



September 15, 2021

City of St. Petersburg  
Real Estate & Property Management  
Attn: Mr. Alfred Wendler, Director  
Municipal Services Center, One 4<sup>th</sup> Street N, 9th Floor  
St. Petersburg, Florida 33701

**Re:     *Response to the RFP to Develop 4.59± acres of  
city-owned property located at 800 1st Avenue  
S, St. Petersburg, FL 33701***

Dear Mr. Wendler:

Apogee Real Estate Partners, LLC ("Apogee"), a St. Petersburg based development company, in conjunction with Baker Barrios Architects, Inc. ("Baker Barrios") is formally responding to the City of St. Petersburg's Request for Proposal in response to the unsolicited offer to purchase the above referenced property. In this response, Apogee will offer two (2) alternative Offers to Purchase as follows:

**1) Office Development Plan**

In the Office Development Plan, Apogee proposes to acquire the 800 Block of 1st Avenue South for the purpose of constructing a mixed-use development, the proposed site plan is attached hereto as Exhibit A ("OPTION A - 240,000 SF OFFICE TOWER"). The development plan will maximize job creation for the City by attracting top companies on a national level to relocate to the City and in doing so create over 1,000 jobs in the 240,000 SF Class A office tower alone. Apogee will work to assist the Moffitt Cancer Center ("Moffitt") in acquiring a site to develop a 75,000 SF three-story medical office building together with 41 surface parking spaces ("MOB"). Additionally, Apogee will agree to develop a structured parking garage with 1,250 stalls, which will be allocated as follows:

Moffitt 75,000 SF @4/1000 = 300

Office Tower 240,000 SF @4/1000 = 960

Hotel 125 Keys @0.25/Key = 31

Total Parking 1,291 stalls (1,250 in structured and 41 surface stalls for Moffitt)

The parking for the office tower, totaling 960 stalls, shall be available to the public from 6:00 PM to 6:00 AM Monday through Friday, as well as 24 hours a day on weekends and holidays. The 300 stalls



(including 41 surface) provided for Moffitt may also be available evenings and weekends assuming that Moffitt's long-term business plan does not require these spaces. In acquiring the property, Apogee will also honor the long-term parking lease in the southwest quadrant of the property currently utilized for parking by UPC. There will also be a small pad site for the future development of a 125 key hotel that will benefit from the office development and not require significant additional parking (31 spaces per code).

In addition to the major job creation from developing the first new Class A office tower in the Downtown Core since the mid-1980's, the project will provide Moffitt with its building site for no consideration, allowing for the development of a state-of-the-art cancer center to be built in the downtown core. The overall impact to the City will spill over to all surrounding neighborhoods and offer Class A office opportunities to attract high paying companies/jobs and help to make St. Petersburg sustainable for decades to come. A synopsis of the Office Development Plan is as follows:

- (i) Agree to provide Moffitt Cancer Center a site to develop a 75,000 SF medical office building with 41 surface parking spaces for no consideration (excluding structured parking, which will be provided at cost)
- (ii) Design and build a 240,000± square foot Class A Office Tower
- (iii) Develop a structured parking garage with approximately 1,250 stalls allowing direct access for the Moffitt MOB, the Office Tower and the Future Hotel site
- (iv) Honor the current long-term parking lease between the City and UPC (assigned from former AAA lease)
- (v) Future hotel site or other permitted use.

In addition to major job creation by attracting and meeting the demands of companies relocating to the region, bringing with them high paying jobs, the development will bring jobs to existing residents in the way of support positions as well as providing a major increase in the City's tax roll. The Office Tower will bring much needed parking to the downtown core. The parking stalls will be available to the public evenings, weekends and holidays, and as available based on the long-term business plan of Moffitt. This is contrary to both multi-family and hotel development, as these uses do not have the ability to flex parking off-hours.

Moffitt and Apogee will respectively own their own land and facilities in fee simple title with a corresponding Real Estate Easement Agreement ("REA") for use of the Parking Garage and Common Areas. The principals of Apogee have extensive experience and a proven track record of executing many similar projects.



