

Lealman Work Plan Update January 27, 2021

FY21 Work Plan Development



- Created a framework to plan and implement projects and programs
- Work Plan developed based up on the goals of the CRA redevelopment plan the Linking Lealman mobility study
 - Tracks projects utilizing CRA Tax Increment Financing (TIF) revenue, notable completed projects and significant CIP (non-TIF) projects
- Created a Lealman "Working Group" and "Coordinating Committee" to implement and coordinate the work
- Notable completed project include commercial and residential site improvement grants, and the first projects implemented from Linking Lealman

	Finding (north)			FY20-21 Lealman Work Plan
	Est			
			Estie	dget Notes
- 1	FY21	CRA Mural Grant Program	fopment Area (CR.	nate Notes A) Projects Utilizing Tax Increment Financing (TIF) Revenue
		Cook Murai Grant Program	\$50,000	Payment in an increment Financing (TIF) Revenue
7	Y21	Lealman Exchange Strategic Planning		sarvier review for Creative Pinellas to implement CRA mural program
F	Y21	Alley Analysis and Improvement Action Plan	\$24,500	St. Petersburg Group selected as consultant. 12-week engagement anticipated to be complete by end of December.
F	721	Division Drive Placemaking	\$79,000	complete by end of December. Allow study over a complete by and of December.
			\$50,000	lines England with implementation of Form-Rased Code Desta
F	721	Neri Park Entrance Enhancements (Lown St. & 40)	h fa es l'acce	
			11 St. Nr. J \$70,000	
FY	21	Lealman Neighborhood		modifications and eventual wayfinding signage. Sidewalk connection to provide safe ac to 46th Ave. N. is also currently under review.
		Lealman Neighborhood Park Enhancements	\$50,000	
FY	21	FYZO Residential Site Improvement Grant Program		New pedestrian access points and landscaping, including enhancements to "L" public an installation.
IFY:	21		\$250,000	FY20 grant application cycle open pow 7
		FY20 Commercial Site Improvement Grant Program Administration	\$250,000	FY20 grant application cycle open now. Twenty-five applications received to date totaling
FY2	1	Transit Stop Improvements		FY20 grant application cycle open now. Three applications received to date totaling \$31,085.73.
FY2	1	Neri Park Entrance Enhancements [46th Ave N.]	\$120,000	
		Managements [46th Ave N.]	\$100,000	Coordinating with PSTA to install up to six bus shelters eligible for cost share. Design and construct improvements to entry and adjacent parcel with stormwater pond, improvements will include landscaping, fence replacement at the provided of the provid
FY2		Technology Equity Initiatives		Improvements will include landscaping, fence replacement and benches and other potentiation of number ways.
		econology Equity Initiatives	\$50,000	
FY22	5	i8th Ave N. Sidewalk (North Side)		Installation of public WiFI coverage for prioritized sites throughout the CRA such as Lealm Park, Neri Park and greenspace areas on the Lealman Exchange reconstituted.
FY22		(North Side)	\$250,000	Park, Neri Park and greenspace areas on the Lealman Exchange property. \$250K is extimated design costs.
				\$250K is estimated design costs including all survey and right of way mapping work. Additional construction costs likely be between \$550k to \$100.00.
		treetscaping / Placemaking / Gateway & Wayfinding	\$740,000	
	-	grage , , , , , , , , , , , , , , , , , , ,	\$740,000	
FY22	H	ome Investment Grant Program		improvements along 54th Ave N, 46th Ave N, 49th St. N, and 34th St. N., including landscaping, gateway and wayfinding signage.
FY22	Ho	ome Rehabilitation Grant Program	TBD	landscaping, gateway and wayfinding signage. Land application substituting signage.
		o and o and o and o	\$500,000	Home rehabilitation grant occasion of new affordable single family workforce housing
721				
Y20	CR	A Crosswalk Strining - 20th Co. V. O.	Completed Pr	Ojects
Y20	CR.	A Crosswalk Striping - 28th St N & 41st Ave N A Crosswalk / 88th - 38th St N & 41st Ave N		of partially, offices Crosswalks striped and the control of the
Y20 Y20	CR CR	A Crosswalk Striping - 28th St N & 41st Ave N A Crosswalk / RRFBs - 28th St N & 50th Ave N A Bicycle Signage - 58th Ave. N	Completed Pri \$2,823 \$12,789 \$2,789	Oriots Crosswalks striped on 41st Ave and the adjacent business (Whitz Inn).
Y20 Y20	CR CR CR	A Crosswalk Striping - 28th St N & 41st Ave N A Crosswalk / RRFBs - 28th St N & 50th Ave N A Bicycle Signage - 58th Ave. N A Commercial Site Improve	Completed Pr 52,823 512,789 52,700	persistively. Octoor was supported and the adjacent business (Whitz Inn). Linking Learnan mobility study project. Installation of Rectangular Rapid Flash Beacon (RRFB). Linking Learnan mobility study project. Installation of Rectangular Rapid Flash Beacon (RRFB).
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Lealman Exchange Activity: Strategic Planning Pinellas



