

FAIR HOUSING?

- Title VIII of the proposed Civil Rights Act of 1968 was known as the Fair Housing Act. This section of the act prohibited discrimination concerning the sale, rental and financing of housing based on race, religion, national origin or sex.
- The Fair Housing Act was the last major act of legislation of the civil rights movement. In practice, housing remained segregated in many areas of the United States.
- From 1950 to 1980, the total black population in America's urban centers increased from 6.1 million to 15.3 million. During these three decades, many white Americans moved out from cities into the suburbs. With this housing movement into suburbia, much employment, too, moved into suburbia.
- This trend led to the growth of inner-city communities with large minority populations that were plagued by unemployment and crime.
- In 1988, Congress passed the Fair Housing Amendments Act. This act expanded the law to prohibit discrimination in housing based on disability and family status. This action brought the enforcement of the Fair Housing Act under the control of the U.S. Department of Housing and Urban Development (HUD).

Source: The History Channel

THE ARTIST

Michael Parker is a working artist based in the Tampa area. He has a versatile approach to engaging community members in the process of public art and making it accessible to anyone.

Although Parker was raised in Boston, he calls the Tampa area home. He has extensive experience working with communities on public and community art projects. Parker has taught a wide range of art courses, including unique community classes, as a member of the arts faculty at the University of South Florida, the University of Montana and Hillsborough Community College.

He is currently very active in the Tampa Bay arts community, and as president of the SouthShore Arts Council, is directing a community arts program that allows artists to collaborate with and engage the Southshore community.

In addition to his numerous public art commissions, Parker's work has been exhibited in such places as the Tampa Museum of Art, the Gulf Coast Museum of Art, The Matthews Gallery in Tampa, Piazza Signorelli in Cortona, Italy and the Missoula Art Museum in Missoula, Mont.

Parker has had numerous public art commissions across the country, including

a mural for Boston's Metropolitan District Commission. He is a 2008 Ucross Foundation resident fellow.

In addition to *In and Out*, the mural at Rowlett Park, depicted on the cover of this publication, Parker created *Leaders' Row*, a three-dimensional public art installation at **Perry Harvey Sr. Park in Tampa**. The installation is a memorial to seven black leaders from the historic Central Avenue neighborhood.

"Leadership takes on many forms. Some leaders are forceful and dominant, while others work behind the scenes and offer quiet support and encouragement," writes Robin Nigh, manager of the Art Programs Division for the City of Tampa.

"Regardless of style, the substance is the same. Michael Parker's work demonstrates leadership in all its forms in his *Leaders' Row*. Motivating, prodding, assisting, nurturing, financing the dreams and aspirations of single individuals and whole communities, the men and women featured here provided both a bedrock foundation to build upon and boundless success to strive toward. Each one left their mark on the city and on the lives of those they inspired."



Artist Michael Parker of Ruskin poses in front of his mural named *Exactly* at the Rowlett Park racquetball courts in Tampa. [Luis Santana | Times] 2012

PUBLIC ART

GOING BEYOND THE TEXT

Art can be a very effective means of communication. Think about how our culture uses art to communicate ideas. Make a list of all the methods you can think of (cartoons, graphic novels, posters, advertising). Some other cultures have used pictures and symbols as a means of communication: hieroglyphics, pictographs and cave drawings. What impact did this form of communication have on each culture? How do we use pictures and symbols to communicate? Look through the *Tampa Bay Times* for examples of symbols that represent communication or make a specific statement. Using the articles and images in the *Times* as a guide, write a news article using only symbols. Share your story with your class.

BANNING DISCRIMINATION

There were two key points in the Civil Rights Act of 1968 that addressed the issue of fair housing:

- **OPEN HOUSING:** When the Senate returned the civil rights bill to the House, it contained a controversial administration-backed open-housing provision banning racial discrimination. The showdown vote in the House was on April 10 on a motion to order the previous question on a resolution to accept the Senate version of the bill without change. The motion was adopted by a 229-195 vote.
- **HOUSING:** On May 28, the senate passed a \$5 billion housing and urban development bill to facilitate home ownership by low- and moderate-income families. The vote was 67-4. As cleared later by the House, it was the most far-reaching housing legislation since the Housing Act of 1949. On July 26, the House adopted the conference report on the administration-backed Housing and Urban Development Act. The conference report deleted strict House limits on the income of families receiving aid to buy or rent homes, permitting more families to qualify than the House originally favored. The vote was 228-135.

Source: Congressional Quarterly

“Housing, like food and clothing, is an essential commodity.”

— NAACP Tampa Branch Housing Committee Report, 1961



Former City of Tampa Office of Community Relations administrators stand in the lobby of the Robert W. Saunders Public Library in front of a portrait of Saunders, former Florida NAACP Field Secretary. From left to right are Fred Hearn, John Daniel, Bobby Bowden and George Davis. Photo is courtesy of Fred Hearn and Jacqueline Davis.

