

**MEMORANDUM**  
*City of St. Petersburg*

**TO:** The Honorable Jeff Danner, Chair, and Members of City Council

**SUBJECT:** BayWalk Revitalization Plan – Additional Information for Meeting of August 6, 2009

**DATE:** August 4, 2009

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At Council's request, additional information on the BayWalk Revitalization Plan was prepared and distributed on July 30, 2009. Subsequent to that distribution, City staff received related correspondence from BayWalk tenants, and it is attached as an additional update.

**chico's FAS** INC  
11215 METRO PARKWAY  
FORT MYERS, FLORIDA 33966  
(239) 277-6200

August 4, 2009

The Honorable Jeff Danner, Chairman  
Members of City Council  
City of St. Petersburg, Florida  
Via fax: 727-892-5369

Dear Council Members:

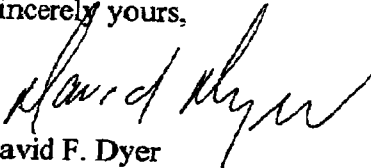
I am writing this letter in support of the Baywalk Revitalization Plan. As a resident of downtown St. Petersburg, and President and CEO of Chico's FAS, Inc., whose Chico's and White House|Black Market boutiques are original tenants of Baywalk, I look forward to the revitalization of Baywalk.

Our store managers have been impressed with the efforts of the new ownership and management team. We are confident that the personnel from Ciminelli Real Estate Services of Florida, with support from the City of St. Petersburg, will guide Baywalk to be in the position to thrive once again.

The plan addresses important issues such as security, parking, and creating a positive environment and experience throughout the downtown core. It also includes solutions for public safety and making the downtown area a destination for locals and visitors. Security is one of our key areas of concern. Our customers must feel safe and have the ability to shop without intimidation.

For Chico's FAS, the Baywalk stores represent just two of over 1,000 stores nationwide. It would be easy to relocate these stores and walk away from the problem; however, as a St. Pete resident, I believe that Baywalk is a major community asset and am hopeful that the Council will support the plan to revitalize Baywalk.

Sincerely yours,



David F. Dyer  
President & CEO

DFD:rm

**chico's**

**WHITE**  
HOUSE

**BLACK**  
MARKET

*Soma*  
INTIMATES

July 30, 2009

The Honorable Jeff Danner, Chair  
And Members of City Council  
City of St. Petersburg, Florida  
P.O. Box 2842  
St. Petersburg, Florida 33731

Gentlemen:

As an original tenant located in Baywalk, I endorse and pass along my enthusiastic support for Mayor Baker's well thought out plans for the area in and around Baywalk. This plan would provide immediate help to the downtown area and the entire city. It's also a proposal that asked for and considered input, gladly offered, by the merchants at Baywalk.

Unlike the prior ownership group led by the Semblers, who grossly mismanaged Baywalk and demonstrated a total lack of interest and concern for the property, CW Capital/Ciminelli Real Estate group have shown a serious and vested interest in the property and returning it to an even more successful version than the original. With an enhanced security department, onsite management and diligent marketing to prospective tenants, this plan and the day to day involvement of managing Baywalk, the entire downtown area; businesses, residents and visitors alike, will enjoy the results.

I ask that you support this proposal without delay and let's get started with this much needed plan.

Sincerely,

Bruce D. Rabon  
President  
Hurricane Pass Outfitters

The Honorable Jeff Danner, Chair  
And Members of City Council  
City of St. Petersburg, Florida  
P.O Box 2842  
St. Petersburg, Florida 33731

I am writing this letter in support of the BayWalk Revitalization Plan. As a resident of St. Petersburg, downtown business owner and long time tenant at BayWalk, I eagerly look forward to the implementation of each component contained in the Revitalization Plan.

The plan is comprehensive and I believe accurately addresses the issues facing BayWalk as well as the areas in and around the entertainment and retail complex. As a tenant at BayWalk since the beginning of 2002, I am impressed with the efforts of the new ownership and management team. I am confident that the personnel from Ciminelli Real Estate Services of Florida, with support from the City of St. Petersburg, will guide BayWalk to be in the position to thrive yet again.

The plan addresses important issues such as security, parking and creating a positive environment and experience throughout the downtown core. It also includes solutions for public safety and making the downtown area a destination for locals and visitors.

Some have already suggested that the Revitalization Plan, with its emphasis on increasing security and vacating the sidewalk in front of the complex, is simply an attempt to rid the area of protestors and minority youth. As a business owner at BayWalk, I'd like to speak to those issues.

First, providing adequate security at the BayWalk garage and the Promenade Walkway, throughout the adjoining area and in and around the complex is critical. Simply put, people will not visit the area if they do not feel safe. Whether it is based on real events or more likely urban legend, there is a public perception that BayWalk and downtown St. Petersburg is not safe. The city must do whatever

it can to combat this perception. To ignore it could lead to a continued demise of the entire downtown core.

Second, the public has a right to visit the entertainment and retail complex without being harassed or made to feel uncomfortable. People have the right to free speech and to protest. That does not give them the right to intimidate patrons or interfere with customers. Young people, no matter their race, have the right to congregate in the area. However, they do not have the right to block walkways or to prevent access into the BayWalk complex or individual stores.

Third, while young people are welcome at BayWalk to attend movies and patronize the businesses, BayWalk is not the city babysitting service. Young (and old) people who are spending money are welcome. Young (and old) people who are loitering and intimidating customers are not. The issue shouldn't be race or discrimination. Rather, the discussion should be about appropriate parenting.

Finally, I can accept the protestors provided they do not intimidate and/or harass customers, nor impede entrance into the complex and its businesses. BayWalk is an urban area and will attract all the elements that make an urban area vibrant and diverse. To me, that means black, white, old, young, gay, straight and pants that are too short as well as too low. It can and should be diverse, but it must be also be safe.

The new ownership and management team have done their homework and understand the issues facing BayWalk. I am impressed with the steps they have already taken including improvements to the physical plant, events such as the Family Friendly Fourth of July Celebration and the Monthly Wine Tasting Evening. I also appreciate their efforts with tenants as we continue through difficult economic times. Despite all of the BayWalk issues, I believe in the new management team and plan on being at the complex for many years to come.

I hope the council will support the plan.

Sincerely,

Michael Shapiro  
SHAPIRO'S at BayWalk  
185 Second Avenue North  
St. Petersburg, Florida 33701