

City of Tarpon Springs, Florida

324 E. PINE STREET P.O. BOX 5004 TARPON SPRINGS, FL 34688-5004 (727) 938-3711

MARK G. LECOURIS CITY MANAGER

December 20, 2018

Rodney S. Chatman, AICP Planning Division Manager Forward Pinellas 310 Court Street Clearwater, FL 33756

RE: Planning & Place-Making (PPM) Grant City of Tarpon Springs Application

Dear Mr. Chatman,

Please find enclosed the City of Tarpon Springs' application for the Planning & Place-Making Grant. Our application seeks to stimulate needed changes to the Spring Bayou area within the City's CRA that are part of a revitalization and redevelopment effort in the Downtown.

The City of Tarpon Springs and Forward Pinellas share the vision of connected, people-centric neighborhoods and destinations that foster a venerable sense of place. The Spring Bayou area is a critical link in our efforts to create walkable linkages between the Downtown and Sponge Docks. We greatly appreciate this effort by Forward Pinellas to assist local governments with funding for meaningful community planning and development, and we look forward to participating in this process.

Sincerely,

Mark LeCouris
City Manager



Planning & Place-Making (PPM) Grant Pilot Program

A copy of the Planning & Place-Making (PPM) Grant Pilot Program application may be downloaded from the Forward Pinellas website at www.forwardpinellas.org. This application must be completed and submitted to Forward Pinellas via email to rschatman@forwardpinellas.org by 5:00 p.m. on December 21, 2018 in order for the project to be considered for funding.

Instructions: Provide the information requested below.

PART ONE: PROJECT SUMMARY					
Project Title:	Activate Tarpon Springs!				
Project Description: Briefly describe the project, location, scope of work, and activities to be funded by the PPM grant. PPM Funds Requested:	An economic profile of an identified Activity Center with an existing Special Area Plan encompassing the Tarpon Springs Sponge Docks and Community Redevelopment Area (CRA) that will identify real and perceived challenges to implementation of the walkable urban infill framework. The project will illuminate opportunities for innovative urban design and quality economic development through a professional market analysis within the land use and planning context. The project will also generate a strategic multi-level approach to business recruitment, and, will include a highest and best use redevelopment scenario of a vacant and distressed property located in the CRA and recently purchased by the City. A Consultant will be retained to perform the market analysis, business recruitment strategy and redevelopment scenario. City staff in coordination with the Consultant will conduct a public participation process with the assistance of two non-government business organizations partners. \$50,000				
Local Matching Funds (if any):	\$5,000 of in-kind services from the Tarpon Springs Chamber of Commerce				
Total Project Cost:	\$55,000				
(PPM Funds + Local Matching Funds)					
Local Government:	City of Tarpon Springs				
Project Manager:	Karen Lemmons				
Title:	Economic Development Manager				
Street Address:	324 East Pine Street				
City, State, and ZIP Code:	Tarpon Springs, FL 34689				
Phone:	(727) 943-4932				
Email:	klemmons@ctsfl.us				
Partner Agency #1:	Tarpon Springs Chamber of Commerce				
Project Manager:	Jean Hungiville				
Title:	President				



Partner Agency #2: Tarpon Springs Merchant's Association

Project Manager: Carol Rodriguez

Title: President

Partner Agency #3: Citizens Alliance for Progress, Inc.

Project Manager: David Archie

Title: Executive Director

PART TWO: PROJECT ELIGIBILITY AND EVALUATION CRITERIA

The following information is required to evaluate your application based on the criteria and standards outlined in the PPM Grant Pilot Program Guidelines.

I. PROJECT ELIGIBILITY SCREENING CRITERIA

A. Application Authorization

Attach a copy of the resolution or letter signed by the Mayor or Chairperson of the elected body authorizing submittal of the application, directing the city manager/county administrator/chief administrative officer to assign staff resources to the project, and committing any matching funds to the project. See Exhibit 4 of the PPM Grant Pilot Program Guidelines for a copy of a sample resolution.

B. Funding Eligibility

Pinellas County local governments are the only eligible recipients of these funds. Non-profit and community-based organizations may be partners with local governments but cannot directly apply for funding. Grant recipients will be required to execute an interlocal agreement with Forward Pinellas in order to receive reimbursement of eligible expenses. Contact Rodney Chatman, AICP at 727-464-8250 or recipients with local governments but cannot directly apply for funding. Grant recipients will be required to execute an interlocal agreement with Forward Pinellas in order to receive reimbursement of eligible expenses. Contact Rodney Chatman, AICP at 727-464-8250 or recipients with local governments but cannot directly apply for funding.

