



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 an overall 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 blends multi-family, retail, office, hotel, medical facility, gardens and a grocery store into an energetic new downtown neighborhood that is now home to young professionals, families and active seniors. This "city within a city" concept is accented by the planned public art, much of which has already been installed.
- **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, and 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 Company, LLC (BACDC) and the Tampa Housing Authority (THA). The master plan for the Encore Community Development District area comprises 40 acres while the Encore site itself is a 28-acre site subdivided into 13 parcels.

BACDC, the oldest, largest, and most productive bank-owned community development company, 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.

BACDC invested over \$10MM in pre-development funds for both infrastructure and vertical developments as well as over \$33MM in vertical construction funding.

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.

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 \$150MM 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 years by other private developers of high-end multi-family, office, and hotel development.
- **Jobs:** *ENCORE!* is expected to create more than 4,000 jobs during the construction period and approximately 1,000 permanent jobs. As of 2019 more than 2,200 jobs have been created; 20% of the contracting was awarded to MBE entities and 10% has been awarded to Section 3 qualified entities/people.
- **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. The chiller plant is managed by the Community Development District (CDD), the CDD procured Tampa Bay TRANE to manage the plant.
 - 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.
 - See **community amenities** below for further sustainable initiatives.
- **Residential:** Four mixed income residential buildings totaling 662 multi-family rental units with ground floor retail were developed by four different public private partnerships between BACDC and the Tampa Housing Authority. There are waiting lists for all affordable and market rate units.
 - **The Ella at *ENCORE!*** – Parcel 3 - 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 by THA and BACDC. This fully leased, seven-story, 1 and 2-bedroom namesake welcomed its first residents in January 2013, it was fully leased within 6 months of opening and is home to more than 160 active seniors. This project received the USGBC LEED Gold Certification.

- **The Trio at *ENCORE!*** – Parcel 7 - 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, 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!*** – Parcel 4 -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. This project received the USGBC LEED Silver Certification.
- **The Tempo at *ENCORE!*** – Parcel 2- 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.
- The build out of a **medical center, restaurant, child care-center and a barber shop** have been completed in Trio and Reed by other private developers. Plans are underway for a community theatre with a restaurant to be built out by a private developer in the Tempo building. Ella is primed to receive additional retail residents.
- **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 has created a “city-within-a-city” concept. A grand Ray Charles Boulevard and pedestrian friendly town square is located within the *ENCORE!* Community. *ENCORE!* is surrounded by the Tampa Channel District, Downtown Tampa and Ybor City.
A national marketing campaign to sell the market rate-lots to private developers will be complete upon the closing of the two remaining parcels which will be home to high-end multi-family buildings. Estimated close 3Q2023.
- **Navara** – Parcel 9 was sold to a private developer 1Q2020. Construction commenced 2Q2020 on a 288-unit, high end multi-family building with retail on the ground floor.

The seven-story building provides a mix of studio, 1 and 2-bedroom market rate rental units. Construction complete and lease-up commenced 4Q2021. The property is fully occupied.

- **Legacy at Encore** – Parcel 11 was sold to a private developer 2Q2020. Construction commenced 3Q2020 on a 228-unit, high end multi-family building with retail on the ground floor. The five-story building provides a mix of 1 and 2-bedroom market rate rental units. Construction is complete and lease-up commenced 2Q2022. The property is fully occupied.
- ***Parcel 5 and 12 – These parcels sold to a private developer. This site combined with parcel 5 will consist of 180 MF and condo units of 1, 2 and 3-bedroom housing units above an ~ 25,000 square foot grocery store. Parcel 5 is being developed by the same developer and will provide 76,000 square feet of medical office with some of the 180 units above medical office. Construction to start commencing 3Q2023.***
- ***Parcel 8 is preparing to close on its construction financing and break ground 3Q2023 on 304 units of high-end multi-family rental units with ground floor retail.***
- ***Parcel 10 sold 2Q2023 and will be the home to a 178 key hotel development and an additional 320 high-end multi-family rental units in the second phase of the site development with 25,000 square feet of retail. Construction to commence 2023,***
- ***Lot 13 is under contract for the development of 250 high end multi-family. Closing 3Q2023.***
- **Community amenities:**
 - Perry Harvey Park – The \$6,500,000 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
 - Meacham Urban Farm - \$600,000 development costs - Hillsborough County Public School leased the 2.1-acre Encore lot 1 to the Tampa Housing Authority, who in turn leased the land the Meacham Urban Farmers. The farm opened December 2020
 - Pet friendly community with dog walk park
 - Town Square – public art and sidewalk cafes underway
 - Street side and garage parking available
 - Historic preservation of 90 year-old St. James Church –the Africa American Museum with a technology learning center for the benefits of the residents of Encore.
 - Butterfly, bee and bird farm/sanctuary opened February 2021.

ENCORE!® is a federally registered trademark in the United States of America. May 2023 – Updated By: Eileen M. Pope