



Tampa's National Historic Landmark District



YBOR LEGEND

Winter 2015

NEW HOTEL PLANNED IN YBOR CITY

A key block in the historic district will be revitalized into a new five-story boutique vintage hotel. It encompasses two historically significant buildings, Las Novedades and the Warren Building, and one acre of vacant land on the 1400 block of Seventh Avenue.

The hotel will include 186 rooms and 15,000 square feet of ballroom and meeting space in 140,000 total square feet. Its rooftop bar, pool and fitness center will overlook the brick-lined streets of Ybor City.

Created by Ybor City-based Alfonso Architects, the hotel's design is reminiscent of old Havana during the mid-Century. The buildings' original features such as ornate facades, exposed brick walls and wood ceiling beams will be retained.

Partners in the project include Broadway Development, Inc., a joint venture between the families of Joe Capitano, Sr. and the late Alfonso Garcia, Jr., as property owners with Anthony Italiano, Sam and Casey Ellison, and Alex Walter, and hotel development firm HRV Hotel Partners.

The project at 1410 E. 7th Ave. received preliminary Barrio Latino approval in late 2014, with additional discussions scheduled in February 2015. Groundbreaking on the hotel is estimated to occur in mid-2015 with a late 2016 opening.



The new boutique hotel will transform 1.3 acres in historic Ybor City.
Credit: Alfonso Architects

INSIDE

Major Improvement Project Begins	2
Business Base Continues to Grow	2
Two "People to Watch" in 2015	2
Parades in Ybor City	3
Ybor City Hero at Work	3
Holiday Events Spread Cheer	3
Exploring History	3
Grant Program Receives Award	4
Cruise Passengers in Ybor City	4

BUSINESS ASSISTANCE CENTER NOW OPEN

Looking for a centralized and easily accessible location for its small business center, Hillsborough County chose Ybor City for its new [Mark Sharpe Entrepreneurship Collaborative Center](#) (ECC), which opened at 2101 E. Palm Ave. on Dec. 11, 2014.

Certified business consultants at the ECC provide the training and services small businesses need to thrive like one-on-one counseling, business planning, marketing workshops, and mentorship. The 8,000-square-foot center offers state of the art technology and a shared space to host events, network and inspire collaboration.

The county relocated the center from Temple Terrace to provide its partners a more convenient location. ECC manager Lynn Schultz cited additional benefits the historic district offers including ample parking, cool office space, and close proximity to new tech businesses. For more information, call (813) 204-YBOR.



MAJOR IMPROVEMENT PROJECT BEGINS

A two-year project to transform Ybor City's eastern edge has begun. It will create pedestrian-friendly walkways, add parking and calm traffic patterns on 21st and 22nd streets from Adamo Drive to Hillsborough Avenue.

Currently, the project reduces 22nd Street to one lane in small segments to allow a water main to be replaced from Adamo Drive to Columbus Drive. This phase should be completed within six months.

At least one lane of 21st and 22nd streets is expected to remain open during the project, except when Florida Department of Transportation must close the CSX crossings for upgrades. Business signs will be added to guide traffic during construction.

Ybor City Development Corp. and FDOT are working to minimize the impact on the local businesses and residents. Expect periodic updates on road closures and status throughout the project.



The conceptual rendering provided by FDOT shows the new streetscape. The number of lanes on 21st and 22nd streets will be reduced from three to two, which will create 32 new on-street parking spaces, a bicycle lane and pedestrian-friendly walkways.

BUSINESS BASE CONTINUES TO GROW

Richard Gonzmart, president of [The Columbia Restaurant Group](#), will open Casa Santo Stefano, an authentic Sicilian eatery, in the [Ferlita Macaroni Factory](#), 1607 N. 22nd Ave., in three to five years.

Local artisans, farmers and artists are now selling produce, jewelry, handmade goods and art each weekday at [Ybor Daily Market](#), 1920 E. 7th Ave. The retail space is open daily, and [Clementine Café](#) will soon serve food in the open-air patio.

[Ybor City Food Tours](#) is helping people explore the flavors of the historic district with two-hour themed walking tours.

A new beer-focused restaurant, [The Brass Tap](#), is now open in Centro Ybor, 1600 E. 8th Ave.

La Casa Del Habano is a new cigar shop at 1805 N. 22nd St.

Catering company [Good Food Creations](#) is cooking at 1610 N. 19th St.

[CoWork Ybor](#), a co-working space for creatives, has launched at 1901 E. 7th Ave.

