



Response to: Request for Proposal  
for the Development of the Tropicana  
Field Site in St. Petersburg, FL Issued  
on July 27,2020

Proposal for the Tropicana Field Site

January 15, 2021

PROPOSED BY UNICORP NATIONAL DEVELOP-





PETER'S  
BURG  
PARK



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# INTRODUCTION

## PETERSBURG PARK



*Unicorp National Developments Inc. appreciates and welcomes the opportunity to present our proposal for the master planning and redevelopment of the Tropicana Field consisting of 86 acres of public-ly-owned land in the heart of downtown St Peterburg, Florida.*



To the Selection Committee,

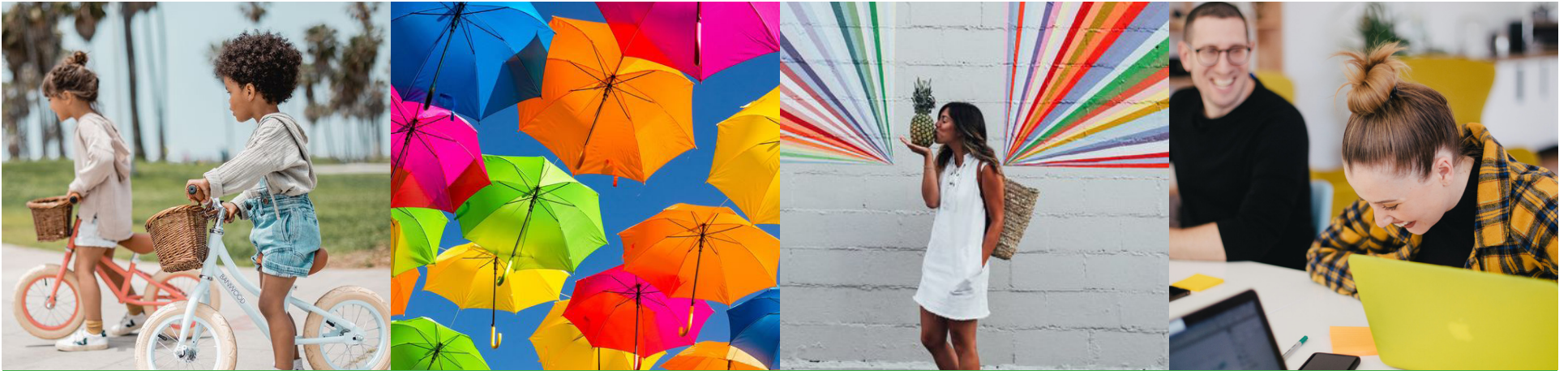
As a leader in creating unique and memorable places, Unicorp National Developments welcomes the opportunity to offer our creative skills and development talents to the City of St Petersburg in creating a new vision for the Tropicana site. As one of the members in the community said recently, “your plans should honor the past, but more importantly, they need to shine a new light that looks forward to the future”.

Our objective is just that... paying tribute to the past by embracing the surrounding neighborhoods with a central park being its primary focal point. A place that will act as the heart for all civic, social activities where people can live, work, learn, shop and play; within an urban environment, authentic to St. Petersburg that is not contrived. We believe our plan can begin healing the scars of the past by bringing back a community fabric, where people of all races and income levels can congregate, live, work, play and relax. Our plan will further position St Petersburg as one of the most livable cities in the United States. Unicorp National Developments has thoroughly reviewed all requirements of the RFP and is committed to execute on the vision, the planning principles, and enhancing and improving the life of its residences.

Unicorp National Developments will recognize the requirements listed in this RFP and will make every effort to fulfill all the aspects described within, and as part of the Petersburg Park’s masterplan, program, and character make up.

*Chuck Whittall*

**CHUCK WHITTALL**  
UNICORP NATIONAL DEVELOPMENTS INC  
PRESIDENT



## THE SOUL OF THE CITY

Petersburg Park has been envisioned as a city park that embraces the surrounding community in a human scale and becomes an oasis to recharge the soul by celebrating nature, the arts, healthy living and learning. A place not defined by age, race or economic standing, but a place where memories can be made for all. Petersburg Park is as an opportunity to build a community and not just another development. So many great communities around the nation have centralized parks that bring the community together to gather, have special events, festivals and a simple place just for kids to play. This is what we envision. We did not take the approach of maximizing density which others may, instead we took the approach of balance between density and the need for a great public space.





PETERSBURG PARK PROPOSED  
DEVELOPMENT TEAM





## UNICORP NATIONAL DEVELOPMENTS

### MASTER DEVELOPER

Unicorp National Developments has been recognized for creating “destination driven” developments. Our projects are not just about a commercial real estate opportunity, which is likely what you would find from other developers. Our goal in all our developments first and foremost, has always been to develop and define a sense of place by creating immersive experiences that are driven by social interaction. A place that is not fake or trendy, but rather, successful in its simplicity; and in harmony with its surrounding environment.

At Unicorp, we recognize and celebrate that the communities we create are just that, communities. They are where people live, make memories and raise their children. Every time we put a pencil to paper we embrace the opportunity to make a positive change within the community. Opportunities of positive change should be exciting to everybody. As the Master Developer of Petersburg Park, we will keep this concept at the forefront of our vision.





**Chuck Whittall**  
PRESIDENT

Chuck Whittall, the son of a fireman, came from very modest beginnings. As a lifelong resident of Central Florida, he developed the heart and mind of an entrepreneur at a very young age. When he was the tender age of 12, Mr. Whittall, started his own lawn mowing business and at 18 opened a successful teenage nightclub. With a strong interest in construction, he pursued and received his Class-A General Contractors License and formed a construction company that he owned and operated for several years before venturing into the world of real estate development. In 1998, Mr. Whittall founded Unicorp National Developments, Inc. which has designed and constructed numerous retail developments, over 100 drug stores, Town Centers and Luxury Apartment complexes, and the extremely iconic Orlando Eye. His projects to date have an aggregate value of more than 3 Billion dollars. With great poise and vision, Mr. Whittall has built a great company with a tremendous team and is often recognized by the Orlando Business Journal and The Orlando Sentinel as the premier development company of Central Florida.



**George Giebel**  
DIRECTOR OF DEVELOPMENT

As a respected and seasoned executive in the real estate development industry for over 30 years, George has been involved in a wide array of complex, high profile developments in the U.S., Europe, Asia, South America, and the Caribbean. Over the course of his career, he has developed over 10 million square feet of commercial space, totaling more than \$5 billion in development. Before joining Unicorp, George ran his own real estate consulting practice providing advisory services to private, corporate and institutional investors. Previously, George held increasingly responsible positions with The Related Group (Miami), Constructa US (Miami), Disney Development Company (Orlando), Canizaro Interests (New Orleans) and General Growth Properties (Chicago). His most notable projects include Disney Springs, St. Regis Bal Harbour Resort and Residences, Cocowalk, Mary Brickell Village, Celebration Town Center, Eurodisney, Sofitel (New York, Chicago, Philadelphia), Canal Place Fashion Center, Jackson Brewery Festival Center (New Orleans), and several one of a kind developments around the world such as a movie studio, theme park in Germany and France, a 5 star hotel in Asia, resort in the Andes and a master planned resort community in the Caribbean. The experience he has gained throughout his career will be brought to Petersburg Park. George attended the School of Architecture at the University of Illinois, with post-graduate studies from University of Florence, Italy and the Masters program at Crummer School of Business of Rollins College.





## ZYSCOVICH ARCHITECTS

### ARCHITECT AND LAND PLANNER

Zyscovich is an international urban design, planning, architecture and interior design firm with office in Miami, West palm Beach, Orlando, Tampa, Jacksonville and New York City. This firm's innovative urban planning and architecture design approach, Real Urbanism® identifies opportunities to capitalize on past and present characteristics of an area to create a sense of place. Devoted to improving urban environments and creating authentic environments specific to each community while placing social betterment at its core, Zyscovich provides design solutions for livable places with diverse population, cultural amenities, and economic vitality. The firm works hand in hand with municipalities, public agencies and private developers to redevelop and revitalize a broad range of cityscapes throughout the United States and abroad.



## ZYSCOVICH ARCHITECTS



**Bernard Zyscovich, FAIA**  
PRESIDENT, MASTER PLANNER

Bernard Zyscovich is the founder of Zyscovich and serves as its Managing Principal. With over 45 years of experience, he has led creative teams on a wide range of projects ranging from planning, designing and building complex transportation and aviation projects implemented in the U.S. and International. The firm's successful creation of Master Plans meet the mission of our public and private sectors clients as well as public-private partnerships entities some of which have been financed privately or by federal, state and local funding.



**Suria Yaffar, Assoc. AIA, LEED AP**  
ARCHITECTURAL DESIGNER

Suria has vast experience of community and master planning as well as creating distinctive architectural solutions for public and private clients throughout the United States. She is experienced in all phases of the design process including community outreach, consensus building, strategic planning and urban design for downtowns, and land development, as well as all phases of project development. Ms. Yaffar also has more than 20 years of master planning experience including the visioning and master planning of the MDC Strategic Miami Area Rapid Transit (SMART) Plan- North-East and Beach Corridors, FEC Corridor, Midtown Miami, Fort Lauderdale Downtown Mobility Hub, and is currently working on the Dumbarton Transportation Corridor in California.



**John Cunningham, AIA, NCARB**  
ARCHITECTURAL DESIGNER

John Cunningham is the Managing Principal of Zyscovich' Orlando office. He is locally, regionally and nationally published for his award-winning design contributions to various projects integrating authentic architecture with art and landscape. John has lectured locally and nationally and has taught in the Master of Civic Urbanism Program as adjunct professor at Rollins College in the theories and real world applications of Vernacular Florida Architecture including Placemaking, Design, Transit Oriented Development, and City Planning/Urban Design. John has in-depth national projects to his credit on important landmark projects including The White House, The Old Executive Building (Office of the Vice President) and the Vietnam War Memorial in Washington, D.C. John's projects in Florida include the Maitland Downtown Revitalization Master Plan and Design Standards, the Orange Avenue Overlay District at Winter Park, and the O-Town West Lifestyle Retail & Mixed-Use Development. His achievements are founded on 37 years of study and practice of art, architecture and history. His research, travel and professional experience has led John to four continents and 27 countries.



## PINNACLE HOUSING COMPANY

### AFFORDABLE HOUSING

Pinnacle will be in charge of the project's affordable and workforce housing component. Their goal is to develop housing opportunities to families, individuals and senior citizens from every income group. Pinnacle is recognized for investing in public art, through large scale murals, mosaics monumental sculptures and urban street art.





**Timothy P. Wheat**  
REGIONAL VP

Mr. Wheat's professional career spans 35 years and has almost entirely been dedicated to the development and preservation of quality affordable housing for both families and seniors. Mr. Wheat began his career as a housing planner in Palm Beach County government, moved to the non-profit sector and then into private for-profit development. Mr. Wheat has overseen the development, financing and management of thousands of rental housing units in Florida and throughout the United States.



**Felix Braverman, PE**  
VP OF CONSTRUCTION

With an extensive and diverse background in structural engineering, design, contract administration, land development and project management, Mr. Braverman brings to Pinnacle the hands-on, on-site construction experience necessary to direct the many ongoing and new projects throughout the State of Florida. Mr. Braverman operates Pinnacle's construction affiliate, PC Building, LLC. Mr. Braverman is a registered Professional Engineer in the State of Florida, a Licensed General Contractor in Florida and is a registered Special Inspector of Threshold Type Buildings.



**Jennifer Sanz**  
VP OF DEVELOPMENT PROGRAMS

Ms. Sanz serves as Vice President of Development Programs for Pinnacle, responsible for pursuing and implementing development opportunities as well as shaping funding strategies. Since joining Pinnacle in 2012, Ms. Sanz has sourced and secured funding for numerous developments and overseen the financing applications for countless more. Ms. Sanz previously served as the National Policy Director for National Community Renaissance (National CORE), overseeing both federal and state legislative issues.

## KIMLEY HORN

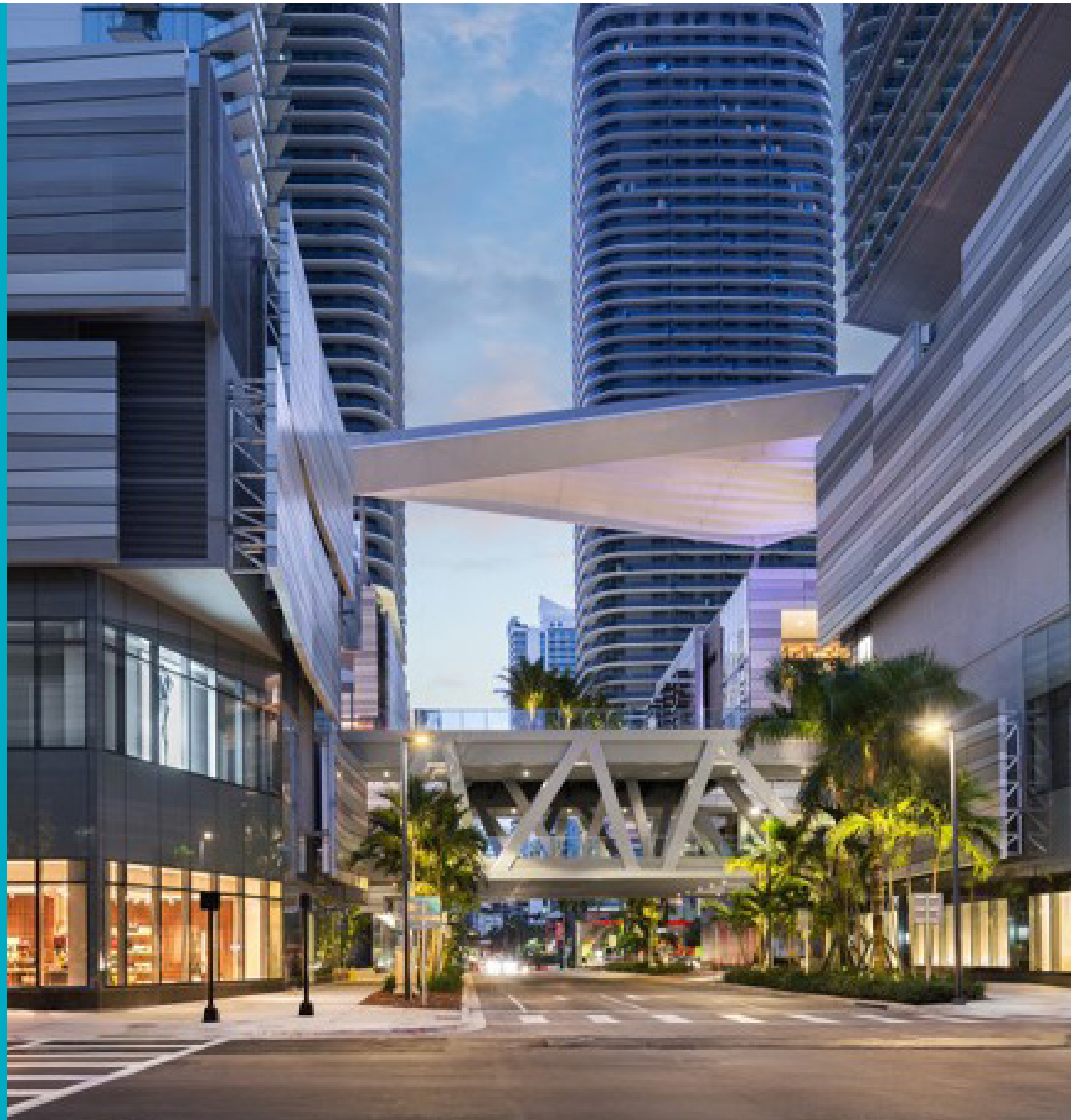
### CIVIL ENGINEER

The Kimley-Horn team has an exceptional and longstanding, working relationship with Unicorp National Developments, Inc. Over a period of six years, they have worked together on more than 25 projects in a variety of disciplines including commercial, office, multifamily, single family, and hospitality. Specific services have included planning, entitlement processes, civil site design, landscape architectural services, roadway design, traffic engineering, and transportation planning.

The company has significant experience coordinating with Unicorp as a trusted development partner and its other consultants. Kimley-Horn will be responsible for the significant amount of site infrastructure and design that will be required for this development including transportation and traffic analysis.

Kimley-Horn has been in the bay area for over 40 years. Kimley-Horn has served the City of St. Petersburg for over 10 years establishing deep understanding of the City's needs and goals.

Kimley-Horn staff is well integrated in the community, with most staff living within Pinellas County. Kimley-Horn staff sit on the St. Pete Chamber's Housing and Land Use Development Committee, Transportation Committee, and Sustainability Committee, in addition they are members of the Downtown Partnership.





St. Pete Innovation District Streetscape Master Plan



St. Pete Complete Streets Master Plan



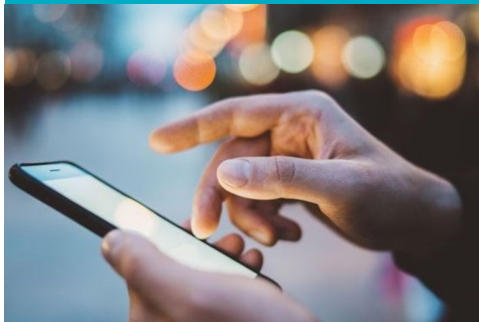
St. Pete Downtown Parking Plan



St. Pete Pier Approach

## Kimley-Horn's

Relevant experience includes the team's



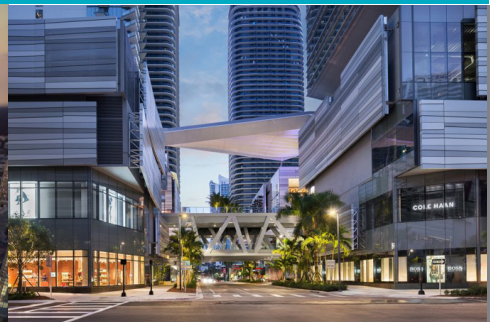
On-call engineering services for the City of St. Petersburg



SunRunner TOD Strategic Plan



Water Street Tampa, Tampa, FL



Brickell City Centre, Miami, FL





Expect More. Experience Better.



**Dawn Dodge, P.E, LEED AP**  
PROJECT MANAGER

Dawn Dodge, P.E., has over 15 years of experience at Kimley-Horn. She leads the St. Petersburg office which contains 30 staff members. Dawn is passionate about the City of St. Petersburg and was Kimley-Horn's project manager for the St. Pete Pier Approach. Over the four-year period, from concept to closeout, she built longstanding relationships with the City and has proved her dedication to designing and implementing city infrastructure to the City's Standards. Dawn has experience leading both small- and large-scale land development projects for both public and private projects.



**Jared Schneider, AICP, CNU-A**  
TRANSPORTATION ENGINEER

Jared Schneider, AICP, CNU-A, is a leader in Kimley-Horn's multimodal transportation practice with more than 15 years of professional experience. He has experience working throughout Florida developing and helping to implement multimodal transportation projects that are sensitive to mobility and land use needs. Jared's specific experience includes transportation projects with a wide range of skillsets including multimodal transportation master plans, conceptual design, public involvement, complete streets (area-wide and corridor specific), special area and district planning, level of service analysis, and congestion management plans.



**Jennifer Stickler, P.E.**  
CIVIL ENGINEER

Jennifer Stickler, P.E., has more than 15 years of civil engineering and project analysis experience. Her project experience has involved progress/review meetings, multimodal transportation evaluations, infrastructure evaluations, the preparation of a preliminary conceptual master plan, transportation analysis, implementation phasing, the development of transportation and infrastructure performance standards, the preparation of an airport service and passenger summary, and a quality control/quality assurance (QC/QA) review of documents. Jennifer has experience working on multi-tiered projects, ensuring that the development of certain areas proceeded in accordance with updated standards and consistency for future ventures. Her specific experience includes the preparation of a feasibility study which provided a preliminary analysis for long-range and sustainable alternatives to improve current roadways.



## LAND DESIGN

### LANDSCAPE ARCHITECTS

LandDesign is in charge of bringing the landscape and public space to life for Petersburg Park. Their team of talented landscape architects and designers will work alongside the Owner, the City of St. Petersburg and the Consultant team to provide a creative and coordinated vision for the project that considers community connections, aesthetics, budgets and constructability.





LandDesign  
CREATING PLACES  
THAT MATTER.



## Keith Bongirno

### DESIGN AND COORDINATION

Resort Designer, Place Maker, Environmental Artist. Keith has designed numerous luxury resorts in the US, Caribbean, Asia and the Middle East. His work ethic is matched only by his ardent passion for exceptional design to create places that are engaging, entertaining and aesthetically outstanding and is commended by his peers as an industry idea leader. Keith continuously advocates to align client needs with market and site demands to create compelling mastered plans.



## Brian Foster

### PRINCIPAL PROJECT MANAGEMENT

Brian is a Principal in LandDesign's Orlando office. With over 17 years of civil engineering experience in the land development field, Brian enjoys bringing together engineers and landscape architects to help guide clients through the entire development process. His expertise includes the design and construction of privately-funded retail, residential, hospitality and entertainment projects. Brian believes that it's easy to work hard when you love what you do, and the clients you serve.



## Chad Kovaleski

### PRINCIPAL IN CHARGE

Chad Kovaleski is the Managing Principal of LandDesign's San Francisco office responsible for the growth of LandDesign in the San Francisco market. He has nearly a decade of design and planning experience and primarily works on parks and recreation, large-scale mixed use resorts and hospitality developments, waterfront planning, multi-family and commercial developments. Chad leads his team of landscape architects and planners in the production of conceptual plans, project visioning, schematic design documentation, design development packages and the creation of vision books. As a design-focused landscape architect, Chad is passionate about simple graphic statements and a bold use of plant materials, paving and hardscaping.





## INCLUSIVITY LLC

### INCLUSIVITY AND COMMUNITY CONSIDERATION

Inclusivity will specialize in developing cultural competence rubrics to show how diversity, equity and inclusion create opportunities for innovation, drive revenue and enhance recruitment, retention and professional development of employees and suppliers of St. Petersburg as it relates to the Petersburg Park development.



**Erik C. Smith**  
MANAGING MEMBER

Erik C. Smith will serve as the Project Manager and as the primary interface) as the Authorized Representative. He is currently the Managing Member of Inclusivity, LLC an organizational development and marketing advisory firm with offices now based in Florida, specializing in Cultural Competence, Community Relations and Cross-cultural Marketing for both for-profit and nonprofit enterprises. Most recently Erik was the Cultural Competence and Inclusion Director at Valpak where he developed a cultural competency rubric to show how diversity, coupled with inclusion, creates opportunities for innovation, drives revenue and enhances recruitment, retention and professional development of employees and suppliers. Previously he was the Executive Director of The Jeff Johnson (known for BET's "The Mancave") Institute for Urban Development whose focus was to train young urban professionals for leadership. Concurrently, he served as the COO of Jeff's Nation, a consulting firm with offices in Maryland and Ohio whose specialty is media and message consulting. Moreover, he has consulted for numerous Fortune 100 advertising agencies, public relations firms and consumer product companies globally. He has over 25 years of experience as a corporate finance and marketing professional.



**Lashante Keys**  
COMMUNITY ENGAGEMENT LEAD

Develop and lead all community engagement efforts. LaShante A native Floridian, born and raised in St. Petersburg. LaShante holds a B.S. in Criminal Justice from Florida Agricultural and Mechanical University (FAMU), a B.A. in Communications, from the University of South Florida (USF) and a M.S. in Human Services with a concentration in Organizational Management and Leadership from Springfield College. He has developed and delivered hundreds of trainings throughout the United States centered on diversity, team building, organizational development and cultural competency. Clients have included corporations, non-profits, service organizations, government officials, municipalities and universities. LaShante is involved with numerous organizations such as Kappa Alpha Psi Fraternity, Inc. where he is currently the Guide Right Director for the Southern Province which covers Florida, Alabama and The Bahamas, University of South Florida (USF) African American Advisory Board and Hispanic Leadership Council to name a few.



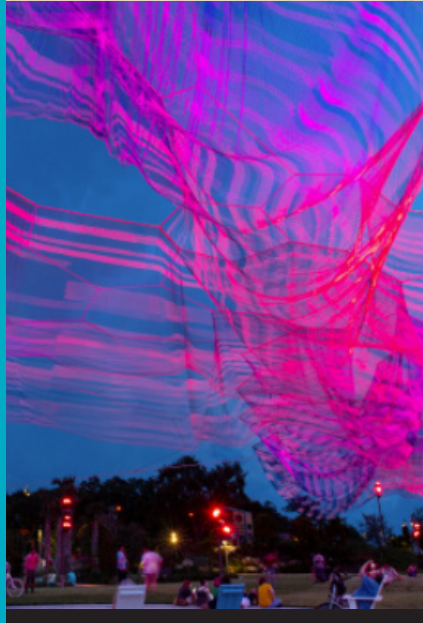


## B2 COMMUNICATIONS

### CIVIL ENGINEER COMMUNITY OUTREACH & MEDIA

B2 is highly experienced in working with municipalities and other contractors on major projects. Their focus for the Petersburg Park project will be getting input from all involved disciplines in making plans for public engagement, and keep all parties up to date on progress, changes in strategy, etc.

This approach has worked well for the agency in multiple engagements, such as the Vinoy referendum; the first phase of the Imagine Clearwater project; the first phase of the planned bus rapid transit project for I-275 from Pasco County to St. Petersburg; the Janet Echelman outdoor sculpture in St. Petersburg's Pier District, and our ongoing work on behalf of Place Projects, a Miami developer that plans to build a multi-use project on vacant land along 22nd Avenue S between 1st Avenue S and 6th Avenue S.





**Kyle Parks**  
PROJECT LEAD

Kyle Parks brings a combination of high-level journalism, corporate and agency experience to his role as Principal of B2 Communications. Parks has 19 years of experience in strategic communications and has worked at B2 Communications since 2010, when he founded the agency with Missy Hurley, APR. He will serve as the lead for Unicorp's public engagement project.

Kyle leads the agency's public engagement work, which has involved working to engage the public and the news media on such projects as the Regional Transit Feasibility Plan, the City of Tampa's streetcar project, a citywide referendum for an expansion of the Vinoy hotel in St. Petersburg, and the planning of the City of St. Petersburg's new Pier district, which includes a world-class outdoor sculpture by Janet Echelman.



**Missy Hurley**  
PROJECT SUPPORT

Missy Hurley, APR, has built a reputation for innovation and results by developing and executing communications programs that focus on achieving her clients' goals. Hurley has nearly 20 years of experience in strategic communications, and has worked at B2 Communications since 2010, when she founded the agency with Kyle Parks. She will serve as a support for Parks on the Unicorp public engagement project.

Accredited in public relations, Missy has experience in a wide variety of industries, and has garnered significant results for The Dawson Academy, GoZone WiFi, historic Ybor City, the Krewe of Sant' Yago Knight Parade, Sunstar Paramedics, SPCA Tampa Bay, St. Petersburg Free Clinic, and other clients. She has also worked closely with the City of St. Petersburg and the design teams for the new St. Petersburg Pier and the Pier Approach.





## COLLIERS INTERNATIONAL

### LOCAL RETAIL ADVERTISEMENT

Unicorp National Developments will partner with the Colliers team will be responsible for developing the asset enhancement strategy, devising and executing the marketing plan, lease negotiations and reporting. The programs they plan to use are focused in five major categories: Research Programs, Prospect Generation, Project Enhancement, Point of Sale and Feedback.

In collaboration with Unicorp National Developments, they will be executing Petersburg Park's retail and restaurant merchandising plan focusing uniquely on regional and local retailers.



**Lisa McCaffrey**

EXECUTIVE MANAGING DIRECTOR, RETAIL SERVICES

Lisa McCaffrey joined Colliers International Tampa Bay Florida in 1994. Lisa has been a leader in Landlord/Seller Representation for 26 years and is an expert on leasing, consulting and sales for existing retail properties and new development projects. She maintains an inventory of shopping centers in excess of 2-million square feet from boutique, neighborhood, community, and power centers. Lisa has been involved with leasing and sales at the 200 acre Cypress Creek Town Center development in Wesley Chapel since 2015. Lisa also represents Strategic Property Partners in the retail leasing of Water Street Tampa & Sparkman Wharf – a 54-acre, 9-million square feet urban mixed-use development in downtown Tampa. Lisa has an in-depth understanding of tenant mix analysis and target marketing, which enables her to identify prospects and generate results. Her expertise ranges from second generation space to new development projects. Lisa is a dealmaker, but thinks like a Landlord/Seller, which results in solid transactions for her clients. She strives to stay on top of market activity, shifts in market position and retailer entry and exit in the market. She understands the nuances of budget assumptions, financial analysis and reporting related to institutional property owners.



**Stephanie Addis**

DIRECTOR OF RETAIL SERVICES

Stephanie joined the Retail Team in Colliers International Tampa Bay Florida in October 2015. Stephanie specializes in Landlord and Seller Representation and is an expert in project leasing for neighborhood and community shopping centers throughout the west coast of Florida. Stephanie began her career in 1998 assisting with loan closings and 1031 exchanges, quickly learning about the retail development process from land acquisition to investment sales. She has 20 years of overall retail real estate experience, with a concentration in landlord leasing since 2005. In addition to excess property disposition, Stephanie has also done some tenant representation. She has operated under various ownership structures – from private equity to large REIT - which allows her to lease space with the needs of the landlord in mind. Stephanie employs market knowledge and analysis to identify opportunities for the highest and best use of available space, including remerchandising space to improve tenant mix and increase value. She applies an understanding of deal structure, market and retailer trends to her leasing efforts, as well as an understanding of retail lease language.



## STEARNS WEAVER MILLER

### POLITICAL ADVERTISEMENT AND RECOGNITION

Stearns Weaver Miller is a full-service law firm which specializes in land development, affordable housing, and real estate matters. Stearns Weaver Miller will be responsible for providing legal support in negotiating agreements and in navigating the permitting and regulatory agencies to make Petersburg Park a reality. Stearns Weaver Miller is integrated in the Tampa Bay community with attorneys residing in the City of St. Petersburg and involved with the St. Petersburg Chamber and the Downtown Partnership.





**Jacob T. Cremer**  
SHAREHOLDER

Jake counsels clients in their interactions with local, state, and federal governments on environmental, land use, and land development issues. He has been lead counsel on a variety of complex permitting and economic development matters. He excels in complicated matters requiring both environmental and land use permitting, including brownfield designations, urban redevelopment, and master-planned communities. Jake began his law practice in Tallahassee, where he gained experience dealing with the legislative and regulatory process of state government. As a Gubernatorial Fellow at the Department of Community Affairs, he participated in executive-branch policymaking and developed relationships with state environmental and growth management regulators. This experience allows Jake to advise clients whether permitting, litigation, or lobbying is the best approach for their needs.



**Jessica M. Icerman**  
ASSOCIATE

Jessica Icerman is an attorney in the Land Development, Zoning & Environmental group. Prior to joining the firm, Jessica served as an Assistant County Attorney in the Leon County Attorney's Office. In this role, she represented the county with a focus on land use, code enforcement and local government law. She also served as an advisor for several county departments and divisions, including Development Services Division, Environmental Services Division, Code and Permit Services, Planning Department, and County administration. She also was an associate in private practice and was a law clerk in the City of Tallahassee City Attorney's Office.



**Ronald I. Weaver**  
OF COUNSEL

Ronald Weaver has extensive experience in advising landowners, development companies and occasionally local governments in environmental, land use and property rights law and real estate acquisition and financing. He has conducted land use, environmental, zoning, Developments of Regional Impact (DRI), comprehensive plan, and concurrency due diligence for the acquisition and development of over \$6 billion worth of Florida property in 32 different counties and 62 cities, including a \$600 million due diligence of 12 properties for one acquisition/financing, and a dozen others over \$100 million throughout Florida. Ronald speaks regularly on land use issues and has written over 200 articles in national, local and regional publications, law journals and newsletters. He has been quoted in the Wall Street Journal on growth management, concurrency, property rights and takings cases. Ronald has published commentaries and articles in NAIOP's Development magazine and the Urban Land Institute's Urban Land magazine.





## RSM DESIGN

### DESIGN TEAM

RSM Design has collaborated with Unicorp National Developments and a number of architects, landscape designers, municipalities and multiple clients & entities successfully for the past 23 years. The studio uses a holistic, people-centered design approach to activate and bring places to life. Through wayfinding, environmental graphics, and branding, the RSM Design team will communicate the unique story and essence of a place that reflects and celebrates the soul and character of St. Petersburg for the Petersburg Park Project.



**Jeff Hertzler**  
DESIGN LEAD

Jeff is a Southern California native who has a passion for all facets of design and composition. As a Senior Associate and aspiring Design Director, he works through all stages of the creative process with a keen interest in quality materials, creative fabrication techniques, and specialty elements that engage users in new and relevant ways. He brings his expertise in psychology, wayfinding strategies, and brand development along with years of experience in graphic design to create user-focused solutions, innovative spaces, and stimulating experiences that inspire creativity, engagement, and connection. Jeff joined the RSM Design team in 2011 and has had the opportunity to work on over 150 projects across the U.S. and in 15 countries around the world.



**Suzanne Schwartz**  
PRINCIPAL IN CHARGE

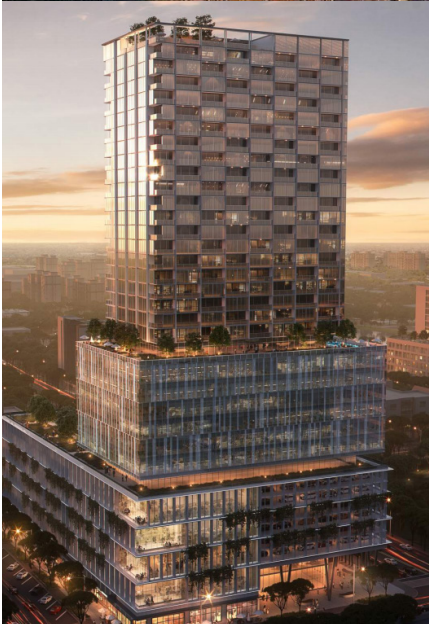
Founding principal Suzanne Redmond Schwartz directs, manages and inspires the RSM Design team with her infectious enthusiasm for connecting people to place. Suzanne distills the essence of a brand and realizes it in the built environment with clarity, purpose and imagination. Always keeping every element on brand, the larger story is seamlessly integrated into the appropriate architectural look and feel that is customized for every project. She brings valuable insights to make tangible the transformative power of design. Her world class experience has transformed projects from Saudi Arabia to Southern California, earning accolades and positioning RSM Design as a global leader in architectural graphic design. Suzanne has the keen ability to see and find the extraordinary in the ordinary by applying the principle that no design problem is too small or large to yield something magnificent, wherever the project may be.



**Xian Wong**  
DESIGNER

Xian graduated from Loyola Marymount University with a BA in Studio Arts with an emphasis in Graphic Design and a minor in Urban Studies. Prior to joining RSM Design in 2019, Xian worked at a full-service creative agency where she focused on branding, logos, print collateral, advertising and digital marketing within luxury real estate. Xian has a passion to understand, develop and communicate memorable brand experiences through problem-solving and innovation. She is dedicated to all aspects of branding, from project visioning and strategy to designing collateral and placemaking elements.





## FELDMAN EQUITIES, LLC

### OFFICE DEVELOPER

As the largest office landlord in St. Petersburg, Feldman will help lead the joint venture's office development, marketing, and leasing strategy. Feldman will also use its decade-plus track record of investing in St. Petersburg to help guide the venture on important local issues.



**Larry Feldman**  
CEO

Mr. Feldman has been the president and CEO of Feldman Equities since 1990. From 1997 until 1999, he was the founder of, and served as the Chairman of the Board and Chief Executive Officer of Tower Realty Trust, a publicly traded REIT (NYSE: "TOW"). From 2004 to 2009, Mr. Feldman served as Chairman of Feldman Mall Properties, Inc. a publicly traded REIT (NYSE: "FMP"). He is also the founder and former Chairman of the Midtown West Association of New York City. Mr. Feldman was formerly a member of the Board of East Woods School in Oyster Bay NY. He graduated from Windham College with a Bachelor of Science degree in Economics. Mr. Feldman has lectured at the graduate schools of N.Y.U. and Columbia University on commercial real estate development.

Mr. Feldman has been directly responsible for the management, development or acquisition of over 11 million square feet of real estate with an aggregate value of over \$3 billion dollars during a career spanning over 30 years in the commercial real estate business. Mr. Feldman's primary focus over his career has been on the acquisition and redevelopment of turnaround real estate.



**Baharea Larsen**  
VP LEASING

Baharea Larsen is Executive Vice President of Leasing and Marketing for Feldman Equities. Specializing in repositioning and leasing office properties, Baharea has 14 years of experience in the Tampa Bay market and is currently oversees over 2 million square feet.

Prior to her role at Feldman Equities Baharea was a Vice President of leasing at Redstone Development where she focused on identifying build-to-suit opportunities and agency leasing. Before Redstone she was a Senior Associate with Cushman and Wakefield where she received the 2012 Cushman and Wakefield's deal of the year and 2012 NAIOP's office deal of the year. Throughout her career Baharea has been involved with professional organizations such as NAIOP, Leadership Tampa Bay, Gateway Chamber of Commerce, and FGCAR. She earned a B.S. degree with a double major in Real Estate and Marketing from Florida State University.







**Mack Feldman**

VP ASSET MANAGEMENT

Mack is Vice President of Asset Management overseeing Feldman Equities' office portfolio, including leasing, property management, and construction. He directly oversees over 2,000,000 square feet of Tampa Bay office space.

Mack is a board member of the St. Petersburg Downtown Partnership and YIMBY St. Pete. He was selected by the Tampa Bay Business Observer as part of its "40 Under 40" class of 2018.

Before joining Feldman Equities, Mack served as a Policy Researcher for the presidential campaign of Governor Jeb Bush. He graduated from New York University as a Hirsh Scholar and Dean's Scholar with a Master's of Real Estate and Georgetown University with a Bachelor's in Government.



**Santiago Bartolome**

VP DEVELOPMENT

Santiago is originally from Barcelona, Spain. Santiago is responsible for overseeing and coordinating all phases of design for Feldman Equities from its inception during the initial design phase to its completion. Santiago earned a technical degree in Electrical Engineering in Spain and a Bachelor of Science degree in Mechanical Engineering from the University of South Florida in Tampa.

Santiago worked in multiple high-rise residential developments as Structural Engineer prior to joining Feldman Equities and brings over 20 years of experience in construction. Santiago's true passion is design and together with Larry Feldman have helped to re-invent the office building in Tampa Bay. Santiago joined Feldman Equities in 2010 and has been responsible for designing and redeveloping over 2 million square feet of class A office buildings.



## IMERZA

### VISUALIZATION CONSULTANT

IMERZA will be the visualization consultant and be creating an interactive, real-time 3D model of the proposed development. IMERZA's interactive models can be used to coordinate design information with consultant teams. Crystal clear visual communication means everyone sees the same project. Imerza allows development teams to control the vision when designing, convey the vision when selling, and better execute the vision when building.







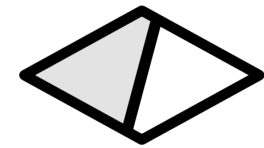
**GARY HOYT**  
CEO

As the founding Principal of Hoyt Architects, Gary has more than 25 years experience in the design field and as an entrepreneur. Prior to forming his own firm, Gary worked as a design Architect for the internationally recognized firm of Safdie Architects where he was a design architect involved in several notable projects such as Cambridge Center and The National Gallery of Canada. Gary co-founded Design Options, one of the first 3rd party plugins for AutoCAD. Gary successfully exited Design Options, founded Hoyt Architects, a leading Florida architecture & planning firm, and has since served as its president. Gary and Dorian Vee partnered in 2015 to create IMERZA.



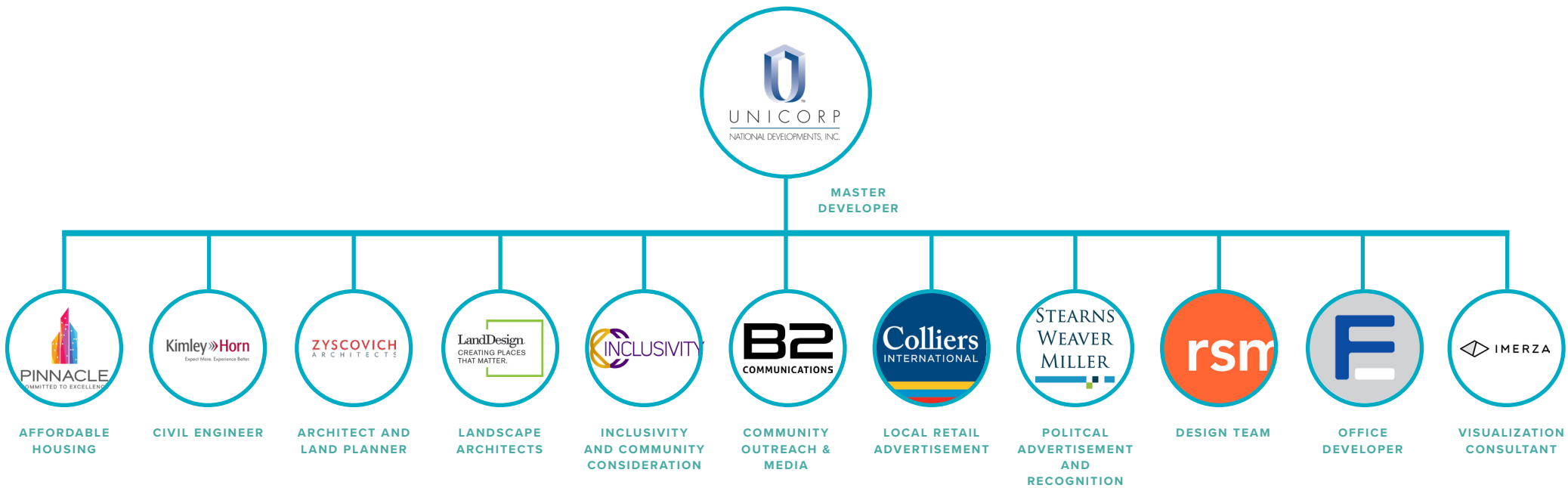
**DORIAN VEE**  
CTO

Dorian's began his career with a background in VFX & CGI. A born entrepreneur, he started his first business at the age of 17 and successfully sold it to a national competitor. From there he went on to become Creative Director of the Village Voice in New York City. While in New York he earned his Masters of Architecture and began developing technology to visualize design. His work has been used on internationally renowned projects from Santiago Calatrava, SHoP, Snøhetta and more. Dorian was one of the early developers at the 3D platform, Floored, which was recently acquired by CBRE. After leaving NYC, Dorian and Gary Hoyt partnered to create IMERZA.



**IMERZA**

# PETERSBURG PARK PROPOSED DEVELOPMENT TEAM





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# B

REFERENCE PROJECTS, EXPERIENCE,  
AND MINIMUM QUALIFICATIONS

## WEST BROAD VILLAGE - GLEN ALLEN, VA

- **TOTAL DEVELOPMENT COST: \$1B+**
- **YEAR STARTED/COMPLETED: 2008-2012**
- **PROJECT DESCRIPTION: MIXED USE. OVER 115 ACRES WITH A CENTRAL PARK. SINGLE AND MULTI-FAMILY RESIDENTIAL, TOWNHOMES, 500K+ SF OF RETAIL, COLLEGE UNIVERSITY, HOTEL, GROCERY (WHOLE FOODS), DAYCARE, RESTAURANTS, FITNESS/HEALTH CLUB, AND MANY OTHER ANCILLARY USES.**
- **NOTEWORTHINESS: WBV WAS AWARDED THE #1 MIXED USE COMMUNITY BY THE NATIONAL ASSOCIATION OF HOME BUILDERS IN 2011 THIS MASSIVE DEVELOPMENT WAS A COLLABORATIVE EFFORT BETWEEN UNICORP AND HENRICO COUNTY AND INCLUDES ALL ELEMENTS OF THIS PROPOSAL.**





## BALDWIN PARK - ORLANDO, FL

- TOTAL DEVELOPMENT COST: \$100M+
- YEARS STARTED/COMPLETED: 2003-2007
- PROJECT DESCRIPTION: MIXED USE. MULTI-FAMILY RESIDENTIAL, OFFICE, 200K+ SF RETAIL, OFFICE, GROCERY (PUBLIX), RESTAURANTS
- NOTEWORTHINESS: BALDWIN PARK REMAINS ONE OF THE TOP COMMUNITIES IN CENTRAL FLORIDA TODAY WITH A CENTRAL PARK FOR THE COMMUNITY. IT WAS ALSO PREVIOUSLY A NAVAL TRAINING CENTER THAT WAS REDEVELOPED BY UNICORP.



