



Renderings by Jerel McCants Architecture



## Introduction & Vision

The Sankofa Vision imagines a 22<sup>nd</sup> Street corridor from the Warehouse Arts District to Tangerine Plaza (6<sup>th</sup> Avenue South to 18<sup>th</sup> Avenue South) that is a pedestrian-friendly cornucopia of restaurants, clothing and novelty shops, professional offices, art galleries, music venues, and co-working and meeting spaces that create an active, diverse, eclectic, vibrant and re-enlivened Historic District in South St. Petersburg that pays homage to its robust history.

There have been multiple efforts to stimulate redevelopment and revival of the Deuces, including the development of Tangerine Plaza, Manhattan Casino and St. Petersburg College and the creation of the Warehouse Arts District/Deuces Live Action Plan and South St. Petersburg Community Redevelopment Authority (CRA), as well as enhancement planning for the Woodson African American Museum.

The Sankofa Vision seeks to leverage previous investments while working with the City and a host of community partners to execute a 3-acre project that is briefly described in these pages.

# Co-Development Partnership

A collaboration of One Community Plan partner organizations (The Sankofa Vision Group, SVG) proposes to partner with the City to co-develop a 3-acre site on the assembly known as Commerce Park. In this concept, the City would be lead developer (with chief responsibility and ultimate authority for design, development and financing of the project), and the SVG would act in a support role to:

1. Help to secure social equity sources that can buy-down local taxpayers' cost of development while providing support that maximizes community economic impact. Examples include:
  - The \*Community Economic Development grant of up to \$800,000 over five years for commercial development and business expansion projects that create jobs for lower-income people.
  - The Focus on Social Enterprises grant of up to \$2.1 million over four years to support thriving social enterprise incubator spaces.
  - \*New Markets Tax Credit equity of an estimated 20 to 25 percent of eligible project costs for the commercial component of the project.
  - Capital Magnet Fund loan dollars, \*\*Federal Home Loan Bank Affordable Housing Program subsidy dollars, Cooperative Ownership program funding, and other sources to support affordable and mixed-income housing.

*\*Secured for Tangerine Plaza and Manhattan Casino \*\*Secured for Lakeview Apartments*
2. Sustain substantive community leadership of the project via a 17-member SVG Advisory Council that provides guiding insights about development and operations of built products.
3. Take a lead role in actualizing several of the "Big Ideas" contained within the One Community Plan, within the framework of the project, including:
  - Crafting a first formal application of the CBA policy being co-created with City leaders (Idea 1) and sourcing goods and services through MBE & SBE programs (Idea 11)
  - Deploying the VISION Investor concept for real estate investment (Idea 2)
  - Organizing incubator and shared services to help community businesses to thrive (Idea 14)\*
  - Potentially housing the One Community Grocery Co-op (Idea 13)
  - Attracting new, diverse tenants to the Deuces corridor (Idea 12)
  - Promoting media about the project as part of the New Image of South St. Pete (Idea 19)
  - Organizing major initiatives through a Community Economic Development organization (Idea 16)
4. Jointly promote and manage commercial space leasing and housing rental and sales, with hands-on support for tenants using programs already funded or supported by the City, e.g.,
  - **Homebuyers** supported through homebuyer training and assistance services, including access to down payment assistance
  - **Home renters** supported to access renter assistance and income-growth/workforce development programs including Career Connections, StPeteWorks and 2020 Family Wrap Around
  - **Retail & office tenants** connected with business development, capacity-building and capital access services through resources such as the Greenhouse, Florida SBDC, Tampa Bay BBIC and the Inclusive St. Pete MBE Accelerator
  - **Incubator tenants** supported through a suite of on-site shared services such as that offered at THAP5508, American Underground, and a growing number of incubator/co-working spaces

## Examples of Co-Development

Non-profit developers often serve in a co-developer role for commercial and housing projects, working alongside private and public developers to enhance impact for local communities. Tangerine Plaza was a co-development feat that leveraged the capacity of a private developer, a non-profit developer and the City of St. Petersburg – a mastery that won the “Best of the Best” award from the Florida Redevelopment Association (see Case Study on the City’s expansive role). Other examples include the following.

- **CDC of Tampa** has co-developed a half dozen major projects, including Fort King Colony (a 120-unit apartment complex located in Zephyrhills where 90% of units were affordable at or below 60% area median income (AMI) and 10% of the units were affordable at or below 35% AMI), Haley Park Apartments (an 80-unit apartment complex that is senior and veteran focused), and Yummy House and Fifth Third Bank locations (side-by-side retail sites on Hillsborough Avenue).
- **Opa-Locka CDC** has developed and co-developed an aggregate 2,500 units of rental housing, in addition to lead development of 145+ single family homes and a public-private partnership to fund and operate the THRIVE Innovation District where local businesses are incubated.
- **LaCocina** is co-developing the Municipal Marketplace in partnership with the City of San Francisco and others. LaCocina has helped kickstart 30 brick and mortar food businesses through its culinary incubator. The Marketplace project will redevelop an empty post office for temporary use (7 years) as a food hall offering space to eight food companies. The facility is operated by the City, which pledged \$1.5 million to the project with its Office of Economic & Workforce Development guiding the process.

## Proposed Community Partners

The vision is for a partnership with the City that is **broadly inclusive** of the community in the design, development and operations of built products.

SVG will be a Manager-Managed LLC that is a collective of organizations contributing cash equity and strategic resources to the Sankofa Vision.

A 17-member SVG Advisory Council would be membered by representatives of organizations with a strategic role in the success of the effort.

SVG would be operationally and fiscally housed at Pinellas County Urban League, which is forging an advisory relationship with the Urban League of Greater Miami to draw upon the latter’s expertise in co-developing and developing 1,500 rental units and two mixed-use projects currently underway.

Both SVG and the SVG Advisory Council would openly invite participation from interested parties;

the vision is for members to include organizations **such as (and not limited to)** those below.

### In Alpha Order (& Not Confirmed; Conceptual Only)

- African American Heritage Association
- Carter G. Woodson African American Museum
- Collective Empowerment Group of the TBA
- Community Dev. & Training Center/New Deal
- Felton-Howard Law
- Grow Smarter
- Mt Zion Progressive MB Church
- One8Development
- Pinellas County Urban League
- The 2020 Plan/One Community Plan
- The Deuces Live
- St. Petersburg EDC
- Tampa Bay Black Business Investment Corp.
- VISION Investors
- World Urban, Inc.
- & Others