ST. PETE MSC

Gensler | FELDMAN EQUITIES | PMG

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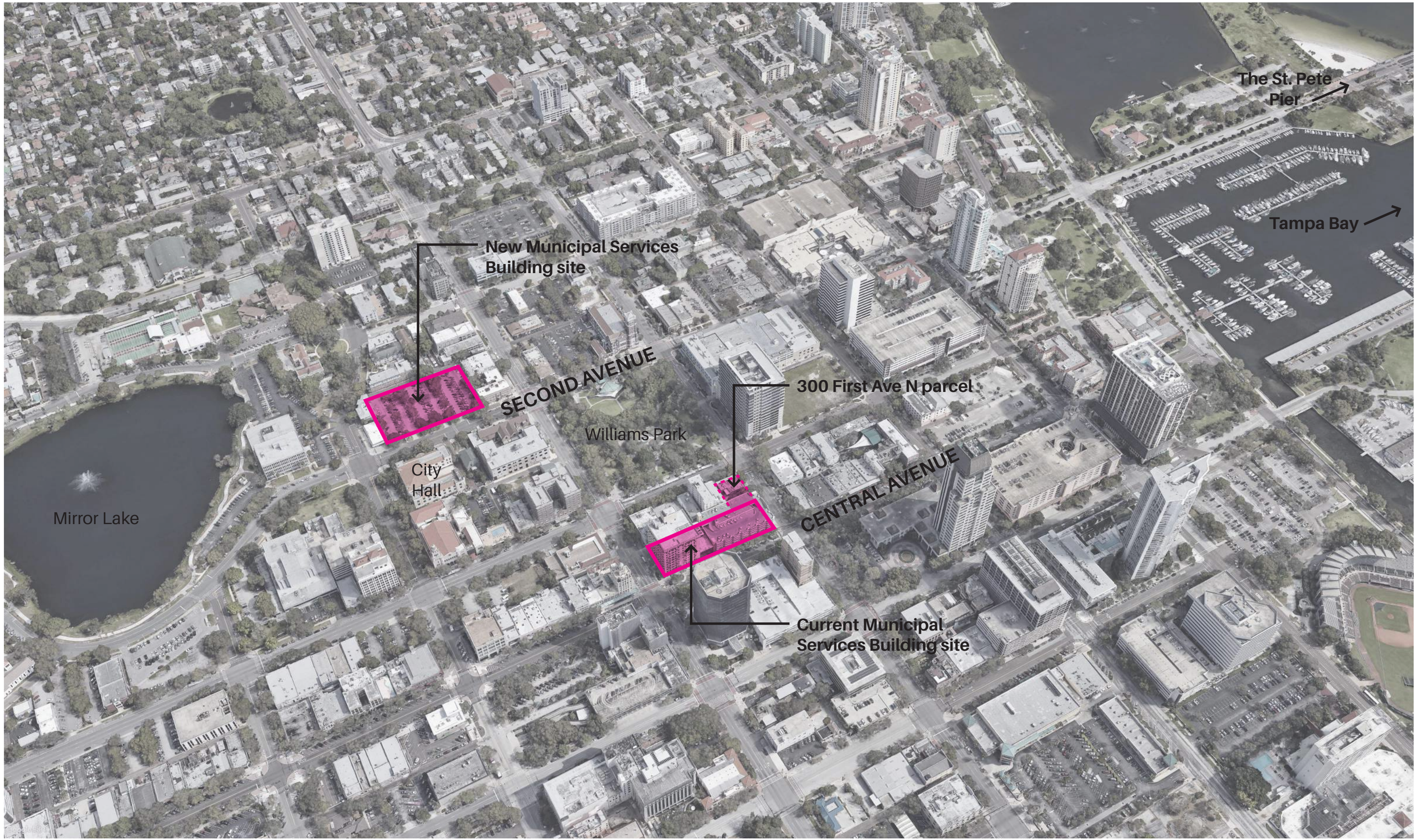
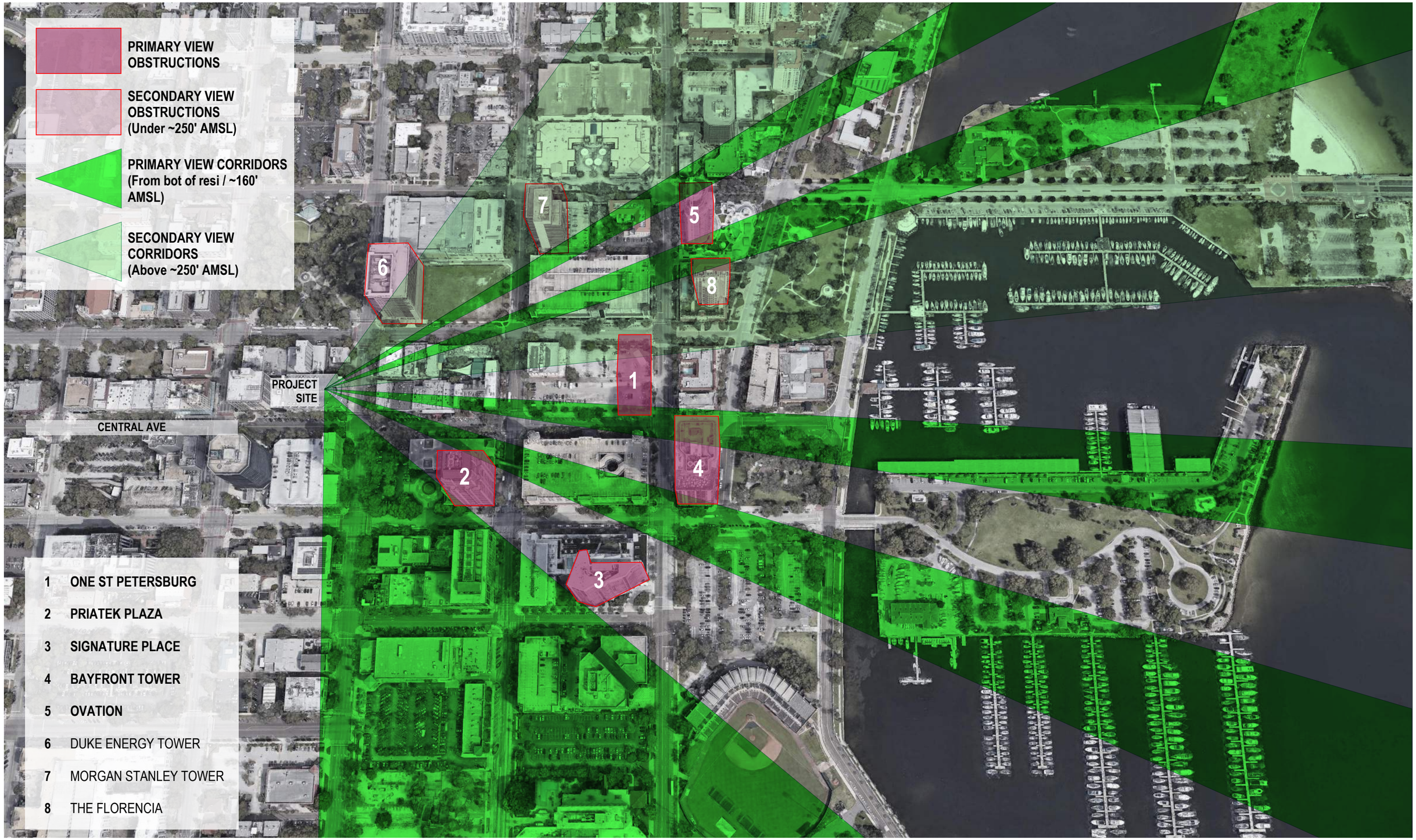
Project Sites