## WATER TOWER PLACE - CELEBRATION, FL

- TOTAL DEVELOPMENT COST: \$50M+
- YEARS STARTED/COMPLETED: 2000-2003
- PROJECT DESCRIPTION: MIXED USE. 200K+ SF RETAIL, GROCERY (PUBLIX), RESTAURANTS
- NOTEWORTHINESS: WALT DISNEY WORLD SOUGHT OUT UNICORP NATIONAL DEVELOPMENTS TO DEVELOP ITS FIRST MIXED USE GROCERY-ANCHORED DEVELOPMENT ON PROPERTY AND IT REMAINS A TOP COMMUNITY IN CENTRAL FLORIDA TODAY.





## ALTAMONTE TOWN CENTER - ALTAMONTE, FL

- TOTAL DEVELOPMENT COST: \$300M+
- YEARS STARTED/COMPLETED: 2003-2007
- PROJECT DESCRIPTION: MIXED USE. MULTI-FAMILY RESIDENTIAL, CONDOS, OFFICE, 200K+ SF RETAIL, RESTAURANTS
- NOTEWORTHINESS: ALTAMONTE TOWN CENTER WAS A REDEVELOPMENT OF AN OLD INDUSTRIAL OFFICE PARK AND WAS TRANSFORMED INTO ALTAMONTE SPRINGS FIRST AND ONLY TOWN CENTER. THIS PROJECT WAS A COLLABORATIVE EFFORT WITH THE CITY OF ALTAMONTE SPRINGS AND UNICORP.





## GRIFFIN FARM - LAKE MARY, FL

- TOTAL DEVELOPMENT COST: \$250M+
- YEARS STARTED/COMPLETED: 2012-2018
- PROJECT DESCRIPTION: MIXED USE. SINGLE AND MULTI-FAMILY RESIDENTIAL, GROCERY (WINN DIXIE), HEALTH CLUB, 100K+ SF RETAIL, RESTAURANTS
- NOTEWORTHINESS: THE ACQUIRED LAND WHICH LATER BECAME GRIFFIN FARM, STARTED OUT AS AN ACTUAL FARM AND WAS TRANSFORMED INTO LAKE MARY'S PREMIER MIXED-USE DEVELOPMENT.





## DELLAGIO TOWN CENTER - ORLANDO, FL

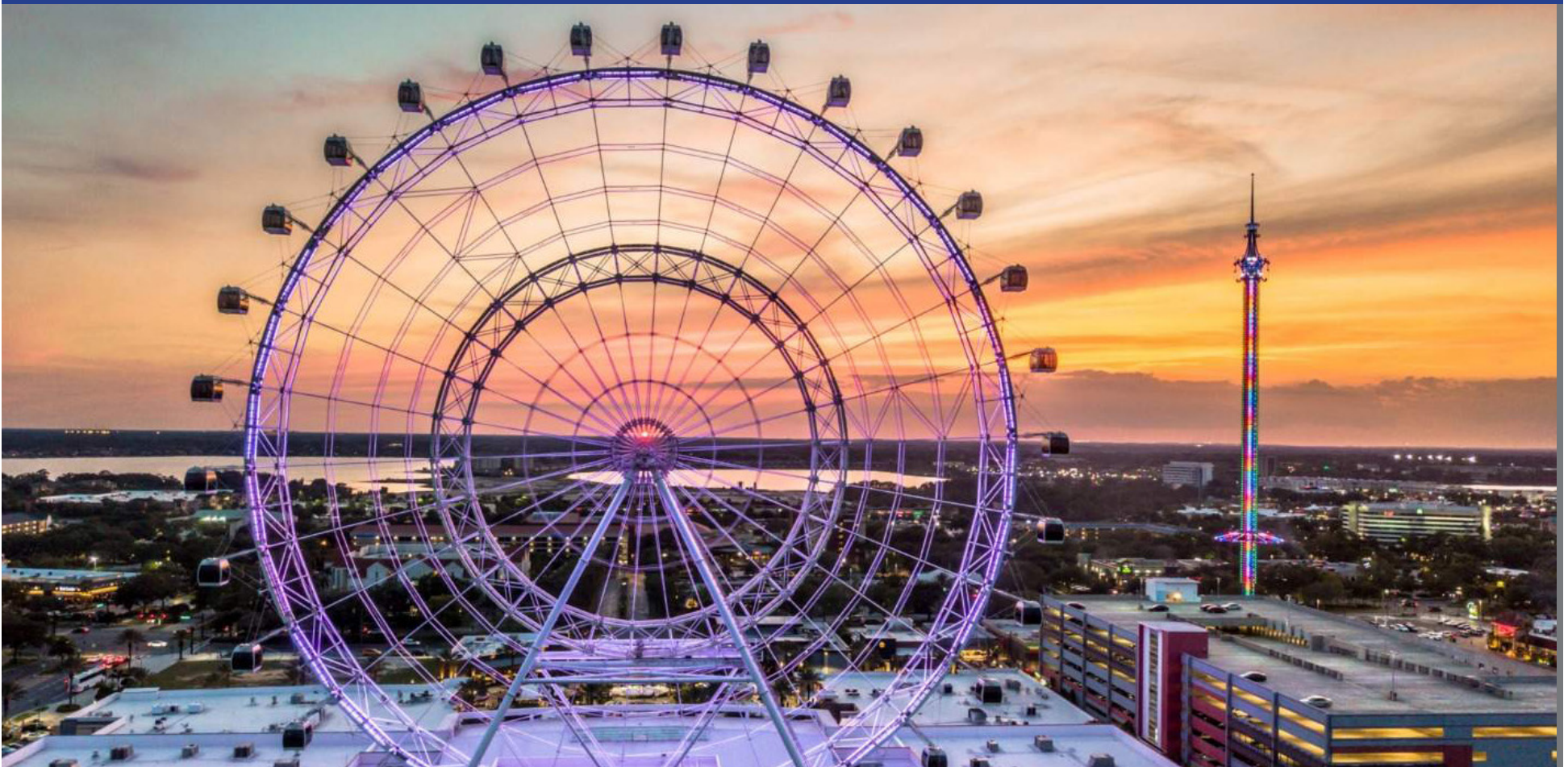
- TOTAL DEVELOPMENT COST: \$100M+
- YEARS STARTED/COMPLETED: 2004-2008
- PROJECT DESCRIPTION: MIXED USE. 150,000 SF OF RETAIL, OFFICE, FITNESS, SINGLE FAMILY RESIDENTIAL, RESTAURANTS.
- NOTEWORTHINESS: DELLAGIO TOWN CENTER WAS A COLLABORATIVE EFFORT WITH THE LOCAL COMMUNITY AND ORANGE COUNTY FLORIDA GOVERNMENT, TRANSFORMING AN ORANGE FIELD INTO A PREMIER MIXED USE DEVELOPMENT.





## ICON PARK - ORLANDO, FL

- TOTAL DEVELOPMENT COST: \$400M+
- YEARS STARTED/COMPLETED: 2012-2016
- PROJECT DESCRIPTION: MIXED USE. ENTERTAINMENT DEVELOPMENT CONSISTING OF LARGEST OBSERVATION WHEEL ON THE EAST COAST OF THE UNITED STATES.
- NOTEWORTHINESS: ICON PARK REPLACED A BLIGHTED MALL KNOWN AS MERCADO AND HAS BECOME THE MOST ICONIC LANDMARK IN CENTRAL FLORIDA.





## O-TOWN WEST - ORANGE COUNTY, FL

- TOTAL DEVELOPMENT COST: \$1B+
- YEARS STARTED/COMPLETED: 2020-2022
- PROJECT DESCRIPTION: MIXED USE. OVER 350 ACRES WITH 250K+ SF RETAIL, SINGLE AND MULTI-FAMILY RESIDENTIAL, HOTEL, GROCERY (PUBLIX), RESTAURANTS, 300K SF OFFICE, MIDDLE AND HIGH SCHOOL, DAYCARE
- NOTEWORTHINESS: THIS ONGOING DEVELOPMENT IS THE LARGEST IN ORANGE COUNTY FLORIDA AND WILL HAVE THE FIRST WHITE CASTLE IN THE STATE OF FLORIDA AND WILL BE THE LARGEST IN THE NATION.





## FASHION SQUARE - ORLANDO, FL

- TOTAL DEVELOPMENT COST: \$1B+
- YEARS STARTED/COMPLETED: FUTURE DEVELOPMENT – ESTIMATED START/COMPLETION: 2021-2024
- PROJECT DESCRIPTION: MIXED USE. 47-ACRE REDEVELOPMENT OF A MALL CONSISTING OF 300K+ SF RETAIL, GROCERY (TBN), MULTI-FAMILY (APARTMENTS OF ALL CLASSES INCLUDING MICRO-UNITS), DAYCARE, OFFICE, HOTEL, THEATRE, HEALTH/FITNESS, ENTERTAINMENT, RESTAURANTS, AND COMMUNITY GATHERING CENTERS AND PARKS.





## CELEBRATION POINTE - CELEBRATION, FL

- TOTAL DEVELOPMENT COST: 70 MILLION
- YEARS STARTED/COMPLETED: COMMENCING FEB 2021 COMPLETION APRIL 2022
- PROJECT DESCRIPTION: DISNEY LIFESTYLE MIXED-USE. GROCERY-ANCHORED MIXED-USE DEVELOPMENT WITH 127,277+ SF OF RETAIL AND RESTAURANT SPACE. CURRENTLY THIS PROJECT HAS 6,700 HOMES AND PLANS TO ADD 1,300 NEW HOMES SOUTH OF THE SITE IN THE NEAR FUTURE.
- NOTEWORTHINESS: DISNEY IS EXTREMELY SELECTIVE WITH DEVELOPERS ON THEIR PROPERTIES AND THIS WILL BE OUR THIRD PROJECT WITH THE WALT DISNEY WORLD COMPANY.





# FINANCIAL INFORMATION





## FINANCIAL INFORMATION

Unicorp has developed the following financial statements to reflect their intent with building Petersburg Park. The ProForma was created for both development options and shows the sources and uses of capital with Unicorp as the master developer. The sources of capital come from either Unicorp National Developments or the individual developers assigned to the specific parcels and/or blocks. Unicorp is committed to creating the best possible development, therefore bringing in other development firms who are experts in their field will ensure the highest quality of Mixed Use development. In the Uses category, Unicorp is showing the expected expenses related to being the Master Developer. In order to make this a seamless project with numerous park spaces and cultural stops, there will be a significant capital investment needed into non-revenue generating spaces. Given the uncertainty of the Tampa Bay Rays future to remain in this location, we have decided not to include any capital towards building a new stadium. As shown in the Pro Forma, Unicorp understands that as the master developer, Unicorp would be responsible for putting forth a 35% equity investment into the project. A 35% equity commitment will show Unicorp's intention of being personally invested into the success of this project.

As can be seen with the 20-year tax revenue cash flow, The City of St Petersburg will be realizing a large gain in property tax revenue. Unicorp would like to use this expected increase in the form of Tax Incremental Financing (TIF). The total financing request would be for \$100M and would be directly applied to the creation of non-revenue generating spaces, parks, Infrastructure, and Arts would all see a significant investment through the use of Tax Incremental Financing. These areas are the heart and soul of the project, and public funding will allow Unicorp to ensure these vital pieces are built to execute the vision. Through the use of the TIF, Unicorp National Developments will ensure that this investment will enhance the beauty and culture of St. Petersburg.



# PROFORMA

## WITH STADIUM

This chart shows the sources and the uses of capital through the development of Petersburg Park.

Petersburg Park - Replacement Field PROFORMA			
Petersburg Park - Replacement Field		St. Petersburg, Fl.	1/11/21
Project Name		Project Location	
Sources:	Acres or Units	Per Unit	Sources
Tax Increment Financing			\$ 100,000,000
Block A- Workforce Housing	398	\$ 20,000	\$ 7,960,000
Block B- Workforce Housing	368	\$ 20,000	\$ 7,360,000
Block C- Market Housing	400	\$ 25,000	\$ 10,000,000
Block D- Market Housing	267	\$ 25,000	\$ 6,675,000
Block D- College Building Pads	163,355	\$ 10	\$ 1,633,550
Block E- Affordable Housing	175	\$ 25,000	\$ 4,375,000
Block E- College Building Pad	124,370	\$ 10	\$ 1,243,700
Block F- Luxury Housing	299	\$ 25,000	\$ 7,475,000
Block G- Flex Space & Retail	64,640	\$ 30	\$ 1,939,200
Block H- Affordable Housing	251	\$ 25,000	\$ 6,275,000
Block H- Retail & Flex Space	127,059	\$ 30	\$ 3,811,770
Block I- Affordable Housing	314	\$ 25,000	\$ 7,850,000
Block I- Retail	46,160	\$ 30	\$ 1,384,800
Block J-Hotel Component & Conference	241	\$ 25,000	\$ 6,025,000
Block J-Workforce Housing	223	\$ 20,000	\$ 4,460,000
Block J-Retail	60,784	\$ 30	\$ 1,823,520
Block K- Affordable Housing	177	\$ 20,000	\$ 3,540,000
Block K- Retail	12,223	\$ 50	\$ 611,150
Block L- Affordable Housing	52	\$ 25,000	\$ 1,300,000
Block M-Grocery & Retail	55,478	\$ 50	\$ 2,773,900
Block M - Office Space	155,544	\$ 10	\$ 1,555,440.00
Ballfield Sale--Includes use of parking	11 acres	\$ 1,500,000	\$ 16,500,000
Total Land Income:			\$ 206,572,030

USES:			
Land -Per Acre (City of St. Petersburg)	80.3	\$ 300,000	\$ 41,090,000
Demolition		\$ 6,000,000	\$ 6,000,000
Infrastructure (New Road System)		\$ 11,000,000	\$ 11,000,000
Extend Utilities		\$ 6,750,000	\$ 6,750,000
Public Art		\$ 3,000,000	\$ 3,000,000
Parking for new stadium	3,000	\$ 17,500	\$ 52,500,000
Drainage System & Sitework- (All Pads)	80.3	\$ 250,000	\$ 20,075,000
Landscape	80.3	\$ 35,000	\$ 2,810,500
Hardscape-Inc. Roller Rink, Boardwalk, Park	80.3	\$ 75,000	\$ 6,022,500
Extraordinary Fill		2,000,000	2,000,000
Total Construction Costs:			\$ 151,248,000
Uses: SOFT COSTS			
Appraisal Fee		\$ 30,000	\$ 30,000
Lender Legal Fees		100,000	\$ 100,000
Buyer Legal Fees		100,000	\$ 100,000
Construction Loan Points		450,000	\$ 450,000
Closing Costs		1,000,000	\$ 1,000,000
Construction Interim Finance & Taxes	2.5 Years realized	10,000,000	\$ 10,000,000
Developer Fee	5%	7,000,000	\$ 7,000,000
Accounting & Legal		500,000	\$ 500,000
Master Project Architecture		1,100,000	\$ 1,100,000
Engineering		750,000	\$ 750,000
Project Management	2%	2,720,000	\$ 2,720,000
Survey & Soils Test		65,000	\$ 65,000
Permit Fees & Impact Fees	Assumed Waived	-	-
Project Wayfinding & Signage		850,000	\$ 850,000
Total Project Uses:		\$ -	\$ 187,710,161
DEVELOPER INVESTMENT REQUIREMENT NET OF 100m TIF:		35%	\$ 30,698,556
NET OF SOURCES & USES:		YEARS	\$ - \$ 18,861,869
RETURN ON INVESTMENT		8	\$ - 7.68%



# 20 YEAR TAX REVENUE CASH FLOW

## WITH STADIUM

This chart shows the expected increase in tax revenue for the city through the development of Petersburg Park.

20 Year Tax Revenue Cash Flow	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Current Development	\$ 2,321,228	\$ 2,321,228	\$ 2,356,046	\$ 2,391,387							
Block A- Workforce Housing					\$ 1,498,103	\$ 1,520,574	\$ 1,543,383	\$ 1,566,533	\$ 1,590,031	\$ 1,613,882	\$ 1,638,090
Block B- Workforce Housing					\$ 1,385,180	\$ 1,405,958	\$ 1,427,047	\$ 1,448,453	\$ 1,470,180	\$ 1,492,233	\$ 1,514,616
Block C- Market Housing					\$ 1,539,850	\$ 1,562,947	\$ 1,586,392	\$ 1,610,187	\$ 1,634,340	\$ 1,658,855	\$ 1,683,738
Block D- Market Housing					\$ 1,027,850	\$ 1,043,267	\$ 1,058,916	\$ 1,074,800	\$ 1,090,922	\$ 1,107,286	\$ 1,123,895
Block E- Affordable Housing					\$ 628,772	\$ 638,203	\$ 647,777	\$ 657,493	\$ 667,356	\$ 677,366	\$ 687,526
Block F- Luxury Housing					\$ 1,355,666	\$ 1,376,001	\$ 1,396,641	\$ 1,417,591	\$ 1,438,855	\$ 1,460,438	\$ 1,482,344
Block F- Luxury Housing									\$ 291,134	\$ 295,501	\$ 299,934
Block H- Affordable Housing									\$ 901,839	\$ 915,366	\$ 929,097
Block H- Retail & Flex Space									\$ 652,173	\$ 661,955	\$ 671,884
Block I- Affordable Housing							\$ 901,839	\$ 915,366	\$ 929,097	\$ 943,033	\$ 957,179
Block I- Retail									\$ 236,932	\$ 240,485	\$ 244,093
Block J-Hotel Component & Conference									\$ 824,675	\$ 837,045	\$ 849,601
Block J-Workforce Housing									\$ 749,051	\$ 760,287	\$ 771,691
Block J-Retail									\$ 166,335	\$ 168,830	\$ 171,362
Block K- Affordable Housing							\$ 635,958	\$ 645,497	\$ 655,180	\$ 665,007	\$ 674,983
Block K- Retail							\$ 62,739	\$ 63,680	\$ 64,635	\$ 65,604	\$ 66,588
Block L- Affordable Housing							\$ 186,835	\$ 189,638	\$ 192,482	\$ 195,369	\$ 198,300
Block M-Grocery & Retail					\$ 332,659	\$ 337,649	\$ 342,713	\$ 347,854	\$ 353,072	\$ 358,368	\$ 363,744
Ballfield Sale/Landlease					\$ 376,408	\$ 382,054	\$ 387,785	\$ 393,601	\$ 399,505	\$ 405,498	\$ 411,580
<b>Total Tax Revenue</b>	\$ 2,321,228	\$ 2,321,228	\$ 2,356,046	\$ 2,391,387	\$ 8,144,487	\$ 8,266,654	\$ 10,178,024	\$ 10,330,695	\$ 14,307,793	\$ 14,522,410	\$ 14,740,246
Less:Current BASE YEAR	\$ (2,321,228)	\$ (2,321,228)	\$ (2,356,046)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)
<b>Annual New Revenue Generated</b>	\$ -	\$ -	\$ -	\$ -	\$ 5,753,100	\$ 5,875,267	\$ 7,786,637	\$ 7,939,307	\$ 11,916,406	\$ 12,131,022	\$ 12,348,859

20 Year Tax Revenue Cash Flow	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Cumulative
Current Development	\$ -	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 7,068,662
Block A- Workforce Housing	\$ 1,662,662	\$ 1,687,601	\$ 1,712,915	\$ 1,738,609	\$ 1,764,688	\$ 1,791,159	\$ 1,818,026	\$ 1,845,296	\$ 1,872,976	\$ 1,901,071	\$ 28,765,600
Block B- Workforce Housing	\$ 1,537,335	\$ 1,560,395	\$ 1,583,801	\$ 1,607,558	\$ 1,631,672	\$ 1,656,147	\$ 1,680,989	\$ 1,706,204	\$ 1,731,797	\$ 1,757,774	\$ 26,597,338
Block C- Market Housing	\$ 1,708,994	\$ 1,734,629	\$ 1,760,649	\$ 1,787,058	\$ 1,813,864	\$ 1,841,072	\$ 1,868,688	\$ 1,896,719	\$ 1,925,169	\$ 1,954,047	\$ 29,567,199
Block D- Market Housing	\$ 1,140,754	\$ 1,157,865	\$ 1,175,233	\$ 1,192,861	\$ 1,210,754	\$ 1,228,916	\$ 1,247,349	\$ 1,266,060	\$ 1,285,051	\$ 1,304,326	\$ 19,736,106
Block E- Affordable Housing	\$ 697,839	\$ 708,307	\$ 718,932	\$ 729,715	\$ 740,661	\$ 751,771	\$ 763,048	\$ 774,493	\$ 786,111	\$ 797,902	\$ 12,073,273
Block F- Luxury Housing	\$ 1,504,580	\$ 1,527,148	\$ 1,550,055	\$ 1,573,306	\$ 1,596,906	\$ 1,620,859	\$ 1,645,172	\$ 1,669,850	\$ 1,694,898	\$ 1,720,321	\$ 26,030,634
Block F- Luxury Housing	\$ 304,433	\$ 308,999	\$ 313,634	\$ 318,339	\$ 323,114	\$ 327,961	\$ 332,880	\$ 337,873	\$ 342,941	\$ 348,085	\$ 4,144,828
Block H- Affordable Housing	\$ 943,033	\$ 957,179	\$ 971,536	\$ 986,109	\$ 1,000,901	\$ 1,015,914	\$ 1,031,153	\$ 1,046,620	\$ 1,062,320	\$ 1,078,255	\$ 12,839,322
Block H- Retail & Flex Space	\$ 681,963	\$ 692,192	\$ 702,575	\$ 713,114	\$ 723,810	\$ 734,667	\$ 745,687	\$ 756,873	\$ 768,226	\$ 779,749	\$ 9,284,869
Block I- Affordable Housing	\$ 971,536	\$ 986,109	\$ 1,000,901	\$ 1,015,914	\$ 1,031,153	\$ 1,046,620	\$ 1,062,320	\$ 1,078,255	\$ 1,094,428	\$ 1,110,845	\$ 15,044,595
Block I- Retail	\$ 247,754	\$ 251,470	\$ 255,243	\$ 259,071	\$ 262,957	\$ 266,902	\$ 270,905	\$ 274,969	\$ 279,093	\$ 283,280	\$ 3,373,154
Block J-Hotel Component & Conference	\$ 862,345	\$ 875,280	\$ 888,409	\$ 901,735	\$ 915,261	\$ 928,990	\$ 942,925	\$ 957,069	\$ 971,425	\$ 985,996	\$ 11,740,758
Block J-Workforce Housing	\$ 783,267	\$ 795,016	\$ 806,941	\$ 819,045	\$ 831,331	\$ 843,801	\$ 856,458	\$ 869,305	\$ 882,344	\$ 895,579	\$ 10,664,115
Block J-Retail	\$ 173,932	\$ 176,541	\$ 179,190	\$ 181,877	\$ 184,606	\$ 187,375	\$ 190,185	\$ 193,038	\$ 195,934	\$ 198,873	\$ 2,368,077
Block K- Affordable Housing	\$ 685,107	\$ 695,384	\$ 705,815	\$ 716,402	\$ 727,148	\$ 738,055	\$ 749,126	\$ 760,363	\$ 771,768	\$ 783,345	\$ 10,609,137
Block K- Retail	\$ 67,577	\$ 68,601	\$ 69,630	\$ 70,675	\$ 71,735	\$ 72,811	\$ 73,903	\$ 75,011	\$ 76,137	\$ 77,279	\$ 1,046,614
Block L- Affordable Housing	\$ 201,274	\$ 204,294	\$ 207,358	\$ 210,468	\$ 213,625	\$ 216,830	\$ 220,082	\$ 223,383	\$ 226,734	\$ 230,135	\$ 3,116,809
Block M-Grocery & Retail	\$ 369,200	\$ 374,738	\$ 380,359	\$ 386,064	\$ 391,855	\$ 397,733	\$ 403,699	\$ 409,754	\$ 415,901	\$ 422,139	\$ 6,387,501
Ballfield Sale/Landlease	\$ 417,754	\$ 424,020	\$ 430,381	\$ 436,836	\$ 443,389	\$ 450,040	\$ 456,790	\$ 463,642	\$ 470,597	\$ 477,656	\$ 7,227,538
<b>Total Tax Revenue</b>	\$ 14,961,349	\$ 15,185,770	\$ 15,413,556	\$ 15,644,760	\$ 15,879,431	\$ 16,117,622	\$ 16,359,387	\$ 16,604,778	\$ 16,853,849	\$ 17,106,657	\$ 247,686,128
Less:Current BASE YEAR	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ -
<b>Annual New Revenue Generated</b>	\$ 12,569,962	\$ 12,794,383	\$ 13,022,169	\$ 13,253,372	\$ 13,488,044	\$ 13,726,235	\$ 13,968,000	\$ 14,213,390	\$ 14,462,462	\$ 14,715,270	\$ 199,963,886

<b>NPV @ 4%</b>	\$ 117,041,101
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# PROFORMA

## WITHOUT STADIUM

This chart shows the sources and uses of capital through the development of Petersburg Park.

Petersburg Park - Replacement Field PROFORMA			
Petersburg Park - Replacement Field		St. Petersburg, Fl	1/11/21
Project Name		Project Location	
Sources:	Acres or Units	Per Unit	Sources
Tax Increment Financing			\$ 100,000,000
Block A- Workforce Housing	398	\$ 20,000	\$ 7,960,000
Block B- Workforce Housing	368	\$ 20,000	\$ 7,360,000
Block C- Market Housing	400	\$ 25,000	\$ 10,000,000
Block D- Market Housing	267	\$ 25,000	\$ 6,675,000
Block D- College Building Pads	163,355	\$ 10	\$ 1,633,550
Block E- Affordable Housing	175	\$ 25,000	\$ 4,375,000
Block E- College Building Pad	124,370	\$ 10	\$ 1,243,700
Block F- Luxury Housing	299	\$ 25,000	\$ 7,475,000
Block G- Flex Space & Retail	64,640	\$ 30	\$ 1,939,200
Block H- Affordable Housing	251	\$ 25,000	\$ 6,275,000
Block H- Retail & Flex Space	127,059	\$ 30	\$ 3,811,770
Block I- Affordable Housing	314	\$ 25,000	\$ 7,850,000
Block I- Retail	46,160	\$ 30	\$ 1,384,800
Block J-Hotel Component & Conference	241	\$ 25,000	\$ 6,025,000
Block J-Workforce Housing	199	\$ 20,000	\$ 3,980,000
Block J-Retail	60,784	\$ 30	\$ 1,823,520
Block K- Affordable Housing	238	\$ 20,000	\$ 4,760,000
Block K- Retail	12,223	\$ 50	\$ 611,150
Block L- Affordable Housing	52	\$ 25,000	\$ 1,300,000
Block M-Grocery & Retail	55,478	\$ 50	\$ 2,773,900
Block M - Office Space	155,544	\$ 10	\$ 1,555,440.00
Block N - Affordable Housing	321	\$ 25,000	\$ 8,025,000
Block O - Affordable Housing	194	\$ 25,000	\$ 4,850,000.00
Total Land Income:			\$ 203,687,030

USES:			
Land -Per Acre (City of St. Petersburg)	80.3	\$ 300,000	\$ 41,090,000
Demolition		\$ 6,000,000	\$ 6,000,000
Infrastructure (New Road System)		\$ 11,000,000	\$ 11,000,000
Extend Utilities		\$ 6,750,000	\$ 6,750,000
Public Art		\$ 3,000,000	\$ 3,000,000
Parking for new stadium	3,000	\$ 17,500	\$ 52,500,000
Drainage System & Sitework- (All Pads)	80.3	\$ 250,000	\$ 20,075,000
Landscape	80.3	\$ 35,000	\$ 2,810,500
Hardscape-Inc. Roller Rink, Boardwalk, Park	80.3	\$ 75,000	\$ 6,022,500
Extraordinary Fill		2,000,000	2,000,000
Total Construction Costs:			\$ 151,248,000
Uses: SOFT COSTS			
Appraisal Fee		\$ 30,000	\$ 30,000
Lender Legal Fees		100,000	\$ 100,000
Buyer Legal Fees		100,000	\$ 100,000
Construction Loan Points		450,000	\$ 450,000
Closing Costs		1,000,000	\$ 1,000,000
Construction Interim Finance & Taxes	2.5 Years realized	10,000,000	\$ 10,000,000
Developer Fee	5%	7,000,000	\$ 7,000,000
Accounting & Legal		500,000	\$ 500,000
Master Project Architecture		1,100,000	\$ 1,100,000
Engineering		750,000	\$ 750,000
Project Management	2%	2,720,000	\$ 2,720,000
Survey & Soils Test		65,000	\$ 65,000
Permit Fees & Impact Fees	Assumed Waived	-	\$ -
Project Wayfinding & Signage		850,000	\$ 850,000
Commissions	3%	6,110,611	\$ 6,110,611
Total Project Uses:		\$ -	\$ 187,623,611
DEVELOPER INVESTMENT REQUIREMENT NET OF 100m TIF:			
		35%	\$ 30,668,264
NET OF SOURCES & USES:	YEARS	\$ -	\$ 16,063,419
RETURN ON INVESTMENT	8	\$ -	6.55%



# 20 YEAR TAX REVENUE CASH FLOW

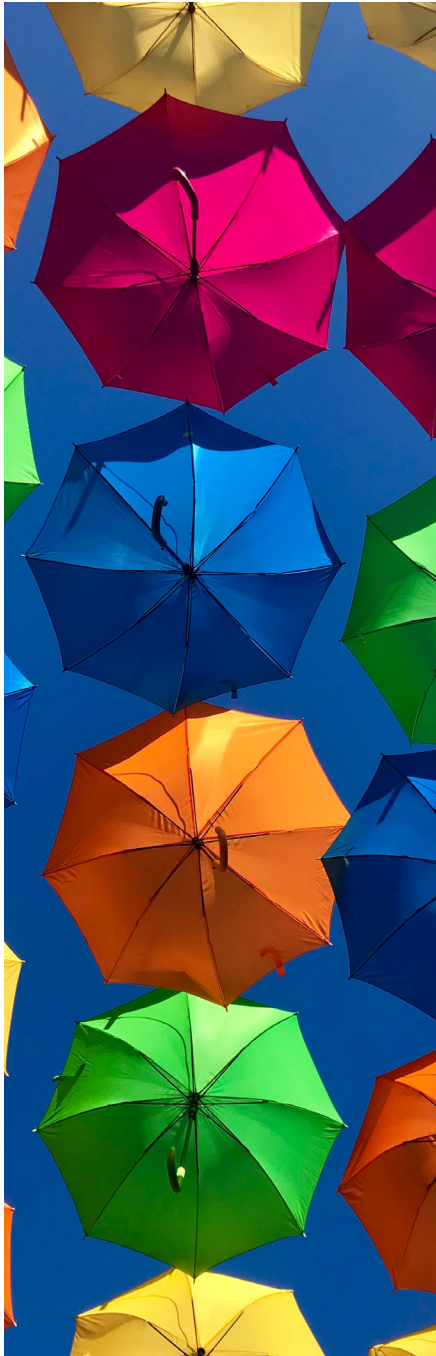
## WITHOUT STADIUM

This chart shows the expected increase in tax revenue for the city through the development of Petersburg Park.

20 Year Tax Revenue Cash Flow	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Current Development	\$ 2,321,228	\$ 2,321,228	\$ 2,356,046	\$ 2,391,387							
Block A- Workforce Housing					\$ 1,498,103	\$ 1,520,574	\$ 1,543,383	\$ 1,566,533	\$ 1,590,031	\$ 1,613,882	\$ 1,638,090
Block B- Workforce Housing					\$ 1,385,180	\$ 1,405,958	\$ 1,427,047	\$ 1,448,453	\$ 1,470,180	\$ 1,492,233	\$ 1,514,616
Block C- Market Housing					\$ 1,539,850	\$ 1,562,947	\$ 1,586,392	\$ 1,610,187	\$ 1,634,340	\$ 1,658,855	\$ 1,683,738
Block D- Market Housing					\$ 1,027,850	\$ 1,043,267	\$ 1,058,916	\$ 1,074,800	\$ 1,090,922	\$ 1,107,286	\$ 1,123,895
Block E- Affordable Housing					\$ 628,772	\$ 638,203	\$ 647,777	\$ 657,493	\$ 667,356	\$ 677,366	\$ 687,526
Block F- Luxury Housing					\$ 1,355,666	\$ 1,376,001	\$ 1,396,641	\$ 1,417,591	\$ 1,438,855	\$ 1,460,438	\$ 1,482,344
Block G- Flex Space & Retail							291134.231	295501.2445	\$ 299,934	\$ 304,433	\$ 308,999
Block H- Affordable Housing							901838.5824	\$ 915,366.16	\$ 929,097	\$ 943,033	\$ 957,179
Block H- Retail & Flex Space							652,172.50	\$ 661,955.09	\$ 671,884	\$ 681,963	\$ 692,192
Block I- Affordable Housing							\$ 901,839	\$ 915,366	\$ 929,097	\$ 943,033	\$ 957,179
Block I- Retail							\$ 236,931.53	\$ 240,485.50	\$ 244,093	\$ 247,754	\$ 251,470
Block J-Hotel Component & Conference							824675.008	\$ 837,045.13	\$ 849,601	\$ 862,345	\$ 875,280
Block J-Workforce Housing							749051.2832	760287.0524	\$ 771,691	\$ 783,267	\$ 795,016
Block J-Retail							\$ 166,334.55	\$ 168,829.57	\$ 171,362	\$ 173,932	\$ 176,541
Block K- Affordable Housing									\$ 635,958	\$ 645,497	\$ 655,180
Block K- Retail									\$ 62,739	\$ 63,680	\$ 64,635
Block L- Affordable Housing									\$ 186,835	\$ 189,638	\$ 192,482
Block M-Grocery & Retail					\$ 332,659	\$ 337,649	\$ 342,713	\$ 347,854	\$ 353,072	\$ 358,368	\$ 363,744
Block N - Affordable Housing									\$ 1,441,684	\$ 1,463,309	\$ 1,485,259
Block O - Affordable Housing									\$ 871,298	\$ 884,368	\$ 897,633
Total Tax Revenue	\$ 2,321,228	\$ 2,321,228	\$ 2,356,046	\$ 2,391,387	\$ 7,768,079	\$ 7,884,600	\$ 12,726,846	\$ 12,917,748	\$ 16,310,029	\$ 16,554,679	\$ 16,802,999
Less Current Development BASE YEAR	\$ (2,321,228)	\$ (2,321,228)	\$ (2,356,046)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)
Annual New Revenue Generated	\$ -	\$ -	\$ -	\$ -	\$ 5,376,692	\$ 5,493,213	\$ 10,335,459	\$ 10,526,361	\$ 13,918,642	\$ 14,163,292	\$ 14,411,612

Cash Flow	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Cumulative
Current Development											\$ 7,068,662
Block A- Workforce Housing	\$ 1,662,662	\$ 1,687,601	\$ 1,712,915	\$ 1,738,609	\$ 1,764,688	\$ 1,791,159	\$ 1,818,026	\$ 1,845,296	\$ 1,872,976	\$ 1,901,071	\$ 28,765,600
Block B- Workforce Housing	\$ 1,537,335	\$ 1,560,395	\$ 1,583,801	\$ 1,607,558	\$ 1,631,672	\$ 1,656,147	\$ 1,680,989	\$ 1,706,204	\$ 1,731,797	\$ 1,757,774	\$ 26,597,338
Block C- Market Housing	\$ 1,708,994	\$ 1,734,629	\$ 1,760,649	\$ 1,787,058	\$ 1,813,864	\$ 1,841,072	\$ 1,868,688	\$ 1,896,719	\$ 1,925,169	\$ 1,954,047	\$ 29,567,199
Block D- Market Housing	\$ 1,140,754	\$ 1,157,865	\$ 1,175,233	\$ 1,192,861	\$ 1,210,754	\$ 1,228,916	\$ 1,247,349	\$ 1,266,060	\$ 1,285,051	\$ 1,304,326	\$ 19,736,106
Block E- Affordable Housing	\$ 697,839	\$ 708,307	\$ 718,932	\$ 729,715	\$ 740,661	\$ 751,771	\$ 763,048	\$ 774,493	\$ 786,111	\$ 797,902	\$ 12,073,273
Block F- Luxury Housing	\$ 1,504,580	\$ 1,527,148	\$ 1,550,055	\$ 1,573,306	\$ 1,596,906	\$ 1,620,859	\$ 1,645,172	\$ 1,669,850	\$ 1,694,898	\$ 1,720,321	\$ 26,030,634
Block G- Flex Space & Retail	\$ 313,634	\$ 318,339	\$ 323,114	\$ 327,961	\$ 332,880	\$ 337,873	\$ 342,941	\$ 348,085	\$ 353,307	\$ 358,606	\$ 4,856,741
Block H- Affordable Housing	\$ 971,536	\$ 986,109	\$ 1,000,901	\$ 1,015,914	\$ 1,031,153	\$ 1,046,620	\$ 1,062,320	\$ 1,078,255	\$ 1,094,428	\$ 1,110,845	\$ 15,044,595
Block H- Retail & Flex Space	\$ 702,575	\$ 713,114	\$ 723,810	\$ 734,667	\$ 745,687	\$ 756,873	\$ 768,226	\$ 779,749	\$ 791,446	\$ 803,317	\$ 10,879,632
Block I- Affordable Housing	\$ 971,536	\$ 986,109	\$ 1,000,901	\$ 1,015,914	\$ 1,031,153	\$ 1,046,620	\$ 1,062,320	\$ 1,078,255	\$ 1,094,428	\$ 1,110,845	\$ 15,044,595
Block I- Retail	\$ 255,243	\$ 259,071	\$ 262,957	\$ 266,902	\$ 270,905	\$ 274,969	\$ 279,093	\$ 283,280	\$ 287,529	\$ 291,842	\$ 3,952,524
Block J-Hotel Component & Conference	\$ 888,409	\$ 901,735	\$ 915,261	\$ 928,990	\$ 942,925	\$ 957,069	\$ 971,425	\$ 985,996	\$ 1,000,786	\$ 1,015,798	\$ 13,757,342
Block J-Workforce Housing	\$ 806,941	\$ 819,045	\$ 831,331	\$ 843,801	\$ 856,458	\$ 869,305	\$ 882,344	\$ 895,579	\$ 909,013	\$ 922,648	\$ 12,495,777
Block J-Retail	\$ 179,190	\$ 181,877	\$ 184,606	\$ 187,375	\$ 190,185	\$ 193,038	\$ 195,934	\$ 198,873	\$ 201,856	\$ 204,884	\$ 2,774,816
Block K- Affordable Housing	\$ 665,007	\$ 674,983	\$ 685,107	\$ 695,384	\$ 705,815	\$ 716,402	\$ 727,148	\$ 738,055	\$ 749,126	\$ 760,363	\$ 9,054,024
Block K- Retail	\$ 65,604	\$ 66,588	\$ 67,587	\$ 68,601	\$ 69,630	\$ 70,675	\$ 71,735	\$ 72,811	\$ 73,903	\$ 75,011	\$ 893,199
Block L- Affordable Housing	\$ 195,369	\$ 198,300	\$ 201,274	\$ 204,294	\$ 207,358	\$ 210,468	\$ 213,625	\$ 216,830	\$ 220,082	\$ 223,383	\$ 2,659,939
Block M-Grocery & Retail	\$ 369,200	\$ 374,738	\$ 380,359	\$ 386,064	\$ 391,855	\$ 397,733	\$ 403,699	\$ 409,754	\$ 415,901	\$ 422,139	\$ 6,387,501
Block N - Affordable Housing	\$ 1,507,538	\$ 1,530,151	\$ 1,553,103	\$ 1,576,400	\$ 1,600,046	\$ 1,624,047	\$ 1,648,407	\$ 1,673,133	\$ 1,698,230	\$ 1,723,704	\$ 20,525,012
Block O - Affordable Housing	\$ 911,098	\$ 924,764	\$ 938,636	\$ 952,715	\$ 967,006	\$ 981,511	\$ 996,234	\$ 1,011,177	\$ 1,026,345	\$ 1,041,740	\$ 12,404,524
Total Tax Revenue	\$ 17,055,044	\$ 17,310,870	\$ 17,570,533	\$ 17,834,091	\$ 18,101,602	\$ 18,373,126	\$ 18,648,723	\$ 18,928,454	\$ 19,212,381	\$ 19,500,567	\$ 268,164,510
Less Current Development BASE YEAR	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ -
Annual New Revenue Generated	\$ 14,663,657	\$ 14,919,483	\$ 15,179,146	\$ 15,442,704	\$ 15,710,215	\$ 15,981,739	\$ 16,257,336	\$ 16,537,067	\$ 16,820,994	\$ 17,109,180	\$ 232,846,792

NPV @ 4%	\$ 136,126,139
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## UNICORP FINANCIAL RELATIONSHIP

In 1998 Mr. Whittall founded Unicorp, which has designed and constructed over 100 drug stores, over 50 retail centers, and several town centers and multi-family developments. Unicorp is wholly owned by Mr. Whittall. Unicorp boasts an aggregate value to date of completed projects that approximates \$4.0 Billion USD. Additionally, Unicorp has a current development pipeline including over 30 properties with an aggregate completed value topping \$2.5 Billion USD. With his phenomenal track record and unparalleled vision Mr. Whittall has built Unicorp into what is largely viewed as the premier privately held real estate development company in Central Florida.

Specific to multi-family projects, Unicorp is a market leader in developing luxury Class-A apartment complexes. Within its development pipeline, Unicorp is currently constructing over 3,000 Class A luxury apartment units at 8 projects in 3 metropolitan areas and has successfully developed and traded an additional 1,200 luxury apartment units to date.

Unicorp has had an extensive history of banking relationships with leading investment and commercial banks over the last 20 years. These relationships include:





# D

NARRATIVE RESPONSE



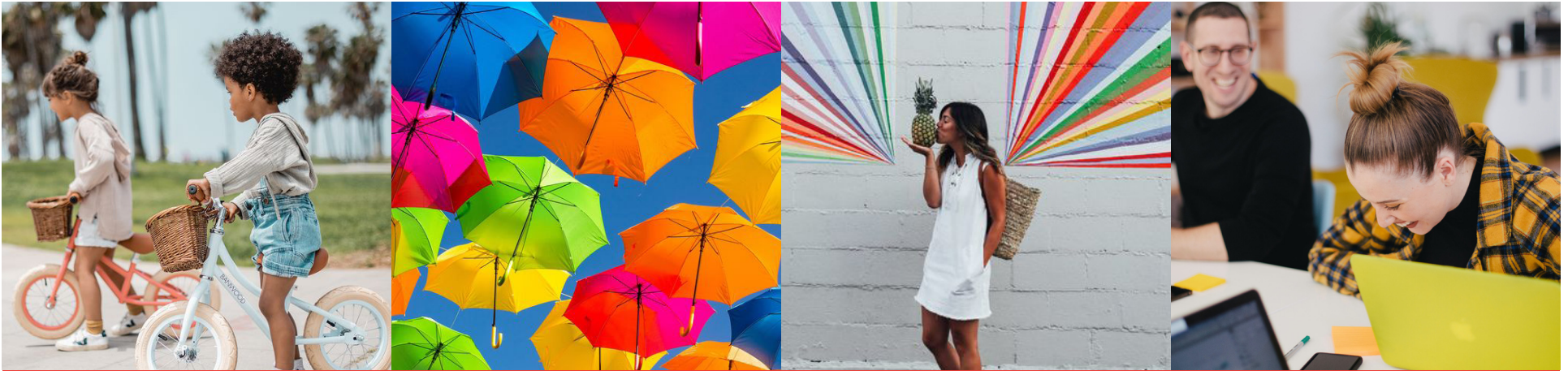
UNICORP

NATIONAL DEVELOPMENTS, INC.

