

December 10, 2021

City of St. Petersburg
Real Estate & Property Management
Attn: Mr. Alfred Wendler, Director
Municipal Services Center, One 4<sup>th</sup> Street N, 9th Floor
St. Petersburg, Florida 33701

Response to the RFP to Develop 2.02± acres of city-owned property located at the SWC of Dr. MLK Jr St S & 2nd Ave S, St. Petersburg, FL 33705 Parcel ID(s): 19-31-17-74466-048-0010 & 0110 (aka 910 2nd Avenue South)

Dear Mr. Wendler:

Apogee Real Estate Partners, LLC ("Apogee"), a St. Petersburg based development company, in conjunction with architects Nichols Brosch Wurst Wolfe & Associates ("NBWW") and office leasing specialist Cushman Wakefield ("Cushman"), collectively the Development Group, is formally responding to the City of St. Petersburg's Request for Proposal in response to the unsolicited offer to purchase the above referenced property. In this response, Apogee proposes the following Development Plan for the City Council and Community Redevelopment Agency (CRA) to consider.

Re:

Apogee proposes to acquire the block known as 910 2nd Avenue South for the purpose of constructing a mixed-use development, herein referred to as Apogee St Pete (see attached Development Plan). The Development Plan consists of two (2) towers over podium parking. Tower 1 is an approximately 216,000 square foot Class A Office Tower in nine (9) floors over podium parking fronting Dr. Martin Luther King Jr. Street South. Tower 2 will be a 25- story Class A Residential Tower over podium parking housing approximately 360 units fronting 10th Street South, of which, 10% is available as Workforce Housing. The proposed Development Plan will provide the City with much needed Class A Office space that will maximize job creation by attracting top companies on a national and international level and in doing so create over 1,000 jobs in the 216,000 SF Class A office tower alone. The Development Plan will also bring additional Workforce Housing to downtown St. Petersburg in a Class A Luxury Residential Tower. This type of equitable residential development within a Class A Luxury Residential Tower has yet to occur in the Downtown core of St. Petersburg. As part of the Development Plan, Apogee will develop a five-story parking garage with and additional level of parking below grade to accommodate approximately 1,050



stalls, of which, approximately 500 spaces will be available for public use during non-working hours, weekends and holidays.

An allocation of the proposed parking stalls for the proposed uses is as follows:

<b>Ground Floor Retail</b>	5,000 SF @ 2.0/1,000	10 spaces
Office Tower	216,000 SF @ 3.0/1,000	680 spaces
Residential Tower	350 units @ 0.97/Unit	360 spaces
	TOTAL PARKING	1.050 SPACES

It should be noted that a large portion of the parking for the office tower, approximately 500 stalls, will be available to the public from 6:00 PM to 6:00 AM Monday through Friday, as well as 24 hours a day on weekends and holidays because of the Flexible Parking opportunity unique to this use.

In addition to the major job creation from developing the first new Class A office tower in the Downtown Core since the early-1990's, the overall impact to the City will spill over to all surrounding neighborhoods and offer Class A office opportunities to attract high paying companies/jobs and help to make St. Petersburg sustainable for decades to come. A synopsis of the Development Plan is as follows:

- (i) Design and build a 216,000± square foot Class A Office Tower
- (ii) Design and build a 360+- unit Class A Residential Tower with 10% Workforce Housing
- (iii) Develop a structured parking garage with approximately 1,050 stalls for the Office and Residential Towers, as well as Public access to approximately 500 parking spaces during non-working hours.

The office portion of the development will attract and meet the demands of companies looking to relocate to the region that will bring with them high paying jobs and employees/households. In doing so, this will add to the sustainability of the economy and the livability of the downtown core. The development will also bring jobs to existing residents as companies look to tap our growing skilled labor pool already living in and around the downtown core, as well as create additional support positions, all while providing a major increase to the City's tax roll. The Office Tower will bring much needed parking to the downtown core. The parking stalls will be available to the public evenings, weekends and holidays. This is contrary to any proposed solely multi-family developments, as solely multi-family developments do not have the ability to provide flex parking off-hours.

The principals of Apogee have extensive experience and a proven track record of executing many similar projects. We have attached Apogee's Proposal to Develop that includes a background on the company, principles and a sampling of projects that are representative of the project being proposed. Also included in Apogee's Proposal to Develop is background information on the Development Group



including architects Nichols Brosch Wurst Wolfe & Associates ("NBWW") and office leasing specialist Cushman Wakefield ("Cushman").

Based on the foregoing, Apogee proposes the following, subject to City review of Responses to Request for Proposal:

- Apogee enters into a Master Development Agreement (the "Agreement") with the City to purchase and develop the entire 900 Block of 2nd Avenue South (2.02 Acres).
- The parties will agree to work together to develop mutually agreeable development and construction timelines for the Office Tower, Residential Tower and Parking Garage.
- Apogee will agree to immediately begin design, due diligence and pre-development on the Property for the purpose of constructing (i) a 216,000 square foot Class A Office Tower, (ii) a 360-unit Class A Residential Tower with 10% Workforce Housing, and (iii) a Parking Garage with an anticipated minimum of 1,050 parking stalls.
- The City will transfer fee simple title to Apogee for the construction of the Development Plan upon meeting the criteria contained in the Agreement.
- Approximately 500 parking stalls shall be available to the public from 6:00 PM to 6:00 AM Monday through Friday, as well as 24 hours a day on weekends and holidays.

#### Benefits for the City of St. Petersburg

- Offers new Class A office space in a state-of-the-art tower to attract businesses from around the world that will bring high paying jobs to take advantage of the City's amazing quality of life as well as its existing talented labor pool.
- Prove financial feasibility for New Class A Office development within the Downtown Core well in advance of the Tropicana Field redevelopment site.
- Provide sustainable option for growing downtown employee base as well as companies to work
  in state-of-the -art office product without having to drive to work, while living within or near the
  downtown core via walking, bicycle, bus rapid transit, etc.
- Provide Workforce housing in a Class A Hi-Rise Residential Tower in the Downtown Core (1<sup>st</sup> offering of its type).
- Provide much needed parking (estimated at or over 500 parking spaces) for the Downtown Core
  that will be available to the public after normal working hours, weekend and holidays at no cost
  to the City.
- Generation of new recurring tax revenues through significant direct and indirect economic impacts of the combined project.
- Provides additional jobs and stretches the City's office core both south and west acting as a catalyst for the future Tropicana Field Redevelopment Site.



#### **City Obligations**

- Sell the 900 Block of 2nd Avenue South to Apogee as designated by the applicable Development Agreement(s) to be executed by and between the City and Apogee.
- Remediate any environmental conditions on the site to the satisfaction of the Development Group, municipal agencies, lenders and partners.
- The parties agree to work together during the negotiations to provide a satisfactory mechanism to allow the respective members of the Development Group to utilize their interest in their portion of the Property to secure financing commitments.
- Work with the Development Group to identify and provide support for the existing economic development programs that apply to the development project.

All parties acknowledge that the business points set forth in this Proposal are meant only to represent a starting point for negotiations. The undersigned respectfully request the City's agreement and intention to convey the subject Property to the Development Group for the collective purchase price of *Five Million Dollars (\$5,000,000)*.



NORTH EAST CORNER (OFFICE)

