St. Petersburg Pier
Public Input Session
Thursday, June 19 - 7 to 8:30 p.m.

I. Welcoming Remarks

II. Introductions

III. History – Recent Past to Present

IV. Public Input Process

   A. Survey Sheet

   B. Table Discussion

   C. Table Discussion Report

V. Public Comments (3 minute limit)

Next Sessions:

- Tuesday, June 24 from 6:30 to 8 p.m.
  The Coliseum, 535 Fourth Avenue N.
- Thursday, June 26 from 6:30 to 8 p.m.
  Roberts Recreation Center, 1246 50th Ave. N.
- Monday, June 30 from 6:30 to 8 p.m.
  Lake Vista Recreation Center, 1401 62nd Ave. S.
- Wednesday, July 2 from 6:30 to 8 p.m.
  J.W. Cate Recreation Center. 5801 22nd Ave. N.

St. Petersburg Pier Project – Public Input
June 19, 2014

Ken Letering: He would like to see a real San Francisco trolley running along Central from Park St to the Pier. A gambling ship and fishing charter boats.

Philip Garrett: We would like to see a people mover, instead of a trolley. The Pier's footprint should be larger to accommodate what is wanted. Fishing is important and needed.

Roy Puck: Comments were offered a historical review of what occurred on the Pier. The Pier should be accessible to all. The Pier should be the Jewel of Tampa Bay. Fishing is important. Parking is also important. Thanks to all who attended.

Scott Campbell: Agreed with previous speaker. A dance hall is important.

Dave Bowser: The locals should give their view and will make it all happen. We have made a huge step forward with this new process. The money should be used for the pier.

Quentin Richardson: Where am I going to take my beautiful selfie, if not the Pier? Pier's bring people to do things. Please go to Sunshine City Pier on Facebook and like the page. Gave an overview of his vision of what the Pier should be. Light it at night. Walking jogging path and more.

Dan Harvey, Jr.: Concerned Citizens of St. Petersburg, founder. Urban Land Institute came and studied waterfront. Downtown Waterfront Master Plan will also be asking what do you want to see on our waterfront. Parking study forthcoming. There are a lot of questions. We need to interface with the Downtown Waterfront Master Planning process.

Leonard Schmiege: A shared community business incubator space is needed. How will it be used after it is built? Flexible restaurant space. Rooftop Pier restaurant or artist space could be leased through a competition on a monthly basis. Electric people mover. Nightclub space could also be flexible.

Julian Hills: Interested citizen. Yellow brick road leading to OZ. Disconnect between green space and the Pier. Tourists will be primary users. Pier needs to be gorgeous. New thought is needed. Engagement is key.

Kevin Carlan: Works in the marine industry. We have a huge resource. How it needs to be utilized is important. Pier should be part of Downtown Waterfront Master Plan. Sustainability is key.

Carol Mickett: Focus should be on the big picture. How does the Pier fit into the big picture? How is it all coordinated? Downtown Waterfront Master Plan is important.

3 MINUTE TIME LIMIT

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www.stpete.org

DATE: June / ~~18~~ 19 / 2014

NAME: Ken Letching

Table #1

ADDRESS: 3157 - 7th Ave. No.

ZIP CODE: 33713

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DATE: 6 / 19 / 2014

NAME: PHILIP GARRETT

ADDRESS: P.O. BOX 10641 St. Petersburg FL

ZIP CODE: 33733

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DATE: 6 / 19 / 2014

NAME: Roy Puck

ADDRESS: 4541 2nd Ave So - ST Pete -

ZIP CODE: 33711

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DATE: 6 / 19 / 2014

NAME: Scott Campbell

ADDRESS: 6338 Burlington Avenue North

ZIP CODE: 33710

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DATE: 6 / 19 / 2014

NAME: DAVID BOWSER

ADDRESS: 3535 17th ST N

ZIP CODE: 33713

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DATE: 06 / 19 / 2014

NAME: QUENTIN RICHARDSON

ADDRESS: PSC 2 BOX / 430 37TH STREET SOUTH

ZIP CODE: 090 / 33711

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DATE: 6 / 19 / 2014

NAME: DAN HARVEY JR

ADDRESS: 1425 CARROLL AVE

ZIP CODE: 33705

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DATE: 6 / 19 / 2014

NAME: Leonard Schmiege

ADDRESS: 3024 25th AVE N ST PETE

ZIP CODE: 33713

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DATE: 06 / 19 / 2014

NAME: JULIAN HILLS

ADDRESS:

ZIP CODE: 33705

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DATE: 6 / 19 / 2014

NAME: Kevin Carlan

ADDRESS: 4033 12th St. NE

ZIP CODE: 33703

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DATE: 6 / 19 / 2014

NAME: Carol Mickett

ADDRESS:

ZIP CODE:

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DID NOT SPEAK

DATE: 6 / 19 / 2014

NAME: Jeannie Zolni

ADDRESS: 4219 6th Ave N St Pete

ZIP CODE: 33713

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DID NOT SPEAK

DATE: 6 / 19 / 2014

NAME: Frederick D. Winters

ADDRESS: 664 63rd St. So. St. Pete., FL.

