

March 13, 2014

Reference: Ideas for St. Petersburg Waterfront Development

Dear Mayor Kriseman:

By planning the total waterfront and including a world class attraction will give a "winning" concept to the pier design. It will bring stronger tenets for the pier and make it easier to sell the project. It will also bring a lot more visitors.

For a successful waterfront concept today, "people magnets" are needed in the design. Fountain builder "Wet Enterprises" defines a "people magnet" as an attraction that will pull people into the project and pull the project into the spotlight.

The website for Wet Enterprises Sun Valley, CA is: www.wetdesign.com. If you access their website you can see they have outstanding fountain designs. Their work can be seen in many U.S. cities and all over the world as well as locally at Disney and Epcot Center. One of their more impressive designs is the fountains at the Bellagio in Las Vegas, which you can see it if you "google" Bellagio fountains. These fountains are synchronized with lights and beautiful music and by using compressed air technologies, can obtain unbelievable heights and speed. They are one of the main highlights on the Las Vegas strip and have recently been duplicated with a larger fountain at Dubai, United Arab Emirates, which is the world's largest fountain, also available if you "google Dubai fountains".

The venue of songs can change for each holiday. Love songs can be played for Valentine's Day and Mother's Day; patriotic songs for the 4th of July, Memorial Day and Veteran's Day; Christmas songs for the Christmas season. Refer to included song venue at the "Bellagio."

Vinoy Fountains

These fountains will fit in perfectly with the existing art museums, restaurants and the new pier and should draw people from all over. Excellent roads and airports are already in place. I would suggest locating the fountains on the west side of Vinoy Yacht basin in front of North Straub park. The fountain would require a fresh-water basin. If you choose to extend the fountain out into Vinoy basin, a new back-filled seawall that follows the contour of the fountain would be required.

Vinoy Riverwalk

The river walk will move along the west seawall with clusters of lush landscape and key positioned shade trees. It is important to have benches for people to view the fountain.

The river walk will accommodate art shows, vendors, farmer's markets, lighting the Christmas tree, etc.

For the river walk and fountain to work, Bayshore Drive needs to be removed between Vinoy Hotel and 2nd Avenue. North Straub Park needs to be extended easterly to the seawall. Traffic and parked cars need to be removed so there will be unobstructed view of the fountain and boats in Vinoy basin.

From the fountain location, run the river walk west to the Art Museum, the restaurants and shops on Beach Drive, Sundial (Baywalk), also making a tie to Central Avenue where shops and restaurants can be developed.

Restaurant Destination

If the Vinoy fountain is built on the St. Petersburg waterfront, the existing restaurant business can only expand. All available restaurant sites will be developed near the fountain and many new restaurants will be needed on and around the new pier. No more concerns that restaurants on the pier will hurt business.

For example, in Dubai, the Wet fountain is located in the center of the city. There is a "restaurant destination" of perhaps 200 restaurants surrounding the fountain. If you want to book a reservation at any of these restaurants you must make it at least one week in advance.

Vinoy Marina

Vinoy basin has been lying dormant for a long time. What an exceptional opportunity to design a marina around a world-class fountain where you can sit in your boat and enjoy the view. Concrete floating docks, like the City of Clearwater used on their marina, would be an excellent choice. The docks should attach to the south wall of Vinoy Basin where a parking garage will soon be needed. Over 300 long-term boat slips would bring gross revenue of approximately \$2 million. An unobstructed view of these boats from Straub Park and spa peninsula will enhance the total waterfront experience.

Arrive By Boat

Florida now has the largest number of registered boats in the country, which exceeds over one million. Many of these boats have cabins allowing trips to over-night destinations. However there are few existing destinations and not much to see when you get there. There is too much wave exposure to tie up at the new pier. However, there is excellent protection inside Vinoy basin along the east wall and the west wall. Floating docks for short term and over-night docking along these walls would offer great views of the Vinoy fountain, have easy access to restaurants and the new pier. Just sit in your boat and enjoy the view. Conveniently placed bathrooms with showers would work nicely.

Spa Peninsula

This attractive property has been a park for a very long time. It has had very little use. It has some of the best views in the Tampa bay area.

Option One for Spa Peninsula: Restaurants

Spa peninsula would make a great site for elevated restaurants with roofed decks facing the fountain and the new pier. There is room for two or three restaurants. Connect the restaurants to the pier with a river walk and lush landscaping and well-placed shade trees. Views to the west include sunsets, the Vinoy fountains, Straub park and unobstructed view of the boats in Vinoy Marina. Views to the east include sunrise, open water Tampa Bay, the best view of the new pier and at night colorful lights of the new pier.

Option Two for Spa Peninsula: Observation Ferris Wheel

When people visit a new area, they like to be elevated in order to get an over-all view of the city and surrounding areas. In New York city, Rockefeller's "Top of the Rock" and the Empire State Building observation decks each gross between \$40 and \$50 million each year. The London Eye that is 443 feet high carries 3.5 million people each year for a 30 minute ride and charges \$32 per adult x 3.5 million = \$112 million per year gross revenue.