Based on the foregoing, Apogee proposes the following, subject to City review of Responses to Request for Proposal:

- The Development Group (Apogee and Moffitt) enters into a Master Development Agreement (the “Agreement”) to purchase and develop the entire 800 Block of 1st Avenue S (4.59 Acres) including the parking lot now long-term leased by UPC in the southwest quadrant of the site.
- The parties will agree to work together to develop mutually agreeable development and construction timelines for the Medical Office Building, Office Tower, Parking Garage and Future Hotel.
- The Development Group will agree to immediately begin design, due diligence and pre-development on the Property for the purpose of constructing (i) a 75,000 square foot Medical Office Building with 41 surface parking spaces, (ii) a 240,000 square foot Class A Office Tower, (iii) a Parking Garage with an anticipated minimum of 1,250 parking stalls, and (iv) a future 125 key Hotel.
- The City will transfer fee simple title to the existing UPC parking area for UPC’s continued use under the existing long-term parking lease.
- A minimum of 960 parking stalls (office tower stalls) and a maximum of 1,260 parking stalls (including 300 potential Moffitt parking stalls) shall be available to the public from 6:00 PM to 6:00 AM Monday through Friday, as well as 24 hours a day on weekends and holidays.

#### **Benefits for the City of St. Petersburg**

- This proposal brings Moffitt Cancer Center, Florida’s only National Cancer Institute, to the City by offering them a fee simple site at no cost to develop a 75,000 square foot MOB providing the citizens of St. Petersburg access to Moffitt’s world-class multi-disciplinary cancer care, clinical research and the latest treatment options based on scientific breakthroughs at Moffitt Cancer Center.
- Offers new Class A office space in a state-of-the-art tower to attract businesses from around the world that will bring high paying jobs to take advantage of the City’s amazing quality of life as well as its existing talented labor pool.
- Possible hotel or other permitted use on the Future Hotel Site.
- Much needed parking for the Downtown Core that will be available to the public after normal working hours, weekend and holidays at **no cost** to the City.
- Generation of new recurring tax revenues through significant direct and indirect economic impacts of the combined project.



### **City Obligations**

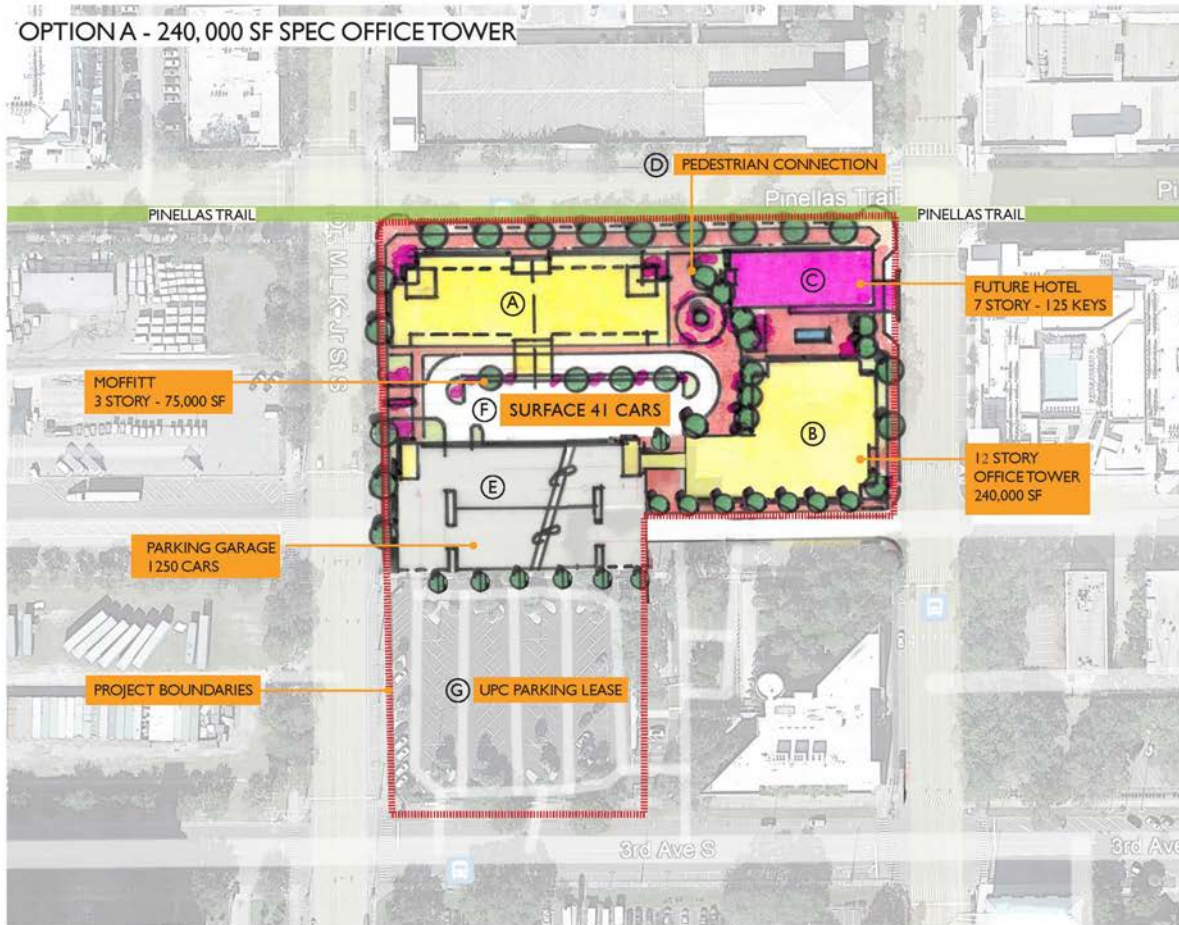
- Sell the 800 Block of 1st Avenue South to the Development Group as designated by the applicable Development Agreement(s) to be executed by and between the City, Apogee and Moffitt, as may be necessary.
- Remediate any environmental conditions on the site to the satisfaction of the Development Group, municipal agencies, lenders and partners.
- The parties agree to work together during the negotiations to provide a satisfactory mechanism to allow the respective members of the Development Group to utilize their interest in their portion of the Property to secure financing commitments.
- Work with the Development Group to identify and provide support for the existing economic development programs that apply to the development project.

