ST. PETERSBURG SHINES:
DEVELOPMENT UPDATES 2015

PLANS ADVANCED IN 2015

South St. Petersburg CRA: City Council approved the CRA in May for a 7.4-square mile area consisting of most of Midtown and Childs Park. More than $67 million in Tax Increment Financing (TIF) revenue will be available to fund redevelopment efforts in South St. Petersburg over the 30-year life of the plan, with cumulative TIF revenue in the first five years of the Plan expected to exceed $1.8 million.

Warehouse Arts District: Located between 1st Avenue N and 10th Avenue S between 16th Street and 31st Street, an action plan for the area is in the works. Traditionally industrial, the area, “Where Art is Made,” has seen an influx of artists and creative enterprises in recent years.

Innovation District: The Mayor’s Office, City Development Administration, and Economic Development have been working with the newly formed Board of the St. Pete Innovation District on the Innovation District & Visioning Summary. Goals are to further establish the brand, vision, goals, and other deliverables for the city’s emerging Innovation District. The District includes the new USFSP Kate Tiedemann College of Business and will be home to the new Johns Hopkins research building. Private financial commitments are underway and the city will embark on a Streetscape and Connectivity Plan for the Innovation District in 2016.

Downtown Waterfront Master Plan: City Council approved the Downtown Waterfront Master Plan, which provides a vision for the future of downtown waterfront – seven miles of parkland along Tampa Bay from Coffee Pot Bayou to Lassing Park. The plan ties the waterfront together with a continuous trail of activities and amenities, and also makes more extensive use of important economic development assets including the Port and Marina.

St. Petersburg Pier: City Council approved the new $46 million St. Petersburg Pier project in May. Demolition of the old pier is complete. The city issued an RFP for a pier operator in fall 2015. The design and permitting phase will be completed during 2016 and construction on the new pier will commence January 2017. The Grand Opening of the new St. Petersburg Pier is anticipated in fall 2018.

Pier Approach: In September, City Council approved an amendment to the Intown Redevelopment Plan increasing its redevelopment budget by $20 million to fund improvements identified in the Downtown Waterfront Master Plan for the Pier Approach. These improvements will better link the new St. Petersburg Pier with the vibrant activity hubs in downtown such as Beach Drive, Straub Park, and Central Avenue.
Building on the success of 2014, 2015 saw decade highs in total number of permits issued and construction value of new residential properties. Additionally, 2015 had the highest value of total construction since 2007. The number of construction permits issued has risen steadily with over 12,000 more permits issued in 2015 versus 2009. Along with an increase in development, the city’s 2015 estimated population indicates a 12,000 person increase since 2010.

2015 BUSINESS RELOCATIONS

The city assisted eight companies in relocating to St. Petersburg from NYC, California, Illinois, and other cities around Florida in industries including IT, marketing, manufacturing, marine science, and support services. These companies brought over 455 employees to St. Petersburg with expansion plans for many more.

- iQor (from New York City)
- Twinlab (from New York City)
- Priatek (from San Jose, CA)
- Great Bay Distributors (from Largo, FL)
- GeniusCentral (from Manatee County)
- BLUE Ocean Film Festival (from Monterey, CA)
- MBI Worldwide (from Illinois)
- sensorFact Services (from Davie, FL)

PROJECTS COMPLETED IN 2015

Maxi-Blast, the largest plastic blast producer in the U.S., consolidated its operations into a 40,000 SF facility on a 5-acre site on Gandy Boulevard in early 2015, investing over $5.7 million. (Industrial; Gateway)

Beacon 430 is a $55 million, 326-unit luxury apartment complex located at 301 4th Street South in the fashionable University Park neighborhood of downtown. The project includes a parking garage and a resort-style pool. (Residential; Downtown)

Trader Joe’s opened in February at 2742 4th Street North in a 12,900 SF building and shares the development site with The Vitamin Shoppe located in an adjoining 3,300 SF building. (Commercial; 4th Street)

