



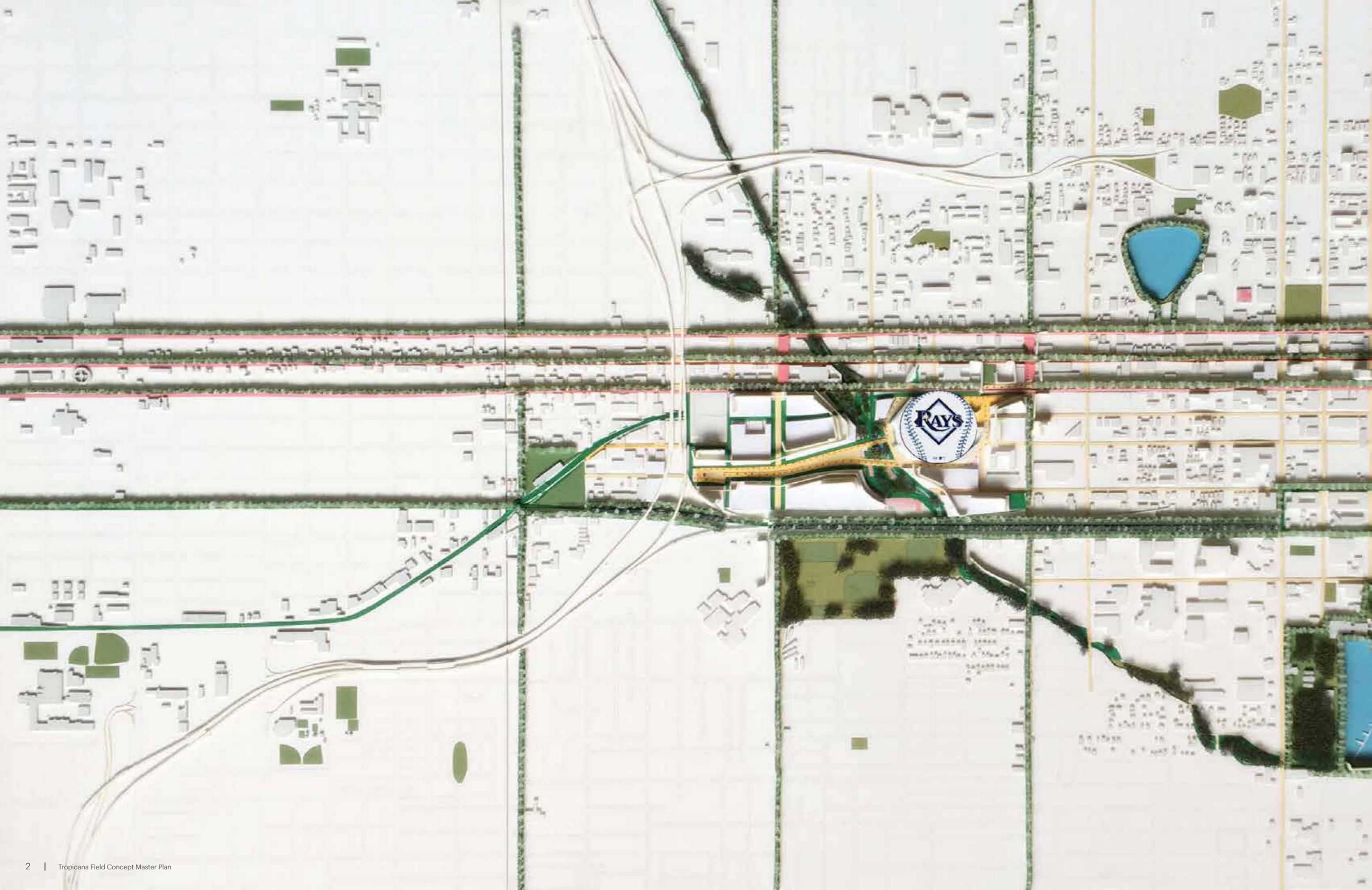
# TROPICANA FIELD

## CONCEPT MASTER PLAN

AN URBAN DESIGN PROPOSAL

PREPARED FOR:  
CITY OF ST. PETERSBURG

**HKS**  
MARCH 2017





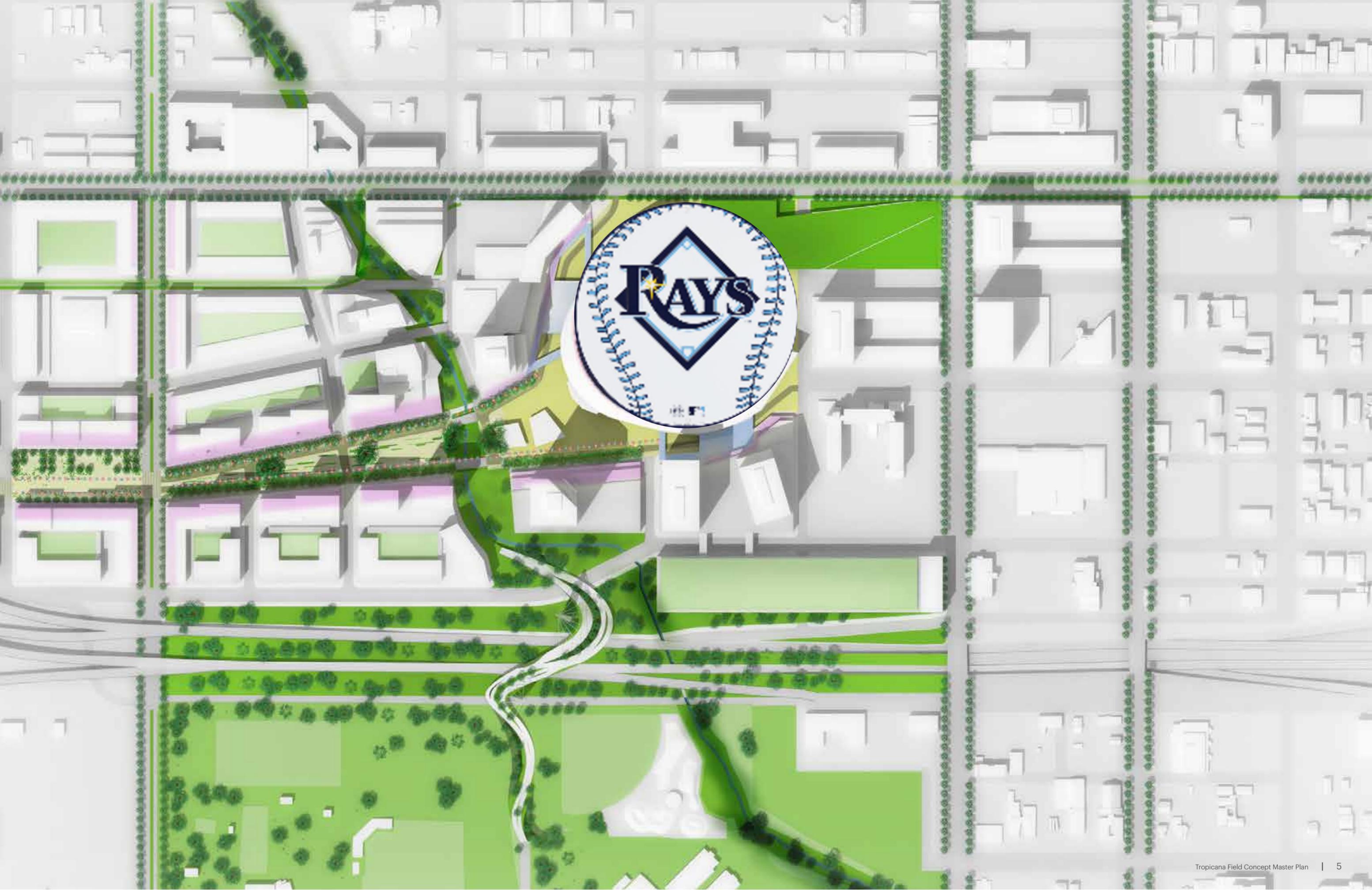
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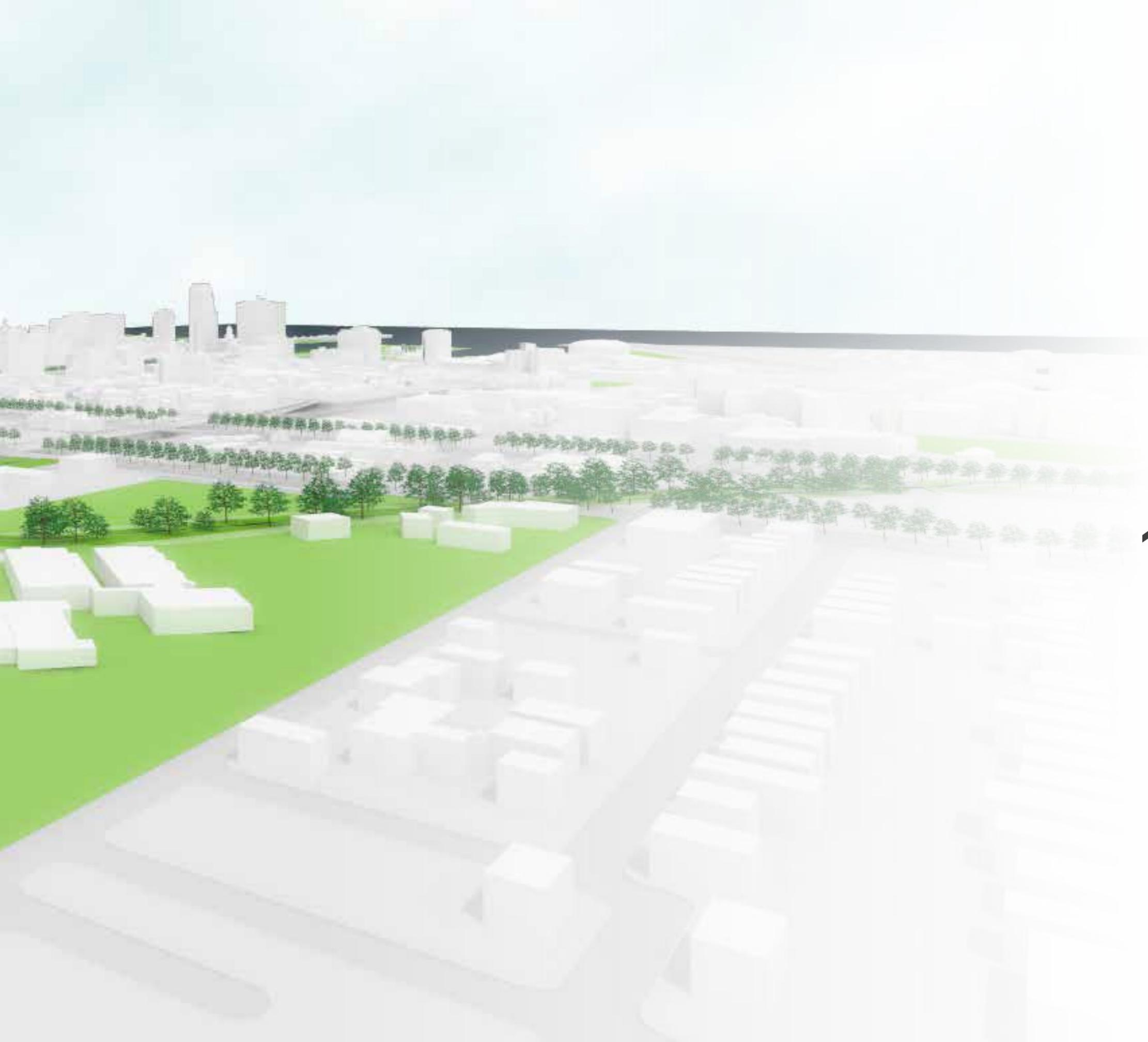
## A Vision for Tropicana Field

This vision, developed after months of review and study, community outreach and design workshops, provides an exciting plan for the future of the regionally important 86- acre Tropicana Field Site. This plan includes a new ballpark for the Tampa Bay Rays and mixed use ancillary development to replace acres of asphalt parking lots. This development will knit back pieces of the city that had been separated by vast sports parking lots. The stadium is situated in the northeast corner, closest to the waterfront and to potential new transit connections. The Rays Way, a mixed use entertainment street wraps the stadium and connects through to the Warehouse Arts District & the Deuces Live Main Street to the west. Booker Creek will become an important public gathering space that connects the new development to the neighborhoods north and south of the site. A project of this magnitude will add to the quality of life in the city for years to come. This plan balances the need for revenue (development) with an equally profound need for neighborhood amenities (parks and infrastructure). This plan creates a template for economic development that will drive the community's growth for decades to come. In addition, and of equal importance, the plan provides an urban design framework that will create a sense of place that adds value to the development and enhances the quality of life for all who live, work and play within the new district and beyond its boundaries.









# 1 The Site Today and Tomorrow

# Tropicana Field Today

Located in a city so diverse and rich in culture, Tropicana Field is nestled between neighborhoods, waterfront development, and multiple institutional centers. The site consists of the Tampa Bay Rays' MLB indoor field surrounded by 70 acres of asphalt. The city's beloved waterfront is nearby and connected with local transit, the emerging Warehouse Arts District and Deuces Live are immediately to the west. To the north, the EDGE District is growing rapidly. To the south, I-275 divides the site from a prominent feature in St. Petersburg, Campbell Park and the South St. Pete neighborhoods. The Trop site, with Rays' stadium, can be a catalyst for knitting the unique features of St. Petersburg together in one location.



# The Future of Tropicana Field

Imagine a destination that integrates art, culture, work, lifestyle, and entertainment, while connecting to the beautiful waterfront of St. Petersburg. The Tropicana Field Master Plan works holistically with existing and future St. Petersburg city initiatives to implement development, transportation, and recreational places that enhance the future of the city. By reflecting on successful infrastructure elements throughout St. Petersburg's history and incorporating public and stakeholder interests, this master plan for the Tropicana site connects future development ideas to the people and unique culture of St. Petersburg.



# Transforming the Tropicana Field Site

Rethinking the potential of the Tropicana site goes further than just conceptual development. Holistic design involves targeting what is best for the community of a city. Transforming the site into a catalyst for economic growth and development is of great benefit to St. Petersburg and can identify with the city's Grow Smarter strategy. Grow Smarter looks at ways to improve communities through social, economic, and environmental factors of a location. The Tropicana site is located near the geographic center of St. Petersburg and has the opportunity to serve as a hub for business, education, job training, research, and entrepreneurship.

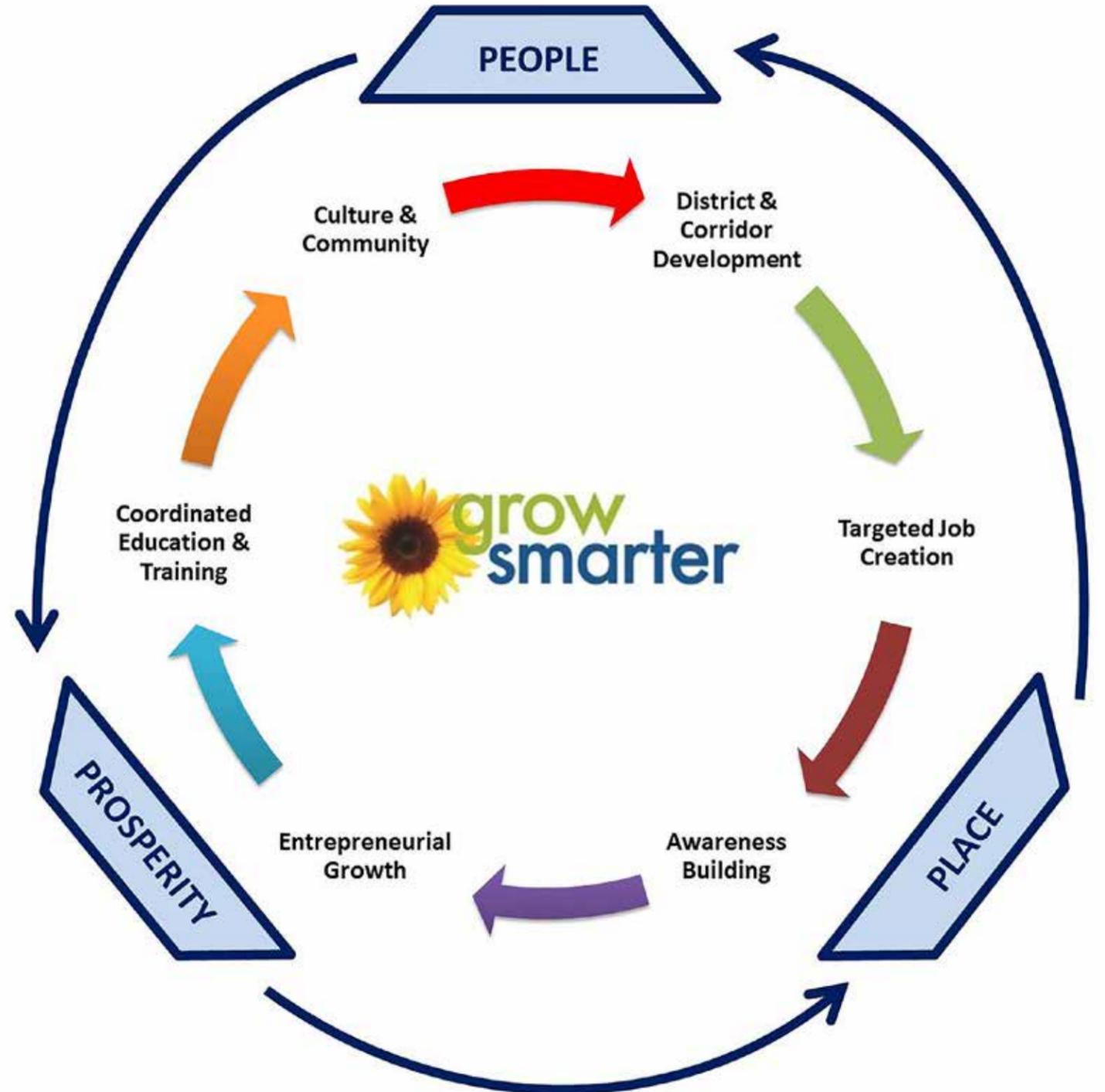
The Grow Smarter strategy identified five target sectors in St. Petersburg where competitive advantages exist, prospects for future growth are greatest, and return on investment is likely highest. Those target sectors are: Marine & Life Sciences, Specialized Manufacturing, Financial Services, Data Analytics, and Creative Arts & Design.



