

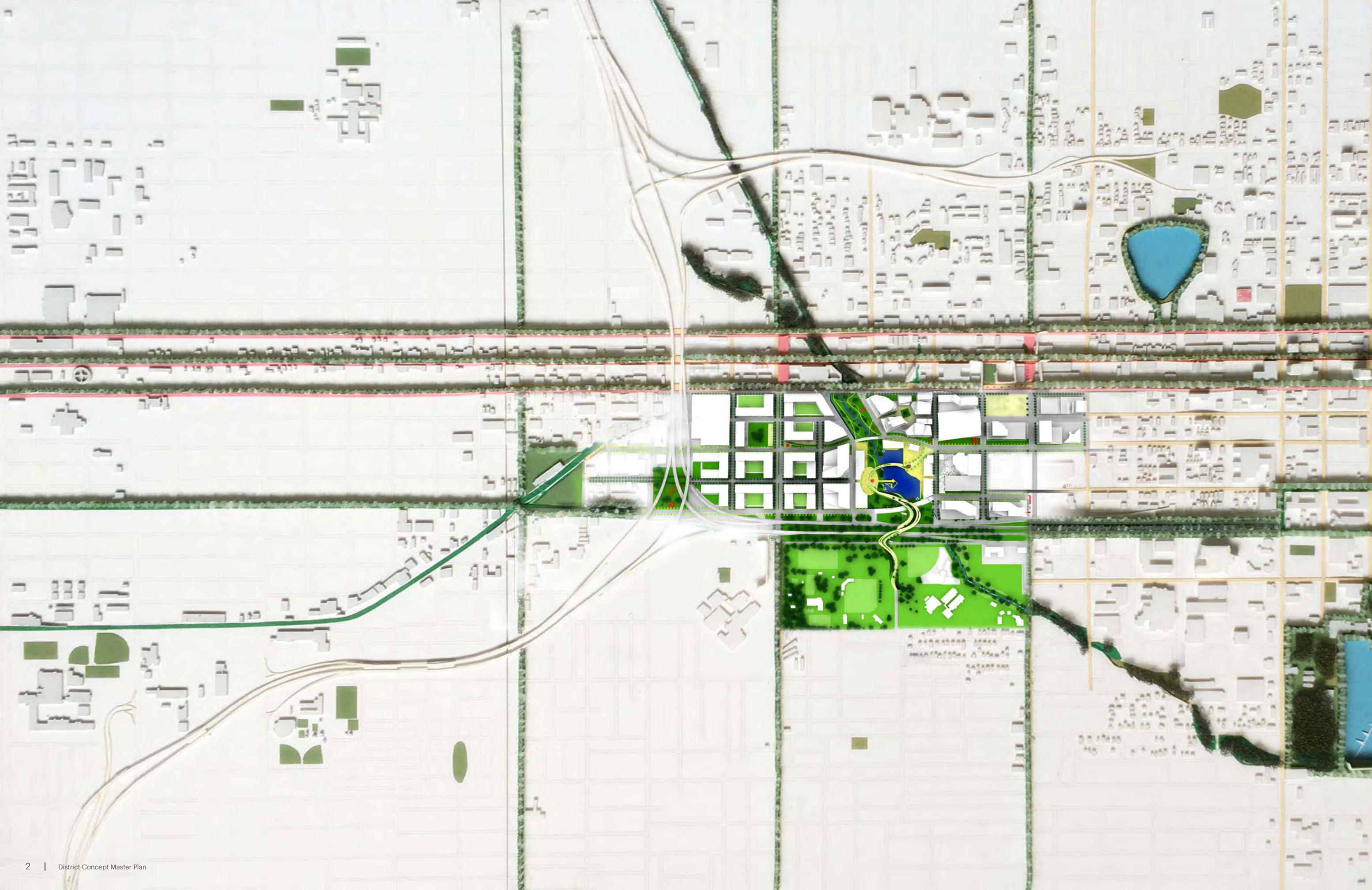
An aerial architectural rendering of a city district. The scene is dominated by a central park area with a winding path, a large blue water feature, and a bridge. Surrounding the park are various building footprints, some with flat roofs and others with more complex, tiered structures. The entire scene is overlaid with a semi-transparent blue filter. The text is positioned in the upper right and lower right corners.

THE DISTRICT CONCEPT MASTER PLAN

AN URBAN DESIGN PROPOSAL

PREPARED FOR:
CITY OF ST. PETERSBURG

HKS
NOVEMBER 2018





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A Vision for Tropicana Field

This vision plan describes an exciting future for the 86-acre site. The plan was prepared through review and study as well as community outreach and design workshops, mindful of the importance of the site in the region and to the community. The plan features a district center supporting entertainment and retail surrounded by an innovation technology and research campus, cultural entertainment, hotel, convention and offices. The district center provides a distinctive new identity for the development of the site. Vast acres, formerly dedicated for surface parking for the ballpark, are replaced by mixed-use office and multi-family residential buildings. The new development knits back pieces of the city.

An open space system is introduced on the site linking nearby neighborhoods and parks. Booker Creek becomes a special element within the open space. The water is re-shaped to create a lake ringed by entertainment-themed retail. The lake is the celebrated center of the new district. It is an important public gathering space and connects neighbors to the south via a bridge into Campbell Park, to the west via tree-lined streets and the Pinellas Trail as well as to the north via the extension of the BRT system and 11th Street into the site. A key link is to the downtown waterfront to the east via the avenues, particularly 3rd, 1st and Central Avenues.





16th Street

11th Street

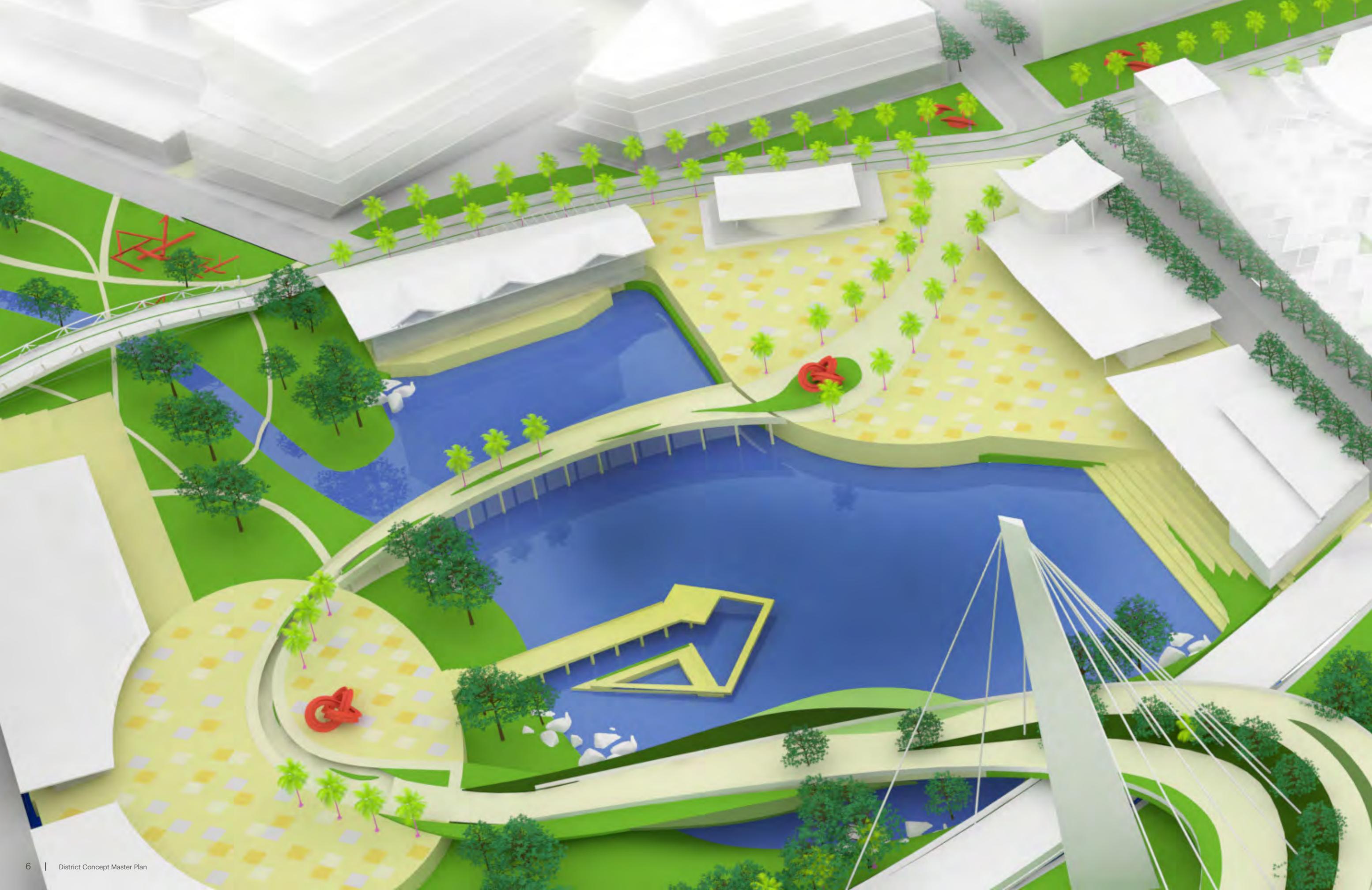
MLK Jr. Street

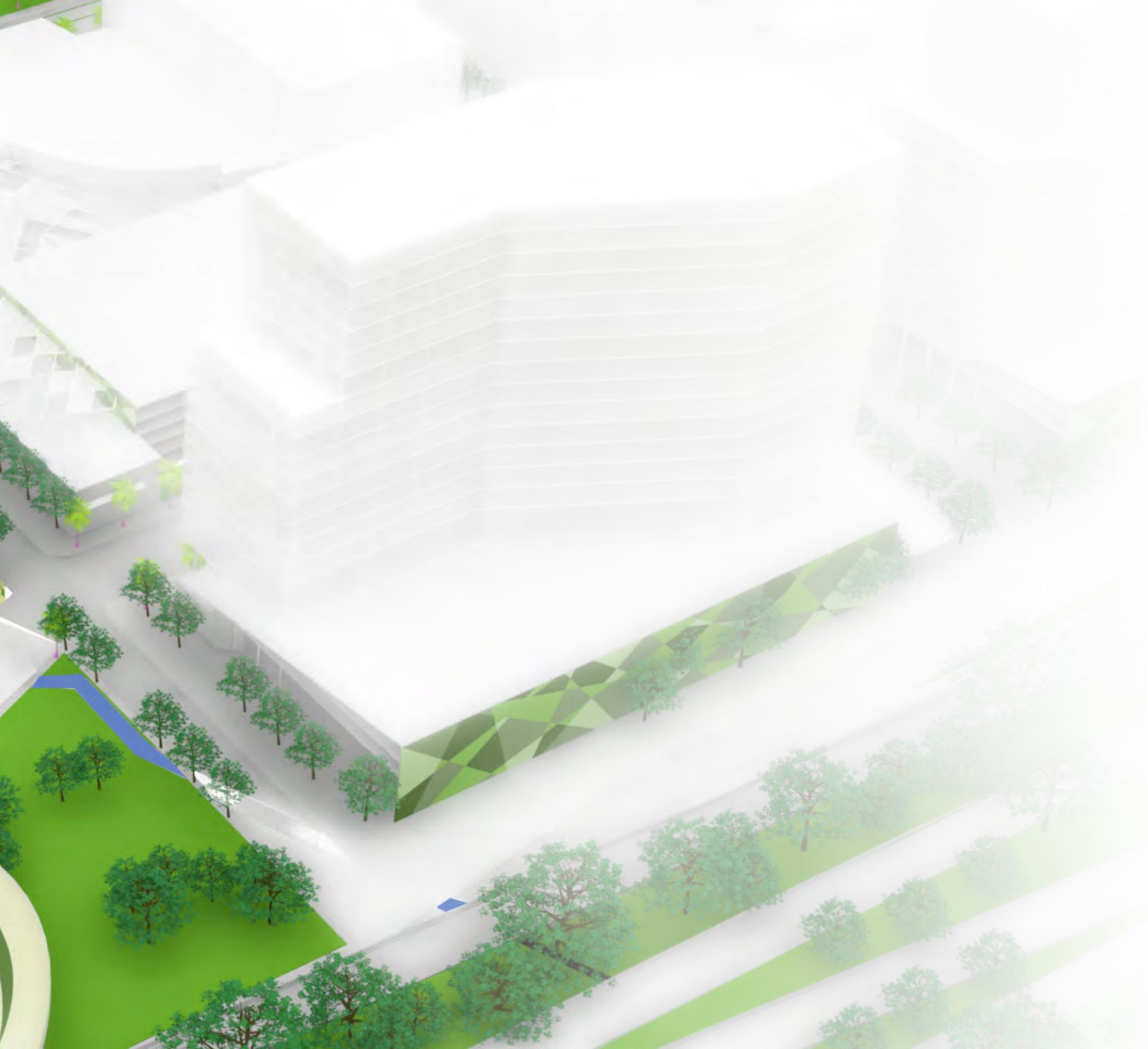
1st Avenue South

2nd Avenue South

3rd Avenue South

4th Avenue South





1 Site Today and Tomorrow

Tropicana Field Today

Tropicana Field is set in a culturally rich and diverse city and is nestled between long-standing communities, new waterfront development and several institutional centers. The site supports a domed Major League Baseball stadium, home to the Tampa Bay Rays, and 70 acres of asphalted surface parking. The downtown waterfront is nearby and is connected to the site through local avenues and transit routes. The emerging Warehouse Arts District and Deuces Live neighborhoods are located immediately to the west. To the north, the EDGE District is growing quickly. To the south, I-175 separates the site from Campbell Park, a prominent feature in the area, as well as for the South St. Petersburg community. Development on the site can tie together the special features of St. Petersburg in one location.



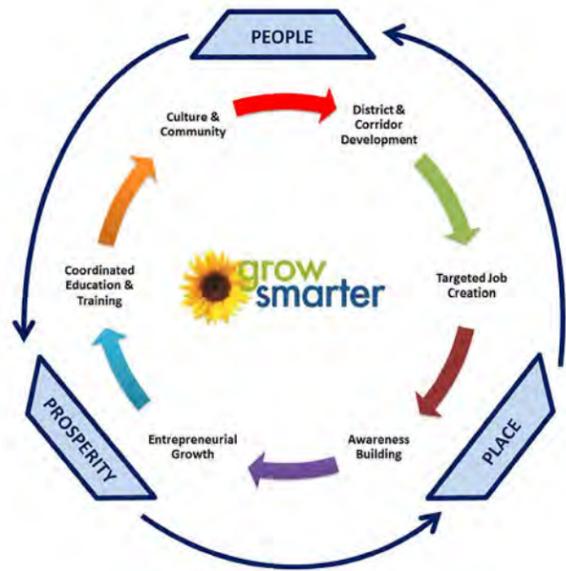
Future of Tropicana Field

The planning process acknowledges the promises of the past and seeks to honor the community that thrived on the site before. The plan welcomes all to find a place to work, live, visit and enjoy the special features of the new district. The plan integrates art, culture, entertainment, jobs, education and recreation. It supports job opportunities, entrepreneurial ventures, innovation, cultural expression, a variety of residential options and a range of entertainment. The plan leverages existing and proposed city initiatives for development, transportation and recreation to advance the quality of life for its citizens.



Transforming the Tropicana Field Site

Rethinking the potential of the site goes further than just conceptual development and must incorporate community priorities and plans. Holistic design involves identifying and celebrating what is best for the community. Transforming the site into a catalyst for economic growth and development is beneficial to St. Petersburg and aligns with the City's Grow Smarter strategy. Grow Smarter looks at ways to improve the community through social, economic and environmental means. The site is located near the geographic center of St. Petersburg and can be transformed into a hub for education, business, job training, research, and entrepreneurship.



Above | Grow Smarter Strategy

Grow Smarter embodies targeted job creation and entrepreneurship initiatives that provide social, economic, and environmental growth.

Image Credit: Peters Borkovich

Above | One Community Plan

One Community focuses on economic development of the South St. Petersburg neighborhoods through inclusion of all community members. Ten big economic ideas drive the current New Deal and One Community strategies for inclusion.