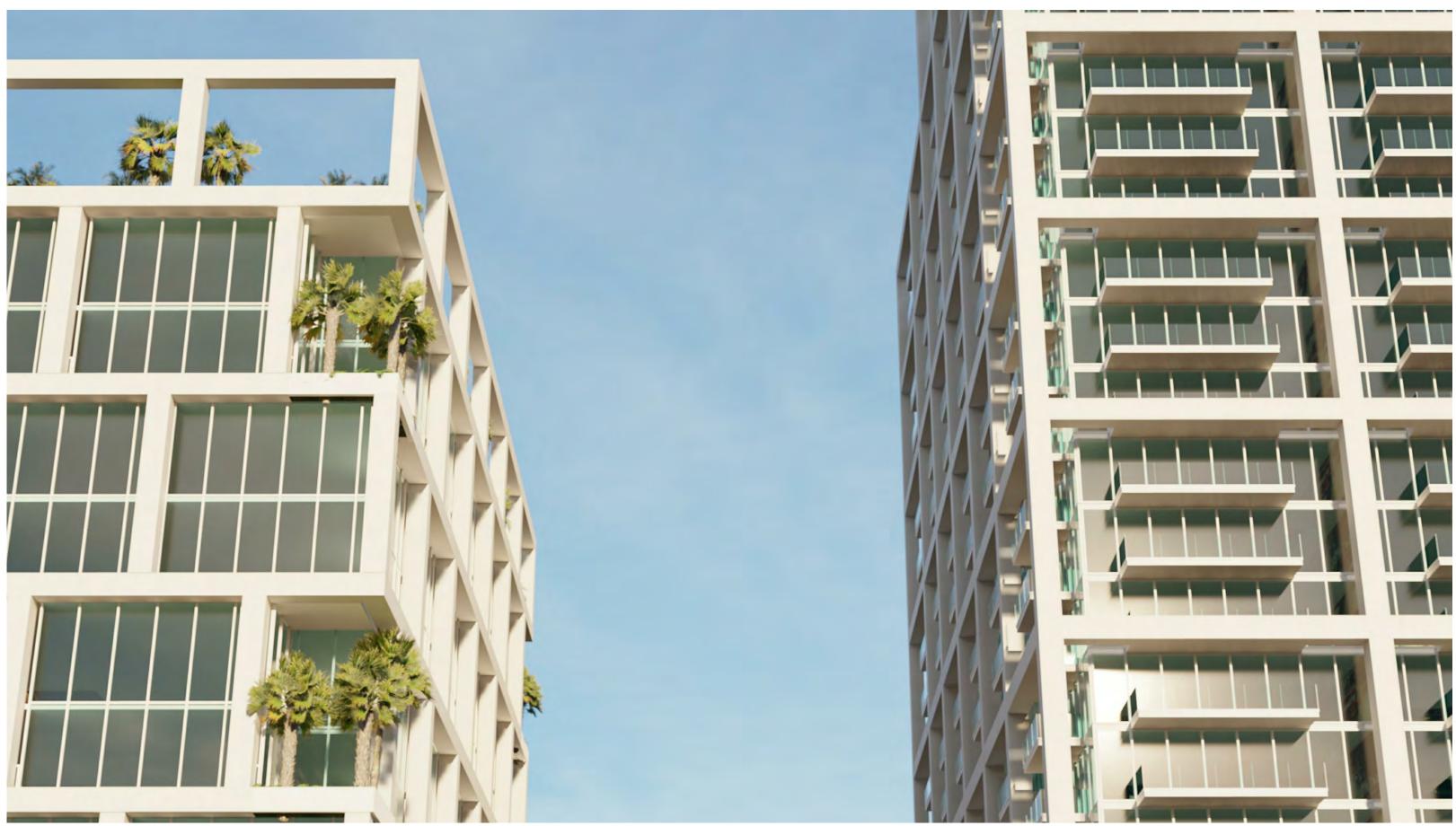


SOUTH WEST CORNER (RESIDENTIAL)





