

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Alfred Wendler, Director, REPM

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
Several multi use projects, many hi rise projects
- *Weaknesses:*  
A lot of companies invloved

#### **Reference Projects and Experience**

- *Strengths:*  
Appear to have other revitalization projects experience
- *Weaknesses:*  
Expereince appaers to be spread across many compnaies vs one company containtain the institutional experience

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*  
Appear to address
- *Weaknesses:*

#### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*

Address line by line

- *Weaknesses:*

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*  
Addresses
- *Weaknesses:*

### **Financial Information**

- *Strengths:*  
Proforma construction costs provided for each phase, site development and vertical construction costs broken out separately and in detail
- *Weaknesses:*  
Proposed purchase price substantially below appraised value. Down payment is a token payment for a project of this magnitude

### **Depiction of Development**

- *Strengths:*  
Thoroughly laid out conceptually
- *Weaknesses:*

### **Timing of Development & Development Phasing**

- *Strengths:*  
Plan well laid out, very detailed proforma analysis of construction expenditures
- *Weaknesses:*

## **Other**

- *Strengths:*
  
- *Weaknesses:*

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Anne Fritz, CFO

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
Experience, team
  
- *Weaknesses:*  
None noted

#### **Reference Projects and Experience**

- *Strengths:*  
Comprehensive List of Projects
  
- *Weaknesses:*  
None noted

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*
  
- *Weaknesses:*

#### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*

- *Weaknesses:*

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*  
Comprehensive, Good historical review
- *Weaknesses:*  
None noted

### **Financial Information**

- *Strengths:*  
Cash commitment for land purchase
- *Weaknesses:*  
Need additional details on the sources and uses including any and all public funding.

### **Depiction of Development**

- *Strengths:*  
Comprehensive, outreach plans
- *Weaknesses:*  
None Noted

### **Timing of Development & Development Phasing**

- *Strengths:*  
Understanding stadium concerns and option
- *Weaknesses:*  
Lots of phases and length of time

### **Other**

- *Strengths:*

- *Weaknesses:*

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Brejesh Prayman

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*
  - Place Architecture has significant local architecture experience
  - George F Young has good local experience and knowledge on Utility design
  - Real Building Consultants as a dedicated sustainability consultan
  - CBJ Construction for use on BIM Modeling will be a benefit on Utility design and layout
  - Osborn Engineering has a good approach to SMART
  - VHB has good ransportation planning ability
  - Brand form design as a dedicated communication point
- *Weaknesses:*
  - Concern on the amount of team members and who is leading the processes

#### **Reference Projects and Experience**

- *Strengths:*
  - Individual site projects have successfully been completed
- *Weaknesses:*
  - Major site development examples which are similar, Midtown Miami and Orlando Sentinel are under current development
  - Several examples by sub consultants were still in the concept phase and do not appear to be at the level of detailed site plans
  - Planning experience appears to be strong on program development and not a district planning

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*
  - 2. Chiller plant approach is well thought through
  - 7. Use of 13<sup>th</sup> as a transportation hub is logical
  - 8. Does provide a plan to connect to the BRT
  - 10. Re-establish some previous street grid segments, internal circulation as well as crossing over I-175 is well thought on a concept level
  - 11. Dedicated outreach program
  - 15. Approach to Booker creek is innovative for water quality and aesthetics if done right
  - 16. \$30 M dedicated to Public Parks and open areas are well placed in the concept
  - 19. Good approach on the energy consumption and demand
  - 21. SMART and Complete street elements are incorporated
  
- *Weaknesses:*
  - Infrastructure not well addressed with regards to capacity needs on water/wastewater and capacity analysis
  - No mention of review of capacity analysis due to the size of the demand and service requirements for water, wastewater or electric
  - While complete streets is incorporated, not a strong sense of bicycle corridors, 6' Bicycle lane with a 2' buffer appears to me minimal. Not strong on the depiction of this
  - "Street Character" does not match the images of the typical view
  - Unclear if the 2-3 MW of planned solar offset would truly offset the need for infrastructure upgrades

### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*
  - Overall team structure is good and includes all elements from a technical side to plan and implement
  - 11.1.2 Good approach to the existing contours on the site and maximizing the use grating different experiences
  - 11.1.9 Good approach to connect adjoining districts by linear parks to 22<sup>nd</sup> Street. Also reconnects lost sections of the grid
  - 11.1.10 There is a approach for a new cross section is I-175 is removed
  - 11.1.11 Provides multiple connectivity paths and corridors.
  
- *Weaknesses:*
  - Unclear of stormwater parks will function if the lower level is also functionally used as an active zone
  - Stated connectivity paths but not well depicted
  - while removal of the I-175 is depicted, visually, 6 lanes with landscape buffer is "intimidating" to cross

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits,**



## **and historical context**

- *Strengths:*
- *Weaknesses:*

## **Financial Information**

- *Strengths:*
- *Weaknesses:*

## **Depiction of Development**

- *Strengths:*
  - Multi level approach adds "depth" and interest by having different perspectives for users to experience the site
  - Loop crossing I-75 and re-connecting to the development along 16<sup>th</sup> Street integrates the sites
- *Weaknesses:*
  - While a "loop" connections was illustrated, it was not well elaborated on

## **Timing of Development & Development Phasing**

- *Strengths:*
  - Project phasing is logical
- *Weaknesses:*

## **Other**

- *Strengths:*
  - Overall team is well put together
  - Phasing is appropriate
  - Development approach is good

- Architectural approach is good
- Good approach on solar, central chiller
- *Weaknesses:*
  - Water/Wastewater capacity needs to be addressed
  - Rebuilding of Booker Creek would require significant modeling to create the features described. During low flow the creek is barely a trickle, while during rain events, there is a tremendous surge. Mainting a level as portrayed may be challenging.
  - Did not see much approach on reducing run off, gray water usage for sanitary or irrigation usage
  - Other examples of hydrodynamic technologies for electrical generation are untapped and can be an innovative approach
  - Plan does not address connectivity to the stadium if I-175 is removed and any residual traffic impacts on the community
  - Approach to stadium appears as a after thought and not well planned

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Brian Caper

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
Very strong team composition. Randy Morton (Pinstripe Design & Advisory) led the HKS Conceptual Master Plans for the Tropicana Field site under both scenarios and is very familiar with the project. VHB led the Trop study on sustainability, smart cities, and healthy communities. Inclusion of the PCUL as a partner is a significant strength.
  
- *Weaknesses:*  
None

#### **Reference Projects and Experience**

- *Strengths:*  
Midtown Miami and Midtown Orlando incorporate many of the same land uses and centralized themes (green space, sustainability) contemplated in the Conceptual Master Plans. Several LEED projects.
  
- *Weaknesses:*  
Majority of the housing projects are luxury. Projects are under private ownership.

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*  
Guiding principles are addressed. Good use of green space between the "Greenway" and "Central Park" features. Inclusion of many smart city items, such as wi-fi coverage, digital signage, and security. Strong commitment to job training & placement.
  
- *Weaknesses:*  
Community Benefit Program outlined on #19 misses the mark.

## **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*  
Strong land analysis, detailed sustainability plan, attention to Complete Streets, walkability, and bike friendly design. Encourages Fitwel and WELL Building Certifications for healthy, sustainable development.
- *Weaknesses:*  
None

## **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*  
\$1M commitment to job training. Provides specific commitments to local construction hiring (15%) and 20 job fairs (min).
- *Weaknesses:*  
None

## **Financial Information**

- *Strengths:*  
Team has track record of raising capital. Will pay \$60M for fee simple title to the property. Makes significant financial commitments to housing, retail/creative office, infrastructure, and park/rec space.
- *Weaknesses:*  
Establishment of a Community Development District

## **Depiction of Development**

- *Strengths:*  
Overall very strong design. Good use of space and maintaining the pedestrian scale. Good use of green space and water features. Banyan Village concept is very appealing.
- *Weaknesses:*  
Stadium location completely breaks up the flow of development.

## Timing of Development & Development Phasing

- *Strengths:*  
Starts with the NE corner. Phase I includes workforce and affordable housing. Very detailed breakdown of development uses by phase.
- *Weaknesses:*  
None

## Other

- *Strengths:*  
Very strong proposal that provides considerable attention to the criteria of the RFP. Thoughtful responses to the site's history and cultural significance. Team understands St. Petersburg well and that is reflected in their response.
- *Weaknesses:*  
None

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown, termed "Creekside"

Evaluator: Chris Ballestra

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
Excellent team. Depth and experience in all areas. Incorporates great local architecture, arts and historical City knowledge. Having both Holland & Knight as well as Don Mastry (Trenam) shows attention to detail (depth) in area's most don't focus on but are critically important on such an important project.
  
- *Weaknesses:*  
None

#### **Reference Projects and Experience**

- *Strengths:*  
Comparable large-scale experience
  
- *Weaknesses:*  
None noted yet.

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*  
Jobs and infrastructure blended with community needs tying back to economic development. Well thought through, stitching neighborhoods into new development producing growth opportunities in every direction with intention. Eco impact and opportunities are excellent with this proposal.
  
- *Weaknesses:*

## **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*  
Architecture, sustainability, and (noted above) piecing back together the community detailed well.
- *Weaknesses:*  
No issues

## **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*
- *Weaknesses:*

## **Financial Information**

- *Strengths:*  
Development and ability to attract capital strong. \$185M commitment solid, fee simple (\$60M) not so sure. Good part is there was a detailed thought process on a structure - regardless of whether that plays out. It is solid and provides a platform to address many unknowns in funding sources (no different than Rays equation).
- *Weaknesses:*  
Not a weakness, but item may need to be addressed. Alternative of \$60M purchase of property may go against partnership objectives with City. Not a fee simple transaction deal, though parameters all pending and to be determined.

