

Slide 1

Good Afternoon! Welcome to our presentation on Gary. An area that many of you know and love, but perhaps have not thought of as an area of rich historic character, architectural value or future cultural and economic possibilities.

We are a mixed group of students from the University of Florida. We represent the study of Architecture, Interior Design, Urban and Regional Planning and Museum Studies. Each of these areas of study has contributed to our understanding of Gary.

We would like to share with you the results of our research, and our hopes and ideas for the future of Gary. Our presentation today is divided into three parts, the History of Gary, Architecture of Gary, and Future Planning for Gary. So please enjoy as April Tubbs and I, Sarah Dexheimer start off with a glimpse of Tampa Bay and Gary's past.

Slide of Ft. Brooke and Soldiers

Tampa began in 1824 as Fort Brooke, a military installation commissioned by the U.S. army and placed at the mouth of the Hillsborough River. The sole purpose of this installation at its inception was to "keep an eye on" the Seminole population.¹ Soldiers were obliged to resolve any "problems" that might arise between Seminoles and white settlers living in the Tampa Bay region.

Slide of Levi Collar

Civilians began moving into the area as early as 1828. Levi Collar was Tampa's first permanent settler. William G. Saunders from Mobile, Alabama followed, and established a general store. Later, he became the first postmaster. Several other businesses followed, including "a boarding house, boat repair yard, shoe repair shop, and a small and compact red light district."²

Slide of Tampa Bay Aerial

The Fort Brooke military reservation included a two hundred and fifty-six square mile area. The civilian settlers moving into this area were technically trespassing on federal property and could be removed at the convenience of the government.³ This stipulation and other military restrictions prevented immediate growth in the town coming to be known as Tampa Bay.

Slide of Indian vs. Military Territories

When the Second Seminole War erupted in 1835, Fort Brooke became a US military headquarters and a sort of "hub" for the frontier. Personnel housed at the fort near the end of the war in 1841 included 17 officers and 665 enlisted men. During the height of the war, thousands of men were camped there at a time. This increase in personnel actually helped spur growth in surrounding town of Tampa Bay, as military spending fueled the surrounding economy.⁴ Today the Tampa Convention center is located on the site that was once Fort Brooke.⁵

Slide of Cattle in the Street

The last Seminole War, also known as the Billy Bowlegs War, concluded in 1858. The end of the war marked the arrival of Captain James McKay to Tampa Bay. McKay, an entrepreneur-turned-cattlemen partnered with Jacob Summerlin and initiated a "highly profitable cattle trade with Cuba."⁶ McKay and Summerlin would buy local cattle for \$3-\$8 a head and then ship them to from Tampa Bay to Havana, selling them for \$10-\$12 in Spanish Gold Coin.⁷

1 Morimo, Gary. "Tampa's Splendid Little War: Local History and the Cuban War of Independence." *OAH Magazine of History*. Vol.12, no. 3. Spring 1998.

2 Covington, James W. "Life at Fort Brooke." *Florida Historical Quarterly*, vol. 36, no.4. pg. 326.

3 Covington, 326.

4 Covinton, 329-30

5 Woodfin, Mike. www.ghosttowns.com/states/fl/fortbrooke.html

6 Morimo, "Tampa's Splendid Little War."

7 Brown Jr., Canter. "Tampa's James McKay and the Frustration of Confederate Cattle-Supply Operations

Slide of Punta Rassa

The cattle were exported to Cuba by boat from either Port Tampa or Punta Rassa, a port just south of Tampa. In 1840 alone, 30,000 head of cattle left by boat to Cuba from the Punta Rassa docks.⁸

Slide of Train

Tampa was incorporated February 12, 1849,⁹ yet population growth in Tampa remained small until the 1880's. Then came the railroad. The railroad opened Tampa up to all sorts of new travel, commerce, trade and immigration.

Pre-railroad, Tampa's population hovered around 5,800 with little to no growth.¹⁰ After the railroad, the population for all of Hillsborough County jumped to 14,941 in 1890, then to 31,362 in 1895.

Slide of Rail line

Henry Plant, often called the "father of modern Tampa," was the man responsible for laying the tracks that opened Tampa to growth. Plant, an entrepreneur from Connecticut, acquired the contract to the South Florida Railroad company in 1882 and, in 1883, had completed the line that ran from Jacksonville to Kissimmee to Tampa.¹¹ The line ran several hundred feet to the south of the Old Fort King Trail, which is what we today call 6th avenue.

Slide of Boat

Before the completion of the rail line, Tampa was incredibly difficult to access. To get there, one had to take a train to Cedar Key and then come back down by steamboat to Tampa.

Slide of Stage Route

Another possibility was a tri-weekly stage service that traveled the "Great White Road." The journey covered 137 miles over two days, stopping at Brooksville, Ocala, Palatka, Gainesville and finally, Tampa.¹² The stage was specially-designed to take the turbulence of the rough country roads, and there was a window in the rear so riders could ensure none of their luggage happened to bounce off the luggage rack during the trip.¹³

Slide of Tampa Bay Hotel

In addition to building a railroad, Plant was also famous for the lavish Tampa Bay Hotel. Made of poured concrete and reinforced steel, the hotel (now a National Historic Landmark, museum and administrative building) boasted 511 "electrified" rooms, and cost about \$2,500,000. Plant used his own money to build the hotel, and it was indeed one of the most elaborate structures ever financed in the Tampa area.

Slide of Hotel with Train

And, being the railroad entrepreneur he was, Plant made sure a rail line provided his guests with "front door service." The line let off on the West front of the hotel, allowing the guests to exit the train and immediately enter the hotel lobby.¹⁴

Slide of Roosevelt

in South Florida." *Florida Historical Quarterly*, vol. LXX, no.4, April 1992.

