We believe that this competition is a chance to establish a vision for St. Petersburg’s future. More than an object, more than an icon, it is about making St. Pete an even better city to live in.
St. Pete has a remarkable history, not just as a place, but in the mind’s eye of the old days—golfing near the swaying palms, playing games at the beach, and parties on the water at night. This is the relaxing, euphoric spirit of the Tampa Bay lifestyle. We fell in love with these memories.

The City has evolved remarkably over time, with icons such as the Vinoy, the Dali museum, Al Lang Field, Mahaffey Theater, residential communities, and burgeoning nightlife concentrated on the waterfront. A mini-Copacabana is on its way.

The Pier is a part of this history and a part of the DNA of St. Petersburg residents. They are so proud to share the experience with their families and friends. As a place, it is truly the People’s Pier and that is what it always should be.

As a setting, the Pier is a sleeping beauty, ready to be awakened. We did not view the pier as a kind of object or icon in isolation, but as an element fundamentally linked to history, to the local color and spirit of people, and to the evolving downtown. The Pier design we share here is a series of experiences, including where it meets downtown, at the municipal marina, at the warm waters where the manatee swims, and at the unbelievable horizon of Tampa Bay. The experiences along the way provide an unfolding journey, and a part of the fun of getting to the pier’s end. The People’s Pier culminates at what we call the St. Petersburg Eye—a totally unique structure that has four levels, each with infinite views, exceptional experiences, open-ended settings, and inspiring vistas.

As designers, we base our designs on the local spirit and Floridian euphoria in a way that is contemporary and linked to the people. It will bring smiles to the people’s faces when they recognize the gestures and details that underlie our design—the manatee, the pelican, the barnacle, and the sea urchin are all here.

From the bottom of my heart, we are so excited to begin work on the legacy of St. Petersburg, which is the legacy of the Bay. Thank you for this opportunity to share our ideas.
The Vision for St. Petersburg’s Pier
FRAMEWORK & APPROACH
FRAMEWORK & APPROACH

The public waterfront is St. Petersburg’s greatest asset. Its Pier has been the focus of years of intense discussion and debate by many committed citizens, staff, and elected officials. This long-standing, deep commitment to a public waterfront has created a passion around the Pier Design Competition that is palpable and contagious.

Because of this context, the West 8 team started with a great feeling of responsibility to a) make sure we started our design process with a strong understanding about the context and proposed problem to solve and b) communicate a framework to you that demonstrates our respect for this context.
REAFFIRM THE COMMITMENT TO THE PUBLIC REALM

The St. Petersburg Pier and the waterfront belong to its citizens. Due to challenging budgetary conditions, cities are too often eroding their public realms by incrementally privatizing public spaces. While an appropriate stop-gap measure, the result can be a compromise of the very assets that make a city loved and memorable: public spaces that host community gatherings, provide much needed access to the natural world, and are a source of identity and pride. West 8’s first, overarching goal is to assure that our design is based on reinforcing St. Petersburg’s legacy of protecting the City’s public realm for the future.

This section of the Report expands and elaborates on principles that guided our design to meet that core goal.

AN ICONIC EXPERIENCE

The IMAGE of the Pier should be:

- A Destination that is Uniquely St. Pete.
  West 8’s design is deeply rooted in the sense of place of St. Petersburg. We view St. Pete as a kind of paradise—and believe that the Pier is the icon of a life in that paradise.

- Engaging with the Water
  Boaters, and non-boaters will have multiple ways to be immersed in the waterfront realm.

- Layered in Uses
  A diversity of environments will attract programmed and non-programmed uses, both on the Pier and on its uplands.

- The Post Card Shot
  Mayor Bill Foster called the Pier the “face of the brand for St. Petersburg.” The design of the Pier will be beautiful to observe and will create an unforgettable setting from which to look back on the city skyline.

CREATE THE SETTING FOR THE PEOPLE’S Pier

The PURPOSE of the Pier should be to create:

- A Setting for Spontaneous Activities
  People are in love with the current Pier as a place for personal experiences—their first kiss, watching the sunrise or splashing in the water. These intimate moments need space and unprogrammed settings.

- A Destination for Community Gathering
  The Pier will offer a venue for truly original, outstanding events that are uniquely St. Pete for thousands of residents and millions of visitors.

BAY MEETS CITY

The Pier should embody the most SUSTAINABLE approach and resonate with the environmental ethic of St. Pete’s citizenry by providing:

- A Total Water Experience
  Tapping into the City and Citizens’ passion for the waterfront is a goal—through relationships with allied organizations and interest groups and long-term spatial configurations that expand the waterfront’s territory.

- A Sustainable and Healthy Ecosystem
  The Pier interacts with the water, land and sky. The design integrates tactics and systems that will respond, repair and enhance the environment and the public’s awareness.

- A Century-Long View
  As a Dutch firm, West 8 has long-standing experience with issues of sea-level rise, climate change and durable construction that withstand a brutal marine environment. Our team of local advisors has worked closely with us to weigh in on local conditions and permitting requirements.

MOVEMENT AND CONNECTION

The LINKAGES that connect to the Pier should:

- Create a Catalyst for an Active Downtown Waterfront
  The City’s investment in the Pier should be thought of as an investment in its downtown. More residential, cultural and commercial development should be located where there is already existing infrastructure and energy.

- Linkages to City and Water
  Multiple circulation systems will be integrated into the new Pier: rubber tire trolley, water taxis, personal watercraft, bikes, pedestrian walkways and emergency access vehicles. Pedestrian experience is prioritized above all.
PARADISE THEN

New York has the Empire State Building. Seattle has the Space Needle. St. Petersburg has its Pier. Like other Landmarks, the Pier represents more than its function suggests. The Pier is not only a way to get out over the water, it is a way to engage in the waterfront. It represents the citizens’ commitment to an egalitarian space; it is the destination for special occasions and it is the “Post Card” shot for visitors. But most of all, the Pier is a place where one can experience the pure joy of being in such an extraordinary place. Time and the elements have not been good to the Pier, so now is the time to renew our commitment to this Paradise.

Historic photographs of St. Petersburg record a veritable paradise, a community harmonizing culture, ecology, and recreation.
PARADISE NOW!

The West 8 team envisions the Pier and its uplands as a unified and reimagined public realm where we can achieve multiple goals: the Pier will spark activity and stay true to its public legacy; we will create an experientially rich icon and realize the ecological potential; we will improve connections and services and balance operations and maintenance.

Paradise Now means that for the next hundred years, the Pier will be a timeless, well-connected experience and St. Petersburg’s iconic landmark. It is the People’s Pier.
EXISTING CONDITIONS

The West 8 team spent time exploring the site, the surrounding neighborhoods, and researching the site context. We met with our subconsultants throughout the course of the competition to make sure our understanding of the context was accurate. Here, we want to record some of the core conditions that we learned.

PIER CONDITIONS

- The Pier’s approach and head structure are failing. We have seen other places where old pilings left in-situ can incubate marine habitat.
- The retail space will need to be removed when the head superstructure is replaced. There is an opportunity to reuse the four concrete caissons.

LEASES/ CITY CHARTER

- The upland-portion of the land has 5 and 10 year lease limits which are not conducive to long-term investment by lessees. A public referendum is required to change these leases, which has not been successful in the past.
- The “destination retail” program at the Pier is somewhat successful, but requires a substantial investment by the City to maintain and operate.

