

The CRA will support economic development to increase employment levels, raise the tax base, and improve the standard of living in the Area. The CRA will also encourage investment in human capital through workforce development and educational programs. Ultimately, the goal of redevelopment is for the Area to become economically and socially self-sustaining in the long term. By encouraging private investment in industry and real estate while eliminating impediments to both public and private investment (particularly infrastructure needs and institutional barriers), the potential of the Area can be fully realized. The CRA will pursue a dynamic, active role in economic development and redevelopment activities that will include both traditional economic development as well as opportunities to accommodate a new knowledge economy based on the production of intellectual knowledge and the use of innovative technologies to produce economic benefits.



Innovation District

Strategies

- Marketing & Business Recruitment
- Strategic Partnerships
- Building/Property Improvement Incentives
- Target Site Redevelopment
- Real Property Disposition & Development

Program / Project Examples

- Property Acquisition and Assemblage
- Lealman Heights Acquisition, Redevelopment and Adaptive Reuse
- Institutional Partnerships
 - Workforce Trade and Technical Training
 - Business Apprentice Sponsorships
 - Adult Continuing Education
- Business Retention and Expansion
- Collaborative, Incubator Commercial Concept
 - Neighborhood, Public Market Design
 - Urban Living Options
 - Community Services, CoWorking & Studio Space, Foodhall, Retail and Local Artisans

Residents are often forced to leave the Area in order to fulfill their demand for goods, services, and employment opportunities. However, the community has a strong desire to cultivate and support commercial activity to support the residential base. To that end, the CRA will work to identify opportunities and programs both public and private to improve the commercial building stock, to support existing businesses, and to bring a diverse grouping of businesses such as retail, professional, service, and other commercial uses to the Area.



Marketplace

Strategies

- Regulatory Incentives
- Development / Redevelopment
- Target Industry Development
- Infill Mixed-Use Development
- Preparation of Building and Development Sites

Program / Project Examples

- Commercial Corridor / Mixed-Use Development
 - Complete Streets
- Streamlined Regulations
- Expedited Permit Process
- Commercial Site Improvement Program
 - Façade and Building Rehabilitation
 - Parking, Signage, Doors, Landscaping, Fencing or Demolition of Obsolete Structures
- Site Preparation
 - Demolition and Site Clearing Assistance
- Neighborhood Commercial
 - Site Ready Redevelopment

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 at all price points. The CRA will support infill housing to encourage reinvestment in existing neighborhoods and to promote homeownership.



Strategies

- Infill Redevelopment Incentives
- Neighborhood Reinvestment
- Code Enforcement
- Home Rehabilitation Assistance
- Disaster Prevention and Recovery
- Relocation Assistance

Program / Project Examples

- Residential Property Improvement Grant
- Mix of Market Rate and Workforce Housing
 - SF Attached and Detached and Multi-Family
- Neighborhood Revitalization Zones ‘Model Block’
 - Concentrated Public / Private Reinvestment
 - Pre-Approved, Architectural Plans
- Density Bonuses
 - Container Homes, Tiny Home and Live/Work
- Emergency Housing Repair Assistance
- Partner w/ Local Housing and Lending Organizations
- ‘Good Neighbor’ Property Conditions Handbook
- Absentee Owner / Landlord Accountability Program

Current infrastructure and transportation systems identified as either deficient or non-existent in portions of the Area, which creates significant obstacles in attracting or accommodating infill and redevelopment. Improvements are required to meet adequate utility and infrastructure demands across the Area, achieve equity of services with the County, mitigate blighted conditions, accommodate economic development, and make the Area more attractive for reinvestment. Infrastructure improvements can be facilitated through increased coordination or participation in partnership with the other County departments, local service providers, and other relevant organizations. Utilization of technologies such as Geographic Information Systems (GIS) and coordination of strategic planning across multiple departments and agencies will assist in achieving and optimizing infrastructure improvements.



