



## EXECUTIVE SUMMARY

Midtown Development's master plan is a culmination of economic, social equity, community, education, environmental and cultural values the people of St. Petersburg have identified as the clear and present goals this unique project can invigorate. As master developer, it will be our responsibility to achieve those goals as curators on behalf of the public to re-develop, operate and maintain the pedestrian realm as a mixed-use, family-centric neighborhood with strong pedestrian scale, urban design characteristics, and innovation in every aspect.

Formed with the intention of serving as a model of inclusion, sustainability, and resiliency, Creekside respects the site's history and is based upon the City's Grow Smarter plan. It fulfills and surpasses both local and regional requirements, while benefiting residents, the business community, and visitors for the next century. Midtown Development is focused on building connectivity not only to surrounding neighborhoods, but to the heritage of the site and to nationwide movements of social, racial, and environmental justice.

The Project will be transit-oriented and technologically adaptable, with a biophilia sensibility and future-forward flexibility, in an urban design plan that promotes pedestrian traffic use throughout the day and evening, enhanced multimodal transit linkages, and development compatible with the commercial core.

Creekside is defined by walkable gardens, led by two loops: The rebuilding of Booker Creek into a verdant, destination environment, and The Greenway, a continuous series of parks and open spaces.

The rebuilding of Booker Creek into a lifestyle, business, and recreation destination sets the The Sunshine City onto the world stage anew, as a locus of opportunity, diversity, and positivity.

The Greenway will link 2nd Avenue across Booker Creek, through Central Park and extend seamlessly into South St. Pete, the Arts Warehouse District, and The Deuces. A Heritage Trail will loop along the Greenway and Booker Creek over the Freeway into Campbell Park and back up to 16th Street. The Pinellas Trail will be upgraded and interact with parks, streets, and the Heritage Trail for an integrated experience. With input from residents and artists in South St. Pete, the Heritage Trail will be its own cultural destination, giving the community a place to learn and reflect on stories of the lives and moments that originally built this place.

As the master developer, Midtown Development strategically partnered with best-in-class designers and consultants, arriving at a well-organized and diverse team with local and national roots. Many of the team members have experience in St. Petersburg and all are seasoned veterans in their respective fields.

The team will work in a successful partnership with the City and the community on all aspects of this project, to both develop and deliver a reliable plan of action towards providing the highest level of value for St. Petersburg and the region.

## LET'S DIG INTO SOME NUMBERS

	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
CONSTRUCTION JOBS	16,000-20,000 construction jobs will be created during the 5 phases				
SPACE OCCUPIER JOBS	5000-7000	3000-4000	4000	2000-3000	800-1000
OFFICE SPACE SQ FT	1.3-1.6 million sq ft	500,000-700,000 sq ft	1 million sq ft	400,000-500,000 sq ft	100,000-150,000 sq ft
WALKABLE GARDENS	176,000 sq ft	198,000 sq ft	410,000 sq ft	160,000 sq ft	110,000 sq ft
CULTURAL BUILDINGS	Up to 75,000 sq ft	78,000-110,000 sq ft	50,000 sq ft	65,000-90,000 sq ft	40,000-60,000 sq ft

## CREEKSIDE HIGHLIGHTS

### SITE CONNECTIVITY

DEUCES  
SOUTH ST. PETE  
EDGE DISTRICT  
DOWNTOWN AREA  
INNOVATION DISTRICT

### SMALL BUSINESS SUPPORT

MICRO-RETAIL & INCUBATORS  
ART ST. PETE

### HISTORY AND CULTURE

HERITAGE TRAIL  
PINELLAS TRAIL  
ARTS PROGRAMS

### INFRASTRUCTURE

AFFORDABLE HOUSING  
BOOKER CREEK ENHANCEMENTS  
GREEN SPACE DEVELOPMENTS  
SUSTAINABILITY ENHANCEMENTS

### GROW SMARTER HUB

OFFICE  
CLASS A OFFICE  
CREATIVE OFFICE  
LARGE FLOOR PLATE  
OFFICE TOWERS  
VISITORS  
MULTIPLE HOTELS INCLUDING  
A 5 STAR HOTEL & CONVENTION CENTER

The city's public improvement contribution is no more than \$75 million.