**Above | Tropicana Field Today** Aside from the existing indoor MLB field, the 86 acre Tropicana site is a sea of parking



**Above | Tropicana Field Tomorrow** A range of business opportunities exist to serve the community and potential entertainment venues on the site. Economic prosperity can stem from a wide range of development options.



**Above | Grow Smarter Strategy** Grow Smarter embodies planning and design efforts that encapsulate social, economic, and environmental growth within communities

## Business

The Grow Smarter Strategy looks at targeting job creation with the existing city conditions along with future design and development. Existing businesses in the city of St. Petersburg vary from small, local vendors and owners to large scale retail and entertainment that cater to tourists. A variety of business development is key to the redevelopment of the Tropicana site.



## Education

For thriving social and economic development in a community, Grow Smarter identifies coordinated education and training as a key revitalization element. Existing tech and medical centers nearby such as USF St. Petersburg and Johns Hopkins All Children's Hospital present an opportunity to tie the St. Petersburg Innovation District to the site, driving future economic development.



## Job Training

A key element behind the Grow Smarter Strategy is that all notions of development are integrated to establish a successful community environment. Culture and community come together with the collaboration of everyone from diverse demographics. The development of job training centers and programs allows for community involvement across the demographic spectrum.



## Entrepreneurial

In addition to corporate headquarter opportunities, the master plan also supports flexible and inclusive creative workspaces that leverage shared amenities, services, and a concentration of like-minded start-ups and small businesses. The density and collaboration of new businesses in the Tech Campus can catalyze growth, accommodate adaptability, and develop synergistic new relationships.



## Embracing St. Petersburg's Authenticity

The diversity of St. Petersburg as a city is unique and truly special to its character. Maintaining the authenticity of what exists in this city is critical to the planning of the Tropicana site. Because of its proximity to the center of the city, establishing connections to the residential neighborhoods, the downtown waterfront, the artistic community, and the existing prosperous economic institutions, are necessary to the success of the master plan.

**The Residential Neighborhoods** A variety of neighborhoods exist in the city of St. Petersburg, ranging from high income to low income demographics. One of the interesting common factors in all neighborhoods are the abundance of local businesses integrated within the neighborhoods. Opportunities for these businesses to grow, ranging from physical expansion to market opportunities to make economic profit, are critical to integrate as design opportunities for the Tropicana site. Furthermore, responding to the current changes of neighborhood infrastructure by the city, such as the new development in the EDGE District, is extremely influential to the demographics that will exist on the site.

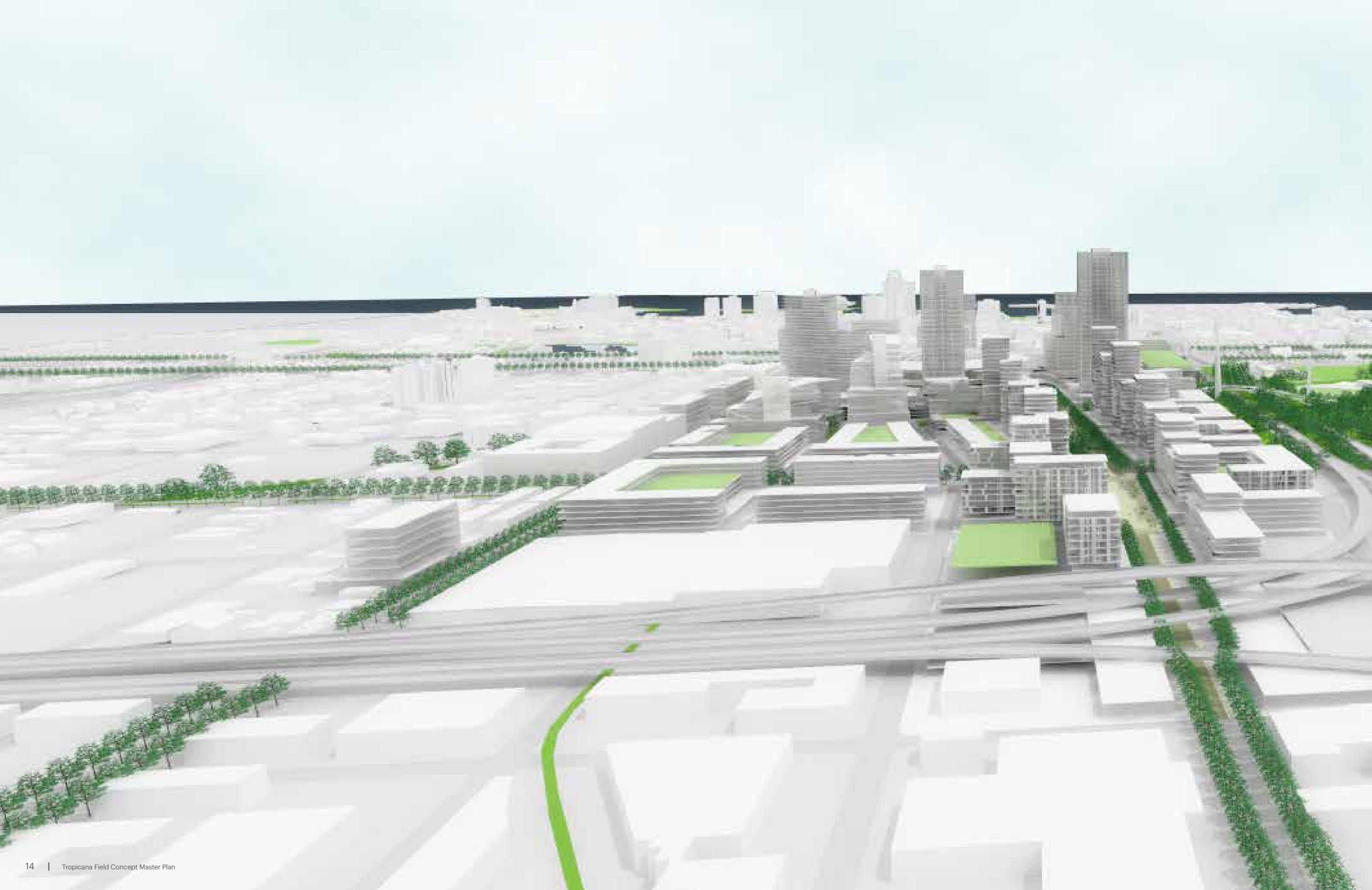
**The Downtown Waterfront** One of the most dominant elements of St. Petersburg is the downtown waterfront. Catering to tourists and residents of St. Petersburg, the waterfront is where much of the city's economic prosperity occurs. The liveliness of the area draws a range of activities from concert events and auto racing to food and art festivals. Recently, the city has been working on downtown improvements such as an extended waterfront park, a continuous Bus Rapid Transit System, a connected bike trail network, and a spectacular new Pier District. All of these initiatives strengthen the Tropicana site's connection to the waterfront.

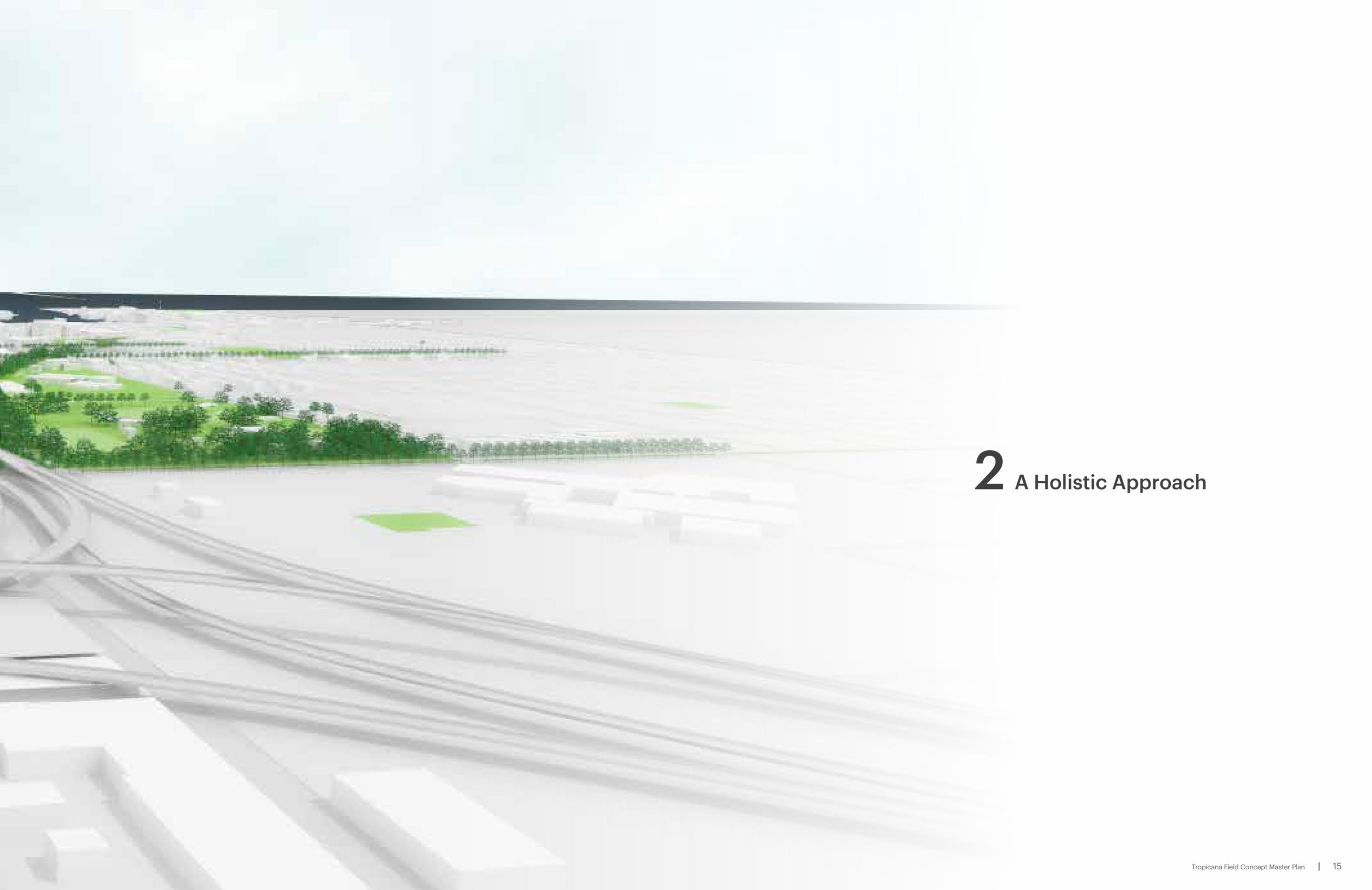
**Embracing the Arts** To the west of the Tropicana site, a thriving artistic community exists. Older buildings in the Warehouse Arts District, EDGE District, and the Deuces Live Main Street are transformed into art studios and centers to display the work of the local artists in this community. An important demographic, the artists of St. Petersburg treat the city as their canvas, respectively, and reinvigorate run-down areas and building facades. Galleries throughout the city of St. Petersburg also bring in artists and shows from outside the city. The culture and authenticity resulting from the arts should be a prominent feature of the vision for the Tropicana site.

**Maintaining a Prosperous Economy** The existence of Major League Baseball in St. Petersburg, with the Rays in a new stadium, can have a catalytic impact on the redevelopment of the 86 acre site. The Tampa Bay Rays have the opportunity to exist in a location with so much to offer. The idea of developing a new stadium on the Tropicana Field site, accompanied by the right type of development, could draw more people to games and events from a larger geographic proximity.









## 2 A Holistic Approach

# A Holistic Approach | Public Engagement

A successful master plan both responds to the physical characteristics of the city and the needs of each community. With Garth Solutions, HKS worked with the city of St. Petersburg to host multiple events and public meetings to gain insight, input and interest from as many stakeholders as possible to determine where interests lie in the development of the master plan. With a city so diverse in demographics, it is critical to involve the community in a meaningful way throughout the master planning process and phases.

## Inclusive Stakeholder Involvement

One of the most critical elements of public involvement is presenting the notion of re-development to all stakeholders in order for them to become aware and get involved. For the Tropicana Field Master Plan, Garth Solutions and HKS reached out to a wide range of stakeholders, including the Tampa Bay Rays, community businesses and artists, and students from a variety of St. Petersburg schools.

## Embracing and Engaging the Community's Voices

A master plan must not only benefit the city of St. Petersburg, but also its residents and businesses. Hosting multiple community meetings and hearing feedback was critical to the research and learning process. Design elements for the master plan were guided by the community's suggestions and ideas.



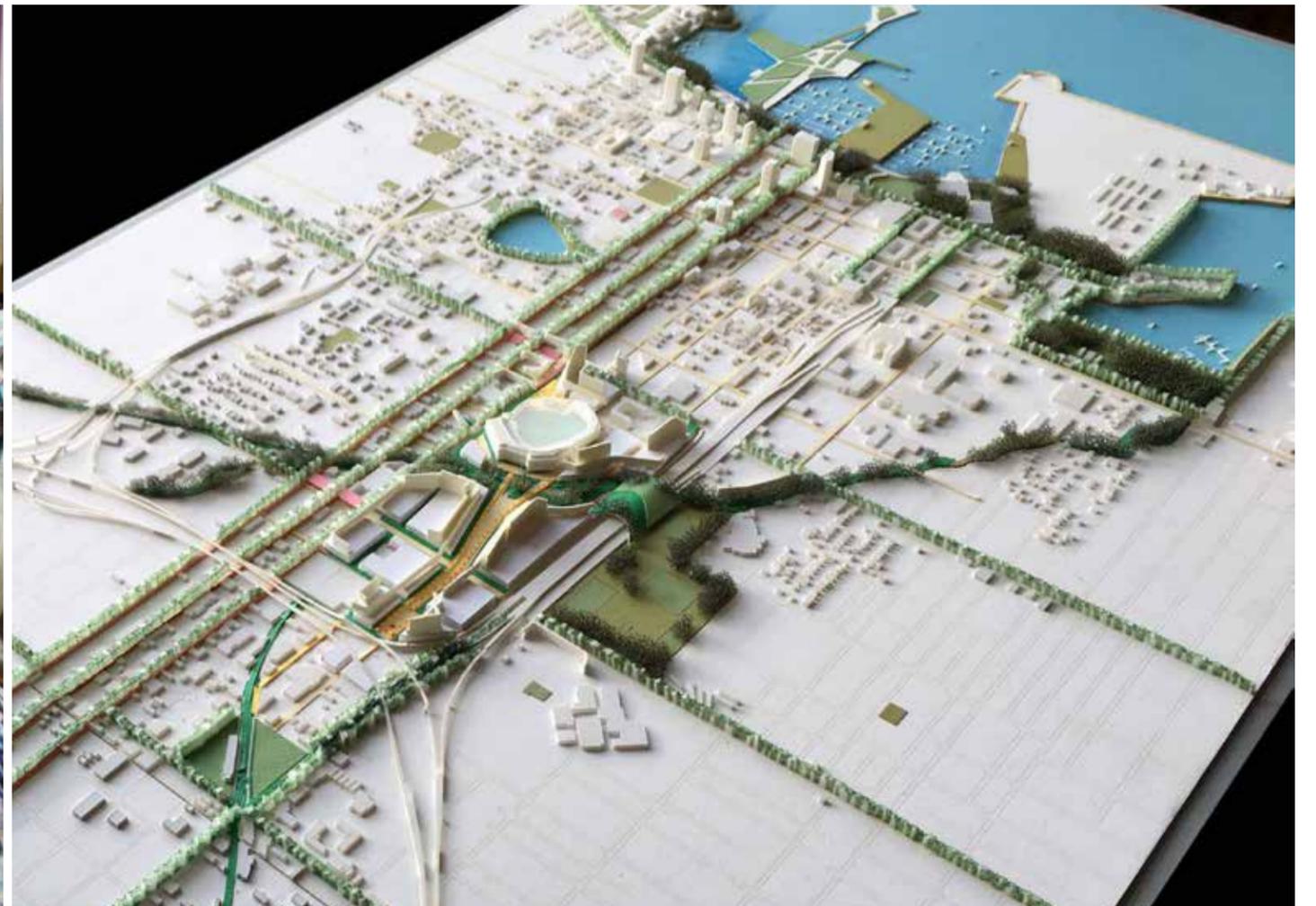
## Earning and Building Consensus

As phases of the master plan progress, feedback from the community is critical for the design adaptation. The community learns why the design is evolving into the master plan, and in return the stakeholders and community share their thoughts in order to effectively establish an understanding of what the master plan should evolve into as a result.



