

DISTRICT MASTER PLAN SCENARIO 2



CITY COUNCIL COMMITTEE OF THE WHOLE MEETING

September 6, 2018



Inclusive stakeholder involvement
Embracing and engaging the community voice
Earning and building consensus
Delivering a meaningful solution

<http://www.stpete.org/tropicanaconcept>



Public Involvement



Public Involvement

1. Promote Economic Development
2. Create Jobs
3. Promote Diverse Mix of Business
4. Implement Sustainability



This is what we heard

1. Promote Economic Development
2. Create Jobs
3. Promote Diverse Mix of Business
4. Implement Sustainability



Provide jobs, entertainment, housing and family oriented places that will promote economic development for every neighborhood

1. Connect Neighborhoods and Districts
2. Provide Housing for Multiple Income Levels
3. Cherish Outdoor Space
4. Create Pedestrian-Friendly Environment
5. Integrate Regional Bike and Trail System



This is what we heard

1. Connect Neighborhoods and Districts
2. Provide Housing for Multiple Income Levels
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5. Integrate Regional Bike and Trail System



Knit the city together again and re-integrate the Tropicana site with the rest of the grid system

1. Engage Arts
2. Family-Oriented Entertainment
3. Celebrate Multi-Cultural Neighborhoods
4. Preserve Authenticity
5. Safe and Family-Friendly Place



This is what we heard

1. Engage Arts
2. Family-Oriented Entertainment
3. Celebrate Multi-Cultural Neighborhoods
4. Preserve Authenticity
5. Safe and Family-Friendly Place



Celebrate and enhance the rich cultural diversity and authenticity as an engine for economic opportunity within the district and the surrounding neighborhoods

1. Encourage Public Transportation
2. Optimize Parking
3. Accessible Development



This is what we heard

1. Encourage Public Transportation
2. Optimize Parking
3. Accessible Development



Make it easy to get around and expand all transportation options to reduce traffic and increase access between the neighborhoods and Downtown



Scenario 1 Master Plan

Private Development (60%) 7-9 Million SF

Public Amenities (40%)

Trop Site Development Ballpark

500,000 SF

- Entertainment/Retail 500,000 SF
- Hotel/Conference Hall 540,000 SF
- Office Buildings 2,500,000 SF
- Research and Tech Campus 1,000,000 SF
- Housing – market rate and workforce 3,200,000 SF
- Neighborhood Offices 150,000 SF
- Neighborhood Retail 50,000 SF

Shared Parking

10,000 Spaces

Off-Site Development

- Neighborhood Retail
- Affordable Housing

Trop Site

- Comprehensive Transit Policy
- Restoration of Booker Creek
- Public Parks and Recreation Network
- Public Streets
- Public Parking
- Smart-City Technology
- Sustainable Infrastructure

Off-Site

- Improved Campbell Park
- MLK/16th Street/22nd Street Initiatives
- CC

Private Development (58%)

5-7.5 Million SF

Entertainment/Retail	200,000 SF
Hotel/Conference Hall	540,000 SF
Office Buildings	500,000-1,200,000 SF
Research and Tech Campus	1,000,000 SF
Housing – market rate and workforce	3,000,000 SF
Neighborhood Offices	600,000 SF
Neighborhood Retail	50,000 SF
Shared Parking	2,000 Spaces

Off-Site Development

Neighborhood Retail
Affordable Housing

Public Amenities (42%)

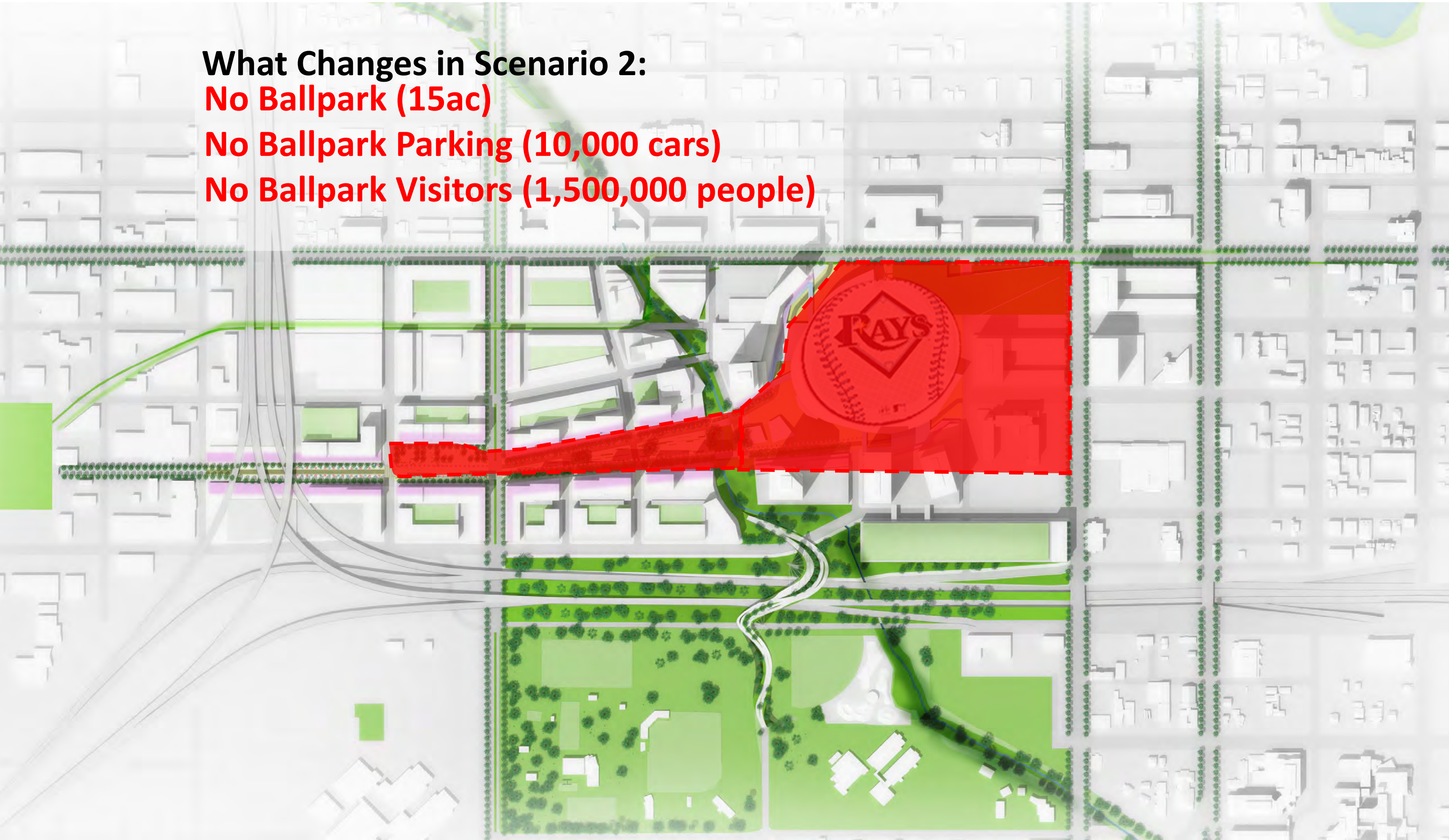
Trop Site

Comprehensive Transit Policy
Restoration of Booker Creek
Public Parks and Recreation Network
Public Streets
Public Parking
Smart-City Technology
Sustainable Infrastructure

Off-Site

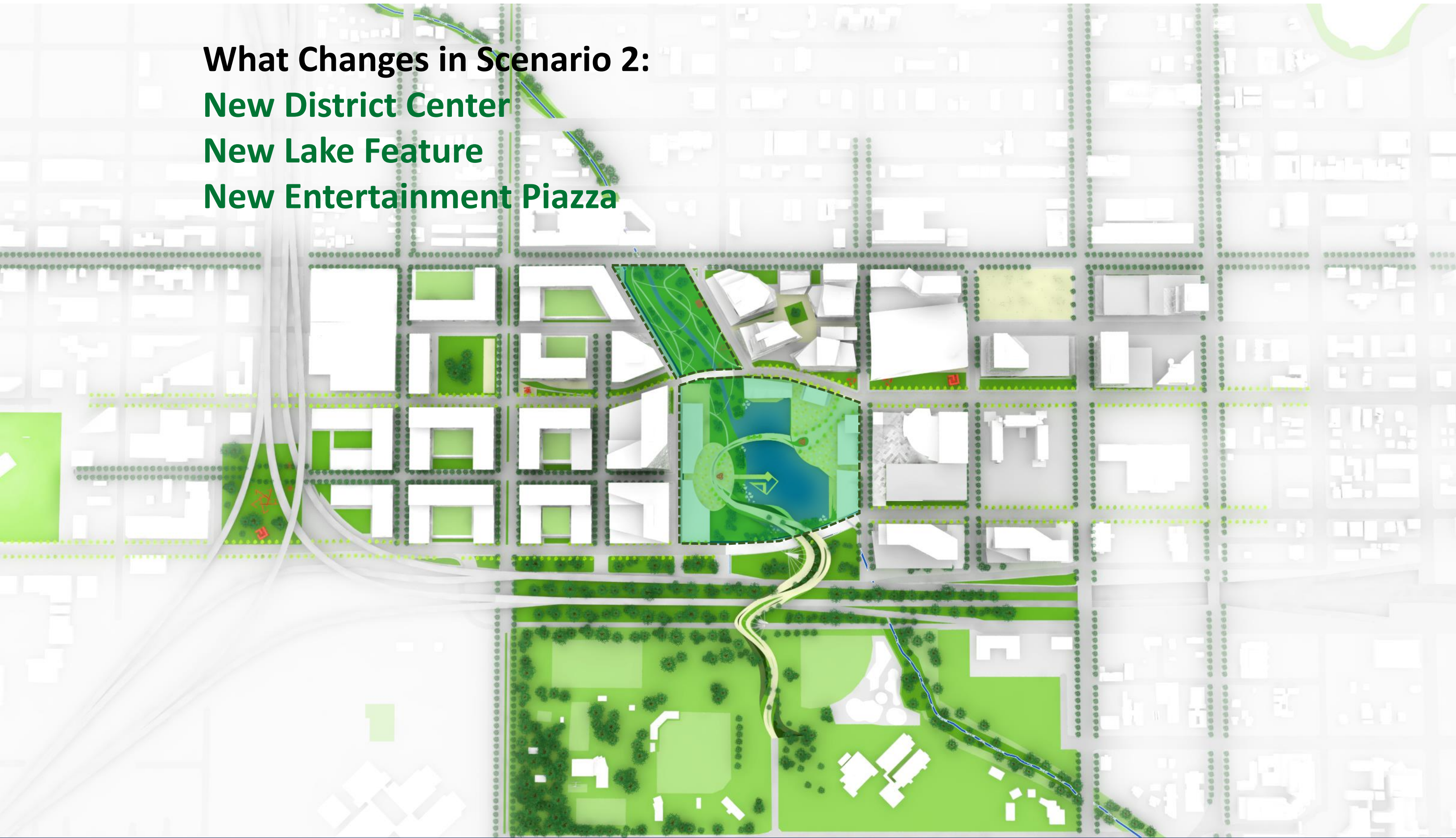
Improved Campbell Park
MLK/16th Street/22nd Street Initiatives
CC

What Changes in Scenario 2:
No Ballpark (15ac)
No Ballpark Parking (10,000 cars)
No Ballpark Visitors (1,500,000 people)



Impact of No Ballpark

What Changes in Scenario 2:
New District Center
New Lake Feature
New Entertainment Piazza