EVENTS

- There are many successful events held downtown and at the Pier and nearby parks.
- For-profit events can be held at the Pier with a permit.

TIF DISTRICT

- The City has a TIF District in downtown St. Petersburg which collects impact fees to support City initiatives.

PARKING

- Ample parking exists downtown, and rarely does demand exceed capacity.
- A new $14M parking garage is earmarked to be built with an intermodal station in a few years from now.
- Parking on the Pier is not time constrained and is extremely affordable.

CIRCULATION/TRANSPORTATION

- St. Pete’s shuttle takes downtowners to the Pier. It is extremely affordable and provides regular service.
- The 2002 Bike masterplan focuses trails and pathways to the Pier and downtown.
- Walking to the end of the Pier is currently seen as a challenge and an uninviting setting.

ALBERT WHITTED AIRPORT

- There are height limits over the Pier due to the nearby Albert Whitted Airport.

ENVIRONMENT

- Sea grasses and sea life are present here, but there is ample room for improvement.
- St. Pete has an emerging identity and economic development expansion that is centered around the environment, ecology and oceanographic studies.
- There are endangered species in the Tampa region, including manatee, sea turtles, and small tooth sawfish.
- Tampa Bay is considered an “impaired” water body.

CULTURE

- St. Petersburg has a thriving arts community that has brought energy and activity to downtown.
- The new Dali museum is the most comprehensive collection of his work and will attract world-wide audiences.

COMMUNITY

- St. Pete’s citizens are passionate about their Pier. Over 500 people participated in public forums since 2008.
- One community member said “It’s my Pier, and 499,999 others say the same thing.”
- The historian Gary Mormino called the St. Petersburg Pier “the People’s Pier” in his presentation to the Pier competition design teams on September 19, 2011.
AMPLIFY THE BEST; CREATE NEW ICONIC EXPERIENCES

DESIGN INFLUENCES & OPPORTUNITIES

BACKGROUND

In this section, we want to share our thoughts on the design influences and opportunities that formed the framework for our design. More than analysis, more than principles, this section reveals the root of our design at these key locations from downtown to the ‘tip’ of the existing Pier:

1. Downtown Interface
2. Marina/Boat Basin
3. Upland/Spa Beach
4. Inverted Pyramid/Pier

DOWNTOWN ST. PETE

Downtown is a bustling waterfront district that thousands call home. Like many cities, St. Pete’s leaders are working hard to assure a vibrant downtown for the future by attracting new employment, residents, entertainment and commercial uses. HR&A, West 8’s economic advisor to the Pier project, performed a high level review of public realm investments in varying contexts, and concluded that public realm improvements attract new development and generate value premiums for existing real estate, approximately 5% over ¼ to ½ mile radius from the improvement. Given this information, West 8 asked a key question:

What is the right level of investment in the Pier project to maximize this value?

St. Pete’s budget of $45 million is a huge investment, to be sure. But we also believe that this investment will generate additional revenue sources. HR&A’s initial analysis suggests that the City can assume five times the value will be returned by the private sector from the initial investment. Therefore, the investment in the Pier, because of the City’s TIF, could provide seed money that could fund further stages of the Pier design or other waterfront/downtown improvements.

We made a decision at that point to study a vision of the Pier project that could be staged or phased for future funding sources. The design is not dependent on that funding, but further analysis by West 8, HR&A and the City could determine the ‘sweet spot’ of investment and private sector return.

UPLAND PARCELS

We also studied the City owned upland areas in this context. In today’s tough economy when cities are scrambling for funding, it is not unheard of that cities have provided commercial uses or long-term leases on publicly-owned lands to generate revenue or subsidize operations and maintenance. From our research, West 8 learned lessons on the City’s changing urban realm that highlight both the goals and challenges that St. Pete faces to ensure a vibrant downtown:

- A city-subsidized private investment in downtown is not a sure-thing, so we are wary to suggest it for the Pier. The Baywalk project has raised concerns about how the City should invite and support projects like this.
- The City investments should occur where the action and momentum is already taking hold. We viewed the emerging dynamic uses along Beach Drive as a sign of healthy growth by the private sector. We believe that concentrating commercial uses together, rather than creating multiple destinations, is a better tactic for St. Pete.
- The public has not historically supported long-term leases on the Pier’s upland sites. These require referendums, and the public has voted down proposals in the past.

Therefore, West 8 chose a vision for the upland sites that reinforces the design principle stated in the Stage II brief: “the waterfront should belong to the citizens.” We provide a publicly accessible space, without any commercial development, that is for leisure, recreation, and provides essential support facilities like parking for the museum and marina users. This parking lot can also be used for occasional larger festivals.

CULTURAL CRESCENT

St. Pete has several outstanding cultural institutions along its waterfront. We think of this as St. Pete’s “Cultural Crescent,” which, like New York’s Museum Mile, can be positioned as the cultural destination district for the region. A rich, vibrant cultural waterfront will complement St. Pete’s already exciting arts community. We also note that the publicly owned parcels at the waterfront are potential opportunities for the City to expand cultural uses in this district.
This framework influenced our thinking as we located the Pier and its program elements. The Pier will be a public focal point to this area and provide a relaxing setting for visitors to pause along their museum journey.

Programming at the Pier and waterfront can capitalize on its museum neighbors, with art festivals, music and performance areas. We looked for ways to provide settings for these events.
MARINA/BOAT BASIN- REGIONAL BOAT CULTURE

Boating is arguably the ultimate outdoor experience in St. Pete. With its sparkling blue waters and 361 days of sunshine, the “Sunshine City’s” 244 miles of shoreline is home to one of the largest municipal marinas and hundreds of boats at private marinas.

The Pier sits in this world of water. We sought to provide a Pier design where the boat culture is welcomed and is a fun experience. We also felt that the water experience should be provided for those who don’t have private vessels.

We imagined a time in the future when the Pier supports diverse water activities happening at once: a couple in a kayak navigates through the mangroves, a sailboat ties up to a dock, kids dip their toes in the water, while their grandparents rest nearby in the shade and sand.
REGIONAL CONNECTIONS

DOWNTOWN ST. PETERSBURG

Fishing Pier or Spot
Boat Ramp
Marina
Blueway (Kayak)
Navigational Channel
UPLAND AND SPA BEACH: REGIONAL GULF ECOLOGY AND ITS ECONOMIC LINKS

Tampa Bay is the focal point of the region and supports more than 200 species of birds and fish. Its main industry—tourism—relies on a healthy, beautiful environment to ensure its success.

According to the Tampa Bay Estuary Program, mangrove-blanketed islands in Tampa Bay “support the most diverse colonial waterbird nesting colonies in North America.” They also provide critical habitat for fish and wildlife while filtering pollutants from the water. This suggests a more natural shoreline or the installation of artificial “seawall reefs” to provide habitat for marine life.

Seagrasses provide habitat for small fish and provide a nursery for shrimp and crustaceans. Seagrasses also stabilize and clarify the bay’s waters.

THE OPTIMAL COASTAL SECTION

We think that the Pier project is an opportunity to expand and improve the health of the region—not only environmentally, but economically as well. Whether by sitting and watching the crystal clear waters, seeing a brown pelican perched on the Pier, or seeing a dolphin off of the nose of your kayak, a healthy bay-ecology brings a powerhouse of benefits.
INVERTED PYRAMID/PIER PROGRAM

The existing program at the Inverted Pyramid building provides a mix of retail and dining establishments. Currently, one of the memorable experiences at the Pier is dinner at the Columbia Restaurant.