Advertising agency [EraserFarm](#) opened its first office at 3123 East 4th Ave.

Video production company [Three Chairs Productions](#) moved its studio into 1901 E. 2nd Ave.

Criminal and civil law firm [Blumenauer Hackworth PA](#) is now practicing at 1814 N. 15th St.

Convenience store 7th Ave Supermarket is operating at 2426 E. 7th Ave.

Angelo Tattoo, 1323 E. 7th Ave. in Suite 7, is the latest addition to Ybor City's tattoo shops.

Congratulations to three Ybor City merchants on reaching milestone anniversaries: [La France](#) (40 years), [Tampa Bay Brewing Company](#) (20 years) and [MC Film Fest](#) (25 years, with 8 years in the historic district).

TWO "PEOPLE TO WATCH" IN 2015

The *Tampa Bay Business Journal* named two Ybor City businessmen, Eric Newman and Roberto Torres, among its 25 people to watch in 2015. Newman is president of J.C. Newman Cigar Company, and was named to the list for his role in fighting the U.S. Food and Drug Administration's efforts to recategorize small cigar manufacturers and regulate them like the agency does for cigarette makers. Torres is owner of Black & Denim and was selected for the list for launching The Blind Tiger Café, a retail shop, café and coworking space in Ybor City. See the list on the [Tampa Bay Business Journal website](#).



Roberto Torres is owner of Black & Denim, The Blind Tiger Café and CoWork Ybor.

Credit: Wade Millward / Tampa Bay Business Journal



Eric Newman is president of J.C. Newman Cigar Company. He's pictured with executive vice president and brother, Bobby Newman, with cigars made by Tuptim Ploysqwon.

Credit: Kathleen Cabble / Tampa Bay Business Journal

THREE PARADES TO ROLL THROUGH YBOR CITY

Several parades will float down Ybor City's Seventh Avenue over the next couple of months, including one that is making its triumphant return to Tampa this year.

Parade season kicks off February 14 with the Krewe of the Knights of Sant' Yago Knight Parade, one of the largest illuminated parades in the Southeast. The Rough Riders bring a little Irish luck as they take their turn on March 14 with the annual St. Patrick's Day Parade.

After 10 years without a pride parade of its own, the Tampa community is happy to bring back Tampa Pride 2015. The three-day event will culminate with a parade and street festival on March 28.

Upcoming events:

- February 7** – Cuban Club Bocce Tournament
- February 14** – Krewe of the Knights of Sant' Yago Knight Parade
- February 28** – Fiesta Day and Flan Fest
- March 13** – Rough Riders' Pub Crawl
- March 14** – Rough Riders' St. Patrick's Day Parade
- March 19** – Buildings Alive! Architecture Hop
- March 20-22** – Cuban Sandwich Festival
- March 21** – Baconalia and Slam Dunk Scavenger Hunt
- March 28** – Tampa Pride Parade and Street Festival
- April 4** – Ybor Aficionado Days
- April 9-12** – Festa Italiana
- April 18** – Ryan's Run
- April 25** – Roar Through Ybor 14th Annual Race for Sight

For additional events, visit YborCityOnline.com.



Check us out at [@HistoricYborCity](https://www.instagram.com/HistoricYborCity)

YBOR CITY HERO AT WORK



Congratulations to S3 Media, Inc. chief marketing officer Travis Horn on being honored as a [2014 Hero at Work](#) by the *Tampa Bay Business Journal*. The awards recognize former members of the military who are now excelling in civilian life. During his four-year military career, Horn was a member of the U.S. Army airborne infantry.

Travis Horn is chief marketing officer of S3 Media.
Courtesy of Tampa Bay Business Journal

HOLIDAY EVENTS SPREAD CHEER

"Wall to wall," is how Historic Holiday Spirit co-chairman Mathieu Stanoch described the crowds at the third annual Holiday Tree Lighting and Snow on 7th Holiday Parade.

The events "continue to grow and continue to get better," Stanoch said, noting that plans soon will begin for the 2015 Historic Holiday Spirit season.

The YCDC Marketing Committee again supported Historic Holiday Spirit with nearly \$9,500 for online banners, radio ads and digital billboards, plus public relations and promotion on the YborCityOnline.com, and the district's [Facebook Page](#) and newly-created [Instagram account](#) (@HistoricYborCity). In addition, "Ybor Flavors" TV show highlighted Ybor City's holiday spirit on its most recent episode.