Rowland Place, located at 146 4th Avenue NE, is a six-story condominium project that brought 17 luxury homes to downtown, including that of the former Mayor of Tampa Dick Greco and his wife. (Residential; Downtown)
GeniusCentral opened in March in the Warehouse Arts District at 2232 5th Avenue South, bringing 50 jobs with plans for 40 more. The 17,000 SF warehouse has become one of the most innovative workspaces in the city, featuring work from 20 local artists. The company designs software for natural food retailers and also leases space to two local startups: Check I’m Here and Intrinio. (Commercial; South St. Petersburg/Warehouse Arts District)

Blue Ocean, an international ocean conservancy group that alternates annually its renowned “Blue Ocean Film Festival and Conservation Summit” between Monaco and St. Petersburg, relocated its headquarters from California to 642 2nd Avenue South. (Commercial; Downtown)

Tampa Bay Black Business Investment Corp. (TBBBIC) opened a new office and business incubator in South St. Petersburg at 1123 22nd Street South in the Deuces Live Main Street District. (Commercial; South St. Petersburg/Deuces Live)

Souzou, an Asian fusion restaurant occupying the first floor of a new two-story building, located at 435 5th Avenue North next to Iberia Bank. (Commercial; Downtown)

Great Bay Distributors completed their new headquarters at 9500 Dr. Martin Luther King Jr. Street North. The facility includes 183,116 SF of warehouse and 33,025 SF of office space. (Industrial; Gateway)

ASI completed Phase II of their new offices at 9600 Dr. Martin Luther King Jr. Street North. Overall, the new development includes two four-story office buildings of 250,000 SF each and a four-story parking garage. (Commercial; Gateway)
Gateway Radiology renovated and expanded an existing building at 2100 1st Avenue South to open their third Tampa Bay location. (Commercial; South St. Petersburg/Warehouse Arts District)

Vertical Ventures opened in June, transforming a storage facility into a $2 million, 10,000 SF rock climbing gym at 116 18th Street South, east of the I-275 overpass. (Commercial; Downtown)

Stillwaters Tavern, a 4,500 SF New England-style public house specializing in seafood, opened at 254 Beach Drive on the former site of Bruce Watters Jewelers. (Commercial; Downtown)

Hofbrauhaus, a $6 million German restaurant and beer garden, opened at 123 4th Street South in 16,000 SF of the historic Tramor Cafeteria in September. (Commercial; Downtown)

St. Petersburg College Midtown Campus opened in August at 1300 22nd Street South. The $15 million, 45,000 SF facility includes six classrooms, three computer labs, two science labs, a career center, and a bookstore. (Institutional; South St. Petersburg/Deuces Live)
PROJECTS CURRENTLY UNDER CONSTRUCTION

USF St. Petersburg is constructing the new $25 million **Kate Tiedemann College of Business** on the corner of 4th Street and 7th Avenue South. The three-story, 66,000 SF building will be open for classes in fall 2016. (Institutional; **Innovation District**)

**Cobb Luxury 10 Theatre** is under construction at Tyrone Square Mall in the mall’s northwest parking lot, fronting Tyrone Boulevard. It will include 10 auditoria with 1,200 seats, wall-to-wall screens with 3D capability, and a full-service restaurant and bar. (Commercial; **Tyrone**)

Kozuba & Sons Distillery will be opening soon at 1960 5th Avenue South in a 12,000 SF building in the Warehouse Arts District. Kozuba was established in 2005 in Poland and chose St. Petersburg to establish their U.S. operations (Commercial; **South St. Petersburg/Warehouse Arts District**)

Crescent Lake Market will be a new food hall transforming the site of the Monticello Motel, at 1700 4th Street North. The 18 rooms will serve as stalls for independent food vendors and chefs, and a covered courtyard will serve as the communal dining room. The market is anticipated to open in early 2016. (Commercial; **4th Street**)

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330 Third Street South is an 18-story residential tower with 357 units, 6,600 SF of retail space, and a rooftop amenities deck, expected to open spring 2016. (Residential; **Downtown**)