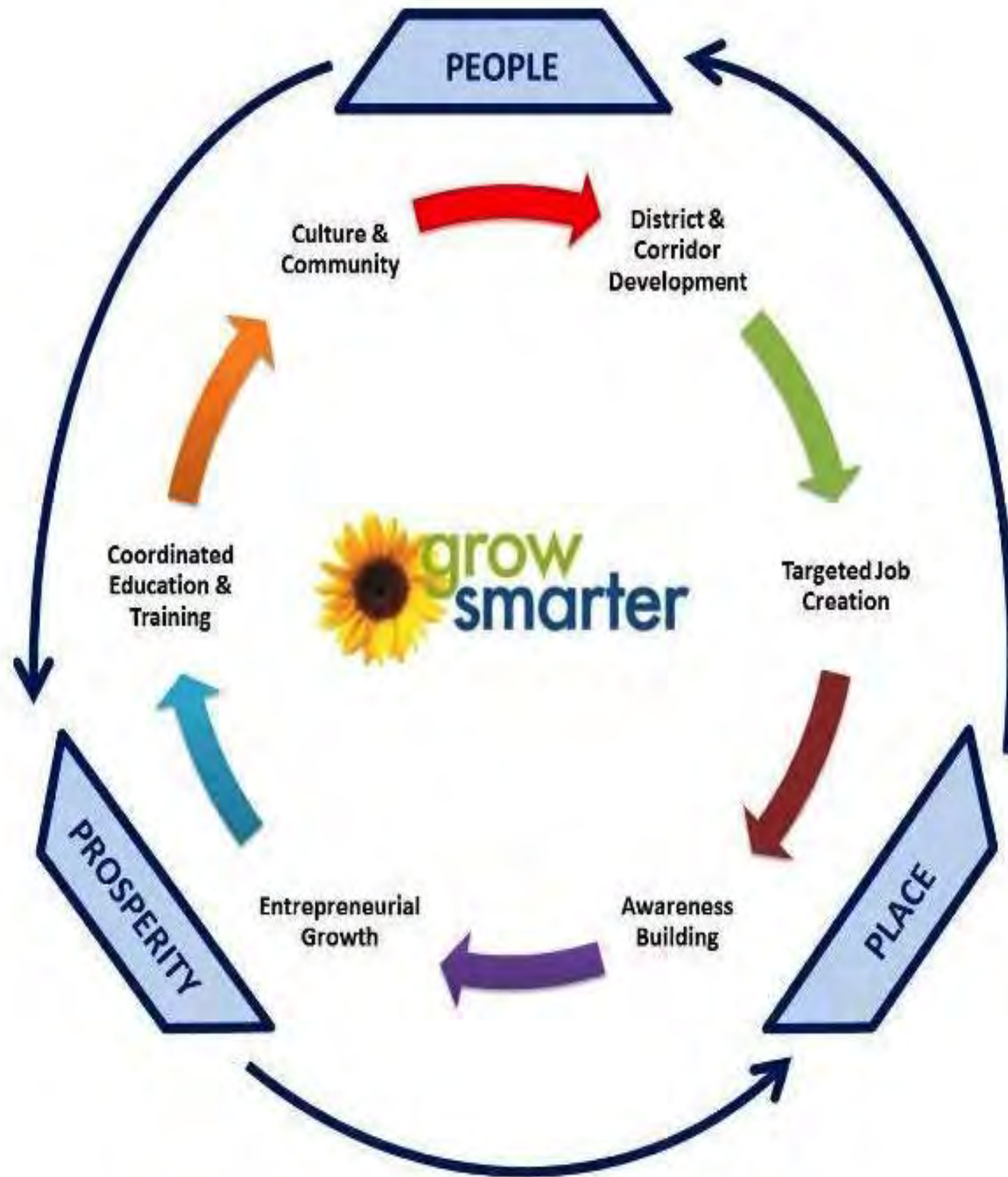


Benefits of No Ballpark

Life and Marine Sciences
Financial Services
Specialized Manufacturing
Arts and Design
Data Analytics

Led by the City of St. Petersburg,
St. Petersburg Area Chamber of
Commerce, and the new Economic
Development Corporation

Committed to deploying the highest
smart city technology on the site for
parking, commerce, and utilities.



Sustainability Health in All Policies Smart Cities Integrated Sustainability Action Plan