## Delivering a Meaningful Solution

The final master plan's intention to support, incorporate, and give back to the community and city is just as important as the design itself. With the support of the city, community, and stakeholders behind the plan, actions can then be taken for next steps. HKS delivered a plan that would integrate the community through past and future St. Petersburg Successful initiatives.



# A Holistic Approach | Existing Site Conditions

## A Regional Network

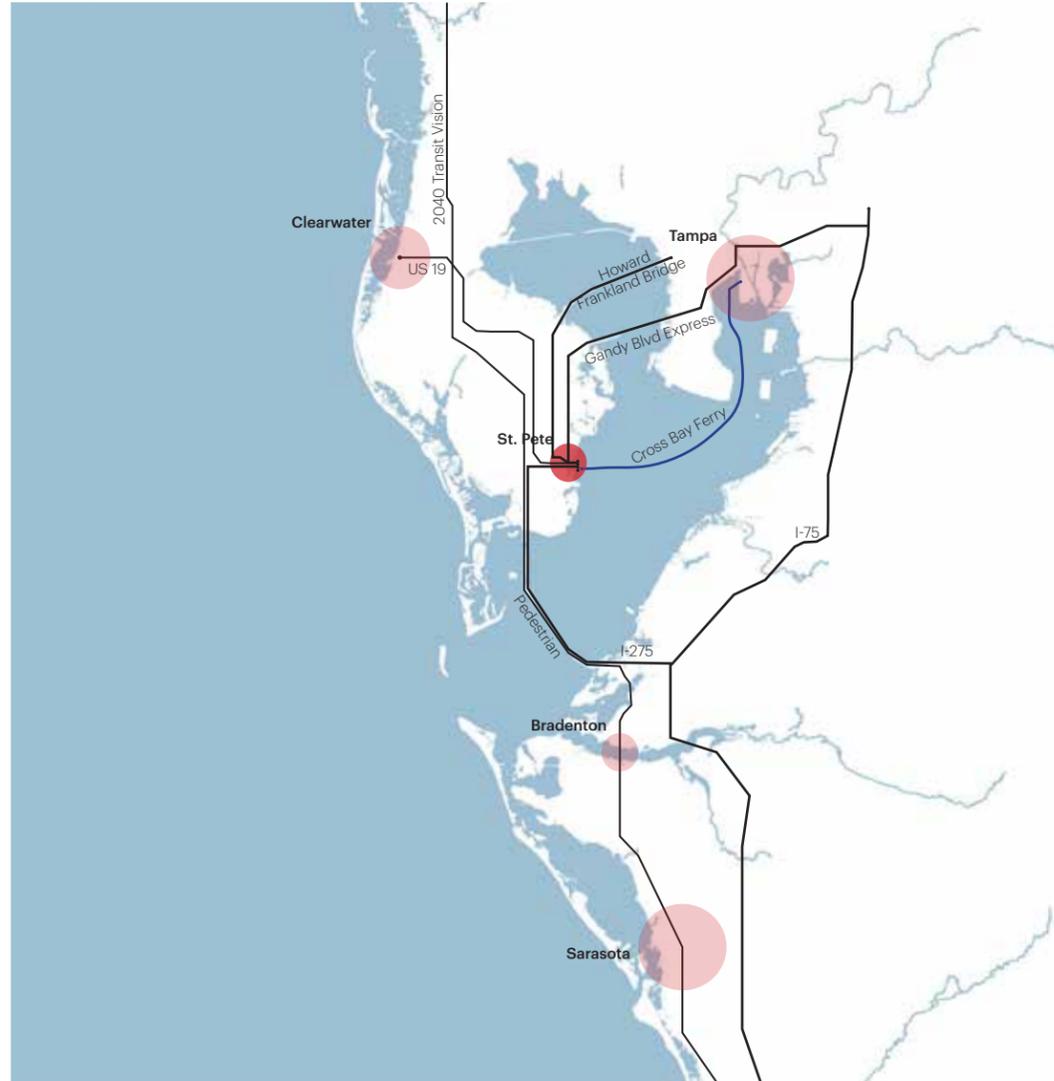
The Tropicana site consists of 86 acres occupied mostly by asphalt; the exception is the existing indoor Tropicana Field, home for the Tampa Bay Rays. The site is divided from its neighbors by I-275 and I-175, and a 70-acre asphalt parking lot. The site is separated from the Warehouse Arts District and Campbell Park. The Pinellas Trail cuts through the superblock site, and outlying parcels embedded in the St. Petersburg grid system respond to similar superblock conditions of existing as building and asphalt.

The highways and trails located near and on the site respond to a much larger regional transportation network. All major transportation systems within the Tampa Bay region meet in St. Petersburg, all within a half-mile radius of our site. The convenience of proximity to so many regional networks is a huge advantage to this location.

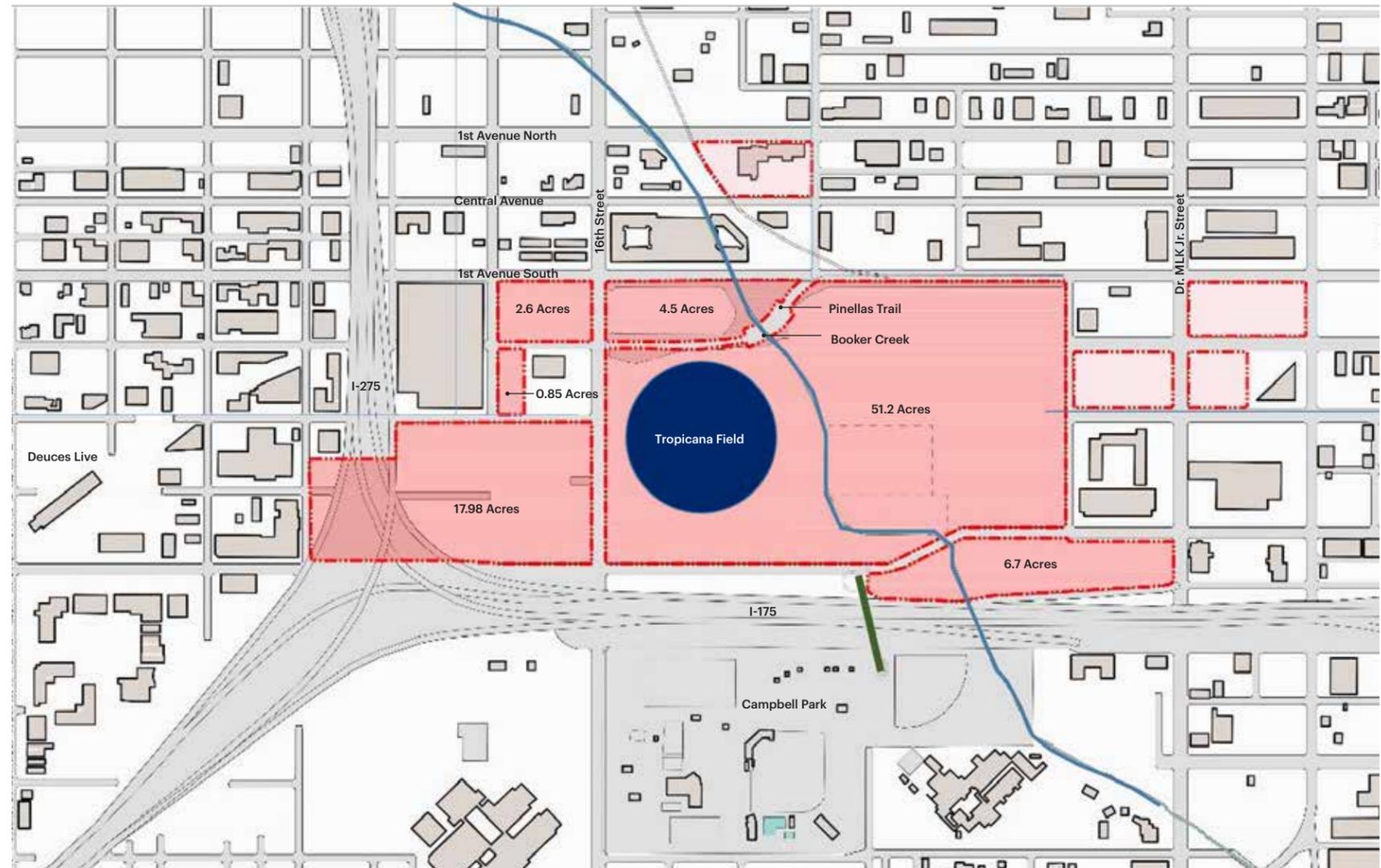


**Above | Site Photos** From left to right - Highway 275 is a barrier; Pinellas Trail and Booker Creek intersect; The asphalt-dominant site

**Below | Tampa Bay Major Highways** There is a major infrastructural network connecting St. Pete to all major cities along Tampa Bay



**Below | Site Plan - Existing Conditions** The site identifies as a superblock with outlying parcels. ■ Tropicana Field Site ■ Additional Parcels Owned by the City



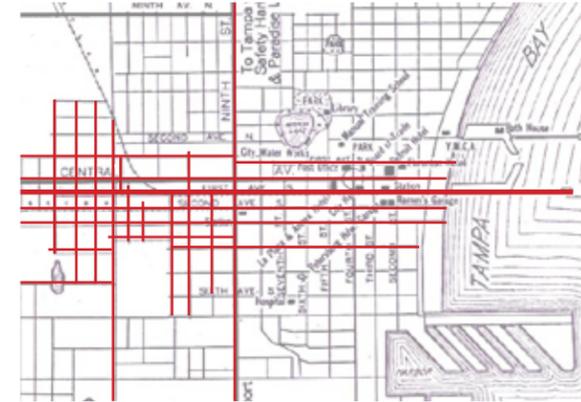
# A Holistic Approach | Existing Site Conditions

## The Impact of I-175 and Tropicana Field Superblock

The planning infrastructure of St. Petersburg has greatly evolved over the last several decades from a continuous city grid to a series of superblocks divided by highways. The Tropicana site, specifically, is one of those superblocks. Before I-175 was built in the 1970s, the continuous city grid and Tropicana site was home to the Gas Plant community, a series of connected neighborhoods that celebrated the rich and diverse African American culture of St. Petersburg. The introduction of I-275 and I-175 and the creation of superblock sites led to the evacuation of the Gas Plant residents and disruption of existing and future business opportunities.



**Above** | St. Petersburg City Plans 1888 Grid Structure



1930- Grid Structure of St. Petersburg still exists even with superblock introduction



1950s- I-275, 175, and 375 is constructed and Tropicana Field site breaks the St. Petersburg grid

**Below** | The Gas Plant District in the 1960s Where once a continuous grid embraces the Gas Plant environment and community blocks, now the Tropicana Field site is divided from the west and south, with the construction of I-175 and I-275.



**Below** | I-175 Today and the Field, Looking Southwest from Downtown

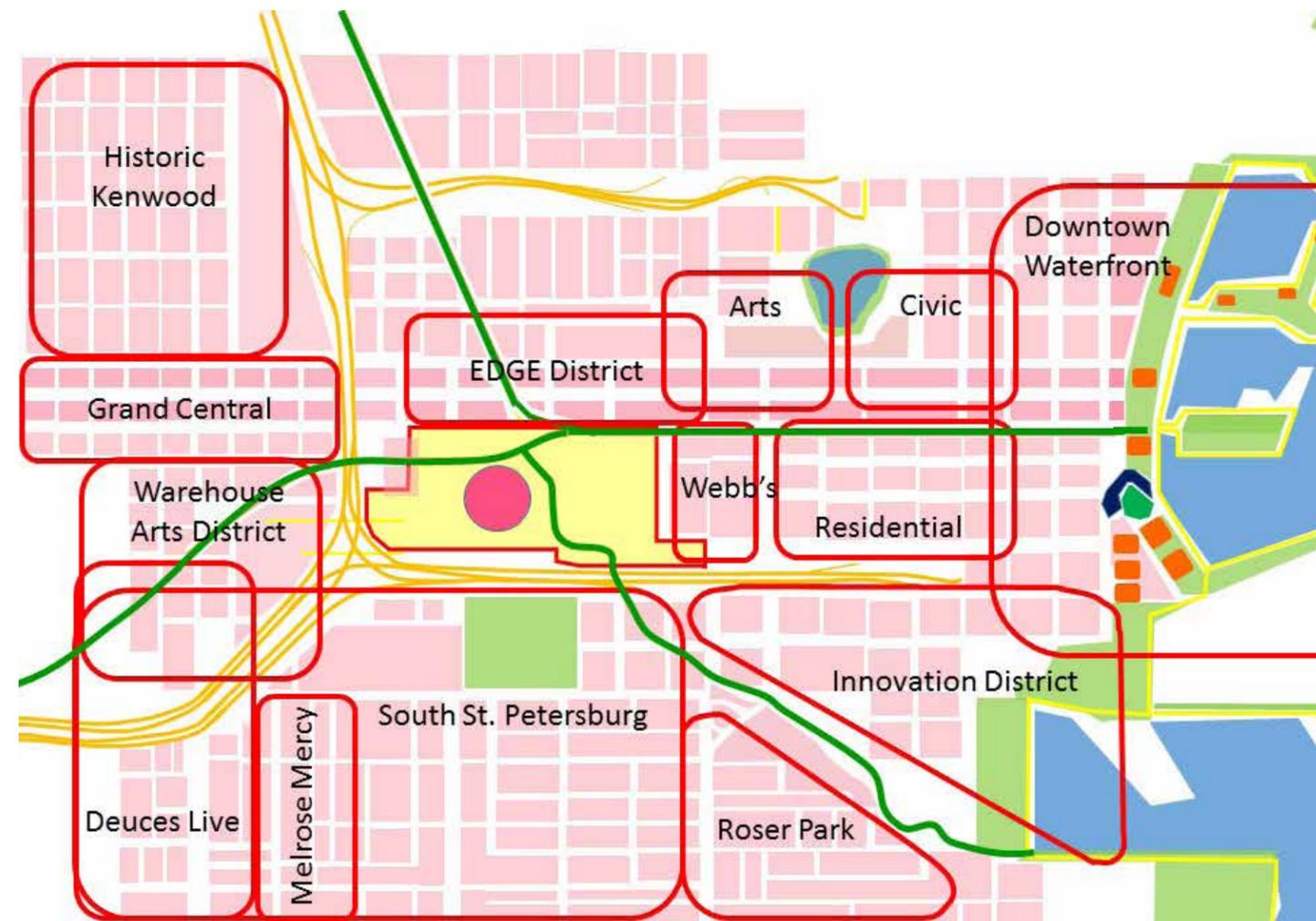


## A Holistic Approach | Guiding Principles

After a series of stakeholder and public meetings, along with incorporating research and St. Petersburg city initiatives, four main principles resulted from what we heard. The four Principles guide the design approach with the intention of integrating the site and future Development into the community and incorporating city initiatives such as future transit routes and the relocation of the Tampa Bay Rays' stadium.