## **Depiction of Development**

- *Strengths:*  
Addresses Booker creek, green space and scale well. Well thought through, including housing and tie-in to neighborhoods
- *Weaknesses:*  
Not a weakness, just opinion - scale may be too conservative given opportunities tied to air rights and elevation across asset, which can scale down appropriately tying to business and neighborhood connections/connectors.

## Timing of Development & Development Phasing

- *Strengths:*  
Good phasing - Core development along 1 Ave. South through core, greenbelt along Booker Creek, phasing outward (east/west) in next phases, tying in 16<sup>th</sup> St. major effort which will invigorate business, SBE and developemnt particularly to the south.
- *Weaknesses:*  
None

## Other

- *Strengths:*  
The Midtown Creekside proposal covers all bases and each one well. From financial strength to design, from neighborhoods to equity, this is an excellent proposal. Team members are all experts in their respective fields. Design and layout very thoughtful tied to human scale with flexibility embedded.
- *Weaknesses:*



## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown

Evaluator: Dave Goodwin

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
Solid team, many with past St. Petersburg experience and knowledge. Design lead has specific project and site experience and was effective in representing the City. Team is inclusive in necessary disciplines and detailed in key personnel. Team is diverse in make-up. Lead development entity appears to have the capacity and resources commensurate with a project of this size and likely duration.
- *Weaknesses:*  
Percentage ownership not provided.

#### **Reference Projects and Experience**

- *Strengths:*  
Strong example projects in terms of scale, urbanness and use mix for Midtown. Other team members also have strong examples. Many LEED projects.
- *Weaknesses:*  
Midtown does not appear to have experience partnering with a local government. VHB's work for the City (ISAP and StPete2050) are adequate but not outstanding. Pinstripe's (then HKS) Trop Site concept plan should be discussed in terms of design process, final product organization and QA&C.

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*  
Overall, this section comes off as a deliberate and thoughtful attempt to address the 21 Guiding Principles. The responses are generally on point with some detail and demonstrate a strong understanding of the Guiding Principles.

- *Weaknesses:*  
Response to Guiding Principle #1 wasn't on point per this reviewer's expectations. The community benefits section appears to be some type of mistake as it describes energy related solutions. As a result there is no community benefits response (Principle #19).

### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*  
The development concepts are strong with the below exceptions.
- *Weaknesses:*  
Although the stadium location is consistent with the Concept Plan from 2017, there is a strong argument for other design solutions. Both of the proposed stadium location options (the 1<sup>st</sup> Ave S and 16<sup>th</sup> St. option more so) is disruptive to the flow of the development, including; pedestrian and street connectivity, integration of land uses and energy/vitality of the development for DAILY use. They essentially become a barrier to the physical and visual connectivity of the site. Given the number of regular season game days (81 max), the stadium is better located as an end point destination, as shown in other proposals, and not a centerpiece. The southwestern corner stadium location also solves the problem of integrating that corner of the development into the project, by making it a destination. It also minimizes the impact on the overall master site plan if the Rays move to another location and allows for easier project phasing if they choose to stay. The southwest corner location was not seriously explored during the 2017 Conceptual Master Plan process that was led by the Midtown lead designer (Randy Morton, then with HKS). HKS presented the site concept design at the RFP selection interview, complete with a 3D model and it changed only minimally after they were selected to be the design consultant. Alternative stadium locations were not seriously explored during the process. HKS and the project real estate analyst (RCLCO) only explored stadium and no stadium options. Finally, a strong east-west grid reconnection is missing from this proposal. The proposed 2<sup>nd</sup> Ave S reconnection is awkward and gimmicky, and the 3<sup>rd</sup> Avenue S grid reconnection is not made. Bottom line, this project should prioritize the best design for the daily use components (office, residential, retail, innovation center, conference center, open space system, connectivity systems), not the best site location for the part-time use stadium.

If this proposer is to be further considered, recommend that they demonstrate an openness to changing the site concept.

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*
- *Weaknesses:*  
No coherent response to the community benefits

## Financial Information

- *Strengths:*
- *Weaknesses:*

## Depiction of Development

- *Strengths:*  
Strong proposal with the below exceptions.
- *Weaknesses:*  
No graphics of a stadium and how it might work within the designed context.

The "Lower Creek" island concept appears to be complicated, expensive and a potential maintenance burden.

The previously mentioned site connectivity problems associated with the stadium location options and the missing 3<sup>rd</sup> Ave S grid connection and awkward 2<sup>nd</sup> Ave S grid connection.

## Timing of Development & Development Phasing

- *Strengths:*  
and awkward Generally logical and sound, with the below exceptions.
- *Weaknesses:*  
The stadium site location options don't appear to allow for a new stadium to be built while the current stadium is in use. Additional graphics and explanations are needed to understand this, as provided by other proposers.

Mid and high FAR development timing and economic impacts are provided. No comparison for the with and WO stadium scenario data provided. Proposed stadium location takes up a large swath of highly desirable land. The proposal, consistently does not compare with and WO stadium options for development program, impacts and costs. It would seem that this proposal is generally assuming that the Rays will not be on the site.

## Other

- *Strengths:*  
Ambitious proposal with strong effort to address the RFP parameters.
- *Weaknesses:*  
Proposal is at times redundant, disjointed and has some significant glitches and errors. The proposal is ambitious and perhaps it was rushed to meet the deadline.

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Donald Tyre

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*

A very detailed summary of the team's qualifications were provided. The team has years of experience in the design and master planning mixed use, multi-family, and affordable housing projects. A team member specializes in Public Assembly Venues and Stadium design. An extensive team was assembled including a partnership with Pinellas County Urban League to lead in community outreach and a sustainability firm. The team has past experience in Public Private Partnership developments and large phased projects. Large national firms and local partners that have been involved in a number of local St. Petersburg projects. The design team has past experience in LEED certified buildings.

- *Weaknesses:*

#### **Reference Projects and Experience**

- *Strengths:*

A very detailed portfolio was provided. Large scale mixed use, multi-family, and affordable housing projects were provided including some masterplanned communities with phased developments. Past Public Assembly Venues and Stadium designs were included.

- *Weaknesses:*

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*

A detailed narrative response provides information to incorporate a number of the 21 guiding principles in section 10 with an emphasis on Arts, Culture, Historical context,

Inclusivity, and Community Outreach.

- *Weaknesses:*

### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*  
A detailed narrative response provides information on a number of City plans and initiatives. Small Business Enterprise, Grow Smarter, Health and Wellness, Smart City, Sustainability and a number of the district action plans.
- *Weaknesses:*

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*  
A very detailed narrative on the jobs created, education, workforce, SBE, and public stakeholder engagement and outreach were provided. Additional job creation and economic impact for the development is included at the end of the proposal.
- *Weaknesses:*

### **Financial Information**

- *Strengths:*  
A financial summary was provided. A detailed financial evaluation should be completed by the City's Finance Department. The 20 year cash flow analysis to be provided under separate cover.
- *Weaknesses:*

### **Depiction of Development**

- *Strengths:*  
The Creekside development centers around the Booker Creek expansion and the Greenway series of parks. The design creates both ground level and multiple vertical level

changes to create activity centers with unique views and activities within five different creek environments that will become destinations within the project. Upper Creek, Water Pavillion, Lower Creek, Banyan Village, and the Heritage Bridge connection to Campbell park. The Greenway is a series of linked parks running East to West and connecting to the Piazza at Booker Creek Park. A number of paths, walks, and bridges cross the creek at different elevations and give multiple options for views and outdoor activity. The development has a number of entrainment options that center around the vertical multi level Booker Creek design feature that will be a draw to the development.

- *Weaknesses:*  
Additional information on the design of the Stadium and the expansion of Booker Creek would have been beneficial.

### **Timing of Development & Development Phasing**

- *Strengths:*  
Phasing plan with 5 phases included with a 25 year timeline to 2048. Option to work around the existing ballpark. Option for both Mid range and High range density with the economic impact for the development.
- *Weaknesses:*

### **Other**

- *Strengths:*
- *Weaknesses:*

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Eric Lavina

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*

Randall Morton brings Trop experience as lead planner for community visioning charettes. Pinellas County Urban League's (PCUL) role in the organization gives it a leg up on community considerations. Prioritization of community and arts focus shows with PCUL, Hood Design, Studio 620. Also, bringing in an architecture firm specializing in entertainment and sports venues is notable. VHB brings local experience with ISAP and StPete 2050 Vision Plan. Diversity is infused into all disciplines, evidenced by flow chart.

- *Weaknesses:*

Team size can present challenges when coordinating the many moving parts related to workforce and supplier diversity initiatives.

#### **Reference Projects and Experience**

- *Strengths:*

Pinstripe Design and Advisory Group - Lists a Durham project that has relevance to this project, master plans with significant transportation considerations, and also had a role in the Trop visioning process.

Beerline Trail and solar competition project from Hood Design stand out and have relevance with Trop RFP requirements, as well as a project in Jacksonville with a significant cultural component.

Sports architecture and affordable housing covered in example projects from other firms.

Atlantic Pacific showed experience with state housing finance programs and HUD loan programs for affordable housing

PCUL's experience is outlined in Exhibit A and demonstrates strong capacity for diversity/inclusion efforts with listed programs.