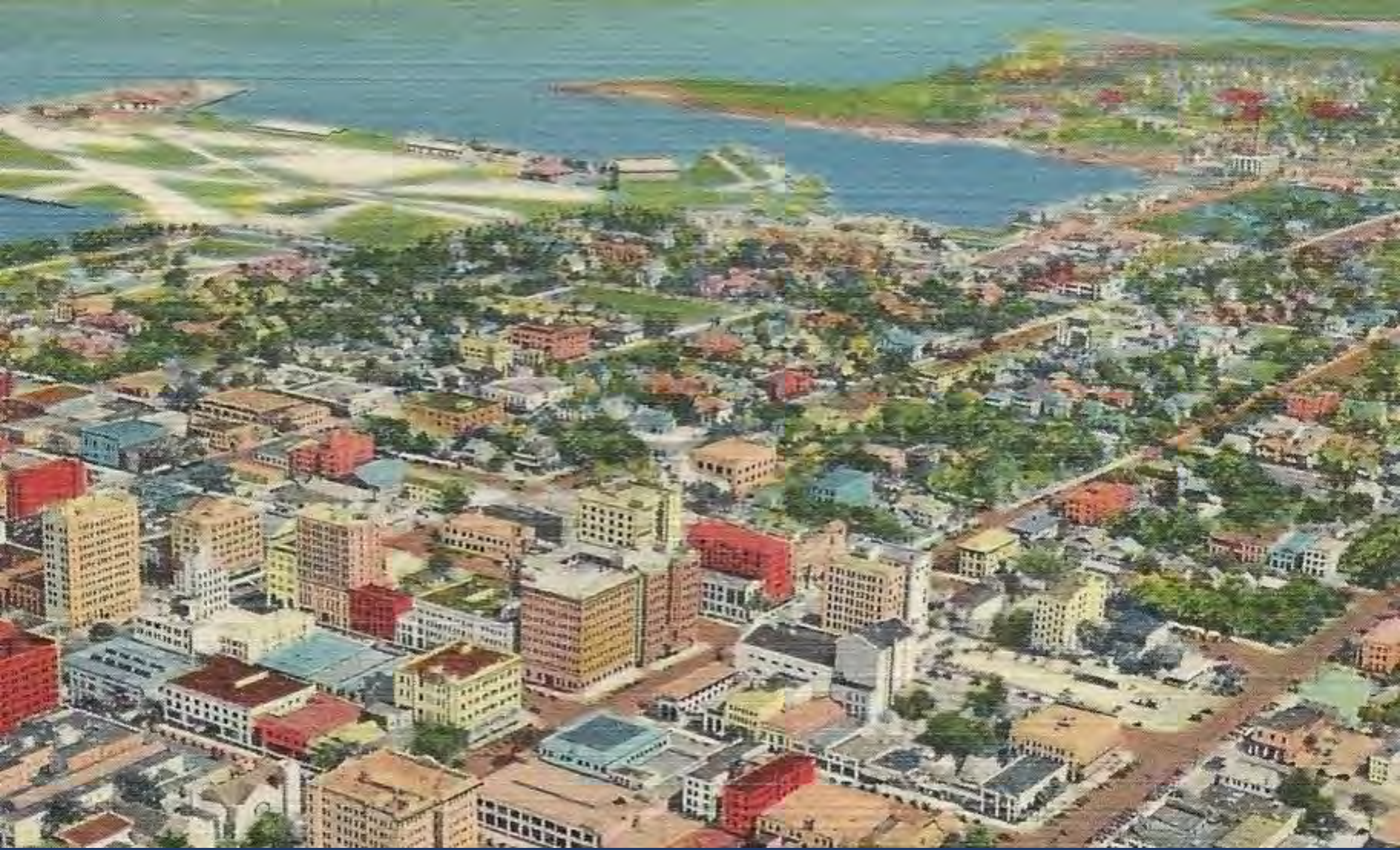
Economic Development Through
Inclusion

New Deal & One Community Strategies

10 Big Economic Ideas



Work-Trop: Job Training / Education / Entrepreneurial Incubators



HISTORY | THE CITY WAS CONNECTED TOGETHER



Google

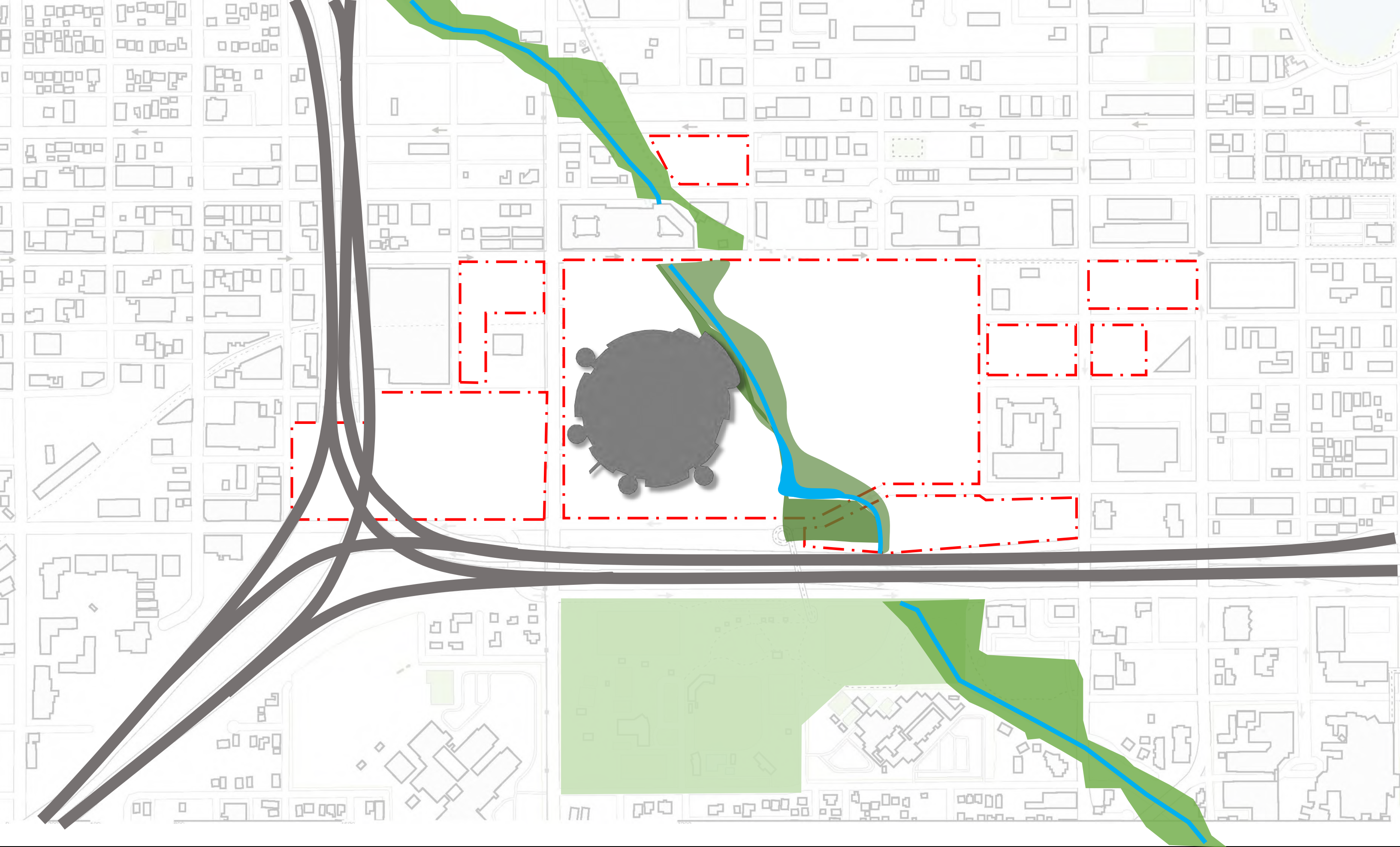
IN THE 1990s ...THIS HAPPENED



HKS
PinStripe
Design and Advisory Group



The Situation Today





Create a Lake



Enhance Booker Creek & Expand Green Space



Enhance Booker Creek

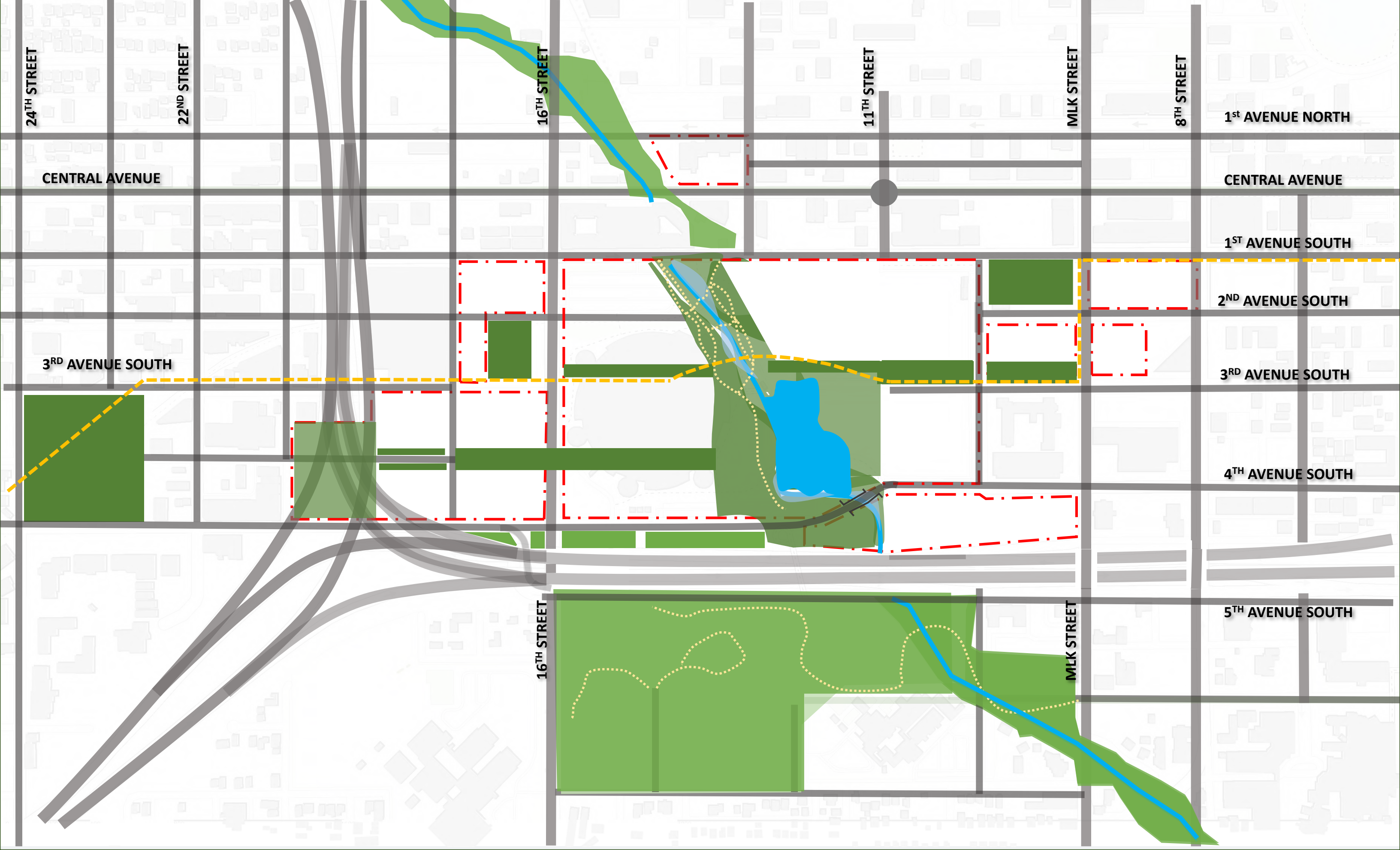


Expand Green Space

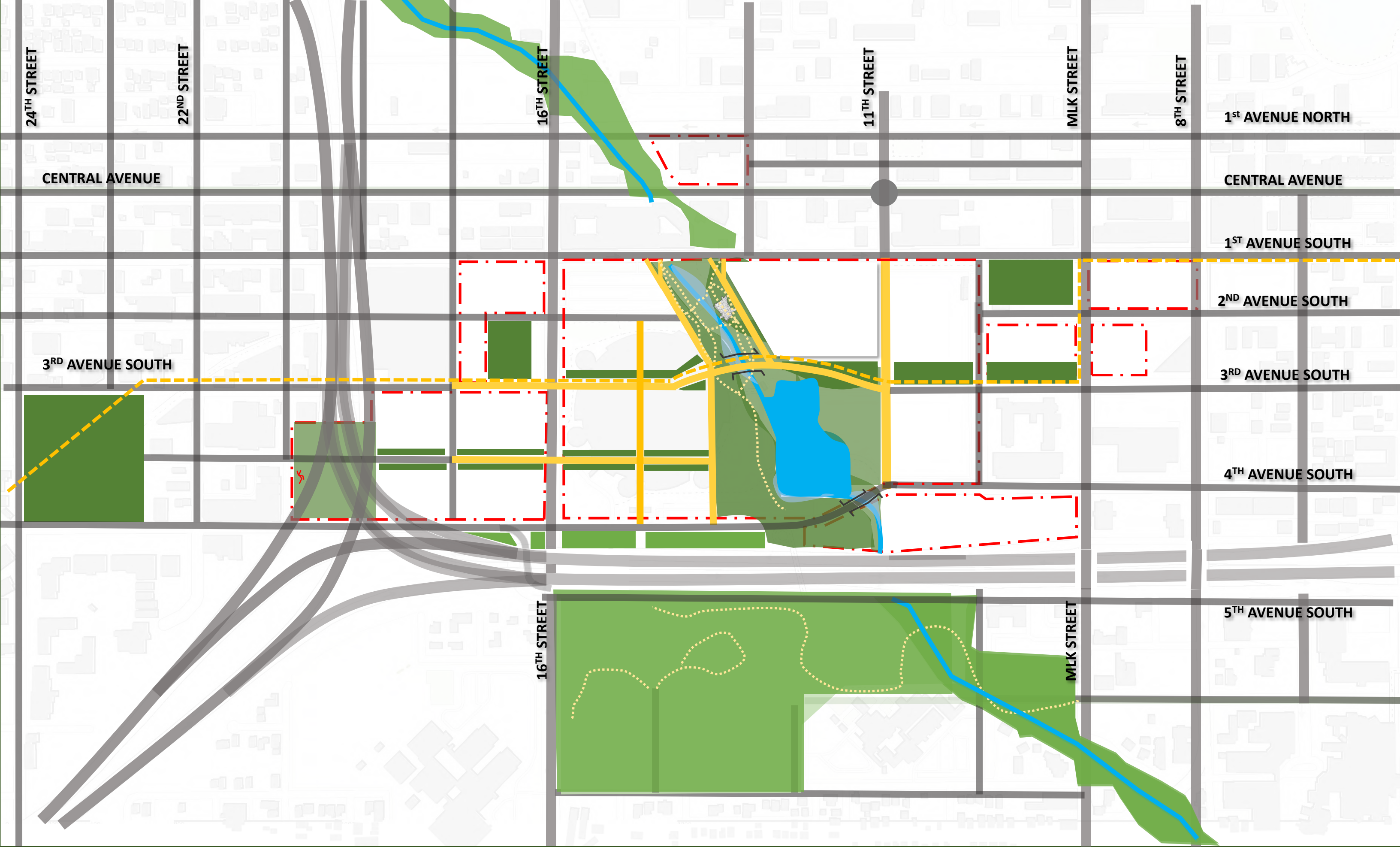