**UNICORP NATIONAL DEVELOPMENT  
MASTER DEVELOPER**







## OVERVIEW SUMMARY

Petersburg Park will capture all the things that are great about St Petersburg and deliver that to the community, its residents and visitors. Our plan is to create a unique destination, designed to strengthen the surrounding neighborhood districts and complement them by creating a dynamic place with programmatic uses that are molded into St Petersburg's distinctive character. There are several important elements to our proposal that we believe define this opportunity for the city of St Petersburg and sets us apart from traditional developers.







**OUR GUIDING PRINCIPLES ARE  
BASED ON 4 CORNERSTONES:**

## **NATURE**

*A plan that, at it's soul, allows  
you to be immersed in the sights,  
sounds and smells of the flora and  
fauna.*

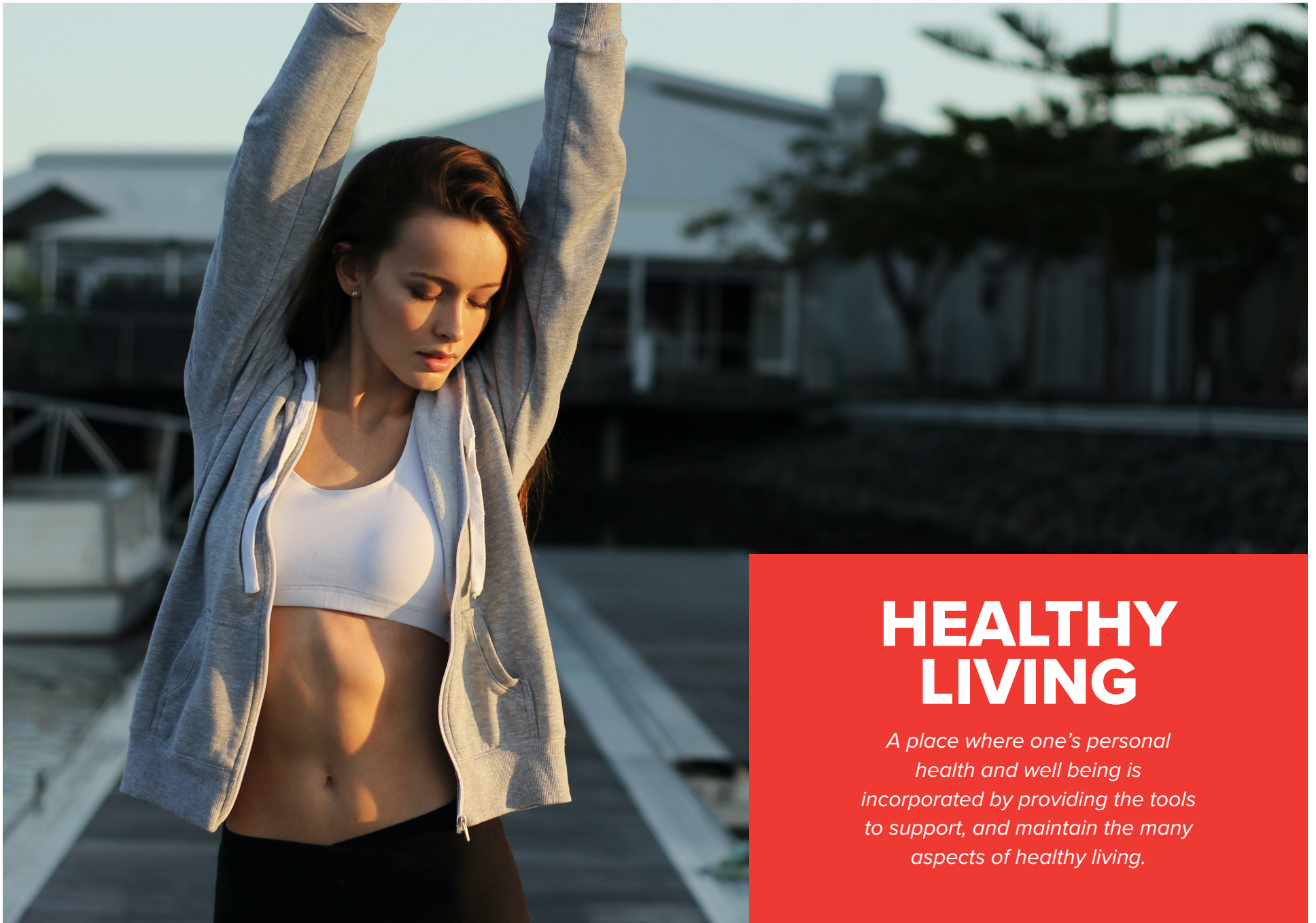




## THE ARTS

*A plan that embraces and is inspired by the arts; a place that can become a world class destination.*





## HEALTHY LIVING

*A place where one's personal health and well being is incorporated by providing the tools to support, and maintain the many aspects of healthy living.*





# LEARNING

*A place of continual learning and  
inspiration to young and old.*



## OUR GUIDING PRINCIPLES

### PETERSBURG PARK

St Petersburg is in an ideal position for playing a key role on the international cultural scene by supporting the development of Peterburg Park.

Using the example of the city of Bilbao, Spain; St Petersburg can become the new benchmark for the 21st-century by having Peterburg Park act as an international attraction for its commitment to the arts, fueling a creative economy by building a “creative playground”.

Leveraging the Arts through its varying mediums , Petersburg Park can act as the platform that will act as the catalyst to transform St Petersburg into an International destination for the arts. We envision commissioning local, regional, international artist, sculptors, musicians, architects, designers through public and private partnerships as well as corporate alliances, grants and sponsorships.

Over time, this will offer a coherent vision that can foster artistic identity spanning over the entire city of St Petersburg which can create a favorable climate to attract leading artists from the world of the arts, music, culture, literary and the performance arts. With this approach, we see a new sector of the economy taking root.

This transformation would ensure Petersburg Park to be the focal point to an overall art district . The economic benefits to the local community are vast. Local businesses and residents would benefit from the spin-off effects and synergies created. Shops, restaurants, businesses and schools associated with the arts, learning and health could drive and economic revival to the area.







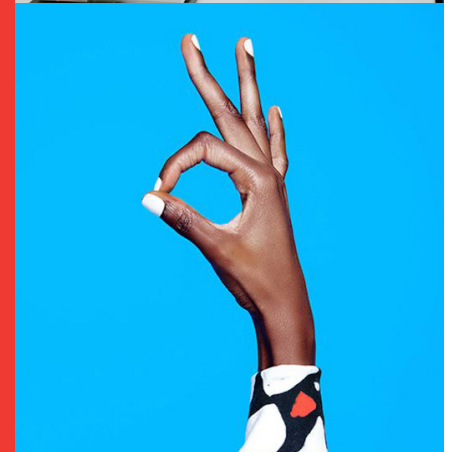
**ZYSCOVICH**  
**ARCHITECT AND LAND PLANNER**





**THE MASTER PLAN  
INCLUDES DISTINCTIVE  
IDEAS WHICH ARE  
DESCRIBED IN DETAIL  
IN THIS REQUEST  
FOR PROPOSAL. IN  
SUMMARY:**

- 1. **Re-establish the City's Historic street grid network** through the site to reconnect to adjacent districts so that quality of life values and synergies of adjacent neighborhoods can be extended.







2. Highly successful neighborhoods are dependent and benefited by the introduction of large open space amenities and parks and by providing a network of multiple mobility options connected to the city's infrastructure such as trails, bicycle lanes, neighborhood greenways, and safe and ample sidewalks for street trees and a pedestrian realm for street furniture to promote a healthy lifestyle. This network of streets will meet complete street design standards to offer continuous mobility solutions for people of all ages to walk, bike, providing easy access to a BRT station planned on 1st Avenue South and 13th Street that will connect the project to a Regional BRT system connecting to Gateway, West Shore, Tampa International Airport, Downtown Tampa and points further north.

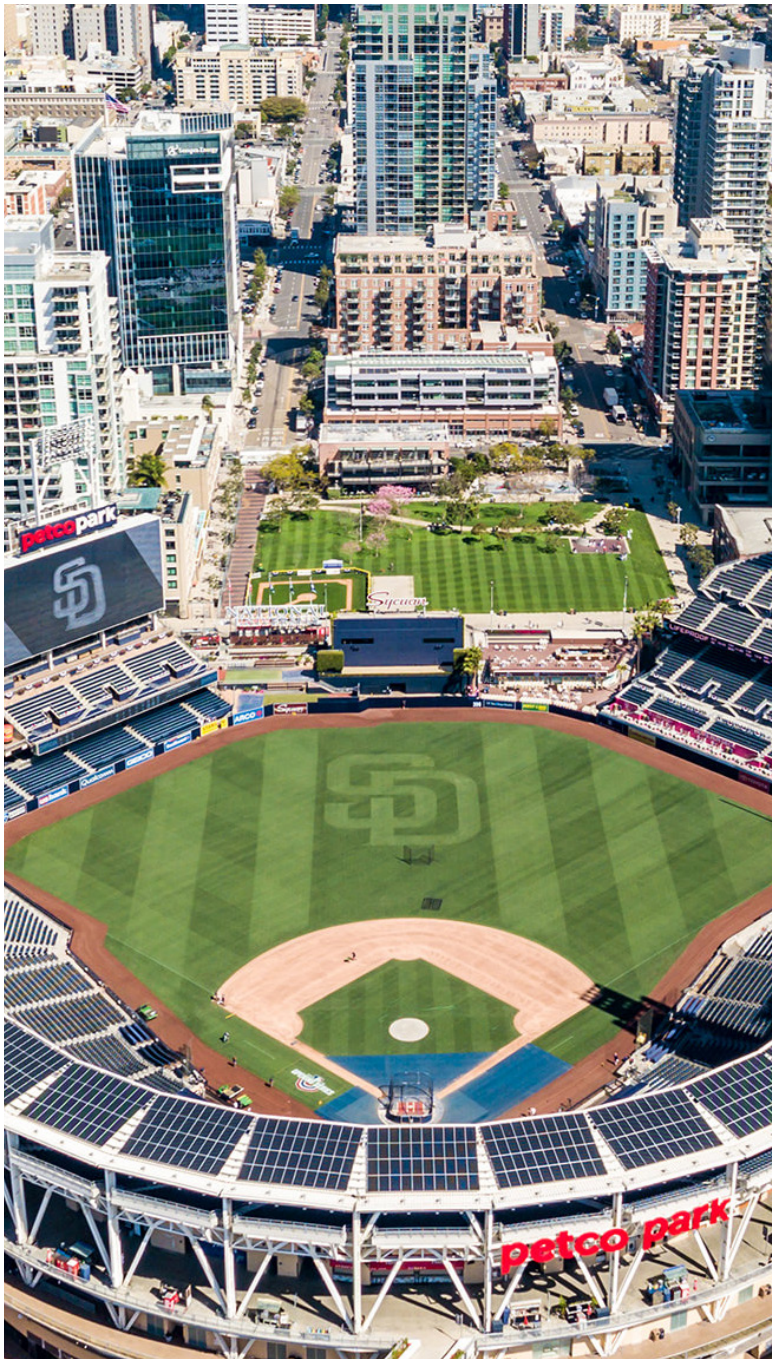




3. Maximize views and access to the Booker Creek, by creating an opportunity to extend the Creek westward and integrating the trails and waterfront areas to the 3.5-acre Central Park creating a distinctive St Petersburg destination. The park includes activities such as farmer's market, a multi-use bandshell that can host concerts at night, a skating rink under a shaded open structure, as well as passive areas for those who want to read a book or enjoy a simple walk.

The sustainability aspects of the project will be reinforced using Florida Native Plant materials as shown on the Landscape Images as a part of the Landscape Master Plan design proposal. Significant plantings of Live Oak, Southern Magnolia and Bald Cypress shall be utilized to provide shade and create the outdoor spaces that are part of the design. The total open space of the project is approx. 40 % of the overall site area and the recreational/ landscape spaces comprised approximately 20 %

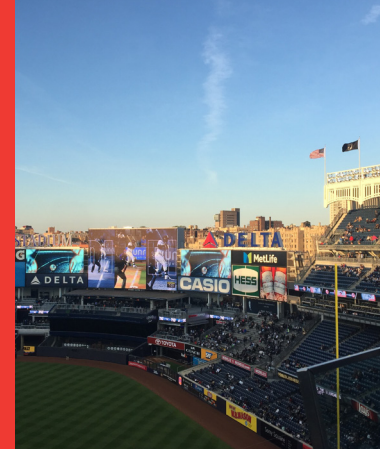




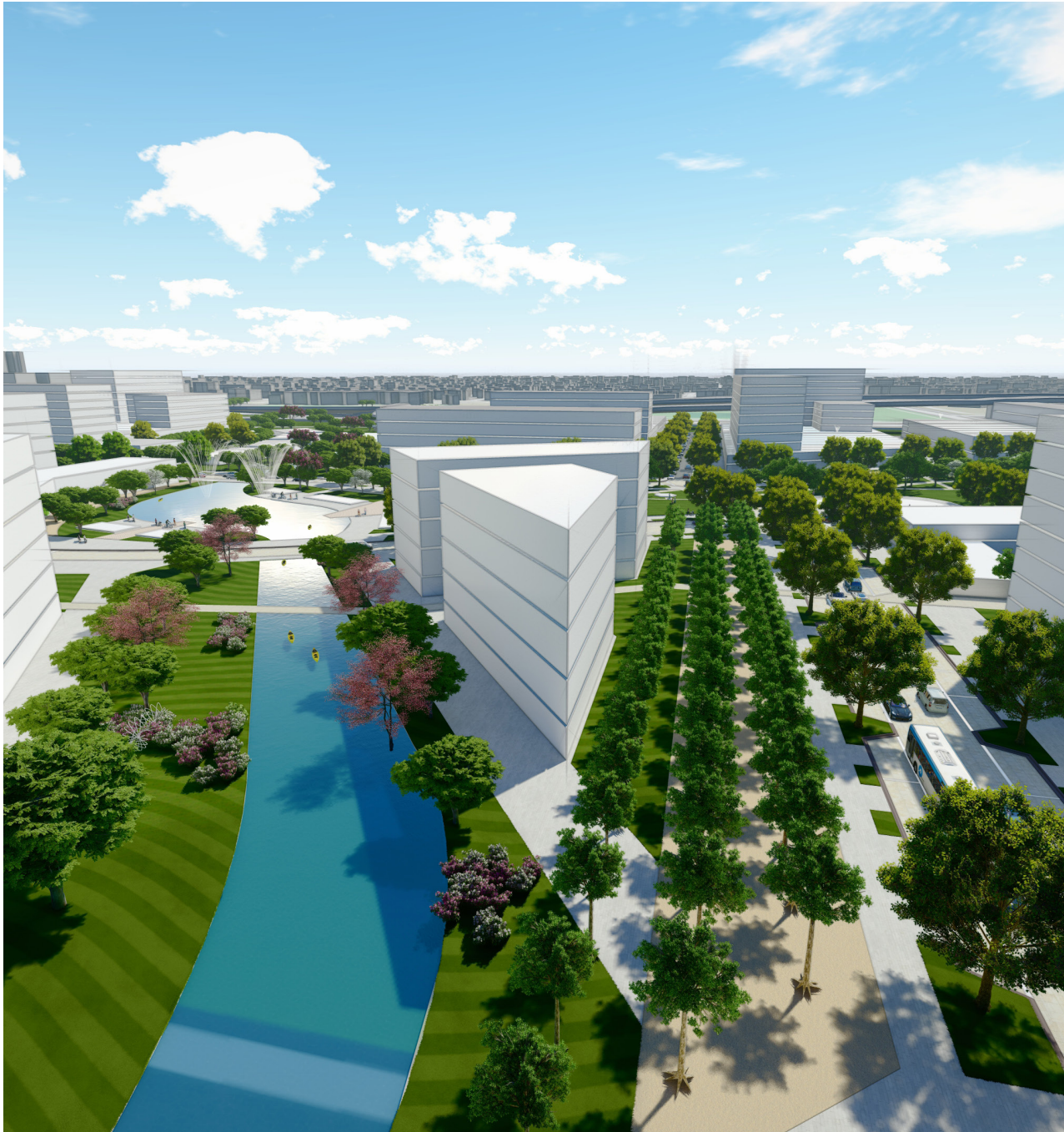
4. The Petersburg Central Park and Conference center/ and a 400 key Hotel are pivotal components of the overall development whether the stadium relocates on this site or not.

Our vision for the new baseball stadium is smaller in scale similar to Wrigley Field but with open arms, to act as the terminus for the central lawn. This extension of the Central Park into the stadium provides a welcoming and pleasing environment to watch a ball game from a grassy park/plaza so that when the field is dark, the rest of the community is still active. During the off-season, the stadium can act more like an amphitheater for outdoor concerts and special events.

We believe that a new stadium can be designed in scale and in harmony with its surroundings as our plan depicts. It will solidify and help create a true sense of place and destination.







5. Build the plans around what is unique in St Petersburg- Celebrate, reinforce and nurture natural systems to enhance the quality of life of the community. Restore historically significant environmental corridors -Booker Creek and Pinellas Trail.



## BOOKER CREEK

The bridge connection from Campbell Park into Booker Creek starts a delightful entry journey in the visual arrangement for pedestrians strolling along the trails characterized by a green space with distinctive landscape and topography with lower scale buildings that recall the historic residential neighborhood of Roser Park. The display of public art along the trails transitions towards the Central Park Zone of the trail where the Creek is expanded becoming part of a recreational area where people can gather. As it moves towards 1st avenue, the experience becomes more commercial and more intense providing an urban arrangement, with a landscaped embankment with shaded trees for those that would enjoy strolling and enjoying a cup of coffee watching recreational water activities on the creek.





## PINELLAS TRAIL

The newly restored historic linear drainage culverts into a natural amenity. Pinellas Trail will be integrated into the development as a tree lined park activated by mixed-use development concept that will serve as a secondary means of entrance to the residential buildings and activated with active ground floor uses such as neighborhood retail, access to building bicycle parking rooms, residential and/or live/work uses. This enhanced trail sequence extends into a park area that transitions into the Innovation Center adjacent to Booker Creek.

Buildings along this path will include any necessary setbacks to preserve a pedestrian friendly environment along its path.

Necessary street connections to access building parking garage entrances/exits, will prioritize an appealing trail corridor, such as a wide tabletop crossing, at street crossings. A dedicated pedestrian and bicycle bridge will cross Booker creek to eventually connect to 1st Avenue South at 13th street and beyond.

3rd Avenue Esplanade- A proposed linear park /esplanade along 3rd Avenue will be created to enhance the character of the natural historic assets of the City. This pathway will connect to the Central Park, pocket parks and historic trails in the development.







## 3RD AVENUE ESPLANADE

—  
A proposed linear park /esplanade along 3rd Avenue will be created to enhance the character of the natural historic assets of the City. This pathway will connect to the Central Park, pocket parks and historic trails in the development.





## 9. I-175 HIGHWAY RAMP

Our Master Plan considers a long-term vision beyond the set boundaries of the RFP to further enhance the city's connectivity and character.

The extended exit ramps of I-175 in this location is created to bring traffic all the way to downtown St. Petersburg, as was done in so many cities, but had a very negative impact to the continuity of community and neighborhoods.

It is clear, that keeping this portion elevated, as well as depressed vehicular ramps from the city's street network, is unnecessary and could become a powerful statement if it could become a Greenway Park.

Re- weaving together the tear that occurred when it was constructed, in today's context, will undo the tear of the fabric of the city. By doing so it causes no harm because the existing access roads adjacent to the highway ramps, will remain in place for entry and exit from Downtown St. Petersburg to I-175.

Obviously the benefits of transforming this zone into community recreational gathering areas add to the values of resiliency, health and wellness goals of the City's Integrated Sustainability Action Plan (ISAP), and by associating it into the transformation of Tropicana Park into Petersburg Park makes a reference to the History of the Former Gas Plant Neighborhood that once existed by providing a new story for the future.



The LandDesign logo features the company name in a serif font, with 'Land' in black and 'Design' in a dark green color. Below the name is the tagline 'CREATING PLACES THAT MATTER.' in a smaller, black, sans-serif font. The entire logo is enclosed within a thin, light green rectangular border.

LandDesign.  
CREATING PLACES  
THAT MATTER.

**LAND DESIGN  
LANDSCAPE ARCHITECTS**



## LANDSCAPE MASTER PLAN

### PLACEMAKING

The total open space of the project is approx. 40 % of the overall site area and the recreational / landscape spaces are approx. 20 % of the overall site area.

The idea of creating an urban experience that seamlessly connects public open space and amenity through a comfortable and safe pedestrian or bike experience, is not new. Some of the greatest cities in the world were planned with this in mind, which in turn has supported their successful urbanization over time. We celebrate the idea that your neighborhood park can be more than a green reprieve. It should be a portal to an entire urban experience where the journey is just as great as the destination. A lush and flexible park, that connects a series of moments, artistic interventions, interactions, and amenities – natural and designed – that overall, creates a dynamic experience where one interacts with both nature and a cosmopolitan culture. Thinking about your public space in this way also helps create new economic development opportunities within the city, as we consistently see land

value increase along parks, creating new commercial and resident interest, which brings new jobs and housing opportunities.

The key in creating a dynamic experience which results in these kinds of returns, is arrived by understanding the existing amenity, infrastructure and community needs. This takes a robust team with a collaborative approach and a process for uncovering and integrating this information so that solutions can create broad support by both the client and community. The following list accounts for some of the existing opportunities that we have identified that could be part of this overall linear park experience.

The Landscape Master Plan proposes the use of Florida Native Plant materials as shown on the Landscape Images as a part of the Landscape Master Plan design proposal. Significant plantings of Live Oak, Southern Magnolia and Bald Cypress shall be utilized to provide shade and create the outdoor spaces that are part of the design.

Streets are places too. Petersburg Park will be a connected environment both to the adjacent communities as well as the internal components of the Petersburg Park environment. Complete streets that accommodate vehicles, bicycles, scooters, and pedestrians through the use of walkways, multi-use trails, parks, and plazas as well as porous buildings on the ground floor that allow for an ease of connectivity and accessibility.

Significant places of the open space network include:

**Community Connection Park:** A linear park that provides a comfortable connection for the community and residents to the north of Petersburg Park. Elements of the park include canopy shade tree bosque, decomposed granite surface for permeability, moveable seating for flexibility, decorative lighting, food truck parking area adjacent to the park, sculpture opportunities and open visibility to provide a safe environment.



**North Booker Creek Park:** Waterfront park spaces that align on both sides of Booker Creek that include plaza spaces with seating and outdoor dining, canopy shade tree planting, decorative lighting, and hardscape paving patterns as well as a bridge connection over the creek to provide a direct connection for the Pinellas Trail.

**Central Park & The Basin:** An open lawn area for both passive and active uses, meandering walkways with gardens, seating, canopy shade tree planting, kiosks for dining and retail, sculptural play area, decorative lighting and putting green.

**The Basin:** A waterfront dining & retail space that includes decorative plaza spaces, fountain feature, outdoor dining, overlook areas at the water's edge and direct connections to Petersburg Park East, North Booker Creek Park and South Booker Creek Park.

**South Booker Creek Park:** An organic passive space along South Booker Creek with residential townhomes aligned on each side. This park echoes the character, ambiance, and physical relationships of the Roser Park community just to the east. Passive walkways with seating, gardens and sculptures provide a connection to the bridge feature to Campbell Park. A bridge

also connects the residential townhomes on both sides of South Booker Creek.

**Central Park & Sunburst Plaza:** Similar in character and connected to Central Park & The Basin, Central Park & Sunburst Plaza includes an open lawn area for both active and passive uses, impromptu gatherings and picnics on the lawn, meandering walkways with gardens, seating, canopy shade tree planting, kiosks for dining and retail, decorative lighting, a covered community pavilion that could accommodate roller skating, arts & craft shows as well as community meetings and fundraising events. Also included in the park is a covered stage area for concerts and game day events.

**Sunburst Plaza:** A plaza space that is a gateway to the Ray's new ballpark and celebrates the Ray's "Sunburst" Logo Element. The plaza also provides a connective link to Petersburg Park West and the community of Petersburg Park. Sunburst plaza has decorative hardscape and lighting elements, open lawn areas for multi-use events, seating, and an interactive waterscape play element.

**The Greenway Park:** Through a creative vehicular transportation reorganization, an opportunity exists to provide a regional

connective greenway park that would link Petersburg Park to the communities to the east including Roser Park, The Innovation District and beyond. The Greenway Park would include both passive and active uses including picnic areas, walking & jogging trails, bike lanes, volleyball & basketball courts, and active play area environments.

**Pinellas Trail:** The Petersburg Park Master Plan provides a direct connection to the Pinellas Trail through the proposed new development including a bridge over North Booker Creek. The Fred Marquis Pinellas Trail is a rail trail in Pinellas County, Florida. It stretches from Tarpon Springs in the north to St. Petersburg in the south, passing through the towns of Palm Harbor, Dunedin, Belleair, Clearwater, Largo, Seminole, South Pasadena, and Gulfport. It is utilized for walking, jogging, and cycling. Some trail users are able to commute to work using the Pinellas Trail instead of a motor vehicle. The distance that the main trail currently covers is 45 miles. The Pinellas Trail was named after Fred Marquis, a former Pinellas County Administrator who served from 1979 until 2000.



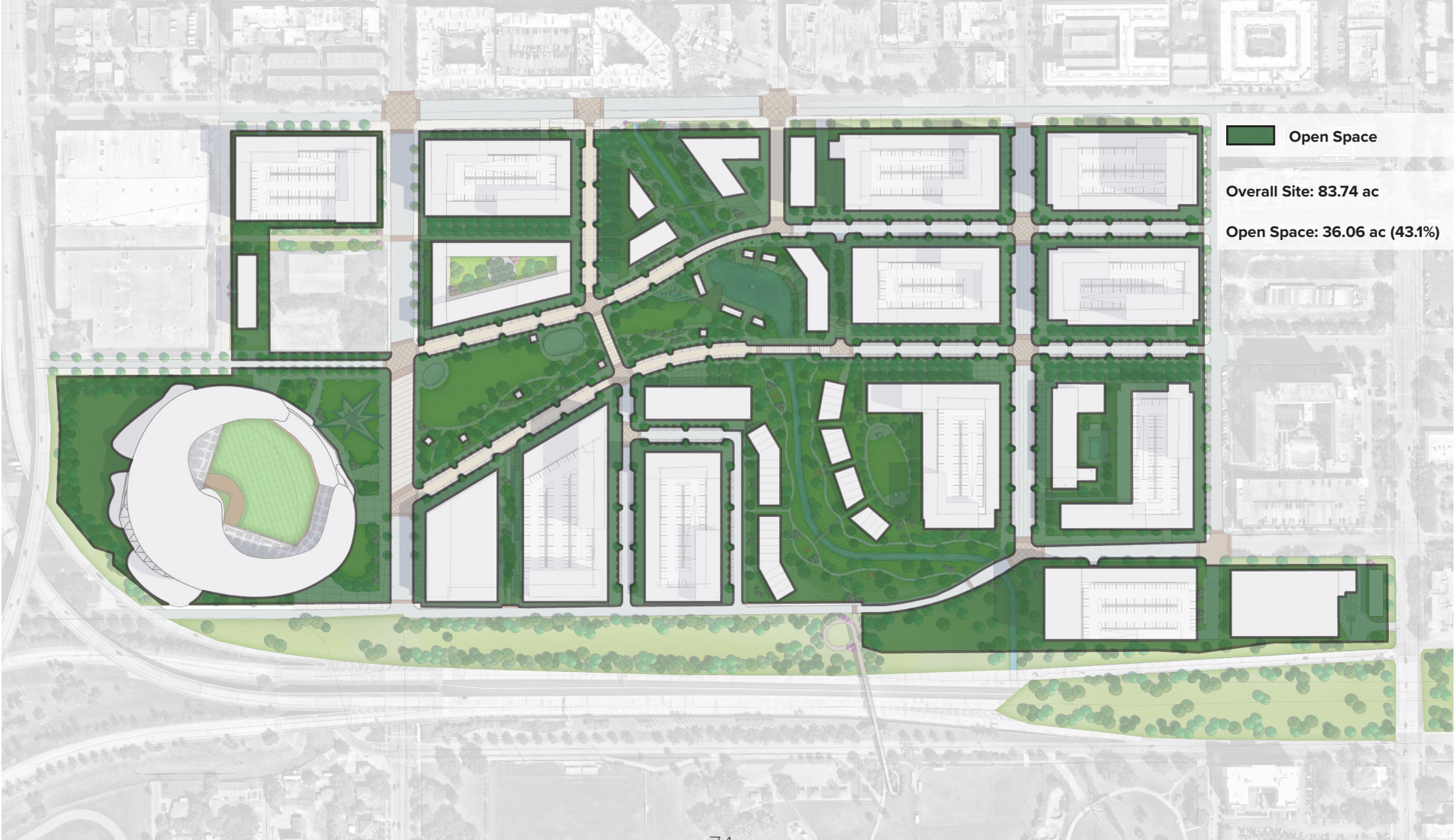
# OVERALL LANDSCAPE MASTER PLAN

## OPTION 1





**OPEN SPACE DIAGRAM**  
OPTION 1



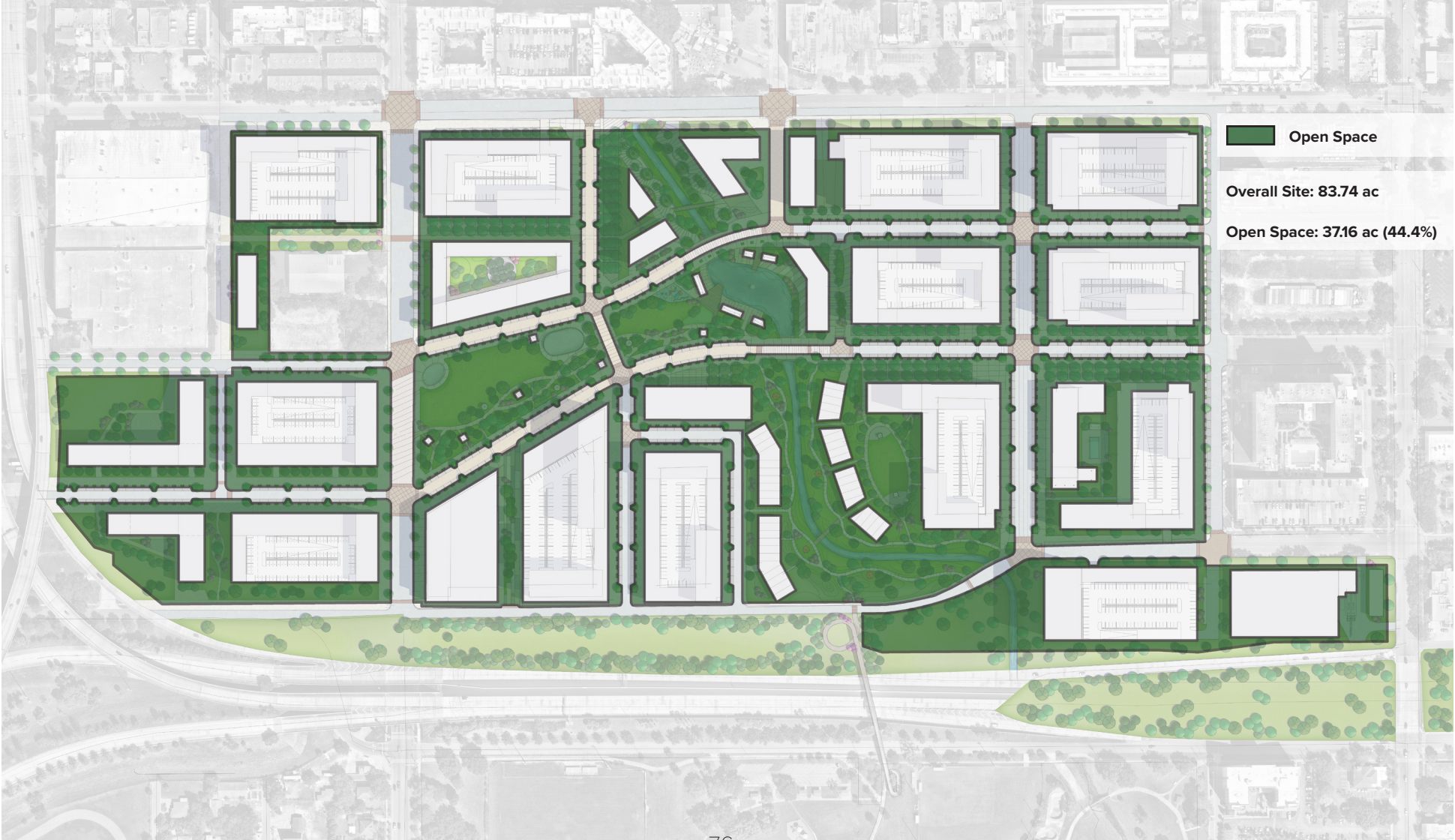


## OVERALL LANDSCAPE MASTER PLAN OPTION 2





**OPEN SPACE DIAGRAM**  
OPTION 2





## LANDSCAPE MASTER PLAN ENLARGEMENT

### COMMUNITY CONNECTION PARK

An inviting linear park that provides an excellent pedestrian connection to the community and residents north of Petersburg Park. Elements include a large shade tree bosque, movable seating, decorative festoon lighting, local sculpture art opportunities, and a food truck parking area adjacent to the park.



- 1. Canopy Shade Tree Bosque
- 2. Decomposed Granite Surface
- 3. Food Truck Parking
- 4. Sculpture Opportunity
- 5. Pinellas Trail Connection



## LANDSCAPE MASTER PLAN ENLARGEMENT

### NORTH BOOKER CREEK PARK

A waterfront park opportunity with plenty of plaza space for outdoor dining from the adjacent retail / dining buildings, passive seating areas, large canopy trees, and a direct connection to the Pinellas Trail with an iconic trail bridge over Booker Creek.



1. Plaza Space with Outdoor Seating & Dining
2. Booker Creek
3. Canopy Shade Tree Planting
4. Hardscape Pavement Patterns
5. Pinellas Trail Bridge Connection over Booker Creek



## LANDSCAPE MASTER PLAN ENLARGEMENT

### CENTRAL PARK & SUNBURST PLAZA

A fantastic place for active and passive recreation – all strongly connected to the new stadium and The Basin area. Amenities include an interactive water feature, large stage for outdoor events, open-air covered skating rink, meandering walkways with vendor kiosks along the path, and a large open lawn great for picnics or a game of catch.



1. Open Lawn Area
2. Decorative Vehicular Pavement with Flush Curb Edges Closed to Vehicles to become Pedestrian Space on Game Days
3. Meandering Walkways with Gardens & Seating
4. Canopy Shade Tree Planting
5. Dining & Retail Kiosks
6. Event Stage
7. Covered Community Pavilion
8. Sunburst Plaza with Interactive Water features



## LANDSCAPE MASTER PLAN ENLARGEMENT

### CENTRAL PARK & THE BASIN

An active extension to Central Park that provides a great place for the local community and visitors to come together. The sculptural kids playground and large putting green adjacent to the lawn are great for active recreation, while the waterfront dining and retail areas around The Basin provide an enhanced experience for everyone.



1. Open Lawn Area
2. Meandering Walkways with Gardens & Seating
3. Canopy Shade Tree Planting
4. Dining & Retail Kiosks
5. Sculptural Play Area
6. Putting Green
7. Decorative Plaza Space for Outdoor Dining & Seating
8. Fountain Feature
9. Waterfront Overlook



## LANDSCAPE MASTER PLAN ENLARGEMENT

### SOUTH BOOKER CREEK

An organic passive space along South Booker Creek with residential townhomes aligned on each side. This park echoes the character, ambiance and physical relationships of the Roser Park community just to the east. Passive walkways with seating, gardens and sculptures provide a connection to the existing bridge feature to Campbell Park.



1. Residential Townhomes
2. Passive Walkways with Gardens & Seating
3. Sculptures
4. Walkway & Bridge Connection to Campbell Park
5. Bridge Connection over Booker Creek
6. Residential Garden & Multi use Space with Shade Pavilions & Walkways













