From: Colleen Mazzo
To: Quintana, Raul; Stellrecht, Paul; Williams, India
Date: 7/9/2014 9:43 AM
Subject: Fwd: RE: New Pier Marine Discovery Center Idea
Attachments: image001.jpg; image002.jpg

FYI

>>> Peter Clark <pclark@tampabaywatch.org> 7/9/2014 9:20 AM >>>
Thank you Will - we appreciate your input and insight for the Mayor's St. Petersburg Pier Working Group.

All the best,

Peter C.

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Capt. Peter A. Clark, President

Tampa Bay Watch, Inc.
3000 Pinellas BayWay South
Tierra Verde, FL 33715

tele: 727-867-8166 ext. 226

fax: 727-867-8188
PClark@TampaBayWatch.Org
www.TampaBayWatch.Org <http://www.tampabaywatch.org/>

cid:image001.jpg@01CBD3FD.71305290

tbw 20-yr seal 2

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From: Will Michaels [mailto:wmichaels2@tampabay.rr.com]
Sent: Tuesday, July 08, 2014 5:45 PM
To: Peter Clark
Cc: Ed Montanari; Paul Stellrecht; mayor@stpete.org
Subject: New Pier Marine Discovery Center Idea

Dear Mr. Clark and Mr. Montanari,

Please forward the attached letter to the New Pier Working Group.

Thanks,

Will Michaels

India Williams - Fw: Agenda - Mike Dove

From: "Leo and Marlene Murray" <murrayx2@verizon.net>
To: "India Williams" <India.Williams@stpete.org>
Date: 7/9/2014 12:27 PM
Subject: Fw: Agenda - Mike Dove
Attachments: Pier Marine Discovery Center Letter 070814.pdf; CONA-Pier Visioning Rev. 3.doc

Hi India,

I was copied on this email with items regarding the pier and just wanted it in the public record.

Thanks,

Marlene Murray

From: Will Michaels
Sent: Tuesday, July 08, 2014 5:51 PM
To: Travis Jarman ; 'Lisa Wheeler-Brown' ; 'David Roman' ; 'Faye Jackson' ; 'Judy L' ; 'MARLENE MURRAY/AUDIT' ; 'R Montsho' ; 'Robert Thompson' ; 'Tom Lally'
Subject: Re: Agenda - Mike Dove

Lisa—Sorry, but I will be out of town until July 19th.
You already have the recommendations of the Pier & Downtown Waterfront Master Plan Committee, but I have attached another copy.
Also, please find attached a letter I have written to the Pier Working Group as an individual.
Best Regards,
Will Michaels

From: Travis Jarman
Sent: Monday, July 07, 2014 2:53 PM
To: 'Lisa Wheeler-Brown' ; 'David Roman' ; 'Faye Jackson' ; 'Judy L' ; 'MARLENE MURRAY/AUDIT' ; 'R Montsho' ; 'Robert Thompson' ; 'Tom Lally' ; 'Will Michaels'
Subject: RE: Agenda - Mike Dove

We asked for an hour and a half with Mike, but if we wrap up early that will be fine with me!

Regarding the agenda, I'd like to add a request for information on the city's proposed change to the alarm permit fee. There is something in the works but I've been unable to get any information on it from city staff. Maybe Mike can spring the secret loose for us.

Thanks.
Travis

From: Lisa Wheeler-Brown [lisab0725@gmail.com]
Sent: Monday, July 07, 2014 2:42 PM
To: David Roman; Faye Jackson; Judy L; MARLENE MURRAY/AUDIT; R Montsho; Robert Thompson; Tom Lally; Travis Jarman; Will Michaels

Subject: Agenda - Mike Dove

Hi all,

Attached is the agenda for our meeting with Mike Dove. I think our meeting is scheduled for an hour, I will confirm. If so, let's try to keep it at that as close as possible. If we stay on the items on the agenda we should be fine.

Please let me know if you have anything to add (by 12 noon tomorrow - July 8th).

Also, Please do not forget that we have our EC meeting this Thursday. Lets see if we can sneak in at 6:30:) I dont have an association meeting!! Yippee! (I will have the EC agenda tomorrow).

Lisa Wheeler-Brown
E: lisab0725@gmail.com
727-906-6238
"In the End, we will remember not the words of our enemies, but the silence of our friends" -Martin Luther King, Jr

July 8, 2014

Peter Clark, Chair
Pier Working Group
City of St. Petersburg

Subject: New Pier Marine Discovery Center Idea

The new Pier Task Force is focused on recommending functions for a New Pier. A number of functions for a New Pier were suggested by the first Task Force. These included a promontory for engaging views of the bay and our city's skyline; expanded docking for boats; a large restaurant; limited retail related to family entertainment; space for community events; waterpark and/or family oriented entertainment; and pedestrian and bike trails. Also suggested was consideration of a "Marine Discovery Center." Of all the ideas generated for activities at the new Pier the Marine Discovery Center is one of the best.

The Pier has served as St. Petersburg's principal architectural symbol since the "Million Dollar Pier" was built in 1926, followed by the Inverted Pyramid. Ideally, the New Pier will reflect our city's uniqueness and special sense of place. The first Pier Task Force's vision for a new pier stated that the "architecture of the main building should reflect our history and unique identity as a City" and be "a worthy symbol of our great City." This is not only true of its architecture but also its function. The Task Force in particular noted that a new Pier should "speak to our city's beautiful aquatic setting." St. Petersburg has long been known as the "Sunshine City," and our new mayor has reemphasized that through the mantra, "The Sun Shines Here." Historically, it has been St. Pete's sunny climate and surrounding rich aquatic beauty and resources that have played a big role in making our city so special. Dr. C. W. Van Bibber may have gone a little too far in declaring St. Petersburg the healthiest climate in the world back in 1885, but he and other early city leaders were pivotal in moving the community in the direction of both a haven for tourists and a great place to raise a family that lasts to this day. None of this would have been possible except for our special geographic setting located on a peninsula between the Gulf and Tampa Bay, with their rich marine bio-diversity. Tampa Bay is our state's largest estuary. While at times we have not fully appreciated the blessings of our unique community, over the years we have come to better understand the fragility of our special ecosystem, and the safeguarding of this ecosystem is a now widely shared value.