Midtown's \$60 Million payment is a true, non-refundable payment to the City.

Midtown is additionally responsible for over \$94 million of public improvements.

## CREEKSIDE CONNECTIONS

### THE BEEHIVE

*A nexus for business and networking*

### HERITAGE TRAIL

*A journey of learning and appreciation*

### HERITAGE TRAIL EXTENSION

*Sharing lessons on the history of the area*

### NEIGHBORHOOD TRAILS

*Thoroughfares for community connection and recreation*

### THE BANYAN VILLAGE

*Retail, dining, and entertainment in the surrounds of nature*

### POCKET PARKS AND PASEOS

*Gathering spaces for the community, under open skies*

### MICRO-RETAIL AND STAGE SPOTS

*Incubators for entrepreneurs and artists*

### THE WATER PAVILION

*A meeting point and destination for meditation and observation*



## WORKING WITH COMMUNITY LEADERSHIP



Reverend Watson Haynes, II  
President and CEO of the  
Pinellas County Urban League

*“Alex Vadia, Midtown’s Principal, gave me a seat at the table and asked if he, and Midtown Development as a whole, could listen to me. They wanted to know my experiences in the community, my insight on the character and culture of the neighborhoods, and my desires for the future of this site, rife with history and adversity as it is.*

*What’s important to me about this site is that my family was raised there, as a matter of fact. I was raised on third base and the house that I lived in was eliminated as a part of the redevelopment. [I had to give up my community] in order for Tropicana to happen.*

*Midtown proved to have the commitment and genuine concern I was looking for, for the project, and so we formed a partnership to bring our shared vision to reality.*

*The question that the city of St. Petersburg residents have is: what are you bringing to the table? Midtown is bringing to the table all of the financial resources it needs to make this project work.*

*Midtown is the only developer making a financial commitment as great as \$185 million, with \$10 million in the form of an upfront payment to the City of St. Petersburg.*

*The PCUL is proud to partner with Midtown Development, joining a team of respected and accomplished industry leaders working in unison to design and develop an important piece of St. Petersburg’s future.”*

## THE MIDTOWN COMMITMENT

Midtown Development believes in redeveloping the Tropicana site to creatively produce sustainable, city-wide benefits, including: affordable housing for a range of incomes, educational and entrepreneurial initiatives, public spaces that prioritize connectivity between the neighborhood and South St. Pete, and job opportunities.

Midtown’s experience with developing communities around arts, culture, and flexibility for the future is demonstrated, and ongoing. For example, Midtown Miami re-framed what modern neighborhoods in the Magic City could be, with high walkability, diversity of business, and a focus on families and the arts. Midtown’s fostering of art and events in the community was key to growing Miami’s art fair scene into the global influence it is today. This fall 2021, Midtown will further this ethos with the launch of an incubator for independent artists and entrepreneurs in the realm of micro-retail, brick-to-click, VR/AR, and NFT/blockchain concepts in Miami.

Midtown Development will deliver the best value to the City through efficient risk sharing backed by private sector expertise, innovation, and capital. This approach also provides the City with a single point of responsibility for the financing, design, construction and long-term operation and maintenance of the neighborhood. Each phase of the Project’s development will be performed by leading real estate development experts, uniting their collective skills to deliver and exceed expectations of the City and its residents.



**BEN SIWINSKI of VHB**  
Engineers | Scientists | Planners | Designers

Midtown Development has strategically partnered with some of the best local and national design partners for the Redevelopment Project, in order to deliver a considerate perspective alongside a verifiable track record in large scale, mixed-use developments.

### NEXT STEPS

LEARN MORE ABOUT  
MIDTOWN’S VISION.

Have questions?

Email: [creekside@midtown.dev](mailto:creekside@midtown.dev)