Image Credit: Tony Chasseur, Le Concert des Femmes Totem

Above | iSAP

The Integrated Sustainability Action Plan is directed towards advancing the city's sustainability and resiliency initiatives, and is inclusive of goals striving for 100% clean energy.

Image Credit: Chiswick Park, enjoy-work.com

Above | EDGE District Masterplan

The downtown historic EDGE District is an award-winning Main Street America™ and Florida Main Street operated by the EDGE Business District Association. They advocate to sustain an eclectic, vibrant EDGE District community while preserving the unique character of St. Petersburg.

Image Credit: Edge District, edgedistrict.org

Business

The Grow Smarter Strategy focuses on:

- Marine & Life Sciences
- Financial Services
- Data Analytics
- Specialized Manufacturing
- Creative Arts & Design

The strategy targets job creation within existing city business clusters as well as through opportunities created by future development. Currently, businesses in the city include small, local vendors, entrepreneurs and owners as well as large-scale retail and entertainment that cater to residents and visitors. A range of business opportunities and ventures is key to the redevelopment of the site.

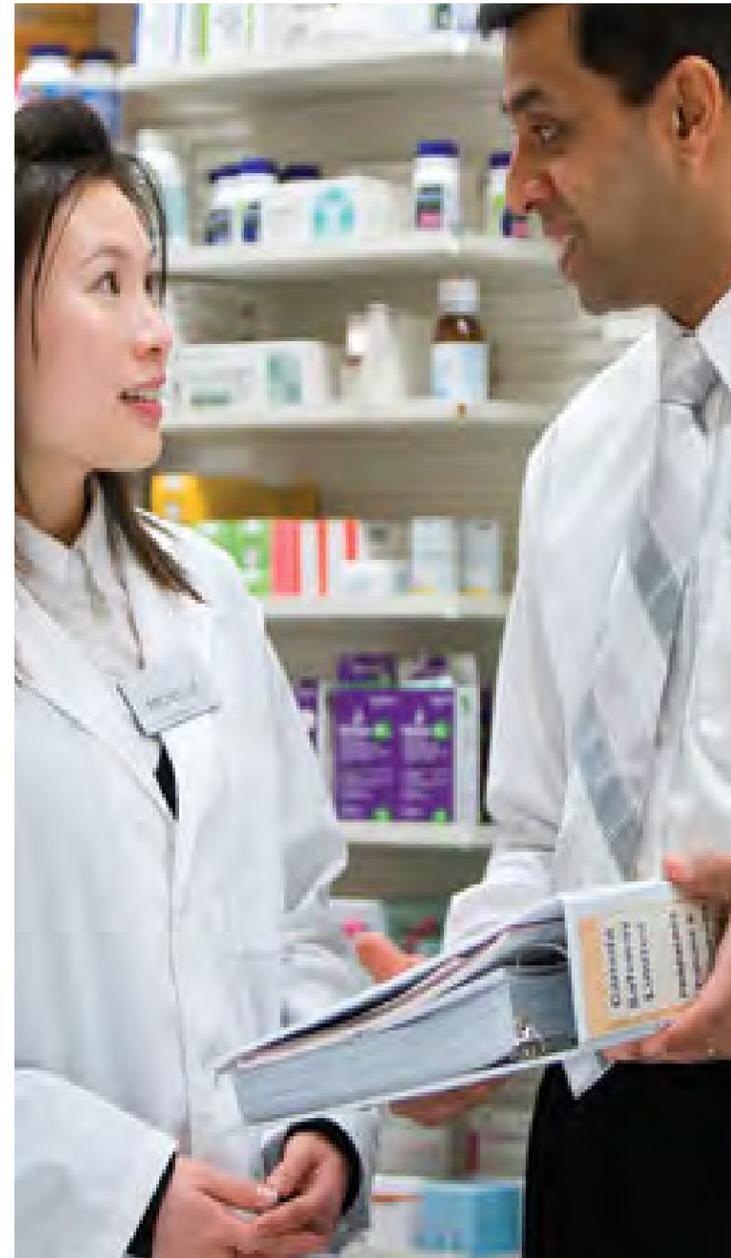


Image Credit: SITM Department of Pharmacy

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 University of South Florida-St. Petersburg and Johns Hopkins All Children's Hospital, present an opportunity to tie the St. Petersburg Innovation District to the site, thereby, driving future economic development and education.



Image Credit: City of St. Petersburg

Job Training

The fundamental concept underpinning the Grow Smarter Strategy is that all types of development need to be integrated to establish a thriving and successful community environment. Culture and community come together with the collaboration of everyone from diverse backgrounds. Job training and workforce programs support community involvement across the spectrum of citizens. New job opportunities at all levels must be aggressively connected to city residents.

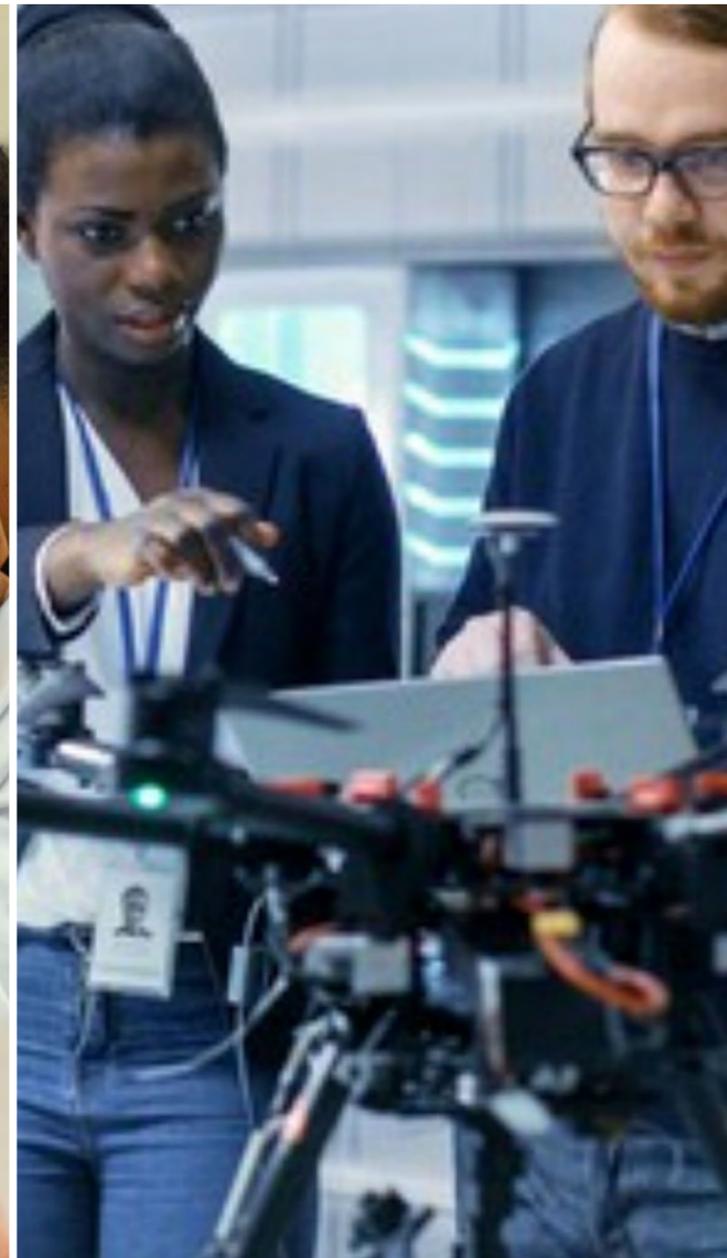


Image Credit: Future of Work, sharewise.com

Entrepreneurial

In addition to corporate headquarter opportunities, the master plan supports flexible and inclusive creative workspaces that leverage shared amenities and services to house like-minded start-ups and small businesses. The proximity and collaboration of new businesses in the tech campus will spark growth, accommodate adaptability and develop synergistic new relationships.



Image Credit: CNBC, Finance.Yahoo

Embracing St. Petersburg's Authenticity

The cultural diversity of St. Petersburg is special. Maintaining the authenticity of what exists in the city is essential to future development on the site. The plan leverages proximity to the city core and connections to residential neighborhoods, the downtown waterfront, the artistic community and prosperous economic institutions to transform the site into a successful development.

The Residential Neighborhoods – A variety of neighborhoods exist in St. Petersburg, ranging in character, age and income. Local businesses integrated within the neighborhoods is a common factor across the city.

The Downtown Waterfront – A prominent element of St. Petersburg is the downtown waterfront. The waterfront is popular with tourists and seasonal residents and contributes significantly to the city's economic prosperity. The liveliness of the area supports a range of activities from concert events to auto-racing to food fairs to art festivals. The City has invested in improvements to downtown, such as an extended waterfront park, a Bus Rapid Transit System, a connected bike trail network and a spectacular new Pier District. All of these initiatives strengthen the site's connection to the waterfront.

Embracing the Arts – A thriving artistic community exists to the west of the site. Older buildings in the Warehouse Arts 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. The artists of St. Petersburg use the city as their canvas and have reinvigorated run-down areas and building facades. Galleries throughout the city also bring in artists and shows from other regions. The cultural richness of the community needs to be a prominent component in the redevelopment vision for the site.



