The New St Petersburg Pier

The Crescent

ahha! - new quarter design group
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"What people think of as the moment of discovery is really the discovery of the question." - JONAS SALK

“Your assumptions are your windows on the world. Scrub them off every once in a while, or the light won't come in.” — Isaac Asimov
The Question

Every great design begins with a set of questions. Our questions begin with the word.....

Why?

Why do we need a pier?
Do we?

Why are we going to spend $45 million dollars on this?

Why did the last pier fall into under-use and disrepair if we loved it so much?

Why were these goals put forth for this project?

What is our response?

Do we need another beach?

Are we stuck thinking inside the box?

Why can’t we see this problem set from another angle
Why?

These questions are important to me.... I grew up in Gulfport and know the city like the back of my hand. I (including times when I did both at once like riding my bicycle down the hallway of the Vinoy during its boarded up days), but that is another story. This story is about the feeling I have of needing to get this one right; of needing to know the reason why we are doing this project before jumping into it wholeheartedly.

Since the idea first surfaced of replacing or rebuilding the pier I’ve heard these “why” questions over and over again, from friends, and clients, in cafes, at Publix, on TV, in the newspaper.

As an architect it is our job to know to why our clients are putting up a new building, to know the goals for their project and to help them understand what it is they are asking for. In short, we act as guides and gently try to bring them, and our team, to the moment of clarity. As I watched the efforts to build a new pier blossom, then fade, then blossom again, then fade again, it occurred to me that the big questions weren’t being answered.

I downloaded the architectural statement of qualifications for this project in August, only four months ago. Within days, we were working on a more organized outreach program which intensified gradually, meeting with neighborhood associations, business people, marine industry groups, our local marine scientists, educators, etc. We were always asking why: why do you want a new pier, or to rebuild the old pier? Why are we spending municipal money on this project? And then, what are we, as residents, getting from this outlay of money and effort? What does this do for the legacy of the city?

After talking to dozens of groups and hundreds of people, the answer, a simple one at that, was finally apparent.
So why do we need a pier? Many would say because we’ve always had one. It’s part of the fabric of St. Pete.

Let’s change the question a bit. Why have we always had a pier?

It turns out that from the beginning, the pier has been a bridge: a bridge to prosperity for its owners, first the Orange Belt Railroad and then the City of St. Pete and its residents.

Prosperity means different things to different people. For some people, it means being able to live in an area that has a lot of fun and interesting places to eat and shop. And if that area is along the water, so much the better. ¹

For other people, having a plentitude of opportunities to make a living, or an environment that is conducive to opening a new business is important. ²

¹ San Antonio’s Riverwalk Park, created for $425,000, is lined with outdoor cafes, shops, bars, art galleries, and hotels and according to the Automobile Club of Southern California it has overtaken the Alamo as the most popular attraction in the city’s $3.5-billion tourism industry.

² A number of studies have compared the aggregate income attributable to business owners and employees in different uses of waterfront property. In one such study completed in 2010, FXM Associates, Mattapoisett, MA found that the direct and indirect municipal revenue attributable to waterfront uses showed that water-dependent uses; marinas, excursion/charter operations, and landside businesses servicing commercial/recreational vessels, yield significantly more per acre in municipal revenues than any other land use type – 2.5 times more than residential condominiums, for example.
But the Crescent is more than just a mall on water, it is a park. Almost eight of the twenty-two acres of land on the peninsula will be park land such as picnic areas, amphitheater, and promenade, and all lushly landscaped with indigenous species of palms, groundcover, flowering shrubs and vines.

More than 100 years ago, Frederick Law Olmsted conducted a study of how parks help property values. From 1856 to 1873 he tracked the value of property immediately adjacent to Central Park, in order to justify the $13 million spent on its creation. He found that over the 17-year period there was a $209 million increase in the value of the property impacted by the park.\(^3\) "...cities are characterized by a sense of place, beauty in the natural environment, a mixed-use transportation system and a 24-hour lifestyle. These are the characteristics that will attract the creativity and brainpower that undergird the new economy." Steven Roulac, futurist, The Roulac Group.

After many years, St Petersburg finally appears to be attracting the very creativity and brainpower Mr. Roulac was mentioning. We see what it brings to the select cities around the US that have already achieved this balance, and it is exciting that we are starting to see it here. This project responds to the future to which St Pete is inexorably heading.

So then we asked ourselves; what is our concept? What is it that responds to the question and honors the reasons for having a pier? What is it that is resonant with us at all levels and dispels any doubt that this is the correct response? Where was our ahha moment? It was apparent that we needed to do more thinking and immerse ourselves in the thoughts before that would be revealed to us.

\(^3\) A survey of 1,200 high technology workers in 1998 by KPMG found that quality of life in a community increases the attractiveness of a job by 33 percent.
Our Intent

VISION ESTABLISHED BY PIER TASK FORCE

JUNE 2010

“Our vision is for a vibrant Pier Complex that appeals to both local residents and visitors throughout the year. It should speak to our city’s beautiful aquatic setting, and offer spectacular views of our cityscape and the Bay. The Pier should complement the larger downtown waterfront and serve as its front door, centerpiece, and anchor. The architecture of the main building should reflect our history and unique identity as a place and a City, and be a worthy symbol of our great City.”

After the Why comes, What. What is the correct design response to the program and what are our goals? What design strategy will coalesce the desires of the residents with the financial realities of the budget? What is our first step?

In developing our answer to these questions, we started with the material provided to us in the RFQ, as well as looking back at the material given to the previous design competition. To that we added the wealth of information we garnered in our own outreach campaign.

One result of our outreach that shouldn’t surprise anyone was: no one desire was universally desirable.

Some would find that daunting. We, however, believe that often the best design solutions are conceived from the complexity of competing interests that, though different with every project, must be engaged without fail. To engage, we must become familiar with the project requirements and desires, understand the mythos/shared stories of the place have the ability to bring strong ideas to the fore, and, especially, spend the time needed to listen and observe. From this foundation, concepts are formed, from concepts come designs, and from those designs, landmarks are created.

We then started with the most basic design premise; that the primary purposes of the new pier are to:

- Be a catalyst, a regenerative element for new and increased economic activity in the downtown waterfront district and for the residents of St Petersburg;
- Provide and support the desired community activities and be a community gathering spot;
- Become an iconic brand for the City of St. Petersburg through its form, and its use.

We believe that a design that provides the greatest value for the tax dollars spent, that benefits our community in as many areas as possible, and is sustainable, and ecologically sensitive will emerge in a way that is naturally iconic without contrivance.

In addition to the primary design considerations, the ahha!-New Quarter design group believes that providing marine and environmental awareness education is a high priority for the pier experience. As an addition to a central location within the landmark structure, the team will explore integrating living marine education and environmental awareness stations of various sizes throughout the pier and upland areas. Benefits of locating
environmental stations throughout the project were considered against the additional cost, complexity, and security. That being said, we perceive the benefits to be:

- Increased public participation and awareness of the environmental education objectives of the pier;
- Increased observational time per person per visit vs. placing everything in a centralized location. 

A number of studies comparing mean exposure times of educational displays in centralized locations versus distributed experience suggests that overall exposure, and retention of observations, is significantly greater in the distributed experience.
Should we Keep the Inverted Pyramid?

We started with this thorniest of questions. The ahha!-New Quarter design group has spent considerable time examining and considering whether our core vision should incorporate saving and refurbishing the existing inverted (and iconic) pyramid. We are cognizant that this question evokes strong feelings from groups in support of the historic value of the pyramid, from groups who feel that the reuse and restoration is a better use of public funds and, of course, from groups that would prefer to have the pyramid replaced.

Given the regulatory requirements inherent in renovating, reuse or repurposing, the condition of the existing structure, and the project’s economic realities, the ahha!-New Quarter design group believes that replacing the inverted pyramid is ultimately the correct choice. With that said we have continued to look for opportunities to reuse and repurpose the pyramid.

One opportunity we would like to explore is the option of saving the bait shack on the pier that dates from 1926. If physically and financially feasible we would relocate and reuse it as a bait shack on the new project.

Another concept (which is covered in more detail in the financial section of our proposal) is the exploration with the city and voters the option of leasing the pyramid to private investor who would turn it into a boutique hotel. This would allow the city move ahead with the construction of a new pier, while saving the pyramid from demolition.

Central to the question of replacing, reusing, and repurposing the pyramid is physical condition of the structure, the marine regulatory environment, building code changes, deferred maintenance, and the trade-off between the cost of saving the pyramid vs. the lost opportunity cost of having committed those funds to the pyramid.

ahha!-new quarter design group
Core Vision
the Pier and Landmark Structure

We are all aware that the form of piers has historically followed function. When the first St Petersburg pier was constructed, its design, a long structure jutting out in Tampa Bay perpendicular to shore, was an obvious reflection of its function for the movement of commerce. The distance from shore provided ample steerage depth, and the long thin shape provided necessary quay length for commercial vessels of the day. Structures on the pier would have likely been limited to warehousing if any.

Our team believes that today, the central design precept hasn’t changed and that the use and purposes of the New St. Petersburg pier should primarily dictate the design response.

We feel that the inclusion of the Uplands and Spa Beach design is a requirement for integrating the St Petersburg waterfront with the pier, and as such, the designs of each have been developed in harmony. We attended many of the waterfront master plan workshops and were able to not only ask pointed questions to our co-participants but also to the leaders of the effort.

A goal of the ahha!-New Quarter design group’s Upland and Spa Beach design was to provide a cohesive, design that maximizes the value of the Uplands and Spa Beach to the community while providing locations that could be converted to sites for private public partnership development without damaging the vision or cohesiveness of the whole. We foresaw the design of the uplands and spa beach as an extension of the pier experience, providing a location for community desired elements not available on the pier or in the landmark structure. In keeping with our design intent, we provide herein a guiding vision for possible pubic private partnership at the Uplands, including suggested uses and financial projections.
**Where goes the Pier?**

Without re-incorporating vehicular transportation on the pier, the distance from Bay Shore Dr to the upland development site, and from the uplands to the pier head is an impediment for many people. Providing a strong incentive \(^6\) to visit the pier terminus would mitigate this somewhat, but not fully resolve it. Relocating the bulk of the pier to a location closer inshore provides one opportunity for decreasing the reluctance of visitors to use the entire pier on a frequent basis.

Because of this, the ahha!-New Quarter design group has explored alternatives to the shape, length, and location of the pier.

As an example, an ellipse shaped pier/esplanade, with its focus across from spa beach and running roughly parallel to the shore, perhaps even with a floating marina mirroring the shape of the esplanade, would have a number of possible benefits.

- With the bulk of the pier closer to shore, tying the pier into the headland at multiple locations would be easier;
- A pier oriented parallel to the shore with closer and/or multiple connections to land provides natural pedestrian circulation maximizing use along the length of the pier;
- Increased likelihood that patrons from Bay Shore Dr and the headland will visit the pier and that patrons of the marina/transient boaters will patronize headland and Bay Shore Dr;
- Increased accessibility for less mobile patrons;
- Greater connection between activities on the pier and uplands.