All parties acknowledge that the business points set forth in this Proposal are meant only to represent a starting point for negotiations. The undersigned respectfully request the City's agreement and intention to convey the subject Property to the Development Group for the collective purchase price of ***Five Million Dollars (\$5,000,000)***.



## EXHIBIT A

### "OPTION A - 240,000 SF OFFICE TOWER"



#### PROJECT SUMMARY

- A. 3 STORY 75,000 SF MOFFITT OFFICE BUILDING
- B. 12 STORY, 240,000 SF SPEC OFFICE TOWER
- C. 7 STORY 125 KEY HOTEL
- D. PEDESTRIAN CONNECTION W/ PINELLAS TRAIL
- E. STRUCTURED PARKING 1250 STALLS
- F. NEW SURFACE PARKING - 41 STALLS
- G. HONOR EXISTING UPC PARKING LEASE

#### PARKING SUMMARY

MOFFITT 75,000 SF @ 4/1000 = 300  
OFFICE 240,000 SF @ 4/1000 = 960  
HOTEL 125 KEYS @ 0.25/KEY = 31

PARKING 1291

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## 2) Multi-Family Development Plan

In the Multi-Family Development Plan, Apogee proposes to acquire the 800 Block of 1st Avenue South for the purpose of constructing a mixed-use development, the proposed site plan of which is attached hereto as Exhibit B ("OPTION B - 350 UNIT MULTI-FAMILY TOWER"). The development plan will maximize the value of the site for the City by offering **\$12,000,000** to purchase the overall site for the development of a 350 unit, Class A multi-family tower, a site accommodating a 75,000 SF three-story medical office building with 41 surface parking spaces and a structured parking garage with 815 stalls, of which approximately 259 spaces (allocated to Moffitt) could potentially be utilized by the public on nights and weekends. This assumes that Moffitt's long-term business plan does not require the use of these spaces on evenings and weekends. In acquiring the property, Apogee will also honor the long-term parking lease in the southwest quadrant of the site currently utilized for parking by UPC. There will also be a small pad site for the potential future development of a 125 key hotel in the northeastern quadrant of the site that will not require significant additional parking (31 spaces per code).