Image Credit: City of St. Petersburg



Image Credit: City of St. Petersburg



Image Credit: Business Insider, businessinsider.com



Image Credit: City of St. Petersburg



Image Credit: City of St. Petersburg



Image Credit: Amy Kaslow, Fortune



Image Credit: Uin-community.us



Image Credit: City of St. Petersburg



Image Credit: City of St. Petersburg



Image Credit: City of St. Petersburg



Image Credit: J Northcott, sciencedirect.com



Image Credit: City of St. Petersburg



Image Credit: City of St. Petersburg



Image Credit: shutterstock.com



Image Credit: City of St. Petersburg



Image Credit: fortune.com



Image Credit: safetyinstruction.com



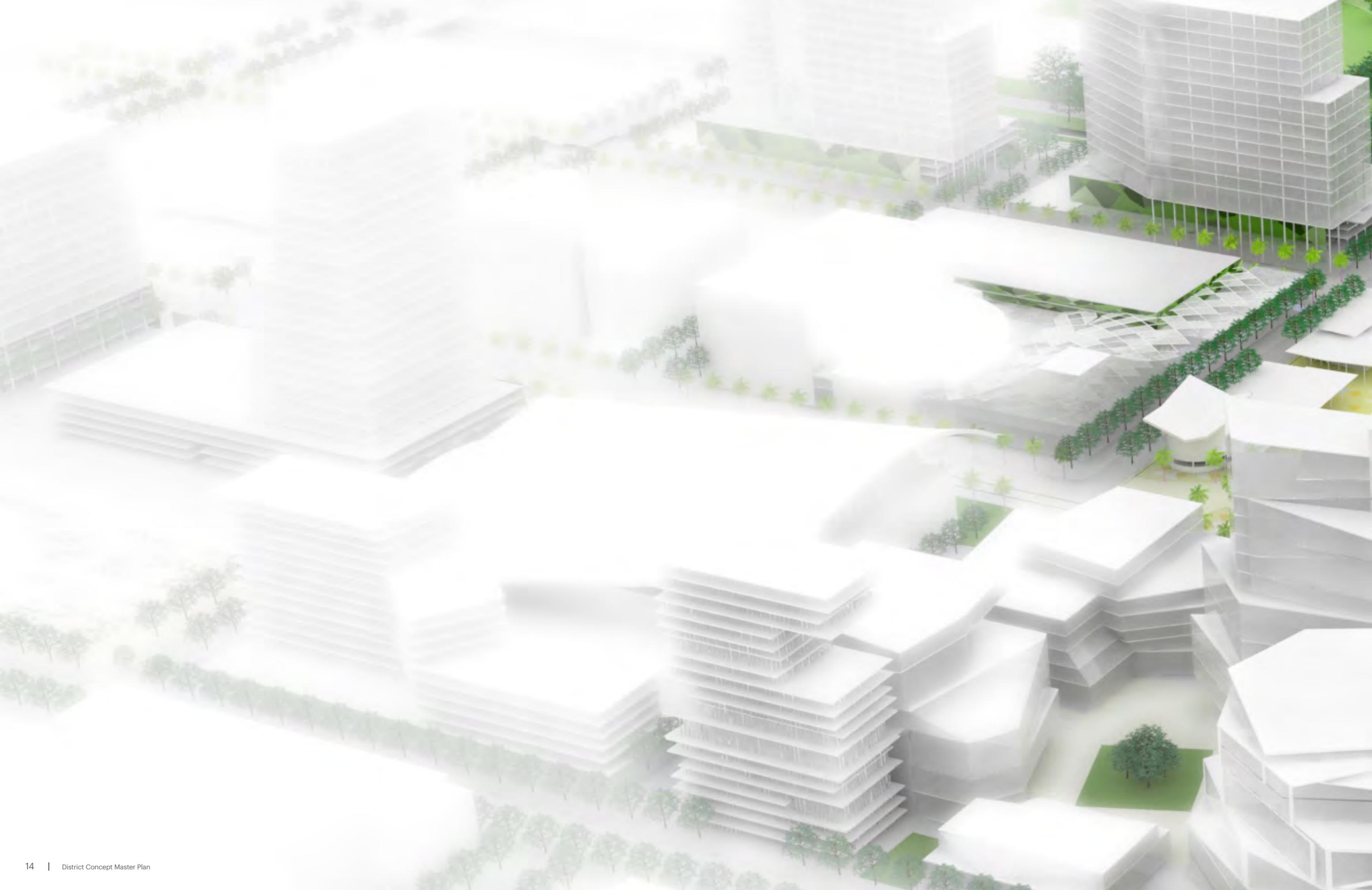
Image Credit: Steelcase.com

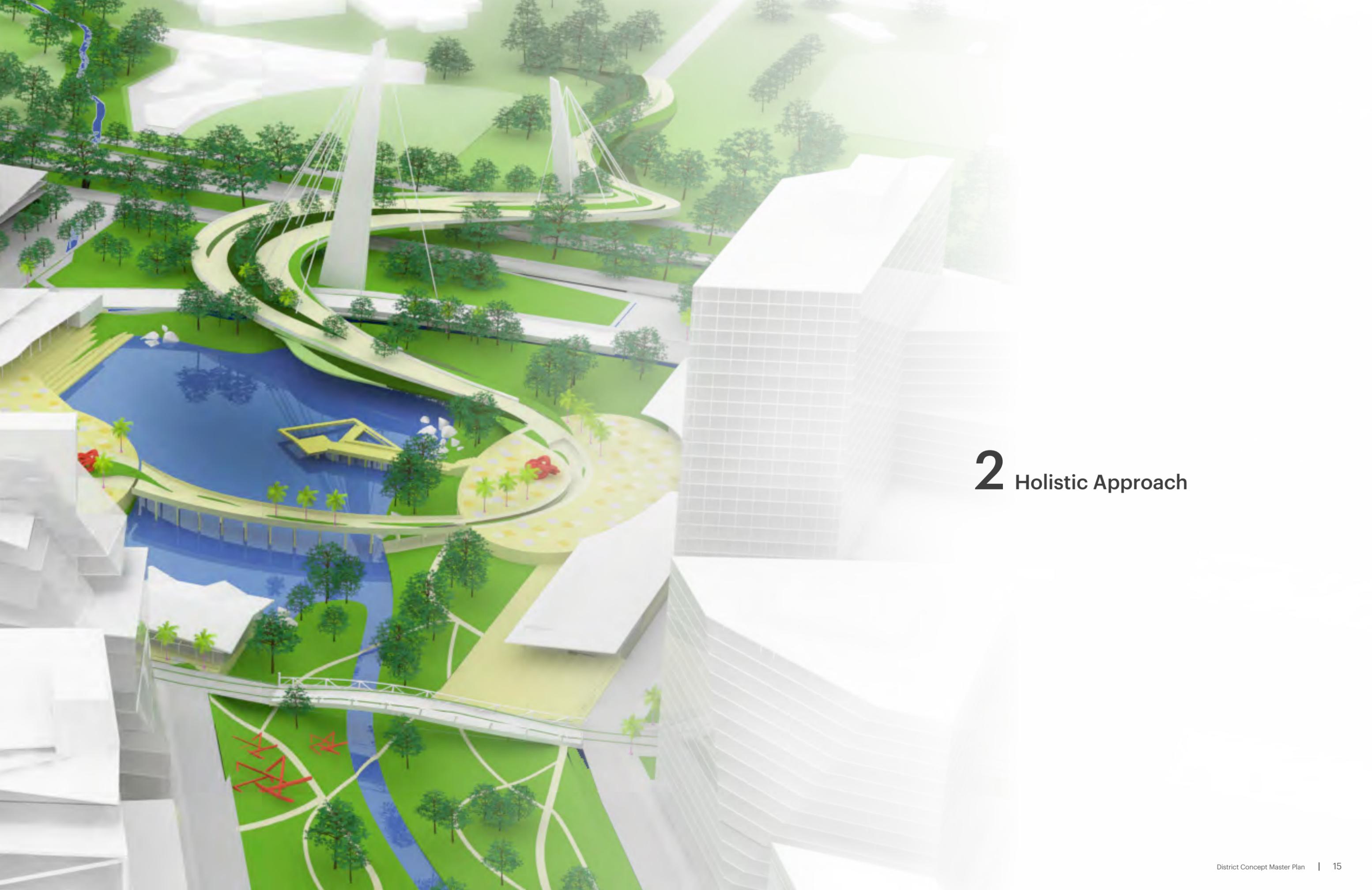


Image Credit: Charlotte Mullins, mic.com



Image Credit: matific.com





2 Holistic Approach

Holistic Approach | Existing Site Conditions

Regional Network

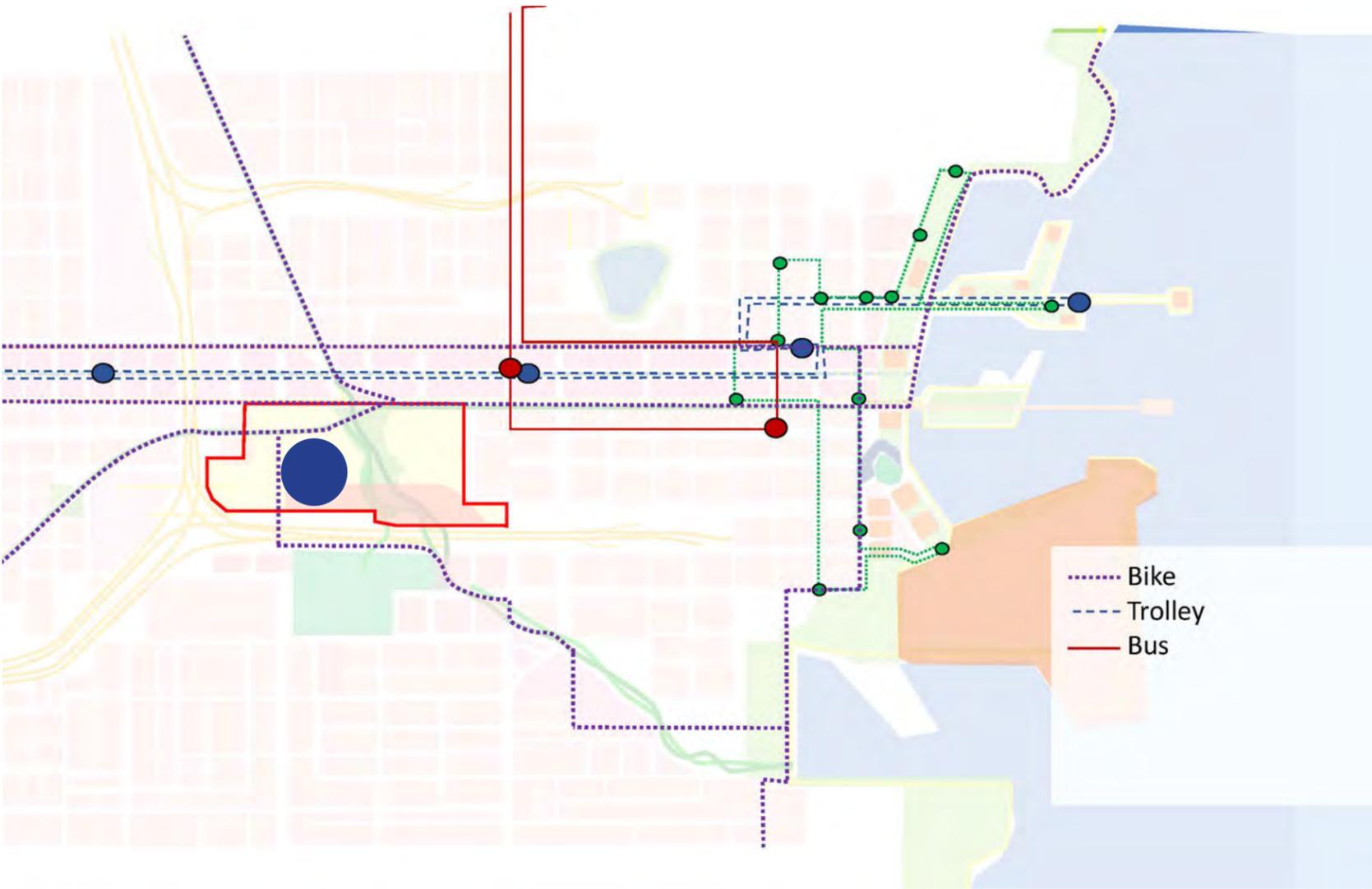
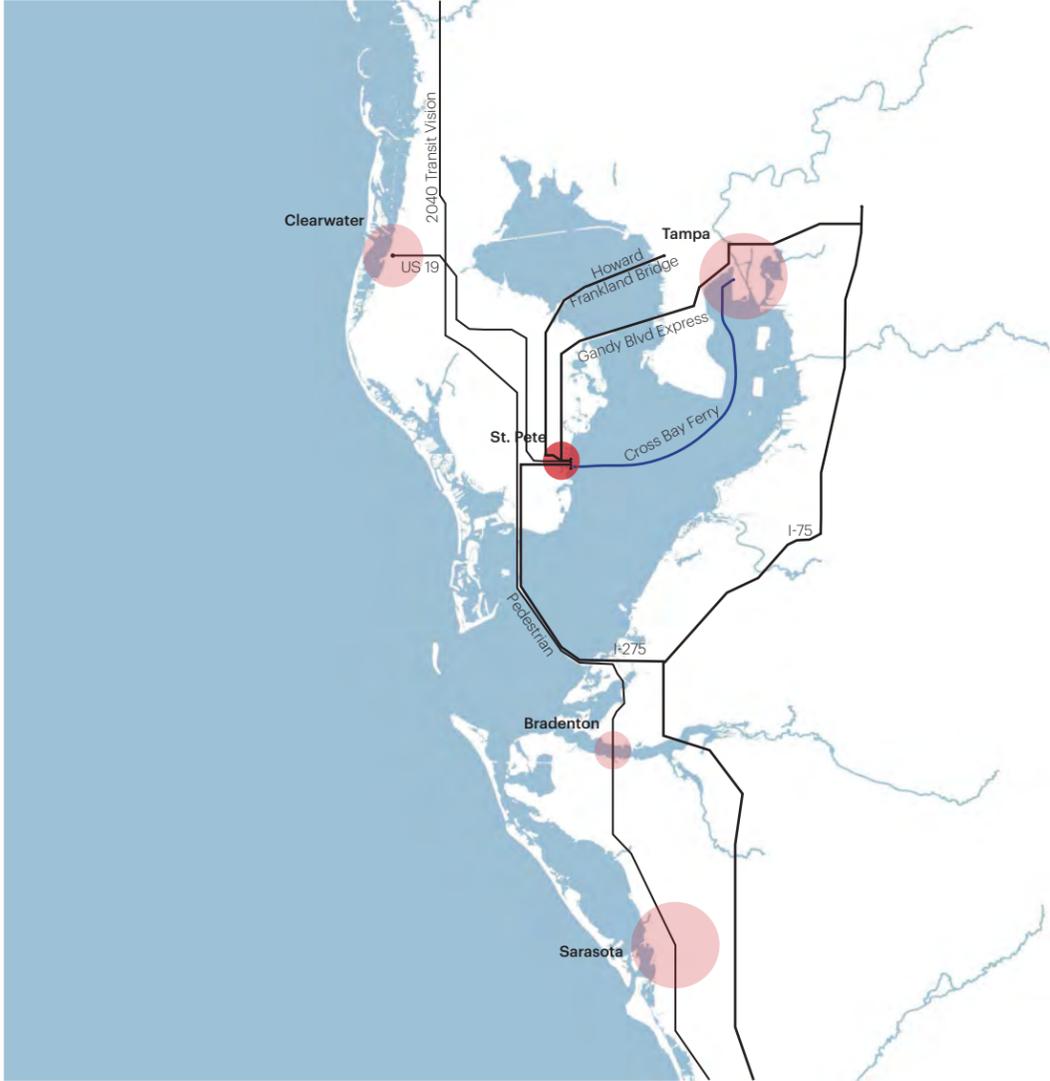
The site consists of 86 acres supporting a single structure – a domed baseball stadium used by the Tampa Bay Rays – with 70 acres of surface parking. The adjacent highways, I-275 and I-175, are barriers to the site. On the west side of the site, I-275 is elevated on pillars and allows circulation underneath. On the south side of the site, I-175 is elevated on berms as well as sunken below street level and provides only four crossings. The site is separated from the Warehouse Arts District and Campbell Park. The Pinellas Trail and Booker Creek traverse the site.

The highways and trails located near and on the site link to larger regional transportation networks. All major transportation systems within the Tampa Bay region meet in St. Petersburg within a half-mile from the site. Proximity and convenient access to multiple regional networks is a significant advantage for this site.



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

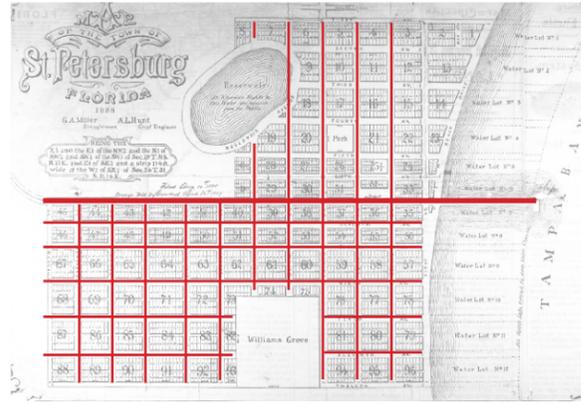
Below | Tampa Bay Major Highways There is a major infrastructural network connecting St. Pete to all major cities along Tampa Bay



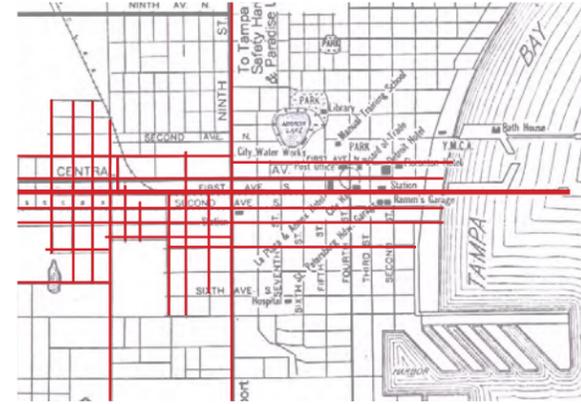
Holistic Approach | Existing Site Conditions

Tropicana Field Superblock

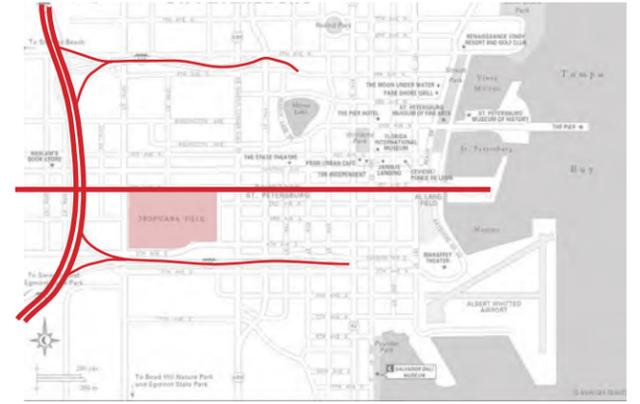
The street-and-block pattern of St. Petersburg has evolved over several decades from a continuous grid to a series of superblocks divided by highways. The Tropicana site is a significant superblock in the region. Before the highways were built in the 1970s, the city grid continued through the site. The area was home to the Gas Plant community, a set of neighborhoods that supported the diverse African-American population of St. Petersburg. The introduction of I-275 and I-175 as well as the formation of the Tropicana superblock led to the relocation of the Gas Plant residents as well as the disruption of business operations and 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.



Image Credit: City of St. Petersburg

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

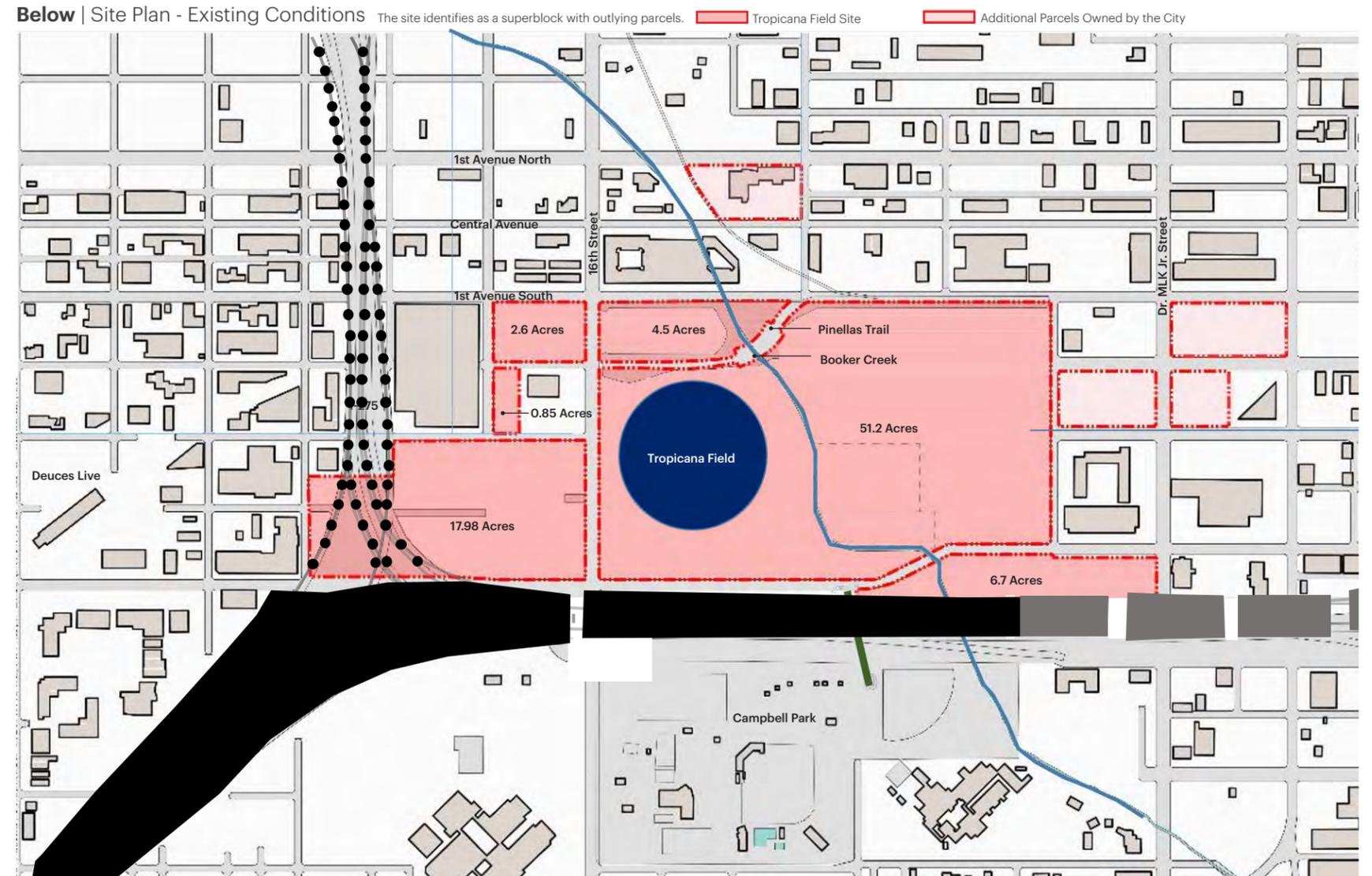
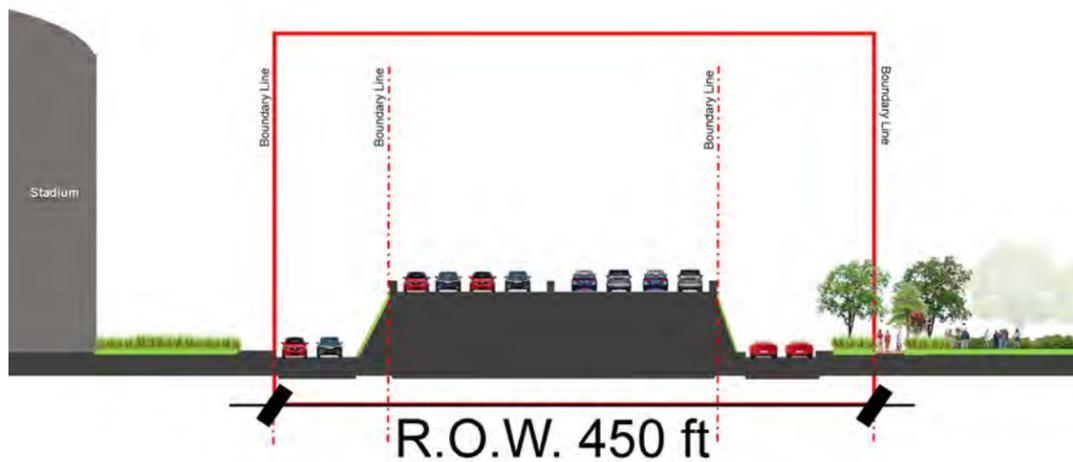
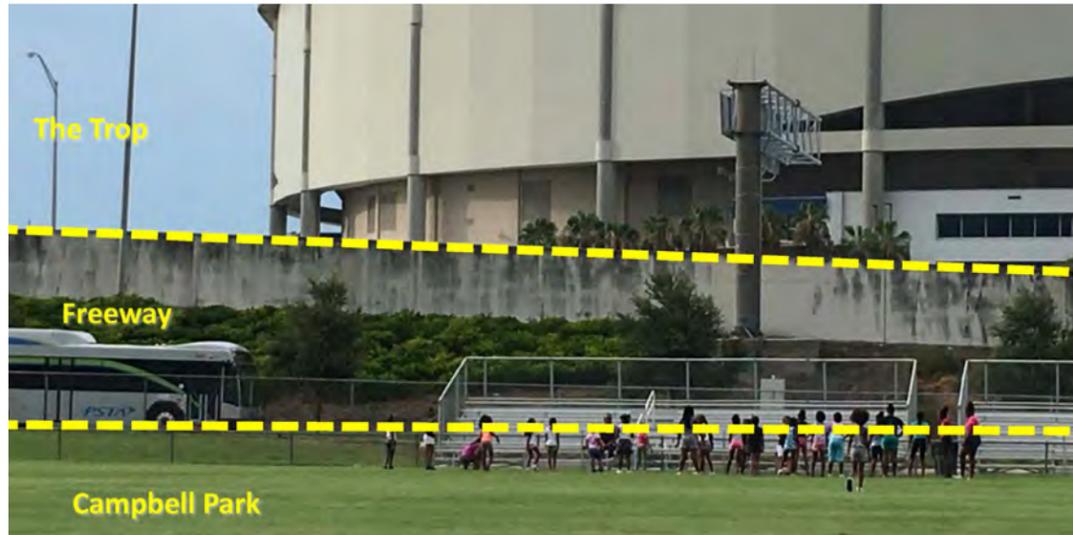