PUSH FOR OPEN HOUSING IN TAMPA

By Charles F. “Fred” Hearn

On July 23, 1961, the housing committee of the Tampa Branch of the National Association for the Advancement of Colored People (NAACP) made the following observation in a letter to its branch membership. The committee reasoned that “Everybody needs food, clothing and shelter.”

The local committee’s simple and to-the-point statement was intended to bolster the branch’s ongoing push for Tampa Mayor Julian B. Lane, property owners and the business community to support open housing for all citizens: black, white and Hispanic.

Beginning with President Franklin D. Roosevelt in the late 1930s, it was the federal government that helped create the segregated housing patterns that plagued Tampa and other cities across America. When **North Boulevard Homes**, a subdivision, was built in West Tampa, the federal government restricted public housing funds to projects built specifically for black families (North Boulevard Homes in West Tampa), white families (Riverview Terrace in North Tampa) or Hispanic families (Ponce de Leon Homes in East Tampa).

There could be no “race mixing” in public housing developments in America. Housing patterns close to these developments generally reflected the makeup of these large apartment complexes.

In the early 1960s, Lane worked with NAACP Florida field secretary Robert W. Saunders to bring black and white parties together, although many came to the table reluctantly. Tampa weathered its Open-Housing storm during Lane’s administration without any major civil disturbances.

In *A synopsis of the civil rights struggle in Tampa and the role of the Tampa Branch of the National Association for the Advancement of Colored People*, Saunders, a Tampa native, wrote, “as pressures for institutional change mounted, so did the attitudes of a large number of white citizens.” No longer were Tampa’s black communities content to accept segregation in housing or in other aspects of their lives, and many white citizens began to change old attitudes.

John W. Daniel, Bobby L. Bowden and George A. Davis contributed to the content in this article.

CIVIL RIGHTS

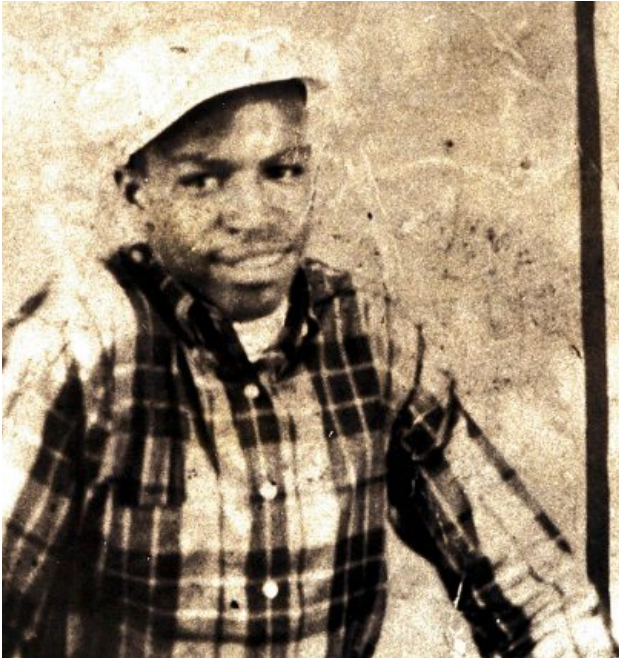
GOING BEYOND THE TEXT

What does the term Civil Rights mean? Research this term with your class. At the same time black Americans were struggling to achieve civil rights in America, Mexican-American farmworkers started movements to secure their rights as laborers. A key leader in this movement was Cesar Chavez, who was born into a family of migrant workers in Yuma, Arizona in 1927. Throughout the agricultural regions of the U.S., Latino families worked long hours harvesting crops for inadequate wages and no protection from poor working conditions. Learn about the United Farm Workers (UFW) at ufw.org. Research the UFW. Compare the struggles of Mexican-Americans to black Americans. Find a current issue regarding black and or Mexican-Americans in the *Tampa Bay Times*. Add the current information you find to your research and create a graphic organizer or infographic to show your comparison. Share what you have learned with your class.

Source: History Channel and Washington Times Newspaper in Education program

▶ THE BEGINNING OF THE END

FROM CALM TO CALAMITY



Martin Chambers, killed by Tampa Police in 1967. The shooting touched off riots. File photo from the 1967 "Riots" in Central Park Village. Times

Sunday, June 11, 1967, began as a typically warm day to close out the weekend. Grownups were leaving the Lincoln Theater on Central Avenue, where Harrison Street came to a dead end. Giggling teenagers stood in line to get their tickets to the next show and complained about their friends being late. Couples dressed in their finest outfits entered Henry Joyner's stylish Cotton Club for a meal before the live music began. The aroma of the Greek Stand's bean soup, Cozy Corner's fried chicken sandwiches and the beef stew at Rogers' Dining Room told you that you were loved in this space.