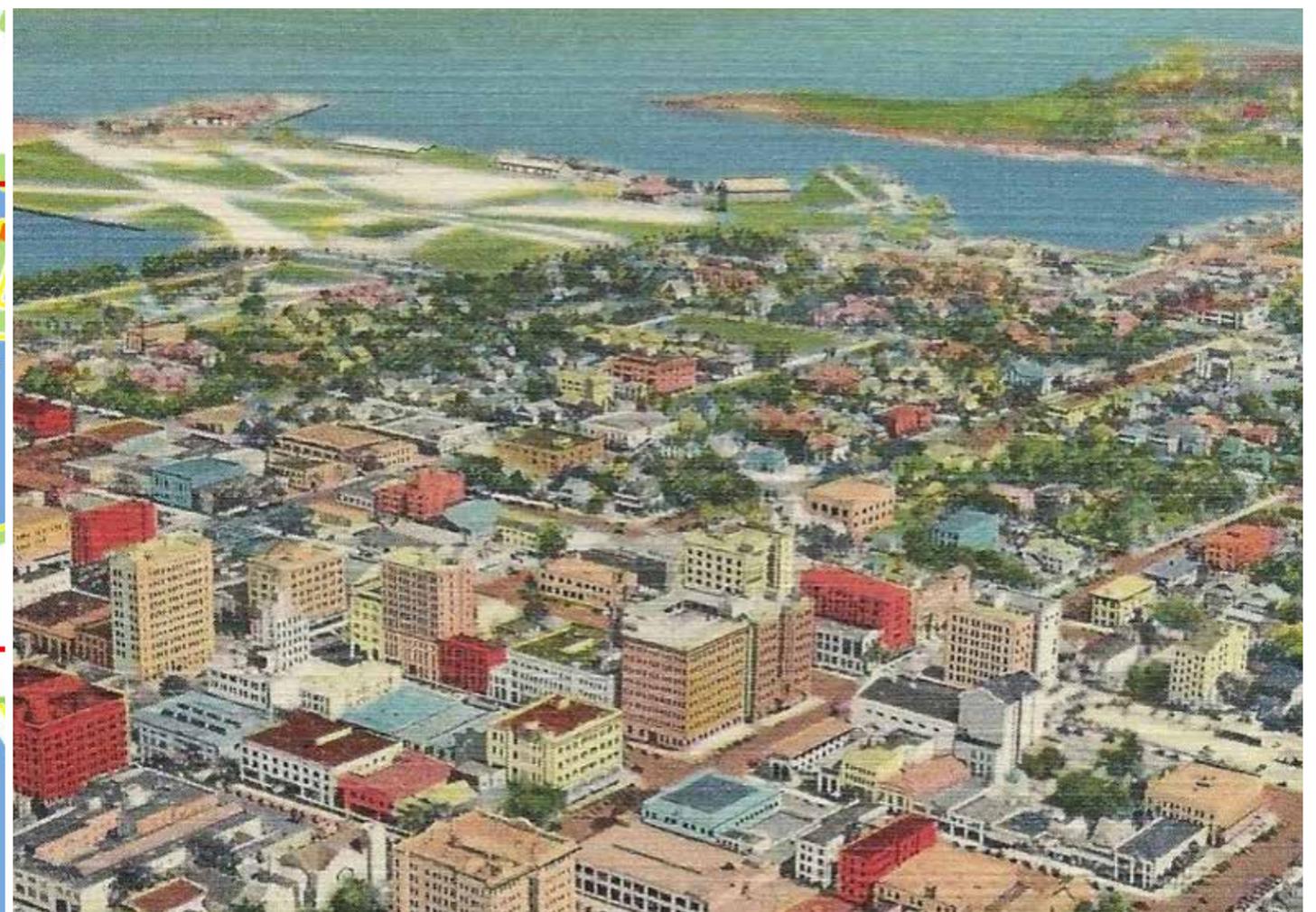
### 1. Provide jobs, entertainment, housing and family-oriented places that will Promote economic development for every neighborhood

This Vision incorporates the unique identity and diverse populations of the surrounding neighborhoods, allowing future development to build upon the existing authenticity and character. Our inclusive approach focuses on the public realm's potential to create a vibrant streetscape, provide safe and family-fun activities, and enhance economic development opportunities. Well designed, comfortable, convenient, and livable mixed-use development will extend this activity throughout the day and seasons.



### 2. Knit the city together again and re-integrate the Tropicana site with the rest of the grid system

Bringing an infrastructure system into the superblock site that existed over a decade ago will create an ease of access from one district to another within the city of St. Petersburg. Introducing a transportation network that moves through the site will allow MLK Jr. Street and 16<sup>th</sup> Street to serve a greater variety of transportation modes.



### 3. Celebrate and enhance the rich cultural diversity and authenticity as an engine for economic opportunity within the district and the surrounding neighborhoods

The history of the Gas Plant district and the thriving artistic community are only a few of many aspects that make St. Petersburg so rich in culture. Small and large businesses have great potential to develop from the initiatives and work that are produced and thrive in these different neighborhoods.



### 4. Make it easy to get around and expand all transportation options to reduce Traffic and increase access between the neighborhoods and Downtown.

To re-introduce the city grid of St. Petersburg involves so much more than just vehicular initiatives. Including transportation ideas such as transit, BRT, and bike routes all lie in accordance of what the city of St. Petersburg already has proposed at a larger city scale.



# A Holistic Approach | Guiding Principle #1

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

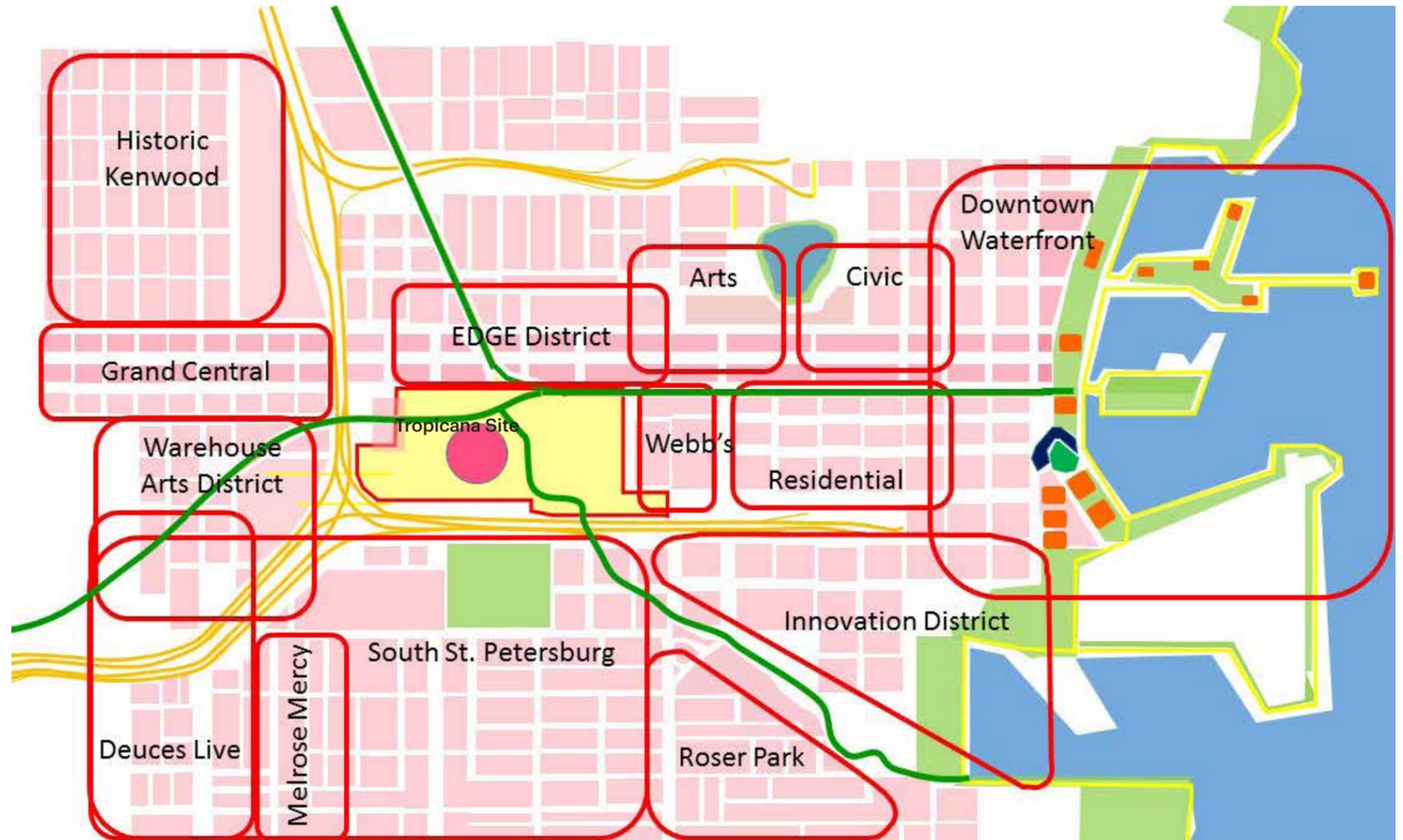
The Tropicana site is surrounded by numerous neighborhoods and business districts. A majority of these areas are highly residential and home to a population that thrives on small business. From art studios to local eateries, the potential for introducing a catalyst for these businesses to thrive in St. Petersburg is critical. Integrating small business opportunities on the same site as other planning concepts that would benefit the innovation, civic, and arts districts would be something extremely unique to St. Petersburg that currently does not exist.

It is critical that the Tropicana site connect with the surrounding neighborhoods; the site must provide spaces and activities for the local community that interconnect and integrate with new development on the site.

**Below | Surrounding Areas** A variety of neighborhoods and districts add to the diversity of St. Petersburg

### What We Heard:

- Promote Economic Development ✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
- Create Jobs ✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
- Promote Diverse Mix of Business ✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓
- Implement Sustainability ✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓





## A Holistic Approach | Guiding Principle #2

### Knit the city together again and re-integrate the Tropicana site with the rest of the grid system

Surrounding the Tropicana superblock is a grid network of streets and parcels that extend throughout the City of St. Petersburg. Continuing parts of this street network through the site will benefit connections to North/South and East/West St. Petersburg.

Utilizing the BRT transportation initiative proposed by the City of St. Petersburg is also important to connecting the site to the rest of the city. With a proposed stop suggested along Central Avenue & 1st Avenue South at MLK Jr. Street, the transit system will serve as a catalyst for connecting the North-East corner of the Tropicana Site to Central Avenue and MLK Jr. Street. Utilizing the 16th Street connection that already exists on the site allows for design ideas to develop from the notion of creating an urban street frontage. The strength of this 16th Street connection is critical to ease of access between the north to south districts surrounding the Tropicana Site.

#### What We Heard:

Connect Neighborhoods and Districts



Provide Housing for Multiple Income Levels



Cherish Outdoor Space



Create Pedestrian Friendly Environment



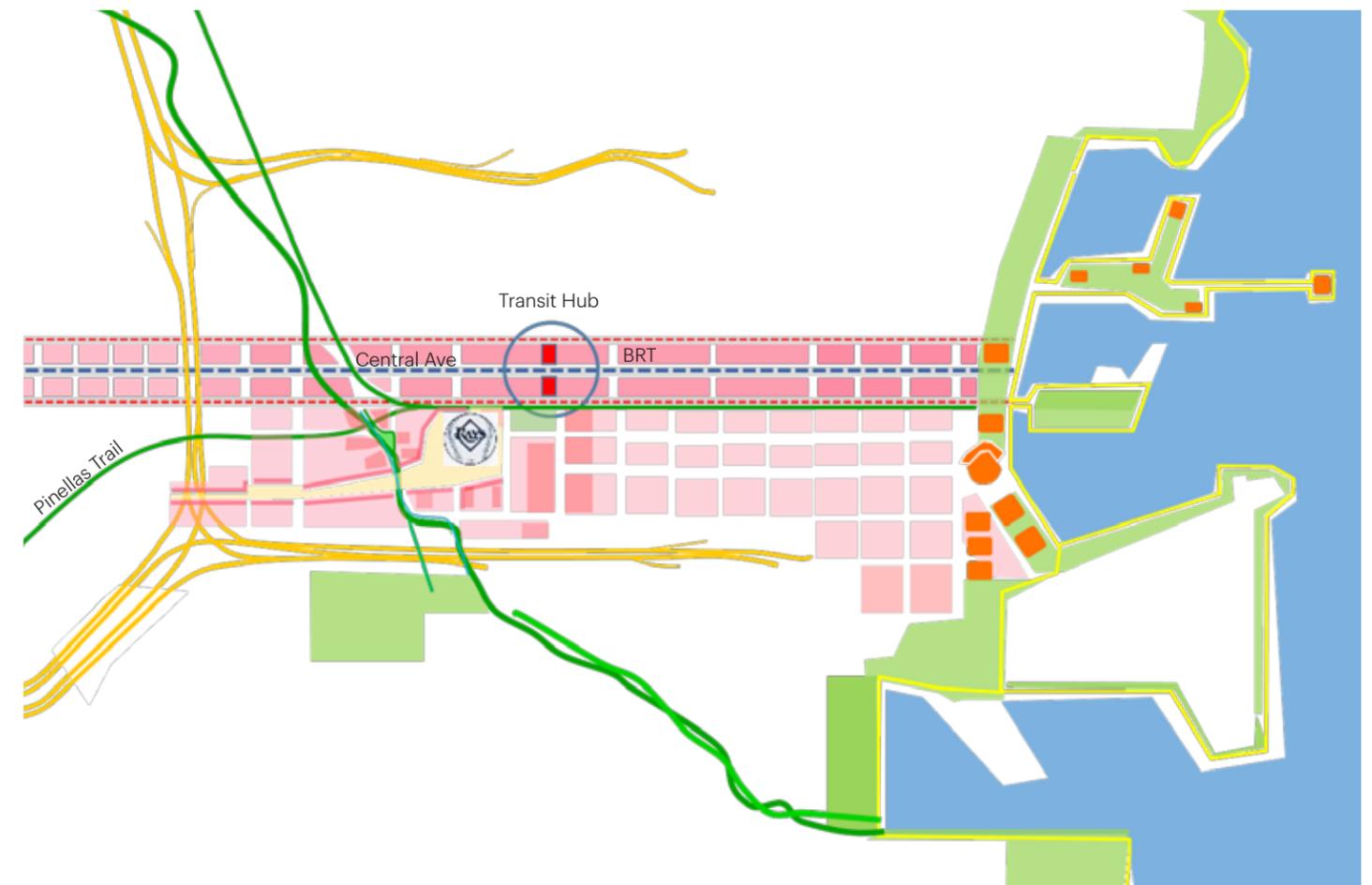
Integrate Regional Bike and Trail System



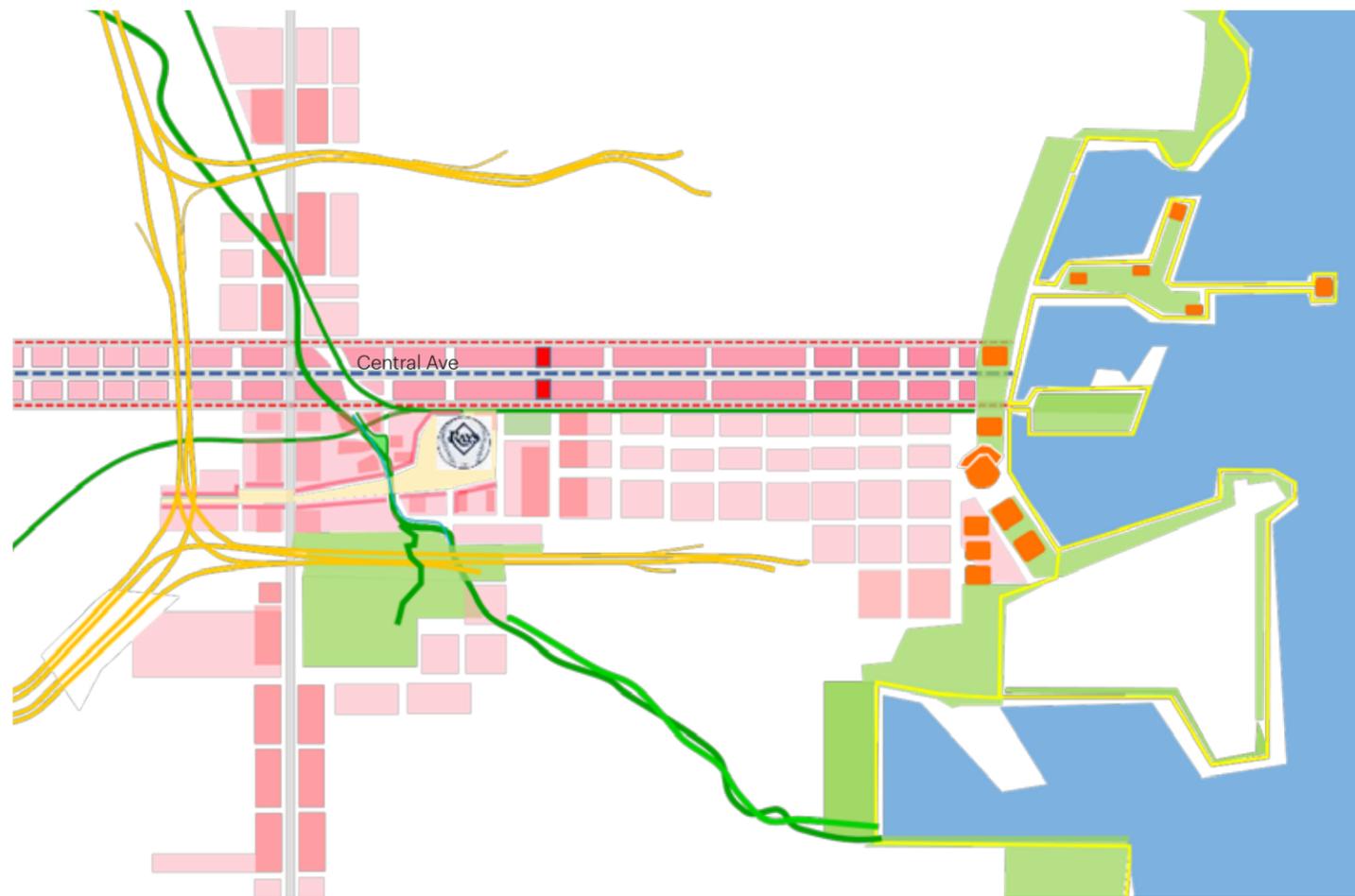
#### Legend

-  Highway
-  Green Connector
-  BRT
-  Trolley
-  Transit Hub
-  Entertainment Venues