Image Credit: City of St. Petersburg

Holistic Approach | Existing Site Conditions

Impact of I-175

The design intent of I-175 was to bring visitors directly to the downtown waterfront. It meets grade at 4th Street. The tragic consequence of I-175 was that it created a physical and symbolic barrier to the communities south of the site. The access highway is constructed of an earthen berm for six blocks (roughly 1,500 feet) along the southern boundary of the site to 10th Street. The highway submerges below street grade for 4 blocks until 4th Street. No access to the site is provided from I-175. The highway physically separates the site from Campbell Park, the largest park in the city. The City, Forward Pinellas and FDOT will conduct a Downtown Mobility Study that will examine different possibilities for I-175.



Holistic Approach | Public Engagement

A successful master plan 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 a great number of stakeholders and community members to understand interests in the development of the master plan. It is critical to involve the community in a meaningful way throughout the planning process in a city with a diverse population and socio-economic characteristics to achieve acceptance of proposed actions.

Inclusive Stakeholder Involvement

An essential part of the planning process is presenting redevelopment ideas to all stakeholders so that they become aware and have a chance to get involved. For the concept master plan, Garth Solutions and HKS reached out to a wide range of stakeholders, community businesses and artists as well as students from several public schools in St. Petersburg.

Embracing and Engaging the Community's Voices

A concept master plan must benefit the City of St. Petersburg and 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 suggestions and ideas from the community.



Holistic Approach | Public Engagement

Through a series of stakeholder and public meetings, along with incorporating research and St. Petersburg city initiatives, four main principles were formulated. These principles guide the design approach with the intention of integrating future development on the site into the community and incorporating city initiatives, such as future transit routes.

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

The vision plan 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 potential to create a vibrant streetscape, provide family-fun activities and enhance economic development opportunities. Well-designed, comfortable, convenient and livable mixed-use development will extend these activities throughout the year.



Image Credit: allhomeparty.com

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

Bringing an infrastructure system into the superblock site that existed over three decades ago will create ease of access from one district to another within the city. Introducing a transportation network that moves through the site will allow Dr. Martin Luther King Jr. Street and 16th Street to support several transportation modes.



Image Credit: City of St. Petersburg

3. Celebrate and enhance 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 contribute to the cultural richness of St. Petersburg. Small and large businesses can develop and thrive promoting the work that is produced in the neighborhoods and leveraging city initiatives.



Image Credit: HKS

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

Re-introducing the city grid of St. Petersburg is in concert with initiatives the City has already proposed for the region. This includes transportation modes such as BRT and bike share and bike trails and complete streets.



Image Credit: Mexico City, iied.org

Holistic Approach | Guiding Principle 1

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

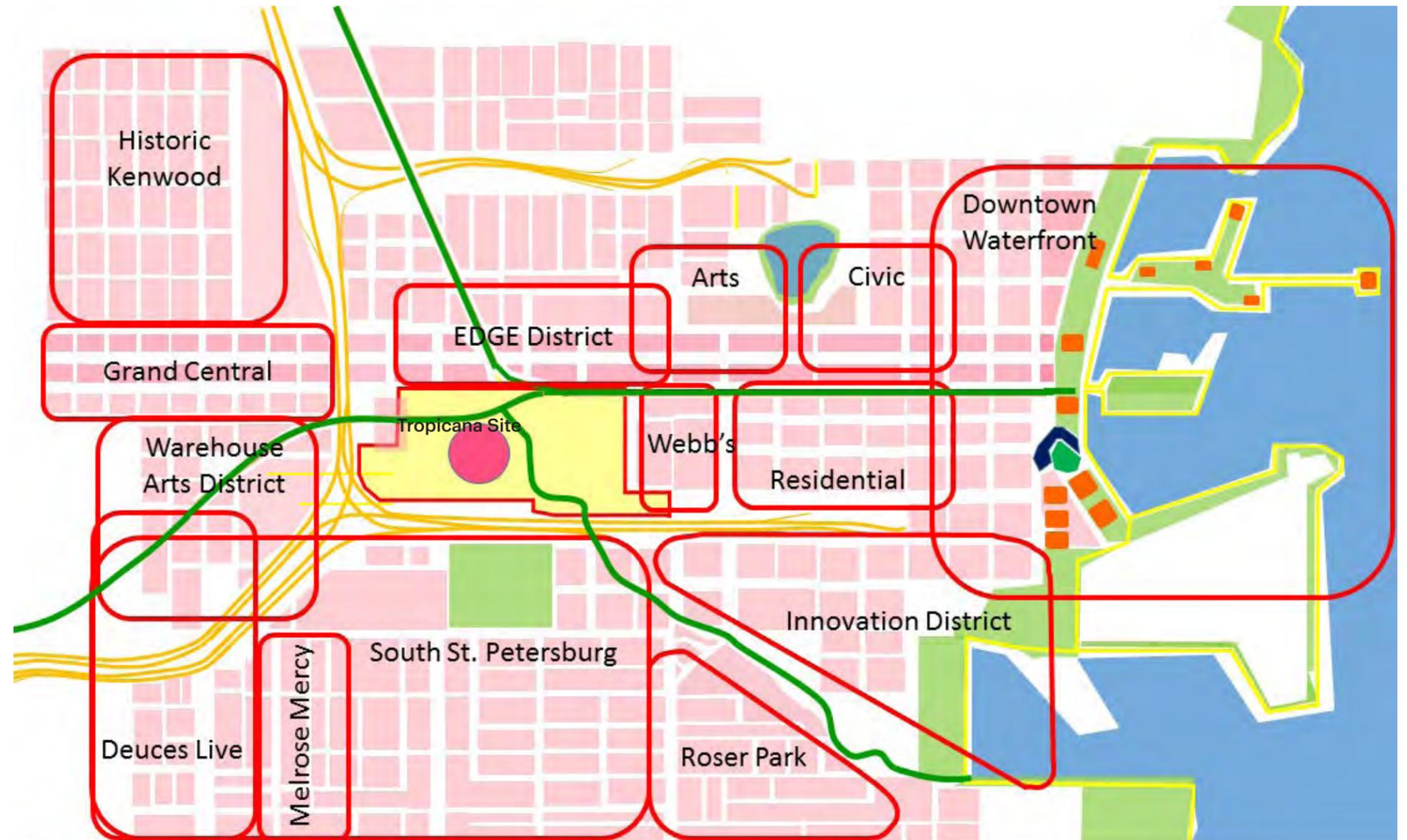
The site is surrounded by numerous neighborhoods and business districts. Many of these are predominately residential and home to a population that thrives on small businesses. Introducing a catalyst for small businesses is essential to create a thriving St. Petersburg. Integrating small business opportunities on the site with other planning concepts benefits the innovation, civic and arts districts. This would be unique within St. Petersburg.

At the same time, the plan must respect and provide space for neighbors from Midtown to Roser Park to the Downtown waterfront. The site has the potential to provide places for family-oriented spaces and program ideas that interconnect and become integrated with other development on the site. Respecting the communities will therefore be an economic catalyst for the City of St. Petersburg.

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

What We Heard

1. Promote Economic Development
2. Create Jobs
3. Promote Diverse Mix of Business
4. Implement Sustainability





Civic
Image Credit: City of St. Petersburg



Arts
Image Credit: City of St. Petersburg



Downtown Waterfront
Image Credit: City of St. Petersburg



EDGE District
Image Credit: City of St. Petersburg



Residential
Image Credit: City of St. Petersburg



South St. Petersburg
Image Credit: City of St. Petersburg



Grand Central
Image Credit: City of St. Petersburg



Warehouse Arts District
Image Credit: City of St. Petersburg



Roser Park
Image Credit: City of St. Petersburg



Deuces Live
Image Credit: City of St. Petersburg



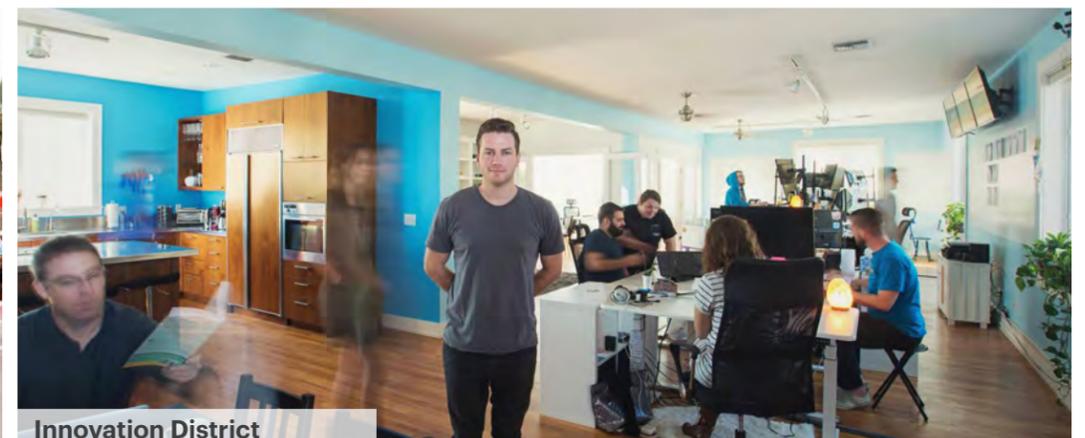
Historic Kenwood
Image Credit: City of St. Petersburg



Melrose Mercy
Image Credit: City of St. Petersburg



Tropicana Site
Image Credit: City of St. Petersburg



Innovation District
Image Credit: City of St. Petersburg

Holistic Approach | Guiding Principle 2

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

Surrounding the Tropicana superblock is a grid network of streets and blocks that extends throughout the city. 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, supported by the City, is also important to connect the site to other neighborhoods. The proposed stop suggested along Central Avenue and 1st Avenue South at Dr. MLK Jr. Street will promote interactivity between the neighborhoods. The 16th Street connection is key to providing ease of access between the northern and southern districts surrounding the site.