8 Litrico, Mary Beth. *The Cattle Industry: 500 Years in Florida*. *Amelia Now*, Winter 2000.

9 Powell, Evanel Klintworth. *Tampa That Was...History and Chronology Through 1946*. Boynton Beach; Star Publishing, 1973. pg. 33.

10 Kertstein, Robert. *Politics and Growth in Twentieth Century Tampa*. Gainesville; University Press of Florida, 2001. pp. 22-3.

11 Morimo, Gary. *The Immigrant World of Ybor City*. Urbana; University of Illinois Press, 1987. pp 47-8.

12 Pizzo, Anthony P. *Tampa Town, 1824-1886: A Cracker Village With a Latin Accent*. Miami: Hurricane House Press Inc, 1968.

13 Powell, pg. 45

14 *The Henry B. Plant Museum*. www.plantmuseum.com/history.

Among the hotel's lengthy list of important guests were several military officers, **including** Teddy Roosevelt, then leader of the Rough Riders. The Rough Riders paid a visit to Tampa before shipping out to Cuba during the Spanish-American War.

Slide of Rough Riders

The Rough Riders arrived in late May and spent their time drilling and training until their departure. It is even said that they bathed in Oak Springs, one of the artesian wells located in Gary, near I-4 and 30th Street.¹⁵

Slide of Freeze

Still a primarily agricultural community in the late 19th century, Plant's railroad was definitely one of the most important events in the agricultural history of Hillsborough County and Tampa.¹⁶ Not only did offer a new avenue for selling produce, it proved indispensable following the Great Freeze of the late 1890's, an event which all but devastated the citrus industry in cities north of Tampa. The freeze increased demand for Hillsborough-grown produce, and the number of farms in the country between 1890-1900 increased from 779 to 1449. Estimated trade profits from the year immediately following the freeze was around \$16,280,157.¹⁷

Slide of Ybor and Haya

Amongst the ever-increasing Tampa population were two men who were to play a large role in stimulating Tampa's 20th century economy. Vicente Martinez Ybor and Ignatio Haya were two Cuban business men looking to further their investments in the cigar industry. Through a colleague, the two heard about the emerging city of Tampa, and both men saw an opportunity for business growth. The cigar industry, currently housed in Key West, lacked many essential elements such as fresh water, easy access and a way to control the labor supply. All of these could be found in Tampa.

Slide of Cigar Factories

With the purchase of 50 acres of land, Ybor City was born.¹⁸ Haya, Ybor and their partners began the task of relocating their cigar businesses in 1886. This included planning out the city, and designating areas for businesses, factories, hotels, restaurants and homes.

Slide of Row Houses

Ybor included 50 residential dwellings in the original Ybor city design. These homes were made specifically for the families that Ybor would bring from Cuba in order to begin building his workforce. As Ybor city grew, other factory owners followed suit by building residential homes and issuing mortgages to their employees. A house would sell for about \$725 with \$100 down.

Slide of Quick Built Bungalow

Ybor also presided over the Ybor City Land Development Co., which controlled all further residential and commercial development in the Ybor City area.¹⁹

Slide of Ybor City

In approximately 14 months, Martinez Ybor turned his backwater city into a livable development for his immigrant labor force. Houses and businesses in Ybor had running water and sewage. There was also a local rail line to transport workers to and from their jobs, as well as paved streets and sidewalks.

4 Slides of Immigrants

¹⁵ http://www.homeofheroes.com/wallofhonor/spanish_am/08_roughriders.html

¹⁶ Ethridge, Laura, and Kretsch, Joe. *A Brief Outline of the Agricultural History of Hillsborough County: 1880-1940*. Sunland Tribune 19/1. Nov. 1993.

¹⁷ Ethridge and Kretsch.

¹⁸ Morimo, pp. 64-67.

¹⁹ Steffy, Joan Marie. *The Cuban Immigrants of Tampa, Florida: 1886-1898*. University of South Florida, 1975. pp.8-10.

The cigar industry quickly became the backbone of Tampa's economy during the late 19th, early 20th century. Cuban, Afro-Cuban and Spanish workers were attracted to the area by the promise of jobs, as well as housing. **Italian** and Sicilian immigrants were attracted by the idea of higher wages and opportunities to own land²⁰ The average weekly income for a factory worker was around \$14 per week, and the Tampa Weekly Tribune called the cigar labor force the "best paid class of laborers in the city."²¹

Ybor's immigrant population was also one of the most diverse in the area. In 1910, Ybor was 41% Cuban 23% Spanish and 19% Italian.²² This combination of cultures gave Ybor City its unique, cultural flair.

Hospital Slide

These various immigrant groups made up the "Latin" community that was Ybor, and were responsible for the creation of various Mutual Aid Societies. These societies served as social clubs, cultural centers, athletic clubs and health care providers. Centro Asturino boasted one of the best equipped hospitals in Florida. While El Centro Espanol, the Spanish mutual aid society, charged members 25 cents a week for "social privileges, death and injury benefits."²³

2 Cultural Slides

Each society brought their own customs and festivals to Tampa. El Centro Espanol celebrated the *romeria* festival, while L'Unione Italiana held dances, **and** El Circulo Cubano promoted recreation and culture through boxing matches and fine arts classes.

Buildings Slide

There were also the buildings, of which each society had their own. These buildings were fantastic structures, and they were considered to be the physical embodiment of the "moral and financial capital" of their members.²⁴

Slide of El Lector

All of Ybor City's "Latins" were bound together as a community by a sense of "class consciousness." Many newspapers were published "in the interest of the working class of Tampa."²⁵ Ybor's cigar workers even carried their class consciousness into the factories. Workers collectively hired **El Lector**. For those who could not read, El Lector provided them daily with news and information.