II. PROJECT EVALUATION CRITERIA

A. Project Description - Provide a detailed description of the project, the land use and/or transportation challenges that it is intended to address, how it will address those challenges, and how the project relates to the Planning & Urban Design Principles of the Countywide Plan. This section should also discuss the project's history, including a description of any previously completed components, as well as any relationship to improving resiliency and/or sustainability within the community. The applicant may use this section to place the project in a broader context of other initiatives being pursued by the local government.



Project Description (one page maximum):

When a shot rang out in the early morning hours of Sunday, December 21, 2014, killing Tarpon Springs Police Officer Charles Kondek, the city and region rallied around the family. After a second shooting death occurred the next year at the Sunbay Motel, just blocks from where Kondek was felled, the community came together to take back the area of the City known as Spring Bayou, or the Golden Crescent. The Spring Bayou area is one of the most beautiful in the City, with stately vintage homes surrounding the park and bayou, which fills with manatees during the year. The Greek Orthodox Epiphany celebration is held yearly at the steps of Spring Bayou, directly in front of the motel, attracting tens of thousands of visitors each January. The area was marred for years by the derelict 16-room Sunbay Motel and the crime emanating from it. Since the 2014 incident, community meetings and public hearings were held to discuss the motel and how to rid the area of negative elements. City Departments, including Police, Code Enforcement, Building, Planning & Zoning, and Economic Development worked toward impacting the operation of the motel. Ultimately, in March 2018, the CRA purchased and later demolished the motel, and now owns the .18-acre parcel. To guide development in that area, the CRA voted to lease the adjacent, privately-owned 1-acre parcel, consisting of a vacant open lot and a 500-sq. ft. building, which the City converted to a Community Redevelopment Center (CRC). The CRC operates as a satellite office for the Economic Development and Planning & Zoning Departments, where meetings and open houses are held to discuss planning and development related projects. Marketing of the Sunbay Motel and CRC properties is also enhanced by having an on-site presence. With the Sunbay Motel gone and the City's positive relationship with their CRC property landlord, now is the time to take the next step to determine development feasibility for the area. The location of these properties within the CRA, the National Register Historic District, and the SAP makes it an excellent "poster child" for pursuit of the City's urban design aspirations in an economically struggling area. The property is uniquely situated in the western gateway to Downtown, and in the center hub of the City's walkability plan linking Downtown to the Sponge Docks. A successful redevelopment of this parcel is a critical component of the larger Downtown revitalization plan and key to long-term viability of the Downtown/Sponge Docks plan.

The Activate Tarpon Springs! project is intended to illuminate the numerous opportunities for quality economic development and redevelopment in an identified Activity Center, the Tarpon Springs Sponge Docks and the Tarpon Springs Community Redevelopment Area (CRA), and, to identify a strategy for synergizing the City's current urban design land use requirements with those opportunities. Work will include a professional market analysis, a public participation process, a professional business recruitment strategy tailored to the Activity Center, and, an outline of highest and best use redevelopment scenario for the recently-acquired property in the CRA. The City of Tarpon Springs' Sponge Docks and CRA Activity Center environment operates within a land use context that includes the Transect-Based Infill Code (SAP), the Tarpon Springs Historic Districts and the Citywide Land Development Code (LDC). The SAP has been in place for eight years while the latter two documents exceed 25 years in age and are currently being overhauled. Additionally, the CRA is based on a Downtown Development Action Plan (DDAP) that was adopted in 2000. The goal of this project is to build upon these foundational documents by informing and synergizing them based on a current and sophisticated market research approach. The City has had an opportunity over the past eight years to document the operation of urban design principles adopted in the SAP in the context of landowners' and the public's desires, and the needs of the business community. Those placemaking design principles include promotion of the street grid and attendant connections, building placement and facades, parking solutions, establishment of public spaces, and commercial to residential transitions/mixes. The form-based environment, primarily driven by the SAP and Historic District codes can be challenging to landowners, developers and designers used to working with conventional zoning codes. Mere adoption of form-based urbanism is proving to be insufficient to make the land use transformation happen. The City seeks to take the next step to maximize the potential made possible by the SAP-foundation.