Apogee will agree to develop a structured parking garage with 815 parking stalls and 41 surface parking spaces, which will be allocated as follows:

Moffitt 75,000 SF @4/1000 = 300

Multi Family Tower 350 Units @ 1.5/unit = 525

Hotel 125 Keys @0.25/Key = 31

Total Parking 856 (815 in structured and 41 surface stalls for Moffitt)

It should be noted that multi-family parking **cannot** be made available to the public from 6:00 PM to 6:00 AM Monday through Friday, or on weekends and holidays. The 300 stalls (including 41 surface) provided for Moffitt **may be** available evenings and weekends assuming that Moffitt's long-term business plan does not require the use of these spaces. In acquiring the property, Apogee will honor the long-term parking lease in the southwest quadrant of the property currently encumbered by parking for UPC. There will also be a small pad site for future development of a 125 key hotel that will not require significant additional parking (31 spaces per code).

A synopsis of the Multi-Family Development Plan is as follows:

- (i) Agree to provide the Moffitt Cancer Center a site to develop a 75,000 SF medical office building and 41 surface level parking stalls at no cost (excluding structured parking stalls, which will be provided at cost)
- (ii) Design and build a Class A 350-unit Multi-Family Tower with 10% of the units dedicated to workforce housing (120% of AMI)



- (iii) Develop a structured parking garage with 815 stalls allowing direct access for the Moffitt MOB, the Apartment Tower and the Future Hotel site
- (iv) Honor current long-term parking lease between the City and UPC (assigned from former AAA lease)
- (v) Possible future hotel site or other permitted use.

Apogee Real Estate Partners will pay the City **\$12,000,000** for the property under this Multi-Family Development Plan.

Moffitt and Apogee will own their respective land and facilities in fee simple title with a corresponding Real Estate Easement Agreement (“REA”) for use of the Parking Garage and Common Areas.

Based on the foregoing, Apogee proposes the following, subject to City review of the Responses to Request for Proposal:

- The Development Group will enter into a Master Development Agreement to purchase and develop the entire 800 Block of 1st Avenue S (4.59 Acres) including the parking lot now leased by UPC in the southwest quadrant of the site.
- The parties will agree to work together to develop mutually agreeable development and construction timelines for each of the Medical Office Building, Multi-Family Tower and Parking Garage.
- The Development Group will agree to immediately begin design, due diligence and pre-development on the Property for the purpose of constructing (i) a 75,000 square foot Medical Office Building with 41 surface parking spaces, (ii) a 350-unit Class A Multi-Family Tower, and (iii) a Parking Garage with an anticipated minimum of 815 parking stalls, and (iv) a future 125 key Hotel.
- The City will transfer fee simple title to the existing UPC parking area for UPC’s continued use under the existing long-term parking lease.
- A limited amount of parking (Moffitt Parking) in the proposed garage may be made available to the public after hours, weekends and holidays provided that use of the spaces are not required based on the long-term business plan of Moffitt.

### **Benefits for the City of St. Petersburg**

- The City will receive \$12,000,000 in proceeds from the sale of the property for additional multi-family development.
- This proposal brings Moffitt Cancer Center, Florida’s only National Cancer Institute, to the City by offering them a fee simple site at no cost to develop a 75,000 square foot MOB with 41 surface parking stalls providing the citizens of St. Petersburg access to Moffitt’s world-class





multi-disciplinary cancer care, clinical research and the latest treatment options based on scientific breakthroughs at the Moffitt Cancer Center.

- Possible future hotel or other permitted use on the Future Hotel Site.
- Limited parking may be available to the public after normal working hours, weekends and holidays at no cost to the City as available based on the long-term business plan of Moffitt.
- Generation of new recurring tax revenues through significant direct and indirect economic impacts of the combined project.

### ***City Obligations***

- Sell the 800 Block of 1st Avenue South to the Development Group as designated by the applicable Development Agreement(s) to be executed by and between the City, Apogee and Moffitt, as may be necessary.
- Remediate any environmental conditions on the site to the satisfaction of the Development Group, municipal agencies, lenders and partners.
- The parties agree to work together during the negotiations to provide a satisfactory mechanism to allow the respective members of the Development Group to utilize their interest in their portion of the Property to secure financing commitments.
- Work with the Development Group to identify and provide support for the existing economic development programs that apply to the development project.