Slide of Cuban revolution

Since workers selected the reading material, the El Lector position began to have propagandist overtones and influenced opinions amongst the working class on issues such as Cuban independence, and later, other proletarian themes. It is even said that Ramon Rivera, a well-known Cuban revolutionary and patriot, actually held the Lector position in Ybor's own factory.²⁶

Slide of Strikes

Of course, life in Ybor and work in the cigar industry was not always peaceful. It is said that many workers could "date their lives from various strikes in Tampa."²⁷ These strikes did not necessarily start or end peacefully.

Slide of lynching

In 1910, for example, two Italian immigrants in custody for the murder of a bookkeeper were lynched by

20 *Italian Heritage in Tampa* (usf library) and Guinta, Tess and Vicki, interview.

21 Steffy, pg. 14

22 Ingalls

23 Morimo, 178.

24 Morimo, 204.

25 Ingalls, Robert P. *Strikes and Vigilante Violence in Tampa's Cigar Industry*. Tampa Bay History 7/2. (Fall/ Winter 1985).

26 Steffy, pp. 31-32.

27 Morimo, pp. 111.

vigilantes during a particularly long and violent cigar-worker walk-out.²⁸

Slide of Haya's home

Ybor apparently attempted to alleviate unrest by providing a more "personal touch" in his governance of his work force. For example, for Christmas in 1887, he gave \$6,000 extra to the workers in his factory. He also often invited disgruntled employees into his home for food and conversation. However, as the labor force expanded, it became more and more difficult for Ybor and other factory workers to keep up the personal approach and strikes began to grow more and more violent with each uprising.²⁹

Switch speakers

Slide – expansion towards Gary

It was perhaps the instability of this industry as well as inherent cultural factors that led to the "expansion" of the Italian neighborhood (past 19th street) and the eventual migration of Tampans towards what is now known as the Gary neighborhood (30th street and beyond).

Slide of Garden

Italian and Sicilian factory workers found the prospect of farming an appealing one. Their love of the land and traditional diet of produce made them apt candidates for careers as grocers, farmers and produce peddlers, and the area outside Ybor an ideal place to engage in such activities.³⁰ Even Gary residents that did not peddle produce had backyard gardens that they devotedly tended.

Kash N Karry Slide

Most of the farmers in this area began as laborers in Ybor City's cigar factories, saving the money they made in order to purchase 2-3 acre farms on the "outskirts" of town.³¹ One of the greatest farming success stories from Gary is the story of Salvatore and Guiseppina Greco. The Greco's turned their small, home-based business into a store called Big Barn. Big Barn became Kash n' Karry in 1962, and Kash n' Karry is now a widely-recognized and well-respected Florida chain of grocery stores.³²

Map (3 parts)

The first wave of expansion toward Gary took place in the first decade of the twentieth century. The plat seen here is for a subdivision called Garytown Number 1 and is dated 1903.

Map w/ labels

Some of the best tools we have to begin understanding the development of Gary as a neighborhood and a city are the Sanborn Insurance Maps, which can provide detailed information as to the location of homes, business, streets and subdivisions in a certain area. The first Sanborn map for the Gary area is from 1915. **On** it we see the Post Office which opened March 21, 1898 and **Gary** Public School opened on July 28, 1904. The 1911 *Florida Gazetteer and Business Directory* lists 4 grocers, 4 general stores, 1 hardware store, 1 confectioner, 1 cigar manufacturer, and 1 nursery.

Map w Gary

Gary was not incorporated until October 9, 1915. The "technical" boundaries of Gary at the time of its incorporation are believed to have been (east to west) 30th street to 37th street, and (north to south) 16th avenue to Hillsborough/McKay Bay.³³

Slide of Veggies

The area, as mentioned previously, was rural, and ideal for farming. Italians grew vegetables traditional to their cuisine such as eggplant, **endive, cardoon, artichoke, and cucuzza**, a type of cucumber.

28 Ingalls, Robert.

29 Steffy, pg. 25.

30 *Italian Heritage in Tampa*.

31 Guinta, Tess and Vicki. Interview.

32 <http://www.kashnkarry.com/aboutus/history.htm>

33 Kite-Powell, Rodney. *Notes on the Town of Gary*.

Slide of Celery

Celery in particular grew well in Gary because of the "fertile muck" that made up the soil.³⁴ In fact, between 1910 and 1920, 700 acres of land in the Gary area were devoted just to the growth of celery alone, a crop for which Hillsborough county was ranked 7th in the state for overall production.³⁵ At times, celery harvests in Gary brought in between \$1.40 and \$1.50 per crate.³⁶

Slide of Politicians and Celery

As long-time Gary resident W.N. Jackson once said "Gary makes celery grow, celery makes Gary grow."

Slide of cows, goats

In addition to celery, there is ample evidence to suggest the presence of animal husbandry. Locals Tess and Vicki Guinta fondly remember "the man that walked the cows," who exercised his dairy cows by walking them around the block daily³⁷ and the St. Petersburg Times ran a story a few years ago on the Ippolito's goats, which have been living and roaming the city since the 1930's.³⁸

Slide of Canning

Gary's industrial side centered around the agricultural nature of the community. There was a canning factory that took care of produce after it was harvested. But the community of Gary was also in the business of ensuring that crops grow.

3 Slides of Plants

Two major fertilizer plants were located along 6th avenue.: **Gulf Fertilizer**, **West Coast Fertilizer**. **The Tampa Fertilizer Co.** was located just south of these, and **Lyons Fertilizer** appears to the north in the 20's. Gary was an excellent place for this kind of business due to its proximity to three major railroads: the Atlantic Coast Line, the Tampa Northern, and the Seaboard Air Line.