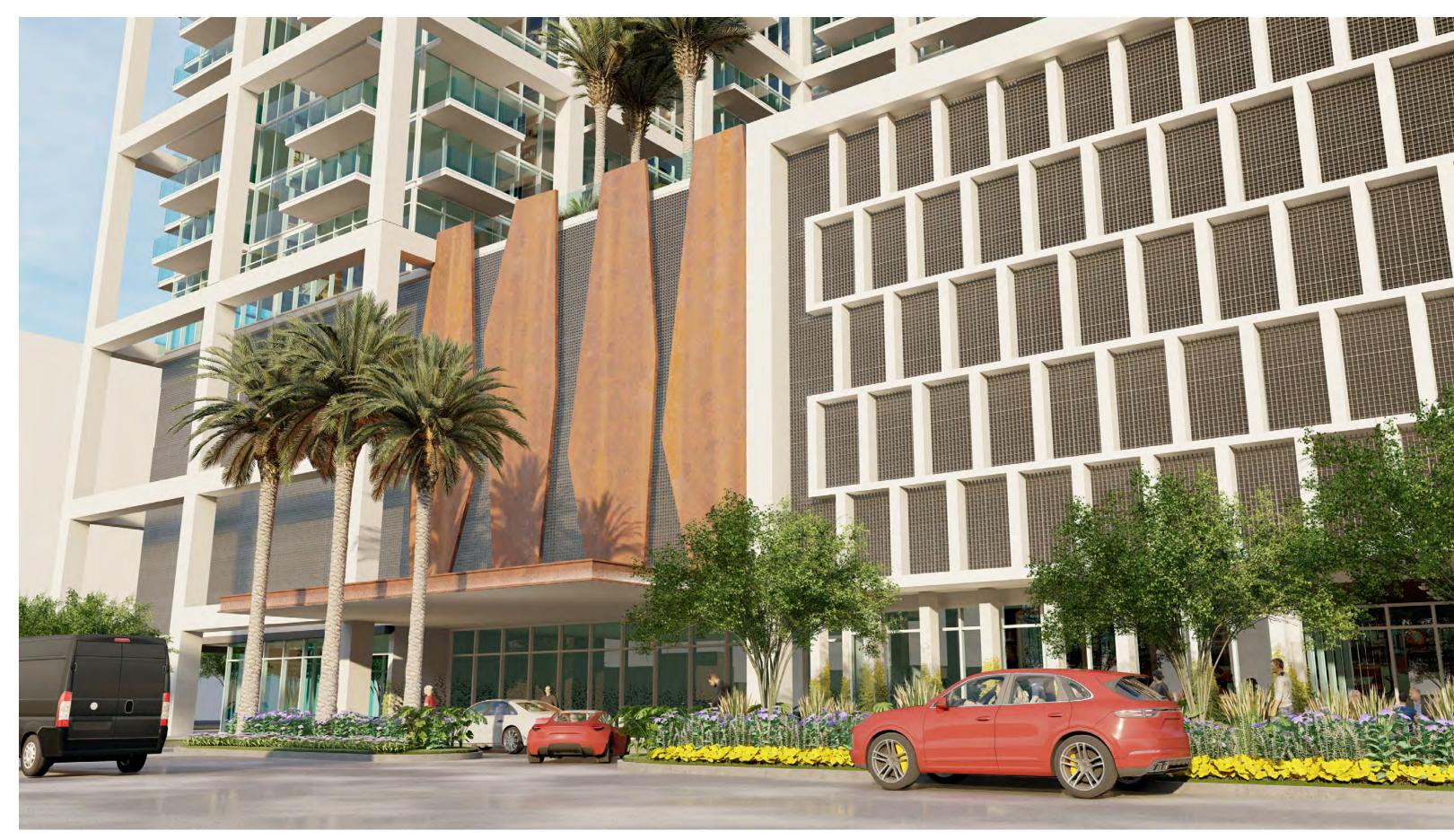






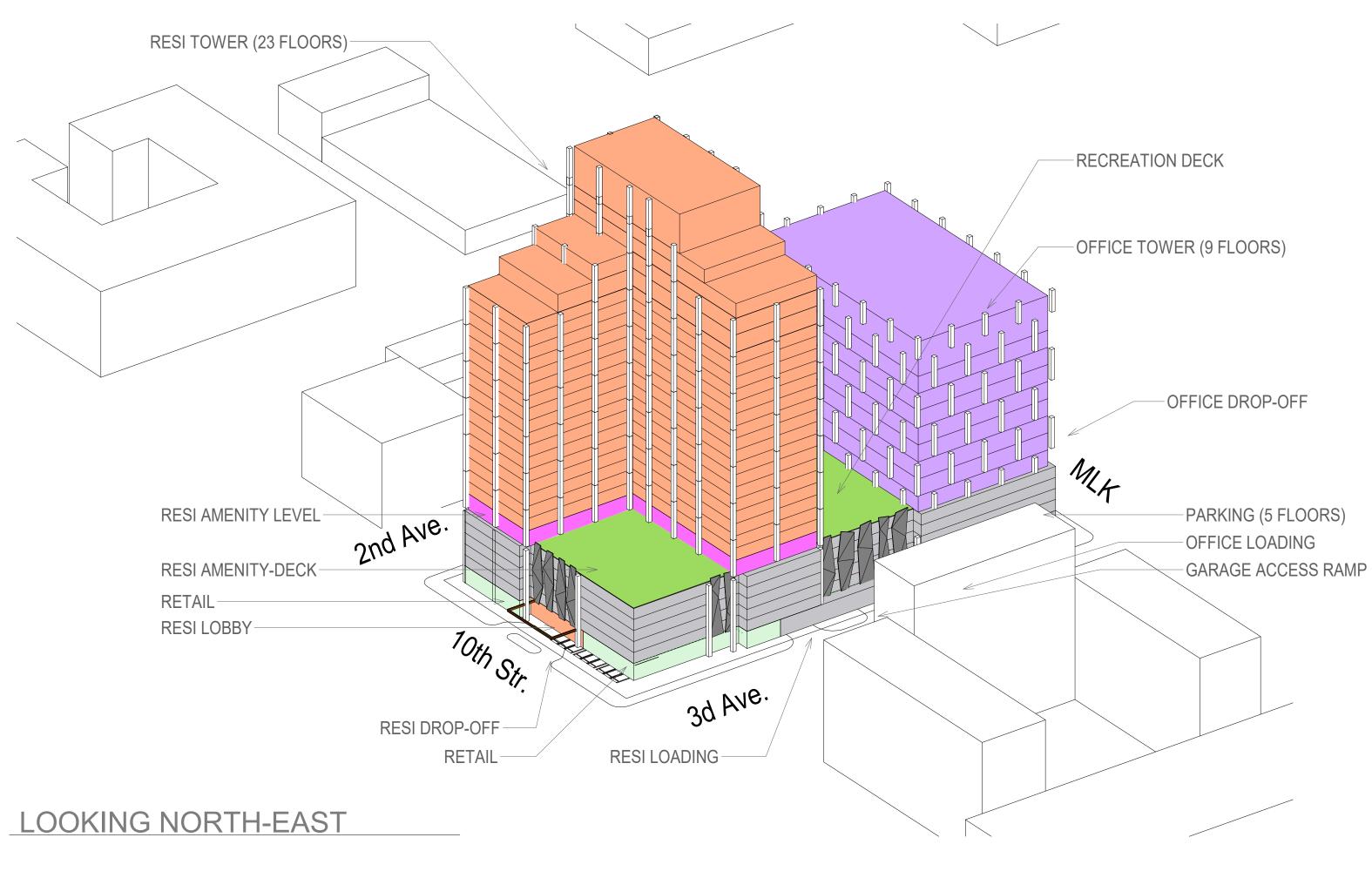


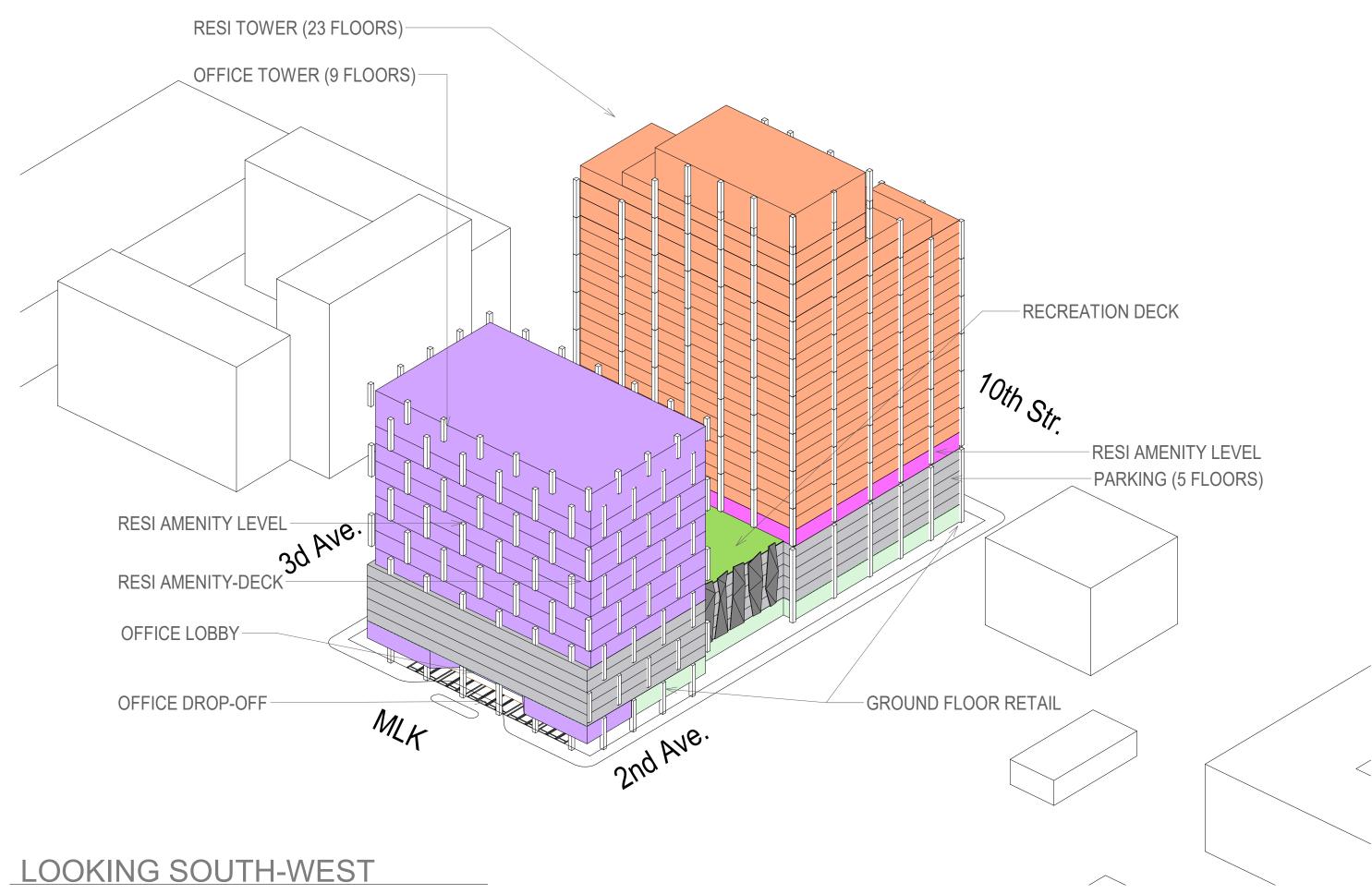
SOUTH WEST CORNER (RETAIL)



SOUTH WEST (RESIDENTIAL ENTRY)