There are approximately one dozen of these giant ferris wheels located in various cities around the world. Currently Las Vegas is opening its High Roller (550 ft.) in March, 2014. New York City has just decided to build the world's tallest ferris wheel at 625 ft. high. These giant ferris wheels work well in cities with many visitors.

For St. Petersburg we need to consider a smaller size. One example would be the Skywheel on the Boardwalk at Myrtle Beach, South Carolina at a height of 187 ft. It has 42 glass-enclosed gondolas, seats six people per gondola, and is temperature controlled. Rotations run 8 - 12 minutes. The charge is \$13 per adult. For example, if you had 500,000 visitors per year x \$13 = \$6,500,000 gross revenue per year.

A few other ferris wheels to study would be the Texas Star in Dallas at 220 ft.; the Seattle Great Wheel at 175 ft.; and the Star of Pueblo, Mexico at 250 ft. high that has 44 gondolas seating six people per gondola which opened July 22, 2013.

For each ferris wheel, the engineer and manufacturer is listed on the internet. Along with the ferris wheel there is still plenty of room for restaurants.

The St. Petersburg ferris wheel should be decorated with soft colored lights (blue) to stay in character with the Vinoy fountain.

New Year's Eve Celebration for St. Petersburg Waterfront

Two of the largest cities in the U.S., New York and Atlanta, have used this idea and achieved exceptional results. Times Square is perhaps the busiest place in NYC, the place where all the action is. Could this be due to all the world-wide attention of its New Year's Eve celebration? This is a very famous place that people want to experience. A similar celebration occurs in Atlanta where a large peach is dropped from a clock tower at the entrance to Underground Atlanta.

St. Petersburg could have a similar celebration at its outstanding waterfront featuring a restaurant destination, Vinoy fountain, riverwalk, new Vinoy marina with un-obstructed view of boats, the Spa peninsula with beautiful decked restaurants, a large observation ferris wheel and a new pier. What a fantastic setting for a New Year's Eve celebration!

One idea would be a nautical-theme tower placed near the center of Vinoy basin and tied in with the marina docks from which a large orange could be dropped into the open jaws of an alligator. While the crowds assemble around the perimeter of Vinoy basin, they can be entertained by walking on the pier, eating at a restaurant, riding the ferris wheel and viewing the lighted fountain while listening to songs. When midnight approaches, the fountain plays Auld Lang Syne and closes with the Hallelujah chorus. This celebration will pull from the tri-county area of St.Petersburg, Tampa, Clearwater with a population of 2.8 million people. This event will introduce thousands to St. Petersburg and with TV coverage, should include millions. People arriving by boat would have a great view of the harbor and celebration.

Please contact Wet Enterprises regarding fountain ideas at: (818) 769-6200 in Sun Valley, California. They would be happy to send someone to make a presentation and answer questions. A WET-designed fountain would change the entire personality of the St. Petersburg waterfront!

Please consider some of these ideas in your over-all plan for the development of the waterfront for St. Petersburg.

Best regards,

Bill Childress, NEHS '56

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cc: Concerned Citizens Group



DETAILS **FOUNTAIN MUSIC LIST**

Bellagio Fountains - Las Vegas

A refreshing addition to your entertainment options, the Fountains of Bellagio were destined to romance your senses. Take in a *complimentary* Las Vegas show of water, music and light thoughtfully interwoven to mesmerize its admirers. All for your amusement, the most ambitious, choreographically complex water feature ever conceived amazes against the beautiful backdrop of Las Vegas' lavender sky. Each dynamic performance from the Fountains collection is unique in its expression and interpretation. Fall in love with the stunning nature of this unprecedented aquatic accomplishment while relishing a clever concert of opera, classical and Broadway tunes.

The Fountains of Bellagio Music

Title: One, Singular Sensation.

Artist: Original Broadway Cast. Composer: Marvin Hamlisch.
Work: A Chorus Line, Broadway Musical. Year: 1975. Length 4:43

Title: Hoe-Down.

Artist: London Symphony Orchestra. Composer: Aaron Copland.
Work: Rodeo. Year: 1988. Length 3:30

Title: Simple Gifts.

Artist: London Symphony Orchestra. Composer: Aaron Copland.
Work: Appalachian Spring. Year: 1988. Length 3:12

Title: Singin' in the Rain.

Artist: Gene Kelly. Composer: Alex North.
Work: Singin' in the Rain, Movie Musical. Year: 1952. Length 3:32

Title: Rondine al Nido.

Artist: Luciano Pavarotti. Composer: Vincenzo deCrescenzo.
Work: La Rondine, Opera. Year: 1990. Length 3:23

Title: Luck Be A Lady.