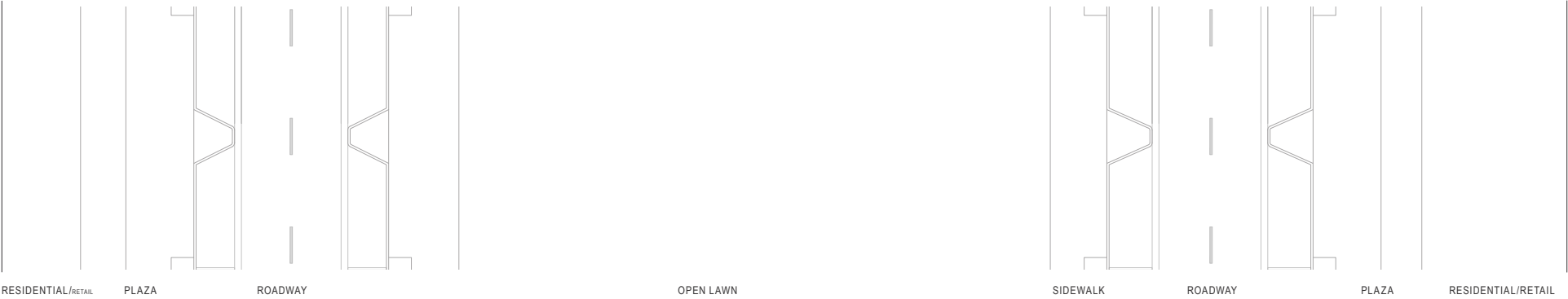




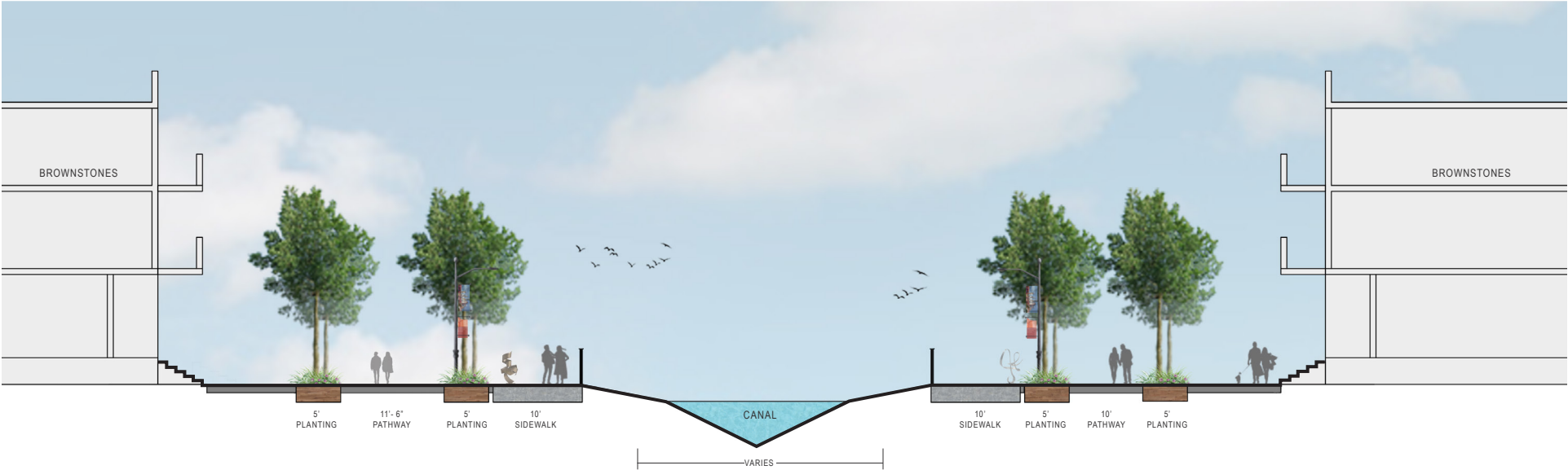




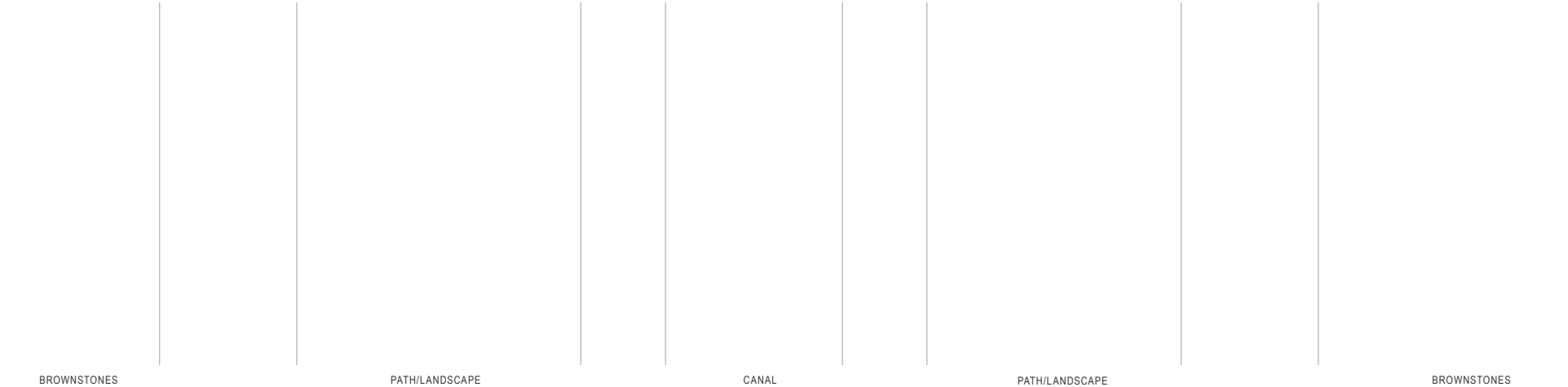
SECTION VIEW



PLAN VIEW



SECTION VIEW

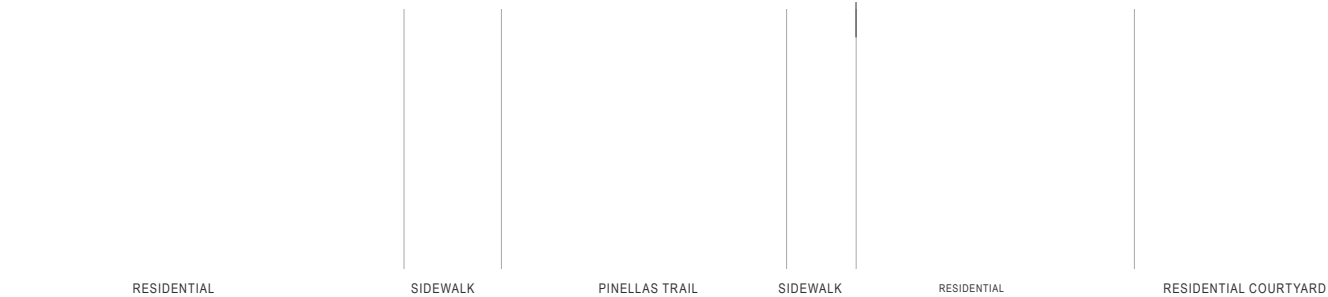


PLAN VIEW

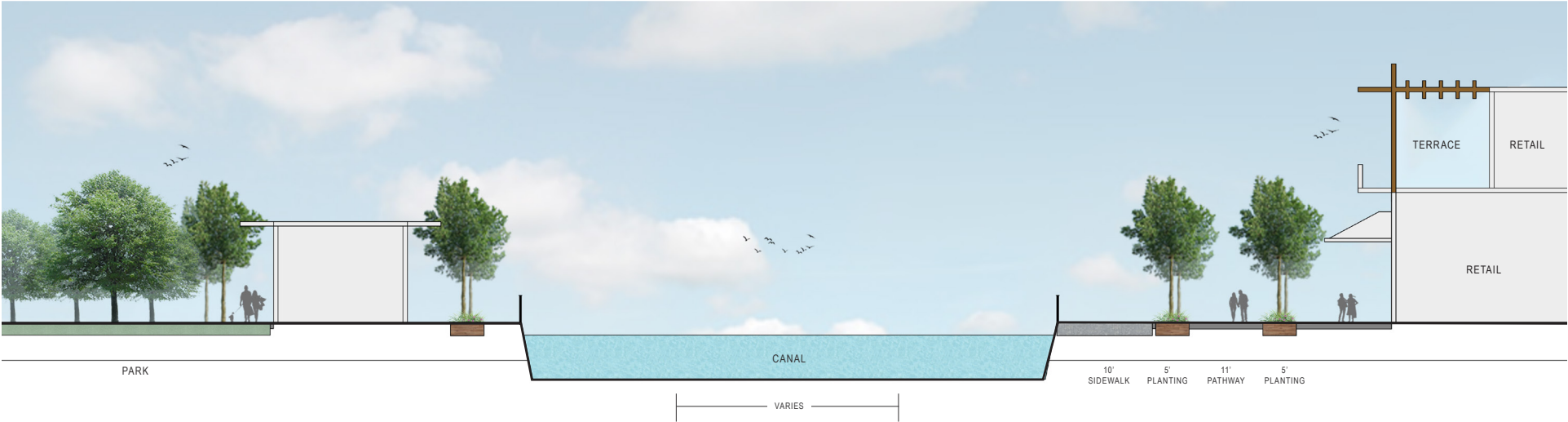




SECTION VIEW



PLAN VIEW

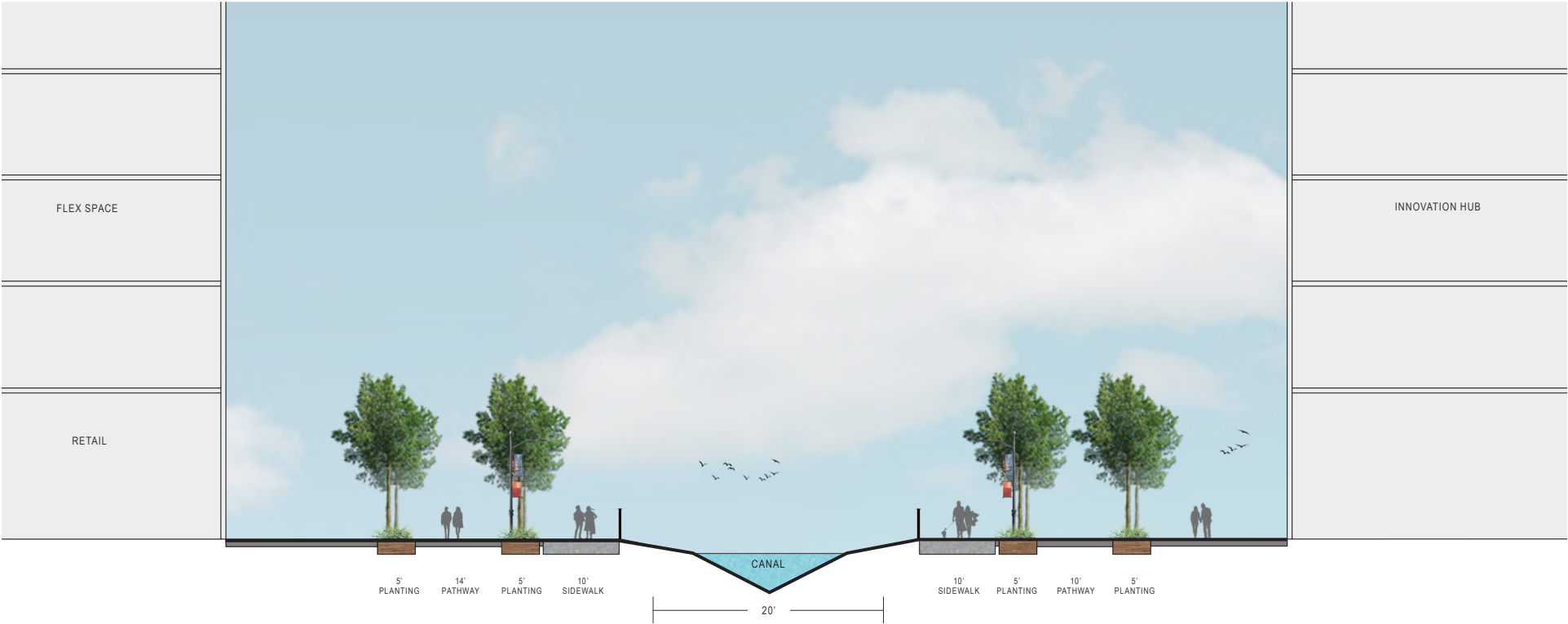


SECTION VIEW

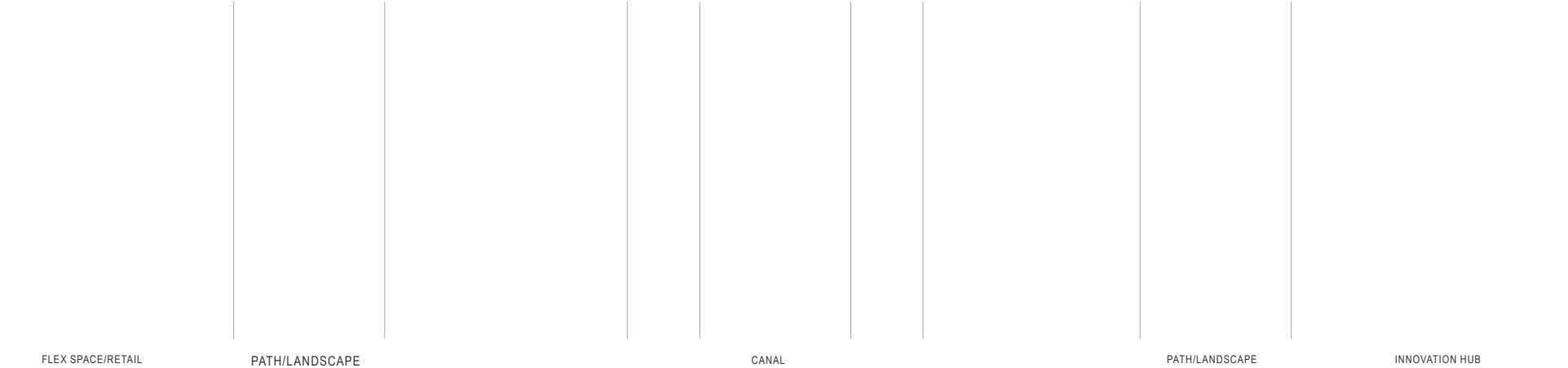


PLAN VIEW





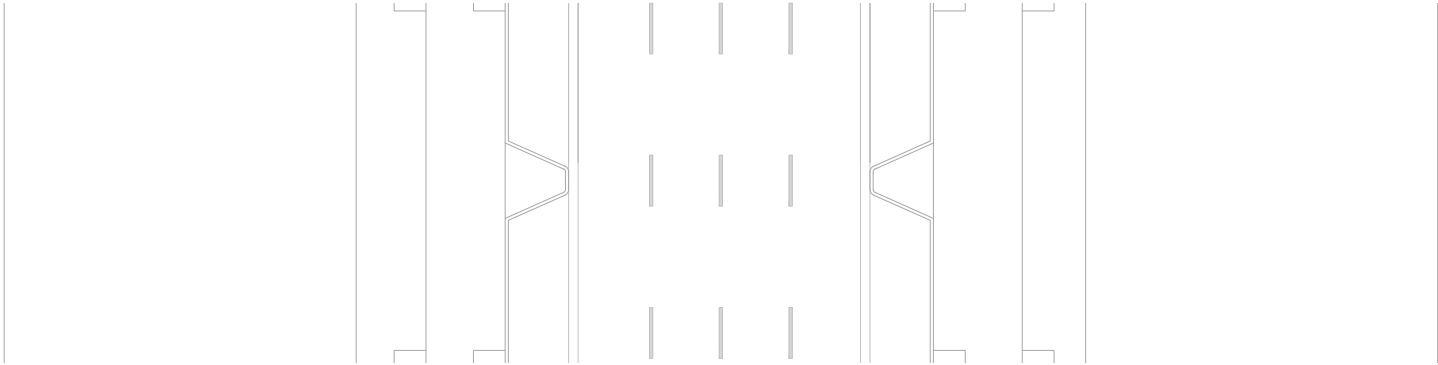
SECTION VIEW



PLAN VIEW

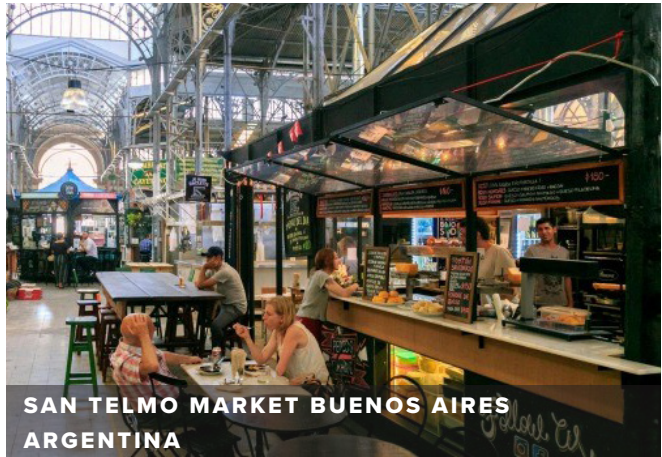


SECTION VIEW



PLAN VIEW









WATER EDGE PARK



PARQUE EDUARDO - LISBON, PORTUGAL



BUENOS AIRES PARK



SINGAPORE



SAN ANTONIO RIVERWALK



PLANNED PARK IN ATLANTA



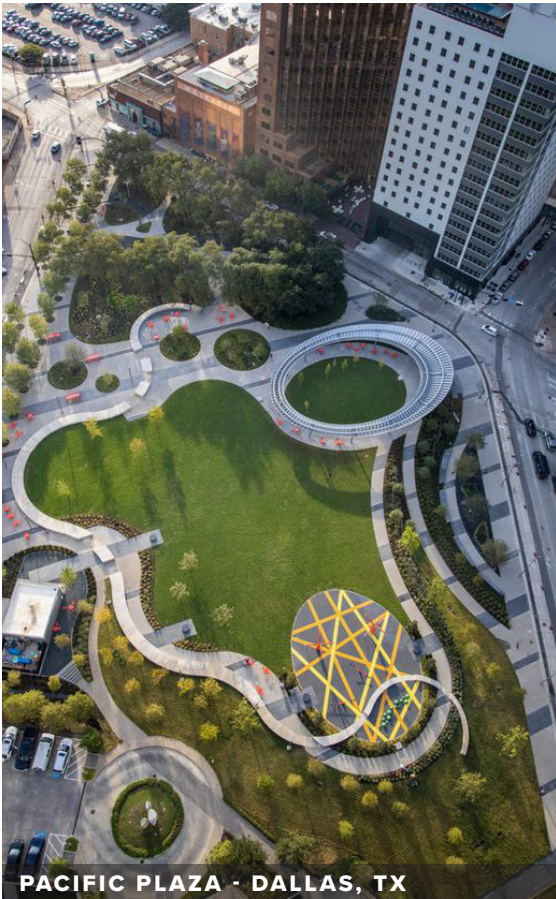
RAVINIA - HIGHLAND PARK, ILLINOIS



PARK KIOSK



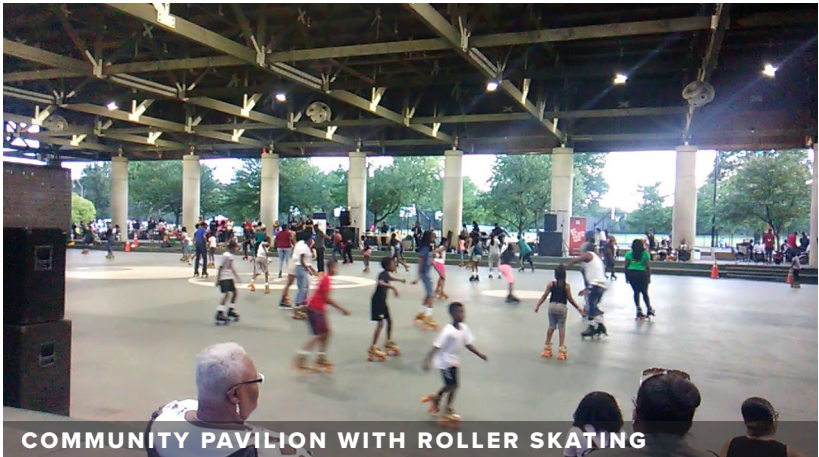




PACIFIC PLAZA - DALLAS, TX



SAN DIEGO



COMMUNITY PAVILION WITH ROLLER SKATING



BRYANT PARK - NYC



CALABASAS COMMONS



WORTH AVENUE - PALM BEACH, FL



PASEO DEL BUEN PASTOR CORDOBA - ARGENTINA





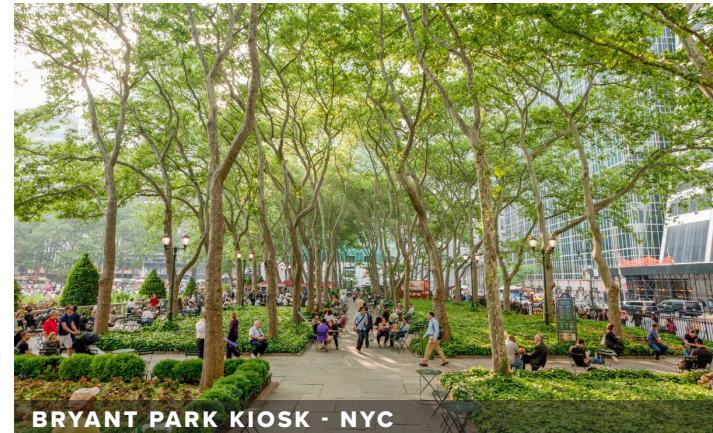
POST OFFICE SQUARE - BOSTON



SCULPTURE GARDEN CITY PARK - NEW ORLEANS



SCULPTURE GARDEN CITY PARK - NEW ORLEANS



BRYANT PARK KIOSK - NYC





WINTER PARK, FLORIDA



NEW YORK



NEW YORK



ESPANOLA WAY - MIAMI BEACH



HYDE PARK - TAMPA, FLORIDA









LANDSCAPE REFERENCE IMAGES



MOVABLE FURNITURE



BOARDFORM CONCRETE SEATWALL



DETAILED PAVEMENT LAYOUT



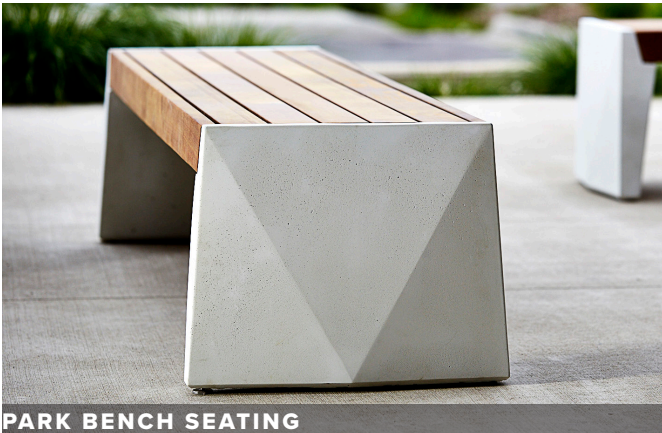
BOSQUE PLAZA



CURVILINEAR WALKWAY



DECORATIVE BOLLARD LIGHTING



PARK BENCH SEATING



CENTRAL PARK LOUNGE SEATING



DECOMPOSED GRANITE PLAZA

HARDSCAPE REFERENCE IMAGES









**INCLUSIVITY LLC**  
**INCLUSIVITY AND COMMUNITY CONSIDERATION**





## INCLUSIVITY AND COMMUNITY CONSIDERATION

—

In today's world you would think that as a society, we would have progressed so much further with inclusivity than we have, but rather tension and division seem higher than ever and are near boiling points throughout our country. Although our mission is not to change the world, we do believe we can be an example of change. Petersburg Park will be a community of the people and for the people, a community of the community. Rather than create another district of separation and "your place is yours and my place is mine" mentality, we have very sincerely focused on creating the opposite. We often hear people talk about exclusive things or places, well, we want Petersburg Park to be the opposite: a catalyst for inclusiveness throughout the community.



## INCLUSIVITY AND COMMUNITY CONSIDERATION

Petersburg Park will provide open spaces for everyone to come together in a non-contrived environment. It will also provide carefully considered spaces for commerce, living, working and playing for all. We pray our vision is embraced by not only a segment of the community but the entire community. It is designed for the people of the past, present and future of St. Petersburg. It will celebrate all aspects of the community by introducing various, culturally diverse works of art, dining experiences beyond the usual chain restaurants that are accessible to all with experiences to be shared by every walk of the community. To ensure inclusivity from the start, if we are awarded this development, we shall host a series of community meetings in order to have direct and meaningful involvement with the surrounding population.

We envision Fall festivals with pumpkin carving contests, annual Easter Egg Hunts, an annual Christmas tree lighting ceremony and New Year's Celebrations. We will also have year-round recreational activities

to promote community involvement such as yoga in the park, stationary exercise equipment and games. None of what Petersburg Park stands for is exclusive, yet the opposite. It will be an inclusive place for all providing living and dining for all income levels and most importantly a community for all. Petersburg Park welcomes everyone.

### **Incubation of the Vision:**

So how do you ensure that the vision described above comes to fruition? It is not just about sticks and bricks. The true infrastructure of a community is the people. So, first and foremost our underlying base is to create a financial rise in the community through employment, which literally starts at the ground level. We have interviewed and will hire local general contractors to provide all the construction needs. The construction of Petersburg Park will provide for over one billion dollars of construction related industry jobs. From labor workers to electricians, plumbers, super intendants, project managers and more. We will require our contractors

to host annual job fairs to hire, train and promote within the community. Petersburg Park will provide thousands of construction job opportunities. We truly believe anyone local who wants to work in this industry will have the opportunity to do so. There are currently shortages of construction personnel and what a great place and way to introduce people to this vital industry. We need them.



## INCLUSIVITY AND COMMUNITY CONSIDERATION

Next, we shall continue this type of local promotion with all the businesses that will flourish here. Although we are not an employment office, this RFP inspired us to consider what lasting impacts we can make. We believe that by requiring that annual job fairs be hosted locally in our contracts and leases, we can continue to benefit and serve the local community. Therefore, restaurants, apartments, and other businesses will all have governing language in our agreements to promote local hiring, in turn, giving the local community an opportunity to grow professionally. We have also made careful considerations for local entrepreneurs. In the first three years of the Petersburg Park startup, we will have an incentive for new and relocated businesses. We will agree that any small business (less than 3 locations) that relocates to Petersburg Park or any first time start up business shall be given 3 months of rent-free occupancy in order to build their business. This will remove the financial stress of immediate overhead and provide opportunities to those seeking self-employment.

Petersburg Park will create thousands of great jobs and various new business opportunities and will be a state-of-the-art development in every respect. In regard to offsetting potential environmental impacts, we are proposing an expansive, 36-acre central park with ample green area and rich vegetation. During all construction phases, we intend to use renewable, sustainable, and locally sourced materials where possible and maintain best practices and industry standards on site. As with all Unicorp developments, the latest smart technologies will be implemented, such as complimentary Wi-Fi throughout the park, smart lighting, mobility services, wireless access controls and live tracking cameras. While we can't just wave a magic wand, we believe our outlined approach for Petersburg Park will be a successful model and set an example for inclusivity and growth throughout the nation.







**PINNACLE**  
COMMITTED TO EXCELLENCE

**PINNACLE COMMUNITIES  
AFFORDABLE HOUSING**



## PINNACLE HOUSING COMPANY

### AFFORDABLE HOUSING

With respect to affordable housing, Unicorp and Pinnacle will work with the city to devise a plan as set forth below under 11.1.18.14. Affordable Housing Strategy below. This plan will ensure a fully capitalized and context-driven strategy to actually meet the needs of the workforce within and outside the development area benefiting the city as a whole. Affordable housing is a critical component of any Community Benefit Plan, and Pinnacle will work with Unicorp, the city and the entire team to ensure it is part of a sustainable community. In addition, and as with all Pinnacle communities, on-site programs will be offered that are consistent with the goals of the Community Benefit Program, focusing on financial education, homebuyer preparation, health and wellness, entrepreneurship and childhood growth.

Both the City of St. Petersburg and the Unicorp team realize that for the City to grow, it must provide housing for its essential workforce, and for this workforce to expand and diversify, it must be able to find housing at all levels of affordability based on income and circumstances. The sustainable success of the Tropicana Field plan articulated in this response is predicated upon a housed workforce, multi-family and rental in type and character, at all levels of the income spectrum.

Our goal is to ensure this affordable and workforce housing meets some important objectives:

It is constructed in concert with the other key components of our plan.

Financing and equity investment, both public and private, is drawn to the plan and its various components and sub-components and is made readily available.







Affordable housing is integrated seamlessly into the master plan through design and environmental considerations, rendering it indistinguishable from other products in the plan.

The residents served by affordable and workforce housing are not disadvantaged in any way relative to the other housing offered in the plan, i.e., they benefit equally from the lifestyle benefits of living in the Tropicana Field area.

The affordable housing helps to alleviate shortages of it in the surrounding communities such as the Deuces Live district and within the Intown West CRA generally.

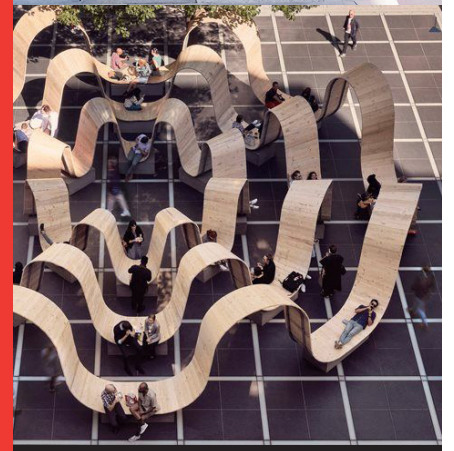
Such housing will be intrinsic with employment opportunities offered by other elements of the plan, such that residents can avail themselves of true “live/work/play” opportunities all within the Tropicana Field area.





The housing will not unduly cost burden residents and will help alleviate the current cost burden crisis for many very low, low and moderate income renters in St. Petersburg.

Pinnacle, as an experienced developer of affordable rental housing, is a vital part of the Unicorp team and will work with Unicorp and the City to deliver on these objectives while securing financing commitments for the identified affordable housing development locations as shown on the master plan (anticipated to be Blocks I, K and L). As demonstrated elsewhere in this response, Pinnacle has substantial experience in developing cutting edge, best-in-class affordable rental housing using its skill to ensure its developments not only blend seamlessly into communities, but also become a featured landmark element within them. Established in 1997, Pinnacle will bring all its experience to bear to produce outstanding affordable communities.





Without a doubt, affordable and workforce housing is a critical need. This fact is the driving force behind the City of St. Petersburg's comprehensive ten-year plan to address affordable housing in the city by incentivizing the development and/or preservation of 2,400 multi-family units, as well as efforts to create and preserve thousands more of varying types, supported by \$60 million of leveraged financing from the City.

Data from the Shimberg Center for Housing Studies at the University of Florida bears this need out. Their 2019 rental market study paints a dispiriting picture of affordable rental housing need in Florida, Pinellas County and St. Petersburg. The amount of "cost-burdened renters" or those paying more than 40% of their income on rent and related housing expenses, has ballooned to nearly a million statewide (doubling since 2000), and over 5% of them reside in Pinellas County. The vast majority of those are workers making 60% of area median income or less, typically the pay level attributable to the workforce – retail, entry level professional, grocery, customer service, educational, nursing/health care, restaurant, truckers/drivers for hire and supervisory personnel. The greatest level of cost burden in Pinellas County/St. Petersburg according to the Shimberg Center is among 1 and 2 person households, comprising 75.1% of total cost burdened households. All this is of course pre-COVID 19 data, meaning invariably the 2020 data on cost burdens will be far worse. These employees will be the backbone of a new, thriving Tropicana Field redevelopment, and must be housed effectively to ensure an economically healthy community that does not place undue pressure on city services and contribute to further income disparity.

The key to creating affordable rental housing is a capital structure which results in quality product that does not require the level of debt service or returns found in market-rate rental housing. Our objective is to combine public and private investment, through the following strategies:

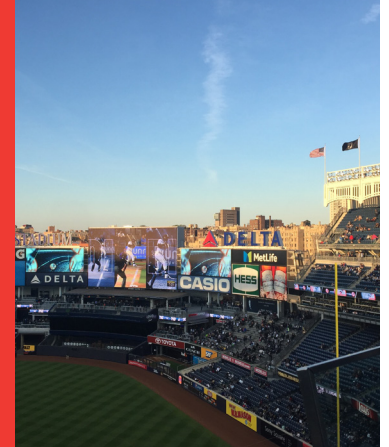
Leveraging City and/or CRA investment through both its 10 Year Housing Plan plus resources committed to the Tropicana Field redevelopment to create opportunities.



Utilizing competitive financing resources from Florida Housing Finance Corporation where appropriate, such as the 9% Housing Tax Credit, SAIL and Workforce SAIL.

We would seek allocations Tax-Exempt Bond Financing combined with non-competitive 4% Housing Tax Credits, a method that was made more viable on December 21, 2020 with the passage of the federal bipartisan COVID 19 relief bill that created the long-awaited “fix” to the 4% tax credit. This will allow for an equity raise increase of approximately 25% for developments using the 4% credit, thus making a range of development opportunities possible using Bonds and 4% credits that once required substantially more subsidy.

Other non-traditional private and quasi-public resources when available and viable.





## DEVELOPMENT APPROACH

### PETERSBURG PARK

As requested by the RFP, Unicorp National Developments is providing two development options. The first option is to either retain the existing Tropicana Stadium or replace it with an appropriately scaled mixed venue stadium that can engage and work symbiotically with its surrounding environment, a place that can be used for festivals, music events and other activities when sports are not being played. We envision this to be utilized year-round and a constant attribute for the community.

The second option is to replace the stadium altogether with a continuation of the urban fabric and mix of uses.

In either option, Unicorp National Developments will act as a Master Developer. As the master developer Unicorp will control the overall character of the project, design a master plan that guides development, obtains financing and approvals, and oversees phased implementation of the plan by specialized builders and developers with experience in

each product type. Unicorp will construct all the infrastructure of the project along with various vertical components

#### **Stadium Master Plan Approach**

As stated in in our RFP response, Unicorp National Developments has developed two master planning options within a three phased approach.

Recognizing that the City of St Petersburg has a Lease with the Tampa Bay Rays until the end of the 2027 MLB season, both of our options maintain the existing stadium until that time. This however will not preclude us from commencement of the first phase prior to 2027 and will allow us to move forward as soon as possible. The first phase will cover everything east of Booker Creek and would include the necessary infrastructure improvements to enhance the creek. We understand the Tampa Bay Rays have rights under the Use Agreement. Unicorp fully intends to honor those rights and

negotiate in good faith any necessary changes to the Use Agreement. Currently our plan maintains the 7,000 parking spaces required under the Lease.

In the event the City of St Petersburg and the Tampa Bay Rays decide to terminate the Lease prior to 2027, Unicorp National Developments master plan has the ability to include a plan for a new stadium or substitute and expand the plan with other commercial venues.

We believe that a new stadium can be designed in scale and in harmony with its surroundings as our plan depicts. It will solidify and help create a true sense of place and destination.

Our vision for the new baseball stadium is smaller in scale similar to Wrigley Field with but with open arms, to act as the terminus for the central lawn. During the off-season, the stadium can act more like an amphitheater for outdoor concerts and special events.

## STADIUM PARKING

### PETERSBURG PARK

It is our understanding is that the stadium will be designed to provide 25,000 seats (current design was created to provide 48,000 seats).

We are planning to include approx. 1,311 parking spaces dedicated to meet the stadium parking needs plus 887 that can be shared with other commercial /office uses, for a total of 2,198 spaces. Additional access to events will be accommodated with future BRT transit stops on 1st avenue and 13th street to facilitate local and regional linkages. We understand that current off-site parking agreements will remain in place.

The Option 1 Master Plan provides stadium parking in the following phases:

Phase 1- some off-site parking to complete Phase 1A

Phase 2- 787 spaces on blocks K and I

Phase 3- 524 spaces (142 which are conferencing area events) on Parcel J

**Total Stadium parking provided= 1,311**

In addition, the following parking spaces would be used in a shared parking agreement with the Innovation District and Office Block:

Block D- 327 spaces

Block E-249

Block M- 311 spaces

**Total Shared parking- 887 spaces**

**Total parking on-site 2,198 spaces**

### PETERSBURG PARK PHASING PLAN

#### OPTION 1-TROPICANA DEVELOPMENT with MLB STADIUM

Total Overall Uses and Areas for the 83.74 acre site.

#### Public realm Improvements

The improvements east of Booker Creek, New tree lined streets, 3rd street promenade, Pinellas Trail on 1st Avenue S.

#### Residential Program -2,995 dwelling units

This density will be distributed in a variety

of housing types such as residential uses above retail and commercial uses, live/ workspaces as well as urban brownstones along the Southern edge of Booker Creek.

#### Commercial Uses:

**235,000 SF of lifestyle and commercial retail,**

**288,000 SF Innovation District**

**186,000 SF of Flex Space**

**155,000 SF Office Space**

**70,000 SF, Conference Center and a 400 key hotel.**

**Total Parking Spaces - 6,044**

#### Phase 1 Development

This phase will start east of Booker Creek leaving the existing stadium in place west of the Creek. This truly mixed-use community will include buildings from 5 story up to 20 story towers. The development on this phase will meet the zoning regulations with streets lined with trees and a linear park with landscaping to create a walkable link to Central park.



## STADIUM PARKING

### PETERSBURG PARK

**Residential Program** - 463 dwelling units. This density will be distributed in a variety of housing types such as residential uses above retail and commercial uses, live/workspaces and urban brownstones along the Southern edge of Booker Creek.

#### Commercial Uses-

50,000 SF of lifestyle and commercial retail,  
New Stadium Starburst Plaza  
Parking Spaces - 1,444 spaces

promenade, and new streets lined with trees and a linear park with landscaping to complete the walkable links to Petersburg Central Park.

**Residential Program** - 555 dwelling units. This density will be distributed in a variety of housing types such as residential uses above retail and commercial uses, live/workspaces and urban brownstones along the Southern edge of Booker Creek.

#### Commercial Uses-

99,000 SF of lifestyle and commercial retail,  
186,745 SF Flex Space  
70,000 SF, Conference Center and a 400 key hotel.  
Parking Spaces – 1,313 spaces

#### Phase 3 Development

This last phase will start the Petersburg Central Park, the completion of Booker Creek Basin, New Conference Center with 400 key Hotel and Flex Commercial spaces. This mixed-use phase will include residential and commercial building typologies between 3 and 15 stories high.

#### Public realm Improvements

The improvements west of Booker Creek, The Basin, Central Petersburg Park  
New streets, completion of 3rd street

PROJECT SUMMARY								
SUMMARY	RESIDENTIAL	RETAIL	OFFICE	FLEX	HOTEL	CONFERENCE CENTER	INNOVATION CENTER	Spaces Prov.
PHASE 1								
PH1A	BLOCK A	398 Units	15,763 SF	0 SF	0 SF	0 Rooms	0 SF	479 spaces
	BLOCK B	368 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	479 spaces
	BLOCK C	400 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	480 spaces
	BLOCK D	267 Units	13,475 SF	0 SF	0 SF	0 Rooms	163,355 SF	599 spaces
	BLOCK E	175 Units	0 SF	0 SF	0 SF	0 Rooms	124,370 SF	459 spaces
	BLOCK F	299 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	339 spaces
	BLOCK M	0 Units	55,478 SF	155,544 SF	0 SF	0 Rooms	0 SF	452 spaces
Sub-Total								
PHASE 2								
	BLOCK Ia	234 Units	13,161 SF	0 SF	0 SF	0 Rooms	0 SF	547 spaces
	BLOCK K	177 Units	37,480 SF	0 SF	0 SF	0 Rooms	0 SF	897 spaces
	BLOCK L	52 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	BLK K
	Sub-Total	463 Units	50,640 SF	0 SF	0 SF	0 Rooms	0 SF	1,444 spaces
PHASE 3								
	BLOCK G	0 Units	7,920 SF	0 SF	56,720 SF	0 Rooms	0 SF	BLK I
	BLOCK H	251 Units	25,412 SF	0 SF	101,647 SF	0 Rooms	0 SF	479 spaces
	BLOCK Ib	81 Units	33,937 SF	0 SF	0 SF	0 Rooms	0 SF	0 spaces
	BLOCK J	223 Units	32,406 SF	0 SF	28,378 SF	401 Rooms	70,903 SF	834 spaces
Sub-Total								
TOTAL								
2,925 Units 205,793 SF 155,544 SF 186,745 SF 401 Rooms 70,903 SF 287,724 SF 6,044 Units								

## STADIUM PARKING

### OPTION 2

Total Overall Uses and Areas for the 83.74 acre site.

#### **Public realm Improvements**

The improvements east of Booker Creek, New streets, 3rd street promenade, Pinellas Trail on 1st Avenue S.

#### **Residential Program -**

##### **3,448 dwelling units**

This density will be distributed in a variety of housing types such as residential uses above retail and commercial uses, live/workspaces as well as urban brownstones along the Southern edge of Booker Creek.

#### **Commercial Uses:**

312,000 SF of lifestyle and commercial retail,  
288,000 SF Innovation District  
158,000 SF of Flex Space  
155,000 SF Office Space  
66,000 SF, Conference Center and a 400 key hotel.

**Total Parking Spaces - 5,864 spaces**

#### **Phase 1 Development**

This phase will start east of Booker Creek leaving the existing stadium in place west of the Creek. This truly mixed-use community will include buildings from 5 story up to 20 story towers. The development on this phase will meet the zoning regulations with streets lined with trees and a linear park with landscaping to create a walkable link to Central park.

**Phase 1A-** will be developed first on the N/E corner of the site. Any surface parking displaced, will be provided off-site.

#### **Residential Program - 1,907 dwelling units.**

This density will be distributed in a variety of housing types such as residential uses above retail and commercial uses, live/workspaces. as urban brownstones along the Southern edge of Booker Creek.

#### **Commercial Uses-**

85,000 SF of lifestyle and commercial retail,  
288,000 SF Innovation Center  
155,000 SF Office Space  
Parking Spaces - 3,287 spaces

#### **Phase 2 Development**

This last phase will start the Petersburg Central Park District, Flex Space Areas, and 3rd Avenue Promenade. This mixed-use phase will include residential and commercial building typologies between 3 and 15 stories high.

#### **Public realm Improvements**

The improvements west of Booker Creek, The Basin, Central Petersburg Park  
New streets, completion of 3rd street promenade, and new streets lined with trees and a linear park with landscaping to complete the walkable links to Petersburg Central Park.



## STADIUM PARKING

### PETERSBURG PARK

#### Residential Program - 894 dwelling units.

This density will be distributed in a variety of housing types such as residential uses above retail and commercial uses, live/workspaces and urban brownstones along the Southern edge of Booker Creek.

#### Commercial Uses-

119,000 SF of lifestyle and commercial retail,  
158,000 SF of Flex Space  
Parking Spaces – 1,428 spaces

#### Phase 3 Development

This phase will complete the overall development west of 16th Street S. as well as the 3 blocks of development that will include a mix of uses including the conference Center and Hotel. This phase will also help complete the Pinellas trail development and the extension of the 3rd Avenue Promenade as well as improvements to 16th Street S. This last phase will include buildings from 5 story up to 20 story towers

**Residential Program** - 648 dwelling units. This density will be distributed in a variety of housing types such and residential uses above retail and commercial uses, live/workspaces. as urban brownstones along the Southern edge of Booker Creek.

#### Commercial Uses-

107,000 SF of lifestyle and commercial retail,  
66,000 SF, Conference Center and a 400 key hotel  
Parking Spaces - 1,149 spaces

PROJECT SUMMARY								
SUMMARY	RESIDENTIAL	RETAIL	OFFICE	FLEX	HOTEL	CONFERENCE CENTER	INNOVATION CENTER	Spaces Prov.
<b>PHASE 1</b>								
PH1A BLOCK A	398 Units	15,763 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	479 spaces
BLOCK B	368 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	479 spaces
BLOCK C	400 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	480 spaces
BLOCK D	267 Units	13,475 SF	0 SF	0 SF	0 Rooms	0 SF	163,355 SF	599 spaces
BLOCK E	175 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	124,370 SF	459 spaces
BLOCK F	299 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	339 spaces
BLOCK M	0 Units	55,478 SF	155,544 SF	0 SF	0 Rooms	0 SF	0 SF	452 spaces
Sub-Total	1,907 Units	84,717 SF	155,544 SF	0 SF	0 Rooms	0 SF	287,724 SF	3,287 spaces
<b>PHASE 2</b>								
BLOCK G	0 Units	7,920 SF	0 SF	56,720 SF	0 Rooms	0 SF	0 SF	BLK I
BLOCK H	251 Units	25,412 SF	0 SF	101,647 SF	0 Rooms	0 SF	0 SF	479 spaces
BLOCK I	314 Units	45,695 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	547 spaces
BLOCK J	328 Units	40,649 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	402 spaces
Sub-Total	894 Units	119,676 SF	0 SF	158,367 SF	0 Rooms	0 SF	0 SF	1,428 spaces
<b>PHASE 3</b>								
BLOCK K	238 Units	24,402 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	447 spaces
BLOCK L	52 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	BLK K
BLOCK N	321 Units	49,794 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	380 spaces
BLOCK O	36 Units	33,581 SF	0 SF	0 SF	393 Rooms	66,289 SF	0 SF	322 spaces
Sub-Total	648 Units	107,777 SF	0 SF	0 SF	400 Rooms	66,289 SF	0 SF	1,149 spaces
<b>TOTAL</b>	<b>3,448 Units</b>	<b>312,170 SF</b>	<b>155,544 SF</b>	<b>158,367 SF</b>	<b>400 Rooms</b>	<b>66,289 SF</b>	<b>287,724 SF</b>	<b>5,864 spaces</b>



**B2 COMMUNICATIONS**  
**COMMUNITY OUTREACH & MEDIA**





## COMMUNITY OUTREACH- WORKING WITH MULTIPLE STAKEHOLDERS

### PETERSBURG PARK

By collaborating with stakeholders and City staff, and forming a true partnership, our team will be able to identify the most important issues in a community and to develop realistic and feasible solutions to those issues. We have successfully conducted hundreds of stakeholder meetings, community workshops, and presentations.

Our team will participate in community outreach efforts to gather input from the city and identified stakeholders. Key meetings will need to include the City, the Community representatives of businesses and neighborhood districts and surrounding neighborhoods and the many other institutional and public partners necessary to make this plan a reality. Methods of assessment, evaluation and communication will be customized to specific project goals and may include regular working group meetings, focus group sessions, technical meetings, personal interviews, and public open house presentations. Considerable efforts will be made throughout the process to maximize collaboration and inclusiveness, ensuring that the Development Plan represents a balanced economic and community vision that actively engages a broad constituency.





**KIMLEY HORN**  
**CIVIL ENGINEER**



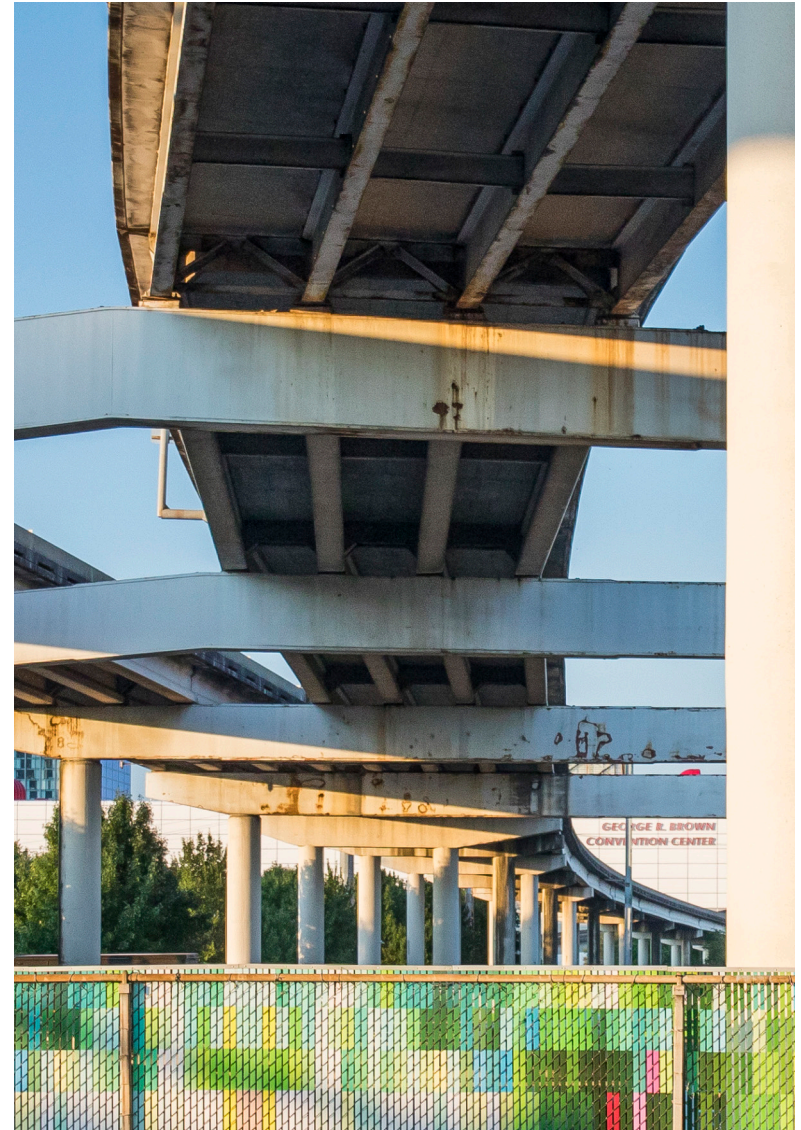


## KEY TRANSPORTATION ELEMENTS OF THE PLAN AND COMPLETE STREETS IMPLEMENTATION PLAN STRATEGIC APPROACHES

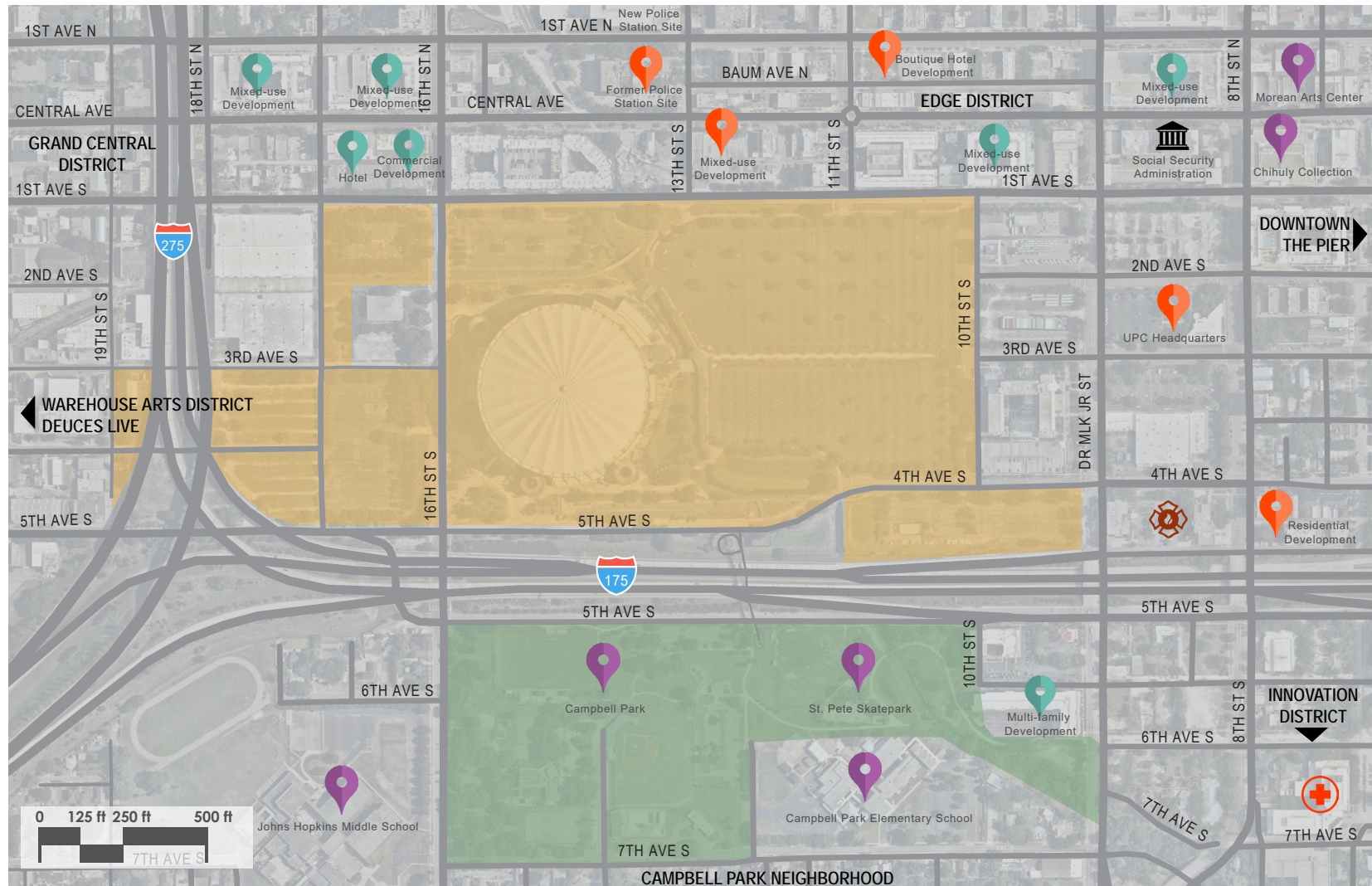
### CONNECT THE SITE WITH SURROUNDING NEIGHBORHOODS USING A VARIETY OF TRANSPORTATION MODES AND CONNECTORS.

