



**CITY OF TARPON SPRINGS**

**C**OMMUNITY

**R**EDEVELOPMENT

**A**REA

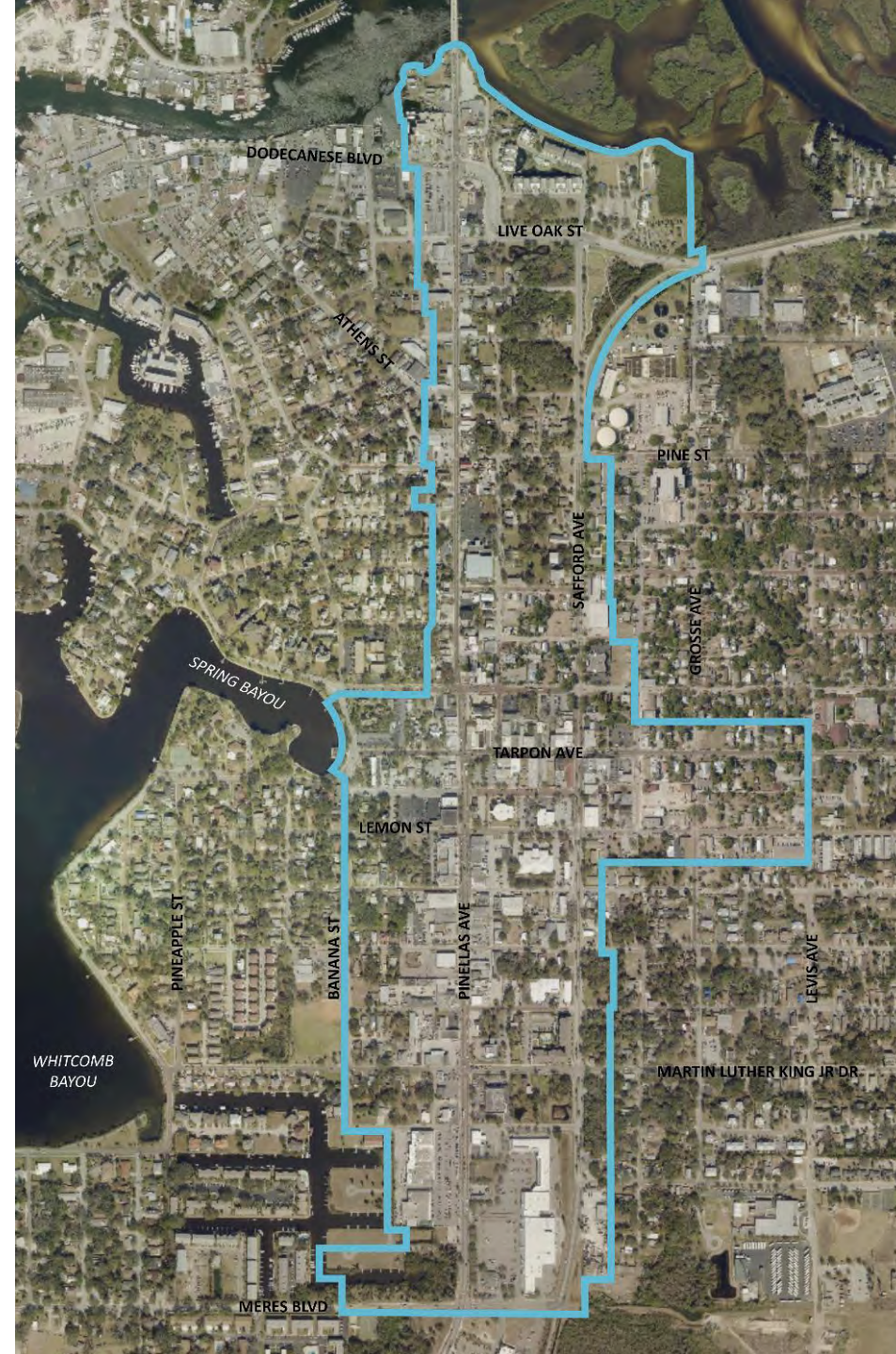
CRA Annual Report FY20  
(Oct. 1, 2019-Sept. 30, 2020)

Presented March 9, 2021



# CRA BACKGROUND

- Created in 2001
- Total 227 Acres
- 600 Tax Parcels
- Guided by CRA Master Plan
- Goals:
  - Stimulate redevelopment and revitalization
  - Encourage economic growth
  - Attract private investment
  - Improve attractiveness of central business district