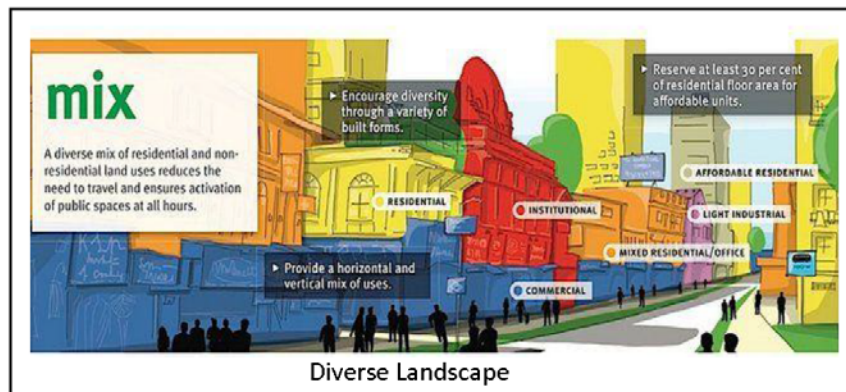
Strategies

- Public Facility Upgrades
- Infrastructure Improvements
- Transportation Systems
- Multi-Modal Mobility and Livability
- Effective Neighborhood Connectivity

Program / Project Examples

- Regional Stormwater Management
- Deficient Utility Upgrades
- Mitigate Infrastructure Issues to Encourage Future Development
- Ongoing Maintenance of Alleyways for Improved Functionality, Connectivity and Property Access
- Enhanced Transit Shelters and Bus Route Timing
- Roadway Resurfacing and Bike Lane Striping
- Cooperative County Fee In-Lieu Sidewalk Program
- Improve Pedestrian Safety Thru Design
 - Narrowed Streets, Street Lighting, Buffered Sidewalks, Bike Lanes, On-Street Parking and Pedestrian ADA Facilities

Visual characteristics of the built environment offer the first impression of the overall quality of life in the Area. In this manner, both the public realm and private properties contribute to the viability of the Area and its ability to attract new investment. The CRA will encourage the thoughtful definition of public spaces including an appropriate scale of the street grid and the pattern of interconnected, walkable streets and blocks. Along public Right-of- ways, the CRA will support improvements such as (but not limited to) undergrounding utilities, street trees, sidewalks, decorative lighting fixtures, and other elements that improve both the functionality and aesthetics/character of corridors. The CRA will also support property acquisition, public spaces, and cultural amenities. For private development, the CRA will support human-scaled development, creativity, innovation, and high-quality design for both large and small scale projects. The CRA should also seek a better understanding of local regulations and procedures for altering the built environment. The CRA will coordinate with the appropriate departments and agencies to resolve barriers that can contribute to an undesirable built environment.



Strategies

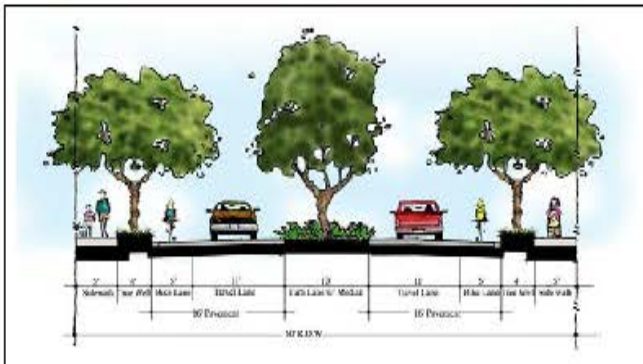
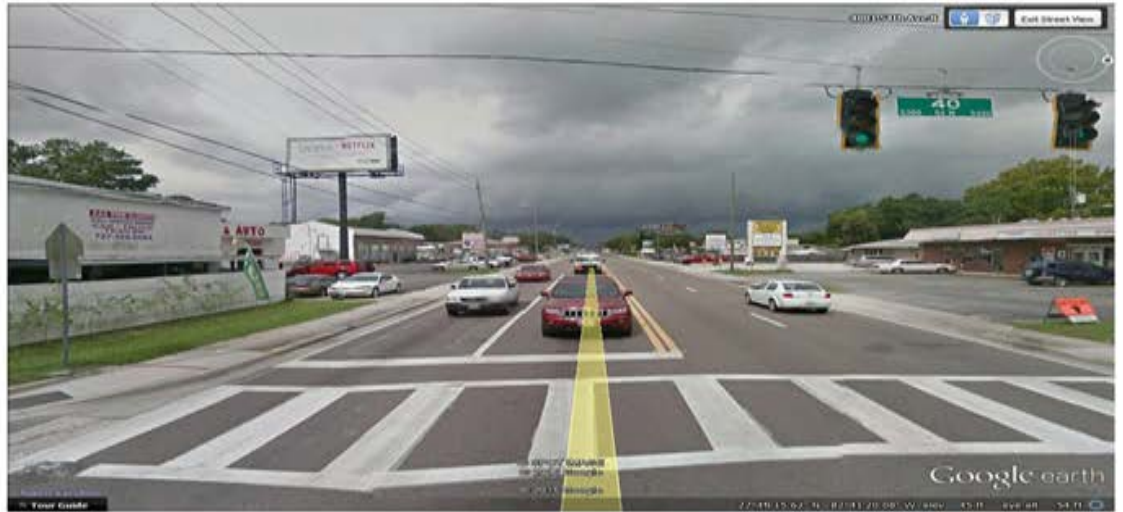
- Placemaking & Livability
- Human Scale Design
- Beautification
- Access and Mobility
- Design Standards