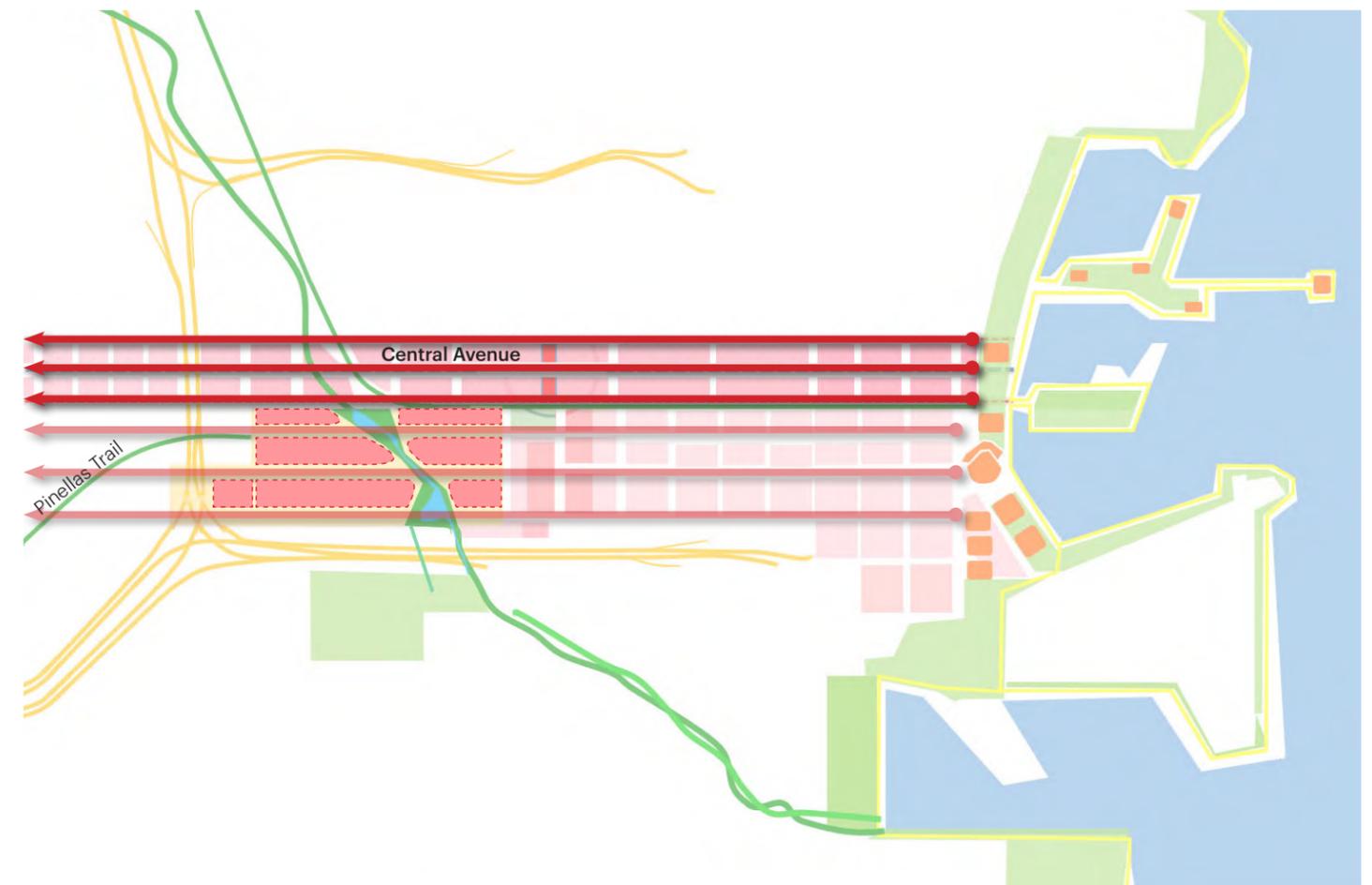
What We Heard

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

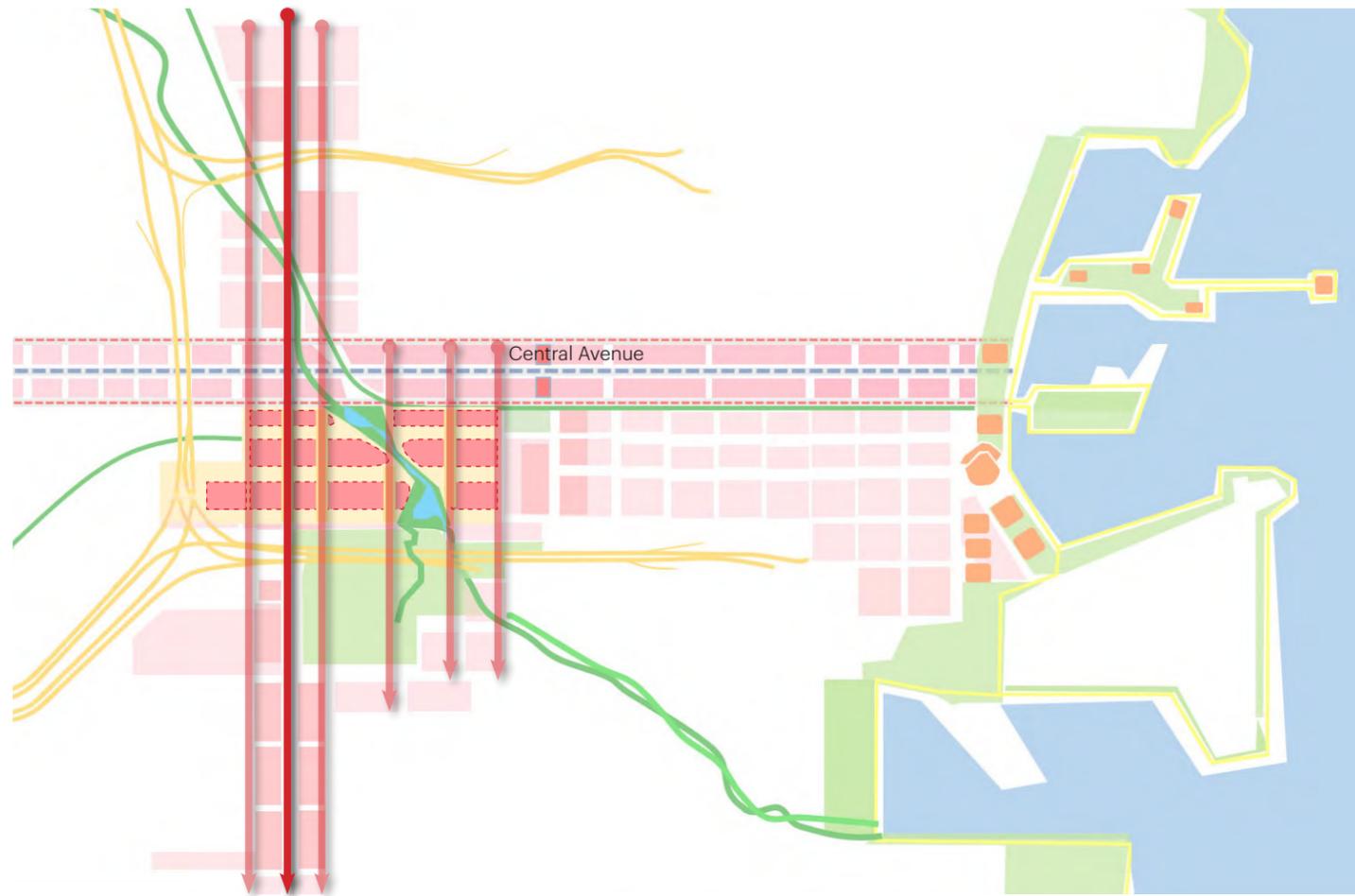
Legend

- Highway
- Green Connector
- BRT
- Trolley
- Site
- Blocks

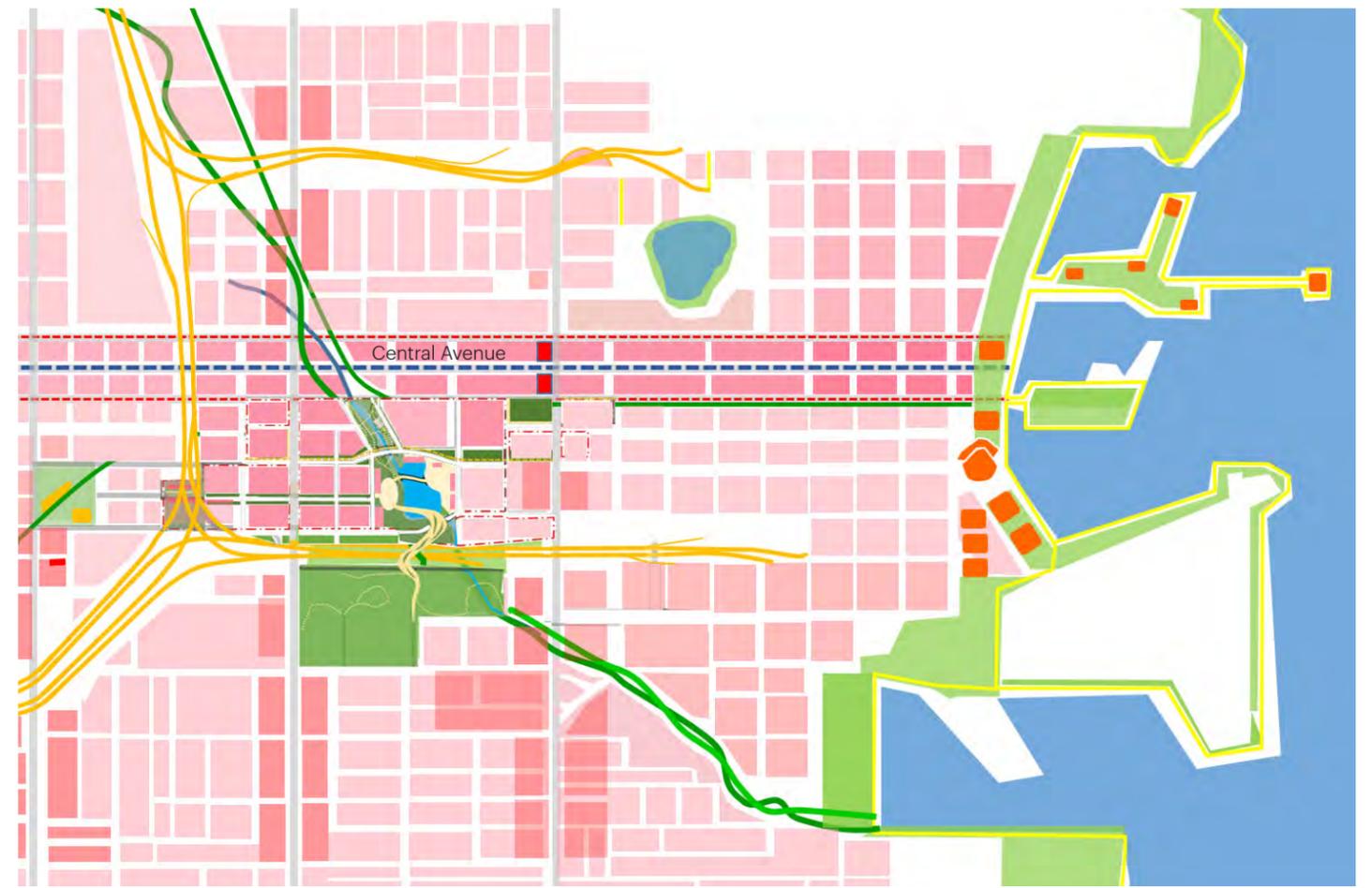
Below | BRT Connection to Site



Below | Urbanize 16th Street through the Site Urbanizing 16th Street provides a seamless connection to the areas north and south of the site



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



Holistic Approach | Guiding Principle 3

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

The Major League Baseball franchise and medical institutions have been significant contributors to economic prosperity in St. Petersburg. A key development opportunity is to provide spaces for residents of St. Petersburg to thrive. New opportunities for the reuse of the site may be residential development, art studios and small business spaces, or spaces to grow or learn and study. The site can support many uses and bring people together.



Image Credit: Georgetowndcblog.com

What We Heard

1. Engage Arts
2. Family-Oriented Entertainment
3. Celebrate Multicultural Neighborhoods
4. Preserve Authenticity
5. Safe and Family-Friendly Place



Image Credit: City of St. Petersburg



Image Credit: usatoday.com

16th Street Vision



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.

Several initiatives to be implemented by the City increase access opportunities on the site and contribute to multi-modal accessibility in the city. Notably, continuing major vehicular streets through the site and leveraging existing and proposed transit routes informs 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 many modes of transportation.

What We Heard

1. Encourage Public Transportation
2. Optimize Parking
3. Accessible Development

Right | Transportation Plan

Legend

- Bike
- - - Trolley
- Bus
- · · BRT
- Ferry (Pilot)
- · · Multi Modal
- - - North-South Shuttle
- Proposed Trolley Stops
- Proposed BRT Stops
- Proposed Bus Stops
- Proposed Bike Rack Locations

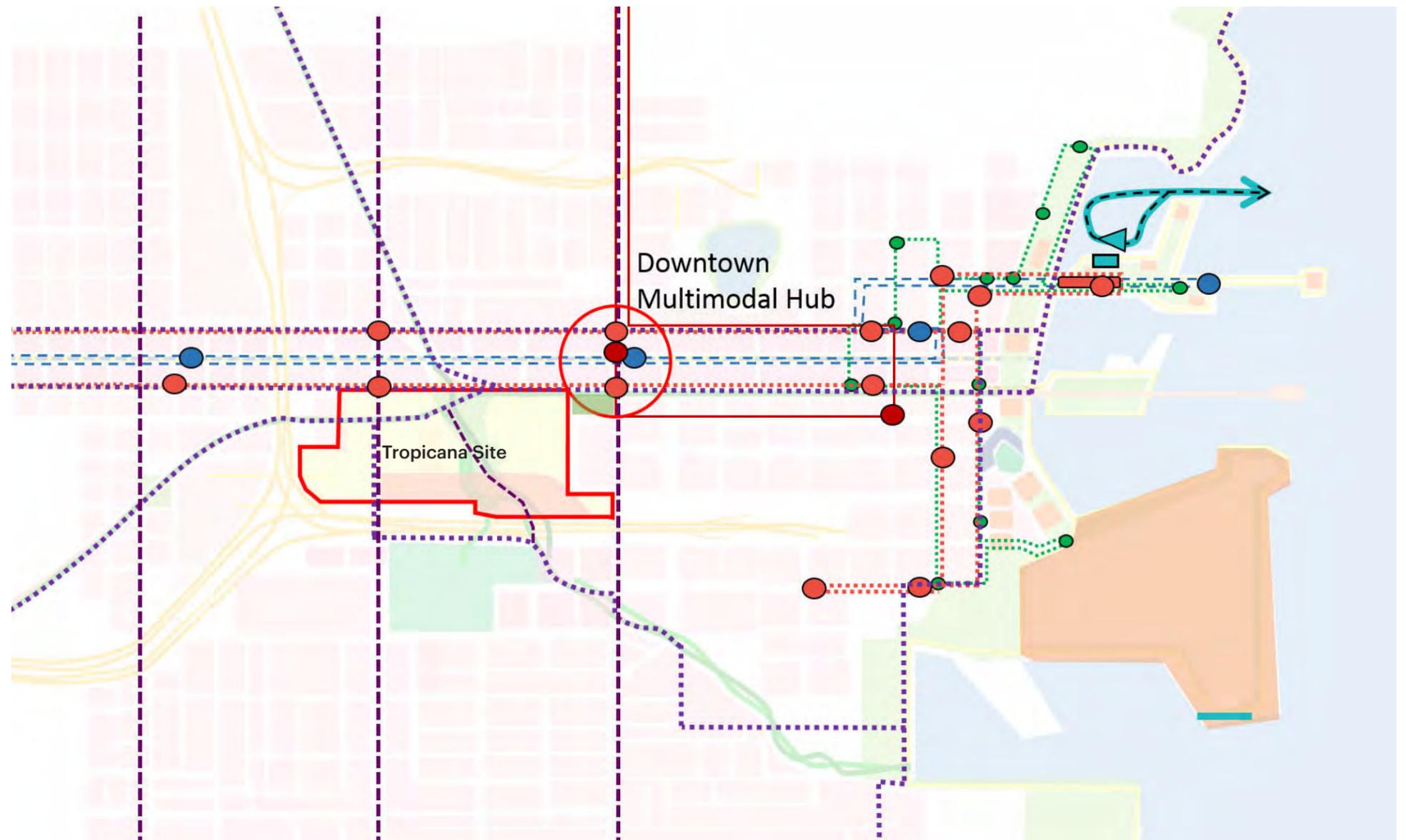




Image Credit: webmd.com



Image Credit: City of St. Petersburg



Image Credit: City of St. Petersburg



Image Credit: City of St. Petersburg



Holistic Approach | Comprehensive Development Strategy

Implementing Design Principles & Development Strategies

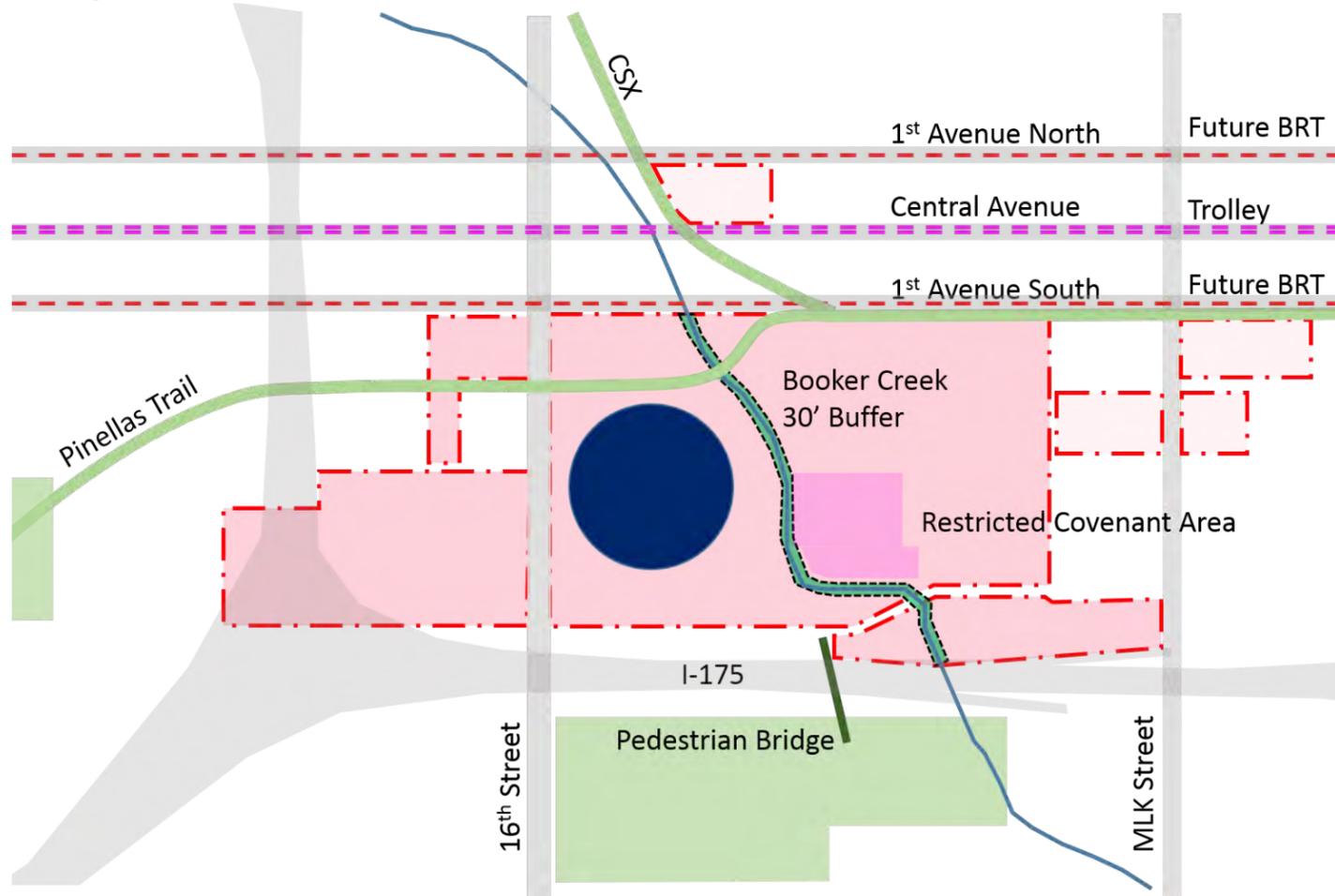
The plan for redevelopment of the site was mindful that the lease with the Tampa Bay Rays expires in 2027. The franchise will likely continue to operate on the site for five to six years until the team can relocate to a new stadium. The development strategy uses incremental moves that build towards and support the vision plan at full buildout. The City's commitment to sustainability, smart cities and health in all policies is embedded in the development strategy.

