



Tampa's National Historic Landmark District



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LEGEND

THE NEW YEAR BRINGS NEW PROJECTS TO YBOR CITY



Plans call for the Oliva Tobacco Company building, Ybor's last remaining wooden cigar factory, to be converted into studio and one-bedroom apartments.

A few years from now, 2016 may be remembered as the time multi-unit housing was re-established in the Historic District north of 7th Avenue.

Since the opening of The Quarter apartments and condominiums nearly 15 years ago, most new housing has been developed south of 7th. But with the announced renovation of the Oliva Tobacco Company factory, the planned construction of the Marti project and the Urban Apartments on 12th Avenue, it appears that trend is being reversed.

The Oliva building, built in the late 1800s and the District's last wooden cigar factory, is located at the corner of Palm Avenue and Angel Oliva Sr. Street. Plans call for it to be converted into about 38 studio and one-bedroom apartments, each featuring 13-foot ceilings.

The Marti, scheduled to be built at the northeast corner of Nick Nuccio Boulevard and 7th Avenue, will include a four-story building with 100 apartments, in addition to retail space and an underground parking garage.

Behind both projects are partners Ariel Quintela and Darryl Shaw. They say reflecting

Ybor's history and heritage are an important part of their plans.

Of the Oliva restoration, Quintela told Bay News 9 last year, "What we want is the feel and look of an old cigar factory, but yet with the modern convenience of nice apartments."

Links to the past also will be part of the Marti, which will feature wrought-iron railed balconies and exposed brick walls.

The coming months likely will have more announcements about Ybor's housing situation as demand for residential units continues to be high. The Ybor City Development Corporation (YCDC) is tracking new projects and has a development map that can be accessed via the City of Tampa website, TampaGov.net/YCDC.

YBOR BUSINESSES EXPANDING

Expansion or renovation have taken place at about half a dozen Ybor businesses, with prime retail space fast becoming a premium in the District.

Hamburger Mary's has expanded to the 8th Avenue side of Centro Ybor. The new space is called Mary's Pub. Game Time, formerly known as GameWorks, remodeled, quite possibly to take advantage of the influx of employees from Ashley Furniture, which is moving its e-commerce headquarters to Centro Ybor. Carmine's on 7th Avenue has restored what had been a dilapidated adjacent patio into an outdoor dining area. A block to the east of Carmine's, The Ivy Astoria added an event venue in the space once occupied by Frankie's Patio. USAmeribank also is planning an expansion at its location at the corner of 7th and 21st Street.

If you're thinking about expanding or renovating your Ybor City business or relocating your business into the District, contact the YCDC office at (813) 274-7936 to see if you qualify for city-sponsored grants and incentives.

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2016 FESTIVAL SEASON GETS UNDERWAY

Get ready to have fun, eat and experience the history of Ybor City.

The season kicked off in February with the Cuban Club Bocce Tournament, proceeds from which benefit one of Ybor's best-known social club buildings. February 13 was the annual Krewe of Sant' Yago Illuminated Knight Parade, a signature festival season event. February 27 is Fiesta Day, where you can sample the tastes and traditions of Ybor.

In March, the District's "look" takes center stage with the Ybor City State Museum Buildings Alive! Architectural Hop on March 10. And the month is just getting started. On March 12, Ybor gets its "wearer" o' the green" on with the Rough Riders St. Patrick's Day Parade. The weekend of March 19 and 20, come hungry as Ybor celebrates the sandwich it made famous with the 5th National Cuban Sandwich Festival. On March 26, it's the Tampa Pride Parade and Festival. And from March 30 through April 3, take in the Gasparilla International Film Festival, which has become one of the most important events of its kind in the Southeast.

April offers opportunities to honor and learn more about the people, places and events that helped shape Ybor City. On April 9



Thousands of celebrants are expected in Ybor City in February for the annual Krewe of Sant' Yago Knight Parade, an illuminated event that's a highlight of every Festival Season.

and 10, it's Festa Italiana, followed by Ybor Aficionados on April 16. And there's no more fitting finale to Festival Season than the 35th annual Tropical Heatwave benefitting WMNF-FM on April 30.

21ST/22ND STREETS IMPROVEMENTS MAY BE COMPLETED EARLY

Improvements to the 21st/22nd Streets corridor are running ahead of schedule. The project currently is scheduled for completion this summer.

All water main replacements along 22nd Street should be finished by the end of February. Installation of Ybor's signature lampposts will begin in February and work to improve drainage will resume. Traffic mast arms are scheduled to be installed in March. At least half of the new granite-curbed sidewalks have been poured.

The project is designed to create a pedestrian-friendly zone along 21st and 22nd streets, which traditionally have carried heavy truck traffic. Plans call for the truck traffic to be rerouted, paving the way for new restaurants, retailers and condos.

For more information, email roadwork@DOT.FL.US or call 813-612-3200.

HISTORIC HOLIDAY SPIRIT HITS NEW HEIGHTS

Historic Holiday Spirit, Ybor's annual month-long homage to the days when neighbors celebrated the holidays together, continued to grow significantly in 2015.

Although rain shortened November's Holiday Tree Lighting ceremony, it didn't dampen the enthusiasm as several hundred folks watched the giant tree in Centro Ybor come alive in color and snow – a preview of what was to come.

The snow hit big time a few weeks later when thousands positioned themselves up to eight people deep along 7th Avenue for the biggest and best Snow on 7th Parade yet. The 2015 event featured nearly 20 marching bands and, once again, there was snow in Ybor City.



Centro Ybor's giant holiday tree stood at the center of the 2015 Historic Holiday Spirit celebrations. Several hundred people braved a rainy evening for the lighting of the tree and thousands more enjoyed the annual Snow on 7th Parade.