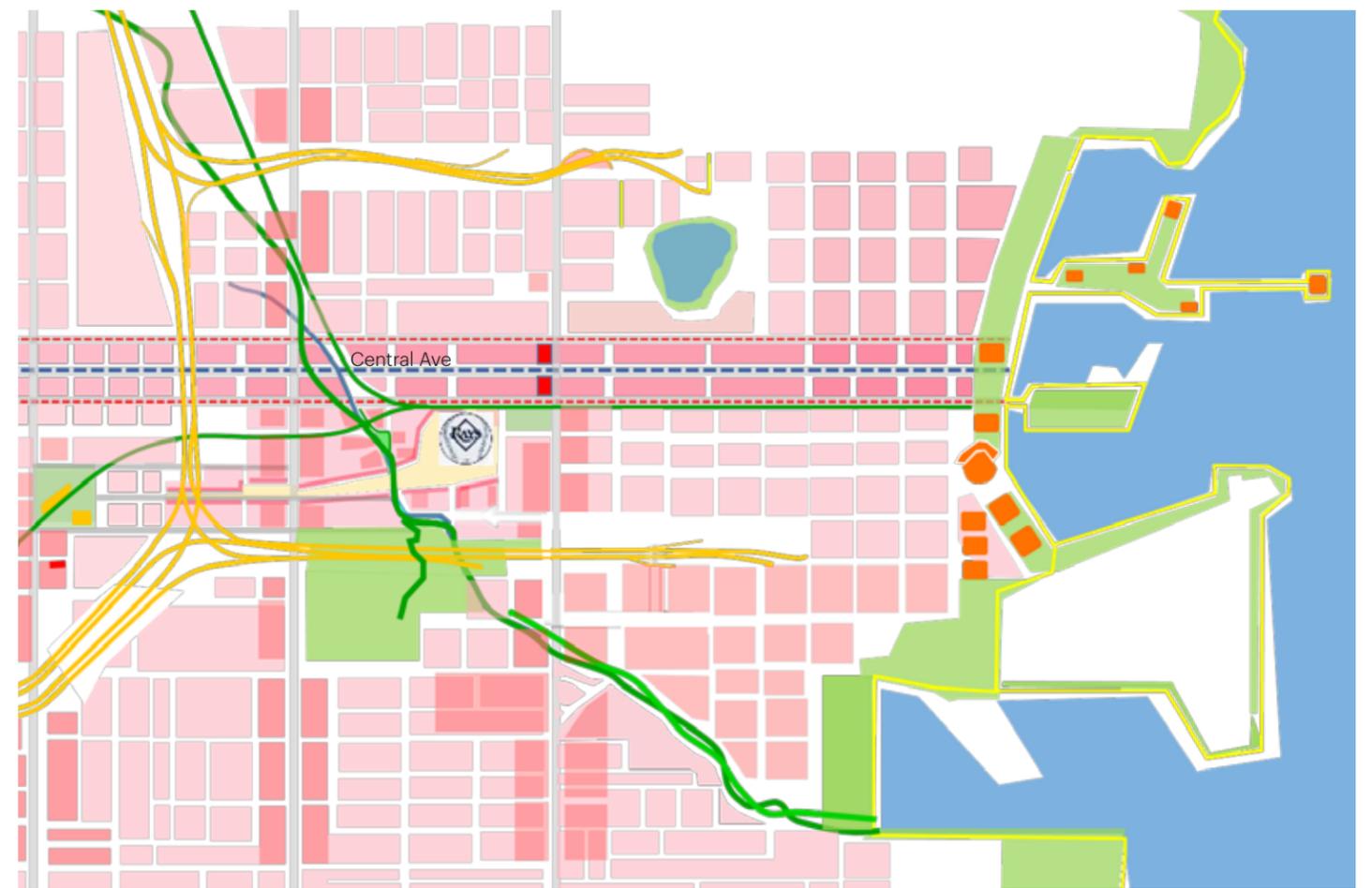
#### Below | BRT Connection to Site



**Below | Urbanize 16<sup>th</sup> Street Through the Site** Urbanizing 16<sup>th</sup> Street provides a more seamless connection to the areas north and south of the site



**Below | Completing the City Grid** Bringing elements of the existing city grid through the site develops a transportation network and parcel strategy for development



## A Holistic Approach | Guiding Principle #3

**Celebrate and enhance the rich cultural diversity and authenticity as an engine for economic opportunity within the district and the surrounding neighborhoods**

While economic opportunities such as a Major League Baseball team and a medical or tech campus are major factors in stimulating St. Petersburg prosperity, one of the most critical development opportunities is providing spaces for residents of the St. Petersburg community to thrive. Whether the opportunities consist of residential development, studio and business spaces, or spaces to grow learning and studies, it is critical that the site embraces the variety of authenticity that makes St. Petersburg and the community so unique.

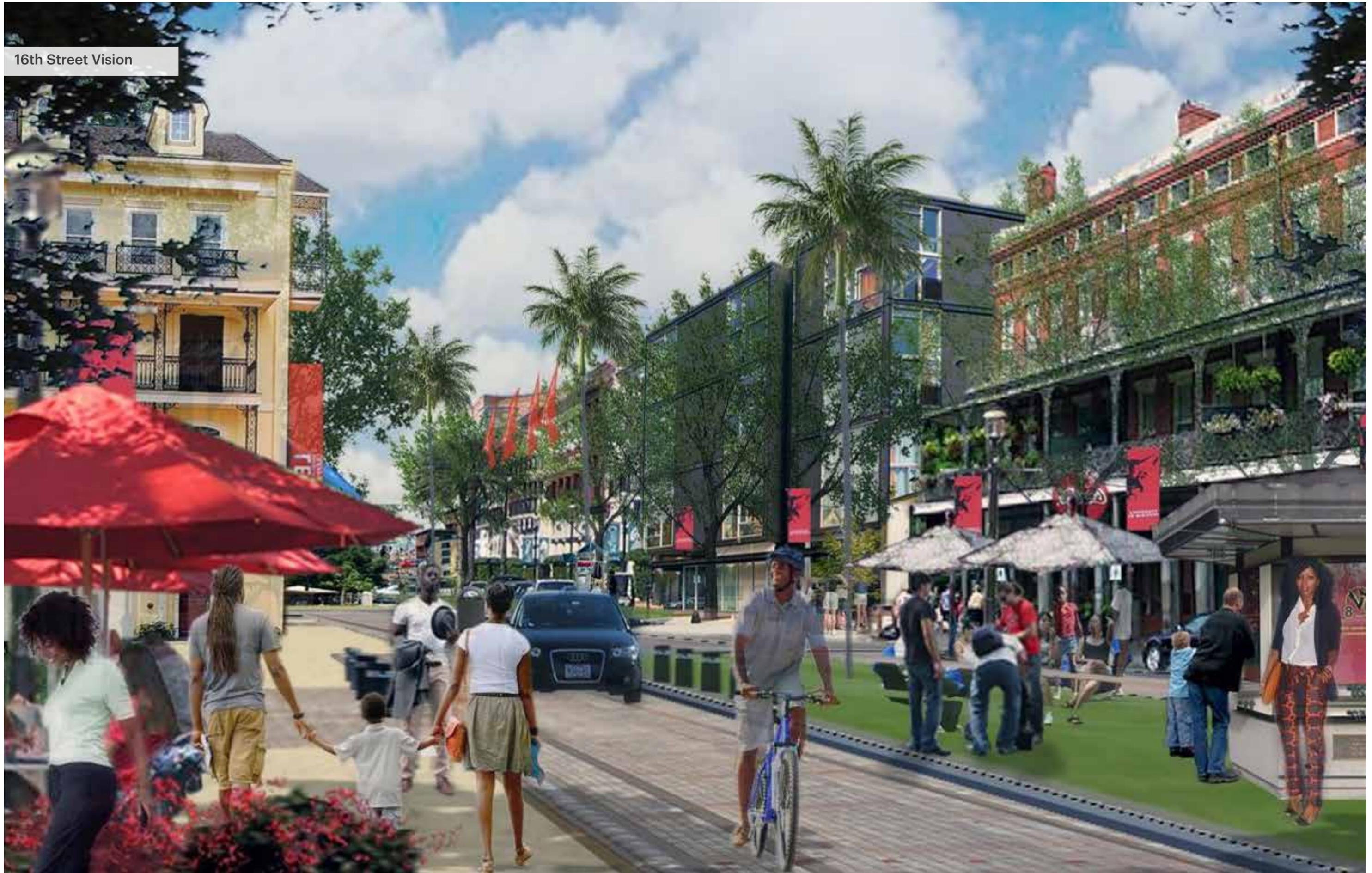


### What We Heard:

- Engage Arts ✓✓✓✓✓✓✓✓✓✓
- Family Oriented Entertainment ✓✓✓✓✓✓✓✓✓✓
- Celebrate Multicultural Neighborhoods ✓✓✓✓✓✓✓✓✓✓
- Preserve Authenticity ✓✓✓✓✓✓✓✓✓✓
- Safe and Family Friendly Place ✓✓✓✓✓✓



16th Street Vision



## A Holistic Approach | Guiding Principle #4

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

A variety of initiatives that will be implemented by the City of St. Petersburg add to the depth of access opportunities on the Tropicana Site, and how the site can contribute to multi-modal accessibility in the city. Most notably, continuing major vehicular streets through the site and taking advantage of existing and proposed transit routes begins to inform a comprehensive transportation network for the site. The BRT stop at the northeast corner of the site could transform into a multi-modal hub servicing multiple types of transportation.

### What We Heard:

Encourage Public Transportation ✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓

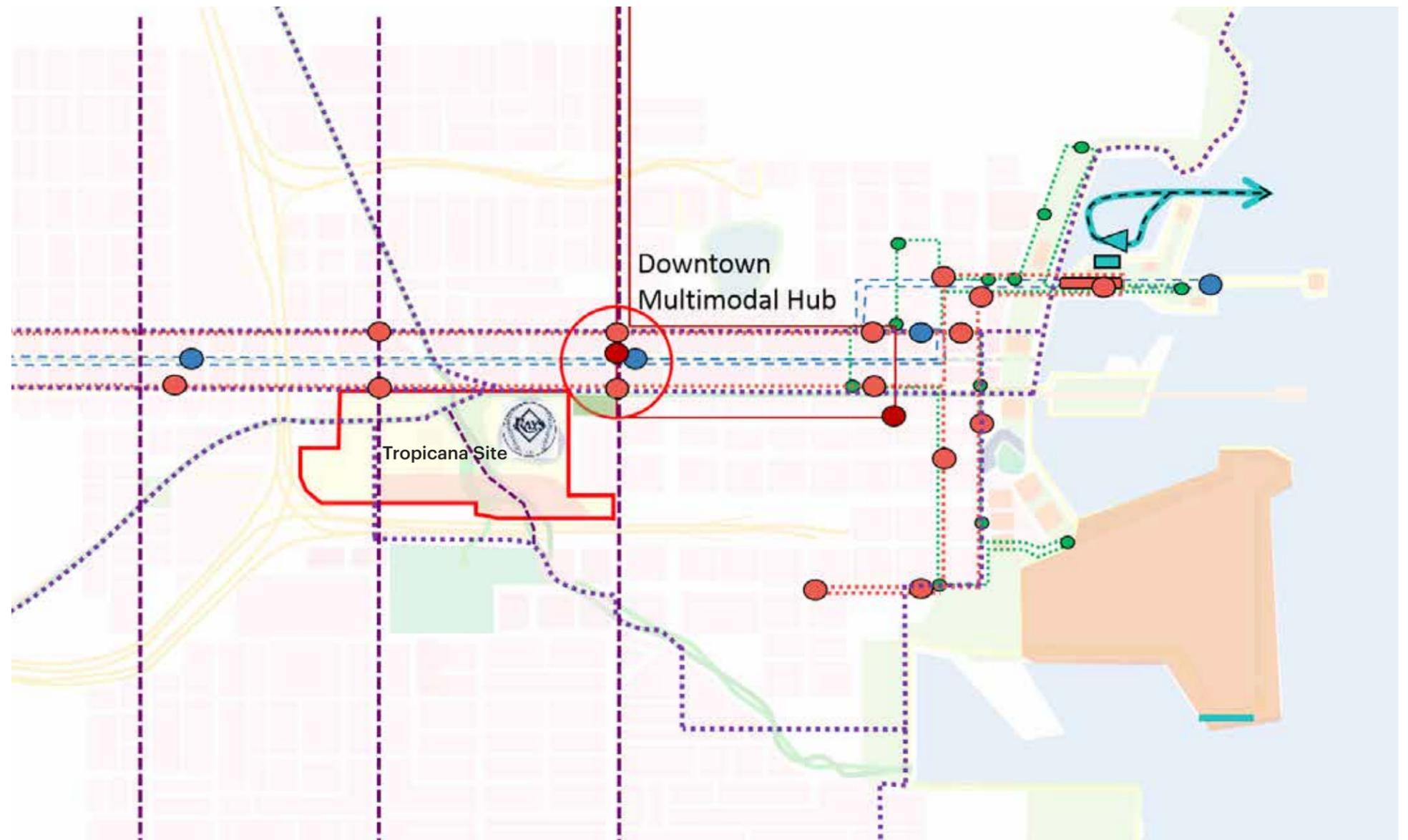
Optimize Parking ✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓

Accessible Development ✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓✓

### Right | Transportation Plan

#### Legend

- Bike
- - - - - Trolley
- Bus
- BRT
- ➔ Ferry (Pilot)
- Multi Modal
- - - - - North-South Shuttle



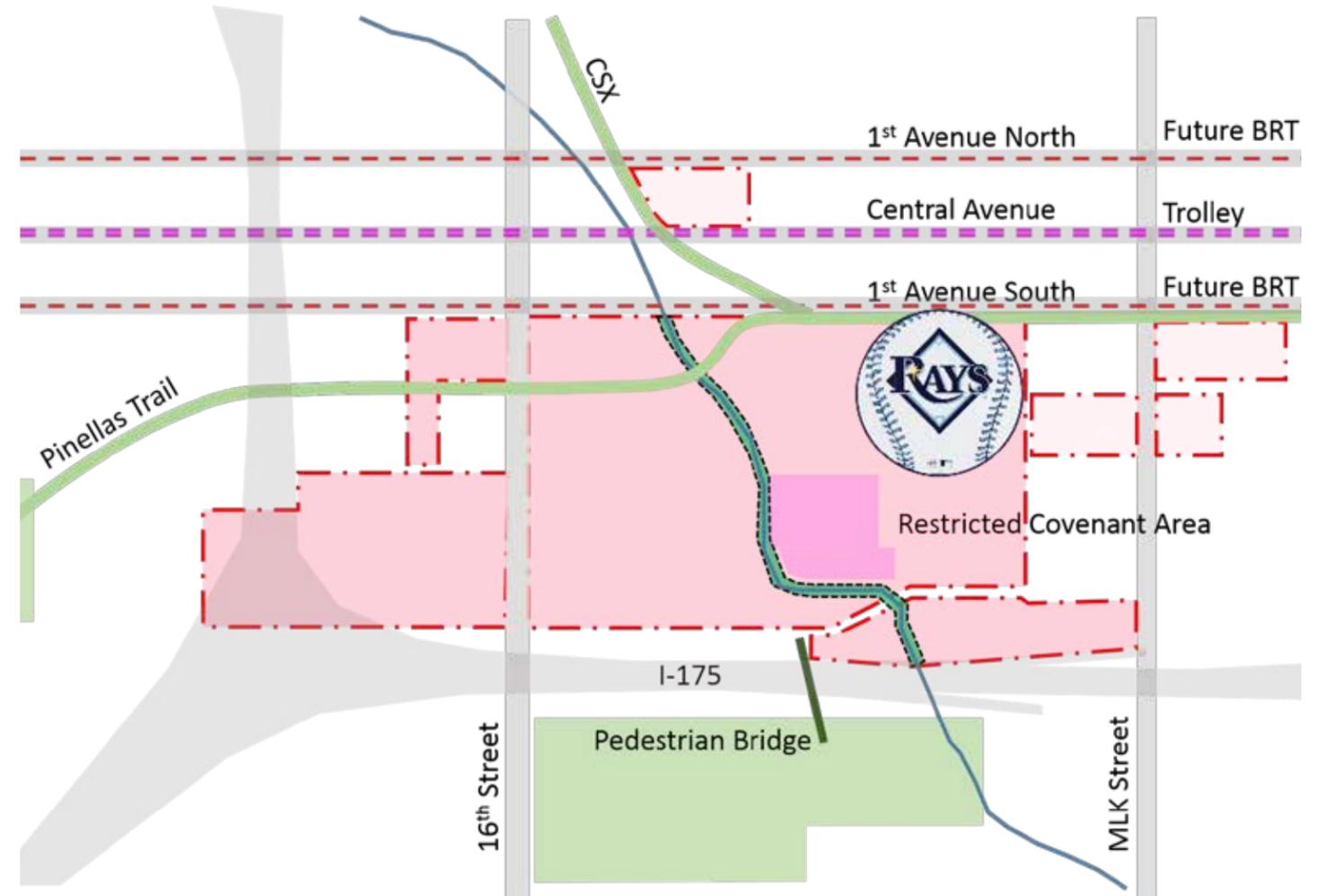
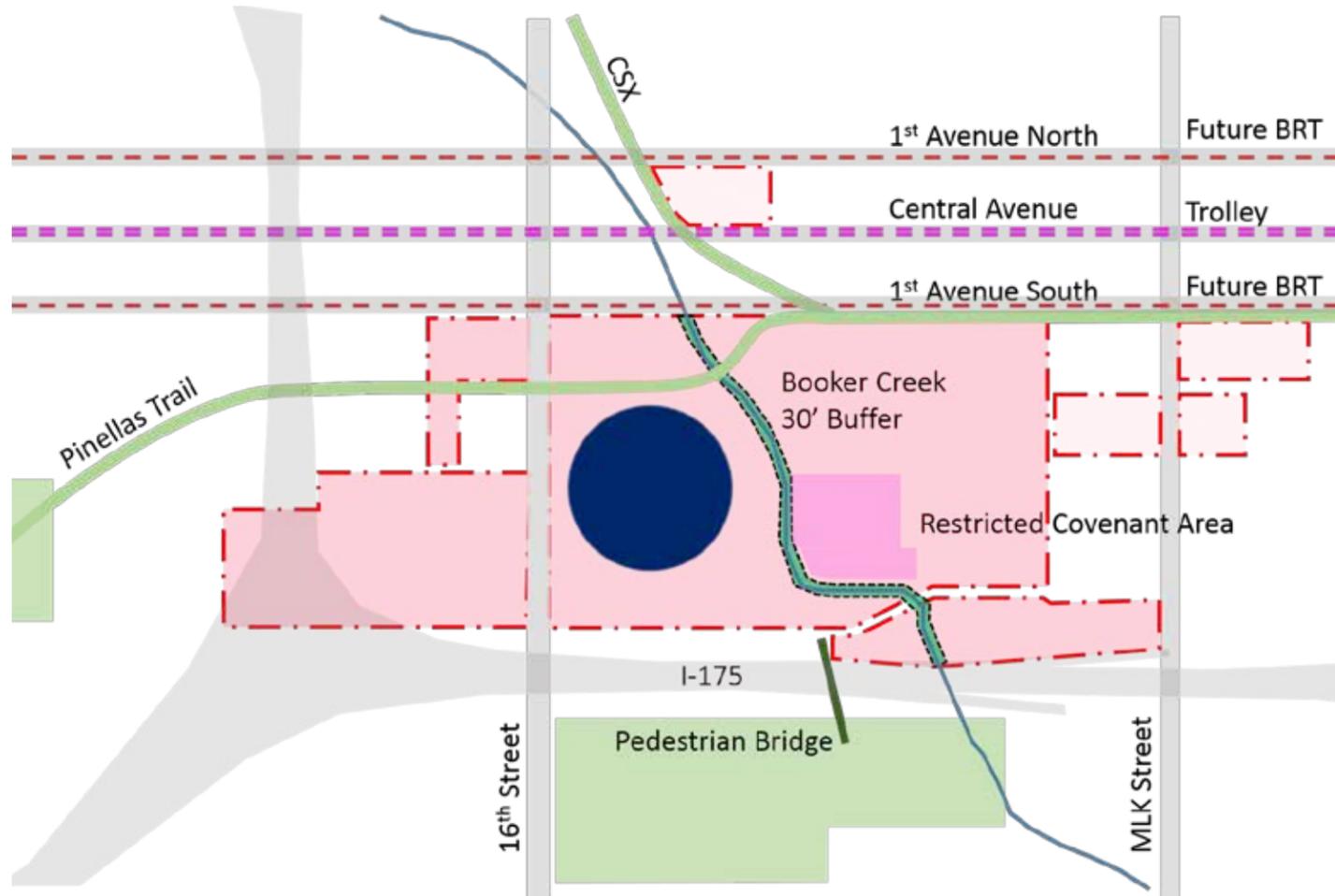