ZIP CODE: 33707

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DATE: **JUNE 19, 2014**

TO: **WORKING GROUP of**
PIER ADVISORY TASK FORCE

FROM: **DICK AYOTTE**

SUBJECT: **CITIZEN INPUT REGARDING THE PIER**

The attached is submitted for review and discussion:

Page 2	What do people want? Why? Need to redefine the project.
Pages 3- 9	Ten elements of Waterfront Project
Pages 10-11	Thoughts on Budget
Pages 12-13	Photos

I am a citizen of St. Petersburg and have lived in the same south side home for the past 30 years. My background is finance, management consulting, and mergers and acquisitions. I am founder of American Brokerage Consultants, Inc. and was its CEO for 25 years. Now semi-retired, I am affiliated with Business Value Center, Inc., located in downtown St. Petersburg. This firm is in the business of determining the value of intangible assets, primarily corporate stock of privately-held companies. I can be reached at 727-898-5551 and raayotte@aol.com.

The Pier

What do people want?

A new pier? An iconic building? A fancy restaurant? A bridge from Spa Beach to Vinoy Park? A ferris wheel? A picnic area? A beach?

These are not choices.

The answer is Yes, Yes, Yes, Yes, Yes, Yes, and more!

Why?

1. Because no single thing, and no two things, will attract sufficient use to be economically feasible.
2. Any selection will generate interest, but only from a relatively small percentage of the whole people: too small to make the selected item successful.
3. A RANGE of selections would draw people with varied interests.
4. Tapping into a broad enough range of interests would draw exponential use and make all the parts economically feasible.

Consider the shopping mall concept as an analogy: One or two large retailers serve as the main draw for scores of other retail stores. The very large retailers (Penney's, SAKs, etc.) know that they benefit from the draw of the smaller retailers and vice versa. Walmart is a standalone retailer but its product offerings are so broad that they are, in essence, their own mall. Diversification is the key driver.

Need to redefine the project:

1. $45 million spent on the pier with an iconic building and a classy restaurant will lead to failure. Once the novelty wears off and the oohs and aahs die down, we'll be back to where we are now. We'll have a beautiful structure with insufficient volume to be economically feasible.
2. Rather than the PIER Project, we need a WATERFRONT Project.

Waterfront Project:

1. Encompasses the area east of 4th Street from 5th Avenue North to the Dali Museum.
2. Encompasses Vinoy Park, Straub Park, Spa Beach, the Pier, and Demen's Landing.
3. Includes a broad range of amenities and activities designed to draw people with broadly diverse interests.
4. Cannot be limited to $45 million.
5. Must be structured to align the interests of the City with the interests of retailers. PROFITABILITY MUST BE A COMMON GOAL.

Ten Elements of Waterfront Project:

I. Shorter pedestrian pier leading to "building"

II. Smaller building with iconic design that celebrates St. Petersburg's entire history

III. Fishing pier with floating docks extended from building

IV. Rejuvenation of Spa Beach with appropriate amenities

V. Spokeless 200' sky wheel on north end of Spa Beach

VI. Three bridges connect waterfront parks

VII. Boardwalks

VIII. Monorail

IX. Intra-city transportation with solar powered vehicles

X. Intra-bay transportation with fleet of pontoon boats

I. Shorter Pedestrian Pier

A. Extend approximately 450 feet over water as compared to the current 900 feet, making the new pier building more accessible.

B. 70 feet wide (same as current pier)

C. Pedestrian promenade:

1. Covered
2. 30-40 foot high ceiling
3. Arched Mediterranean style colonnade on both sides
4. Moving sidewalks from end to end
5. Ceiling fans, misters
6. Seating and rest areas, eating and viewing areas
7. Pushcart retail, food, novelties

D. Above the promenade:

1. Flat roof covered the solar panels
2. Roof fringed with Mediterranean style balustrades

E. Below the promenade:

1. Unseen commercial access
2. Suspended rails would delivery supplies via "cars" on pulley system
3. Commercial elevator at building would receive supplies and distribute