The Site is adjacent to the EDGE District, which stands for Entertainment, Dining, Galleries and shops, and Etcetera, which is an area of the City that has seen a lot of development/redevelopment and proposed development in recent years. Properties like the former police station are currently being planned for mixed-use development. Other districts nearby are the Warehouse Arts District, Deuces Live, Innovation District, Campbell Park Neighborhood and Downtown. One of the most notable points of interest in the City is The Pier that opened in Summer 2020. The Pier is approximately one mile from the Site.

There are opportunities to connect to these surrounding areas with connected transit and pedestrian and bicycle facilities in conjunction with City plans. Some examples include seamlessly connecting to the south along Booker Creek with Campbell Park Neighborhood and the Innovation District, including USF St. Pete, with the 6th Avenue South cycle track that is currently under design that will provide a loop connection to the downtown waterfront. Streetscape enhancements on the 3rd Avenue Promenade to 5th Avenue South provides an opportunity to connect the site to the Warehouse Arts District and Deuces Live to the west. Enhanced crossings and connections between the site and 1st Ave S and the north/south streets including Dr. MLK Jr St, 11th Street, 13th Street, 16th Street, 17th Street, 18th Street.



## KEY TRANSPORTATION ELEMENTS OF THE PLAN AND COMPLETE STREETS IMPLEMENTATION PLAN STRATEGIC APPROACHES





## KEY TRANSPORTATION ELEMENTS OF THE PLAN AND COMPLETE STREETS IMPLEMENTATION PLAN STRATEGIC APPROACHES

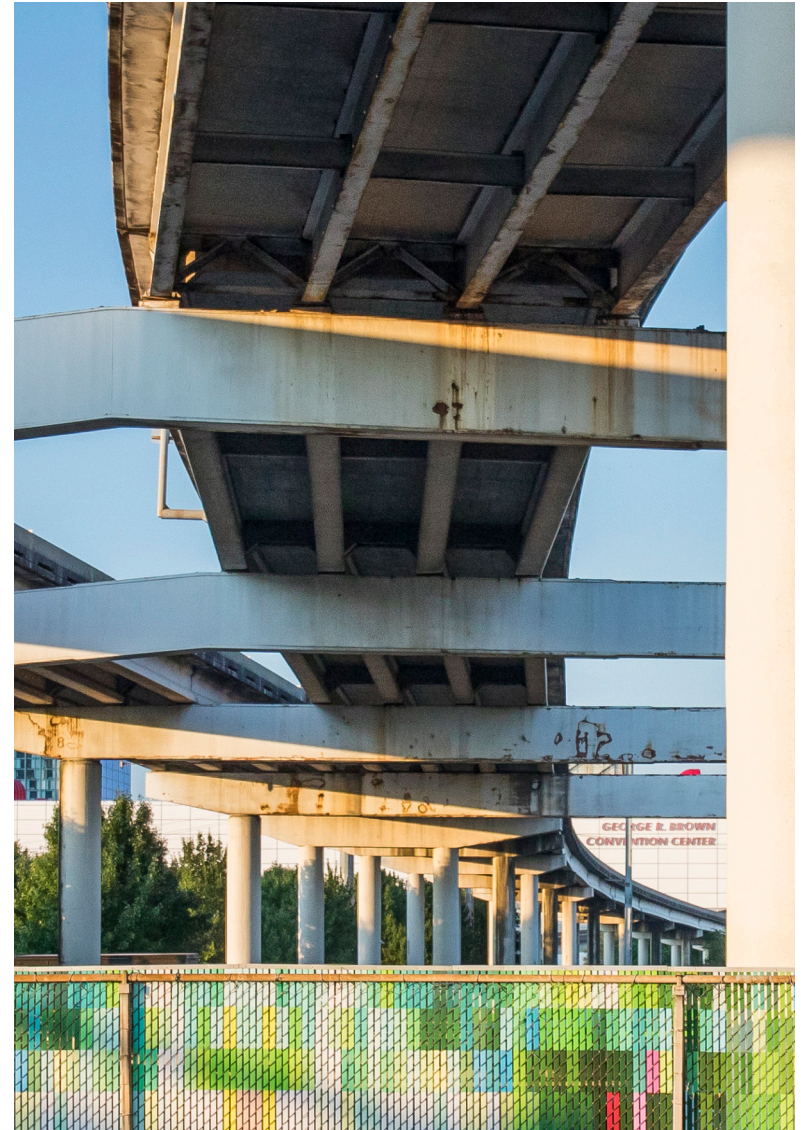
### COMPLETE STREETS IMPLEMENTATION PLAN STRATEGIC APPROACHES

The City of St. Petersburg Complete Streets Implementation Plan includes several strategic approaches that will be considered in our proposal such as placemaking, modal Priority, maximum desired operating speeds, flexible street design guidance, level of traffic stress for people bicycling and TOD strategies.

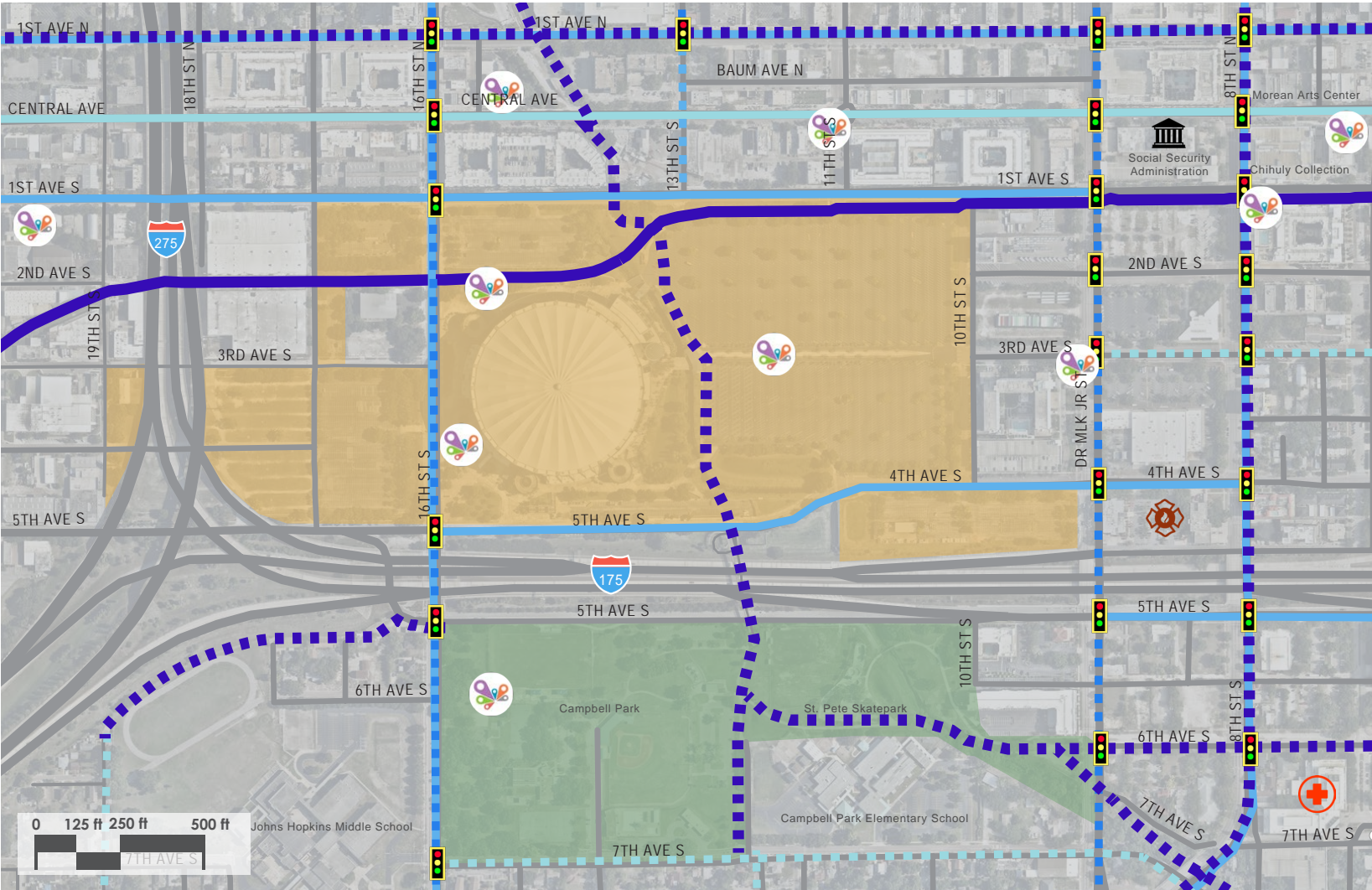
### BIKE FACILITIES PLAN

The City's plan outlines multimodal improvements throughout the City and specifically around the site that will be integrated into the proposed Petersburg Park Development. These improvements include pedestrian crossings, bicycle facilities, lane eliminations, and other improvements that enhance safety and connectivity within the City and to surrounding communities. The most prominent bike facility for the Site is the Pinellas Trail. The Pinellas Trail provides regional trail connectivity throughout the County included to North County and to downtown St. Petersburg.

The Complete Streets Plan outlines plans to create more connections to and from the Pinellas Trail with more trails and dedicated bike facilities that should be considered with the site plan. There is also an existing network on bike facilities that connect the Site to downtown and more facilities are planned to further enhance connections to downtown.



KEY TRANSPORTATION ELEMENTS OF THE PLAN AND COMPLETE STREETS IMPLEMENTATION PLAN STRATEGIC APPROACHES





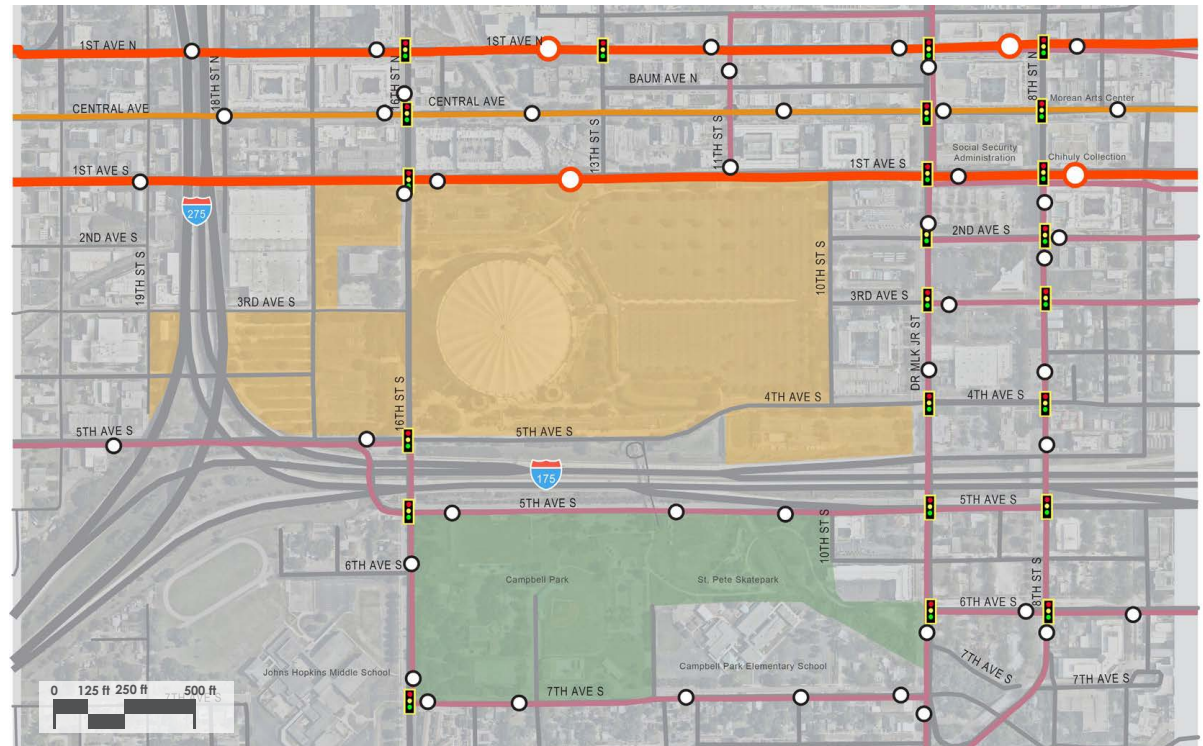
## KEY TRANSPORTATION ELEMENTS OF THE PLAN AND COMPLETE STREETS IMPLEMENTATION PLAN STRATEGIC APPROACHES

### TRANSIT ROUTE MAP

The SunRunner, currently under construction, will connect downtown St. Pete to St. Pete Beach. The SunRunner route runs primarily on 1st Avenue N and 1st Avenue S. There is an opportunity to provide multimodal connections from the site to the nearby SunRunner station, adjacent to the site on 1st Avenue S and 13th Street S.

There are also many other transit routes and stop adjacent to the site. Frequent routes (running 15 – 30 minute headways) are adjacent and within walking distance from the Site. The Central Avenue Trolley (CAT) is a free route that runs along Central Avenue to the Beaches and primarily serves commercial uses and tourists.

With the development of the site, there is the opportunity to coordinate with the Pinellas Suncoast Transit Authority (PSTA) on potential route connections through the site to connect to downtown and the surrounding neighborhoods.



## KEY TRANSPORTATION ELEMENTS OF THE PLAN AND COMPLETE STREETS IMPLEMENTATION PLAN STRATEGIC APPROACHES

### SMART CITIES

A smart city uses information and communications technology to enhance its livability, workability, and sustainability. Using smart computing technologies, cities have the potential to make their critical infrastructure components and services – including city administration, education, healthcare, public safety, real estate, transportation, and utilities – more intelligent, interconnected, and efficient. Kimley-Horn knows this and recognizes that smart cities are our future. We have spearheaded the transition to Smart Cities by developing smart city strategic plans and mobility plans for more than 100 metropolitan regions nationwide including Los Angeles County, San Diego, the San Francisco Bay Area, New York City, the City of Austin, and the City of Madison. Our engineers use a tailored approach to prepare a roadmap to guide clients through the process of becoming a smart city with decreased emission and pollution levels, sustainable domestic water usage, localized smart energy networks, asset and materials tracking, improved mobility, reduced congestion, and more.

The Tropicana site serves as an opportunity to test and implement smart city technologies as it would need an overhaul of the site's infrastructure. Furthermore, the Trop site provides an opportunity to partner and collaborate with the St. Pete Innovation District, and the number of partners in the area, adjacent to the site.

### INFRASTRUCTURE

There is known environmental contamination issues identified within the project site. Kimley-Horn's Environmental Professionals will evaluate the existing conditions and work with the City and FDEP to ensure the proposed development complies with the applicable regulations. Options may include hauling contaminated soils offsite or potentially capping in place. Depending on the extent of contamination, we may require the assistance of the city to offset the cost.





**FELDMAN EQUITIES, LLC**  
**OFFICE DEVELOPER**





## **FELDMAN EQUITIES, LLC**

### **OFFICE DEVELOPER**

Consistent with the Grow Smarter strategy, the office space and amenities at Petersburg Park will be designed to attract employers and entrepreneurs in targeted industries, including marine and life sciences, financials services and data analytics. Unicorp will leverage Feldman Equities' extensive leasing experience in Tampa Bay and New York City to attract a mix of new-to-market and local tenants, bringing high-paying jobs to St. Petersburg. Petersburg Park will provide creative work space outside the traditional downtown core, expanding the city's supply and diversity of office space options.

The development will work with the community to provide training and jobs on-site. The development will collaborate with the St. Pete Chamber, St. Pete Economic Development Corporation (EDC), and neighborhood organizations to connect with those who are looking for opportunities. One strategy will be to align with the Grow Smarter strategy specifically to align with efforts from the Coordinated Education and Training Workgroup, Entrepreneurial Workgroup and the Targeted Job Created Workgroup.





The Coordinated Education and Training Workgroup is focused on finding and reaching the disconnected youth in St. Pete, as well as helping existing organizations in South Pinellas who provide education and training align their efforts in reaching this population.

The Entrepreneurial Growth Workgroup aims to better understand how St. Pete supports new businesses. This group believes that only by understanding entrepreneurs' needs can we begin to develop methods for reducing barriers to success for all entrepreneurs, regardless of background or resources.

The Targeted Job Creation Workgroup focuses on aligning the needs of job seekers and employers in five key areas of industry. Under the auspices of Grow Smarter, leaders in economic development are now looking to spread the language of equity among key industry leaders who are expected to power St. Petersburg's job economy into the future



**RSM DESIGN  
DESIGN TEAM**





**At the heart of every great city  
is a park that grows into the  
soul of any community.**

Paris has the Tuileries Garden

New York City has Central Park

Chicago has Millennium Park and now,

**St. Petersburg has Petersburg Park**

**Petersburg Park will not only be the heart of St. Pete, but can become an international destination for all.**

**It will be THE SOUL OF THE CITY that creates a sense of pride for both locals, visitors and staff.**

A place for everyone, designed as a platform for stronger economies as well as a place to build memories. Petersburg Park will be an oasis for the surrounding community to recharge the soul and celebrate nature, the arts, healthy living, and learning.





**PETERS**  
**BURG**  
**PARK**

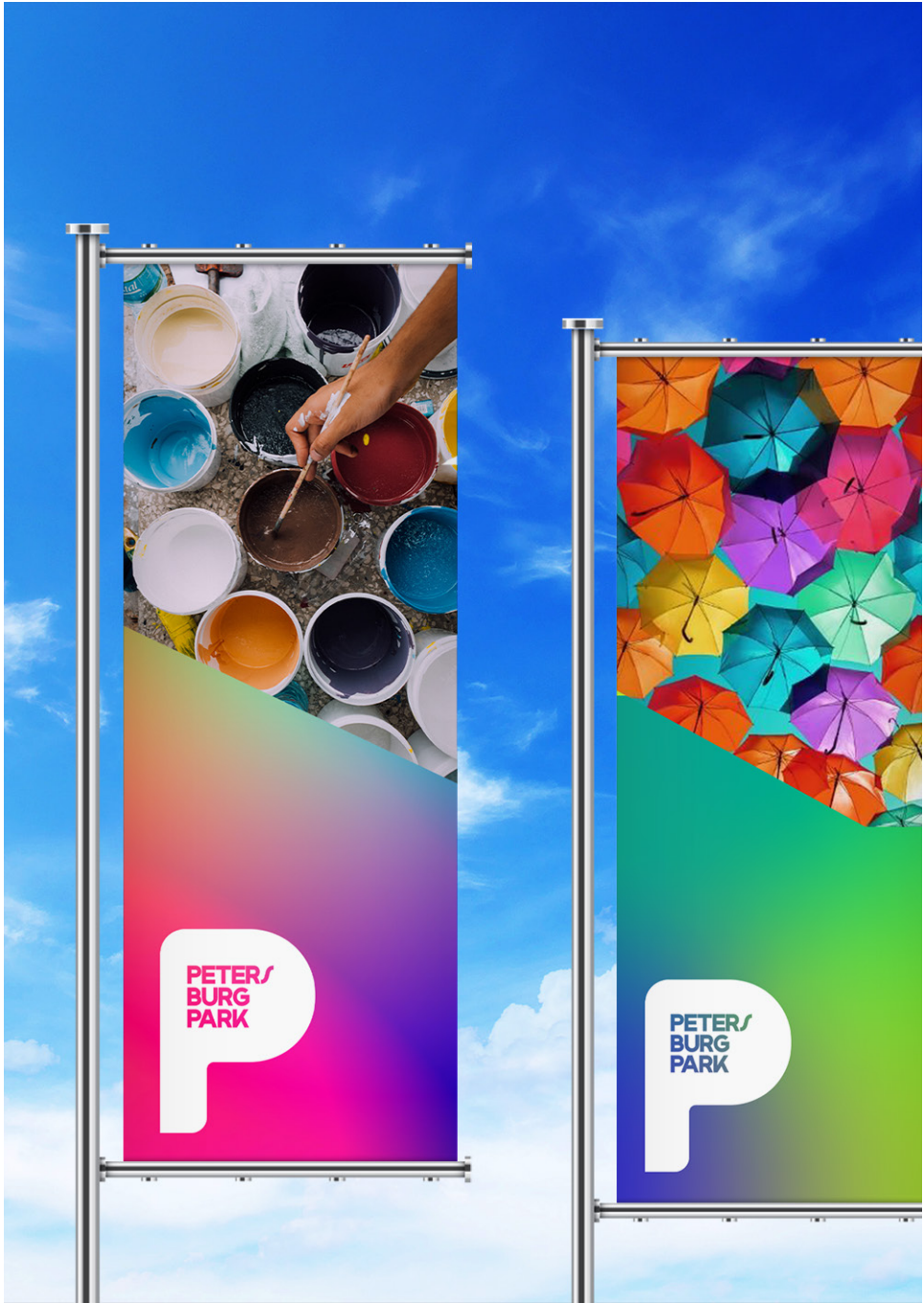




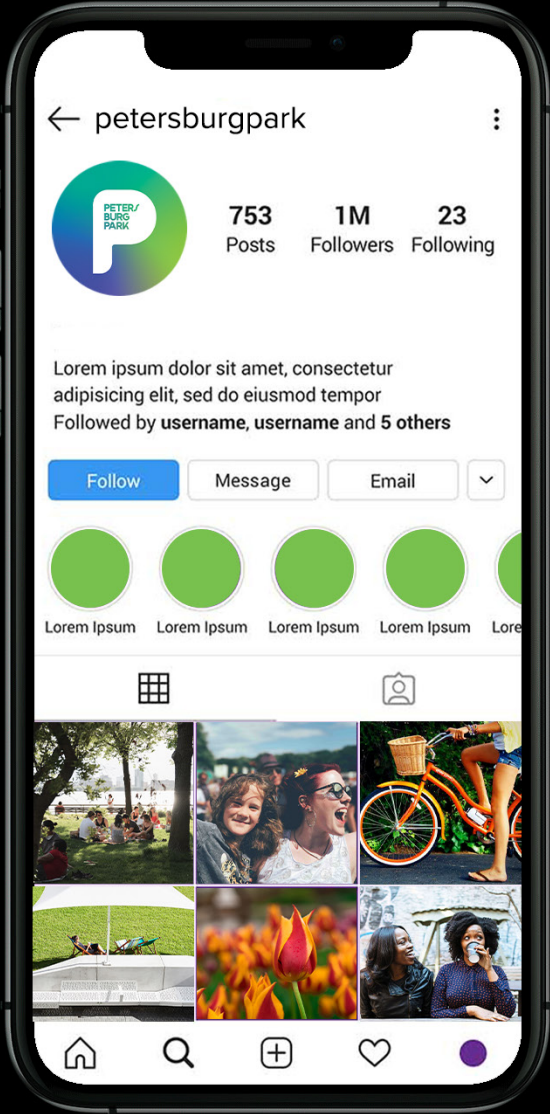
BRAND PALETTE











PETER/  
BURG  
PARK

RESIDENTS

VISTORS

EVENTS

ABOUT



**A lush city park that is  
patchwork quilted with  
the surrounding community**





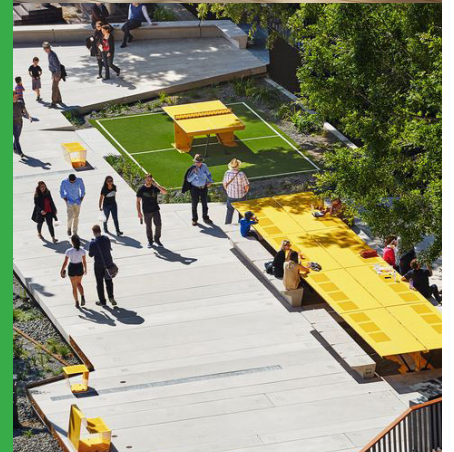
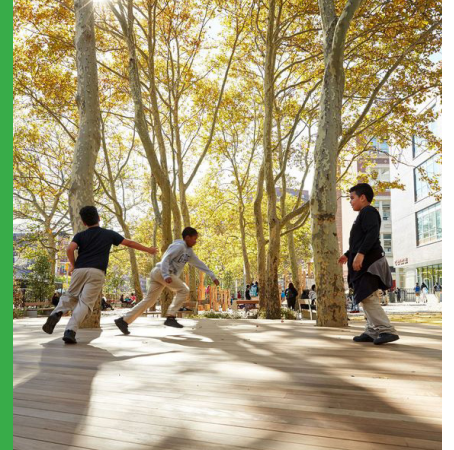
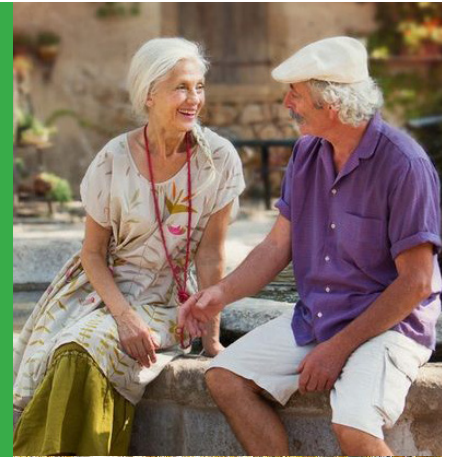


## Gathering Space

### ENCOURAGING CONNECTION

—

We believe experiences are meant to be shared and moments savored. Therefore it is our mission to curate unique opportunities for fellowship and community to flourish. Seating and moments of rest create welcoming environments that invite connection and promote engagement. Dynamic graphics and a diverse narrative inspire conversation.





## Gathering Space

### FLEXIBLE SEATING

Movable chairs allow the people and community to feel empowered to use the space to their own needs. It not only creates opportunities to sit alone but also congregate together.

### MY BENCH

A variety of benches makes it easier for people to identify their location and feel connected to a space. Finding “your bench,” or the one place you know you can always have a seat and know where you are.

### SHADE

Shade structures promotes activity to be outside and touchpoints of comfort.



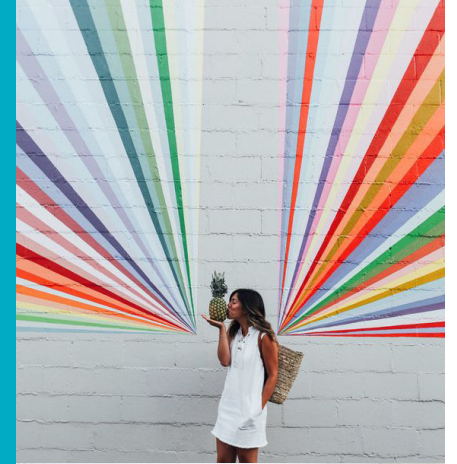




## Ten x Ten

TEN THINGS TO DO  
WITHIN TEN STEPS

The idea behind this concept is that places thrive when users have a range of reasons (10+) to be there. These might include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities will be unique to that particular place, reflecting the culture and history of the surrounding community. Local residents who use this space most regularly will be the best source of ideas for which uses will work best.







## Ten x Ten

### SHARED SPACES

Designing a space that help communities bond over a shared experience not only breeds relationships and a sense of closeness, but also leads to the second angle of sharing– social media.

### SOMETHING FOR EVERYONE

Petersburg Park will have a variety of amenities and points of interests. There's something for the shoppaholics, professionals, foodies, kids, and elders. Maybe it's a trip to the farmer's market or a date night.



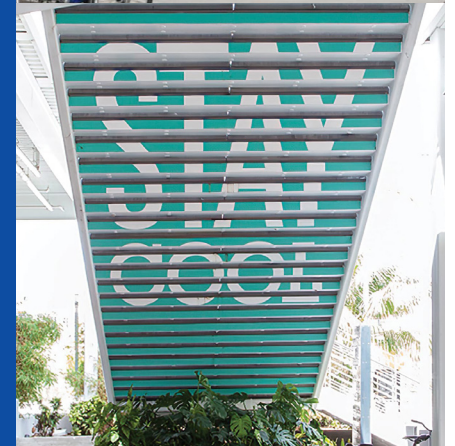
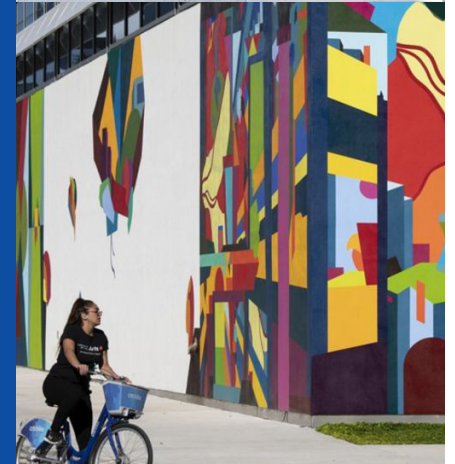




## Art Bringing Community Together

### BRIDGING COMMUNITY THROUGH ART

Art adds enormous value to the cultural, aesthetic and economic vitality of a community. It is now a well-accepted principle of urban design that public art contributes to a community's identity, fosters community pride and a sense of belonging, and enhances the quality of life for its residents and visitors.







# Art & Sculpture

## PUBLIC ART

Murals and curated art pieces are delightful and surprisingly fun interactive elements that add life to a project.

## ART PROGRAM

Working with artists to curate moments of discovery. Art programming serves as a totem, a representation of the local community, telling a distinct story and pulling people in to enjoy and connect.





## Celebrate the Pedestrian

### THE WALKABLE CITY

Pedestrian friendly streetscapes promote festivals, events, and farmers' markets and enhances a 'well-being' throughout the city. They provide simple connections within neighborhoods and throughout the city and increase accessibility for pedestrians. Vibrant streetscapes to promote activity, and keep pedestrian activity comfortable, clean and safe.





## Celebrate the Pedestrian

### ACTIVATE HIGHWAY UNDER PASSAGE

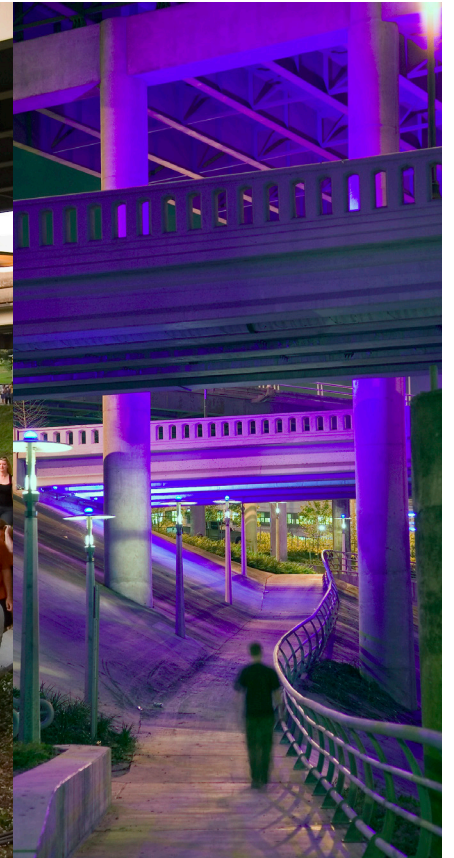
Connecting the under passage of the highway will connect the project to Campbell Park. An artful approach through lighting, art, or programming will increase connectivity and reduce crime.

### LIVING STREETS

Designed primarily with the interests of pedestrians and cyclists in mind and as a social space where people can meet and where children may also be able to play legally and safely.

### CROSSWALK GRAPHICS

Environmental Graphics provide opportunities to enrich and layer moments of delight. It creates touchstones for people to remember and engage.







## Health & Wellness

### PROMOTING A HEALTHY LIFESTYLE

The project seeks to be a place for the people. Therefore, it is important to create spaces and activities that promote health and fitness throughout the community. This can be a series of trails and fitness stations that engage and stimulate users to do various workout routines, community programming such as yoga in the park, and even local events that inform and educate residents about the importance of a healthy lifestyle.







## Health & Wellness

### COMMUNITY PROGRAMMING

Community-based programming reflects the importance of the shared, human experience. We are social beings, and we thrive when our communities are also thriving.

### OPEN SPACE

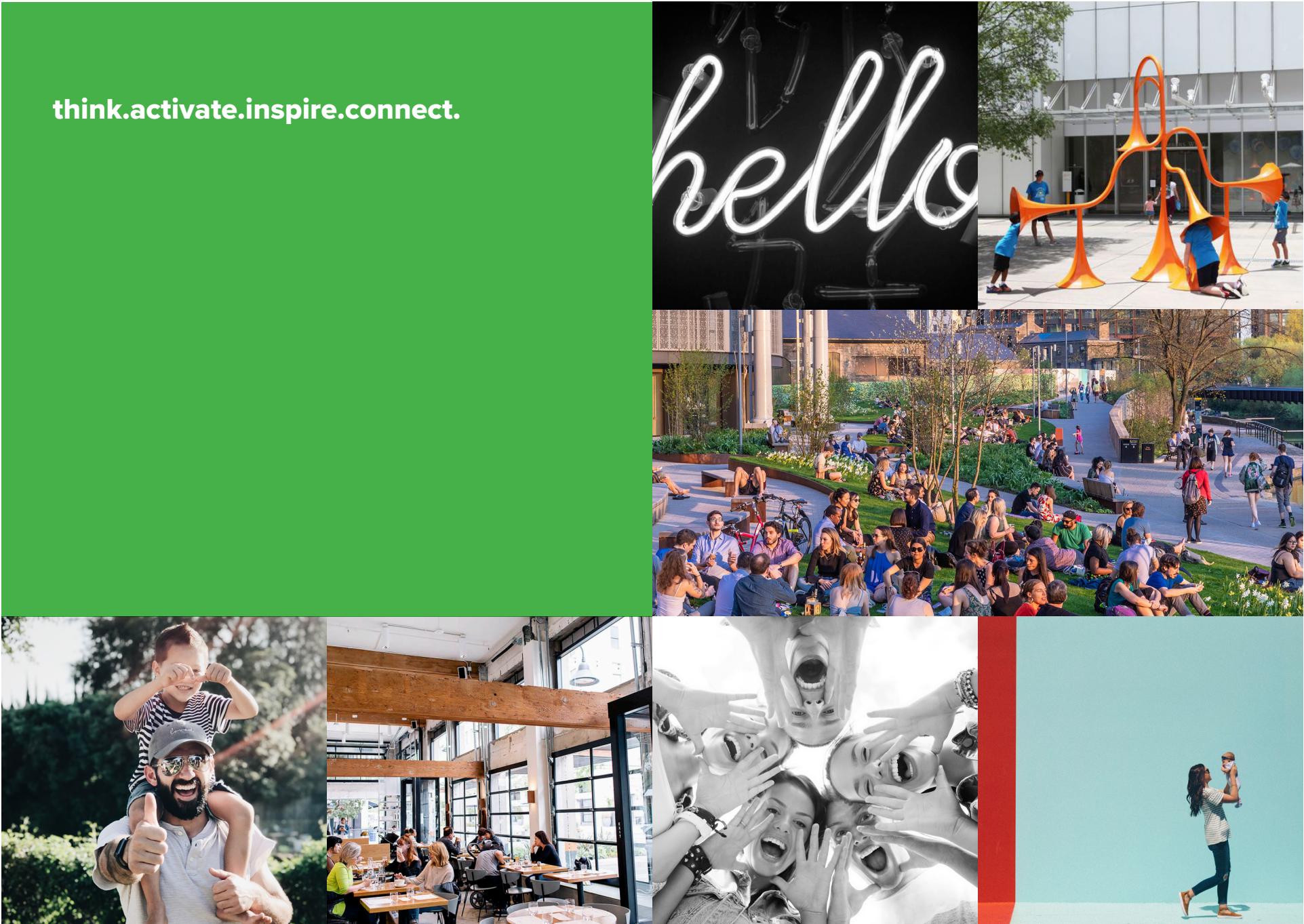
Open space provides a diverse range of outdoor opportunities for residents, workers, and visitors. Parks, plazas, pocket parks and courtyards harmonize and inspire sources of community. It can create pride and identity through design excellence.

### QUIET MOMENTS

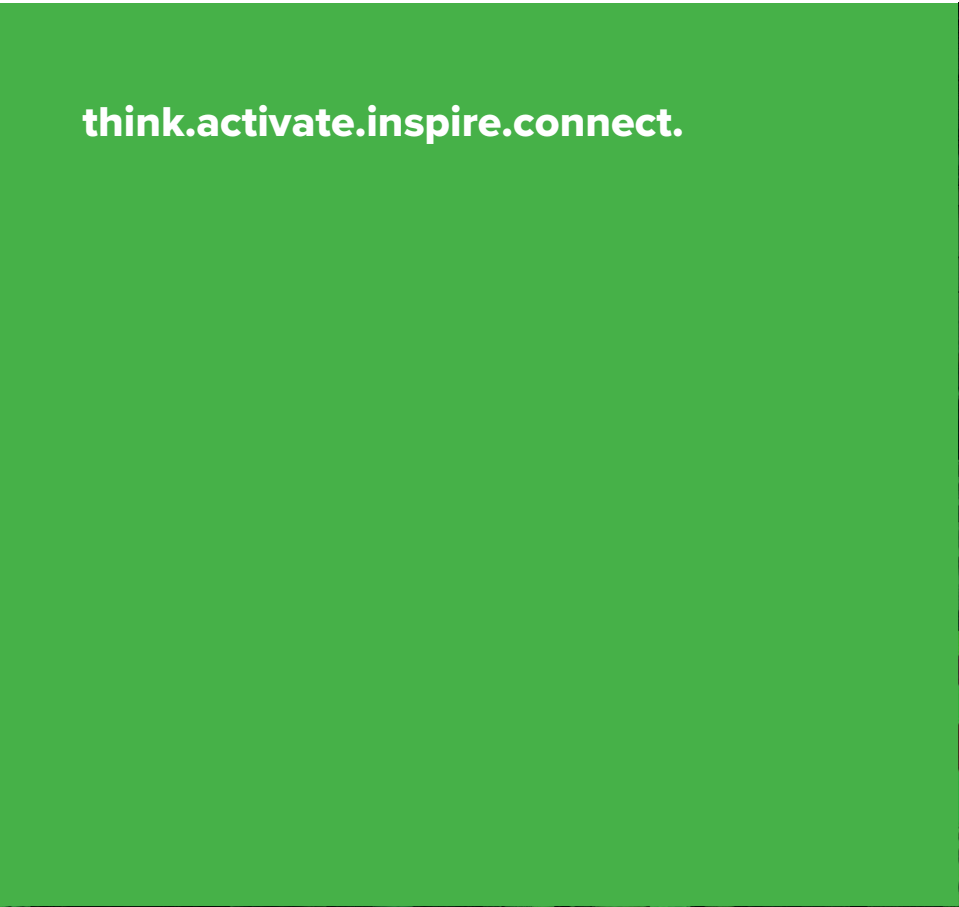
The hustle and bustle of a crowded public space can be draining for some people. Although it's rare to plan a space dedicated to solitary activities, it's important to set aside some areas where it's easy to sit down, take a breath, and have a quiet moment to yourself.













DEPICTION OF THE DEVELOPMENT





**AERIAL VIEW OF PETERSBURG PARK**  
LOOKING WEST





## AERIAL VIEW OF PETERSBURG PARK

LOOKING EAST





**VIEW OF BOOKER CREEK AND ADJACENT RETAIL SHOPS**





**VIEW OF PEDESTRIAN ESPLANADE**



# TROPICANA SITE DEVELOPMENT WITH MLB STADIUM OPTION 1



**OPTION 1 STADIUM | AERIAL VIEW FACING EAST**



# MULTIMODAL TRANSPORTATION MASTER PLAN

INTEGRATION OF MULTIMODAL FACILITIES THROUGH PETERSBURG PARK DEVELOPMENT.





