A Vision for Tropicana Site Redevelopment

Public Meeting

October 20, 2016
Inclusive stakeholder involvement

Embracing and engaging the community voice

Earning and building consensus

Delivering a meaningful solution

http://www.stpete.org/tropicanaconcept
This is what we heard
1. Promote Economic Development
2. Create Jobs
3. Promote Diverse Mix of Business
4. Implement Sustainability

Provide jobs, entertainment, housing and family oriented places that will promote economic development for every neighborhood

The First Principle
1. Connect Neighborhoods and Districts
2. Provide Housing for Multiple Income Levels
3. Cherish Outdoor Space
4. Create Pedestrian Friendly Environment
5. Integrate Regional Bike and Trail System

Knit the city together again and re-Integrate the Tropicana site with the rest of the grid system
1. Engage Arts
2. Family Oriented Entertainment
3. Celebrate Multicultural Neighborhoods
4. Preserve Authenticity
5. Safe and Family Friendly Place

Celebrate and enhance the rich cultural diversity and authenticity as an engine for economic opportunity within the district and the surrounding neighborhoods.
1. Encourage Public Transportation
2. Optimize Parking
3. Accessible Development

Make it easy to get around and expand all transportation options to reduce traffic and increase access between the neighborhoods and Downtown

The Fourth Principle
It’s About The Rays, 86 acres and Much More
What the Rays are looking for

1. Catalyst for Development
2. Local Authenticity
3. Regional Connectivity
4. Site Accessibility
5. Size and Geometry
6. Financial Feasibility and Development Readiness
What Ballparks look like today
Integrate Campbell Park and South St. Petersburg like the Gas Plant was.....
The development should honor the history of the Gas Plant neighborhood and the community
Grow Smarter Strategy

Life and Marine Sciences
Financial Services
Specialized Manufacturing
Arts and Design
Data Analytics

Led by the new
Economic Development Corporation
New Ballpark Location
Create Booker Creek Park
Expand Campbell Park, Regional Skate Park and The Bridge
“Rays’ Way” and Ballpark Plaza
Neighborhood Market and Connection to Deuces Live
Reintroduce the Street Grid
Integrate Development and the Stadium
Retail, Entertainment, and Kid Zone
Arts Program and Gas Plant Legacy
Hotel and Conference Space
Office Buildings
16th Street Neighborhood Retail and Offices
Housing and Neighborhood Offices
Elements of the Plan

Public Realm (34 Acres) 40%
- Booker Creek Park
- Ballpark Plaza
- Kids Zone
- “Rays’ Way”
- New Street Grid
- Neighborhood Market
- 16th Street Improvements
- Campbell Park Extension and The Bridge

Development (52 acres) 60%
- Rays’ Ballpark
- Entertainment/Retail
- Hotel/Conference Hall
- Office Buildings
- Research and Tech Campus
- Housing
- Neighborhood Offices
- Neighborhood Retail
- Shared Parking
Massing Rises to the Ballpark
View overlooking The Edge District
View from Downtown and the East
View from Campbell Park and South St. Petersburg
View from Deuces Live and the Warehouse District
St. Pete’s Newest District
A Walk Through the New Trop District
"Rays' Way"
Office Visibility around the Ballpark and its Brand
Research and Tech Campus with Conference Hall
Integrated Campbell Park and the Wiggly Bridge
Shared with Ballpark on Game Days
Neighborhood Housing, Retail and Offices
Neighborhood Market
Mixed Use Building Strategy
The Sustainable Future of The Trop
1. EQUITABLE
2. ACCESSIBLE
3. RESOURCE EFFICIENT
4. HEALTHY
5. QUALITY OF LIFE
6. SMART CITY INTERFACES
7. RESILIENT
economically sustainable, equitable growth in a safe, inclusive, and family-friendly environment
multi-modal transit coupled with bike-share on walkable streets
Walkable streets- zoning, convenience, comfort and design
passive design strategies, energy and water efficient district systems, renewable energy
access to nutrition, improve air and water quality, promote physical activity, enhance thermal comfort, mitigate health hazards
preserve natural habitat, limit noise and light pollution, integrate arts, enhance community, and celebrate local history, culture, and diversity
Smart Technology and evidence-based design allows feedback to influence informed decision making and behavior change.
Built-in flexibility to accommodate market changes, new technology, and extreme climate events
Future City Initiatives
1. Downtown Transportation Plan Integration
2. Downtown Transport Hub
3. 16th Street and Campbell Park Initiative
4. Deuces Live, Warehouse Arts District and South St. Petersburg Initiatives
5. Innovation District Initiatives