

City of St. Petersburg
Public Services & Infrastructure Committee Meeting
June 11, 2020 – 9:25 AM

Welcome to the City of St. Petersburg City Council Public Services & Infrastructure Committee Meeting. The agenda and supporting documents are available on the City’s website at www.st.pete.org/meetings or by emailing city.clerk@stpete.org.

NOTE: City buildings are closed to the public due to the COVID-19 emergency. Accordingly, the meeting location has been changed from in-person at the Sunshine Center to a “virtual” meeting by means of communications media technology pursuant to Executive Order Number 20-69, issued by the Governor on March 20, 2020, and Executive Order 2020-12 issued by the Mayor on April 9, 2020.

The public can attend the meeting in the following ways:

- Watch live on Channel 15 WOW!/Channel 641 Spectrum/Channel 20 Frontier FiOS
- Watch live online at WWW.stpete.org/TV
- Watch on your computer, mobile phone, or another device at: <https://zoom.us/j/97155636937>
- Listen by dialing any one of the following phone numbers and entering **Webinar ID: 971 5563 6937 #**
 - +1 312-626-6799
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 - +1 301-715-8592
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City of St. Petersburg
Public Services & Infrastructure Committee
June 11, 2020 – 9:25 AM

Members: Committee Chair Darden Rice, Committee Vice-Chair Amy Foster, Council Chair Ed Montanari, and Council Member Deborah Figgs-Sanders

Alternate: Council Member Robert Blackmon

Support Staff: Jayne Ohlman - City Council Legislative Aide

1) Call to Order

2) Approval of Agenda

3) Approval of May 28, 2020 Minutes

4) New Business – June 11, 2020

- a) Discuss Potential Revisions to City Code, Which Would Exempt Those Reporting Violence or Trafficking Against Themselves or Others from Violating Ordinance Section 20-120 – *Assistant City Attorney Heather Judd, Legal Division Manager Laura Roe & Assistant Chief Mike Kovacsev*

Attachments:

- 1. New Business Item from Council Member Foster (March 12, 2020)
- 2. City Code Sec. 20-120, Proposed Amendments, & Relevant State Statutes

- b) Discussion of a “Contiguous & Open Greenspace for Active, Urban Parkland” Requirement in the Upcoming Request for Proposals (“RFP”) for the Master Developer Contract for the 86-Acre Tropicana Field Site – *Alan DeLisle*

Attachments:

- 1. New Business Item from Council Member Rice (May 21, 2020)
- 2. Scenario 1 - Tropicana Field Conceptual Master Plan with a New Ballpark (HKS, Mar. 2017)
- 3. Scenario 2 - Tropicana Field Conceptual Master Plan Without a New Ballpark (HKS, Nov. 2018)

Upcoming Meeting Dates & Tentative Agenda Items

July 16, 2020

- a) Continued Discussion of Unused Alleys & Potential Changes to the Vacation Process for Alleyways – *Liz Abernethy, Michael Dema*

July 30, 2020

- a) A Continued Discussion on Potential Amendments to the City’s Grease Waste Management Program – *Scott Lewis, John Palenchar*

General Attachments:

Minutes of the May 28, 2020 PS&I Committee Meeting
New Business Item Support Material
Pending and Continuing Referral List

City of St. Petersburg
Public Services & Infrastructure Committee
May 28, 2020 Meeting Minutes
Zoom Virtual Meeting

Present: Committee Members – Committee Chair Darden Rice, Committee Vice-Chair Amy Foster, Council Chair Ed Montanari, Council Member Deborah Figgs-Sanders, & Council Member Robert Blackmon (Alternate)

Absent: None

Also Present: Council Member Gina Driscoll, City Administrator/Deputy Mayor Dr. Kanika Tomalin, Assistant City Administrator Tom Greene, Chief Assistant City Attorney Jeannine Williams, and Human Resources Director Chris Guella

Support Staff: Jayne Ohlman - City Council Legislative Aide

1. **Call to Order** – 9:29 AM
2. **Approval of Agenda** – CM Montanari moved approval, all members voted in favor
3. **Approval of February 27, 2020 Minutes** – CM Montanari moved approval, all members voted in favor.
4. **New Business – May 28, 2020**

An Update on Pinellas County’s Wage Theft Ordinance (Amended January 2020) and a Discussion of a Draft Ordinance to Repeal Chapter 15, Article III, Sections 15-40 – 15-47 of City Code Relating to Wage Theft – *Human Resources Director Chris Guella, Chief Assistant City Attorney Jeannine Williams, & Pinellas County Office of Human Rights Director Paul Valenti*

Committee Chair Rice began with an overview and history of the city’s wage theft ordinance. CM Rice explained that when the city’s ordinance was adopted in April 2015, it intended to eliminate the underpayment or nonpayment of wages by giving private employees in the city an administrative process for seeking lost wages.

Human Resources Director Chris Guella explained that the city began the enforcement and adjudication process of its adopted ordinance in August 2015. Mr. Guella noted that in November 2015, Pinellas County adopted its own wage theft/recovery ordinance. Mr. Guella explained that while the city and county’s adopted ordinances were similar, there were some material differences related to postings and notice requirements. Therefore, the city continued to administer its ordinance until the coordinator of the wage theft prevention program left the city in 2017. In March 2017, the Pinellas County Office of Human Rights agreed to administer the city’s ordinance within the city limits. Soon after, discussions began regarding the repeal of the city’s ordinance to allow for one enforceable county-wide ordinance. However, because the county’s ordinance did not require employers to provide employees basic information relating to their employer and rate of pay, nor did it require employers to prominently post employee rights relating to wage theft and recovery, the city chose not to rescind its ordinance until the county had amended theirs to more closely align with the city’s requirements. Mr. Guella explained that the county ordinance has recently been amended (January 2020) and now includes notice and posting provisions that are nearly identical to those in the city’s ordinance. Considering the

county’s recent amendments, Mr. Guella stated that it would be practical to revisit the discussion to rescind the city’s ordinance to allow for one county-wide ordinance.

Paul Valenti, the Director of the Pinellas County Office of Human Rights, provided the committee with the following data to highlight the efficacy of their wage theft and recovery program:

Theft/Recovery Ordinance

<u>Calendar Year</u>	<u># of Cases Filed</u>	<u>Unpaid Wages Claimed</u>	<u>Wages Awarded/ Mediated</u>	<u>Actual Wages Paid Out</u>
2016	77	\$288,895.56	\$321,072.00	\$25,405.20
2017	113	\$297,068.54	\$79,990.38	\$145,997.13
2018	139	\$365,966.06	\$198,738.63	\$131,515.16
2019	173	\$431,628.12	\$55,605.32	\$117,326.18
2020	41	\$45,034.42	\$5,587.88	\$6,495.75
Totals:	543	\$1,428,592.70	\$660,994.21	\$426,739.42

Mr. Valenti noted that of the 41 cases filed so far in 2020, 10 of those have originated in St. Petersburg and emphasized that repealing the city’s ordinance would not diminish the protections and remedies for employees seeking to recover unpaid or underpaid wages.

CM Rice asked Mr. Valenti to elaborate on what pre-requisites need to be met for an employee to file a wage theft complaint with the Office of Human Rights. Mr. Valenti explained that the complaint must be for no less than \$60 worth of wages, earned within the last 12 months, and the employee must have previously notified their employer of the wage discrepancy. CM Rice then asked Mr. Valenti to elaborate on the posting requirements that the county has adopted to better align with the city’s ordinance. Mr. Valenti explained that to help employers comply with the provisions included in the amended ordinance, the Office of Human Rights added an “Employer’s Resources” section of the website, which is dedicated entirely to wage theft. Mr. Valenti explained that on the webpage, employers can download a poster that conforms to the new posting requirement, as well as a form, which once completed and provided to an employee, would be deemed to be compliant with the notice provisions of the amended ordinance.

Mr. Guella asked Mr. Valenti to elaborate on the community outreach and educational components that the county can employ. Mr. Valenti explained that the County’s Office of Human Rights has 10 employees that aid in the community outreach and education component of all of the anti-discrimination ordinances that are administered and enforced county-wide.

CM Figgs-Sanders made a motion to move the draft ordinance to City Council for first reading, CM Foster seconded the motion. All committee members voted in favor.

Upcoming Committee Meeting Agenda Items:

CM Rice asked committee members for their questions or comments regarding upcoming committee meeting items and CM Blackmon asked if the committee could hear from administration on the recently submitted proposals for the Tangerine Plaza site. CM Driscoll noted that the Citizen Advisory Committee (“CAC”) will review the submitted proposals at their June 2nd meeting and suggested that the PS&I committee waits until after the CAC meeting to schedule a potential discussion.

CM Rice adjourned the meeting at 10:10 AM

	Topic	Return Date	Referral Date	Prior Meeting	Referred By	Staff	Notes
1	Discuss potential revisions to city code, which would exempt those reporting violence or trafficking against themselves or others from violating ordinance Section 20-120	6/11/20	3/12/20		Foster	M. Kovacsev H. Judd L. Roe	
2	Discussion of a Resolution requesting administration to consider including a significant “contiguous & open greenspace for active, urban parkland” requirement in the upcoming request for proposals (“RFP”) for the Master Developer Contract for the 86-Acre Tropicana Field Site	6/11/20	5/21/20		Rice	A. DeLisle	
3	Continued discussion of unused alleys & potential changes to the vacation process for alleyways	7/16/20		6/14/18 (HLUT)	Staff	L. Abernethy M. Dema	
4	A discussion on potential amendments to the City’s Grease Waste Management Program	7/30/20	4/4/19	10/24/19	Gerdes	S. Lewis C. Tankersley J. Palenchar	10/24/19 – CM Gerdes requested that staff return to PS&I with a draft ordinance after stakeholder outreach & FDEP review process is completed 4/10/20 – Postponed until July 2020
5	A presentation from staff on the design & construction plans for the new Sanitation Department facility	8/27/20	5/21/20		Montanari	R. Quintana W. Joseph R. Gerdes	
6	A presentation from staff on the \$36 million Northwest Water Reclamation improvement project	8/13/20 or 8/27/20	5/21/20		Montanari	C. Tankersley J. Palenchar	
7	Presentation by Sanitation Department staff on the progress of the Management Evaluation Study (2019)	10/22/20	3/12/20		Rice (Staff Request)	W. Joseph	
8	Update on the City’s Facility Maintenance Plan		6/7/18	5/9/19	Foster, Admin	A. Wendler L. Glover- Henderson	9/12/19 – T. Greene indicated staff would like return to PS&I for a check-in once the plan became fully staffed
9	Discussion of an ordinance that will set standards for mechanical noise, such as HVAC systems		4/18/19	9/26/19	Driscoll	L. Abernethy D. Goodwin	9/26/19 – Committee requested staff to explore potential mechanical noise mitigation incentives & return to PS&I to present options.
10	A discussion regarding the process & benefits of live streaming the City Council meetings on Facebook Live for more citizen engagement		5/21/20		Blackmon		

11	Quarterly Report on Grow Smarter Sites a) Port Site b) Innovation District Site c) 800 Block Site d) Police Station Site e) Tropicana Field Site f) Commerce Park Site g) 22 nd Street Sites h) Tangerine Plaza Site		2/15/18 3/8/18	3/8/18 5/31/18 9/13/18 6/13/19 11/7/19	Foster Driscoll	A. DeLisle	5/31/18 – Update on Innovation District, Police Station Site, Tropicana Field Site, and Tangerine Plaza Site 9/13/18 – A memo from A. DeLisle was distributed to the committee in lieu of a verbal update on Tangerine Plaza. See minutes of 9/13 for full memo 6/13/19 – Update on Innovation District, Former Police Station Site, & Tangerine Plaza
12	Capital Improvement Assessment (Maintenance & Hurricane/Tropical Storm Preparedness) a. Bridges b. Reclaimed Water & possible expansion c. Roads / Sidewalks / Pedestrian Bridges d. Seawalls e. Stormwater f. Potable Water (water quality audit) g. Buildings h. Sewers / Wastewater (if needed) i. New sidewalk planning		2/2/17	a. 4/27/17 a. 7/20/17 b. 8/24/17 c. 11/9/17 d. 3/22/18 d. 11/15/18 e. 7/12/18 f. 7/26/18 (COW)	Kennedy, Gerdes	a. Prayman b. Palenchar c. Prayman d. Prayman e. J. Norris f. Palenchar g. Tankersley i. Tankersley, Mory	a) Bridges – Staff to bring back analysis of long-term and pedestrian bridge funding. CM Kennedy asked to have noted that between 2021 and 2025 there is a \$50 million shortage on funding for bridges. b) Reclaimed Water – Report provided by J. Palenchar. Items b), e), f) & h) are in Integrated Master Plan. c) Roads/Sidewalks – Power point by B. Prayman & J. Norris. Staff to report to committee on updated numbers for annual sidewalk repair & replacement with the numbers based on new technology. Funding for brick streets replacement as a recurring maintenance cost needs to be considered. e) Stormwater – J. Norris updated committee on Stormwater infrastructure, challenges, and ongoing projects. d) Seawalls/Living Shorelines – B. Prayman, C. Frey, & C. Tankersley updated the committee on seawall repairs/replacements & living shoreline projects 1/16/20 – Committee requested continued updates in 2020.
13	Update on Albert Whitted Airport Master Plan, potential runway expansion, & general operational improvements	Fall 2020	5/17/18	8/9/18 2/13/20	Staff Request	R. Lesniak C. Ballestra	8/9/18 – R. Lesniak and C. Ballestra presented the committee with an update on the airport’s runway feasibility study, an economic impact study, and an update on the airport master plan 2/13/20 – R. Lesniak, C. Ballestra, & D. DiCarlo (ESA) updated the committee on results from master plan working paper #1 and continued operational improvements at AWA. Staff indicated they would like to return in the Fall to provide further updates.

14	Annual Update by Water Resources on Recommendations from the 2017 Management Evaluation & Consent Order Update	January 2021	12/7/17	1/10/19 2/27/20	Council	C. Tankersley J. Palenchar	<p>12/7/17 – PS&I to manage the 57 recommendations made by LA Consulting.</p> <p>1/10/19 – C. Tankersley & J. Palenchar updated committee on progress of implementation of the 57 recommendations</p> <p>1/16/20 – Committee decided to add a consent order update in light of the recently submitted Integrated Water Resources Master Plan (IWRMP)</p> <p>2/27/20 – Committee received updates on consent order & 2017 management evaluation recommendations</p>
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PS&I 2020 Dates: 1/16, 1/30, 2/13, 2/27, 5/28, 6/11, 7/16, 7/30, 8/13, 8/27, 9/10, 9/24, 10/8, 10/22, 11/12, 12/10

CITY COUNCIL AGENDA NEW BUSINESS ITEM

TO: Members of City Council
DATE: February 28, 2020
COUNCIL DATE: March 12, 2020
RE: Amnesty for Sex Workers Reporting Violence

ACTION DESIRED:

Respectfully requesting a referral to the Public Services & Infrastructure, or other relevant committee, a discussion regarding potential revisions to Section 20-120 of the City Code. Specifically, adding language that would exempt those reporting violence or trafficking against themselves or others from violating ordinance Section 20-120.

RATIONALE:

Sex Workers Outreach Project (SWOP) advocates around the country for amnesty for sex workers who report violence or trafficking. Currently, violent individuals don't fear repercussions for their actions because they know sex workers are unlikely to report violence and risk incriminating themselves. For this reason, violent individuals often prey on sex workers in particular. After consultation with our legal and police team, it was determined that adding an exception to Section 20-120 would be the most effective route of accomplishing the goals of an amnesty policy. Law enforcement officials are aware of this new business item and will be invited to committee discussions.

ATTACHMENT:

- City Code Section 20-120

Council Member Amy Foster
District 8

PS&I Committee Meeting of June 11, 2020

CM Foster NBI regarding Potential Revisions to City Code, which would exempt those reporting violence or trafficking against themselves or others from violating City Code Section 20-120

The Section at issue:

Sec. 20-120. - Prostitution, sexual activity, assignation, lewdness; soliciting or manifesting an intent to solicit prostitution, sexual activity, assignation, or lewdness.

- (a) This section may be referred to as the prostitution ordinance. Nothing herein shall be construed as prohibiting mere loitering in any public place.
- (b) The following words, terms, and phrases, when used in this section, shall have the meanings ascribed to them in this subsection, except where the context clearly indicates a different meaning:
 - (1) *Prostitution* shall have the meaning as set forth in F.S. § 796.07.¹
 - (2) *Within public view* means within areas generally accessible by or visible to the public, including streets, sidewalks, bridges, alleys, plazas, parks, driveways, and parking lots. The term includes being within any motor vehicle which is on or in any area described in the preceding sentence, if the conduct is visible from outside the vehicle, whether the vehicle is moving or not. The term also includes being within any doorway or entrance to a building or dwelling or the grounds surrounding the building or dwelling, and being within any building open to the general public, including but not limited to any building in which food or drink is served or entertainment is provided. The interior enclosed portion of a structure not open to the general public shall not be considered within public view.
 - (3) *Sexual activity* shall have the meaning as set forth in F.S. § 796.07, and shall also include any act of lewdness or assignation as those terms are defined herein.²
 - (4) *Assignation* means to make any appointment or engagement for prostitution or lewdness or any act in furtherance of such appointment or engagement.
 - (5) *Lewdness* means to give or receive the body for hire for an indecent or obscene act.
 - (6) *Solicit* means inducing, asking, enticing, requesting, or otherwise encouraging a person to commit a crime. The crime solicited need not be committed.
 - (7) *Previously verified pattern of solicitation activity* means the occurrence of a series of activities, in close temporal proximity to each other, three or more of which meet each of the following criteria:
 - a. The activities are those activities described in section 20-120(d);

¹ "Prostitution" means the giving or receiving of the body for sexual activity for hire but excludes sexual activity between spouses.

² "Sexual activity" means oral, anal, or vaginal penetration by, or union with, the sexual organ of another; anal or vaginal penetration of another by any other object; or the handling or fondling of the sexual organ of another for the purpose of masturbation; however, the term does not include acts done for bona fide medical purposes.

- b. The activities are the same activities that preceded, in close temporal proximity, a prior solicitation for prostitution, assignation or lewdness, for which the person engaging in the activities was convicted; and
 - c. The activities occur within two years after the date of the conviction required in subsection (b)(7)b of this section.
- (c) It shall be unlawful for any person to exhibit, within public view, a previously verified pattern of solicitation activity.
- (d) Activities which are part of a previously verified pattern of solicitation activity:
- (1) The person repeatedly beckons to, stops, or attempts to stop or engage passersby in conversation;
 - (2) The person repeatedly stops or attempts to stop, motor vehicle operators by hailing, waiving of arms or any other bodily gesture;
 - (3) The person approaches a passerby or motorist, has left with that person for a short period of time, and upon return to the same area repeats this pattern with a different person;
 - (4) The person takes flight or tries to conceal himself or herself upon the appearance of a Law Enforcement Officer;
 - (5) The person gestures to, touches, or exposes his or her breast, groin or buttocks;
 - (6) The person inquires whether a potential patron, procurer or prostitute is a Police Officer or searches for articles that would identify a Police Officer;
 - (7) The person inquires of a potential patron, procurer or prostitute about an act that would constitute sexual activity;
 - (8) The person requests the touching or exposure of his or her breast, groin or buttocks.
- (e) No Police Officer shall arrest an individual for a violation of this section for the mere act of loitering, soliciting a ride from a vehicle for hire, entering a motor vehicle, or waiving at a passing motor vehicle.

(f) A child, who for the purposes of this subsection shall be an individual 18 years of age or younger, who engages in prostitution shall be immune from prosecution for a violation of this subsection. A police officer may refer any child suspected of prostitution to an organization that provides treatment, housing, or services appropriate for victims of prostitution and/or human trafficking.

(g) No person shall be prosecuted under this subsection for reporting a violent crime, including rape, extortion, aggravated battery, robbery, or human trafficking as defined by Florida Statutes, as amended.

Commented [HJ1]: I pulled this from the DC statute.

Commented [HJ2]: This is based on the Salt Lake City ordinance. I but prosecuted, but I would leave whether to switch that to arrested to council. PD input will probably be sought for that distinction.

Also, the crimes to include or not include are debatable also.

(Code 1992, § 20-120; Ord. No. 2140-F, § 1(20-64), 1-9-1992; Ord. No. 548-G, § 2, 9-5-2002)

Related Code sections, which may also be amended:

Sec. 20-121. - Precursor acts facilitating prostitution unlawful; penalties.

(a) *Definitions.* As used in this section, the following terms shall mean:

Participant means any person participating in a public encounter, as that term is defined herein.

Public encounter means verbal communication between two or more persons which originates in the City where at least one of the parties thereto is on or in a street or highway, or on public property, or is visible from any of the foregoing places, regardless of whether any participant is in a motor vehicle.

Public property means any park, beach, pier, or other property owned by a governmental agency and open for use by the general public.

Street or highway means as defined by F.S. § 316.003, as the same may be amended from time to time. For example, without limiting the meaning of the term as so defined, the term includes but is not limited to public streets, public sidewalks, and privately owned ways or places used for vehicular travel by the owner and persons having express or implied permission from the owner, such as business invitees or licensees.

- (b) *Prohibited acts. It shall be unlawful for any person participating in a public encounter to:*
- (1) Demand or request any other participant to expose his or her sexual organ;
 - (2) Demand or request any female participant to expose her breast;
 - (3) Expose his or her sexual organ;
 - (4) Expose her breast if female;
 - (5) Fondle or touch the sexual organ of any other participant, whether or not the sexual organ is covered by clothing or any other material;
 - (6) Fondle or touch the breast of any female participant, whether or not the breast is covered by clothing or any other material;
 - (7) Demand or request any participant to fondle or touch the sexual organ of any other participant, whether or not the sexual organ is covered by clothing or other material; or
 - (8) Demand or request any participant to fondle or touch the breast of any female participant, whether or not the breast is covered by clothing or other material.
- (c) *Violation of section.* Violation of this section is not contingent upon any of the participants expressly mentioning money, prostitution, any sexual act, or any euphemism for any of those terms.
- (d) *Exclusions.* This section shall not apply to:
- (1) Law Enforcement Officers who are within their jurisdiction, on duty, and otherwise engaged in law enforcement activity; or
 - (2) Medical personnel including physicians, nurses, and emergency responders while engaged in providing bona fide medical examination or treatment.
 - (3) A child, which for the purposes of this subsection shall mean an individual 18 years of age or younger.
 - (4) A person who reports a violent crime, including rape, extortion, aggravated battery, robbery, or human trafficking as defined by Florida Statutes, as amended.
- (e) *Enforcement.*
- (1) This section shall be deemed applicable only to prostitution related activities and shall not be construed to prohibit otherwise lawful behavior between persons who are not involved in prostitution related activities.
 - (2) This section shall be enforced only when a Law Enforcement Officer is one of the participants in the public encounter. This fact need not be known to the other participants.

(Code 1992, § 20-124; Ord. No. 537-G, § 1, 5-23-2002)

Sec. 20-122. - Impoundment of motor vehicles used to facilitate prostitution and drug related crimes.

- (a) *Definitions.* The following words, terms and phrases, when used in this section, shall have the meanings ascribed to them in this subsection, except where the context clearly indicates a different meaning:
- Business days* means days other than Saturday, Sunday, or holidays recognized by the City.

Commented [HJ3]: This is based on the Salt Lake City ordinance. I but prosecuted, but I would leave whether to switch that to arrested to council. PD input will probably be sought for that distinction.

Co-owner means any natural person owning a motor vehicle in common with another, regardless of marital relationship or the conjunctive term used on registration or title documents.

Hearing master means the person contracted with by the City as provided herein for the purpose of conducting the administrative hearing provided for herein.

Lienholder means any individual or entity which, as of the time of impoundment, has properly perfected a lien on the vehicle subject to impoundment.

Owner means the natural person who is a registered or titled owner of a motor vehicle, or a natural person having other indicia of ownership of a motor vehicle, including, but not limited to, a bill of sale or open title signed by a previous owner.

(b) *Seizures and impoundment.* A motor vehicle shall be subject to seizure and impoundment whenever a Police Officer has probable cause to believe that the vehicle:

- (1) Was used to facilitate the commission or attempted commission of an act of prostitution, assignation or lewdness as defined in F.S. § 796.07;
- (2) Was used to facilitate the commission of an act of solicitation for prostitution, lewdness, or assignation in violation of F.S. § 796.07;
- (3) Was used to facilitate the commission of an unnatural or lascivious act in violation of F.S. § 800.02;³
- (4) Was used to facilitate the commission of the exposure of sexual organs in violation of F.S. § 800.03;⁴
- (5) Was used to facilitate the commission of a violation of section 20-121 relating to precursor acts facilitating prostitution;
- (6) Unlawfully contains any controlled substance as defined in F.S. §§ 893.02 and 893.03; or
- (7) Was used to facilitate the commission of any violation of F.S. ch. 893.
- (8) Was driven or operated under the influence in violation of F.S. § 316.193.
- (9) Was used to facilitate human trafficking in violation of F.S. § 787.06.
- (10) Was driven to travel to meet a minor for sexual activity in violation of F.S. §847.0135(4).

Commented [HJ4]: Added per Laura's email.

(c) *Exceptions.* This section shall not apply and no vehicle shall be seized or impounded pursuant to this section if:

- (1) The vehicle was stolen at the time that it was otherwise subject to seizure and impoundment;
- (2) A law enforcement agency seizes the vehicle pursuant to the Florida Contraband Forfeiture Act; or

³ A person who commits any unnatural and lascivious act with another person commits a misdemeanor of the second degree, punishable as provided in s. 775.082 or s. 775.083. A mother's breastfeeding of her baby does not under any circumstance violate this section.

⁴ It is unlawful to expose or exhibit one's sexual organs in public or on the private premises of another, or so near thereto as to be seen from such private premises, in a vulgar or indecent manner, or to be naked in public except in any place provided or set apart for that purpose. Violation of this section is a misdemeanor of the first degree, punishable as provided in s. 775.082 or s. 775.083. A mother's breastfeeding of her baby does not under any circumstance violate this section.

(3) At the time the vehicle is subject to seizure and impoundment, it is under the control of a person other than an owner or co-owner and the owner or co-owner was not present at the time the vehicle became subject to seizure and impoundment.

(4) ~~The vehicle is owned by an individual who is immune from prosecution of City Code Sections 20-120(f) & (g) and 20-121(d).~~

Commented [HJ5]: Added because I thought it made sense in light of potential changes in these sections.

(d) *Duties of attending Police Officer.* Upon impounding a motor vehicle, the Police Officer shall:

(1) Arrange for the towing of the vehicle by a company having a written agreement with the City to provide towing and motor vehicle storage services, to the impound lot maintained by the company for the storage of motor vehicles pursuant to the agreement;

(2) Provide written notice of impoundment by hand delivery to any owner or co-owner of the vehicle who is present at the time the vehicle is impounded. The notice shall include a statement of the fact of the vehicle impoundment, a statement that the owner has the right to request a preliminary hearing to contest the seizure and impoundment pursuant to subsection (e) of this section and a final hearing pursuant to subsection (f) of this section, and a statement of the procedure and deadlines for requesting such hearings.

The notice shall also include a statement that the owner may elect to pay the administrative civil penalty, plus any towing and storage costs, as provided herein and waive the preliminary hearing, the final hearing, or both;

(3) The Police Department shall, within two business days of the impoundment, provide a notice of impoundment to any co-owner or lienholder whose name and address are known or can be ascertained after a search of the public records. The notice shall include a statement that the co-owner or lienholder has the right to request a preliminary hearing pursuant to subsection (e) of this section and a final hearing pursuant to subsection (f) of this section and shall describe the procedure and deadlines for requesting such hearings.

(e) *Preliminary hearing; administrative penalty.*

(1) Within five business days of receipt of the notice described in subsection (d) of this section, the owner, co-owner or lienholder may request a preliminary hearing by delivering to the address provided in the notice a written request for a preliminary hearing. Such request for a preliminary hearing shall set forth a telephone number and correct address where the owner, co-owner or lienholder may be contacted. The written notice must be received at the address provided in the notice within the allotted time, or the right to a preliminary hearing shall be deemed to be waived.

(2) Upon timely receipt of a written request for a preliminary hearing, the POD shall schedule a hearing to be held within five business days following the date of receipt of the request. The requesting party shall be notified by telephone of the date, time and location of the hearing; however, notice may be provided by other means at the election of the POD.

(3) The hearing shall be held before a hearing master provided by the City. At the outset of such hearing, the hearing master shall determine that notice of the hearing was perfected. The sole issue to be considered by the hearing master is whether the impounding Police Officer had probable cause under this section to seize and impound the vehicle. The formal rules of evidence shall not apply and hearsay evidence, including any relevant police report, is admissible. The burden of demonstrating probable cause is on the City.

(4) If the City establishes probable cause to support the impoundment, the hearing master shall order the continued impoundment of the vehicle pending final hearing or the payment of an administrative civil penalty of \$500.00 together with all fees and charges incurred for towing and storage services, in amounts not to exceed the amounts previously established by agreement between the City and the wrecking company for such services. Alternatively, the owner may secure release of the vehicle by posting a cash bond (money order or certified check) in the

amount of \$500.00 with the City, and payment of towing and storage charges to the wrecker company.

If no probable cause is found at the preliminary hearing, the vehicle shall be released to the owner as soon as practical without the imposition of penalties or fees whatsoever, and in such event any fees or costs paid to the City or for towing and storage of the vehicle shall be promptly refunded to the owner.

- (5) An owner may elect to waive the preliminary hearing, the final hearing, or both, and pay the administrative civil penalty of \$500.00 to the City and any towing and storage charges due the wrecker company. An executed waiver shall bind both the owner and co-owner except as otherwise provided herein. An owner subsequently found not guilty of all criminal offenses and ordinance violations that arose out of conduct that caused the vehicle to be impounded shall have the right to receive a refund of the civil penalty paid at the time of executing the waiver and towing and storage charges.

(f) *Final hearing.*

- (1) Within 15 days of receipt of the notice described in subsection (d) of this section, the owner, co-owner, or lienholder may request a final hearing by delivering to the address provided in the notice a written request for a final hearing, together with a \$50.00 final hearing fee (certified check or money order). Such a request for a final hearing shall set forth a telephone number and correct address where the owner, co-owner, or lienholder may be contacted. The written notice must be received by the Police Department within the allotted time, or the right to a final hearing shall be deemed to be waived.

Within five business days of receipt of the request for a final hearing, the Police Department shall notify by hand delivery or by certified mail, return receipt requested, the party requesting the final hearing of the date, time and location of a final hearing to be conducted pursuant to this subsection. Notification shall be complete upon mailing. Unless continued by order of a hearing master, the final hearing shall be held no later than 15 business days after receipt of the request for final hearing. The formal rules of evidence will not apply at the final hearing and hearsay evidence is admissible. Cross examination shall be permitted and all witnesses shall be sworn. The City shall have the burden to show by clear and convincing evidence that the vehicle was used as set forth in subsection (b) of this section.

It shall be a defense that the vehicle was stolen or that the vehicle was under the control of a person other than an owner or co-owner and the owner or co-owner was not present at the time the vehicle became subject to seizure and impoundment. The owner shall have the burden of proving this defense by a preponderance of the evidence.

- (2) If, after the hearing, a finding is made that the vehicle is subject to impoundment as provided herein and that none of the exceptions listed in subsection (c) of this section apply, unless the vehicle has previously been released to the owner, the hearing master shall enter an order requiring continued impoundment of the vehicle for a period not to exceed 30 days pending payment of \$500.00 administrative civil penalty, plus hearing costs of \$50.00 with the City, and payment of towing and storage charges to the wrecker company. If the hearing master determines that the City did not meet its burden of proof or that one of the exceptions set forth in subsection (c) of this section apply, the vehicle shall be released to the owner as soon as practical without the imposition of penalties or fees whatsoever. Any cash bond posted shall be returned.
- (3) If the final hearing is not held as provided in subsection (f)(1) of this section the vehicle shall be released to the owner as soon as practical without the imposition of penalties or fees whatsoever. The owner shall not be entitled to release of the vehicle for delays in receiving notice of the final hearing absent a showing of resulting prejudice.