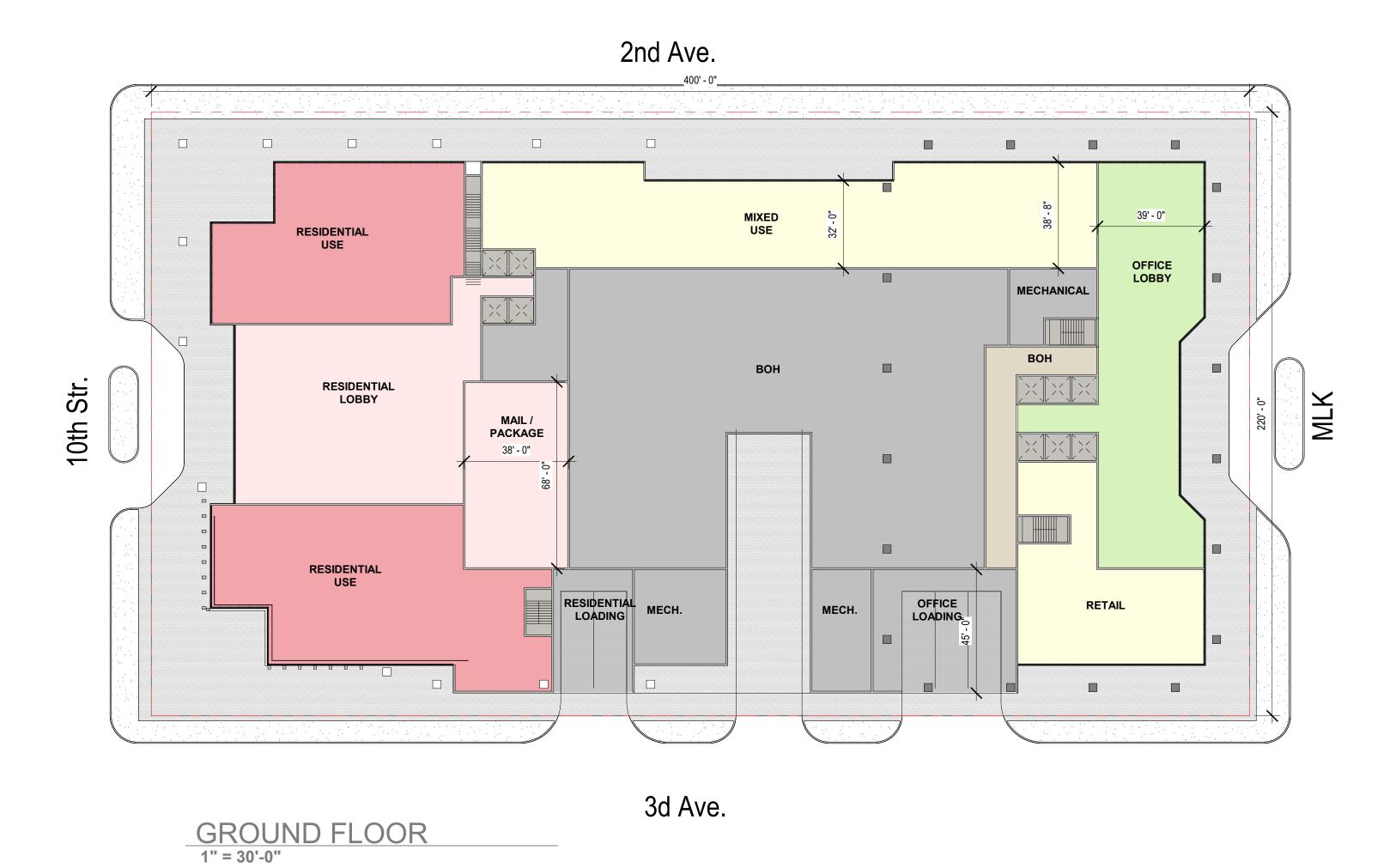


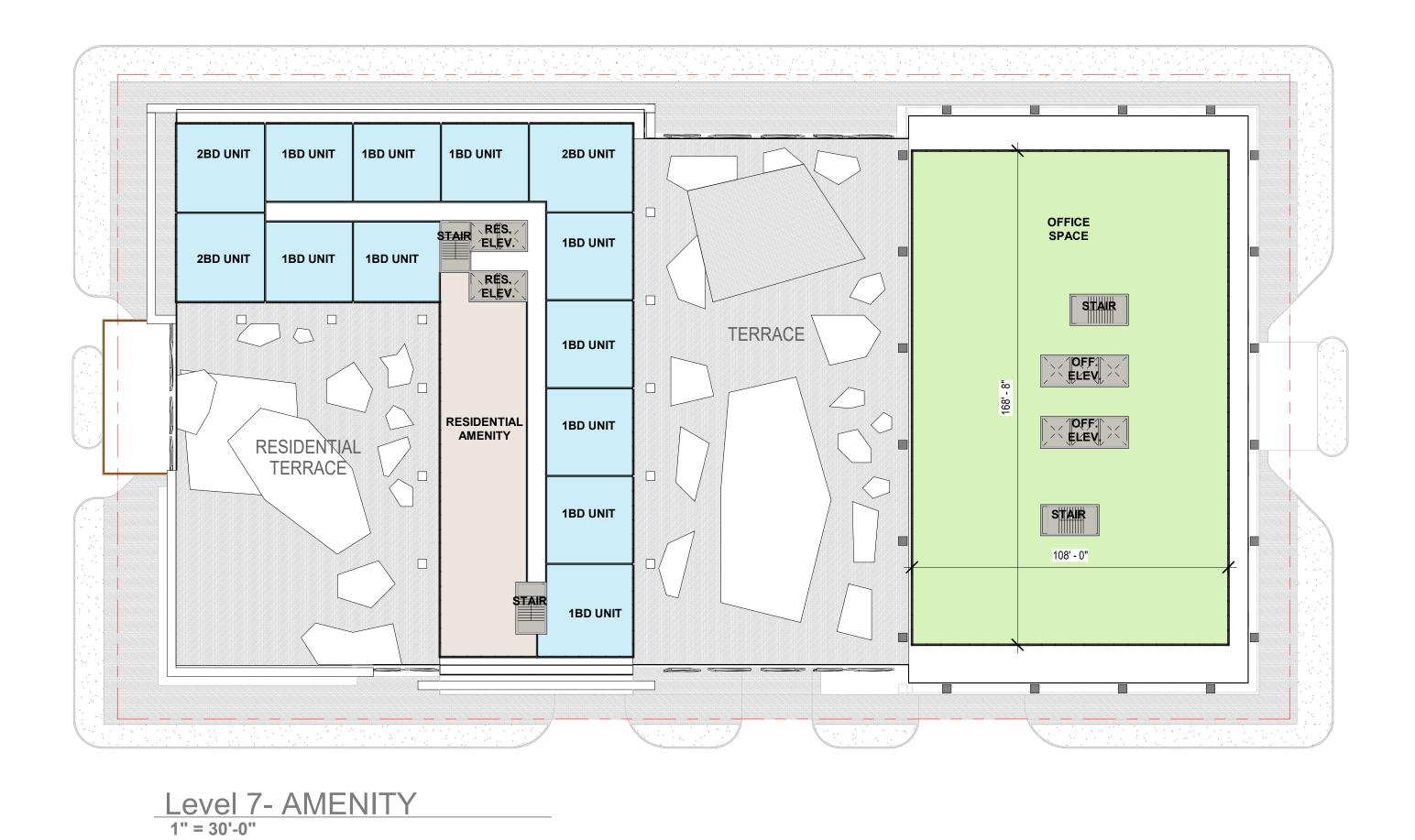
	UNIT AREAS		
Level	Avg. Unit Area	Unit Count	Unit Area
Level 7 R1/Off1	863.1 ft <sup>2</sup>	13	11221 ft²
Level 8 R2/Off2	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 9 R3	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 10 R4	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 11 R5	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 12 R6	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 13 R7	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 14 R8	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 15 R9	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 16 R10	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 17 R11	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 18 R12	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 19 R13	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 20 R14	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 21 R15	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 22 R16	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 23 R17	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 24 R18	869.3 ft <sup>2</sup>	17	14778 ft <sup>2</sup>
Level 25 R19	895.1 ft <sup>2</sup>	15	13427 ft <sup>2</sup>
Level 26 R20	907.7 ft <sup>2</sup>	13	11800 ft <sup>2</sup>
Level 27 R21	894.3 ft <sup>2</sup>	4	3577 ft <sup>2</sup>
Level 28 R22	912.4 ft <sup>2</sup>	9	8211 ft <sup>2</sup>
Level 29 R23	925.3 ft <sup>2</sup>	7	6477 ft <sup>2</sup>
Level 30 R R24	979.9 ft <sup>2</sup>	5	4899 ft <sup>2</sup>
Level 31 R R25	978.6 ft <sup>2</sup>	5	4893 ft <sup>2</sup>
Grand total: 360	22134.6 ft <sup>2</sup>	360	315736 ft <sup>2</sup>

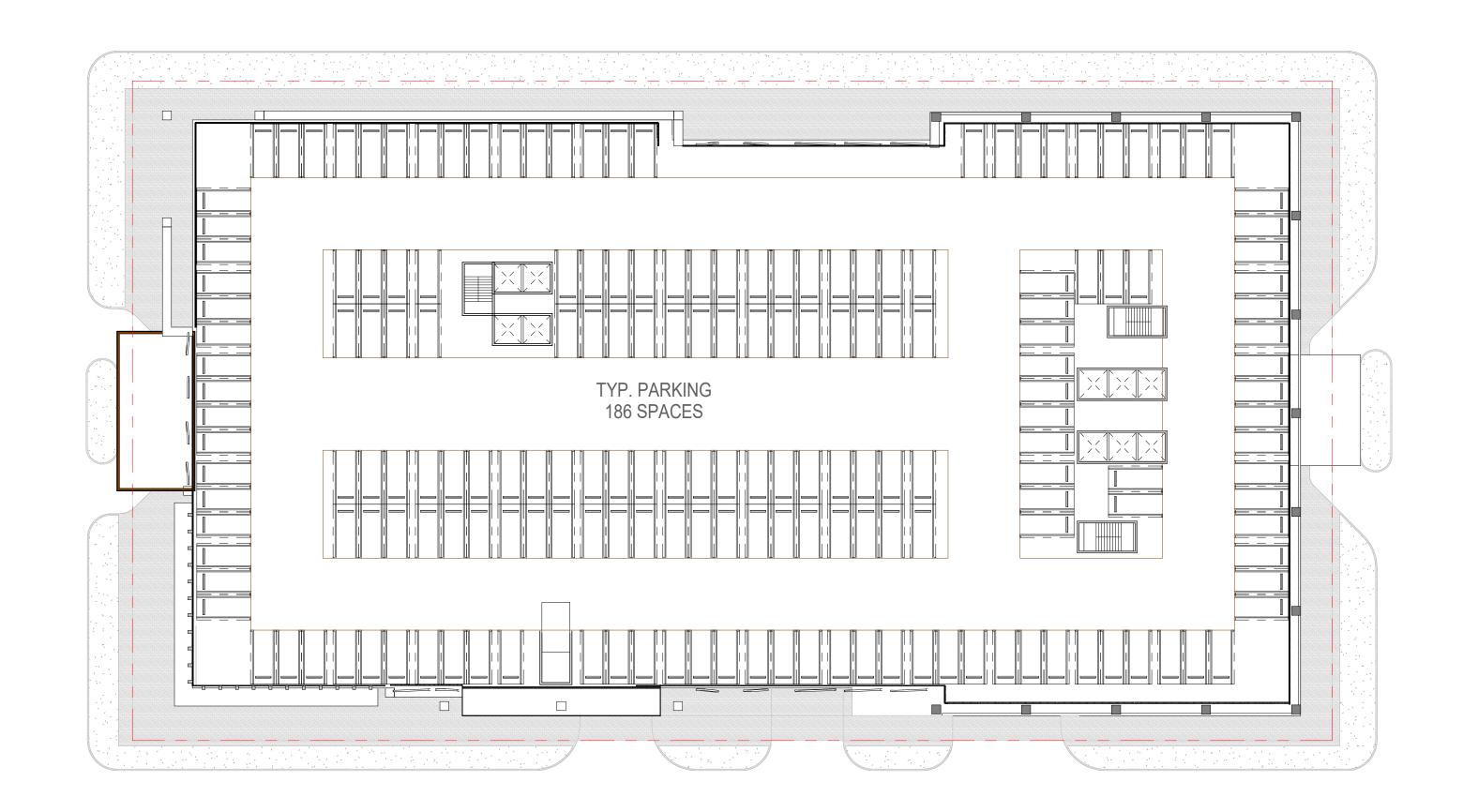
Office Schedule - Totals		
Level	Area	
Level 1	5421 ft²	
Level 7 R1/Off1	17129 ft <sup>2</sup>	
Level 8 R2/Off2	20111 ft²	
Level 9 Off 3	20096 ft <sup>2</sup>	
Level 10 Off 4	19482 ft²	
Level 11 Off 5	19498 ft²	
Level 12 Off 6	20118 ft²	
Level 13 Off 7	20096 ft <sup>2</sup>	
Level 14 Off 8	19482 ft²	
Level 15 Off 9	19498 ft²	
Grand total: 10	180931 ft²	

Family	Туре
Park ParkingSpace	8' 6" x 18' - 90 deg
8' 6" x 18' - 90 deg: 120	
Park_ParkingSpace	8' 6" x 18' - 90 deg
8' 6" x 18' - 90 deg: 186	
Park_ParkingSpace	8' 6" x 18' - 90 deg
8' 6" x 18' - 90 deg: 186	
Park_ParkingSpace	8' 6" x 18' - 90 deg
8' 6" x 18' - 90 deg: 186	
Park_ParkingSpace	8' 6" x 18' - 90 deg
8' 6" x 18' - 90 deg: 186	
Park_ParkingSpace	8' 6" x 18' - 90 deg
8' 6" x 18' - 90 deg: 186	
Grand total: 1050	