The committee also continued its sponsorship of the Outback Bowl, which closed out the Historic Holiday Spirit season and helped drive college football fans to Ybor City for the traditional New Year's Eve parade.

The upcoming Festival Season – running February through May – is the next focus area for district marketing activities.

EXPLORING HISTORY

Ybor City Development Corp. Ambassador Bob Alorda led students from Sam Rampello Downtown Partnership School on a walking tour of the historic district in December 2014. The fourth-grade students discovered Ybor City's rich history at Ybor City Museum State Park, Ybor Square and other stops on the walking tour.



Ambassador Bob Alorda explains that Cuban freedom fighter José Martí encouraged cigar workers to support the Cuban Revolution from the Ybor Square stairs in 1893.
Credit: Lisa K. Silva, AICP, PLA



GRANT PROGRAM RECEIVES AWARD

The Planning Commission commended the City of Tampa's CRA Façade Improvement Grant Program in Ybor City during the organization's annual Planning & Design Awards ceremony, which honors the best in planning and design.

The Façade Improvement Grant Program was recognized for its investment in the redevelopment and investment category. Grants are used to improve the appearance of historic buildings in Ybor City.



AIDA Cruise ship AIDAVITA docked at the Port of Tampa for a "tourist stop" on Jan. 7, 2015. To help the 1,200 cruise ship passengers find Ybor City and other destinations, the TECO Line Streetcar added three hours to its schedule, and Visit Tampa Bay provided German-language visitors and maps. Many Ybor City merchants opened early to accommodate the cruise passengers. The collaboration between Ybor City Development Corp., Ybor City Chamber and Visit Tampa Bay created a great experience for visitors and Ybor City merchants. The ship is expected to return four more times this year.



YBOR CITY
DEVELOPMENT CORPORATION

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A Division of the City of Tampa
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Administrator of Economic Opportunity

YCDC Staff:

[Vince J. Pardo, Manager](#)

[Brenda Thrower](#)

[Corine Linebrink](#)

YCDC MEETING CALENDAR

The following meetings will be held at the YCDC Office at 2015 E. 7th Ave. unless otherwise indicated. All meetings are open to the public and free parking is available in the lot adjacent to YCDC. Meetings are subject to change.

February

Planning & Infrastructure Committee

February 10 | 3:30 pm

District Marketing Committee

February 12 | 12 noon

Meeting at The Blind Tiger/CoWork Ybor,
1905 E. 7th Ave.

Retail, Arts & Special Events Committee

February 17 | 3 pm

Public Safety and Parking Committee

February 19 | 3 pm

YCDC Board

February 24 | 4 pm

March

Planning & Infrastructure Committee

March 10 | 3:30 pm

District Marketing Committee

March 12 | 12 noon

Retail, Arts & Special Events Committee

March 17 | 3 pm

Public Safety and Parking Committee

March 19 | 3 pm

YCDC Board

March 24 | 4 pm

April

Planning & Infrastructure Committee

April 14 | 3:30 pm

District Marketing Committee

April 9 | 12 noon

Retail, Arts & Special Events Committee

April 21 | 3 pm

Public Safety and Parking Committee

April 16 | 3 pm

YCDC Board

April 28 | 4 pm

BOB BUCKHORN MAYOR

Community Redevelopment Area (CRA) Board

Frank Reddick - *Chair*
Mike Suarez - *Vice Chair*
Yvonne Yolie Capin
Harry Cohen
Charlie Miranda
Lisa J. Montelione
Mary Mulhern

Meeting Location: Tampa City
Council Chambers, City Hall
315 East Kennedy Boulevard

Time: 9:00 a.m.

Dates: Second Thursday of the month

YCDC Board of Directors

Walter Aye - *Chairman*
John Agliano
Manny Alvarez
Cathy Bartolotti
Richard Boom
Richard "Leon" Cannyn
Joe Capitano, Jr.
Michelle Cardamone
Joseph Citro
Fran Costantino
Tom DeGeorge
Victor Fernandez
Karen Gross
Jayme Kosar
Tony LaColla
Ariel Quintela
Dr. Shawn Robinson
Eric Schiller
Rich Simmons
Gene Siudut
Rick Swann
John Trujillo
Stacey Ward
Chris Whitaker

Emeritus Members

Joe Capitano, Sr.
Monsignor Laurence Higgins

Meeting Location: YCDC Office,
2015 7th Avenue, Ybor City

Time: 4:00 p.m.

Date: Fourth Tuesday of the month