Several new, smaller-scale **multifamily projects** are under construction around downtown: **Arlington Townhomes** will bring 34 three-story townhomes to the growing Mirror Lake/Edge District area at 800 2nd Avenue North. The five-unit **Delmar Townhomes** project is under construction at 433 3rd Street South. The units are currently being marketed for $750,000 each. **Renaissance City Homes** is a four-unit luxury townhome project under construction at 500 Beach Drive NE, across the street from the Vinoy Hotel. **The Brownstones** will be coming to the corner of 4th Avenue and 1st Street N with five New York-style brownstone homes each over 4,000 SF with two bedrooms, a detached garage, and ground-level office space. (Mixed Use; **Downtown**)

St. Petersburg’s craft brewery scene continues to expand with the construction of **Pinellas Ale Works** at 1962 1st Avenue South. The project is transforming an 8,380 SF former auto repair shop into a tasting room, beer garden, and brewery. (Commercial; **South St. Petersburg/Warehouse Arts District**)

**Power Design**, a national electrical contracting business, is expanding its 70,000 SF headquarters with an investment of over $3 million. Plans include moving and growing their training and evaluation center, adding assembly space, creating a 4,000 SF employee fitness center and building out several offices. The expansion project is expected to create 60 new jobs. (Industrial; **Gateway**)

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MORE PROJECTS CURRENTLY UNDER CONSTRUCTION

Several new multifamily projects are under construction in the Gateway area: The Reserve II at 540 Trinity Lane North will be 308 apartments in 3 and 4-story buildings. Royal Palm Bay will be an apartment complex of 381 units at 10589 Gandy Boulevard North. At 10980 Oak Street NE, 150 new apartments are under construction on seven acres. (Residential; Gateway)

Publix will open a second downtown grocery store at 700 Central Avenue. The 32,000 SF store will be part of a mixed-use development underway on the site and includes three levels of parking overhead. The Chihuly Collection will be moving from Beach Drive to 13,000 SF on the first floor of the Publix building and will feature 4,000 SF of outdoor space for parties and events. Anticipated opening date is fall 2016. (Mixed Use/Cultural; Downtown/Central Arts District)

The Salvador is a 13-story, 74-unit green-certified condo building under construction at 2nd Street South and Dali Boulevard. The tower, overlooking Tampa Bay and the Dali Museum, is expected to open in fall 2016. (Residential; Downtown)

Bliss is under construction at 176 4th Avenue NE. The 18-story condo building will have 29 units, a rooftop deck, and a parking garage with vehicular elevators. (Residential; Downtown)

The Hermitage is a $70 million luxury apartment complex under construction near Tropicana Field covering the 700 block between 1st and 2nd Avenues South. When completed, the 8-story project will offer 348 units with upscale amenities. (Residential; Downtown)

ONE St. Petersburg will be located on the block bound by Central Avenue, 1st Street North, 1st Avenue North, and 2nd Street North. The mixed use project includes a 13-story, 174-room hotel, a 41-story condo building with 253 units, and 17,129 SF of retail space. After completion, it will be the tallest building in St. Petersburg. (Mixed Use; Downtown)

The Museum of the American Arts and Crafts Movement is under construction on 3.5 acres at 4th Avenue North between 3rd and 4th Streets. The $70 million, five-story museum will have 172,000 SF of space making it the largest museum in the Tampa Bay area. (Cultural; Downtown)

The Gandy Corridor Project is underway transforming Gandy Boulevard into an elevated six-lane expressway running east of I-275 to east of 4th Street North. The project also includes plans for bicycle and pedestrian improvements, such as trail extensions and sidewalk connections, helping to make Gateway a more livable community. Improvements should be completed in 2017. (Infrastructure; Gateway)
**FUTURE PROJECTS (2016 and Beyond)**

**Johns Hopkins All Children’s** will be constructing an $85 million, 225,000 SF research facility at 5th Street and 6th Avenue South. When completed in 2018, the facility will employ approximately 200 faculty, educators, researchers, physicians, nurses, and support staff. It will also have a 250-seat auditorium, research offices, simulation lab, and research lab space. (Institutional; Innovation District)

**Bay Pointe Plaza**, located south of 50th Avenue South on 34th Street South, is undergoing renovations with an upgraded Publix grocery store, updated facades, new parking configuration, and enhanced landscaping. (Commercial; 34th Street/Skyway Marina District)