PINELLAS
TRAIL

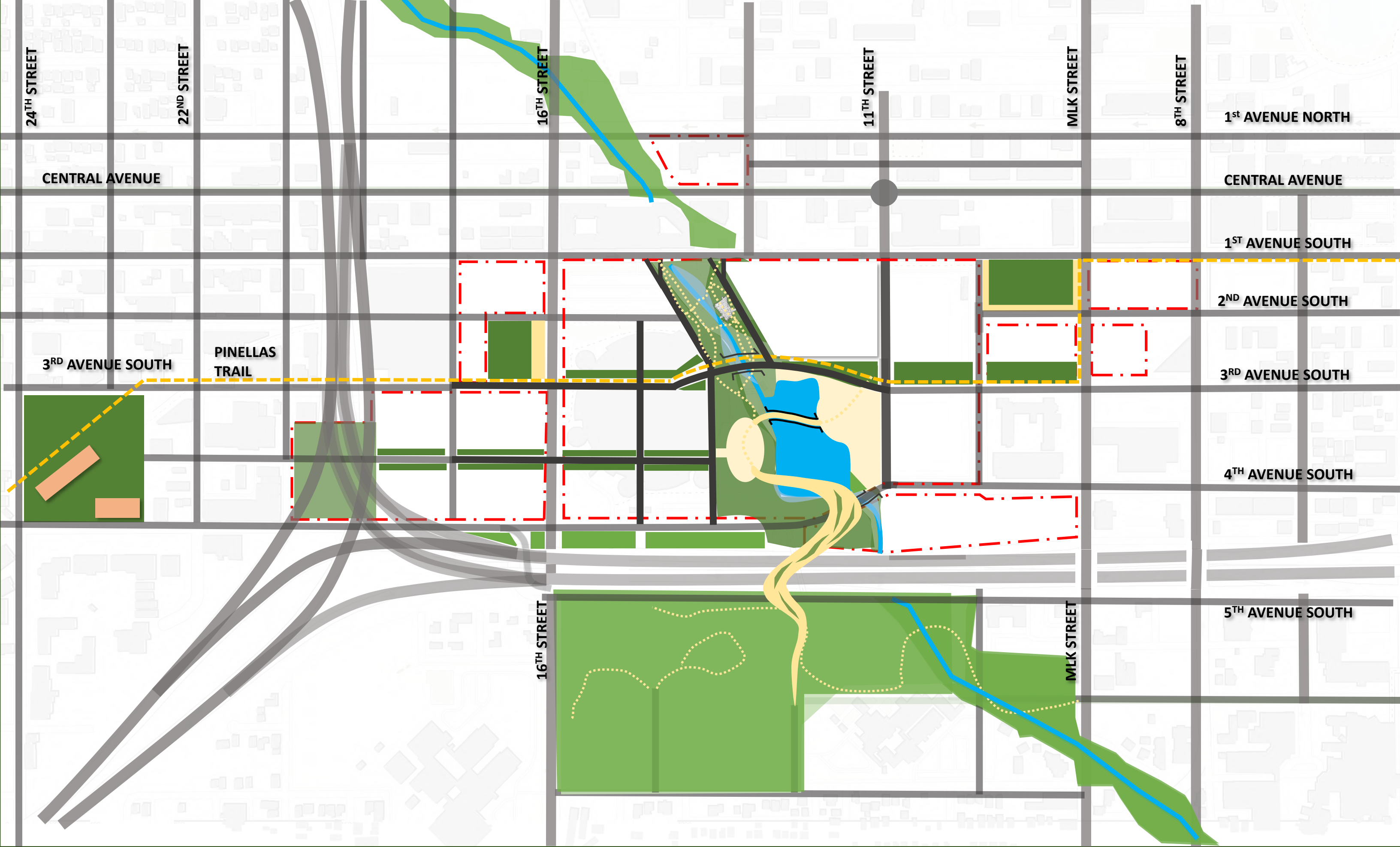
Open Space System



Open Space System with Existing Streets



New Streets Re-Connecting Neighborhoods



Pinellas Trail & Campbell Park Bridge



24TH STREET

22ND STREET

16TH STREET

11TH STREET

MLK STREET

8TH STREET

CENTRAL AVENUE

1ST AVENUE NORTH

CENTRAL AVENUE

1ST AVENUE SOUTH

INNOVATION
COMMONS

2ND AVENUE SOUTH

3RD AVENUE SOUTH

PINELLAS
TRAIL

3RD AVENUE SOUTH

SCULPTURE
PLAZA

4TH AVENUE SOUTH

16TH STREET

MLK STREET

5TH AVENUE SOUTH



Arts Program in Parks



Entertainment Center

