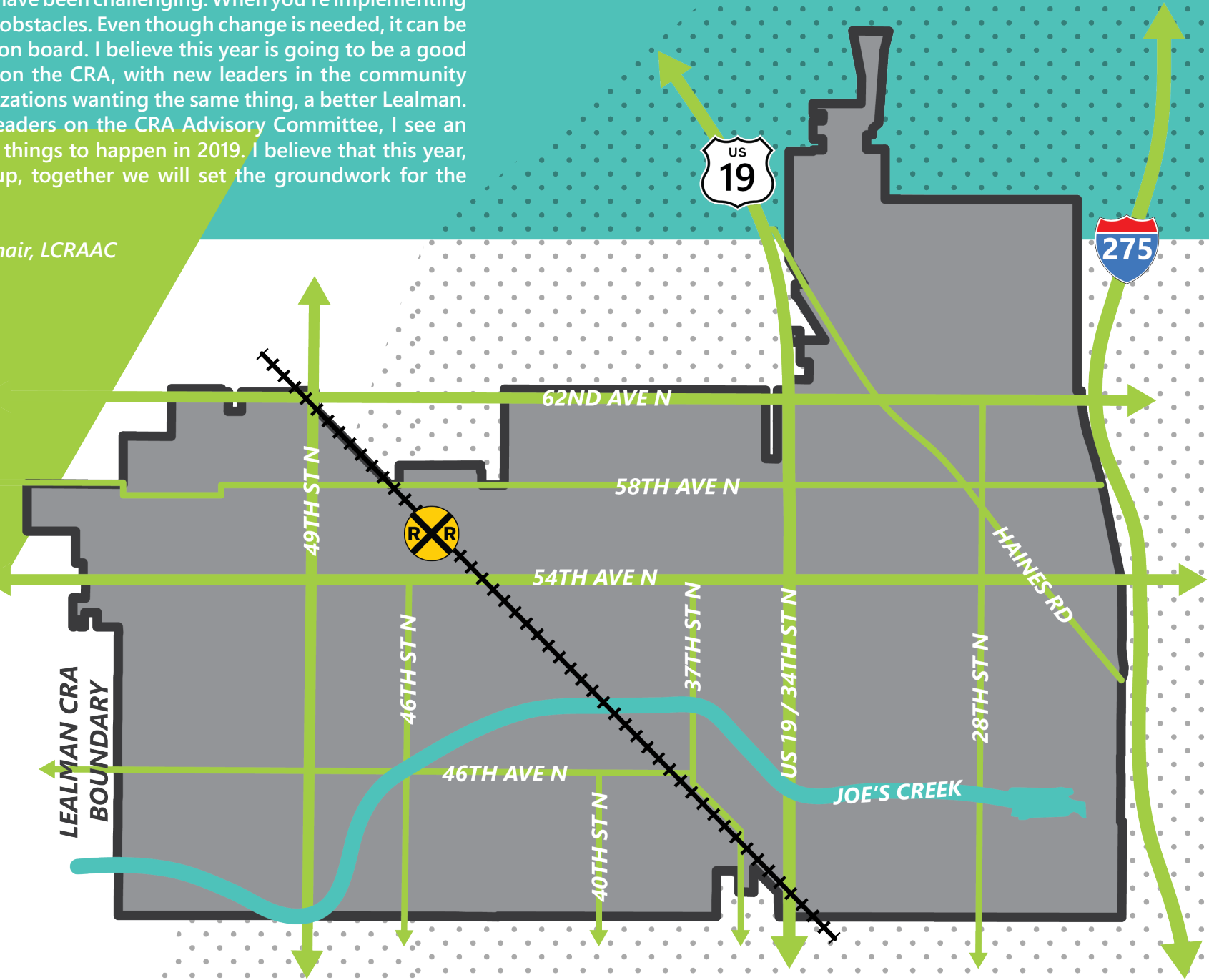


LEALLMAN  
Cra

# COMMITTEE CHAIR'S message

The past couple years have been challenging. When you're implementing change there's always obstacles. Even though change is needed, it can be hard to get everyone on board. I believe this year is going to be a good one moving forward on the CRA, with new leaders in the community and other local organizations wanting the same thing, a better Lealman. Looking at the new leaders on the CRA Advisory Committee, I see an opportunity for great things to happen in 2019. I believe that this year, with our diverse group, together we will set the groundwork for the future of Lealman.