# A Holistic Approach | A Comprehensive Strategy

## Implementing Design Principles

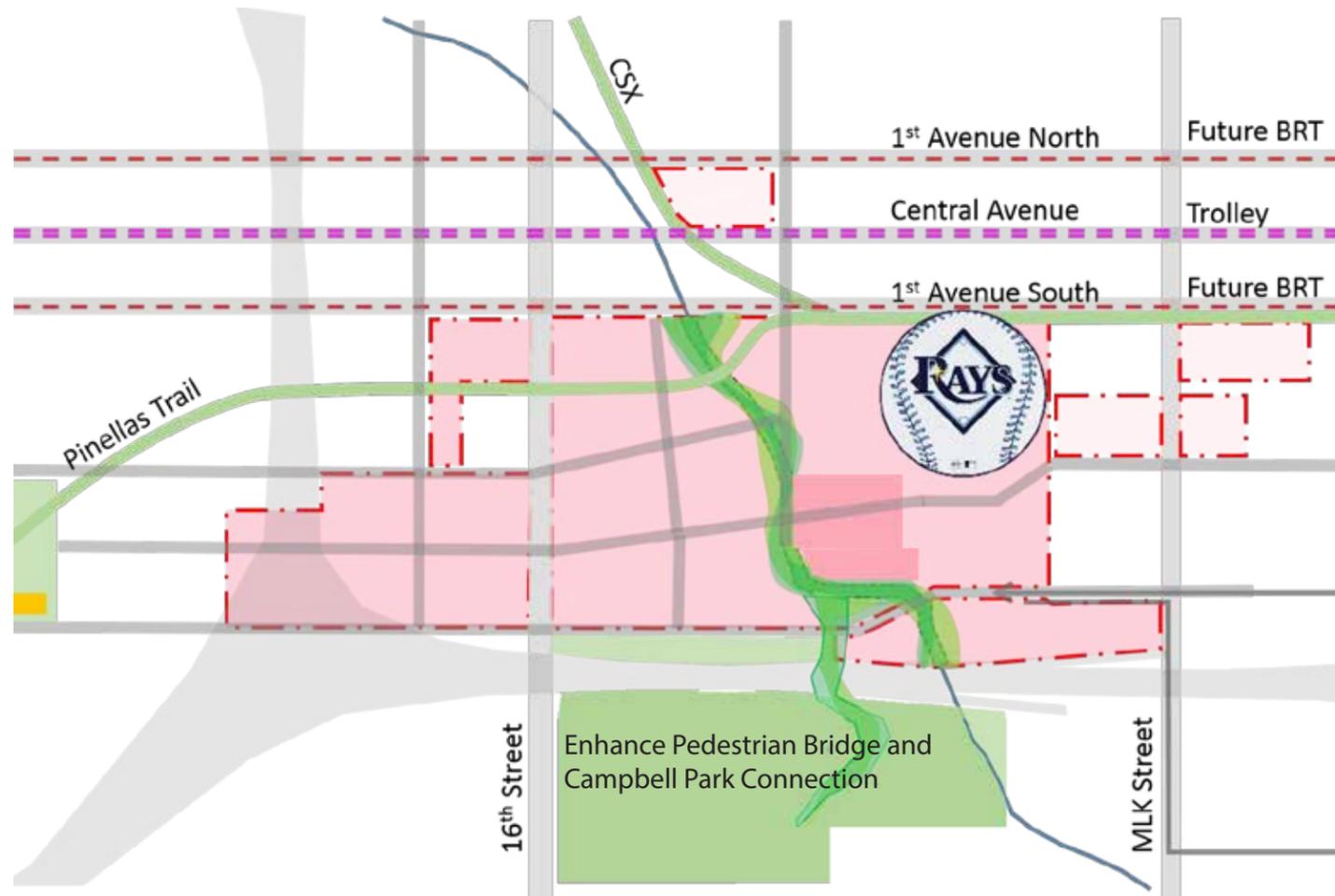
Looking at the existing site constraints, Booker Creek, Pinellas Trail, and the frontage of 16th Street are all opportunities to utilize in the master plan and the development of the open space framework. By moving the Rays' stadium location to the northeast corner of the site, the stadium occupies a 100% corner condition, which is the premier part of the site with prime visibility and transportation access to the waterfront. The 100% corner is connected to the downtown core and waterfront and is integrated directly with the city's major transit initiatives. This relocation allowed the site constraints to begin to inform a comprehensive street and block network. With this street network, development and open space parcels respond to adjacent site features, and integrate the site constraints and new baseball stadium in a holistic design and planning strategy.

With the ballpark building footprint taking up about 13.5 acres, there were limited options to effectively place it on the site given the easement restrictions. However, with a 100% corner location available to the northeast of the site, the ballpark effectively has direct access to downtown and waterfront views as well as direct access to a variety of transportation networks along 1st Avenue South, one of the only avenues that spans from Tampa Bay to Boca Ciega Bay.



With the ballpark occupying the 100% corner to the northeast of the site, existing street networks become integrated into the Tropicana site, making connections to the St. Petersburg city grid. Taking advantage of Booker Creek's connection to Campbell Park is also critical, so the expansion of a large pedestrian bridge enhances the connection to the South St. Petersburg neighborhoods. As a result, the superblock divides into parcels (pink).

The divided parcels become development opportunities for the city of St. Petersburg, and a site vision results. The implementation of Rays' Way into the Tropicana Site Vision not only creates an open pedestrian walkway towards the Rays' Stadium, but also generate new site frontage for different types of local business, retail, and artistic opportunities to occur. Development, open space, and the street/transportation network are the three main aspects that comprise the site vision and tie the Tropicana Field site to the community of St. Petersburg.



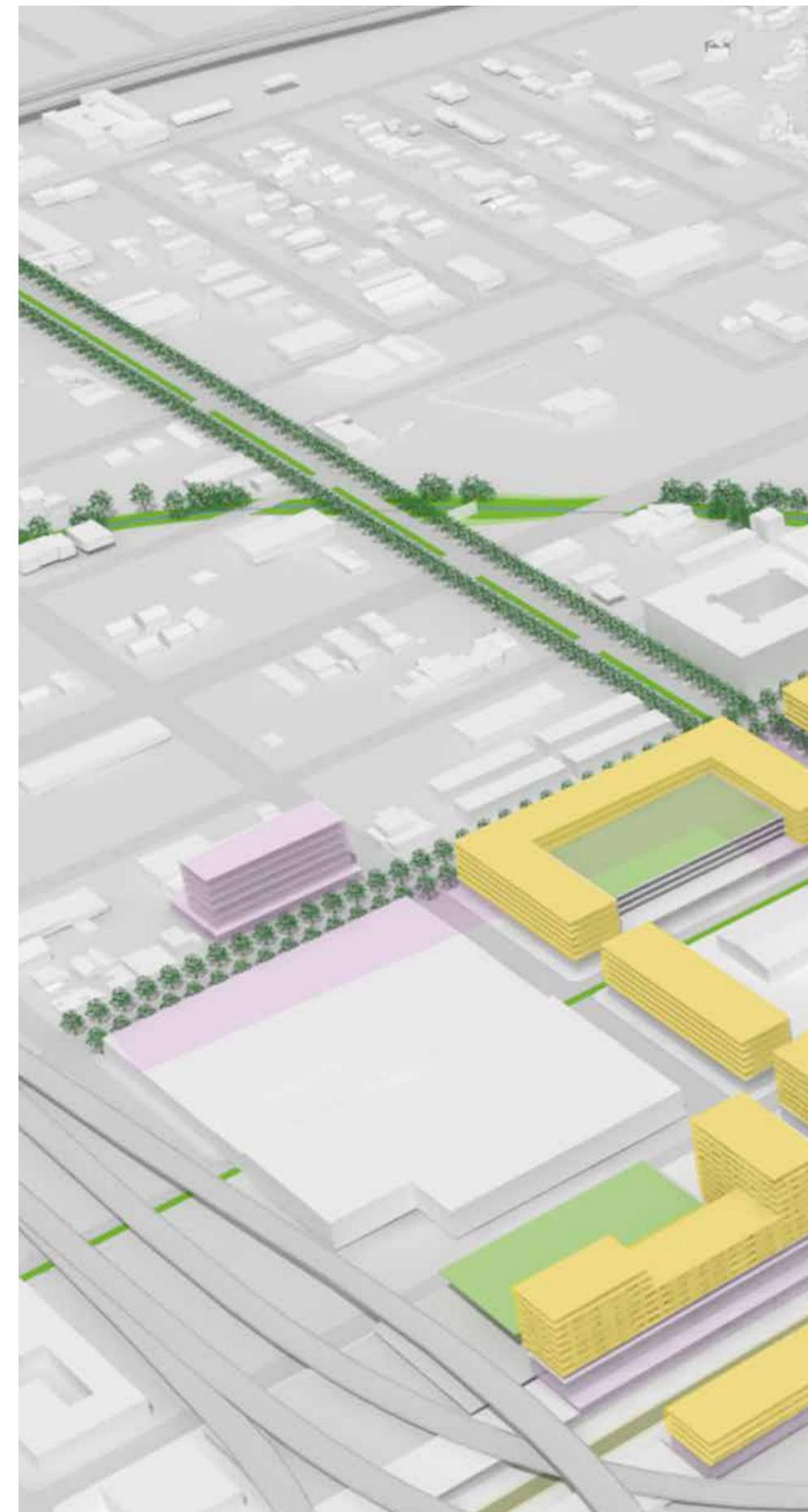
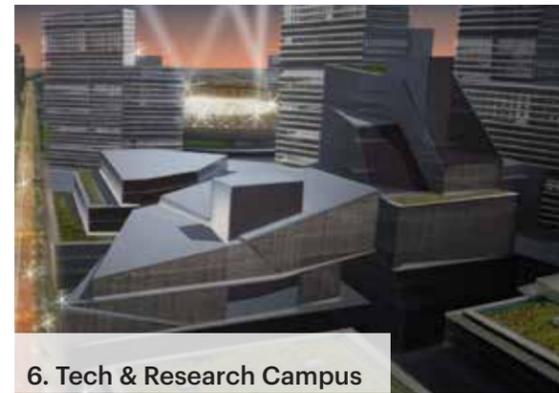




### 3 Master Plan Elements

# Master Plan Elements | Comprehensive Strategy

The integration of development, open space, and circulation networks inform master plan elements within the Tropicana Site. The ballpark occupies the 100% corner to take advantage of waterfront & downtown connections. Expanding Booker Creek to Campbell Park creates a connected open space to the adjacent St. Petersburg neighborhoods. An entertainment destination caters to economic ideas and notions to service an entertainment venue and the baseball park relocation. Rays' Way generates site frontage for businesses and artist studios and introduces a new pedestrian network to connect all aspects of the site directly to the entertainment destination. A tech & research campus generates expansion possibilities for the St. Pete Innovation District and creates opportunities for educating and job training within the community of St. Petersburg. Residential development is integrated into the holistic design strategy and is inclusive of open space and retail opportunities for the residents of the development to bring their business and work to the area.





# Master Plan Elements | The Ballpark

## Relocating and New Development Around the Ballpark

Keeping the Rays in St. Petersburg benefits the city and, with the addition of 52 acres of new developments, can draw people from across the Tampa Bay Region to bring economic prosperity to the Rays' organization. The Tampa Rays' Stadium relocates to the 100% corner of the site, occupying 13.5 acres of the total 86 acres. To service the new stadium, a series of retail spaces are integrated into the surrounding parcels, connecting to the stadium at the concourse level. The new stadium resides adjacent to the transit hub located on site, allowing for ease of access when traveling from anywhere in the Tampa Bay region to the stadium directly. A Kid's Zone promotes family-friendly activities close to the ballpark.

Key Plan

The existing ballpark relocates to the north-east 100% corner of the site where fans will have views to the downtown waterfront and be in close proximity to the transit hub



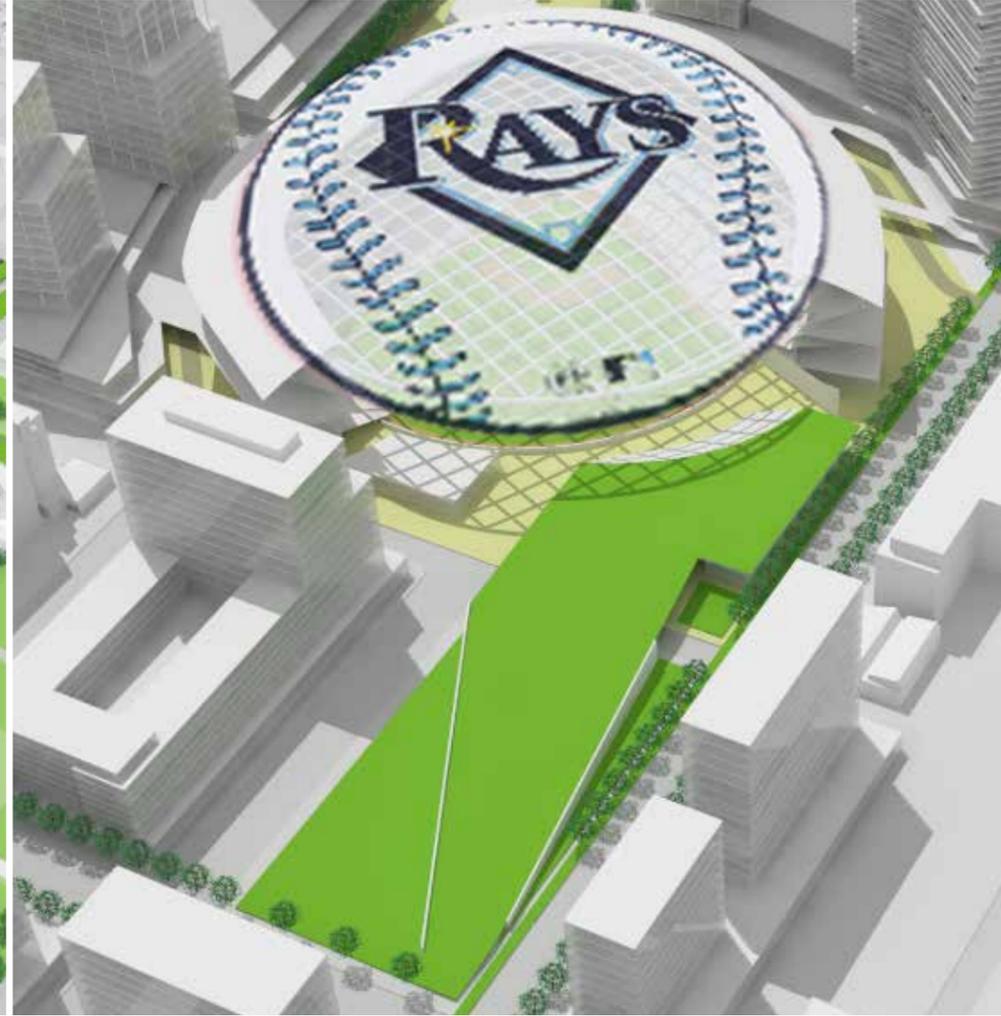
### Ballpark Initiatives

The ballpark is accompanied by retail that all connects on the concourse level for ease of access and promotes economic vitality by integrating retail with the gameday experience.