We tested the appropriate mix of building program here. We understood that a “sensible” building program was sought, and that the Pier would not be a destination shopping area. Still, we considered a heavier entertainment/restaurant mix of uses that would attract a national developer which could potentially subsidize operation and maintenance of the Pier.

Concurrent to this exploration, we were also inspired by the historic use of the Pier, which had a casino, but also had an abundance of open-ended, non-programmed spaces. Back then, a central atrium was used for card games and community events, an open-air ballroom was utilized for big celebrations, and an observation deck provided expansive views to the bay and back to the City.

We felt that by returning to the past program (minus the casino) we could create a destination that was meant for, and could be programmed by, the community. In our design, we have a space set-aside for a restaurant/cafe, but we felt that if we build the setting, the culture and events will undoubtedly follow.
SUSTAINABLE OPERATIONS & MAINTENANCE

The new Pier needs to meet a functional design life of 75 years and a 100-year return period design storm event. As a Dutch-based company with decades of experience designing for sea-level rising and climate change, West 8 embraced this requirement, as it is how we design by default. We think the Pier and its supporting elements should be based around the logic of durability and ease of maintenance, and the design will naturally express an elegance that will be timeless.

This, combined with a smaller building program, will reduce operations and maintenance overall.
THE FRAMEWORK PLAN

THE PEOPLE’S PIER

The Framework Plan for the People’s Pier describes the key elements of the design and its spatial relationship along the Pier axis and within its context.

Multiple settings provide varying experiences and amenities. The core circulation to the Pier is along the dominant central axis from which visitors can access diverse experiences.

KEY

1. The People’s Pier
2. Cultural Crescent
3. Boat Basins
4. Mangrove Coast
5. Seagrass Meadows
6. The Downtown Shoal
7. St. Petersburg Eye
CONCEPT PLAN AND VISION
THE ST. PETERSBURG PEOPLE’S PIER

The St. Petersburg Pier project is about more than an architectural icon, it is a chance to establish a visionary future for the downtown waterfront.

The experience of a city is not about objects or exclamation points, but about shared humanity, culture, ecology, climate, and everyday moments. In St. Petersburg, the urban lifestyle is comprised of one-of-a-kind elements: an emerging cultural crescent, a legacy of public space on the waterfront, a climate that encourages feet in the sand and sun on one’s face, a life lived on and in the water, and most of all, the ever-changing view of Tampa Bay’s sublime horizon.

These experiences depend on a rich matrix of environments and places located minutes from downtown. The St. Petersburg Pier cuts a transect from downtown St. Petersburg to the horizon, providing access to diverse settings while offering a spectacular over-water experience throughout.
PEOPLE’S Pier

DOWNTOWN SHOAL

ST. PETERSBURG EYE
CONTINUING THE LEGACY

PARADISE THEN, PARADISE NOW!

The West 8 design for the St. Petersburg Pier is rooted in our interpretation of St. Petersburg’s endemic culture. The iconic poster, “Views from the Vinoy,” summarizes what we feel to be the key ingredients of St. Pete’s legacy: iconic architecture, breathtaking views of the Bay, a sense of leisure and serenity, beautiful weather and climate, and most importantly, visual, experiential and physical access to the waterfront for all.

In addition to being the historic public realm, the waterfront is now emerging as the city’s foremost cultural district, with the spectacular Vinoy Hotel and the recently opened Dali Museum bookending a cultural crescent. The West 8 team seeks to continue this momentum: we recommend preserving waterfront parcels for cultural institutions and public spaces rather than commercial development. Integral to the project is the maintenance of strong visual, physical, and experiential connections between the city’s edge and the horizon.

The design allows for heterogeneous view corridors from the water’s edge to a variety of scenes: open water, boats, parkland, mangrove preserve, iconic architecture, and most importantly, the horizon.

Historic images of St. Petersburg record a veritable paradise; a community harmonizing culture, ecology and recreation.
A new “view from the Vincy”
HOW TO SPUR AN URBAN WATERFRONT RENAISSANCE

THE ST. PETERSBURG PEOPLE’S PIER

PARADISE NOW!

The St. Petersburg People’s Pier project must go beyond a renovation of the existing Pier. Rather, the Pier project is the opportunity to plant the seeds for a grander future; to spur a renaissance on the waterfront, which in turn can benefit the entire city.
1. THE VITAL WATERFRONT
Components:
- Hotels
- Bars
- Dining
- Culture
- Sports
- Esplanade
- St. Petersburg ‘Copacabana’

2. ST. PETERSBURG MUNICIPAL MARINA
Components:
- Future reorganized basin
- Navigational access to the south

3. ST. PETERSBURG PRESERVE WILDLIFE DISPLAY
Components:
- Essential Fish Habitat
- Mangroves
- Shallows
- Seagrass
- Manatees sanctuary

4. ST. PETERSBURG ROMANTIC HERITAGE
Components:
- Fishing Pier
- Transit
- The Eye
- Downtown Shoal
- Public Events

Components of the urban vision: iconic experiences and distinctive settings
ICONIC SETTINGS + EXPERIENCES

Four primary districts, each with iconic experiential qualities ripple out from the city to the horizon:

THE VITAL WATERFRONT

The Waterfront of St. Petersburg is emerging as a downtown cultural crescent. This is the place for dining, art, culture, and a cosmopolitan lifestyle in the city. Over time, this stretch has the potential to become as iconic as the great waterfronts of the world—the Copacabana of the Gulf Coast.

THE MUNICIPAL MARINA

The individual boat basins along the waterfront have the latent capacity to emerge as a more democratic on-the-water lifestyle for the public. This body of water should have improvements over time to provide for healthy water circulation and flushing, designated navigation channels, increased capacity for private boats, short term boat parking downtown, and public boating opportunities such as water taxis and ferries.

THE ST. PETERSBURG PRESERVE

The upland site is re-imagined as an accessible, urban preserve encompassing terrestrial and aquatic environments. Mangroves species in the littoral zone transition to seagrass meadows in the shallows. This new district will become a rich habitat teeming with birds and aquatic life, and a convenient retreat just minutes from the City.

THE ST. PETERSBURG ROMANTIC HERITAGE

The romantic heritage of St. Petersburg is about living a life in paradise with toes in the sand, sun on one’s face, and views of the horizon. One can have it all—fishing, kayaking or wading during the day, and gathering with the community at night. This is the legacy of the Million Dollar Pier, and is the gift that the Pier project must give the city. The Romantic Heritage includes a new design for a Pier and pavilion that provides these iconic experiences to the public, within minutes of downtown.
A SEQUENCE OF ICONIC SETTINGS

The Vinoy
Cultural Crescent
Boat Basin
Mangrove Coast
St. Petersburg Eye
The Downtown Shoal
The People’s Pier
Seagrass Meadows
The Dali Museum

One Pier, Multiple Experiences

The Pier is egalitarian and must be available and accessible to all. It becomes a kind of infrastructural “shish kebab,” an element that traverses the territory from downtown St. Petersburg to the horizon of Tampa Bay. By establishing a rhythm of experiences along the entire length of the Pier, the project provides something for everybody—a cultural experience on the waterfront, a life on-the-water in the public marinas, a retreat into a vibrant natural preserve, over-water views and activities, communion with the pelican and the manatee, and finally, a gathering space on the horizon that is reserved for the people of St. Pete. The investment in the Pier is an investment in a unified public realm that offers diverse experiences to all.
PROVIDE MULTIPLE TRANSPORTATION & ACCESS ROUTES

Access is multi-faceted and allows for approach on foot, bike, trolley, water taxi, private boat, or kayak.
HOW TO RECONNECT TO THE ECOLOGICAL SPLENDOUR OF TAMPA BAY

The Tampa Bay lifestyle is inspired by the local weather and ecology. Furthermore, life in St. Petersburg has always been intimately linked to the natural world of the Bay. St. Pete is the place where you can see manatees at the downtown waterfront and feed pelicans on your lunch break. We believe that the ecological splendor of the Bay is integral to the People’s Pier project. Going above and beyond trendy acronyms, we believe that the integration of the public realm with a thriving local ecology is integral to both the Bay’s health and the endemic culture of St. Petersburg.