- *Weaknesses:*

### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*
- *Weaknesses:*

### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*
- *Weaknesses:*

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*

AIP Communities experience with SWMBE programs, but at federal level for HUD and Section 3, and this is only for housing. What about rest of construction?

Goal setting was encouraging to see - 10% for resident or city-located businesses for contracting, and 15% for woman- or minority-owned businesses; but the SBE program does not function that way since it is race and gender neutral and certifies small businesses out of a five-county area. Nevertheless, the proposer has the pieces in place to address SBE utilization with the team resources they have include to address diversity and inclusion.

By extension, proposer is well suited for local hiring, community outreach, community benefits, and the historical context. Exhibit A was dedicated to this and was a well researched and written response. Level of detail and reference to local programs (including City apprenticeship and disadvantaged worker programs) was notable.

- *Weaknesses:*

Details of the SBE program and requirements insufficiently researched as evidenced by the types of contracting goals set.

## **Financial Information**

- *Strengths:*
- *Weaknesses:*

## **Depiction of Development**

- *Strengths:*
- *Weaknesses:*

## **Timing of Development & Development Phasing**

- *Strengths:*
- *Weaknesses:*

## **Other**

- *Strengths:*
- *Weaknesses:*

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Evan Mory

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*

Very deep team with members familiar with the site, the City, the history of the site, and the project. Involvement by the Urban League. VHB is a well-known traffic engineering firm and they have recently completed Complete Streets relevant projects for the City of St. Petersburg including the West Central Streetscape Design project. They also have other specialties and helped the City develop the ISAP as well as work on the 2050 Plan. Strong Legal team with Trenam and Holland and Knight. Economist on team. Team diversity is strong. Florida-based company and many local team members.

- *Weaknesses:*

#### **Reference Projects and Experience**

- *Strengths:*

Midtown Miami is a walkable mixed-use development built from 2004 through present and is of similar size/scope at 70 acres. Trop master planning experience. Pinstripe worked on American Tobacco site in Durham, 80 total acres. Airport Transit Center 70 acres. Village Walk in Texas at 80 acres. OSU Stadium by OSPORIS sub.

- *Weaknesses:*

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*

Estimated budget of \$169M for utilities, roads, streets, etc. with \$94 million coming from Midtown and \$75M (\$70?) from the City as advertised in the RFP. \$30 additional million for

public park and recreation space which likely would include trail and creek enhancements. Specify that the Pinellas Trail will be upgraded and interact with the Heritage Trail. Establishes the grid pattern but uses bends to slow traffic in some cases, and prioritizing pedestrians first. Commit to building a new transit hub at 13<sup>th</sup> Street for BRT and other modes. Proposer sees "transit as an opportunity to create great open spaces rather than flashy buildings". Multiple paseos, which are pedestrian only spaces. Have developed 5 street types, most of which are narrow ROW's at 60' with a good mix of narrow travel lanes, 2-way traffic, buffered bike lanes, and bio-swales depending on the street. Only 16<sup>th</sup> Street will remain an overall 100' ROW as a main thoroughfare. They have integrated and hidden the parking with most blocks by wrapping the parking structures, and they have thought about repurposing the garages to other uses in the future as parking becomes less of a requirement. "By design, It will be much easier and more convenient to walk through Creekside than it will be to drive." Thorough discussion about Complete Streets elements on page 107. Creative ideas to connect to the south if I-175 stays as-is including enhanced connections via MLK and 16<sup>th</sup> Streets, enhanced bridge over I-175 and tunnel connection.

- *Weaknesses:*  
2' buffer for bike lanes does not allow sufficient width to place plantings as shown on page 89, the buffer should be wider to allow more protection and greenspace. Would have liked to see more exploration of reimagining I-175 earlier than page 137. It is earlier referred to as a benefit which insinuates a preference for it to remain in it's current form "Creekside is well served by transportation at the edges, BRT along 1<sup>st</sup> Avenue, Freeways to the west and south..." (page 96). While in some areas of the proposal there is a clear understanding and celebration of the BRT, in other sections the BRT is not properly understood such as page 110; "The forthcoming BRT project running along 1<sup>st</sup> Avenue South will also have the potential for a bus stop if the planners designing the BRT so require one." While early in the proposal the team properly acknowledges the BRT stop at 13<sup>th</sup> Street, on page 155 it is stated that there is no stop along the development.

### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*  
Commit to cleaning all environmental cleanup. Will provide replacement parking for the Rays. Creative thinking about utilizing 22<sup>nd</sup> street to connect to the south even though it's a couple blocks away from the site - it can be connected East-West and then North-South. Integrating bike share and EV throughout. Understand the connection between active transportation and healthy people and environment.
- *Weaknesses:*  
Pages 160 and 161 show poor bike lanes yet earlier it was stated bike lanes would be wide and buffered, not "door zone" and narrow bike lanes with no buffer.

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*

Heritage trail with 200 opportunities for each panel to celebrate an event or a person, describe a piece of historical lore, or contain a photo-illustration of an icon. Keying in on 16<sup>th</sup> street as a connector and adding 2 parks along the street. \$1mil for startup of Midtown's Vocation, Education and equitable Justice initiatives (Community benefit Foundation).

- *Weaknesses:*

## **Financial Information**

- *Strengths:*  
Pay to upgrade utilities for up to 15 million square feet.
- *Weaknesses:*  
Proposing Impact Fee credits - do not think the County Ordinance allows such a strategy.

## **Depiction of Development**

- *Strengths:*
- *Weaknesses:*

## **Timing of Development & Development Phasing**

- *Strengths:*
- *Weaknesses:*

## **Other**

- *Strengths:*
- *Weaknesses:*  
Potential weakness; Request clarification about how the team envisions an open transit hub at 13<sup>th</sup> street but suggests a more robust "full mobility" hub off-site at the 800 1<sup>st</sup> Ave. S. lot

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown

Evaluator: George Smith

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*

Strong development team. Very diverse, extensive local participants in major roles.

- *Weaknesses:*

#### **Reference Projects and Experience**

- *Strengths:*

Strong experience

- *Weaknesses:*

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*

Commitment to \$1 million investment in "From All to All" City housing initiative.

- *Weaknesses:*

## **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*
- *Weaknesses:*

## **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*

Initial jobs commitment of 15% construction; Apprentice program, 15% of labor hours. 15% MBE goal to provide goods and services. Incubator business/ small business commitment to absorb permitting & build out costs. Grow smarter office district.
- *Weaknesses:*

## **Financial Information**

- *Strengths:*
- *Weaknesses:*

## **Depiction of Development**

- *Strengths:*
- *Weaknesses:*

Difficulty in distinction between development with or without Rays.

## **Timing of Development & Development Phasing**

- *Strengths:*

- *Weaknesses:*

**Other**

- *Strengths:*

- *Weaknesses:*



## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Reese

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
Strong evidence of diversity with 11 African Americans on the development team; at least six of which are local. This is an indication of the respect and value this team places on diversity, equity, and inclusion. Extensive development in St. Pete and the Tampa Bay area. Some partners involved in the creation of blueprints and plans for the City. Displays a deep level of awareness of the history. Overall a very strong team.
  
- *Weaknesses:*

#### **Reference Projects and Experience**

- *Strengths:*  
Has experience in large acreage development, urban/downtown development, affordable housing, development in St. Pete, mixed-use projects, and development around historic themes
  
- *Weaknesses:*

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*  
Evidence of GP is incorporated throughout the proposal.
  
- *Weaknesses:*

## **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*  
Evidence of DE is incorporated throughout the proposal. The five creek environments is interesting.
- *Weaknesses:*

## **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*  
The inclusion of the community values summary based on what neighborhoods and communities asked for. Includes specific ways of celebrating the past..Deep level of understanding and appreciation of the history shown in the design and development of the project and in the inclusion of historic photos throughout the proposal. This proposal celebrates the history.  
Comprehensive and inclusive outreach and community engagement strategies(i.e. website, resident/community engagement committee.  
Shows awareness of, and names, all neighborhoods surrounding the project and not just downtown.  
Taking on permitting and build out costs for new business owners and creation of incubator businesses. Startup funding for Midtown Vocation, Education, and Equitable Justice initiatives. Job fairs with the intent of communicating job opportunities and recruiting individuals from the SSCRA.
- *Weaknesses:*

## **Financial Information**

- *Strengths:*  
n/a
- *Weaknesses:*

## **Depiction of Development**

- *Strengths:*  
Thorough.

- *Weaknesses:*

### **Timing of Development & Development Phasing**

- *Strengths:*  
n/a
- *Weaknesses:*

### **Other**

- *Strengths:*  
n/a
- *Weaknesses:*

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: MidTown Development

Evaluator: Jessica R. Eilerman

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:* Strong, experienced, diverse team with local connection; superfund site experience
  
- *Weaknesses:* Very large team so coordinating will be important for project success

#### **Reference Projects and Experience**

- *Strengths:* Extensive project experience displayed
  
- *Weaknesses:*

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:* Thorough responses covering major points specially pleased with equity, history and entrepreneurial focus. Felt the proposal understands St. Pete and the possibility the site offers by building from the foundation laid to get to this point as a community.
  
- *Weaknesses:* Was light on some of the “how details” to deliver on the concepts presented/offered. However that could be seen as positive as they want to collaborate and work with community.

## **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:* Really impressed with the comment, “blend characteristics” and build from what’s already successful - strong understanding of the adjacent areas and importance for connectivity of the site to/from surrounding areas/communities. Zoned approach with development details that seemed to flow and work together for connectedness yet offered specific places for specific purposes. Great green space concepts and transit connectivity including ped only areas as presented in the paseos concept.

