



**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

Est. Comp.	Project/Program Name	Budget Estimate	Notes
<b>Lealman Community Redevelopment Area (CRA) Projects Utilizing Tax Increment Financing (TIF) Revenue</b>			
FY21	CRA Mural Grant Program	\$50,000	Partnership with Creative Pinellas to implement CRA mural program. Agreement currently under review for execution.
FY21	Lealman Exchange Strategic Planning	\$34,500	St. Petersburg Group selected as consultant. 12-week engagement anticipated to be complete by end of December.
FY21	Alley Analysis and Improvement Action Plan	\$70,000	Alley study associated with implementation of Form-Based Code. Draft report under review. Urban Territory tree planning is complete. Public Works scoping hardware improvements, including sidewalk connections, crosswalk crossing, paved paths, and shade.
FY21	Division Drive Placemaking	\$50,000	Enhancements to Neri Park across point consisting of landscaping, bike rack, bench, fence to 40th Ave. N, is also currently under review.
FY21	Neri Park Entrance Enhancements [Down St. & 40th St. N.]	\$70,000	Enhancements to Neri Park across point consisting of landscaping, bike rack, bench, fence to 40th Ave. N, is also currently under review.
FY21	Lealman Neighborhood Park Enhancements	\$50,000	New pedestrian access points and landscaping, including enhancements to "L" public art installation.
FY21	FY20 Residential Site Improvement Grant Program Administration	\$250,000	FY20 grant application cycle open now. Twenty-five applications received to date totaling approximately \$250,000.
FY21	FY20 Commercial Site Improvement Grant Program Administration	\$250,000	FY20 grant application cycle open now. Three applications received to date totaling \$31,087.75.
FY21	Transit Stop Improvements	\$120,000	Coordinating with PSTA to install up to six bus shelters eligible for cost share.
FY21	Neri Park Entrance Enhancements [40th Ave N.]	\$100,000	Design and construct improvements to entry and adjacent parcel with stormwater pond, amenities.
FY21	Technology Equity Initiatives	\$50,000	Installation of public WiFi coverage for prioritized sites throughout the CRA such as Lealman Park, Neri Park and grassy areas on the Lealman Exchange property.
FY22	58th Ave N. Sidewalk (North Side)	\$250,000	\$250K is estimated design costs including all survey and right of way mapping work. Additional construction costs likely be between \$300K to \$700K and occur in FY22 for a total of between \$800K-\$1M.
FY22	Streetscaping / Placemaking / Gateway & Wayfinding Signage	\$740,000	Landscaping architecture and engineering design and construction costs for corridor improvements along 54th Ave N, 46th Ave N, 49th St. N, and 40th St. N, including landscaping, gateway and wayfinding signage.
FY22	Home Investment Grant Program	TBD	Land acquisition subsidy for construction of new affordable single family workforce housing.
FY22	Home Rehabilitation Grant Program	\$500,000	Home rehabilitation grant program for residential single family homes. Program will launch in January.
<b>Completed Projects</b>			
FY21	CRA Crosswalk Striping - 28th St N & 43rd Ave N	\$2,823	Crosswalks striped on 43rd Ave and the adjacent business (White Ave).
FY20	CRA Crosswalks / RRFBs - 28th St N & 50th Ave N	\$14,789	Linking Lealman mobility project. Installation of Rectangular Rapid Flash Beacon (RRFB).
FY20	CRA Bicycle Signage - 58th Ave N	\$2,700	Linking Lealman mobility study project. Installation of bicycle safety signage and striping on 58th Ave N.
FY20	CRA Commercial Site Improvement Grant Administration	N/A	Award made in FY21 but administered in FY20. \$81,763.74 spent in FY20.
FY20	CRA Residential Site Improvement Grant Administration	N/A	Award made in FY21 but administered in FY20. \$20,000 spent in FY20.
FY20	YMCA Managed Services Agreement Extension	N/A	Managed Services Agreement for the Lealman Exchange.
FY20	Lealman Exchange Website	N/A	Website created for Lealman Exchange.
FY20	Lealman Exchange Computer Labs Design/Installation	\$185,000	Two computer labs designed and installed at Lealman Exchange utilizing Penny for Pinellas revenue.
FY20	Lealman Exchange Computer Labs Implementation	N/A	Workforce Services Agreement with CareerSource Pinellas for first floor computer lab has been fully executed. Initiative includes Pinellas Public Library Cooperative partnership for library equipment. Services anticipated to start in December.
<b>Capital Improvement Projects/Other Significant Projects (Non-TIF)</b>			
FY21	Lealman Exchange Generator	\$850,000	New generator to provide hot backup power to 2-story building to increase sheltering capabilities.
FY21	Lealman Exchange Indoor & Outdoor Courts	\$355,000	Resurfacing and repair basketball court for Lealman Exchange gymnasium and replace outdoor basketball courts behind the facility and adjacent to Neri Park.
FY22	Lealman CRA EPA Brownfields Grant	\$300,000	\$100,000 EPA grant received to conduct Phase 1 and Phase 2 assessments in the Lealman CRA.
FY22	Lealman Heights Single and Multi Family Affordable Housing	TBD	Zoning and Land Use change approved by RCC to accommodate redevelopment. Recommendation to proceed with Southport Community Development (up to 82 multi-unit).
FY21	Raymond H. Neri Park	\$1,790,000	Design and construction of Phase 1 of the Neri Park Masterplan.
FY21	Lealman Regional Stormwater Facility Study	\$1,713,000	Development of regional stormwater facilities and development of a credit system to offset TIF indebtedness.
FY26	Jar's Creek Trail and Watershed DMAs	\$8,203,000	RRF completed in November of 2020. RRF anticipated to be complete October 2023.
FY26	46th Ave Roadway and Drainage	\$2,989,000	RRF underway. Construction anticipated in FY23-26.
FY26	62nd Ave. Roadway Improvements - 49th St. to 34th St.	\$1,271,000	RRF underway. Construction anticipated in FY23-26.
FY26	54th Ave. Roadway Improvements - 49th St. to 34th St.	\$5,500,000	RRF underway. Construction anticipated in FY24-25.