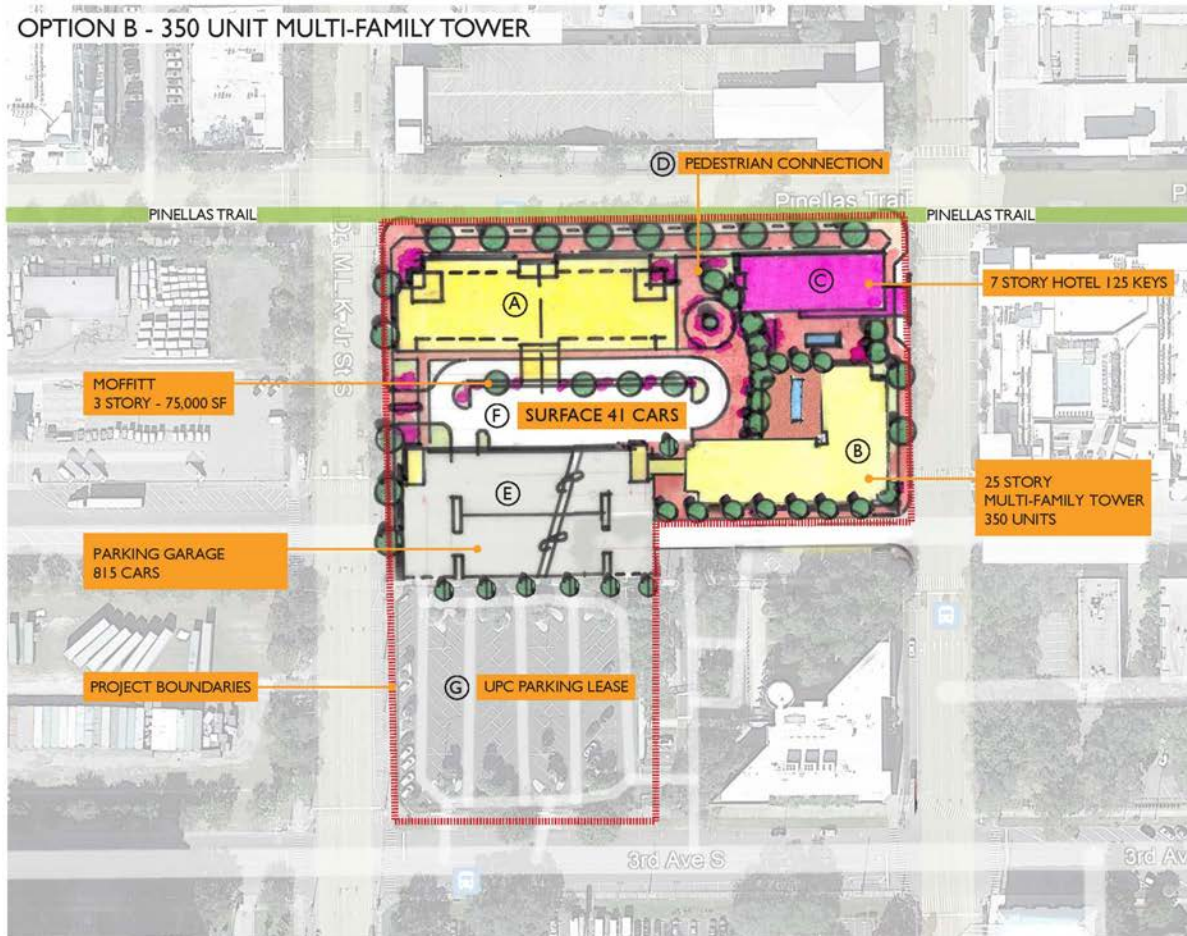
All parties acknowledge that the business points set forth in this Proposal are meant only to represent a starting point for negotiations. The undersigned respectfully request the City's agreement and intention to convey the subject Property to the Development Group for the collective purchase price of ***Twelve Million Dollars (\$12,000,000)***.