Design felt intentional and purposeful.

- *Weaknesses:* Strange location for stadium location

## **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:* Pleased with responses here - strong understanding of the site’s history and the importance of speaking and sharing it, as in they actually addressed it in the response. Strong plans on connecting the history in both physical and mental ways, thoughtful approach to meeting site potential through commitments to community benefits. Understand the importance of economic equity and seems to “get” the importance of small businesses to the St. Petersburg economy and this site, specifically; set 15% goal for SSP residents for construction, 10% goal for contracts with city-owned businesses, commitment to apprenticeship and 15% W/MBE goals
- *Weaknesses:* I did not find any weaknesses.

## **Financial Information**

- *Strengths:*
- *Weaknesses:*

## **Depiction of Development**

- *Strengths:* Intentional design that offered an ability to encompass the site’s full potential; green space was innovative and connection orientated, incorporated ISAP and Grow

Smarter strategies - both apparent in the description of the assets and approach to the development; specifically described Storefront Conservation approach and embraced it within development

- *Weaknesses:* Stadium location

### **Timing of Development & Development Phasing**

- *Strengths:*
- *Weaknesses:*

### **Other**

- *Strengths:* Overall felt this proposal took into account related work and allowed those items to influence the direction taken on the proposal. It was clear to me that this proposal and team understands St. Petersburg - our history and the direction for the future evolution of this community, the importance of honoring our history while pursuing our future. The proposal felt very intentional and well-thought-out.
- *Weaknesses:*

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Joe Zeoli

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
Good Diversity
- *Weaknesses:*

#### **Reference Projects and Experience**

- *Strengths:*
- *Weaknesses:*

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*
- *Weaknesses:*

#### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*

- *Weaknesses:*

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*
- *Weaknesses:*

### **Financial Information**

- *Strengths:*  
Will pay \$60M for Land (in installments)
- *Weaknesses:*  
Proposal references \$115M of TIF revenues and a \$60M funding gap (page 129)  
Unclear if this is in addition to the \$75M of TIF for infrastructure costs  
  
Part C info was provided under separate cover (confidential) - reviewers did not have this information to evaluate..

### **Depiction of Development**

- *Strengths:*
- *Weaknesses:*

### **Timing of Development & Development Phasing**

- *Strengths:*
- *Weaknesses:*



## Other

- *Strengths:*
  
- *Weaknesses:*

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development, LLC

Evaluator: Joshua A. Johnson

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*

Midtown Development LLC is the lead proposer for the Tropicana Field Site Redevelopment. Midtown is a master developer with a focus on developing underutilized large-scale urban tracts. Currently, Midtown is developing the former Florida East Coast Industries Buena Vista Rail Yard site into a cultural and residential center with 12 mixed-use towers, entertainment facilities, prime restaurant, shops, and green recreational spaces. Warhaft Group has been working with land owners and developers since 1999 to maximize value and practice best use. Dean Warhaff has been in responsible charge of over \$3 billion in development including the recently completed Panorama Towers in Miami.

Panorama tower is the tallest residential structure south of New York, containing 2.7 million square feet. It's a mixed-use complex of 4 buildings in the heart of Miami's Financial District. Mr. Warhaff is also a Managing Member of Cone Mills Acquisition Group, which is redeveloping a 240-acre former textile mill and EPA superfund site in Greenville South Carolina. The site known as "On The Trail" includes recreation, retail, Office affordable, workforce, market rate product and like the Tropicana Field Site, is re-weaving a neighborhood that has been cut off from the rest of the community. Pinstripe Design and Advisory Group is the lead planning designer for the Tropicana Field Proposal. As designers with a vision for cities, their goal is to explore the relationship between structures and public space, weaving architecture into responsible urban environments. Richard G. Morton is the lead designer on this Project and brings his wealth of legacy knowledge. Mr. Morton was the lead planner during the two community visioning charrettes that took place between 2016 and 2018 when the Rays announced they would be looking at this site and possibly outside the City.

Hood Design Studio, Inc. (HDS) founded in 1992 in Oakland, CA, is a social art and design practice. Walter Hood is the Creative Director and Founder of Hood Design Studio in Oakland, California. Hood Design Studio is a cultural practice, working across art, fabrication, design, landscape, research and urbanism. He is also the David K. Woo Chair and the Professor of Landscape Architecture and Environmental Planning at the University of California, Berkeley. The studio's award-winning work has been featured in publications including Deell, The Wall Street Journal, The New York Times, Fast Company, Architectural Digest, Places Journal, and Landscape Architecture Magazine. Walter Hood is also a recipient of the 2017 Academy of Arts and Letters Architecture Award, 2019 Knight Foundation Public Spaces Fellowship, 2019

MacArthur Fellowship and 2019 Dorothy and Lillian Gish Prize.

Pinellas County Urban League, one of seven Urban League affiliates in Florida, and one of 90 in the nation, has a unique mission that sets it apart from other agencies: to assist African Americans and others to increase their social inclusion, educational competitiveness, and economic prosperity, and to help bridge social-economic barriers, and to promote new and strengthen relationships between our communities public and private partnerships. Reverend Watson Haynes began to pivot the organizational mindset from previously looking through an anti-poverty lens to now focusing on what can be done with a positive wealth building and financial empowerment mindset for each and every client who walks through the door. The Pinellas County Urban League fosters leadership development throughout its organizational chart, and is uniquely capable of building progress and hope within its minority communities prior to and during COVID-19 and its recovery. This includes a focus on the hardest hit neighborhoods, such as the South St. Petersburg Community Redevelopment Area, with an emphasis on helping individuals and small businesses rebound from unexpected circumstances and loss such as those brought on by COVID-19.

Studio@620 is the brainchild of Artistic Director David Ellis and Bob Devin Jones, along with a host of hard-working board members, volunteers, patrons, and visionaries. Its mission is saying yes to bringing creativity, innovation and diversity to its community.

1. To provide a place where people can experience artistic and educational programs in innovative ways.
2. To bring people from diverse cultural backgrounds and experiences together as artists, audiences, and volunteers.
3. To work collaboratively with artistic, educational, and cultural organizations in and beyond our community.
4. To develop artistic and educational programs that integrate a variety of art forms to encourage new cultural experiences both for the audience and the artists.

Bob Devan Jones has been in a theatre worker for over forty years. He began as an actor performing in Shakespeare Festivals, including Oregon, Berkeley, Illinois Idaho, and St Petersburg - American State's Shakespeare in the Park. Mr. Jones has been a resident of St. Petersburg since 1997, participating in many educational and cultural organizations. These include Academy Prep, City of St. Petersburg Arts Advisory Committee, Pinellas County Cultural Affairs Task Force, and the Florida Humanities Council.

George F. Young, Inc., has provided surveying and civil engineering services in the City of St. Petersburg since its founding in 1919. George F. Young's team of local engineers have provided utility design and complete street design for the City of St. Petersburg and has experience with a multitude of projects such as parks, trails, multifamily and corporate office buildings, utility extensions, stormwater, and municipal (schools, libraries, etc.) in all areas of St. Petersburg and Pinellas County. George F. Young has been involved with the Tropicana Field property since its development as a baseball facility and has decades of knowledge of the property. Matt Walker, P.E. is the Director of Engineering for George F. Young and has 15 years' experience working and living in the City. In his time in the City he has been a member of the Development Review Commission, the Chamber of Commerce, Downtown Partnership, as well as serving on various boards and committees across the City.

Place Architecture believes in the power of place-making to enhance its quality of life. Led by Tim Clemmons, PLACE has been a leading contributor to St. Petersburg's renaissance. For over 30 years, led by Tim Clemmons. His firm will utilize its decades of experience to help

shape the scale and walkability of the small scale retail environment Midtown Development plans to introduce throughout the new district. Given their extensive experience in urban residential projects ranging from affordable and workforce apartments, townhomes and highrise condominiums, they will also assist in establishing residential standards for the mixed-use, mixed income neighborhood.

O Sports and Thom Chuparkoff has been a practicing architect for 19 years with a focus on public assembly, sport and entertainment venues. He has vast experience as a project manager, architect, designer, construction administrator and BIM specialist, with a focus in the professional and amateur soccer market. Thom has extensive experience designing arenas, stadiums and entertainment venues across the United States, many of which have achieved LEED certification. He has become an industry leader in the new era of parametric design and process oriented project execution. His collaborative approach led to the successful design, documentation and execution of Exploria Stadium in Orlando and Daily's Place Amphitheater and VCovered Flex Field in Jacksonville.

CBJ Construction is a full service BIM modeling, scheduling, and estimating firm dedicated to large scale projects. Led by, managing member Christophe Jones, the firm is utilized by some of the nation's strongest developers. Mr. Jones recent BIM modeling and estimating projects have involved the billion dollar Seminole Hard Rock Casino in Hollywood, Florida and the 4 million square foot Brightline Central Station in Downtown Miami.

REAL Building Consultants has been providing cutting edge sustainability consulting services to its owner/developer clients since 2006. Founded in St. Petersburg, Florida, this Tampa Bay focused consultancy has grown into a leading green building consultancy in the Southeast, completing over 50 green building and LEED certified projects. Working closely with design/build and ownership teams, its sustainable design, energy analysis and modeling and building commissioning teams bring decades of experience to premier institutions, publicly traded companies, and regional and national development teams at the building, district, and portfolio scale. Taylor Ralph, REAL's Founder and President, is a local leader in sustainable development, participated as a panelist for ULI's Realizing Resiliency Technical Advisory Panel, and also helped LEED certify St. Petersburg's first LEED projects, including Mayor Kriseman's home and the Dunkin Donuts Store of the Future.