# MULTIMODAL TRANSPORTATION REFERENCES

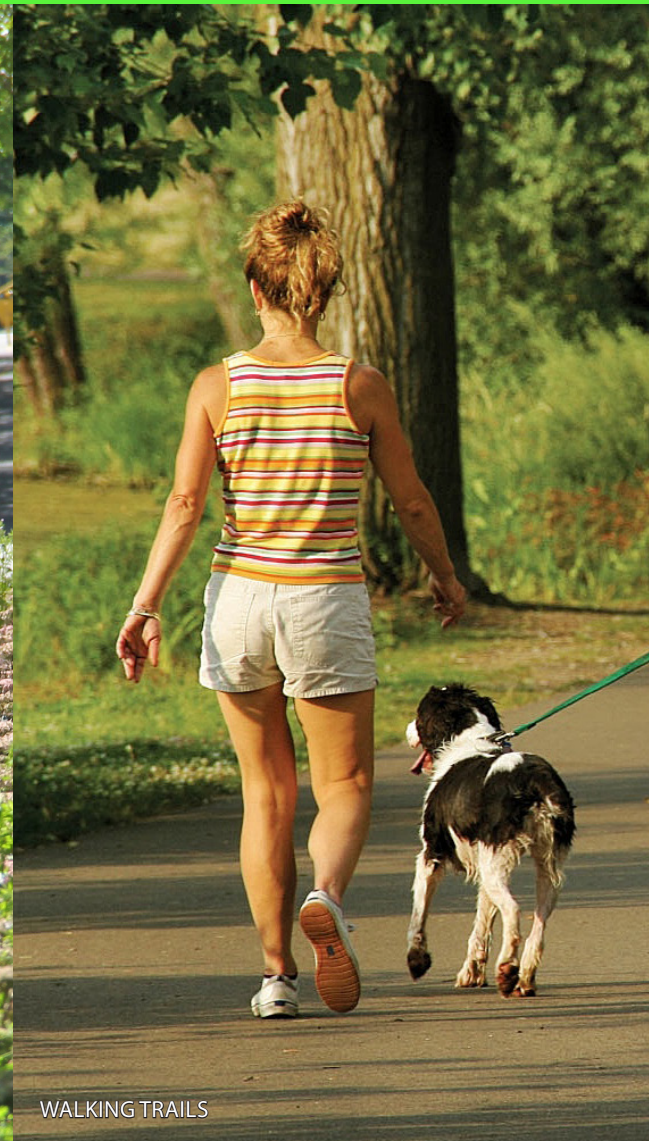
INTEGRATION OF MULTIMODAL FACILITIES THROUGH PETERSBURG PARK DEVELOPMENT.



BRT STATIONS



BIKE LANES



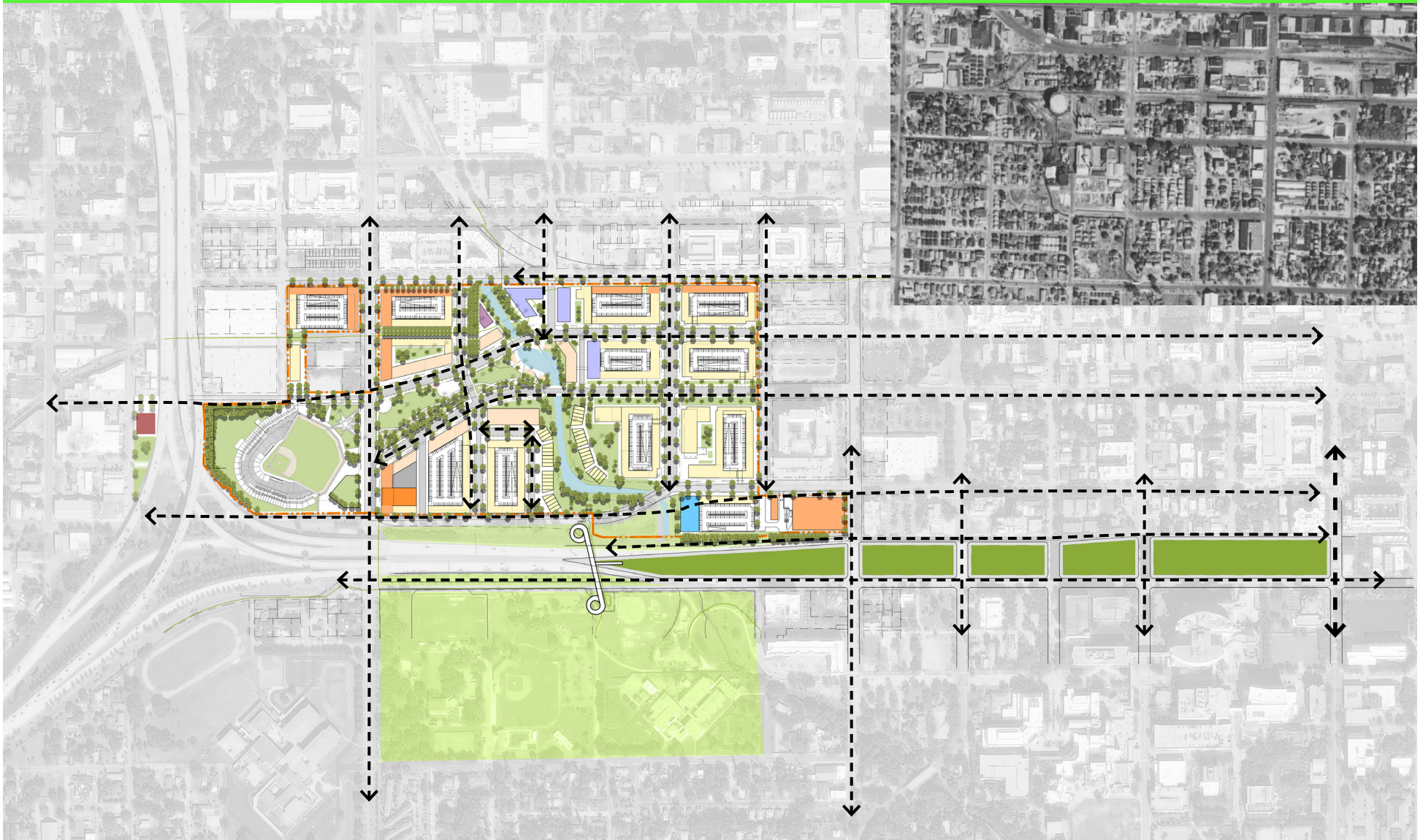
WALKING TRAILS



## RE-ESTABLISH THE CITY'S HISTORIC STREET GRID NETWORK

RECONNECT TO DISTINCTIVE ADJACENT DISTRICTS.

HISTORIC AERIAL OF GAS PLANT NEIGHBORHOOD





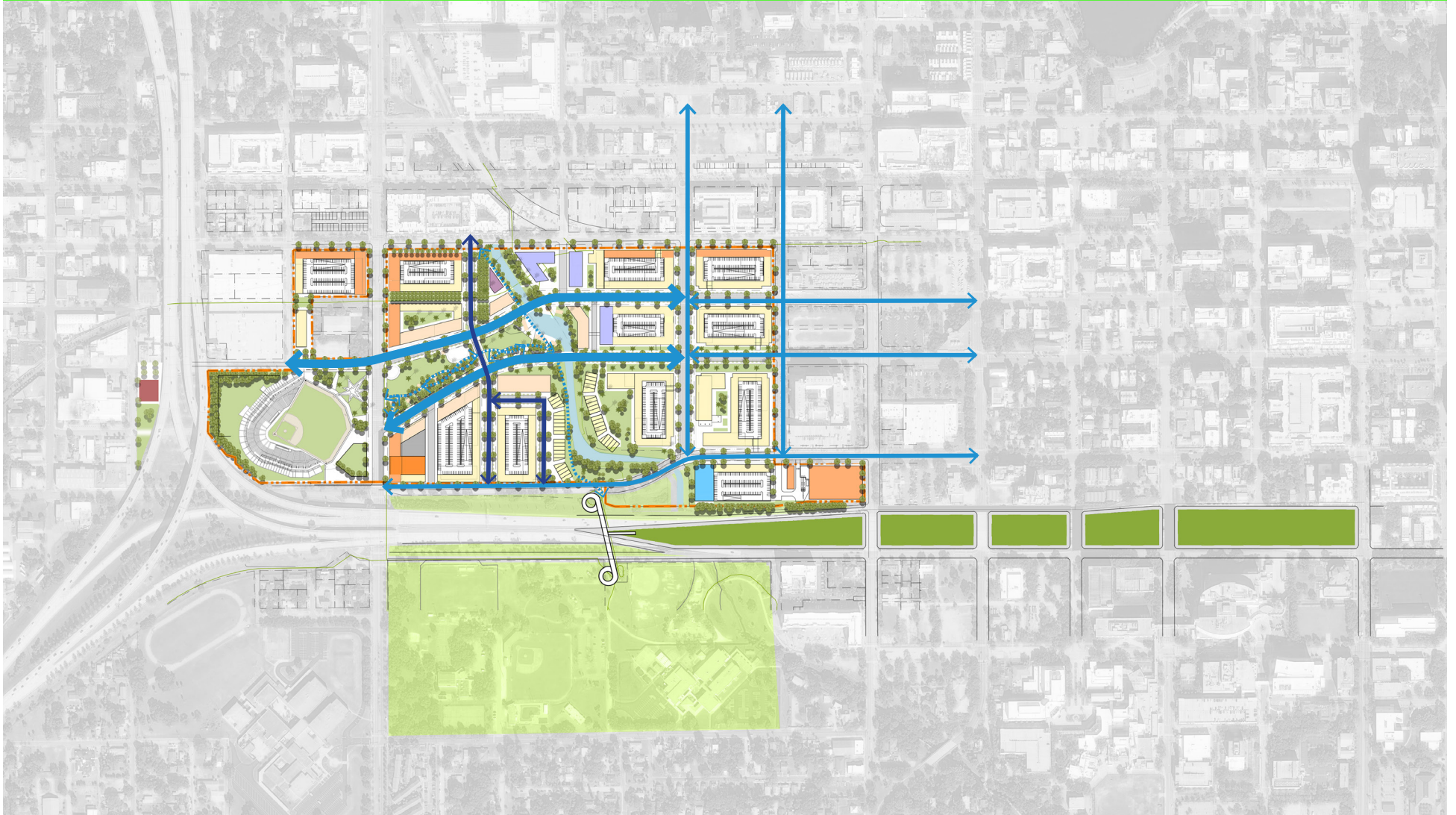
## OPTION 1 STADIUM - AERIAL VIEW FACING EAST.





## STREET HIEARCHY MASTER PLAN

HIGHLIGHTING PRIMARY, & SECONDARY STREET FLOWS THROUGH THE SITE.





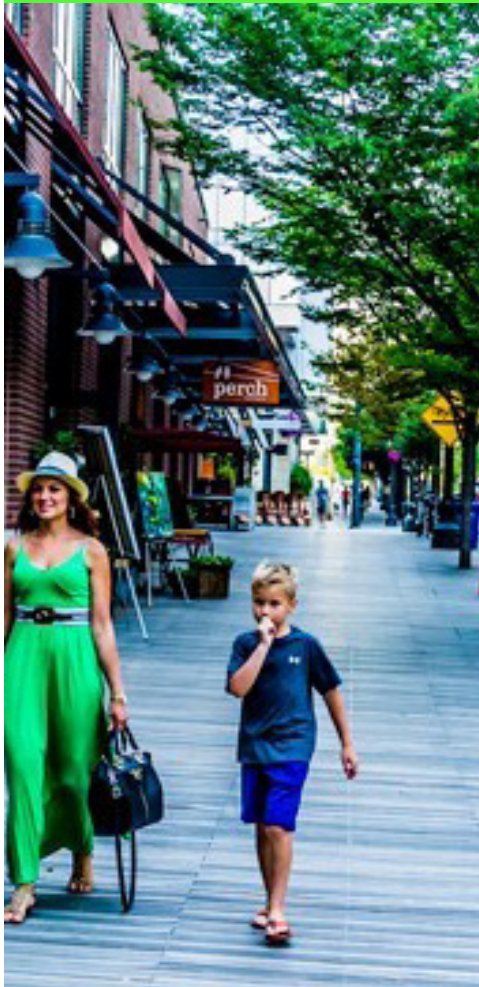
## STREET HIEARCHY DESCRIPTIONS

PRIMARY PEDESTRIAN  
STREETS- RETAIL AND  
ENTERTAINMENT USES-  
NO ACCESS TO PARKING

WIDE SHADED SIDEWALKS  
AND NEIGHBORHOOD  
RETAIL, RESIDENTIAL, LIVE/  
WORK UNITS WITH ACCESS  
TO PARKING GARAGES

NEIGHBORHOOD STREETS-  
LIVE WORK, RESIDENTIAL  
AND BROWNSTONES

WOONERF PEDESTRIAN PLAZAS  
WITH LIMITED VEHICULAR  
OR VEHICULAR PLAZAS FOR  
CONFERENCE HOTEL AND  
INNOVATION CENTER



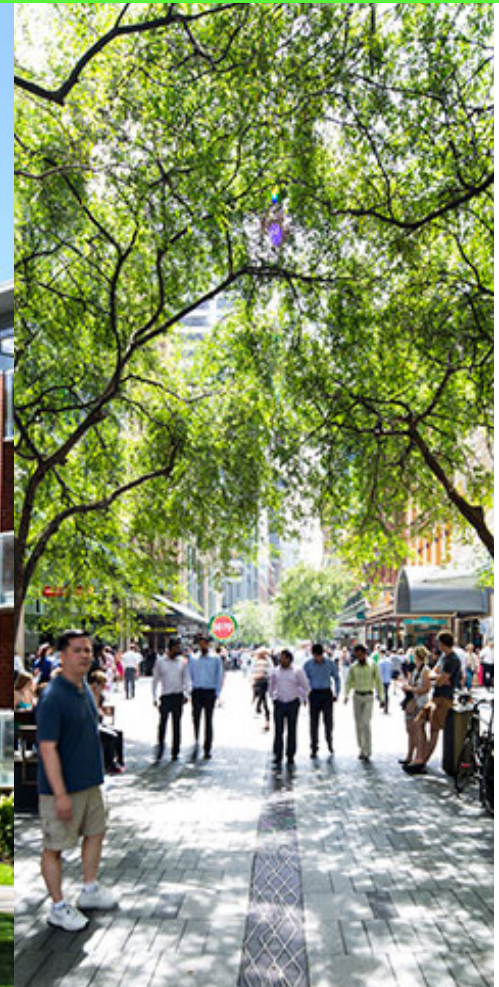
PRIMARY STREET



SECONDARY STREET



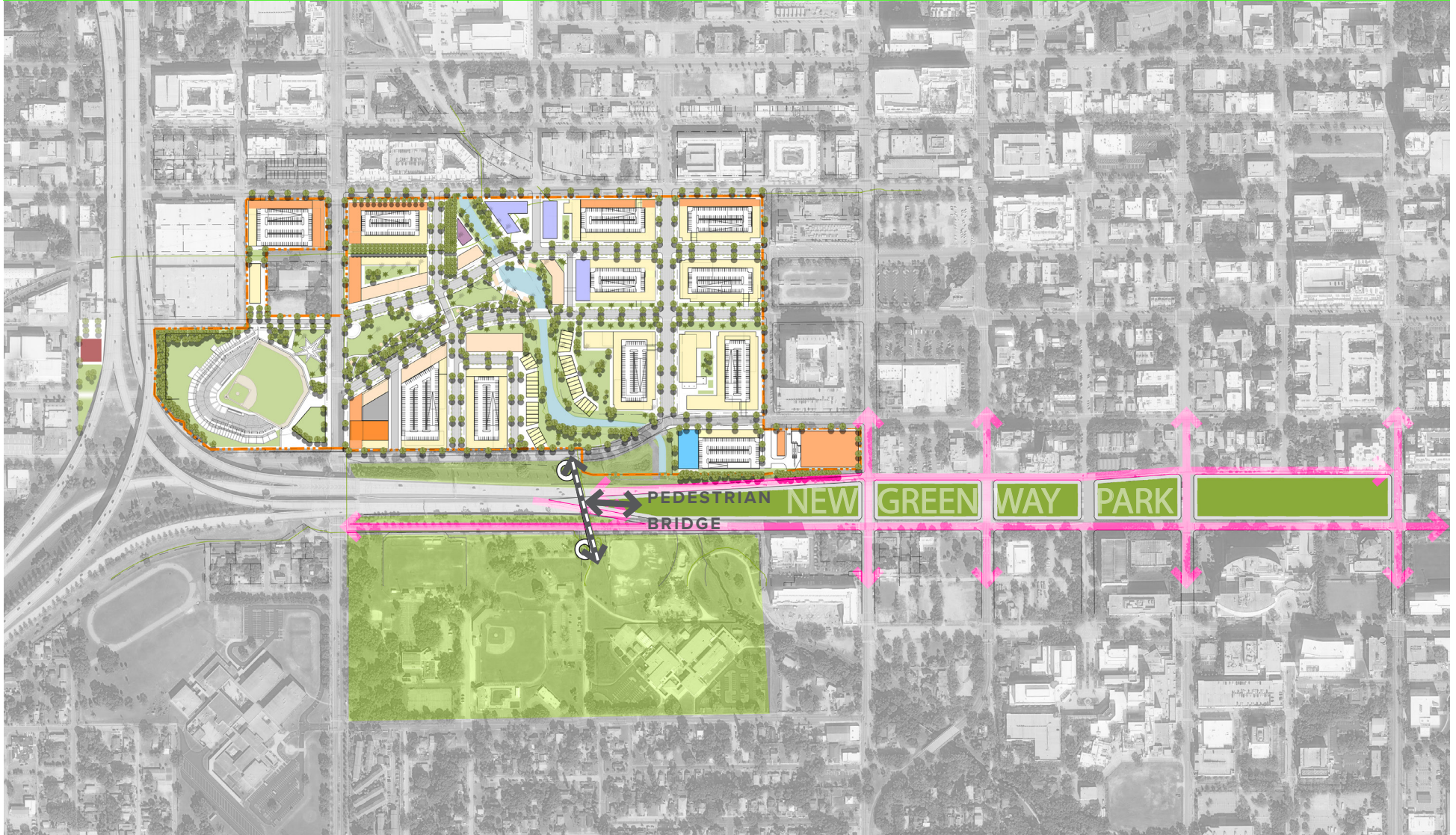
TERTIARY STREET



WOONERF



## LONG TERM VISION - “ A NEW STORY FOR THE FUTURE”





## REFERENCE IMAGES FOR GREEN WAY PARK ACTIVITIES



PLAYGROUNDS



RUNNING TRAILS



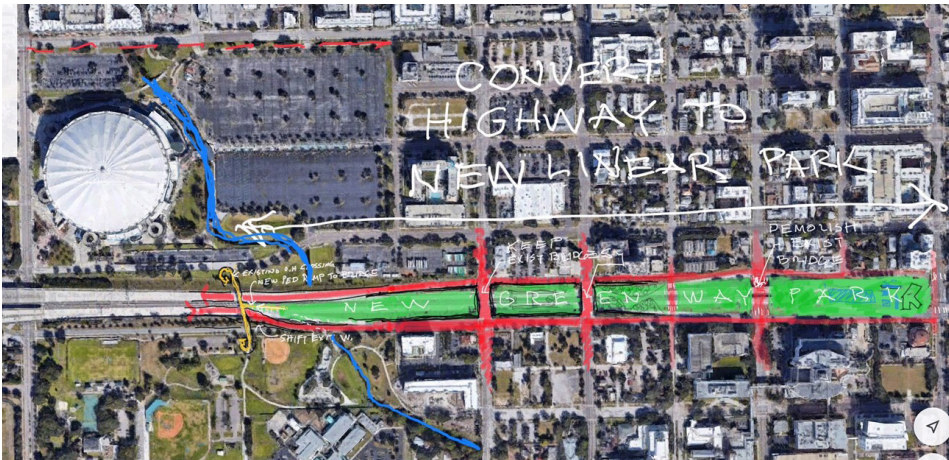
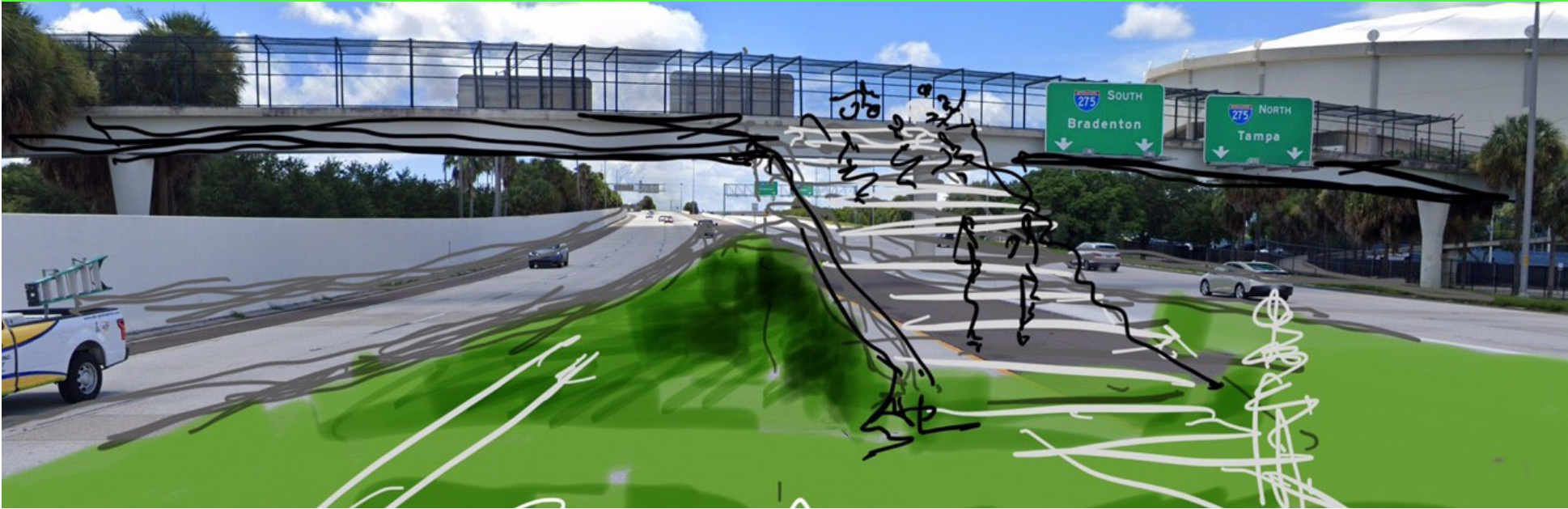
BICYCLE TRAILS



SHARED PATH



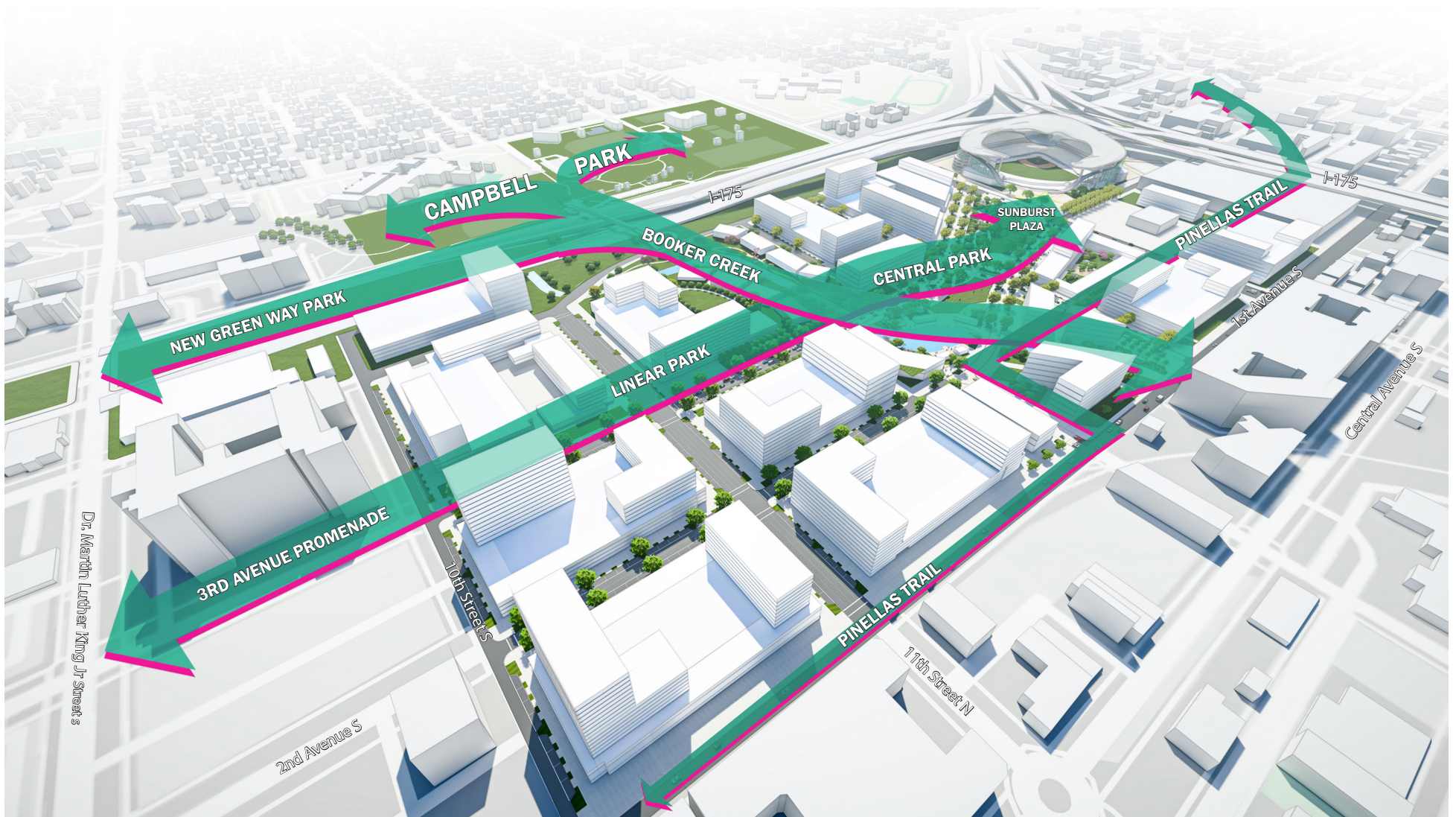
PEDESTRIAN BRIDGE STAIR CONNECTION WITH DIRECT ACCESS TO THE NEW GREEN WAY PARK





## BUILD THE VISION AROUND WHAT IS UNIQUE

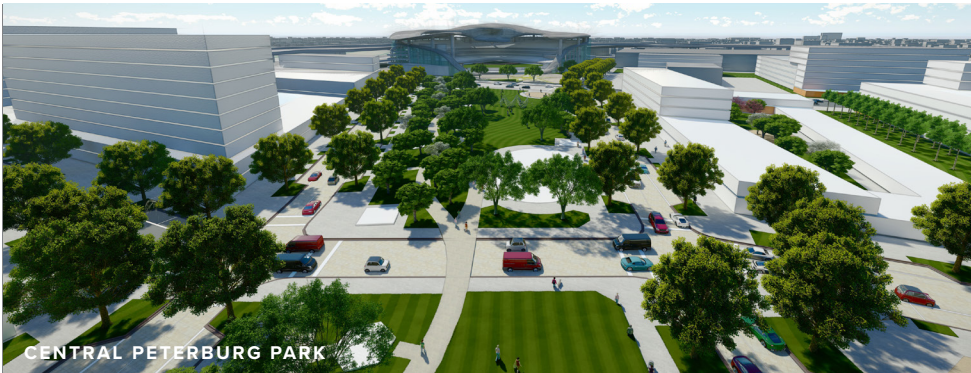
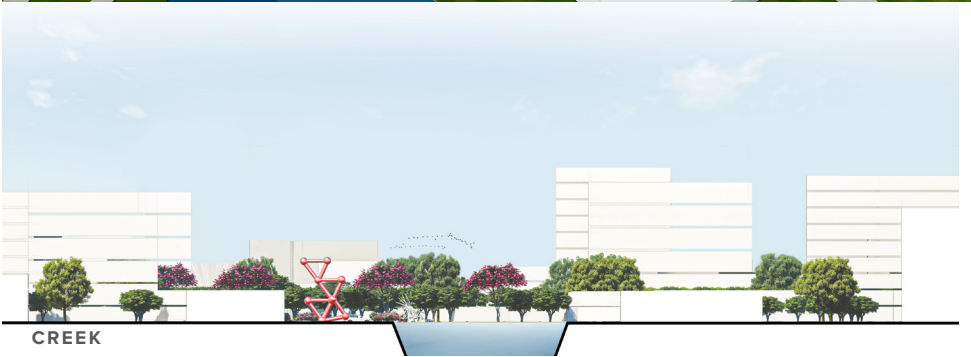
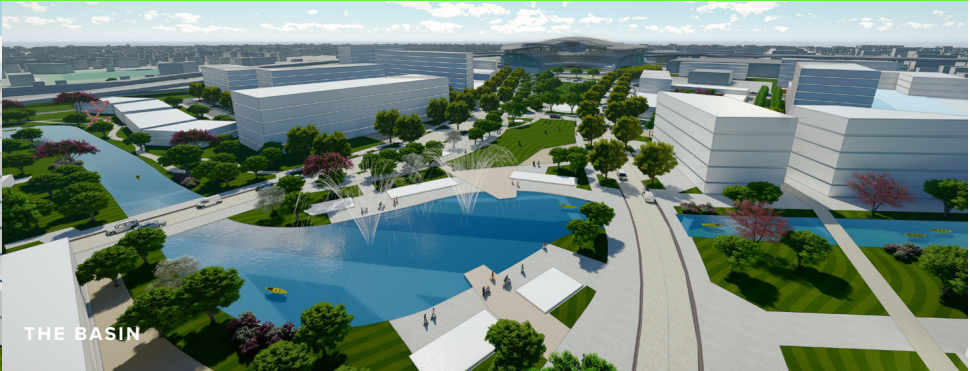
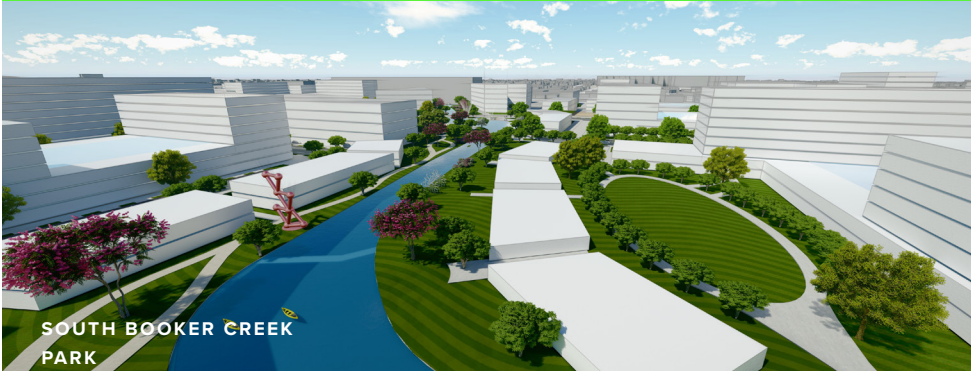
-CELEBRATE, REINFORCE AND NURTURE NATURAL SYSTEMS TO ENHANCE THE QUALITY OF LIFE OF THE COMMUNITY.





**BUILD THE VISION AROUND WHAT IS UNIQUE**

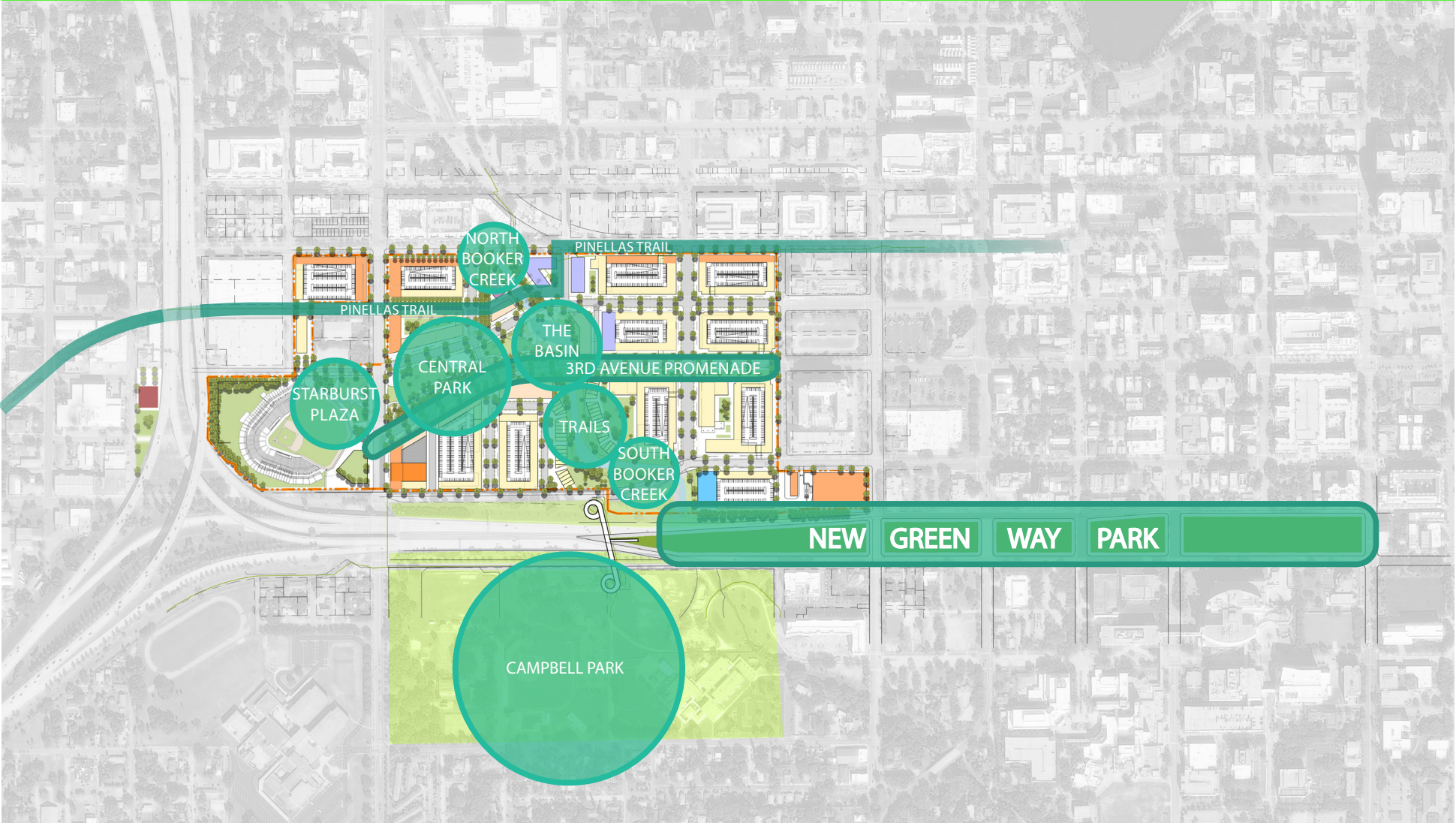
- RESTORE HISTORICALLY SIGNIFICANT ENVIRONMENTAL CORRIDORS: -BOOKER CREEK AND PINELLAS TRAIL.
- NEW 3RD AVENUE PROMENADE





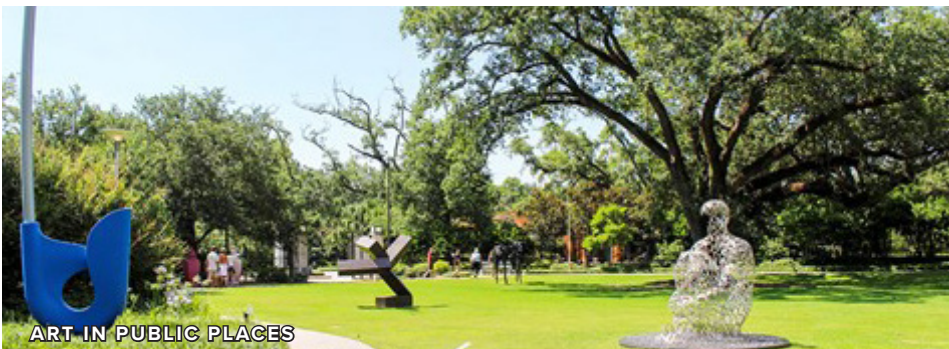
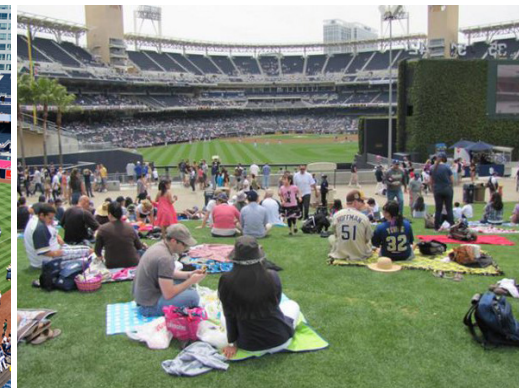
# ACTIVE GREEN SPACES

MASTER PLAN PROVIDES A VARIETY OF ACTIVE AND PASSIVE OPEN SPACES FOR THE ENJOYMENT OF THE COMMUNITY.





## REFERENCE IMAGES FOR OPEN SPACES





**A VARIETY OF LAND USES BUILDING TYPES, WALKABLE RETAIL / RESTAURANTS  
WILL MAKE THIS A GREAT NEIGHBORHOOD**









GROUND FLOOR USES  
OPTION 1



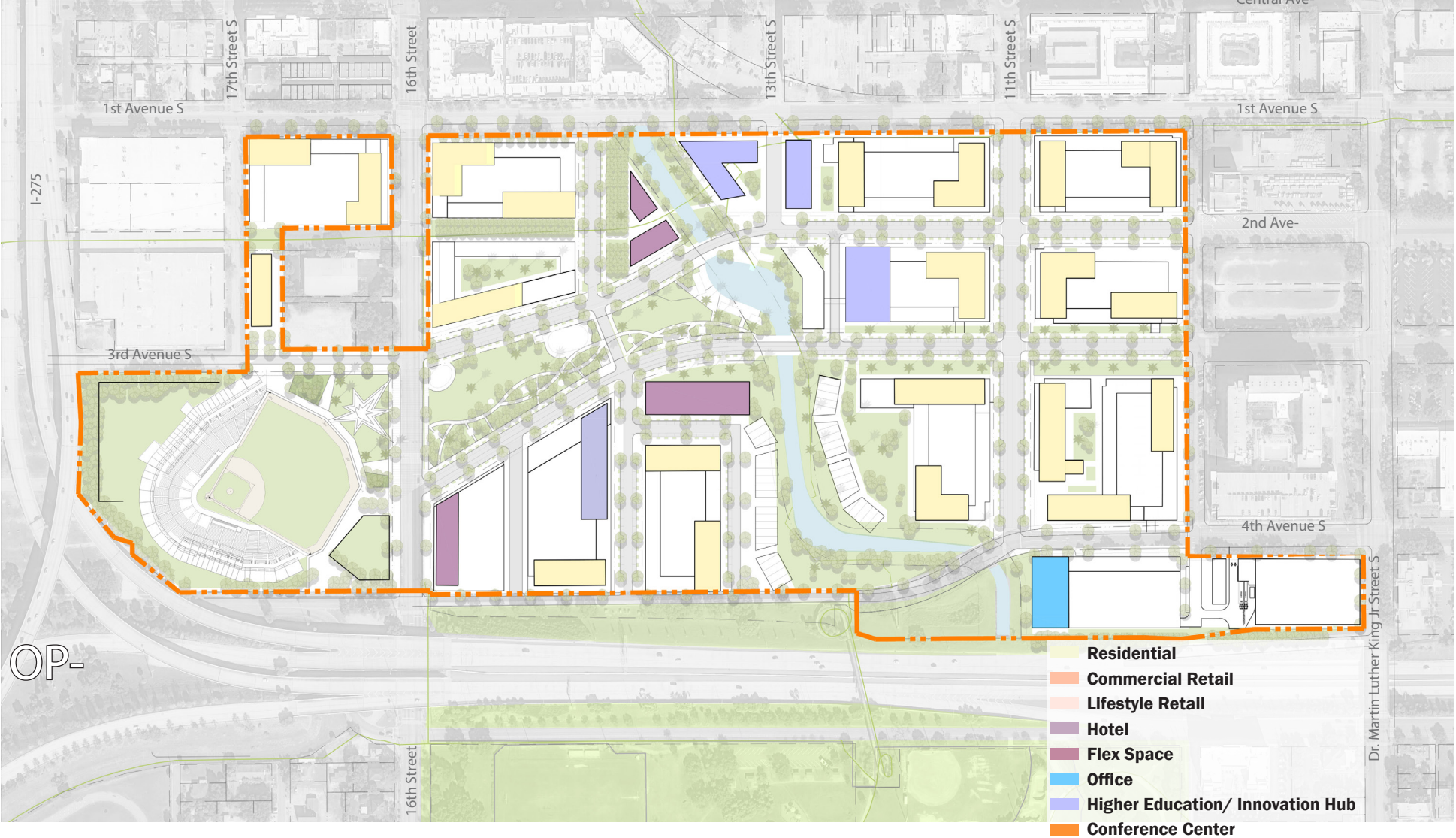


PODIUM LEVEL USES  
OPTION 1





TYPICAL TOWER USES  
OPTION 1





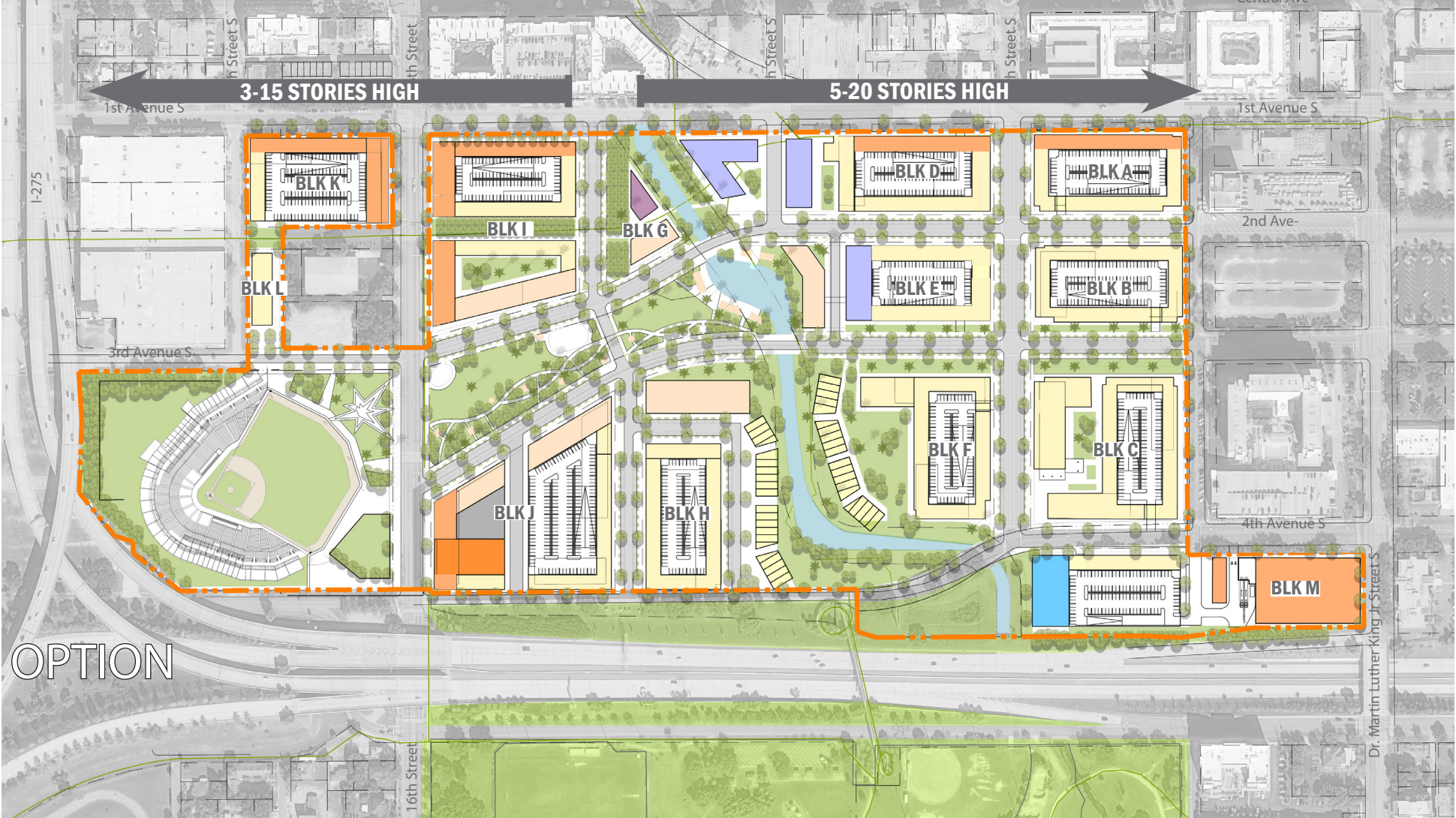
## DEVELOPMENT PROGRAM

### OPTION 1





DEVELOPMENT PROGRAM  
OPTION 1



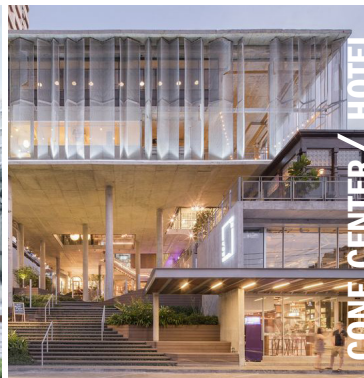
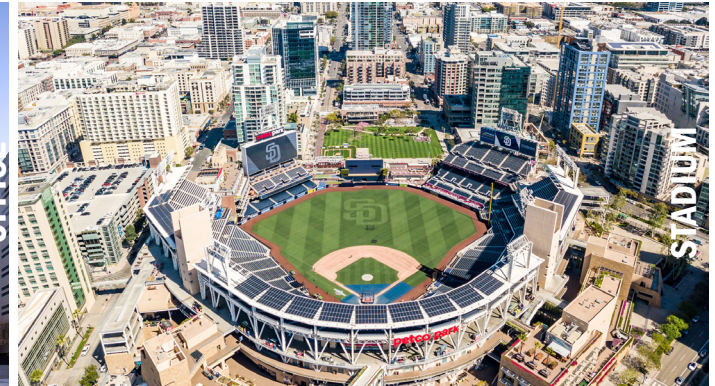
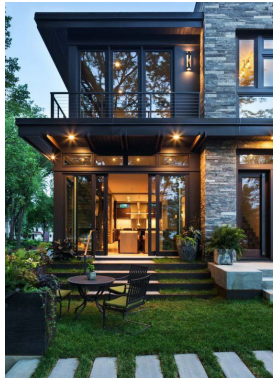
# DEVELOPMENT AREAS