The survey used in connection with the current Pier public input process defines a Marine Discovery Center as "a marine education center similar to Great Explorations Children's Museum." While this comparison conveys the excitement, fun and innovation that is intended in the idea of a Marine Discovery Center the concept reaches further. Great Explorations is an exciting children's activity center but it is not a marine education center. And while it includes parents in some activities it is most known for engaging children. A new Pier Marine Discovery Center could fully engage both children and adults—parents, other residents and tourists.

There are many different types of Marine Discovery Centers throughout the world. Each configures its program and architectural requirements to the special characteristics of their location. Should the current Task Force agree that a Marine Discovery Center would be an important possible function for a new Pier, logically the bidding design team would collaborate with the local marine and education community to design a structure that would especially fit St. Petersburg. Possible elements though might be a small specialized aquarium and touch tank designed to help tell the unique marine story of St. Petersburg and Tampa Bay. It could be combined with a children's waterpark and special accommodations for fishing. Demolished elements of the old pier could be used to construct artificial

reefs. Exhibits and interactive modules could be geared to support marine science teaching units in area schools and support field trips. Above all, the Discovery Center would be both informative and entertaining.

A Pier Marine Discovery Center also could ideally be a public-private partnership with the much celebrated St. Petersburg marine science economy. The nearby Bayboro Harbor Marine Science District is the largest marine science cluster in the Southeast. It includes the Stanford Research Institute (SRI), the Marine Technology Research Center; the National Oceanic & Atmospheric Administration (NOAA); the Fisheries Service Southeast Regional Office; and the University of South Florida College of Marine Science. Other possible partners include Eckerd College Marine Science Program; Tampa Bay Watch; and Cousteau Divers. There are also the resources of the former successful Pier Aquarium and its successor the Secrets of the Sea Marine Exploration Center. Many of these organizations have organized as "The Ocean Team." A distinctive part of a Discovery Center in St. Pete could include featuring examples of the research and discoveries of these organizations.

Few if any other cities have such an abundance of expertise available to help plan and assist in the operation of a Marine Discovery Center unique to our city's sense of place.

Sincerely,
Will Michaels
Wmichaels2@tampabay.rr.com

CONA
PIER & DOWNTOWN WATERFRONT MASTER PLAN COMMITTEE
UPDATED PIER RECOMMENDATIONS
(June 18, 2014)

The special CONA Pier and Downtown Waterfront Master Plan Committee met on June 17th. Those in attendance included Will Michaels (Bahama Shores), Jim Shatman (Crossroads and Azalea), Nancy Shatman (Crossroads), Marilyn Olsen (Downtown Neighborhood Association and new Pier Group Member), Peter Motzenbeker (Historic Old Northeast), Mike Gulley (Coquina Key), Chris Davis, and Robby Thompson (Westminster Heights).

The following recommendations are based on the previous CONA approved 2009 Pier recommendations most of which the committee believes still stand, with many having been incorporated into the 2010 Pier Task Force Report. The committee also believes the current round of Pier planning should continue to be based on the Vision and recommendations of the 2010 Task Force Report generally.

- The Pier has served as a destination and anchor for downtown St. Petersburg from the city's earliest history. It should continue to do so into the future.
- A new Pier should be easy to access both from land and water.
- A review should be undertaken of the extensive areas now devoted to parking on the Pier approach to determine if there are less land intensive means of accommodating visitors. Less intensive means would include improved public transportation to the Pier including the construction of a new downtown parking garage.
- Temporary dockage for small pleasure boats should be greatly increased. Pleasure boats should be available for rental.
- The Pier should continue to give attention to creative lighting arrangements such as the prior LED Lighting system and consider bringing back the popular laser lighting.
- Programming should be available both during the day and at night.
- A major theme of the new Pier should be aquatic and marine science related. (The Pier should build upon its previous strengths including the Pier Aquarium and its marine education programs, and engage the Bayboro Marine Science District and other area marine research, environmental, and educational institutions.)
- While the Pier should have something to offer to persons from all walks of life, emphasis should be placed on attracting families with children. The Pier should meet the interests of both local residents and tourists.
- Redesign of the Pier's facilities, programs, and other offerings should be coordinated to the extent possible with waterfront park planning generally (the port, Al Lang site, Mahaffey Theater, Dali Museum, Albert Whitted, etc.).
- The City should continue to financially support the educational and park related programs offered at the Pier, just as the city's recreational and other public facilities are supported. Commercial operations at the Pier should pay the City fair rental.
- Successful models of water-oriented and family-oriented attractions and educational programs should continue to be reviewed for ideas that might be incorporated into the new Pier.
- The new Pier should incorporate current best energy sustainability and conservation practices.
- The new Pier should honor our city's history and speak to St. Petersburg's Sense of Place and unique identity.
- Current planning for a new Pier should continue to be based on the Vision and recommendations of the original Pier Task Force generally.
- The city should solicit a reasonable number of designs and proposals from which to choose, including both modern and traditional, encouraging creativity.