Osborn Engineering with a staff of 195 plus which is headed by Jason Heffelmire, the principal leading the Florida neighborhood for Osborn, has recently worked local developers (Florida East Coast, inc.) to help City and County officials reimagine five city blocks in the central core of downtown Miami, resulting in a true transit oriented development. Grant Ramsay is the Director of Building Technology for Florida. Mr. Ramsay has over 27 years of experience in technology design and has implemented Self-Monitoring Analysis and Reporting Technology (SMART) in facility designs in the Entertainment, Hospitality and Healthcare industries. Jonathan Gotwald, Director of Civil Engineering for Florida has 39 years of historical experience working in the Downtown Core of St. Petersburg, as well as the 1995 original redevelopment of the 85-acre Tropicana site when the Tampa Bay Devil Rays came to St. Petersburg. The firm has experts in civil, structural, mechanical, electrical, plumbing, fire protection and life safety, transportation and technology engineering with specialists in commissioning and construction administration.

VHB is a national planning, design and engineering firm headquartered in Watertown, MA, with 1,600 employees throughout 30 offices in the eastern United States. VHB now has more than 260 employees in its Tampa, Orlando, Sarasota, and Chipley offices. As an active

member of the St. Petersburg Area Chamber of Commerce, St. Petersburg Economic Development Corporation, and the Downtown Partnership. As planners, urban designers, landscape architects, engineers, and scientists, VHB has provided the in-house skilled resources to plan, design, and implement solutions for its clients for over 30 years. Ben Swinski CM, ENV SP, LEED Green Associate is VHB's Gulf Coast Managing Director focused on environmental planning incorporating sustainability into master planning processes. Joseph Barnes, AIA oversees VHB's Planning and Design practices in the Southeast Region. Neale Stralow, PLA, AICP, ENV SP is VHB's Gulf Coast Planning and Design Leader with more than three decades of experience in creating solutions for complex development challenges. Demond Hazley, PE is VHB's Interim Department Manager with experience in a wide variety of transportation planning and engineering projects. Specific tasks include Master Plan and Comprehensive Plan updates, FDOT Public Involvement, growth management and concurrency planning, and corridor/area wide studies.

Trenam Law, PA serves the needs of Midtown clients in the Tampa Bay community with offices in Tampa and St. Petersburg, Florida. Over eighty attorneys practice in multiple practice groups. Don Mastry brings over 40 years in corporate, general business, zoning and real estate matters to the team. Prior to joining the firm, he was with Holland and Knight LLP. Don's professional and community involvement is unmatched in St. Petersburg. His representations regarding real-estate projects in St. Petersburg have generated billions in investment and thousands of jobs in Pinellas County.

Atlantic Pacific Communities, LLC., Communities has experience with a diverse combination of approaches to housing and community revitalization and is accustomed to working within a wide variety of different geographies, construction types, and legal and political environments. The team has experience developing and building multifamily housing over 20 different counties in Florida from the Panhandle to the Florida Keys as well as in California, Texas Maryland, and Washington DC. Atlantic Pacific Communities, LLC is led by Kenneth Naylor, Chief Operating Officer, and Scott Kriebel would be the lead Vice President for the workforce and affordable housing development sections of the City of St. Petersburg's Tropicana Field mixed-use development. Scott Kriebel oversees the development and construction of multi-phase and mixed-income developments financed with 9% and 4% LIHTC, HUD loan programs and operating subsidies, and local county and city financing.

RD+A by PTAH Group provides the design and development communities outstanding visualizations that communicate architecture and place. Founded in London in 2004, rd+a international team works globally and locally with design professionals around the world, building relationships and communicating ideas that extend beyond the life of the project. Using tools such as CGI and photography, rd+a is able to create visuals that include interactive, web media solutions, fly-through animations of urban streetscapes, luxury interiors, historic and master plan projects.

Brand Form Design is a highly experienced brand development and graphic design agency plus creative consultancy with a passion for building, architecture and engineering. Headquartered in Southwest Florida, Brand Form Design creates holistic branded solutions including identity programs, branded collateral, presentations and marketing campaigns.

Founder Chip Barthelmes, a thirty-year veteran of the branding and design profession, conceived Brand Form Design along the foundational principles of creativity, clarity of communication and strategic problem solving to create distinctive, resonant and powerful brands and marketing campaigns that stand apart from the competition and illustrate a project's

unique selling proposition.

Belen Estacio Principal, and Cynthia Drescher of Belen Estacio, LLC are Florida-based marketing and culture consultants who take inspiration from their extensive experience building brands and bringing attention to communities and stories across the globe.

- *Weaknesses:*

No weaknesses identified.

## Reference Projects and Experience

- *Strengths:*

Reference projects are submitted by the proposer and includes the following:

Midtown Miami, Florida - submitted its Master planning annexation of additional parcels, development and community creation of what is now over 70 acres of property in the center of the artist district and is now known as one of the city's most walkable neighborhoods. The value of the project is more than \$2 billion in development has occurred on the site with 7 major development parcels remaining. The project started in 2004-Present. The development is a mixture of LEED, FGBC certifications throughout the neighborhood.

Midtown Orlando, Florida is a master planned project of 22 acre parcel in the heart of downtown Orlando that is the current home of the Orlando Sentinel Newspaper. The proposed site is budgeted at \$75 million.

Gio Midtown 6, Miami, Florida - Midtown Development, the real estate investment arm of Midtown Opportunities, together with Magellan Development developed, own and operate the 447 unit luxury multi-family apartment, mixed-use project GIO in Midtown, Miami. The project was constructed from 2017 through 2020 at a value of \$200 million.

Midtown 5, Miami, Florida - The real estate investment arm of Midtown Opportunities, together with Magellan Development developed, own and operate the 400 unit multifamily project (Midtown 5). The project is a LEED certified building utilized sustainable materials during construction and is a 100 percent smoke free environment. The project was started in 2015 and completed in 2018 and is valued at \$100 million.

The Warhaft Group is currently master planning the redevelopment of a 6-acre parcel on Hollywood Beach, including a new Community Center, Hotel, Rental apartments and Townhomes (This is a P3 Completion). The timeframe is 2019 - Present, the completed value will be \$206 million. It is proposed to have a LEED Silver and Fitwell certification.

The Warhaft Group master planned and developed Panorama Towers a 3.1 acre parcel in the heart of Brickell Financial District in Miami, Florida. The process included demolition of an existing 10-story structure, relocation of major utilities, construction of Florida's tallest building (888'). The total mixed use square footage of the project is 2.7 million. LEED silver and Fitwell certifications have been applied for.

Pinstripe Design and Advisory Group, LLC conducted the public vision process for the 86 acres in the heart of downtown, current home of the Tampa Bay Rays Baseball and SunTrust Dome. The process envisioned rebuilding the site, after lengthy community input, in two scenarios, one with a place for Major League Baseball and a second for redevelopment without baseball. Pinstripe perform in the role of the Lead Master Plan Architect, with Planning Contracts at \$500,000 and estimated value of the development at \$2 billion. The property will be proposed for a LEED ND certification. The Planning time-frame was from 2017-2019.

American Tobacco Campus Expansion, Durham, NC. which is currently on 50 acres that includes retail, creative offices, a Performing Arts Center, a Hotel and a minor league baseball park for the Durham Bulls. The expansion on 30 acres immediately adjacent will expand the ground floor retail and includes a corporate office tower and three residential buildings. LEED ND and WELL certifications are proposed. Timeframe is 2017-2018 and the value is \$500 million. The Master Plan Architect and Principal in Charge (HKS).

Pinstripe Design and Advisory Group, LLC submitted SANDAG Airport Transit Center, Sandiego, CA, proposes a Master Plan to coordinate Planning, Development, Open Space and Transportation for a new Airport Connection and Regional Transit Center, Site is on 70-acres controlled by the U.S. Navy, who will remain a tenant along with 12,000,000 sf of mixed use development and 25 acres of parks and open space. Pinstripe is joined by Carrier, Johnson in its role as Master Plan Architect. Time Frame is 2019-Present, and estimated construction cost is \$1.5 billion.

Village Walk, Irving, Texas is Master Planning and development by Pinstripe Design and Advisory Group, LLC, who are master planning the development of an 80 acre parcel wedged between two highways, a light rail line, and the Trinity River and Park. This four phase plan begins with a "Spine" that connects the light rail through the first phase to the Trinity River. Long term plans include 10,000 housing units (20% affordable and workforce), 250,000 sf retail, a four-star hotel and 2,000,000 sf of corporate office space. The timeframe is 2017- Present, with a value of \$1.825 billion.

Hood Design Studio presented the Beerline Trail, Milwaukee Wisconsin, a project that builds from the history of the Beerline Trail initiated in 2002 and Creational Trails: The artery initiated in 2012. The project's intention is to sustain and enrich the lives of people in these neighborhoods by promoting health, well-being, and prosperity through increased circulation of resources, voices, ideas, labor and creativity. The Lifeways Plan for this portion of the Beerline will support the communities of Harambee, Riverworks, and the City to take the next step in the evolution of the trail. Hood Design Studio is the Master Planner. LEED ND and Well Pilot Project certifications have been proposed. The value is at \$2.8 million.