The St. Petersburg Group chosen to conduct 3-year strategic plan for the facility in three phases of work:

- **Needs Assessment**
 - **Target market research** including development of eight fictional Lealman "personas"
- Mission, Vision and Goals
- **Programming Plan**
- **LCRAAC** presentation (February or March meeting)
- **BCC** presentation April 8th

Lealman Exchange Community Center User Persona Name: Nguven Family

Who am I?

- Joe 37 and Tammy 34 Dinh Thu 71 and Hieu 68
- Joe BA from USF
- Tammy Cosmetology License
- Vietnamese
- Dinh Thu and Hieu have 5 adult children and live with son Joe and his wife Tammy and their children ages 13, 11 and 8
- Dinh Thu and Hieu opened a small restaurant in Lealman 17 years ago, everyone in the family works at the restaurant
- Tammy also works at a nail salon in Pinellas Park and Joe also works in construction
- The Nauven family has lived in Lealman for 20 years

General Quote

"Lealman has been a good area for our family to settle. We are close to the restaurant and close to our church. We have seen many positive changes in the area and look forward to that continuina."



Physical, Social and Finance Environment

- · The family is covered under a health plan through the resta
- Joe and Tammy have chosen their children to a private sch because they are not satisfie the quality of the schools in t Lealman Area
- The Nguyen family is part of group of Vietnamese familie Lealman who socialize and together The Nguyen family works he
- does well, but they are also committed to helping mer their community in need, have people stay with the at the restaurant to help of place to stay and a job

Community Segment: Family and Business Owner

How would I benefit from the

Lealman Exchange Community Center User Persona

Who am I?

- Female
- High School Diploma Caucasian
- Widow (husband passed 5 years ago), Mother of 2, Grandmother of 3, Son and Daughter and their families live out of state
- Retired receptionist for a plumbing
- Moved to Lealman when she and her husband were first married in
- Her children went to local public

General Quote

"I feel really isolated not being able to drive. Most of my neighbors are families with young children. I miss socializing with people my age."



ST. PETERSBURG

Physical, Social and Financial Environment

- On Social Security and gets small pension payment from late husband On Medicare, cannot afford a supplement
- Home is paid off, but not in great shape - no money to address plumbing and roof issues Health issues are manageable
- · Likes to take walks in the morning around the neighborhood
- Friendly with neighbors
- stopped driving due to poor eyesight The church bus picks her up Sunday morning for church and brings her home (pre-covid)

Community Segment: Widow 65+

How would I benefit from a community center?

GROUP

•It would be great to have a place to go where I can socialize or play cards •Transportation to a community center would be great, I have a hard time getting rides to places •l eat a lot of microwave meals because cooking for myself is too much fuss. I've thought about Meals on Wheels, but don't know how to sign up. It would be nice to eat somewhere with other seniors like a cafeteria •I got a code violation notice from the

someone I can talk to who can help? COVID related concern

"My nephew lost his job due to the pandemic. He couldn't pay his bills so moved in with me. We now have 2 people living off my small income and get food assistance from a local

county about my house and I don't

know what to do about it, is there

Lealman Work Plan Update: Residential & Commercial Site Improvement Grants



- Current Residential Grant Cycle
 - 25 applications received; contracts issued for 12 applicants received totaling ~\$100,000
 - Staff currently working with remaining residents to complete scopes of work and select contractors
- Current Commercial Grant Cycle
 - Contracts issued for two properties totaling ~\$25,000; five potential applicants have expressed interest recently
- Future Grant Cycles
 - Moving applications into Neighborly grant management software, consistent with other County departments
 - Desired programmatic changes under consideration will be integrated into Neighborly software, with a launch of future cycles likely in late spring or early summer

Lealman Work Plan Update: Residential and Commercial Site Improvement Grants County





