

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.

50 Years of PCHA



50 Years Serving Pinellas County

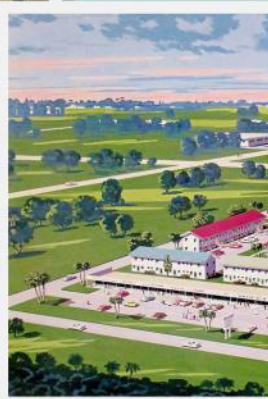


Substandard housing, 1960's



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

Pinellas Pioneers

[Small text from a newspaper clipping, partially illegible]

Painting of Crystal Lake Manor, by N. Sgurovsky

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.

Norton Apartments, 2012



Groundbreaking, Pinellas Heights, 2012



Pinellas Heights

PCHA is 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



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.

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



Painting of Palm Lake Village by Gene Comer

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.



Palm Lake Village now

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





50 Years Serving Pinellas County

1965 – The Pinellas County Housing Authority (PCHA) established by a resolution adopted by the Pinellas County Board of Commissioners.

1968 – PCHA constructs Heatherwood Apartments to provide 100 units of elderly housing.

Palm Lake Village opens.

1969 – An “Annual Contributions Contract” is signed by the U.S. Department of Housing and Urban Development (HUD) authorizing PCHA to construct the Ridgeview Apartments (now Rainbow Village), a 200-unit family complex.

Ground broken for Crystal Lakes Manor, an affordable senior community.

1972 – PCHA purchases Lakeside Terrace, 110 units to provide housing for the elderly.

1980 – PCHA purchases the French Villas Apartments, a 185-unit complex for families and the elderly.

1989 – PCHA removed 475 mobile homes and built 475 new permanent apartments to create the new Palm Lake Village in Dunedin.

1992 – Selected by HUD to be one of 18 authorities in the nation to contract with the Veterans Administration and HUD to introduce HUD/VASH housing program for homeless veterans, whereby low-income, single-parent families are encouraged to reduce their dependence on public assistance.

1994 – HUD presents the PCHA with the highly coveted “Sustained Performance Award” for being one of the fifty top-performing housing authorities in the United States of the 3,400 in operation.

1995 – Receives HUD approval to rebuild 236 elderly units at Crystal Lake Manor.

2001 – PCHA moves into new, larger offices in Largo.

2003 – Magnolia Gardens built on former site of Heatherwood Apartments.

2010 – the National Association of Housing and Redevelopment Officials (NAHRO) awards PCHA two awards of merit; one for Energy Efficiency and Going Green Implementation, and another for the Community Center at Palm Lake Village.

2011 – Purchased Norton Apartments out of bankruptcy: 20 year Housing Assistance contract on the property is signed.

2012 – PCHA receives Housing Authority of the Year award from the Florida Association of Housing and Redevelopment Officials (FAHRO).

PCHA chosen to launch new Rental Assistance Demonstration (RAD) program, allowing for the use of private funds to completely renovate French Villas

Norton Apartments dedicated to the community.

PCHA breaks ground on Pinellas Heights, a 153 unit mixed-income community for low-income seniors.

2013 – PCHA begins total rehabilitation and renovation of French Villas and renames it Landings at Cross Bayou.

2014 – PCHA Receives Housing Authority of the Year award again from FAHRO.

Pinellas Heights opens and reaches full occupancy.

HUD awards PCHA 46 new VASH vouchers to help homeless veterans.

2015 – Landings at Cross Bayou completed and officially opens.