# BUSINESS ACTIVITY

In the 2019-20 year within the CRA:

- 14 New Business Openings

- Tarpon Springs Distillery
- H'ours Cajun Creole Smokehouse
- Brighter Days Brewery
- Katerina's Greek Grill
- Flagship Bank
- Illumina Learning Center
- The Copper Mule
- The Wine Society
- Jo Jo's Italian Diner
- Tarpon Springs Discount Grocery
- Ratza Chocolates
- Black Duck Taco Company
- Olympic Deli
- Madeline's Falafel & Shawarma



# BUSINESS ACTIVITY

## In the 2019-20 year within the CRA:

### ■ Relocations or Closings

- **The Court of Two Sisters** sold its building at 153 E. Tarpon Ave. and relocated to 134 E. Tarpon Ave. 153 E. Tarpon is under renovation for new tenants.
- **Consign & Design** relocated from 100 S. Pinellas Ave. to 167 E. Tarpon Ave. **Olympic Realty** moved into 100 S. Pinellas.
- **Unique Finds** closed in late 2019. The building was sold and is being renovated for **Catalina's La Cantina**
- **Custom Prints/Tarpon Art Gallery** closed in early 2020, replaced by **The Wine Society** which opened in May 2020.
- **Mingo Mania** closed in 2019, replaced by **Bohemian Lotus Yoga Studio** in 2020.
- **KCQue BBQ** closed in 2019 and **H'ours Creole Smokehouse** opened in Nov. 2019
- **Save a Lot** closed in January 2020 and **Tarpon Springs Discount Grocery** opened in August 2020.





# BUSINESS ACTIVITY

Coming in 2021 within the CRA:

- The Bistro, 17 N. Safford Ave., (formerly Tuscan Sun Italian Bistro)
- Catalina's La Cantina, 10 S. Pinellas Ave.
- Pinch a Penny, 914 S. Pinellas Ave.
- Quirky Fork Euro Café, 26 Hibiscus St.
- Backdraughts Maine-ly Delicious, 22 Hibiscus St.



CCRA

**INCENTIVE GRANTS**

# INCENTIVE GRANTS

- ✓ **CRA Façade Improvement Grant**
  - *50% reimbursable capped at \$10,000 for a single story and \$15,000 for a two-story building*
  - *Created in 2011 – **Approved 81 Grants, 8 in 2019/20***
- ✓ **CRA Restaurant Recruitment Grant**
  - *50% reimbursable capped at \$7,500*
  - *Created January 2015 – **Approved 17 Grants, 3 in 2019/20***
- ✓ **Building Code Assistance Grant**
  - *50% reimbursable capped at \$7,500 for a single story and \$10,000 for a two-story building*
  - *Created March 2020 – **Approved 2 Grants***



INCENTIVE GRANTS:

# FAÇADE GRANTS

Meres Building [ 106 E. Tarpon Ave. ]



[Before]



[After]



INCENTIVE GRANTS:

# RESTAURANT GRANTS

H'ours Creole Smokehouse [ 310 E. Tarpon Ave. ]



[Before]



[After]