The Broad Museum, Los Angeles, CA is a project where Hood Design Studio was the Landscape Architect. The on-structure plaza floats adjacent to Upper Grand Avenue in downtown Los Angeles. It employs a structural slab with up-turned typology that create the depth needed to support plaza planting. 100 year old Barouni olive trees were transplanted from a defunct orchard in the Shasta cascade region into an offset grid to imbue the new space with an immediate presence and scale. The timeframe 2015 and value is \$12 million. the project is certified as LEED Gold,

Solar Strand, Buffalo New York is a project where Hood Design Studio performed as the Landscape Architect. The development was the first place winner of the University at Buffalo

Solar Park Competition. A linear landscape formation and DNA fingerprint. Together water and light merge, harnessing nature's energy from sunlight and hydrological infiltration. The project is the centerpiece in the hybrid landscape. Its form, figuratively a fingerprint, highlights the campus' goals and objectives for a sustainable future. Timeframe was 2012, and valued at \$14 million. LEED ND and WELL Pilot Project proposed.

Lift Every Voice and Sing Park/Lavilla Heritage Plan, Jacksonville Florida. Hood Design Studios performed as the Landscape Architect. On the site of James Weldon Johnson's historic birthplace and home, a new park is proposed that celebrates his life and achievements. A space of lifted earth, a small workers cottage and stage if overlaid atop of historic ground planetracings of maps and property lines, forming new spaces and relationships that document the site and neighborhood history. The new park features a lifted lawn for seating, an illuminated Poet's Walk, a shotgun house and stage, and a small garden with sculptures of brothers James and John. LEED ND and WELL certifications are proposed. Timeframe- In Progress, and the value was not discussed.

Orange Station, St. Petersburg, Florida was submitted on which Place is the Architect. The project included the redevelopment of a full-city block in the heart of St. Petersburg's Edge District. The project includes 100,000 sf of office space, 56 condominiums, 20 workforce apartments, 20,000 sf of office space plus a 580 space parking garage. The project is organized around a public plaza enlivened by three restaurants. The timeframe is 2019 - Present, LEED and NGBS certifications proposed, with value at \$60 million.

Bliss Condominiums, St. Petersburg, Florida. Place is the Architect of the new 18 story condominium in St. Petersburg's Beach Drive district. The slender tower has 29 luxury units with spectacular waterfront views. The four-level garage utilizes two automobile elevators, a first for the Tampa Bay area. The project's timeframe 2015-2017 with a value of \$20 million.

The Graham at Greenpoint, Tampa, Florida is an affordable housing apartment building with 45 units for at-risk homeless as well as a generous complement of support and amenity spaces. The three story building is organized into two wings creating a secure, landscaped courtyard. The project's value is \$12 million and is certified NGBS.

Amature Works, Tampa, Florida is a project in which Place served as the Architect, Urban Designer. The project consist of a restoration and adaptive re-use of a 73,000 sf local historic landmark into a regional entertainment destination with a food hall, three restaurants, co-work offices, and two event rooms. The building is the centerpiece of a new 43 acre urban, mixed-use district based on a masterplan. The timeframe is 2016-2018 with LEED Silver certification proposed. The value of the project is \$21 million.

ODP Architecture and Design Architect of Record with Zaha Hadid Architects as Design Architect of the project. The 710 feet tall residential tower with 84 residential units, at a total of 900,000sf developed. Largest used of "left-in-place" form work in the world. The project is a Florida Green Building Certified and valued at \$280 million. Timeframe listed is 2012-2019.

Paramount Miami World Center of which ODP Architecture is the Architect of Record with Elkus Manifredi as Design Architect who designed a signature tower for the Miami World Center re-development of a 40 acre master plan. The project is 680 feet tall residential tower with 330 residential units. The timeframe listed is 2015-2019, and the certification is LEED (Gold) with a value of \$250 million.



One Bayfront Plaza is a project is a 1049 feet tall building mixed use Tower with 650 residential units, 210 key hotel, 240,000 of Class-A office, 202,000 sf of commercial retail, and parking for 1,000 cars, 3.2 million Square Feet Gross. The timeframe listed is 2020 - Present, with a value of \$950 million.

Sweet Water 112 a 362 feet tall Mixed-use Tower with 376 residential units, 223,000 sf of Class-A, and parking for 881 cars of which ODP Architecture and Design was the Design Architect and Architect of Record. The timeframe is 2019 - In Progress. LEED certification has been applied for, and the value of the development was withheld.

VHB prepared the Integrated Sustainability Action Plan, St. Petersburg, Florida - VHB created a citywide blueprint for advancing the City's sustainability and resiliency goals, by completing a local government and Community-scale Greenhouse Gas (GHG) inventory and identified strategies for reducing greenhouse gas emissions, addressing the effects of climate change, and development of a 100 percent clean energy plan, as well as recommended measurable performance targets. The timeframe of the study was 2017-2019 and the value is listed at \$300,000.

ISAP - Smart Cities, Healthy Community Design and Sustainable/Resilient Infrastructure Roadmap Series, St. Petersburg, Florida - VHB provided preliminary, innovative infrastructure guidance for the redevelopment of the Tropicana Field site that would make the area financially attractive for redevelopment while also meeting the City's sustainability and resiliency goals, including the commitment to 100% clean energy. A focus on innovation at the earliest stages of infrastructure planning helped to integrate sustainability into the redevelopment. The infrastructure roadmap provided a menu of best practices and the infrastructure needed for investment focused upon the following categories: Economic Development, Health, Energy Digital, and Transportation. The timeframe is 2017 - 2019, with ISI Envision with a value of the consultant work at \$15,000.

Orlando International Airport (MCO) West Aircraft Rescue and Firefighting Facility (ARFF), Orlando, Florida - VHB assisted GOAA with preparation of LEED Version 4 Operations and Maintenance (v4 O+M) Certification at MCO through the U.S. Green Building Council (USGBC) "Campus" approach. This innovative approach facilitates certification of multiple buildings and building types as required in an airport environment. As a result of the campus approach, the VHB team was able to obtain LEED certification for two buildings on the GOAA campus to date. The timeframe of the consultation 2017-2018 and value \$40,000.

Center for Integrated Wellbeing, Lake Nona, Florida - The Lake Nona Center for Integrated Wellbeing is the inspirational heart of a new 3,000 acre mixed use Community being created south and west of the Orlando, Florida airport. Osborn is providing Structural, MEP, Technology design and Fire Protection construction drawings and specifications for the 131,950 sf Performance Club and the 160,000 sf Medical Office Building. This Performance Club will be served by a new town center chiller system. The five-story medical office building portion will include physician office space and surgery suites with a dedicated high filtration system, medical gases (a bulk liquid oxygen tank farm), WAGD, vacuum, med air, alarms, air handling units, room environmental controls, monitoring, emergency systems, with proper filtration systems, surgical lights, grounding systems, and UPS systems. The timeframe is 2000 - Ongoing, and the value - cost varied by project.

Downtown Coe Redevelopment, Cleveland, Ohio is a project which Osborn Engineering served in several roles including Principal Engineer, Engineer of Record, Owner's Rep, and Cx

Agent. Public Square redevelopment - reduction of vehicular traffic involved the closing of Ontario Street and limiting Superior Avenue to bus rapid transit (BRT) only traffic. City Block Redevelopment (4 blocks total) - to provide structural engineering design north of Lakeside Avenue under Mall C and be the Civil Engineer-of-Record. Gateway Area District Stadium and Sports Arena - HVAC and BAS system and equipment assessment and technical reviews of system and equipment replacements, commissioning services and new addition at Rocket Mortgage Fieldhouse. First Energy Stadium Renovation - structural and MEP design services for stadium renovation. Cleveland Lakefront Redevelopment - review the existing subsurface infrastructure at the Downtown Cleveland Lakefront Development area north of First Energy Stadium. Timeline 2011-2019, City Block Redevelopment 2017 AIA Institute Honor Award Winner in Regional and Urban Design, Public Square Redevelopment: 2018 Top 5 Great Public Spaces Award - American Planning Association/Ohio Great Public Space Award. Five projects totaling over \$900 million.

450 1<sup>st</sup> Avenue North, Mixed Use Tower, St. Petersburg, Florida - The 28 story mixed-use building will contain at least 40,000 sf of Class A office space, ground floor retail space, 165 apartments which are expected to be micro-units, and 110 hotel rooms. Under the City of St. Petersburg, the building will also incorporate up to 300 public parking spaces which will be funded by the City. Timeframe 2021-2024 (estimated), and value of the project is budgeted at \$78 million.

Warehouse Arts District - The Factory, St. Petersburg, Florida - The project includes the redevelopment of 2 1/2 blocks of light industrial property between the Pinellas Trail and Fairfield Avenue S in St. Petersburg, Florida as a part of the Economic Redevelopment of the Warehouse Arts District in the South St. Petersburg Community Redevelopment Area. The existing 71,178 sf of warehouse and light manufacturing spaces are being repurposed into mixed retail, commercial and art functions to support the arts community and will soon be home to Keep St. Pete Lit, The Brewery Collective, The St. Pete Arts Alliance, and Fairgrounds (an immersive art experience), and more. Osborne Engineering conducted Civil, Mechanical, Plumbing, Electrical and Fire Protection Engineering on the project, timeframe is 2020-2021 and at a value of \$2 million

Toronto Blue Jays Spring Training and Player Complex Renovation - George F. Young performed as Civil engineer on the project. The project included the reconstruction and expansion of the existing spring training stadium for the Toronto Blue Jays as well as design and construction of a new 150,000 sf training facility with 5 baseball fields at the development complex. Timeframe 2019 - Present, value of the project is \$50 million for the Spring Training Stadium and \$75 million for the Player Development Complex.