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\(^6\) HR&A, New Quarter, and the owners market studies are the basis for predicting the drawing power of various entertainment, shopping, dining, recreational experiences or combination thereof.
The Pier as an Economic Engine for the City

For this project to be a catalyst for increased economic activity, the new pier must provide a reason for residents to spend their money locally, and an incentive for increased tourism spending downtown. It is important that a maximum amount of the increased revenues generated by the pier stay in St. Petersburg in wages, the purchase of locally produced services and products, and deposits in local banks. These objectives have been realized by including the following features into our design:

- transient dockage;
- free, or low cost transportation between downtown waterfront and pier uplands;
- adequate parking close to uplands;
- recreational opportunities;
- unique dining, shopping and entertainment opportunities;

In addition, the ahha!-New Quarter design group believes that a juried business enterprise area, an area for a future public/private partnership boutique hotel, and an event concert venue area should be included.

To keep people coming down to the pier, we have looked for areas like the juried business enterprise area to keep the experience along the pier and esplanade fresh. We feel that the physical form of the storefronts and the experience along the pier should be ever evolving and full of activity. In a literal sense, the idea is nothing more than that of the inhabited piers and bridges from centuries past.

Operational Sustainability

An important consideration of our design team is that the pier, landmark structure, uplands, Spa beach, transportation, and pedestrian paths are all operationally sustainable. Provided that development properly balances the value of services received with the goal of keeping a strong community feel, we would support the concept of future public/private development partnerships as a way of providing a more complete pier experience within a limited budget.

Operational stability goals:

- ensure a pier and landmark structure income stream that is sufficient to cover maintenance and operational costs;
- identify private public partnership opportunities that could finance further development in the pier uplands area.
The Concept

Again, change the question. If we take it as a given that we still want what a pier brings us, but yet we know the pitfalls of recreating something that was a response of another era and something far above our project budget, then the question becomes; how do we give the City the continuance of the pier experience it wants, without falling prey to the romance of designing something beautiful that we cannot afford?

Let’s change the question again; “How do we give the city the benefits of a continuance of the pier, without spending all our money on a few things out in the water”

That is closer. Let’s change the question one more time: “Is there a way to give the residents a pier experience and a continuance of the benefits from an active pier without spending all the money on structures on the water?”

What do you mean, “give us a pier experience without building major structures on the water?” How do we do that?

And here was our ahha moment. The moment where we looked at each other and realized that, if we had the guts to do this, it solved the intractable and polarized question. Let’s make the peninsula from Bay Shore Dr to the seawall the place where we create the pier experience. This land is linear and extends out into the water; with some imagination and opportunistic design, one can see how it can be made to start feeling like a quay/wharf. It eliminates by ½ the distance one needs to walk to get out to the headlands and it changes the entire financial outlook of the project, leveraging the design solution by a factor of at least 2 and allowing us to build more of the project with the money that has been set aside.

So the concept becomes this:
The promenade is along the water wherever possible; a building is at the seawall, at the terminus of the promenade; the building is set above storm surge and the podium overhangs the water on two sides, giving one the feeling that you are indeed still on the water;
The experience is that of being on a working pier with a variety of uses; make the entire quay an active space and reduce walking distance;
Place retail in pier buildings; the link to the historical markets near piers of old; an economic responsibility, not unlike the piers of the past;
A promenade walk out to a water pier with views of the city;
A pier head building that is at once on the water and a gateway to the pier; that house within it the space for public events, for dancing, for marine science education, and for dining on the water;
A quay that can support many public functions and festivals; a community gathering space;
A design that is operationally sustainable and which is mostly completed at the end of the money set aside for phase one;
A design that gives the residents many of the program elements suggested by the pier working group;
And it is a concept that is gentle enough economically that it allows us to begin thinking of solutions that leverage multiple solutions to issues far outside our main responsibilities.
St Pete is a city surrounded by water, floating on water, bisected by water and often lies under a blanket of water.

Water is wealth, life, a promise of eternal youth, and as so often in the past, more and more now a cause of strife.

The city was founded because of her connection to water. The St. Pete Pier, a beginning of a long voyage for products from a newly settled Florida and for goods of the world to easily and safely be shipped to willing buyers here. And so it became that the water that surrounds us, and our pier, was the engine of economic growth and a gathering place.

But the water that surrounds us not only is our strength, but a force of destruction, both gradual and sudden. Sinkholes, salt, and storm surge come to mind. And sea rise? It may one day redefine the water as much a reason for leaving here, as it once was for coming here.

In considering all that water means to the City of St Petersburg we thought what is more appropriately an icon of St. Petersburg than water?

So we wanted to create a pier experience that celebrates it and its dual nature. A place that educates us on its scarcity as well as the fragility of the ecosystems that depend on it. But water is nothing if not playful. And so we wanted our design to have fun with water.

We are really excited about the result so let’s take a dip and look around.....
Hello, my name is Herbert. My wife, Martha, and I moved to St. Petersburg back in the mid ‘50s. We raised a family here, watched St. Pete grow and change. Back then things were different. We were called ‘The Friendly City.’ We had green benches downtown where you could sit and meet new people or stop and catch up with old friends. A couple of nights a month we would go down to the Million Dollar Pier to join in with the States Club. Each State had its’ own club and expatriates would meet to talk about what was going on with the families, cities, and states that we left behind. It was a grand time to live here. Then the sixties arrived and the Million Dollar Pier needed a lot of work so the city tore it down. Oh we will build something better they told us. What they gave us was this upside down pyramid. It sure was different. It didn’t have the warmth or charisma of the old Pier, but we could at least go to the top to watch the planes and boats going about their daily business. About the same time the Million Dollar Pier was torn down the City decided to remove the green benches. Makes us look too stogie, too old, they told us. I guess that is when we stopped being known as the Friendly City.

I’m retired now and things have come full circle. The green benches are back, at least on Spa Beach Park and on this New Pier; they call it the ‘Crescent’. Martha and I take our daily walks out there. Sometimes we will stop and get an Ice cream cone and sit on a green bench like the good old days. Sometimes we walk out all the way to the end and get a cold one at the Pier’s End Tiki Bar. They even have daily specials there for out of towners. Each day a different State gets a special. Reminds me of the old State Clubs and they do pack them in.
Till now there was no place near for me to take the family for a picnic on a beach in St. Pete. Spa Beach Park just didn’t have the amenities. No real shade, or tables to eat or play cards, and if we wanted to cook some burgers for lunch, well it just wasn’t worth the effort of hauling literally everything out there for a few hours.

Sure Fort DeSoto is great. It has these great pavilions for large and small groups with cooking grills. It has the beach and the old fort to explore. But it’s 45 minutes away, not really convenient if the family has other things to do during the rest of the day.

Since the new Pier was built Spa Beach Park is so much nicer. The pavilions are open and airy. The picnic tables make it nice to eat or hang out with the family. There are plenty of grills for grilling. Best of all is the location. If the kids want to build a sand castle Spa beach is right here. The boats coming in and out of the Vinoy Basin and the planes landing at Albert Whitted just make the whole outing so serene. After lunch we all head onto the Crescent for ice cream for the kids and a stop at the coffee bar for the adults. We might stop by the St. Pete aquarium, or maybe go up to the observation deck, we might even stop to see the weather globe in the atrium to watch another snow storm hit the North East. However today I’m taking the kids back to Spa beach to show them how to make a really grand sand castle.

"Why not go out on a limb? Isn't that where the fruit is?" - Frank Scully
A F i s h e r m a n

I was born in St. Petersburg the same year that the Million Dollar Pier was built. Since the time I was just knee high to a grass hopper my Dad would take me down to the Pier to go fishing. We’d drive out to the end of the pier and park. Since we never had any bait we would have to walk over to the little bait shop. Family owned, nice people, they had nearly everything there that we needed including advice on what was biting. Dad and I would spend hours catching sheepshead and mullet. After I graduated from St. Petersburg High School I joined the Army. We were in the middle of a war after all. After a few years I was back in the Sunshine City, it was just too cold elsewhere. Besides I missed the fishing. By the seventies Dad was retired and I would meet him down at the Pier to go fishing after work. The main Pier building had changed but our old bait shop was still there, new family owned it, but they still gave out good advice.

I still get around pretty well. I still like drowning bait as they say. I’ll tell you though I was plenty mad when the mayor fenced off the pier. I was fishing off of that Pier for the last 80 plus years and to have it just closed down like that nearly broke my heart. When Mayor Kriseman took office and tore down that fence I was one happy son-of-a-gun. Of course the bait shop was still closed but the time spent fishing out there was great.

Now the old pier is completely gone. I couldn’t watch them tear it down; it felt like they were tearing me down too. It had to be done, but still...

So now we have a new Pier, the Crescent they call it. I’m going to go down and see how the fishing is. Not as much parking, but I found a spot easy enough. The car is unpacked, with my cooler and fishing rod in hand I just need to check out the new bait shop at the edge of the pier. It sure looks familiar. As I get closer I can’t believe it. I can’t believe that they moved it; they saved that little bait shop.
We are so very excited about each of the components of the new pier it’s hard to decide which to talk about first. The juried commercial area, space specifically designed for the marine education center, the new amphitheater, or the pier itself.

We’ll just start at the beginning.
Connecting the City to the Waterfront

We believe that a measure of the success of the new pier is its ability to become attractive as a destination to locals and visitors alike while working to maintain the vibrancy of the St. Pete’s waterfront, arts district, and greater downtown.

In order to achieve those goals, a pier must overcome the challenge of the distance between the pier head and the business district. In deference to the analysis done for the city by Bermello Ajamil & Partners we believe that the assumed option walking distance 1,250 is overly optimistic. In truth, the weather in St. Pete for half the year is not conducive to walking any distance. For families with very young children, or the elderly, if it is not the weather, it is the distance that becomes the critical element. And then there is the factor of safety while walking at night.

Which is why a good percentage of the community prefer a pier with close at hand parking and a drop-off zone. One of the biggest challenges in obtaining those goals is the distance between the pier terminus and the parking, Beach Drive, and the city’s waterfront and business gateway.

The distance from Beach Drive to the pier entrance is 1,875 feet, while the distance from Beach Drive to the Pyramid is 3,000 feet. Numerous studies have shown that typically, Americans will avoid having to walk more than a quarter of a mile under the best conditions.

Urban planners strive to locate urban parks and community centers within 400’, while private developers prefer 300’.
A building for the City of St Petersburg and the Tampa Bay Community
A building as the point of civic identity .... The iconic element showing our link to the water

Its uses are public in attitude:
- a place for learning and to celebrate the estuary on which we live ... to celebrate water;
- a place for gathering – to dance; for community functions;
- a place for dining;
and,
- a place for revelry

A place for play, for recreation – fishing and boating ...not necessarily a celebration rather a tribute of how to live, love and learn in harmony with water

It is built to last:
- set above storm surge;
- strengthened for category 4 hurricanes;
- of materials that will last in a marine environment.

It is built for environmental sustainability;
- with materials of low energy content;
- an orientation on the site that takes advantage of, and protects us from, the breezes and sunlight;
- with systems that make use of our sunlight to generate electricity; and super insulated glazing;

And it is part of a concept that is operationally sustainable for the City.

From Beach Drive, multiple full, white sails stand out against a bright blue sky and are visible where the quay ends and the water begins. These sails are not those of a sailing craft, but of our main structure at the end of the wharf. This current evolution of the sail is a four story, 70,318 square foot building of white concrete and glass, iconic in shape and yet traditional in use.