The objectives of the SAP market analysis are to produce: 1. an economic profile of the area with current demographic, economic, real estate, and market demand baseline data; 2. a crosswalk of conflicts and opportunities that emerge when the market operates in the current land use and planning framework; 3. recommendations on how to prioritize and fulfill the additional planning needs identified in Objective 2 by means such as additional code changes, guiding documents, or City-initiated projects; 4. a corresponding public and business community engagement process; and, 5. a best and highest use redevelopment scenario to illustrate the potential resulting from the center, corridor, and district redevelopment standards at the former Sunbay Motel site, a distressed property on West Tarpon Avenue, recently acquired by the CRA, and located in the historic, but economically struggling "Golden Crescent" area of the CRA. The objective of the business retention / recruitment strategy is to strengthen and enhance strategies for the City and the CRA to follow to retain and expand existing businesses and to recruit new businesses. This strategy will be closely coordinated with the market analysis results. The most recent economic profile for the City of Tarpon Springs is nearly 20 years old and a business retention / recruitment plan, although repeatedly recommended, has been deferred even longer. The SAP's transect code encourages heavy infill and mixing of uses but staff has observed that several properties are underdeveloping in this context. The City is also actively marketing multiple high-profile redevelopment opportunities within the Activity Center / SAP boundary. While private-sector interest is increasingly high, proposed projects have thus far fallen short of the potential made possible



by the Special Area Plan. The SAP also provides a framework for public realm connectivity improvements meant to invigorate the private-realm land use transformation, but this component currently lacks a comprehensive approach for implementation. The business strategy can provide the guidance needed to prioritize City actions, identify public-private partnership opportunities, and assist real estate markets, thereby creating that essential "other piece" to successful implementation of the SAP and infill-code vision.

The unique sense of place that is defined by the Tarpon Springs' SAP and sponge docks districts will become all the more important to the way people experience North Pinellas County going forward. Funding for a market study and scenario analysis coupled with a business retention / recruitment strategy is the key to unlocking decades of redevelopment and urban design effort by ensuring a living document product that will result in quality redevelopment in Tarpon Springs.

- **B.** Project Location Provide a map or map series of the project area that identifies the geographic location where the work will be performed. The map or map series should also include any relevant information (i.e., location of existing or planned Activity Centers or Multimodal Corridors, significant destinations in the area, existing or future land development projects or significant transit, roadway, and/or bicycle and pedestrian facilities) that will have an impact on the project.
- **C. Project Partners** Provide a description of any partner agencies or organizations that will be part of the project team. Include an overview of the agency or organization and what role they will play in the completion of the project.

Project Partners: Tarpon Springs Chamber of Commerce, Tarpon Springs Merchant's Association, and, Citizens' Alliance for Progress

The Tarpon Springs Chamber of Commerce works to develop new and existing businesses in the City of Tarpon Springs through educational opportunities, networking and information sharing.

The Tarpon Springs Merchant's Association works to promote the City and increase the customer base for new and existing businesses through marketing, events, activities and special promotions.

The Citizens' Alliance for Progress is a non-profit community-based, multiracial civic organization that delivers community-based services to empower and support individuals and families.

The Activate Tarpon Springs! project will include a public participation process and will use various media to gain the public's input and perspectives (see Project Schedule & Budget below). The project will include at least one charrette and at least one open house to be held at the City's new Community Redevelopment Center located next to the Sunbay Motel property in the Golden Crescent area. The role of our two business-oriented organizational partners will be to use their media/membership outlets and their operational resources to assist in getting the word out to local business owners, customers, and the visiting public through flyers/notices/surveys, to host at least one charrette, and, to share data and information for the market analysis.

D. Project Schedule & Budget - Include a brief narrative of the project schedule in the space below including an overall timeline that identifies all major project milestones. The narrative should also include a description of any matching funds and a brief explanation of all budgetary expenditures.

Project Schedule & Budget: The proposed budget includes a request through this grant for \$50,000 to cover consulting costs for the market analysis, redevelopment analysis and business recruitment strategy, and an in-kind



match from project partner, Tarpon Springs Chamber of Commerce, of \$5,000 to cover their time and materials as described above.

The proposed tentative schedule and products are listed below. These will be finalized in the Interlocal Agreement (ILA) executed upon award of the grant by the Forward Pinellas Board.

March 2019 – Award by Forward Pinellas Board (based on 2017-2018 schedule)

April 2019 – Execution of Interlocal Agreement with Forward Pinellas

May 2019 – Advertise a Request for Proposals to perform a market analysis, business retention / recruitment strategy, and redevelopment scenario tailored to the Special Area Plan (includes the CRA)

July 2019 - Execute Consultant contract and initiate project

July 2020 – Complete entire project within one year – Milestones and deliverables to be specified in the Forward Pinellas ILA and the Consultant contract.

