



ENCORE!® Fact Sheet

- **Development:** *ENCORE!*
- **Web:** www.ENCOREtampa.com
Twitter: @ENCOREtampa
Facebook: www.facebook.com/ENCORETampa
- **About *ENCORE!*:** Urban renewal in harmony with a vibrant past, *ENCORE!* is a 40 acre master-planned, mixed-use redevelopment community just north of Downtown Tampa's urban core. Spanning 12 city blocks, *ENCORE!* is a catalyst for continuing redevelopment between Tampa's Central Business District and Ybor City, Tampa Heights and other neighborhoods. *ENCORE!* is a sustainably developed transit-oriented master plan that will blend multi-family, retail, office, hotel and a grocery store into an energetic new downtown neighborhood that will be home to young professionals, families and active seniors. This "city within a city" concept is accented by the planned public art, some of which has already been installed, the revitalization of Perry Harvey park which is well underway, the renovation of the old St. James church located on Ray Charles Blvd. currently being redeveloped into an African American history museum and a town square.
- **Heritage:** The community is named in honor of the rich musical history of Downtown Tampa's Central Avenue in its heyday – it's where Ray Charles recorded his first song, the famous song and dance move where "The Twist" was penned by Hank Ballard paving the way for Chubby Checker's chart-busting song, and legendary jazz artists Ella Fitzgerald, Duke Ellington, Billie Holiday and Cab Calloway visited often to perform. All *ENCORE!* residential buildings reflect this musical heritage (*The Ella, The Reed, The Trio, The Tempo*) to create a symphony of new home choices for generations of people.
- **Location:** Located in Downtown Tampa where Cass Street meets Nebraska Avenue, *ENCORE!* is less than one mile from some of Tampa Bay's most desirable entertainment and cultural destinations. The neighborhood is close to the Florida Aquarium, Tampa Bay Times Forum, Tampa's Riverwalk, Straz Center for the Performing Arts, Tampa Bay History Center, Tampa Museum of Art, Port of Tampa, cruise ship terminals and Tampa Convention Center. Convenient to I-275, Crosstown Expressway and served by HART's MetroRapid bus system.
- **Developer Partners:** *ENCORE!* is a public-private partnership between Banc of America Community Development Corporation (BACDC) and the Tampa Housing Authority (THA). BACDC, the oldest, largest and most productive bank-owned community development corporation, is committed to the development of high quality, mixed-income, mixed-use urban neighborhoods that act as a catalyst to stabilize and revitalize communities. *ENCORE!* is one of many BACDC redevelopments around the country that illustrates BACDC's ability to structure complex financing transactions that include significant public support including various federal, state and

local grants. THA was incorporated in 1939, develops and manages mixed-income rental housing opportunities to more than 21,000 residents in the Tampa Bay Area, as well as administers Housing Assistance Payments to an additional 45,000 households in the State of Florida and Virgin Islands. Together, BACDC and THA are demonstrating their overall commitment to the revitalization of distressed neighborhoods within an urban core to attract additional outside investment by creating *ENCORE!*, a vibrant, sustainable community in Downtown Tampa.

- **Total estimated value at full build-out:** \$425,000,000
- **Timeline:** Vertical construction at the *ENCORE!* will continue for the next 5 -7 years.
- **Jobs:** *ENCORE!* is expected to create more than 4,000 jobs during the construction period and approximately 1,000 permanent jobs.
- **Sustainable initiatives:** *ENCORE!* is one of the first master-planned developments in the state to seek LEED® Neighborhood Development certification, which promotes a whole-building approach to sustainability. LEED® certified construction throughout *ENCORE!* supports a commitment to environmentally responsible development for a healthier way of life. Innovative green features include:
 - A Central Chiller Plant that's an innovative locally engineered and built system providing chilled water to all buildings. This lowers construction and operating costs by eliminating rooftop air conditioning equipment.
 - A Storm Water Capture System that collects rainwater underground to filter and reuse the water for irrigation of the development's drought-tolerant native landscaping.
 - A Solar Park generates enough energy to cover electric costs of all the street lighting in the entire neighborhood. Solar panels have been installed atop two of the four residential buildings and will be installed on the remaining two. These will generate enough energy to cover the electric costs of lighting each of the building's common areas.
- **Residential:** Four residential buildings with ground floor retail are in various stages of development and leasing. Once complete, more than 2,500 people will call *ENCORE!* home.
 - **The Ella at *ENCORE!*** – Named in honor of the renowned jazz artist Ella Fitzgerald, this is the first of two senior housing apartment buildings developed at *ENCORE!* and the first of four apartment buildings that are being developed on this site. This fully leased, seven-story namesake welcomed its first residents in January 2013 and is home to more than 160 active seniors.
 - **The Trio at *ENCORE!*** – These 141 multigenerational apartment homes take center stage and are designed for families, singles, couples and friends. Completed in July 2014, Trio is 100% leased. Residents can choose from a medley of 1, 2, 3 and 4-bedroom floor plans.
 - **The Reed at *ENCORE!*** – These 158 apartment homes of 1 and 2-bedrooms provide quality housing for seniors 62 and older. Residents began moving into this development

in May 2015; it was fully occupied within 5 months of leasing and converted to permanent financing December 2015.

- **The Tempo at ENCORE!** – This seven-story building reflects the rhythm and heartbeat of the community. This development includes a stand-alone clubhouse with a fitness center, parking garage, swimming pool with outdoor theatre, music rehearsal room and secured access. The Tempo features 203 units of 1, 2, 3 and 4-bedroom floor plans. Construction is underway and is scheduled to be completed in 4Q 2017.
- **Apartment features:** Contemporary kitchens, ceiling fans, decorative glass pendant lighting, select apartments feature oversized patio balcony with spectacular views and walk-in closets, and secured building access. *ENCORE!* apartment buildings are some of the most sustainable in Tampa designed to U.S. Green Building/LEED® Silver Standards, featuring energy-star appliances, energy-efficient lighting and mechanical system, storm windows and doors and high-efficiency plumbing fixtures, equipment and materials.
- **Commercial and retail:** *ENCORE!* is becoming center stage to a medley of amenities. Retail, offices and restaurants will create a “city-within-a-city” concept. A grand Ray Charles Boulevard and pedestrian friendly town square s the *ENCORE!* community and nearby Channel District, Downtown Tampa and Ybor City.

We are rolling out a national marketing campaign 2Q2017 to sell the remaining lots to private developers.

- ***Ground level retail space is available for retail shops and restaurants. We have commenced the build-out of four retail spaces within three of the existing buildings for restaurants, child care center and a barber shop. Tenants will be moving in 3 Q2017.***
- ***Zoned for a 36,000 square feet grocery store***
- ***Parcels available for 180,000 square feet of office space development***
- ***Parcels available for a hotel, condos and/or additional multifamily housing***
- **Community amenities:**
 - Perry Harvey Park – The \$6.5 million renovation of this 11-acre green space, completed 1Q 2016, includes development of an amphitheater, skateboard park, multipurpose recreation fields, and a recording studio, featuring cultural and historic elements to honor Central Avenue’s history
 - Hillsborough County Public School – Meacham Middle School serving 6th to 8th grade students will be constructed in the not too distant future
 - Pet friendly community with dog walk park (completed)
 - Town Square – featuring public art and sidewalk cafes will be created
 - Street side and garage parking available
 - Historic preservation of 90-year old St. James Church – designed for community service use and future home of African American History Museum

ENCORE!® is a federally registered trademark in the United States of America.

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