Entry to this building is at the Eastern end of the promenade, and across the 90,000 square foot forecourt which serves not only as the roof deck of the 220 space underground parking lot (phase 2) but as one of the main locations for events. At 23 feet above the marina, this lushly landscaped forecourt provides excellent vistas of the marina, promenade, splash-park and St. Pete’s waterfront. In keeping with the theme of the promenade and market court, the forecourt is shaded by Royal palms and Honeysuckle topped arbors. Planters containing bird of paradise, gardenia, and Heirloom roses perfume the air.

As an added benefit, the forecourt also sets the base elevation for the main floor of the building at +23 feet above water level. This provides ample space in the level below for back of house functions, while keeping all critical and public areas above storm surge from all but the highest category storms.

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All of the construction materials and finishes for the building have been specifically selected to ensure low operation and maintenance costs and ultimately the lowest life cycle cost possible.

- Superstructure – Precast concrete vertical fins and cast-in-place walls and roof deck
- Stairs – Concrete with stainless steel handrails
- Floors – Polished concrete and overlay
- Gypsum Wall Board (GWB) demising walls and ceiling
- HVAC – Chilled water system that serves the entire site, with primary cooling from a closed ground loop geothermal system
- Curtain walls – Impact resistant glazing with aluminum frames
- Atrium ceiling – Impact resistant glazing with aerogel film
- Interior and exterior LED lighting; building fully networked with conduit for future cable runs
- Computer controlled environment.

Primary vertical circulation is via a grand staircase and two elevators. Secondary circulation is provided by two freight elevators and seven egress staircases.

The primary elements of the structure are the billowing sail-like forms. These shapes are vertical concrete structural members comprised of precast hollow segmental units. All precast segments have the same radii, use a common tension tunnel and are cast from a common mold.

The floor loads are carried by steel (or concrete) clear span trusses with lightweight cast in place concrete deck. Truss loads are transferred to the fins via a ledger strip connected to the fins. The hollow sections within the precast segments will be used for cast-in-place contiguous concrete columns and utility chase.

The combined structural load and overturning resistance is provided by friction piles. The basement level acts as the primary method of lateral resistance, with additional resistance provided through floor diaphragms and integrated shear walls throughout the building.
Entry through the main doors leads to a soaring three story glass roofed atrium. A grand staircase leads from the atrium level up to the second and third floors, as well down to the parking level.

Hanging from the ceiling, and level with the second floor landing is a Science on a Sphere (SOS) globe.

Science on a Sphere is a spherical projection system created by NOAA. It presents high-resolution video on a suspended globe rather than a flat screen, with the aim of better representing global phenomena.

The SOS globe will be able use a wide range of available data-sets to display animated images of complex environmental processes, including atmospheric storms, climate change, and ocean temperature. It is hoped that real time data will be made available to show real time global imagery and its particular impact on St. Petersburg such as hurricanes, red tide migrations and gulf oil slicks. USFSP has offered to assist in obtaining and developing processes for displaying this data, including that collected from our own NOAA Weather Ship, as well as from multiple weather-hydrographic instruments deployed in Tampa Bay and offshore that could have graphic data exhibited.
A number of video and static displays around on the first floor and atrium level will be used to explain processes that are being displayed on the SOS globe, including a 10’x 10’ video wall.  

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7 Video wall image courtesy of “Digital AV Magazine”
8 SOS image courtesy of “Palm Beach Live Work Magazine”
One of the primary purposes of the main building at Quays End is to provide suitable space for an “Environmental Education and Interactive Marine Discovery Center”, Secrets of the Sea. This is not without precedent; its predecessor, the Pier Aquarium, opened in 1988 and attracted 750,000 visitors annually until the closure of the pier.

SOS is project Ocean Team

The building design allocates 9,710 square feet of display space on the main level of the south wing and 5,000 square feet of specialized exhibits, storage space, and mechanical areas directly below on the lower level. Both spaces have been specifically designed for a marine discovery, aquarium type venue.

In addition to the actual space for the exhibits and educational venue, numerous standalone display stations of varying sizes and functions will be located throughout the pier experience. We are calling this experience the water walk and there are many examples of what these experiences can be: perhaps a water display featuring sea grasses and the creatures that call it home that describes the interaction of the two in the environment; perhaps a display of trash picked up within a mile radius of the pier with locations of the find and diagrams of currents and how trash is distributed; perhaps some of them are as simple as a petting/touch tank. The displays may be rotated over time, or permanent if supporting the main educational thrust. Displays will be located in, on and tucked away in nooks and crannies of the pier so they are always unexpected and a surprise.

Historically the pier brought in x number of visitors, and brought in x amount in rent. The new location projects an increase in visitors to xx. The new pier will benefit from its location closer to shore, and in close proximity to the Blue Ocean Theater (described later). In addition to the designed space, there is an allowable foot print for an additional 90,000 sq ft building that could serve as an addition to the marine education center or even as a marine magnet school and research facility with strong connections to the many marine science organizations in the area.
In the North wing of Quays End is the 4,580 square foot Crescent Ballroom. Located at the end of the quay overlooking the water and 23 feet above the bay, the ballroom features floor to ceiling glass on three sides to take advantage of the views of the Albert Whitted Airport, Tampa Bay and the Vinoy. The Crescent Ballroom is allowed to extend out on to the podium level esplanade and patio with folding glass walls giving the space a much larger presence than its physical size, and bringing back the familiar feel of an open air pavilion whenever weather allows.

We know the ballroom will be used for many nights of Argentine Tango, Rumbas, Waltz’s and Night-Club Two Steps. And yet it is also a very adaptable space. With its high ceilings, wood floor, specialized lighting, music platform and upgraded finishes, this area also makes an excellent smaller secondary event center for up to 500 people and is perfect for weddings, club gatherings and community meetings.

Like all of the spaces at Quays End, the ballroom is design for economical operations, maintenance, and low life cycle costs through the following:

- Occupant sensitive zoned HVAC provides cooling/heating only as needed.
- Occupant sensitive LED lighting turns off when not use
- Ipe wood dance floors have an extended cycle life
2nd floor
Fine Dining

6,000 square feet of fine dining at Quays End is provided in the north wing of the second floor. A service elevator connects the third floor bar, second floor dining and the first floor Crescent Ballroom to the central kitchen in the lower level.

Similar to the ballroom below, the fine dining area features folding glazed curtain walls opening onto expansive outdoor decks that wrap the restaurant on three sides.

Access to the restaurant is from the grand staircase and two passenger elevators located on the mezzanine in the atrium wing.

2nd floor
Flex Event Space

A 9,710 square foot flexible event space is located on the second floor of Quays End. The space will accommodate a maximum of approximately 1,942 guests for theater or standing events. Moveable folding / sliding track walls, and in-floor outlets will allow for single or simultaneous uses. This is another area that is ideal for weddings, receptions, club gatherings and community meetings. The operator can also lease this space out to host small conferences and workshops, both public and private.
Every two years, ocean leaders, filmmakers, photographers, scientists, explorers, entertainment executives – and the general public– gather in St. Petersburg at BLUE to honor the best in ocean filmmaking, to learn more about the issues facing our oceans, and to collaborate on improving the future of our oceans and humanity. At the heart of the event is the BLUE Ocean Film Festival, which screens over 150 finalist films and showcases stellar ocean photography.

The Blue Ocean Theater has been designed as St. Petersburg home for BLUE! Located on the top floor of the South wing of Quay’s End, 60 feet of above the bay, the Blue Ocean Theater seats up to 800 guests to dinner and drinks while viewing the current year’s contenders on a 20x60 foot screen. With a three-tier graduated floor, the theater provides excellent viewing for all. The area has immediate access to the Muddy Estuary Bar, the restaurant, and a rooftop observation lounge with seating for an additional 882 guests. Additional lounging space is found on the ample East and West facing balconies that look out over the bay and city, providing a stunning view of the Crescent Pier and the salt water fountain.

The Blue Ocean Theater, however, was designed for more than just BLUE. During detailed design, ahha!-New Quarter will assist with an organization that will allow the Blue Ocean Theater to also function as a commercial venue while allowing for showing non-profit art films, movies in the park and theater events to the community. Non-theater events possible here include public and private functions, workshops, and small conferences.

The Muddy Estuary Bar and Foot Bath (MEB) occupies 4,580 square feet on the North wing of Quay’s End. With floor to ceiling windows wrapping around three sides the MEB has the best views on the pier to watch the dancing waters of the salt water fountain, fireworks on the fourth of July or for simply watching the city lights. Like the Blue Ocean Restaurant and the Crescent Ballroom, the MEB glazing walls fold open when the weather permits. At the north end of the bar an infinity pool blends Quay and sky.....
The roof top of the South wing of Quay’s End is an open air observatory and lounge. Shade is provided by permanent light weight fabric structures covering 75% of the surface area. Food and drink service is by waiter and all facilities are located on the level below. Access is by stairs and elevator.
The Crescent

Walking...

Fishing.....

Or just sitting and daydreaming while dropping thoughts into the ever changing water of Tampa Bay. It has all been a part of the history St. Petersburg since people first settled here.

The Crescent Pier arcs out into the bay and back around toward spa beach, mirroring the shape of the amphitheater on shore. Enclosed within this arc is what will be a stunning, and well loved, salt water fountain.

Wet Designs, Inc., famous for its fountains at the Bellagio and the world’s tallest fountain in Dubai, will be providing the design for St. Petersburg Crescent Fountain. This computer controlled, illuminated, salt water fountain will be infinitely changeable to match seasons, mood, and music. In concert with activities (pun intended) it will provide an exciting back drop to concerts of all types, while using the park or while having a drink with friends on the roof top bar of the main building.
This fountain will help maintain favorable environmental conditions of the inner waters by virtue of aeration and enhanced circulation and water turnover (especially during the hot summer months when water is more stagnant, lower in oxygen concentrations and often stratified (hot water on top of cold-density stratified). This would prohibit the process of eutrophication and the establishment of a seasonal “dead zone”.

The Crescent Pier was carefully designed to avoid environmental damage to the Tampa Bay Estuary during construction, as well as provide for low operation, maintenance and life cycle costs. An additional design consideration was resistance to damaging storm surge and wave action and sea level rise. The Crescent Pier’s pylons are constructed with precast concrete segments that are factory assembled, made ready for erection, and placed on barges leaving Standard Concrete’s Tampa casting yard. The pylon assembly is then crane placed over the waiting pilings and a precast decorative pier is then married to the pylon. Likewise, the segmental bridge sections are factory assembled into dimensions adequate for our span distance, delivered by barge, and craned into position on the waiting pylons. The use of factory assembled, precast concrete segments greatly reduces environmental impact during construction. The precast concrete pylons and bridge deck with stainless steel handrails provides a long life with minimal maintenance and operational costs. The fishing platforms are constructed of marine grade timbers, decking, stairs and handrails and designed to be sacrificial in the event of large storms.

An element of construction that will be considered during design is the use of non-ferrous rebar which has been shown to greatly extend the life of seawater exposed concrete.

Utilizing precast modular concrete components reduces cost, increases the speed of construction, and is a more environmentally friendly construction technology than building in situ. Further, the pylons for the Crescent and associated structures will not limit water circulation due to their large spans.
The deck height of 23 feet above mean sea level places the mass of the pier bridge well above the damaging wave envelope even considering the maximum anticipated sea level rise over the life of the pier.

The Crescent Pier is the perfect place to stroll out over the bay, to sit and enjoy the view downtown St. Petersburg, the marina, or do a little fishing. And it does all this while being friendly to the estuary which we all love.  