- (g) *Failure to pay fine.* A failure by the owner to pay any fine assessed plus any accrued towing and storage charges within the time specified in the final order shall constitute abandonment of the vehicle. In the case where the vehicle is subject to a perfected lien, the City may release the vehicle to the lienholder upon payment of the administrative civil penalty and cost of the hearing to the City and accrued towing and storage fees to the wrecker company.
- (1) If no final hearing is timely requested, the cash bond has not been posted with the Police Department, and the vehicle is subject to a perfected lien, the City may release the vehicle to the lienholder upon payment of the administrative civil penalty and accrued towing and storage fees to the wrecker company.
- (2) If no final hearing is timely requested and the cash bond is not posted with the Police Department and the vehicle is not subject to a perfected lien, the vehicle shall be deemed abandoned by the owner and the vehicle shall be released to the wrecker company to satisfy the wrecker company's lien 30 days after the date of impoundment.
- (h) *Settlement agreements to accomplish objective of section.* The City Attorney or his designee is hereby authorized to enter into settlement agreements as may be appropriate to accomplish the objective of this section.
- (i) *Enforcement of provisions.* Nothing herein shall be construed to prohibit the City from enforcing the provisions of this section against a vehicle initially impounded pursuant to the Florida Contraband Forfeiture Act.
- (j) *Recording of order.* A certified copy of the order of the hearing master imposing an administrative civil penalty and assessing towing, storage and hearing costs may be recorded in the public records of any county. Upon recording, the order shall constitute a lien against any personal property owned by the vehicle owner. Such lien shall be superior to all other liens, except a lien for taxes and shall bear interest at the rate authorized by law from the date of its filing. Upon petition to the circuit court such order may be enforced in the same manner as a court judgment by the sheriffs of this State, including levy against such personal property; however, such order shall not be deemed a court judgment except for enforcement purposes. In an action to enforce an order as provided in this section, the City shall be entitled to recover all costs, including a reasonable attorney's fee that it incurs thereby.
- (k) *Appeal.* The owner of the vehicle that was seized and impounded may appeal a ruling or order of the hearing master by proceeding in circuit court in accordance with Rule 9.190, Florida Rules of Civil Procedure. An appeal shall be filed within 30 days of the rendition of the order to be appealed. The nature of the appeal shall be from a final administrative order.
- (l) *Authority to appoint hearing master.* The POD is authorized to contract with an individual to perform the functions of a hearing master. Any such person with whom the POD contracts shall be designated as a hearing master and have all powers of the hearing master, as provided within this section.

(Code 1992, § 20-122; Ord. No. 350-G, § 1, 10-15-1998; Ord. No. 548-G, § 3, 9-5-2002; Ord. No. 561-G, § 1, 10-17-2002; Ord. No. 304-H, § 1, 10-5-2017)

Important related State Statutes:

1. Prostitution, assignation, or lewdness and/or solicitation thereof (§ 796.07) (see footnote 1)

2. Unnatural or lascivious act (§ 800.02)- (Footnote 2)
3. Exposure (§ 800.03) – (Footnote 3)
4. Human Trafficking (§ 787.06)

(1)

(a) The Legislature finds that human trafficking is a form of modern-day slavery. Victims of human trafficking are young children, teenagers, and adults. Thousands of victims are trafficked annually across international borders worldwide. Many of these victims are trafficked into this state. Victims of human trafficking also include citizens of the United States and those persons trafficked domestically within the borders of the United States. The Legislature finds that victims of human trafficking are subjected to force, fraud, or coercion for the purpose of sexual exploitation or forced labor.

(b) The Legislature finds that while many victims of human trafficking are forced to work in prostitution or the sexual entertainment industry, trafficking also occurs in forms of labor exploitation, such as domestic servitude, restaurant work, janitorial work, sweatshop factory work, and migrant agricultural work.

(c) The Legislature finds that traffickers use various techniques to instill fear in victims and to keep them enslaved. Some traffickers keep their victims under lock and key. However, the most frequently used practices are less obvious techniques that include isolating victims from the public and family members; confiscating passports, visas, or other identification documents; using or threatening to use violence toward victims or their families; telling victims that they will be imprisoned or deported for immigration violations if they contact authorities; and controlling the victims' funds by holding the money ostensibly for safekeeping.

(d) It is the intent of the Legislature that the perpetrators of human trafficking be penalized for their illegal conduct and that the victims of trafficking be protected and assisted by this state and its agencies. In furtherance of this policy, it is the intent of the Legislature that the state Supreme Court, The Florida Bar, and relevant state agencies prepare and implement training programs in order that judges, attorneys, law enforcement personnel, investigators, and others are able to identify traffickers and victims of human trafficking and direct victims to appropriate agencies for assistance. It is the intent of the Legislature that the Department of Children and Families and other state agencies cooperate with other state and federal agencies to ensure that victims of human trafficking can access social services and benefits to alleviate their plight.

(2) As used in this section, the term:

(a) "Coercion" means:

1. Using or threatening to use physical force against any person;
2. Restraining, isolating, or confining or threatening to restrain, isolate, or confine any person without lawful authority and against her or his will;
3. Using lending or other credit methods to establish a debt by any person when labor or services are pledged as a security for the debt, if the value of the labor or services as reasonably assessed is not applied toward the liquidation of the debt, the length and nature of the labor or services are not respectively limited and defined;
4. Destroying, concealing, removing, confiscating, withholding, or possessing any actual or purported passport, visa, or other immigration document, or any other actual or purported government identification document, of any person;
5. Causing or threatening to cause financial harm to any person;
6. Enticing or luring any person by fraud or deceit; or
7. Providing a controlled substance as outlined in Schedule I or Schedule II of s. 893.03 to any person for the purpose of exploitation of that person.

(b) "Commercial sexual activity" means any violation of chapter 796 or an attempt to commit any such offense, and includes sexually explicit performances and the production of pornography.

(c) "Financial harm" includes extortionate extension of credit, loan sharking as defined in s. 687.071, or employment contracts that violate the statute of frauds as provided in s. 725.01.

(d) "Human trafficking" means transporting, soliciting, recruiting, harboring, providing, enticing, maintaining, or obtaining another person for the purpose of exploitation of that person.

(e) "Labor" means work of economic or financial value.

(f) "Maintain" means, in relation to labor or services, to secure or make possible continued performance thereof, regardless of any initial agreement on the part of the victim to perform such type service.

(g) "Obtain" means, in relation to labor or services, to secure performance thereof.

(h) "Services" means any act committed at the behest of, under the supervision of, or for the benefit of another. The term includes, but is not limited to, forced marriage, servitude, or the removal of organs.

(i) "Sexually explicit performance" means an act or show, whether public or private, that is live, photographed, recorded, or videotaped and intended to arouse or satisfy the sexual desires or appeal to the prurient interest.

(j) "Unauthorized alien" means an alien who is not authorized under federal law to be employed in the United States, as provided in 8 U.S.C. s. 1324a(h)(3). The term shall be interpreted consistently with that section and any applicable federal rules or regulations.

(k) "Venture" means any group of two or more individuals associated in fact, whether or not a legal entity.

(3) Any person who knowingly, or in reckless disregard of the facts, engages in human trafficking, or attempts to engage in human trafficking, or benefits financially by receiving anything of value from participation in a venture that has subjected a person to human trafficking:

(a)

1. For labor or services of any child under the age of 18 commits a felony of the first degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

2. Using coercion for labor or services of an adult commits a felony of the first degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

(b) Using coercion for commercial sexual activity of an adult commits a felony of the first degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

(c)

1. For labor or services of any child under the age of 18 who is an unauthorized alien commits a felony of the first degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

2. Using coercion for labor or services of an adult who is an unauthorized alien commits a felony of the first degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

(d) Using coercion for commercial sexual activity of an adult who is an unauthorized alien commits a felony of the first degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

(e)

1. For labor or services who does so by the transfer or transport of any child under the age of 18 from outside this state to within the state commits a felony of the first degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

2. Using coercion for labor or services who does so by the transfer or transport of an adult from outside this state to within the state commits a felony of the first degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

(f)

1. For commercial sexual activity who does so by the transfer or transport of any child under the age of 18 from outside this state to within the state commits a felony of the first degree, punishable by imprisonment for a term of years not exceeding life, or as provided in s. 775.082, s. 775.083, or s. 775.084.

2. Using coercion for commercial sexual activity who does so by the transfer or transport of an adult from outside this state to within the state commits a felony of the first degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

(g) For commercial sexual activity in which any child under the age of 18, or in which any person who is mentally defective or mentally incapacitated as those terms are defined in s. 794.011(1), is involved commits a life felony, punishable as provided in s. 775.082(3)(a)6., s. 775.083, or s. 775.084.

For each instance of human trafficking of any individual under this subsection, a separate crime is committed and a separate punishment is authorized.

(4)

(a) Any parent, legal guardian, or other person having custody or control of a minor who sells or otherwise transfers custody or control of such minor, or offers to sell or otherwise transfer custody of such minor, with knowledge or in reckless disregard of the fact that, as a consequence of the sale or transfer, the

minor will be subject to human trafficking commits a life felony, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

(b) Any person who, for the purpose of committing or facilitating an offense under this section, permanently brands, or directs to be branded, a victim of an offense under this section commits a second degree felony, punishable as provided in s. 775.082, s. 775.083, or s. 775.084. For purposes of this subsection, the term “permanently branded” means a mark on the individual’s body that, if it can be removed or repaired at all, can only be removed or repaired by surgical means, laser treatment, or other medical procedure.

(5) The Criminal Justice Standards and Training Commission shall establish standards for basic and advanced training programs for law enforcement officers in the subjects of investigating and preventing human trafficking crimes. Every basic skills course required for law enforcement officers to obtain initial certification must include training on human trafficking crime prevention and investigation.

(6) Each state attorney shall develop standards of instruction for prosecutors to receive training on the investigation and prosecution of human trafficking crimes and shall provide for periodic and timely instruction.

(7) Any real property or personal property that was used, attempted to be used, or intended to be used in violation of any provision of this section may be seized and shall be forfeited subject to the provisions of the Florida Contraband Forfeiture Act.

(8) The degree of an offense shall be reclassified as follows if a person causes great bodily harm, permanent disability, or permanent disfigurement to another person during the commission of an offense under this section:

(a) A felony of the second degree shall be reclassified as a felony of the first degree.

(b) A felony of the first degree shall be reclassified as a life felony.

(9) In a prosecution under this section, the defendant’s ignorance of the victim’s age, the victim’s misrepresentation of his or her age, or the defendant’s bona fide belief of the victim’s age cannot be raised as a defense.

(10)

(a) Information about the location of a residential facility offering services for adult victims of human trafficking involving commercial sexual activity, which is held by an agency, as defined in s. 119.011, is confidential and exempt from s. 119.07(1) and s. 24(a), Art. I of the State Constitution. This exemption applies to such confidential and exempt information held by an agency before, on, or after the effective date of the exemption.

(b) Information about the location of a residential facility offering services for adult victims of human trafficking involving commercial sexual activity may be provided to an agency, as defined in s. 119.011, as necessary to maintain health and safety standards and to address emergency situations in the residential facility.

(c) The exemptions from s. 119.07(1) and s. 24(a), Art. I of the State Constitution provided in this subsection do not apply to facilities licensed by the Agency for Health Care Administration.

(d) This subsection is subject to the Open Government Sunset Review Act in accordance with s. 119.15 and shall stand repealed on October 2, 2020, unless reviewed and saved from repeal through reenactment by the Legislature.

(11) A victim’s lack of chastity or the willingness or consent of a victim is not a defense to prosecution under this section if the victim was under 18 years of age at the time of the offense.

5. Traveling to Meet a Minor for Sexual Activity (§ 847.0135(4))

(4) Traveling to meet a minor. — Any person who travels any distance either within this state, to this state, or from this state by any means, who attempts to do so, or who causes another to do so or to attempt to do so for the purpose of engaging in any illegal act described in chapter 794, chapter 800, or chapter 827, or to otherwise engage in other unlawful sexual conduct with a child or with another person believed by

the person to be a child after using a computer online service, Internet service, local bulletin board service, or any other device capable of electronic data storage or transmission to:

(a) Seduce, solicit, lure, or entice or attempt to seduce, solicit, lure, or entice a child or another person believed by the person to be a child, to engage in any illegal act described in chapter 794, chapter 800, or chapter 827, or to otherwise engage in other unlawful sexual conduct with a child; or

(b) Solicit, lure, or entice or attempt to solicit, lure, or entice a parent, legal guardian, or custodian of a child or a person believed to be a parent, legal guardian, or custodian of a child to consent to the participation of such child in any act described in chapter 794, chapter 800, or chapter 827, or to otherwise engage in any sexual conduct,

commits a felony of the second degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084.

CITY COUNCIL AGENDA NEW BUSINESS ITEM

TO: Members of City Council

DATE: May 7, 2020

COUNCIL DATE: May 21, 2020

RE: *A Referral to the Public Services & Infrastructure Committee, or Other Relevant Committee, to Discuss a Resolution Requesting Administration to Consider Including a Significant “Contiguous and Open Greenspace for Active, Urban Parkland” Requirement in the Upcoming Request for Proposals (“RFP”) for the Master Developer Contract for the 86-Acre Tropicana Field Site*

ACTION DESIRED:

Respectfully requesting a referral to the Public Services & Infrastructure committee, or other relevant committee, to discuss a resolution by City Council to request City Administration to include a “contiguous and open greenspace for active, urban parkland” requirement of significant size (~ 30 acres) in the upcoming Master Developer request for proposal (“RFP”) for the development of the 86-acre Tropicana Field site.

RATIONALE:

This request intends to memorialize this City Council’s commitment to preserving park space for future generations. It is not intended that the Booker Creek footprint be included in the total park acreage, although this natural water feature could serve as a natural design element to incorporate into a linear park. The active, urban park space intends to bring added value to future development at the site and is compatible with potential stadium ambitions. It is also intended that the creation of this park acknowledge and connect to the full history of our city’s African-American heritage in a meaningful way.

Council Member Darden Rice - District 4



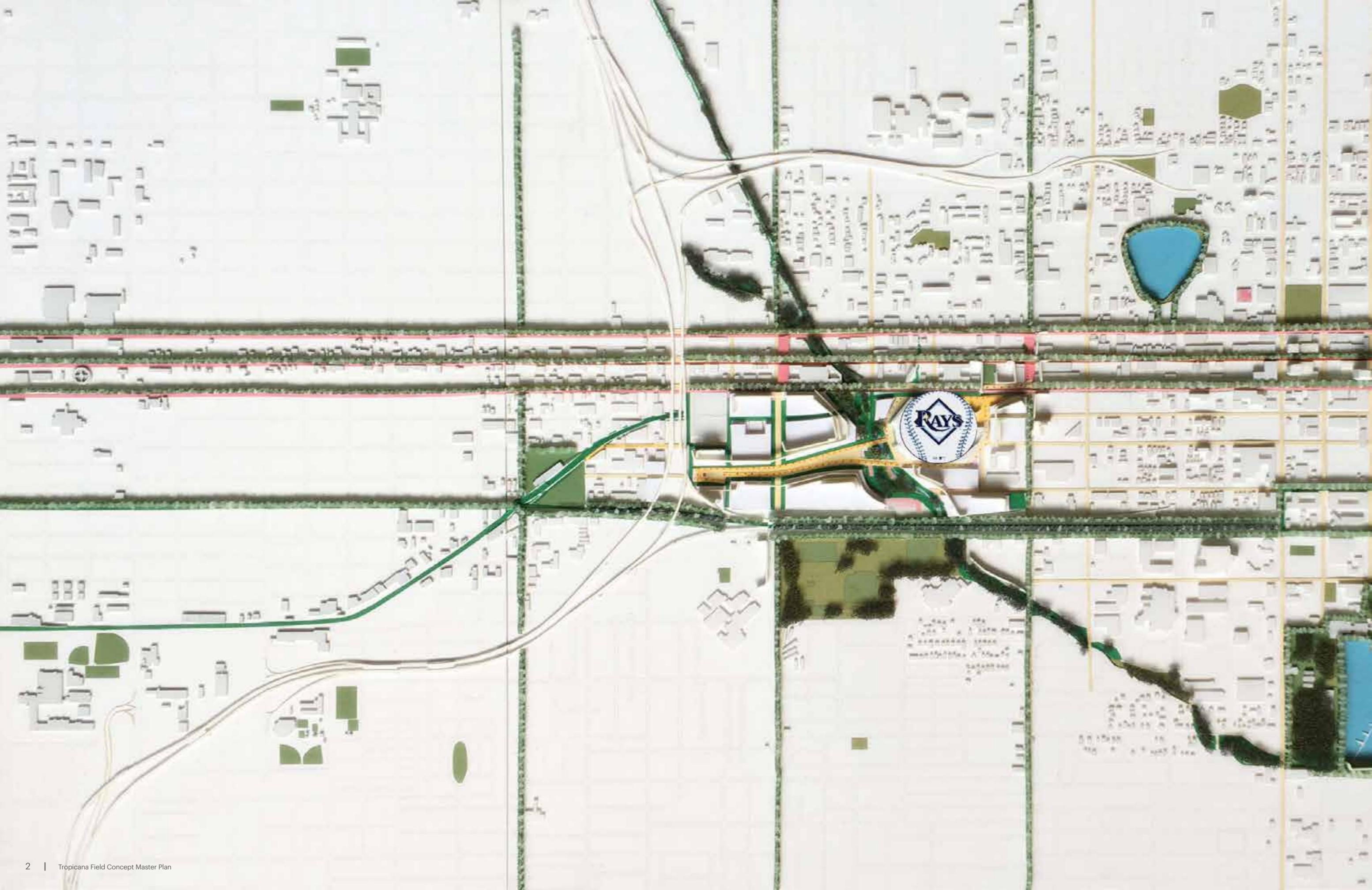
TROPICANA FIELD

CONCEPT MASTER PLAN

AN URBAN DESIGN PROPOSAL

PREPARED FOR:
CITY OF ST. PETERSBURG

HKS
MARCH 2017





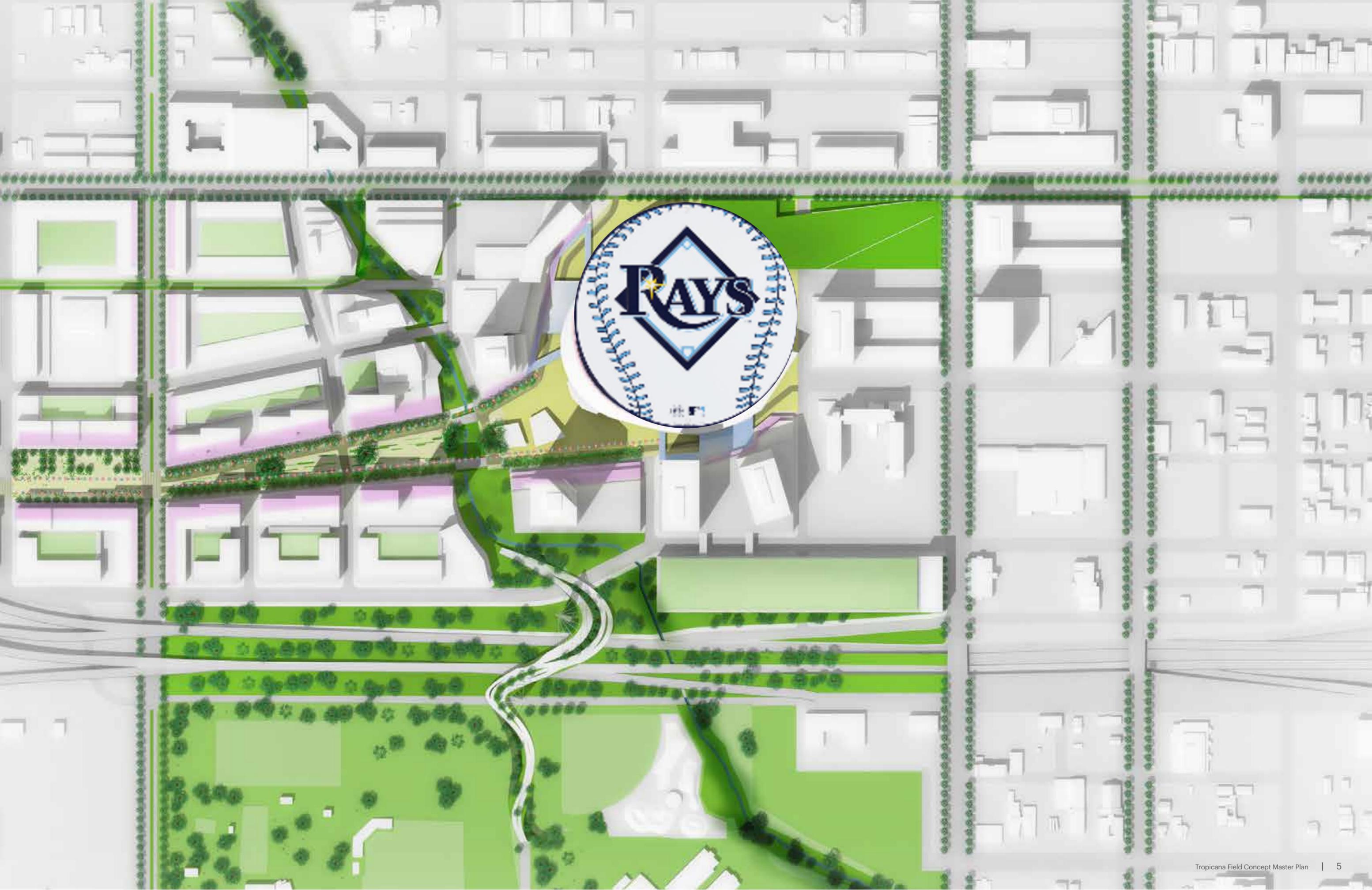
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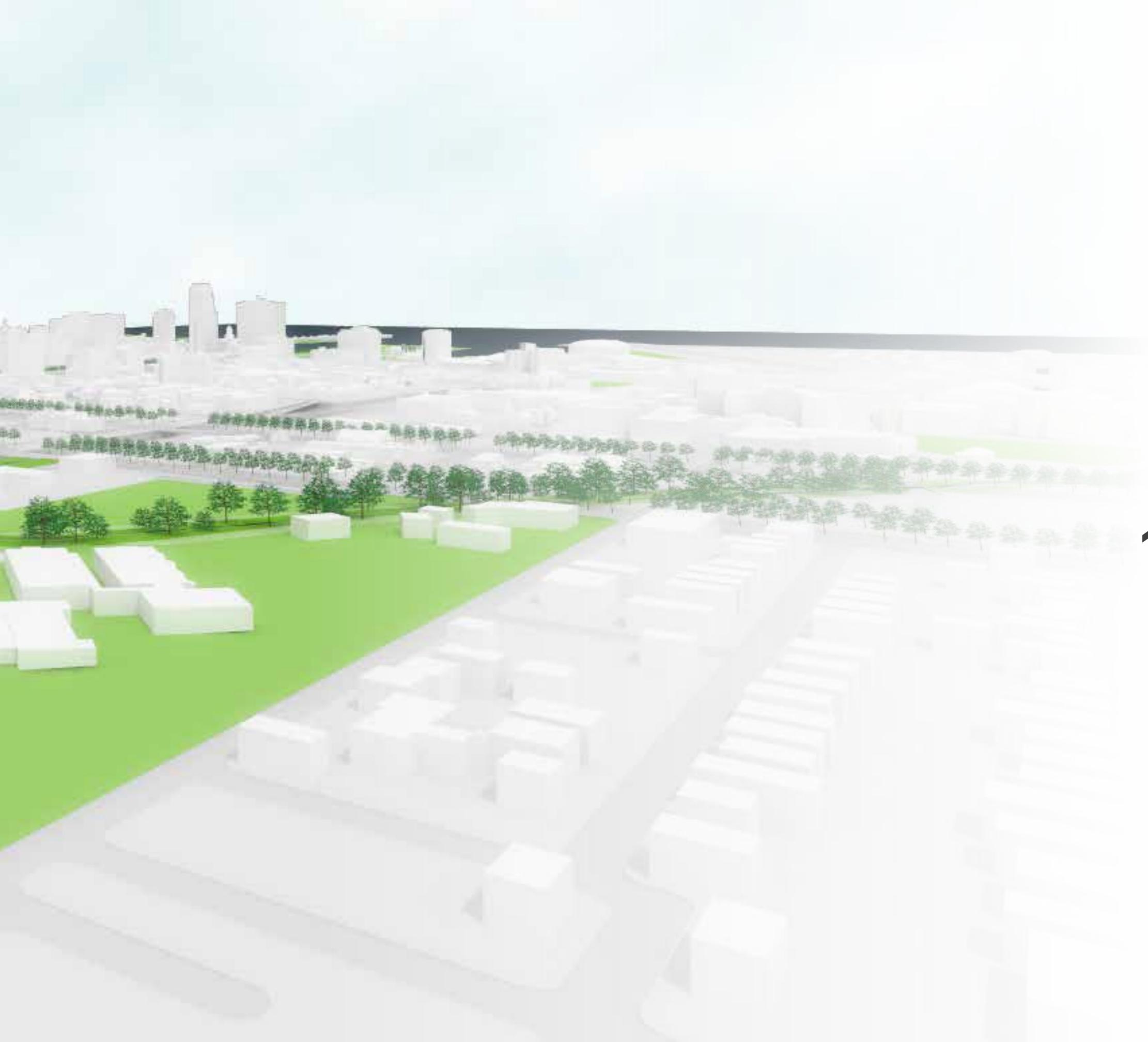
A Vision for Tropicana Field

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.

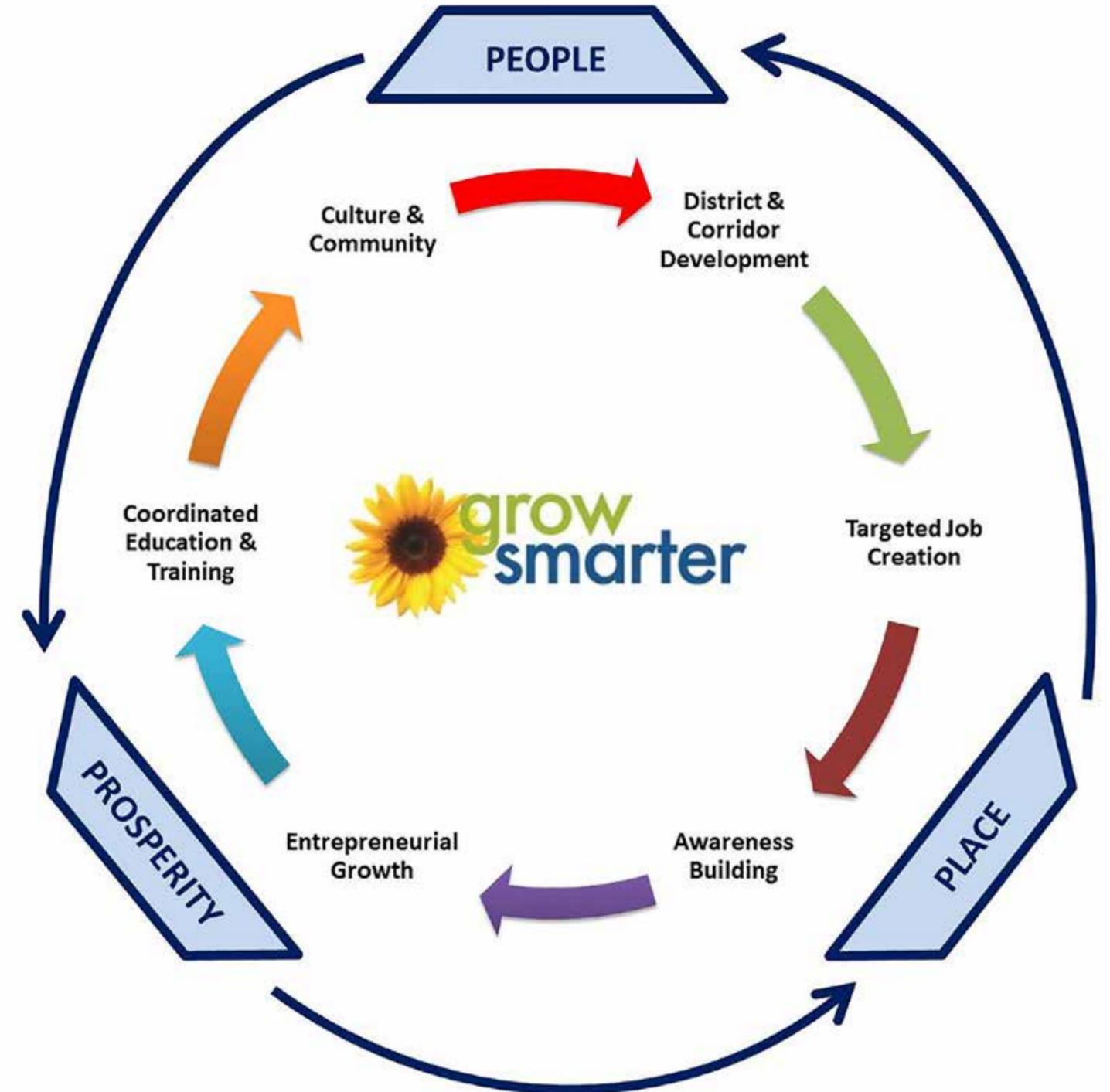
The Grow Smarter strategy identified five target sectors in St. Petersburg where competitive advantages exist, prospects for future growth are greatest, and return on investment is likely highest. Those target sectors are: Marine & Life Sciences, Specialized Manufacturing, Financial Services, Data Analytics,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

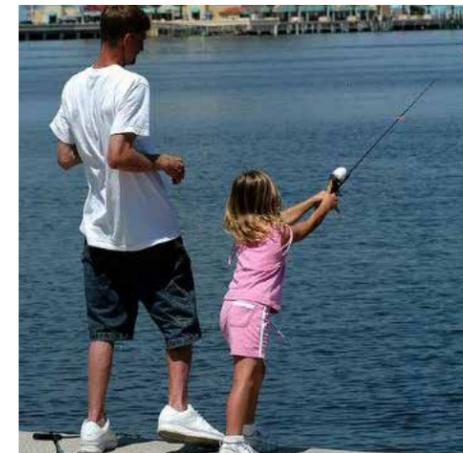
The diversity of St. Petersburg as a city is unique and truly special to its character. Maintaining the authenticity of what exists in this city is critical to the planning of the Tropicana site. Because of its proximity to the center of the city, establishing connections to the residential neighborhoods, 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.