The removal of the shading former Pier deck, mangrove planting at the upland site and strategic reorganization of navigation channels all contribute to a new seagrass meadow, prime habitat for manatees and other threatened local flora and fauna.
THE MANGROVE COAST & THE SEAGRASS MEADOWS
MARRY THE BOATING CULTURE TO A VITAL BAY ECOSYSTEM

Ambition for the marriage of boat culture and expanded ecological corridor

DIAGRAM KEY

- Fishing Pier or Location
- Boat Ramp
- Marina
- Blueway (Kayak)
- Navigation Channel
- Seagrass Bed
- Mangroves
SEPARATE BOAT NAVIGATION FROM FRAGILE HABITAT

The shoreline of Tampa Bay is dotted with mangrove preserves, seagrass meadows, artificial reefs and thriving habitats for birds and marine animals. The St. Petersburg People’s Pier site is located at the natural terminus of a thriving corridor wrapping Old Tampa Bay. Connecting the dots of Mobbly Bay, Cooper Bayou, Weedon Island Preserve, and then the Pier site shows a potential to bookend a thriving corridor for plants, animals and people.

This project presents an opportunity to begin the long-term reorganization of boat channels away from habitat areas. By opening a new navigation channel between the North and Central boat basins, boat traffic can be encouraged to utilize a more southern route, freeing up the area north of the Pier as a motor-free, aquatic preserve. Manatees, kayaks, and seagrasses will be able to coexist in the designated preserve.
STRATEGY FOR ECOLOGICAL DEVELOPMENT AT THE ST. PETE WATERFRONT

(1) PRESERVE EXISTING BIOTOPE

(2) EXTEND SHALLOW WATER
The seeds of a thriving preserve already exist on-site. Seagrass patches and essential fish habitat are located just east of the existing upland site. These communities, in combination with the shallow waters traversed by the Pier, make the upland site and the area immediately east an ideal location for launching a more extensive ecological community. By depending on successional strategies and the tenacity of key species such as mangroves, initial interventions need not be extensive to have a powerful result. Key preliminary interventions include the perforation of the existing bulkhead on the eastern side to allow for tidal inundation, lowering of grade at the upland site to create tidal lagoons with an edge within the littoral zone (-1.0 to +0.5’), and initial planting of three species of mangroves (red, white, and black). Over the long haul, this zone will be infilled naturally by seagrasses colonizing the bay floor as deep as 9 feet in the motor-free zones. Native fauna such as manatees will find a haven here.

(3) PLANT MANGROVES

(4) YIELD: ENHANCED BIOTOPE

BIRDS

PLANTS

MAMMALS

FISH
OVERWATER, ON-THE-WATER & UNDERWATER EXPERIENCES

The mangrove coast and seagrass meadows have multiple benefits. They provide a vital habitat for plants and animals of Tampa Bay; one that is unique in its proximity to downtown, and which is accessible on the water via kayak, on foot via new trails through the upland site, or as a beautiful view from city or the deck of the Pier. The mangrove coast will provide an important buffer for the boat basins and downtown waterfront against storm surges and wave action. Finally, an “urban wild” that provides sanctuary to fascinating bird and animal life, diverse recreational opportunities, and ever-changing views is one of the important iconic experiences along the length of the Pier.
THE PEOPLE’S PIER CROSSES A REIMAGINED COASTAL HABITAT

The upland area of the site is transformed into a thriving urban preserve, providing rich habitat, storm protection and recreational opportunities.
B. THE ST. PETERSBURG PEOPLE’S PIER \ HOW TO RECONNECT TO THE ECOLOGICAL SPLENDOR OF TAMPA BAY \ 39
HOW TO BUILD THE PEOPLE’S PIER FOR THE NEXT CENTURY
DESIGN FOR AN UNPREDICTABLE CLIMATE

STORMSURGE & SEA LEVEL RISE

Pier Construction

The Pier is elevated above the 100-year storm surge, and is engineered to withstand major wave action. This design also anticipates the sea level rise in the coming century. The construction is born from robust, off-the-shelf engineering with 120-foot spans. It is prefabricated to be built quickly, with minimal environmental impact and little maintenance requirements over time.

As such the Pier exemplifies sustainable infrastructure.
SOFT ARCHITECTURAL COHERENCE

SCULPTURAL ICON FROM ALL PERSPECTIVES

Form & View

Although it is at its core a robust and functional piece of infrastructure, slight modifications to the form and furnishings of the Pier give it an iconic look from all angles. We were inspired by the form of the manatee to give this piece of infrastructure a soft, beautiful anatomy.

Because the new Pier is lifted ten feet above the water level, its underbelly will be sculptural and beautiful even from a boater’s eye view. The piles complement the girth of the underbelly without compromising function. The sidewalls of the Pier are an extension of the curvilinear form.
PEOPLE’S PIER IS THE IDEAL PLACE FOR FISHING (for people and pelicans)

FURNISHINGS AS ENVIRONMENTAL INFRASTRUCTURE

Site specific elements

The Pelican is an historic dweller on the Pier. Historic postcards and recent visits show the pelican and public joyfully inhabiting the Pier together.

New lighting elements celebrate the pelican’s plumage and anatomy, while offering an elevated platform on the top for roosting.
The People’s Pier hosts large events.

The People’s Pier preserves views of the city skyline.
Section of the People's Pier project, from city to horizon
NEW FLUSH CHANNEL

PEOPLES PIER

POTENTIAL SHALLOW WATER WITH MANGROVES

PARKING + EVENT SPACE

B. THE ST. PETERSBURG PEOPLE’S PIER \ HOW TO BUILD THE PEOPLE’S PIER FOR THE NEXT CENTURY \ 47
THE ST. PETERSBURG EYE

A DESTINATION FOR THE PEOPLE

The legacy of the St. Petersburg Pier is that of a public amenity.

A flexible, public pavilion, “the St. Petersburg Eye,” sited on the Downtown Shoal gives the people of St. Pete a public realm like no other. Here, downtown dwellers can witness the sunrise from the beach, spend lunch with feet in the water, attend a public event at the Eye, or simply come to admire the horizon with a loved one. This will be the place that the people of St. Petersburg make their memories.
B. THE ST. PETERSBURG PEOPLE’S PIER: THE ST. PETERSBURG EYE
THE PERFECT MICROCLIMATE TO ESCAPE THE HEAT

The St. Petersburg Eye is made of durable, precast concrete, and is meant to gain beauty over time, as the weathering of salt and tides gives the Eye a timeless patina.