II. Smaller Iconic Building

A. Platform would be square, 200 x 200 feet

B. Octagonal building, 140 x 140 feet with gazebos extending from four corners

C. 30 foot wide verandas would encircle the building on ground, 2nd, and 3rd floor

D. Building would be four stories tall, approximately 80,000 square feet of space

E. Style would be Mediterranean with copious use of arches and columns

F. 40 foot doughnut hole in center of building from ground floor to 4th floor

G. 10 foot wide balconies surrounding the doughnut hole on 2nd and 3rd floors

H. Chihuly chandelier hanging from center

I. Ground floor:

   1. Air-conditioned open space

   2. Push-cart retail and food

   3. Band stand for shows, music, meetings, etc.

J. Second and Third floors:

   1. Retail shops, casual dining, sports bars

   2. Tampa Bay teams store: celebrating the Rays, Bucs, Lightning, Rowdies

   3. Museum stores: showcasing all our museums, selling trinkets, offering location maps, etc.

   4. Brewhouse: showcasing St. Petersburg's many craft beers and offering location maps

K. Fourth floor: revolving, fine-dining signature restaurant

L. Roof:

   1. Covered with solar panels

   2. Cantilevered city-view skywalk all around

III. Floating docks and fishing pier

A. Floating docks:

1. Would begin at east side of new building and extend to the existing location of the inverted pier building

2. Would accommodate transient boats of most sizes

B. Fishing pier: Would occupy the same space as the existing pier building

IV. Rejuvenation of Spa Beach

A. Beach furniture, umbrellas, sail shades

B. Tiki hut beach bar

C. Changing rooms, rest rooms, and outdoor showers

D. Splash and geyser pool on adjacent land

V. Spokeless Skywheel **(see attached photo)**

A. 200 foot tall spokeless wheel (aka Ferris wheel) on land at west side of Spa Beach

B. 20-60 gondolas, can be added as needed

C. 6-8 passengers per gondola

D. Gondolas air-conditioned, lighted, and wired for communications

E. 30-minute cycle time

F. Non-stop loading and unloading

G. Wired for spectacular laser light shows

H. Privately owned and operated via a public/private agreement

VI. Three Bridges

A. Swing footbridge connecting Vinoy Park to Spa Beach.[1]

B. Swing footbridge connecting Demens Landing to parking area near the pier entrance.[2]

C. Arched bridge connecting Bay Shore Drive to Spa Beach Park.

VII. Boardwalks

A. North waterfront:

1. From Vinoy Hotel to 2nd Avenue North
2. Continues along sea wall behind museum of history
3. Continues to new bridge at end of Spa Beach Park
4. Continues on east side of Spa Beach Park
5. Terminates at Spa Beach

B. South waterfront:

1. From southeast corner of Demens Landing Park to new bridge
2. Continuing from north side of bridge, east and north around parking lot

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[1] Current distance from Vinoy Hotel to pier building is over one mile. A bridge connecting Vinoy Park and Spa Beach Park would cut the distance to the new closer-in building by more than half.

[2] Distance from Dali Museum to pier building is over one mile. A bridge connecting Demens Landing to the parking area near the entrance to the pier would cut the distance to the new closer-in building by more than half.

VIII. Monorail (self-powered leisure transport system) (see attached photo)

A. Shweeb monorail system, for example:

1. Monorail piers are 19 feet tall and 66 feet apart, they support two rails
2. Single-person glass pods hang from monorail
3. Pods are pedal-powered up to 30 miles per hour
4. Monorails can be positioned through trees and narrow spaces
5. Monorails can have hills, valleys and sharp curves
6. On/off stations can be positioned anywhere

B. Over two miles of track could be suspended throughout the downtown parks with virtually no footprint or "view-pollution."

C. A Shweeb monorail system would be privately owned and operated via a public/private agreement

D. Commercial enterprises like major hotels and condos may want to partner up to get an on/off station at their location

IX. Intra-City Land Connections

A. Fleet of solar and/or electric powered vehicles

B. Free flag-down. hop-on service

C. Drivers work for tips.

D. Cover entire downtown east of 4th St. from 5th Avenue North to Dali Museum

E. Flexible routes designed for maximum coverage of parking garages, museums, major hotels, restaurants, and all downtown parks

X. Intra-Bay Water Connections

A. Use floating docks as base terminal

B. Fleet of pontoon boats with regular and reserved ferry service

C. Connect all sister cities and communities in Tampa Bay

D. Ferry network service to ten locations, clockwise from pier:

1. Clearwater at North Bay Bridge and Route 60
2. Oldsmar
3. Tampa International Airport at Hyatt Hotel
4. South Tampa at east end of Gandy Bridge
5. Downtown Tampa (several potential locations)
6. Apollo Beach
7. Ruskin
8. Ellenton
9. Tierra Verde at Yacht Club
10. Gulfport at casino pier