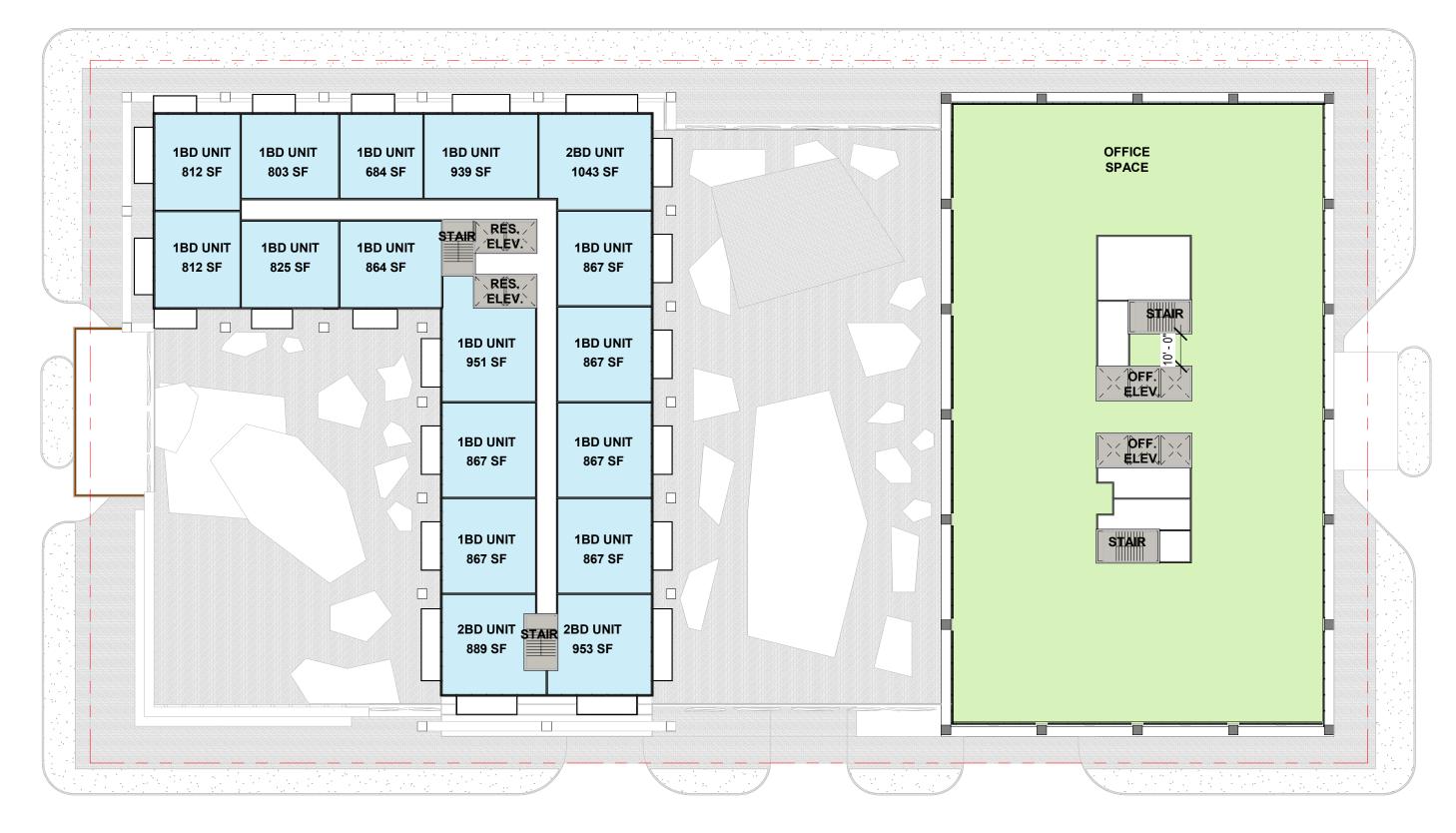
SITE







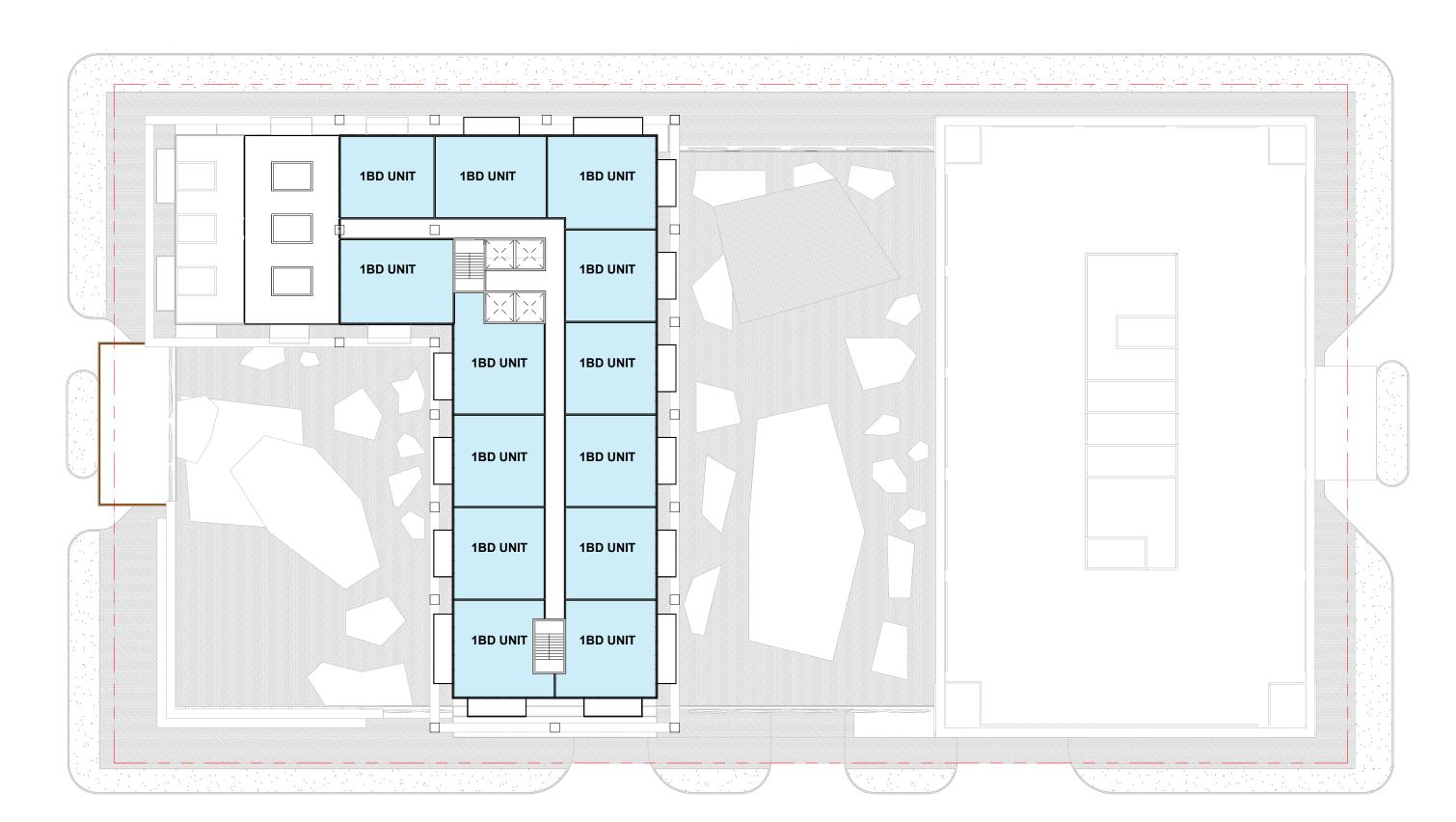
Sub Level B1 & Level 2 - 5 PARKING
1" = 30'-0"



Level 8 - 23 RESIDENTIAL TYPICAL
1" = 30'-0"