## OPTION 1

PROJECT SUMMARY								
SUMMARY	RESIDENTIAL	RETAIL	OFFICE	FLEX	HOTEL	CONFERENCE CENTER	INNOVATION CENTER	Spaces Prov.
PHASE 1								
BLOCK A	398 Units	15,763 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	479 spaces
BLOCK B	368 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	479 spaces
BLOCK C	400 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	480 spaces
BLOCK D	267 Units	13,475 SF	0 SF	0 SF	0 Rooms	0 SF	163,355 SF	599 spaces
BLOCK E	175 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	124,370 SF	459 spaces
BLOCK F	299 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	339 spaces
BLOCK M	0 Units	55,478 SF	155,544 SF	0 SF	0 Rooms	0 SF	0 SF	452 spaces
Sub-Total	1,907 Units	84,717 SF	155,544 SF	0 SF	0 Rooms	0 SF	287,724 SF	3,287 spaces
PHASE 2								
BLOCK Ia	234 Units	13,161 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	547 spaces
BLOCK K	177 Units	37,480 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	897 spaces
BLOCK L	52 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	BLK K
Sub-Total	463 Units	50,640 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	1,444 spaces
PHASE 3								
BLOCK G	0 Units	7,920 SF	0 SF	56,720 SF	0 Rooms	0 SF	0 SF	BLK I
BLOCK H	251 Units	25,412 SF	0 SF	101,647 SF	0 Rooms	0 SF	0 SF	479 spaces
BLOCK Ib	81 Units	33,937 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	0 spaces
BLOCK J	223 Units	32,406 SF	0 SF	28,378 SF	401 Rooms	70,903 SF	0 SF	834 spaces
Sub-Total	555 Units	99,675 SF	0 SF	186,745 SF	401 Rooms	70,903 SF	0 SF	1,313 spaces
TOTAL	2,925 Units	205,793 SF	155,544 SF	186,745 SF	401 Rooms	70,903 SF	287,724 SF	6,044 Units



## DEVELOPMENT WILL PROVIDE VARIETY OF LAND USES AND TYPOLOGIES.

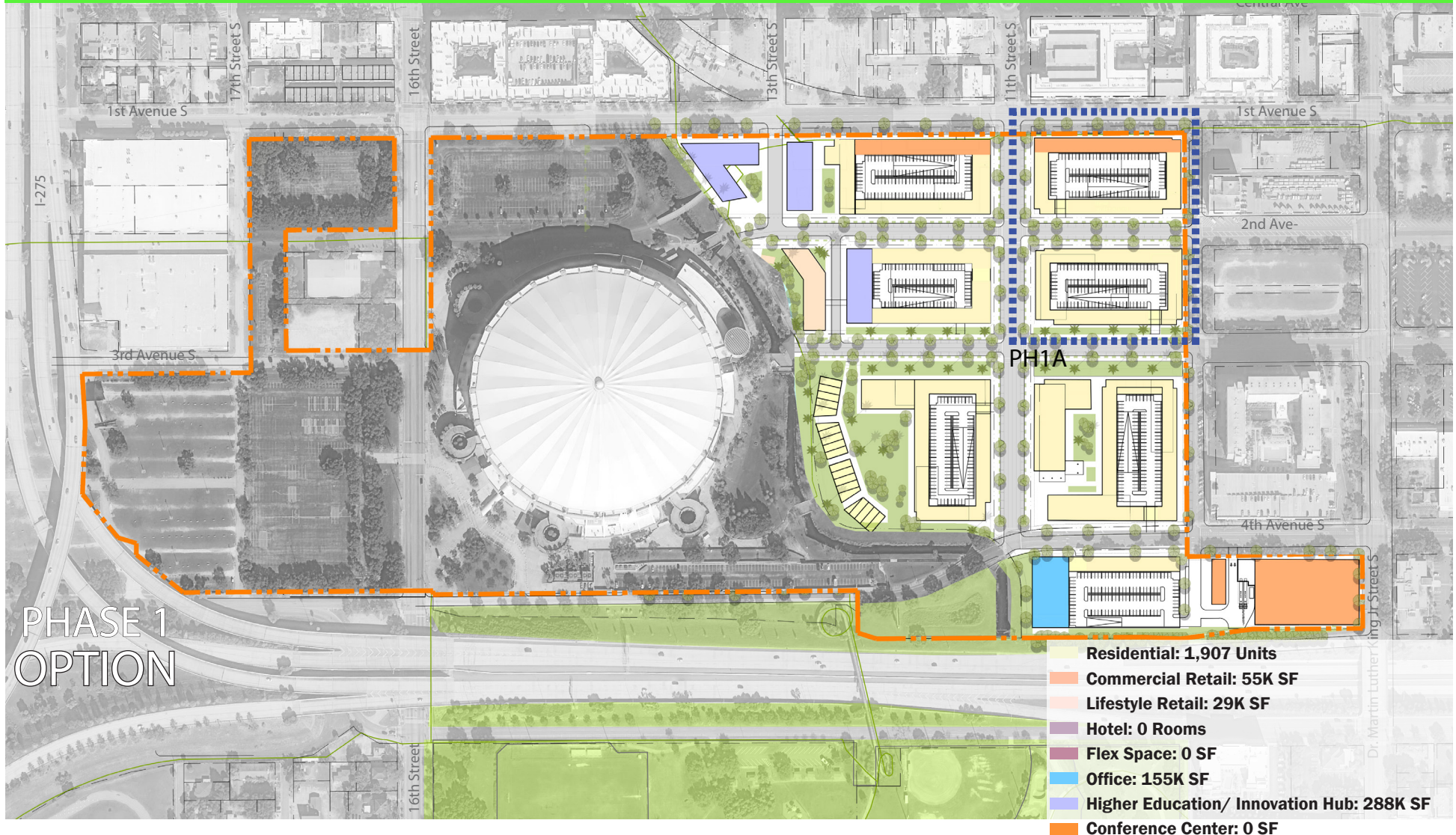




## OPTION 1 DEVELOPMENT WITH MLB STADIUM

DEVELOPMENT EAST OF BOOKER CREEK

Phase 1

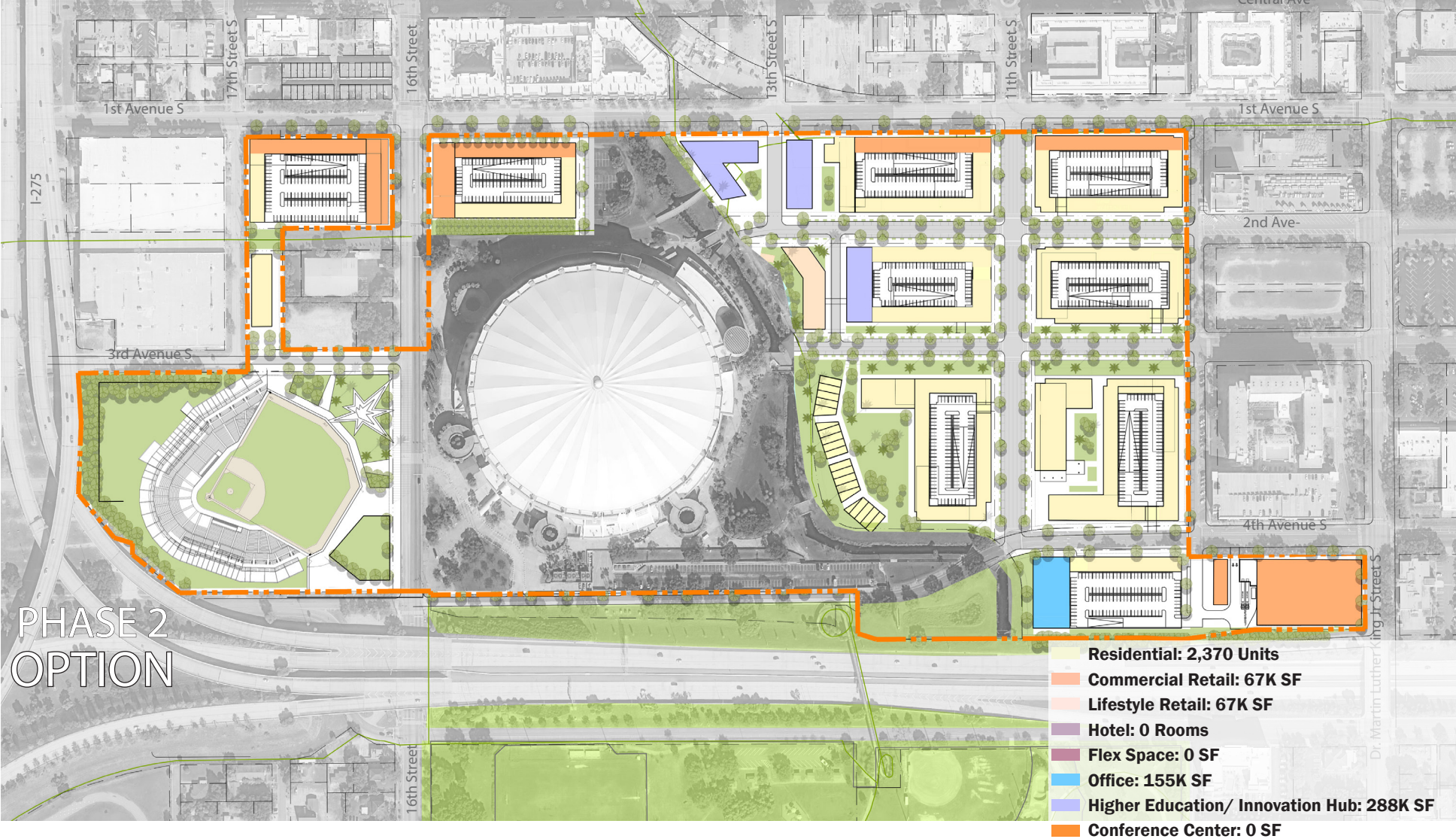




# OPTION 1 DEVELOPMENT WITH MLB STADIUM

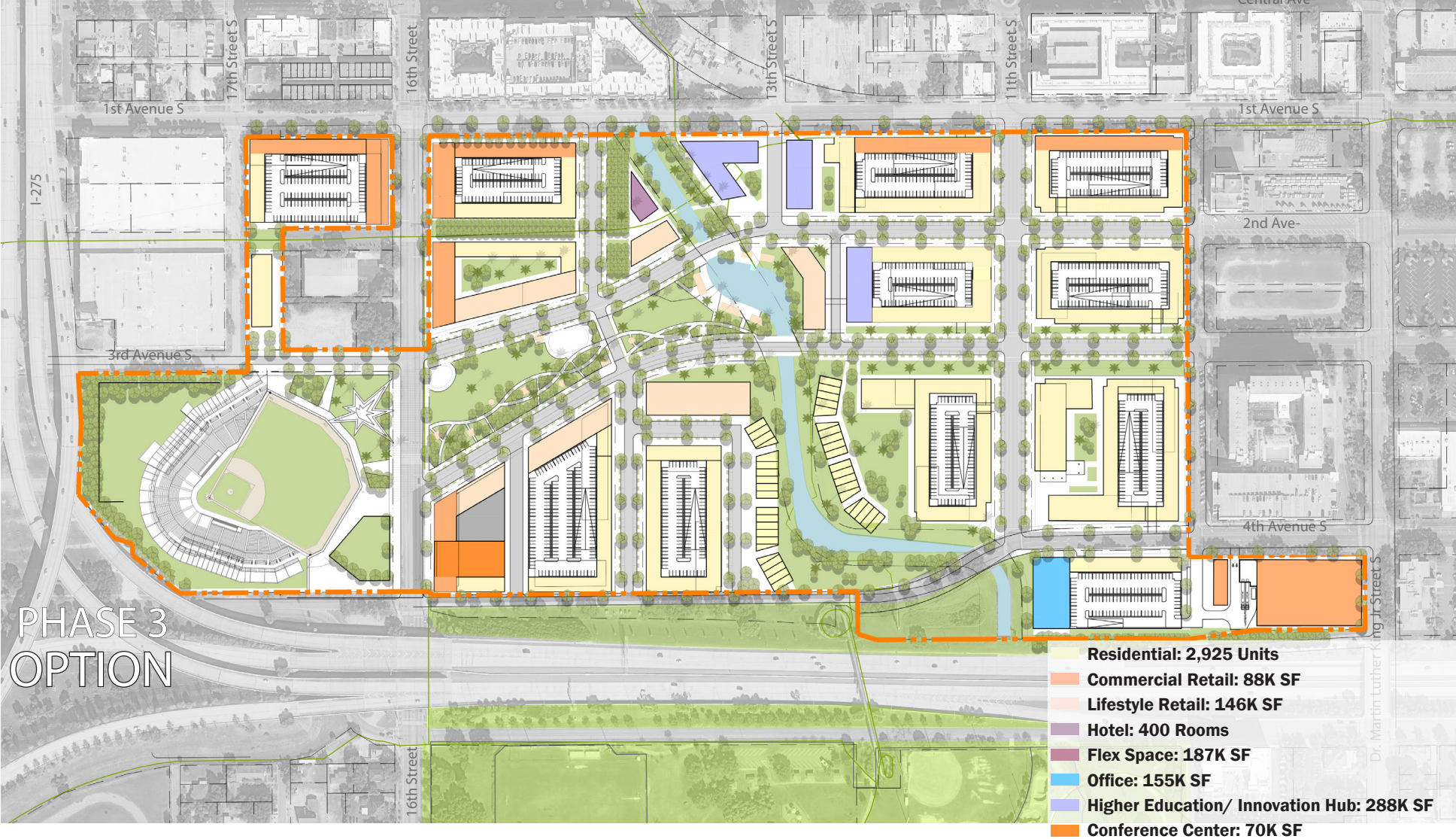
NEW STADIUM AND MIXED USE PARKING GARAGES

Phase 2



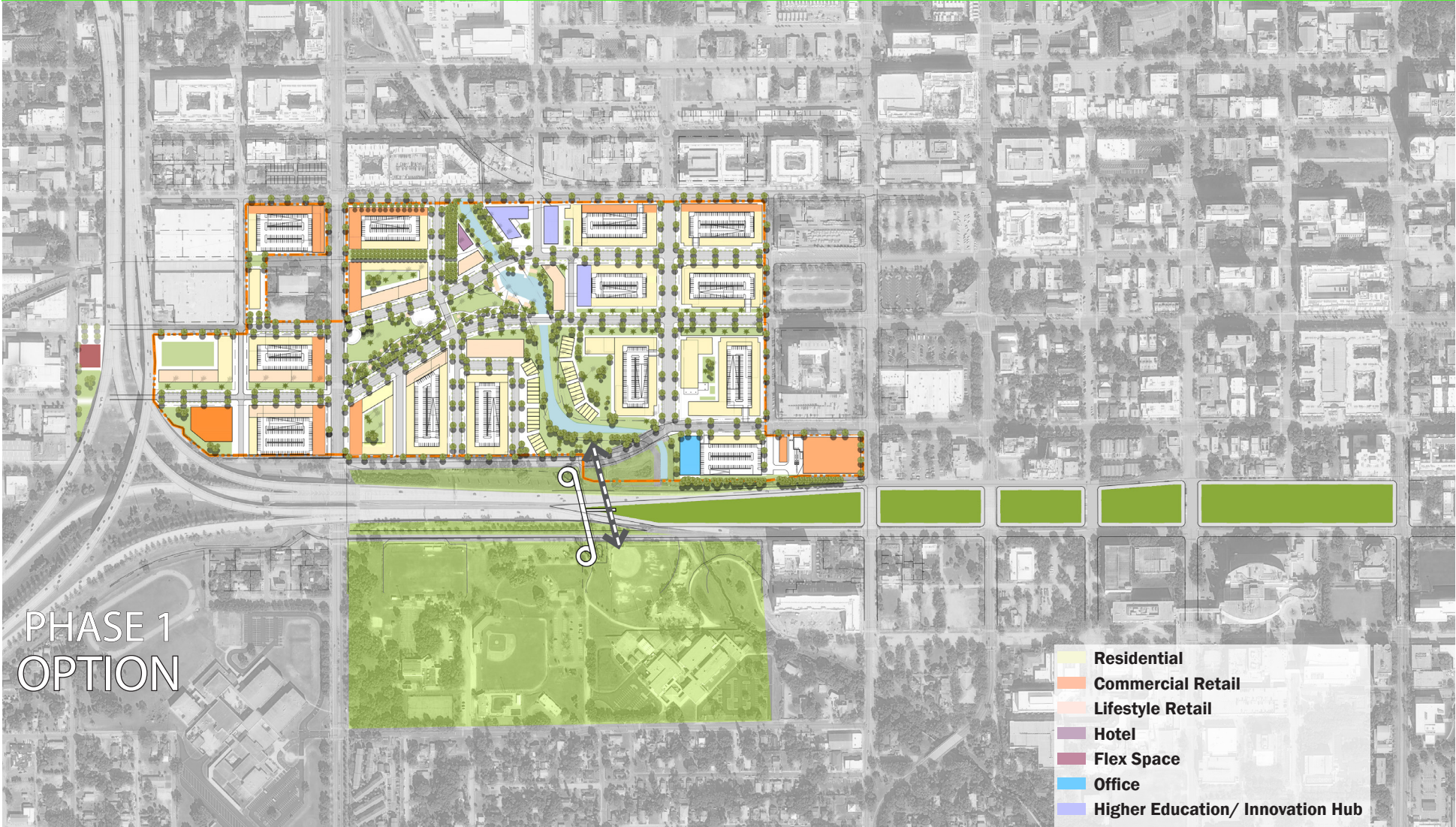


**PHASE 3**  
COMPLETION OF CENTRAL PARK  
Phase 3





OVERALL MASTER PLAN  
OPTION 2





OVERALL MASTER PLAN  
OPTION 2





GROUND FLOOR  
OPTION 2



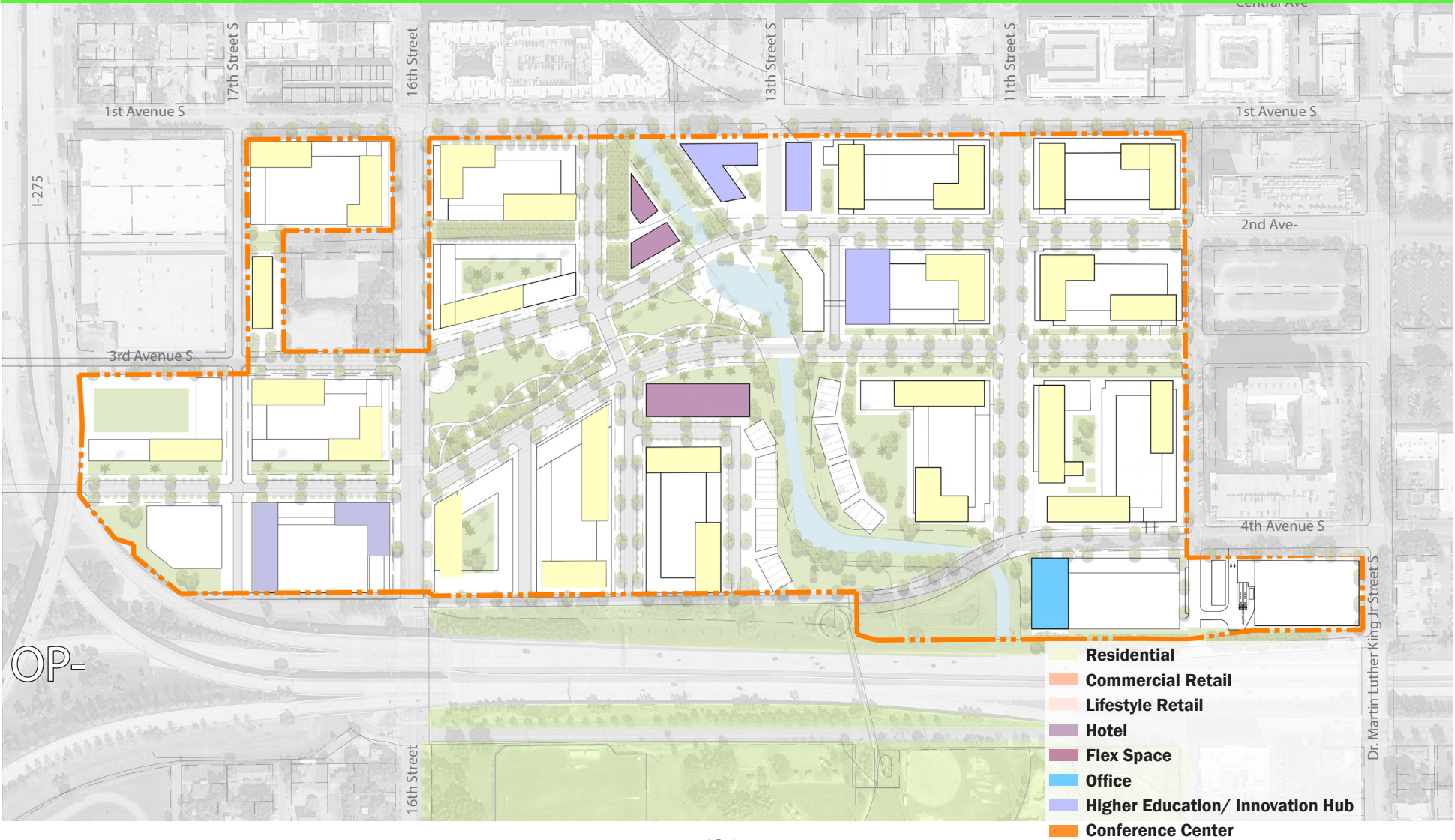


SECOND LEVEL  
OPTION 2



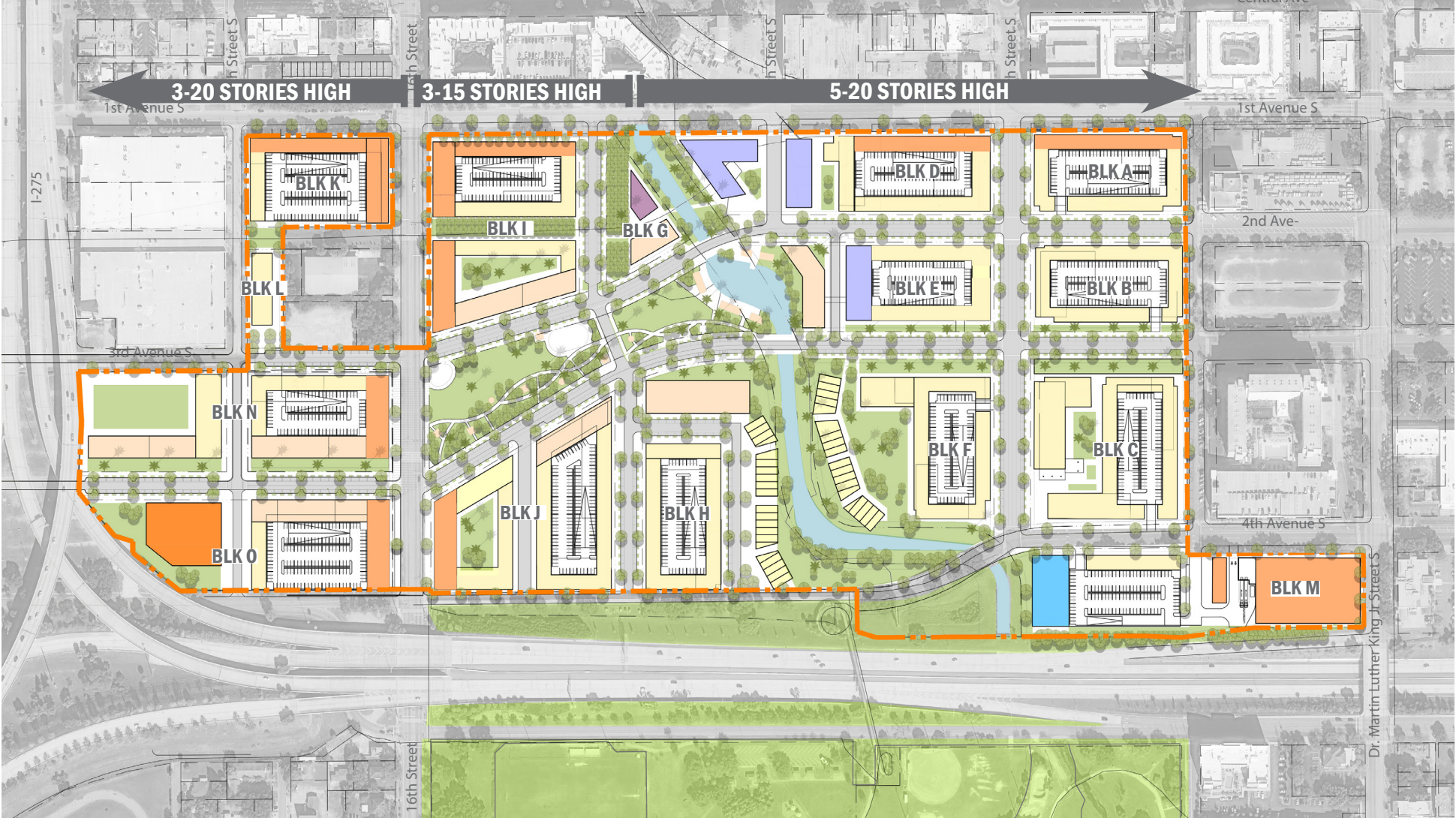


TYPICAL TOWER LEVEL  
OPTION 2





DEVELOPMENT PROGRAM

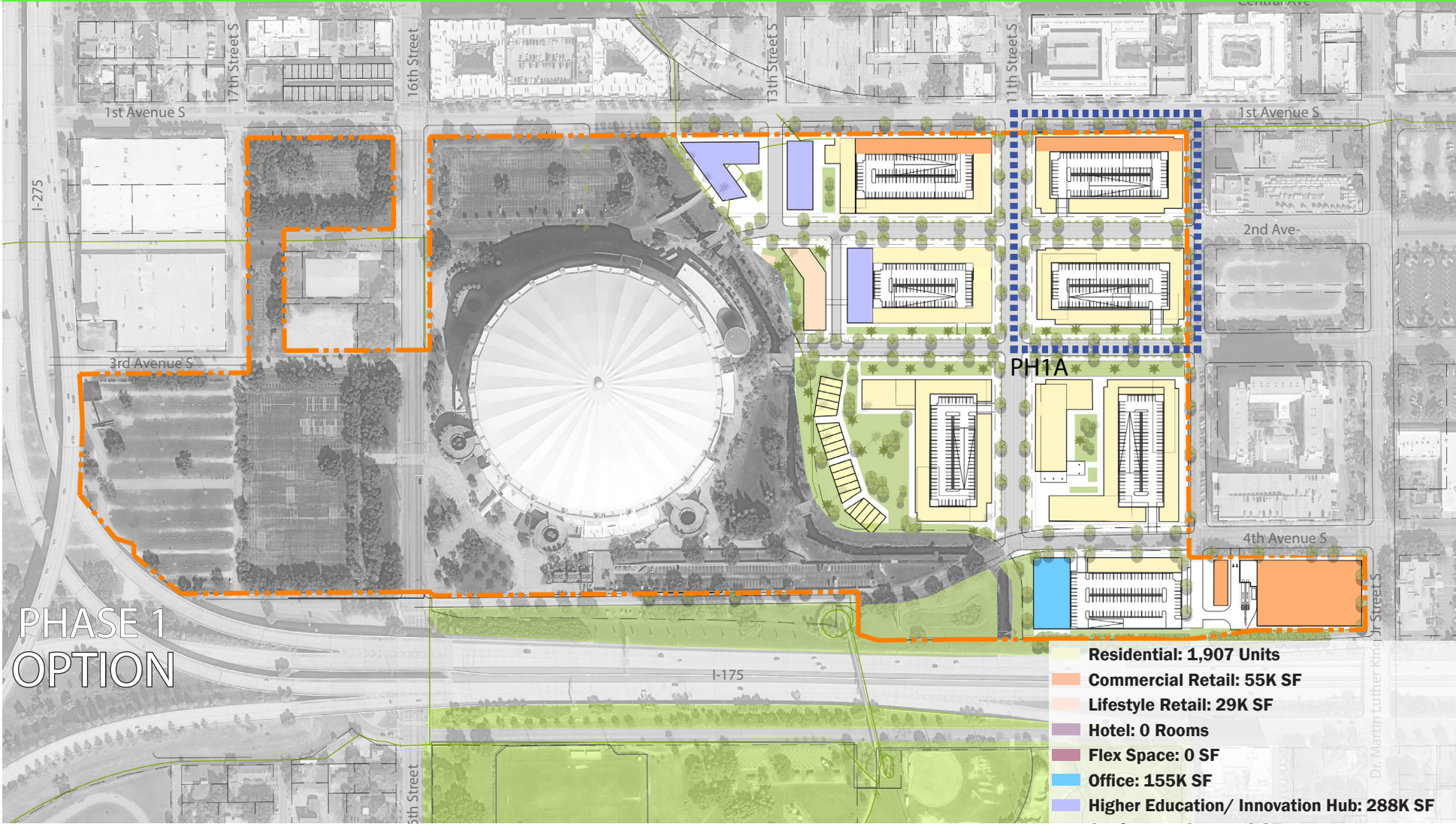




# PHASING PLAN

## OPTION 2

Phase 1

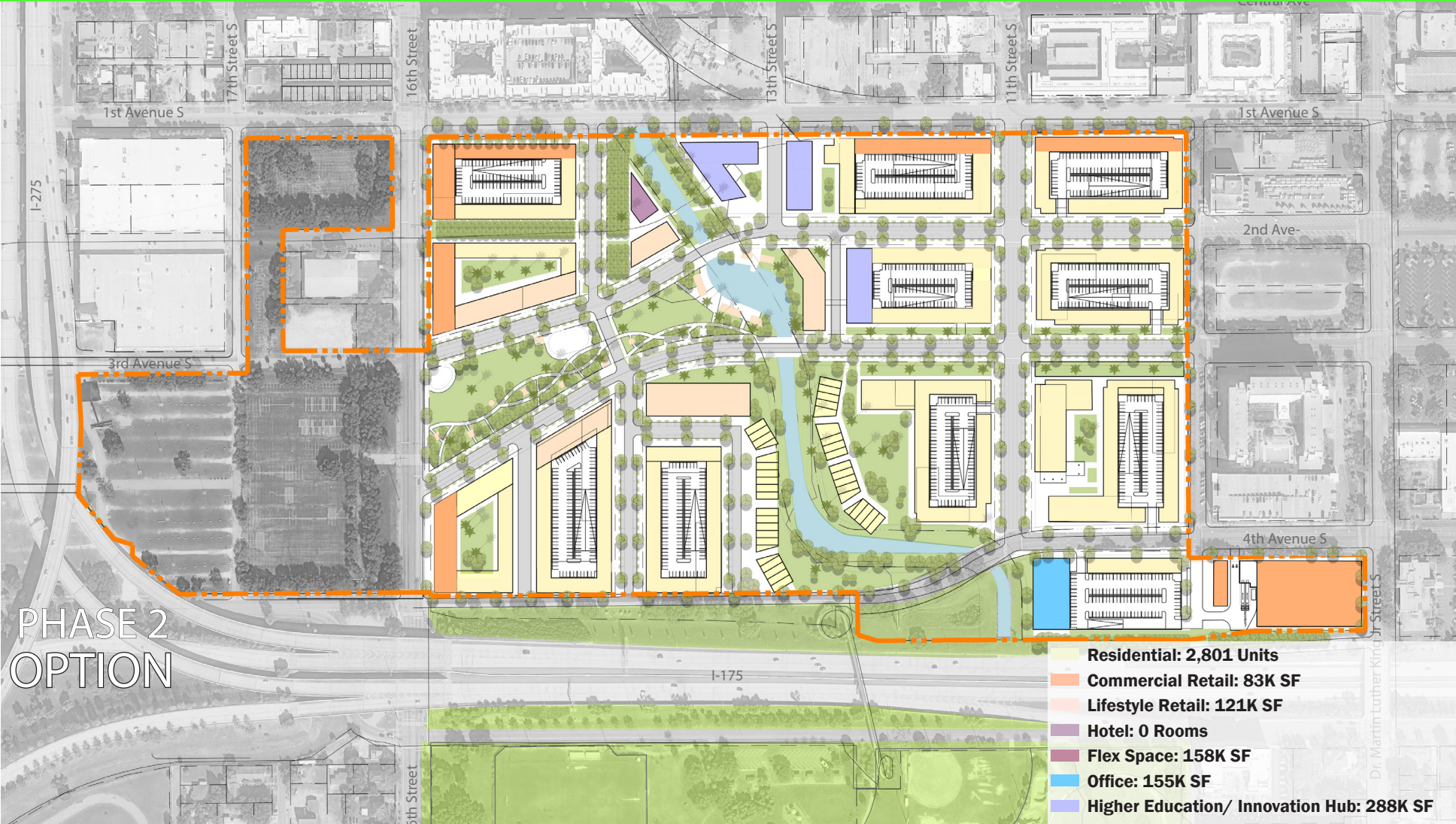




# PHASING PLAN

## OPTION 2

Phase 2

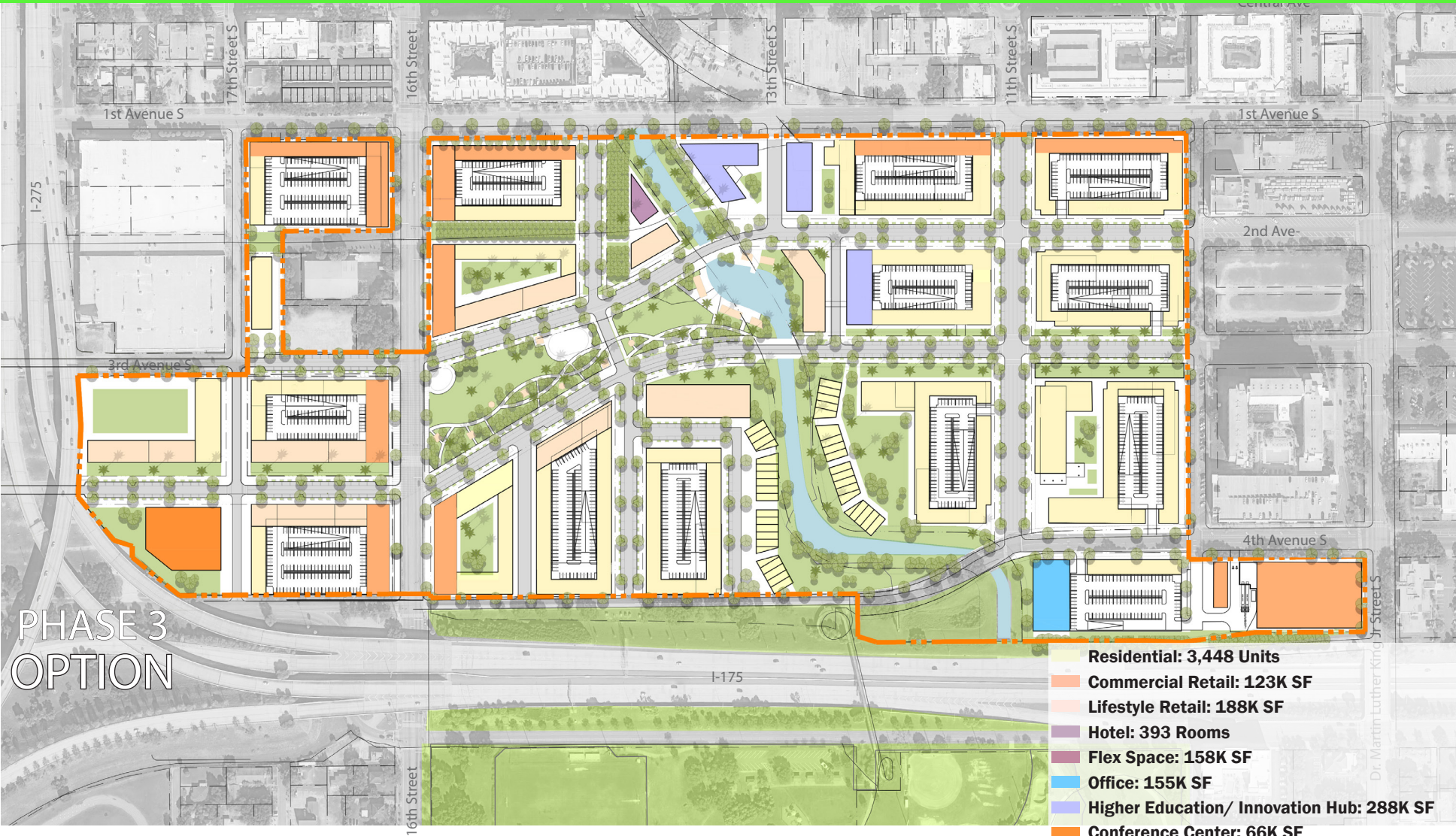




# PHASING PLAN

## OPTION 2

### Phase 3





# DEVELOPMENT AREAS

## OPTION 2

PROJECT SUMMARY								
SUMMARY	RESIDENTIAL	RETAIL	OFFICE	FLEX	HOTEL	CONFERENCE CENTER	INNOVATION CENTER	Spaces Prov.
<b>PHASE 1</b>								
BLOCK A	398 Units	15,763 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	479 spaces
BLOCK B	368 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	479 spaces
BLOCK C	400 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	480 spaces
BLOCK D	267 Units	13,475 SF	0 SF	0 SF	0 Rooms	0 SF	163,355 SF	599 spaces
BLOCK E	175 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	124,370 SF	459 spaces
BLOCK F	299 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	339 spaces
BLOCK M	0 Units	55,478 SF	155,544 SF	0 SF	0 Rooms	0 SF	0 SF	452 spaces
Sub-Total	1,907 Units	84,717 SF	155,544 SF	0 SF	0 Rooms	0 SF	287,724 SF	3,287 spaces
<b>PHASE 2</b>								
BLOCK G	0 Units	7,920 SF	0 SF	56,720 SF	0 Rooms	0 SF	0 SF	BLK I
BLOCK H	251 Units	25,412 SF	0 SF	101,647 SF	0 Rooms	0 SF	0 SF	479 spaces
BLOCK I	314 Units	45,695 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	547 spaces
BLOCK J	328 Units	40,649 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	402 spaces
Sub-Total	894 Units	119,676 SF	0 SF	158,367 SF	0 Rooms	0 SF	0 SF	1,428 spaces
<b>PHASE 3</b>								
BLOCK K	238 Units	24,402 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	447 spaces
BLOCK L	52 Units	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	BLK K
BLOCK N	321 Units	49,794 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	380 spaces
BLOCK O	36 Units	33,581 SF	0 SF	0 SF	393 Rooms	66,289 SF	0 SF	322 spaces
Sub-Total	648 Units	107,777 SF	0 SF	0 SF	400 Rooms	66,289 SF	0 SF	1,149 spaces
<b>TOTAL</b>	<b>3,448 Units</b>	<b>312,170 SF</b>	<b>155,544 SF</b>	<b>158,367 SF</b>	<b>400 Rooms</b>	<b>66,289 SF</b>	<b>287,724 SF</b>	<b>5,864 spaces</b>



# DEVELOPMENT PROGRAM







# TIMING OF DEVELOPMENT AND DEVELOPMENT PHASING



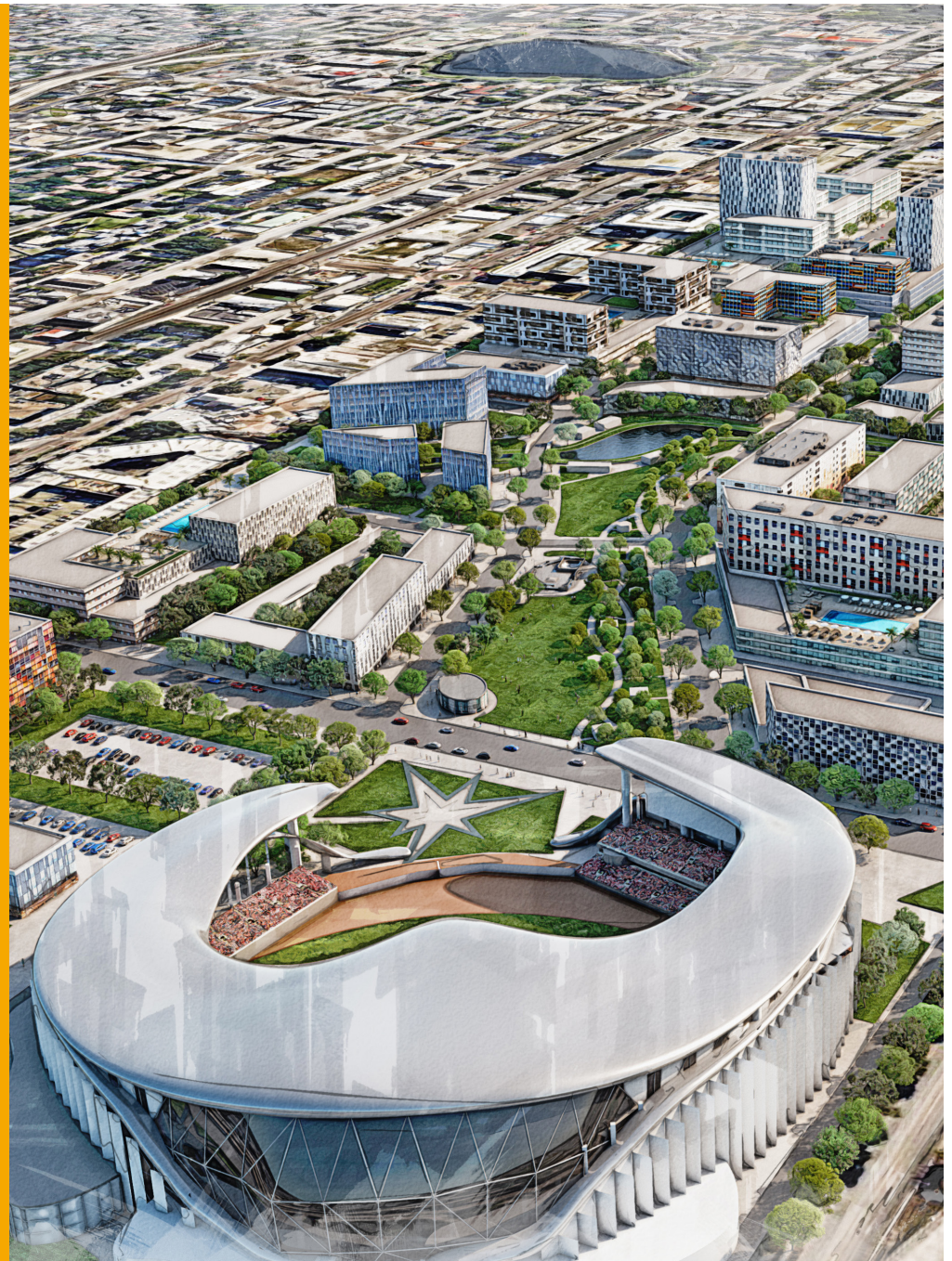
## PHASING PLAN

Unicorp has implemented a three-phase plan in order to construct Petersburg Park. In each of these phases, there has been a careful attention to detail to ensure each phase could stand alone as its own individual development. This process has many benefits as it comes to construction and financing, however this plan is even more focused on ensuring a smooth transition for the citizens of St. Petersburg. This is a massive redevelopment that will create a number of jobs and bring in thousands of people to call St. Petersburg home, therefore a phased construction schedule will make this increase manageable. Businesses will be able to get a feel during phase one of how many more patrons they will encounter. Roadways will be able to be studied to ensure the infrastructure is able to accommodate the influx of people. All of this while also providing benefit to the evolving situation with the MLB.