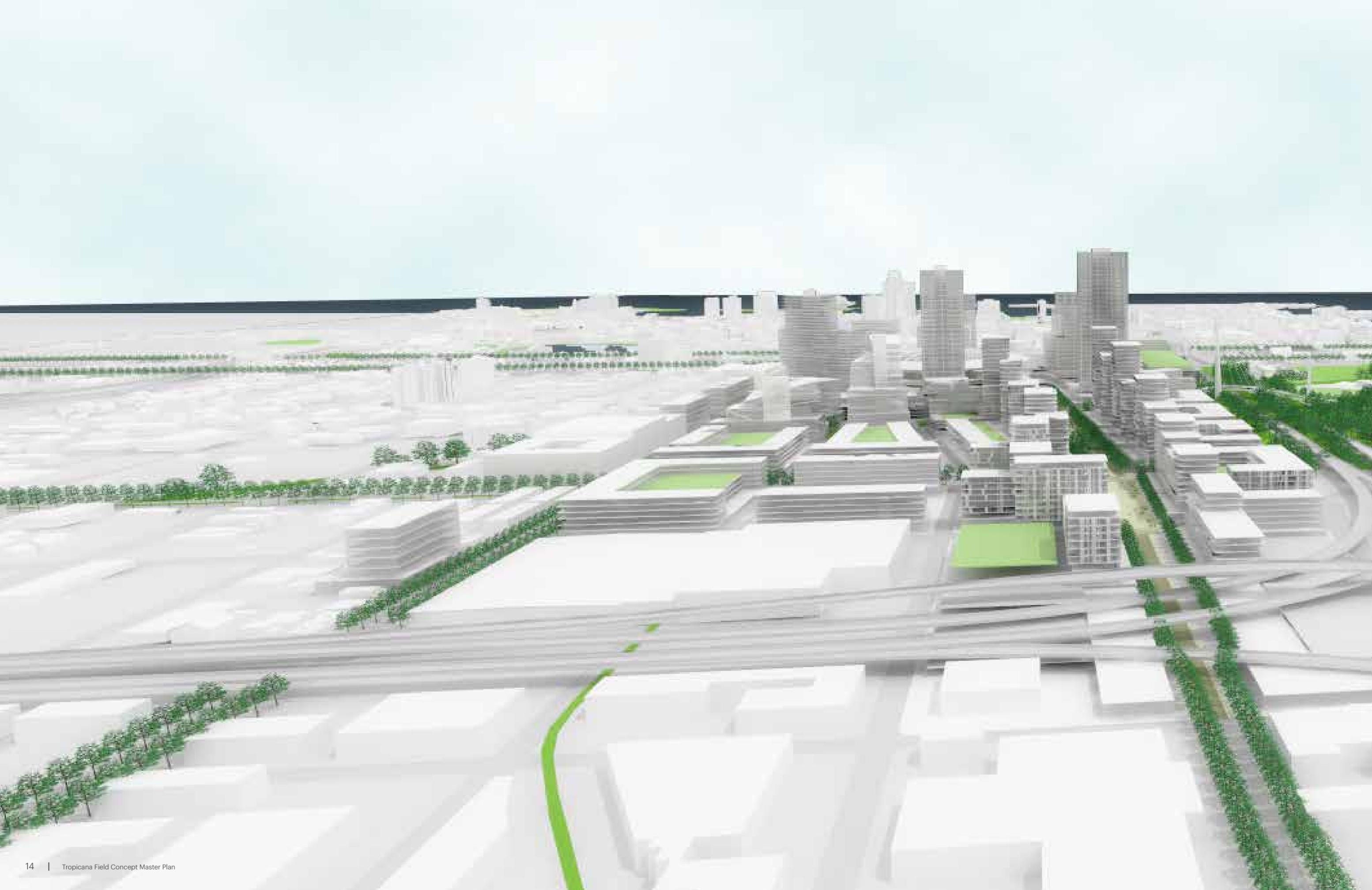
The Downtown Waterfront One of the most dominant elements of St. Petersburg is the downtown waterfront. Catering to tourists and residents of St. Petersburg, the waterfront is where much of the city's economic prosperity occurs. The liveliness of the area draws a range of activities from concert events 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.

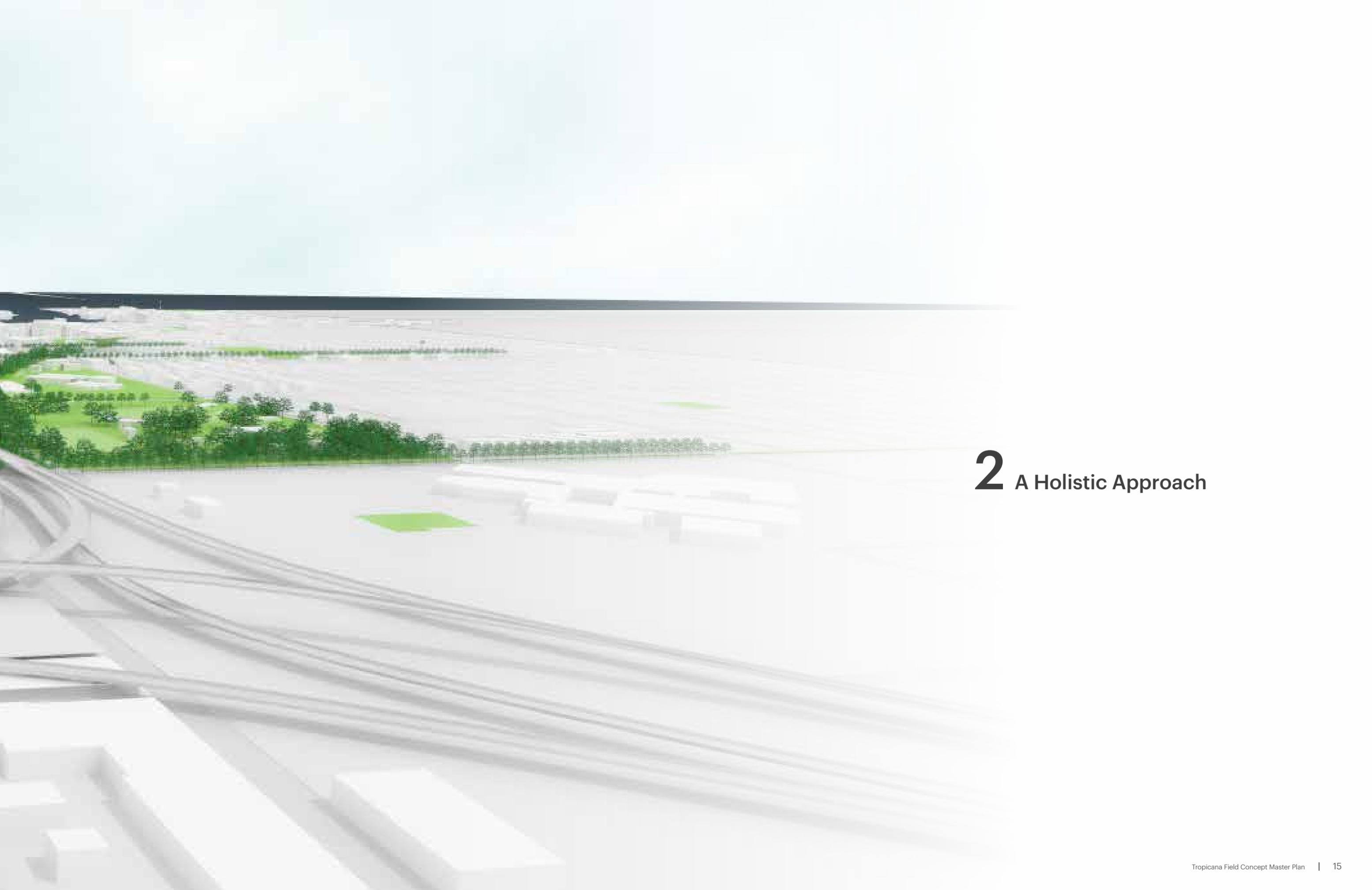
Embracing the Arts To the west of the Tropicana site, a thriving artistic community exists. Older buildings in the Warehouse Arts District, EDGE District, and the Deuces Live Main Street are transformed into art studios and centers to display the work of the local artists in this community. An important 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.



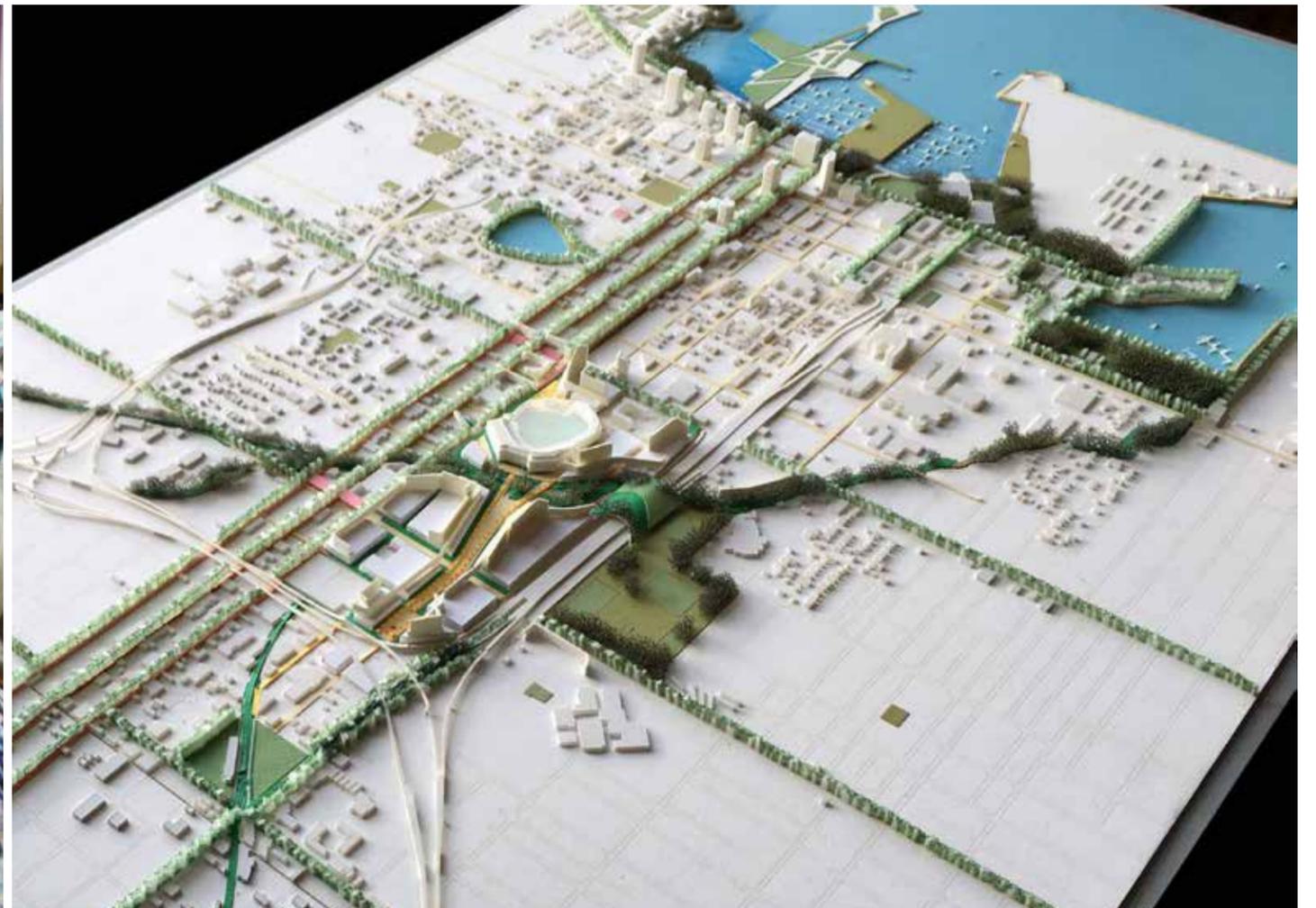
Earning and Building Consensus

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

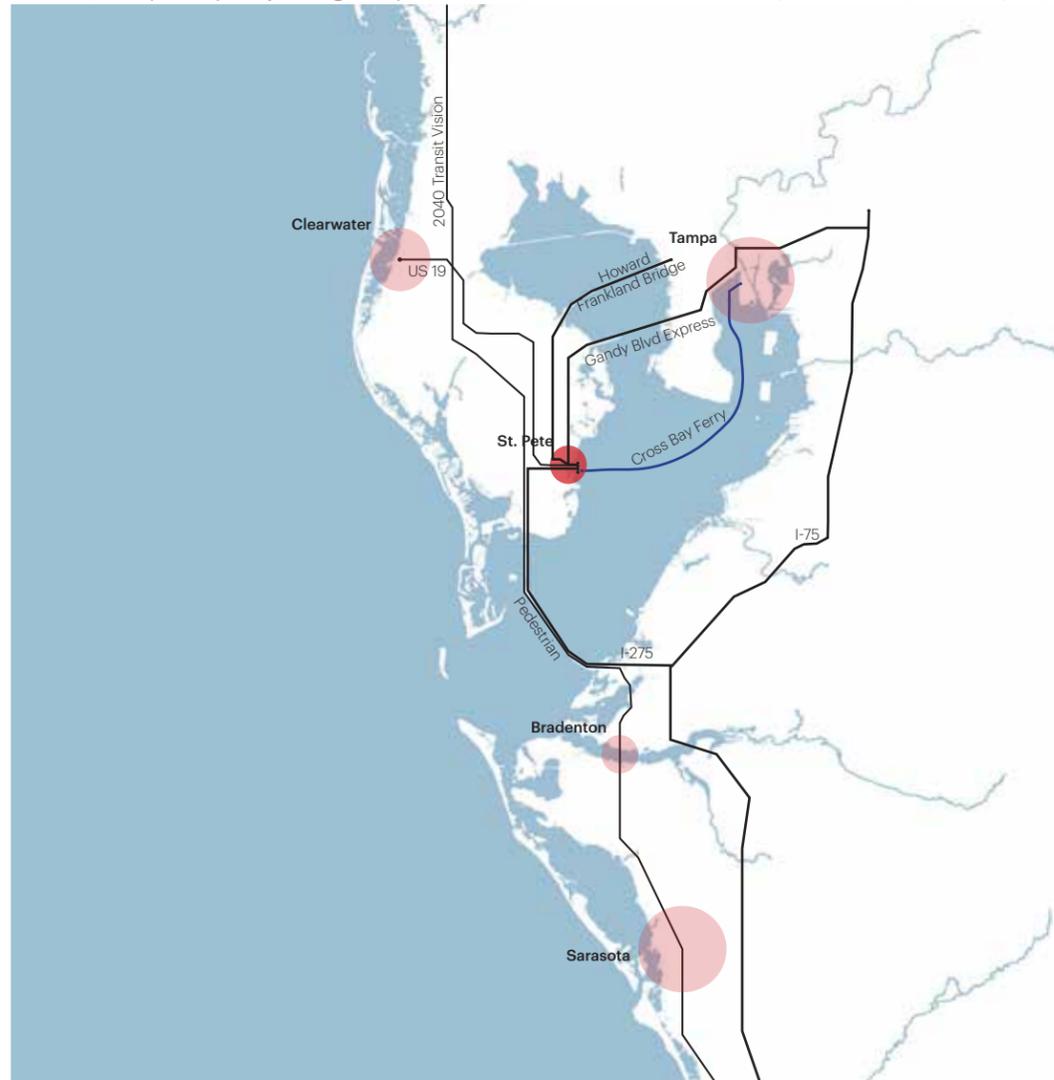
The Tropicana site consists of 86 acres occupied mostly by asphalt; the exception is the existing indoor Tropicana Field, home for the Tampa Bay Rays. The site is divided from its neighbors by I-275 and I-175, and a 70-acre asphalt parking lot. The site is separated from the Warehouse Arts District and 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.

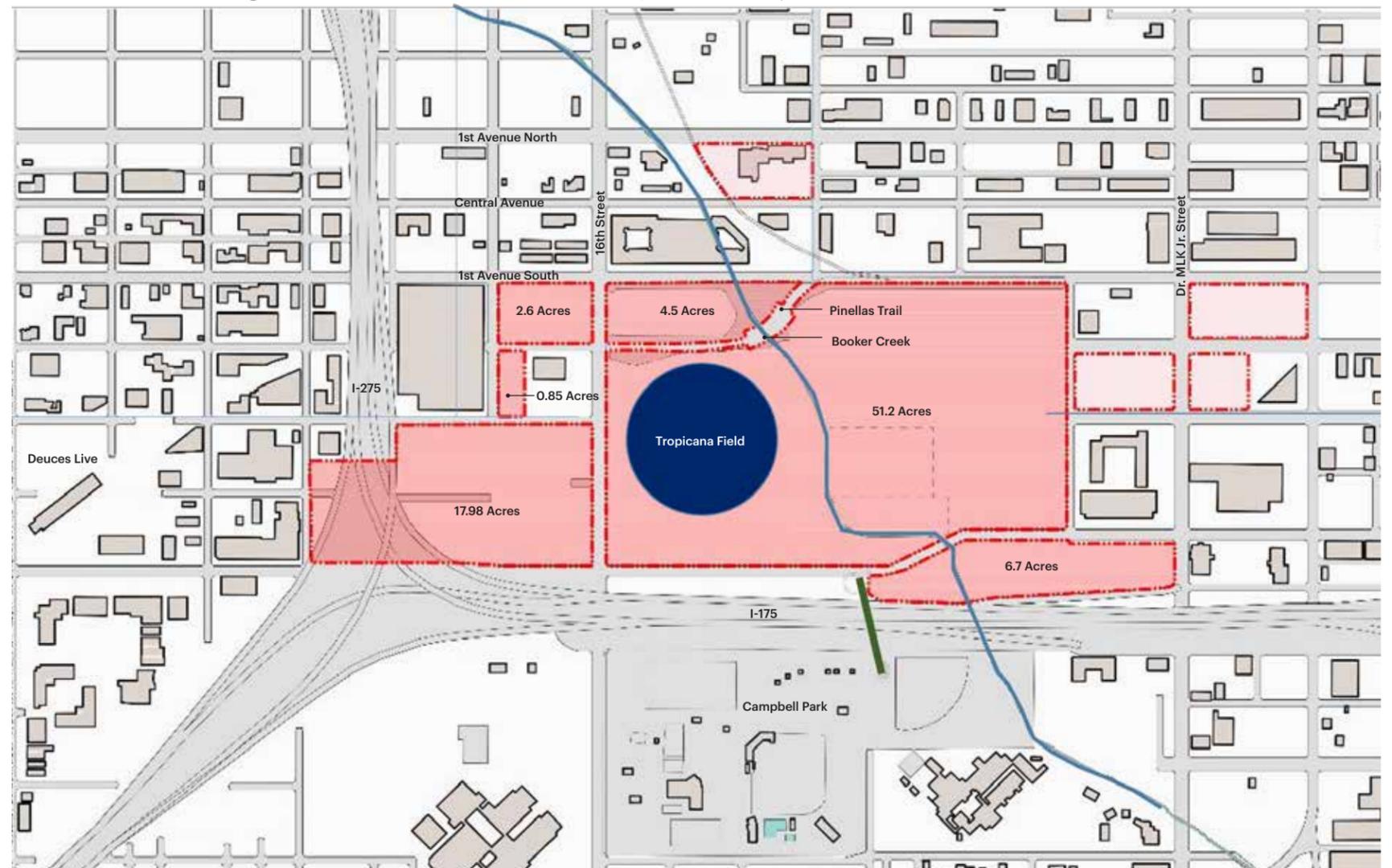


Above | Site Photos From left to right - Highway 275 is a barrier; Pinellas Trail and Booker Creek intersect; The asphalt-dominant site

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



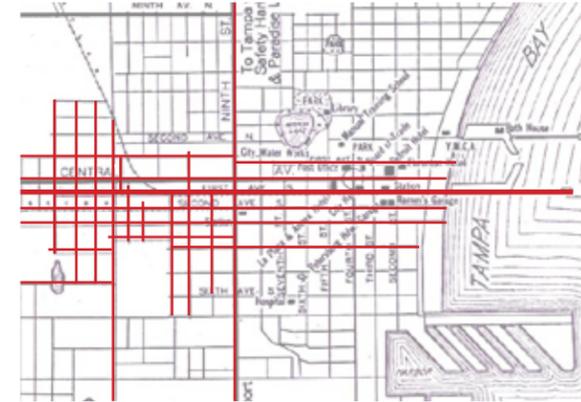
A Holistic Approach | Existing Site Conditions

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

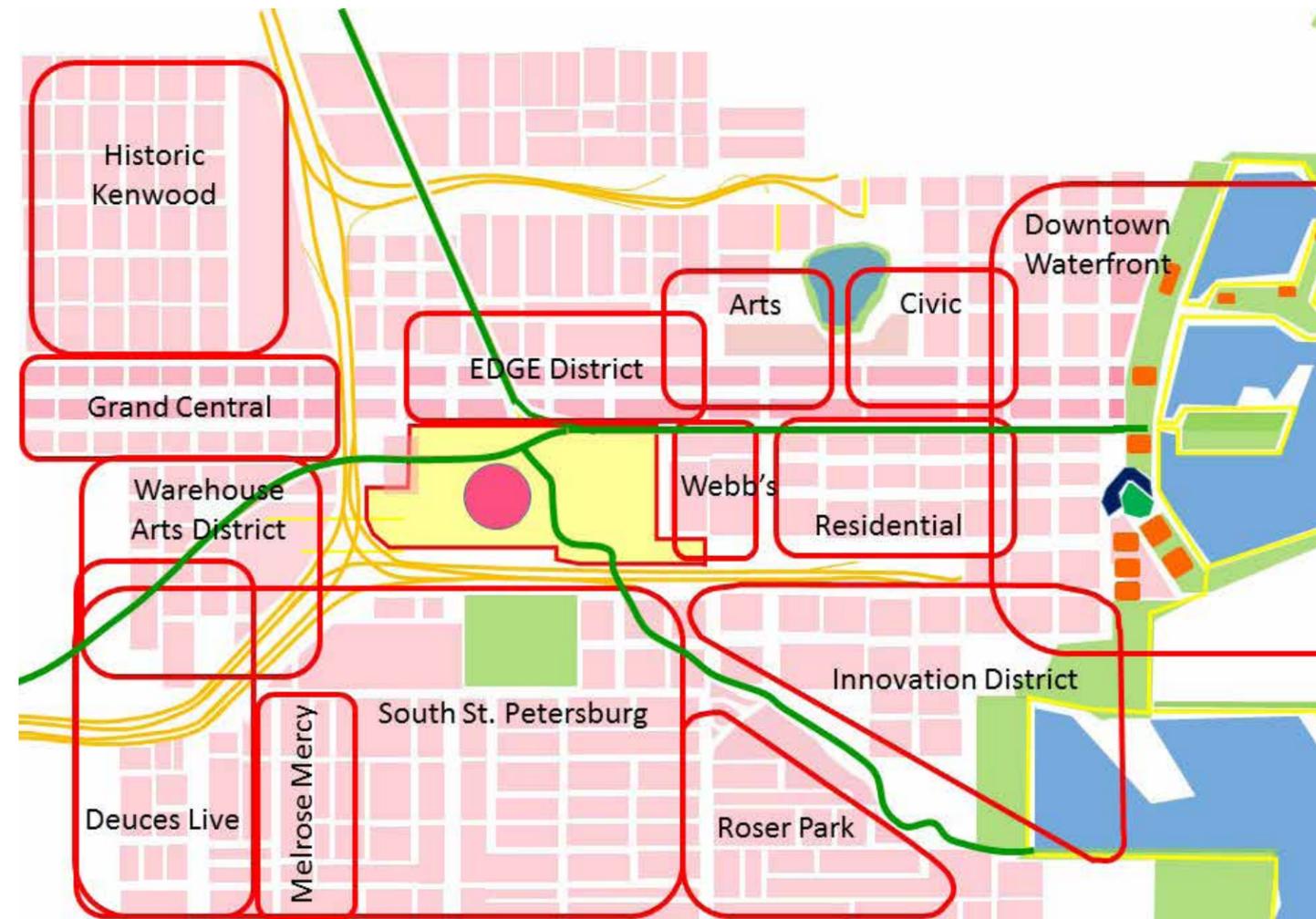


A Holistic Approach | Guiding Principles

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 16th 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

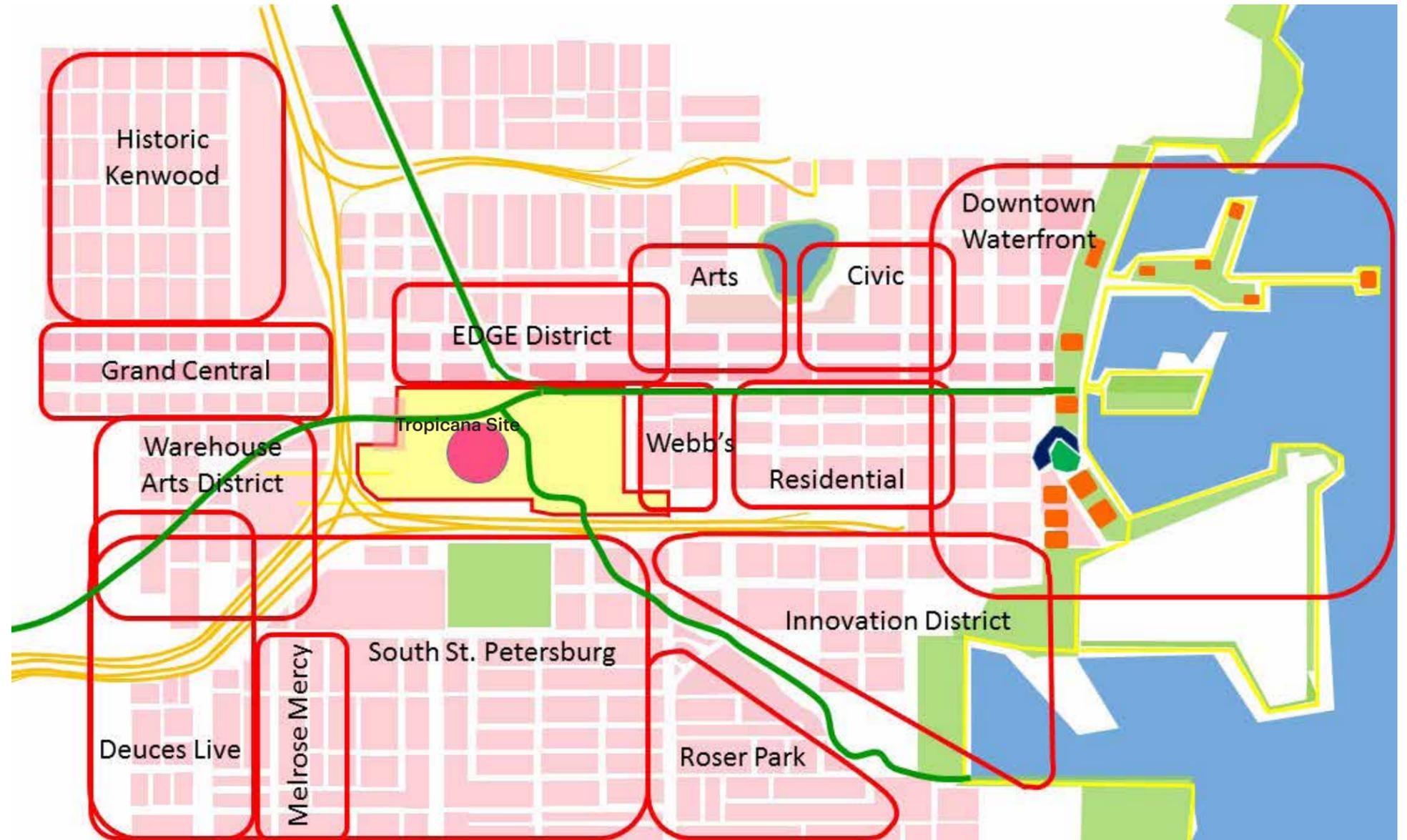
The Tropicana site is surrounded by numerous neighborhoods and business districts. A majority of these areas are highly residential and home to a population that thrives on small business. From art studios to local eateries, the potential for introducing a catalyst for these businesses to thrive in St. 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



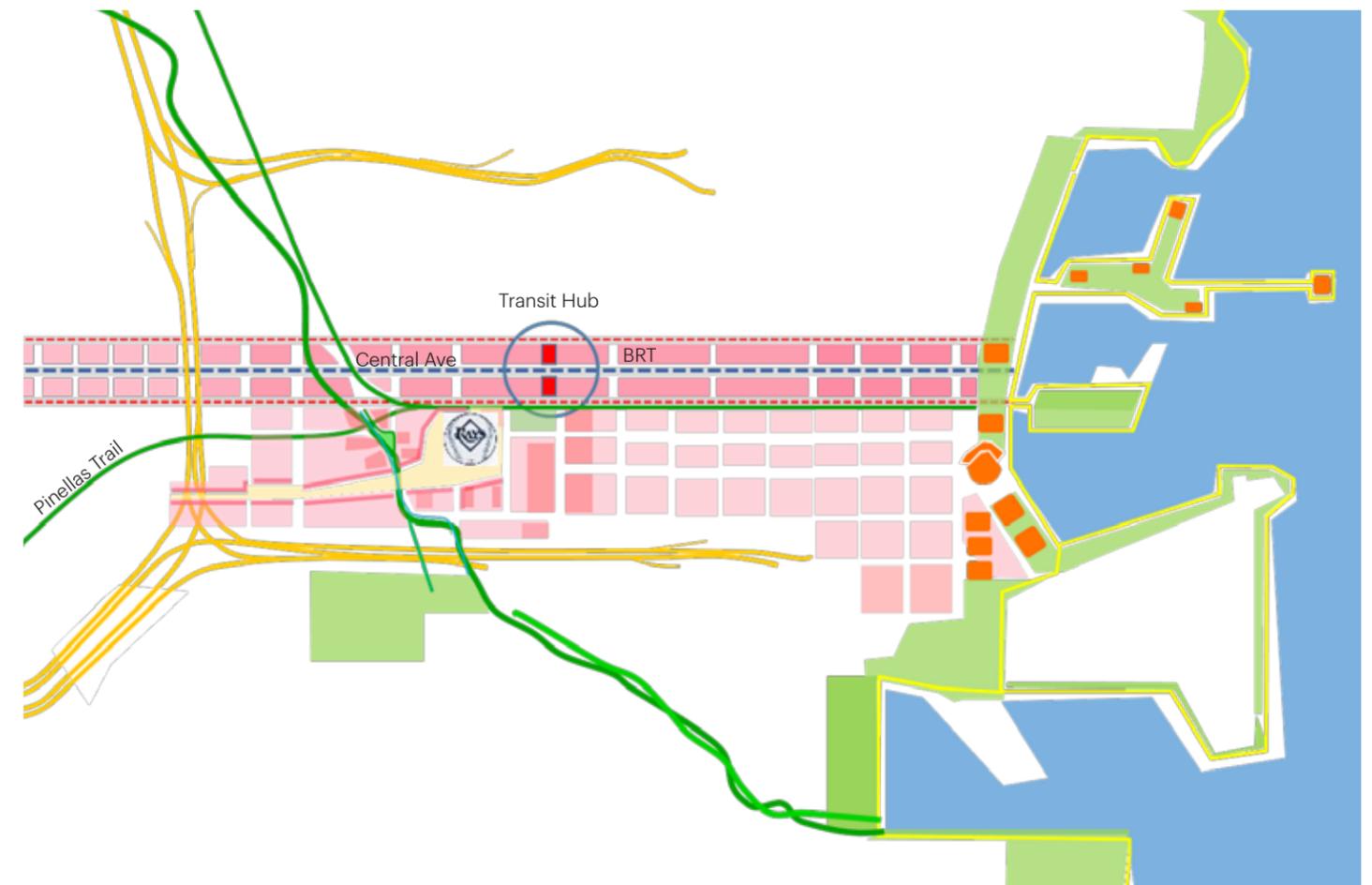
Integrate Regional Bike and Trail System