LOUIS VUITTON PHOTO SHOOT IN YBOR

Ybor City was the backdrop late last year of a photo shoot for French designer Louis Vuitton's spring 2016 collection of high-end leather trunks, handbags, shoes and accessories. The production lasted three days and generated hundreds of thousands of dollars in local expenditures, including nearly 300 hotel rooms. The project also created work for local production assistants and vendors.

There's a good chance of more commercial production in the area before winter ends, according to Tyler Martinolich, production manager for Film Tampa Bay.

"Our good weather advantages are extremely important for agencies looking to get ahead of their spring and summer campaigns," Martinolich said. "Three feet of snow and dead leaves does not make for the best 'look' on camera when trying to sell bright colors or the latest summer fashion."

Ybor City is a popular film location and Film Tampa Bay coordinates closely with YCDC staff on securing locations in the district. To learn more, visit www.FilmTampaBay.com.



The Louis Vuitton photo shoot took place on October 26th and entailed four locations throughout Ybor City. This photo was posted online by clothing designer Nicolas Ghesquiere.

FLORIDA CANE DISTILLERY MOVING

A fast-growing Hillsborough County vodka maker is moving to Ybor City.



Florida Cane Distillery is relocating from Brandon to the historic El Encanto Building at the corner of 15th Street and 8th Avenue. The four-year old company expects to complete the move by mid-March.

"The Ybor location will allow us to open our doors fulltime for tours and tastings, expand our production capacity, enable us to continue to launch new brands and continue to experiment with new spirits," Florida Cane Distillery co-founder Pat O'Brien said in a news release.

The company took advantage of changes to Tampa's craft distillery zoning regulations. It plans to offer bottle and gift sales, distilling classes and tours at its new location.

According to co-founder Lee Nelson, the company also plans to take advantage of its new proximity to Ybor's existing bars and restaurants, which will provide immediate feedback on its products.

YBOR'S CUBAN SANDWICH JOINS ELITE COMPANY

Ybor City recently was named by the website VisitTheUSA.com as one of seven cities or areas in the United States having a sandwich so closely identified with it that it has become iconic, a reflection of the city itself.

In Ybor's case, of course, it is the Cuban sandwich – that heavenly combination of ham, roasted pork, salami, Swiss cheese and pickle.

Others named to the list are Philadelphia's cheesesteak, the lobster roll from Kennebunkport, Maine, the muffuletta and the po' boy from New Orleans and the Reuben from Omaha, Nebraska. The final two sandwiches need a bit of explanation. The hot brown from Louisville, Kentucky, is a broiled, open-face turkey and bacon sandwich, covered in Mornay sauce and Romano cheese. Then, from Memphis, there's the Elvis – fried peanut butter and banana, with bacon optional. Bon appetit!



Ybor City's Cuban sandwich joins the list of food items closely associated with a single American city or area.



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[Twitter.com/HistoricYbor](https://www.twitter.com/HistoricYbor)



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.

March 2016

Planning and Infrastructure Committee

March 8 at 3:30 pm

District Marketing Committee

March 10 at 3:00 pm

Retail, Arts & Special Events Committee

March 15 at 3:00 pm

Public Safety and Parking Committee

March 17 at 3:00 pm

YCDC Board

March 22 at 4:00 pm

April 2016

Executive Committee (meets quarterly)

April 11 at 3:00 pm

Planning and Infrastructure Committee

April 12 at 3:30 pm

District Marketing Committee

April 14 at 3:00 pm

Retail, Arts & Special Events Committee

April 19 at 3:00 pm

Public Safety and Parking Committee

April 21 at 3:00 pm

YCDC Board

April 26 at 4:00 pm

May 2016

Planning and Infrastructure Committee

May 10 at 3:30 pm

District Marketing Committee

May 12 at 3:00 pm

Retail, Arts & Special Events Committee

May 17 at 3:00 pm

Public Safety and Parking Committee

May 19 at 3:00 pm

YCDC Board

May 24 at 4:00 pm

BOB BUCKHORN MAYOR

Community Redevelopment Area (CRA) Board

Yvonne Yolie Capin – *Chair*

Charlie Miranda

Lisa J. Montelione – *Vice Chair*

Frank Reddick

Harry Cohen

Mike Suarez

Guido Maniscalco

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

Time: 9:00 a.m.

Dates: Second Thursday of the month

YCDC Board of Directors

Officers

Dr. Shawn Robinson – *Chairman* (Hillsborough Community College)

Tony LaColla – *Vice Chairman* (Historic Ybor City Neighborhood Civic Association)

Grant Mehlich – *Treasurer* (Professional Office)

Liz Welch – *Secretary* (At-large)

Walter Aye – *Imm. Past Chair* (Property Owner)

John Agliano (At-large)

Cathy Bartolotti (Ybor City Roundtable)

Steve Bird (Entertainment/Events)

Richard Boom (Bar)

Richard "Leon" Cannyn (Property Owner)

Stephen M. Barbas (Ybor City Museum Society)

Fran Costantino (East Ybor Historic Neighborhood Civic Association)

Traci Day (Hotel, Bed & Breakfast)

Tom DeGeorge (Ybor Merchants Association)

Ariel Quintela (Multi-family Residential)

Eric Schiller (Restaurant)

Rich Simmons (Barrio Latino Commission)

Capt. Rick Swann (Hillsborough County Sheriff's Office)

Roberto Torres (Retail)

Stacey Ward (GaYbor Coalition)

Larry Wilder (Ybor City Chamber of Commerce)

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



YBOR CITY DEVELOPMENT CORPORATION

2015 East 7th Avenue, Tampa, FL 33605 • (813) 274-7936 • www.tampagov.net/ycdc

A Division of the City of Tampa - Department of Economic and Urban Development

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