Phase one of the project is scheduled to take four years to complete, in this phase, there will be a mix of residential units, commercial retail locations, office locations, and innovation hubs suitable to accommodate a university. These locations are on the NE corner of the site and will allow for the development to move forward on time as the MLB makes their decision.

Phase two of the project will take two years and will bring online more residential units, commercial and lifestyle retail, and flex space to be used as needed. This two-year phase will gradually increase the areas already seen from phase one.

Phase three of the project will take an additional two years to complete and will bring online the remainder of the redevelopment. This will set up the entire site to be fully built out and complete in nine years' time.



## PETERSBURG PARK DEVELOPMENT TIMELINE

Timeline Assuming a New Stadium (Stadium Completion Expected to go beyond 2029)								
Phase I				Phase II		Phase III		All Phases Complete
2021	2022	2023	2024	2025	2026	2027	2028	2029

Blocks A,B,D,E,F, and M	
Residential Units	1,907
Commercial Retail SF	55,478
Office SF	155,544
Innovation Hub	287,725

Blocks Ia, K, and L	
Residential Units	463
Lifestyle Retail SF	12,223
Commercial Retail SF	12,223

Blocks G,H,Ib, and J	
Residential Units	555
Lifestyle Retail SF	78,900
Commercial Retail SF	20,775
Flex Space SF	186,745
Hotel Keys	393

Timeline Assuming Replaced By Commercial Space								
Phase I				Phase II		Phase III		All Phases Complete
2021	2022	2023	2024	2025	2026	2027	2028	2029

Blocks A, B, C, D, E, F, and M	
Residential Units	1,907
Commercial Retail SF	55,478
Office SF	155,544
Innovation Hub SF	287,725

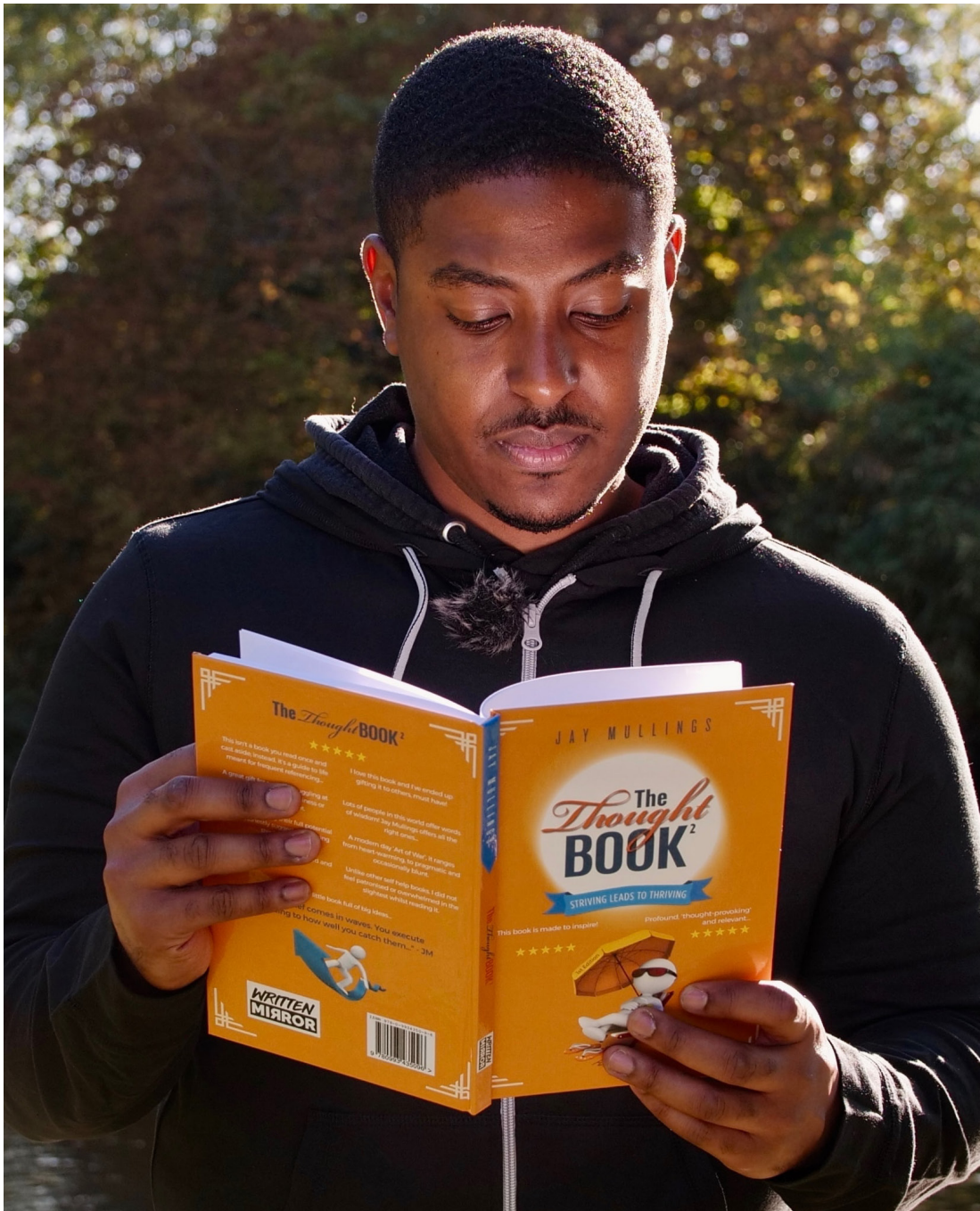
Blocks G, H, I, and J	
Residential Units	893
Lifestyle Retail SF	78,882
Commercial Retail SF	41,259
Flex	158,367

Blocks K, L, N, and O	
Residential Units	647
Lifestyle Retail SF	67,520
Commercial Retail SF	28,078
Conference Center	66,289
Hotel Keys	393





EDUCATION, ECONOMIC IMPACT, TAX  
REVENUE



## EDUCATION

With learning as one of the cornerstones of the development and education being the passage to progress, we believe that it is pivotal to include a variety of educational platforms for which to promote enduring growth in the local community. We believe that there must exist both formal and informal means of education.

We have reached out to several colleges and universities that have shown interest in establishing satellite campuses in the new development in order to expand the local opportunities for higher education. Additionally, and in the interest of inclusivity, we would also like to incorporate local educational outreach programs and offices for community-based adult education courses as well as vocational training programs to create opportunities for students of all ages and learning styles.





## Economic Impact

### PETERSBURG PARK

Petersburg Park will have a number of beneficial economic impacts on the city of St. Petersburg. Through the redevelopment of this area, there will be an extreme boom to job creation. Unicorp plans to develop the area to the extent that will provide over 4,000 permanent jobs that would open up for those in the St. Petersburg area. In addition to these 4,000 permanent jobs, there will be a high demand for over 1,000 construction jobs to see this project through. Adding this impressive number of jobs will drop the unemployment rate in the city and help those recovering from the impacts of a down economy due to Covid-19.

This increase in employment will also help existing businesses in the city. 4,000 permanent jobs mean 4,000 people becoming patrons of local and existing businesses. Everything from grocery stores, movie theatres, and mom and pop stores will see a significant increase in their patrons as these permanent jobs attract people to move into the area. Unicorp is committed to influencing businesses to hire local, which ensures that the increase in jobs will directly translate to an increase in their own business patronage.

Surrounding neighborhoods will also feast off of the benefit of this development as their property values will jump. Neighbors of this development will be able to benefit from being in close proximity to this amazing area, which will allow them to realize gains associated with being a part of the great city of St. Petersburg. Another huge economic impact comes in the form of increased tax revenues for the city. The redevelopment of this area provides the city with a major increase in taxable value. According to our calculations, the city can expect there to be an increase over the current tax revenue of \$233 Million over the next twenty years. This is a huge boom to the economy and will allow the city to fund many more public programs going forward.

Unicorp intends to use Tax incremental Financing in order to help in the development of Petersburg Park. Unicorp will ask for \$100 Million in the form of a TIF, and have calculated this based off of the next twenty years of added tax revenues. This financing will not only aid in Unicorp developing non-revenue generating spaces such as parks and arts areas, but it also will provide an increase in revenue to the city in the form of the discount rate on the loan. With a rate of 4% on the loan, the city is seeing consistent and reliable returns on its investment in to the Petersburg Park area.

# JOB CREATIONS

## WITH STADIUM

	Residential	L Retail	C Retail	Office	Flex	Hotel	Con Center	Inn Hub	
Jobs/1000 SF	2.00 /100 Units		2.5	2.5	6.67	6.67	0.75 /Room	1.70	3.33
<b>Phase 1</b>									
Block A	398 Units 8 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
Block B	368 Units 8 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
Block C	400 Units 8 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
Block D	267 Units 6 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	163,355 SF 545 Jobs
Block E	175 Units 4 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	124,370 SF 415 Jobs
Block F	299 Units 6 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
Block M	0 Units 0 Jobs	0 SF 0 Jobs	55,478 SF 139 Jobs	155,544 SF 1037 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
<b>Phase 2</b>									
Block Ia	234 Units 6 Jobs	0 SF 0 Jobs	12,223 SF 31 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
Block K	177 Units 4 Jobs	12,223 SF 31 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
Block L	52 Units 2 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 Rooms 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
<b>Phase 3</b>									
Block G	0 Units 0 Jobs	7,920 SF 20 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	56,720 SF 378 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
Block H	251 Units 6 Jobs	25,412 SF 64 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	101,647 SF 678 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
Block Ib	81 Units 2 Jobs	20,311 SF 51 Jobs	13,626 SF 34 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
Block J	223 Units 4 Jobs	25,257 SF 63 Jobs	7,149 SF 18 Jobs	0 SF 0 Jobs	28,378 SF 189 Jobs	241 Rooms 181 Jobs	70,903 SF 121 Jobs	0 SF 0 Jobs	0 SF 0 Jobs
									<b>4,059 Jobs</b>



# JOB CREATION

## WITHOUT STADIUM

	Residential	L Retail	C Retail	Office	Flex	Hotel	Con Center	Inn Hub	
Jobs/1000 SF	2.00 /100 Units		2.5	2.5	6.67	6.67	0.75 /Room	1.48	3.33
<b>Phase 1</b>									
Block A	398 Units	0 SF	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	
	8 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	8 Jobs
Block B	368 Units	0 SF	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	
	8 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	8 Jobs
Block C	400 Units	0 SF	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	
	8 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	8 Jobs
Block D	267 Units	0 SF	0 SF	0 SF	0 SF	0 Rooms	0 SF	163,355 SF	
	6 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	545 Jobs	551 Jobs
Block E	175 Units	0 SF	0 SF	0 SF	0 SF	0 Rooms	0 SF	124,370 SF	
	4 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	415 Jobs	419 Jobs
Block F	299 Units	0 SF	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	
	6 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	6 Jobs
Block M	0 Units	0 SF	55,478 SF	155,544 SF	0 SF	0 Rooms	0 SF	0 SF	
	0 Jobs	0 Jobs	139 Jobs	1037 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	1176 Jobs
<b>Phase 2</b>									
Block G	0 Units	7,920 SF	0 SF	0 SF	56,720 SF	0 Rooms	0 SF	0 SF	
	0 Jobs	20 Jobs	0 Jobs	0 Jobs	378 Jobs	0 Jobs	0 Jobs	0 Jobs	398 Jobs
Block H	251 Units	25,412 SF	0 SF	0 SF	101,647 SF	0 Rooms	0 SF	0 SF	
	6 Jobs	64 Jobs	0 Jobs	0 Jobs	678 Jobs	0 Jobs	0 Jobs	0 Jobs	748 Jobs
Block I	314 Units	20,311 SF	25,849 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	
	6 Jobs	51 Jobs	65 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	122 Jobs
Block J	328 Units	25,239 SF	15,410 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	
	8 Jobs	63 Jobs	39 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	110 Jobs
<b>Phase 3</b>									
Block K	238 Units	12,223 SF	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	
	6 Jobs	31 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	37 Jobs
Block L	52 Units	0 SF	0 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	
	2 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	2 Jobs
Block N	321 Units	36,372 SF	13,422 SF	0 SF	0 SF	0 Rooms	0 SF	0 SF	
	6 Jobs	91 Jobs	34 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	0 Jobs	131 Jobs
Block O	36 Units	18,925 SF	14,656 SF	0 SF	0 SF	393 Rooms	66,289 SF	0 SF	
	2 Jobs	47 Jobs	37 Jobs	0 Jobs	0 Jobs	295 Jobs	98 Jobs	0 Jobs	479 Jobs
									<b>4,203 Jobs</b>

<b>Taxable Value Calculation</b>					
<b>Blocks</b>	<b>Units or SF</b>	<b>Multiplier</b>	<b>Completed Value</b>	<b>Mileage Rate</b>	<b>Base Annual Tax</b>
Block A- Workforce Housing	398	\$ 220,000	\$ 70,048,000	21.387	\$ 1,498,103
Block B- Workforce Housing	368	\$ 220,000	\$ 64,768,000	21.387	\$ 1,385,180
Block C- Market Housing	400	\$ 225,000	\$ 72,000,000	21.387	\$ 1,539,850
Block D- Market Housing	267	\$ 225,000	\$ 48,060,000	21.387	\$ 1,027,850
Block E- Affordable Housing	175	\$ 210,000	\$ 29,400,000	21.387	\$ 628,772
Block F- Luxury Housing	299	\$ 265,000	\$ 63,388,000	21.387	\$ 1,355,666
Block G- Flex Space & Retail	56720	\$ 300	\$ 13,612,800	21.387	\$ 291,134
Block H- Affordable Housing	251	\$ 210,000	\$ 42,168,000	21.387	\$ 901,839
Block H- Retail & Flex Space	127059	\$ 300	\$ 30,494,160	21.387	\$ 652,173
Block I- Affordable Housing	251	\$ 210,000	\$ 42,168,000	21.387	\$ 901,839
Block I- Retail	46160	\$ 300	\$ 11,078,400	21.387	\$ 236,932
Block J-Hotel Component & Conference	241	\$ 200,000	\$ 38,560,000	21.387	\$ 824,675
Block J-Workforce Housing	199	\$ 220,000	\$ 35,024,000	21.387	\$ 749,051
Block J-Retail	32406	\$ 300	\$ 7,777,440	21.387	\$ 166,335
Block K- Affordable Housing	177	\$ 210,000	\$ 29,736,000	21.387	\$ 635,958
Block K- Retail	12223	\$ 300	\$ 2,933,520	21.387	\$ 62,739
Block L- Affordable Housing	52	\$ 210,000	\$ 8,736,000	21.387	\$ 186,835
Block M-Grocery & Retail	155544	\$ 125	\$ 15,554,400	21.387	\$ 332,659
Ballfield SaleLandlease		\$ 22,000,000	\$ 17,600,000	21.387	\$ 376,408
<b>Total</b>			<b>\$ 643,106,720</b>		<b>\$ 13,753,995</b>

## OPTION 1-TAXABLE VALUE CALCULATION

### WITH STADIUM

Completed value and tax basis per block



# 20 YEAR TAX REVENUE CASH FLOW

## WITH STADIUM

This chart shows the expected increase in tax revenue for the city through the development of Petersburg Park.

20 Year Tax Revenue Cash Flow	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Current Development	\$ 2,321,228	\$ 2,321,228	\$ 2,356,046	\$ 2,391,387							
Block A- Workforce Housing					\$ 1,498,103	\$ 1,520,574	\$ 1,543,383	\$ 1,566,533	\$ 1,590,031	\$ 1,613,882	\$ 1,638,090
Block B- Workforce Housing					\$ 1,385,180	\$ 1,405,958	\$ 1,427,047	\$ 1,448,453	\$ 1,470,180	\$ 1,492,233	\$ 1,514,616
Block C- Market Housing					\$ 1,539,850	\$ 1,562,947	\$ 1,586,392	\$ 1,610,187	\$ 1,634,340	\$ 1,658,855	\$ 1,683,738
Block D- Market Housing					\$ 1,027,850	\$ 1,043,267	\$ 1,058,916	\$ 1,074,800	\$ 1,090,922	\$ 1,107,286	\$ 1,123,895
Block E- Affordable Housing					\$ 628,772	\$ 638,203	\$ 647,777	\$ 657,493	\$ 667,356	\$ 677,366	\$ 687,526
Block F- Luxury Housing					\$ 1,355,666	\$ 1,376,001	\$ 1,396,641	\$ 1,417,591	\$ 1,438,855	\$ 1,460,438	\$ 1,482,344
Block F- Luxury Housing									\$ 291,134	\$ 295,501	\$ 299,934
Block H- Affordable Housing									\$ 901,839	\$ 915,366	\$ 929,097
Block H- Retail & Flex Space									\$ 652,173	\$ 661,955	\$ 671,884
Block I- Affordable Housing							\$ 901,839	\$ 915,366	\$ 929,097	\$ 943,033	\$ 957,179
Block I- Retail									\$ 236,932	\$ 240,485	\$ 244,093
Block J-Hotel Component & Conference									\$ 824,675	\$ 837,045	\$ 849,601
Block J-Workforce Housing									\$ 749,051	\$ 760,287	\$ 771,691
Block J-Retail									\$ 166,335	\$ 168,830	\$ 171,362
Block K- Affordable Housing							\$ 635,958	\$ 645,497	\$ 655,180	\$ 665,007	\$ 674,983
Block K- Retail							\$ 62,739	\$ 63,680	\$ 64,635	\$ 65,604	\$ 66,588
Block L- Affordable Housing							\$ 186,835	\$ 189,638	\$ 192,482	\$ 195,369	\$ 198,300
Block M-Grocery & Retail					\$ 332,659	\$ 337,649	\$ 342,713	\$ 347,854	\$ 353,072	\$ 358,368	\$ 363,744
Ballfield Sale/Landlease					\$ 376,408	\$ 382,054	\$ 387,785	\$ 393,601	\$ 399,505	\$ 405,498	\$ 411,580
<b>Total Tax Revenue</b>	\$ 2,321,228	\$ 2,321,228	\$ 2,356,046	\$ 2,391,387	\$ 8,144,487	\$ 8,266,654	\$ 10,178,024	\$ 10,330,695	\$ 14,307,793	\$ 14,522,410	\$ 14,740,246
Less:Current BASE YEAR	\$ (2,321,228)	\$ (2,321,228)	\$ (2,356,046)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)
<b>Annual New Revenue Generated</b>	\$ -	\$ -	\$ -	\$ -	\$ 5,753,100	\$ 5,875,267	\$ 7,786,637	\$ 7,939,307	\$ 11,916,406	\$ 12,131,022	\$ 12,348,859

20 Year Tax Revenue Cash Flow	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Cumulative
Current Development	\$ -	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 7,068,662
Block A- Workforce Housing	\$ 1,662,662	\$ 1,687,601	\$ 1,712,915	\$ 1,738,609	\$ 1,764,688	\$ 1,791,159	\$ 1,818,026	\$ 1,845,296	\$ 1,872,976	\$ 1,901,071	\$ 28,765,600
Block B- Workforce Housing	\$ 1,537,335	\$ 1,560,395	\$ 1,583,801	\$ 1,607,558	\$ 1,631,672	\$ 1,656,147	\$ 1,680,989	\$ 1,706,204	\$ 1,731,797	\$ 1,757,774	\$ 26,597,338
Block C- Market Housing	\$ 1,708,994	\$ 1,734,629	\$ 1,760,649	\$ 1,787,058	\$ 1,813,864	\$ 1,841,072	\$ 1,868,688	\$ 1,896,719	\$ 1,925,169	\$ 1,954,047	\$ 29,567,199
Block D- Market Housing	\$ 1,140,754	\$ 1,157,865	\$ 1,175,233	\$ 1,192,861	\$ 1,210,754	\$ 1,228,916	\$ 1,247,349	\$ 1,266,060	\$ 1,285,051	\$ 1,304,326	\$ 19,736,106
Block E- Affordable Housing	\$ 697,839	\$ 708,307	\$ 718,932	\$ 729,715	\$ 740,661	\$ 751,771	\$ 763,048	\$ 774,493	\$ 786,111	\$ 797,902	\$ 12,073,273
Block F- Luxury Housing	\$ 1,504,580	\$ 1,527,148	\$ 1,550,055	\$ 1,573,306	\$ 1,596,906	\$ 1,620,859	\$ 1,645,172	\$ 1,669,850	\$ 1,694,898	\$ 1,720,321	\$ 26,030,634
Block F- Luxury Housing	\$ 304,433	\$ 308,999	\$ 313,634	\$ 318,339	\$ 323,114	\$ 327,961	\$ 332,880	\$ 337,873	\$ 342,941	\$ 348,085	\$ 4,144,828
Block H- Affordable Housing	\$ 943,033	\$ 957,179	\$ 971,536	\$ 986,109	\$ 1,000,901	\$ 1,015,914	\$ 1,031,153	\$ 1,046,620	\$ 1,062,320	\$ 1,078,255	\$ 12,839,322
Block H- Retail & Flex Space	\$ 681,963	\$ 692,192	\$ 702,575	\$ 713,114	\$ 723,810	\$ 734,667	\$ 745,687	\$ 756,873	\$ 768,226	\$ 779,749	\$ 9,284,869
Block I- Affordable Housing	\$ 971,536	\$ 986,109	\$ 1,000,901	\$ 1,015,914	\$ 1,031,153	\$ 1,046,620	\$ 1,062,320	\$ 1,078,255	\$ 1,094,428	\$ 1,110,845	\$ 15,044,595
Block I- Retail	\$ 247,754	\$ 251,470	\$ 255,243	\$ 259,071	\$ 262,957	\$ 266,902	\$ 270,905	\$ 274,969	\$ 279,093	\$ 283,280	\$ 3,373,154
Block J-Hotel Component & Conference	\$ 862,345	\$ 875,280	\$ 888,409	\$ 901,735	\$ 915,261	\$ 928,990	\$ 942,925	\$ 957,069	\$ 971,425	\$ 985,996	\$ 11,740,758
Block J-Workforce Housing	\$ 783,267	\$ 795,016	\$ 806,941	\$ 819,045	\$ 831,331	\$ 843,801	\$ 856,458	\$ 869,305	\$ 882,344	\$ 895,579	\$ 10,664,115
Block J-Retail	\$ 173,932	\$ 176,541	\$ 179,190	\$ 181,877	\$ 184,606	\$ 187,375	\$ 190,185	\$ 193,038	\$ 195,934	\$ 198,873	\$ 2,368,077
Block K- Affordable Housing	\$ 685,107	\$ 695,384	\$ 705,815	\$ 716,402	\$ 727,148	\$ 738,055	\$ 749,126	\$ 760,363	\$ 771,768	\$ 783,345	\$ 10,609,137
Block K- Retail	\$ 67,587	\$ 68,601	\$ 69,630	\$ 70,675	\$ 71,735	\$ 72,811	\$ 73,903	\$ 75,011	\$ 76,137	\$ 77,279	\$ 1,046,614
Block L- Affordable Housing	\$ 201,274	\$ 204,294	\$ 207,358	\$ 210,468	\$ 213,625	\$ 216,830	\$ 220,082	\$ 223,383	\$ 226,734	\$ 230,135	\$ 3,116,809
Block M-Grocery & Retail	\$ 369,200	\$ 374,738	\$ 380,359	\$ 386,064	\$ 391,855	\$ 397,733	\$ 403,699	\$ 409,754	\$ 415,901	\$ 422,139	\$ 6,387,501
Ballfield Sale/Landlease	\$ 417,754	\$ 424,020	\$ 430,381	\$ 436,836	\$ 443,389	\$ 450,040	\$ 456,790	\$ 463,642	\$ 470,597	\$ 477,656	\$ 7,227,538
<b>Total Tax Revenue</b>	\$ 14,961,349	\$ 15,185,770	\$ 15,413,556	\$ 15,644,760	\$ 15,879,431	\$ 16,117,622	\$ 16,359,387	\$ 16,604,778	\$ 16,853,849	\$ 17,106,657	\$ 247,686,128
Less:Current BASE YEAR	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ -
<b>Annual New Revenue Generated</b>	\$ 12,569,962	\$ 12,794,383	\$ 13,022,169	\$ 13,253,372	\$ 13,488,044	\$ 13,726,235	\$ 13,968,000	\$ 14,213,390	\$ 14,462,462	\$ 14,715,270	\$ 199,963,886

<b>NPV @ 4%</b>	\$ 117,041,101
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<b>Taxable Value Calculation</b>					
<b>Blocks</b>	<b>Units or SF</b>	<b>Multiplier</b>	<b>Completed Value</b>	<b>Mileage Rate</b>	<b>Base Annual Tax</b>
Block A- Workforce Housing	398	\$ 220,000	\$ 70,048,000	21.387	\$ 1,498,103
Block B- Workforce Housing	368	\$ 220,000	\$ 64,768,000	21.387	\$ 1,385,180
Block C- Market Housing	400	\$ 225,000	\$ 72,000,000	21.387	\$ 1,539,850
Block D- Market Housing	267	\$ 225,000	\$ 48,060,000	21.387	\$ 1,027,850
Block E- Affordable Housing	175	\$ 210,000	\$ 29,400,000	21.387	\$ 628,772
Block F- Luxury Housing	299	\$ 265,000	\$ 63,388,000	21.387	\$ 1,355,666
Block G- Flex Space & Retail	56720	\$ 300	\$ 13,612,800	21.387	\$ 291,134
Block H- Affordable Housing	251	\$ 210,000	\$ 42,168,000	21.387	\$ 901,839
Block H- Retail & Flex Space	127059	\$ 300	\$ 30,494,160	21.387	\$ 652,173
Block I- Affordable Housing	251	\$ 210,000	\$ 42,168,000	21.387	\$ 901,839
Block I- Retail	46160	\$ 300	\$ 11,078,400	21.387	\$ 236,932
Block J-Hotel Component & Conference	241	\$ 200,000	\$ 38,560,000	21.387	\$ 824,675
Block J-Workforce Housing	199	\$ 220,000	\$ 35,024,000	21.387	\$ 749,051
Block J-Retail	32406	\$ 300	\$ 7,777,440	21.387	\$ 166,335
Block K- Affordable Housing	177	\$ 210,000	\$ 29,736,000	21.387	\$ 635,958
Block K- Retail	12223	\$ 300	\$ 2,933,520	21.387	\$ 62,739
Block L- Affordable Housing	52	\$ 210,000	\$ 8,736,000	21.387	\$ 186,835
Block M-Grocery & Retail	155544	\$ 125	\$ 15,554,400	21.387	\$ 332,659
Block N - Affordable Housing	321	\$ 210,000	\$ 67,410,000	21.387	\$ 1,441,684
Block O - Affordable Housing	194.000	\$ 210,000	\$ 40,740,000	21.387	\$ 871,298
<b>Total</b>			<b>\$ 733,656,720</b>		<b>\$ 15,690,570</b>

## OPTION 2-TAXABLE VALUE CALCULATION

### WITHOUT STADIUM

Completed value and tax basis per block



# 20 YEAR TAX REVENUE CASH FLOW

## WITHOUT STADIUM

This chart shows the expected increase in tax revenue for the city through the development of Petersburg Park.

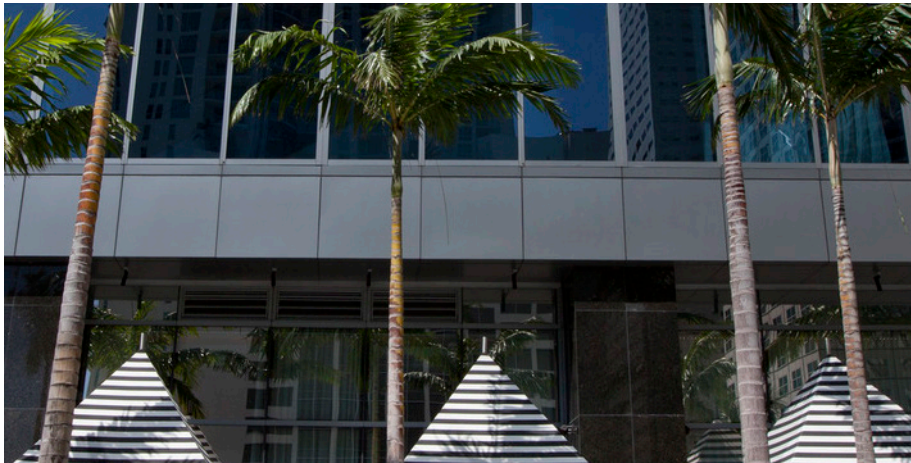
20 Year Tax Revenue Cash Flow	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Current Development	\$ 2,321,228	\$ 2,321,228	\$ 2,356,046	\$ 2,391,387							
Block A- Workforce Housing					\$ 1,498,103	\$ 1,520,574	\$ 1,543,383	\$ 1,566,533	\$ 1,590,031	\$ 1,613,882	\$ 1,638,090
Block B- Workforce Housing					\$ 1,385,180	\$ 1,405,958	\$ 1,427,047	\$ 1,448,453	\$ 1,470,180	\$ 1,492,233	\$ 1,514,616
Block C- Market Housing					\$ 1,539,850	\$ 1,562,947	\$ 1,586,392	\$ 1,610,187	\$ 1,634,340	\$ 1,658,855	\$ 1,683,738
Block D- Market Housing					\$ 1,027,850	\$ 1,043,267	\$ 1,058,916	\$ 1,074,800	\$ 1,090,922	\$ 1,107,286	\$ 1,123,895
Block E- Affordable Housing					\$ 628,772	\$ 638,203	\$ 647,777	\$ 657,493	\$ 667,356	\$ 677,366	\$ 687,526
Block F- Luxury Housing					\$ 1,355,666	\$ 1,376,001	\$ 1,396,641	\$ 1,417,591	\$ 1,438,855	\$ 1,460,438	\$ 1,482,344
Block G- Flex Space & Retail							291134.231	295501.2445	\$ 299,934	\$ 304,433	\$ 308,999
Block H- Affordable Housing							901838.5824	\$ 915,366.16	\$ 929,097	\$ 943,033	\$ 957,179
Block H- Retail & Flex Space							652,172.50	\$ 661,955.09	\$ 671,884	\$ 681,963	\$ 692,192
Block I- Affordable Housing							\$ 901,839	\$ 915,366	\$ 929,097	\$ 943,033	\$ 957,179
Block I- Retail							\$ 236,931.53	\$ 240,485.50	\$ 244,093	\$ 247,754	\$ 251,470
Block J-Hotel Component & Conference							824675.008	\$ 837,045.13	\$ 849,601	\$ 862,345	\$ 875,280
Block J-Workforce Housing							749051.2832	760287.0524	\$ 771,691	\$ 783,267	\$ 795,016
Block J-Retail							\$ 166,334.55	\$ 168,829.57	\$ 171,362	\$ 173,932	\$ 176,541
Block K- Affordable Housing									\$ 635,958	\$ 645,497	\$ 655,180
Block K- Retail									\$ 62,739	\$ 63,680	\$ 64,635
Block L- Affordable Housing									\$ 186,835	\$ 189,638	\$ 192,482
Block M-Grocery & Retail					\$ 332,659	\$ 337,649	\$ 342,713	\$ 347,854	\$ 353,072	\$ 358,368	\$ 363,744
Block N - Affordable Housing									\$ 1,441,684	\$ 1,463,309	\$ 1,485,259
Block O - Affordable Housing									\$ 871,298	\$ 884,368	\$ 897,633
<b>Total Tax Revenue</b>	\$ 2,321,228	\$ 2,321,228	\$ 2,356,046	\$ 2,391,387	\$ 7,768,079	\$ 7,884,600	\$ 12,726,846	\$ 12,917,748	\$ 16,310,029	\$ 16,554,679	\$ 16,802,999
Less Current Development BASE YEAR	\$ (2,321,228)	\$ (2,321,228)	\$ (2,356,046)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)
<b>Annual New Revenue Generated</b>	\$ -	\$ -	\$ -	\$ -	\$ 5,376,692	\$ 5,493,213	\$ 10,335,459	\$ 10,526,361	\$ 13,918,642	\$ 14,163,292	\$ 14,411,612

Cash Flow	Year 11	Year 12	Year 13	Year 14	Year 15	Year 16	Year 17	Year 18	Year 19	Year 20	Cumulative
Current Development											\$ 7,068,662
Block A- Workforce Housing	\$ 1,662,662	\$ 1,687,601	\$ 1,712,915	\$ 1,738,609	\$ 1,764,688	\$ 1,791,159	\$ 1,818,026	\$ 1,845,296	\$ 1,872,976	\$ 1,901,071	\$ 28,765,600
Block B- Workforce Housing	\$ 1,537,335	\$ 1,560,395	\$ 1,583,801	\$ 1,607,558	\$ 1,631,672	\$ 1,656,147	\$ 1,680,989	\$ 1,706,204	\$ 1,731,797	\$ 1,757,774	\$ 26,597,338
Block C- Market Housing	\$ 1,708,994	\$ 1,734,629	\$ 1,760,649	\$ 1,787,058	\$ 1,813,864	\$ 1,841,072	\$ 1,868,688	\$ 1,896,719	\$ 1,925,169	\$ 1,954,047	\$ 29,567,199
Block D- Market Housing	\$ 1,140,754	\$ 1,157,865	\$ 1,175,233	\$ 1,192,861	\$ 1,210,754	\$ 1,228,916	\$ 1,247,349	\$ 1,266,060	\$ 1,285,051	\$ 1,304,326	\$ 19,736,106
Block E- Affordable Housing	\$ 697,839	\$ 708,307	\$ 718,932	\$ 729,715	\$ 740,661	\$ 751,771	\$ 763,048	\$ 774,493	\$ 786,111	\$ 797,902	\$ 12,073,273
Block F- Luxury Housing	\$ 1,504,580	\$ 1,527,148	\$ 1,550,055	\$ 1,573,306	\$ 1,596,906	\$ 1,620,859	\$ 1,645,172	\$ 1,669,850	\$ 1,694,898	\$ 1,720,321	\$ 26,030,634
Block G- Flex Space & Retail	\$ 313,634	\$ 318,339	\$ 323,114	\$ 327,961	\$ 332,880	\$ 337,873	\$ 342,941	\$ 348,085	\$ 353,307	\$ 358,606	\$ 4,856,741
Block H- Affordable Housing	\$ 971,536	\$ 986,109	\$ 1,000,901	\$ 1,015,914	\$ 1,031,153	\$ 1,046,620	\$ 1,062,320	\$ 1,078,255	\$ 1,094,428	\$ 1,110,845	\$ 15,044,595
Block H- Retail & Flex Space	\$ 702,575	\$ 713,114	\$ 723,810	\$ 734,667	\$ 745,687	\$ 756,873	\$ 768,226	\$ 779,749	\$ 791,446	\$ 803,317	\$ 10,879,612
Block I- Affordable Housing	\$ 971,536	\$ 986,109	\$ 1,000,901	\$ 1,015,914	\$ 1,031,153	\$ 1,046,620	\$ 1,062,320	\$ 1,078,255	\$ 1,094,428	\$ 1,110,845	\$ 15,044,595
Block I- Retail	\$ 255,243	\$ 259,071	\$ 262,957	\$ 266,902	\$ 270,905	\$ 274,969	\$ 279,093	\$ 283,280	\$ 287,529	\$ 291,842	\$ 3,952,524
Block J-Hotel Component & Conference	\$ 888,409	\$ 901,735	\$ 915,261	\$ 928,990	\$ 942,925	\$ 957,069	\$ 971,425	\$ 985,996	\$ 1,000,786	\$ 1,015,798	\$ 13,757,342
Block J-Workforce Housing	\$ 806,941	\$ 819,045	\$ 831,331	\$ 843,801	\$ 856,458	\$ 869,305	\$ 882,344	\$ 895,579	\$ 909,013	\$ 922,648	\$ 12,495,777
Block J-Retail	\$ 179,190	\$ 181,877	\$ 184,606	\$ 187,375	\$ 190,185	\$ 193,038	\$ 195,934	\$ 198,873	\$ 201,856	\$ 204,884	\$ 2,774,816
Block K- Affordable Housing	\$ 665,007	\$ 674,983	\$ 685,107	\$ 695,384	\$ 705,815	\$ 716,402	\$ 727,148	\$ 738,055	\$ 749,126	\$ 760,363	\$ 9,054,024
Block K- Retail	\$ 65,604	\$ 66,588	\$ 67,587	\$ 68,601	\$ 69,630	\$ 70,675	\$ 71,735	\$ 72,811	\$ 73,903	\$ 75,011	\$ 893,199
Block L- Affordable Housing	\$ 195,369	\$ 198,300	\$ 201,274	\$ 204,294	\$ 207,358	\$ 210,468	\$ 213,625	\$ 216,830	\$ 220,082	\$ 223,383	\$ 2,659,939
Block M-Grocery & Retail	\$ 369,200	\$ 374,738	\$ 380,359	\$ 386,064	\$ 391,855	\$ 397,733	\$ 403,699	\$ 409,754	\$ 415,901	\$ 422,139	\$ 6,387,501
Block N - Affordable Housing	\$ 1,507,538	\$ 1,530,151	\$ 1,553,103	\$ 1,576,400	\$ 1,600,046	\$ 1,624,047	\$ 1,648,407	\$ 1,673,133	\$ 1,698,230	\$ 1,723,704	\$ 20,525,012
Block O - Affordable Housing	\$ 911,098	\$ 924,764	\$ 938,636	\$ 952,715	\$ 967,006	\$ 981,511	\$ 996,234	\$ 1,011,177	\$ 1,026,345	\$ 1,041,740	\$ 12,404,524
<b>Total Tax Revenue</b>	\$ 17,055,044	\$ 17,310,870	\$ 17,570,533	\$ 17,834,091	\$ 18,101,602	\$ 18,373,126	\$ 18,648,723	\$ 18,928,454	\$ 19,212,381	\$ 19,500,567	\$ 268,164,510
Less Current Development BASE YEAR	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ (2,391,387)	\$ -
<b>Annual New Revenue Generated</b>	\$ 14,663,657	\$ 14,919,483	\$ 15,179,146	\$ 15,442,704	\$ 15,710,215	\$ 15,981,739	\$ 16,257,336	\$ 16,537,067	\$ 16,820,994	\$ 17,109,180	\$ 232,846,792

<b>NPV @ 4%</b>	\$ 136,126,139
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## MARRIOTT LETTER OF INTENT

Through our close alliance with Marriott, the hotel chain has expressed an interest in being part of Petersburg Park. Our plan reflects the development of a 393 room Marriott branded, 4 star hotel; which will contain a 50,000 square feet of conference room space. To meet the needs of the project and surrounding market.



### Lisa Sexton

Vice President  
Full Service Lodging Development

10400 Fernwood Road, Dept 30/921.09  
Bethesda, MD 20817  
(301) 380-8548 office (310) 221-1741 mobile  
lisa.sexton@marriott.com



January 12, 2021

Mr. Chuck Whittall  
Chief Executive Officer  
Unicorp National Developments Inc.  
7940 Via Dellagio Way, Suite 200  
Orlando, FL 32819

Dear Mr. Whittall:

We understand Unicorp National Developments, Inc. is responding to the city's Request for Proposal ("RFP") for the redevelopment of the Tropicana Field site in downtown St. Petersburg which is expected to include a 400-room, full-service hotel with 50,000 square feet of meeting space, among other uses. We welcome the opportunity to work with you and your team on this exciting project and to operate the hotel on your behalf under one of our full-service brands.

Marriott International, Inc. is a global lodging leader with more than 7,500 properties in 132 countries and territories. For more than 90 years, the company has been committed to guest satisfaction. We operate and franchise hotels under 30 brands, including Marriott Hotels, The Ritz-Carlton, St. Regis, JW Marriott, W, Bulgari, EDITION, Sheraton, Renaissance, Westin, Gaylord Hotels, Le Meridien, Luxury Collection, Delta Hotels, Tribute Portfolio and Autograph Collection, among others. The company also manages the largest and most recognized travel loyalty program, Marriott Bonvoy, with more than 145 million members. As the largest operator and franchisor of convention center hotels in the United States, Marriott has proven across the country that our convention hotels are the most sought-after locations for major conventions and events.

We have enjoyed our long-standing relationship with Unicorp and we will be pleased to work closely with you on another Marriott-branded hotel. Please note that this project will be subject to our standard due diligence and underwriting, as well as our corporate approvals process. We sincerely appreciate your consideration of Marriott and we look forward to working with you further.

Kind Regards,

A handwritten signature in blue ink that reads "Lisa Sexton".

Lisa Sexton  
Vice President, Full Service Lodging Development







PROPOSAL FORM

EXHIBIT "D"

PROPOSAL FORM

REQUEST FOR PROPOSAL  
FOR THE PURCHASE & DEVELOPMENT OF  
THE TROPICANA FIELD SITE  
ST. PETERSBURG, FLORIDA, 33701

Issue Date

July 27, 2020

The undersigned certifies that the enclosed proposal is being submitted and is subject to the terms and conditions as outlined in the Request for Proposal as issued by the City of St. Petersburg on July 27, 2020.

UNICORP NATIONAL DEVELOPMENT, INC.

CHUCK WHITTALL

Name of Company/Organization

Proposal Contact Person

CHUCK@UNICORP.COM

Signature of individual submitting proposal  
for above Company/Organization

Contact Person E-mail address

CHUCK WHITTALL

(407) 925-2999

Printed name of individual

Contact Person Phone

1/14/2021

Date



An aerial photograph of a city, likely Pittsburgh, showing a large stadium (PNC Field) and surrounding urban development. The image is overlaid with a blue and green color gradient. A white speech bubble containing the text 'PETER/ BURG PARK' is positioned in the lower center of the image.

PETER/  
BURG  
PARK

“Proposer is not party to or affected by any litigation, administrative action, investigation or other governmental or quasi-governmental proceeding which would, or could, have an adverse effect upon the Property or upon the ability of Proposer to fulfill its obligations under any agreement relating to this RFP, and there are no lawsuits, administrative actions, governmental investigations or similar proceedings pending or, to Proposer’s actual knowledge, threatened against or affecting the Proposer’s interest herein.”