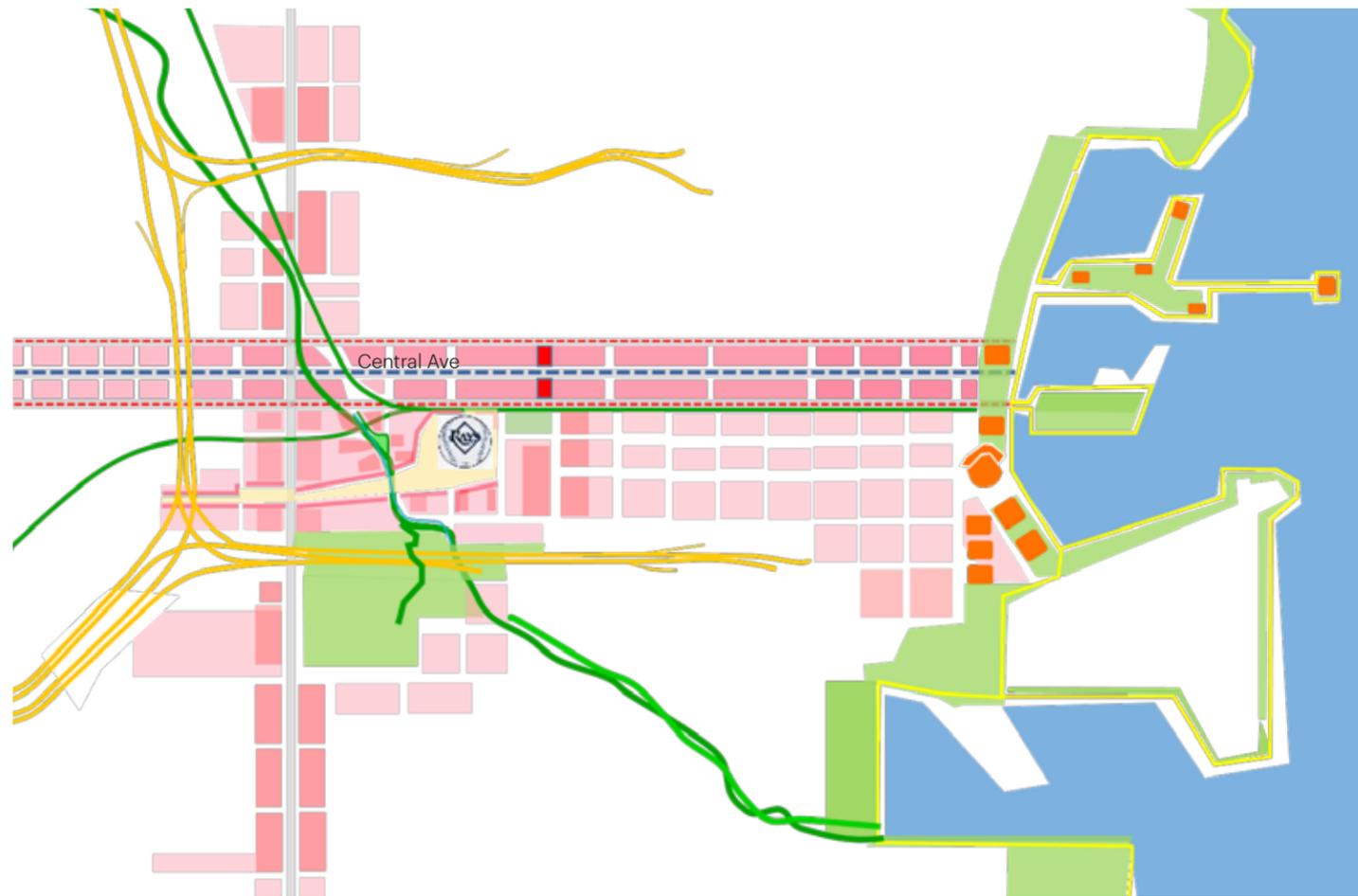
Legend

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

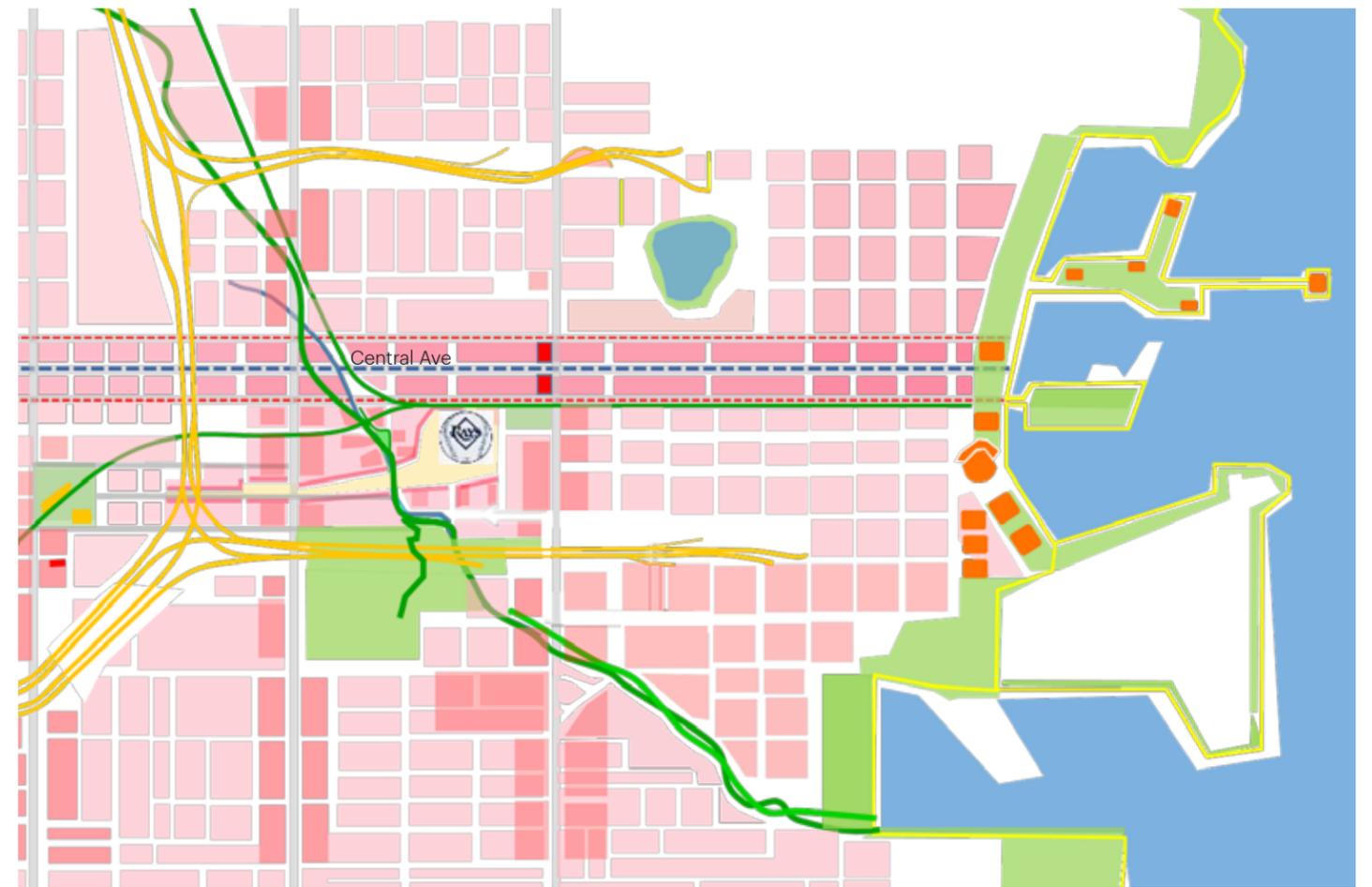
Below | BRT Connection to Site



Below | Urbanize 16th Street Through the Site Urbanizing 16th 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



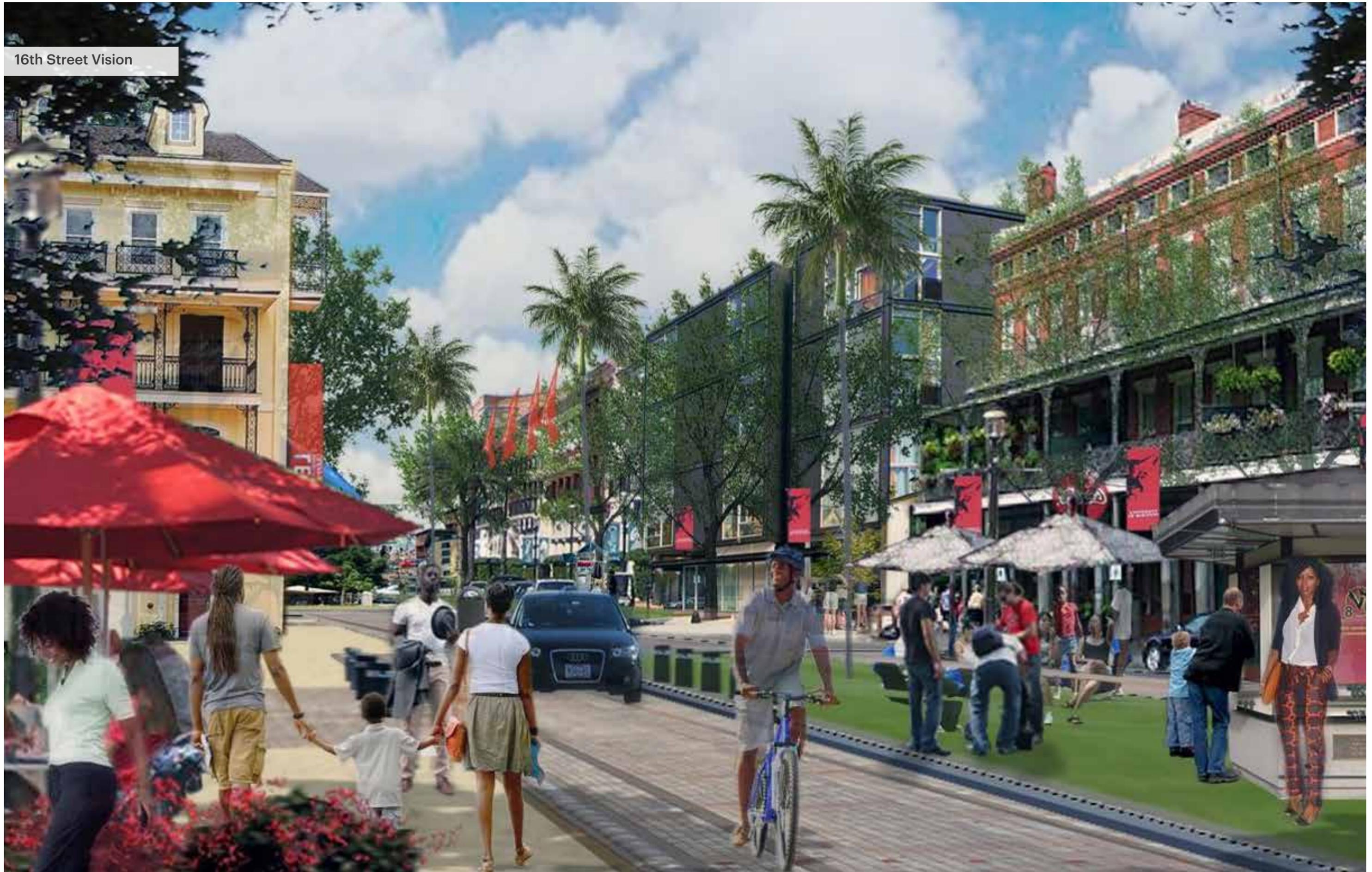
Preserve Authenticity



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



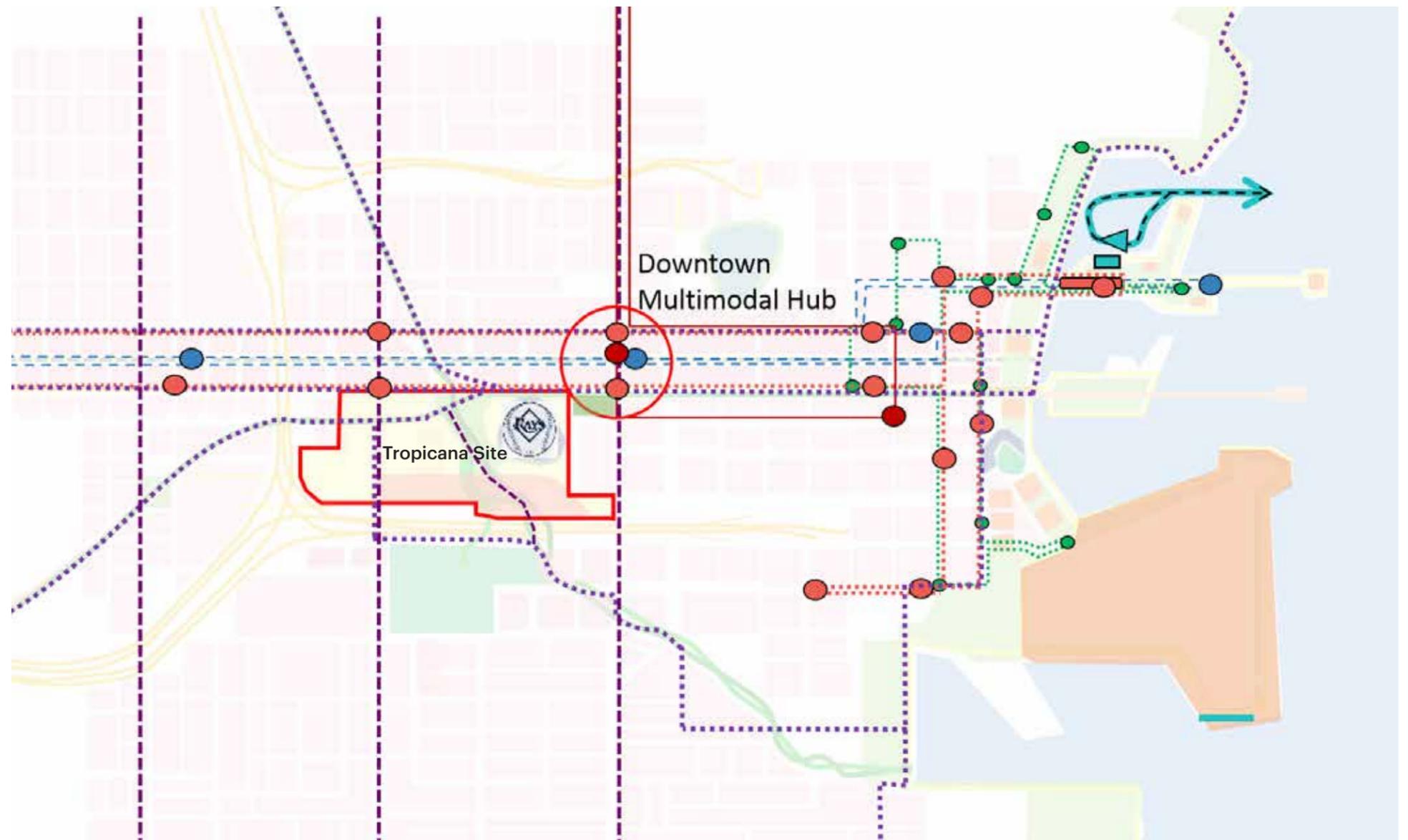
Accessible Development



Right | Transportation Plan

Legend

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



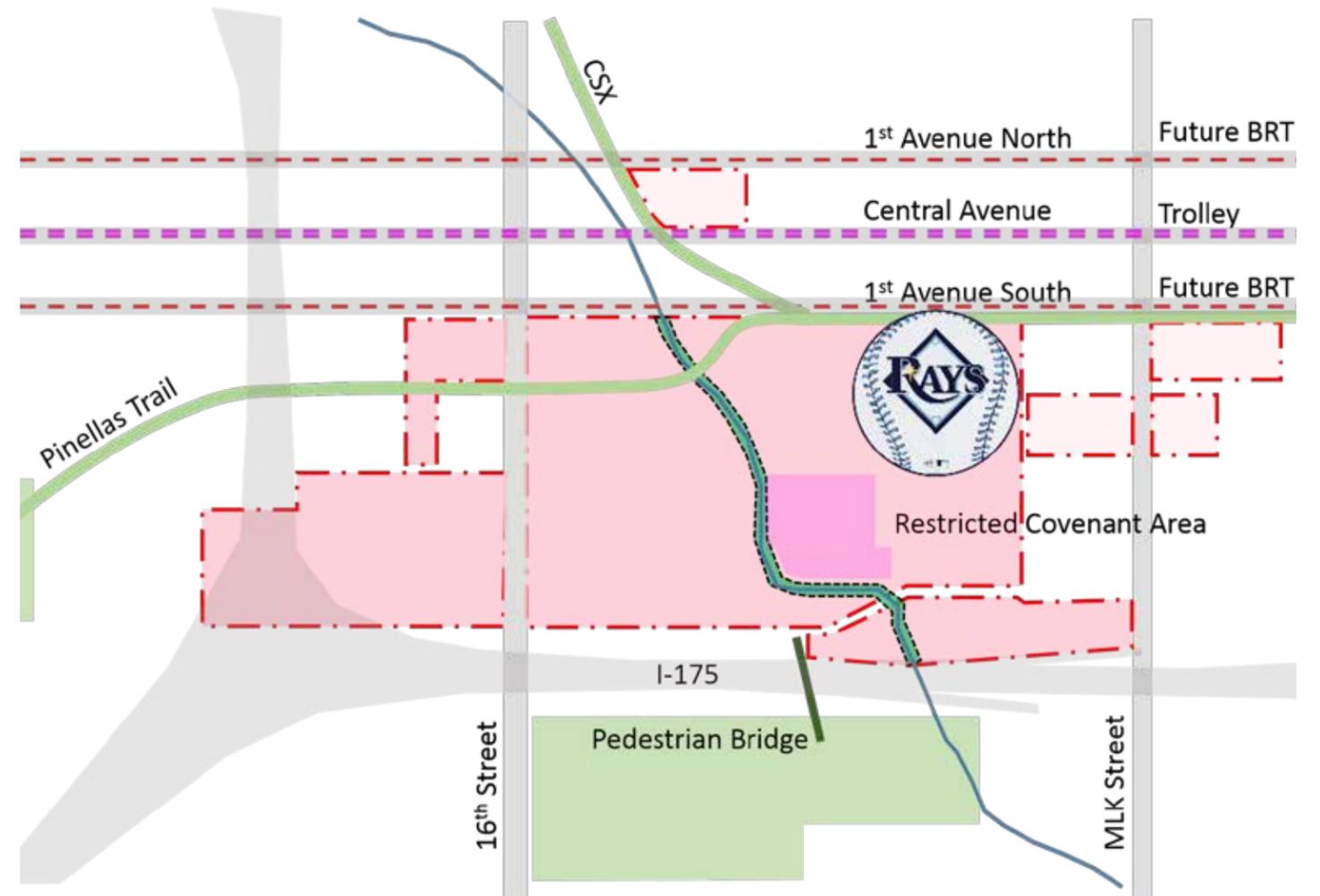
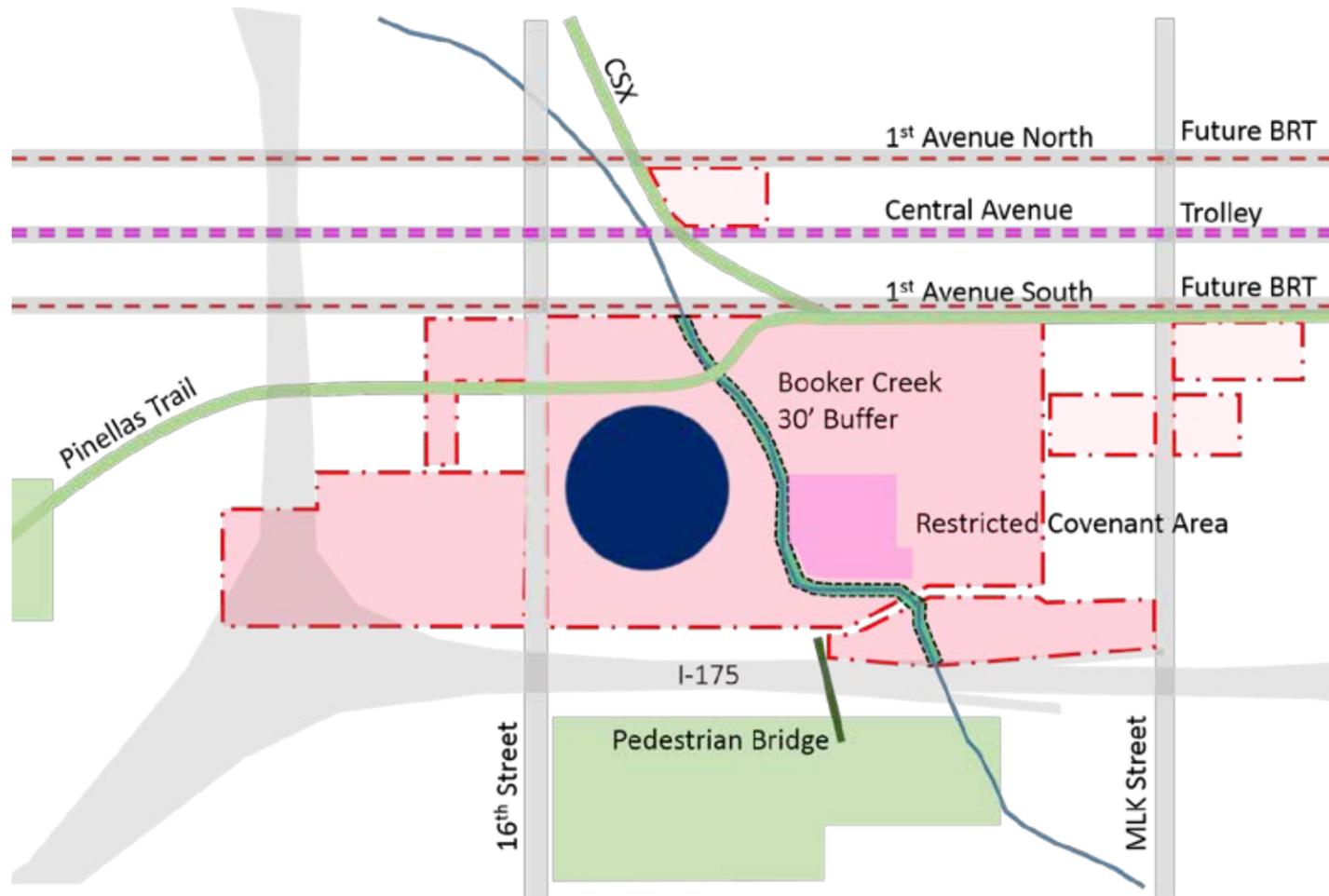


A Holistic Approach | A Comprehensive Strategy

Implementing Design Principles

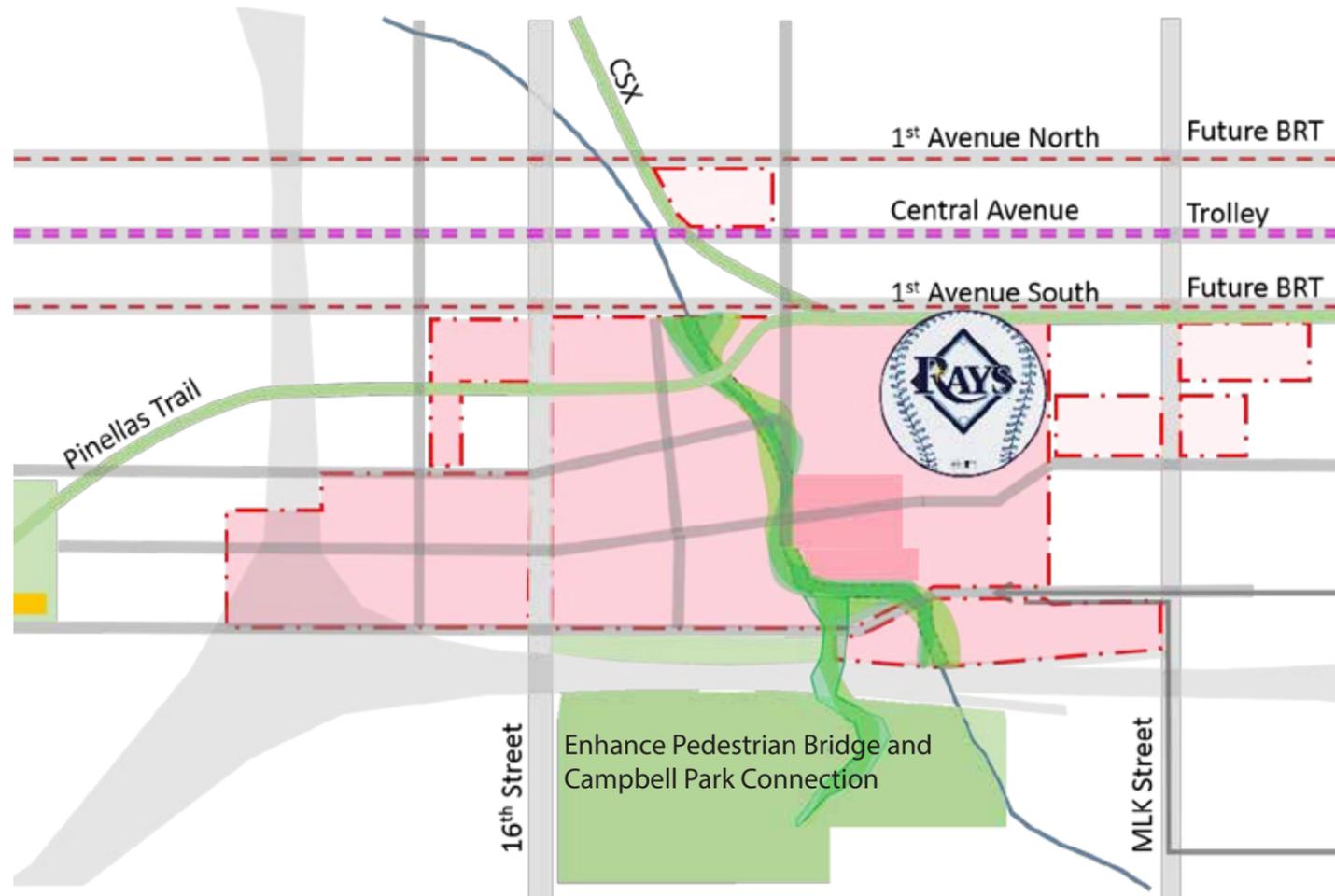
Looking at the existing site constraints, Booker Creek, Pinellas Trail, and the frontage of 16th Street are all opportunities to utilize in the master plan and the development of the open space framework. By moving the Rays' stadium location to the northeast corner of the site, the stadium occupies a 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.



