



INTRODUCING DEUCES RISING

The Deuces – a beacon of minority talent, creativity, and entrepreneurship – has always been an iconic asset of the Sunshine City. Under the leadership of Mayor Rick Kriseman, the City of St. Petersburg is committed to partnering with the community to restore the bright light of 22nd Street South that once served as a signature ray of St. Pete’s fabled sunshine.

In keeping with his focus on changing the trajectory of impoverished residents in South St. Pete, Mayor Kriseman has begun working toward a transformation of The Deuces with a commitment to invest in people at least as much as places. We also know that while true change lies in creating opportunity for people, that places, and their associated quality of life, are also important. That is why Mayor Kriseman is excited to enter the next chapter of his vision for South St. Pete with the introduction of Deuces Rising: an integrated, comprehensive place-making plan.

Deuces Rising reflects the ongoing transformation of possibilities for our people, with a matching transformation of the beloved spaces where they build businesses, create culture, nurture connections, and call home. It is time once again for The Deuces to rise and meet the dreams and possibilities the people have held for her for so long.

The Deuces Rising vision is comprised of a welcoming gateway, housing that is affordable, new parks, and an infusion of resources that encourage private businesses to thrive. Anchor tenants include:

SIGNATURE PLACEMAKING

As noted within the Warehouse Arts District – Deuces Action Plan, five feature intersections will serve as gateways for the reimagined 22nd St. corridor. These gateways serve as the entrance to the district and will include placemaking features like raised intersections and branded signage and promote safe pedestrian and bicycle crossings within the district. The City has budgeted \$7.5 million in the FY20 budget to begin this work.

MANHATTAN CASINO REVIVED

The Historic Manhattan Casino dates back to 1925 and is a cornerstone of the unique cultural and musical traditions of the Deuces area. In 2017, Mayor Kriseman selected the Callaloo Group to lease and operate the Manhattan Casino.

DR. CARTER G. WOODSON AFRICAN AMERICAN MUSEUM + THE SANKOFA VISION PROPOSAL

The Dr. Carter G. Woodson African American Museum will relocate, on an expanded footprint, to the southernmost 5.5 acres of the city-owned parcel that fronts 22nd St. S.

The Sankofa Vision is a proposed partnership with the City that is broadly inclusive of community organizations in the design, development and operations of built products, including a strategy for reinvesting in and through the organizations that anchor this corridor. The One Community Plan team has already engaged 20 partner organizations committed to working together to co-create a transformative strategy. The proposal will be publicly noticed and evaluated against other proposals that are received.

QUALITY COMMUNITY SERVICES WITHIN REACH

The 28,000-square-foot Johnnie Ruth Clarke Health Center – named after Dr. Johnnie Ruth Clarke, a beloved African American activist, teacher and humanitarian – provides crucial health services to the community, including family practice, dental, pediatrics and more. St. Petersburg College's 49,000-square-foot state-of-the-art campus provides educational opportunities and community activities.

THE PURSUIT OF POTENTIAL

An RFP for Tangerine Plaza, a city-owned former retail space located at 22nd St. S. and 18th Ave. S., will be issued the week of Dec. 15. Additionally, the site sits across from Perkins Elementary School, a performance arts magnet and one of Pinellas County's premier schools.