Women strutted down the street and the men did their best to get their attention. This was the same street that stars like Ella Fitzgerald, Duke Ellington, Cab Calloway, Ray Charles, Hank Ballard and the Midnighters and baseball great Jackie Robinson had walked down years earlier.

Grandmothers sat on their porches to mind their grandchildren while they played in a yard that was half dirt, half grass. A boy walked down the sidewalk with his little dog close behind. A young mother headed for the store around the corner with her two small kids tagging along at her side. It was a typical Sunday afternoon on Central Avenue, two blocks to the east of Central Park Village.

And then it happened. In a matter of seconds, life changed forever in this special place.

A tragic consequence

Martin Chambers, who lived on Joed Court with his mother, Janie Bell Chambers, and his siblings had left home earlier that day. Suddenly, the 19-year-old and a few other black youth came running as fast as they could toward Central Park Village. They came running from the direction of a burglary downtown and were headed toward the projects.

A young white police officer named James Calvert gave chase. Martin came to a barrier and, some said, he threw his hands up as if he was surrendering. Calvert fired a single shot. Maybe it was meant to be a warning shot. But Chambers, whose friends called him Darby, fell limp

and soon died.

As a large crowd gathered, *Florida Sentinel-Bulletin* photographer the Rev. Marion Newman, whose church was nearby, took an iconic photograph of Chambers' body being lifted into a police car for transport to a hospital. That picture appeared in the local black newspaper that week.

The Tampa riots

When night fell that Sunday evening, the young people in the community took out their years of frustration with a system that seemed to despise them just for being black.

They set fires to buildings on Central Avenue and in the surrounding area. They pillaged and then

destroyed several businesses. They grabbed unsuspecting white people who passed through the area and pummeled them.

They fired shots at firefighters who attempted to put out the flames and at police officers who tried to calm them. A sergeant from the Hillsborough County Sheriff's Office died of a heart attack on the scene. It took the police three hours to restore a measure of calm after the initial violence. By then four buildings had been severely burned and many stores had been looted.

As a result of what happened that day, Tampa made international news: first with the civil disturbance that stretched out over three nights and



Martin Chambers, a 19-year-old black man whose June 11 death touched off days of rioting in the Cigar City's ghetto areas, was buried. About 350 persons, all black residents jammed the Greater Mount Moriah Primitive Baptist Church, where Chambers was eulogized by the Rev. W.L. Webb. Times

TAKING A STAND

GOING BEYOND THE TEXT

Tampa resident Clarence Fort was among the 4,200 attendees at the Rev. Dr. Martin Luther King Jr.'s speech in Tampa. Interviewed by a local television station in early 2011, Fort remembered King's speech. "You could see people all dressed up in their Sunday best. Well, it was just very motivating, and it gave you the sense that you really wanted to go out and do something; that you wanted to demonstrate. You didn't worry about whether you might lose your job - but you just wanted to go for the equal rights and what it meant to us as African-Americans." Fort continued, "Our eyes did not begin to come open until Dr. King came into town and he started telling us about the injustices that, as a race of people, we faced every day."

What does the word "injustice" mean? Do you think injustice is prevalent in your community? Why do people risk their lives to challenge injustice? Would you? Make a list of examples of injustice that you have seen or heard about. Then, look in the *Tampa Bay Times* for additional examples. Choose at least one example from personal experience and one from the *Times*. Focusing on the issue of injustice, write an argument paper. Use the examples to support your claims.

Fair Housing

second with the procedures used to restore calm. Dubbed the “Tampa Method,” the procedures involved sending young black men wearing white hats out to patrol the streets.

Dr. James O. Brookins came up with the concept during a hastily called meeting of black leaders in the community. The white hats made the men easy to distinguish from others in the area and gave them a sense of having some authority. It worked.

The tragedy brought newspaper reporters from near and far. Norris “Monalisa” Morrow, Carr Brazelton, Wallace Roby, Henry “Pokey” Gyden and Eddie Mitchell emerged as leaders of the White Hats. Gov. Claude Kirk came to Central Avenue within a few days and presented certificates to some 120 White Hats members. Authorities flew Morrow to Washington, D.C. to testify about the need for more opportunities for youth in America’s inner cities.

Tampa in the national spotlight

A few days after Chambers’ death, Hillsborough County State Attorney Paul Antinori ruled that the shooting was justified. The decision angered the people of **Central Park Village**. But then, within a few weeks, their lives went on without much change. The fires and the looting on Central Avenue marked the beginning of the end for the street that once had been called the Harlem of the South.

