Historic Gas Plant District Development

January 4, 2023
If you know where you’re coming from, it’s going to be easier to get where you’re going.”

QUINCY JONES

St. Petersburg’s Historic African American Neighborhoods
by Rosalie Peck & Jon Wilson
Who you’ll meet today…

Kevin Johnson (JMA Ventures)

Todd Chapman (JMA Ventures)

Dan Coakley (PMG Affordable)

Scott Macdonald (Blue Sky Communities)

Fred Hearsns (Zion Cemetery Society)

Sarah-Jane Vatelot (Behar + Peteranecz)

Ernie DuBose (DuCon)

Bob Devin Jones (The Studio@620)

Stan Eckstut (Perkins Eastman)

David Carlock (Machete Group)
Our Vision

To deliver a transformative project that is the most equitable and inclusive real estate development in the country.
Our Team
The Sugar Hill Community Partners development team has delivered more than $25,000,000,000 of multi-layered, complex real estate projects, including office, multi-family residential, affordable and workforce housing, hotels, retail, and public assembly venues.
The Sugar Hill Community Partners development management team has worked on ten major internationally acclaimed professional sports venue projects – including Citi Field, UBS Arena, TQL Stadium, and Chase Center – with a total project value of more than $5,000,000,000.
We are developers...
...designers and engineers...
…builders…
...specialty consultants and service providers...

...and financial partners.

Cheryl McKissack (McKissack & McKissack)
Albert Odjidja (McKissack & McKissack)
Laurel Chadwick Macdonald (Carteret Management)
Maurice Franklin (Franklin & Associates Realty)
Robin Mosle (Of Place)

Charles Gurley (Liberty Bank)
Eve Picker (smallchange.co)
20% Design & Engineering M/WBE Inclusion

25% Construction & Operations M/WBE Inclusion
Since 2018, team members DuCon and Horus Construction have awarded more than $250,000,000 in contracts to minority-owned businesses.
Affordable Housing
Guiding Principle #22

“The development will substantially address the need for affordable and workforce housing.”
50% of total residential units

2,616 affordable and workforce units
St. Petersburg since 2010:

- **50k** Jobs Added
- **15k** Population Growth
- **26%** Decrease in Households Making Less than $75K
- **2,764** Waiting List for Blue Sky Communities’ SkyWay Lofts

Large numbers of lower- and middle-income renters are being displaced and leaving the market because of the high cost of housing.
Housing affordability drives individual economic security and mobility and creates the foundation for a robust and vibrant economy. Investing in affordable housing development has ripple effects throughout the economy, creating good-paying jobs, increasing the financial well-being of households, and generating revenue for the state.
Team members Blue Sky Communities and PMG Affordable have delivered or are currently developing more than 4,500 affordable housing units.
Community Driven Design
Our plan intentionally “seeds” the Historic Gas Plant District development with places and programs that will catalyze and foster artistic expression.
Over the past two years, the Sugar Hill Community Partners team has met with more than 150 local community stakeholders.
Three cemeteries – Oaklawn, Moffet, and Evergreen – are located either on or adjacent to the Historic Gas Plant District site.

We are converting Oaklawn Cemetery into a 5.5-acre park and memorial to properly acknowledge these historically significant places.
5.5-acre Laurel Heritage Park and Memorial Meadow
Design Principles

1. Be St. Petersburg
2. Connect to the history of the site
3. Create places and destinations
4. Integrate nature
5. Focus on walking
Intentional Equity
Our groundbreaking Community Equity Endowment creates a community trust funded by a project profit interest.
As part of our partnership with Habitat for Humanity, funding from the Community Equity Endowment will help deliver more than 300 new single-family homes. A conservative analysis indicates this will generate more than $250,000,000 in home equity.
At least 10% of the limited partner investment pool for the project will be set aside for local investors.
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weekly developer’s hours
Thank you!