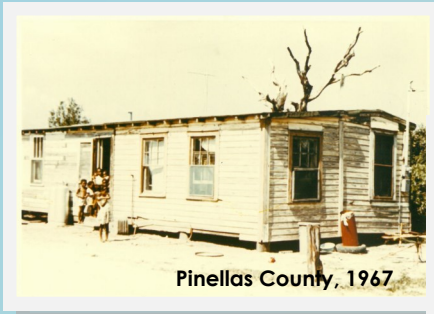


50 Years of PCHA

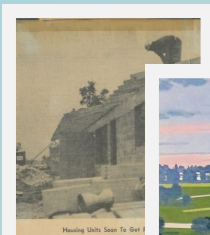


Pinellas County, 1967



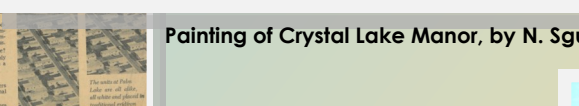
Groundbreaking for Heatherwood, 1967

In the early 1960's, the incredible need for high-quality, low-cost housing in Pinellas County finally lead to the formation of the Pinellas County Housing Authority in 1965 . The first project PCHA completed was the futuristic looking Heatherwood Apartments in Pinellas Park which provided homes for the elderly in 1968.



Ridgeview, 1969

Over the next twenty years, PCHA would either build or acquire more than 1300 additional housing units, including building Ridgeview at what is now Rainbow Village, Lakeside Terrace and Crystal Lakes Manor, French Villas at what is now Landings at Cross Bayou, and Palm Lake Village.



Painting of Crystal Lake Manor, by N. Sgurovsky



Norton Apartments, 2012



Groundbreaking, Pinellas Heights, 2012



Pinellas Heights

Since 1994, PCHA has been a HUD top-performer and has been recognized by several national agencies for merit, excellence, energy conservation and community development. Today PCHA continues to be a leader and innovator in affordable housing with projects like Pinellas Heights along with a planned phase II, and a another complete redevelopment of Rainbow Village for the 21st century



Substandard Housing in Pinellas

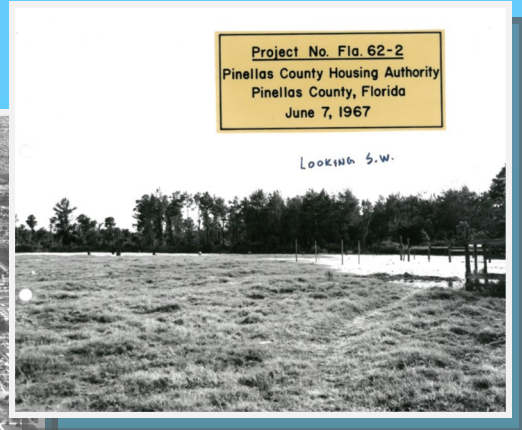
1965-1967



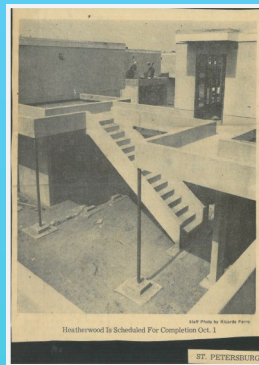
In 1964, county commissioners began a study that was designed to seek out and eliminate the root causes of concentrated poverty in Pinellas. This resulted in a report that included many of the photos shown above. The following year, on August 17th, 1965, the Pinellas County Housing Authority was established to begin improving the quality of life for many of the county's most disadvantaged residents.

An informal neighborhood survey was included in the report to build a profile for families living in these "poverty pockets." Most included both parents, aged 22-39 and were considered unskilled. The majority of men had a 6th grade education or less, but females generally had more. The average family included 4 kids, half of which were of pre-school age. Families earned between \$26-100 per week, with the men making roughly \$26-\$75 and women only \$5-50. More than 17% of families received additional government support, while working mothers relied heavily on babysitters or nobody at all. Of those interviewed, 63% of individuals expressed interest in retraining for better jobs, followed overwhelmingly by a desire for continued education. In fact, 88% of individuals said they wanted more schooling, while 32% wanted nursery care for their children.

Heatherwood and Ridgeview



Ridgeview before development.



Housing Complex Utilizes Modules

BOB KESSEK,
Independent Reporter

In less than four months, modern construction techniques will produce a new 27-unit housing complex for low-income young citizens, just north of St. Petersburg.

It is not the same type of development by traditional building methods would take at least a year, John McLane, executive secretary of the Pinellas County Housing Authority, said today.

The new project will be built just west of the authority's headquarters at 3800 13th Avenue N. The preliminary estimates the difference in building methods.

Heatherwood, a 100-unit complex, started five months ago with traditional construction, will be completed Oct. 1. — 1968 construction time, also recent.

By contrast, the new project, mostly modular units, will be finished Oct. 1. — just three times the time of Heatherwood, McLane said today. "But it has been twice the cost," he said. "The cost of construction time, less than four months, is little particularly with the low cost," McLane said today. "But it has been twice the cost. The real work will begin next week. We plan for initial occupancy in September and completion by Dec. 1." — The use of "space age" modular units

In the most important thing in early construction time.

After a concrete slab is laid, steel truss are set in, four-foot modular steel panels and metal clots are used to form compartments.

Drinks, stoves or any other special items can be applied to give each building a distinctive look.