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9 Image Wet Designs, Inc. - ?, ?
The Concept:
We are proposing a portion of the commercial space on the pier be a new type of enterprise zone.

The American consumer is the proverbial two-headed dragon. They believe they want something new in their shopping and dining, services, yet we tend to favor the familiar. All too often, it is the large, well known chains.

This penchant for going with the chains, coupled with a landlord’s appropriate desire to minimize financial risk has created a retail environment with minimal diversity.

We feel this that the lack of diversity in traditional malls and retail centers provides an opportunity to create a highly active, economically stable retail center on the pier that will have a large market area, and repeatable retail experience.

For the new St. Petersburg pier to be successful, it must be a destination. And if you’re like us, what better destination then someplace fun and interesting to go to have nice dinner or beer, meet a friend for a cup of coffee, or look through interesting shops.

And there must be a lot of Burgers who are just like us, since the Pier Working Group showed that dining was very high on the list of things that we want on our new pier. Oddly enough though the number one thing we don’t want on our new pier is just another strip mall.

So ahha!-New Quarter is proposing a totally unique shopping and dining experience, one we believe will help energize the downtown business district and make St. Pete a one-of-kind destination.

We are calling this a “Juried Retail Space”. Operationally and conceptually it is similar to a juried art show with its underlying theory being at once simple and wonderfully dynamic.

In a traditional art show the sponsor determines the number of available square feet, advertises the show, and rents space per square foot on a first come first served basis.

Contrast this to a juried art show. The sponsor advertises the show, interested participants submit applications describing the type of art they wish to show, their resume, and samples of their work. After the application period ends, a jury selects from the host of applicants, selecting the artists whose work, experience, and reputation will provide the most dynamic and successful art show. Because the jury selects the best artists from the point of view of making the art show successful, all other things being equal, a juried art show should, and normally is, more successful than a non-juried art show. Assuming the art show is a regular periodic affair the next iteration will have even more artists completing to enter the show, thus creating a self-reinforcing loop which creates more completion, and drawing an ever better group of artists from an ever larger area.

Our concept is to bring the self-reinforcing competition of a juried art show to this pier enterprise zone. We want St. Petersburg pier to be known nationwide as “the place” for the latest and greatest in new dining, service, and retail business that are local based and creative.

The 42,000 (27,000 sf phase 1) square foot “Market at the Crescent” would have stalls ranging in size from 250 to 2,500 square feet. Food service leases expire in three years, service leases expire in two years, retail yearly. Leases in available spaces are awarded by a jury. The jury scores each applicant based on:
• Viability of concept - Uniqueness concept, cost to profit ratio, operators resume, finances, availability of product, difficulty in standardization;
• Wow Level – Presumed rate of acceptance by consumers, life cycle of interest, how much it will collectively add to the market place;
• Creativity of Space Design – The various spaces are always leased as plain vanilla shells, without store fronts. Operators must design and build-out the space. Emphasis is on the creativity of the space design as well as the use of recycled, repurposed, and sustainable, ecologically friendly materials;
• Theme – The Market at the Crescent is a market on a pier, therefore products and services that rely on or are related to the marine environment are desired over non-marine related services and products. However the relationship can be quite creative in its interpretation.

The applicants with the highest scores will win the leases. Existing tenants, are welcomed, and encouraged, to reapply and extend their leases, but all applicants are judged equally. Thus old, stale concepts quickly fall by the ways side, while the new and most exciting concepts are always rising to the top. In a sense, this becomes an incubation place for creative ideas.

Though the operator’s resume, and financial ability are gauged by the jury, no applicant will be turned down for lack of financial resources or experience. However all applicants must agree to financial and business oversight by the operator and the City of St Petersburg’s business entrepreneur education mentors.

All space rents start at $0, plus applicable CAM. Lessees pay a percentage rent on all sales and must meet specific milestones to avoid having the lease forfeited.

The operator may on request of the lessee provide the lessee with the basic instruments of the trade such as stoves, ovens, hood, sinks, POS machines, etc., assuming they are in inventory.

All inventory items used by the lease must be return to the operator at the termination of the lease.

The following chart illustrates the possible selection of spaces for phase 1

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Exploring the Ideas

Mangrove Islands

More than two dozen species of birds, and 200 species of fish are found in the waters of the bay, including brown pelicans, several types of heron and egret, Roseate spoonbills, cormorants, and laughing gulls. They, along with several other migratory species, make their home along our shores and small islands. To the birds you must add the bottlenose dolphins, the manatees, and the many oysters, scallops, clams, shrimp and crab to the mix of animals supported by the ubiquitous mangrove islands.

As an outgrowth of researching various alternatives for improving harbor conditions within Vinoy basin, the idea arose to increase the number of the mangrove islands just off shore. Doing this not only helps solve the technical problem of improving harbor conditions, but gives us a more practical and sustainable opportunity for increasing and protecting the natural Florida ecosystem than doing it with habitat on the mainland.

While the idea of creating a wetlands environment on the pier peninsula sounds good on paper, the reality is likely to be a bit more offensive due to the smells, droppings, and noise these habitats bring with them.\(^{10}\)

We are proposing to create a series of mangrove islands east of the entry to the North (Vinoy) basin. The primary purposes of the islands will be to:

- Dampen long reach swells caused by East and North Easterly wind
- Improve tidal flushing of the Vinoy basin

As a consequence of its boxy shape and small single east facing inlet, St. Pete’s Vinoy Basin marina suffers from low water exchange rate resulting in a stagnant marine environment. Paradoxically the east facing inlet also creates a dangerous boating and mooring environment during strong Easterly and North Easterly winds.

Unlike the Central and South Basins that benefit from tidal flushing, tidal flow exerts only limited effect on the current within the Vinoy basin.

To improve tidal flushing in the Vinoy Basin, ahha!-New Quarter has developed a novel approach. As noted in the attached diagram, a series of islands east of and running from north of the basins inlet to south of the inlet will direct both incoming and outgoing tidal pressure into the basin. The underwater shapes of the islands will act to direct a portion of the North/South tidal flow into the basin’s inlet. Taylor engineering, our in-water engineers, will use Merlin\(^{11}\) to create a model of the basin and tidal fluid dynamics to optimize the flow in both directions.

\(^{10}\) Many of the bird species that populate our wetlands feed on fish and other marine life, and the resulting excrement has a very powerful and particular odor. Additionally wetlands by their nature have stagnant pools of water, giving rise large populations of insects, mosquitoes, and snakes. In September 2014, Pinellas County instituted a program to attract Brazilian free-tailed bats when insect populations in some inshore wetlands were so high their traps were netting up to 20,000 mosquitoes a night.

\(^{11}\) Their supercomputer
The distance from the inlet of the Vinoy basin to the Eastern shore of Tampa Bay is 61,000 ft, a little over eleven miles. During periods of strong Easterly or North easterly breezes, this large distance provides ample opportunity for the wind to push up swells that enter the basin and reverberate until the basin is dangerously choppy. Because of this phenomenon, the Vinoy basin is underutilized by boaters.

Our idea to place these spoil islands outside the basin will also serve to dampen the effect of long reach swells. The double row of islands will create a baffle to decrease wave energy entering the basin and make it safer for boaters. The foundation of the islands will be created from recycled pier pilings and planted with limestone boulders, rock and sand as appropriate for the growth of mangroves and other native vegetation.

Beyond the primary purposes, the Mangrove islands will also allow the creation of fish habitat, improve the mid-distance view from Bay Shore Drive, and give bird watching opportunities from pier.
Reconfiguration of the Vinoy Basin

Upon completion of the Mangrove Islands, the Vinoy basin should become a highly desirable location for a large addition of marina operations. We are recommending however, that as opposed to the Central and South basin, this basin be left relatively undeveloped as a secure play area for small personal water craft and a place for a small number of transient boaters. It is our belief that the income lost by not developing a large number of additional slips is offset by the indirect benefit of providing a vista for the City of a beautiful basin and people enjoying a variety of small pleasure craft, kayaks, and canoes.

Within this concept we are recommending two areas for modest expansions of the marina. A transient large yacht berthing basin and a small boat transient area will be created by excavating two new basins into the North edge of the headlands area (south edge of the Vinoy Basin). These new slips will not only be out of the sight lines from the waterfront parks and Beach Drive, but will leave the basin free for small pleasure craft and enhance the pier experience for the pedestrian on land. This proposal creates additional edges along the water, adding cumulatively to the users’ experience of feeling like they are on an over-water pier while still being on land.
Large Yacht Transient Space

We believe that the transient large yacht market should be accommodated here in St Petersburg. Monthly gross expenditures of large/mega yachts are said to be in the order of $200,000 per month, per berth. These yacht expenditures will go a long way towards providing St. Petersburg with a financially sustainable pier and an economically healthy waterfront. Further when compared to other revenue generation options, these large yacht berths are likely to have less of a negative impact on the social environment.

The new large yacht basin is situated just east of the existing history museum in a newly created basin. As opposed to the location suggested in the draft Municipal marina master plan by Moffatt & Nichols, we respectfully believe that this is a better location to better meet the security, safety, privacy, and access that are such important attributes for large yacht facilities. A sense of security is easily accomplished in this location with minimal landscaping and hardscape materials while being located just a short distance from the dining, shopping, and entertainment of the pier and St. Pete’s waterfront. Additionally, a yacht services office, desired by captains to co-ordinate provisioning, voyage planning, safety and security is easily incorporated into the market square without being obtrusive or requiring the extension of additional services. The new basin is 200’ wide x 172’ long and will accommodate four transient mega yachts from 100’- 180’ in length.
Pleasure Boat Transient Space

We are also in favor of the addition of a second new basin to be created between Market Square and the park on the Spa Beach Peninsula. Upon completion, this area would have space for 7-8 80 foot berths, and 20 to 55 foot berths. This modest increase in transient berths is another opportunity for our pier to generate enough income to be self-sustaining while having a low negative impact on what we most value along the waterfront.

The creation of the two new basins, and additional retail wharf area between them is shown as a phase II or phase 1 alternate not only due to budget, but because of the additional permitting time required by these marina improvements.

The city of St. Petersburg currently holds twenty-four transient slip permits which could be transferred to the proposed area. Additional slips would require a new permits as will the excavation of the basins, the associated addition of filled land, and any required dredging of the Vinoy basin.

Attached to the application for the additional slips and new basins will be a plan to address low water quality in the basin.
Increasing Water Quality in the Basins

A primary consideration in all aspects of the design of the Crescent has been responsible stewardship of the estuary, as well as the quality of life of the residents of, and visitors to, St. Petersburg.

There is no easy way to say this, but a dirty and smelly marina isn’t a good thing. For that reason ahha!-New Quarter looked at a number of options for improving the water quality. Some of them have merit and can be immediately vetted; others are a bit more outlandish, but which certainly shouldn’t be ignored.

One of the primary reasons for low water quality in the three basins is that there is a lack of flushing of the stagnant basin water with the water from the bay. Obviously, the slower the exchange rate in the basins, the poorer the water quality. As the water quality continues to decline, an anaerobic environment develops in the basins causing a typically unpleasant smell.

Early in our design process we invited marine scientists from USFSP and marine engineers from Taylor Engineering to a design charrette. Among the many ideas discussed that day were ways to improve the water quality of the marina as part of our design.