Booker Creek is the central feature of the new district. The water is reshaped to form a lake surrounded by entertainment-themed retail and public open space. This area becomes the hub and main gathering place for the district. Direct links around the hub are made to Campbell Park via a pedestrian bridge, to the downtown waterfront via 3rd Avenue South, to Central Avenue via an extension of 11th Street as well as to the Warehouse Arts District via 4th Avenue South and the Pinellas Trail. The site is reintegrated into the city fabric through the extension of the grid and the placement of compatible uses within that pattern.

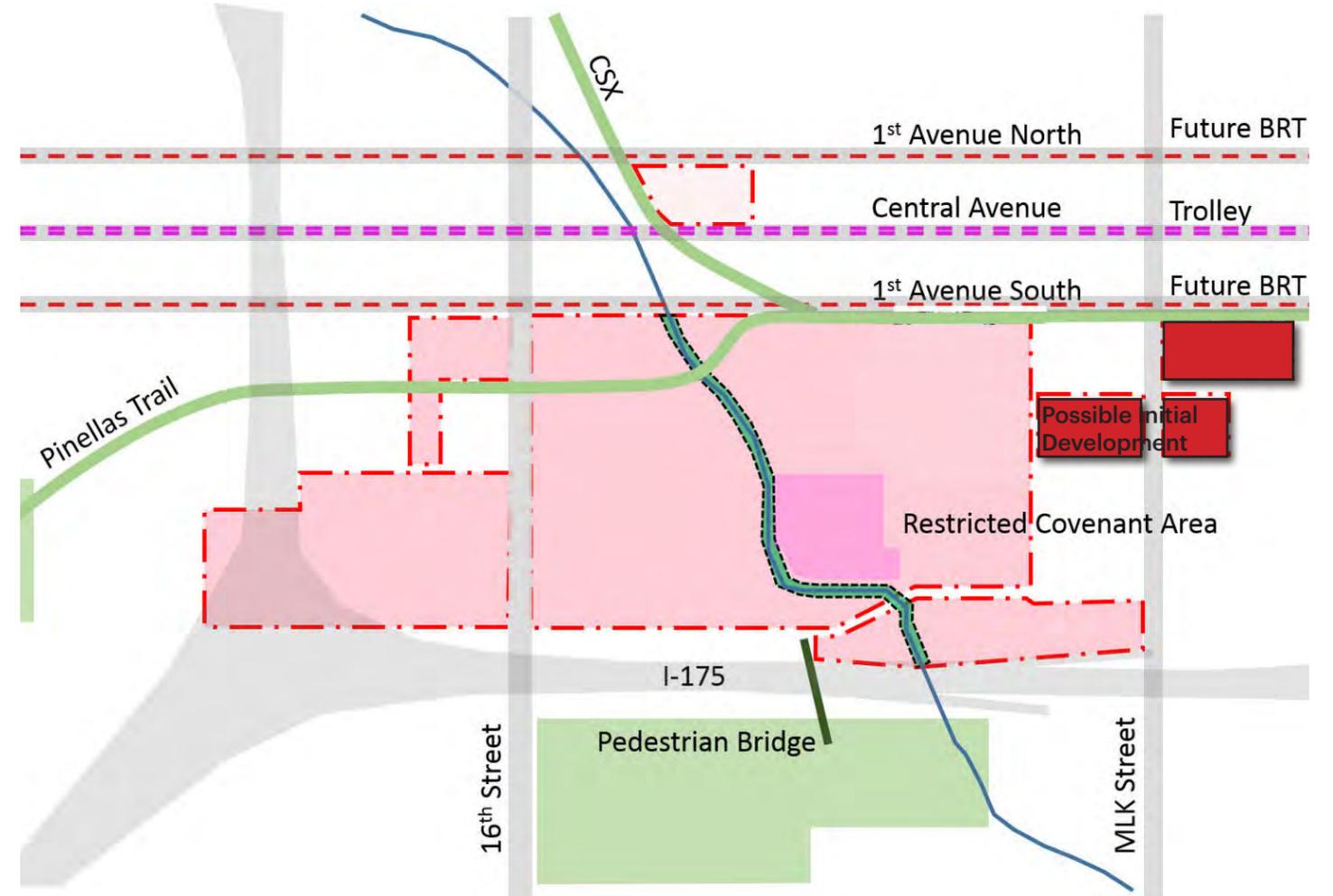
Three parcels along MLK Jr. Street could be part of the first phase of redevelopment. The parcels can leverage the existing utility infrastructure, traffic circulation and street frontage to support commercial development. As part of the initial phase of development, the design of the structures can set the standard of quality and establish the character for the new district.

Shaping the lake can also begin in the early stage of redevelopment, mindful of the lease terms with the Tampa Bay Rays. The new lake is being evaluated to contribute to the stormwater management strategy. Booker Creek is re-conceived to collect runoff from the surrounding development as well as manage water flows and mitigate surges through weirs.

Existing Conditions



Possible Initial Development

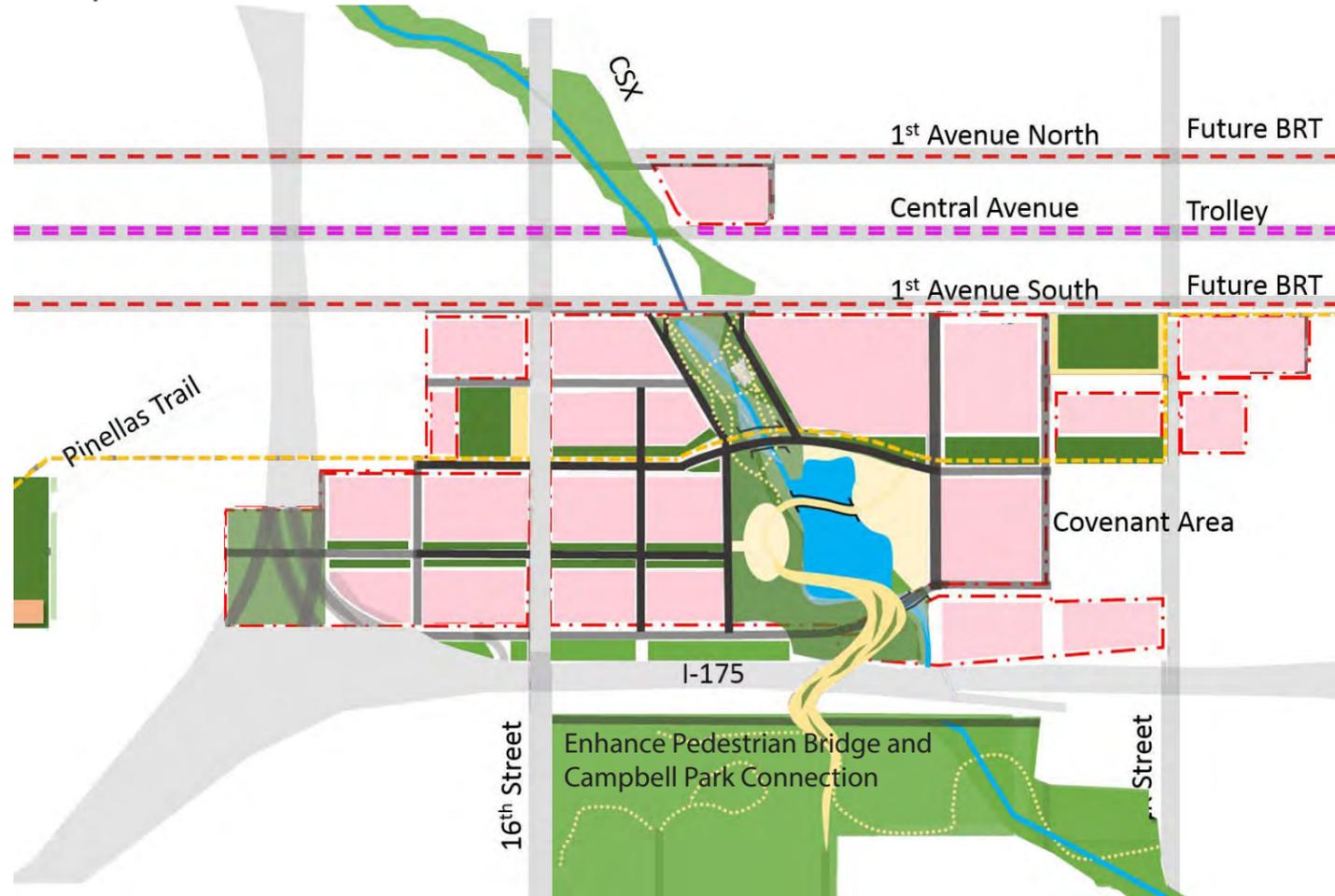


The plan creates blocks with coveted frontage adjacent to active streets and parks. Imbuing each block with desirable and marketable aspects is the underpinning of the economic development strategy. Each block provides a set of characteristics that meet the location requirements for certain uses to thrive. Each block also has direct access to open space and is linked to a district-wide green space system. Further, street frontage continuity and visibility is embedded in the blocks to define the character of the streets. Land use, open space and access is the key combination that generates real estate value on the site.

Connections to existing trail systems are an important principle of the infrastructure framework in the plan. Specifically, the Pinellas Trail, an existing trail that currently exists across the north edge of the site, will be designed to run adjacent through the arts walk spine of open spaces within the site. This creates a unique experience for bikers, joggers, and pedestrians as they move west-east along this connection from the Warehouse Arts District towards Downtown St. Petersburg.

Entertainment retail capitalizes on close proximity to the lake. The tech center takes advantage of access to Booker Creek / Innovation Commons and frontage on the avenues and the 11th Street extension, as well as a sizable parcel (5.5 acres) conforming to the city grid. The entertainment/cultural block leverages its frontage along the 11th Street extension and 3rd and 4th Avenues South as well as adjacency to the expanded Booker Creek lake area. The convention/hotel block seeks to take advantage of its proximity to the tech center and the cultural block and the transit hub as envisioned. The education block and business center block capitalize on frontage along Booker Creek and the lake area. A range of housing is supported by regular blocks with direct access to the green open space system.

Development Parcels



Illustrative Development Plan







3 Master Plan Elements

Master Plan Elements | Site Transformation

New District in the City

The plan creates a new district with a distinctive identity and supports opportunities for innovative growth, new business ventures, low-cost occupancy and affordable housing. A range of entertainment for individuals and families is provided throughout the district. Restaurants are placed around the lake, neighborhood shops line the streets, artisan workshops and galleries are located in each block, a cultural amenity may be placed close to the entertainment center. In addition, seasonal pavilions and permanent art installations are placed throughout the park system. Each contributes to the special nature of the place. The new district complements the offerings provided within the downtown waterfront and commands its own set of experiences.

Images illustrating the desired character of elements within the new district are depicted below.

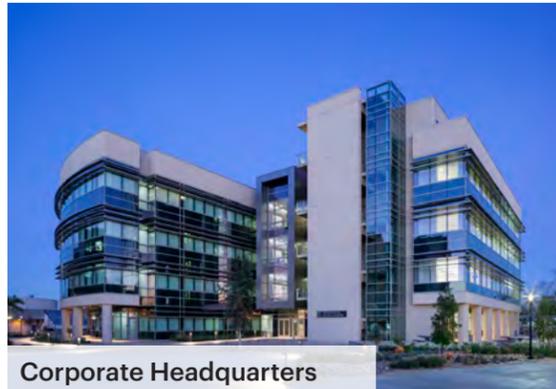


District Center



Booker Creek

Image Credit: Chiswick Park, enjoy-work.com



Corporate Headquarters



Entertainment Retail



Research & Tech Campus

Image Credit: Cornell.edu



Housing





Master Plan Elements | Public Open Space

Neighborhood Park System

Booker Creek and Pinellas Trail help establish an open space network across the site. The creation of greenways along 3rd and 4th Avenues South expands that network and links to the downtown waterfront to the east and the Warehouse Arts District to the west. Campbell Park is a large open space to the south of the site. It is essential to connect the site to the park. A pedestrian bridge builds off of the concept of the existing bridge and is conceived to accommodate walking, biking and skating to the site. Green planted areas are designed within the walkway suspended over I-175. Connecting the site to Campbell Park will provide access to several family-friendly activities that take place in the park. The bridge is designed as a sculptural element within the open space help define the special character of the new district.

Below | Key Plan



Image Credit: City of St. Petersburg



Image Credit: parkways.seattle.gov



Image Credit: parkways.seattle.gov





Master Plan Elements | Education, Research & Tech Campus

Premier Development Parcel

The education, research & tech campus expands the institutional presence already in St. Petersburg. The campus supports the Grow Smarter strategy by providing job training and education to the residents of St. Petersburg. The campus intends to serve medical as well as educational institutions and provide an environment that promotes informal interaction and learning. The campus is conceived to support several learning programs, including undergraduate, graduate, post-graduate, executive and certificate. The campus can also share facilities with the adjacent convention/hotel block to host conferences, provide long-term stays for visiting faculty, guests and single-term students as well as augment places for large group gatherings. The campus will promote research, life-long learning, commercialization, innovation and smart business development. This will be attractive to higher education and institutional research as well as a major attractor to the Grow Smarter Strategy targeted industries, particularly marine and life sciences.

Campus Community The campus setting supports interaction among students, faculty, researchers, staff, visitors and neighbors and fosters a sense of community.