- Steven Cleveland, *Chair, LCRAAC*







# 2018 FINANCIALS

**CRA OPERATING FUNDS (UNAUDITED) AS OF 09.30.18**

## BALANCE SHEET

TOTAL ASSETS.....	\$723,649
TOTAL LIABILITIES.....	\$52,731
TOTAL FUND BALANCE.....	\$670,918
<b>TOTAL LIABILITIES &amp; FUND BALANCE.....</b>	<b>\$723,649</b>

## STATEMENT OF REVENUES, EXPENDITURES & CHANGES IN FUND BALANCE

TOTAL REVENUES.....	\$555,856
TOTAL EXPENDITURES.....	\$172,289
TOTAL OTHER FINANCING SOURCES.....	\$0
BEGINNING FUND BALANCE.....	\$287,351
<b>FUND BALANCE, SEPT. 30, 2018.....</b>	<b>\$670,918</b>

## LEALMAN COMMUNITY REDEVELOPMENT AREA ADVISORY COMMITTEE (LCRAAC)

**Steve Cleveland (Chair)**  
Florida Dream Center

**Gary Grooms**  
Mesh Fabrication

**Oscar Seguban**  
Lealman Residents

**Enoch Nicholson (Vice Chair)**  
Lealman Resident

**Brian Ellis**  
Lealman Resident

**Arthur O'Hara**  
R'Club Child Care, Inc.

**Cheryl DiCicco**  
Lealman Stakeholder

**Father Carlos Rojas**  
Transfiguration Catholic Church

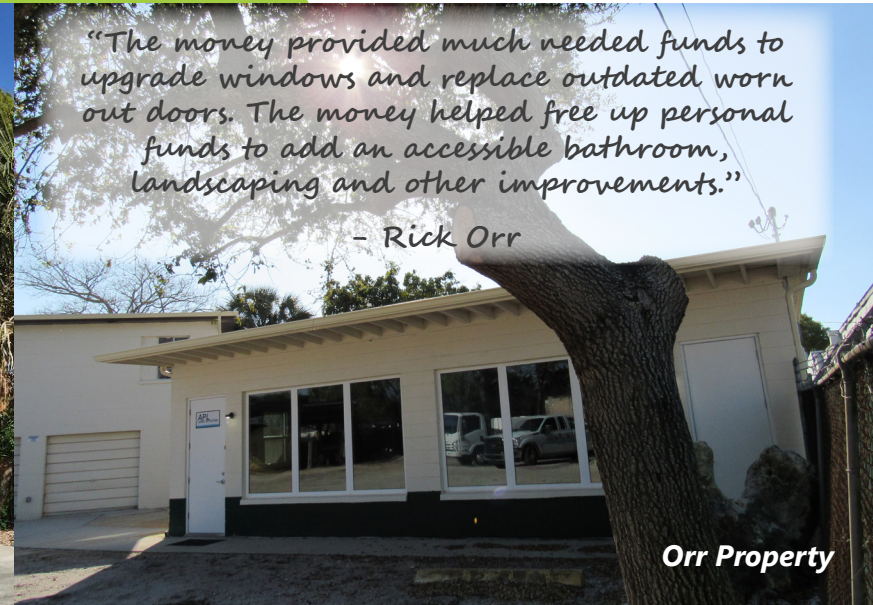
**Marsha McCoy**  
Lealman Resident

# FACADE FOCUS

Residential and non-residential rehabilitation and demolition grant programs were launched at the beginning of the year. These programs were designed to reduce the costs associated with residential improvements in order to improve existing housing stock, accelerate and leverage private investment as a way to improve the condition and functionality of non-residential buildings, and assist with the removal of substandard structures and blighting, respectively.