With the national spotlight on Tampa during the summer of 1967, some reporters turned their attention to the residents of Central Park Village. The news people wanted to know about the housing conditions there. How far did the residents go in school and what jobs were available to them? Did they have the option to live in housing other than that located in black neighborhoods? Where did they see themselves living and working in five years? In 10 years?

Central Park Resident Council President Essie Mae Reed remembered that Chambers had only 27 cents in his pocket when he was shot. She saw that as symbolic of the poverty and hopelessness many of the area’s residents grew up with, lived with and died with. Something had to change, she said.

A new brand

The Reed Building at the Encore Project, which replaced Central Park Village, was named in Essie Mae Reed’s honor when it opened Dec. 18, 2012. When the building opened, it had been 45 years



A crowd gathered near the area where Martin Chambers was shot in the back by a Tampa patrolman. The crowd was watching as police officers examined the area. The shooting of the black man by a white officer led to several days of violence. Times (1967)



Possible blood stain is taken as evidence while James Calvert leans on fence. This is the probable location where Martin Chambers is killed by Tampa Police. Chambers, who was unarmed, was killed when patrolman Calvert was investigating a burglary near downtown June 11, 1967. Times (1967)

since Chambers’ death. There is a three-dimensional tribute to Chambers, showing him sitting in front of his apartment. Reed is featured in the wall art, too, surrounded by Girl Scouts and Brownies. Reed had raised money to buy their uniforms.

It had been Reed’s dream to move back into what replaced Central Park Village – a multi million-dollar development named Encore. The Reed section of the project cost more than \$30 million to construct. All the buildings at Encore – as in – bring back the joy – along Ray Charles Boulevard have musical names: the Ella, for Ella Fitzgerald; the Trio; the Tempo; and Reed, which is a sliver of wood that goes on the mouthpiece of a woodwind instrument such as a clarinet or a saxophone.

Working arm of the mayor’s committee

The City of Tampa created the Commission of Community Relations in 1964 as a “working arm and sounding board of the Mayor’s Bi-Racial

THE BEGINNING OF THE END



National Guardsmen, on patrol, walk past a smashed storefront on June 12, 1967, during a second night of rioting in Tampa after Martin Chambers, an unarmed black teenager was shot in the back by white patrolman James Calvert, who was chasing three robbery suspects. Chambers’ death sparked three nights of rioting. Times (1967)



Work got underway to clean up the debris left behind by days of looting and rioting near Central Avenue after the shooting of Martin Chambers in 1967. Times (1967)

Committee.” The Rev. A. Leon Lowry served as the commission’s chairman for years. The commission was the grandchild of the original biracial committee.

In 1965, Tampa native James Hammond became the first employee of the City of Tampa Commission on Community Relations. His job was to focus on human rights issues, including open housing. Hammond, Robert Saunders and Tampa NAACP Branch President Robert “Bob” Gilder took the lead in addressing the mayor, the Tampa Housing Authority board of directors, the Chamber of Commerce and other seats of power about the city’s discriminatory housing practices. Soon the stakes were about to rise.

The office’s proposal for funding the City of Tampa Commission on Community Relations Young Adult Council said, “White Hats”– youth and young adults who grow up in the slums, particularly those who have failed repeatedly both at school and in the employment market – rarely perceive any possibility for ever succeeding in doing

work, which carries society’s respect and in which they themselves can take pride. The experience they have had offers them little encouragement to feel they have any control over their lives, or a voice in the decisions made by them.”

In 1967, the office was awarded the prestigious Lane Bryant Award and \$1,000 in a ceremony in New York City for its efforts in the field of human relations.

In addition to working with residents after the civil disturbance following Chambers’ death, the staff addressed a number of other issues. They began investigating housing discrimination complaints. Without a local ordinance or a strong state or federal law, Hammond’s team did these investigations by using persuasive tactics. They relied on voluntary compliance by housing providers and lending institutions.

[The content on these pages was written by Charles F. “Fred” Hearn; John W. Daniel, Bobby L. Bowden and George A. Davis contributed to this content.]

SEPARATE AND NOT EQUAL: Tampa housing, the 1940s-1960s

HUMAN RIGHTS AND OPEN HOUSING

By Charles F. "Fred" Hearn

Mayor Julian B. Lane encountered numerous incidents centered around human rights and open housing during his one term in office, from 1959 to 1963:

- The 1960 sit-in demonstrations at the F. W. Woolworth department store
- The eventual desegregation of the Tampa Theatre and other businesses on Franklin Street
- The 1961 bomb threat made as the Rev. Dr. Martin Luther King Jr. arrived at West Tampa's Fort Homer Hesterly Armory to give a speech at a Freedom Fund rally to thousands of supporters
- The euphoria of the Nov. 18, 1963 visit to Tampa by President John F. Kennedy, contrasted against the shock America endured when it received the news of his assassination four days later in Dallas.