400 Central (Red Apple Group) Tower -George F. You will be the Civil Engineer of the development Redevelopment of the now vacant block located at 400 Central Avenue in downtown St. Petersburg with two new towers, parking garages, vaulted stormwater, ground level restaurant and retail spaces. Timeframe of the project 2019 - Present, LEED Silver is proposed, and the total project value is estimated at \$300 million plus.

One St. Petersburg - The development of the 41 story tower containing a city block at 100 1<sup>st</sup> Avenue North. George F. Young was responsible for the Civil site design, permitting, and construction inspection for utility improvements, stormwater design, and City permits necessary to construct

this project. The timeframe for the project was 2013-2019, with LEED and Fitwell certifications applied for. Value of the project is listed at \$125 million.

1050 Water Street, Tampa, Florida - Real Building Consultants (REAL) is providing consulting services for the 22 story, 511 residential unit mixed-use apartment building with 30,000 sf of retail in Downtown Tampa. Timeframe for the project is 2019 - Present, with value not available. LEED Silver has been proposed.

District Cooling Plant - REAL provided LEED Consulting/Building Commissioning, and Energy Modeling for the initial 8,000 ton chiller plant building serving the Water Street district in Downtown Tampa. Timeline for the project is 2018-2019 with LEED Gold achieved.

University of Tampa Innovation and Collaboration Building, Tampa, Florida - REAL provided LEED consultant and Energy modeling. The project includes 65,000 sf of academic space including entrepreneurship center, cyber security labs and a Starbucks Reserve. Building was completed in 2016 and has a LEED Silver certification.

The Pearl at the Heights - National Green Building Standard (NGBS) Consult helped to implement a 7 story, 314 unit mixed-use apartment complex including 73,000sf of retail space on the ground floor. The project was completed in 2018 and has a NGBS Silver certification.

Carillon, St. Petersburg, Florida - Trenam Law provided Land Use Council for the Owner. A master planned development of mixed-use projects on approximately 430 acres with an estimated five million square feet of floor area. Timeframe for the project is 1990s - Present with an estimated value of \$1 billion,

Isla Del Sol, St. Petersburg, Florida - Trenam Law provided Land Use Counsel for the Owner. The master planned, mixed-use projects sits on approximately 320 acres with 4,709 multifamily dwelling units, a golf course, a marina and a shopping center. Timeline for the project 1970s -1990s. The LEED Silver certification is proposed. The estimated project is valued is \$1 billion.

400 Central Avenue, St. Petersburg, Florida - Trenam Law is providing Land Use Counsel for the Owner. The project will be mixed-use consisting of a 45 story condominium building with 300 residential units, a 20 story, 225 room hotel, 20,000 sf of office space and 25,000 sf of commercial space. The value of the projects is projected at \$300 million.

Block 45, Miami Florida - Atlantic Pacific Community is providing civil engineering work on the master planned mixed use TOD in pre development with 616 workforce and market rate units, parking structure and commercial/retail space in the Overtown neighborhood of the City of Miami. Timeframe for the project is 2020-2042 with an estimated value of \$203 million.

Audrey M. Edmonson Transit Village, Miami Florida - Atlantic Pacific Community is the Owner and Lead Developer. the master planned, mixed use TOD with 176 affordable units, parking garage, black box theater, gallery space, and bus transit facility in the Liberty City neighborhood of Miami. The timeline for this project is 2008-2076, with a proposed LEED Silver certification, and a value of \$38,071,130 for Phase 1 and \$29,274,093 for Phase 2.

Northside Transit Village I - IV, Miami, Florida - Atlantic Pacific Community is the Owner and Developer of the project. a four phased mixed-use affordable housing TOD adjacent to the

Northside Metrorail Station in Miami-Dade County. Timeline for the project is 2010-2040. The value of Phase I is \$28,450,031.

Pacific Village, San Diego California - Atlantic Pacific performs as the developer of a master planned 600 home infill community providing ownership and rental opportunities in San Diego, California. The approved developmen was hailed by the San Diego Union Tribune as " a model for alleviating the City's housing crisis". 324 for-sale homes in three separate neighborhoods and 276rental apartments. The value of the project is \$211,800,000.

OSU Stadium, Columbus, Ohio - OSPORTS was retained by the University to upgrage the 95 year old stadiumm. The project was phased over a 3-year period and included, among other improvements, the total renovation of the university's suite located in the press box. The 5,000 sf suite space includes seats to view the game, lounge area with two bars, and various areas to socialize with all the expected amenities. The project includes the addition of 16 luxury suites to address the growing needs created by the successful football program. The renovation saw the installation of 44 loge boxes to accommodate an alternate price point and revenue generation opportunity. Timeline 2019, value of project \$42 million LEED Gold certification.

Cedar Point Sports Center and Sports Force Park- OSPORTS provided arhitecture and full engineering design services for a new 260,000 sf athletic complex. The complex includes nine basketball courts (convertible to 20 volleyball courts), a championship ourt arena with retractable seating, a sports medicine facility and community fitness center. In addition to the fields, the park includes a large area designed to entertain young athletes and their families. The "great lawn" area includes an 18 hole minature golf course, a trampoline park, a ropes course, food vendors, an inflatable screen for movies and several playgrounds. The timeframe of the project is 2020, with a value of \$42 million.

Stadiium & Mixed-use Development Concepts - In the summer of 2020, OSPORTS was commissioned by JAX FC Holdings to provide a Concept and Stadium Master Plan Development for a new professional soccer team in the Jacksonville, Florida area. The project involved the analhysis of three site studies to maximize the program development for the client. It included a three-phased approach for a Championship Stadiumm, Professional and Youth Training complexes. The 10-field complex was designed with tournaments in mind and provides space for league offices, changing rooms and group spaces for the teams. The timeframe for the project 2020, and its estimated value is \$22-29 million.

Eastern Michigan University West Campus master Plan - OSPORTS provided sports architecture and master planning servives for the comprehensive West Campus Master Plan (WCMP) for Eastern Michigan University, in collaboration with Wade Trim Engineering for site civil and surveying. The scope of work included within the Master Plan which consisted of multiple concepts for new facilities to house the University's numerous athletic teams and host a variety of local and national events. The master plan broke down the west campus into 12 development neighborhoods that were each designed to accommodate flexibility and adaptability for the university and individual project timelines. The timeline is 2020, with the estimated value at \$30 million.

- *Weaknesses:*  
No weaknesses identified.

## Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10

- *Strengths:*

Midtown Development team discuss the 21 Guiding Principles and how it meet them.

1. A public/Private Collaboration

Its outreach efforts conducted by VHB for both the ISAP and StPete2050 clearly helped to inform both of those city-wide plans. The ISAP's initial web-based survey collected approximately 1,600 responses with the following issues identified as most important qualities of where residents live, work and plan, respectively: safe neighborhoods for biking and walking, jobs that pay a wage that exceeds needs, and a neighborhood that is safe for residents to exercise outside. The major categories under this principle is:

1. Affordable Housing
2. Climate and Energy
3. Development and Infrastructure
4. Jobs and Transportation Access

Likewise, StPete2050 collected nearly 7,800 points of engagement from the community during the planning process' various outreach efforts. The community engagement process let to the following theme areas that will be integrated into the redevelopment of the Tropicana Field site:

1. Arts and Culture
2. Attainable Housing
3. Diversity, Equity and Inclusion
4. Education
5. Growth and Character
6. Healthy Communities
7. Parks, Recreation and Open Space
8. Shared Economic Prosperity
9. Sustainability and Resilience
11. Transportation and Mobility.

2. Appropriate Infrastructure

Midtown Development submits that "appropriate infrastructure" is vast because it encompasses roads, utilities, parks, drainage, wayfinding and signalization to name a few. Midtown's process for understanding the collaborative opportunities and challenges of transforming the single use site into an extension of the existing city, incorporating the street traffic network into the development circulation patterns; understanding present and future utilities consumption, along with the delta that can be produced with a well planned sustainability program are just a fraction of the collaborative efforts that will be encouraged and appropriately developed. The majority of all site utilities will be abandoned and removed. While George F. Young will focus on the offsite upstream and downstream connectivity. Osborn Engineering will program manage all of the utilities for the interior development treating it as a utility sub-district even though the ownership of most of the

utility infrastructure will be retained by the operating entity. The following utilities are anticipated to be included in the program:

1. Condensate Recovery
2. Chilled Water (Supply and Return)
- Emergency Management Systems
4. Electric
5. Gas
6. Fire Protection Water
7. Potable Water
8. Reclaimed Water
9. Sanitary Sewer Collection (Gravity and/or Force Main)
10. Smart City Infrastructure
11. Street Lighting
12. Storm
13. Telecom
14. Traffic Management (ITS)

OsborneEngineering will establish construction standards for each sub-district utility system included in the program. Osborn will plan and design this infrastructure that will be comprised of multiple systems tht blend together to create a seamless communication and collaboration environment comprised of the following technoligies:

Outside Plan (OSP): OSP is the main infrastructure that is the basis for the entire development's voice, video, and audio data networks.

Gigabit Optical Network: This data network converges all services into a single Optical LAN, eliminating the need for multiple platforms and cablin infrastructure, whild providing highly scalable high-speed data, video , and voice services to all users.

Emergency Call Boxes: Emergency phone stations and their required snfrastructure are an ideal security solution for freqentlhy traveled areas. The units can be used to summon assistance or as part o a Wide Area Emergency Broadcast System to notify large masses of people of an event.