**Gator Jim’s** is planning to locate at the former daycare center along Pinellas Point Drive South adjacent to the I-275 entrance ramp. The 4,000 SF building will be renovated into a retail destination for fishing and boating supplies, water rentals and charter boat services, and is expected to open in early 2016. Phase 2 of the site enhancements is scheduled to be completed later in 2016 and will include a practice casting pond, chickee huts, picnic tables and additional landscaping. All improvements will be constructed with a tropical theme. (Commercial; 34th Street/Skyway Marina District)

**Jabil** is remodeling a 69,000 SF building at 10001 16th Street North as a new research and development lab to house engineers working on wearable technology. (Industrial; Gateway)

**FedEx** will be constructing a new 236,976 SF distribution center at 1960 102nd Avenue North. (Commercial; Gateway)

**St. Petersburg Apartments** has submitted development plans for a 35-story building on the Duke Energy block (200 block of 1st Avenue North) with 306 dwelling units, 8,834 SF of commercial space, and 505 parking spaces. The City’s Development Review Commission will take action on the proposal in early 2016. (Mixed Use; Downtown)

Development plans have been submitted for a 7,400 SF microbrewery located at 1101 1st Avenue South in the Edge District. The city’s Development Review Commission will take action on the proposal in early 2016. If approved, this will be the seventh microbrewery to either open or be approved in Downtown and nearby environs since 2013. (Commercial; Downtown/EDGE District)

The historic **Union Trust Bank building**, located at 801 Central Avenue, is the center of a proposed development project for an eight-story, 386-unit apartment building with 28,500 SF of commercial space on the ground floor. The City’s Development Review Commission will take action on the proposal in early 2016. (Mixed Use; Downtown/Central Arts District)
MORE FUTURE PROJECTS (2016 and Beyond)

World Liquors Redevelopment, located at 1601 Central Avenue in the Edge District, is in permitting to replace an existing package store with 14,240 SF of retail space and 14 dwelling units in one and three-story buildings. (Mixed Use; Downtown/Grand Central District)

The Galaxy Hotel, located at 316 1st Street North just north of Sundial, will have 100 rooms in an 11-story building. The project will provide approximately 2,000 SF of ground-floor retail. (Commercial; Downtown)

Regent Lane will be a community of 20 luxury townhomes at 141 4th Avenue N. Each townhome will be four stories and 2,335 SF with three bedrooms, two-car garages, and private rooftop decks. Townhomes will be available as early as fall 2016. (Residential; Downtown)

American Land Ventures will begin constructing a 22-story, 210-unit residential tower across from the Publix shopping center on 3rd Street South in late 2016. (Residential; Downtown)

Secrets of the Sea Marine Exploration Center and Aquarium, a consortium of the USF College of Marine Science, the U.S. Coast Guard, and NOAA, will soon move into St. Petersburg Port’s visitor terminal featuring 11 exhibits and a 3D theater in 11,000 SF. (Institutional; Downtown/Innovation District)

T2theS, a local design and build firm, is constructing a 30,000 SF manufacturing facility on city-owned property at the corner of 22nd Street and 3rd Avenue South in the Warehouse Arts District. (Industrial; South St. Petersburg/Warehouse Arts District)

NRP II, located at 201 4th Street South, is in permitting for an 8-story, 348-unit apartment complex on the former Tampa Bay Times parking lot. This will be the second project for the NRP development group, which also built Beacon 430 on the city block south of this site. (Residential; Downtown)

The City is in the conceptual design and programming stage for a New St. Petersburg Police Headquarters in the 1300 block of 1st Avenue N. The project is expected to contain approximately 165,000 SF of office and other space and is budgeted at $70 million. (Institutional; Downtown)

A major museum of American and Western Art will occupy two floors at 100 Central Avenue. The museum, yet to be named, will feature the personal collection of Tom and Mary James and is expected to open in 2017. (Cultural; Downtown)

Echelon City Center is a proposed mixed-use development in Carillon Park with 2.8 million SF that will include office space, apartments, retail, and a boutique hotel. Echelon projects a five to seven-year buildout with development costs ranging between $600 and $700 million. (Mixed Use; Gateway)