Program / Project Examples

- Collaborate with the Pinellas County MPO on Commercial Corridor Design and Redevelopment
 - Complete Streets
- Pedestrian Oriented, Human Scale Design
- Walkable Districts and Livable Streets
 - Form Based Code (Form vs. Function)
 - Diverse Mix of Uses and Housing
 - Street Facing Architecture / Rear Parked Buildings
 - Density Transitions and Connectivity
 - Decorative Street Lighting, Furniture and Signage
- Functional Public Art (Custom Bike Rakes)
- Integration of Parks, Trails and Other Public Spaces



Complete Street



Improvements to the overall built environment can provide an opportunity to engage citizens and renew a sense of community pride. In a healthy community implementation of self-policing techniques such as “eyes on the street” and “Crime Prevention Through Environmental Design” (CPTED) can in some instances reduce the response times, to police, fire, and medical assistance calls. Healthy communities also promote and address basic healthcare needs in the Area.



Strategies

- Code Enforcement
- Crime Prevention
- Community Facilities and Services
- Parks and Recreation
- Demolition and Clearance

Program / Project Examples

- Community Clean-ups and ‘Good Neighbor’ Program
- Building End of Life Demolition and Site Preparation
- Safety With Education & Enforcement of Property Standards (SWEEPS)
- Community Policing: Crime Prevention and Education
- Crime Prevention Thru Environmental Design – CPTED
- Mobile Wellness Clinics and Health Literacy
- Healthcare Provider Partnerships and Incentives
- Access to Healthy Food Options
- Support Neighborhood Centers Offering Social, Recreation and Educational Programs
- Youth Character Building, Mentoring and Training
 - Fire & Policing Explorer Program
 - Prodigy Program for Arts, Music and Dance

The Area contains a variety of environmentally sensitive areas unique to the Area and a valuable local resource. While redevelopment’s primary focus is encouraging new housing and economic opportunities, it is imperative that high-quality projects will be respectful of environmental resources. Green building practices (such as environmentally sensitive design, low impact development, etc.) are encouraged for redevelopment projects. The use of new technology and creativity in its application is also important in promoting sustainable building practices and protecting natural resources. Additionally, attention to the social, economic, and cultural well-being of the Area is imperative in ensuring long-term sustainability.



Sustainable long term communities

Strategies

- Environmental Design and Building Techniques
- Parks and Recreation
- Infill Development Incentives
- Regulatory Incentives
- Acquisition and Land Management

Program / Project Examples

- Implement New Urbanism Design Techniques to Improve Livability and Reduce Automobile Demands
- Low Impact & Flexible Development Incentives
 - Grants, Gap Financing, Fixed-Cost/Fee Reductions
- Diversity of Housing Types, Settings and Price Points
- Community Greenway
 - Water Conservation (Planting Swales)
 - Habitat Preservation
 - Linear Parks, ‘Active’ and ‘Passive’ Open Spaces
 - Public Art Venues
 - Strengthen Trail Connectivity and Accessibility
- Sustainable Urban Agriculture and Ranching
- Land Use / Zoning that Promotes Economic Growth

The CRA will pursue initiatives and projects that have the potential to bring about the greatest impact in transforming the area and catalyzing additional investment through branding and promotion. Community pride and identity are essential to the vitality of the Area. Improvements to the built environment provide an opportunity to engage citizens, and renew and promote a sense of pride in the community. The Area should redevelop as a modern, inclusive community that welcomes diversity and innovation while being respectful of the past.



Strategies

- CRA Branding
- Marketing
- Area Promotion
- Community Partnerships

Program / Project Examples

- CRA Logo and Slogan
- Signature Project Spotlight
- Expanded Communication
 - Community Website
 - Quarterly Newsletter
- Business Outreach and Development
 - Business Association
 - Networking Events
- Neighborhood and Civic Events
 - 'Meet Your Neighbor' Block Party
 - Great Neighbor Recognition

Redevelopment Trust Fund