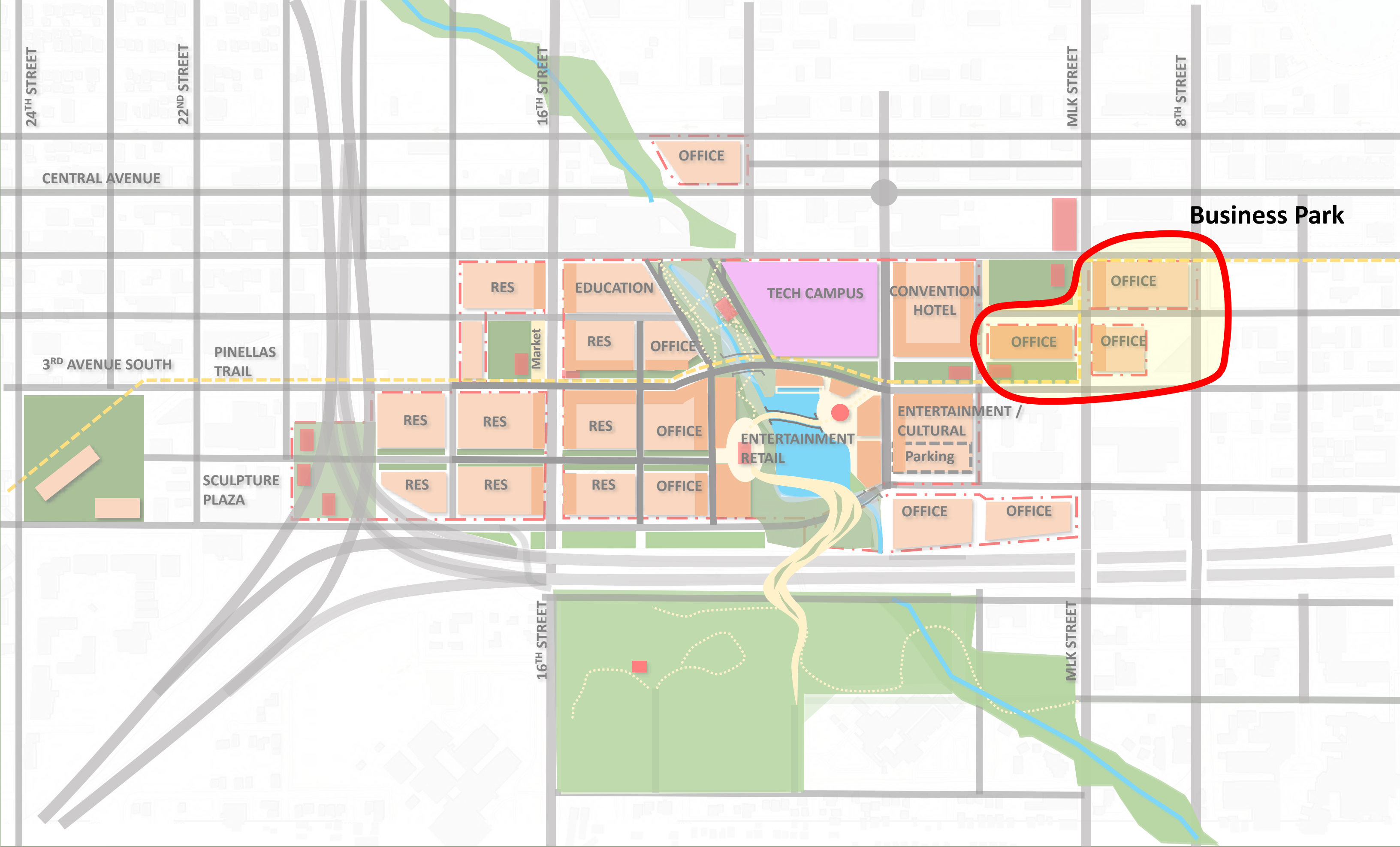


District Master Plan





District Master Plan with Existing Stadium



Business Park

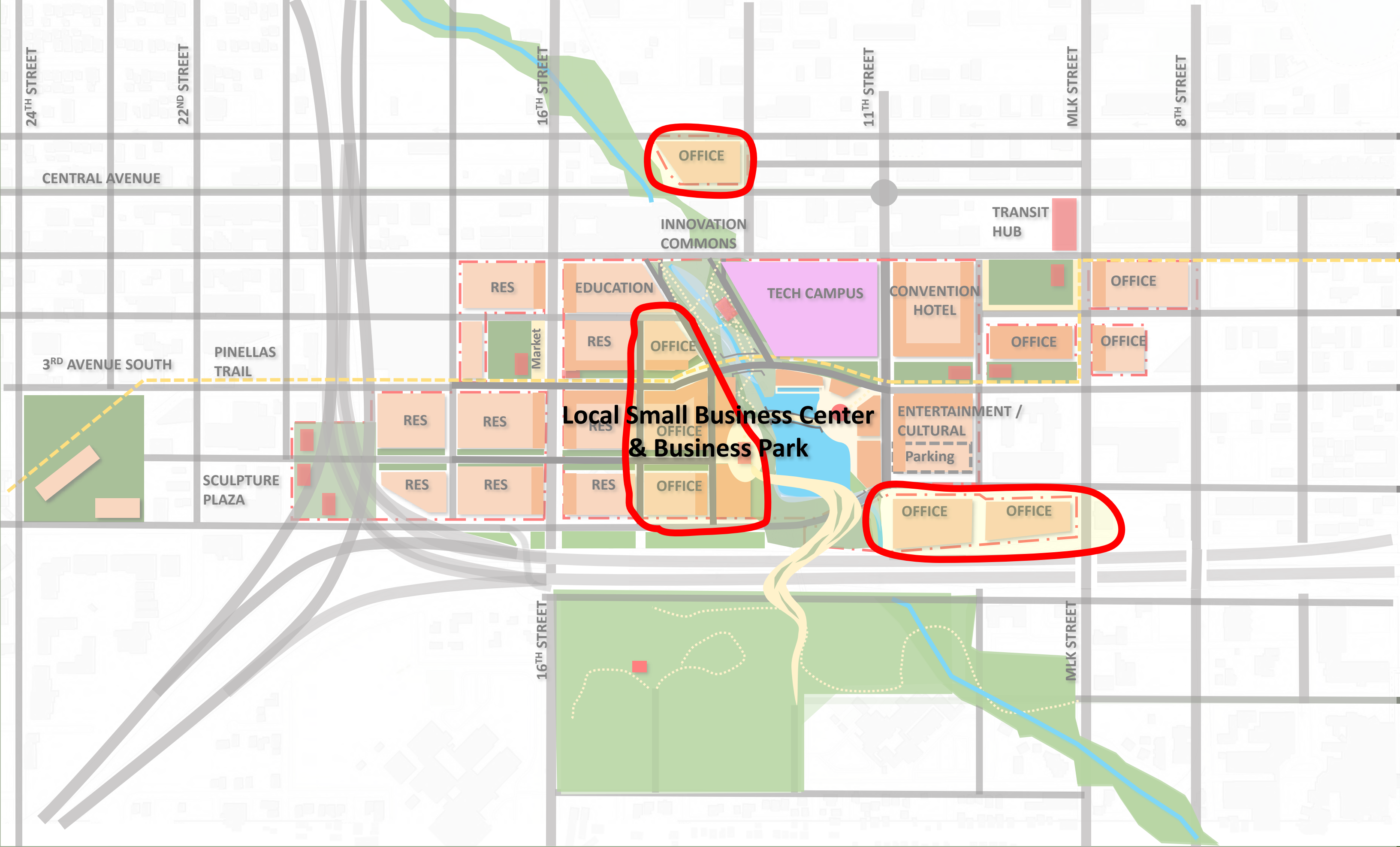
Business Park



Job Training



Incubators & Startups



Local Small Business Center & Business Park



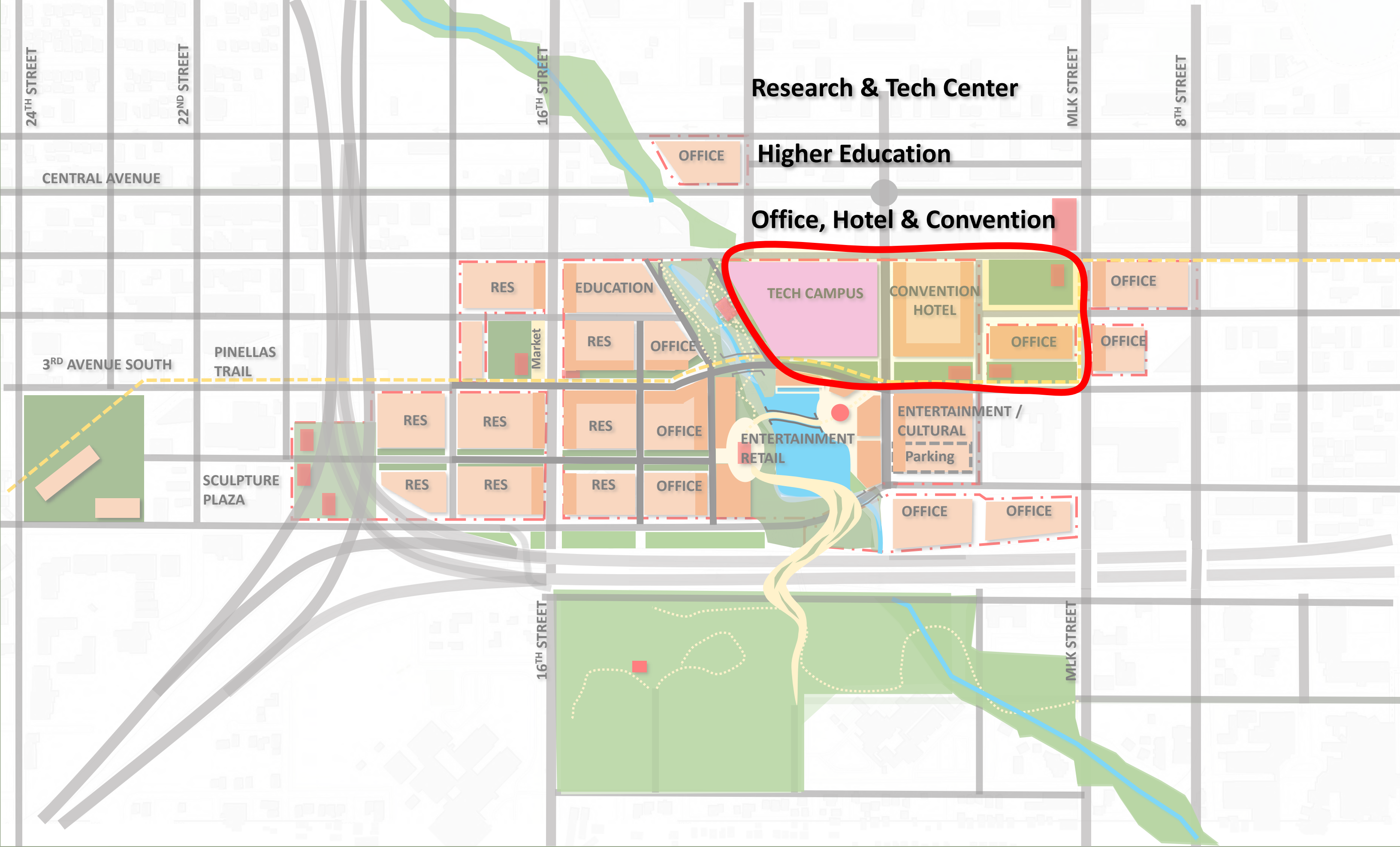


Local Business Center – Innovation Commons





Retail | Operations and Managerial Opportunities



Research & Tech Center

Higher Education

Office, Hotel & Convention

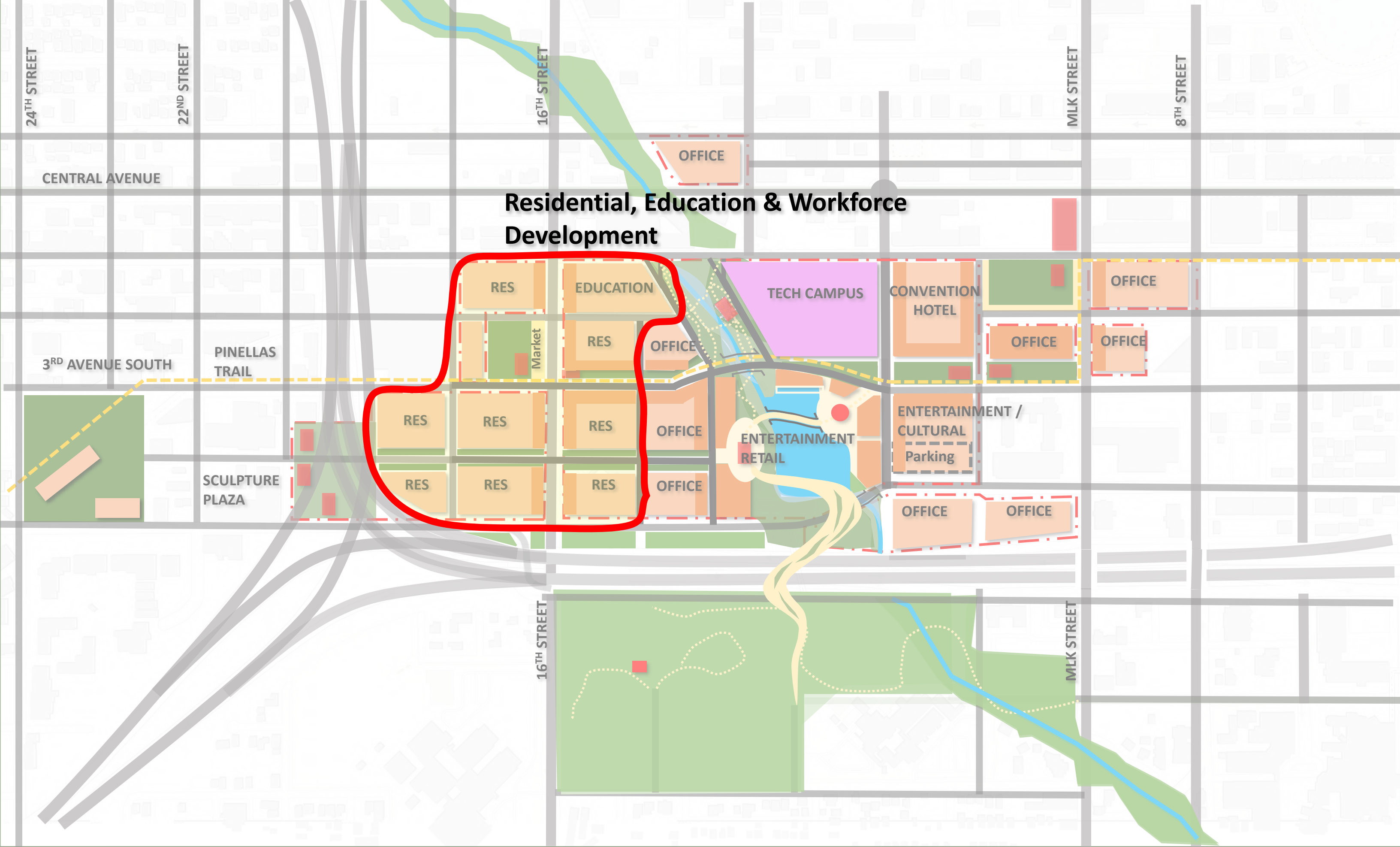
University Tech Campus, Convention, Hotel & Office