Its form is designed to provide a comfortable gathering space in all weather, through the use of passive systems. This eliminates the need for high-maintenance utilities and conditioning, and creates an inhabitable sculpture in the landscape. Here, one can gather in the shade on three different levels, feel the cool breezes through the open-air structure, and take advantage of the natural cooling chimney provided by the oculus at the top.
ST. PETE’S EYE: FOUR EXPERIENCES, ONE ICONIC PAVILION

The pavilion offers an ever-changing view of the city and the horizon with 360 degrees of open-air porticos. Additionally, its four levels provide four distinct experiences for the public.

- Belly Chamber
- Concession Floor (Pier Level)
- Panorama Deck
- Panorama Ring

Inspiration: the pavilion at the Million Dollar Pier
BELLY CHAMBER

At elevation +5, one can experience the Belly Chamber, or lowest level of the Eye. This sheltered space can be used to escape the sun, or for public gatherings. Over time, the groundplane will begin to merge with the sandbar of the Downtown Shoal around it, creating a naturalistic grotto-like feeling, and a sense of a continuous design with the Shoal and shallow waters around. It will weather over time.

This level is also the elevation for service and emergency vehicle access and loading through a centralized elevator shaft.
PIER LEVEL

At elevation +18, or the same height as the Pier deck, one arrives to the Pier Level. This level of the Eye will be the home for future concession, and has the potential to be partially enclosed in order to house a restaurant program or conditioned kitchen.
PANORAMA DECK

Open to the air above and on all sides, the Panorama Deck is the premier gathering space in the Eye. Like the Million Dollar Pier pavilion, the Panorama Deck will have the ability to host a diverse array of public events and spectacles.
PANORAMA RING

At the pinnacle of the Eye is a circular walkway with 360 degree views of Tampa Bay and the city skyline. This is the culmination of a trip out to the Eye, the place to witness the sublime horizon, and to celebrate life’s most special moments.
ONGOING RESEARCH ALTERNATIVES

The design described herein is flexible, phaseable, and open to adaptation. It should be considered a jumping off point for conversation and evolution. As such, we have included a series of alternate scenarios that we feel could strengthen the design vision, given the right timing and conditions.

PIER FOOTPRINT

PIER PROPOSAL WITHIN EXISTING PIER FOOTPRINT - NO FILL

PIER PROPOSAL REQUIRING MORE EXTENSIVE PERMITTING FOR FILL AND OUTSIDE OF FOOTPRINT
ALTERNATE PIER PROPOSAL, RETAINING THE OLD PILES AS HABITAT

ALTERNATE PIER PROPOSAL, EXTENDED INTO THE ST. PETERSBURG WATERFRONT AS A “MELTING DALI” SCULPTURE
SHADE STRUCTURE OPTIONS
BASE OF THE EYE RESEARCH
POTENTIAL PERMITTING DIALOGUES

ALTERNATIVE SCENARIO 1: MAXIMUM HABITAT

The People’s Pier project focuses on maximizing the extents of seagrass meadows, essential fish habitat, and mangrove plantings on waterfront edges. Coastal slopes are designed to be shallow to allow for maximum inhabitable littoral zones.
ALTERNATIVE SCENARIO 2: MAXIMUM HORIZON

The People’s Pier project uses the bay viewshed and overwater experience as its driving principles. The island and pavilion are moved to the furthest point east possible.
ALTERNATIVE SCENARIO 3: MAXIMUM MARINA

The People’s Pier project focuses on maximizing available public marina slips, a healthy, flushed boat basin, and efficient marina layout for boats of all sizes.
SYSTEMS

This section explains some of the details about systems that underpin the Pier design. While at a concept level, considerable work underlies West 8’s design to ensure a strong foundation for future implementation.
WHERE PIER MEETS HORIZON AND CITY

The Pier design has been shaped around cityside places from which to take in the vast horizons of the bay, the twinkling city skyline and the St. Petersburg Eye. Short and long views, sometimes framed with green foregrounds, sometimes opening up to expansive vistas, will create an unfolding sequence of “kodak moments.” From atop the Pier, one has views down into the sparkling waters below.

The St. Petersburg Eye and People’s Pier will be the “postcard” shot and the “face of the brand” that Mayor Bill Foster called for. From the City side, the Pier and Eye will at times be visible and sometimes be veiled by mangroves or masts. This conceal-and-reveal strategy is a more enticing, dramatic, and memorable experience.

KEY

1. View from the Vinoy
2. Horizon View
3. Eye View
4. Horizon View
5. Eye View
6. Views into water below
7. 360° views from the Eye
West 8 explored many options to improve access during the competition—monorails, gondolas and reduced piers to shorten the walk—but all proved too overdesigned, expensive or compromised the sensation of being apart from the City. There is something visceral about being out on the Pier, over the water and looking back at the City that is truly magical. To compromise the Pier length for a shorter walk just wasn’t right. Instead, we decided to make the journey to the Pier a part of the joy of experience, so we made the bridge a fabulous place to be with a sequence of spaces along the way to provide rest stops and new environments. Second, we decided to utilize the infrastructure that is already in place (and already successful) in St. Pete. The publicly accessible parking garages rarely meet capacity, and the trolley will provide a ride for those needing assistance.

We are also optimistic that by providing an inviting landing at the Pier’s Plaza, a water taxi service would come from the private sector. It would truly be a joy to arrive by boat.
St. Pete has a casual, fun atmosphere that makes it a wonderful place to live and also a great destination for out-of-towners. Looked at on a regional scale, West 8 has catered the redesigned St. Petersburg Pier to recreationalists that are looking for a fun day-trip. The Pier’s plaza will have an inviting landing and harbor. Boaters will be welcomed to tie up and have a nice lunch and fantastic view from the St. Petersburg Eye’s restaurant. Nearby cultural and entertainment venues in downtown will only add to an extended, more enjoyable day.
CUT/FILL, UTILITIES AND DEMOLITION

THE BACKBONE

Utilities and infrastructure will be upgraded to meet the requirements of new Pier facilities, reduce environmental impact and maintenance requirements, and provide long-term lifecycle solutions.

CUT AND FILL

Fill material could be provided from upland sources and from the channel cut. It is also possible that a nearby a dredge project in the Bay could be used for the fill.

Fill material is located within the footprint of the existing Pier. Should permitting prove challenging, it is technically feasible to create the plaza with a pile support system.

UTILITIES

West 8’s utility strategy is very pragmatic—utilities will be provided in a protected core under the bridge that can be accessed from above for ease of maintenance.

Utilities are located well above the 100-year storm surge.

DEMOLITION

The existing Pier approach is due for demolition. We propose cutting some of the piles off above high tide to create areas for bird roosts. These piles will be located away from boat navigation areas.

The head that surrounds the Inverted Pyramid will be demolished as well. If needed and permissible, we would like to explore reuse of clean concrete demolition debris for sculpting the landforms or creating the Plaza or Sand Bar. The caissons will be reused for the foundation of the St. Petersburg Eye if possible.

The existing parking lots that are located in the future Mangrove area will be demolished as well. Parking will be reconfigured near the Museum of Natural History site.
The West 8 team has researched and strategized the issues for getting the project built in a way that generates excitement, provides visible results, and has an eye to the future. With our outstanding team of subconsultants, West 8 will deliver the People’s Pier’s first stage in two years.
OVERVIEW

The City and citizens of St. Pete have dedicated countless hours towards getting to the design competition phase. The West 8 team honors that effort by preparing a design process that provides a continuity of public input with an enthusiastic focus on the delivery of a new Pier.