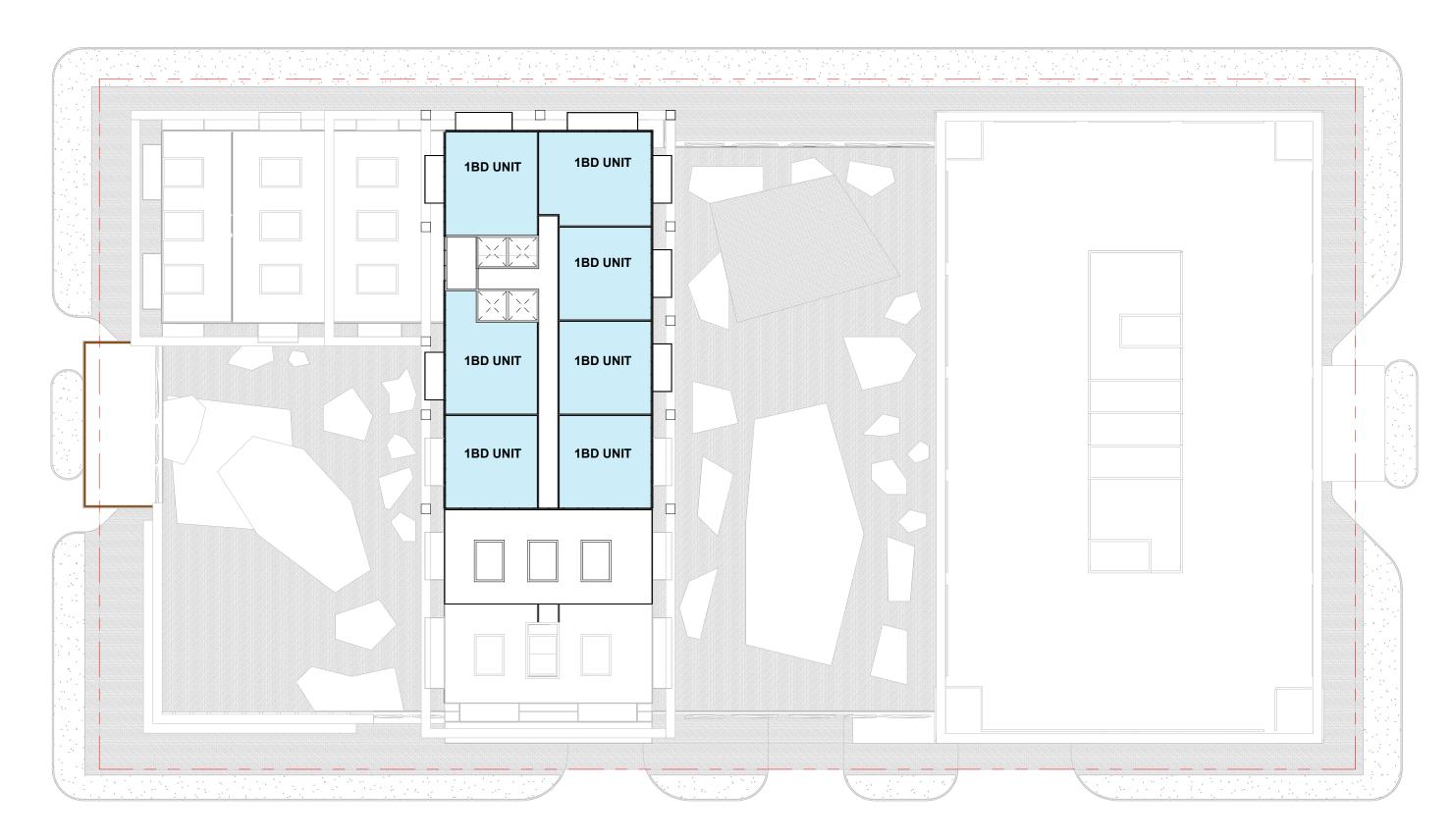
Level 24 R18 1" = 30'-0"



Level 26 R20 - SKY LOUNGE
1" = 30'-0"