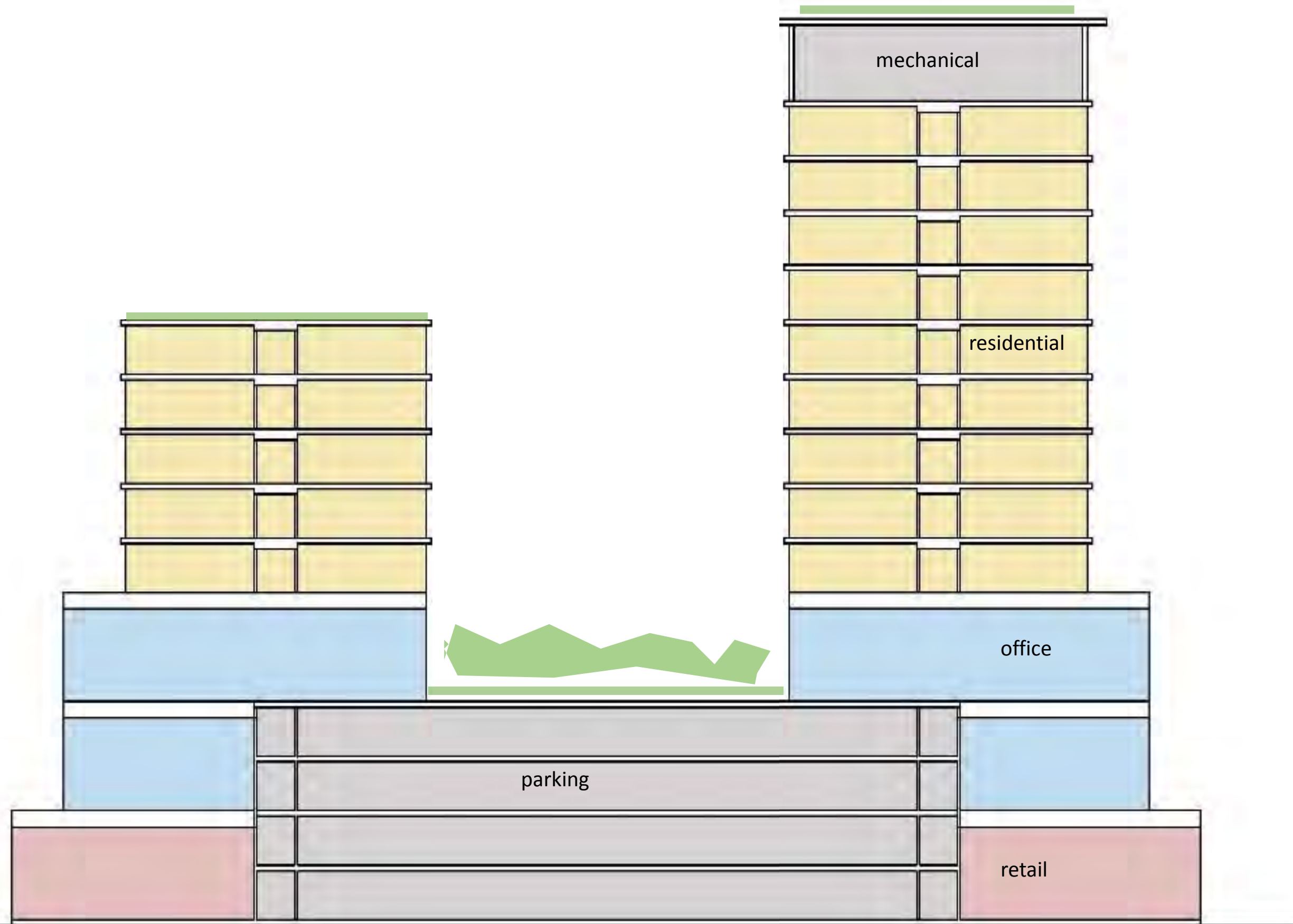






Residential, Education & Workforce Development

Residential, Education & Workforce Housing



Mixed-Use Building Strategy





RESIDENTIAL | Living Environments for All Families

HKS
Pinstripe
Design and Advisory Group





Innovation Commons – Booker Creek



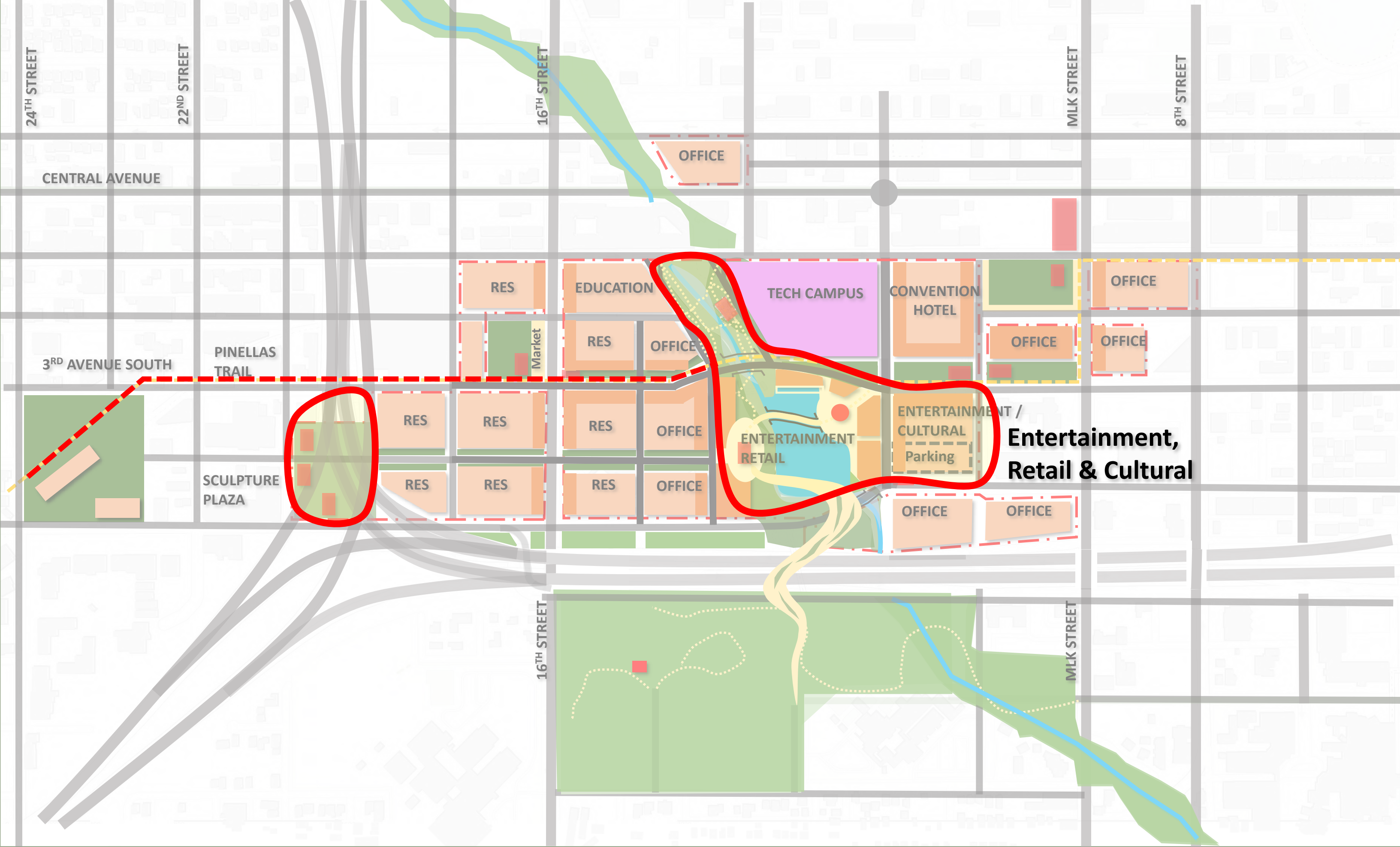


Innovation Commons – Summer Pavilion





Innovation Commons – Summer Pavilion



**Entertainment,
Retail & Cultural**

Entertainment, Retail, & Cultural



Teaching Spaces for Classrooms



Lake Center





Waterside Entertainment



Waterside Entertainment







Soul on the Deuces
STREET FESTIVAL

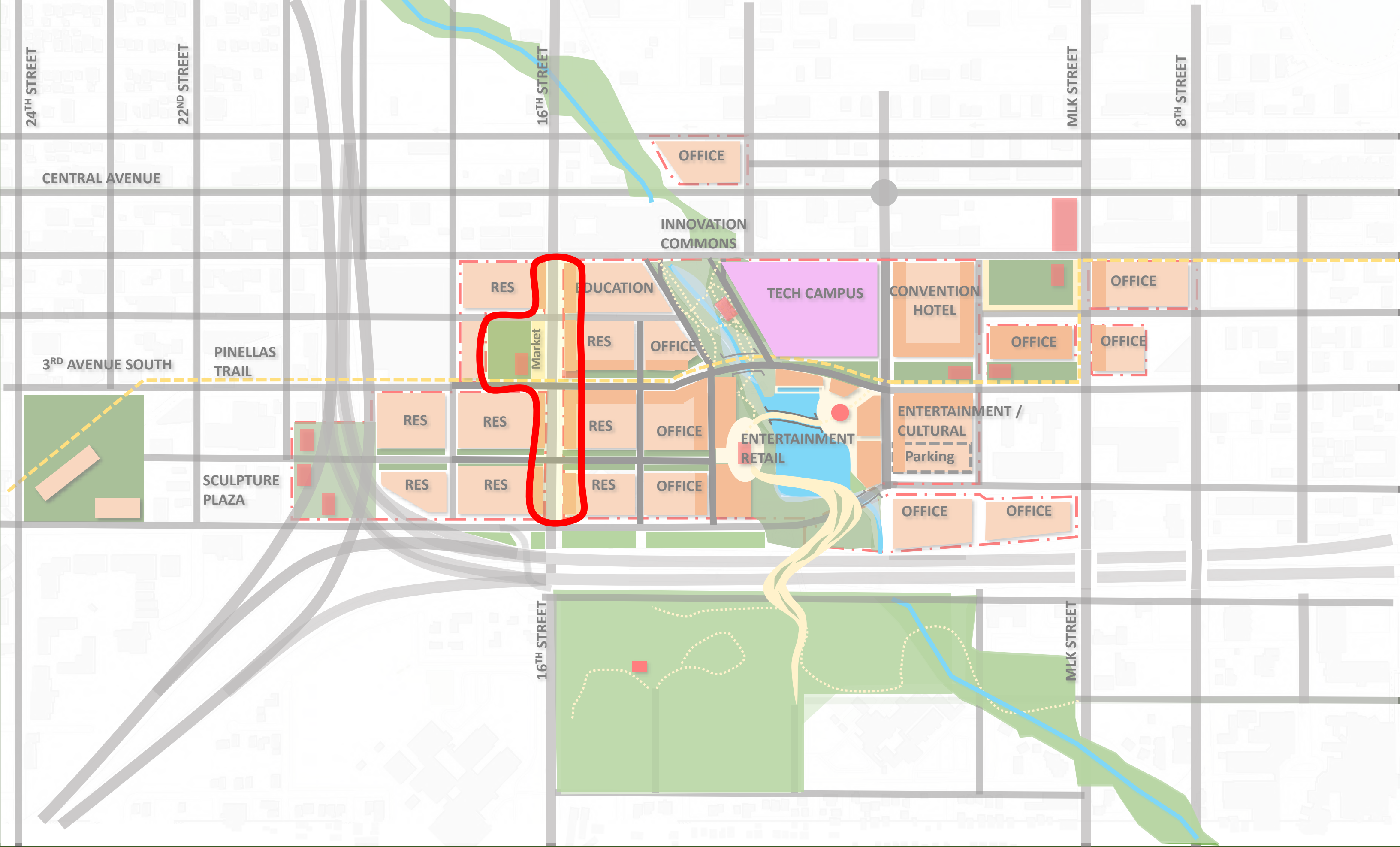
Join us for a **FREE** evening of
Music • Food
Art • Heritage
on 22nd Street

Friday, July 22, 2016
5pm to 10pm
22nd Street • St. Petersburg
Between 9th and 15th Avenue South