E. Business would be privately owned and operated via a public/private agreement

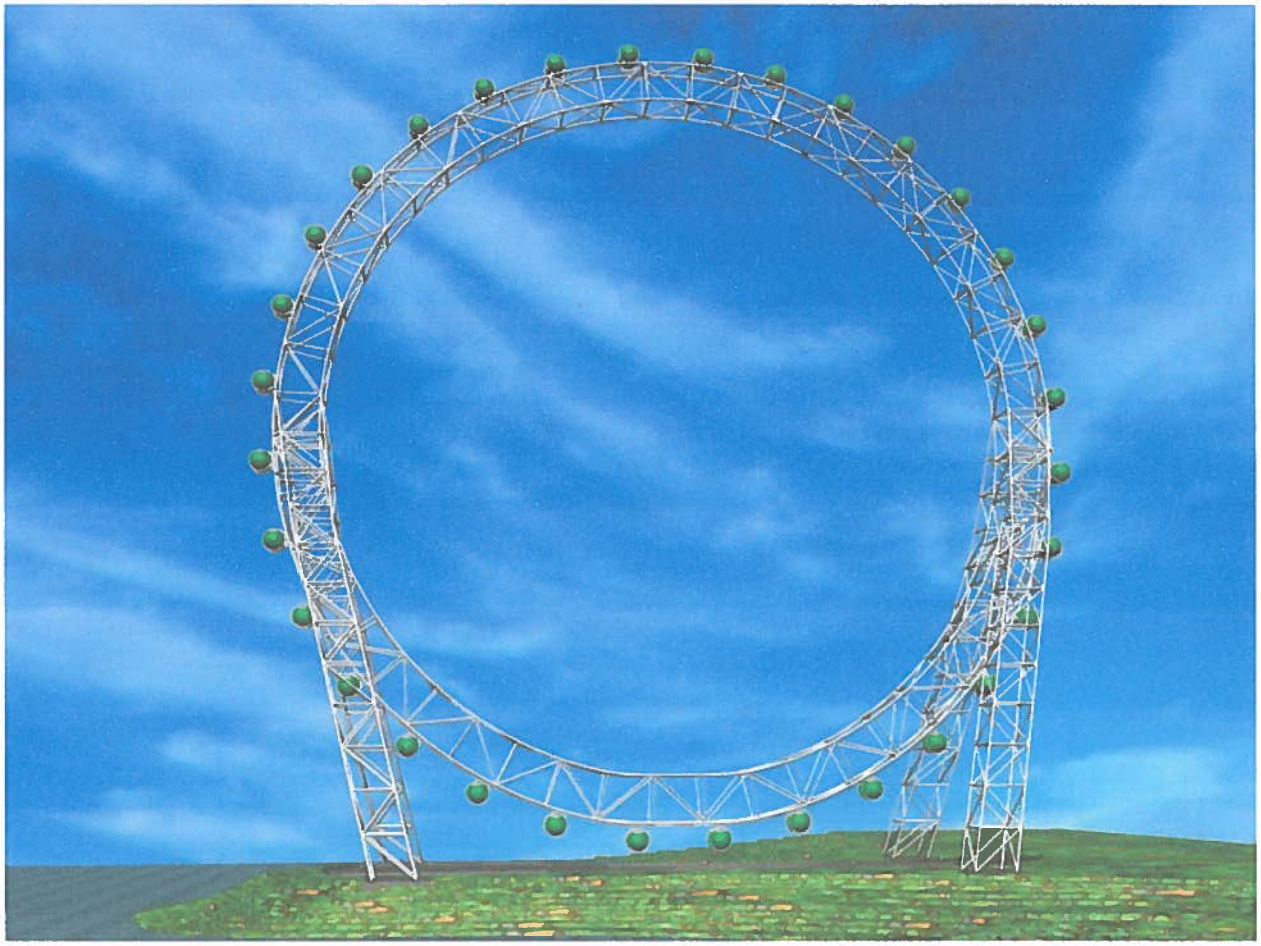
Budget Thoughts:

A. $45 million is NOT adequate:

1. The people's "wants" do not match its budget
2. $45 million will NOT buy anything "iconic"
3. $45 million spent entirely on the pier and building would replace what we have but wouldn't achieve any of the often-stated objectives
4. Analogy: If one's objective is to start a high-class limousine service but he buys a $20,000 used sedan because he doesn't have $75,000 for a new limo, he will not achieve his objective. He'll have a $20,000 car that no one wants to ride.

B. Historical perspective:

1. 1926 "Million Dollar" pier:
   a. Cost $1 million in 1926
   b. St. Pete population was 27,000 in 1926
   c. Cost per citizen was $515
2. CPI inflation:
   a. $1 million in 1926 equals $13,900,000 today
   b. St. Pete population today is 250,000
   c. Pier budget is said to be $45 million
   d. Budget per citizen is $180
3. The current budget would be ***$128 million*** if the rate of spending per citizen in 2014 was the same as in 1926.