Location Map



Project Sites

Views Analysis

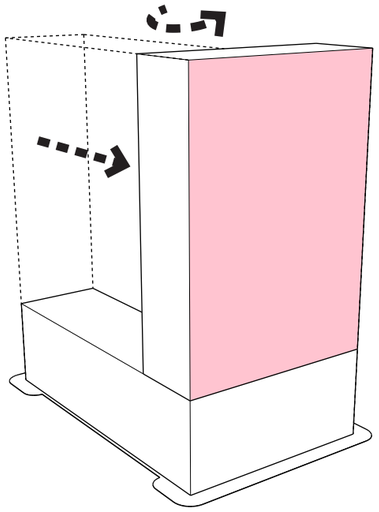


Northwest View

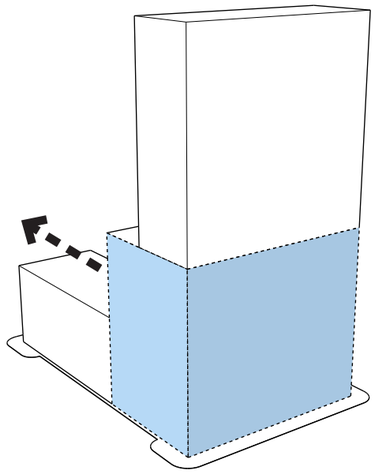
Central Avenue

Diagrams

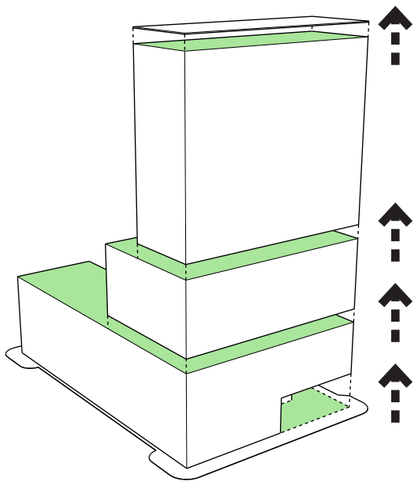
Central Avenue



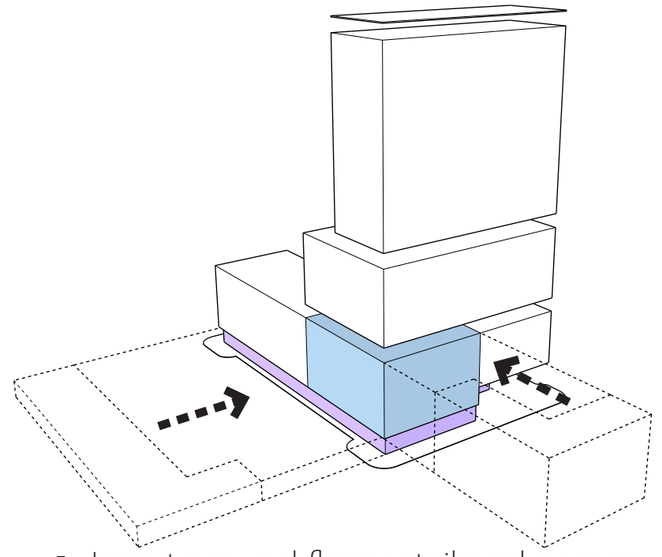
1 Orient views toward Tampa Bay



2 Extend office building facade toward Central Ave



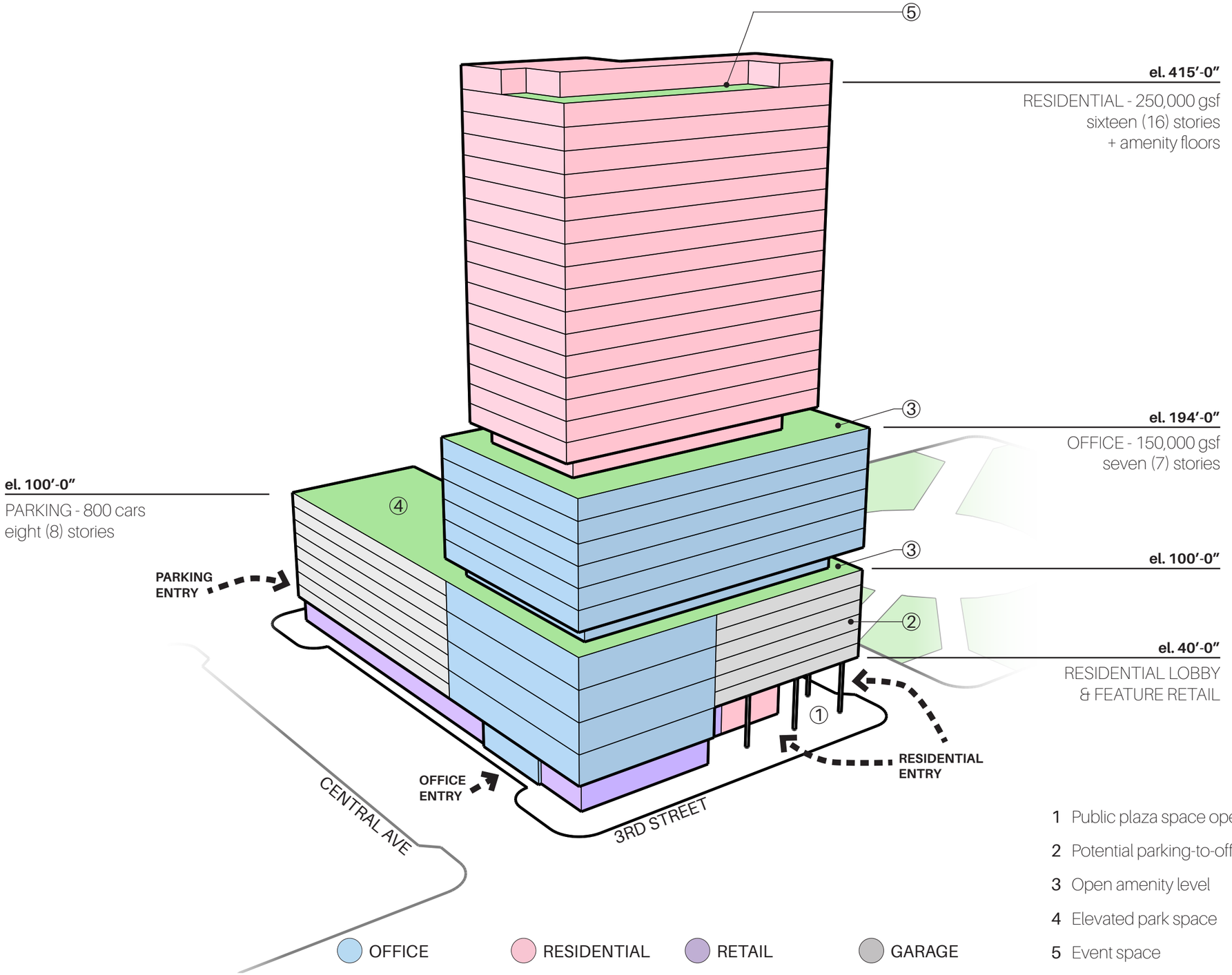
3 Lift masses to create outdoor spaces



4 Insert ground-floor retail and garage-liner loft office product