Nicholson Property



*"The money provided much needed funds to upgrade windows and replace outdated worn out doors. The money helped free up personal funds to add an accessible bathroom, landscaping and other improvements."*

- Rick Orr

Orr Property

*"The Lealman CRA Grant Program, did for me what was intended. I have worked hard all my life yet I still live paycheck to paycheck and never could have afforded to get landscaping, a beautiful new board on board privacy fence and a concrete driveway. My property value and curb appeal have increased - much to my delight. I thank you and the grant program from the bottom of my heart!"*

- Wendy Nicholson

*"Today my home has a new roof and a new central-heating and air-conditioner unit, thanks to my repair grant from the Pinellas Community Redevelopment Agency. What a significant, positive difference this has made in my life!"*

- Carrol Ann Abrams

PROGRAM	NUMBER OF GRANTS	CRA CONTRIBUTION
Residential	12	\$117,988.58
Non-Residential	3	\$34,374.59
<b>TOTAL</b>	<b>15</b>	<b>\$152,363.17</b>

Cleaned Drainage Ditch

32

ALLEYS CLEANED WITH  
FLORIDA DREAM CENTER'S  
ADOPT-A-BLOCK  
PROGRAM!

*"I am a 70 year old Navy veteran and currently retired. I am a recipient of a grant from the Pinellas County CRA program which enabled me to paint and put a new roof on my home. I am on a limited income and this was truly a blessing. Without the grant, I would not have been able to do these much needed improvements."*

*- Josie Livingston*

*"I was accepted last year into your Pinellas County CRA Grant Program. I wanted to reach out to say a really BIG THANK YOU for offering such an amazing gift. I would have never been able to make these changes to my 100 year old house without the grant, so I am deeply grateful that such a program exists!"*

*- Kristine Bell*



**DUKE ENERGY NEIGHBORHOOD SAVER PROGRAM** - The Duke Energy Saver Program offers free walkthrough energy assessments designed to help customers learn how their homes use energy and how they can lower their monthly electric bills. Qualified customers can receive products such as energy-efficient light bulbs, water-saving shower heads and faucet aerators, HVAC filters, and water heater wraps at no cost.