Artist: Frank Sinatra. Composer: Frank Losser.
Work: Guys & Dolls, Broadway Musical. Year: 1955. Length 5:14

Title: Winter Games.

Artist: David Foster. Composer: David Foster.
Work: Composed for Winter Olympics. Year: 1987. Length 3:00

Title: Hey, Big Spender.

Artist: Gwen Verdon & Original Broadway Cast. Composer: Cy Coleman.
Work: Sweet Charity, Broadway Musical. Year: 1966. Length 3:35

Title: Con Te Partiro (Time to Say Goodbye).

Artist: Andrea Bocelli & Sarah Brightman. Composer: F.Sartori,
L.Quarantotto.
Work: Pop Song. Year: 1996. Length 4:04

Title: Hallelujah Chorus.

Artist: Mormon Tabernacle Choir. Composer: Handel.
Work: The Messiah. Year: 1992. Length 3:53

Title: Carol of the Bells.

Artist: Los Angeles Master Chorale. Composer: M. Leontovich.
Work: Christmas Carol. Year: 1996. Length 1:29

Title: O Holy Night.

Artist: Placido Domingo. Composer: Placide Clappeau.
Work: Christmas Carol. Year: 1984. Length 3:57

SHOW TIMES:

Monday - Friday

3:00 p.m. - 8:00 p.m.
show every 1/2 hour

8:00 p.m. - 12:00 a.m.
show every 15 minutes

Saturdays, Sundays and Holidays

12:00 p.m. - 8:00 p.m.
show every 1/2 hour

8:00 p.m. - 12:00 a.m.
show every 15 minutes

*Schedule may vary.

**Shows are subject to cancellation due to high winds

Fountains by WET Design

Bellagio Gift Cards

To order gift cards online,
please click here.

Title: It's Beginning to Look a Lot Like Christmas.

Artist: Johnny Mathis. Composer: Meredith Wilson.

Work: Christmas Carol. Year: 1997. Length 2:18

Title: The Most Wonderful Time of the Year.

Artist: Johnny Mathis. Composer: Eddie Pola & George Wyle.

Work: Christmas Carol. Year: 1997. Length 2:45

Title: We Need a Little Christmas.

Artist: Johnny Mathis. Composer: Jerry Herman.

Work: Mame, Broadway Musical. Year: 1997. Length 1:54

Title: Sleigh Ride.

Artist: Johnny Mathis. Composer: Leroy Anderson.

Work: Christmas Carol. Year: 1997. Length 2:57

Title: Santa Baby.

Artist: Madonna. Composer: J. Javita & P. Springer.

Work: Christmas Carol. Year: 1987. Length 3:57

Title: Your Song.

Artist: Elton John. Lyrics: Bernie Taupin.

Work: Elton John. Year: 1970. Length 4:10

Title: God Bless The USA.

Artist: Lee Greenwood. Composer: Lee Greenwood.

Work: American Patriot. Year: 1992. Length 3:57

Title: Star Spangled Banner.

Artist: Whitney Houston. Composer: Francis Scott Key.

Work: CD Single. Year: 2001. Length 5:08

Title: Pink Panther.

Artist: Henry Mancini. Composer: Henry Mancini.

Work: The Pink Panther, Movie Soundtrack. Year: 1964. Length 2:39

Title: My Heart Will Go On.

Artist: Celine Dion. Composer: James Horner. Lyrics by Will Jennings.

Work: Let's Talk About Love & Titanic:

Music from the Motion Picture. Year: 1997. Length 5:08

Title: Fly Me To The Moon.

Artist: Frank Sinatra with Count Basie. Composer is Bart Howard;

Work: The Very Best of Frank Sinatra, 1957; Length: 2:28

Title: This Kiss.

Artist: Faith Hill. Composer: Beth Nielsen Chapman, Annie Roboff and Robin Lerner;

Work: Faith; 1998, Length: 3:00

Title: Rhapsody on a Theme of Paganini.

Artist: Mikhail Rudy. Composer: Sergei Rachmaninov;

Work: Theme of Paganini; 1992, Length: 2.55

Title: Gayaneh - Suite: Dawn, Ayeshe's Dance.

Artist: London Symphony Orchestra. Composer: Aram Li'yich Khachaturian;

Work: Spartacus; 1942, Length: 4:12

Title: Overture/And All That Jazz.

Artist: Catherine Zeta-Jones. Composer: Fred Ebb & John Kander;

Work: Chicago Soundtrack; 2002, Length : 4:37

Title: Ecstasy of Gold.

Composer: Ennio Morricone;

Work: The Good, The Bad, and the Ugly Soundtrack; 1966. Length: 3.22

Title: Viva Las Vegas.

Artist: Elvis Presley. Composer: George E. Stoll;

Work: Viva Las Vegas Soundtrack; 1963, Length: 2.25



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