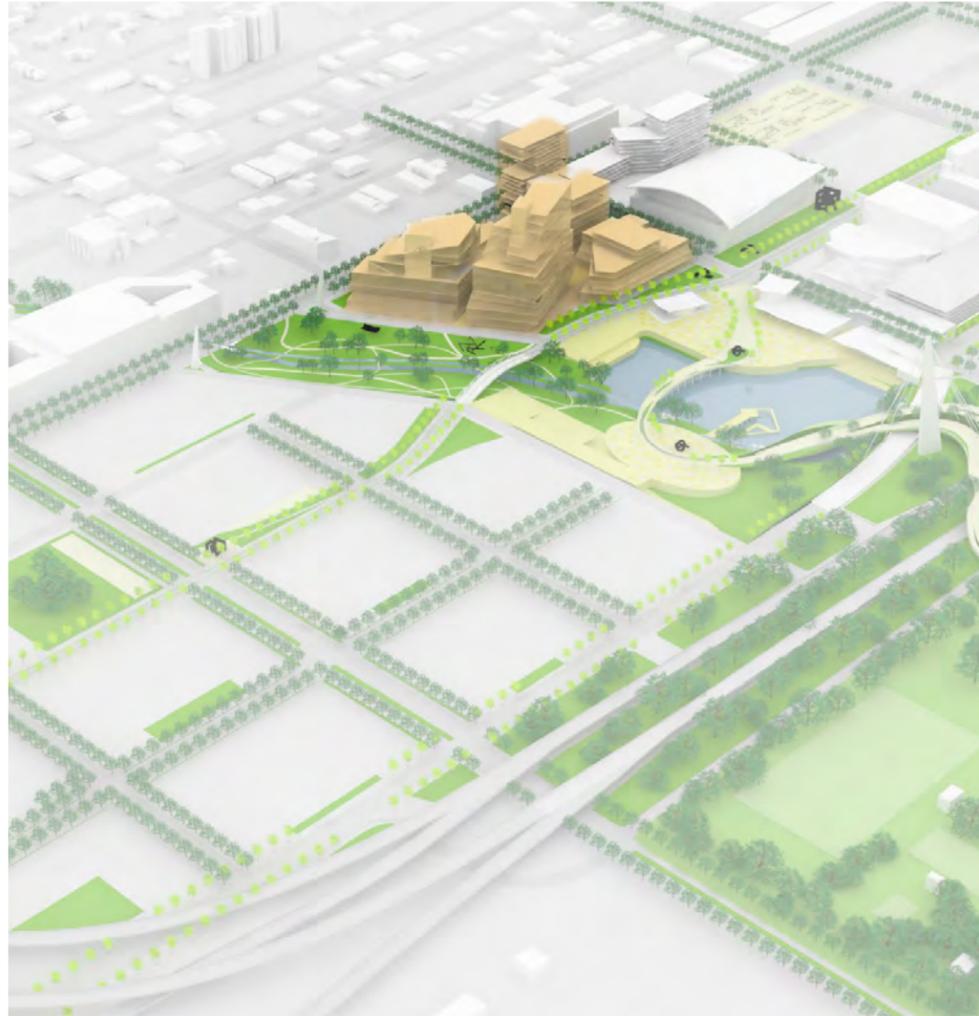


Image Credit: unc.edu



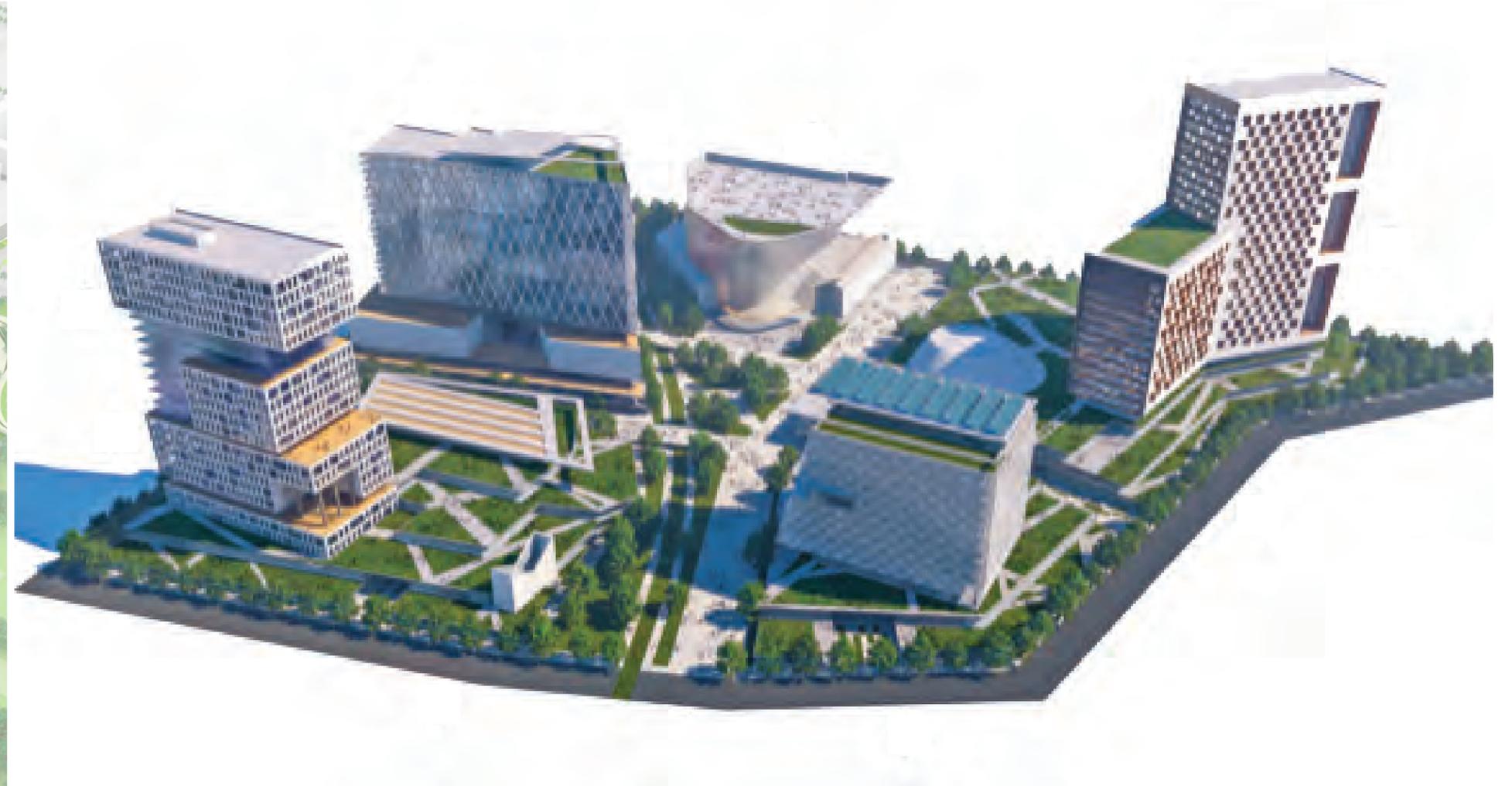
Key Plan

The education, research & tech campus occupies a prominent block on the site with coveted street frontages



Iconic Buildings

The design of the campus buildings can be distinctive to support brand identification for programs or donor recognition.



Master Plan Elements | District Center Lake Area

A newly-created lake and surrounding uses establishes the activity center of the new district and defines the special character of the place. The public open space becomes the main gathering space of the development. A large piazza sculpts the east edge of the lake as well as hosts large groups and provides seating for the entertainment retail. A grand set of steps leads to a place to get people close to the water. A footbridge brings pedestrians across to a well-defined plaza on the west side and connects with a curvy pedestrian bridge that spans I-175. The west edge of the lake is naturalistic and is the inspiration for the wiggly bridge. In a gesture towards The Pier on the downtown waterfront, a small pier provides an experience over the water and a path to travel down to touch it.

The pavilions are conceived to be expressive, low-scale structures with transparent facades to provide views from the surrounding streets through to the water. The surrounding blocks support buildings with views to the lake and to Campbell Park to the south.

Innovation Commons

Foot paths lead north from the lake area to expanded parkland on both sides of Booker Creek. The path of the creek is maintained. Its banks are remade and enhanced. A special feature within this open space, dubbed Innovation Commons, is the seasonal installation of a pavilion that can highlight innovative materials or craft experiments or artful ways of experiencing the world. A competition could be established to design the pavilion, similar to the Serpentine Garden in London or MoMA PS1 in New York.

Below | Key Plan The proposed pedestrian bridge 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 | Business Park and Center

Grow Smarter

Six parcels on the outskirts of the site support office use. These parcels have direct access to existing streets and utility infrastructure and are independent of the timing to implement infrastructure necessary to support new development. The blocks conform to the regular street grid and are less than 2 acres in size. Parking for each proposed office development is to be provided within the block, therefore, the amount of office space is driven by the amount of parking provided. The structures can serve as gateways to the new district and, as potentially part of the first phase of development, can set the quality standard for the new district.

Conventional / Hotel

A 4-acre block adjacent to three of the business parcels is conceived to support convention/hotel use. The block capitalizes its proximity to the tech campus, the entertainment/cultural block and the office blocks as well as the proposed transit hub. Its size can support a regional convention center catering to business executive training, continuing professional education as well as community events.

Small, Local Enterprises

Three parcels along the west side of Booker Creek support office and retail use. Two parcels flank 3rd Avenue South, the only street through the site with east/west traffic circulation. 3rd Avenue South also connects to downtown businesses at the waterfront. The regular blocks (average 1.7 acres) support sizable floor-plates in various configurations for multiple tenants. Local businesses, start-ups and small ventures with plans to grow can be supported by the flexible spaces of the office buildings. Parking is provided on site. Each parcel has direct access to public open space and the bonus of views to Innovation Commons or the Lake or Campbell Park as the structures rise in height.

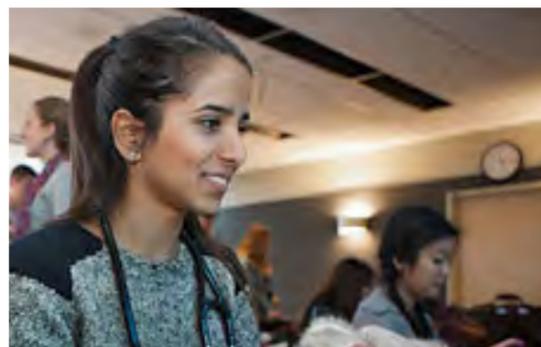
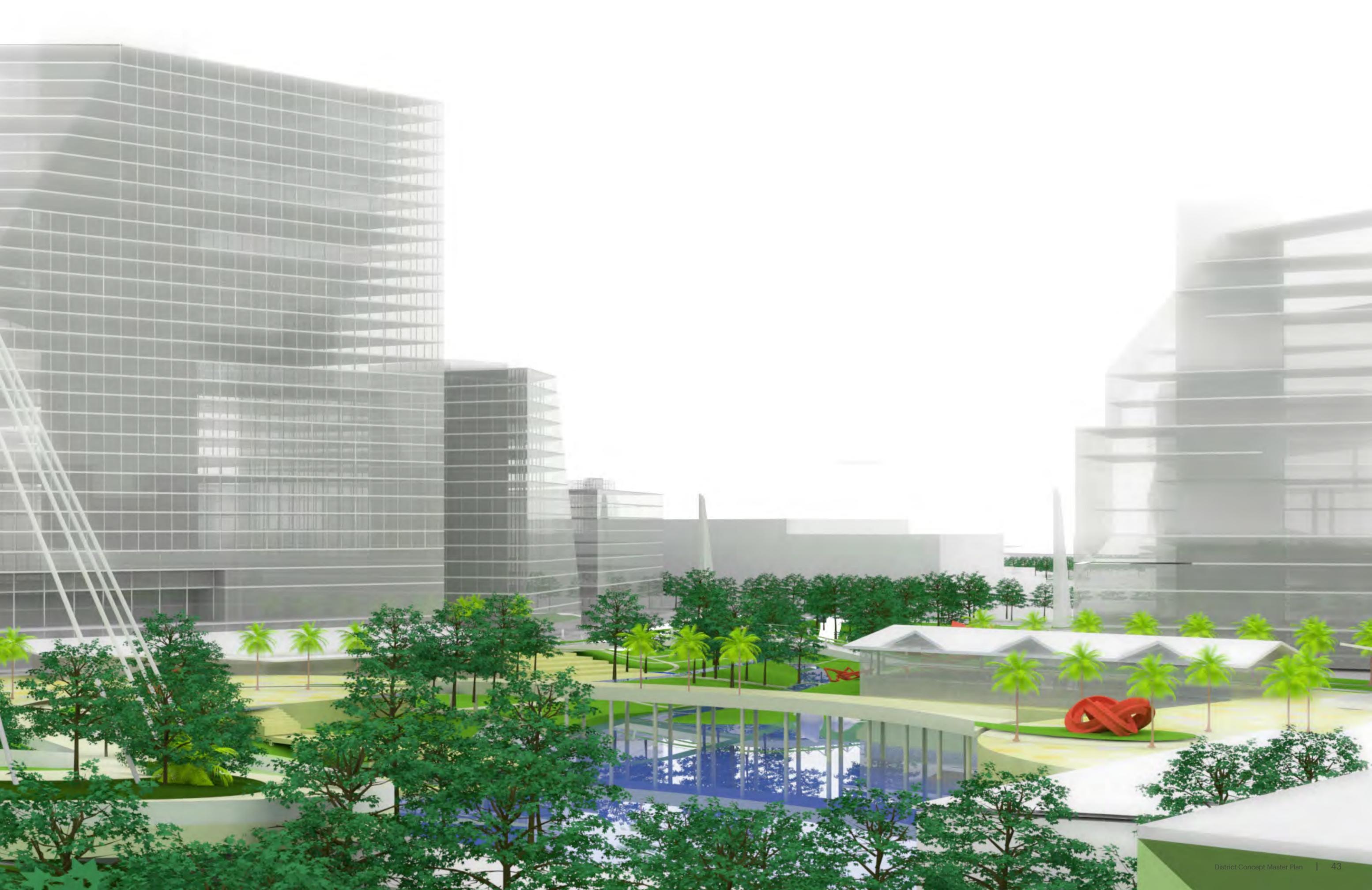


Image Credit: loc.gov

Image Credit: resources.workable.com





Master Plan Elements | Entertainment / Cultural

Center Stage

Cultural amenities anchor the block adjacent to the District Center and leverage proximity to the convention / hotel block as well as frontage along the 11th Street extension and 3rd Avenue South. The block is well positioned to be the gateway to the entertainment retail in the District Center. A dedicated parking structure within the block supports the cultural amenities and provides shared parking for the entertainment-retail across 11th Street.

Art in the Park

Cultural venues of varying sizes are envisioned throughout the district in and adjacent to the open spaces. Each venue provides a local destination to attract people to the district and encourage them to move about. There would be permanent art installations in the open space, curated outdoor exhibits relating the history of the Gas Plant neighborhoods (particularly along Pinellas Trail), public gallery spaces for works by artists in the community, workshop space for artisans to demonstrate their crafts, outdoor dance platforms for community gatherings, indoor dance floors for classes with community residents, bandstands to host local music events and surfaces to host communal digital games. The linear nature of the open space along 3rd Avenue South and 4th Avenue South provides an appropriate scale for smaller, intimate experiences. The large scale of the District Center and Innovation Commons provide opportunities for experiences involving large groups.

Entertainment Retail



Art in the Park



Key Plan





Master Plan Elements | Retail Strategy

Critical Mass

Entertainment-themed retail establishes a destination attraction for the new development. Retail is concentrated in this area to provide a critical mass of activity. The area is provided with physical elements to delight customers and visitors. A lake is created as a special feature. Pedestrian bridges are designed as intriguing sculptural objects. Pavilions are fashioned to be expressive in architectural detail and craftsmanship. Dramatic lighting is conceived to attract customers and visitors at night

The blocks along 3rd Avenue South, 11th Street extension and Dr. MLK Jr. Street are conceived to provide convenience retail on the street level to support the commercial and education uses above. The storefronts are intended to be 20-feet to 30-feet wide with a high level of transparency to set the scale and help define the character of the street.

Neighborhood retail is conceived along 16th Street to capitalize on north/south traffic circulation as well as access to customers in South St. Petersburg and the EDGE District. A signage program is envisioned to provide visual coherence to this grouping of stores and help establish a distinctive identity for this retail area. Further, a local outdoor market is placed along 16th Street to provide a place for local farmers and artisanal purveyors and augment the offerings along 16th Street.

The City is working on measures to reduce development costs for commercial uses on the site. Such measures may include a localized stormwater management system using the lake as a communal collector or the possible installation of a district chiller and distribution system to lower operating costs for businesses on the site. The City intends to pass those cost reductions on to lower the cost of occupancy for local merchants.

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



Right | 11th Street & Central Ave

The restaurant and entertainment activity on Central Avenue is encouraged to locate on the site along the new 11th Street extension and connect with the entertainment retail in the District Center.



Image Credit: Pittsburg Food Park

Right | Entertainment Retail

The combination of a water feature, large public plazas and pedestrian bridges establishes a special character to support entertainment retail. The structures are intended to be architecturally expressive and festive.



Image Credit: City Creek Center Salt Lake

Right | 16th Street

Neighborhood retail is grouped along 16th Street to support the nearby resident population as well as the South St. Petersburg community.