## EXHIBIT B

### "OPTION B - 350 UNIT MULTI-FAMILY TOWER"



#### PROJECT SUMMARY

- A. 3 STORY 75,000 SF MOFFITT OF FICE BUILDING
- B. 350 UNIT MULTI-FAMILY TOWER (10% WORKFORCE)
- C. 7 STORY 125 KEY HOTEL
- D. PEDESTRIAN CONNECTION W/ PINELLAS TRAIL
- E. STRUCTURED PARKING 1250 STALLS
- F. NEW SURFACE PARKING - 41 STALLS
- G. HONOR EXISTING UPC PARKING LEASE

#### PARKING SUMMARY

MOFFITT 75,000 SF @ 4/1000 = 300  
MULTI-FAMILY 350 UNITS @ 1.5 / UNIT = 525  
HOTEL 125 KEYS @ 0.25/KEY = 31

PARKING 856

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**APOGEE**  
REAL ESTATE PARTNERS

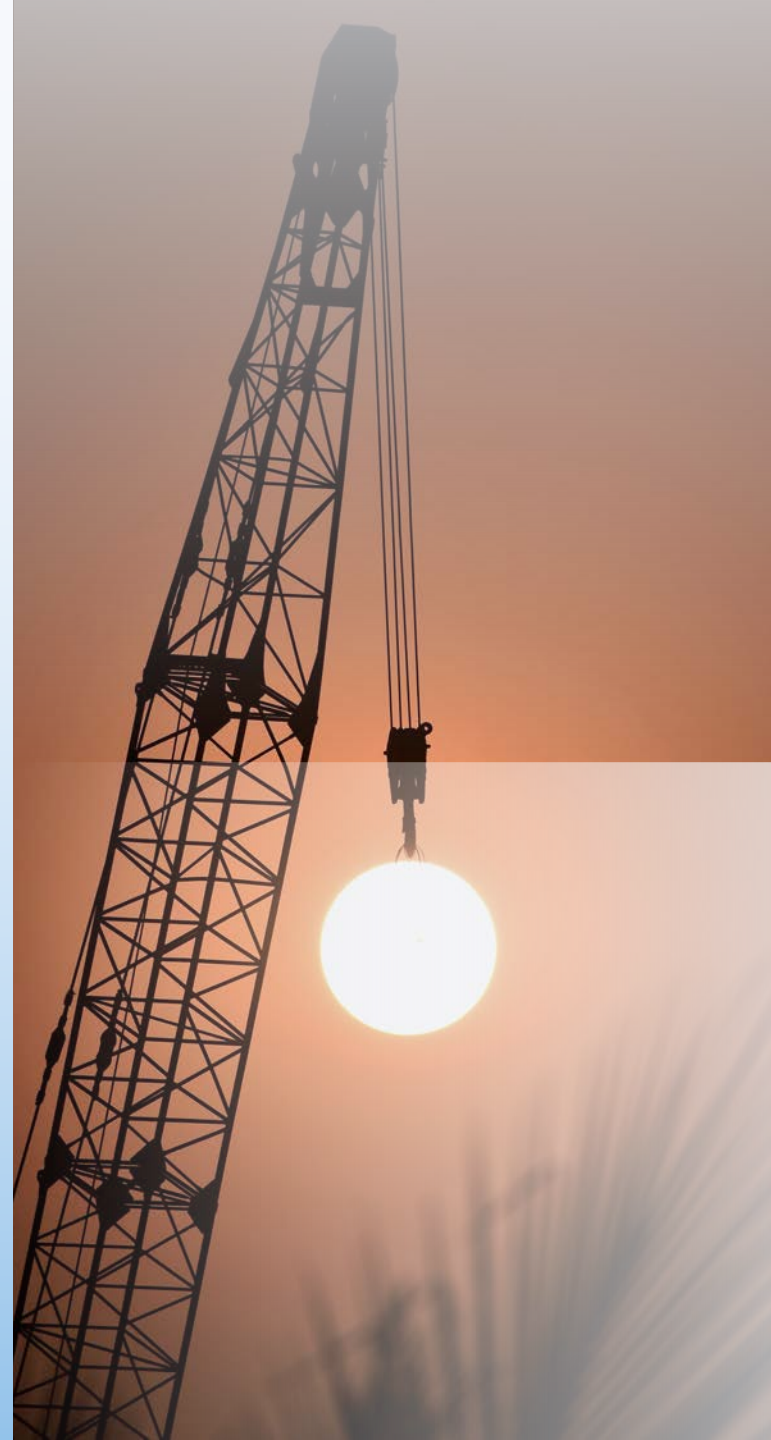
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# PROPOSAL TO DEVELOP 800 1<sup>ST</sup> AVENUE SOUTH, ST PETERSBURG, FL