A compelling story

How Tampa went from being a typical southern town in the 1940s plagued by slums created by racism, segregation and discrimination to a municipality that today earns national recognition from HUD fair housing officials is a compelling story.

Tampa began turning the corner on attacking racial discrimination in housing as early as 1959. That year Elder Warren Banfield, pastor of the Mount Calvary Seventh Day Adventist Church, located on Scott Street, and one-time president of the Tampa branch of the NAACP, had an inspiration.

Banfield went to businessman Morris Wolf and asked if he would donate funds to help people

living in poverty in the Scrub – a poverty-stricken community located just blocks from downtown Tampa.

The Wolf Brothers opened their first store in 1899, and it was a popular city treasure. It was known for decades for its high-quality clothing, hats and shoes. Franklin Street in Tampa in the 1950s was the equivalent of today's shopping mall. A lot of black and white professionals bought their special outfits there.

The Scrub

The residents in and around **Central Park Village Public Housing** in the old Scrub community had many needs. The Scrub is where most formerly enslaved blacks settled following Tampa emancipation days in 1864. The local Union Army, which included some black American soldiers from Maryland, and the U. S. Navy captured Tampa's Fort Brooke then with little resistance. Most of Tampa's Confederate defenders were away on a cattle drive.

On that Great Day of Jubilee, black people in Tampa must have felt that they would be free to live wherever they chose. Or would they? Could they? No, not in 1864 nor in 1964.

Banfield was very familiar with the Scrub: It surrounded his church on East Scott Street. Some of his congregation lived there. The **Tampa Housing Authority** built Central Park Village in 1954, right across the street from Mount Calvary. Although the buildings were new, they still were segregated public housing apartments.



The City of Tampa Office of Community Relations was first housed in the 1960s in this building at the corner of 34th Street and Lake Avenue in East Tampa. Photo courtesy of Fred Hearn.

Most residents were trapped in a cycle of poverty, with few skills, training and job placement opportunities available. Many children dropped out of high school before graduating, and there were frequent tensions with police officers.

Building alliances

Wolf agreed to work with the pastor to help bring business and community leaders together. They began holding meetings and organized an informal biracial group.

In 1961, the small group that Banfield and Wolf formed became the foundation for Lane's Bi-Racial Committee. It was one of the first such public-private biracial partnerships in Florida. Some of the early black members of the committee, which became a commission, were chairman the Rev. A. Leon Lowry, Perry Harvey, C. Blythe Andrews, Raynell Sloan, the Rev. W. H. Calhoun, Clarence Wilson and attorney (later Hillsborough County judge) George Edgecomb.

Early white commission members were attorney Cody Fowler, Sandy Moffett, Bob Thomas, A. R. Ragsdale, the Rev. Wilson Dodd, Byron Bushnell, Dr. Conrad Ferlita and Robert L. Cromwell.

In 1927, Fowler befriended Tampa Urban League executive director Benjamin Mays as Mays and Arthur Raper prepared a document titled "A Study of Negro Life in Tampa, Florida, also known as "The Raper Report." Mays interviewed people who lived in the Scrub, and the study included photographs taken there.

This ethnographic report highlighted the deplorable living conditions that lead to high infant mortality, unemployment and general despair that existed within a 15-minute walk to City Hall.

The 1934 Federal Housing Administration's impact

The Great Depression, which began in 1929, wiped out the wealth of millions of families across the United States. Black families suffered disproportionately during this

era, in employment and in home ownership. Many people who owned homes sold them for what equity they could get. Millions more who were renting moved in with relatives or became homeless. By the time President Franklin Delano Roosevelt took office on March 4, 1933, the public was crying out for relief from the federal government.

In 1934, Congress approved the National Housing Act. This led to the creation of the Federal Housing Administration (FHA). The FHA was designed, in part, to guarantee mortgage payments when homeowners could not make their payments and to build public housing for those who needed it.

However, the federal government was not exempt from the Jim Crow culture, which allowed segregation to permeate its housing services.