Diagrams

Central Avenue



1 Public plaza space open toward Williams Park

2 Potential parking-to-office loft conversion

3 Open amenity level

4 Elevated park space

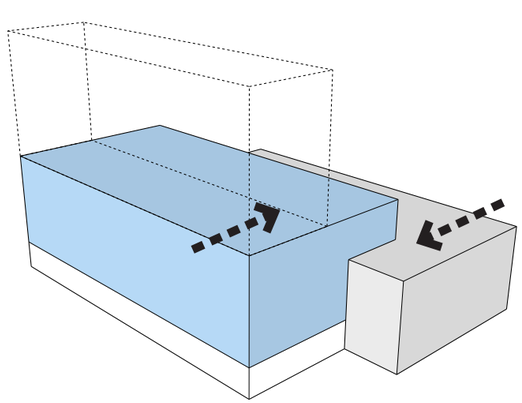
5 Event space

Northwest Aerial

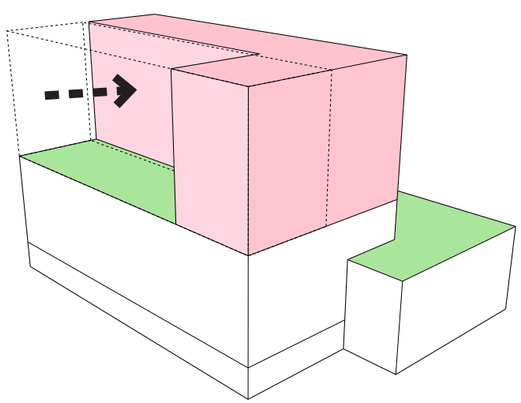
Central Avenue

Diagrams

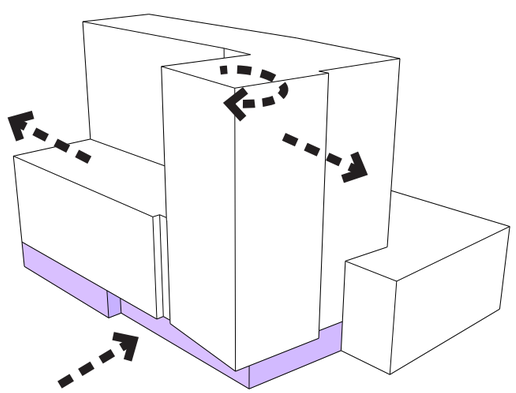
Second Avenue



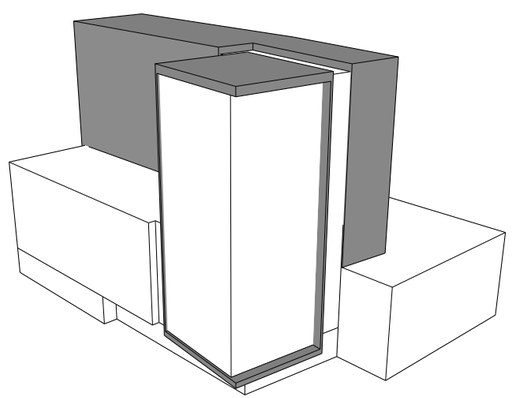
1 Office building interlocking parking garage