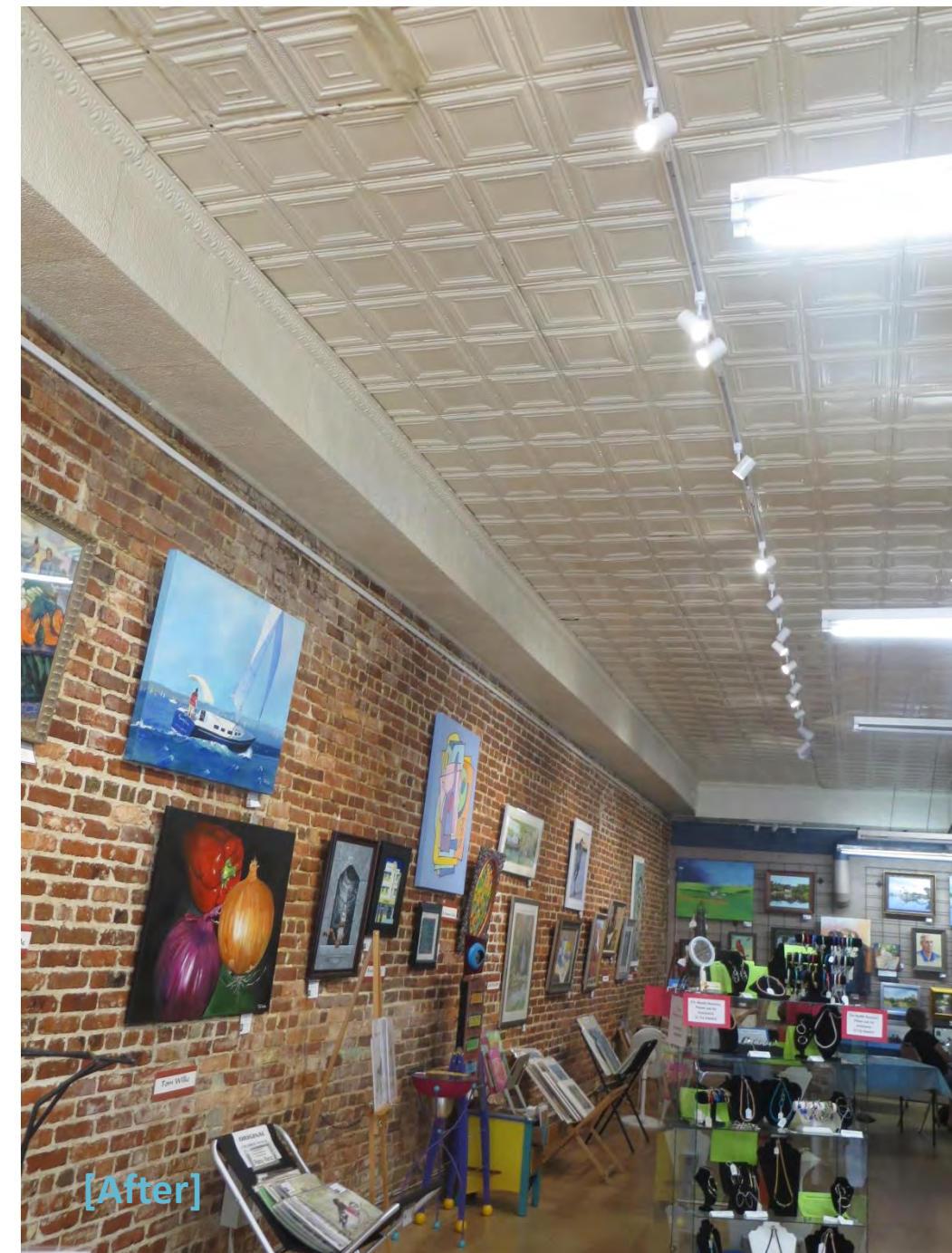




## INCENTIVE GRANTS:

# BUILDING CODE GRANTS

Tarpon Art Guild [ 161 E. Tarpon Ave. ]

