



Tropicana Field Conceptual Master Plan

PUBLIC OUTREACH

SUMMARY OF FINDINGS

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Tropicana Field Master Plan Study

Stakeholder & Public Outreach – Summary of Findings

I. Background and Purpose

The purpose of the public outreach program is to obtain meaningful input from key stakeholder groups that may be impacted by the proposed expansion initiative for the Tropicana Field Site. The public outreach process embraces inclusion and strives to create an environment that provides and promotes meaningful dialogue and opportunities for all stakeholders to actively participate in the planning process. Key goals of the public outreach initiative include:

- Identify and engage key stakeholders to ensure the final master plan report is inclusive and reflects the input of all impacted parties.
- Provide clear and accurate information that encourages informed stakeholder participation and input.
- Provide multiple, convenient platforms and ways for stakeholders and all interested parties to provide comments and input including but not limited to workshops, charrettes, open house forums, individual meetings, website, toll free number and email.

II. Stakeholder Engagement

A comprehensive list of key stakeholder groups that may be impacted by the development of the Tropicana Field site were identified with input from the city administration and the Mayor's office. Stakeholders were then engaged in various formats based on the varying degree of interest and impact in the project. Formats for engagement included:

- **Community Meetings:** Two (2) general sessions held during the analysis phases of the master plan process to provide an opportunity for the general public to provide feedback. The first session was held on Monday July 18th at 6:30pm at The Coliseum. The second session was held on Tuesday July 19th at 6:30pm at Campbell Park Recreation Center.

During the Community Meetings, the HKS team provided an overview of project scope and process followed by a question & answer forum. Attendees were asked to complete comment cards that were collected when the meeting adjourned. Aerial Maps and photos of the site were distributed at each table along with tracing paper and markers to draw ideas for the site.

- **Stakeholder Meetings:** a series of 5 small group meetings were held with Community Leaders, Business Associations, Neighborhood Association, Businesses Associations and

Transportation Agencies to provide an overview of the project approach and to solicit their vision, priorities and other feedback regarding the project.

- **Meetings with City Council:** one-on-one small meetings were held with each of the St. Petersburg City Councilmembers to understand their vision and goals for project as well as to gather any feedback received from their constituents.

The following is a comprehensive list of client approved stakeholders that were identified, and invited to participate in the process.

Completed Stakeholder Meetings

Community Leaders & Organizations July 18, 2016 1:00PM

- South St. Petersburg CRA Citizens Advisory Committee (CAC)
- Agenda 2020
- Mt. Zion Baptist Church
- Pinellas County Urban League
- Johns Hopkins All Children's Hospital
- YMCA – Greater St. Petersburg
- NAACP

Business Association Meetings July 18, 2016 2:30PM

- Deuces Live Inc.
- Grand Central
- EDGE Business District Association
- Warehouse Arts District
- Central Arts District
- Dr. MLK Jr. Street Business Association
- 16th Street Business Association
- Downtown Business Association

Neighborhood Association Meetings July 18, 2016 4:00PM

- Downtown Neighborhood Association
- Downtown Residents Civic Association
- Council of Neighborhood Associations (CONA)
- Campbell Park Neighborhood Association
- Kenwood Neighborhood Association
- Palmetto Park Neighborhood Association
- Historic Roser Park Neighborhood Association
- Methodist Town Neighborhood Association
- Sustainability Council

Economic Development & Business Organization Meetings July 19, 2016

- Chamber of Commerce Board
- Downtown Partnership Board
- Innovation District Board
- Raymond James & Associates
- Pinellas Convention & Visitors Bureau
- St. Petersburg Downtown Partnership
- RMS Elite Properties

Transportation Agency Meetings July 19, 2016

- Florida Department of Transportation (FDOT)
- Forward Pinellas
- Pinellas Suncoast Transit Authority (PTSA)
- Tampa Bay Area Regional Transportation Authority (TBARTA)

Local Officials Meetings July 19, 2016

- Pinellas County Board of Commissioners
- St. Petersburg City Council

Additional Community Meetings August 2 nd , 2016
<ul style="list-style-type: none"> • Teen group at Thomas “Jet” Jackson Recreation Center Camp • South St. Petersburg & Midtown community meeting

III. Key Findings

Stakeholder Priorities

Jobs	Connectivity	Economic Development
Housing	Entertainment	Bike Friendly
Outdoor Space	Sustainability	Pedestrian Friendly
Arts	Accessible	Parking
Transportation	Unique	Inclusive
Multicultural	Family Friendly	

- **Jobs:** create long term, year-round meaningful jobs for the community at all skill and pay wage levels.
- **Housing:** fulfill the need for affordable and mixed income residences at all levels.
- **Economic Development:** promote economic investment from large business community as well as promote local entrepreneurship while incorporating a diverse mix of businesses and office space.
- **Sustainability:** a concept that meets the needs of the present day in an environmentally friendly manner that promotes a responsible long term ecological, social and economic balance.
- **Arts:** integrate local artists and public art surrounding areas. There is an opportunity to incorporate art from conceptual design and weave it through the life of the project.
- **Parking:** determine appropriate amount of parking that’s responsive to the uses for the site, but also recognizes that the site will be an urban setting.
- **Transportation:** integrate long range transportation planning in the growing effort to increase convenience and add multi-modal access to and within the site.