2 Residential building pulled from street to create outdoor spaces



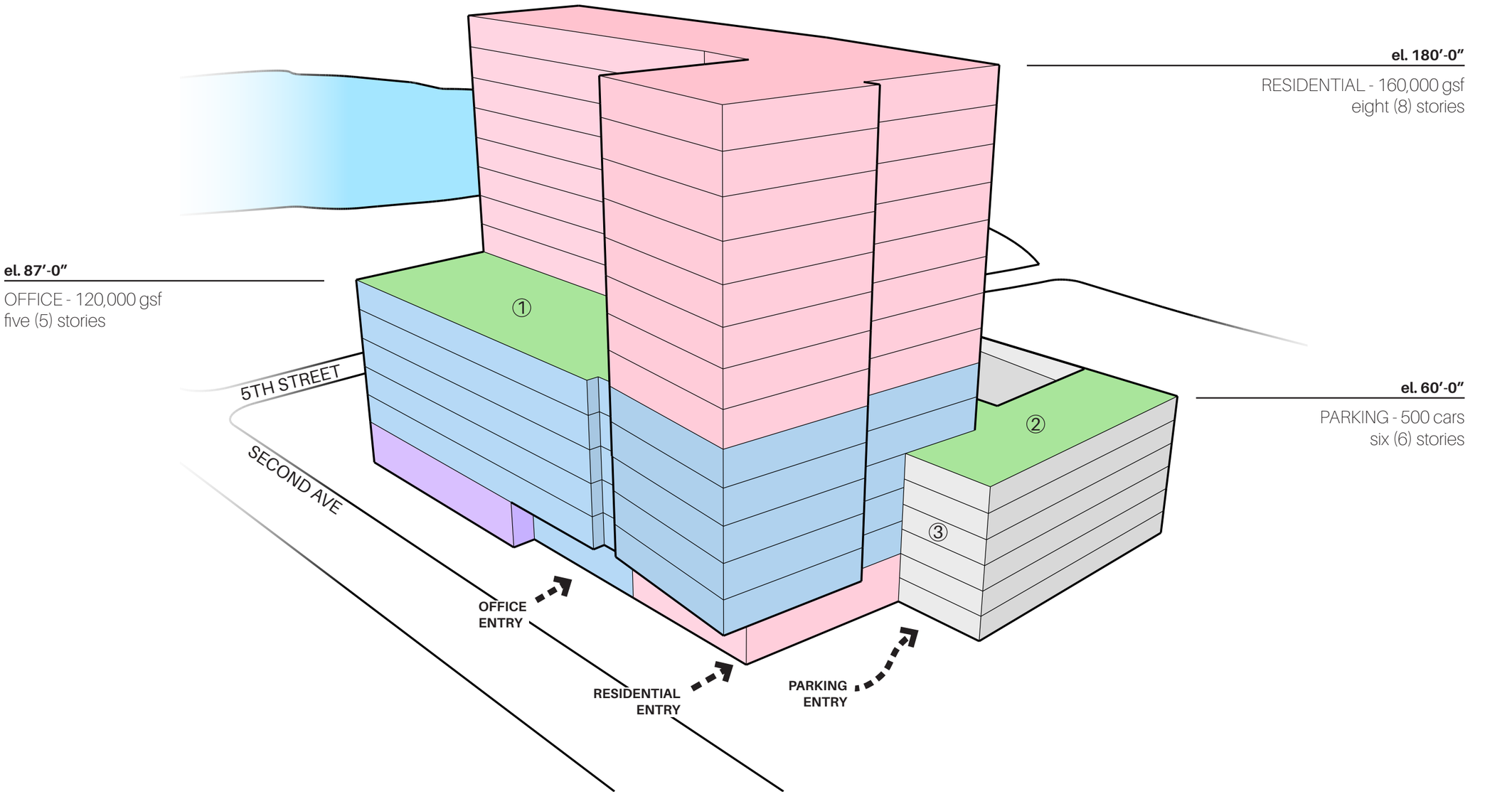
3 Rotate massing to orient towards Mirror Lake and Williams Park