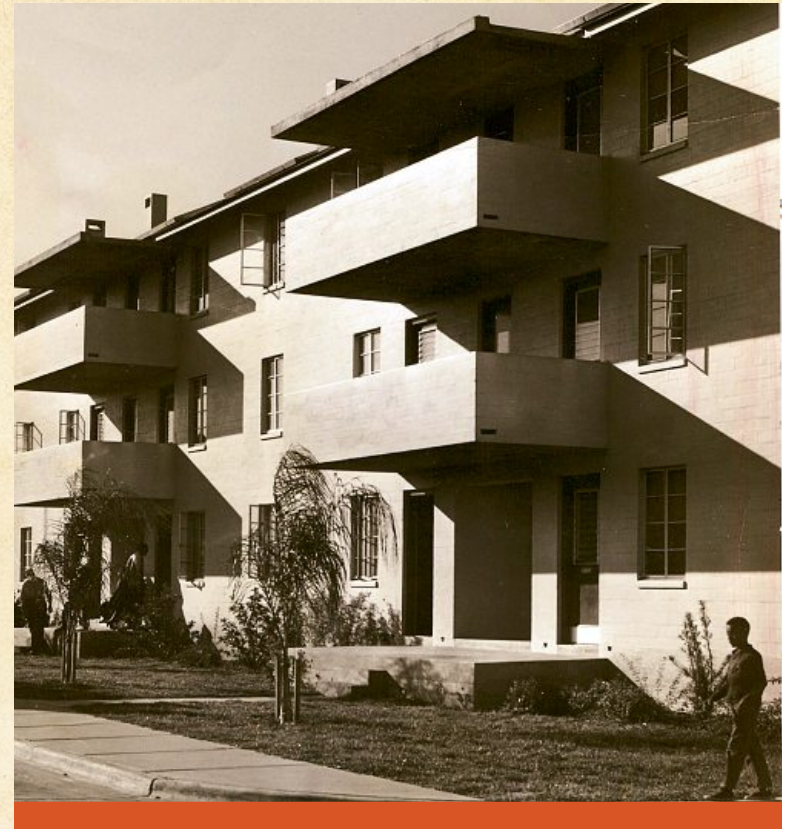
The Jim Crow culture

"The Raper Report," cries from the NAACP and the FHA notwithstanding, the relief of

SEPARATE AND NOT EQUAL: Tampa housing the 1940s – 1960s



Looking north at houses on Lula Street in the Scrub section of Tampa. November 15, 1951. The Scrub section was torn down to become Central Park Village. Times



Central Park Village public housing complex in Tampa at the time of its opening in 1954. Times

public housing did not come to Tampa until 1940. When relief did arrive, it came with stipulations. The City of Tampa and the FHA agreed that the **North Boulevard Homes** Development would be built in West Tampa. But federal housing regulations specified that funds would be distributed only to cities that separated ethnic groups, commonly called “races.” In Tampa that meant black, white and Hispanic families had to live in different areas.

North Boulevard Homes was built in 1940 for 500 black families in West Tampa. In 1941, Ponce de Leon Homes was erected for 500 Hispanic

families and Riverview Terrace Homes was built for 500 white families. Next, College Hill Homes was built for another 500 black families in East Tampa in 1945. In 1953, 500 white families moved into Robles Park Village in Tampa Heights.

The law of eminent domain

In an unfortunate twist of fate for black Americans, the Robles Park Project was built at the expense of several black homeowners. In spite of their protests, black people had to sell their property. Eminent domain required that they move.

Their problem was worsened by the arrival of white people who could afford to build large homes just east of Robles Park, along the western border of Nebraska Avenue. Many of these multi-room structures, converted to boarding houses during the era of “white flight” that accompanied desegregation during the 1960s and 1970s, are still standing.

The FHA helped white families borrow money to purchase homes and guaranteed their loans, while denying black families the same consideration for more than 30 years. Indeed, the FHA’s underwriting handbook required that communities

where black people lived in large numbers – primarily in West Tampa east of Armenia Avenue, Ybor City west of 15th Street, East Tampa south of Hillsborough Avenue and the community surrounding Central Avenue – were “red lined.” This meant that it was virtually impossible to borrow money to build a home in these communities.

The federal government provided shelter for black families by funding public housing for them during the 1940s, 1950s and early 1960s. But during these years, it required that they live only in the “projects.” This is the origin of this term, which

stigmatized these areas for years. FHA rules also punished black families by allowing landlords, banks, builders and others to blatantly discriminate against them.

These housing practices remained in place from 1949 until 1966.

[The content on these pages was written by Charles F. “Fred” Hearn; John W. Daniel, Bobby L. Bowden and George A. Davis contributed to this content.]

PEOPLE ARE PEOPLE

GOING BEYOND THE TEXT

Throughout history, many different groups have been treated poorly. Typically, those persecuted have done nothing wrong to prompt the actions taken by their aggressors. Most often, these groups are singled out for characteristics that are not harmful. Look in the *Tampa Bay Times* for examples of people or groups of people being treated unfairly. You can look at articles, photos or cartoons. Write down the points you see that identify unfair conditions or treatment. Once you have done that, write down some ways that this unfair treatment can be changed. Write a fully developed paragraph outlining the issues presented in the article, photo or cartoon and how changes can be made to improve the situation presented. Be sure to use specific examples from your sources to support your idea. Share your information with your classmates.