- **Connectivity:** enhance interconnection to all neighborhoods and uniting all parts of the community.
- **Entertainment:** a blend of entertainment, restaurants, shops, art, and other activities for the entire family for all ages that includes a variety of activities reflecting the culturally diverse landscape and unique demographics of St. Petersburg.
- **Outdoor Space:** optimize outdoor or green space for strolling, entertainment and general enjoyment of nature from the environmental point of view and natural landscapes views.
- **Pedestrian Friendly:** identify options for safe, pedestrian friendly mobility throughout the site as well as to access surrounding attractions.
- **Accessible:** ease of access to the site that accommodates multi-modes of transportation and continues to improve once all programmed projects are implemented.
- **Multicultural:** ties together and unites unique diverse community of St. Petersburg.
- **Unique:** develop a venue, structure, site with an iconic experience that will preserve the charm of the city. No big corporate retailers but promote small owned business and other boutique shops/restaurants. “Keep the Funk”.
- **Bike Friendly:** a bike trail for the general public to use that supports family biking activities; integrating bike share opportunities.
- **Inclusive:** intentional and active inclusion of all, especially of all minorities and those most likely to be otherwise marginalized or excluded from participation.
- **Family Friendly:** a safe environment welcoming to families, young children and teens with diverse array or activities for all ages and demographics.

IV. Stakeholder Comments: Community Leaders

- **Bring real long term jobs not temporary jobs.** (ex. selling popcorn and soda at games)
 - a) Attracting and attractive for business owners.
 - b) Somewhere you have a reason to go and an asset to the community.
 - c) There is a need for economic development.
- **Significant for/to African American community that people have relationship with the project.**
 - a) Provide the grounds to involve and flourish economic development for/within the local African American community.
 - b) Provide incentive for the African American Community to open businesses.

- Attract residence and businesses on the 16th St. corner.
 - a) Consideration for 16th St. business community.
 - b) Issue/struggle with the businesses down 16th St.
 - c) The issue of traffic is not favorable for the businesses on 16th when leaving Tropicana.
- Parking challenge can NOT be underestimated.
- Big issue of public trust with this project.
 - a) Need to make sure the project makes sense and that it is practical.
 - b) The planning process needs clear marching orders, goals and help.
 - c) Be accountable for mistakes, identify who is who and hold them accountable.
 - d) Ensure to make the community feedback/input is welcomed and not ignored.
 - e) “Worst thing to do this community is to do the same mistake again”
 - Help people understand what are the options
- It needs to be a sustainable culture and project design with feasible transportation.
- Youth mapping – Should be inviting to the youth.
 - a) Evolving children participation has to be part of it.
- Do demographic study on the community and the trends of the community.

V. Stakeholder Comments: Business Associations

- Site needs to be something that all of the community can access and use as a resource.
- Site connected by a tremendous interstate system – improving transit.
 - a. Transit study starting in Sept. by FDOT.
 - i. 18-month study
 1. What is the premium transit for the Tampa Bay region?
 2. Within the next year will see regional transit plan move forward.
 - b. Transportation issue a factor in whether rays move or decide to stay.
 - i. A rail would be an excellent way to get people to this site.
- Visually unify Central Ave. from the bay to the causeway.
 - a. Enhance w/ artistic elements: architecture and landscape to connect the avenue.
 - b. Key is that people recognize that visually the city is unified vs. doing piecemeal.
 - c. Integrating site with city so that it is visually cohesive and creates a united place.
- Urban Construction Taskforce: How to keep quality of life + encourage development?
 - a. One of the main outcomes of taskforce was a sort of central cooling plan.
 - i. Servicing outside of site which could have tremendous economic benefits if they could have access to central cooling.
 - ii. City is revisiting now to see whether that is viable...decided against in past for a variety of reasons but the time is now.

- EDGE District
 - a. Community building is key to us, we have our own vibrant community that wants to become more vibrant via partnerships and collaborations; especially with what is happening on the Tropicana site.
 - b. **TRIP WIRES:** Parking - ties into transportation!
 - i. Desire/Need to find common ground solutions.

- Downtown Business Association
 - a. **PARKING!!!!PARKING!!!!PARKING!!!!**
 - i. Analysis has been done particularly around the stadium.
 - ii. Synergy needed with immediate districts around.
 - 1. MLK, warehouse, grand central
 - 2. North/South business corridors which are different in nature
 - b. Need for cyclical hubs come in and go around.
 - c. DBA is unique in defined boundaries.
 - i. EDGE and Grand Central have corridor like boundary
 - ii. DBA operates loosely as a merchant association since 1973
 - 1. Has kind of embraced the whole of downtown whereas before we used to have smaller more focused districts.
 - 2. Appreciate being at the table.