PUBLIC PROCESS & AGENCY REVIEW

The competition has occurred without West 8 having direct interaction with stakeholders and residents. This effort, therefore, has been somewhat unburdened by public opinion and agency review.

Our design, however, is the People’s Pier. At project award, West 8 would like to re-engage the community in a public forum to share our design and get input on its features and context. Along the way, at each major design phase, West 8 would like to continue to report back in public forums about progress. We’ve had success in this process on our other projects, and are well-versed in all kinds of public input processes. Websites, blogs, workshops, one-on-one meetings and public presentations are all available methods to explore with you for a successful public input process.

This process will also involve agency review. Again, at project award, West 8 proposes meetings that identify permitting timelines, issues, and submittal requirements (detailed permitting is provided in the following spread). Check-ins with approving agencies along the way are provided in the schedule.
SCHEDULE

*Please see end of this section for Fold-Out Schedule.*

Each phase of permitting and bid document preparation (schematic design, design development and construction documents) is four-months long, for a total documentation process of twelve months. Near the end of each phase, a cost estimate will be prepared, and should it be necessary, value engineering will occur so that before the next phase of work begins, the design is kept on budget and work flows efficiently. This is the exact process that West 8 undertook in our $200 million Governors Island Park and Public Space project which is on-budget and on-time.

The West 8 team will continue design services through bidding, award, and construction. The first stage of the People’s Pier is open within two-years, with the second stage following just 18 months later. The community will be able to enjoy the Pier while seeing visible progress on the other public space components of the project.
OVERVIEW

Any redesign of the Pier, other than exact replication, will involve complex permitting. Fundamentally, West 8’s design will improve both user experience and the quality of the marine environment, and is a better long-term solution on multiple levels for St. Pete and Tampa Bay than Pier replication.

West 8 has located Stage 1A and 1B within the footprint of the existing Pier to reduce complexity of permitting and expedite those items that are more “as-of-right” and straightforward. Then, we can allow more time on those aspects of the design that involve land fill and mitigation.

The best strategy for permitting this project is in two parts, referred to by FDEP as “phased” permitting. The applicant presents the entire concept, then identifies the sequence in which he proposes to permit different project components (The USACE can also take this approach). In this way, agency staffs can help develop the most efficient overall regulatory approach.

For the Pier Project there are modeling tasks that may likely influence design details. Very likely, these tasks will have to begin before the Second permit application schedule shown on the timeline in order to meet the overall schedule target. The agencies can help identify the regulatory constraints and technical information necessary to manage those constraints if they understand the overall plan.

PERMITTING PROCESS NARRATIVE

1. **Agency Coordination – from beginning to end**

Identification of the regulatory agencies that will issue permits and the commenting agencies is the first step in developing the permit applications. Initial coordination should occur with permitting agency managers or section leaders to identify who will process the permits, other agency staff likely to be involved, and those who will attend a pre-application meeting. The contacts made at this stage will continue throughout the project.

2. **Pre-application Meeting(s)**

As soon as the project team has developed a conceptual (10%-15%) engineering design, a pre-application meeting with the local, state, and federal regulatory agencies will introduce the project (goals, objectives, approach, design) and identify and discuss the major issues affecting permit application review. This meeting should occur after the owner has fully approved the conceptual design. The consultant may have a greater permitting challenge if the design presented in the permit application deviates from concept presented in the pre-application meeting.

The pre-application discussions should, if possible, include all the agencies involved in permit review and comment – this typically requires a month or more lead time and may require separate meetings with the state and federal agencies.

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)
- 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:

- stability of the proposed sandbar and plantings
- flushing of the new marina area design
- 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
3. **Permit Application Submission**

The permit application submission should provide as complete a package as possible. A successful pre-application meeting provides the guidance necessary to develop a complete package. However, if engineering design elements change, the permit package requirements may change. Ongoing agency coordination will help adjust the application requirements.

4. **Requests for Additional Information**

All involved agencies review the material and typically request additional information (RAI) to clarify specific issues. Prompt response to RAIs involves:

- Internal project team review and response strategy development
- Contact with the agencies to clarify RAIs – the agency requests are often vague or unclearly stated. Without clarification from the reviewers, responses often miss the point the agency review had in mind.
- Schedule development – develop a response schedule and stick to it.
- Provide the response to representatives of all agencies. This maintains the currency of the project for all agencies, who will likely review the project at different speeds, with different interests. As the permitting process develops it is cost-effective to direct a reviewer to an already-developed document to rapidly respond to questions.

5. **Other related regulatory processes**

Regulatory review may require that the project team draft NEPA documents (e.g. EA, BA, EFH) to assist USACE in providing a timely process.

The National Environmental Policy Act requires that federal agencies contemplating an action with environmental consequences or, as in this case, contemplating approval of an action with environmental consequences to consult with other federal agencies having a purview in the subject areas associated with the permit. In this case, the project may impact Essential Fish Habitat (EFH), manatees (endangered species), and possibly other threatened or endangered species. Consultation will probably be required with both the National Marine Fisheries Service (NMFS) and US Fish and Wildlife Service (USFWS).

Consultation may be formal or informal, depending on the type or types and level or levels of potential impact and biological opinions already in place for local or regional issues.

The project must also comply with any applicable local planning, building, and environmental codes.

**ANTICIPATED LIST OF PERMITS REQUIRED**

- Pinellas County Dredge and Fill Permit
- Pinellas County 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
COST, FUNDING, AND OPERATIONS
A RECALIBRATION OF RESOURCES

COST ESTIMATE

Please see end of this section for Fold-Out Cost Estimate.

West 8 prepared the conceptual-level cost estimate utilizing input from Faithful and Gould, our team’s professional cost estimator, along with input from our local team that has implemented recent projects with the techniques and materials shown in West 8’s design proposal.

The project is costed for two stages of work:

• **$45 Million Stage 1A.** Delivers the People’s Pier- the new Bridge, access ramps, plaza at the St. Petersburg Eye, and the inner core of the pavilion which has three levels of open-ended, programmable space, and a restroom. A budget for architectural lighting is provided to make a special experience at night. The design of the Bridge is straightforward with a structural methodology seen in causeway highway design. It is clad in repeating precast panels to give its curving, soft shape. We utilize the inverted pyramid piles as a basis of the Pavilion’s structure. The inner core’s two decks and stairs are cast-in-place concrete. The Plaza uses sand tubes and sand fill to bring the plaza up to the Pavilion’s ground level. Then, a simple concrete slab completes the plaza. By the end of this stage, St. Pete has the essential elements to create an exciting destination in the water and the durable infrastructure for generations of use.

• **$29.2 million Stage 1B.** Delivers the sculptural Pavilion shell. The Pavilion is constructed with structurally-reinforced precast panels that are a repeating form, which is efficient and practical. This would complete the People’s Pier as an icon for the City.

• **$19.6 million Stage 2.** Delivers an expanded Sand Bar adjacent to the Pavilion, along with a reorganized and improved upland site. This work is good value for the area it covers and for the impact and experiences it will provide. The work includes: creating a four-acre Sand Bar that can expand programming and offers flexible uses; an ecologically diverse, park-like mangrove landscape; a cut in the landfill that will improve flushing and provide the sense of arrival to the new upland landscape; a reorganized parking lot for marina and museum users, and two tram shelters.

