

## Community Redevelopment Implementation East Tampa, Florida

An adopted CRA development plan was the subject of implementation work done by Strategy 5 Principals Taylor Yewell and Ernest Bleinberger. The assignment focused on developing catalyst projects that could drive redevelopment and new investment in low-income neighborhoods. Detailed market and financial analyses were conducted to determine the feasibility of recommended projects which came to include mixed-use retail, several mixed-income housing projects, an International Public Market, and re-use of former storm water drainage basins that were no longer utilized as part of the city system.

An intensive use of Tax Increment Financing was employed to spur projects, and to provide funding for important new infrastructure including streets, roads, street and landscaping improvements, and an overall beautification of the core area of the community. The private development community responded with significant investments in the catalyst projects that emerged from the market and financial feasibility analyses conducted by Mr. Yewell and Mr. Bleinberger, and housing values in particular rose in response to the renewed attention on what had become an area in steep decline.



**Ground breaking ceremony to celebrate the future construction of Meridian Pointe. The affordable mixed-use community will include 360 units and 33,000 square feet of commercial space along Hillsborough Avenue.**