**Workforce Development**

**South St. Petersburg CRA Data**
South St. Petersburg CRA’s pre-pandemic unemployment rate was roughly twice that of the rest of the city.

<table>
<thead>
<tr>
<th>Population</th>
<th>Working Age (18 to 65)</th>
<th>Unemployment Rate Pre-Pandemic</th>
</tr>
</thead>
<tbody>
<tr>
<td>37,782</td>
<td>24,343</td>
<td>8,339</td>
</tr>
<tr>
<td>37,782</td>
<td>24,343</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Workforce Development Partners**
We have identified and engaged key workforce development partners.

**Build Tampa Bay Apprentice Program**
We will create a St. Petersburg CRA-focused pipeline training program with Build Tampa Bay.

**Apprenticeship Trades**
- Carpentry
- Electrical
- Masonry
- Fire Sprinkler
- Electrical Maintenance
- Plumbing
- HVAC
- Roofing
- Sheet Metal

**Active Apprentices**
400

**Curriculum**
- Four-year program
- 8,000 hours of on-the-job training
- 144 hours of classroom training

**Active Members**
180

**Total Jobs Created**
- Electrical: 3,095
- Plumbing: 2,513
- HVAC: 2,476
- Masonry: 1,625
- Painting: 1,052
- Carpentry: 928
- Roofing: 613
- Fire Sprinkler: 492
- Sheet Metal: 329
- Other: 17,843
- **Total**: 30,945

"Trap Field is a potential game changer for South St. Pete. The Sugar Hill team is working closely with us and Build Tampa Bay to develop a true pipeline to real job skill development and employment."

**Mike Ramsey**
Dean of Workforce Development, St. Petersburg College
Shops and restaurants will spill out into the streets, creating a strong sense of place and intimacy.

A central plaza with St. Petersburg-inspired architectural features.

The historic neighborhoods were known for fruit trees and gardens. Our urban farming project reconnects the site to that legacy.

Booker Creek is reshaped to provide gentle slopes and play areas.

CREATE A CIVIC STAGE

Establish a new city gathering space at the intersection of Booker Creek Park and the History Walk. Fed by walking promenades, bike lanes, and green trails, the plaza will act as a dynamic, actively-programmed connective tissue, drawing residents in from across the city.

CONNECT THROUGH NATURE

Create Booker Creek Park, a new public green space anchored by a revitalized Booker Creek and that stretches through the site and connects to Campbell Park to the south via elevated walkway. The creek banks will be reshaped to provide public access where children can splash in the shallow waters and hop on rocks across the stream bed.

EXTEND A HUMAN-SCALED DOWNTOWN

Build a central pedestrian artery that connects the site to downtown and serves as the home of the History Walk, an integrated linear museum telling the story of the neighborhoods that once occupied the site.

RECONNECT, REBUILD, AND REMEMBER

Develop and foster strong connections to the surrounding neighborhoods and the vibrant history of the site. A careful balance between density and scale will be struck to provide intimate spaces and a distinct sense of place.

A Vision & Roadmap
For a Transformative Development

The historic neighborhoods were known for fruit trees and gardens. Our urban farming project reconnects the site to that legacy.

Shops and restaurants will spill out into the streets, creating a strong sense of place and intimacy.

Barbara Wilks
Founder, W Architecture & Landscape Architecture

“Booker Creek provides a great opportunity to connect neighborhoods to each other as well as to nature and its profound effect on human health and wellbeing.”
SUGAR HILL COMMONS

Our Sugar Hill Commons scheme imagines a redeveloped site without a new Rays ballpark.

1. Booker Creek Park provides an oasis at the heart of the community with welcoming footpaths to the Pinellas Trail and north part of the neighborhood.

2. ...and to the south where an elevated footbridge connects to Campbell Park.

3. The History Walk promenade cuts diagonally through the project, drawing pedestrians in from Central Avenue.

4. At the center of the project, the History Walk promenade and Booker Creek Park intersect, forming a central gathering space.

5. The History Walk promenade continues to the southwest where it terminates at the convention center.

The Sugar Hill Commons scheme imagines a redeveloped site without a new Rays ballpark.

TWO SCHEMES

SUGAR HILL PARKS

The Sugar Hill Parks scheme incorporates a new home for the Rays on the northeast corner of the site.

1. Booker Creek Park provides an oasis at the heart of the community with welcoming footpaths to the Pinellas Trail and north part of the neighborhood.

2. ...and to the south where an elevated footbridge connects to Campbell Park.

3. Pedestrians on Central Avenue are drawn in to the project by the grand stair at centerfield and the prospect of a glimpse into the ballpark.

4. The History Walk promenade wraps around the east and south sides of the ballpark to intersect with Booker Creek Park behind home plate.

5. The central plaza functions as both a public gathering place and the ballpark’s event plaza.

6. The History Walk promenade continues to the southwest where it terminates at the convention center.

ONE VISION

“We envision a vibrant and diverse urban development comprised of multi-family housing, local retail, robust park and green spaces, cultural destinations, hotels, and a blue tech campus. The new district has the potential to a world-class neighborhood, to be a place we can be proud of.”

MICHAEL SØRENSEN
Partner & Design Director, Henning Larsen (New York)

CURT MOODY
Founder & Board Chairman, Moody Nolan

“We have the opportunity to build a future for the site that pays tribute to its history. By celebrating the historical context, we create a development framework rooted in authenticity and inclusion.”