The following products are expected to be included in the Scope of Work to be completed by the City, the Consultant and the City's Partners. The City will work with Forward Pinellas to finalize the Scope of Work during the ILA process. Products/deliverables should include, at a minimum, 1) Market Analysis with recommendations as described herein, 2) Reports and photographs of Charettes, Open House, and Information Gathering (e.g., surveys, interviews, etc.), 3) Redevelopment Scenario for Sunbay Motel site, 4) Business Retention & Recruitment Strategy, and, 5) Summary Media for sharing results with other communities.

A very general outline of Consultant's deliverables follows (to be finalized during the drafting of the ILA):

Task Description	Project Documentation	Completion Date
Task 1. Retain Consultant and	Kick-off meeting summary	July 31, 2019
conduct on-site kick-off meeting	memorandum	
Task 2. Public and business	Charette/workshop summary report	September 30, 2019
charrette		
Task 3. Public experience survey	Survey report	Ongoing
Task 4. Draft marketing analysis	Draft marketing analysis document	January 31, 2020
Task 5. Open house at CRC	Open house summary report	March 31, 2020
Task 6. Final report: Marketing	Final report: marketing analysis	June 30, 2020
analysis and business	and business recruitment/retention	
recruitment/retention strategy	strategy	
Task 7. Best and highest use	Portfolio-format best and highest	June 30, 2020
redevelopment scenario	use for Sunbay Motel site	

III. REQUIRED & SUPPORTING MATERIALS

The following is a checklist of required and supporting materials for the Planning & Place-Making (PPM) Grant Pilot Program application:

- ☑ Completed application form
- ☑ Resolution or letter authorizing the application
- ✓ Documentation of the commitment of other matching funding
- <u>✓</u> Map or map series showing the project location and any other relevant information
- <u>✓</u> Letter(s) of support from any community groups, agencies or organizations is recommended but not required (optional)
- Aerial photographs or other photographs depicting existing conditions (optional)

Please ensure all graphic materials are legible.

RESOLUTION NO. 2018-32

A RESOLUTION OF THE CITY OF TARPON SPRINGS, FLORIDA; AUTHORIZING THE FILING OF AN APPLICATION FOR GRANT FUNDS THROUGH FORWARD PINELLAS THROUGH THE PLANNING & PLACE-MAKING (PPM) GRANT PILOT PROGRAM, STATING THE ASSURANCE OF THE CITY OF TARPON SPRINGS TO COMPLETE THE PROJECT, AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, \$50,000 of planning funds are available to local governments through the Planning & Place-Making Grant Pilot Program in Fiscal Year 2018; and

WHEREAS, the City of Tarpon Springs wishes to receive \$50,000 in grant funds for the "Activate Tarpon Springs!" project; and,

WHEREAS, "Activate Tarpon Springs!" will include a professional market analysis, a business retention / recruitment strategy tailored to the Sponge Docks and the Community Redevelopment Area (CRA), and a best and highest use analysis of the Spring Bayou District that will illuminate the opportunities and quality economic development potential made possible by the CRA's acquisition of the Sunbay Motel and the Special Area Plan.

WHEREAS, The City of Tarpon Springs understands that funding through the Planning & Place-Making Grant Pilot Program is fixed at the budgeted amount, and therefore any cost increase cannot be expected to be funded through this grant program; and,

WHEREAS, The City of Tarpon Springs understands that if selected, an interlocal agreement with Forward Pinellas must be executed to access the funds, or the project award will be rescinded.

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF TARPON SPRINGS, FLORIDA:

Section 1. That the Tarpon Springs Economic Development Manager is authorized to proceed with the application process with Forward Pinellas for the Planning & Place-Making Grant Pilot Program in the amount of \$50,000 for "Activate Tarpon Springs!"

<u>Section 2.</u> The City Clerk is hereby directed to record a certified copy of this resolution upon the public records of Pinellas County, Florida and to notify all pertinent governmental agencies of the provisions hereof.

Section 3. This Resolution shall become effective immediately upon adoption.

BE IT FURTHER RESOLVED that a copy of this resolution will be transmitted to Forward Pinellas.

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	MAYOR AL			Yes	
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THOMAS J. TRASK, B.C.S CITY ATTORNEY	5			CLUMS COM	



Activate Tarpon Springs!

