

TANGERINE PLAZA SHOPPING CENTER

ST. PETERSBURG, FL

Construction of a new retail hub to launch neighborhood economic renewal.

PROJECT BASICS

Type:

Real Estate – Retail

Total Development Cost:

\$9.7 million

LISC New Markets Tax Credit Allocation:

\$9.2 million

PROJECT STAKEHOLDERS

LISC Program:

Tampa Bay Area LISC

Investor:

Fifth Third Bank, BB&T Bank

Lender:

City of St. Petersburg, HHS Office of Community Services, Private Contributions, LISC

Sponsor/Developer:

Urban Development Solutions, Inc.

COMMUNITY NEED

- **28% Poverty Rate**
- **Family income 56% of the area median**
- **CDFI Hot Zone**
- **SBA HUB Zone**

COMMUNITY IMPACT

- **47,000 sq. ft. of Commercial Space**
- **98 Permanent Jobs**

Project Snapshot:

- The Tangerine Plaza project encompasses a 47,000 sq. ft. shopping center strip in the Midtown neighborhood of St. Petersburg, FL. The commercial development is anchored by a 38,000 sq. ft. Sweetbay Supermarket which features a bakery, a deli, ethnic foods, natural foods, produce, seafood, and a pharmacy. The additional 9,000 sq. ft. is available to smaller local businesses operated by community residents.
- The Tangerine Plaza project – the first significant commercial investment in Midtown in 30 years – is the centerpiece of a major comprehensive neighborhood redevelopment plan. The project represents Phase I of a commercial node that, when completed, will cover three corners of the intersection at 18th Avenue South and 22nd Street. The node is designed to re-invigorate retail and commercial development in the heart of Midtown.
- The project has generated 98 full-time jobs for local residents, provided new basic retail services, and acted as a strategic catalyst for Midtown's renewal.



Project Background:

- The Midtown neighborhood is a historic hub of the city's economy and once served as a vibrant home for the arts, entertainment, and retail businesses. Midtown, however, suffered the same fate as many other urban communities when three decades of decline spanning from the 1950's to the 1980's made it home to the City's largest concentration of poverty.
- Urban Development Solution, Inc., a nonprofit developer, is dedicated to fostering sustainable development in distressed communities. The organization was founded in 2003 with an initial mandate to complete Tangerine Plaza and deliver the project's economic benefits to Midtown.

Leveraging Solutions through New Markets Tax Credits (NMTC):

- Located in an unproven retail market with high levels of economic distress, the project faced significant obstacles to securing adequate financing under viable terms. Our program offered a timely way to leverage existing financing and close the gap.
- \$9.2 million in NMTC allocation authority provided a custom product with non-traditional and/or favorable terms including: a below-market interest rate; a longer interest-only payment period; a higher loan-to-value ratio; and more flexible borrower credit standards.
- The project was slated to be Phase I of the larger commercial node due to the magnitude of consumer traffic it would attract – a volume needed to sustain new retail opportunities to be realized in Phases II and III as well as to enhance existing nearby businesses. These developments, in turn, will provide the commercial base needed to support more multi-family housing and spur additional community revitalization.