Image Credit: Tunbridge Wells



Master Plan Elements | Housing

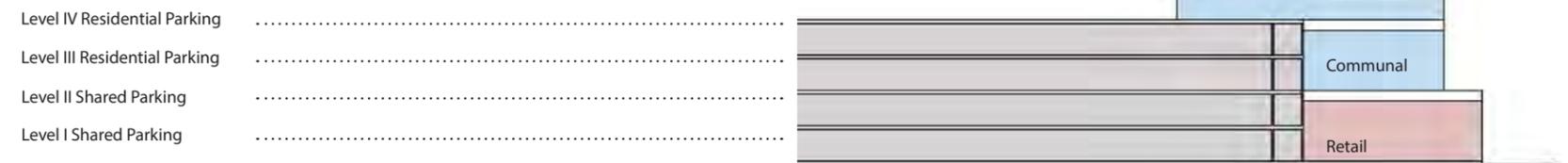
Affordable, Workforce, Market Rate

Housing development is critical to activate the district throughout the day and year. Increasing the resident population in St. Petersburg expands economic opportunities for the city. A variety of housing types ranging from studio lofts to family townhouses to multi-family apartments are provided in the plan. The City places a priority on providing housing at affordable levels to residents of the surrounding communities. The City is working to structure programs to lower the cost of development and, therefore, lower the cost of rental rates and purchase prices for housing on the site.

The majority of housing is placed on the western portion of the site within a two-minute walk of neighborhood retail along 16th Street and a local outdoor market. Each residential block has direct access to the open space network that links to the enhanced Booker Creek public space as well as to the Warehouse Arts District. The residential blocks are also placed nearby the education / training block as well as the business center blocks to provide residents with the option to work in close to where they live.

The ground floor is envisioned to typically support convenience retail for residents and small businesses. Integrating retail throughout the residential and office blocks provides opportunities for retail/studio space similar to the Warehouse Arts District and Deuces Live.

Right | Typical Residential Tower Section



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



Image Credit: Amy Kaslow, Fortune

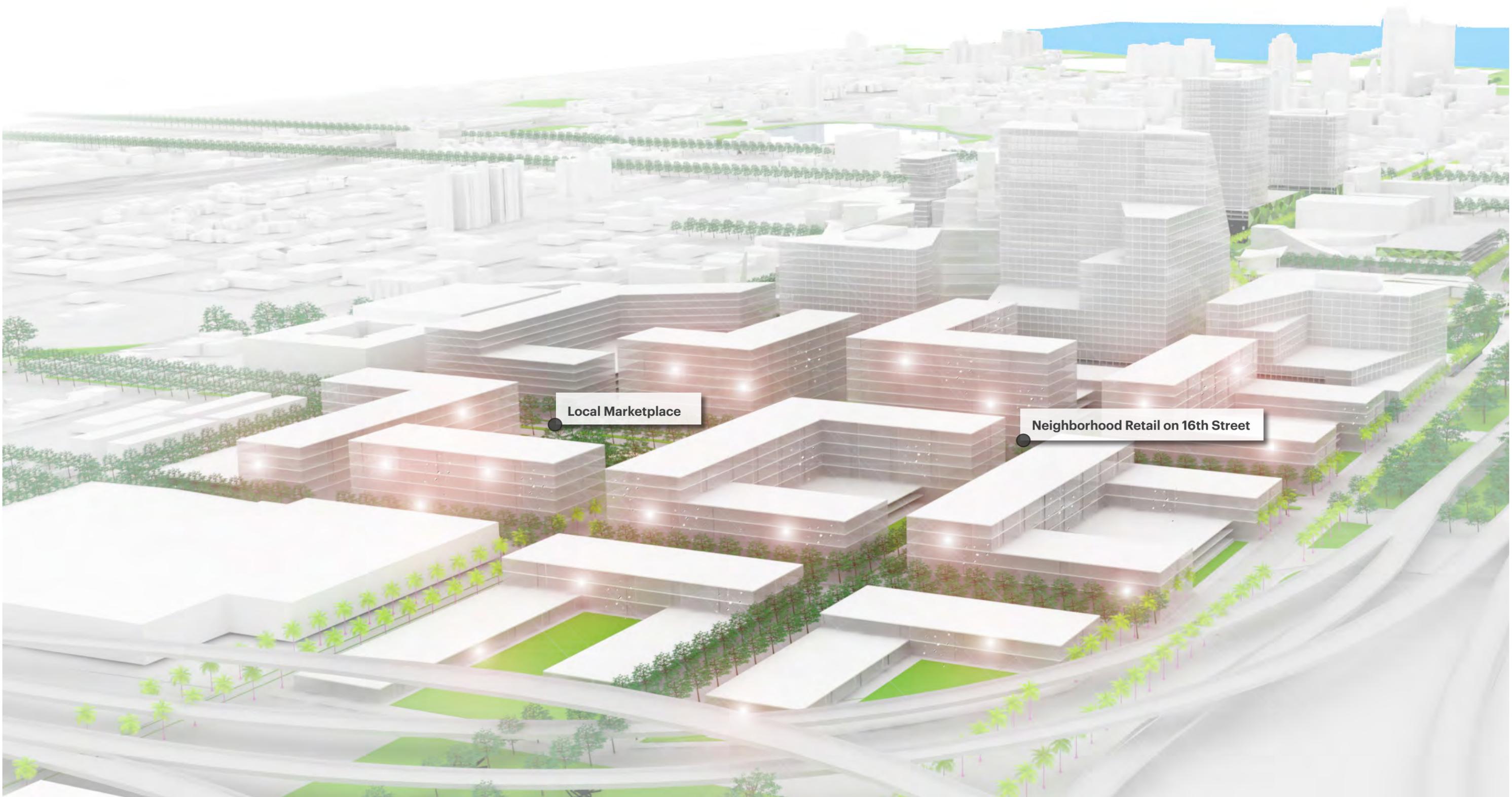


Image Credit: shutterstock.com



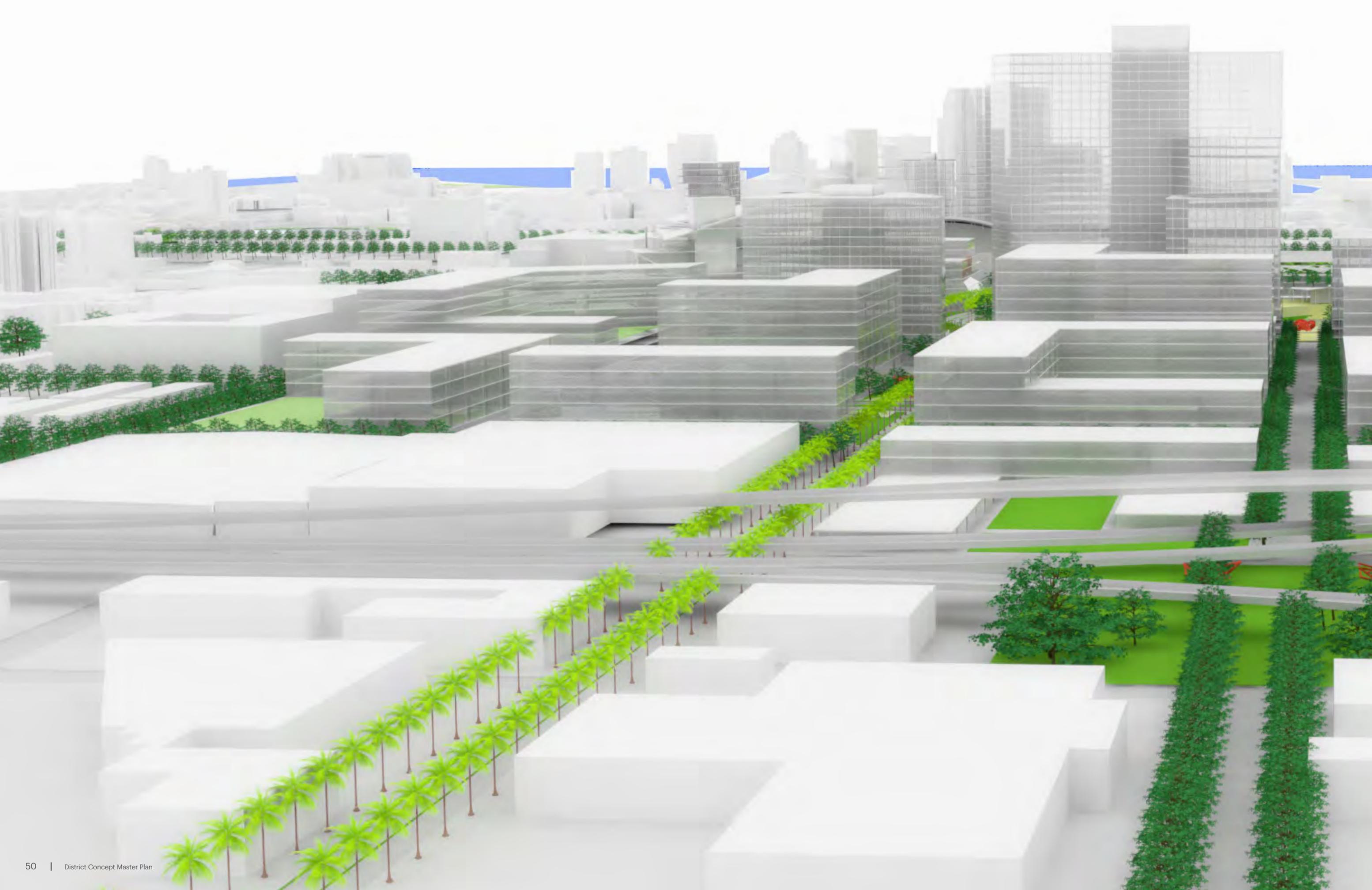
Image Credit: today.com

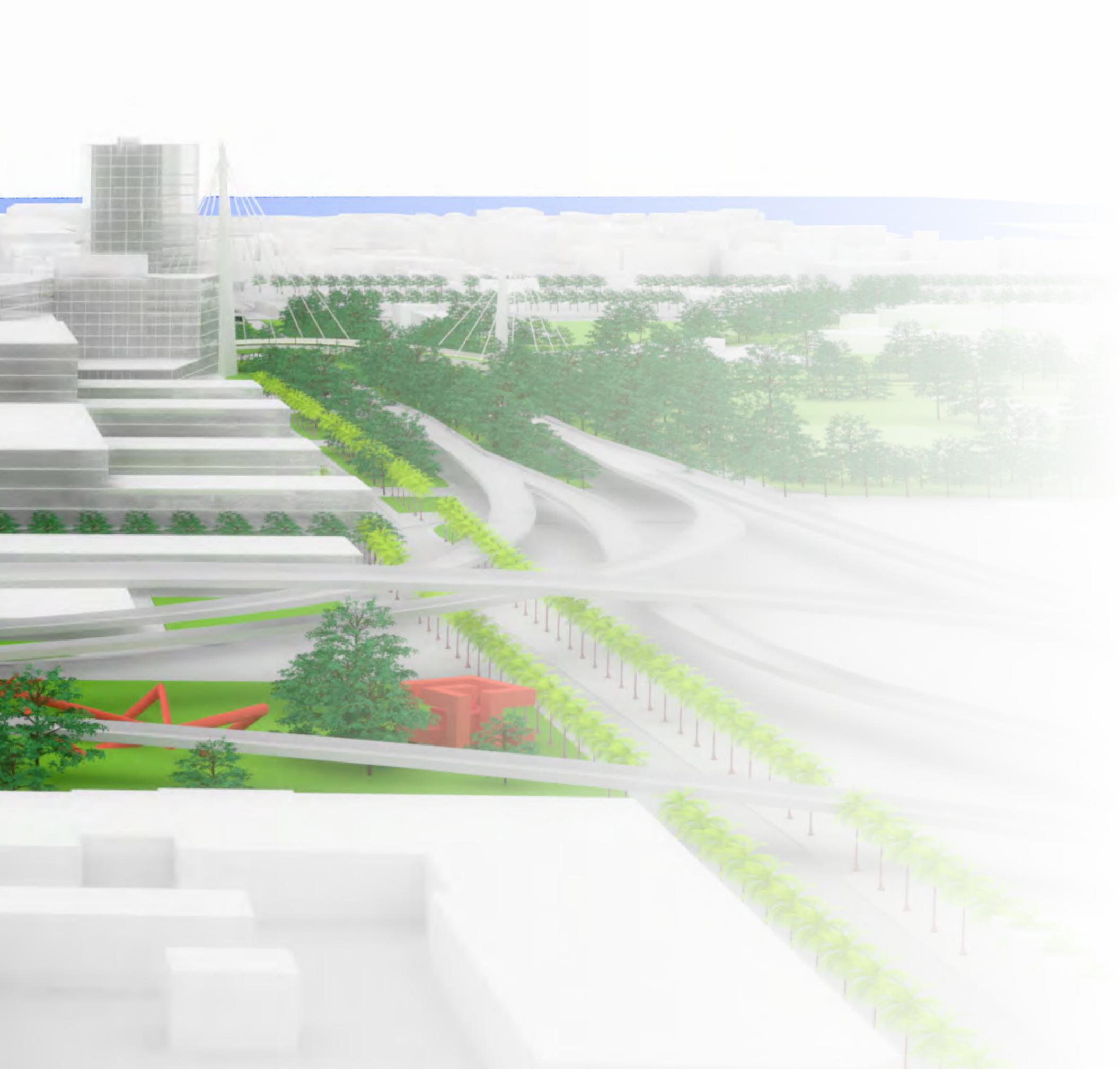




Local Marketplace

Neighborhood Retail on 16th Street





4 Development Program

Development Program | Fact Sheet

Parcels

The street-and-block pattern describes 23 distinct development parcels.

Parcel Area		
Parcel Number	Acres	
1	1.8	ac
2	0.9	ac
3	1.7	ac
4	4.0	ac
5	3.0	ac
6	1.7	ac
7	1.8	ac
8	2.7	ac
9	5.5	ac
10	2.8	ac
11	0.8	ac
12	1.7	ac
13	1.7	ac
14	1.5	ac
15	2.4	ac
16	2.1	ac
17	2.5	ac
18	0.7	ac
19	2.7	ac
20	2.5	ac
21	2.3	ac
22	1.3	ac
23	2.0	ac
Total	50.1	ac



Development Program | Fact Sheet

Development

Various product types are planned on parcels within the site. They are connected through the street network and ground-level activities.



Development Calculations

	Retail	300,000	sf
	Destination Retail	200,000	sf
	Neighborhood Retail	50,000	sf
	Neighborhood Office	50,000	sf
	Housing	3,200,000	sf
	(3,000 units)		
	Parcel 14	550,000	sf
	Parcel 15	620,000	sf
	Parcel 16	580,000	sf
	Parcel 17	300,000	sf
	Parcel 18	100,000	sf
	Parcel 19	400,000	sf
	Parcel 20	300,000	sf
	Parcel 21	200,000	sf
	Parcel 22	150,000	sf
	Entertainment/Cultural	200,000	sf
	Parcel 5	200,000	sf
	Institutional Campus	1,000,000	sf
	Parcel 9 (2-8 Floors)	800,000	sf
	Parcel 10	200,000	sf
	Office/Hotel	2,800,000	sf
	Parcel 1 (15-20 Floors)	100,000	sf
	Parcel 2 (30 Floors)	200,000	sf
	Parcel 3 (25 Floors)	400,000	sf
	Parcel 4	200,000	sf
	Parcel 6	550,000	sf
	Parcel 7	550,000	sf
	Parcel 11	100,000	sf
	Parcel 12	600,000	sf
	Parcel 13	100,000	sf

Site Development **7,500,000** **sf**

Denotes surrounding development not contained within the planning area

Development Program | Fact Sheet

Open Spaces

Several design and development strategies are embedded in the open space system for the site, including enhanced creek, lake creation, streetscape improvements and new parks as well as integration of transit networks. The green spaces comprise 34 acres or 40% of the 86-acre site.

Public Realm (34 Acres) 40%

A. Innovation Commons	4.0	ac
B. East Piazza	9.0	ac
C. Research & Tech Campus	1.0	ac
D. West Piazza	4.0	ac
E. 3rd Avenue South	3.7	ac
F. Neighborhood Market	1.9	ac
G. 16th Street Improvements	1.9	ac
H. Pedestrian Bridge	2.5	ac
Street Improvements	6.0	ac







Image Credit: Google Earth



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