Legend

↑ Prototype Project Site

//// TS Special Area Plan

Countywide Land Use

Activity Center

Employment
Industrial

Multimodal Corridor

Office

Preservation

Public/Semi-Public

Recreation/Open Space

Residential High

Residential Low Medium

Residential Medium

Residential Very Low

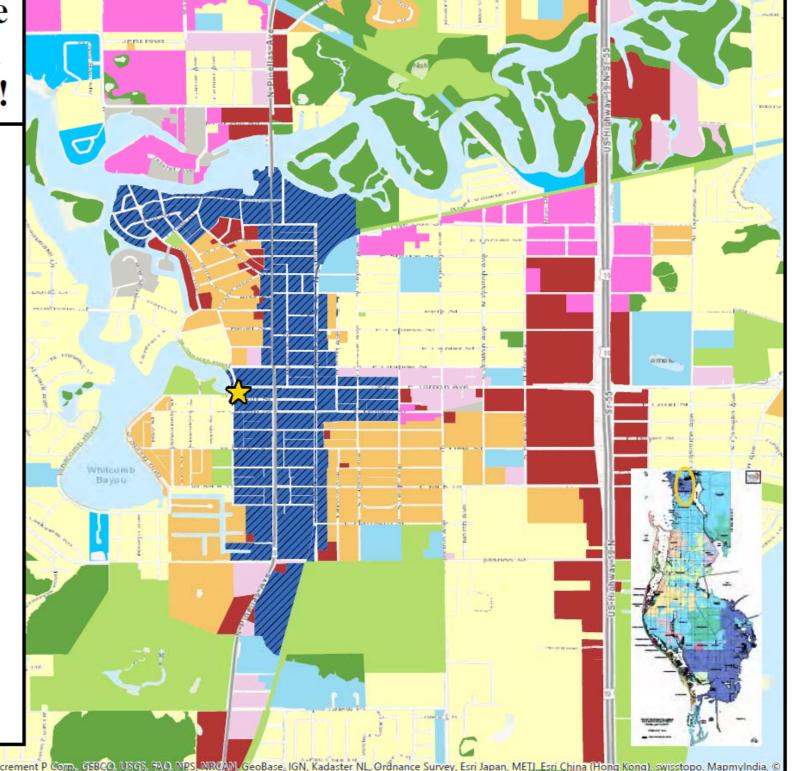
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Tarpon Springs Chamber of Commerce 1 N. Pinellas Avenue #B Tarpon Springs, FL 34689 Phone: (727)937-6109 Fax: (727)937-2879 www.tarponspringschamber.org

DISCOVER TARPON'S TREASURES

Forward Pinellas Rodney Chatman AICP, Planning Division Manager 310 Court Street Clearwater, FL 33756

December 14, 2018

Dear Mr. Chatman:

I am writing this letter to express support for the City of Tarpon Springs' application for a Forward Pinellas grant. This grant will help in determining planning and redevelopment feasibility for the Spring Bayou District of the Community Redevelopment Area. While one of the most prominent and beautiful areas, it has long struggled with underdevelopment and lack of investment.

The Tarpon Springs Chamber of Commerce works closely with the City of Tarpon Springs on many projects. We have seen the City shape itself through the creation of a Community Redevelopment Area, a Special Area Plan, and by adopting a Smart Code form-based zoning code. All of these form a solid base for potential development and redevelopment, especially as it relates to community identity, livability, and walkability. With the recent acquisition by the City of a crime-ridden motel, the Spring Bayou District has an opportunity to realize its potential. This grant will allow the City to take the next step by conducting a best and highest use analysis for the Spring Bayou area.

The Chamber will be providing in-kind services by coordinating workshops, sending emails blasts to our membership, producing educational materials, as needed, and any other services that will support this project.

Our Chamber pledges to work with the City throughout this grant process and beyond. Together we are willing partners in seeing the City grow and prosper.

Sincerely,

Jean Hungiville President/CEO

Tarpon Springs Chamber of Commerce

TARPON SPRINGS MERCHANTS ASSOCIATION P O BOX 2793 TARPON SPRINGS FL 34688 tarponspringsflorida@gmail.com

Forward Pinellas Rodney Chatman AICP, Planning Division Manager 310 Court Street Clearwater, FL 33756

Dear Mr. Chatman,

The Tarpon Springs Merchant's Association enthusiastically supports the grant application by the City of Tarpon Springs for the project, Activate Tarpon Springs!