### Transit Hub

The ballpark is adjacent to the proposed transit hub. Fans have a variety of transportation options for arriving at the ballpark. They include but are not limited to the BRT, the trolley, and even biking.



### Kids Zone

The ballpark is surrounded by mixed-use development such as office headquarters to promote economic growth; a Kid's Zone next to the ballpark generates an inviting, family-friendly atmosphere.



## Master Plan Elements | Campbell Park Expansion & Enhancing Booker Creek

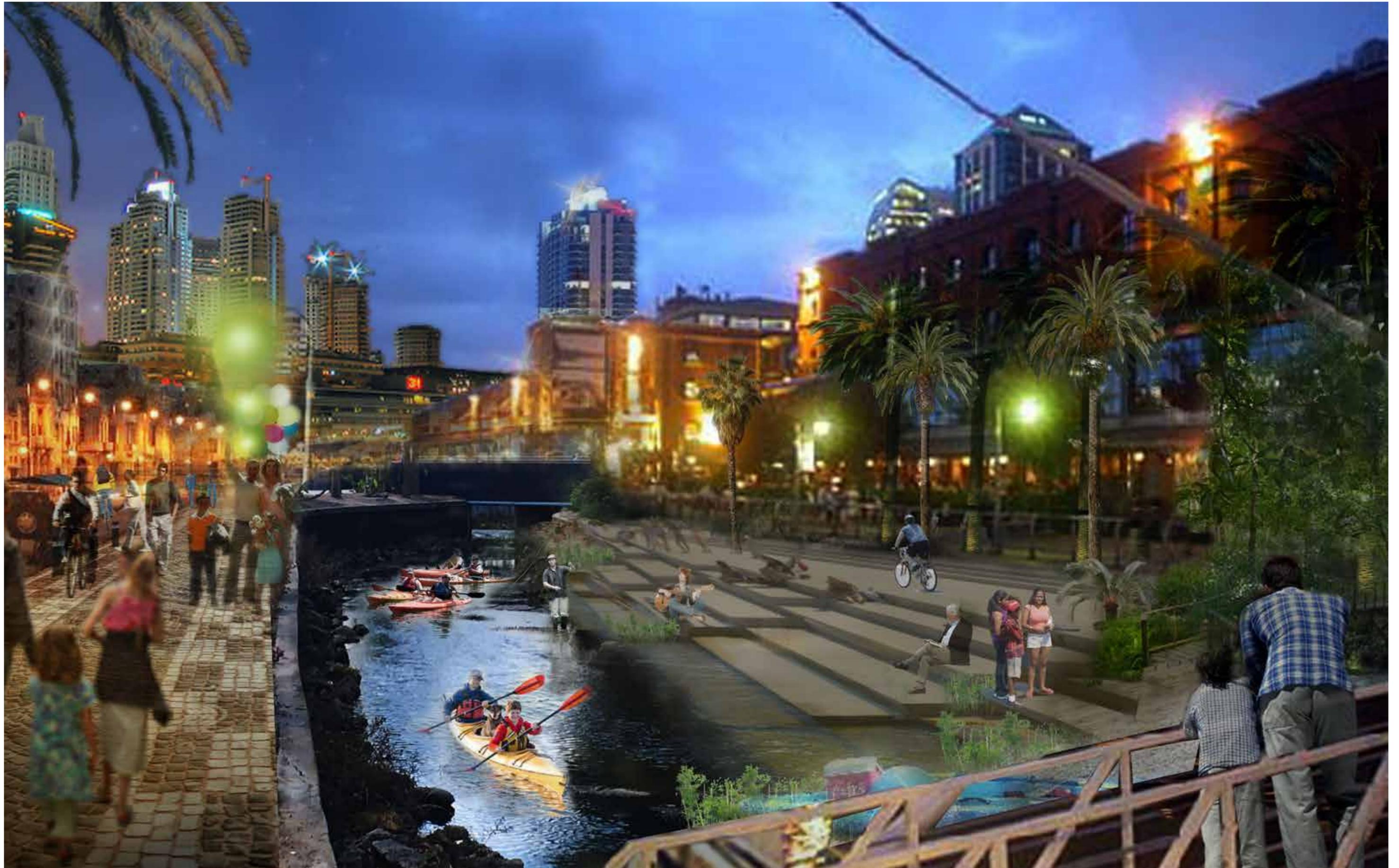
Booker Creek and Pinellas Trail help connect an open space network across the site. However, with such a large park located right across the highway, it was essential to connect Campbell Park to the Tropicana Site open space system. Therefore, a proposed Pedestrian bridge connects the two open space systems to become one green network. The Pedestrian bridge builds off of the concept of the current pedestrian bridge, but accounts for multiple ways of commuting (walking, biking) and is an interactive element of a comprehensive network; green spaces and areas exist as people move along the Pedestrian bridge that would suspend over I-175. By connecting Campbell Park to the Tropicana Site, it will be easier for users on the site to have access to an array of family-friendly activities that already exist in Campbell Park. The Pedestrian connects Booker Creek and Campbell Park as a sculptural object of visual interest, and adds value to the site; with a connection to Campbell Park, a large park can still be integrated into the Tropicana site while maximizing development potential existing on all of the site's parcels.

**Below** | Key Plan The proposed pedestrian Pedestrian connects Booker Creek to Campbell Park



**Right** | Pedestrian Bridge

The Pedestrian bridge integrates Campbell Park with the rest of the site so that more acreage can be used for building development.



## Master Plan Elements | Corporate Headquarters

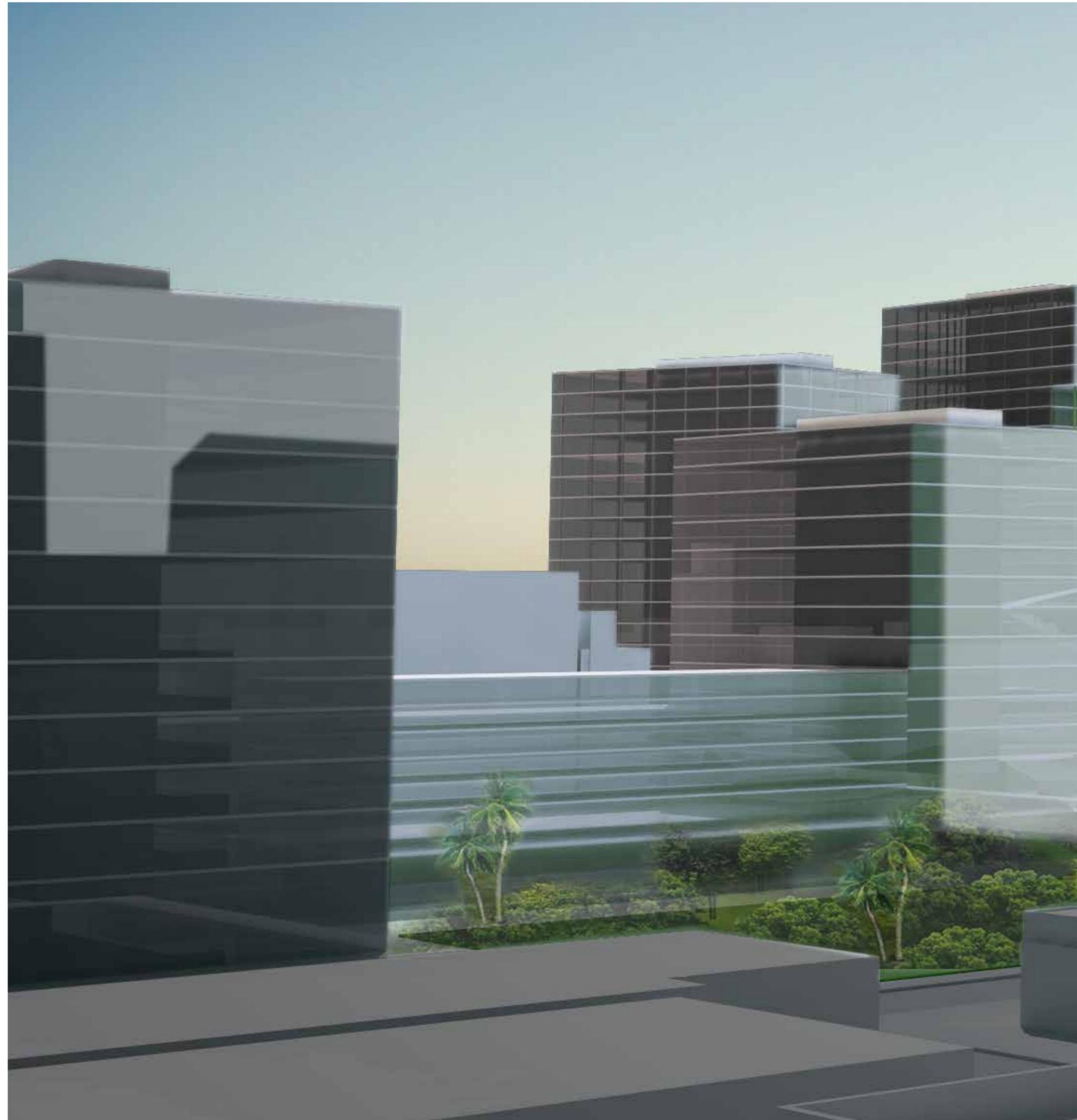
The new ballpark on the site is the apex of the master plan at the 100% corner. Here, Rays' Way converges into a concentric zone consisting of hotels, offices, stadium & entertainment venues, and shared parking. The development builds upward towards this district, which serves as the highest point in elevation. This is to accommodate for building projections to bring in new business to Tropicana Field.

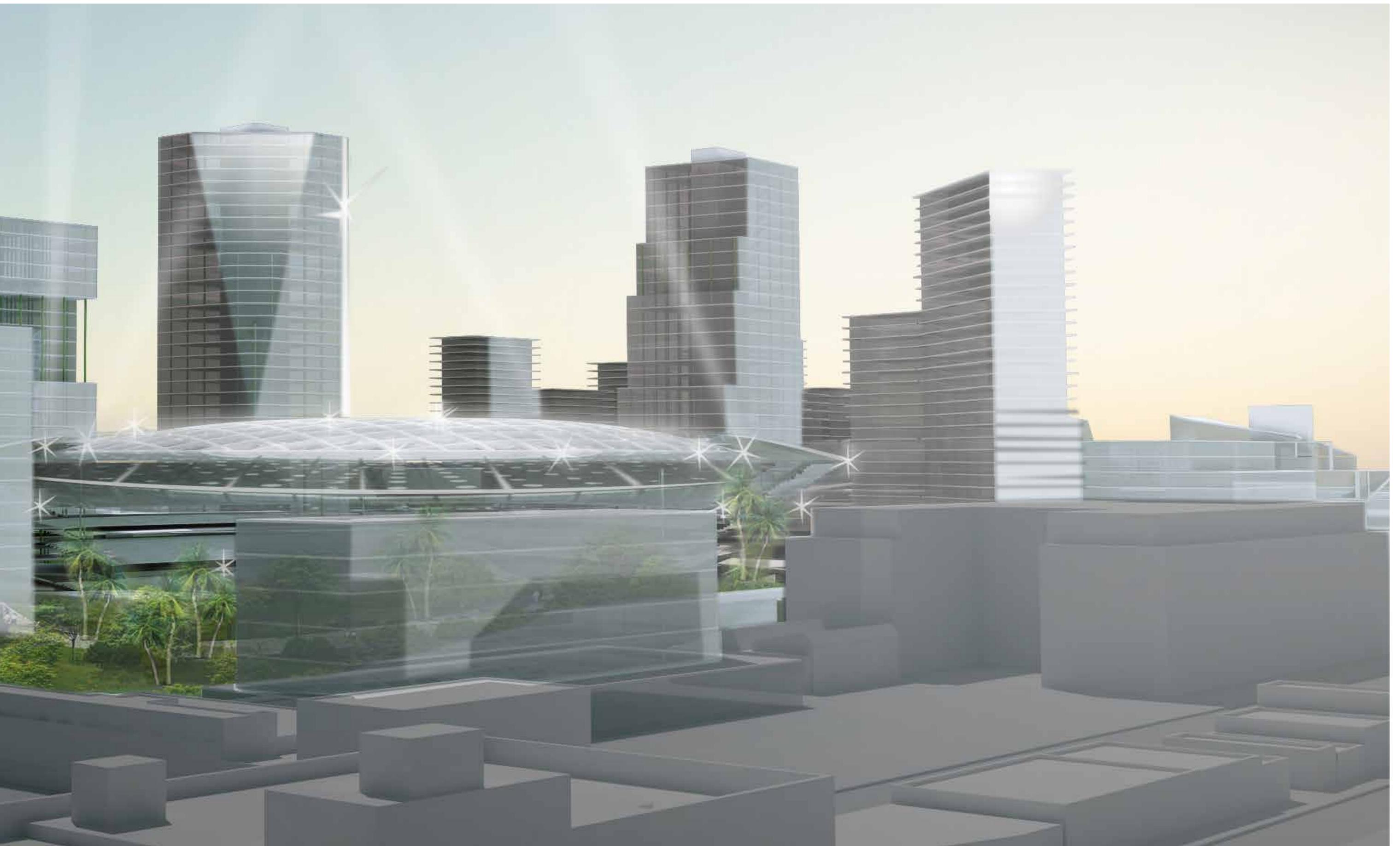
The density of the corporate headquarters allows for businesses of a variety of sizes to occupy office space that is connected or adjacent to many amenities such as parking structures, retail, and a hotel integrated with a large conference center. The corporate headquarters surrounding the stadium at the 100% corner promotes density and community engagement with the businesses occupying the office space.

**Below** | Key Plan New office developments surround the stadium



**Below** | Shared Parking Strategy Parking is shared between office uses and the stadium





## Master Plan Elements | Hotel & Conference Space

Hotel and conference space supports the new stadium, office development, and downtown St. Petersburg. Situated next to the office development and the research, education, & tech campus, the hotel would be positioned to serve a variety of corporate, educational, and entrepreneurial users. With views of the stadium, surrounding Tropicana site, and downtown St. Petersburg, the conference space would be uniquely suited to host a wide range of activities.

**Below | Hotel & Conference Space** New hotel & conference space (tan) supports new stadium and office development





## Master Plan Elements | Rays' Way Entertainment Destination

Rays' Way runs through the entire Tropicana site, connecting all the different development elements together as a pedestrian walkway. The pedestrian promenade ties the residential development to the campus environment, all ending at the entertainment destination & stadium on the northeast corner of the site. Different activities occur as one moves down the pedestrian promenade; however a critical consistency throughout Rays' Way is the amount of frontage established for retail, art studios, and local businesses. Routing Rays' Way through the middle of the site doubles the amount of frontage that can exist for future economic development within the Tropicana Site.

Perhaps one of the most interesting characteristics of the entertainment district is its ground-floor & concourse condition. Ideally, on gameday, people can occupy ground floor retail and pedestrian areas while simultaneously enjoying concourse level retail & business that is adjacent if not connected to the ballpark. This design notion integrates business into the stadium design while allowing for activity even when there isn't a game. Office tower cores and retail entry encompass entry points for mix-use development users. Parking also connects on the concourse level for fans to use the garages as well for gamedays.

**Below |** Simultaneous Gameday Activities

This demonstrates retail and business can occur adjacent to gameday activity.



