



**FY23 Lealman CRA Work Plan Highlights/FY24 Proposed Work Plan  
Lealman Exchange Strategic Plan Implementation Year One Update**



# FY23 Work Plan Highlights/FY24 Proposed Work Plan & Lealman Exchange Update



## Purpose of presentation:

- Provide highlights from FY23 Lealman Work Plan and proposed FY24 plan
- Lealman Exchange Strategic Plan Implementation – Year One Update



## 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 at 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

15



# FY23 Lealman CRA Work Plan



## Grant programs:

- Residential Improvement Program
- Commercial Improvement Program
- Home Investment Program
- Promotional/Special Events (PSE) Grant Program

## Other Programs and Capital Projects

- Alleyway Improvement Program
- Sidewalk Program
- Mural Program
- Gateway and Wayfinding Signage
- Lealman Exchange Strategic Plan Implementation

FY23 forecast:

- 9 applications approved for funding (\$90,762)
- 8 additional applications in process (\$80,000)
- 15 additional applications anticipated (\$150,000)



**Before**



**After**

FY23 forecast:

- 2 applications funded (\$41,245)
- 3 additional applications approved for funding (\$94,425)
- 1 additional application in process (\$40,000)



**Before**



**After**



# FY23 Work Plan Highlights: Home Investment Program (HIP)



- The HIP provides Habitat with up to \$55,000 for each affordable home developed and sold to a buyer earning <80% of Area Median Income (AMI).
- Up to \$15,000 for hard construction costs
- Up to \$40,000 toward land acquisition costs

**Fifteen homes were developed in the first year of the agreement for a total CRA investment of \$500,000.**



Habitat for Humanity for Pinellas and West Pasco Counties' 800th home was dedicated in Lealman and was one of the 15 funded by the CRA.



# FY23 Work Plan Highlights: Alleyway Improvement Program







# FY23 Work Plan Highlights: Promotional/Community Engagement





# FY23 Work Plan Highlights: Mural Program



**Muralist:** Reid Jenkins  
**Tommy Todd Landscaping**  
5017 Haines Rd N, Lealman, FL 33714



**Muralist:** Daniel Borajas  
**Lealman Innovation Academy**  
4900 28th St N, Lealman, FL 33714



**Muralist:** Hanna Erikson Patry  
**St. Pete Atelier**  
5298 Haines Rd, Lealman, FL 33714



# FY23 Work Plan Highlights: Gateway & Wayfinding Signage





# FY23 Work Plan Highlights: Completed Neri Park Improvements at 46<sup>th</sup> Ave. N. Entrance





# FY23 Work Plan Updates: Completed Neri Park Improvements at Lown St. & 40<sup>th</sup> St. N. Entrance



- Signage, shaded seating area, trash receptacles, a bike rack and new fencing was installed at the secondary Neri Park entrance located at the intersection of 40<sup>th</sup> St. N. and Lown St.





# FY23 Work Plan Highlights: Sidewalk Program



- 40th St. N. connection was completed from 46th Ave. N. to the Neri Park entrance at Lown St. & 40th St. N., allowing safe access.





# Proposed FY24 CRA Work Plan



Four amendments proposed:

1. Master Plan for Joe's Creek Industrial Park
2. Lealman Park Improvements (Phase 2)
3. Alley Improvement Program expansion
4. Residential Improvement Program (RIP) modification