Sky Wheel

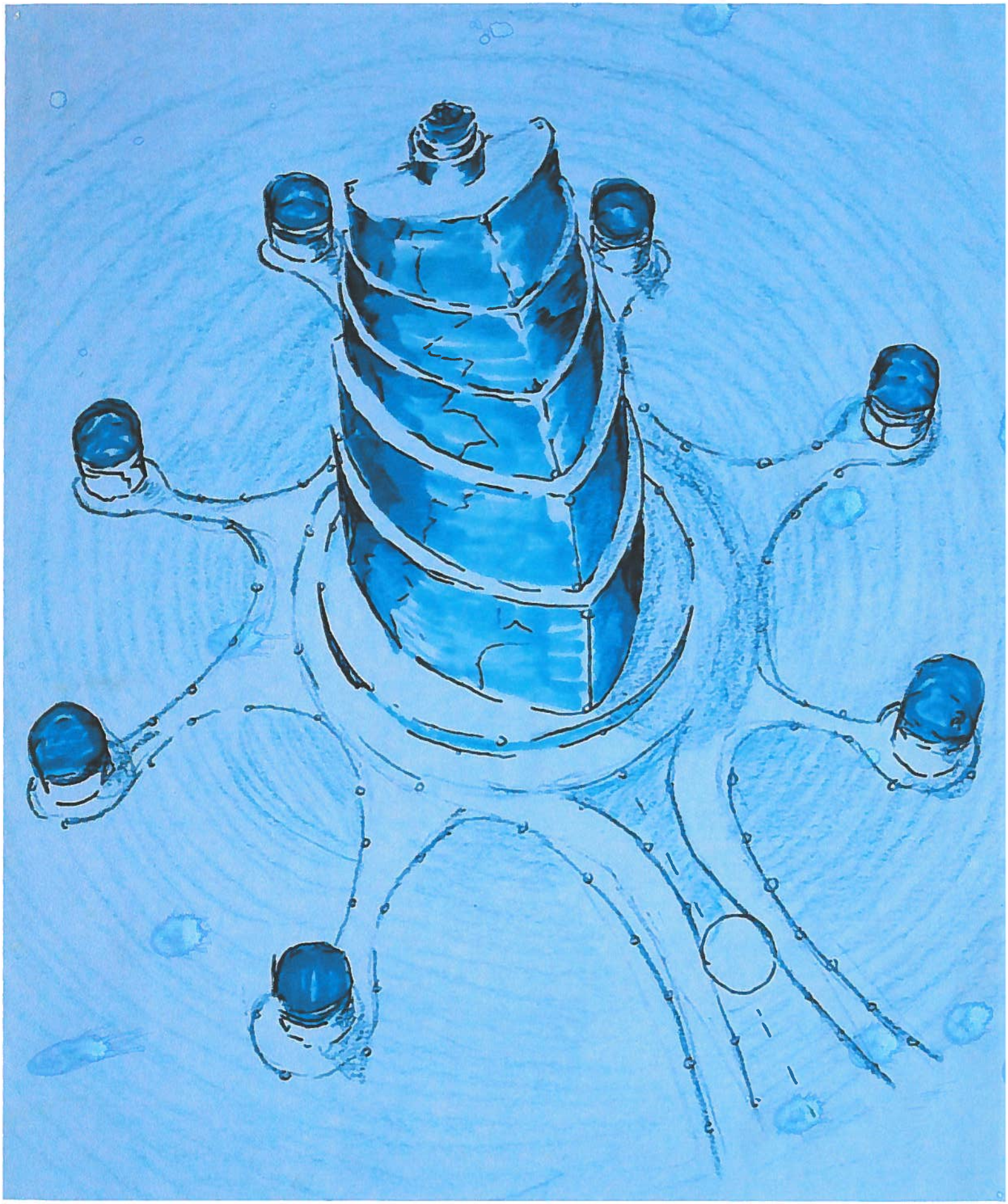
Privately owned

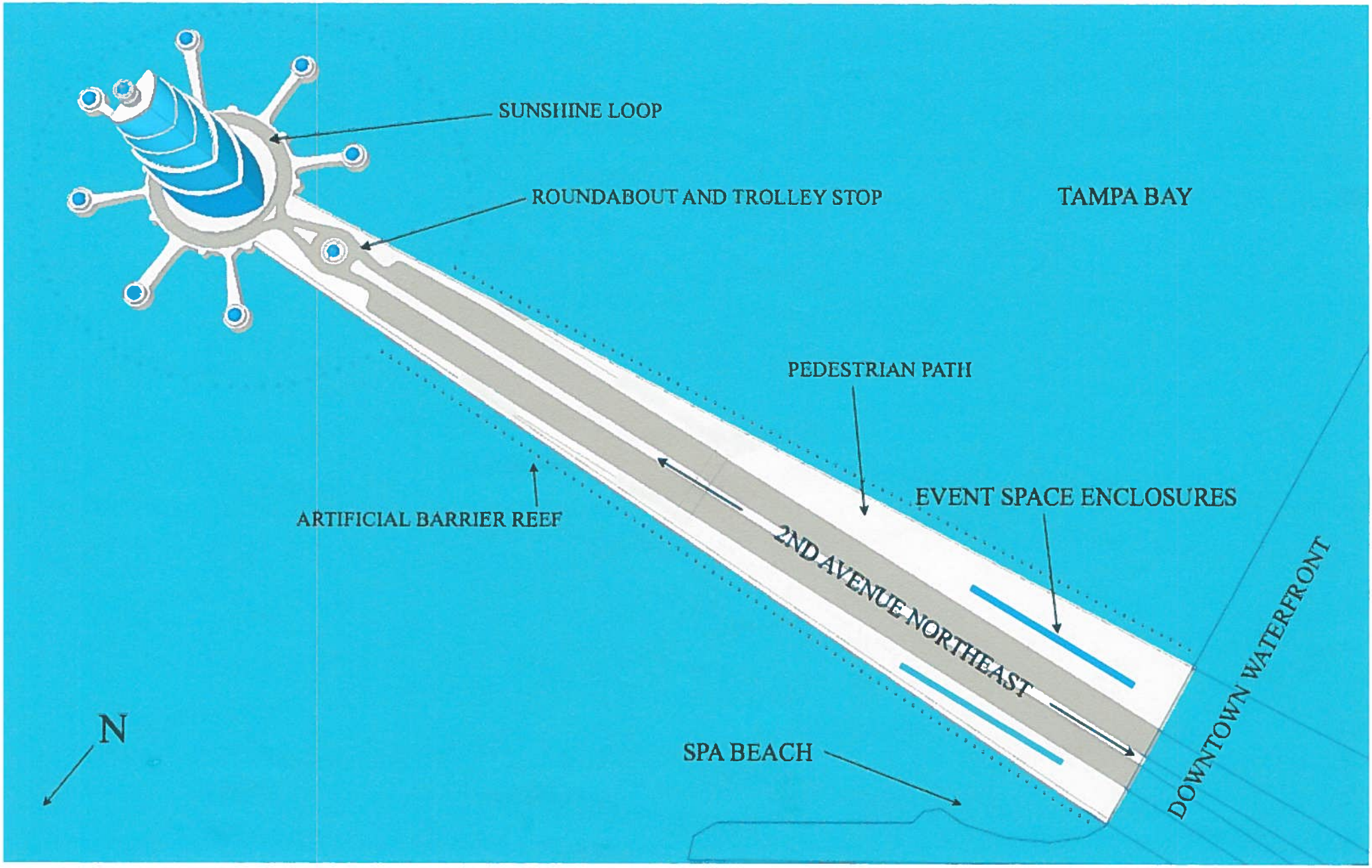
Operated under public/private operating agreement

Shweeb Self-Propelled Monorail

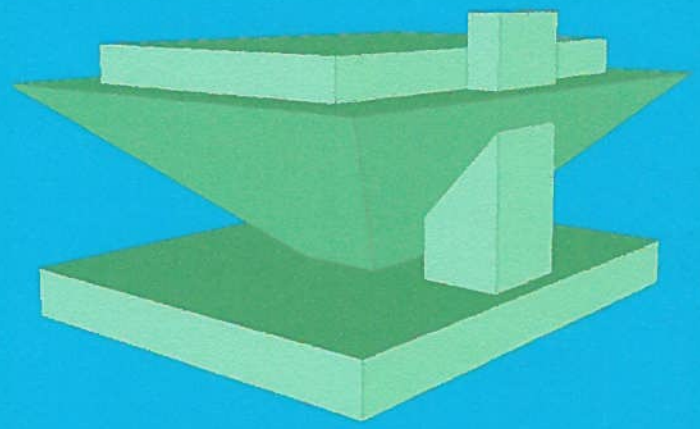
Privately owned

Operated under public/private operating agreement




SUNSHINE LOOP
ROUNDABOUT AND TROLLEY STOP
TAMPA BAY
PEDESTRIAN PATH
EVENT SPACE ENCLOSURES
ARTIFICIAL BARRIER REEF
2ND AVENUE NORTHEAST
DOWNTOWN WATERFRONT
N
SPA BEACH