\*Budget estimates contained in this document for capital projects are conceptual-level estimates only and will be further refined in the preliminary design and engineering phases of the respective projects.

# Lealman Exchange Activity: Strategic Planning



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: Nguyen 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 Nguyen 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 continuing."



#### Physical, Social and Financial Environment

- The family is covered under a health plan through the restaurant
- Joe and Tammy have chosen their children to a private school because they are not satisfied with the quality of the schools in the Lealman Area
- The Nguyen family is part of a group of Vietnamese families in Lealman who socialize and do together
- The Nguyen family works hard and does well, but they are also committed to helping their community in need, they have people stay with them at the restaurant to help them find a place to stay and a job

Community Segment: Family and Business Owner

#### How would I benefit from the Exchange?

Lealman Exchange Community Center User Persona  
Name: Martha

#### Who am I?

- Female
- 79
- 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 company
- Moved to Lealman when she and her husband were first married in 1960
- Her children went to local public schools

#### 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."



#### 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?

- 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
- I 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 county about my house and I don't know what to do about it. Is there 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 charity."

# 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





# Lealman Work Plan Update Residential and Commercial Site Improvement Grants



# Lealman Work Plan Update - Residential and Commercial Site Improvement Grants



# Lealman Work Plan Update: Placemaking Projects

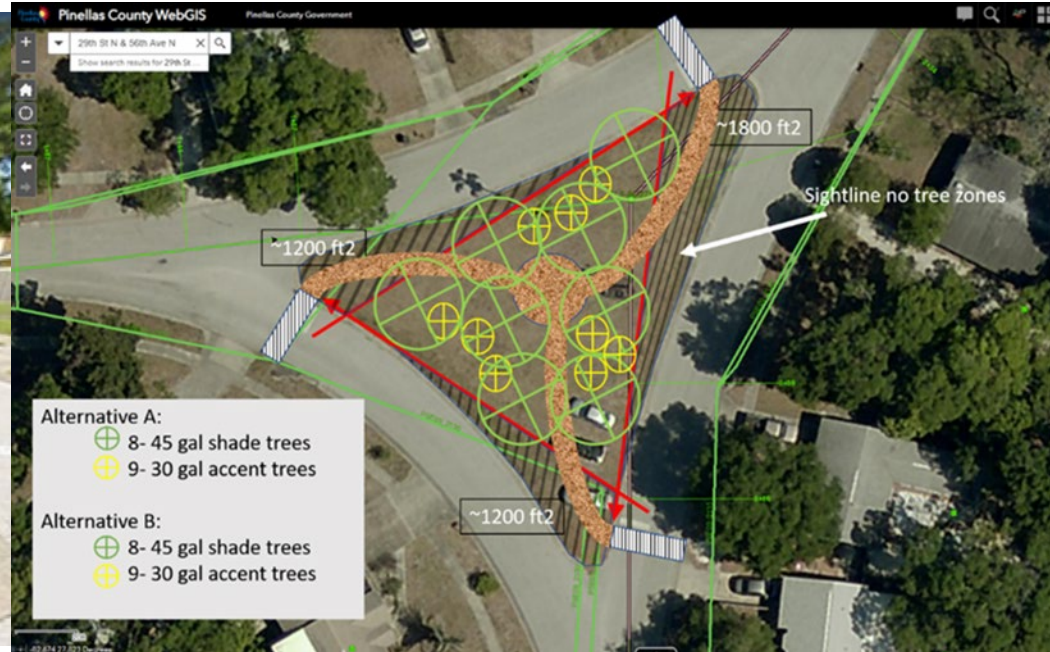


- **Division Drive**
- **Neri Park: Lown and 40<sup>th</sup> St. Entrance**
  - **Additional project added to include sidewalk connecting entrance to 46<sup>th</sup> Avenue & Pinellas Police Athletic League (PAL) along Lown St.**
- **Neri Park: 46<sup>th</sup> Avenue Entrance**
- **Lealman Park Enhancements**



# Lealman Work Plan Update: Linking Lealman Implementation

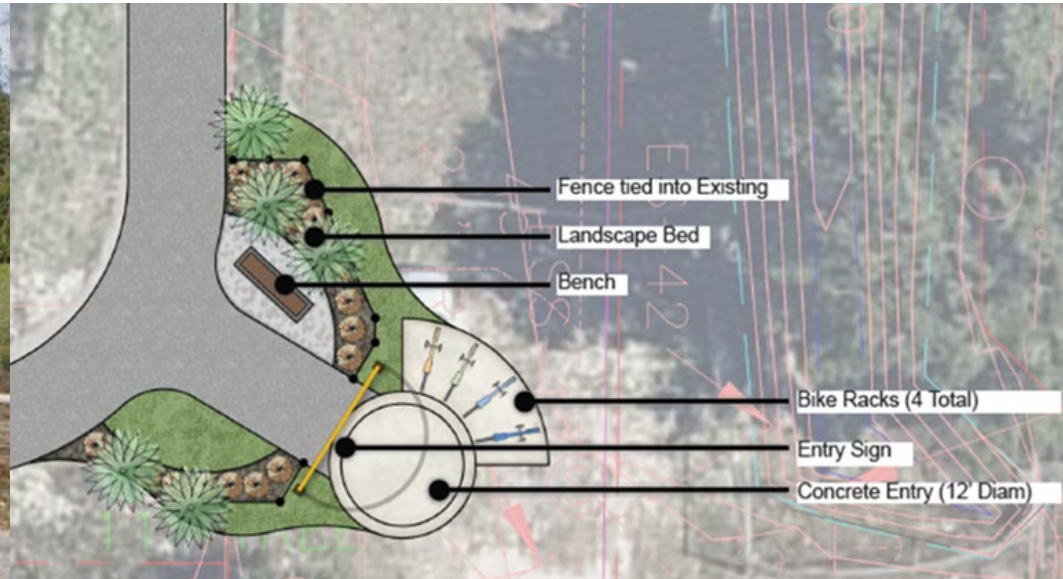
## Division Drive Placemaking



# 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., 49<sup>th</sup> St. and portions of 54<sup>th</sup> 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: 58<sup>th</sup> 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 58<sup>th</sup> 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 (ADB's)**
  - **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 Creek 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 or 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