Gulf Slide

Of these plants, Gulf Fertilizer was the first to open following the 1883 discovery of phosphates during the dredging of the Hillsborough River. Lemur R. Woods opened Gulf Coast Fertilizer in 1904.³⁹

Slide of Street Car

Gary was also connected to Ybor City and Tampa-proper by the street car. **Line** number 156 ran between Union Station (downtown) to 36th street in the heart of Gary on a regular basis. **Cars** began their outbound runs around 5 am. The last train back was around 12:30 pm.

Map of Gary with labels

In 1915, the year of Gary's incorporation there were at least three cigar factories, two of which were housed in brick buildings, four grocery stores and four auto repair shops housed in the area.⁴⁰

Slide of La Vattiata

The La Vattiata factory, once located on 10th and 36th street, is one of the two factories on the map, and one of the few factories in the area run by an Italian immigrant, giving further credit to the idea of a strong Italian presence in the area.

Slide of Churches on Map

1915 Sanborn maps of Gary also show four separate churches. However, the addresses of only two of these are confirmed in *Rinaldi's Official Guidebook of Tampa and South Florida*, which was published in 1921.

34 Guinta, Tess and Vicki. Interview.

35 Ethridge and Kretsch. *Agricultural History of Hillsborough County*.

36 "Great Things Now for Gary." *Tampa Weekly Tribune*. March 17, 1910.

37 Guinta, Tess and Vicki. Interview.

38 Matus, Ron. *Some Kids and Nannies Prefer Gary*. *St. Petersburg Times*, January 10, 2003.

39 Powell, pg. 44

40 Camp, Paul. Personal Research on the city of Gary. USF libraries.

The guidebook lists The 10th Avenue Church and the Primitive Baptist Church, but not the others.⁴¹ As one Cuban immigrant from Ybor City stated:

I do not believe in doing harm to anyone. Neither do I feel animosity against anyone. This is my religion and the one which I impressed on my children.⁴²

L'Unione Italiana in Ybor was also known to hold meetings at 10:30 on Sunday mornings, an act which was presumed to demonstrate disregard for the idea of organized religion, though not necessarily the philosophies.

Both of these ideas suggest that area residents believed in their own integrated religion. Much in the same way Ybor City presented a unique integration of cultures through its ethnic diversity, Gary presented its own take on church-going. Not believing in the need to attend a church in order to practice humanitarianism is a possible explanation for the small religious presence seen in Gary.

Slide of paper

All of these residential and commercial elements, along with an ongoing segment in the Tampa Weekly Tribune (written specifically for and about Gary residents), suggest that Gary was an integral neighborhood in the fabric of Tampa life. It was not the isolated area that it had become, but a productive and desirable place to live.

4 Slides Gary

The million dollar question is, of course, how Gary got his name. It is difficult to find anything at all about where the name could have come from, so we are only able to formulate a few theories.

It may have been a linguistic corruption of this name that led to the naming of Gary, as the “angloization” of foreign names was a common practice amongst Anglo populations in immigrant areas. There is record of a Captain Ghira who arrived from Ravenna in 1849. He ran the river ferry and accumulated wealth and land. The area of Florida Avenue that he lived on became known as the Ghira block. Unfortunately we have not found anything that connects him specifically to Gary as opposed to greater Tampa.

Slide of Dormouse

On the subject of Ghiras, there is a Sicilian word “ghiri”, meaning “**dormouse**,” which is an animal that looks a little bit like a squirrel. There are about 26 species of dormice, and they are protected in most parts of the world, including Italy and Sicily.⁴³ We all know how many squirrels there are in Florida. Maybe the naming of Gary was a tribute to the squirrel’s Sicilian relatives.

Slide of Ai Ghiri

Slide if I Dui Ghiri

Another possibility is that this “ghiri” could have been an emulation of locations named “ghiri” that already exist in Italy. There are at least two places in Italy that use the word “ghiri” in or as a name: **the** Ai Ghiri (ie ghiri) villa/resort in Tuscany, **and** the I Due Ghiri (e doi ghiri) farmstead, a popular rural tourist destination that now serves as both a farm and a bed and breakfast.

Gary Pics

Either way, Gary is a dynamic neighborhood with a wealth of local color, flavor and history. It’s residents, its architecture and its fertile soil have kept it alive, if dormant, over the years, and it is past time for Gary to be recognized for its unique spirit and essential contributions to Tampa’s economic prominence throughout the recent centuries.

Slide of Gary Class

41 VanHorn, Charles Vincent ed. Rinaldi’s Official Guidebook of Tampa and South Florida. Tampa: Rinaldi Printing, 1921.

42 Steffy, pg. 14.

43 <http://www.glarium.org/dormouse/sicily-conservation.html#conservation>

The recognition process has begun with the designation of the Gary School building as a local landmark, and it will continue as more people come to see and understand Gary's wealth of beauty, culture and historic fabric.

Gary Plan Dialog Draft:
“Watching Gary Grow”

SLIDE 1: MARKER

SLIDE 2: TRANSITION SLIDE BETWEEN ARCHITECTURE CONCLUSION AND PLANNING INTRODUCTION.

We’ve all come here this afternoon to learn about Gary.

So far, we’ve heard about Gary’s past, its history, rich with industry, culture, and most importantly, agriculture.

We’ve looked at what exists in present-day Gary –unique examples of different architectural styles ranging from bungalows to Romanesque revival.

All that remains is what the future has in store for this historic Tampa neighborhood. What we'd like to propose in this part of today's presentation is a way to enhance Gary’s future by embracing its past.