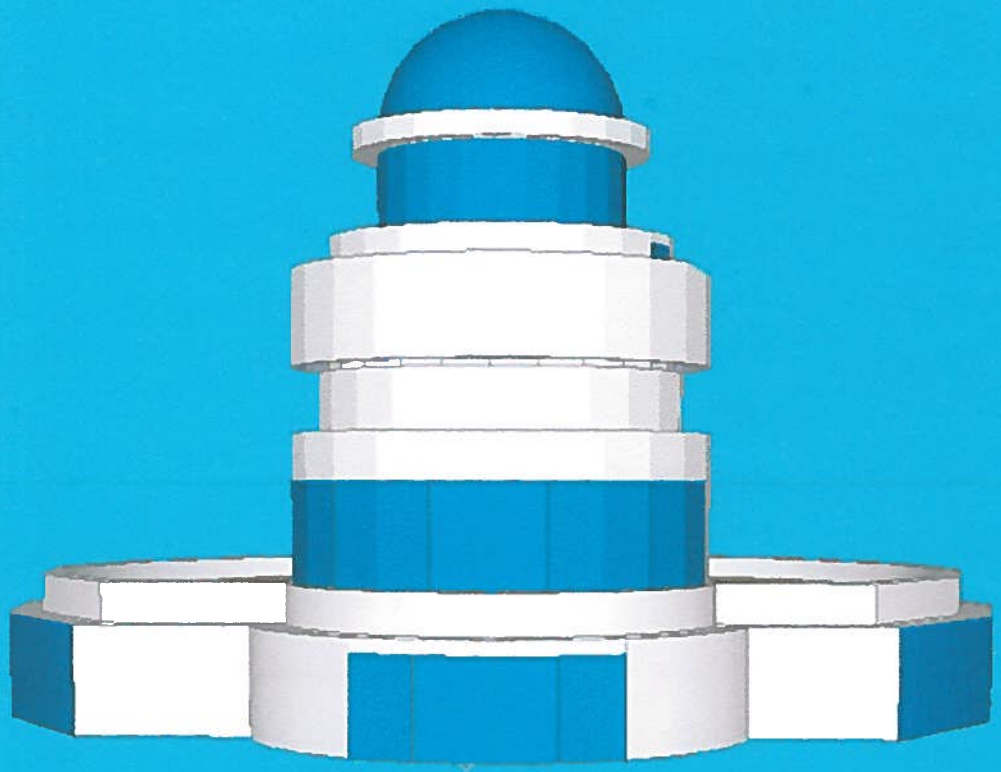
Old Pier

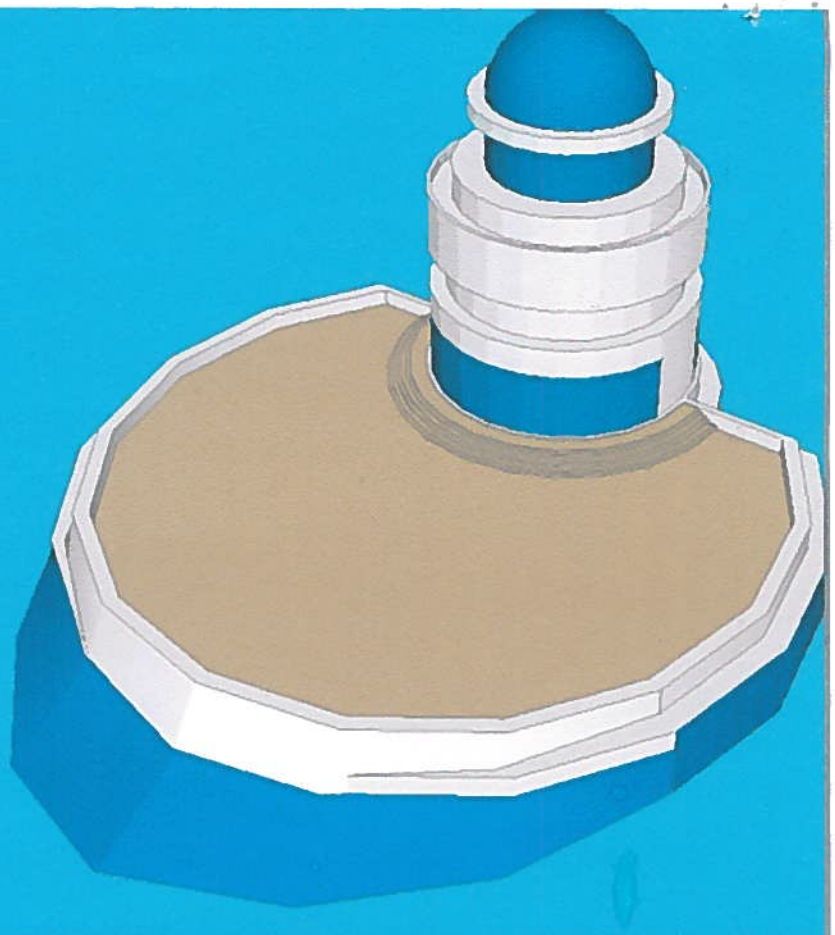


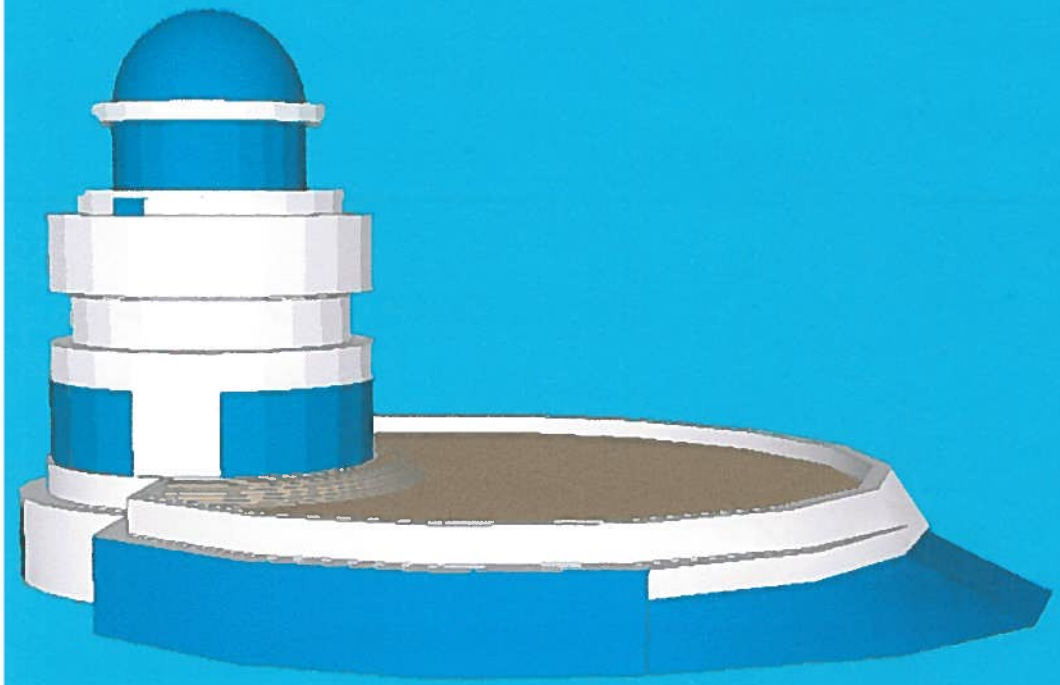
- 5 Floors
- Observation Deck
- Restaurants
- A Bar
- An Aquarium
- Shops
- Event Spaces
- Fishing Areas

New Pier

- 5 to 6 Floors
- Observation Deck
- Restaurants
- A Bar
- An Aquarium
- Shops
- Event Spaces
- Fishing Areas
- A Lighthouse
- Physical Fitness Areas