Level 25 R19 - TERRACE 1



Level 29 R23 - PH

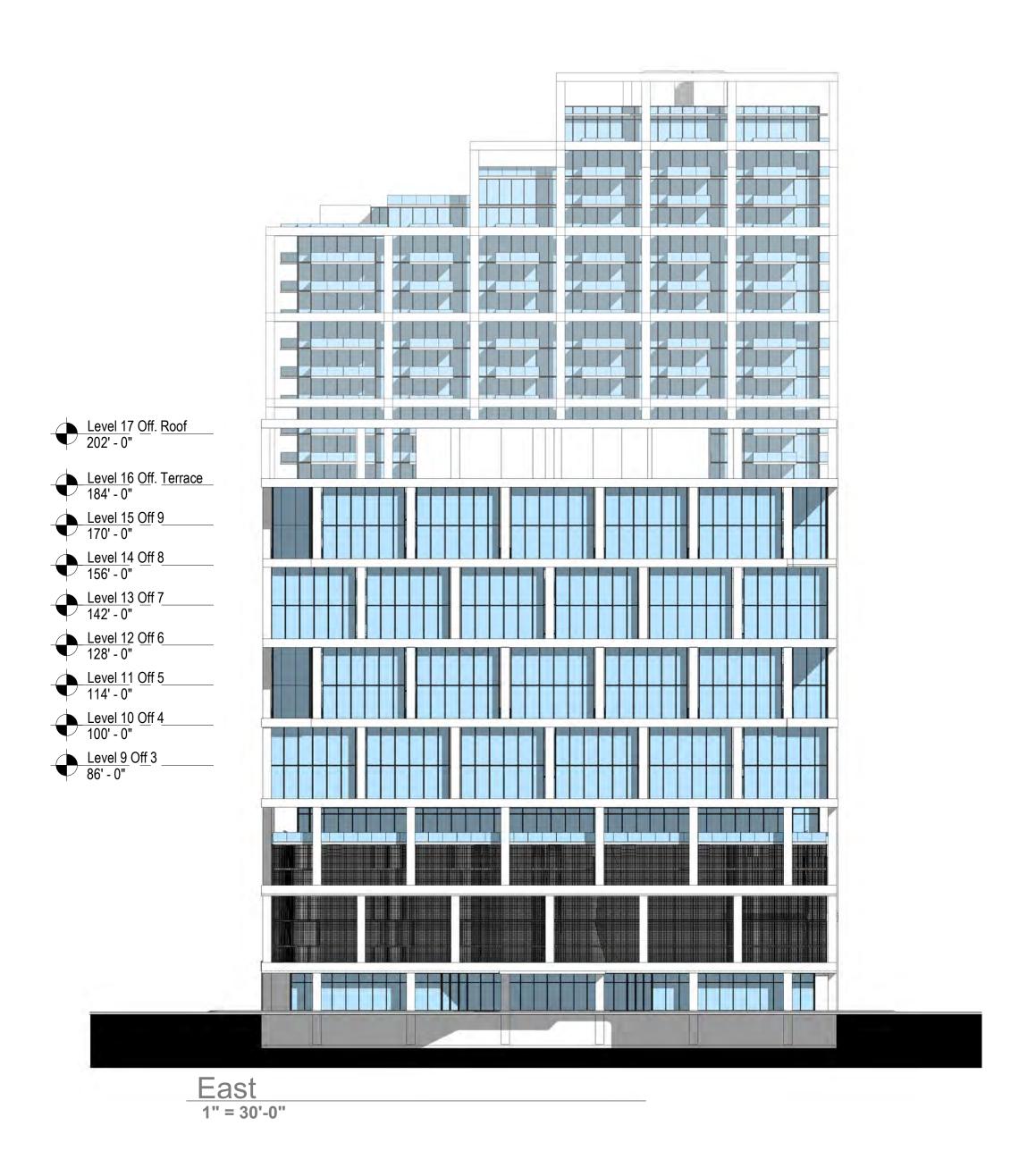


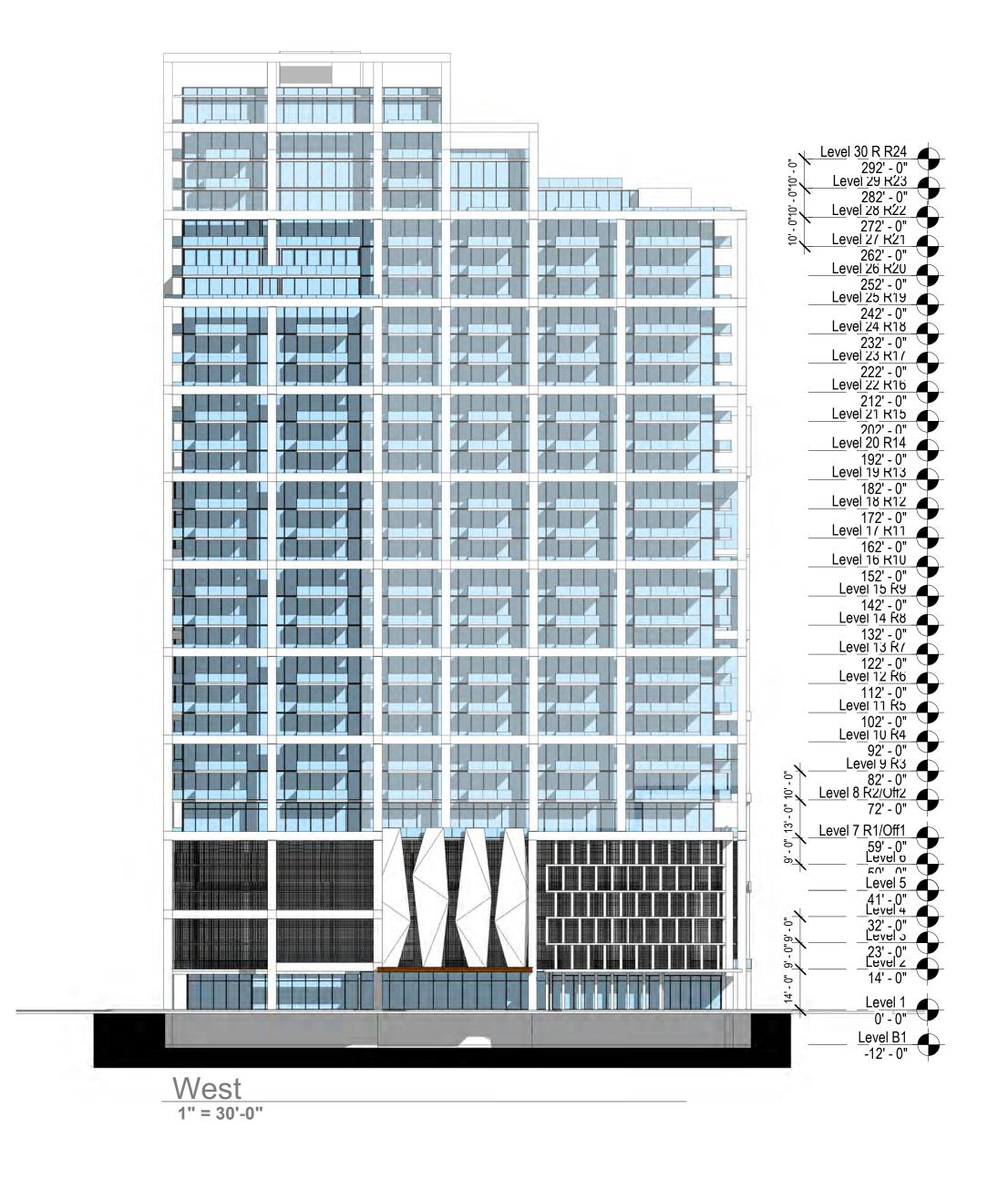
NAME ARCHITECT

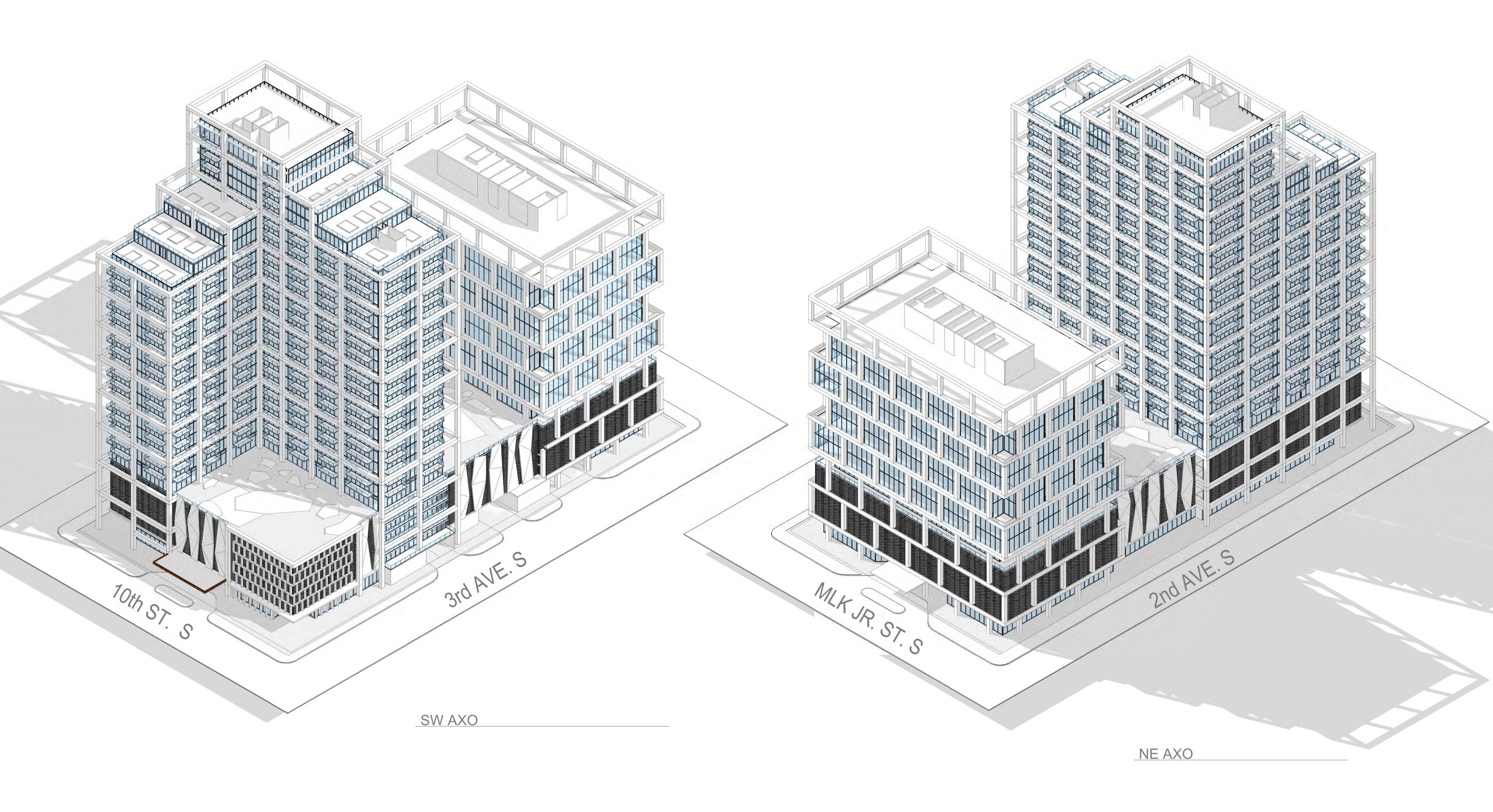


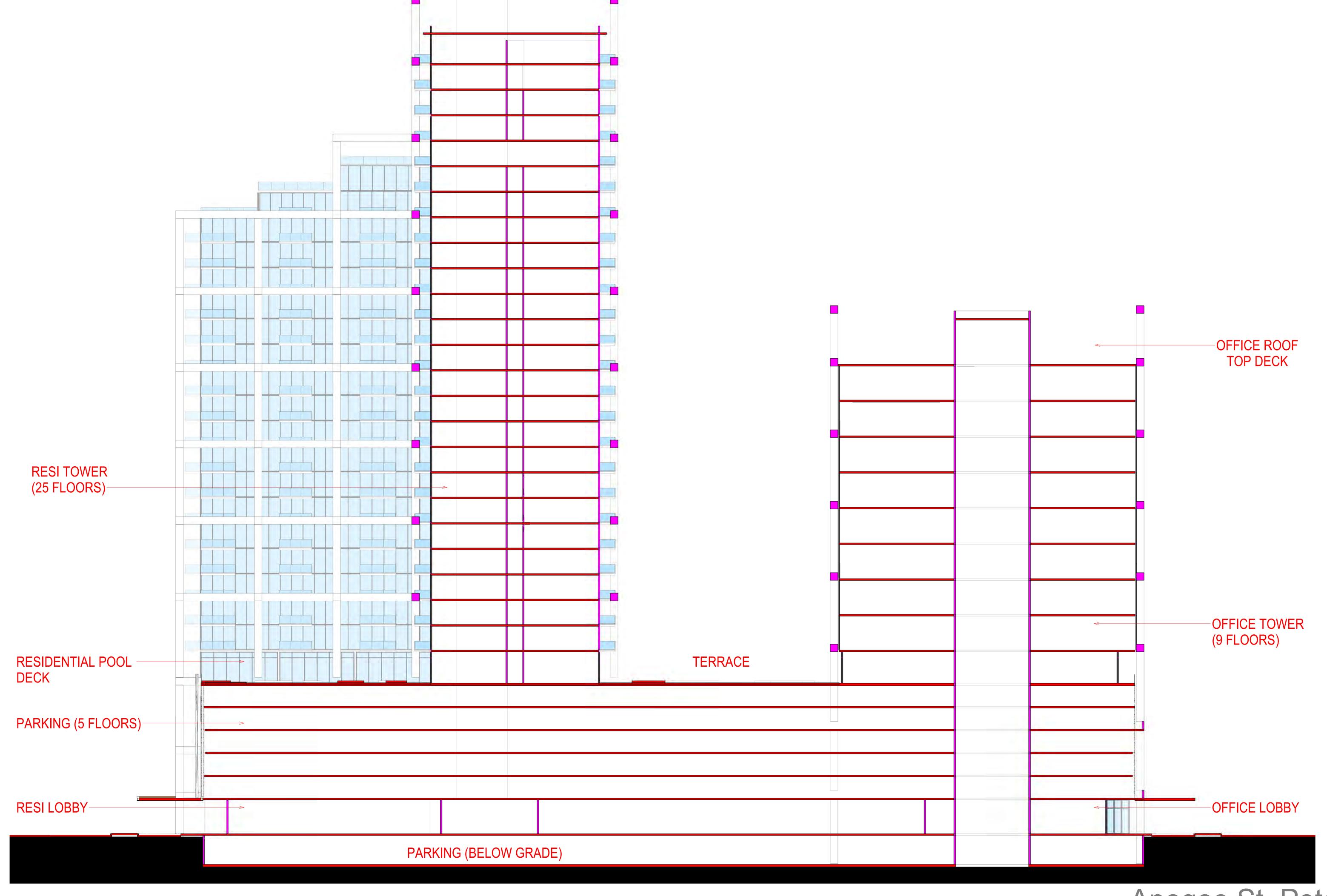
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A-A, EAST TO WEST, LOOKING NORTH
1/16" = 1'-0"









### PROPOSAL TO DEVELOP 910 2ND AVENUE SOUTH, ST PETERSBURG, FL

12.10.21

## **About Us**







### **About**



For a real estate project to reach its peak potential, it requires the right combination of vision, timing, economics, nuance and history. It also needs to adopt a balanced approach that accounts for the realities of the market, a sense of the needs of the community and an understanding of how to maximize the project returns through careful planning and meticulous management. And, most importantly, it needs a partner who can bring all of those elements to the project.

Our extensive expertise and specific approach to real estate projects help us see the untapped potential of a property and assemble the right people, at the right time, to turn that vision into a fully-realized project that creates ideal outcomes for everyone involved.