1. The Ballpark



2. Booker Creek



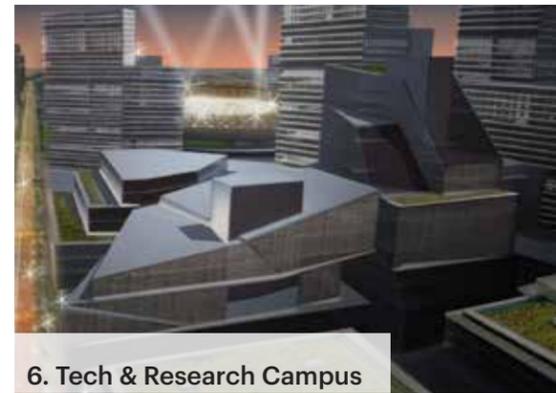
3. Corporate Headquarters



4. Hotel & Conference Space



5. Rays' Way Entertainment Destination



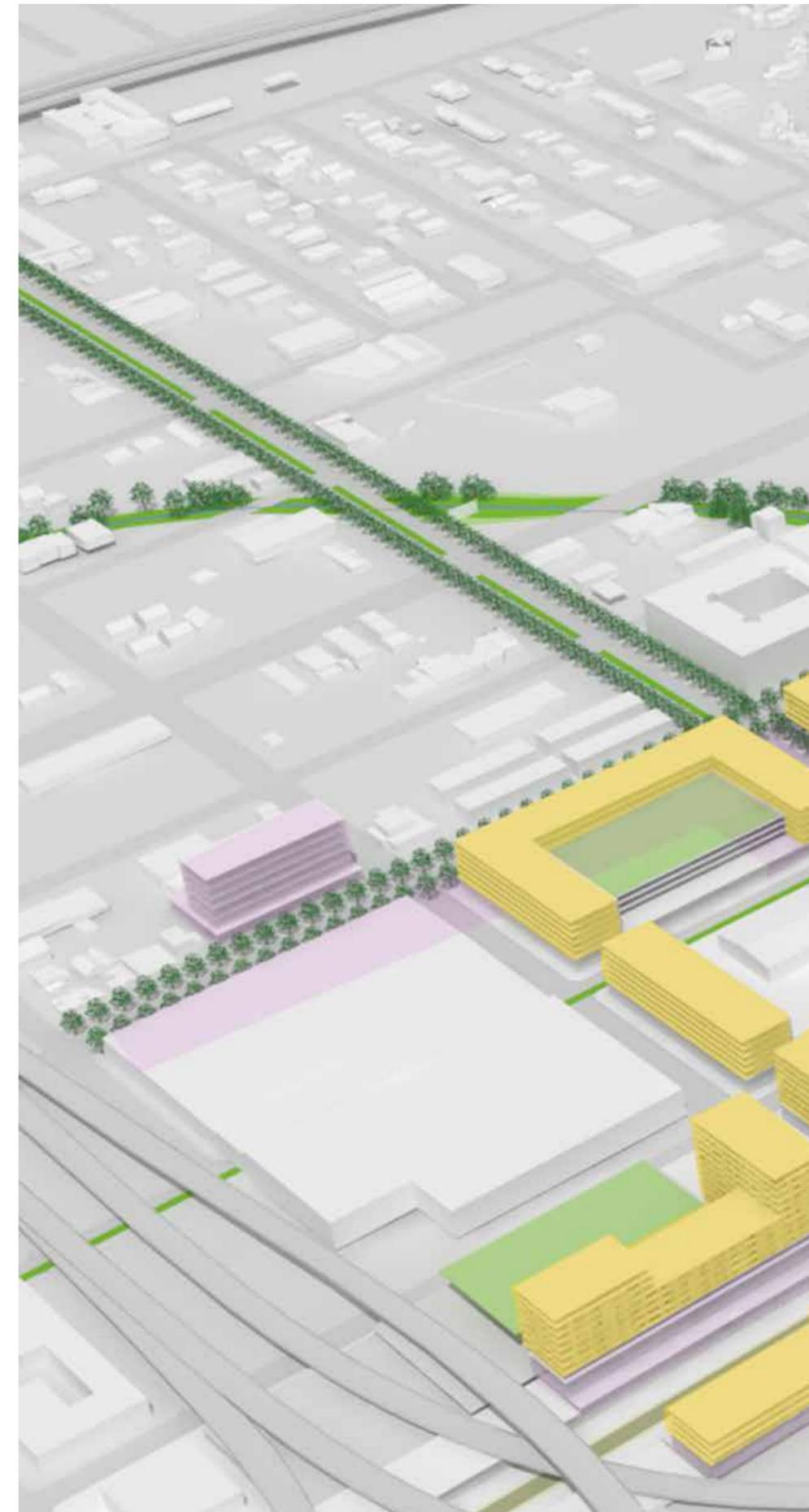
6. Tech & Research Campus



7. Residential Development



8. Shared Parking





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



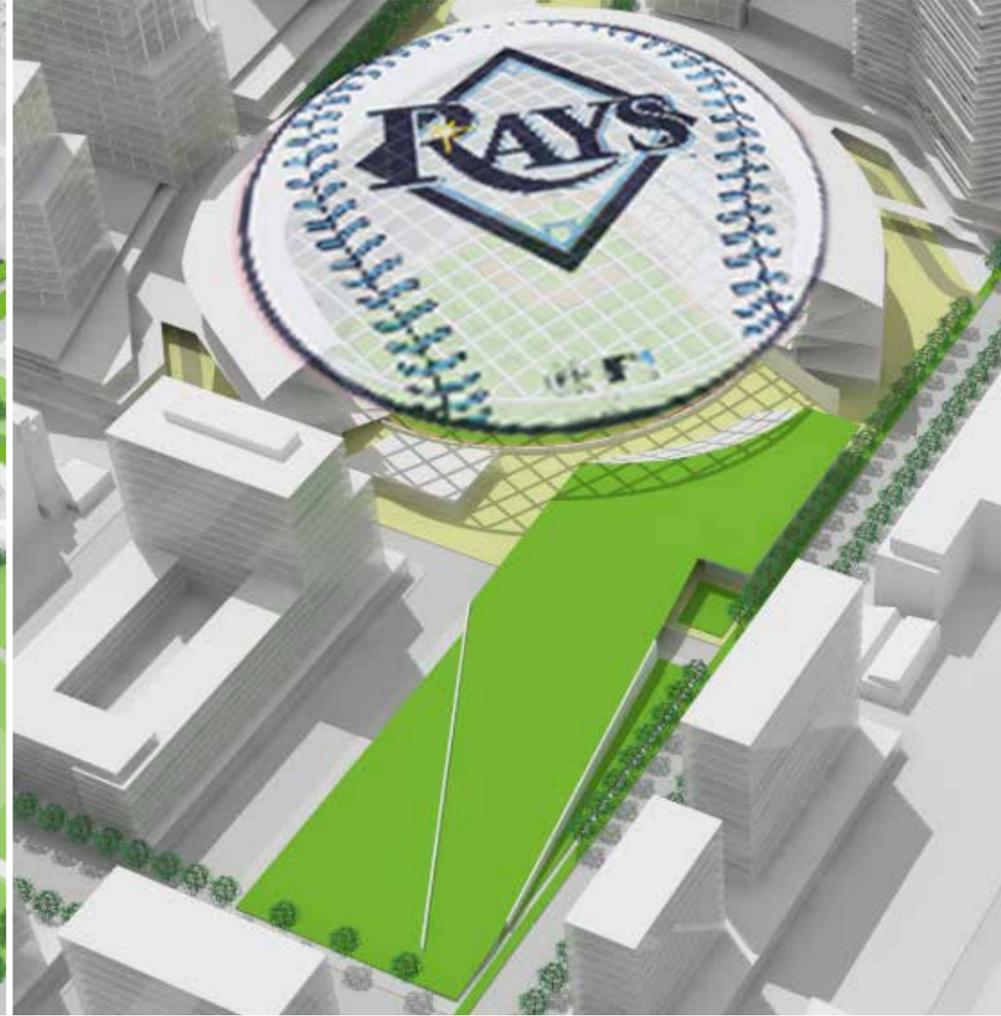
Ballpark Initiatives

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

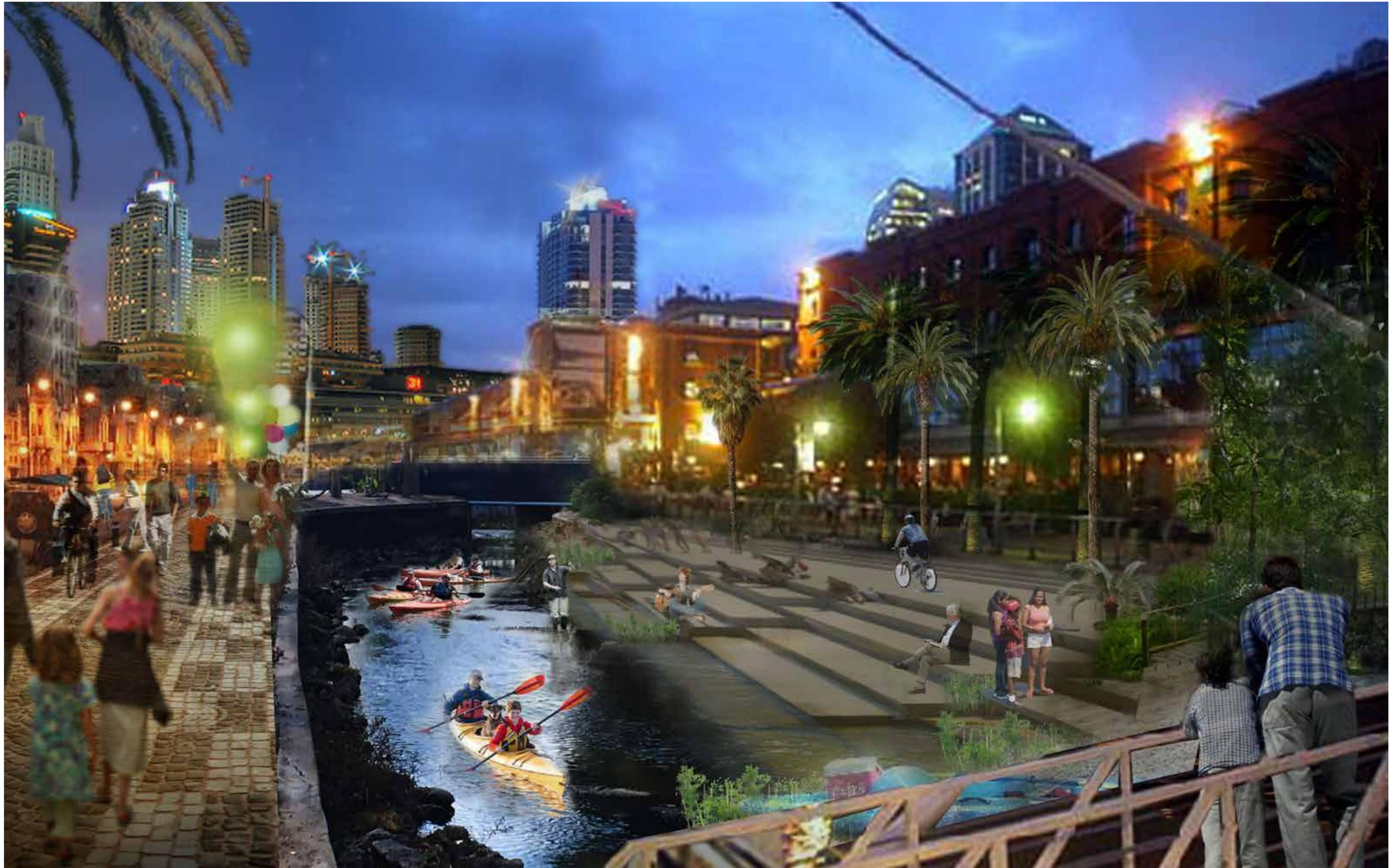
Booker Creek and Pinellas Trail help connect an open space network across the site. However, with such a large park located right across the highway, it was essential to connect Campbell Park to the Tropicana Site open space system. Therefore, a proposed Pedestrian bridge connects the two open space 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

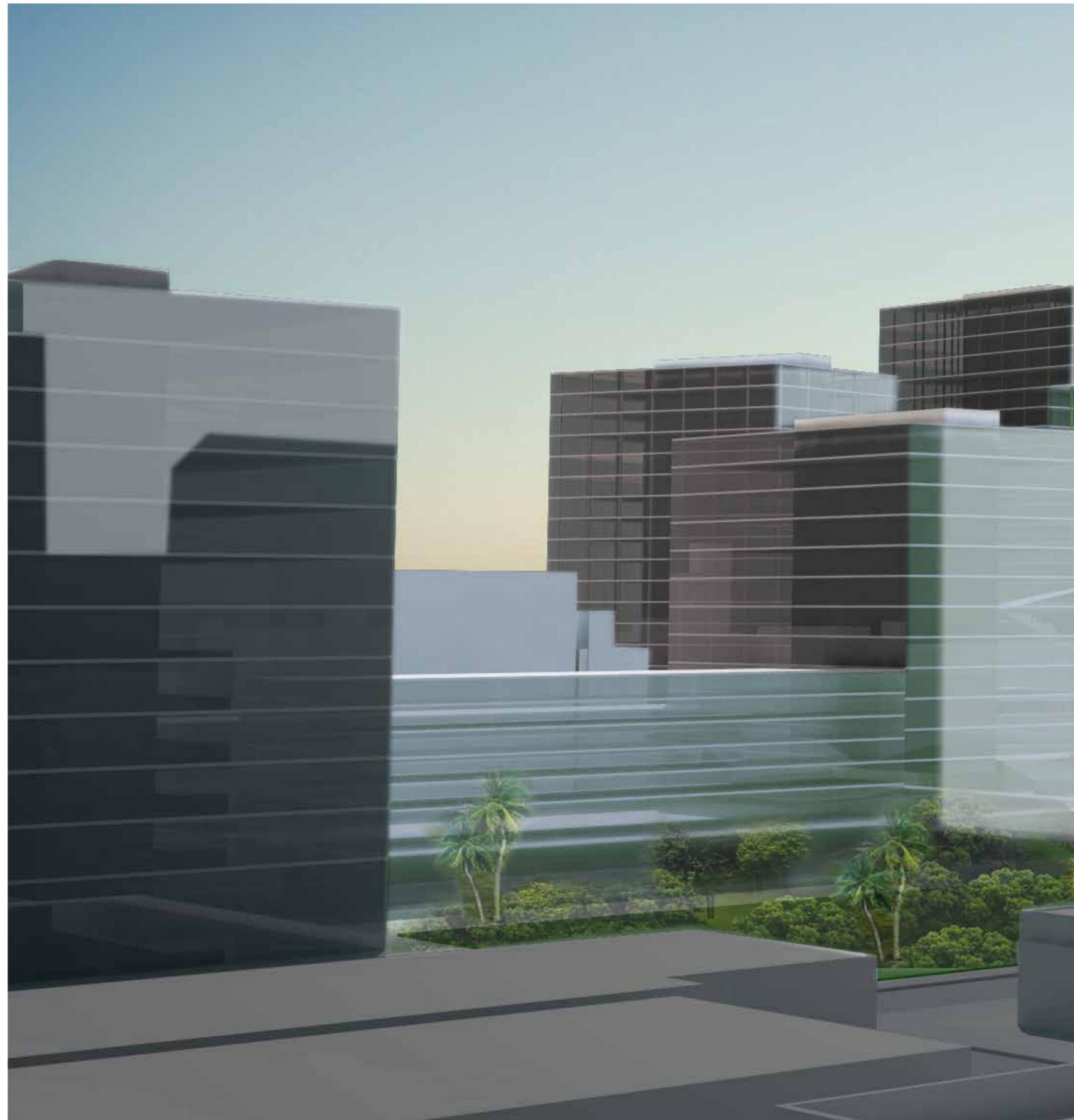
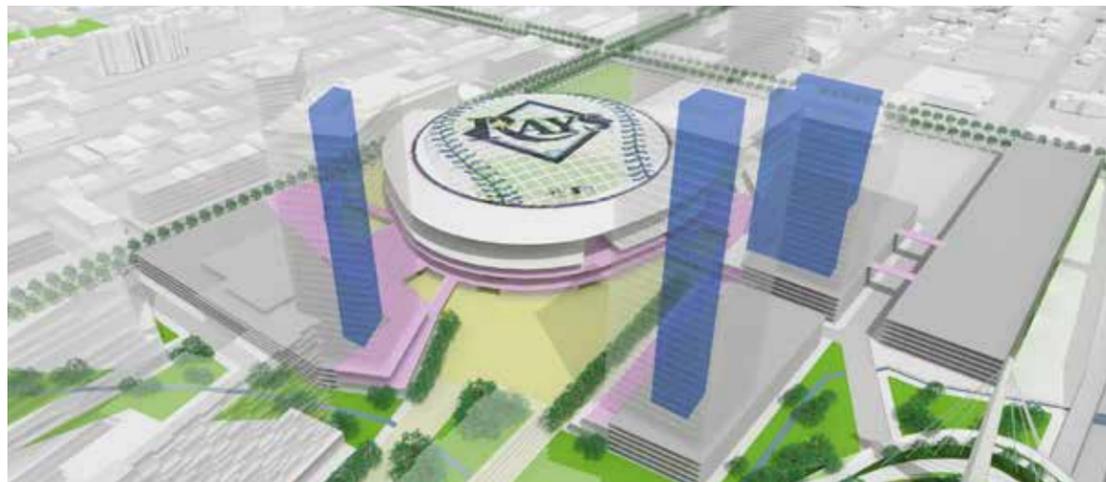
The new ballpark on the site is the apex of the master plan at the 100% corner. Here, Rays' Way converges into a concentric zone consisting of hotels, offices, stadium & entertainment venues, and shared parking. The development builds upward towards this district, which serves as the highest point in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

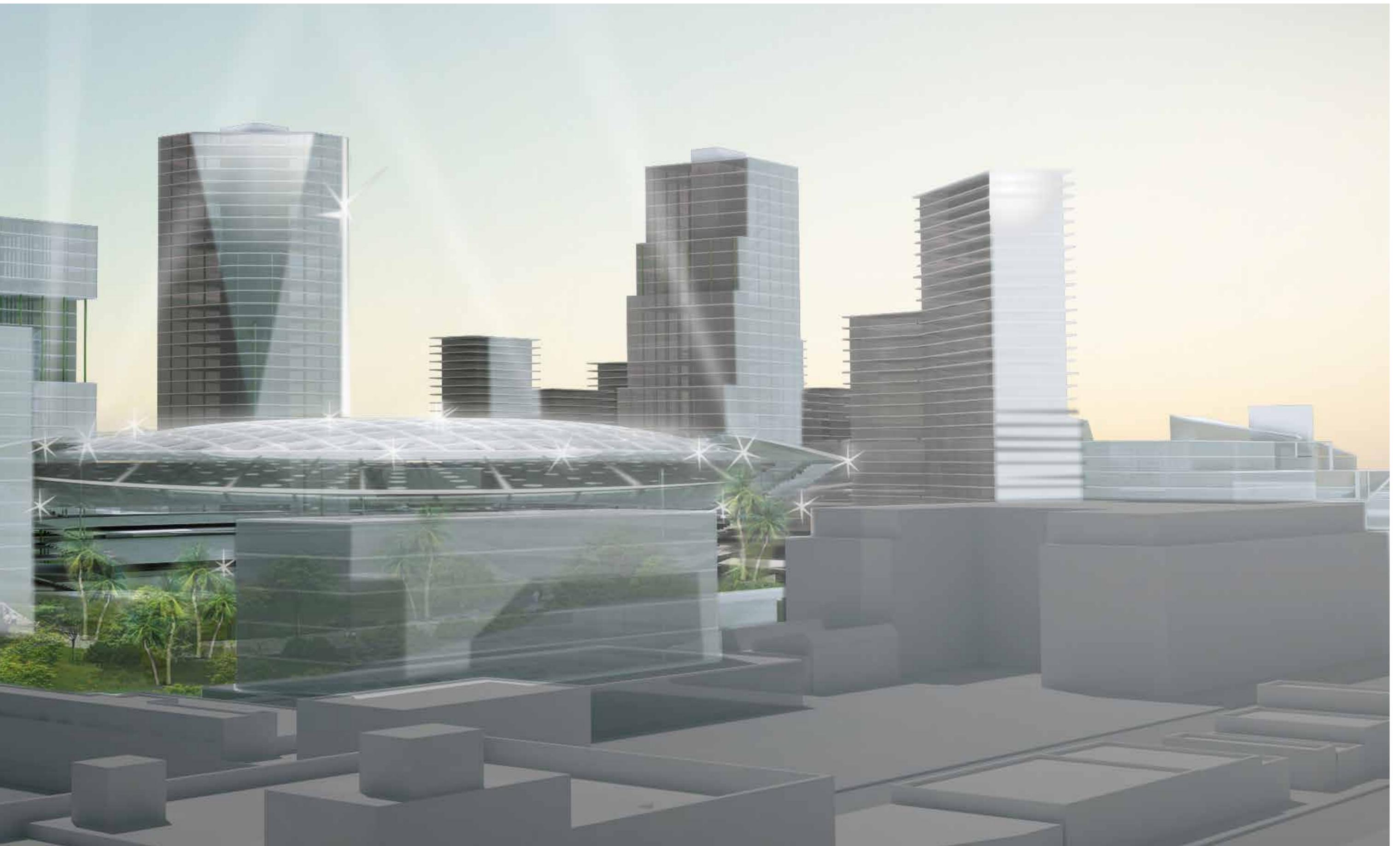
The density of the corporate headquarters allows for businesses of a variety of sizes to occupy office space that is connected or adjacent to many amenities such as parking structures, retail, and a hotel integrated with a large conference center. The corporate headquarters surrounding the stadium at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



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 1st Avenue South

Connections to the North and Downtown Waterfront

On the Tropicana Site, the campus and stadium are identifying elements along 1st Avenue South. The form and height of the campus and stadium buildings play a dominant role to define the new Tropicana site district along 1st 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.





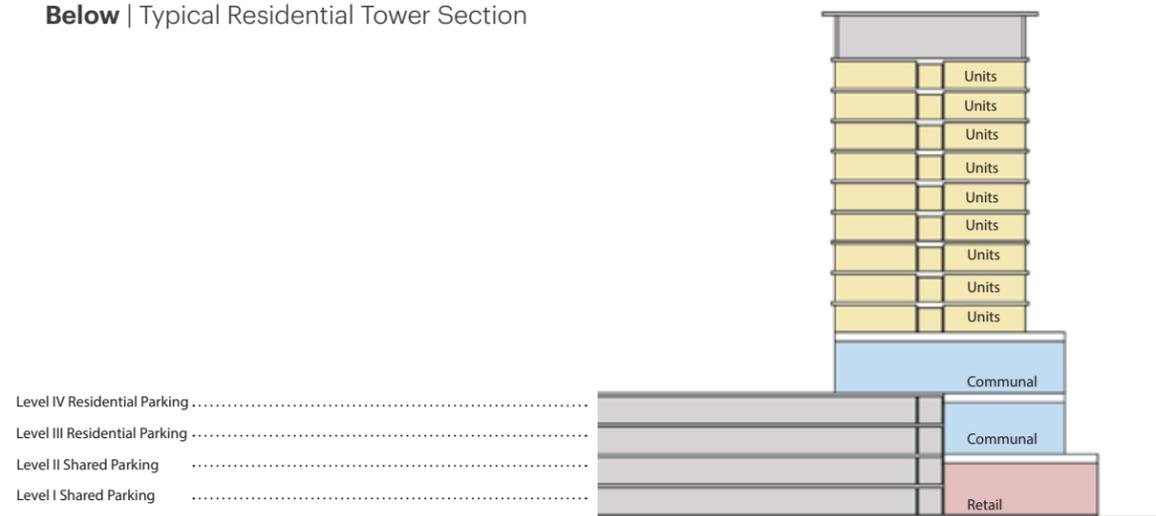
Master Plan Elements | Residential Development

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.



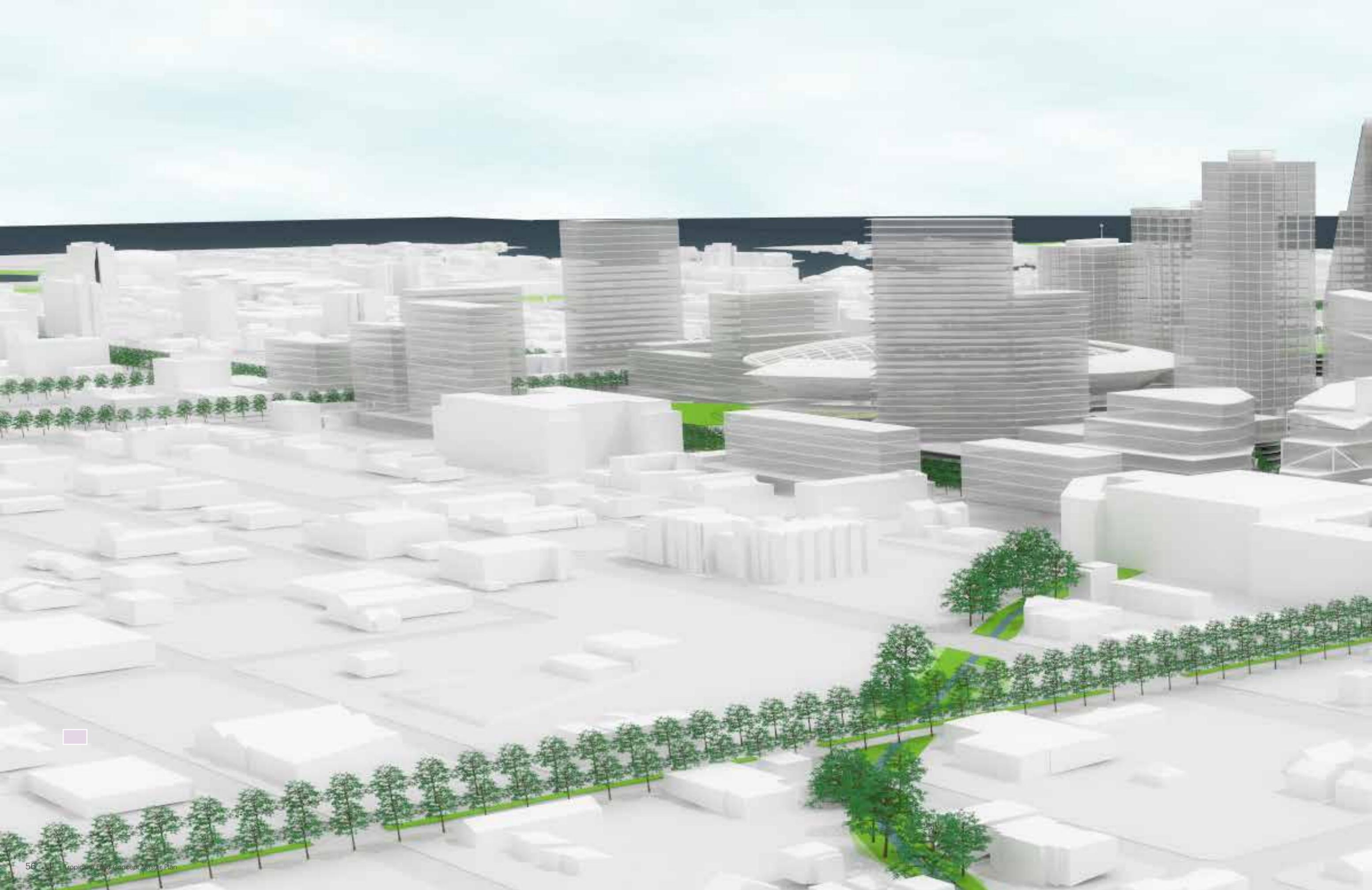
Left | Parking Structures are Integrated into Mixed-Use Development

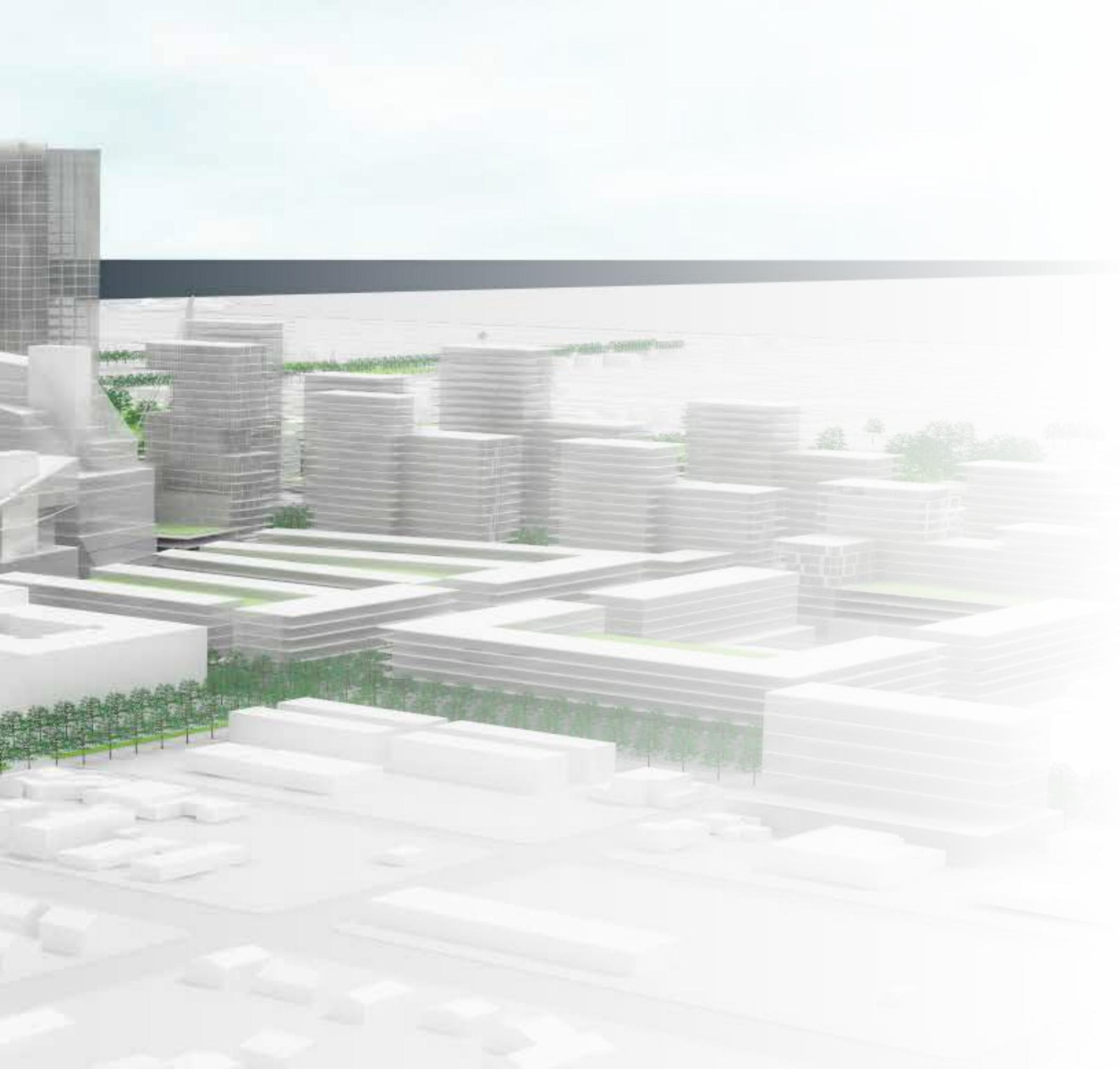


Left | Concourse & Retail Connection to Parking



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
Total	38.5	ac
 Baseball	13.5	ac
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

Retail	700,000	sf
Destination Retail	500,000	sf
Neighborhood Retail	50,000	sf
Neighborhood Office	150,000	sf
Housing	3,200,000	sf
(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
Institutional Campus	1,000,000	sf
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
Office/Hotel	2,500,000	sf
Parcel 1 (15-20 Floors)	1,000,000	sf
Parcel 2 (30 Floors)	1,000,000	sf
Parcel 3 (25 Floors)	500,000	sf
Site Development	8,740,000	sf