**FY24 Lealman CRA Proposed Work Plan**

Estimated Completion	Project / Program Name	Status	Percent Complete	FY23 Funds Approved	Proposed FY24	Project Description	Primary Lealman CRA Plan Objective Addressed	Secondary Lealman CRA Plan Objective Addressed
1 ONGOING	Lealman CRA Alley Program	In Progress	ONGOING	\$ 150,000	\$ 200,000	Increase is related to potential expansion of the scope of work to include enhanced ditch maintenance in addition to the alleyways.	Objective 5 – Urban Form	Objective 4 – Infrastructure and Transportation
2 ONGOING	CRA Residential Site Improvement Program	In Progress	ONGOING	\$ 300,000	\$ 300,000	\$10,000 grant program for residential façade and site improvements visible from the street available to residents earning 120% AMI or less.	Objective 3 – Housing	Objective 5 – Urban Form
3 ONGOING	CRA Commercial Site Improvement Program	In Progress	ONGOING	\$ 240,000	\$ 240,000	Up to \$40,000 is available via a matching grant program for interior exterior commercial building and site improvements.	Objective 2 – Commercial	Objective 9 – Funding, Financing, and Management
4 ONGOING	Home Investment Program (HIP)	In Progress	ONGOING	\$ 500,000	\$ 500,000	The HIP supports construction of new affordable single-family homes. Habitat for Humanity selected through a Letter of Interest procurement process.	Objective 3 – Housing	Objective 9 – Funding, Financing, and Management
5 ONGOING	Home Rehabilitation Program (HRP)	In Progress	ONGOING	\$ 500,000	\$ 500,000	The HRP will provide funding for new roofs, windows and doors for residential single family homes with low-income owners. Residents must have a household income >80% of Area Median Income (AMI).	Objective 3 – Housing	Objective 9 – Funding, Financing, and Management
6 ONGOING	Lealman CRA Sidewalk Program	In Progress	ONGOING	\$ 200,000	\$ 200,000	One sidewalk connection on 40th St. N. from 46th Ave. N. has been completed in this program. FY24 funding is proposed as a placeholder to construct additional strategic connections that may be identified and analyzed on a case-by-case basis.	Objective 3 – Housing	Objective 9 – Funding, Financing, and Management
7 ONGOING	Lealman CRA Mural Program	In Progress	ONGOING	\$ 50,000	\$ 50,000	Partnership with Creative Pinellas to implement CRA mural program. Seven murals painted since program inception.	Objective 4 – Infrastructure and Transportation	Objective 6 – Healthy Community
8 ONGOING	Promotional/Special Events (PSE) Grant Program	Planned	ONGOING	\$ 20,000	\$ 20,000	An Events Committee comprised of community stakeholders has identified three annual events: the lighting of the Lealman Tree each December at Lealman Park, and the Honey and Arts Festival and July 4th fireworks show at Neri Park. The purpose of the grant program is to help fund special events and/or promotional activities within the CRA that promote the goals and objectives of the Lealman CRA Plan and to disseminate information about CRA projects to the community.	Objective 5 – Urban Form	Objective 1 – Economic Development and Innovation
9 ONGOING	Lealman Exchange Strategic Plan Implementation	In Progress	ONGOING	\$ 200,000	\$ 200,000	St. Petersburg Foundation selected through a procurement process to manage the facility and provide programming focused on economic empowerment, educational advancement, health and wellness, character and leadership and community connectivity.	Objective 8 – Branding, Marketing and Promotion	Objective 1 – Economic Development and Innovation
							Objective 7 – Sustainability	Objective 9 – Funding, Financing, and Management



# Proposed FY24 CRA Work Plan



## 1. Master Plan for Joe's Creek Industrial Park

- Budget request is \$250,000
- The purpose of the Master Plan is to evaluate the desired future land uses and infrastructure needs for continued success and revitalization of the Joe's Creek Industrial Park and surrounding area.
- Forward Pinellas' Target Employment and Industrial Land Study (TIELS) has designated the area as the new Target Employment Center (TEC)-Local, allowing for mixed use development
  - Local jurisdictions must perform a visioning study prior to implementing the new designation.
- Master Plan will serve as the Special Area Plan for the area in a Phase 2 of the Form-Based Code for the CRA





# Proposed FY24 CRA Work Plan



## 2. Lealman Park Improvements (Phase 2)

- Funding would provide decorative pole and security lighting throughout the park.
- Funding would also improve County-owned land adjacent to the park and fronting a large pond to provide beautification and deter existing drug-related criminal activity



# Proposed FY24 CRA Work Plan



## 3. Alley Improvement Program expansion

- Proposed change would be to increase the level of service for existing ditch maintenance.
- Contract for the Alley Improvement Program expires in FY24 and is proposed here to be re-bid with this additional work included in the scope of work.



# Proposed FY24 CRA Work Plan



## 4. Residential Improvement Program (RIP) Modifications

- Program is a \$10,000 grant available to residents earning <120% of Area Median Income
- The purpose of the program is to assist income-eligible owner-occupants of single-family homes to upgrade and enhance the exterior appearance of their property to provide a positive visual impact on the neighborhood and encourage surrounding property owners to maintain their properties.
- Historically, funding has allowed for a house to be painted, driveway to be installed and minor landscaping.
- Inflationary pressure has increased material and labor costs for construction projects, and current funding increasingly no longer allows for the combination of painting and a driveway installation, and improving only one of the two does not provide the same visual impact on the broader neighborhood as both combined with one another.
- Proposed modification is to increase the grant award from **\$10,000 to \$15,000.**