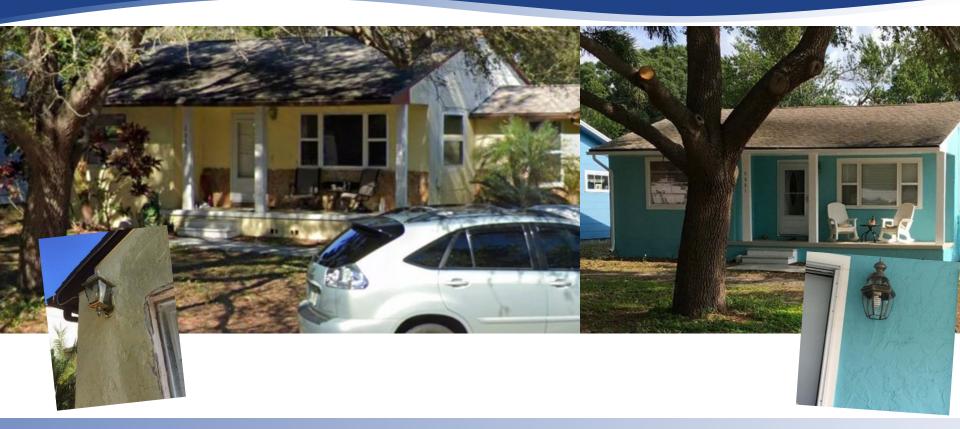
Lealman Work Plan Update Residential and Commercial Site Improvement Grants County





Lealman Work Plan Update Residential and Commercial Site Improvement Grants County





Lealman Work Plan Update: Placemaking Projects



- Division Drive
- Neri Park: Lown and 40th St. Entrance
 - Additional project added to include sidewalk connecting entrance to 46th Avenue & Pinellas Police Athletic League (PAL) along Lown St.
- Neri Park: 46th Avenue Entrance
- Lealman Park Enhancements

Lealman Work Plan Update: Linking Lealman Implementation



Division Drive Placemaking



Lealman Work Plan Update – Linking Lealman Implementation



Neri Park Entrance at Lown St. and 40th St. Placemaking



Lealman Work Plan Update: Streetscaping / Placemaking / Gateway & Wayfinding Signage Program



- Scope of Work under development for Lealman Gateway,
 Wayfinding, Landscaping Design and Engineering Services,
 including:
 - Graphic design of signage, including public outreach process
 - Site design and cost estimates for select signage locations, including streetscaping, landscaping and other enhanced aesthetic treatments
 - Corridor landscaping and engineering plans for select corridors not already in a planning stage (e.g., 49th St. and portions of 54th Avenue) also under consideration
 - Budget TBD, though only a portion of the \$740K allocated in the work plan for this program is anticipated at this stage

Lealman Work Plan Update: 58th Avenue North Sidewalk



- Project is being routed through County's Capital Improvement
 Program for cross-departmental review (complete within 2 weeks)
- Project schedule:
 - ~6-8 months for survey/mapping and project development,
 - ~1 year for design,
 - ~10 months for construction
 - ~August 2023 completion
- Project will create safe connection to Lealman Elementary, support recent investments in 58th Ave. (road resurfacing, sidewalk connections on south side, bicycle safety striping and signage) and future investments (Lealman Heights), while also supporting an area experiencing strong growth currently

Lealman Work Plan Update: Transit Stop Improvements



- Staff coordinating with PSTA on Bus Shelter Match Program:
 - PSTA provides 50% of cost for concrete pad, bus shelter and maintenance costs for stops averaging at least 10 Average Daily Boarding (ADBs)
 - ROW required to accommodate a 9x19 pad is a limiting factor however two locations meeting criteria are under review; first location is on US 19 in the Joe's Creak Industrial District area
 - County Attorney reviewing matching agreement with PSTA; staff coordinating permitting process

Lealman Work Plan Update: Lealman Heights



- Board of County Commissioners approved proposals from Southport Community Development (86-unit multi-family) and Habitat for Humanity (12 single family homes)
- Tentative schedule:
 - Ground leases anticipated complete in March
 - Habitat construction activity can begin after as early as April/May (best case)
 - Southport submitting for tax credits to Florida Housing Finance
 Committee response to occur early May
 - Southport construction activity could begin late 2021 or early 2022

Lealman Work Plan Update: Residential Rehab and Single-Family Construction Programs



Home Rehabilitation Grant Program

- Intended to build off existing façade grants to include roofs, HVAC, windows and doors
- Targeted to residents with Area Median Income of 80% or below
- Will seek other state of federal revenue sources when available but use TIF funding if needed

Home Investment Grant Program

- Intended to incentivize redevelopment of nuisance/blighted properties with new single-family construction
- Funding to support lien reduction, demolition or land acquisition costs
- Affordable units will be prioritized but if feasible, however market rate units will be considered

Request for Proposals

- Planned in-house resources to administer Home Rehabilitation Grant Program diverted due to federal COVID relief program
- Staff researching issuing Request for Proposal to seek interest from for profit and nonprofit partners interested in participating in Home Rehabilitation and Home Investment programs, as well as program administration (income verification, underwriting loan documents, etc.
- Additional update at next Committee meeting