FUNDING AND ITS LINK TO A MORE VIBRANT DOWNTOWN

HR&A Advisors worked closely with West 8 on multiple strategies for leveraging the most ‘bang’ for the City’s ‘buck.’ Fundamentally, West 8’s approach for the Pier and upland sites was not to replace the Pier’s commercial program, even proposing the reduction of commercial uses. This may seem like a counter-intuitive approach, as there are many cities that have provided commercial uses or have long-term leases on publicly-owned lands to generate revenue for amenities or subsidize operations and maintenance. West 8 learned lessons from our research on the City’s changing urban realm that highlight both the goals and challenges that St. Pete faces to ensure a vibrant downtown:

• A city-subsidized private investment in downtown is not a sure-thing, so we are wary to suggest it for the Pier. The Baywalk project has raised concerns about how the City should invite and support projects like this.

• The City investment’s should occur where the action and momentum is already taking hold. We viewed the emerging dynamic uses along Beach Drive as a sign of healthy growth by the private sector. We believe that concentrating commercial uses together, rather than creating multiple destinations, is a better tactic for St. Pete.

• The public has not historically support long-term leases on the Pier’s upland sites. These require referendums, and the public has voted down proposals in the past.

West 8’s approach takes a different tactic, one that has been proven successful in projects across the country: that investment in high quality public realm projects seeds, and indeed grows private sector investment and improved real estate values in a city’s downtown, even when not immediately adjacent to the project. So while our design provides the essential program spaces for refreshment and comfort (we are setting aside one-floor of the Pavilion for a tenant-finished restaurant/cafe concession), we propose that the City address commercial re-development though a wider-view that takes into account the City’s TIF district and existing vibrant areas. In short, by ‘zoning’ the Pier as truly public, the commercial activity of the downtown zone will be assured.
Furthermore, HR&A believes that the City’s investment in West 8’s suggested Stage 1B and 2 work will attract new development on the order of 5 times the value of the initial investment. This is a conservative estimate based on the following precedents:

- Millennium Park, Chicago: 1:5 public:private investment ratio
- Minneapolis Central Waterfront: 1:6 public:private investment ratio
- Portland Mall: 1:7 public:private investment ratio
- Santa Monica’s Third Street Promenade: 1:38 public:private investment ratio
- High Line, New York City: 1:80 public:private investment ratio

Public realm improvements also generate value premiums for existing real estate, approximately 5% over ¼ to ½ mile radius from the improvement:

A highly-regarded and often cited literature review (2001) by John Crompton at Texas A&M shows that excellent parks tend to generate a 20% value premium for adjacent properties which declines to 50% over a 500-3000 foot radius, depending on the destination value of the park. For purposes of applying this increment to a larger radius, we recommend conservatively using 5%.

EVENTS

The City can also generate revenue by permitting two kinds of events at the People’s Pier:

- Large events and festivals. These would occur at the re-configured parking lot adjacent to the Museum of Natural History. This surface is durable and the location close to downtown parking.
- Smaller events at the Pavilion and sand bar. Day or evening events would be magical at this one-of-a-kind destination. Corporate parties, receptions, and cultural events would relish the spectacular setting.

OPERATIONS AND MAINTENANCE

As public space designers working world-wide, West 8 has vast experience with operations and maintenance issues and has a very pragmatic approach. We understand that City staff are already over-extended in these tough economic times, so we take the operations and maintenance issues seriously. For St. Pete’s Pier, our approach is to deliver a “turn key” design that requires minimal maintenance and operations. Our design is highly durable and practical in its details to reduce maintenance and operating costs, such as providing an integrated space for utilities in the bridge that makes access easy from the bridge-level and protects utilities from salty waters. Our reduction of commercial space will reduce security and management requirements. The Pavilion element will be built of precast and concrete without fussy details and for a long lifecycle. All of these, and more, will allow the City to recalibrate the resources allocated here.
Throughout the design competition, West 8 worked closely with our team of exceptional consultants where we learned from each other and tested our ideas. We forged a camaraderie that is based around our design and our excitement to deliver the People’s Pier to St. Pete.

Our team—including West 8—is Florida licensed and ready to deliver this project.

When West 8 assembled our team for the qualifications stage, we presented a team that we felt reflected the requirements of the competition. Along the way, West 8 has shaped and refined our team based on the way that the design evolved. As such, we have modified the composition to reflect that design evolution: Allied Works and West 8 realized together that their role as architect was not needed when we removed building program from the design. When evaluating the exact dimension of the bridge and circulation of the tram, we sought the advice of a traffic consultant, Sam Schwartz Engineering.

Our current team composition is shown on the opposite page. As the project moves forward, additional subconsultants will be added including lighting, wayfinding and signage, irrigation, and perhaps public art consultants.
### Project Schedule

#### West 8 Team Estimated Schedule

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<th>Year</th>
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<th>Design Documentation Preparation</th>
<th>Bidding/Award/Construction</th>
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#### Design Documentation Preparation
- Pre-award/Project Meetings
- Contact Information
- Combined Agency Pre-application Meeting
- Public Outreach
- Combined Agencies Pre-application Meeting
- Construction Documents (12 months)

#### Bidding/Award/Construction
- Contractor Mobilization
- Construction Permits
- Contractor Mobilization
- Construction Permits
- Contractor Mobilization
- Construction Permits
- Contractor Mobilization
- Construction Permits

### Project Timeline

- Year 1: Design Documentation Preparation
  - Outreach
  - Agency Meetings
- Year 2: Design Documentation Preparation
  - Schematic Design
  - Design Development
  - Construction Documents
- Year 3: Permit Applications - Stage 1 (work within existing pier footprint)
  - USACE
  - NMFS
  - USFWS
  - FDEP
  - FFWCC
  - DCA
  - CAMA
  - Pinnellas County Building and Zoning
  - Pinnellas County Watershed Management/Dredge & Fill Permit
- Year 4: Bidding/Award/Construction
  - Contractor Mobilization
  - Construction Stage 1 (9 months)
  - Contractor Mobilization
  - Construction Stage 2 (9 months)
  - Contractor Mobilization
  - Construction Stage 2 (10 months)

### Project Complete
- Year 5: Project Complete
  - Contract Award
  - Construction Stage 3 (10 months)
  - Contract Award
  - Construction Stage 4 (10 months)
  - Contract Award
  - Construction Stage 5 (10 months)
### COST ESTIMATE - OVER THE WATER

**PROJECT**: St. Petersburg Pier Replacement  
**EST. TYPE**: Conceptual  
**LOCATION**: Over the Water  
**DATE**: 29 November 2011  
**TEAM**: West 8

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<td>T</td>
<td>TOTAL CONSTRUCTION COST (R+S)</td>
<td>$44,725,691</td>
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</tbody>
</table>

**P TOTAL ALL DIVISIONS**  
$32,156,907  
$342  
**Q TOTAL ALL DIVISIONS**  
$8,068,783  
$86  
**R CONSTRUCTION COST (P+Q)**  
$40,225,691  
$428  
**S SOFT COSTS (Allowances)**  
$4,500,000  
**T TOTAL CONSTRUCTION COST (R+S)**  
$44,725,691  
$0  
$0  
$0  
$0  
$0
## Component Values

<table>
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<tr>
<th>COMPONENT</th>
<th>SIZE (GSF)</th>
<th>CONSTR. COST/ GSF</th>
<th>SOFT COSTS/ GSF</th>
<th>TOTAL COST</th>
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<tr>
<td>Extended Sand Bar</td>
<td>124,100</td>
<td>$40</td>
<td>$8</td>
<td>$5,956,800</td>
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<td>Park Improvements/Mangrove</td>
<td>508,000</td>
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<td>Channel Cut</td>
<td>24,700</td>
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<td>$13</td>
<td>$1,543,750</td>
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<td>Tram Stops</td>
<td>400</td>
<td>$500</td>
<td>$125</td>
<td>$250,000</td>
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<tr>
<td>Parking lot repair</td>
<td>17,600</td>
<td>$10</td>
<td>$2</td>
<td>$195,500</td>
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</table>

**Total Cost Landside Master Plan:** $19,630,050

Construction costs also include general conditions, permitting, bonds, insurance, CM fees. Soft costs include A/E fees, testing, surveys, geotech, threshold inspections.