As business owners primarily located in the Downtown, Sponge Docks, and the Alternate 19 corridor, we understand the need for an analysis that will help reactivate the Spring Bayou area at the west end of Tarpon Avenue. With a derelict motel now gone, the area, which has been underdeveloped and a place to avoid, now has the opportunity to contribute to the overall development of the area. The Merchant's Association represents more than 100 business owners, many whom have been here decades, and others who are relatively new. We all have seen growth in the past few years after years of stagnant activity. We believe the creation of the Community Redevelopment Area and the adoption of the Special Area Plan and Smart Code give the City a solid foundation to attract and retain businesses. However, the Spring Bayou area has been stagnant due in part to inappropriate lodging facilities which have attracted unsavory elements.

A professional study will provide the tools the City needs for attracting the quality of development that the Special Area plan has detailed. As members of the Merchant's Association, we support the City's growth and have worked hard to develop events that attract thousands to our Downtown and Sponge Docks, including the very successful First Fridays and many other festivals. We believe this grant project is critical to establishing a sense of place in the Spring Bayou area.

Thank you for your consideration,

David Gauchman

President



Citizens Alliance For Progress Inc.

401 East Martin Luther King Jr. Drive Tarpon Springs, Florida 34689

Forward Pinellas Rodney Chatman AICP, Planning Division Manager 310 Court Street Clearwater, FL 33756

Dear Mr. Chatman,

Citizens Alliance for Progress and the Union Academy Family Center wholeheartedly support and endorse the grant application from the City of Tarpon Springs for the Activate Tarpon Springs! Project. Citizens Alliance for Progress has been an integral part of the Tarpon Springs community for nearly 40 years, offering education, social, and community programs for children, youth and adults. As such, we understand the important relationship between residents and their community, and the impact that community planning has on establishing a sense of place with the City.

This grant will help reinvigorate our central business and tourist district, which is the City's main activity center, by developing strategies and providing data that can be used to bring in the quality development that was envisioned by the creation of the Special Area Plan and Smart Code. With these planning tools in place, the Community Redevelopment Area and Sponge Docks has made great strides within the past several years, and a professional market analysis will take those efforts to the next level, showing what can be done in a small City that has adopted innovative planning initiatives. In addition, the recent acquisition of the former Sunbay Motel property, along with other vacant property in the area, gives the City an opportunity to help realize the development potential of the Spring Bayou and downtown area.

On behalf of Citizens Alliance for Progress and the Union Academy neighborhood, we enthusiastically support the Activate Tarpon Springs! Grant application.

Sincerely,

David Archie

Executive Director

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PPM Grant Application: Activate Tarpon Springs! Photos of the Spring Bayou District





The 16-room Sunbay Motel, 57 W. Tarpon Ave., as it looked from Tarpon Avenue (top) and from its rear entrance on West Court Street (bottom) as crews prepare for demolition.

The view directly west of the Sunbay Motel and adjacent vacant lot is of Spring Bayou and Craig Park, a City park with bandshell, recreation facilities, boat ramp, and pedestrian walkway around the Bayou. The stairway leading to the platform is the site of the annual Epiphany celebration.













The Spring Bayou District is also known as the "Golden Crescent" and is a natural centerpiece around which many of the City's most stunning historic district homes are oriented as well as museums and churches. It is also a hub for the City's walkability plan linking Downtown to the Sponge Docks.





(Left Top)The City's 1883 Safford House was added to the National Register of Historic Places in 1974. It was completely renovated and now serves as a museum. It is one of the stops on the walking tour. It is located two blocks from the former Sunbay Motel property and one block from where Officer Kondek was killed.

(Left Bottom) The Knapp Home, an example of the stately historic homes in the Spring Bayou neighborhood. This home is across the street less than one-half block from the former Sunbay Motel.

Demolition of the Sunbay Motel was completed in a few days. After demolition, City crews prepped the site and restored grass. The CRA is leasing the 500 sq.ft. building and vacant lot located immediately west of the former Sunbay property. The bottom two photos view the site fronting Tarpon Avenue.



The Community Redevelopment Center (CRC) now operates from the building and is a gathering point for community meetings and a place of information for residents and tourists on city projects.







The parcels for redevelopment as they currently appear. The CRA owns the .18-acre site immediately east of the CRC and vacant lot. The CRC and vacant lot are owned privately and leased by the City. The City is seeking redevelopment scenarios for the combined parcels which total 1.2 acres. The photo looks east from Spring Bayou.