4 Unify massing with architectural expression

Diagrams

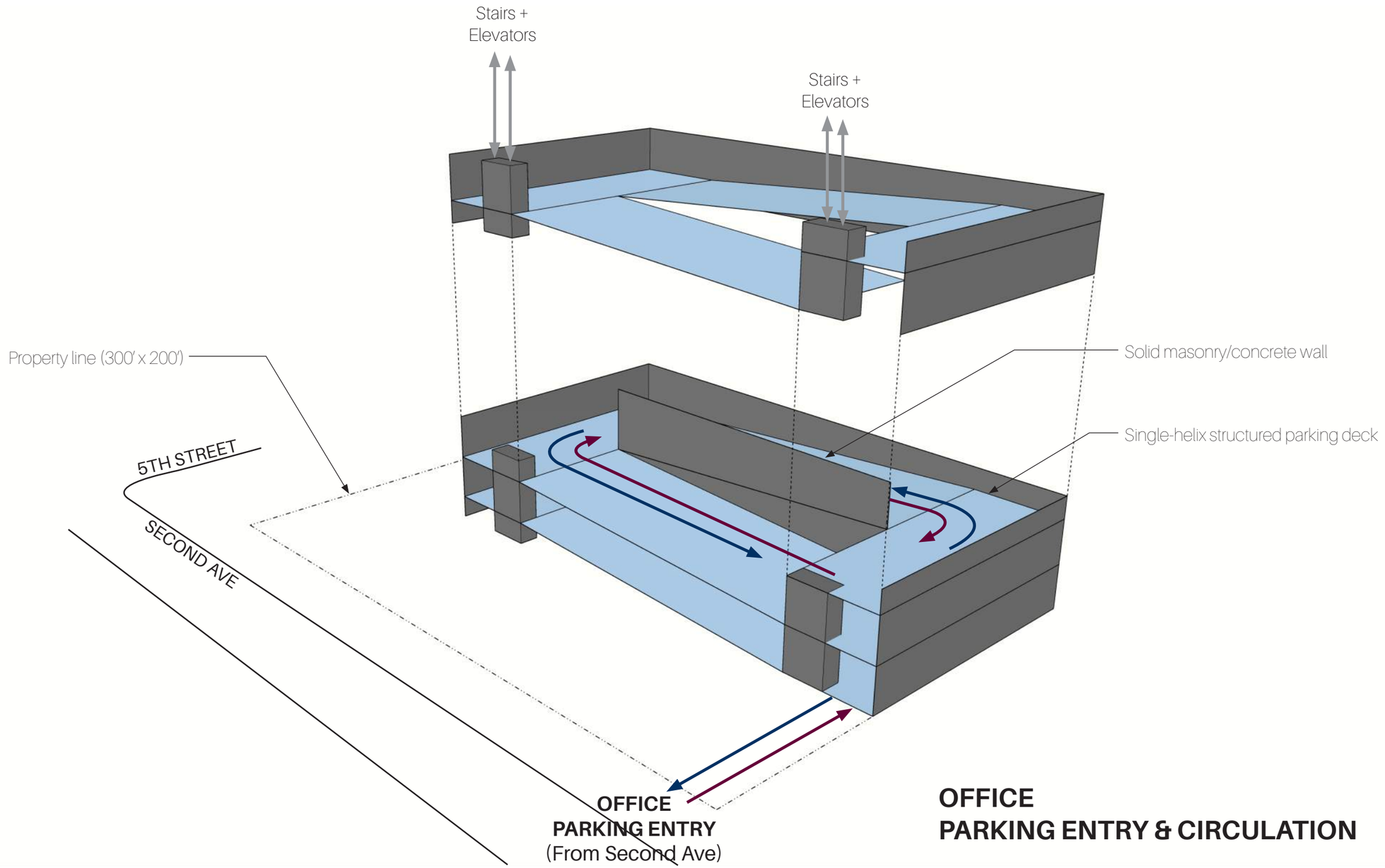
Second Avenue



1 Elevated residential terrace

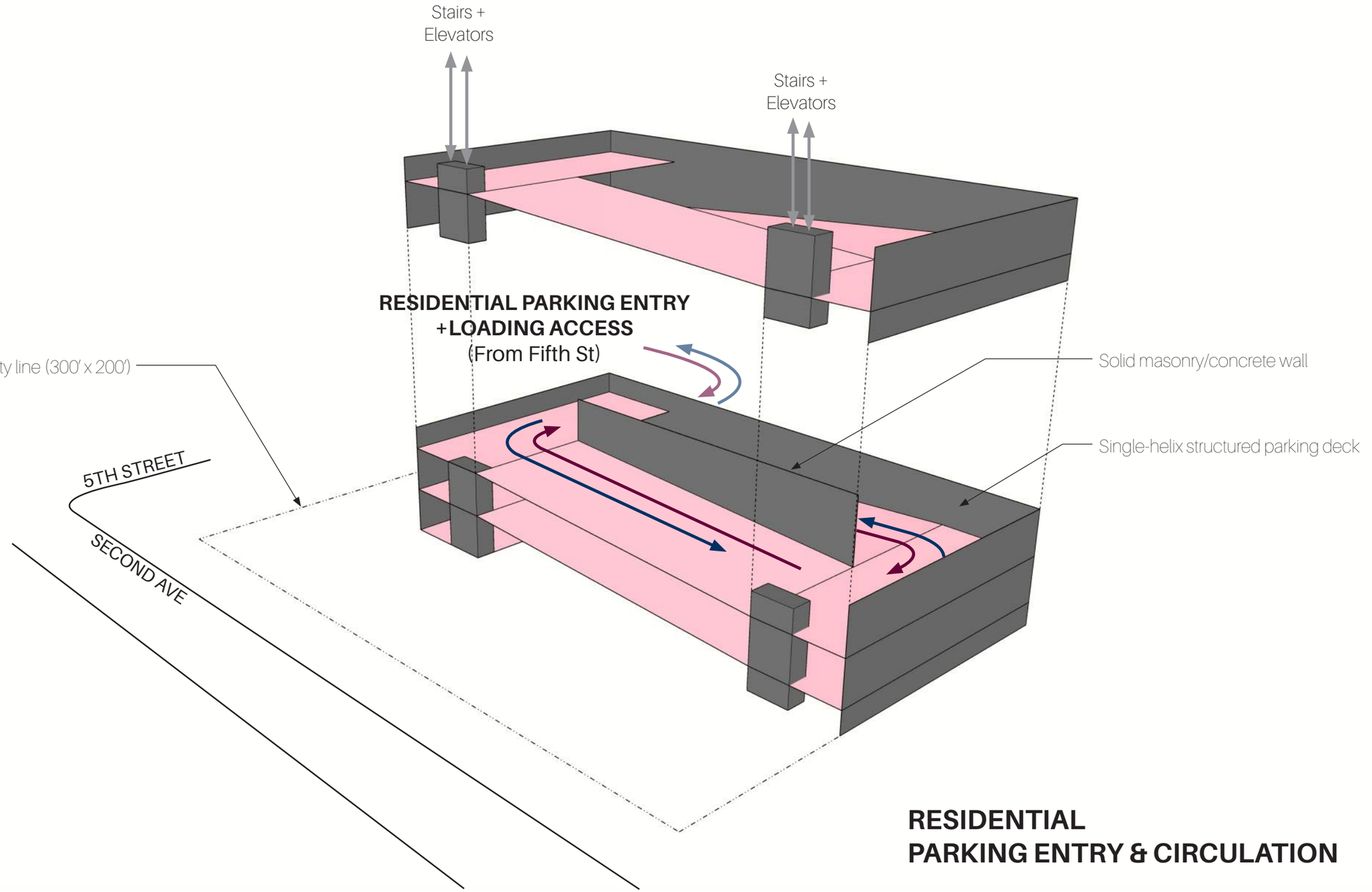
2 Elevated office tenant terrace over garage deck