The first thing mentioned as a possibility was to cut a connecting channel out to the bay, across the spa beach peninsula near spa beach. This channel would not need to be very wide to achieve the desired effect. Obviously we would need to work a channel like this into our design concept (bridge over it, or use it as a water feature) as it does bisect the usable land of the peninsula.

A channel cut between the Vinoy Basin and the Central Basin was also mentioned as workable as was drilling a large culvert instead of a cutting a channel in both of these locations. Taylor Engineering will model the projected changes to basin currents, sedimentation and scouring, and constructability during design to ascertain that these solutions would provide the needed flushing relief to these basins.

A further thought, though not vetted technically, and very much still in the realm of idea only, is to construct a connecting water channel between the north and central marinas, along with pedestrian and vehicle undercrossing at 2nd AV NE. The undercrossing would allow unimpeded pedestrian and vehicular access to the pier peninsula as well as unimpeded marine traffic between the north and central basins.
Sustainable Features for Public Buildings

Steps to Energy Efficiency

Re-State the 4 steps for making a sustainable building. (from Arup)

Modeling
- Computer generated virtual building
- Weather profile simulated HVAC system performance
- Building Systems “Test Drive” before construction

Sustainable Design Process

- Energy Benchmarking
- Analysis and Modeling
- Life Cycle Value Analysis
**Geothermal (Closed Ground Loop System)**

A geothermal closed loop well field will be combined with a cooling tower to provide total cooling requirements for the entire assembly of buildings on the pier (retail, Quay’s End, etc.). This will provide a significant savings in energy, maintenance and equipment replacement costs over stand alone systems in each building. If the plant was large enough in capacity, excess could be supplied to nearby city buildings.

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Marine and Environmental Stewardship
The ahha!-New Quarter design group also feels that it would be advantageous to increase the opportunity for local art participation at the pier by selecting multiple, local, artists with the 1% for art money. At the city’s request, we would assist the city in a selection process that allows this opportunity to become a reality.

**Vinoy Bridge**

The Crescent provides a number of elements that support St. Pete’s vibrant community of cyclists, joggers, walkers. The Vinoy Basin bridge is part of our master plan for the pier experience. Like all alternate items, the pier experience will stand without this component of the plan, but is included because we think that it deserves strong consideration.

The addition of a pedestrian bicycle bridge between Vinoy Park and the Crescent will facilitate circulation between the Vinoy Hotel, Coffee Pot and Old North East neighborhoods with pier, and Demens Landing.

We have looked at a number of designs for creating a connection between the pier peninsula and Vinoy Park. From high tech drawbridges such as Mazatlan’s 80’ Span Pivoting Bascule/Drawbridge to fixed high arch such as the one to the right. Ultimately the decision is one of economics, aesthetics, and practicality.

The Crescent also provides for additional bike and trail connections to the south. In phase 2, a new vehical and pedestrian bridge will connect pier peninsula and Demens Landing. Future developments should examine ways to link Demens Landing with.....
The Crescent Splash Park

A number of communities have embraced public splash parks as a community resource. We noted in particular how successful this has been in Portland Oregon. Public splash parks provide an opportunity for inclusiveness among citizens of all walks of life. What a better place to teach universal acceptance than to young children and for the elderly to join, at least vicariously, in the fun.

The Crescent splash park located between the picnic / bbq areas of the north parcel and new transient marina, and the promenade is an extraordinary place for children of all ages. Our conceptual design is borrowed from one at Cumberland park in Nashville, Tennessee. However should we be awarded the design contact, the actual design and construction would be completed by WET Design, one of the nations leading developers of natural organic splash parks.

Nestled below the promenade are restrooms, changing facilities and service areas for the splash park. The splash park has ample shade seating for parents and siblings who prefer to wait outside the wet zone.

The splash park is an interactive water feature reusing rain water that has been harvested, bio-filtered, stored in cisterns, and recirculated. The rock retaining wall provides ample opportunities to create shady grottos, with rain curtains, flowing channels, slides, and fresh water pools. The surface of the park will have blow holes and sprays of various intent. Above the splash park is terraced lawn area with trees for shade and many over look opportunities.
The Crescent Amphitheater is a large grassy bowl ringing spa beach that can seat 2-3000 guests on blankets and lawn chairs. A tensile fabric shade structure provides an inexpensive, but long-lasting structure that allows for natural circulation of breezes. The amphitheater is a multifunction space that we envision will be used by families picnicking and using the BBQ, as an overlook to watch children playing at spa beach and as a place to just relax.

Performances will use removable stages either land based or floating just off shore. Just north of the amphitheater are the steps, a series of rectangular granite monoliths that step down into the water, allowing young and old to test the waters of the bay. This is the perfect accompaniment to spa beach and expands the number of ways that the guests can interact with the water at the Crescent.

The Crescent is not designed to compete with the City’s other music and stage facilities. Rather, it is a more casual experience that affords an opportunity for the community to come together and enjoy a wide range of public events such as movies at Pier, live musical events by local performers and guest celebrities, and dance presentations by local and community groups.

The Crescent amphitheater’s location overlooking spa beach, Tampa Bay, and with easy access to the Park, dining and the Market Square make it the central place to experience all that the pier peninsula has to offer. But what makes this a spectacular location is the front row seat to the ever changing water and light show of the salt water fountain.

Unlike traditional amphitheaters that are hard edge and built of concrete and seats, ours is simple and allows blankets and a relaxed and comfortable experience. While others suffer from lack of use, and encumbered with high operational and maintenance costs, we expect this amphitheater to have very high usage through all seasons. With the many possible uses and low operational costs, this amphitheater will attract a large variety of user groups providing for ample passive uses when in not in use for planned events.
Transportation

Our team explored many transportation options with an eye to providing integration between the Pier, downtown parking lots, the waterfront, and eventually to a wider area including the gulf coast, and Tampa.

Or investigation included wide selection of options including light rail, trolleys, people movers, mag lev, gondolas, and water taxis.

Of the various concepts Gondolas are generally considered to be the least expensive, both in terms of install cost and maintenance cost. Install cost runs from $3-12 million dollars a mile, compared with maglev people mover at $20 million a mile, and light rail at $36 million dollars a mile.

Gondola’s have the capacity of moving up to 6,000 people per hour. However, unlike Europe where gondolas have wide acceptance, in the US gondolas have generally been a failure, with the lack of ridership bankrupting most of the installations to date. Apparently Americans view gondolas not as a transit system, but as an amusement ride, and generally perceive them as unsafe.

Another drawback to Gondolas is they are basically a one destination contrivance. Unlike light rail or maglevs once built they can’t easily adapt to longer routes or more stops.

Still, at sometime in the future a gondola or light rail system between St. Pete and Tampa would be an experience worth taking. For now we believe that this type of mass transit is out of the scope and budget of the pier experience, and is more rightly the prevue of a larger more through multicounty, multijurisdictional project.

Having made the decision to move the pier closer to downtown and to incorporate vehicular accessibility however, our concept is not dependent on a mass transit system to be viable.

The pier is, of course, accessible by the City’s existing bus trolley system. We would like to see that continued with the new pier and would suggest that thought be giving to additional wayfinding. In our experience, few people know where the trolley goes, or that it is free transportation in the downtown area.

Additionally though we understand the flexibility and cost effectiveness of buses, we would like to suggest conversion to cleaner fuels, particularly hydrogen fuel cells which don’t have the noise of combustion engines. Thought should given to ways in which the common perception of buses as dirty can be changed.
Beginning immediately after the release of SOQ the ahha!-New Quarter design team began an intensive outreach program meeting three to four times a week with:

- neighborhood associations
- open community town hall meetings,
- marine scientists,
- educators,
- business leaders,
- Tampa bay marine industry association,
- yacht club,
- USFSP,
- NOAA,

We asked over and over again what is your vision of the new pier, what activities would you like to see at new the pier, what wouldn’t you like our new pier to be.

Through all the wants and desires heard rarely did anyone say “this is how you should fund that service, or benefit”. And yet the reality of life is that public spaces, like private spaces, cost money to build, operate and maintain.

The public opinion of how that should be accomplished pretty much falls into two camps,

Those who are dead set against commercializing the pier, they believe that the pier and park lands surrounding it should remain an oasis against crass commercialization, free from corporate trolling for others wealth.

And; Those who believe that if you want it, you pay for it, and that all public spaces, like private spaces, should be self-sustaining.

To put this in context, at its zenith in 2011, the annual subsidy required for operations and maintenance of the pier was $1.5m. That amount did not include a capital assets replacement fund which in the private sector would have already amassed the $85m required today to rebuild the pier as is, where is. However that would have increased the operating deficit by $259,806 per year. Nor was the annual budget for operations and maintenance set at a level that provided for continual replacement and renewal as portions of the pier deteriorated over time. Thus, the aggregate annual public subsidy required by the existing pier is somewhere in the neighborhood of 3 million dollars per year.

Prior pier design teams have either approached financial sustainability by commercializing the pier, or taking the approach that an operational deficit is the rightful purview of a municipally owned enterprise.

We have taken a third less common approach.....
The pier as a community resource enterprise zone....

- Enhances public space;
- Creates a focal point for the blue ocean festivals;
- Provides a marine education resource;
- Provides a lively town commons community space and market square;
- Increases regional, national, and international tourist appeal.

Phase 1

- Overwater Pier – DEP
- Quay’s End Structure
- Retail Structures
- Landscape, Hardscape
- Storm water

All structures and improvements within phase 1 of ahha!-New Quarters proposed pier improvements with the exception of the overwater pier structure are subject only to normal and typical building, life safety and health department review. We do not anticipate that structures will trigger any wet land, easement encroachment, change of use, etc review.

The overwater pier falls outside of the existing piers footprint and therefore will require DEP review.

OCCUPANCY GROUP:
the Building:

The Overwater Pier:
Per discussions with Don Tyre and Phil Guglietti at the City of St Petersburg however, due to its use as a fishing pier with only shade structures, our over water pier can be classified as Park and a Bridge and not subject to Building review. Re: Fire Marshall (NFPA) requirements, see heading below:

FIRE DEPARTMENT ACCESS:
Per NFPA 101 and 303, this structure is not considered a pier as there is no access to water. Per 11.5.2.2 of the NFPA, we meet both section 1) and 2b). The pier can be 24’ wide.
Fire Department Access is provided.

PROPOSED FINISH FLOOR ELEVATION (NAVD88)
the Building:
+ 9’ (NAVD88) for Back of House Level
+23’ (NAVD88) for all Assembly Uses at the Podium Level

The Overwater Pier:
+23’ (NAVD88)

COMPLIANCE w/ CHAPTER 16 FBC 2010 and ASCE 24-05

ARUP needs to write this

OCCUPANT LOAD:
- see diagrams.