9.15.21

# About Us





# About

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For a real estate project to reach its peak potential, it requires the right combination of vision, timing, economics, nuance and history. It also needs to adopt a balanced approach that accounts for the realities of the market, a sense of the needs of the community and an understanding of how to maximize the project returns through careful planning and meticulous management. And, most importantly, it needs a partner who can bring all of those elements to the project.

Our extensive expertise and specific approach to real estate projects help us see the untapped potential of a property and assemble the right people, at the right time, to turn that vision into a fully-realized project that creates ideal outcomes for everyone involved.



# Apogee Team



**John Stadler** | Managing Partner

John Stadler has served the Florida real estate market for decades, primarily due to his service as CEO of Stadler Associates, Inc., the largest real estate brokerage company in Florida with 13 offices, a corporate staff of 200, 850 full-time sales staff and a 42% share of the luxury South Florida residential market. His experience encompasses real estate training, mortgage, insurance, development and more. Specialized in development, asset management and value creation for real estate projects, John has led projects of all sizes and types, including resorts and hotels, commercial office buildings, marinas, residential developments, mixed-use projects and community development. This varied experience enables him to see opportunities, uses and untapped potential in properties that more niche developers do not. He is excited to bring the depth and breadth of his experience to Apogee and continue to shape Florida's future.

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**John Barkett, MAI** | Managing Partner

John Barkett, MAI has worked in real estate in Tampa Bay for more than 30 years as an appraiser, development partner and real estate broker. John holds an M.S. in Real Estate Valuation and Analysis from New York University and worked as an appraiser in New York City for 10 years before moving his business to Tampa Bay. As an established real estate and appraisal specialist, John serves clients with real estate concerns from simple to complex by leveraging his analytical mindset, dedication to community and three decades of real estate experience. John offers expertise as a developer partner through his highly analytical mindset and active community leadership and he remains highly involved in local organizations shaping Tampa Bay's economic future.

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**Gordon Crozier** | Partner

Gordon Crozier has over 30 years of executive level real estate experience and is well versed in all phases of real estate development from site evaluation to asset disposition. As a former Deloitte and Touche CPA, he is capable of structuring and negotiating complex real estate transactions, while striving to achieve the simplest, most cost-effective solution for each unique situation. He has a proven track record of successfully negotiating and completing multi-year \$100M+ projects. Gordon holds Bachelor's Degrees in both Accounting and Finance from Florida Atlantic University and a Master of Science in Taxation from Florida International University.



# About

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With offices in Orlando, Tampa, and Nashville, Baker Barrios Architects was established in 1993 with the vision of establishing a legacy based on creative excellence, innovative solutions and long-term relationships.

Baker Barrios Architects has an in-depth understanding of all building types, including commercial office, retail, hospitality, and residential spaces. Our design experience, resources, and place-making skills extend to developing unique, successful mixed-use projects that incorporate economic benefits, environment considerations and design excitement. We understand the design opportunities and challenges involved when planning and designing mixed-use developments. Our team will develop a close working relationship with you to provide a functional, site-appropriate development that will support a cohesive master plan that fulfills your goals and creates a community. Creating exciting and rewarding residential developments is one of the primary hallmarks of our firm's design and delivery services. By listening closely, collaborating during programming and conceptual design, and successfully executing design and construction, we always have our client's goals and needs in mind as we deliver our service.



# Baker Barrios Team



**Tim Baker** | Principal-in-Charge

With over 30 years of experience, Mr. Baker has the ability to translate Owners' needs into design solutions that balance creativity, image and function with practical concerns of budget, schedule and operational goals. As Principal in Charge, Tim is responsible for the complete delivery of the project from concept through occupancy. He has provided design, planning, and development services for a variety of projects types.