3 Public art opportunity



OFFICE
PARKING ENTRY & CIRCULATION

OFFICE RESIDENTIAL RETAIL GARAGE

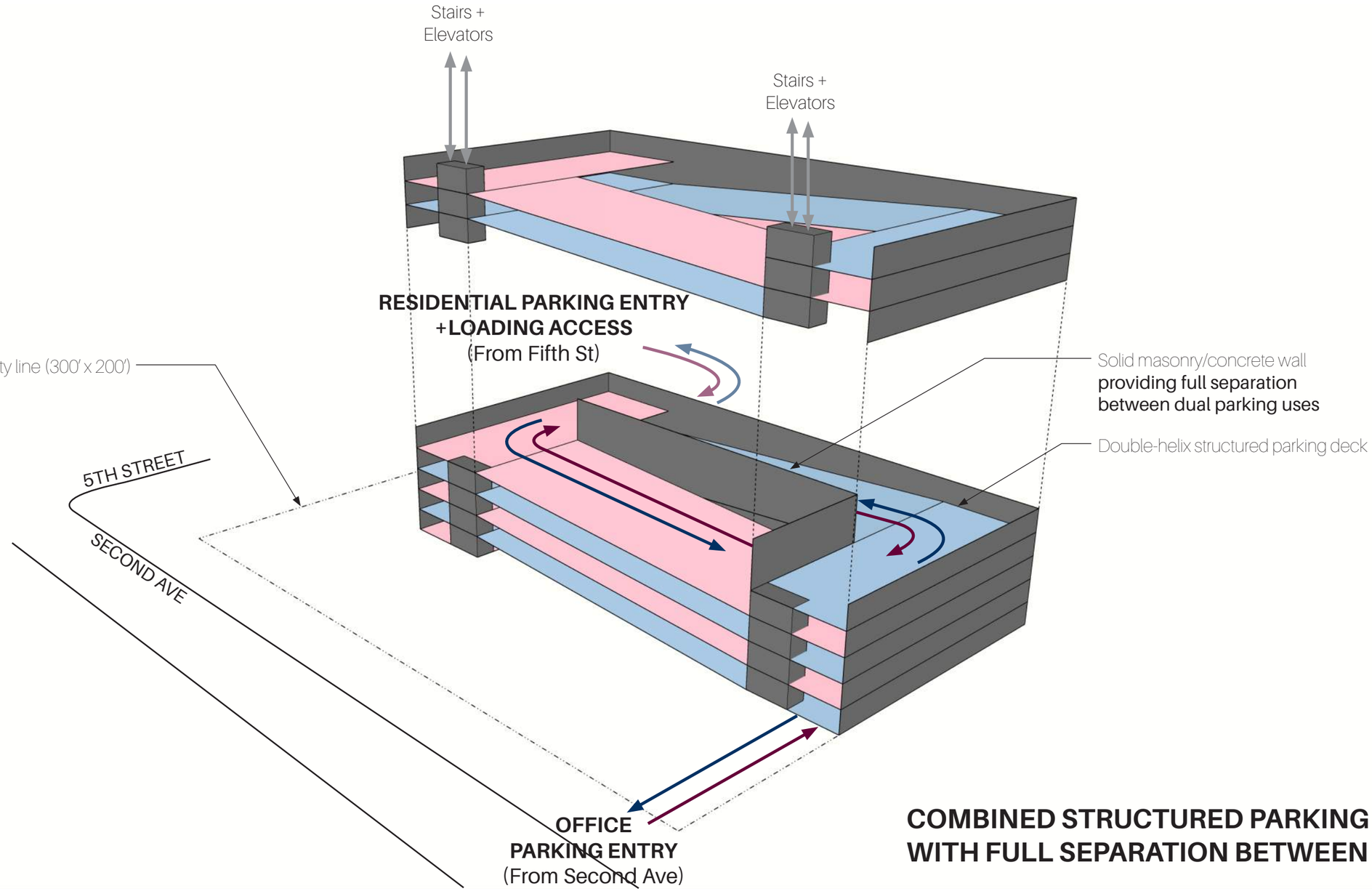


RESIDENTIAL
PARKING ENTRY & CIRCULATION

OFFICE RESIDENTIAL RETAIL GARAGE

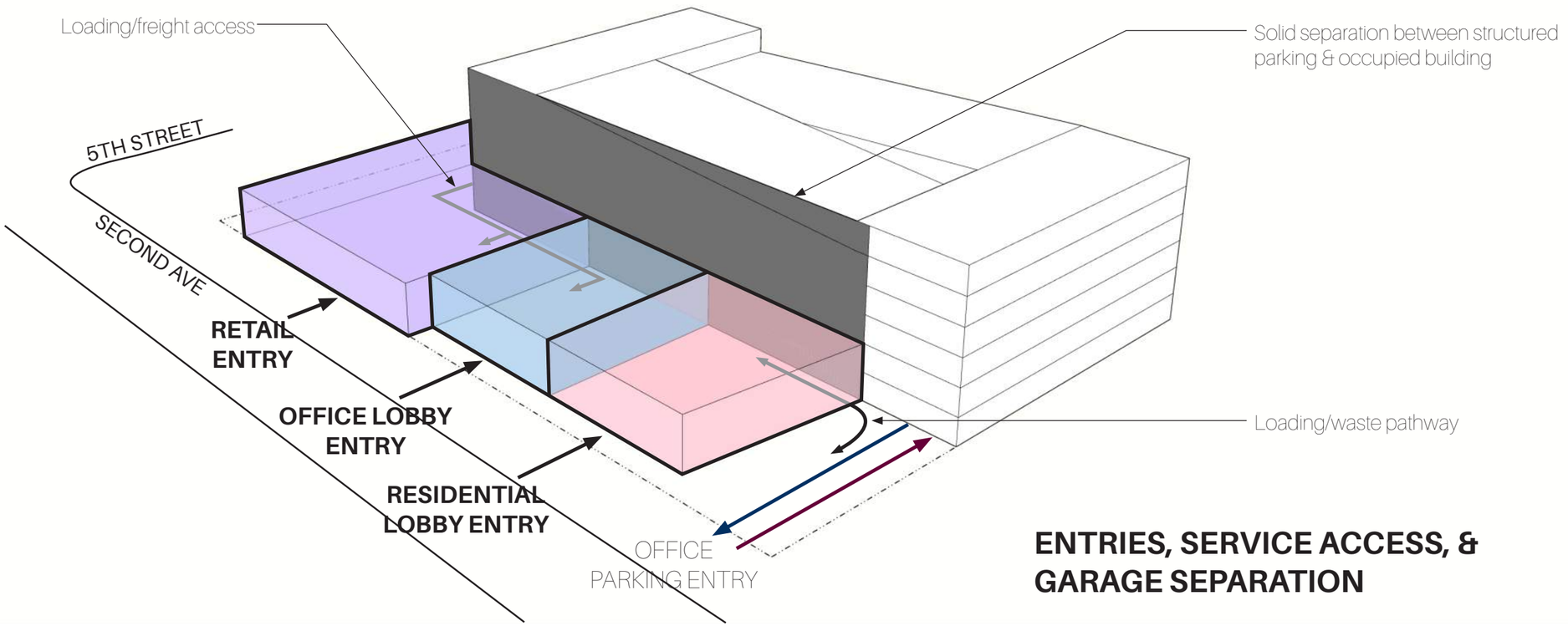
Diagrams

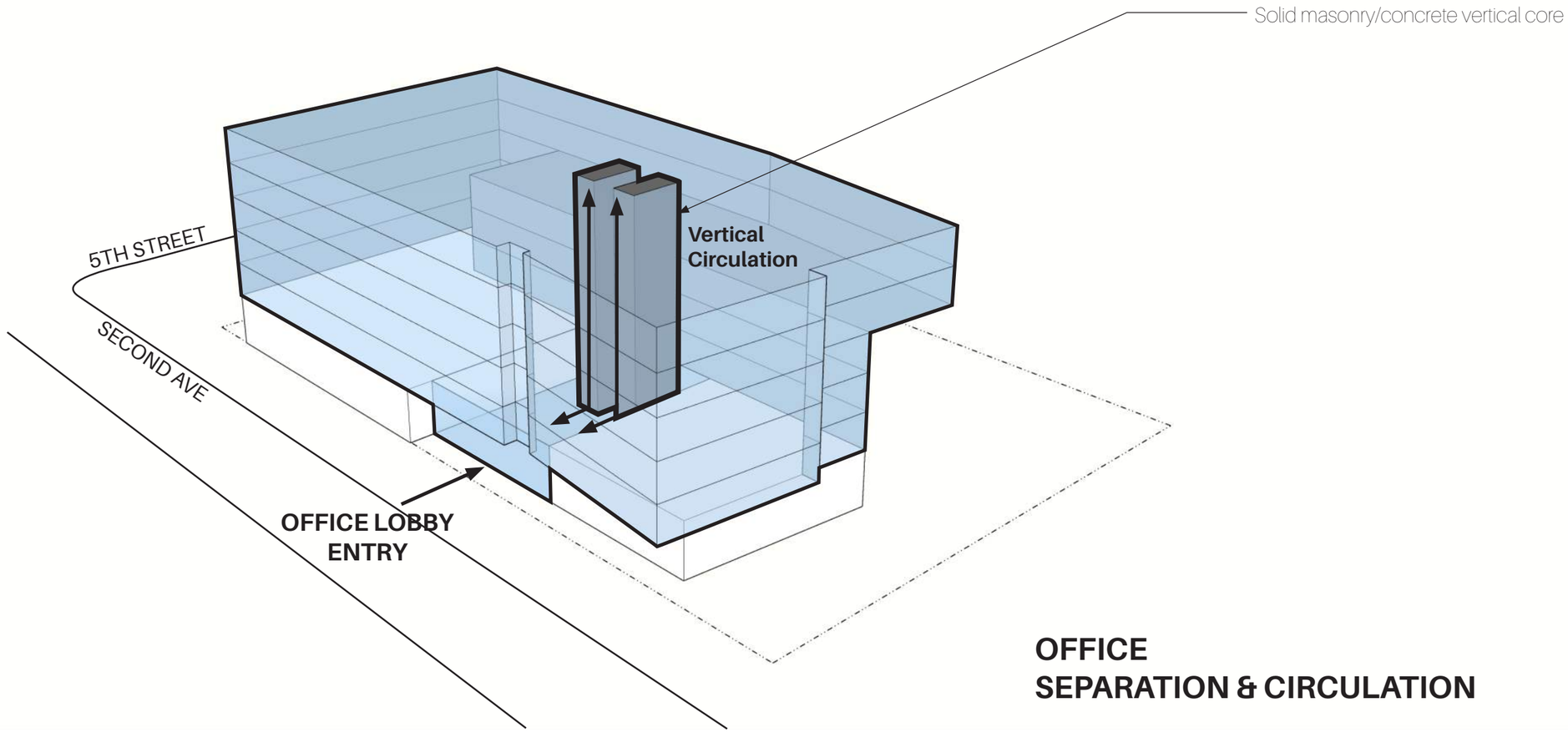
Second Avenue



COMBINED STRUCTURED PARKING WITH FULL SEPARATION BETWEEN USES