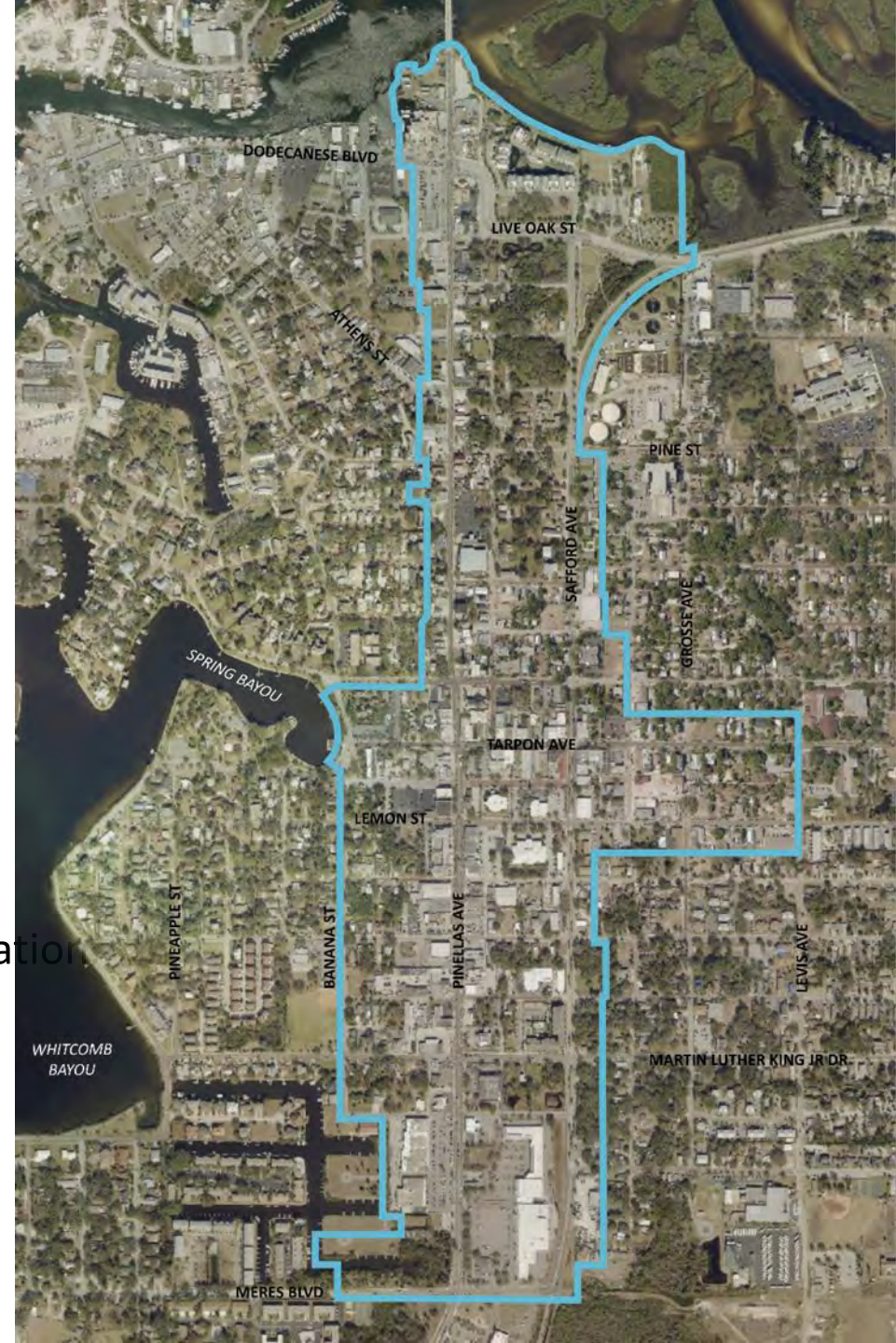




## INCENTIVE GRANTS:

# GRANT FACTS

- Façade Grants – 81 Approved
  - 77% (62) applied for by building owner
  - 23% (19) by business owner
    - Of the 19 business owner grants, 90% (17) remain in operation.
- Restaurant Grants – 17 Approved
  - 35% (6) applied for by building owner
  - 65% (11) applied for by business owner
    - Of the 11 business owner grants, 82% (9) remain in operation.
- Building Code Assistance Grant – 2 Approved
  - One from building owner; one from business owner





## INCENTIVE GRANTS:

# ECONOMIC IMPACT

- 100 Projects
- Total Grant Funds Expended —————→ \$614,390
- Total Private Investment Made —————→ \$3.8 million

**520% ROI over 9 years**

**Average Grant Amount = \$5,800**

- 39% increase in Assessed Value from grant year to current year for buildings receiving grants.





INCENTIVE GRANTS:

# GRANT SURVEY

PROJECT:

On-line and phone survey to 100+ CRA businesses – 53 respondents

81% were aware of all or some of the 3 incentive grants

48% had received a grant.

45% felt the grant amounts were satisfactory; 33% did not know/no opinion

| <u>Potential Grant Ideas</u>  | <u>Percent Ranked #1 or #2</u> |
|---|--------------------------------|
| Small-scale interior design improvements (painting, flooring, wall coverings) | 67%                            |
| Rental assistance for new, incoming businesses                                | 57%                            |
| Professional services: business plans, marketing, advertising plans           | 55%                            |
| Sidewalk Café furniture   | 21%                            |



INCENTIVE GRANTS:

# GRANT SURVEY

## Respondent Grant and Other Ideas

- Support for new start-ups; target art-related
- More grants for restaurants and bars
- Grants for individual businesses to advertise
- Sidewalk and street beautification – plantings, lighting, keeping the area clean
- More parking
- More promotions of Downtown; advertise individual businesses
- Help with city regulations, permitting
- Reopen events





**COMMERCIAL PROJECTS**

## Commercial Projects:

# NORTH SAFFORD AVENUE REDEVELOPMENT

## PROJECT:

Renovation of a 13,000 sq. ft. warehouse into a mixed-use facility for office, retail, and commercial uses.