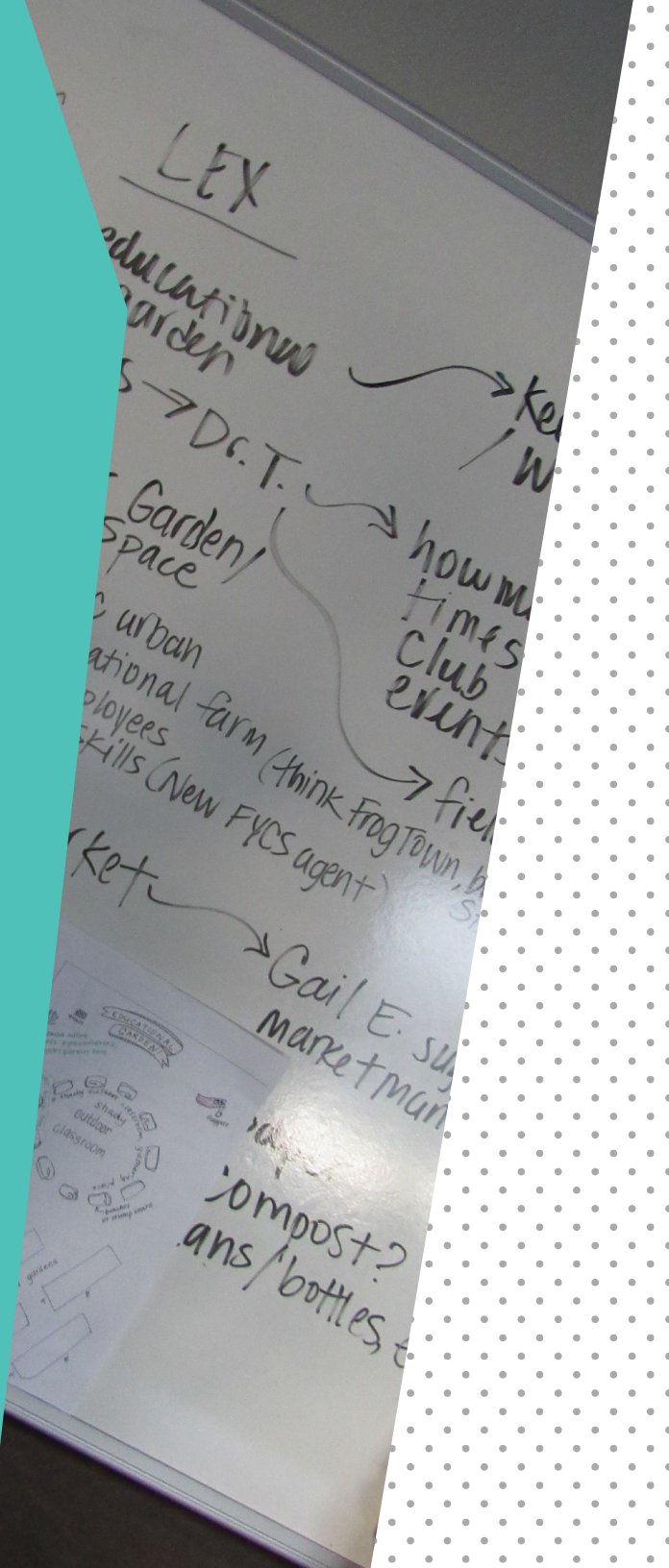
This project brought to you by a



**GRANT PROGRAM!**  
[www.lealmancra.org](http://www.lealmancra.org)

*Livingston Property*

# KEY PROJECTS



## LEALMAN EXCHANGE

A transformation of over 75,000 square feet of classroom space into a {place} for the exchange of ideas, services, knowledge, goods, and culture through partnerships.

### IMPACTS

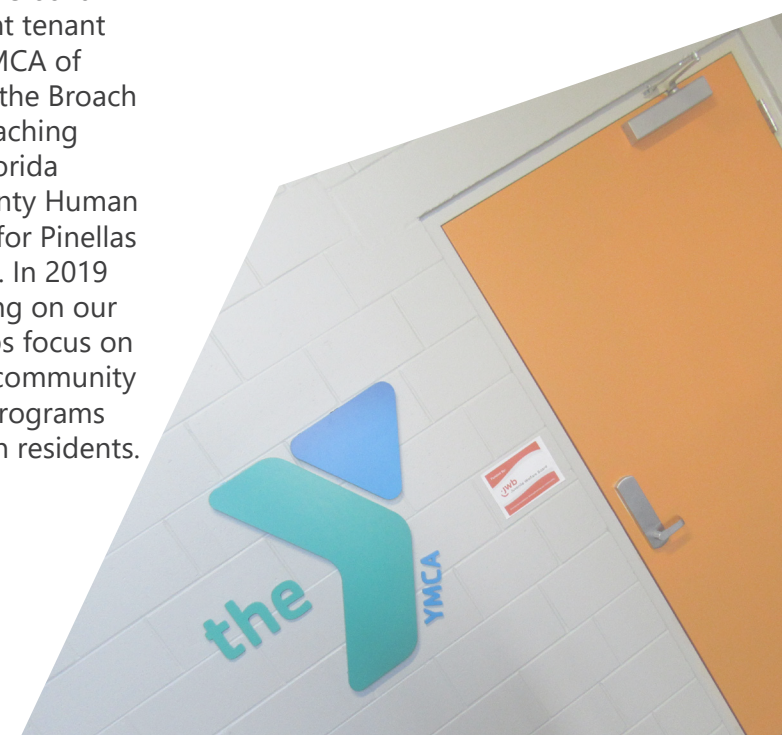
- ▼ Economic Development and Innovation
- ▼ Housing
- ▼ Healthy Community
- ▼ Sustainability
- ▼ Sense of Place
- ▼ Funding, Financing, and Management

### PARTNERSHIPS

The Lealman Exchange is built on partnerships. Current tenant partners include the YMCA of Greater St. Petersburg, the Broach School, Excellerated Teaching Center, University of Florida Extension, Pinellas County Human Services, and an office for Pinellas County Commissioners. In 2019 we will continue building on our community partnerships focus on developing additional community partnerships to bring programs and services to Lealman residents.