- **Signage:** Letting people know how to get around no matter what developed.
 - a. 5 min. from here (sign example)

- **Booker Creek:** Official connector between areas.
 - a. It would be great if master plan recognized creek as a physical attribute.

- **Transportation Hubs:** Small parking can be spread out, use larger public parking as a hub.
 - a. Public parking needs to be available even if private is also part of solution.
 - b. Downtown near the bay is congested, more we can get rid of autos would be nice.

- Stay True to What Makes St. Petersburg Unique and Distinct
 - a. Love of creativity and independence.
 - b. Site that is unique, different, not cookie cutter int. mall that every town has.
 - c. Keep with what we've built here.
 - i. That's what drives people here and sets us apart.
 - d. Baseball in an intimate way.
 - e. Picking up sense of "tropical".
 - i. Lots of vegetation indoors and outdoors.
 - f. Niche paradise, being in a special place b/c St. Petersburg is a special place
 - g. Incorporate creek.
 - h. Should meld into the city.
 - i. When they have big events the stadiums rock, should create sense of community.
 - j. We need beautiful places that are fun, to be goofy, play and relax.
 - k. Families w/ children need a place to go:
 - i. Young people, people in high school can't drink, go to bars.
 - 1. Need places to go that are safe in the evening.
 - ii. Family restaurants: places families can afford to go that aren't chains.
 - iii. Where drinking isn't the center of activity.

- iv. Cool programming for High Schoolers.
 - I. Be a regional asset especially for lower income.
 - i. Where are you going to jump on the train?
 - ii. Black community divided by highways (west and south).
 - iii. Potential to connect community and bring revenue to be generated.
 - m. Public Green space is key.
 - i. Fresh water navigable greenspace.
 - ii. Routing creek to move it one block?
 - iii. Multi-modal would help all of the businesses.
- What Makes St. Petersburg Unique + Distinct?
 - a. “Funky sort of city”.
 - b. Not high-rises - Small buildings, more intimate, lots of greenspace.
 - c. The charm is why people want to be here.
 - d. Public Art.
 - e. Community centric.
 - i. Local business owners.
 - ii. Tightknit community.
 - iii. Wanting to see success of those around them.
 - i. With that comes independence.
 - 1. locally owned businesses and local artists.
 - ii. Indie feel sense of community.
 - 1. creates less chain stores, more individually owned places.
 - f. Small town feel – Just big enough and just small enough...a little big city.
 - g. We have everything we could ask for without being overwhelmed – Not Tampa, Miami
 - h. A young city, everyone acts young.
 - i. Dynamic, independent city driven by feeling young and full of life

VI. Public Meetings

- Common theme amongst the community include: Parking, jobs, mass transportation, easy access for pedestrians, economic development, housing and connectivity
- Connect all the areas (downtown, warehouse district, Intown West and South St. Petersburg)
- Affordable and mid-range housing
- Tackle the congestion in Downtown
- Green space is a must and was suggested on top of a parking garage
- Continuity in the vibrant growth of Downtown, Edge, South side and Warehouse district surrounding the Tropicana Field Property; while improving infrastructure
- The community is split between the ones who would love the Rays to stay and have a forever home and the ones who do not really care about the team staying.
- Family oriented and recreational facilities
- Productive and fun activities targeting teens and young adults
- Activities that will attract a diverse demographic year round (all ages, families, income levels, cultural backgrounds, etc.)
- If a stadium is built, it should be a multi-functional and year round usable facility
- Opportunity to increase tourism, businesses, office space, high paying jobs

- Celebrate and honor the diverse history of the community – especially the south St. Petersburg, African American community that was displaced when original stadium was built.
- Feature the strong “arts culture” that defines St. Pete
- Revisit and integrate goals promised but not delivered the last time – primarily sustainable job creation.
- Address traffic flow strategically to encourage patronizing of businesses in surrounding communities.
- Mixed use that promotes diverse, sustainable jobs at ALL income and skill levels
- Create jobs that allow people to afford housing and living in the area
- Commercial revitalization on commercial corridors
- Integrate Booker Creek in a vibrant and significant way
- Create a vibrant space that “uplifts” the community
- Interweave an education component/theme
- Connectivity to innovation district

VII. Teen Group at Thomas “Jet” Jackson

- What activities would you like to see at the site?
 - Water feature or park
 - Lots of places to eat
 - Mall
 - Skating rink
 - Teen club or dance club
 - Movie theatre
 - Bowling
 - Lots of fun activities
- What do you like to do?
 - **Go out to eat** (most common comment)
 - To go the park
 - Hang out with friends in the neighborhood
 - Go to the pool
 - Play sports
 - Dance clubs
- Where to do you like to go or hang out?
 - Places to eat
 - Mall
 - Water parks
 - Parks
 - Pools



- How do you want to FEEL when you go to Tropicana Site?
 - Excited
 - Fun
 - Good
 - Excellent
 - Comfortable
 - Safe
 - Never want to leave