PRESENTED BY



Celebrate Deuces Live & Warehouse Arts



Neighborhood Retail | 16th Street

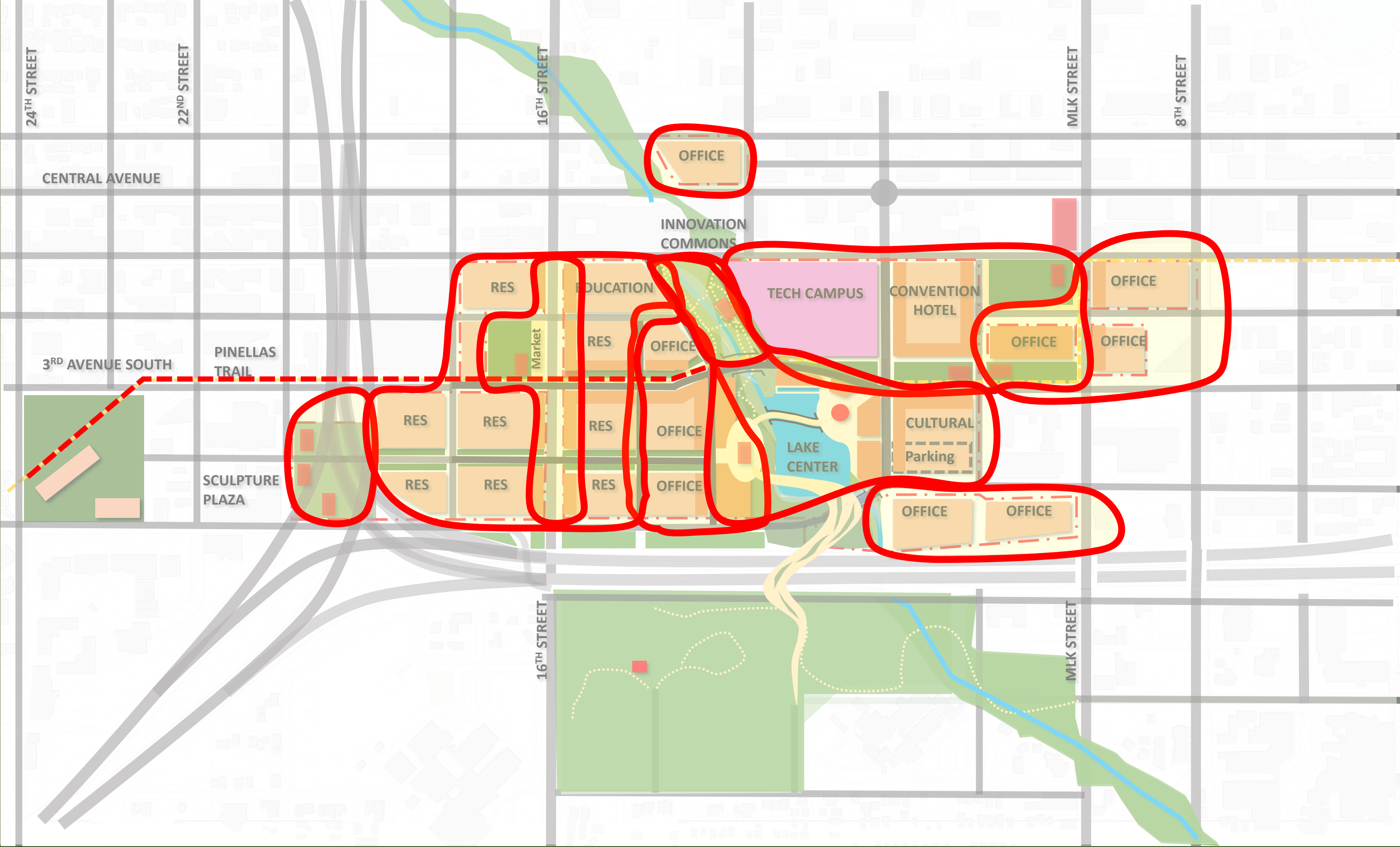




16th Street Housing & Retail Opportunities



Neighborhood Market



24TH STREET

22ND STREET

16TH STREET

MLK STREET

8TH STREET

CENTRAL AVENUE

3RD AVENUE SOUTH

PINELLAS TRAIL

SCULPTURE PLAZA

INNOVATION COMMONS

RES

EDUCATION

TECH CAMPUS

CONVENTION HOTEL

OFFICE

Market

RES

OFFICE

OFFICE

OFFICE

RES

RES

RES

OFFICE

CULTURAL

LAKE CENTER

Parking

RES

RES

RES

OFFICE

OFFICE

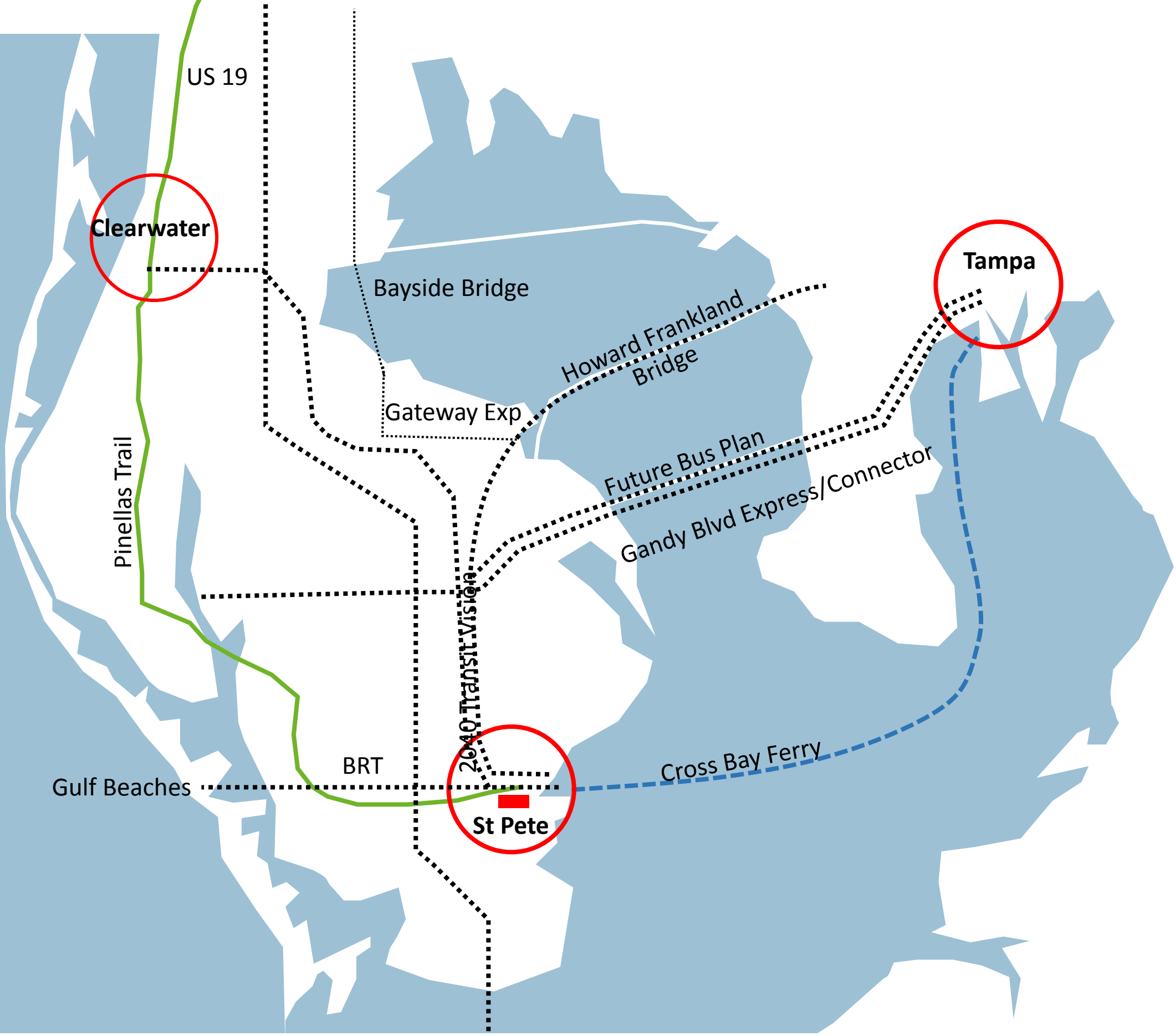
OFFICE

16TH STREET

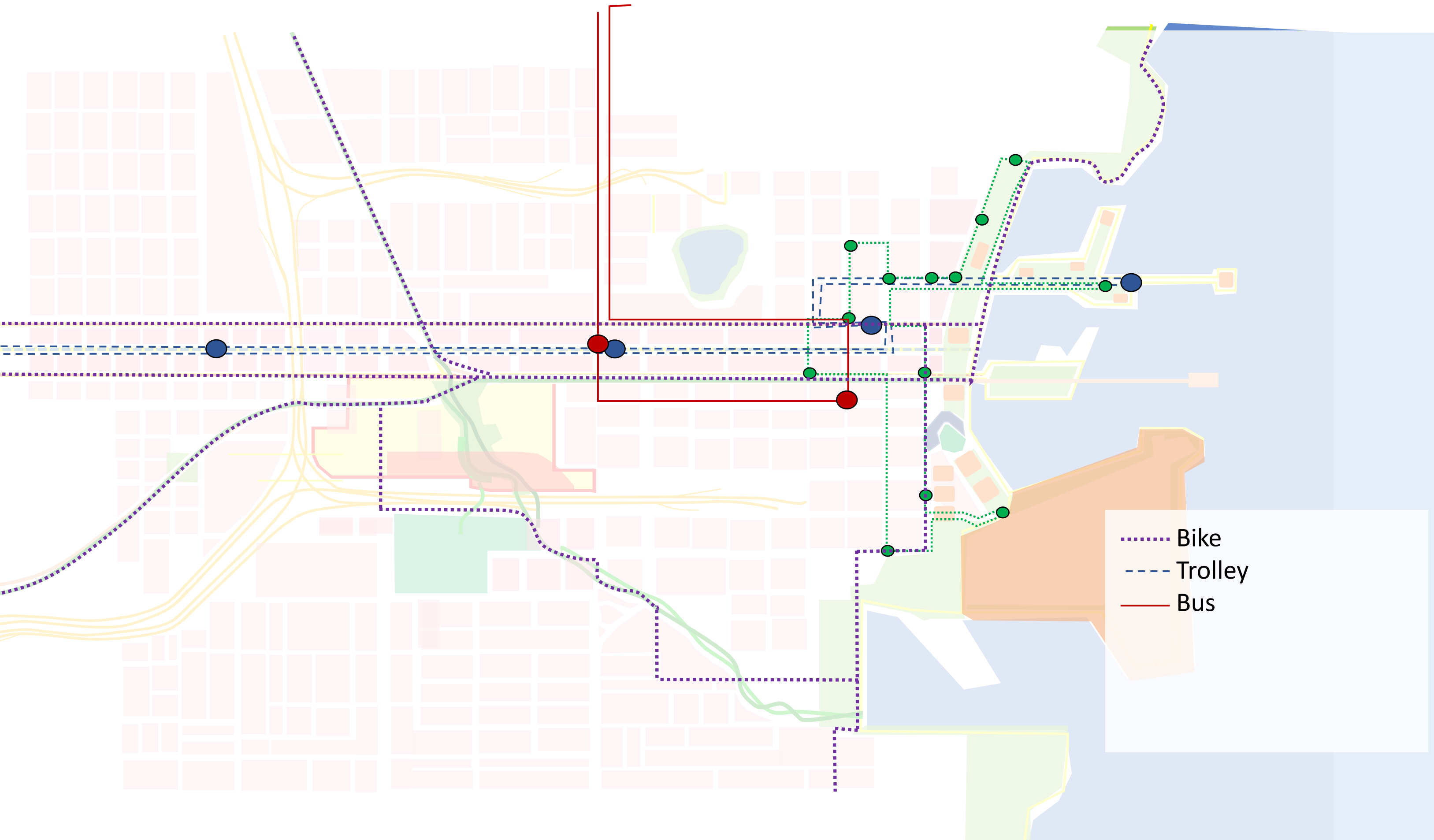
MLK STREET



A Diversity & Inclusion Plan

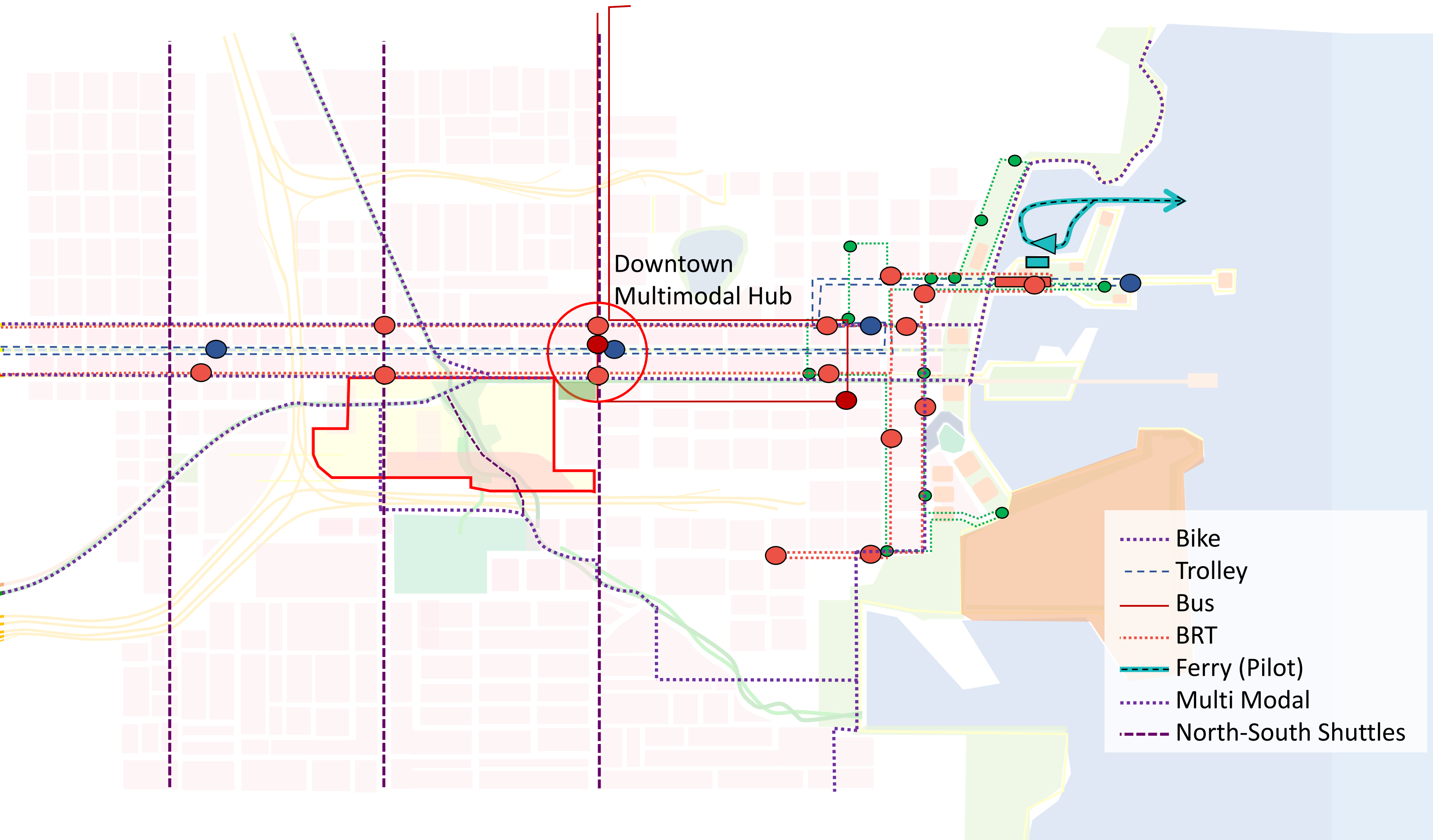


Regional Transportation Network



..... Bike
- - - - Trolley
———— Bus

Existing Transportation



Downtown Multimodal Hub

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

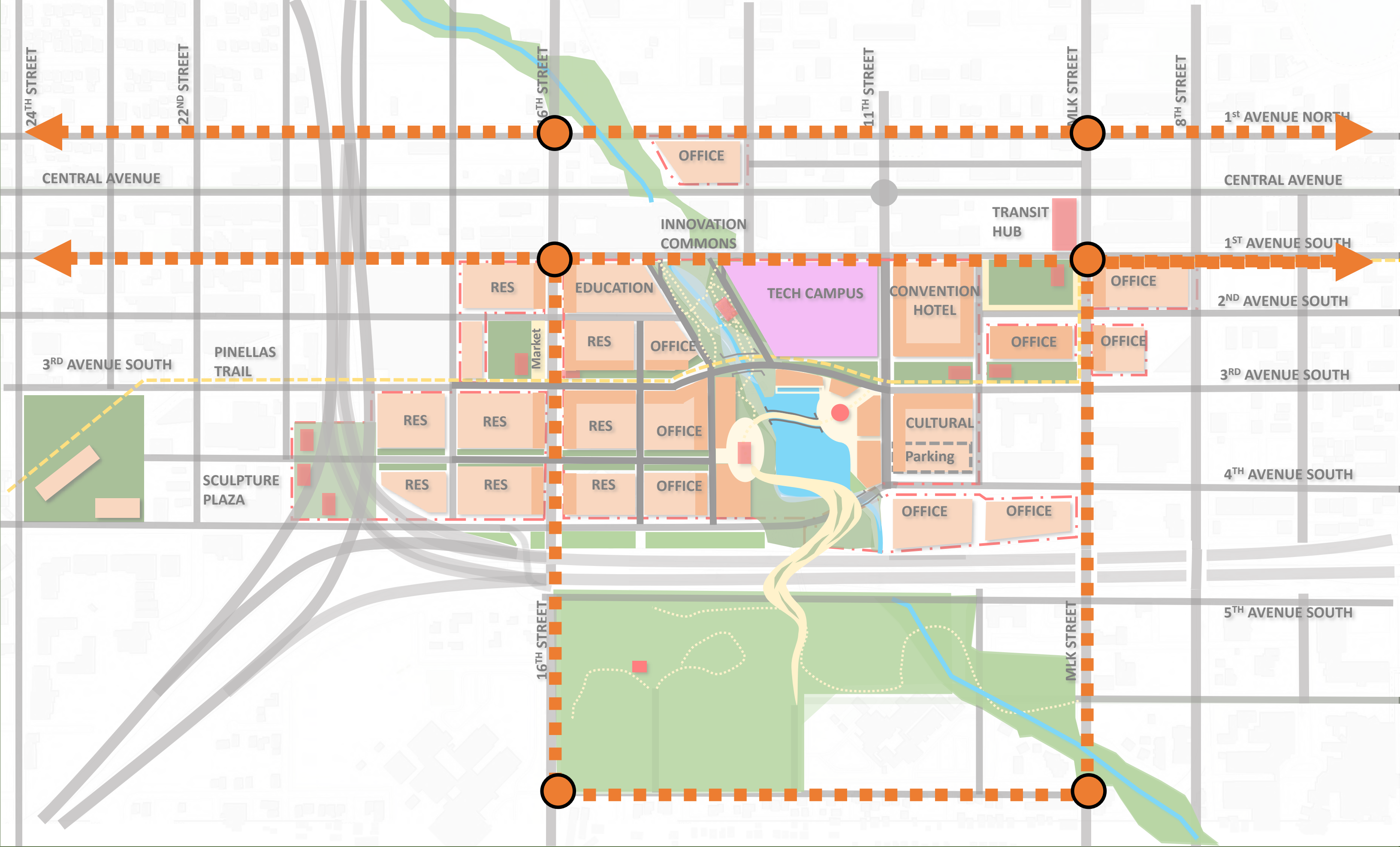
Downtown Transportation Plan Integration