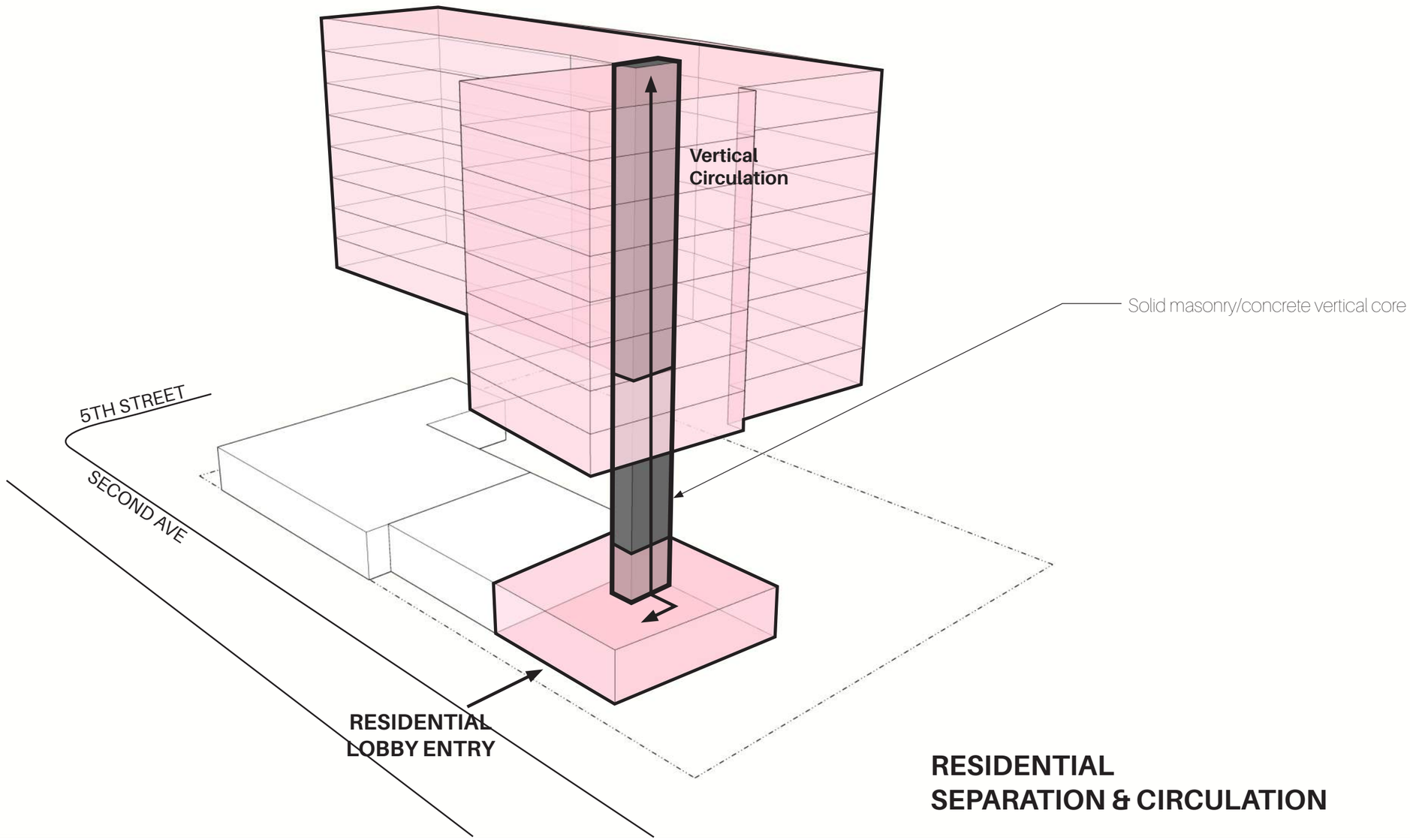
OFFICE RESIDENTIAL RETAIL GARAGE


Loading/freight access
Solid separation between structured parking & occupied building
5TH STREET
SECOND AVE
RETAIL ENTRY
OFFICE LOBBY ENTRY
RESIDENTIAL LOBBY ENTRY
Loading/waste pathway
OFFICE PARKING ENTRY
ENTRIES, SERVICE ACCESS, & GARAGE SEPARATION
OFFICE
RESIDENTIAL
RETAIL
GARAGE