Gary’s past is important not just because it makes people proud of where they live, but because it serves as a resource for the future. From celery farming and phosphate fertilizer to the rise of Kash & Karry markets, Gary's historic connection to farming and fresh produce is a unique asset that will infuse new economic vitality and a better quality of life into the neighborhood in the coming years.

SLIDE 3: VACANT LOTS, RUN-DOWN BUILDINGS, HIGHWAYS, AND BAD DOGS

But before Gary can become a truly vibrant community, we must first recognize that its future is in danger. The neighborhood has become worn with age. Empty lots occupy places where small farms and gardens once thrived. Chain link fences and bad dog signs reinforce this sense of isolation.

SLIDE 4: THE ADDITION OF A HIGHWAY CONNECTOR

And the addition of a highway connector running along the neighborhood’s western edge is just around the corner. This new road will be beneficial to the city of Tampa; in particular, it will divert the heavy truck traffic running through Ybor City. However, it runs the risk of severing Gary’s few remaining ties to Tampa. Without proper planning, it is quite possible that the neighborhood’s rich heritage may be forgotten and the quality of life there will suffer.

SLIDE 5: REDEVELOPMENT

Many urban neighborhoods like Gary have struggled to hold on to community identity in the face of a city's progress. Some have fallen prey to total redevelopment, while others have fought to preserve their individuality. Gary, faced with this conflict, has three alternatives.

It could stay the way it is today. The highway could pass across the west end, and neighbors would adjust to yet another new development.

The neighborhood could undergo a complete redevelopment. Condos, shopping centers, mixed-use developments, and incompatible infill could fill Gary's now open spaces.

SLIDE 6: FLASHY MARKET SLIDE

Or, the character of this spacious neighborhood could be preserved and enhanced.

This is our plan for Gary.

I am Eric Kramer, and with my partner Emily Bergeron, we will examine Gary's potential. Using the best of Gary's past as a foundation on which to build a brighter future, the neighborhood has the capacity to become Tampa's new Garden District.

SLIDE 7: EXPLAINING S.W.O.T. ANALYSIS

Before jumping to an explanation of our plan, let me tell you how our ideas first came about. To evaluate the neighborhood's current status, we relied on a method frequently used to help develop neighborhood revitalization strategies, S.W.O.T Analysis.

SW.O.T. stands for Strengths, Weaknesses, Opportunities, and Threats.

Basically, it's a simple tool for understanding one's current position and making best use of available opportunities.

First, let's look at Gary's strengths.

SLIDE 8: S.W.O.T. STRENGTHS: LOCATION: MAP

As you can see from this list, Gary has a number of them to build upon.

The first of these is, as they say, location, location, location.

Gary is situated on the east side of Tampa, next to Ybor City.

When Gary was an incorporated town, it extended a few blocks north of what is now Interstate Four and south of First Avenue. We decided not to include this entire area in our plan. Instead, we have based our boundaries on both historical maps and on existing physical features such as the interstate.

SLIDE 9: LOCATION: YBOR

The 126 acres that comprise today's neighborhood are in close proximity to many of Tampa's attractions such as its neighbor, Ybor City, a popular nighttime destination. Ybor provides Gary residents with access to restaurants and clubs, and shares many historic connections.

SLIDE 10: S.W.O.T. STRENGTHS: LOCATION: DOWNTOWN

Gary is less than 3 miles from downtown Tampa and close to regional attractions such as the Tampa aquarium, the Channelside entertainment district, downtown shopping centers, and historic neighborhoods such as Hyde Park and Tampa Heights.

Luxury high rise condominium developments are located in both Harbour Island and Channelside. Gary, with its untapped potential as a garden district, is well positioned as a destination for downtown neighbors who seek green space and outdoor recreation close to home.

With the right mix of cultural and commercial activities, such as those created by a citywide farmers' market, the neighborhood will attract people seeking the freshest produce, provide local growers a place to sell their products, and stimulate local commerce.

SLIDE 11: STRENGTHS: LOW DENSITY

Another one of the neighborhood's strengths is low density.

Census 2000 showed that in the most concentrated area of residential Gary, the population was only 522 persons or around 5 persons per acre, less than Tampa's average of 8.0 persons per acre. This creates a feeling of openness.

SLIDE 12: STRENGTHS: LOW DENSITY

Gary is small but spacious, lacking the congested feeling of many other urban neighborhoods. Walk down a typical street here and you'll see neighbors relaxing on their front porches or cooking out on their front lawns, giving the impression of small town.

SLIDE 13: STRENGTHS: LAND VALUE

The low cost of land in Gary is another strength.

Unlike Hyde Park, a neighborhood with similar architectural style, which has become one of the priciest locations in Tampa, Gary's real estate has remained relatively inexpensive compared to average property values in other parts of the city.

SLIDE 14: TRANSPORTATION

Gary residents also have easy access to different modes of transportation. The most readily available form of public transportation, the bus line, can save residents a great deal of money in these times of rising gas prices. The trolley in nearby Ybor connects this area to downtown. And for those people who would rather drive, two major expressways in the vicinity make getting in and out of Gary *uncomplicated*.

SLIDE 15: LOCATION: EMPLOYMENT OPPORTUNITIES

Gary provides an attractive residential oasis in the center of one of Tampa's major industrial areas. However, the surrounding industry provides the neighborhood with a wide range of jobs without the hassle of a one hour commute in stop and go traffic. Whether in the industrial zone, commercial centers like Channelside, or downtown Tampa, ample opportunities for work are nearby.

SLIDE 16: ZONING MAP

As this zoning map illustrates, the neighborhood is now divided between primarily residential and industrial areas.