Active Business Street – Bus Rapid Transit (BRT)



BRT Routes



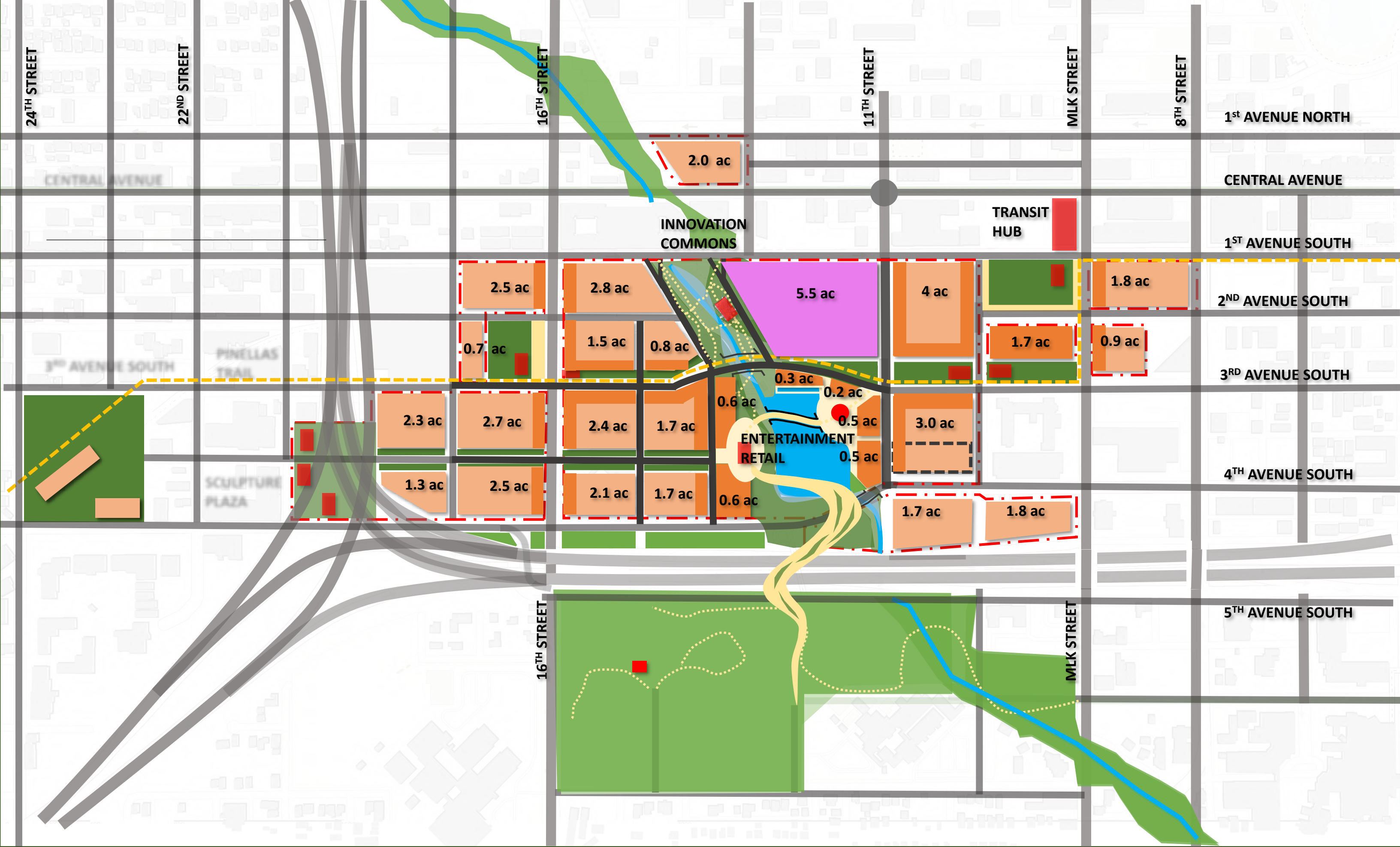
Bring Transit to the South Side



Freeway Separates Southern Neighborhoods



Transformation of I-175



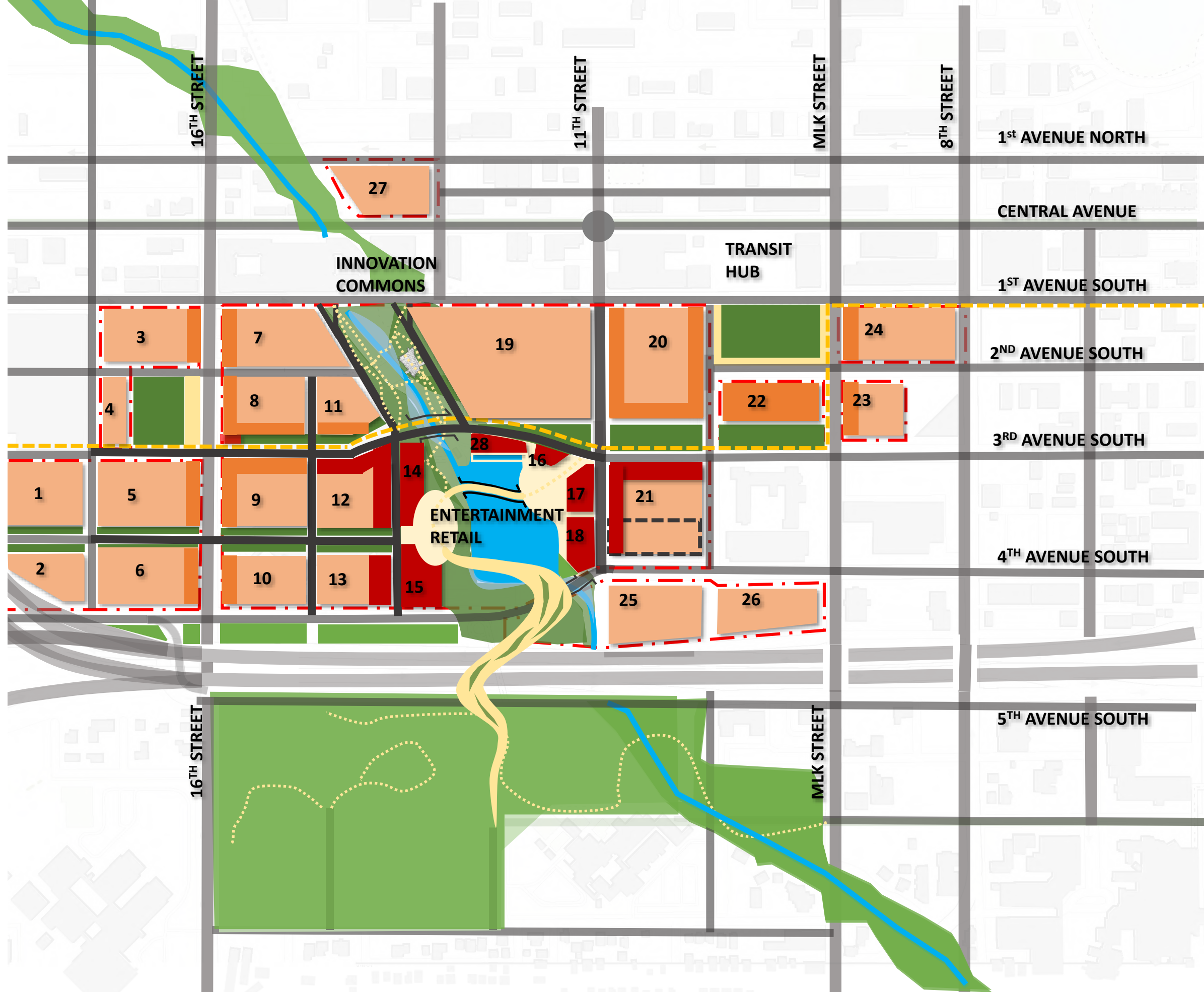
District Master Plan

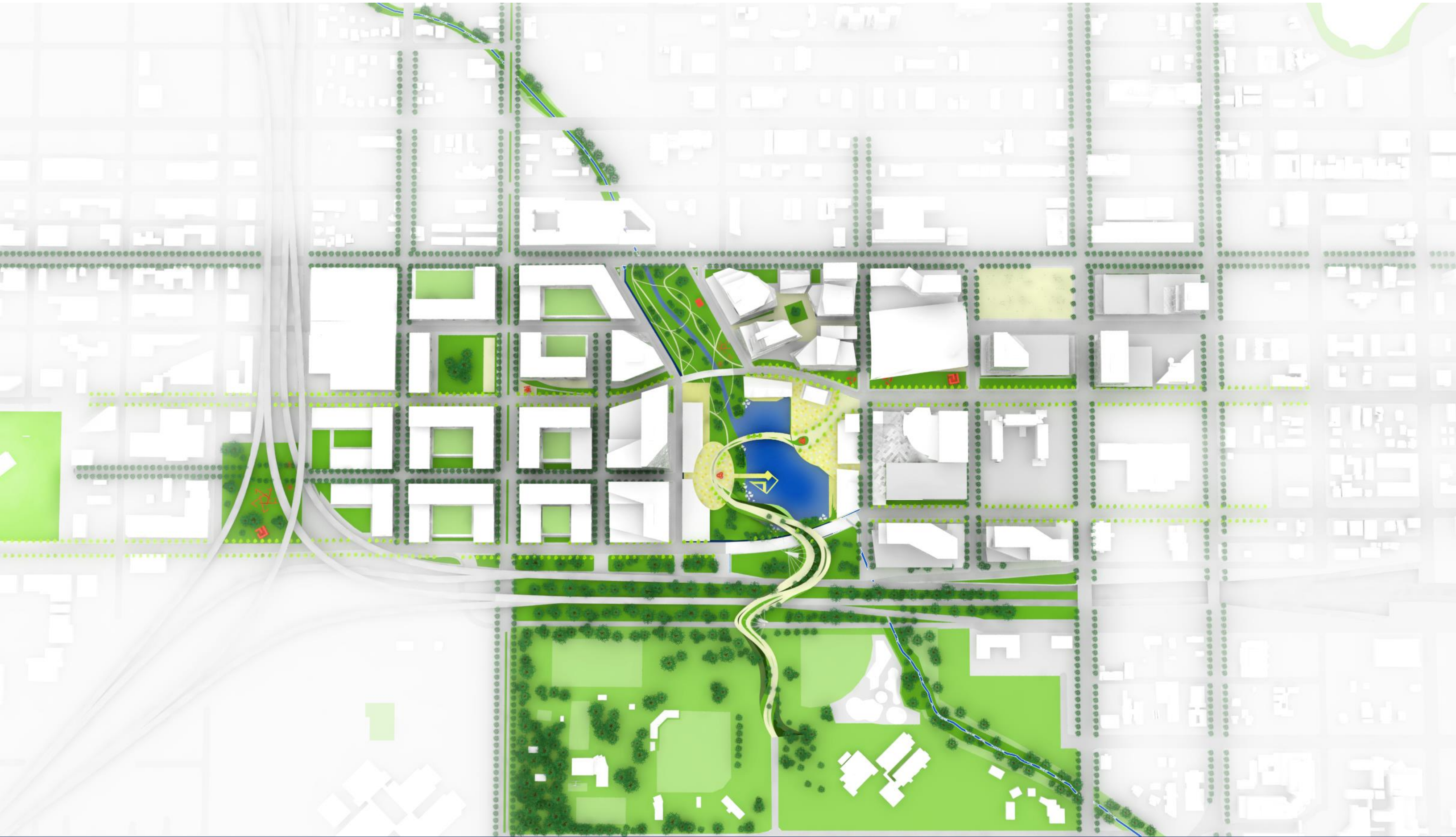
Measurements:

Entertainment Retail:

12	40,600 SF
13	25,600 SF
14	24,100 SF
15	26,500 SF
16	9,200 SF
17	17,600 SF
18	18,500 SF
21	40,100 SF
28	16,000 SF

Total 218,200 GSF





Scenario 2 – District Master Plan



Scenario 2 – District Master Plan