**Below |** Retail Frontage

Retail space lines both sides of Rays' Way





LONGORIA  
3

KIERMAIER  
39

Rays

TAMPA BAY RAYS

TAMPA BAY RAYS

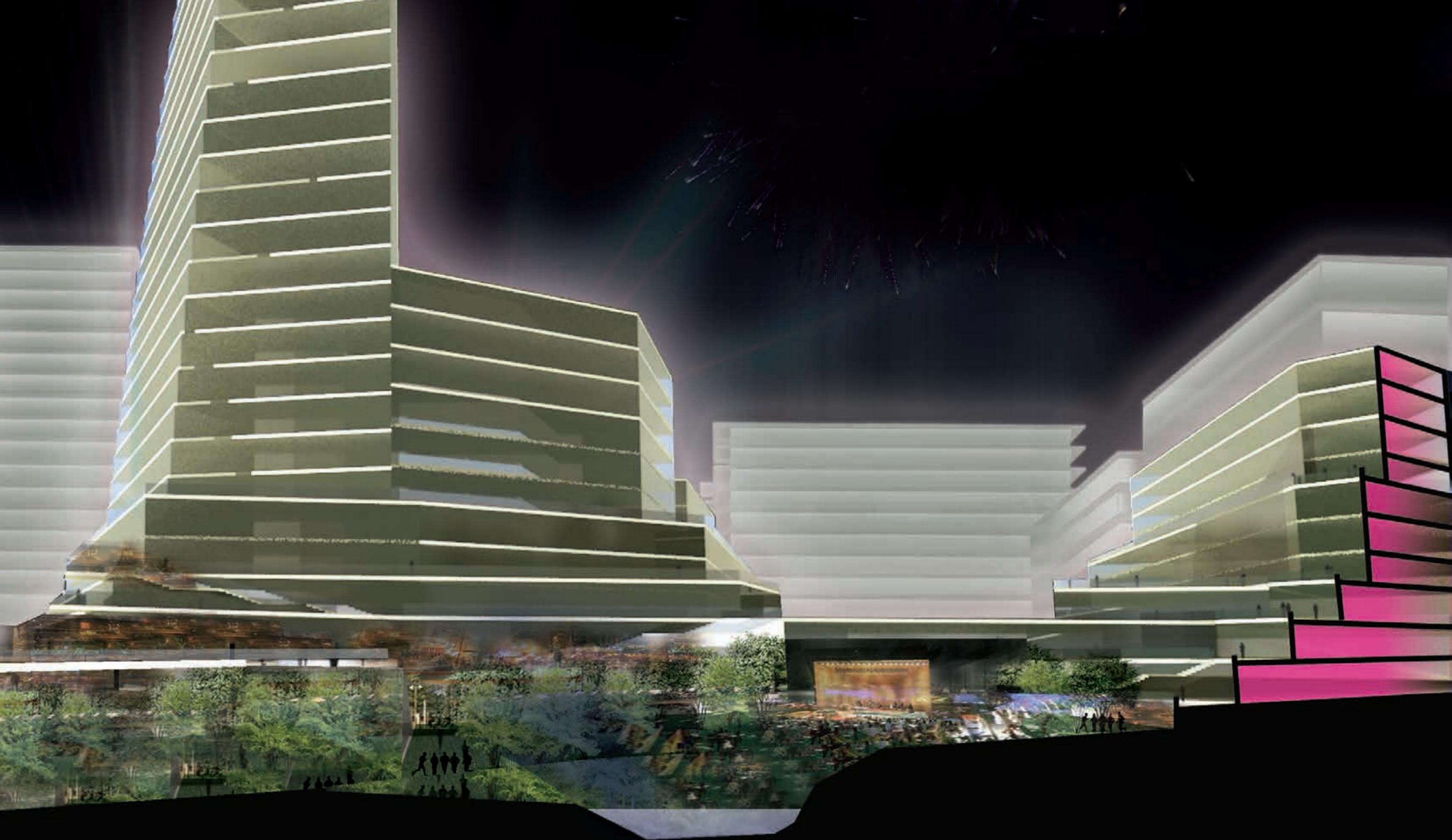


## Master Plan Elements | Research, Education & Tech Campus

The research, education & tech campus adds to the institutional integrity that already exists in St. Petersburg. The campus works with the Grow Smarter strategy to provide job training and education to the residents of St. Petersburg. The district also caters to medical and educational institutions such as Johns Hopkins All Children's Hospital and USF St. Petersburg to provide a potential campus environment that promotes meeting, learning, and acts as a destination to host conferences. The campus has potential to reach all learning sectors, ranging from medical opportunities and college campus environments, and sits adjacent to the entertainment district; it is integrated with retail frontage along Rays' Way. To promote entrepreneurial growth, collaborative work environments serve as an element within the campus for tech companies to occupy.

**Below | Key Plan** A research, education, & tech campus (rose) adds space for entrepreneurial growth and innovation.





# Master Plan Elements | Urbanizing 1<sup>st</sup> Avenue South

## Connections to the North and Downtown Waterfront

On the Tropicana Site, the campus and stadium are identifying elements along 1<sup>st</sup> Avenue South. The form and height of the campus and stadium buildings play a dominant role to define the new Tropicana site district along 1<sup>st</sup> Avenue South. However, to best utilize the amount of street frontage within the site, retail development exists along the avenue as well as inside the parcels that are located to the north and east of the superblock. Given the fluctuating demand and timing of ballpark parking, it's ideal to combine this program with corporate parking to reduce infrastructure demand and cost, maximize site area, and promote diverse activities.

**Below | Key Plan** The plan shows the additional development (pink) to maximize the use of the frontage along 1st Avenue South



**Right | 1st Avenue & Central Ave**

1st Avenue South works in junction with Central Avenue in transportation development that is guided by the City. The two Avenues work with 1st Avenue North to draw people to and from the St. Petersburg waterfront.



**Right | 1st Avenue & The Site**

1st Avenue South runs parallel to the site, lending an opportunity for retail frontage and a multi-transit hub to thrive on the Tropicana Site.



**Right | 1st Avenue & The Campus**

The campus form steps back from 1st Avenue South, generating a terracing condition that is a strong identity to the campus along 1st Avenue South.





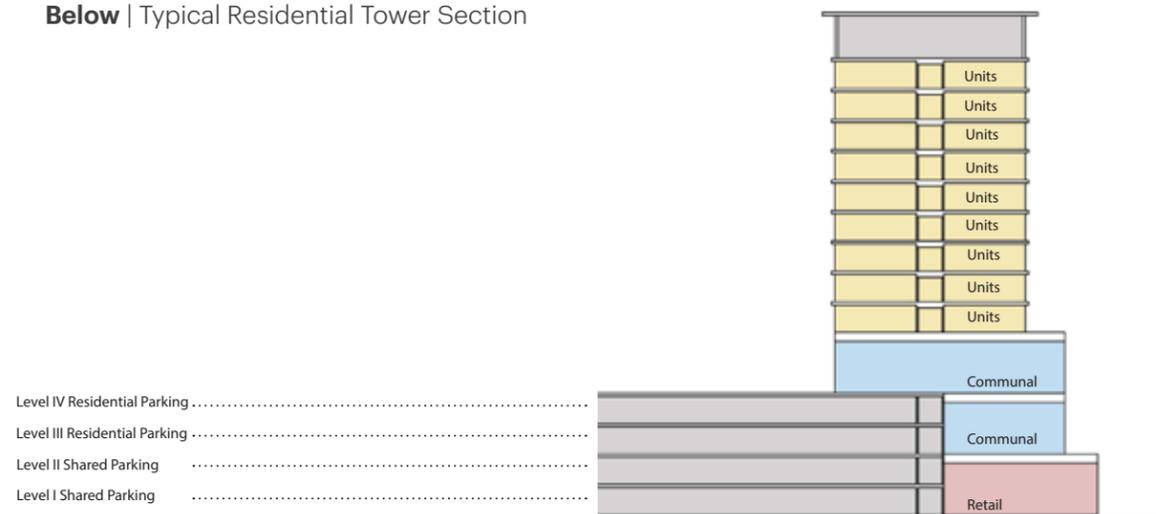
# Master Plan Elements | Residential Development

Residential development is critical to activating an area throughout the day. Having a place to live initiates all other development aspects. Increasing residents in St. Petersburg increases the amount of economic opportunity for the city. A variety of residential options ranging from studio apartments to family townhouses exists in the plan. The residential development exists on the west half of the site, fronting Campbell Park, 1st Avenue South, 16th Street, and Rays' Way. Open space conditions exist in the form of courtyard exterior spaces and an outdoor market along Rays' Way to take full advantage of all views from the residential parcels.

**Below | Key Plan** Residential units occupy the west half of the site (yellow)



**Below | Typical Residential Tower Section**





# Master Plan Elements | Arts, Entrepreneurship and Culture

## Integrating Local Entrepreneurship, History, Culture, and the Arts

The ground floor frontage of the residential parcels consists of retail for small/local businesses and artist studios. Here, residents have the option to work in close proximity to where they live. The notion of integrating this retail condition throughout Rays' Way and 16th Street ties the economic opportunity of this retail/studio space to areas with similar community interests such as the Warehouse Arts District, the EDGE District, and the Deuces Live Main Street. Although not limited to expression along Rays' Way, opportunities to integrate the history and culture of the community are abundant in this portion of the development. Developers and the community would engage in a dialogue to identify specific installations and venues that achieve the integration of physical construction and cultural/historical expression.



Below | Key Plan



Marketplace



## Master Plan Elements | Shared Parking

Given the fluctuating demand and timing of ballpark parking, it's ideal to combine this program with corporate parking to reduce infrastructure demand and cost, maximize site area, and promote diverse activities.

**Below | Key Plan** A camouflage wrapper integrates the parking structures with the open space network on site.



# Master Plan Elements | Shared Parking

Shared parking shapes the user experience and captures retail revenue. By integrating the parking with the retail, this mix-use development defines the user experience from their cars to the ballpark. Structured parking has the added opportunity to direct pedestrian traffic along the concourse level. This idea frees up pedestrian movement at grade which can be independent of the gameday experience.



**Left** | Parking Structures are Integrated into Mixed-Use Development

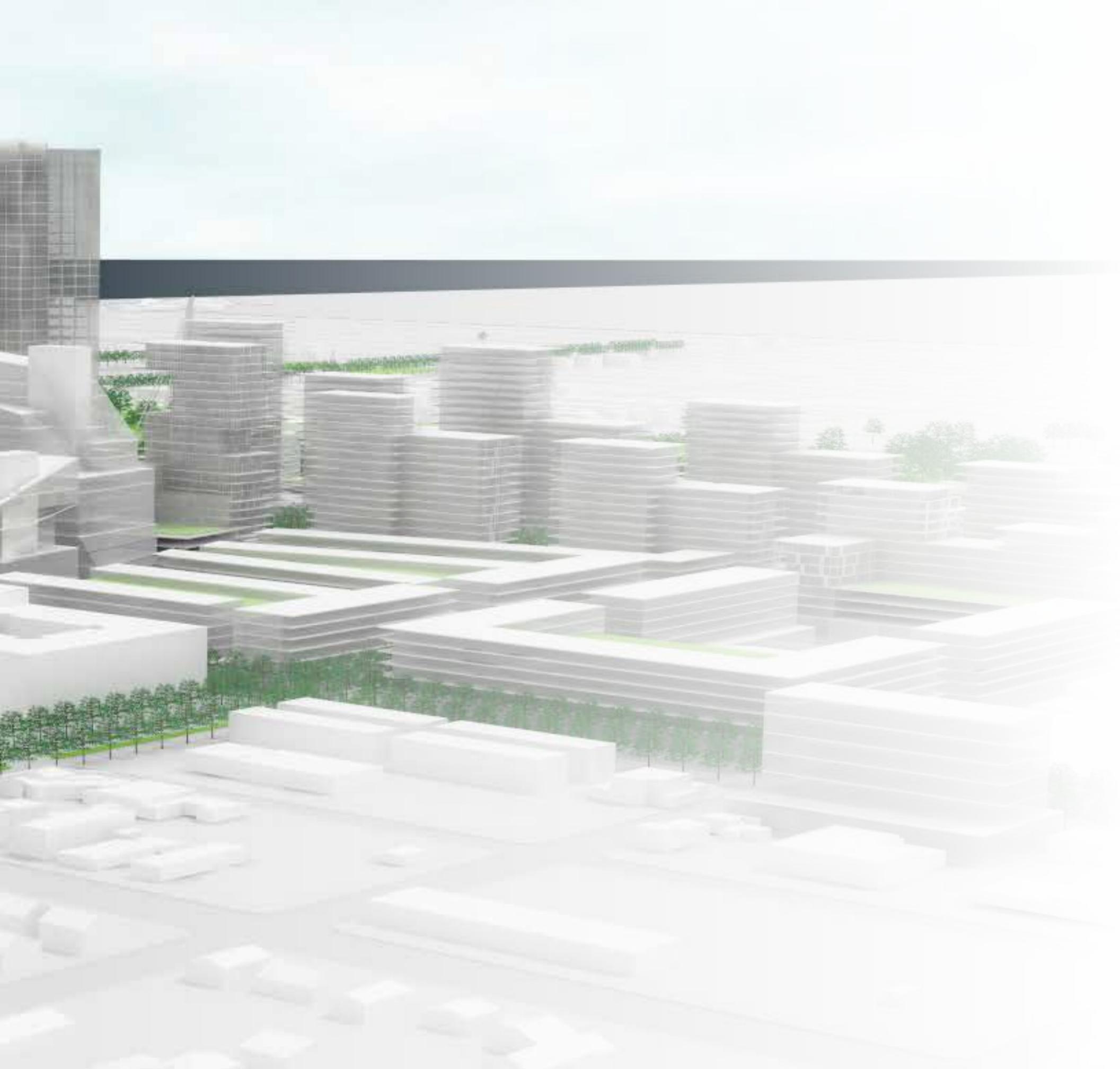


**Left** | Concourse & Retail Connection to Parking



**Left** | Office Tower Circulation Core Connected to Structured Parking





## 4 Development Program

# Development Program | Fact Sheet

## Parcels

The street and open space network divide the site into 18 development parcels, excluding the baseball stadium.

### Parcel Measurements

Parcel	Acres	
1	2.6	ac
2	1.6	ac
3	3.6	ac
4	0.9	ac
5	0.8	ac
6	0.6	ac
7	1.5	ac
8	2.5	ac
9	1.6	ac
10	1.3	ac
11	2.4	ac
12	1.8	ac
13	1.7	ac
14	2.0	ac
15	2.2	ac
16	1.3	ac
17	2.1	ac
18	3.6	ac
19	4.4	ac
<b>Total</b>	<b>38.5</b>	<b>ac</b>
 <b>Baseball</b>	<b>13.5</b>	<b>ac</b>
Parcel Plan	52	acres



# Development Program | Fact Sheet

## Development

Different types of development exist on certain parcels but are all connected through the street network and ground floor conditions where retail, small business, and art studios exist throughout Rays' Way and other major infrastructure elements within the site.



### Development Calculations

<b>Retail</b>	<b>700,000</b>	<b>sf</b>
Destination Retail	500,000	sf
Neighborhood Retail	50,000	sf
Neighborhood Office	150,000	sf
<b>Housing</b>	<b>3,200,000</b>	<b>sf</b>
(3,000 units)		
Parcel 8	530,000	sf
Parcel 9	520,000	sf
Parcel 10	300,000	sf
Parcel 11	400,000	sf
Parcel 12	150,000	sf
Parcel 13	150,000	sf
Parcel 14	150,000	sf
Parcel 15	100,000	sf
Parcel 16	250,000	sf
Parcel 17	350,000	sf
Parcel 18	100,000	sf
Parcel 19	200,000	sf
<b>Institutional Campus</b>	<b>1,000,000</b>	<b>sf</b>
Parcel 4 (8 Floors)	300,000	sf
Parcel 5 (5 Floors)	200,000	sf
Parcel 6 (12 Floors)	250,000	sf
Parcel 7 (8-16 Floors)	250,000	sf
<b>Office/Hotel</b>	<b>2,500,000</b>	<b>sf</b>
Parcel 1 (15-20 Floors)	1,000,000	sf
Parcel 2 (30 Floors)	1,000,000	sf
Parcel 3 (25 Floors)	500,000	sf
<b>Site Development</b>	<b>8,740,000</b>	<b>sf</b>

Denotes surrounding development not contained within the planning area

# Development Program | Fact Sheet

## Open Spaces

Various public realm initiatives make up the Tropicana Site open space plan. They range from street enhancements and parks to the integration of transit networks and green open spaces. These spaces occupy 34 out of the 86 on-site acres.

### Public Realm (34 Acres) 40%

A. Booker Creek Park	4.1	ac
B. Ballpark Plaza	4.6	ac
C. Kids Zone	1.0	ac
D. Rays' Way	3.0	ac
E. New Street Grid	11.7	ac
F. Neighborhood Market	1.5	ac
G. 16th Street Improvements	2.6	ac
H. Extension of Campbell Park	5.5	ac
I. Pedestrian Bridge		





A . Booker Creek Park



B. Ballpark Plaza



C. Kids Zone



D . "Rays' Way"



E . New Street Grid



F. Neighborhood Market



G. 16th Street Improvements



H. Extension of Campbell Park



I. Pedestrian Bridge

Before



After