SLIDE 17: S.W.O.T STRENGTHS: YOUTH

Another strength is that Gary is a place where *families live*. Demographically, Gary overall has a greater proportion of school age children than Tampa (22% vs. 18%). More young people living in the neighborhood means greater demand for community recreational and educational activities. Young people are also the source of future community leadership. They can change the character of a place.

SLIDE 18: HOME OWNERSHIP

Ninety-two percent of the homes in Gary are currently occupied. Many of the families living in Gary, a little over half of the residents, own their homes while only 43 % of its homes are rentals. This is also a strength as homeowners are often more concerned with neighborhood issues.

SLIDE 19: DAYCARE AND EDUCATION

The families in the neighborhood also have the benefit of a 24-hour daycare facility and an adult education center. Both provide valuable services to the Gary community and have the added benefit of bringing in residents from neighboring communities.

SLIDE 20: CULTURAL HERITAGE

Another strength is the neighborhood's rich cultural heritage. Cigar manufacturing, agriculture, and its history of immigrant residents complement and enhance that of Tampa and Ybor City.

SLIDE 21: ARCHITECTURAL HERITAGE

Distinctive architecture is also a strong point. The historic buildings found throughout Gary give it a character often lacking in “new” neighborhoods. This map shows where many historic buildings are located south of 10th Avenue and north of 1st Avenue. The map also shows the location of the neighborhood’s former cigar factories, fertilizer plants and citrus packing plant. Of particular interest to us are the historic Gary public school and the Tierra del Lago cigar factory.

SLIDE 22: PHYSICAL RESOURCES

Finally, this former agricultural neighborhood can also boast about its plentiful natural resources, including fertile soil, trees, and water. These physical assets make the area an attractive place for gardening and year round recreation.

SLIDE 23: WEAKNESSES

Unfortunately, as with any community, Gary is also faced with a number of weaknesses. One of these is its sizeable number of vacant lots.

SLIDE 24: VACANT LOTS

Nearly a quarter of Gary's 126 acres of land is vacant.

Although some of these lots are maintained by owners, others are overgrown, fenced, and frequently used as dumping grounds. Not only do these spaces detract from the appearance of the neighborhood, but they also create a sense of abandonment, a no-man's land associated with criminal activity.

SLIDE 25: WEAKNESS: AESTHETICS

Another weakness in the neighborhood is the lack of basic maintenance of some homes. Simple issues such as landscaping, house painting, and removing yard debris, although they may seem minor, can have a substantial impact on the property values of the entire neighborhood and on the emotional well-being of its residents.

SLIDE 26: COMMERCIAL

Because Gary is located near the center of an industrial area of Tampa, it lacks a diverse commercial environment that thrives on neighborhood and area customers. A common complaint of the Gary-Ybor City residents is the lack of stores, especially grocers and household goods retailers.

SLIDE 27: MAP OF COMMERCIAL

In this map of commercial parcels, Ybor City's dense concentration of restaurants, bars and nightclubs stands out in stark contrast to the Gary neighborhood.

SLIDE 28: WEAKNESSES: NEIGHBORHOOD ORGANIZATION & IDENTITY

All of these weaknesses are only magnified by a lack of neighborhood political organization and identity exemplified by the lack of public spaces, neighborhood watch groups, or other community-related organizations.

SLIDE 29: THREATS

Considering all that's possible for the Gary neighborhood, it is important to keep in mind that the area is faced with several credible threats that might negatively affect the future of the community.

SLIDE 30: THREAT: SECURITY

A serious concern of Gary residents is security. The lack of adequate street lights and sidewalks creates an unsafe place for pedestrians. Chain link fences, window bars, and numerous "bad dog" signs around the neighborhood are intended to deter criminals and give people a sense of personal safety. However, these all detract from the quality of life in the community by fostering a sense of insecurity.

SLIDE 31: THREAT: GENTRIFICATION

With any neighborhood revitalization we should expect to see rising property values. In this situation, some longtime residents may take advantage of higher property values and sell their homes. Others, no longer be able to afford rising rents and property taxes, may be forced to leave if safeguards are not in place to secure a healthy mix of new and long-term residents.

Added to the threat of gentrification is Gary's physical isolation from other neighborhoods.

SLIDE 32: THREAT: ISOLATION

The barrier on the south, east, and west sides of Gary created by the industrial zone prevents free exchange between neighborhoods. Highways to the north and south also cut Gary off from surrounding residential areas.

Without connection to the broader urban area in a way that makes Gary an attractive and accessible place, it remains a kind of isolated neighborhood, weak and easily overlooked.

SLIDE 33: THREAT: HIGHWAY CONNECTOR

Gary's greatest threat is the I-4 connector scheduled for construction in 2006. As I have already mentioned, this new road will be beneficial to Tampa but may only serve to further isolate Gary from the rest of the city.

Construction of highways always disrupts neighborhoods. Having a major construction project so close to a residential area will increase traffic to and from Gary. It will create noise and pollution that will continue when even when the project is completed.

Without efforts to counteract these negative effects, Gary may become merely a pass-through for people trying to get to the expressway.

SLIDE 34: OPPORTUNITIES

However, it is important to remember that weaknesses (and even threats) can become opportunities for change.

SLIDE 35: THE GARY PLAN

Gary has the potential to be defined by more than just geographic boundaries. By creating meeting places and community organizations for residents, the neighborhood can build resources and strengthen its social and civic core. This will benefit the entire community, especially the young people in Gary.

The addition of sidewalks, street lights, and crime prevention programs for community awareness will improve security.

Simple community gardening initiatives and the creation of public parks will enhance Gary's natural beauty.