**Wayne Dunkelberger** | Principal, Chief Design Officer

Mr. Dunkelberger has 25 years of experience as Creative Designer and leads a variety of projects, collaborating with clients and project teams to pursue new levels of design excellence. By adeptly blending conceptual design development with a mastery of detail and 3D visualization, Wayne prides himself in cultivating a collaborative culture in which all participants are valued and engaged with a sense of pride, purpose and dedication.



**Grayson Silver** | Managing Principal, Executive Project Manager

Mr. Silver has over 25 years of combined experience in architecture and construction. Grayson leads the Vertical Mixed-Use Practice at Baker Barrios and his team specializes in projects that have multiple uses such as office, retail, cultural attractions and services, residential, hotels, as well as, food and beverage. His team's goal is to improve the value of development through unique urban design and place making that creates connectivity with the existing urban landscape through a unique place where people can work, live, shop and dine. Each project emphasizes environmentally friendly building practices which incorporate smart strategies to save energy and conserve resources specific to the development needs. Grayson's ability to design, manage project teams, leverage strong communication skills, and years of industry experience have become invaluable to the client.





# Relevant Projects

The principles of Apogee Real Estate Partners were instrumental in bringing the following selected projects to fruition.



# Relevant Projects



## Modera Prime St. Petersburg, FL

Mixed-Use, 20-story, Class A Multi-Family & Retail  
383 Units with 15,000 SF of Grade Level Retail

### Highlights:

- Activated the Pinellas Trail with 15,000 SF of retail
- Converted covered section of Pinellas Trail to park like setting
- Confirmed viability of Hi-Rise projects adjacent to I-275 & stretched the downtown core

**Development Partner:** Mill Creek



## The Hermitage St. Petersburg, FL

Mixed Use 8 story Class A Multi-Family & Retail  
348 Units with 2,000 SF of Grade Level Retail

### Highlights:

- First Concrete Mid-Rise Class A Multi-Family project in the western part of the Downtown Core
- Catalyst for additional Class A development west of 3<sup>rd</sup> Street
- Set the standard level of finish for future Class A Multi-Family projects

**Development Partner:**  
Allan Morris Co.



# Relevant Projects



## ICON Central St. Petersburg, FL

Mixed-Use, 15-story, Class A Multi-Family & Retail

368 Units with 31,000 SF of Retail

### Highlights:

- First Hi-Rise Class A Multi-Family project in the western portion of the downtown core
- Preserved historic Union Trust Bank Building
- Highest multi-family re-sale value in downtown St. Petersburg

**Development Partner:** Related Group



## The Alhambra Coral Gables, FL

Mixed Use, 12-story Hotel, Office and Retail

20,000 SF Retail, 40,000 SF Office & 250 Keys

### Highlights:

- BOMA Office Building of the Year
- World Headquarters of Del Monte and Norwegian Cruise Line
- Hyatt Regency Hotel

**Development Partner:** Stadler  
Development Corp. & Prudential Ins.





# Relevant Projects



## Columbus Center Coral Gables, FL

Mixed-Use Office, Retail

270,000 SF of Office with 20,000 Sf of Retail

### Highlights:

- Latin American Offices for IBM
- SE Regional Offices for IBM

**Development Partner:** Stadler  
Development Corp., USAA and IBM



## Star Metals Office Atlanta, GA

Mixed Use 14 story Class A Office & Retail

240,000 Office with 24,00 SF of Retail space

### Highlights:

- First Class A office space on Howell Mill Road
- Catalyst for additional Office development in corridor
- LEED certified with green roof and terraces

**Development Partner:**  
Allan Morris Co.



# Relevant Projects



## The Julian Orlando, FL

Mixed-Use, 14-story, Class A Multi-Family & Retail  
409 Units with 8,000 SF of Grade Level Retail

### Highlights:

- First market rate multi-family project in Creative Village
- Instrumental in revitalizing the Parramore District
- Part of transformational transit-oriented redevelopment project

**Development Partner:**  
Allan Morris Co.



## Plaza on Brickell Miami, FL

Mixed Use Twin Tower Class A Condo & Retail  
1,000 Units with 30,00 SF of Grade Level Retail

### Highlights:

- Tower 1 – 45-story, 450 Units
- Tower 2 – 55-story, 550 Units

**Development Partner:**  
Related Group





# Thank You

**APOGEEREP.COM**

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