



ENCORE!® Fact Sheet

- **Development:** *ENCORE!*
- **Web:** www.ENCOREtampa.com
Twitter: @ENCOREtampa
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- **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, Amalie Arena, Tampa's Riverwalk, Straz Center for the Performing Arts, Tampa Bay History Center, Tampa Museum of Art, Port Tampa Bay, 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, and develops and manages mixed-income rental housing opportunities for 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.

Through our development partnership and with the support and partnership of the city of Tampa, significant federal funding was awarded for the redevelopment of the Encore Community Development District. The funding awards include but are not limited to \$30MM HUD Neighborhood Stabilization Program grant, \$30MM HUD Choice Neighborhood Program Grant and significant other sources of federal, state and city funding.

Bank of America, N.A. has invested over \$130MM in construction financing and low income housing tax credits toward the success of the *ENCORE!* redevelopment effort.

- **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. BACDC, THA, the city of Tampa, and other local entities partnered to apply for a competitive HUD Neighborhood Stabilization Program Grant and were awarded \$30MM to build out the site infrastructure. 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 four residential buildings developed by BACDC in partnership with THA. These generate enough energy to cover the electric costs of lighting each of the building's common areas.
- **Residential:** Four mixed income residential buildings with ground floor retail are complete. There are waiting lists for all affordable and market rate units.
 - **The Ella at *ENCORE!*** – Named in honor of the renowned jazz artist Ella Fitzgerald, this is the first of two affordable senior housing apartment buildings developed at *ENCORE!*, and, the first of four apartment buildings that have been developed on this site. This

fully leased, seven-story building welcomed its first residents in January 2013 and was fully leased within 6 months of opening. Today *The Ella* is home to more than 160 active seniors. This project received the USGBC LEED® Gold Certification.

- **The Trio at ENCORE!** – These 141 multigenerational mixed income, multi-family rental units take center stage and are designed for families, singles, couples, and friends. Completed in July 2014, *The Trio* was fully leased within 6 months of opening. Residents can choose from a medley of 1, 2, 3, and 4-bedroom floor plans. This project received the USGBC LEED® Silver Certification.
- **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 Reed* received the USGBC LEED® Silver Certification.
- **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 was completed December 2018 and is fully leased. This project has received LEED® for Homes Silver Certification.
- **Apartment features:** Contemporary kitchens, ceiling fans, decorative glass pendant lighting, select apartments feature an 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 anchors the *ENCORE!* community and nearby Channel District, Downtown Tampa, and Ybor City.

A national marketing campaign to sell the remaining lots to private developers is underway.

- ***Ground-level retail for the existing four newly constructed, mixed income, multi-family buildings is available for retail shops and restaurants. The build-out of a medical center, restaurant, child care center, and a barber shop have been completed in three of the buildings; plans are underway for a community theatre with a restaurant to be built out in the fourth building.***
- ***The sale of the remaining six parcels to other private developers is being managed by BACDC.***
 - ***1Q2020, Lot 9 sold to a private developer. Construction commenced on a 288-unit, high-end multi-family building with retail on the ground floor***
 - ***A private developer is set to close on another high-end multi-family lot, Lot 11, at the***

end of 2Q2020

- ***Lot 12 is Zoned for a 36,000-square-foot grocery store***
- ***Parcels available for 180,000 square feet of office space development***
- ***Parcels available for a hotel, condos, and/or additional multi-family housing***

- **Community amenities:**

- Perry Harvey Park – The \$6.5MM 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 – construction rehab is nearly complete and will provide a learning center for the benefit of *ENCORE!* residents.

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

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