### CONNECTIVITY

The Lealman Exchange will foster social and economic vitality through a collaborative, citizen-centric approach to delivering diverse programs and services. The Lealman Exchange aims to connect people with programs that increase human capital through education, workforce training, and access to neighborhood services, including the recently relocated Lealman CRA Office!



# RAYMOND H. NERI COMMUNITY PARK MASTER PLAN

*The Master Plan and phased improvements aim to complement existing natural resources while incorporating a range of active recreation amenities.*

## IMPACTS

- Healthy Community
- Mobility
- Sustainability
- Sense of Place

## CONNECTIVITY

The implementation of this master plan offers significant opportunities to enhance the visitor experience and will contribute and enrich Lealman's health, sense of community, and place.

## PARTNERSHIPS

- Pinellas County Planning and Community Development, Public Works, Parks & Preserves, and Development Review Services
- Community Leaders



# LINKING LEALMAN ACTION PLAN

The Linking Lealman Action Plan outlines an actionable plan of phased complete street and mobility improvements that will catalyze future redevelopment opportunities to enhance Lealman's transportation network.

## IMPACTS

- ▼ Economic Development and Innovation
- ▼ Sense of Place
- ▼ Commercial Activity
- ▼ Infrastructure
- ▼ Mobility
- ▼ Urban Form
- ▼ Healthy Community

## PARTNERSHIPS

- ▼ Pinellas County Planning & Public Works Departments
- ▼ CRA Advisory Committee
- ▼ Community Leaders

## CONNECTIVITY

The purpose of this plan is to build off the current community assets such as Raymond H. Neri Community Park, designated community redevelopment areas, and the new Lealman Exchange, to create an interconnected multi-modal system, link economic redevelopment, and develop concepts for focus corridors.



LINKING LEALMAN ACTION PLAN



# HISTORY

**ELZA, SR. & LENORA LEALMAN**  
**1874**  
FIRST TO SETTLE THE AREA

**LEALMAN WAS FIRST KNOWN AS A STOP ON THE ORANGE BELT RAILWAY**

**1924**  
elza jr., his wife minnie, & their 10 children farmed the family property until

*The Lealman Family was known for raising delicious strawberries.*

*a look at the beginning...*

## LIVING LEALMAN FORM-BASED CODE

The form-based code will address specific development patterns throughout the area and result in development matching the overall expectations and goals that have been established in the Lealman CRA Plan.

### IMPACTS

- ▼ Urban Form
- ▼ Sense of Place
- ▼ Mobility
- ▼ Economic Development and Innovation
- ▼ Infrastructure
- ▼ Healthy Community
- ▼ Sustainability

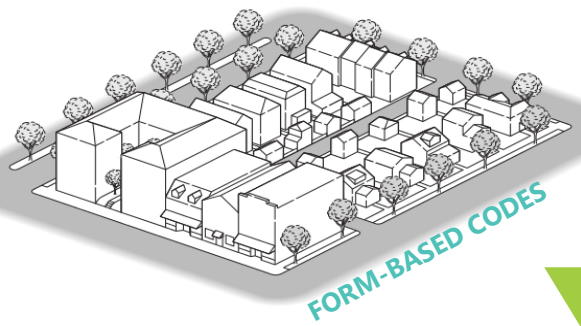
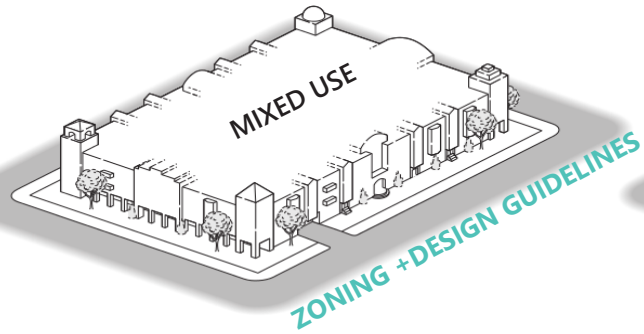
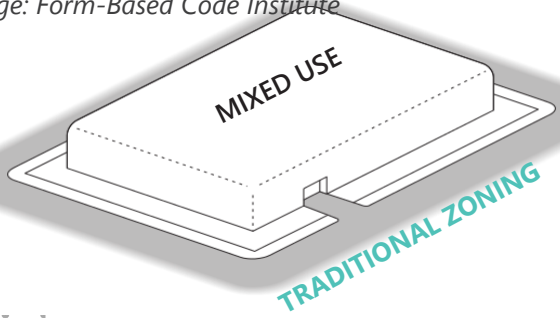
### CONNECTIVITY