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		

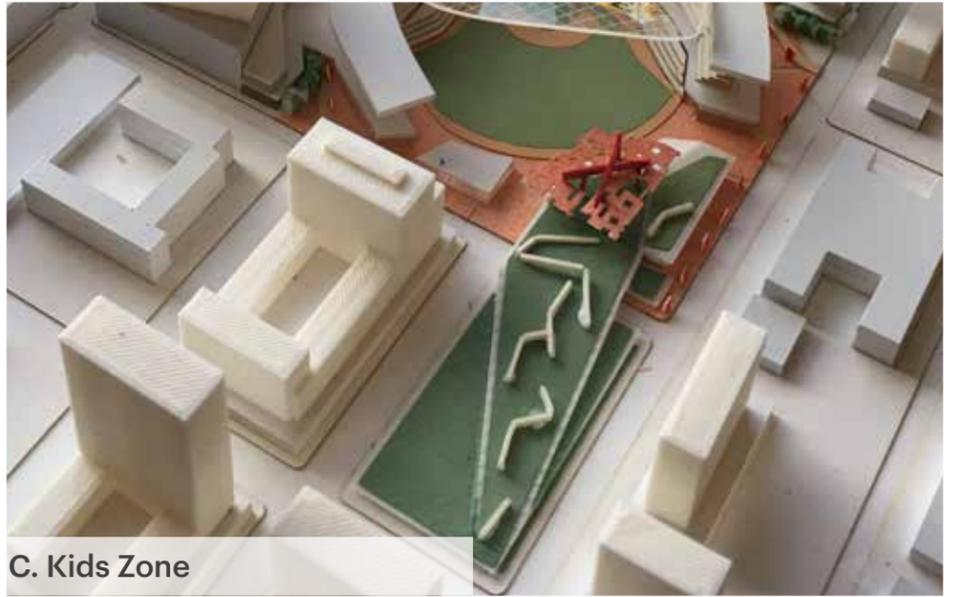




A . Booker Creek Park



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





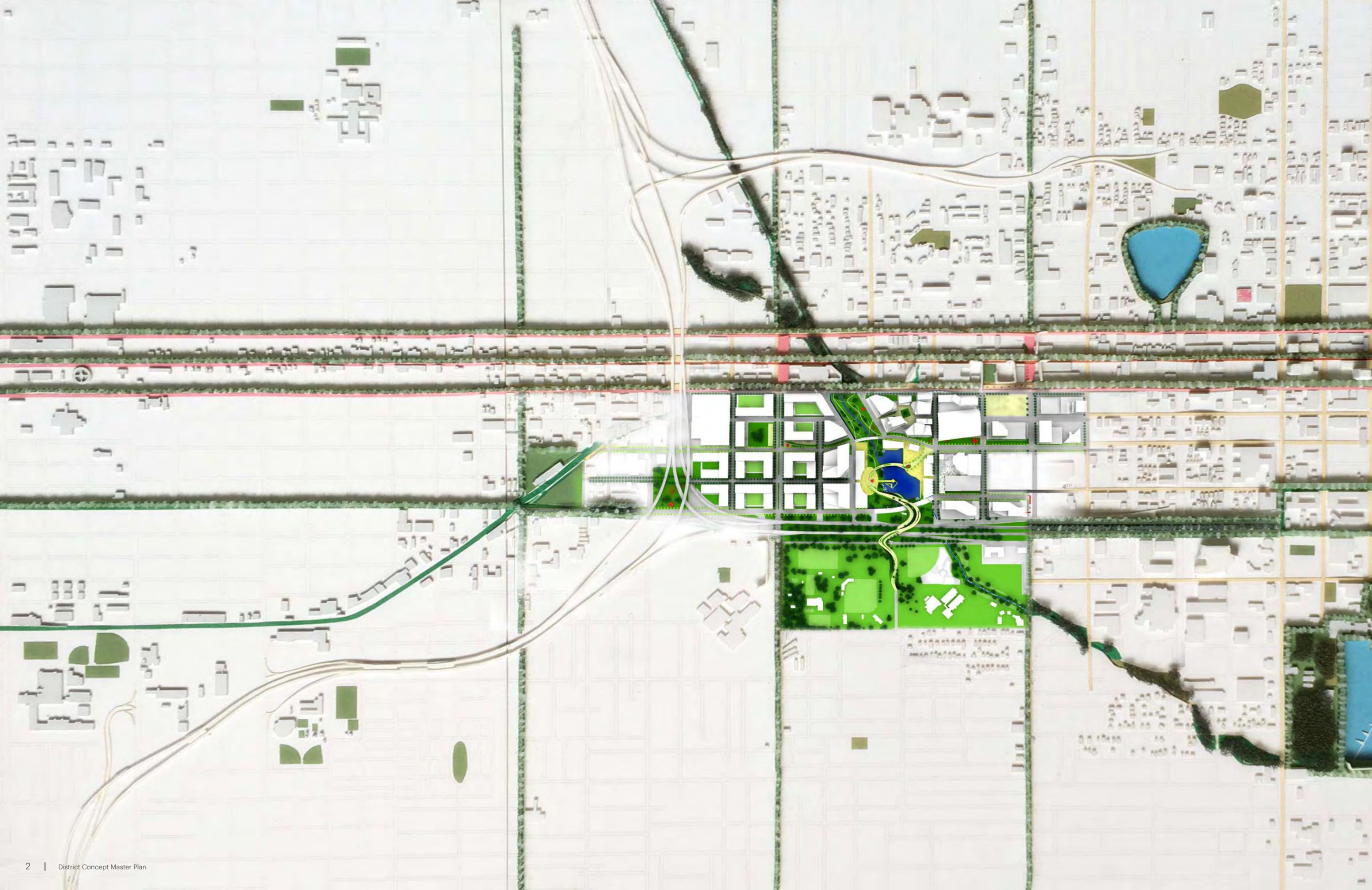
THE DISTRICT

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

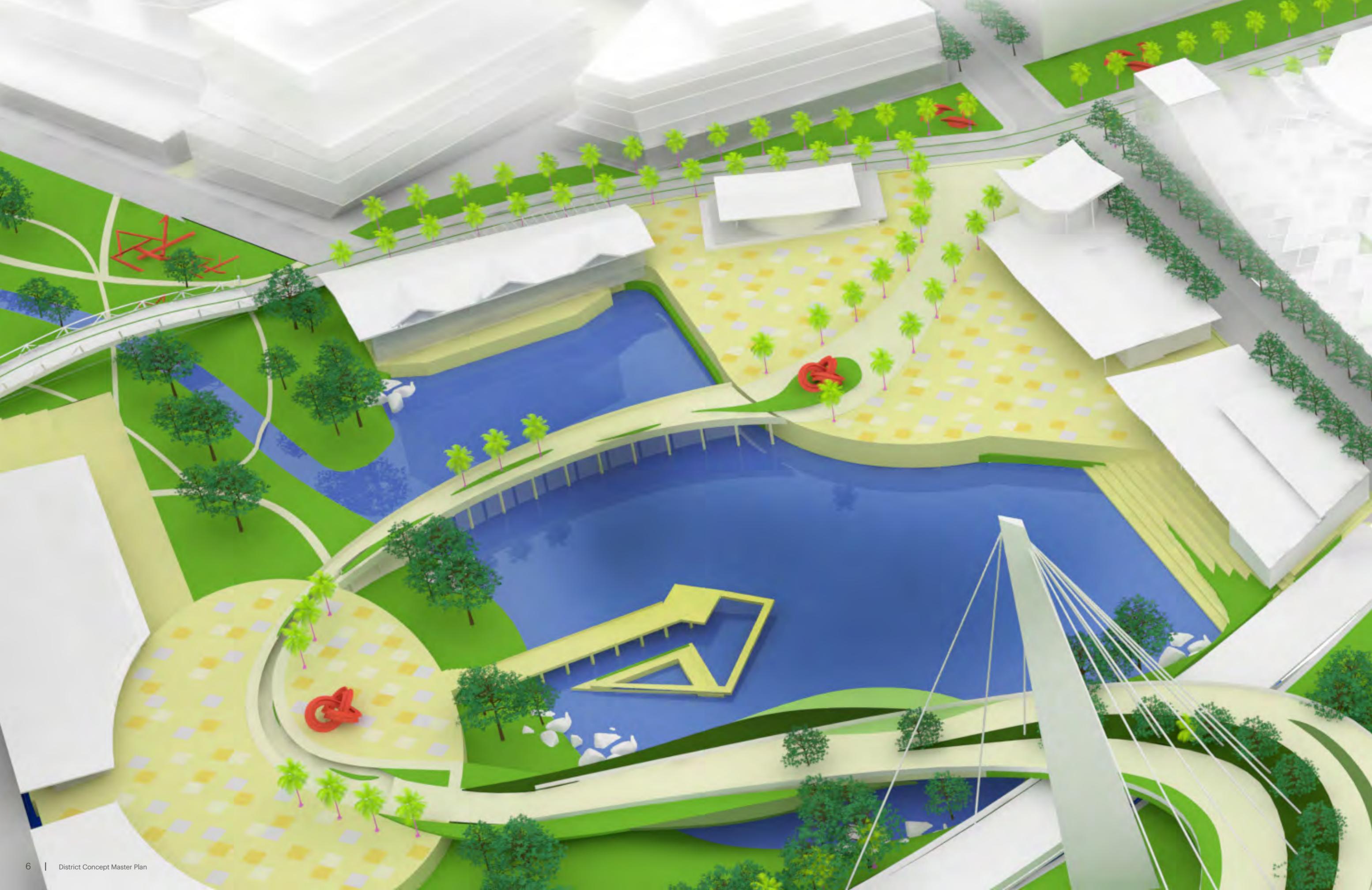
MLK Jr. Street

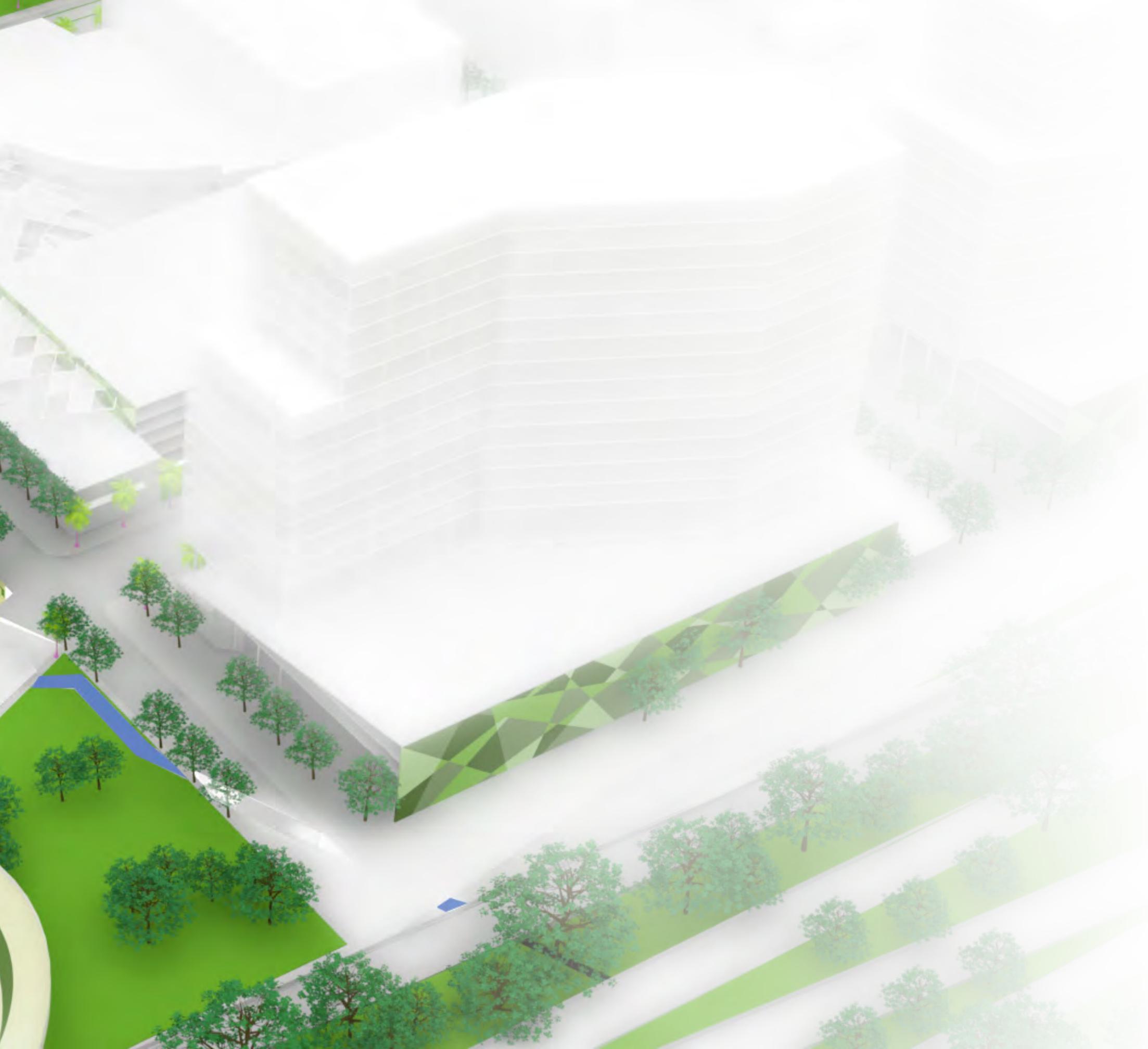
1st Avenue South

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.



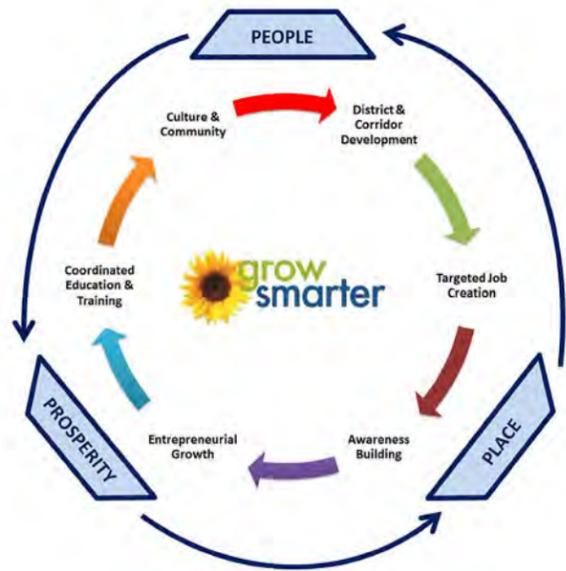
Future of Tropicana Field

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.

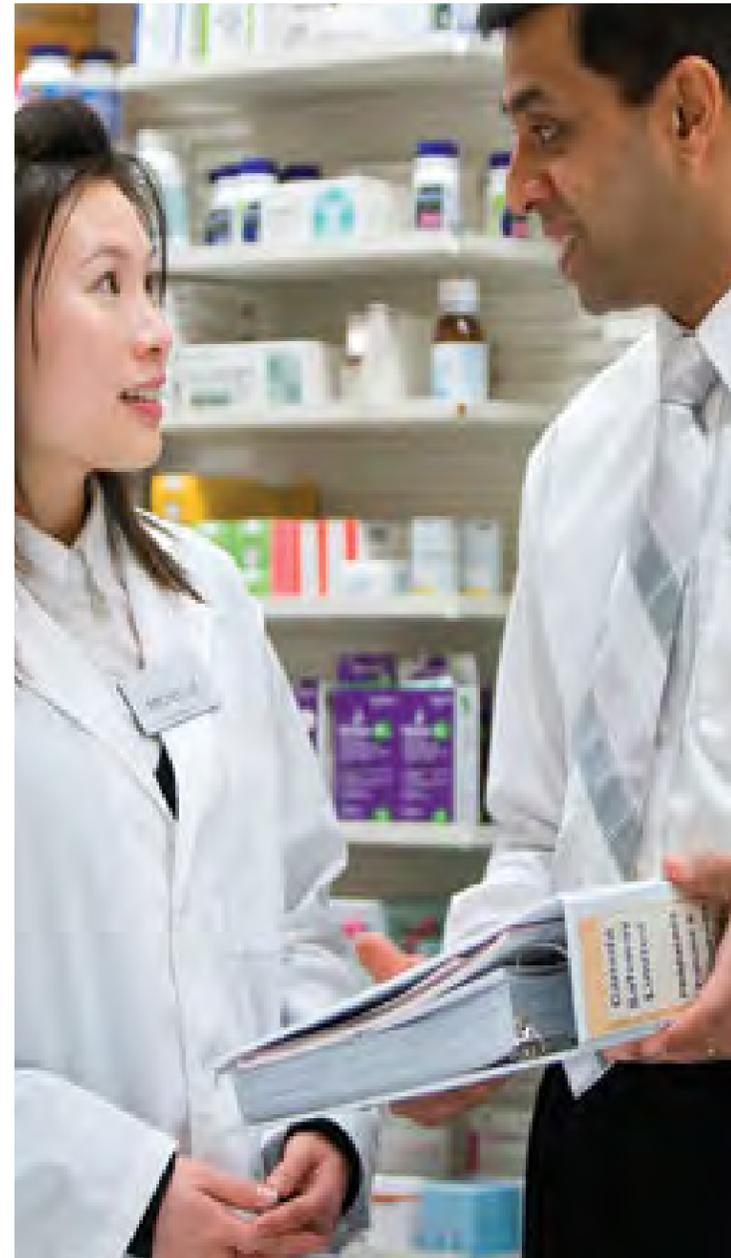


Image Credit: SITM Department of Pharmacy

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.

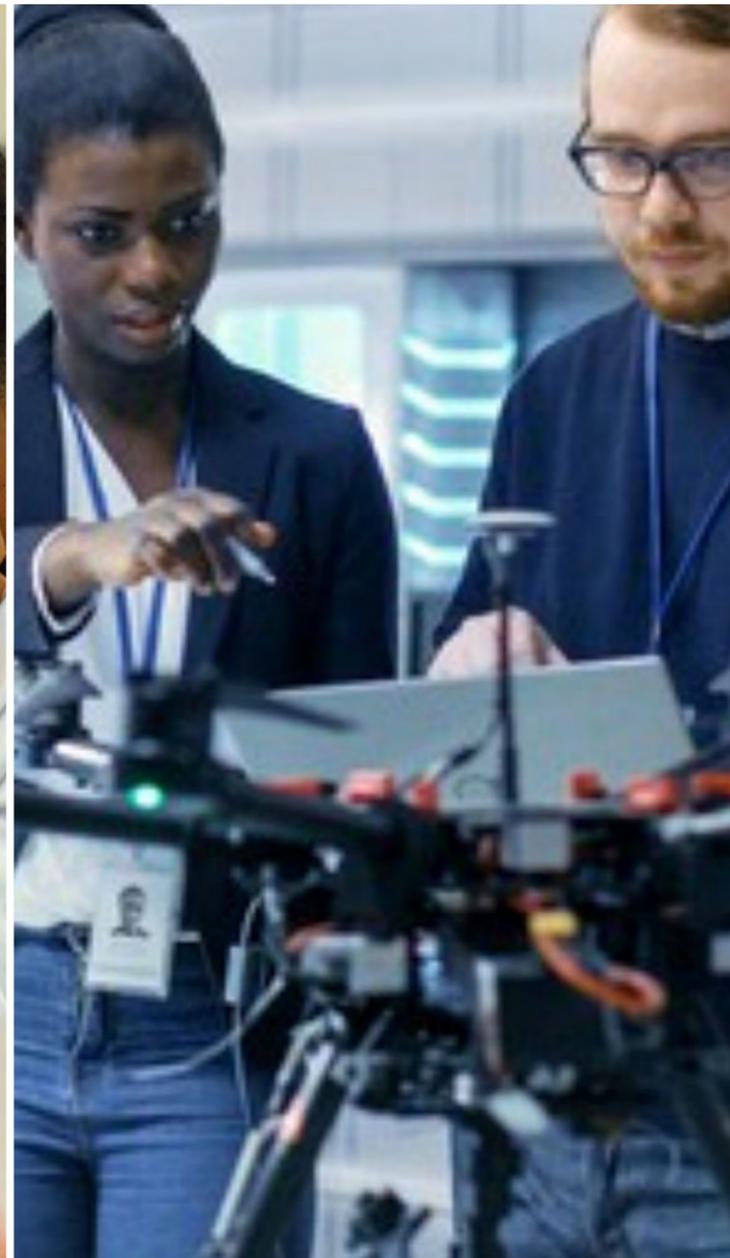


Image Credit: Future of Work, sharewise.com

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



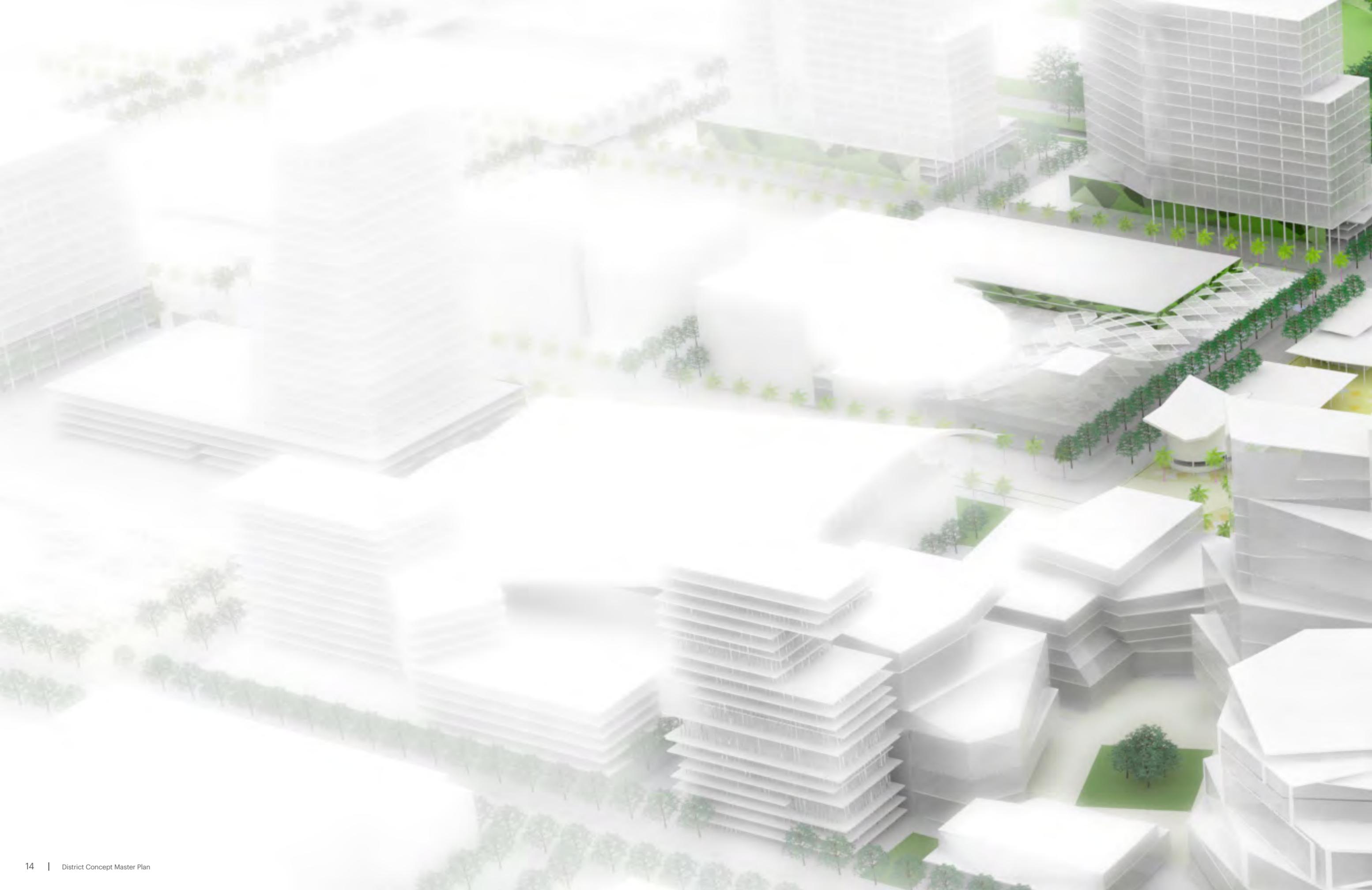
Image Credit: Steelcase.com

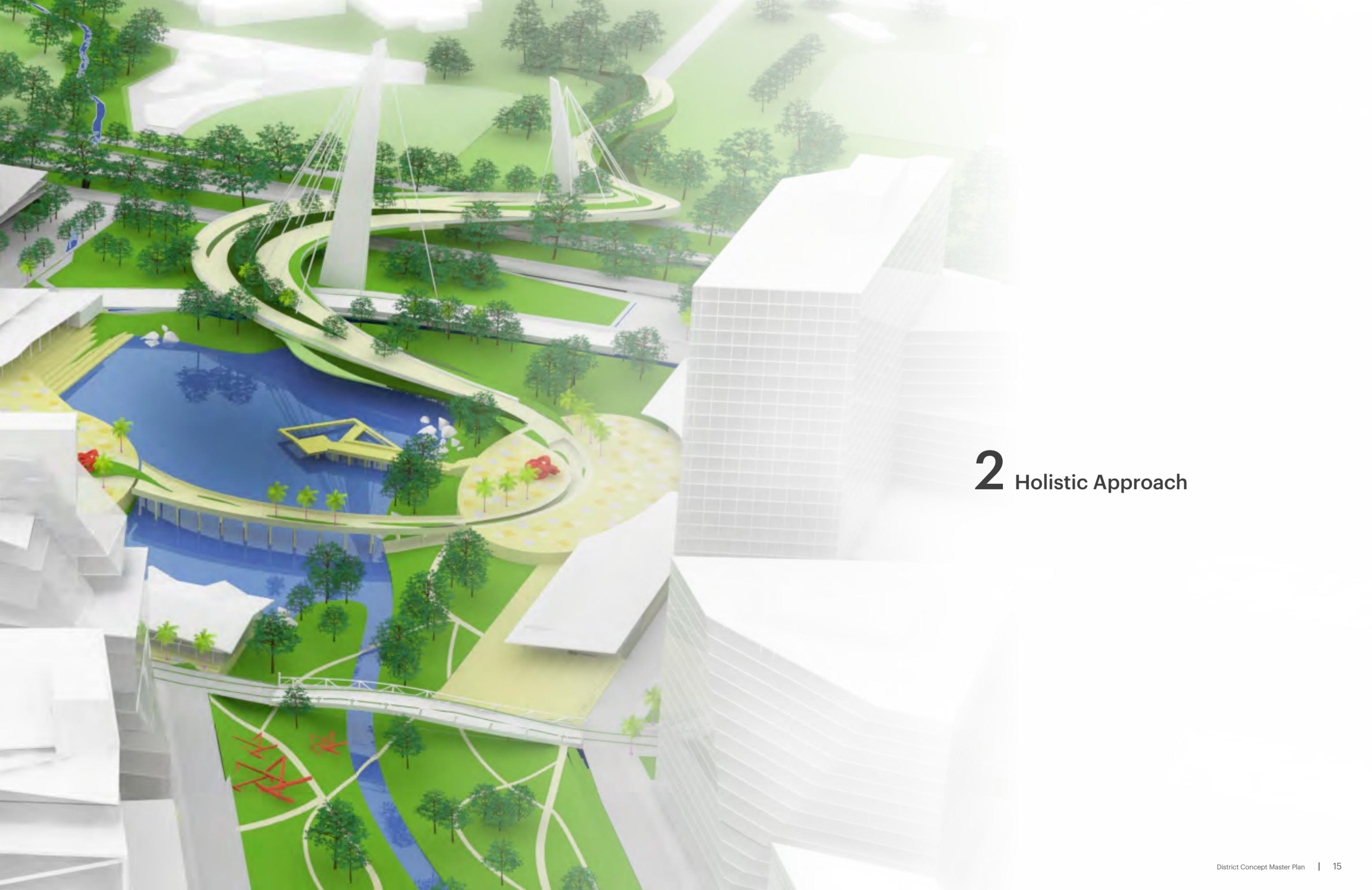


Image Credit: Charlotte Mullins, mic.com



Image Credit: matific.com





2 Holistic Approach

Holistic Approach | Existing Site Conditions

Regional Network

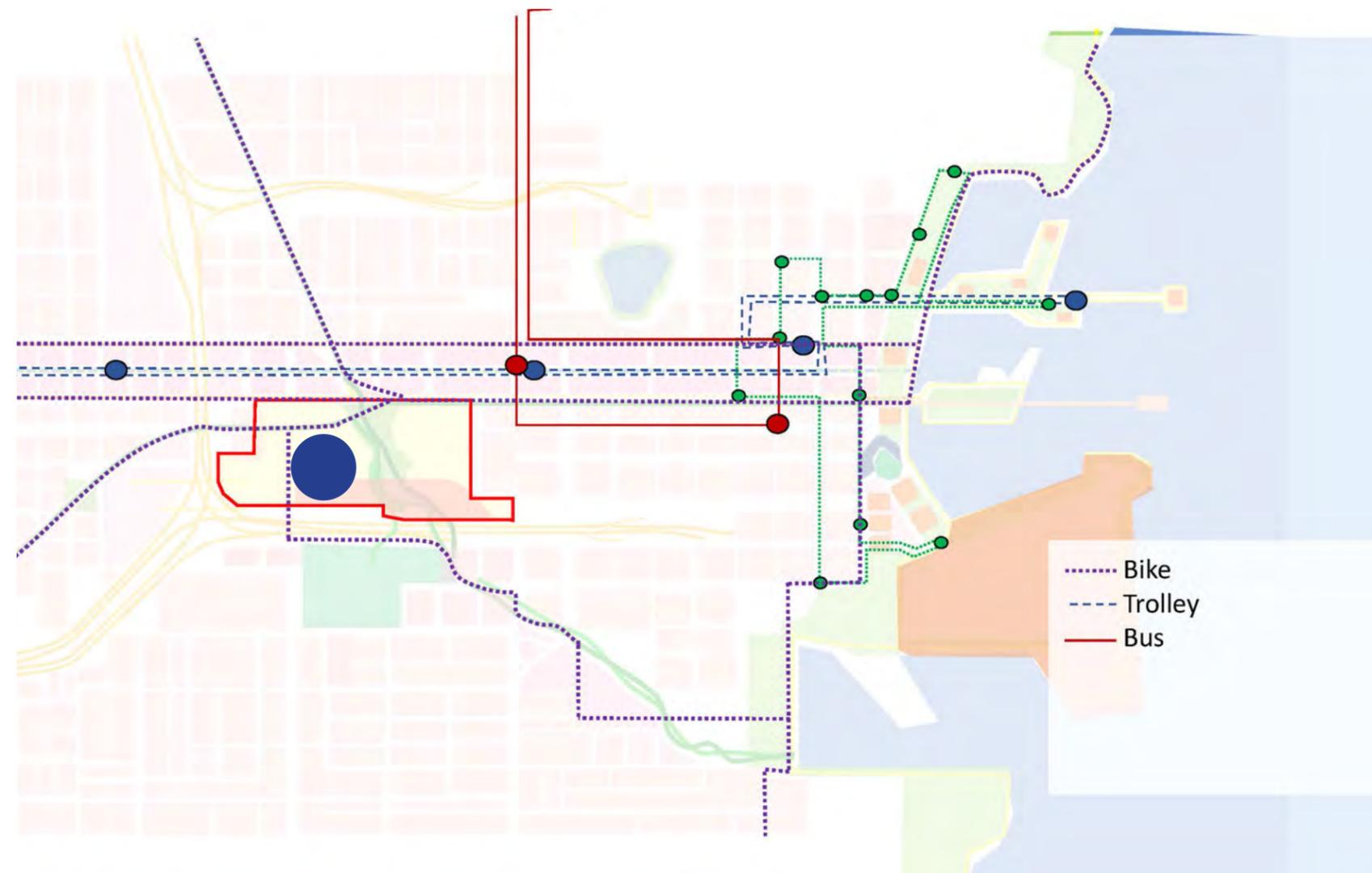
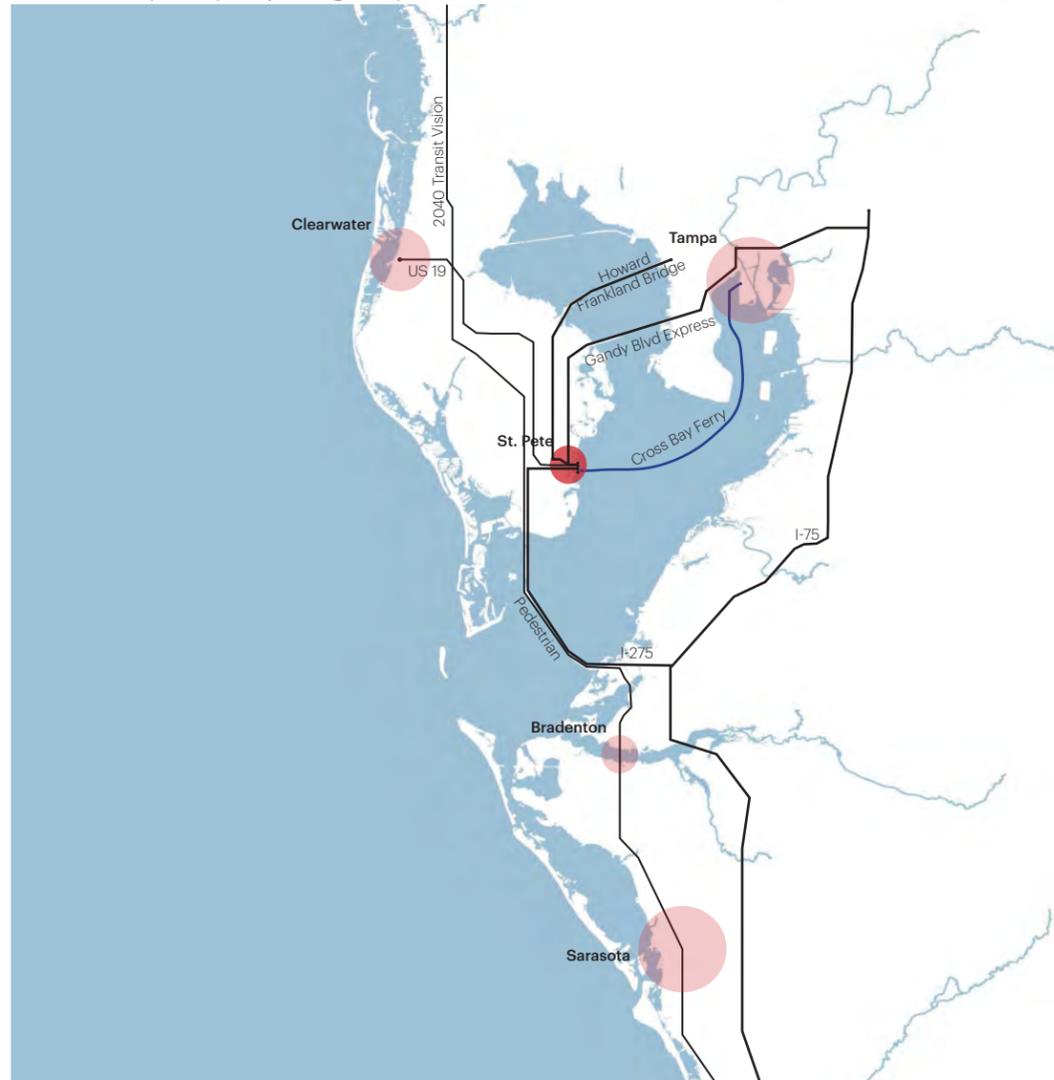
The site consists of 86 acres supporting a single structure – a domed baseball stadium used by the Tampa Bay Rays – with 70 acres of surface parking. The adjacent highways, I-275 and I-175, are barriers to the site. On the west side of the site, I-275 is elevated on pillars and allows circulation underneath. 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

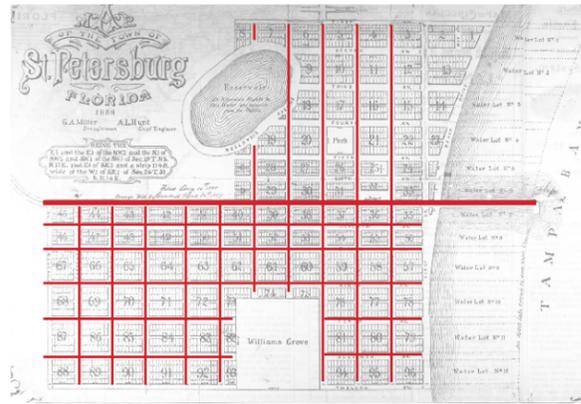
Below | Tampa Bay Major Highways There is a major infrastructural network connecting St. Pete to all major cities along Tampa Bay