**Questions?**



# Lealman Exchange

## YEAR ONE

2022/2023 Operational Review

---

---

# LEALMAN EXCHANGE STRATEGIC PLAN IMPLEMENTATION YEAR 1



Beginning April 1, 2022, St. Petersburg Foundation partners with Pinellas County in a two-part approach to serve the needs of the Lealman Community

Created  
Collective Impact coalition  
of service providers

Assumed  
full management of the  
Lealman Exchange facility



# Collective Impact

- Established Collective Impact Activation Group - large advisory Group with more than 55 participants
- Established Collective Impact Guiding Group - the small executive team
- Hired Needs Navigator





# Facility Transition

- Agreement between St. Petersburg Foundation and Pinellas County began 4/1/2022
- Building management began 8/1/2022
- Enhanced tenant experience
- More efficient and eco-friendly building management
- Expanded facility use and rentals







# ENHANCED TENANT EXPERIENCE

- Bi-Monthly Tenant Meetings
- Tenant Handbook
- Updated Lease Agreements
- Active shooter training



New security protocols, re-keying, and access technology



Enhanced communication tools and shared booking calendar

# NEW TENANT PARTNERSHIPS

New or enhanced relationships have been forged with the following services providers in residence at LEX

- AmSkills - joins LEX with two training labs and a classroom
- YMCA - expands its relationship with LEX with five offices for the Y Reads Program, additional senior and children's programming, and support of gym programming
- SPFC - joined LEX with office space and Needs Navigation Services
- CES Acedemy - Broach School rebrands and expands their teaching space to increase student capacity

# NEW FUNDING PARTNERSHIPS

- Duke Energy - \$10,000 Communications Grant
- St. Petersburg Free Clinic - \$10,000 Kitchen Investment
- YMCA - \$25,000 Kitchen Investment
- American Heart Association - \$3,200 Kitchen Refrigeration Investment
- New tenant rental income
- Tampa Bay Partnership funding opportunities

# MARKETING

- LAUNCHED LEALMANEXCHANGE.ORG
- LEALMAN VOICE BI-WEEKLY NEWSLETTER
- CREATED A SOCIAL MEDIA PRESENCE



# CURRENT CAPITAL PROJECTS

- OUTDOOR BASKETBALL COURT UPGRADES
- KITCHEN UPGRADE
- ENHANCED SECURITY AND ACCESS CONTROL
- UPGRADES TO NERI EVENT ROOM



# FUTURE CAPITAL PROJECTS

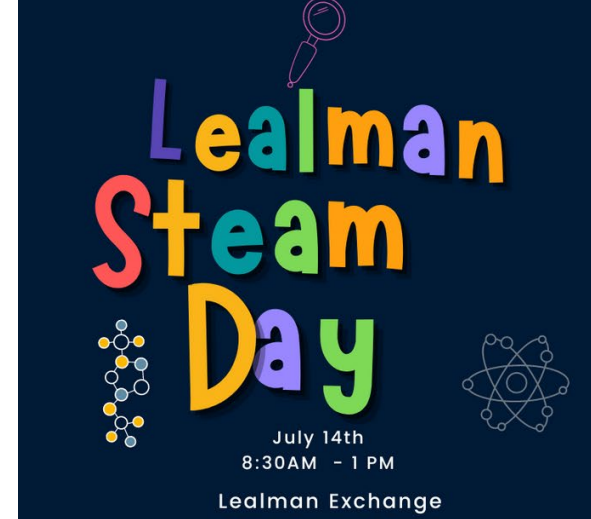
- GYM AND STAGE UPGRADES
- 54TH AVE LED MONUMENT SIGN
- LIGHTING UPGRADES



## AT LEX THIS YEAR

The Lealman Exchange has hosted several great events in the last year and added additional resources to benefit the community.

- Satellite Library location in partnership with PPLC
- Veterans Resource Fair hosted by the VA and State Rep Linda Cheney
- Emergency Shelter Activation for Hurricane Ian and Tropical Storm Nicole
- FEMA Service Center for storm victim's support
- Mobile Pet Clinics with SPCA and Pinellas County Animal Services
- Needs Navigator to connect residents to services, resources, and opportunities
- Career Source Job Fairs



## UPCOMING EVENTS

- Lealman [STEAM DAY](#) learning festival - in partnership with Jacobs July 14, 2023
- Reading with the Rays - Annual Literacy Event with the Tampa Bay Rays July 25, 2023
- AmSkills Bootcamp begins August 26, 2023
- YMCA Summer Camp Spelling Bees August 2023



**Thank you to our partners!**