CELEBRATING THE SCRUB

Central Avenue has a special place in Tampa's history, particularly for the black community. The Encore District – and Perry Harvey Sr. Park – is a renewed place where generations can come together to share in that history.

Considered the crown jewel of the redevelopment project, the Encore District will be the most complex mixed-income, mixed-used multi family housing deal that the **Tampa Housing Authority** (THA) has ever been involved with. It is anticipated the redevelopment will greatly contribute to the quality of life for its residents and the community as a whole.

A joint venture agreement between the Housing Authority of the City of Tampa and the Bank of America Community Development Corp. has been established for this development. Through this partnership, a master plan for a mixed-used, mixed-income housing development consisting of the entire Central Park site is nearing completion.



*Perry Harvey Sr. Park in Tampa
LOREN ELLIOTT / Times (2017)*

When completed, the development will consist of 2,030 residential units, 50,000 square feet of commercial retail space and 59,000 square feet of office space, including a hotel, supermarket, St. James Church restoration, Perry Harvey restoration and Town Center. Construction of this project began in the fall of 2010. Four of the 11 residential spaces

will consist of THA owned affordable Housing market rate rental mixed-income rental units.

Ten percent of these affordable units will be public housing. The THA and its partners expect to receive a profit of approximately a half billion dollars from the sale of individual parcels of land that have been created from this plan to private developers. This profit and the revenues generated from the operation of the affordable rate rental properties will help THA achieve its goals of quality housing for its residents and thereby lessen economic dependence on HUD subsidies.

In December 2012, the THA received word that it had been chosen to receive a \$30 million Choice Neighborhood Grant for community improvements within the Central Park and Ybor City neighborhoods.

For upcoming events and the latest development news, visit encoretampa.com.



*Perry Harvey Sr. Park in Tampa
LOREN ELLIOTT / Times (2017)*

Harmony, renewal, vibration

The Encore District

represents urban renewal in harmony with a vibrant past. This 40-acre master-planned, mixed-use redevelopment community just north of downtown Tampa's urban core sits where Tampa's historic Central Avenue once boomed with innovative businesses and thrived as a music district where jazz legends penned songs and performed often.

Spanning 12 city blocks, this energetic new downtown neighborhood will be home to professionals, families and active seniors – a multigenerational mix – and a catalyst for continuing redevelopment between Tampa's Central Business District and Ybor City, Tampa Heights and other neighborhoods.

Once complete, Encore will have four residential buildings, which will reflect the musical heritage of the area: The Ella, the Reed, the Trio and the Tempo. Once complete, this \$425-million development will be home to 2,500 people and create 1,000 permanent jobs.

Named in honor of the rich musical history of downtown Tampa's Central Avenue in its heyday, Encore will create a symphony of new home choices for generations of people.

Celebrating the Scrub

On July 21, 2015, the City of Tampa broke ground for Perry Harvey Sr. Park. Yoselis Ramos of USF Public Media wrote: "The park celebrates the history of Central Avenue – the hub of black-owned businesses that flourished during segregation along that street, the black entertainers who passed through, and the local civil rights activists who left their footprints in Tampa."

The improvements for Perry Harvey Sr. Park celebrate the history of Central Avenue, its community leaders and its cultural influences. The strength of the Tampa community is built on its history. Central Avenue was the heart and soul of a community flourishing with leadership, entrepreneurship, strength and courage. The area was settled after the Civil War, when freed slaves relocated to an area northeast of downtown Tampa called the Scrub.

Over time, the area grew to become a successful black residential and commercial district. The cultural attractions became legendary, bringing nationally known musical artists to Tampa, including Ray Charles, Cab Calloway, Ella Fitzgerald, James Brown and Hank Ballard. In fact, it is said that the twist was invented at an entertainment

establishment along Central Avenue, inspiring the song written by Ballard, which was later made more famous by Chubby Checker. Celebrating a legacy, the Central Avenue community established itself just north of downtown Tampa and has played an important part in the history of the city. Over the years, the neighborhood of the Scrub developed a vibrant business district, and became a cultural mecca of sorts for a number of black musicians.

The area was booming, but began to decline with urban renewal and integration. In 1967, the shooting of 19-year-old Martin Chambers resulted in three days of rioting, which contributed to the downturn of the area.

In 1974, the last of the buildings along Central Avenue, Henry Joyner's Cotton Club, was closed and demolished. Five years later, in 1979, Perry Harvey Sr. Park was developed at the request of local youth looking for a place of their own to recreate near their homes. The park was named after Perry Harvey Sr., who was the founder and long time president of the International Longshoremen's Association Local 1402 and a local civil rights leader.