VEHICULAR PARKING, DELIVERY ACCESS AND PARKING:
Parking required:
- Building: approx 144 spaces (see diagram)
- Retail: approx 90 spaces (at 45,000sf/500)

Parking provided:
- 225 parking stalls provided on what remains of the existing South Lot
- 130 parking stalls provided on what remains of the existing North Lot

ANTICIPATED AGENCIES INVOLVED

- Pinellas County- Planning Department, Watershed
- State of Florida
- Florida Department of Environmental Protection (FDEP)
- Commenting agencies: DCA, FFWCC, CAMA
- Federal Government
- US Army Corps of Engineers (USACE)
- Commenting agencies: USFWS, NMFS, NEP (National Estuary Program), USCG (possibly) The State and Federal agencies will likely evaluate
- flushing of the new marina areas in the Vinoy Basin
- other water quality aspects such as impacts to circulation in the general project area,
- impacts to essential fish habitat, seagrass,
- sediment quality (if the project includes dredging)
- impacts to listed species,
- impacts to boating (the marina changes and boat traffic issues),
- fill impacts,
- proposed best management practices, impact avoidance and minimization
- required mitigation
- sovereign submerged land issues and lease requirements

PERMITTING PROCESS
1. Agency Coordination and Initial Introductions:
Meet with all of the regulatory agencies that have jurisdiction over this project, including National Marine Fisheries
Service and the US Fish and Wildlife Service. All initial meetings should occur with managers and key staff; attempt to get a person assigned to the project to be a consistent contact person for that agency. Begin developing permit process schedule.

2. Pre-application Meeting(s):
Schedule a pre-application / informational meeting with all key staff for all bureaus when design has progressed enough for us to identify the salient points of the design. Depending on project process, this step may be repeated to effect greater buy-in, or to vet concurrent design options. Develop final schedule for permitting process.

3. Begin Regulatory Applications:
Submit for all needed land use processes and for special permits.

4. Permit Application:
Submit for permit or begin submitting the series of permits.

ANTICIPATED LIST OF PERMITS REQUIRED
- Pinellas County Dredge and Fill Permit
- Pinellas County and the City of St Pete Building and Zoning Permits
- State Environmental Resources Permit (ERP)
- Florida Sovereign Submerged Land Easement (depends on site history and location of new fill (including fill and buildings, bridges, etc.))
- Federal Dredge and Fill (Section 404/Section 401) permit
If the island includes components above the mean high water line, the project may require
- Platting, PUD
- Zoning application
Permitting

Phase 1
- Overwater Pier – DEP
- Quay’s End Structure
- Retail Structures
- Landscape, Hardscape
- Storm water

All structures and improvements within phase 1 of ahha!-New Quarters proposed pier improvements with the exception of the overwater pier structure are subject only to normal and typical building, life safety and health department review.

Our impervious area for the entire project only increases by .09% (7000sf) over the 22 acres intended for development. This is a small enough number that should fall into the SWFWMD exceptions. We do not anticipate that structures will trigger any land use review, with the exception of a small portion of the phase one retail which encroaches slightly into DC-P zone.

The overwater pier falls outside of the existing pier’s footprint and therefore will require DEP review. It is substantially smaller than the original pier and higher above the water lessening the implications from shadows. No sea grass beds are impacted in this design.

Phase 2
- Fishing Platforms on the overwater pier
- Enlarged Podium at Quay’s end and Covered Parking
- Dredging of the additional marina basins at Vinoy basin and fill for additional land at Retail
- Additional Retail Structures
- Landscape, Hardscape
- Storm water
- Basin Flushing project

OCCUPANCY GROUPS:
Quay’s End:
Construction Type: 1A

the Retail Area:
Mixed Occupancy: M/B/U/S
Construction Type: 5A

The Overwater Pier:
Per discussions with Don Tyre and Phil Guglietti at the City of St Petersburg however, due to its use as a fishing pier
with only shade structures, our over water pier may be classified as Park and a Bridge and not subject to Building review. Re: Fire Marshall (NFPA) requirements, see heading below:

**FIRE DEPARTMENT ACCESS:**
Per NFPA 101 and 303, this structure is not considered a pier as there is no access provided to water. Per 11.5.2.2 of the NFPA, we meet both section 1) and 2b). The pier can be 24’ wide. Fire Department Access is provided.

**PROPOSED FINISH FLOOR ELEVATION (NAVD88)**
the Building:
+ 9’ (NAVD88) for Back of House Level
+23’ (NAVD88) for all Assembly Uses at the Podium Level

The Overwater Pier:
+23’ (NAVD88)

**COMPLIANCE w/ CHAPTER 16 FBC 2010 and ASCE 24-05**
All chapters of chapter 16 FBC 2010 and ASCE 24-05 will be met as a matter of course during normal permitting process.

**OCCUPANT LOAD:**
- see diagrams.

**VEHICULAR PARKING, DELIVERY ACCESS AND PARKING:**
Parking required:
- Building: approx 144 spaces (see diagram)
- Retail: approx 90 spaces (at 45,000sf/500)

Parking provided: xxx spaces spread between the south and north lots.

Parking provided: TBD

Rationale and solution for providing less than required:

**ANTICIPATED AGENCIES INVOLVED**
Agencies involved on all levels
- Pinellas County- Planning Department, Watershed Management Department, others
- State of Florida
- Florida Department of Environmental Protection (FDEP)
Schedule

As the Crescent is predominantly a land base pier the permitting process will be inherently less complex than a predominantly over-water design. However, as with any major construction project, there are a number of design and permitting obstacles that will need to be resolved.

DESIGN
This project is ideally suited to a distributed design process among a number of work groups working simultaneously. The design work groups will be:

- Over-water pier
  Taylor Engineering, our in water consultant, will develop the over-water pier segment in concert with the precast manufacture under the aesthetic direction of the lead architect.

- Retail Structures
  The retail design development is primarily an in-house design effort which ahha! architecture will handle internally.

- Quay’s End & Podium
  The development of Quays End and the podium structure initially is an engineering intensive undertaking. ARUP, our structural engineering consultant in concert with the precast manufacture will take the lead with this effort under the aesthetic direction of lead architect.

- Landscape Design
  Landscape design development will commence once the major features of the buildings are solidified.

PERMITTING

- Overwater Pier
  Because the Crescent’s overwater pier lies outside of the existing piers footprint the permitting process will be more involved than were it totally within the existing footprint. We submitted the conceptual design to Cynthia E. Lott, Environmental Specialist III with the South East District, of the Florida Dept. of Environmental Protection to review our drawings. Because of our pier’s small overwater footprint, small shadow area, and widely spaced pylon design we anticipate a relatively rapid review and permitting process.

  An additional issue with the overwater pier is that it’s design is not fire truck accessible. We spoke with ??? at City of St. Petersburg regarding fire department approval. ??? is of the opinion that our pier would be classified as a bridge structure, and therefore is not subject to life safety review.

- Retail Structures
  The retail structures are part of a normal permitting process. There may be a land use hearing needed as a small portion of the retail area encroaches on the DC-P zone.

- Quay’s End
  We do not anticipate any difficulties with permitting Quay’s End.
Landscaping, Hardscape, Softscape

One of the major challenges with any development project in Florida is meeting the requirements of the regional water management district. Phase 1 increases the impervious area by only .09%. Normally this would be insufficient to trigger a requirement for new storm runoff management plan. However during design we have determined a location suitable for the storage of sufficient quantities off stormwater runoff for use in landscaping needs.

Phase 2 development will have no new net increase in the impervious area. However our design contemplates channeling all surface runoff into two new decorative wet ponds. Phase 2 contemplates the abandonment of Bay Shore Drive which we believe will also be the recommendation of the Waterfront Master Plan effort. The new wet retention ponds will be located on either side of Second Avenue on space currently occupied by Bay Shore Drive. These aesthetic retention ponds with lighted fountains, encirculing walkways, and Green Benches will act as foreshadowing to the pier experience.

The project will be submitted as “phased” permitting. Under phased permitting the applicant presents the entire concept, and then identifies the sequence in which he proposes to permit different project components. In this way, agency staff can help develop the most efficient overall regulatory approach.

Anticipated Agencies Involved in Permit Process:
Pinellas County – Planning Department, SWFWMD
State of Florida
   Florida Department of Environmental Protection (FDEP)
   DCA, FFWCC, CAMA
   Federal Government
   US Army Corps of Engineers
   USFWS, MMFS, NEP, USCG

COMPARISON OF EXISTING PIER IN-WATER FOOTPRINT vs. PROPOSED:
Existing:
264,000 sf
Proposed:
20,019 sf

APPROXIMATE NUMBER OF PILES IN NEW PIER:
8 piers for the pier approach
4 piers at the pier head

NUMBER OF EXISTING PIERS USED:
None

AREA OF EXISTING SEAGRASS IMPACTED BY NEW PIER:
None

OVERALL PIER FOOTPRINT:
20,019sf
ROOF AREA OF STRUCTURES ABOVE PIER DECK LEVEL:
None in Phase 1

PROJECTED AREA OF BUILDINGS/STRUCTURES ABOVE PIER DECK LEVEL:
None

CHANGES TO FISHING:
Elevation: Varies from +23’
Linear Feet Existing: 4,100 LF +/-
Linear Feet Proposed:
  1,643 LF phase 1 over water pier; +400’ seawall
  additional 1000 LF in phase 2
(note that all of the proposed pier is close to the proposed mangrove spoil islands)
To ensure that our design fit with the assigned budget, we used industry standard pricing guides to construct a real time cost modeling that developed contemporaneously with the design. Upon completion of the schematic design phase Kraus-Manning began checking the model for accuracy.

To ensure accurate costing projections for non-standard building components such as the vertical fins, video wall, or the preassembled bridge components we consulted and enlisted vendors, suppliers and manufactures as necessary.

The result of this process is a design that achieves, to the highest degree possible, the city’s objectives. A pier that is iconic and which provides a high percentage of the desired programmatic elements. The phase one elements will stand alone as a complete and self-sustaining unit while still allowing for the orderly and non-conflicting construction of later phases.

Included in phase one of our project is the over water pedestrian fishing bridge, the Quay’s End community resource building, the Market Square, the splash park/fountain, the passive park and amphitheater, and all associated landscaping and hardscaping improvements.

Later phases will add fishing drop downs, transient marina space, a parking garage, bridges connecting Vinoy park and Demens landing to the pier peninsula, a roadway realignment, and additional hardscape and softscaping.

Elective components of the design include improvements to the marina flushing,

Phase 1

2.A.1 Site demo, north parking - Remove curb, paving and existing landscaping.
2.A.2 Site demo, south parking – Remove curb, paving and existing landscaping.
2.A.3 Site demo, Road
Throughout our design process, developing a financially self-sustaining pier was of paramount importance.

The current annual deficit is more than $2,000,000.00.

Future funding sources are ...

Philanthropy & Sponsorships – A system should be developed for focusing philanthropic resources and Sponsorships. Sponsorships can be rewarded with minimal concessions, plaques and signage.

As we studied the background information on the Pier redevelopment we became aware of how often it is taken for granted that a new pier won’t be self-sustaining, i.e. that a new Pier will run at an operational deficit and require a subsidy to exist. The existing pier’s peak annual deficit was between $2-3 million annually depending on what costs were attributed to the pier. Most of the estimates we have seen project $1.5-2 million dollar deficit on a new Pier.

Our design took the RFQ’s directive literally, and included financial sustainability as one of our cornerstones. As such, one of the goals for our project has always been to look for ways the Crescent could be a self-sufficient enterprise.

That said, anything other than an inert mass or a completely wild and untouchable space will require some level of maintenance, security, and operational expense. The more intensely a Pier is developed, the larger its budget will be. Therefore, sustainability will require some form of commercialization of the pier area.

Balancing the desire for a pier experience that is devoted to public space, and the desire that pier be self sustaining is not easy. It requires difficult choices that often have no easy answers. The Crescent’s mix of public space, and revenue generating space we believe comes close to something that works financially and that is palatable to most. We are confident that within one or two budget cycles the Crescent will be self supporting operationally and possibly be able to endow itself with funds for future development.