- Museum
- Playground





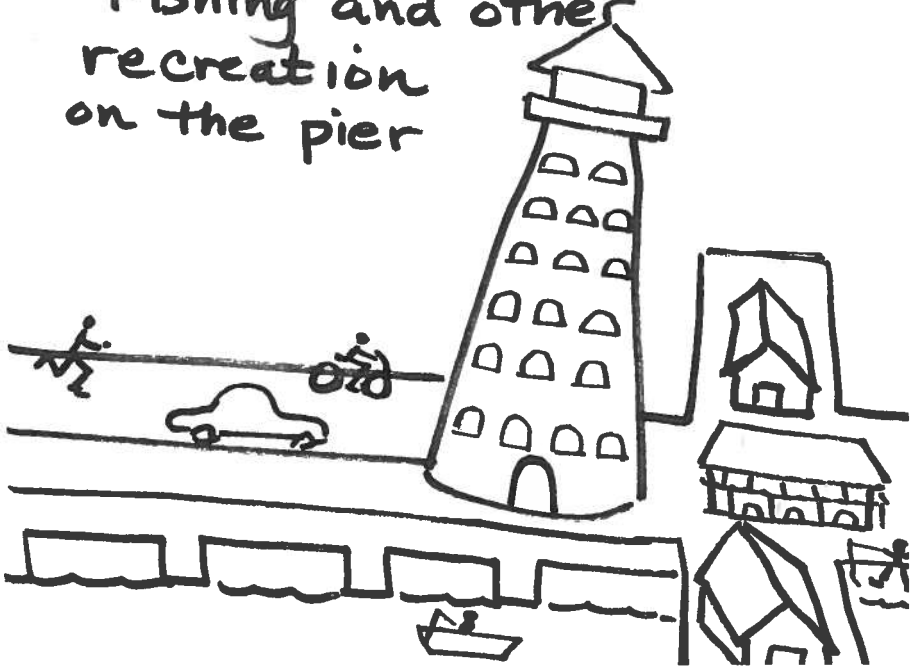


Sunshine City Pier Observation Deck and Lighthouse Models

Karla Kresge

727-345-3235

42-070-3141

St. Petersburg Lighthouse Pier

- for restaurants and shops, sight seeing, etc
- 3 buildings for parki garage interior
- outside for fresh produce and other vendors
- Fishing and other recreation on the pier