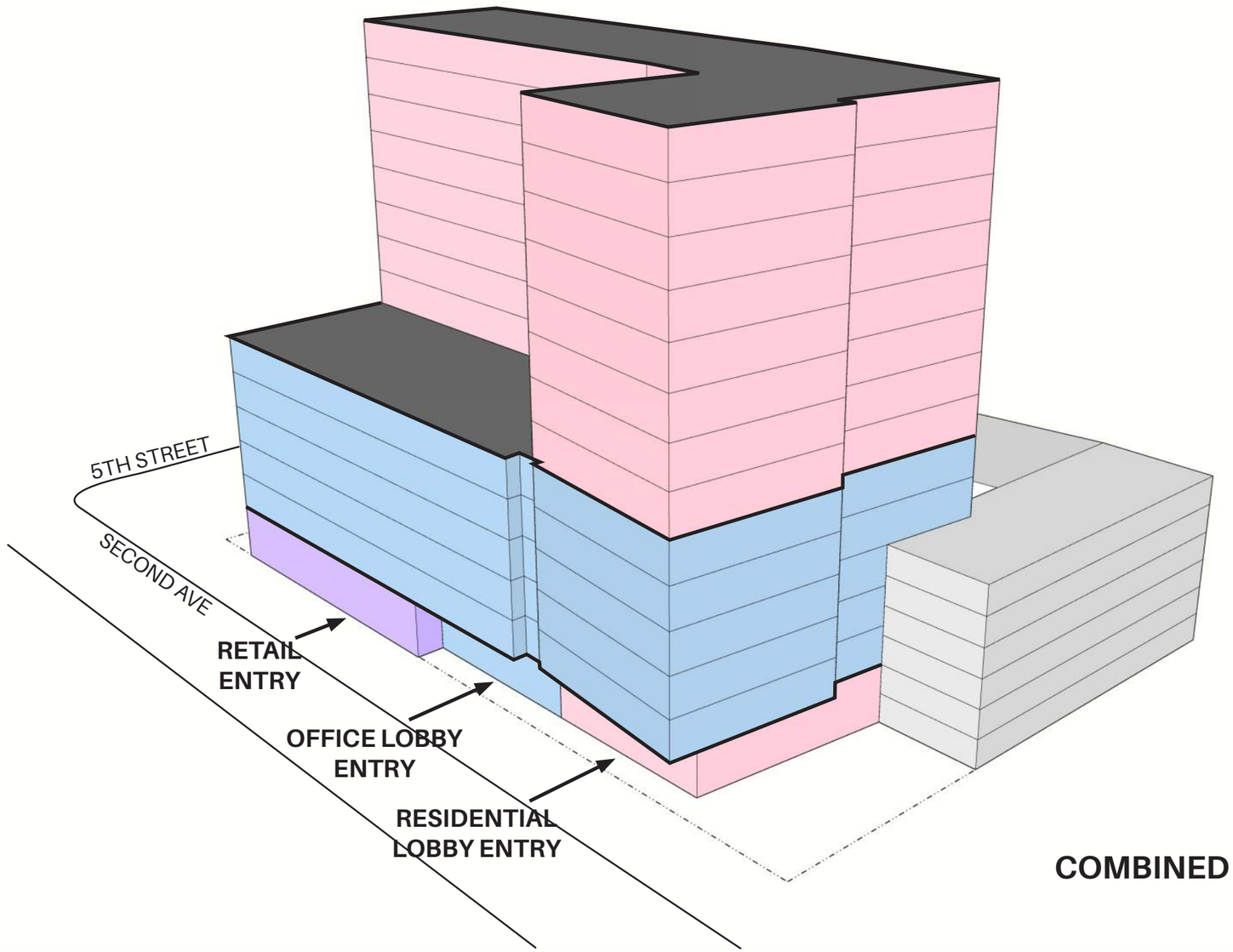
OFFICE
SEPARATION & CIRCULATION

OFFICE RESIDENTIAL RETAIL GARAGE



RESIDENTIAL
SEPARATION & CIRCULATION

OFFICE RESIDENTIAL RETAIL GARAGE



COMBINED SEPARATION

OFFICE RESIDENTIAL RETAIL GARAGE

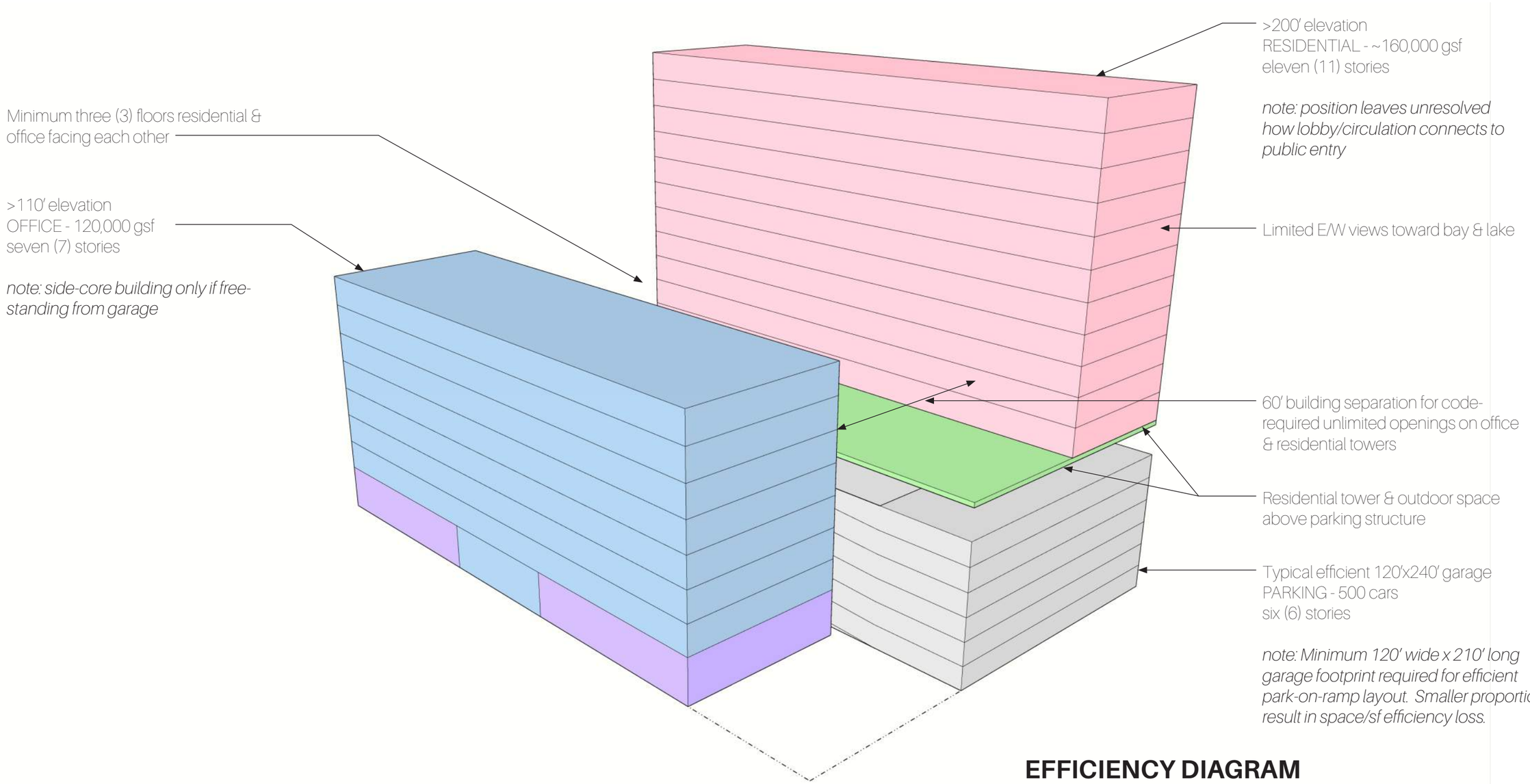
Northwest View

Second Avenue

Appendix

Appendix

Separate building inefficiency studies



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