Determining the right balance of commercialization, and what is excessive, is a choice to be made by the voters and the City Council. We have where possible, separated out individual revenue generating segments of the pier experience, providing the City with the opportunity to delete, decrease or expand on any one or more of the revenue generating concepts.

To provide for the orderly and successful birth of the Crescent as a new and vibrant part of the City of St. Pete we recommend the consideration of the following:

- Establish an operating budget for the first two budget cycles commensurate with elements from this concept that are retained in the final development, as well as any new elements that are added over time. The determination of the amount of the budget required for operations and maintenance of the new pier experience will depend on the speed that the elements become operational, if they all become operational at once or are staggered, and the balance of revenue generating spaces to non-revenue generating spaces that are in the final development;
- Develop the organizational resources required for the various new operations of the Crescent. This might include creating a public private partnership to run the juried retail space, as well as possibly creating a new enterprise charged with balancing the costs of running the pier experience against creating revenue from, and charged with ensuring that the pier is self sustaining;

Enterprise Revenues
• Concession Fees: The Pier will include concessions, the rent from which can be allocated towards Pier operating costs. Multiple food concessions within the Crescent Marketplace, as well as the destination restaurant and rental of event spaces at Quays End will pay base rent. If a ferry landing is included in the project, ferry and/or water taxi operators will pay landing fees, not to mention drive greater customer traffic;

• Special Events Fees: The existing Pier used to play host to numerous large-scale public celebrations and private special events. These drew significant crowds from throughout the City and the region. The events also attracted considerable media attention. And yet, as a matter of policy, the City has not captured the value of hosting these events on its Pier Property and its surrounds. Instead, event organizers receive permits for events with little if any monetary consideration paid to the City. Waterfront parks, public piers and other municipally owned venues throughout the U.S. similar to the St. Petersburg Pier, are identifying ways to monetize the value of their waterfront venue to support ongoing public programming and operations. Managing organizations are creating standardized forms of agreement for live concerts, sports, festival, promotional events as well as smaller private events such as weddings. Revenues for comparable venues elsewhere in the U.S. can easily reach into the hundreds of thousands of dollars. The Quay’s End building is designed to accommodate a full range of special events and small gatherings and provide for both a fine dining as well as casual dining/bar experience. Combine that with the Crescent Marketplace and we have a scenario that enhances the financial prospects for the entire pier.

• Advertising, Branding and Naming Rights: This is a sticky subject as it flies in the face of the typical resident's sensitivities to overly commercialize their pier and/or their park. There is something sacred about keeping that level of overtanness out of this project, and yet, something that takes its cue from the creative process of the juried art spaces may be able to hold the middle ground between the opposing points of view.

Local Government Funding

• $14 million is set aside for the City’s proposed Intermodal Facility. The portion set aside for a parking garage may be transferrable to the Pier site because we are integrating a garage under the forecourt podium of Quay’s End.

• $2.5 million is set aside for Streetscape Improvements.

• $2.5 million is set aside for Parkland Improvements.

St. Petersburg Pier 99

State and Federal Government Funding

• Federal Funding through SAFETEA-LU: The Pier may be accessed from points throughout the Tampa Bay region via ferry transport. This could open up an opportunity for federal funding support for the Pier project. Since 2005, the Federal Highway Administration has provided roughly $50 million per year to fund up to 80 percent of the construction costs of new ferryboats and infrastructure. These grants are allocated through the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Grants cannot be used for operational spending, but they may free up local capital for operational use. The most recent application period closed in June 2011, and it is unclear whether additional funds will be made available. Reauthorization of a federal transportation spending bill remains delayed.
Life Cycle Cost

Throughout the design process the team kept the longevity of the components and subcomponents in mind.

The overwater pier is constructed of concrete and precast concrete with epoxy coated steel or alternately non-metallic rebar such as FRP & GFRP. Railings are constructed of metal stanchions and stainless steel cable. Phase 2 fishing drop downs will built of marine grade pine and are meant to be sacrificial to the elements.

The Quay’s End community center is constructed primarily of precast and cast in place concrete. With all Public areas set above projected storm surge for a category 4 hurricane. The exterior glazing is impact resistant curtain walls. Interior and exterior railings are steel and stainless steel cables. Floor surfaces are thin overlay concrete.
Project Delivery and Construction Document Approach

THE DESIGN PROCESS:  To be successful, the final design must be arrived via a process that builds consensus during all phases of the work and ultimately gives the residents of St Petersburg a sense of ownership in the product. The design should reflect the spirit of the community in its use and form and work closely with the current and ongoing findings of the Pier Working Group.

We feel strongly that this process of community outreach is ongoing from initial concept through completion of the developed design. This outreach tests concepts, analyzes feedback, reacts to both the praise and criticism from the stakeholders and community, and builds consensus. Most importantly, however, this outreach allows the citizens to feel ownership in the final design.

We will continue with the outreach already started and begin again with an initial series of meetings so the public can meet us and we can get to know the dynamics of the groups. This will allow us to quickly begin explaining our many embedded concepts and to get feedback from all stakeholders.

As design concepts are revised during our talks with the public, they start down a path that sees them reviewed and developed in design, engineering, cost, and regulatory/city review. This is a cyclical process, and one that often sees the developed concept back in front of the public for further review. Done correctly, this process allows the public to feel heard, gives the designers a wealth of information, and keeps us all excited and pulling in the same direction.

The ahha!-New Quarter design group is a diverse collection of local and global firms. To ensure that the combination of local connection and global resources is a benefit to the design process and not a hindrance, we will combine the power of physical presence with technology. 12 We will have an office downtown that will be dedicated to the pier project, and which will enable team members to place local staff here, at the point of the project.

It helps that there are many pre-existing relationships among many of the team members and firms. These friendships and working relationships will help us to quickly settle into a smooth operation.

All review drawings for the city and the public will be available on a real time basis in a central web depository.

12 To ensure a collaborative design environment, and cohesive design, all of the team members and project personnel that have been chosen are currently using, and have proficiency with, Autodesk Revit as their primary design software. The team leader will ensure that throughout the project all project personnel will use and be proficient with the latest version of:

- Google Sketch Up Professional – Rough concepts
- Autodesk Revit – BIM design platform
- Autodesk Revit Collaboration tools
  - Autodesk Design Suite, components where required.
- MS SharePoint – document and task management
- MS Project Professional – project management.
- Web-Ex unified communication system – IM, Email, Whiteboard, Virtual Office, Voice.
Appendix

Public-Private and Private Funding

- Impact Fees: Impact fees are one-time fees collected from developers within a specified distance of an infrastructure investment, like the Pier in St. Petersburg. Impact fees typically fund roadway, sewer, water, open space, and school capital infrastructure. They do not, however, fund infrastructure operations. There must be a rational nexus between the development and the need for the infrastructure improvements. Further, the developer’s fair share of the infrastructure cost must be established;

- Business Improvement Districts (BIDs): BIDs are not-for-profit management organizations that consist of businesses within specified commercial districts and rely on special assessment funds to support shared maintenance, branding, and public amenities. The vast majority of BID funds are raised through special assessments on commercial property, but occasionally funds are raised through residential property assessments. Many BIDs also fundraise for grants, special contracts, and philanthropic contributions.

- Philanthropy: Local community development organizations may contribute ongoing (or one-time) funds to support components of the Crescent’s operations cost. The charities and community development organizations, however, will need to be convinced of the public benefit that the proposed Crescent will offer, particularly to those of limited means.

A number of opportunities exist to leverage private investment in the St. Petersburg pier.

One of the most interesting, and exciting ideas, is the possible lease of the existing inverted pyramid building for use as a boutique hotel. Ahha!-New Quarter, vetted this concept with Starwood Hotels, operator of Alofts. Starwood believes that it or another operator would be interested converting the inverted pyramid to hotel space, including accepting the property as-is provided a reasonable lease period could be negotiated.

Mention that the bridge/pier is gone and that access is via water taxi. Water taxi would dock at the retail area basin.

Though this would require a referendum of the voters, it would immediately allow the city to redirect $6 million dollars of TIF funds into additional pier development. Annual rent payments on the structure which could be structured to extend to the life of the new pier would provide a significant percentage of the new pier’s operating revenue.

Not only would this option leverage available new pier development funds, and profit operating capital for the pier, it would allow the inverted pyramid building to continue life for perhaps another century, at which time the lessor would be required to return a building to the city and once again available for use at the voters discretion.
Public Outreach

Our decision to undertake an in-depth public outreach campaign was born from our belief that this is where the ahh! moment is created. The extensive research conducted by the City was valuable information. But survey results do not provide the texture, detail, personal stories, and heartfelt emotions like talking with people. In the four months since we started working on the pier design, it was a rare occasion when we tell someone what we are doing that they don’t take us by the lapels, sit us down engage us in a heartfelt diatribe of their beliefs, wants, and desires for the new pier. With this extensive interaction with the community our sense of what is right for St. Pete would not be valid.

Our community outreach program sought to engage every facet of St. Petersburg community. Young, Old, Rich, Poor, Working, Students, Business Owners, Politicians, Marine Scientists, the Arts community, Boat building Industry, Sailing Club, etc. We identified more than fifty community neighborhood associations, and contacted each and met with them where the opportunity allowed.

If we are selected to develop the new pier, we will work closely with the City on outreach and stakeholder involvement in the design process. We will utilize the strength of the relationships we’ve built up in the last four months to strengthen the City’s efforts. As we have in the past we will make sure we are available to give residents the opportunity to see the evolution of the design and engage in conversation and Q&A about the design and the process.

We have always been and are committed to a policy of integrity and transparency, our office is downtown at 1st and 3rd and it has always been open for people to drop and see our progress. Many have dropped by, some just once to give an idea, or see what our design will look like, but many have stopped by repeatedly to offering thoughts and advice, telling us about some idea that occurred to them in the night. We always welcomed this type of engagement with the community, and we always will.

We know as designers that the success of the Crescent in large part will be due to how well we engage and balance the competing wants and desires of not only the local community, but the wider audiences of Pinellas county.
Our Team

We are the ahha! – new quarter design group, a collection of design talent and characters that had the audacity to throw our hat into the ring for the chance to design the new St Pete Pier. At its root, this design group is a joint venture between ahha! architecture, llc and new quarter, inc, a commercial properties firm. We banded together to bring to this project a combined skill set that allowed a deeper exploration of the design together then either firm could do separately. To this core we are joined by, collectively, a strong group of design professionals, scientists, and economists: Taylor Engineering, Inc, in-water and civil engineering; WATG architecture, Arup, Structural, Mechanical, Electrical/Lighting, and Plumbing engineering; and HR&A Advisor’s Inc, our Development Advisor.