MICHAEL SØRENSEN
Partner & Design Director, Henning Larsen (New York)

CURT MOODY
Founder & Board Chairman, Moody Nolan
1. **Affordable & Workforce Housing**

Affordable: 35% to 40% of total residential units provided at 30% AMI, 60% AMI, and 80% AMI, with priority given to South St. Petersburg CRA residents.

Workforce: 10% to 15% of total residential units as workforce housing for households earning 100% AMI and 120% AMI.

For Sale: Approximately 100 affordable homes for sale in the form of condo units.

2. **Small and Minority-Owned Businesses**

Storefront Conservation Corridor Plan: Align with City efforts to promote and protect local independently-owned businesses.

Black-Owned Brewery: Partner with 3 Daughters Brewing, the Florida Brewers Guild, and a local African American entrepreneur to create Florida’s first minority-owned brewery.

Contracting: Give priority to Minority Business Enterprises (MBE) and Small Business Enterprises (SBE) for project contracts.

Direct Investment Pool: Allot 10% of limited partner capital pool to local investors of color to help close the generational wealth gap between white and communities of color.

3. **Arts & Culture**

History Walk: Create a linear history museum along the primary pedestrian pathway to educate residents and visitors on the heritage of St. Petersburg’s Black community.

Celebrating Names: Partner with community stakeholders and subject-matter experts to select names for special buildings, plazas, gardens, and walls to connect the project with the people and businesses who made the site their home.

Flexible Spaces for Arts Uses: Provide a variety of spaces in the public realm that support a broad range of art uses, including local museum exhibits, school exhibits, murals, and seasonal art installations.

Performing Arts Center: Develop a cross-functional space with tiered seating in the convention center that can both support convention center meeting needs and function as a performing arts venue.

4. **Food Security**

Production and Retail: Develop on-site community gardens and farmer’s markets.

Education: Provide learning and working opportunities for students from local schools.

Food Pantry Support: Coordinate with on-campus restaurants and food service providers to collect and deliver prepared—but-not-served food to local food banks and homeless shelters.

“This is an extraordinary project that presents the opportunity to fulfill the true promise of the site: an inclusive, sustainable neighborhood that is a catalyst for economic growth and model for equitable development.”

TODD CHAPMAN
President & CEO, JMA Ventures

SCAN THIS QR CODE TO HEAR MORE
HONORING THE PAST
REMEMBERING THE HISTORICAL LEGACY

CELEBRATING RESIDENTS
We will name the project’s plazas, gardens, and walks after notable former residents, such as:
• Dr. James Ponder: Dr. Ponder served St. Petersburg’s Black community for more than 30 years. City Hall flags flew at half-staff on his death in 1958.
• Fannye Ponder: Fannye founded the St. Petersburg Metropolitan Council, an affiliate of the National Council of Negro Women.
• Chester James: Chester was widely known as the unofficial mayor of Methodist Town. It was later given the name of Jamestown in his honor.
• Dr. Ralph Wimbish: Dr. Wimbish was a physician in the 1950s and elected Branch President of the NAACP.
• Bette Wimbish: Bette was a lawyer and the first African American elected to the St. Petersburg City Council. She went on to be Vice Mayor and then Deputy Secretary of Commerce in Tallahassee.

CELEBRATING MERCHANTS
We will commemorate neighborhood mainstays and examples of Black entrepreneurship, such as:
• The Harlem Theater
• Cozy Corner Night Club
• Bill’s Ron Rico Club
• Selena’s Beauty Salon
• B&B Luncheonette
• Newkirk’s Steakhouse

COMMUNITY PARTNERS
We will partner with community stakeholders and subject-matter experts such as the African American Heritage Association of St. Petersburg and the Carter G. Woodson museum to properly develop and present the history of St. Petersburg’s African American community.

CREATING THE HISTORY WALK
The African American community first put down roots in St. Petersburg 130 years ago. Laborers building the Orange Belt, the railroad that really put St. Petersburg on the map (which today is marked by the Pinellas Trail) began to settle along the tracks on what is now the Tropicana Field site. That small group, despite strong headwinds, grew and thrived over the coming decades and created vibrant, close-knit neighborhoods like Peppertown, Methodist Town, and Sugar Hill (which inspired our team name). Those neighborhoods are gone today, but their legacy lives on and deserves to be properly honored.

We propose creating a linear history museum along the primary pedestrian pathway to educate residents and visitors on the heritage of St. Petersburg’s Black community. The History Walk will incorporate memorials, artwork, and narrative throughout to educate residents and visitors on the community’s stories, culture, and heritage.

"We have before us an unprecedented opportunity to reclaim the entirety of the site and reclaim our history along with it. There is no precedent to look to, so we are in the position to create a precedent for others. We get to decide what the legacy of the site will be for our future generations.”

SARAH-JANE VATELOT
Project Manager, Behar + Peteranecz Architecture and author of “Where Have all the Mangoes Gone?”

“When the old neighborhoods disappeared - in some cases because they were razed - the old ties were lost. And with them went the sense of community that for so long had sustained a people, their sense of self and the ever-precious commodity of connectivity.”

ROSALIE PECK
Co-author of “St. Petersburg’s Historic African American Neighborhoods,” poet, social worker, and South St. Petersburg resident

"We will name the project’s plazas, gardens, and walks after notable former residents, such as:
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SUGAR HILL COMMONS
SUGAR HILL PARKS
SUGAR HILL PARKS (BALLPARK SCHEME)