Print Date: 11/23/2011
COMPETITION BOARDS
THE ST. PETERSBURG
PEOPLE’S PIER

The St. Petersburg Pier project is about something more than an architectural icon. It is a chance to establish a visionary future for the downtown waterfront.

The experience of a city is not about objects or emblematic points, but about shared humanity, culture, ecology, climate, and everyday moments. In St. Petersburg, the urban lifestyle is comprised of several essential elements: an emerging cultural crescent, a legacy of public space on the waterfront, a collection of marinas and lookouts, and a view of the water and horizon, all of which is all the ever-changing view of Tampa Bay’s coastline horizon.

These experiences depend on a rich mix of linkages between venues, events, and settings located minutes from downtown. The St. Petersburg Pier site is located on the horizon, providing access to diverse settings while offering a spectacular view over the water experience throughout.

ST. PETERSBURG WATERFRONT
CULTURAL CRESCENT

PEOPLE’S PIER
DOWNTOWN SHOAL
ST. PETERSBURG EYE

Tampa Bay
CONTINUING THE LEGACY

HOW TO SPUR AN URBAN WATERFRONT RENAISSANCE

Birdseye view of the People's Pier project

Components of the urban vision: iconic experiences and distinctive settings

Access is multi-faceted and allows for approach on foot, bike, trolley, water taxi, private boat, or kayak.

Diagram of the primary project settings

PROVIDE MULTIPLE TRANSPORTATION & ACCESS ROUTES

The Vinoy

The Cultural Crescent, Esplanade

Municipal Marina

Mangrove Coast

St. Petersburg Eye

Downtown Shoal

The People's Pier

Seagrass Meadow

The Dali Museum

ICONIC SETTINGS + EXPERIENCES

The pier project is the opportunity to plant the seeds for a grander future; to spur a renaissance on the waterfront, which in turn can benefit the entire city. Four primary districts, each with iconic experiential qualities ripple out from the city to the horizon:

1. THE VITAL WATERFRONT

Components: Hotels

Bars

Dining

Culture

Sports

Esplanade

St. Petersburg 'Copacabana'

2. ST. PETERSBURG MUNICIPAL MARINA

Components: Future reorganized basin

Navigational access shifts to the south

3. ST. PETERSBURG PRESERVE

Components: Essential Fish Habitat

Mangroves

Shallows

Seagrass

Manatee sanctuary

4. ST. PETERSBURG ROMANTIC HERITAGE

Components: Fishing Pier

Transit

The Eye

Downtown Shoal

Public Events
HOW TO RECONNECT TO THE ECOLOGICAL SPLENDOR OF TAMPA BAY

SEAGRASS MEADOW

SEAGRASSES

THALASSIA TESTUDINUM

ESSENTIAL FISH HABITAT

SEPARATE BOAT NAVIGATION FROM FRAGILE HABITAT

THE PEOPLE'S PIER CROSSES DIVERSE TAMPA BAY HABITATS

The upland area is dramatically reimagined as a series of mangrove lagoons

SEPARATION OF DESIGNATED MOTOR BOAT ROUTES FROM HABITAT PRESERVE

AMBITION FOR THE MARRYING OF BOATING CULTURE TO A VITAL BAY ECOSYSTEM

INTEGRATE MANGROVE WETLANDS

PEOPLE'S PIER: ST. PETERSBURG'S "COPACABANA" - CULTURAL CRESCENT AND MARINA EDGE

FISHING PIER OR LOCATION

BOAT RAMP

MARINA

BLUEWAY (KAYAK)

NAVIGATION CHANNEL

SEAGRASS BED

MANGROVES

NAVIGATION

STRATEGY FOR ECOLOGICAL DEVELOPMENT AT THE ST. PETERSBURG WATERFRONT

DOWNTOWN WATERFRONT

THE MUSEUM OF HISTORY

NEW FLUSH CHANNEL

POTENTIAL MANGROVE WETLAND

PARKING & EVENT SPACE

E. COMPETITION BOARDS
HOW TO BUILD THE PEOPLE'S PIER FOR THE NEXT CENTURY

The People's Pier is the ideal place for fishing (for people and pelicans).

Inspiration: manatee tail morphology

From Below

From Above

The pier deck is elevated to minimize shade on the bay's floor and to provide views into the seagrass meadows below.

The pier is elevated above the 100-year storm surge, and is engineered to withstand major wave action. This design also anticipates the sea level rise in the coming century.

The People's Pier allows for a multi-dimensional experience—over, under, and in the water.

The People's Pier preserves views of the city skyline.

The new pier is born from robust, off-the-shelf engineering with 120-foot spans. It is prefabricated to be built quickly, with minimal environmental impact and with minimal maintenance in the future. As such, the pier exemplifies sustainable infrastructure.

The People's Pier hosts large events.

Design for an Unpredictable Climate

Soft Architectural Coherence

Iconic Lamp Post

With integrated wooden pelican "landing deck"
The St. Petersburg Eye is the iconic destination for the people.
ALTERNATE SCENARIO 1: MAXIMUM HABITAT
ALTERNATE SCENARIO 2: MAXIMUM HORIZON
ALTERNATE SCENARIO 3: MAXIMUM MARINA

The People’s Pier project focuses on maximizing the extents of seagrass meadows, essential fish habitat, and mangrove plantings on waterfront edges. Coastal slopes are designed to be shallow to allow for maximum inhabitable littoral zones.

The People’s Pier project uses the bay viewshed and overwater experience as its driving principles. The island and pavilion are moved to the furthest point east possible.

The People’s Pier project focuses on maximizing available public marina slips, a healthy, flushed boat basin, and efficient marina layout for boats of all sizes.

PIER PROPOSAL WITHIN EXISTING PIER FOOTPRINT—NO FILL
ONGOING RESEARCH ON POTENTIAL PROGRAMS AT THE EYE CONCESSION LEVEL

PIER PROPOSAL REQUIRING MORE EXTENSIVE PERMITTING FOR FILL AND CONSTRUCTION OUTSIDE OF EXISTING FOOTPRINT

ALTERNATE PIER PROPOSAL, RETAINING THE OLD PILES AS HABITAT
ALTERNATE PIER PROPOSAL, EXTENDED INTO THE ST. PETERSBURG WATERFRONT AS A “MELTING DALI” SCULPTURE

VEST & TEAM