- CRA Façade Grant - \$10,000
- Construction Value - \$136,450





## Commercial Projects:

# LEMON STREET TRADE CENTER

## PROJECT:

8,000 sq. ft. multi-tenant trade industrial trade building at NE corner of E. Lemon St. S. Levis Sts.

- Project Creates up to 20 New Jobs



Commercial Projects:

# ST. NICHOLAS GREEK ORTHODOX CATHEDRAL CHAPEL

## PROJECT:

Reconstruction of a  
3,500 sq. ft. vacant  
building for a Chapel on  
the Church campus at  
20 N. Pinellas Ave.







# **RESIDENTIAL PROJECTS**

## Residential Projects:

# ORANGE STREET RESIDENCES

## PROJECT:

Residential infill of two single family homes with detached garages in the Downtown Historic District.

- Increasing neighborhood property values
- Promoting urban living, walkability





Residential Projects:

# TRAILSIDE APARTMENTS ON PINE STREET

## PROJECT:

Six new 1- and 2-bedroom apartments in two buildings located along the Pinellas Trail

- Pinellas Trail infill
- Increasing neighborhood property values
- Promoting urban living, walkability





Residential Projects:

# CARRIAGE HOMES ON RING

## PROJECT:

12 townhome units in two buildings, 1225-1530 sq. ft. Constructed to Historic District standards: front porches, alley entrance

- Increasing neighborhood property values
- Promoting urban living, walkability





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**PUBLIC PROJECTS**

Public Projects:

# TARPON SPRINGS PUBLIC LIBRARY RENOVATIONS

## PROJECT:

Renovations included  
new roof and  
bathrooms





## Public Projects:

# CULTURAL CENTER RESTORATION

## PROJECT:

Restoration of the historic building. Original 38 windows restored, doors, trim and sills, tile roof, handrails, gutter system, and clock tower repairs



## Public Projects:

# COURT STREET IMPROVEMENTS

## PROJECT:

Reconstruction of W. Court St. from Alt. 19 to Banana St. Resurfacing, new curbs, ADA-compliant sidewalks, and underground utility improvements.

Amenities include decorative lighting, landscaping and islands, parking and road striping, benches, and brick crosswalks.





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# **BEAUTIFICATION AND HISTORIC PRESERVATION**

Beautification and Historic Preservation:

# WAYFINDING SIGNS

## PROJECT:

Replace/Update Existing  
Wayfinding Signs

- 71 Total Signs [52 (74%) in CRA]
- Bid awarded August 2020
- Installation Feb. 2021
- CRA Contribution: \$55,055.50





Beautification and Historic Preservation:

# HISTORIC BUILDING PLAQUES

**PROJECT:** Promote Public Appreciation and Civic Pride in the City's History through Plaques on Historic Buildings

- 13 Buildings
- Bronze Plaque w/City Logo and Text
- Project Design began During FY20
- Installation Began Feb. 2021
- CRA Cost \$10,452



## Beautification and Historic Preservation:

# STATE HISTORIC MARKERS

**PROJECT:** Commemorate History Through Official State Markers of National Register Sites and Buildings.

- Applications in CRA Approved by State:
  - Old City Hall/Cultural Center
  - Safford House
  - Tarpon Springs Historic District
- Applications Outside CRA:
  - Greektown
  - Old Tarpon Springs High School/City Hall
- Establishing Local Marker Program Through Tarpon Springs Area Historical Society for Additional Sites
  - *Sunset Beach, Anclote Key Lighthouse, Old City Jail, Spring Bayou, Craig Park, Water Works Building, Union Academy, and additional sites*





Beautification and Historic Preservation :

# DECORATIVE STREET SIGNS

## PROJECT:

Install new brown/white street signs throughout CRA Historic District.

Install new street signs in CRA outside Historic District.

Both projects include replacing silver aluminum poles with black powder coated decorative poles.





Beautification and Historic Preservation :

# BEAUTIFICATION

## PROJECTS:

Landscaping

Planters

Downtown Lighting

Pole Banners

## Public Art

- Glenda Goodacre sculpture
- Decorative bike racks







**FESTIVALS AND EVENTS**

# FESTIVALS AND EVENTS

Downtown festivals and events took place until March 2020.