Economic opportunities, such as a neighborhood business incubator and partnerships with local businesses and organizations, also exist for the neighborhood.

Finally, Gary has the opportunity to build on its past and enhance its future through the creation of a citywide farmers' market.

The new highway will be a challenge for Gary, but residents have the opportunity to make it into an instrument of economic growth and neighborhood revitalization.

With planning, effort and cooperation, Gary can be a great place.

I will now let Emily detail our specific plan for the neighborhood.

SLIDE 36: WHAT MAKES A GREAT PLACE?

First I want to explain to you what makes a great place. Often times, planners use the term “sense of place” to describe the feel of a community. As it relates to community revitalization, a sense of place reflects the spirit of the community that sets it apart from all others.

Place is the recognition of unique local qualities that give character to neighborhoods, towns, and cities. Basically, it means that if you stepped off a plane without knowing where you had landed, the distinctive architecture, city design and the social environment of the area would tell you had arrived in a different place.

As my colleagues have just discussed, Gary has many defining characteristics ranging from rich agricultural heritage to unique bungalows.

SLIDE 37: COMMUNITY

The best way for Gary to become a truly “great place” is to have the community make it a great place.

First, Gary has a need for public spaces for interaction. These spaces must be made safe and comfortable for the neighborhood. Then finally, there will be an opportunity for community organization and activity.

So, in order to start creating these vibrant public spaces, the first part of our plan is a community center.

SLIDE 38: COMMUNITY CENTERS

The goal of such a place is to provide room for small gatherings and celebrations. Its purpose is to serve all residents in the neighborhood, from toddlers to the elderly.

The site for Gary’s new center will be the former Tierra del Lago tobacco factory. The True Love Missionary Baptist Church, which currently occupies the building, has already indicated its need for a larger space. It could move to a location in the neighborhood better able to serve its members, leaving the building open to restoration and re-creation as Gary’s community center.

SLIDE 39: HERITAGE MUSEUM

Inside of the Community Center, a space will be dedicated to the history of the Gary neighborhood. This heritage museum will showcase everything from oral histories to old photographs and will celebrate the community’s rich past.

SLIDE 40: COMMUNITY LEARNING CENTERS

The community could also benefit from the creation of a neighborhood learning center. Although a daycare facility already exists in the neighborhood, there is not a place where other young people can gather after school. And with the adult education center relocating, there will soon be a void for older residents. This is a perfect opportunity to re-create a learning center where generations of Gary residents have gone to school.

This historic site can be rehabilitated and brought up to code, With the grounds re-landscaped, the fences taken down, the Gary public school building can serve as a venue for activities such as a 4-H club, community reading initiatives, computer training courses, and college preparatory courses.

SLIDE 41: PUBLIC PARKS AND POCKET PARKS

Parks would help to promote the idea of the Gary Garden District and could be used to transform vacant lots into welcoming public spaces.

Public parks have long been recognized as major contributors to the physical and aesthetic quality of urban neighborhoods, but they can also contribute to other objectives such as creating job opportunities, improving public health, and community building.

Gary's parks will give neighbors a gathering place. They will provide an outdoor escape in the middle of a busy city with playgrounds where children can exercise, park benches where adults can relax, a place for people to walk their dogs, and trees to shade them during activities.

SLIDE 42: COMMUNITY GARDENS

Another potential gathering space for Gary residents would be the community gardens.

Gardening activities will offer an opportunity for social interaction between neighbors and have the added benefit of improving the nutrition of residents through daily access to fresh produce. Residents who participate in community gardens will also benefit through experiencing the pride of successful gardening that provides food and products, such as cut flowers, that may also be used to supplement their incomes.

SLIDE 43: GARY'S COMMUNITY GARDENS

Gary's gardens can be located on many of the neighborhood's vacant lots.

These small plots could be rented to people from the neighborhood and to people from neighboring communities who live in areas where they have no yards for personal gardening. The revenue from these plots could be used for the upkeep of the garden properties as well as other green spaces in Gary.

For those with no experience in farming or gardening, there are many small farmers in the area who could teach people how to tend their individual plots of land.

SLIDE 44: COMFORT

The community as a whole would also benefit by recreating the neighborhood as a safer more comfortable place. A place can be considered *great* because of its historic monuments and signature architecture, and yet while these things may contribute to a place's appeal, they are all meaningless if the physical environment and spaces are socially uninviting and hostile to pedestrians.

So, to increase the comfort and safety of the neighborhood, we propose the addition of street lights, sidewalks and street furniture.

SLIDE 45: STREET FURNITURE AND LIGHTING

Tree-lined streets with neighbors walking along sidewalks, people sitting on park benches during the day or strolling during the evening under inviting streetlights; these are the images often associated with the ideal neighborhood.

SLIDE 46: STREET FURNITURE

Benches along the street and in other public spaces would provide neighbors a place to rest, enjoy the outdoors, and congregate. They often activate a public space, drawing people to it.

Street lights would also provide ambiance to the area and create a safer environment for evening strolls.

Sidewalks would make the area safer and more pedestrian friendly and would provide a sense of interconnectedness or cohesiveness to the neighborhood.

SLIDE 47: COMMUNITY ACTIVITIES

With all of these new, safe, comfortable venues for people to meet in, there are now infinite possibilities for community activities.

SLIDE 48: COMMUNITY ORGANIZATIONS:

One way to encourage an active community is to form a number of organizations. There are a number of people living in Gary with skills that they are just waiting to share with other people.

One organization could be formed for the education and enrichment of neighborhood residents. Neighbors could support and participate in after-school programs for children,

promoting everything from art education to college preparation courses. Adult education classes could offer computer training, finance, and job skills.