## **Apogee Team**



#### John Stadler | Managing Partner

John Stadler has served the Florida real estate market for decades, primarily due to his service as CEO of Stadler Associates, Inc., the largest real estate brokerage company in Florida with 13 offices, a corporate staff of 200, 850 full-time sales staff and a 42% share of the luxury South Florida residential market. His experience encompasses real estate training, mortgage, insurance, development and more. Specialized in development, asset management and value creation for real estate projects, John has led projects of all sizes and types, including resorts and hotels, commercial office buildings, marinas, residential developments, mixed-use projects and community development. This varied experience enables him to see opportunities, uses and untapped potential in properties that more niche developers do not. He is excited to bring the depth and breadth of his experience to Apogee and continue to shape Florida's future.



#### **John Barkett, MAI** | Managing Partner

John Barkett, MAI has worked in real estate in Tampa Bay for more than 30 years as an appraiser, development partner and real estate broker. John holds an M.S. in Real Estate Valuation and Analysis from New York University and worked as an appraiser in New York City for 10 years before moving his business to Tampa Bay. As an established real estate and appraisal specialist, John serves clients with real estate concerns from simple to complex by leveraging his analytical mindset, dedication to community and three decades of real estate experience. John offers expertise as a developer partner through his highly analytical mindset and active community leadership and he remains highly involved in local organizations shaping Tampa Bay's economic future.



#### Gordon Crozier | Partner

Gordon Crozier has over 30 years of executive level real estate experience and is well versed in all phases of real estate development from site evaluation to asset disposition. As a former Deloitte and Touche CPA, he is capable of structuring and negotiating complex real estate transactions, while striving to achieve the simplest, most cost-effective solution for each unique situation. He has a proven track record of successfully negotiating and completing multi-year \$100M+ projects. Gordon holds Bachelor's Degrees in both Accounting and Finance from Florida Atlantic University and a Master of Science in Taxation from Florida International University.





The principles of Apogee Real Estate
Partners were instrumental in bringing the
following selected projects to fruition.







### Modera St Petersburg St. Petersburg, FL

Mixed-Use, 20-story, Class A Multi-Family & Retail 383 Units with 15,000 SF of Grade Level Retail

#### **Highlights:**

- Activated the Pinellas Trail with 15,000 SF of retail
- Converted covered section of Pinellas Trail to park like setting
- Confirmed viability of Hi-Rise projects adjacent to I-275
   & stretched the downtown core

**Development Partner:** Mill Creek



### The Hermitage St. Petersburg, FL

Mixed Use 8 story Class A Multi-Family & Retail 348 Units with 2,000 SF of Grade Level Retail

#### Highlights:

- First Concrete Mid-Rise Class A Multi-Family project in the western part of the Downtown Core
- Catalyst for additional Class A development west of 3<sup>rd</sup> Street
- Set the standard level of finish for future Class A Multi-Family projects

Development Partner: Allan Morris Co.



### ICON Central St. Petersburg, FL

Mixed-Use, 15-story, Class A Multi-Family & Retail 368 Units with 31,000 SF of Retail

#### **Highlights:**

- First Hi-Rise Class A Multi-Family project in the western portion of the downtown core
- Preserved historic Union Trust Bank Building
- Highest multi-family re-sale value in downtown St. Petersburg

**Development Partner:** Related Group



# The Alhambra Coral Gables, FL

Mixed Use, 12-story Hotel, Office and Retail 20,000 SF Retail, 40,000 SF Office & 250 Keys

#### **Highlights:**

- BOMA Office Building of the Year
- World Headquarters of Del Monte and Norwegian Cruise Line
- Hyatt Regency Hotel

**Development Partner:** Stadler Development Corp. & Prudential Ins.



### Columbus Center Coral Gables, FL

Mixed-Use Office, Retail 270,000 SF of Office with 20,000 Sf of Retail

### Highlights:

- Latin American Offices for IBM
- SE Regional Offices for IBM

**Development Partner:** Stadler Development Corp., USAA and IBM



# Star Metals Office Atlanta, GA

Mixed Use 14 story Class A Office & Retail 240,000 Office with 24,00 SF of Retail space

#### Highlights:

- First Class A office space on Howell Mill Road
- Catalyst for additional Office development in corridor
- LEED certified with green roof and terraces

**Development Partner:** Allan Morris Co.



### Plaza on Brickell Miami, FL

Mixed-Use Condo, Retail 1,000 Condo units with 30,000 Sf of Retail

#### **Highlights:**

- Tower 1: 45-story, 450 Units.
- Tower 2: 55-story, 550 Units.
- Designed to be built in two phases, but ultimately built as a single-phase project.

**Development Partner:** Stadler Real Estate Corp., Equitable & Related Group



## Archstone Portfolio South Florida

In 2012 Archstone selected Stadler Real Estate Corp. to Co-Develop three of its properties and three properties Stadler Real Estate Corp. controlled.

#### **Highlights:**

- Doral, Florida 249 Units, 8-Story Q1 2013.
- Coral Gables, Florida 222 Units, 8-Story Q2 2013 6,000 SF Ground Floor Retail
- Boca Raton, Florida 377 Units 8-Story 13,000 SF Ground Floor Retail
- Miami, Florida 425 Units 40-Story over Podium Parking
   12.000 SF Ground Floor Retail
- Coral Gables, Florida 330 Residential Units and 50,000 SF Grocer (Publix)
- Dadeland, Florida 431 Units,9-Story & 12-StoryMF Bldgs. w/6-story Structured Parking

**Development Partner:** Stadler Real Estate Corp. & Archstone, Inc.



### **About**

nbww architects

During the past fifty years, **nbww** has been involved in the planning and design of more than \$5 billion dollars in new and rehab construction, encompassing over 40,000 hotel rooms.

**nbww** and its consultants have become internationally recognized in the planning and architectural design of mixed-use centers and world-class hotels and resorts, as well as highend residential, commercial and retail. **nbww's** project experience includes resort and urban hotels, condo hotels, office buildings, high-rise residential, retail facilities and mixed-use developments which are located throughout the United States, the Caribbean and Bahamas, Central America, South America and Mexico.

Representative clients include hospitality and development giants such as Marriott, Westin, Hyatt, Ritz-Carlton, Mandarin Oriental, Waldorf Astoria, Starwood, St. Regis, "W" Rosewood, Fairmont, Regent, Loews, Nikko, Hilton, Sheraton, Inter-Continental, Grand Bay Hotels, Diplomat Hotels, The Continental Companies, Raphael Hotels, Boca Resorts Inc., Prudential, Blackstone, WCI, Fortune Realty, The Related Companies, The Rilea Group, MDM Development Group, Turnberry Associates, Aetna and The Equitable Life Insurance Company.

**nbww** has embraced sustainability as a part of our core philosophy, and actively encourage our client's toward more sustainable design.



### nbww architects Team



John Nichols | CEO

John Nichols, founder of NBWW, graduated from the University of Florida and taught architecture at the University of Manchester in England for a year before returning to the United States. In 1967, after teaching at the University of Miami for several years, Nichols opened his own firm. More than 40 years later, he continues to quide

Nichols is a member of the Urban Land Institute and the National Council of Architectural Registration Board (NCARB).

NBWW's growth and design direction, participating in the design of literally all of the firm's projects.



**Bruce Brosch** | Chief Operating Officer

Bruce Brosch studied at the University of Cincinnati, graduating with a Bachelor of Architecture. He became a registered architect in 1978 and was awarded his national registration (NCARB) in 1979.

In 1979, he joined Nichols and Associates (the forerunner of NBWW) and was project designer and manager for many of the firm's key projects, such as the Westin Convention Center Hotel in Providence, Rhode Island; the Alhambra, an office/hotel complex in Coral Gables, Florida; and the Barclays Financial Center / J.W. Marriott mixed use facility in Miami, Florida.



Adolfo Reyna | Partner

Adolfo Reyna is a Florida Registered Architect and has been with the firm since 1998. He holds a Bachelor of Design degree from the University of Florida and a Master of Architecture degree from the University of Miami.

Mr. Reyna has worked on some of the firm's largest and highest profile projects. His work experience, technical abilities and dedication has resulted in the successful completion of some of the firm's most elaborate projects.



### **Cushman & Wakefield**

#### Wendy Giffin | Senior Director

Wendy has been actively involved in commercial real estate in the Tampa Bay region since 1985. She is a licensed broker with more than \$600 million in sales and lease transactions. Wendy's extensive experience includes numerous transactions for the sale and purchase of land, investment real estate, historic buildings, and for the leasing and sale of many office, industrial and retail buildings. She focuses on commercial real estate transactions in the southern Tampa Bay region with specific specialty in the South Pinellas County market.

Wendy has earned a reputation as one of the region's most prolific producers. She has consistently received the Florida Gulfcoast Commercial Association of Realtors Pinnacle Award for Top Producer, earning the Top Office Broker market-wide nine times. Additionally, she was awarded the President's Service Award in 2012 and 2017 and served as the Association's President in 2019.

Wendy is very active in business and professional communities and has served on the Boards of the St. Petersburg Downtown Partnership, a local community bank, the regional sports commission, a private school, several arts organizations and served as a mayor-appointed Commissioner on the St. Petersburg Development Review Commission for ten years.









ApogeeREP.com