- First Friday
- Thanksgiving Arts & Crafts Festival
- Snow Place & Illuminated Boat Parade
- Wine Walks
- Touch a Truck





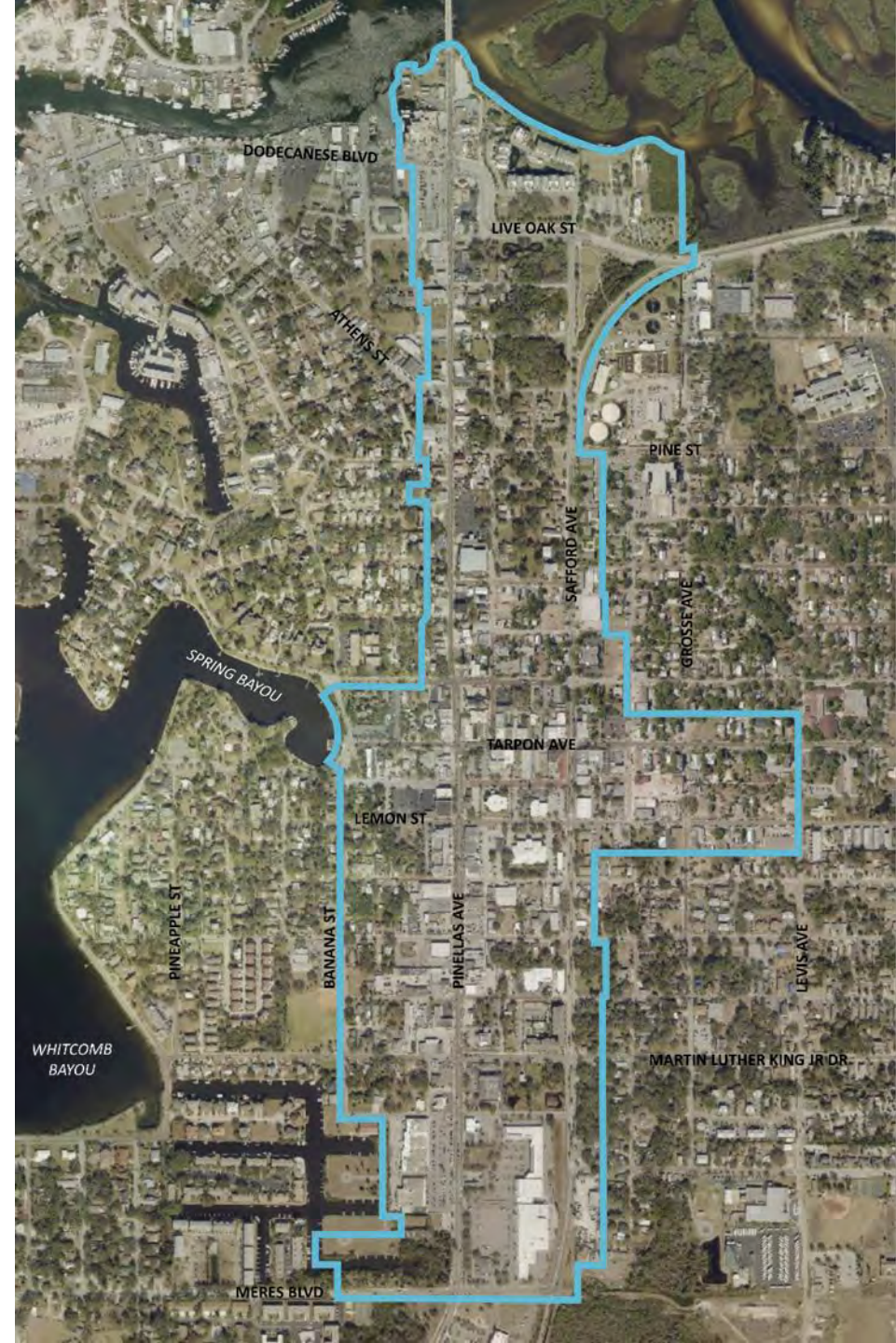


# **FUTURE AND ONGOING PROJECTS**

# FUTURE AND ONGOING PROJECTS

## PROJECTS:

- Downtown Tarpon Avenue Lot Redevelopment
- Spring Bayou/West Tarpon Avenue Lot Redevelopment
- Downtown Parking
- Manatee Plaza Redevelopment
- CRA/SAP Code Amendments
- Beautification:
  - Signage, Street Signs, Lighting, Landscaping, Historic Clock, Railroad Mast Arm, and more.







# COMMENTS

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