To the above core group we have added Kraus-Manning as cost consultant, and a few special Marine Scientists who have gone out of their way to help us understand the complexities of the project. Dr, Gene Shinn, Walter Japp and David Hollander, all from USF college of Marine Science joined by Musa Jaman BS Natural Resource Management and Policy

Normally a process fraught with guesswork, building a team from disparate part was made easy because of the many interconnected relationships between the firms, and between the people of each firm. We know each other well, or are working with someone on our team that knows that person well. In any case, it was fun to be working together again. So who are we?

ahha! architecture, llc / Architect
- Paul Ries, Principal in Charge, Lead Design
- Ellis Curry, Principal
- Ken Miani, Coordinator, Public and Stakeholder Outreach

New Quarter, Inc / Economic Analysis
- Scott Boodman, Ceo

Paul Ries, the founding principal of ahha! architecture, grew up in Gulfport, Florida, the son of a plumber and a nurse. His dad worked at all the cool construction projects in town, from hospitals, to the old FL Power campus, to an upside down pyramid at the end of a pier (he often said it was like being the Michelangelo of plumbing; laying on your back on a barge to run the pipe our to the pier head). This was all very impressive to a small kid. Mom regaled him and his sister during dinner with war stories from her time in the O.R.; even more exciting to an impressionable child. As a plumber working with his Dad, he grew familiar with the mud and muck of a project site; from his mother, he received a sense of what it takes to heal. He has spent the last 35 years of his architectural practice combining the experience in the trenches (literally) with his love of design and a desire to provide places that, at some level, give us a chance for that healing to occur.
Fast forward to today, and we are blessed with the chance to provide just such a place for our city. As Lead Designer, Paul will be bringing that attitude and his skills to the project. Ahha! architecture is here for the duration of the project and is prepared to spend whatever time it takes with the public, the regulatory agencies, on the design boards, and on the project site to help make the project a success.

Among our key team members, we have senior advisors and strong project managers; partners that have been responsible for projects of similar scope and who have learned how to move effectively in large teams, and large project settings. It doesn’t hurt that many of us have worked with each other for many, many years. Ahha!’s SBE certification application is ongoing. We are currently registered as an SBE at Port Tampa.

The best description for AhHa! is that we are a modest sized, highly responsive, community based architectural practice with offices in St Petersburg and in the Pacific NW. We endeavor to give people easy access to professional design assistance, to help them through the normally complex design process, and to enable the coexistence of low construction costs with design that is extremely responsive to human needs. Because of the nature of our collaborative approach, odds are you will end up meeting many of us as we all spend time helping you bring your project to fruition. Depending on the project’s needs, we have a large breadth of cohorts and subcontractors from which to draw expertise. We are great with computers, use technology to save time and money, and are adept at many of the nuances of bringing an idea to fruition.

New Quarter brings a wonderful skill set for generating ideas to its work with the economics of these projects. Working shoulder to shoulder on all phases of the project, the economic models they build for our projects are built in lock-step with the development of the design; each activity informing the other in real time. We have worked extensively with New Quarter on projects of varying scope and type.

Besides their strengths in economic sustainability studies, market advisory services, and market segmentation analysis, New Quarter has a strong ability to predict the effects of various design alternatives on current and future comparative lease rates and market absorption. They are a local firm, with national and international connections. Their SBE certification process is ongoing.

**WATG / Associate Architect**
- George Berean, Senior Advisor
- Deborah Rosenblum, Design Lead, WATG
- Chris Panfil, Planner, Urban Design
- Michael Brown, Landscape and Urban Planner
- Tiffany Lee
- Ren Shiroma
WATG is a large destination resort firm that has done municipal sized projects throughout the world. WATG designs destinations that deliver contextual experiences, layering architecture, landscape, and interior elements to generate layers of readability that add depth to a design. Their projects are often of complex program and have many stakeholders. They bring a robust design and planning skill set to our local team. They also bring George Berean, one of Paul’s first mentors, as a senior design advisor to the project. Working with WATG will very familiar from Paul’s time in their employment all those many years ago.

As part of the ahha! team, WATG will be tasked with helping us concepts to define a landmark for the city that honors our history while looking ahead to the St Petersburg that is emerging.

Taylor Engineering / In-water and Civil Engineering
- Jim Marino, CEO
- Jon Armbruster, Civil Engineering
- Cathy Foerester

Central to our needs on a project that is to be designed and built in the water, on the bank, and upland, Taylor Engineering brings the necessary engineering skills in Civil, marine structural, and coastal engineering as well as hydrologic modeling. Taylor Engineering brings regional expertise and knowledge and is listed as a Federal SBE.

Scientists / Marine Science and Natural Resources
- Dr Eugene Shinn
- Walter Jaap, MS
- Dr David Hollander
- Musa Jaman, BS

Dr. Eugene A. Shinn
Dr. Shinn recently retired from his position as a research geologist with the U.S. Geological Survey (USGS) Center for Coastal Geology in St. Petersburg, Florida. Currently he is a Courtesy Professor at the University of South Florida, College of Marine Sciences. After obtaining his degree, Shinn spent a year at the University of Miami's Marine Laboratory. In 1958, he began working for Shell Oil Company as a research geologist. During his 15 year career with Shell he worked in Florida and the Bahamas, the Persian Gulf and Holland. He finished that career at Shell Headquarters in Houston, TX in the environmental affairs department. Gene joined USGS in 1974 and started the USGS Fisher Island Station off Miami, which he directed for 15 years. He and associates did extensive geological research on living coral reefs, carbonate sediment production, Pleistocene geology and environmental effects of offshore petroleum drilling. In the early 1990s he installed over 100 groundwater monitoring wells in the Florida Keys, the reef tract and in Florida Bay, where he conducted dye tracer experiments to determine flow rate and flow direction of saline groundwater. His work highlighted the problems of sewage disposal in the porous limestone that underlies the Florida Keys. He recently published a study documenting the 500 year absence of the staghorn coral, Acropora cervicornis about 4,500 years ago. His earlier studies showed that middle Keys reefs suffered from outpouring of Florida Bay water through large tidal passes created by rising sea level about 3,000 years ago. His specialty at present is the study of the effects of African dust on downwind ecosystems, including Caribbean coral reefs. He also studies the general health of coral reefs throughout the Caribbean and has photographically monitored two coral reef sites in the Florida Keys for the past 50 years. He has authored about 200 peer-reviewed publications and recent studies with the USGS include: Determination of Groundwater-Flow Direction and Rate Beneath Florida Bay, the Florida Keys and Reef Tract; and, Groundwater Seepage in the Florida Keys. He has also published 3 articles debunking the existence of Atlantis in the Bahamas. Shinn is a member of the American Association of Petroleum Geologists Global Climate Committee and serves on the Minerals Management Service Science Advisory Committee. In 2009 Gene received the Twenhofel Medal, the highest award given by SEPM (Society for Sedimentary Geology) for research on sedimentary processes.

**Education:**
B.S. Zoology, University of Miami, Miami, FL, USA, 1957
Ph.D. Earth Science, University of South Florida, FL, USA, 1998

**Area of Expertise / Interest:**
Effects of African Dust on Down Wind Ecosystems including Caribbean Coral Reefs; Environmental Effects of Offshore Drilling; The Bimini Road; Geology and Sedimentology in the Persian Gulf; Tidal Flats; Limestone Compaction; Marine Burrowing Organisms; Climate Dynamics; Global Atmospheric Research; Natural and Man-Made Hazard Mitigation; Stratigraphy and Paleontology; Surficial Processes; Ecological Indicators; Harmful Algal Blooms; Invasive Species; Pollution; Public Health; Microbiology; Biological Oceanography; Marine Geology and Geophysics
**Walter C. Jaap** worked for over 35 years in coral reef research projects with the Florida Fish and Wildlife Research Institute. Walt was the Diving Safety Officer at FWRI for over 30 years. He is an active marine biologist and was appointed emeritus Professor by the College of Marine Science, University of South Florida. Walter’s research interests include coral reef monitoring and community dynamics of scleractinian corals. Walter is a technical expert in coral reef restoration and evaluating restoration efforts at various sites in the Caribbean and Florida. Walter’s monitoring work pioneered the use of underwater video transects and video image analysis. Walter’s professional affiliations include American Academy of Underwater Sciences, Board of Directors, Past President; American Institute of Biological Sciences; Association of Island Marine Laboratories of the Caribbean; Atlantic Reef Committee; Florida Academy of Science; International Society for Reef Studies; and Paleontological Research Institute. Walter is a member of the following committees: Chairman, Gulf of Mexico Fishery Management Council’s special subcommittee on corals and reefs; U.S. Environmental Protection Agency, Technical Advisory Committee, Florida Keys National Marine Sanctuary, Water Quality Protection Plan; Diving Control Board for the University of South Florida; Acropora Endangered Species Status Evaluation Committee.

Walter has conducted diving saturation missions in Hydrolab in the Bahamas, Aquarius and participated in submarine lockout diving from the Johnson Sea Link, qualified as a pilot in Deepworker 2000, a one-man submersible vehicle, and led or participated in many coral reef research expeditions in Florida, Caribbean, and the Pacific. Walter has published numerous scientific publications about coral reefs, including early studies on coral bleaching. Walter served as the Chief Scientist of SNI from 2001-2005, and as the Diving Safety Officer from 2001-2008.

**David Hollander:** Research: Archeometry; Chemical Sedimentology; Isotopic Biogeochemistry and Organic Geochemistry; Origin of Organic-Rich Deposits; and Paleoenvironmental Reconstructions

Dr Hollander’s research program focuses on evaluating the influence that anthropogenic and natural climate and environmental change have on the biogeochemical cycling of carbon, nitrogen, and other biolimiting elements in both modern and ancient lacustrine and marine settings.

This research couples state-of-the-art analytical techniques in stable isotope and organic geochemistry to provide a detailed characterization of organic matter. The goals of his research are to understand how biological, Chemical and physical processes in modern environments control the production, composition, alteration, decomposition and preservation of organic matter. The results of his studies in modern settings are applied to the analysis of ancient organic-rich sediments in order to reconstruct the environmental and climatic factors controlling the accumulation of organic matter throughout the geologic record.

Dr. Hollander is a Co-PI and Theme leader for the C-IMAGE consortium funded by the Gulf of Mexico Research Initiative to study long-term impacts of the 2010 Deepwater Horizon oil disaster.

**HR&A Advisors, Inc / Economic Advisors**
- Candace Damon, Partner
- Alex Stokes
- Renee Barton
- Andrew Albright
HR&A, similar to New Quarter, but larger and with the capability to provide services on much larger projects, brings Financial Sustainability Modeling, Economic and Fiscal Impact Analysis, Market and Financial Feasibility Analysis and, Economic Revitalization Strategies to the team. HR&A is dedicated to the reinvention of the American city into vibrant urban centers that offer jobs and sustain a high quality of life for diverse communities. As part of the ahha! team HR&A provides more than three decades of experience developing visionary solutions to revitalization of the waterfront, pier and uplands.

**Arup USA, Inc / Structural, Mechanical, Electrical, Lighting, Plumbing**
- Cliff McMillan
- Ronnie Gensler
- Matthew Clark

Arup is a global engineering firm brought onto our team to provide the full breadth of necessary upland engineering that is needed on a project of this scope. Because they provide services across all disciplines, their inner coordination is second to none. Because they have a track record in the profession and with some of our member firms for working well in teams of all sizes, they are a perfect complement to the makeup and personality of our team.

**Kraus-Manning / Cost Consulting**
- Mike Kraus, Principal
- John Becker, CCM, Director of Estimating and Scheduling

Kraus-Manning, Inc (KMI) is providing Budget Estimating and Conceptual Design Estimating for this project. KMI provides a comprehensive project consultancy via project management, cost estimating, scheduling, and project delivery method analysis.
the Crescent
December 15, 2014

The New St. Petersburg Pier
www.newquarter.net
## SCHEDULE OF VALUES

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<th>DIVISION</th>
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TOTAL CONSTRUCTION BUDGET
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