Neighborhood organizations could also be used to make the area safer. The creation of a neighborhood watch or homeowners' and tenants' associations would also serve to involve residents in their community.

With places to house these types of programs, it will be easier to establish local partnerships with universities and other organizations.

SLIDE 49: GARDENS AND LANDSCAPING

Community gardening through a neighborhood gardening and landscaping initiative is another activity that neighbors could engage in. This could include the planting of more street trees and group yard maintenance projects. Even the neighborhood daycare center could involve the children in planting flower beds throughout the community.

Many people in Gary already have gardening skills, as is evidenced by a number of well manicured lawns. These residents could form a Gary Garden Club that could teach classes in garden planning, container gardening or growing organic vegetables and flowers. The garden club could also sponsor activities in which people could use the plants they have grown in cooking, artistic displays and crafts.

SLIDE 50: GARDENS AND LANDSCAPING

Private gardens and street landscaping would not only add to the comfort of the area and to the image of the garden district, but would also increase property values of individual homes and the neighborhood as a whole because of the added curb appeal created by this small effort.

SLIDE 51: BUSINESS INCUBATOR AND COMMUNITY PARTNERSHIPS

One last community activity that would take advantage of people, businesses, and organizations already in the community or located nearby would be the creation of a business incubator as part of the community center.

There are many opportunities for partnerships with established businesses to help first time businessmen and women in the Gary community. The two universities in Tampa could be recruited to offer mentoring programs in marketing, finance, and entrepreneurship. There are also many successful business owners in nearby Ybor City that could offer fledgling businesses advice.

SLIDE 52: KASH N' KARRY

But perhaps the best potential for a partnership, not only in the capacity of the business incubator, but in many of the community revitalization projects would be Kash N' Karry.

With its roots in Gary and a corporate philosophy geared towards community involvement, this superstore would be a perfect partner for many Gary activities.

SLIDE 53: ECONOMY

You have seen the potential Gary has to become a vibrant and active community full of public spaces for interactions. However, in addition to creating a community, it is also important to create an economy. If Gary is going to be a sustainable neighborhood, there needs to be some source of revenues to keep the area alive. This will be accomplished through the creation of the Gary Farmers' Market.

SLIDE 54: MARKET BENEFITS

In many cities, markets have become full-fledged landmarks, bringing in tourism dollars. For example, New Orleans, Seattle and Baltimore all have famous markets that have been drawing in neighborhood residents and outsiders for decades.

The number of farmers' markets nationwide, at 1700 in 1994, has more than doubled over the last decade. This is because of the many benefits associated with them. Markets serve to activate public spaces by providing a destination for residents and outsiders, a place to meet with family and friends. They also serve as tools for revitalization by creating an urban/rural connection, a source of economic development, and a place to deliver much needed community services. Finally, markets are also often seen as places that brings nutritious food to people living in communities not often exposed to them.

SLIDE 55: FUNDING A MARKET

Funding for Gary's market may be obtained from a number of places.

Many organizations provide grants for the creation of farmers markets. For example, as a result of a recent partnership between the Ford Foundation, the Kellogg Foundation and the Project for Public Spaces, a number of new farmers' markets received funding to cover their start up and various operating costs.

Further, partnerships may be formed with local schools, transportation organizations, and medical and nutrition facilities.

Finally, there is great potential for a partnership between the *new* Gary market and the *original* Gary market – Kash N Karry.

In January of 2004, Kash n' Karry launched their Fresh from Florida campaign - a program that supports Florida Agriculture and seeks to provide Kash n' Karry customers with the freshest possible produce. This is an excellent way to support Florida growers and the local economy and provides a possible way for the Gary market to connect with the company.

SLIDE 56: MAINTAINING A SUCCESSFUL MARKET

After a successfully financed start-up, it is important to maintain the market by making it a place that is attractive to vendors and to the public. This can be achieved by keeping the costs to merchants low and providing a sufficiently large space. It is also important that the market be made available to all the residents of Tampa. Advertising and creating a place easily reached by car or by ensuring the availability of public transportation will help to accomplish this.

SLIDE 55: STREETCAR

Gary already has public transportation through the bus line. However, in order to ensure the success of the market a possible part of the Gary Plan might involve extending the Teco streetcar system so that it reaches the neighborhood and the new market.

SLIDE 56: LOCATION OF THE NEW STREETCAR

The new street car line will continue from the current line and run down seventh avenue, turn up 34th street and eventually end at the Gary Public School.

SLIDE 59: GARY'S MARKET

Gary's market will serve as an ideal gathering place for its people and those in surrounding neighborhoods as well as a place for local farmers and community gardeners to sell their produce. Rather than a vacant underpass, the market will provide a vibrant, active destination for people from all over Tampa.

SLIDE 58: PORTLAND'S MARKET:

What you see here is popular market in Portland, Oregon. This famous Saturday market has been in operation since 1973. It moved to its current site under the Burnside Bridge in 1976. Today, the Portland Saturday Market has over 400 members and generates an estimated \$8 million in gross sales annually. It has become a central economic engine for the historic Old Town neighborhood and attracts an estimated 750,000 visitors to the area each year.

SLIDE 57: LOCATION OF GARY'S MARKET

Gary's new farmers' market will be similarly placed underneath the new I4 connector located at 7th Avenue. Locating this market beneath the new connector will counteract the effects of the highway.

SLIDE 60: CONCLUSION:

It is important to recognize that the success of this entire plan lies in the cooperation of everyone concerned with the development process of the Gary neighborhood. It is our hope that the private citizens, institutions and the city can work together to bring about the improvements spelled out in this plan. While this may take some effort on the part of those concerned, the results will be well worth this effort.