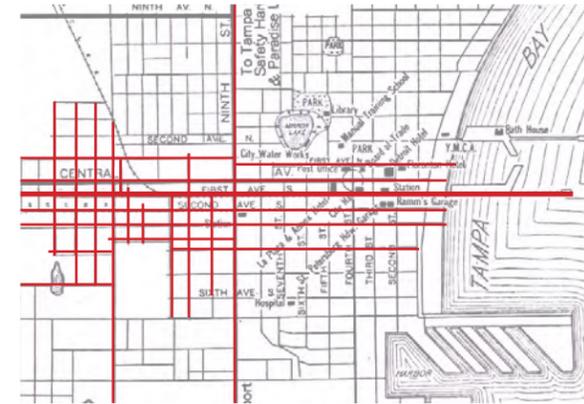
Holistic Approach | Existing Site Conditions

Tropicana Field Superblock

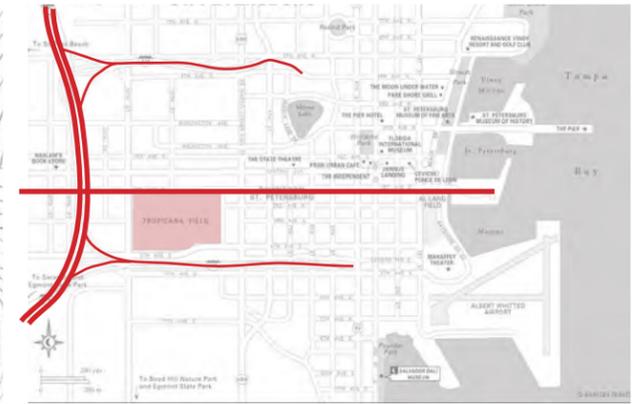
The street-and-block pattern of St. Petersburg has evolved over several decades from a continuous grid to a series of superblocks divided by highways. The Tropicana site is a significant superblock in the region. Before the highways were built in the 1970s, the city grid continued through the site. The 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

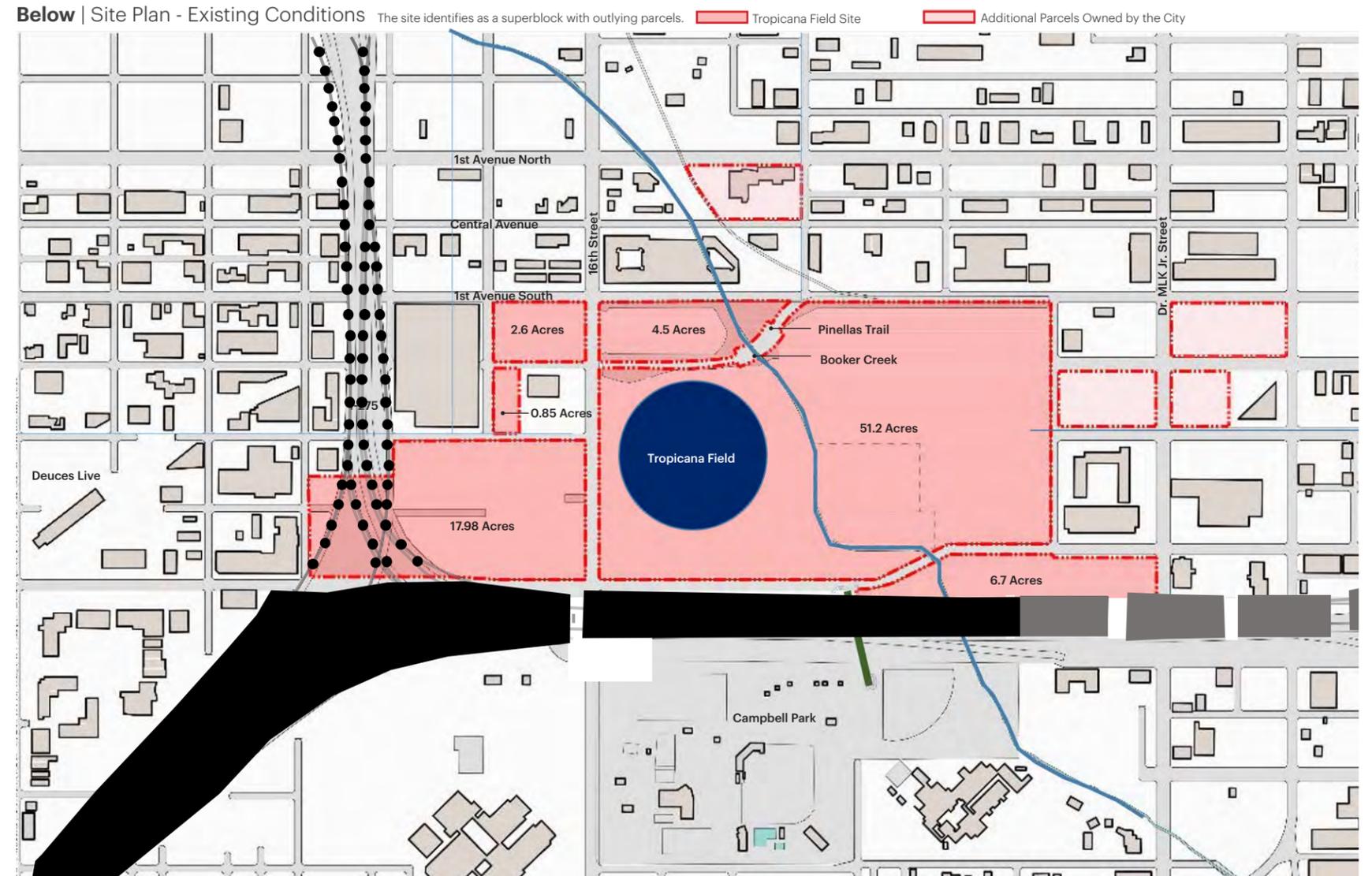
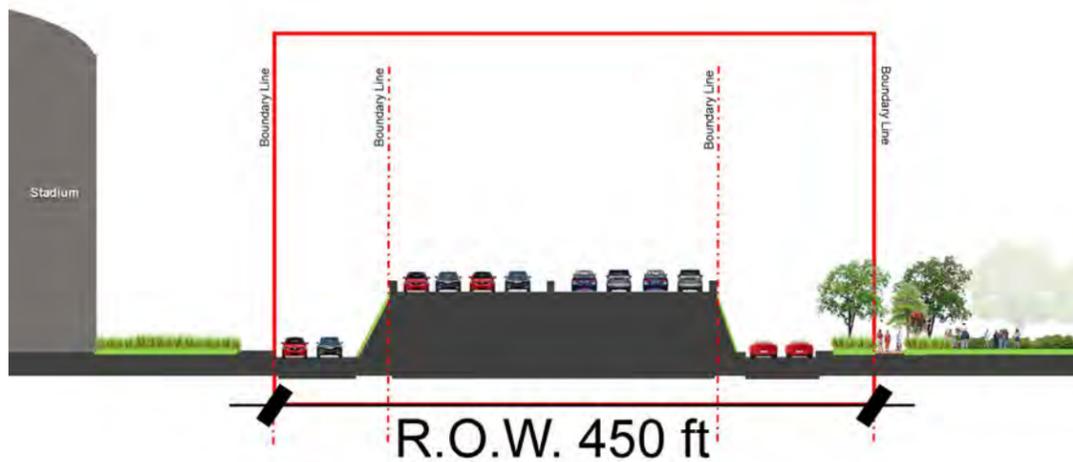
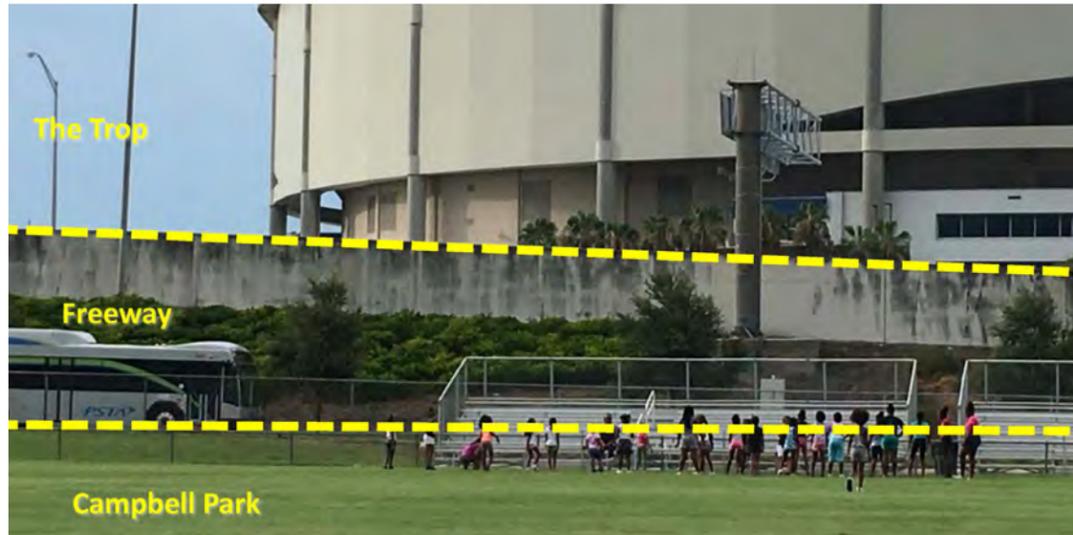


Image Credit: City of St. Petersburg

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

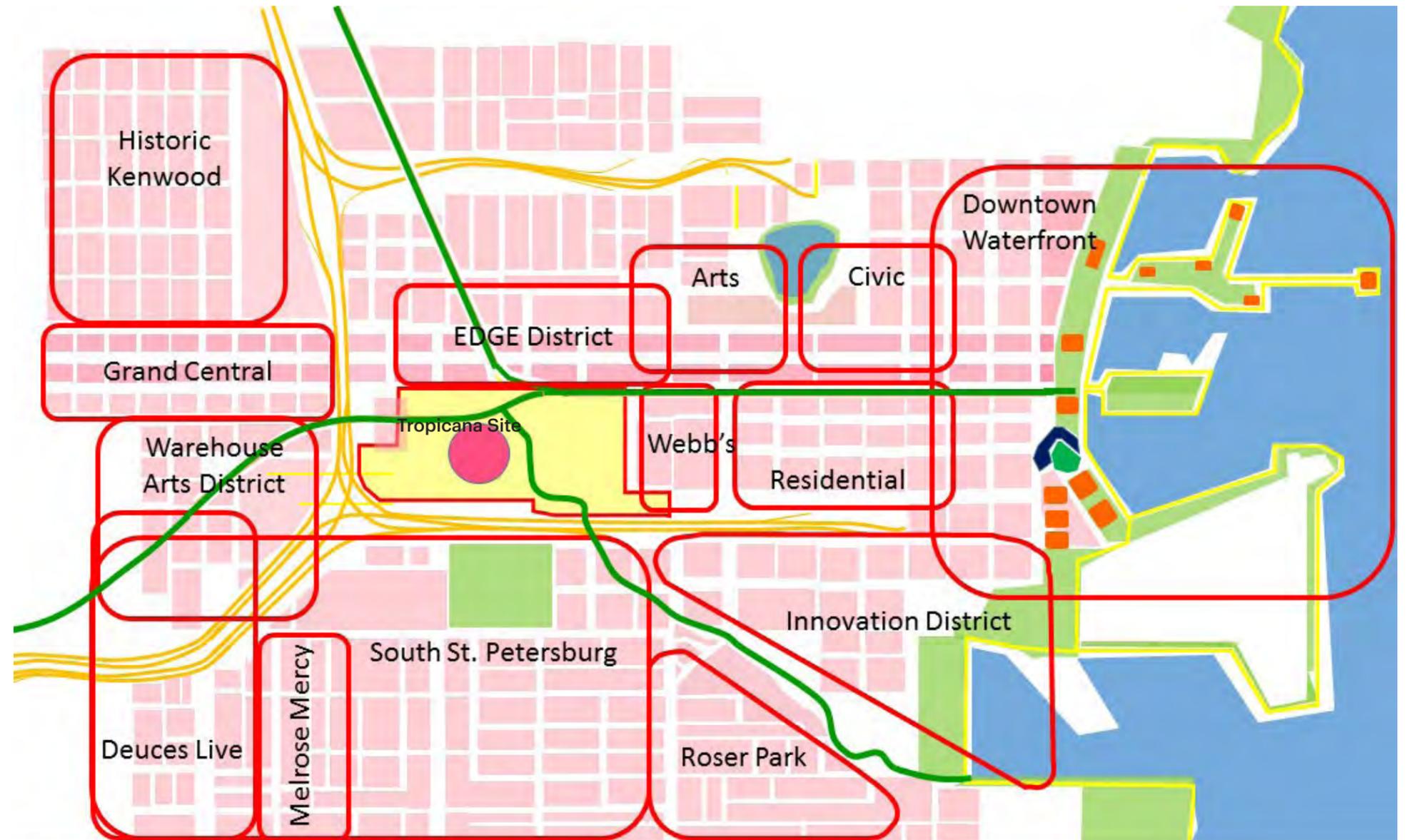
The site is surrounded by numerous neighborhoods and business districts. Many of these are predominately residential and home to a population that thrives on small businesses. Introducing a catalyst for small businesses is essential to create a thriving St. Petersburg. Integrating small business opportunities 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.

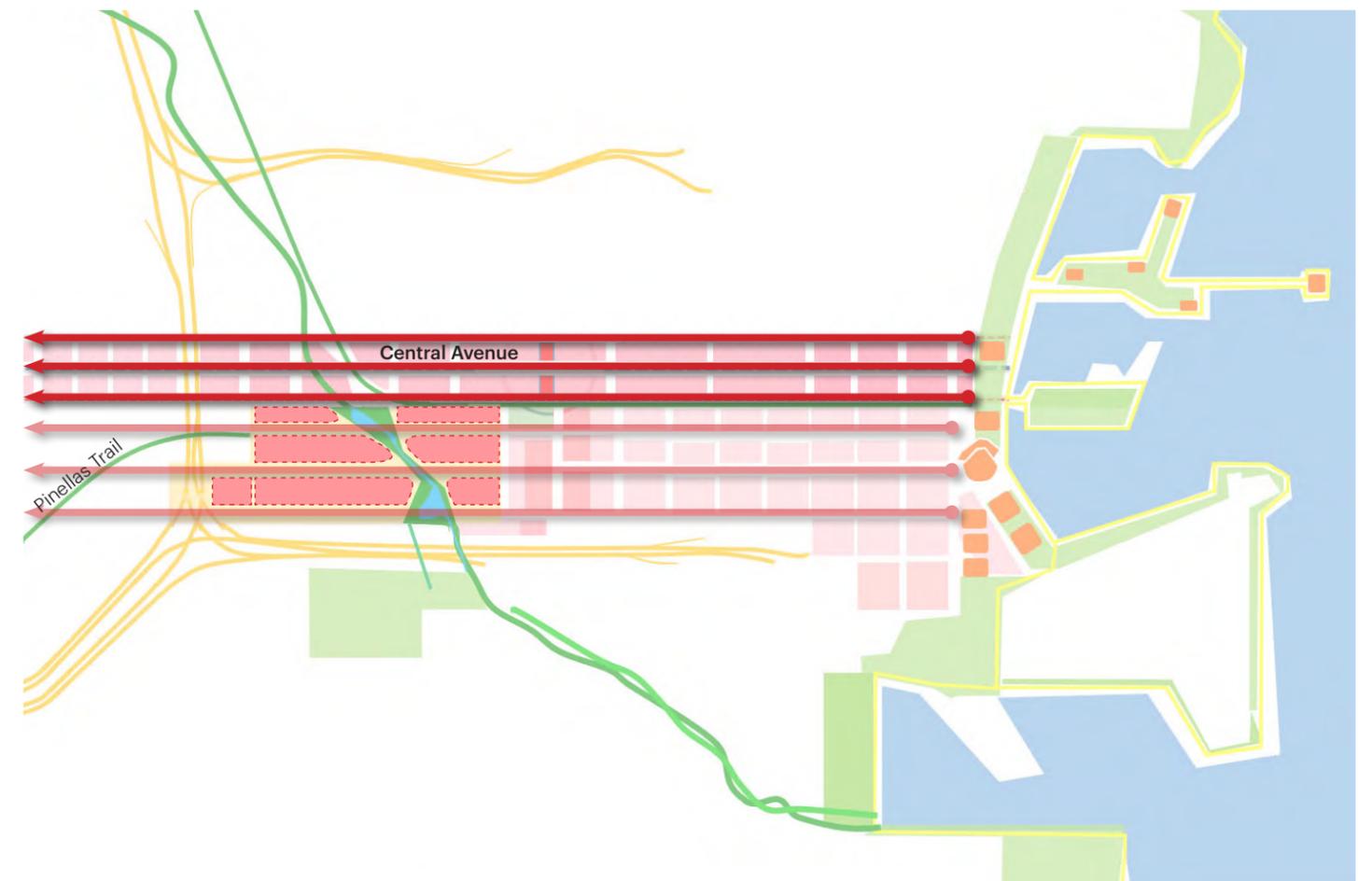
What We Heard

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

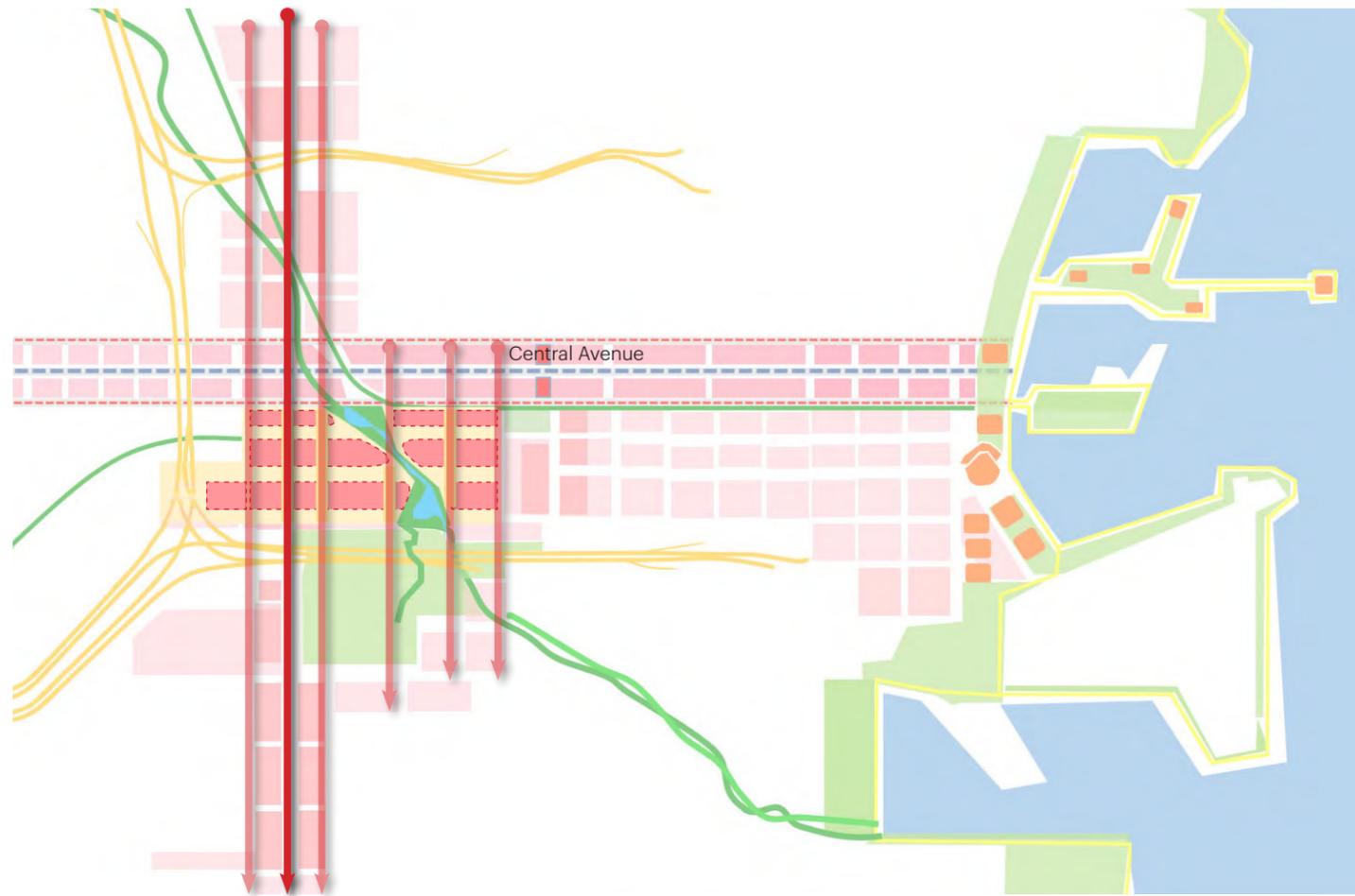
Legend

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

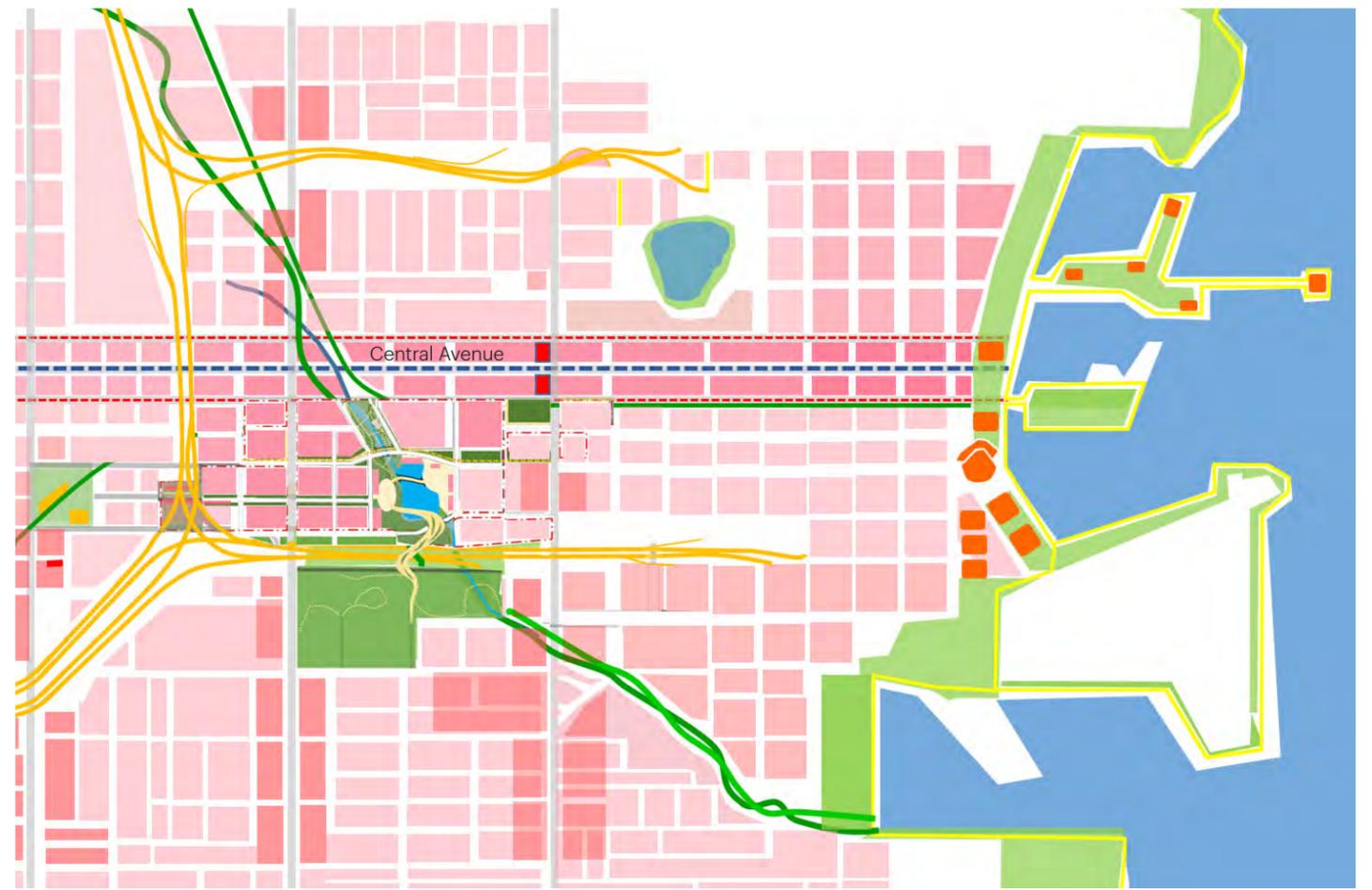
Below | BRT Connection to Site



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

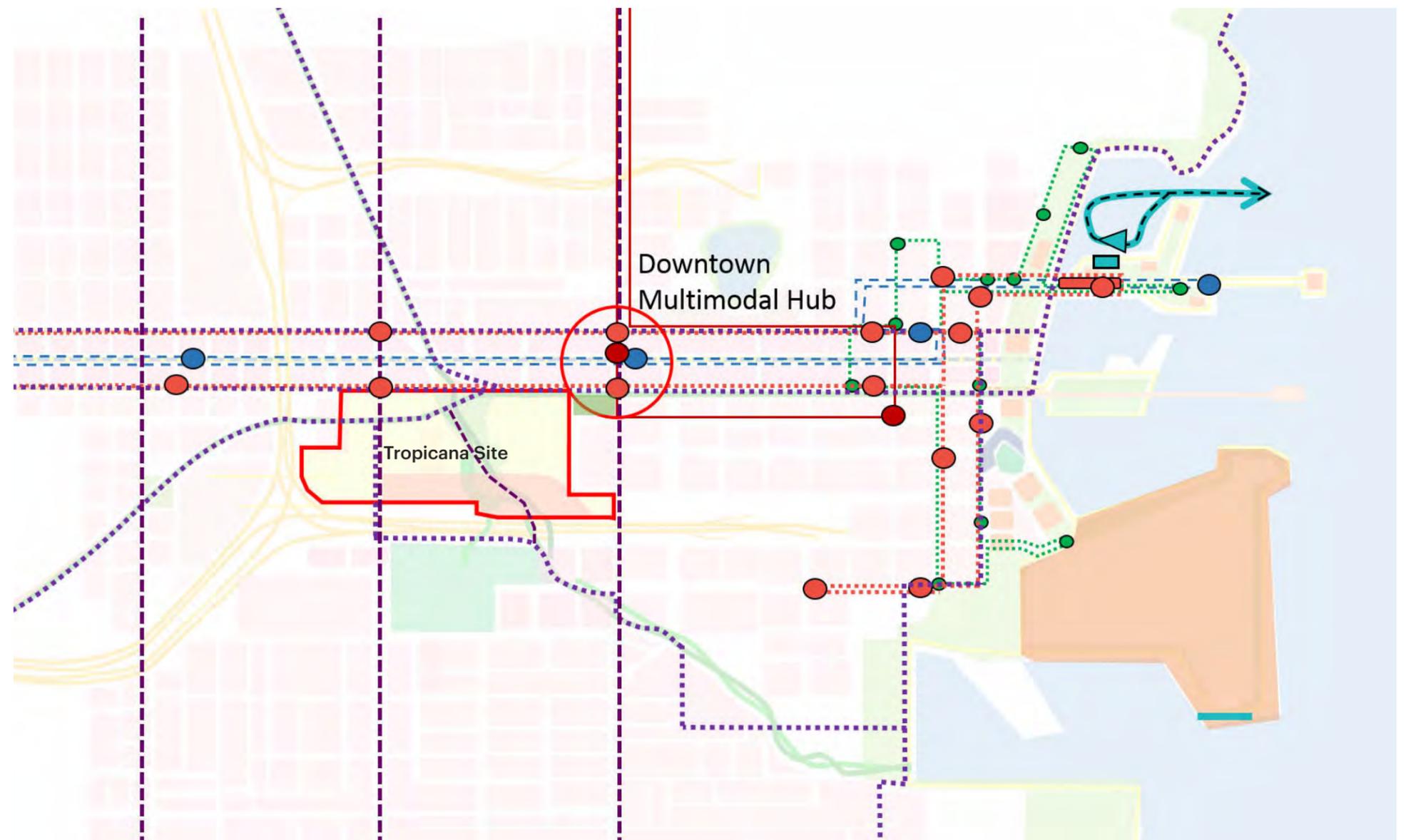




Image Credit: webmd.com



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

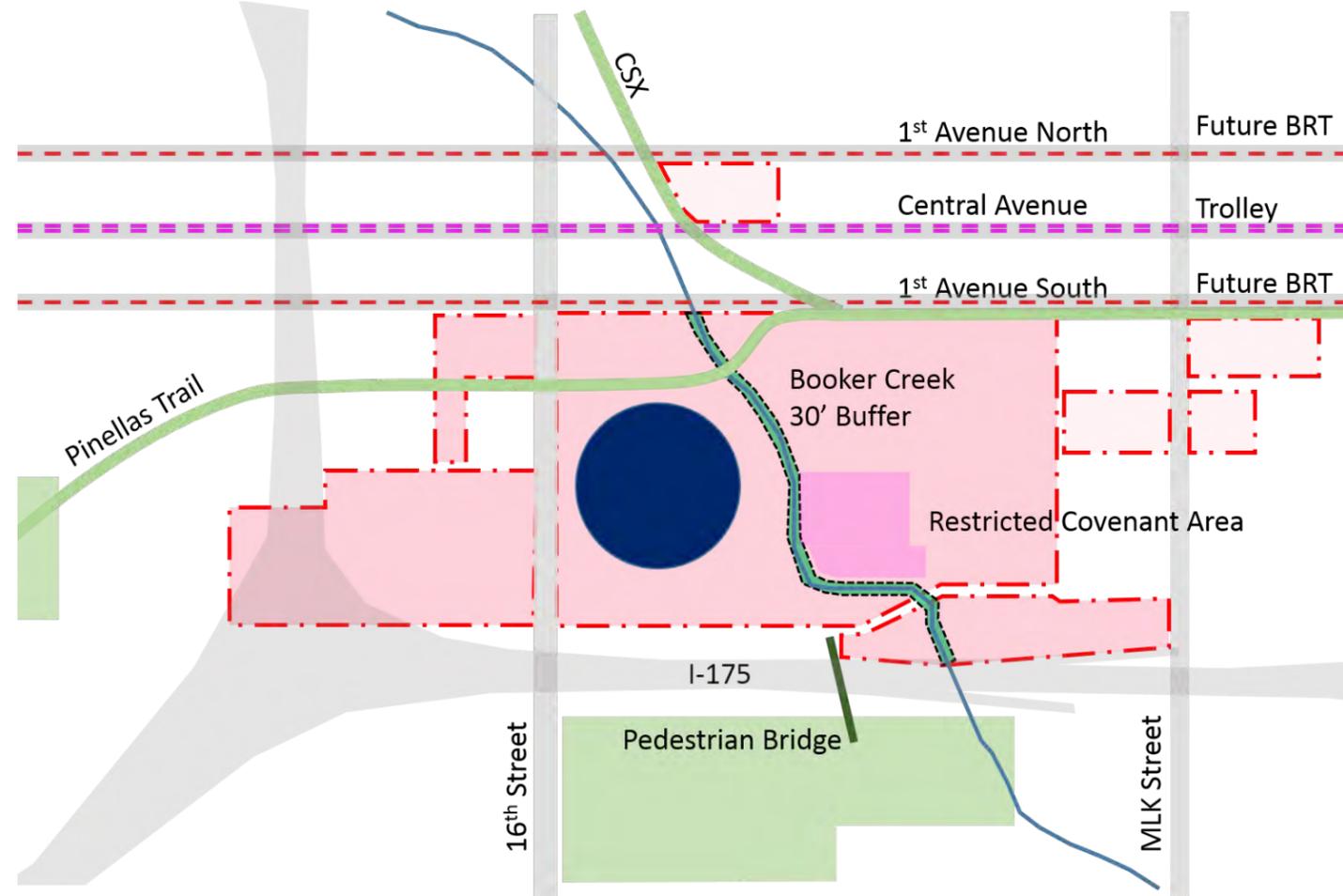
The plan for redevelopment of the site was mindful that the lease with the Tampa Bay Rays expires in 2027. The franchise will likely continue to operate on the site for five to six years until the team can relocate to a new stadium. The development strategy uses incremental moves that build towards and 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.