Harvey had a large impact on the lives of Tampa's black community. Among his many

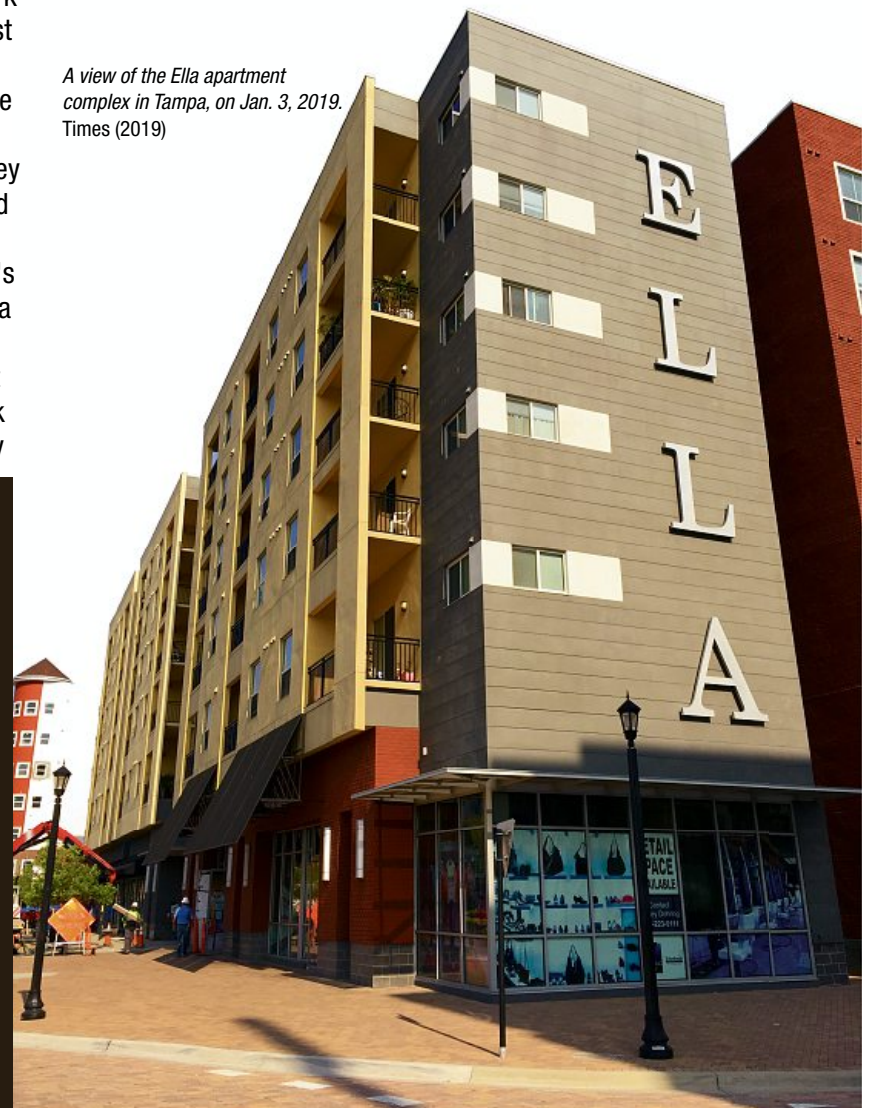


A view of the Ella apartment complex in Tampa, Florida on Thursday, January 3, 2019. After a two-year delay due to legal battles with contractors, one of whom was involved in affordable housing fraud, residents are finally moving into the Tempo at Encore, a public housing building on the edge of downtown Tampa. Times (2019)

accomplishments, he brought better wages, benefits and improved working conditions to Tampa's predominantly black dock workers. He helped create a black middle class in Tampa, helped create the first black-owned apartment building and plaza, and sought educational opportunities for all children in the community.

Sources: The City of Tampa, the Tampa Bay Times, the Tampa Bay History Center

A view of the Ella apartment complex in Tampa, on Jan. 3, 2019. Times (2019)



GOING BEYOND THE TEXT CHANGING TIMES

Watch the award-winning PBS film *Central Avenue Remembered*, which takes an intriguing look at the historic Central Avenue neighborhood in Tampa, Florida, which is now becoming Encore: video.wedu.org/video/wedu-documentaries-central-avenue-remembered. After viewing this film, analyze the film and the information depicted in the film. Respond to the following questions:

- What is the main focus of the film?
- What are the main ideas presented?
- What did you learn that you did not know before watching the film?
- What is the most interesting part of the film?
- Is there information that is missing?

Be sure to use specific evidence and examples from the film to support your responses. Next, read the movie reviews in the *Tampa Bay Times*. Write a movie review for *Central Avenue Remembered*. Format your review on the style of reviews in the *Times*.