There will be 27 buildings in the complex, adding from existing duplicate secondary apartment buildings contained in it or other.

Many units will be available to people 62 and over who have lived in Pinellas County at least six months and will have maximum incomes of \$4,500 for the project or \$3,000 for the average.

The Pinellas County Housing Authority standard schedule, rental will range from a minimum of \$80 to a maximum of \$95. Monthly rental is based on rough 10 to 20 per cent of income.

F. B. Slaughter of Orlando will be the builder. Slaughter-Burpee will use local contractors, McLane said today.

The apartment complex will include adult education, recreation building. Two buses will be kept on site to help with the transportation of the project later.

ST. PETERSBURG, FLORIDA, THURSDAY, JUNE 3, 1968

Heatherwood was one of the first housing developments in the nation to use modular construction.

The Pinellas County Housing Authority was established by county commissioners in 1965, and in 1967 the ground was broken for the first new housing development, Heatherwood Apartments, on the site of what is today Magnolia Gardens in Pinellas Park.

Soon after, the groundwork was laid for Ridgeview, a 200-unit development in Largo at what is now Rainbow Village. The total building cost for Ridgeview was estimated to be only \$3.3 million in 1969.



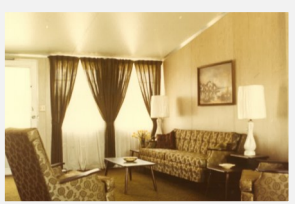
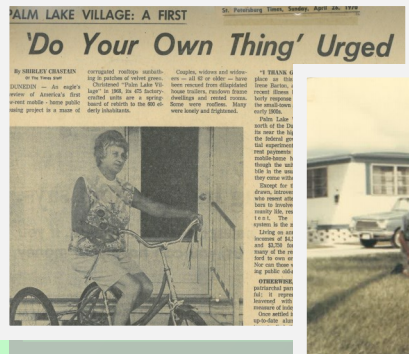
Head Start program at Ridgeview, early 1970's

Heatherwood, early 1970's

In 1970, PCHA made an agreement with the Head Start program to begin early learning services at Ridgeview. Today, PCHA partners with many local community organizations to provide a multitude of services to residents.

PALM LAKE VILLAGE

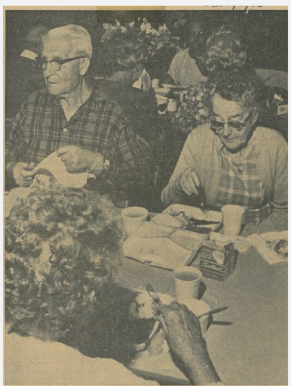
1968—1989



Palm Lake Village, 1968

Palm Lake Village was built in 1968 at a cost of \$2.8 million . Originally a 474 unit mobile home park, it was home to 600 elderly residents, 62 years or older. The maximum annual income for a couple was \$4,350, and \$3,750 for individuals.

Since the early days, the importance of community involvement was established with programs that included entertainment, dining, and nutrition education.



Congregate Dining Program Starts In Dunedin
Staff Photo by David Pierce
 Mrs. and Mrs. Carl Christoff dine at Palm Lake Village in Dunedin as the Neighborhood Center Inc. begins a new congregating dining and related social activities program. Officials expect attendance at the 3 p.m. meal to climb from an initial 22 to about 200 by the end of the month. Advance registration at Palm Lake Village is necessary.



Painting of Palm Lake Village by Gene Comer

In 1989, the mobile homes were replaced with 475 permanent homes.

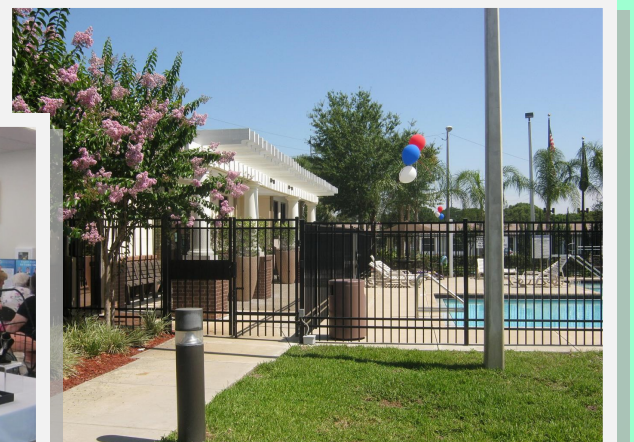
PALM LAKE VILLAGE

1989—Today



Painting of Palm Lake Village, by Scheffer Studio

Today, Palm Lake Village is a 55 and older senior community. Recently renovated in 2009, the neighborhood now features energy efficient appliances, and a new clubhouse and pool.



Pinellas Heights and Landings at Cross Bayou

PCHA Today



In 2012, PCHA began building a brand new, 153 unit complex on the site of a former shopping center in Largo. Built for seniors, Pinellas Heights opened two years later and has gained national attention for achievements in design, sustainability, and the impact it has on the local community and economy.

In 2015, PCHA opens Landings at Cross Bayou, a completely rehabilitated complex of 184 units formerly known as French Villas. Using many of the same elements that made Pinellas Heights so successful Landings will be an icon in the modern landscape of affordable housing.

Both Pinellas Heights and Landings at Cross Bayou are symbols of the continued commitment to affordable housing by the Pinellas County Housing Authority