Living Lealman is intended to guide the redevelopment and revitalization efforts in Lealman into a more cohesive urban form that results in a predictable future development pattern, increased access to goods and services, a mix of housing types, and a high quality public realm.

### PARTNERSHIPS

- ▼ Pinellas County Planning & Zoning
- ▼ Pinellas County Development Review Services
- ▼ Community Leaders

Image: Form-Based Code Institute



# ECONOMIC DEVELOPMENT

## RESIDENTIAL

TOTAL VALUATION.....\$6,354,424  
TOTAL PERMITS.....690

## COMMERCIAL

TOTAL VALUATION.....\$10,670,696  
TOTAL PERMITS.....127

GREENWAY LOFTS  
ITG DIET CORP. HEADQUARTERS  
WASHED UP CAR WASH  
NORTHSIDE HOSPITAL  
CROWN JAGUAR



# \$17,025,120



# EVENTS

**FEB** 2018

Lealman Exchange  
Ribbon Cutting

Lealman Asian Family  
Center Improvements  
Unveiling

Fairfield Inn  
Ribbon Cutting

**MAR** 2018

Tire Amnesty Day /  
Community Clean-up

**MAY** 2018

Excellerated Teaching  
Center Opens at  
Lealman Exchange

**JUN** 2018

Community Health  
Centers of Pinellas  
Inc. Grand Opening

**JUL** 2018

Little Library  
Placement Began

**AUG** 2018

Broach School  
Opens at Lealman  
Exchange

**OCT** 2018

Greenway Lofts  
Ground Breaking

**JAN** 2019

YMCA Pre-School  
Academy Ribbon Cutting



1 COMPLETION OF 'THE LEALMAN STORY-A RETROSPECTIVE'

2 LEALMAN HISTORIC ARCHITECTURAL SURVEY, PHASE 1

3 LINKING LEALMAN "QUICK WINS" IMPLEMENTATION

4 ARTS & CULTURE

5 COMMUNITY ACTIVITIES SPONSORSHIP PROGRAM

6 COMMUNITY INCUBATOR PROGRAM

7 AFFORDABLE HOMEBUYER PROGRAM

8 LEALMAN FORM-BASED CODE ADOPTION

9 LEALMAN HEIGHTS REDEVELOPMENT RFP

10 SPRING STRUT YOUR MUTT EVENT

LOOKING AHEAD





# thank you to our FY 2018 PARTNERS

*We would like to thank all of our Community Leaders helping to serve Lealman. There are too many to name individually, and the list continues to grow, but we want to acknowledge the great work of all the public and private partners working in Lealman. Together as a team, we will improve the quality of life for Lealman residents. In particular we'd like to thank...*

*Lealman Community District Services, Inc., and all of the individual organizations its Board members represent, for their individual service to Lealman and collective efforts to organize community stakeholders and identify community priorities*

*Lealman Community Association and the organizations it is comprised of for their continued community advocacy and dedication to improving Lealman.*

*CHAF Properties for their efforts and continued commitment to providing high quality affordable housing in Lealman, and*

*Duke Energy for all their efforts in the community. Finally, we want to thank all the staff at Pinellas County Government that contribute to Lealman for their public service.*

## GET IN TOUCH

### Pinellas County CRA Agency:

310 Court Street  
Clearwater, FL 33756

P: 727.464.8200

F: 727.464.8201

[www.pinellascounty.org/planning](http://www.pinellascounty.org/planning)

### Lealman CRA:

5175 45th Street N  
St. Petersburg, FL 33714

P: 727.464.5310

[www.pinellascounty.org/cra/lealman](http://www.pinellascounty.org/cra/lealman)