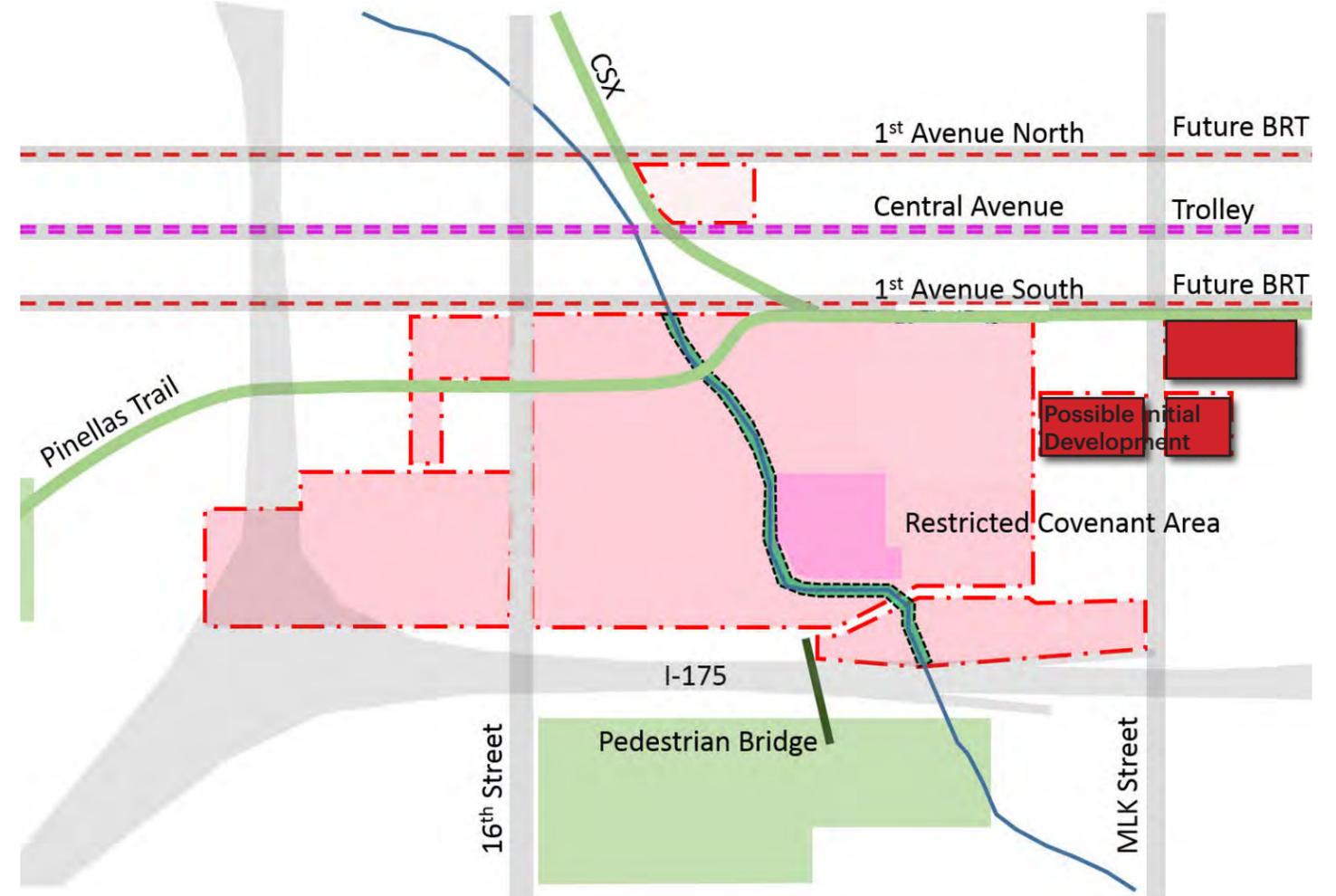
Three parcels along MLK Jr. Street could be part of the first phase of redevelopment. The parcels can leverage the existing utility infrastructure, traffic circulation and street frontage to support commercial development. As part of the initial phase of development, the design of the structures can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

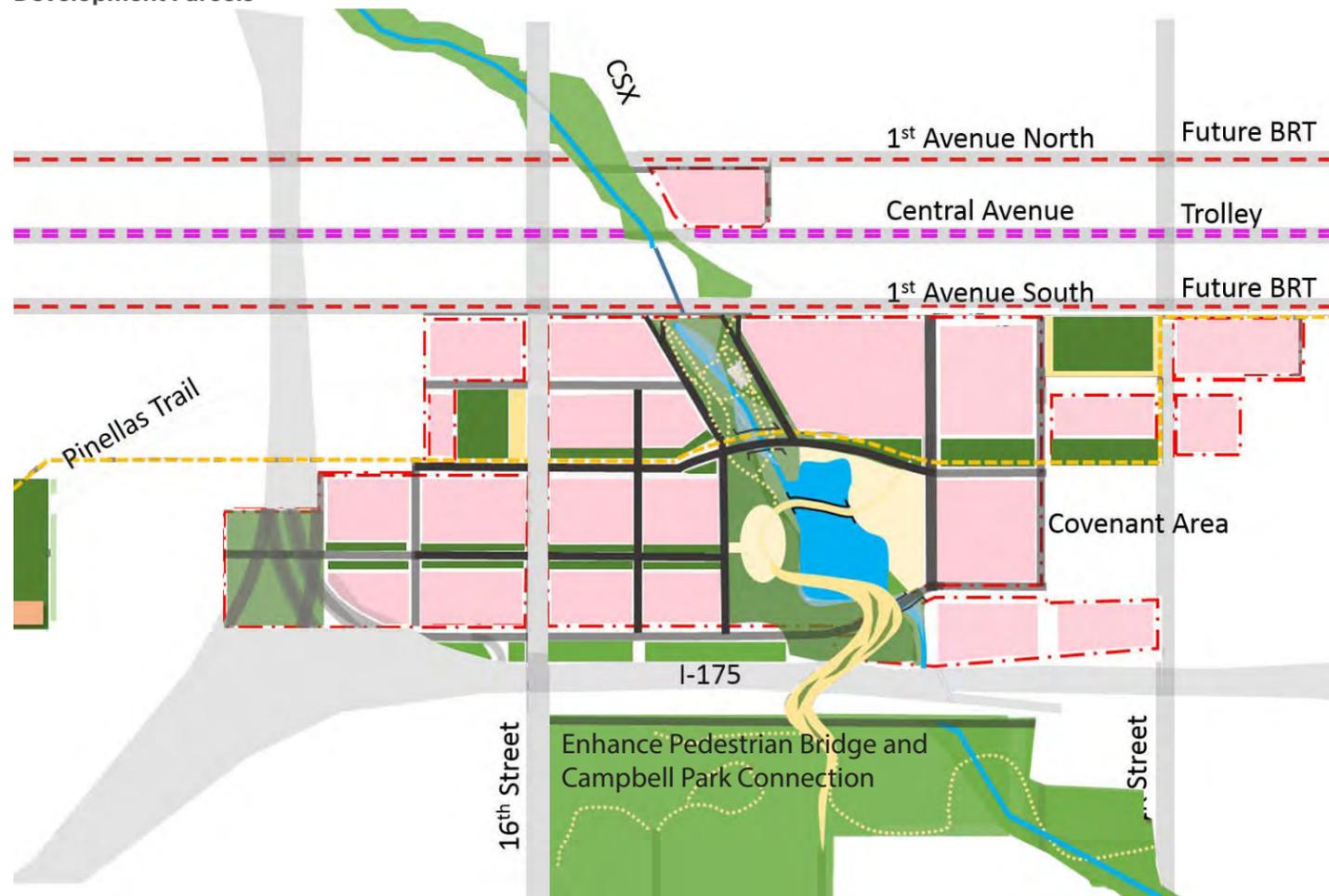


The plan creates blocks with coveted frontage adjacent to active streets and parks. Imbuing each block with desirable and marketable aspects is the underpinning of the economic development strategy. Each block provides a set of characteristics that meet the location requirements for certain uses to thrive. 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.

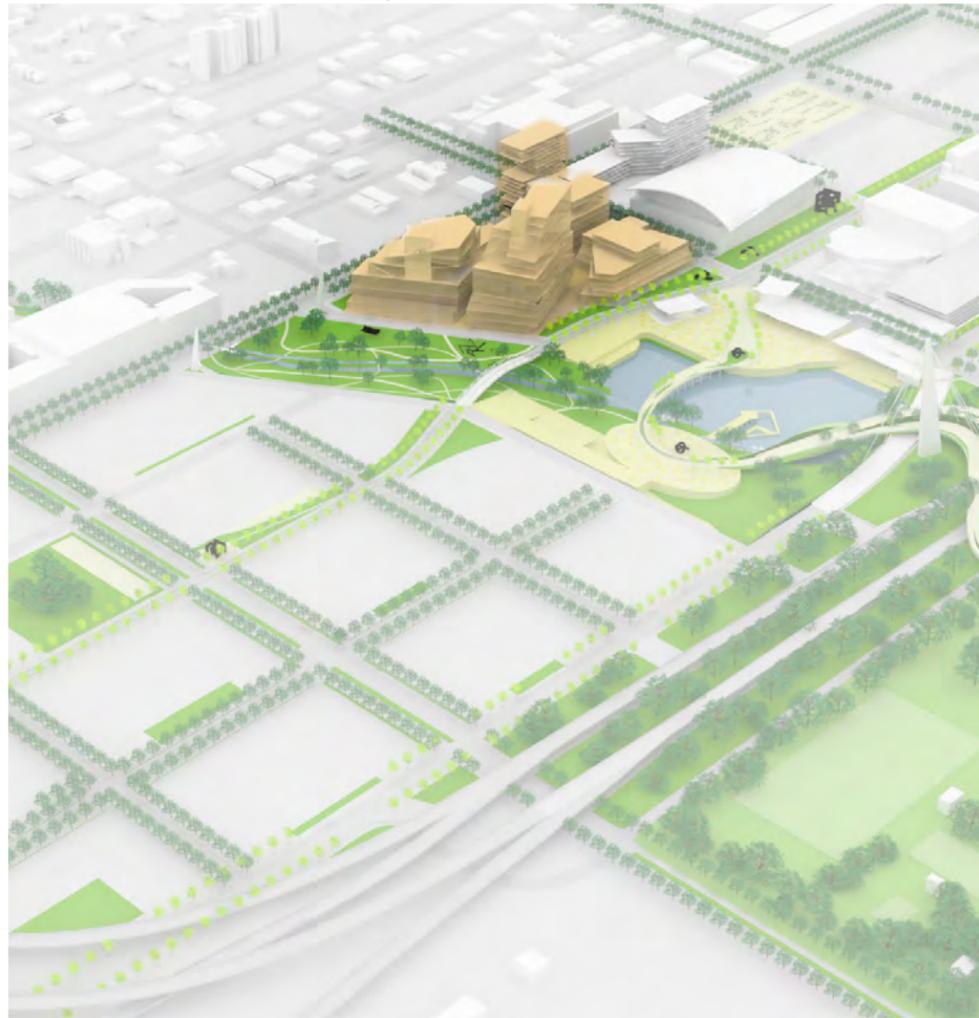


Image Credit: unc.edu



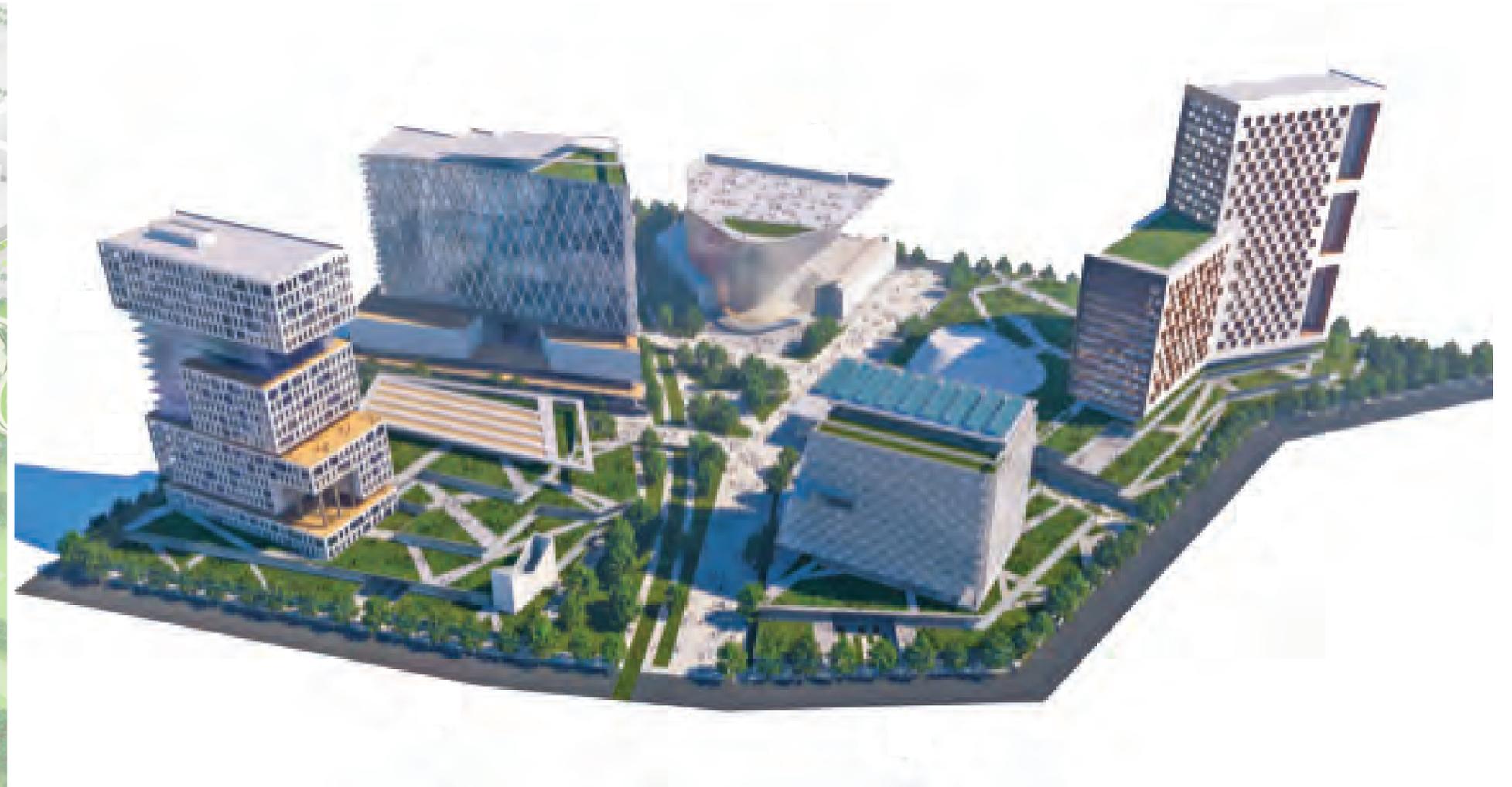
Key Plan

The education, research & tech campus occupies a prominent block on the site with covered 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

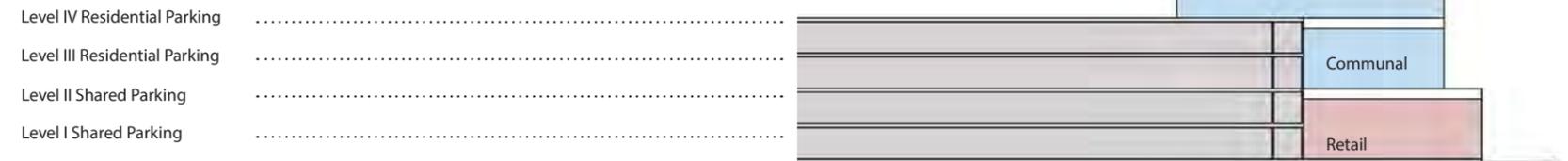
Affordable, Workforce, Market Rate

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

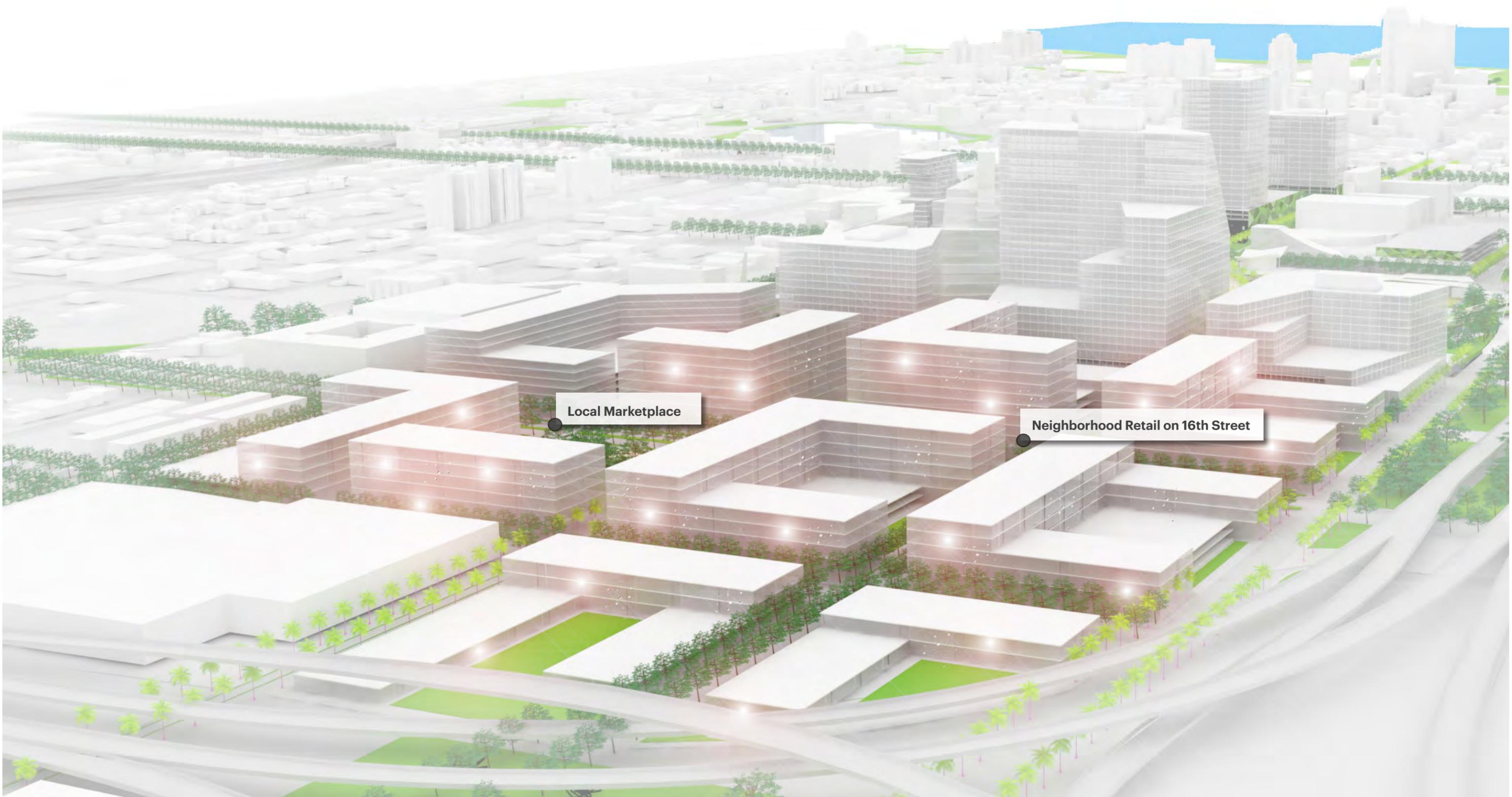


Image Credit: shutterstock.com



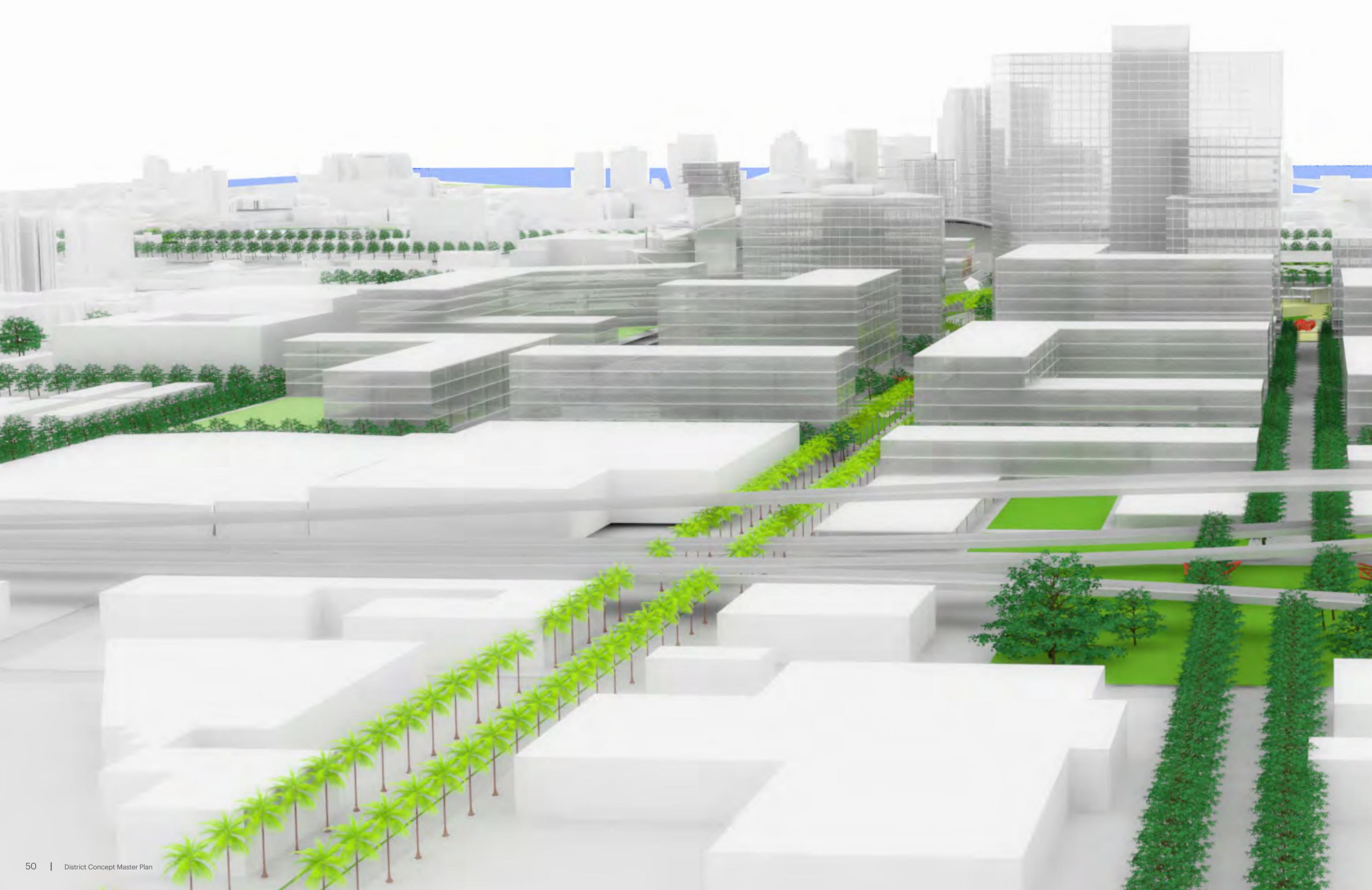
Image Credit: today.com

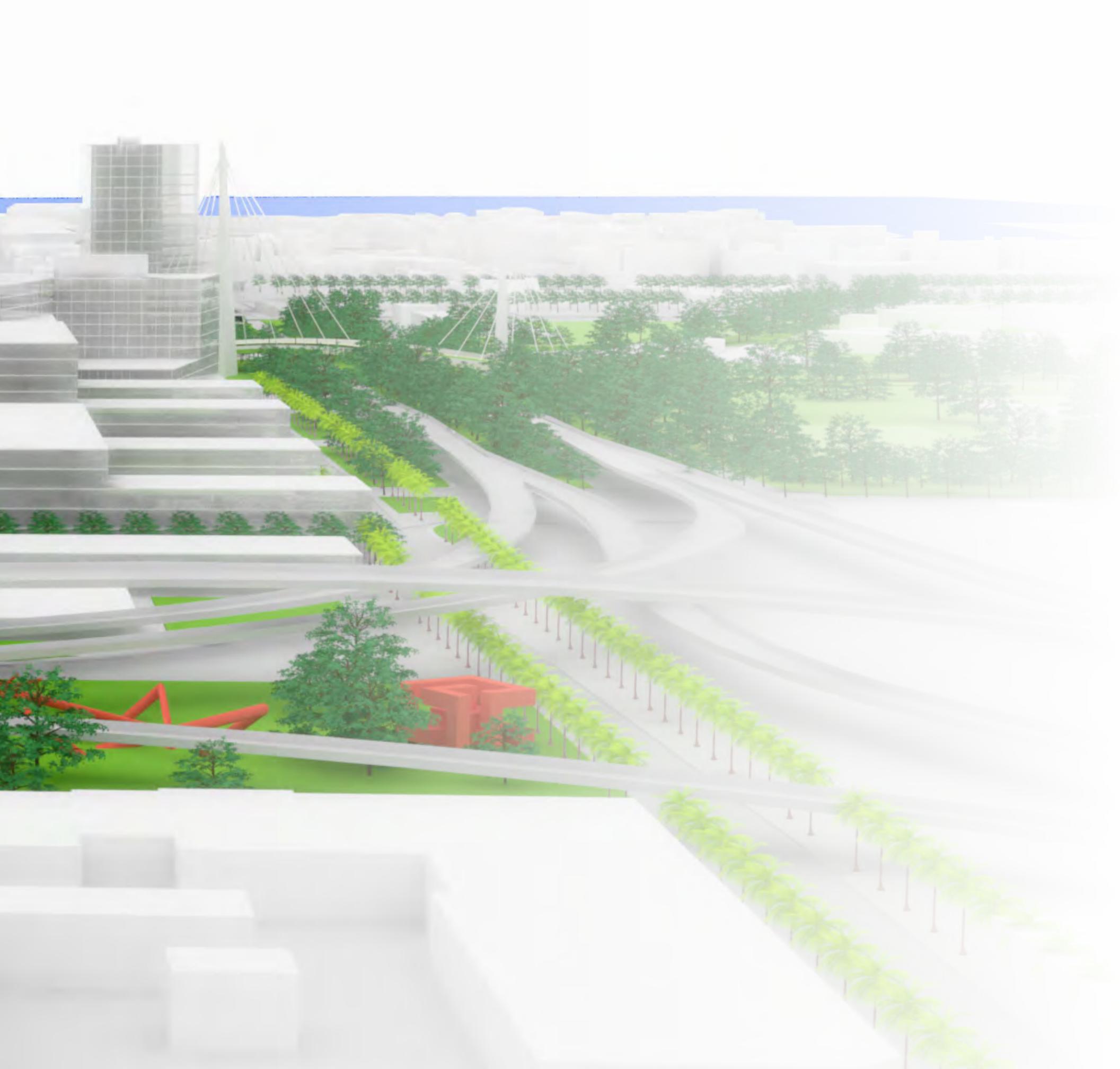




Local Marketplace

Neighborhood Retail on 16th Street





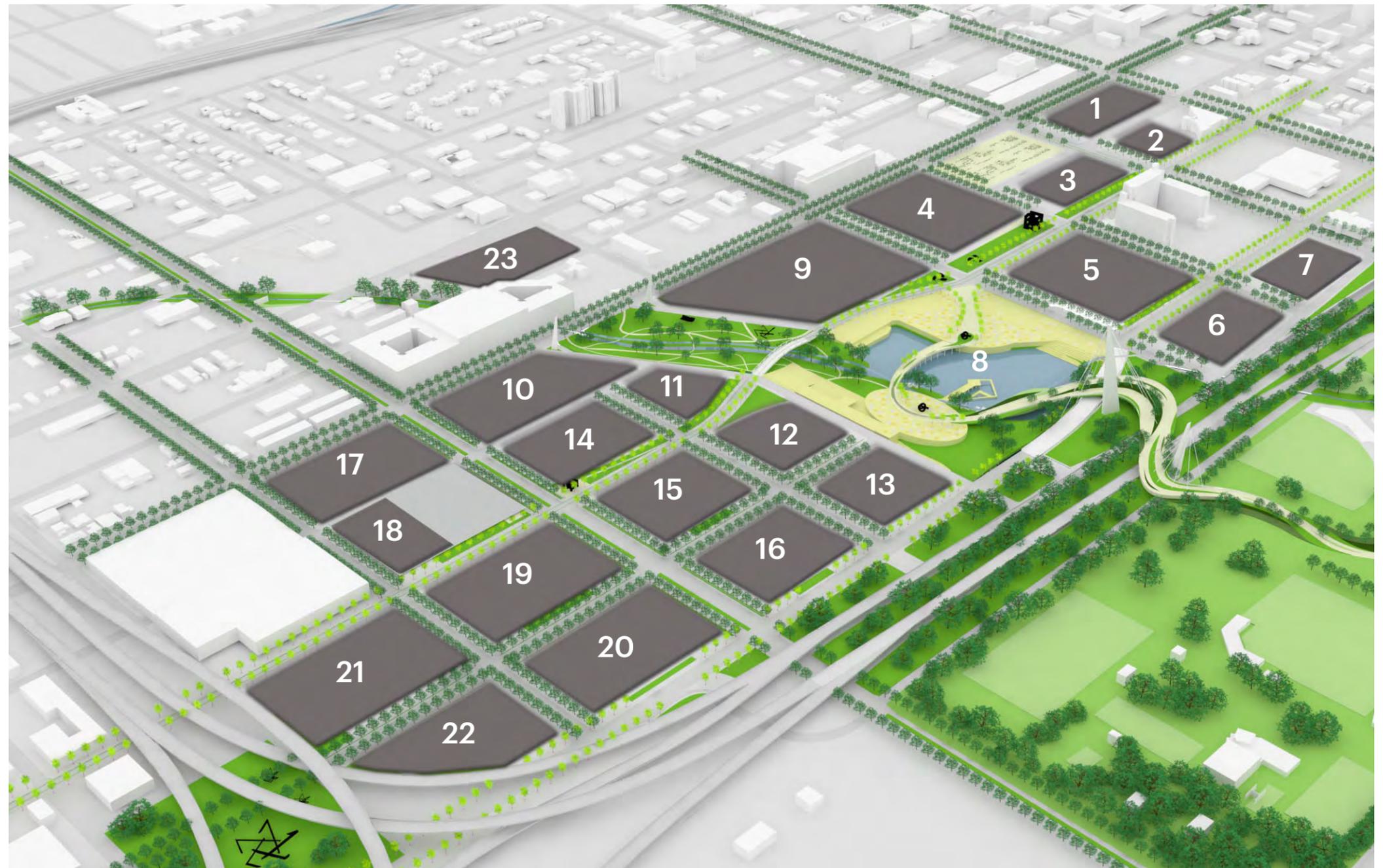
4 Development Program

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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