Digital Signage/Interactive Touch Panels: This system should include CATV and Internal display of infromation throughout the development and can be used also as an emergency notification tool.

Audio Visual: The audio-visual system will be site-wide and add to the overall feel of the environment without detracting from the ambiance.

Wi-Fi: A development-wide wireless data network will be deployed using access points at various building locations. Mounting locations on buildings will be determined using mapping software to provide full coverage for both private and guest wireless networks.

Cellular Coerage: A distributed antenna system (DAS) will provide uniform cellular an public safety radio coverage throughout the facility. OSP and riser cabling along with coordination with all cellular carriers will help to distribute this technoligy throughout the complex.

Tropicana Redevelopment Vision Mass Notification: Whether mobilizing first responders, informing residents of evacuation procedures, or notifying employees of an emergency, mass messaging allows sending alerts and life-saving information to communication devices simultaneously.

Security Devices: Security devices will assist public safety without detracting from the overall atmosphere and aesthetics of the facility. Security cameras will increase general overall surveillance, while accessing control automaticall locks and unlocks buildings and secured areas.

### 3. History, Economic Equity and Inclusion

The Team is seeking to acknowledge and honor the history of the site with both physical and mental stimulation, bridging former divides. The Heritage Trail Park will engage people in a meaningful experience of the rich African American history of the creation of and job growth of not only this site, but all of St. Petersburg. The extensive additional public improvements Midtown is proposing along the southern portion of the neighborhood will be major contributors to makin actual inclusion a reality whether the interstate is ever removed or not. Midtown is proposing an additional 10 acres of public park and multi-user trail connectivity improvements that will make meaningful connections to Campbell Park on both Martin Luther King Jr. Street and 16<sup>th</sup> Street South. Midtown will also look to work closely with the City and Lantmannen Unibake to integrate to the Pinellas Trail only 1 block east of the Deuces.

As part of Midtown's commitment to economic equity, Midtown will work through team member PCUL with deep job training and employment opportunities designed to create permanent employment in meaningful numbers for those that were formerly ejected from the more than 500 homes and more than 30 businesses when the site was known as the Gas Plant neighborhood. Beside the many programs and opportunities, the Team will work with organizations like St. Pete Works. Midtown also plans to create incubator businesses within the new neighborhood. Midtown's philosophy of working with small business owners within its developments, helps these urban centers to flourish into neighborhoods. This same practice will also be used to have small business competitions, where several hard working members of the South St. Petersburg community, will win the opportunity to open small-box real stores in the newly developed neighborhood. Midtown is committed to take on the permitting and build out costs to help these new business owners on their path to prosperity.

### 4. Jobs, Entertainment, Mixed-Income Housing, and Family-Oriented Places Beneficial to Surrounding Community

Midtown's commitment to job creation in St. Petersburg as a whole began more than 2 years before the RFP process began, when Midtown began hiring local consultants and eventual team members Jonathan Gotwald and Don Mastry. Both understood the importance of righting past wrongs associates with the Tropicana Field project and had been part of the RFP in the early 2000's and again with Team Member Randall Morton During his 2 charettes on behalf of the City a few years ago. Midtown envisions a significant and diverse workforce at all levels filling out the neighborhood it is seeking to create. Midtown havelaid out a strong local hiring and local business opportunity support program herein. A true live-work-play environment is created by appropriately blending all

communities, a balance between public and private facilities, and proper connectivity. The Midtown plan fulfills all of the City and the CRA's goals on these fronts.

## 5. Grow Smarter Strategy

The VHB-led Integrated Sustainability Action Plan developed categories based on community input that were also aligned with the St. Petersburg Area Chamber of Commerce's Grow Smarter Strategy Focus Areas. St. Petersburg's Grow Smarter Strategy includes the following five target business sectors and associated riches that represent key existing market characteristics.

1. Marine & Life Sciences (including Marine Services and Life Sciences)
2. Specialized Manufacturing (including Electronics and Medical Devices)
3. Financial Services (including Securities & Asset Management, Insurance, and Customer Care Services)
4. Data Analytics, and
5. Creative Arts & Design

## 6. Jobs Training and Placement

The Midtown Team sees this as another opportunity to increase access to local secondary educational programs in the project. The Midtown development program will generate significant opportunities in engineering, architecture, construction, civil services, hospitality, retail, and logistics. Midtown plan to provide \$1 million toward startup of Midtown's Vocation, Education, and equitable Justice Initiatives, which it will seek to create perpetual funding under Florida Statute Section 689.23, as a nonprofit or charitable organization for the purpose of supporting cultural, educational, charitable, recreational, environmental, conservation, or other similar activities benefiting the community that is subject to a declaration or covenant.

## 7. Connecting Neighborhoods

Midtown understands the City of St Petersburg and the neighborhoods that make this City special. Midtown will evaluate repositioning lanes on Dr. Martin Luther King, Jr. Street South and 16<sup>th</sup> Street South to provide protected bicycle facilities and wider sidewalks. The Plan will consider dedicated curb space and traffic flow for micro-mobility trends and transportation network companies (TNCs). The Midtown plan will reconnect this property with those south of I-175 by employing a variety of methods to increase mobility. A park area has been shown on the southern end of the Tropicana Field property with a pedestrian connection across I-175 to Campbell Park has been incorporated into the plan to allow for a natural progression of pedestrian into the property. Enhancements to 16<sup>th</sup> Street South also will reconnect the areas south of the interstate to this property.

The Deuces Live District on 22<sup>nd</sup> Street South is the heartbeat of the African American community in St. Petersburg. The proposed development extends west to 20<sup>th</sup> Street and the Pinellas Trail where other local businesses will help close the divide and create a lineal park into Creekside. Connecting the proposed development with the Deuces Live Business District is an important step in reconnecting the African American Community. A subsequent benefit to extending the lineal park west and incorporating the Pinellas Trail into the proposed layout of the development is that this connection brings all of Pinellas County right into the heart of the proposed redevelopment.



## 8. Regional Transportation Network

This property is situated between many of the major corridors within St Petersburg. Interstate 267 to the West and I-175 to the south border the property and 1<sup>st</sup> Avenue South abuts the property to the north. Also Pinellas Trail currently runs the length of the property along the south side of 1<sup>st</sup> Avenue south along the extents of the property. This property will tie into the regional transportation network by incorporating the Pinellas Trail into the overall design of the project. The Midtown Team will work with Forward Pinellas and the Florida Department of Transportation to ensure that the regional projects, such as Tampa Bay Next and the pilot project for bus on shoulder (BoS), consider the access needs for the proposed development program.

## 9. Cultural Diversity and Authenticity

The Midtown Team understands the importance of the Tropicana Field Property as a prominent and highly identifiable location within St Petersburg, and that it has been a local point of disruptive community change. From its earliest history, this portion of the City has been primarily one of an African American history. The Community's culture grew from its Jim Crow era segregation, created a vibrancy that was disrupted by the interstate highway construction, and then most recently further erased during the Tropical Field Stadium siting.

## 10. Connecting South St. Petersburg

The project holds the promise to help repair both the physical economic, and emotional connections with the South St. Petersburg community. Physical connections will be enhanced through the 16<sup>th</sup> Street corridor business district, enhanced with pedestrian bridgeworks over the I-175 highway to connect the Campbell Park neighborhood, and expanded with tunnel connection under the I-175 highway. Economic connections will be ingrained within local business opportunities including business development education, creation and support of incubator spaces, and establishment of funding programs that will cultivate small business growth.

## 11. Community Outreach

Team members of the Midtown Team have worked with the City on its Integrated Sustainability Action Plan (ISAP) and the StPete2050 Vision Plan. The Midtown Team believes that local neighborhood partners will be needed to provide for insight and feedback, and propose the following:

Phase 1: Community Outreach and Stakeholder Discussions (3 Months)

Phase II: Alternatives (4 Months)

Phase III: Preferred Strategy Testing (2 Months)

Phase IV: Plan Refinement and Master Plan Development (3 Months)

## 12. Conference Space

The Midtown Team brings experience with Hyatt, Marriott, Hilton, Kimpton to name just a few. The Team proposes to incorporate approximately 50,000 square feet of indoor conference center areas and a solar panel roof system. The hotel and convention center will have real sense of focus and support from and energized small-box retail and restaurant scene both in the neighborhood and the Edge District. By placing the hotel on 2<sup>nd</sup> Avenue

South, accessibility to the mobility hub is simplistic, as is the ability to get out and explore beyond the new neighborhood. As designed, the hotel will have 510 keys, full concierge services, fine dining, multiple pools, and hot tubs, high class fitness centers, bellhops, room service, valet parking, day spa, limousing services and an array of special suites.

### 13. Research, Innovation and Higher Education

Midtown desires to meet the needs of the City with a tech campus will start like all other long range plans with Creekside. Midtown and the City will collaboratively meet with stakeholders including but not limited to:

1. Tampa Bay Innovation Center
2. University of South Florida
3. University of South Florida St. Petersburg
4. Johns Hopkins/Johns Hopkins Medicine
5. Eckerd College
6. St. Petersburg College
7. St. Pete Works
8. Pinellas County Urban League
9. Pinellas Opportunity Council
10. Pinellas Technical College

### 14. Childcare Facilities

Midtown envisions multiple avenues of childcare for residents of employees of the site. Since the project will ultimately be built out in phases over many years, it is important for Midtown, the City and the community to remain vigilant and flexible in order to meet these needs which may be very different during Phases IV and V. The Midtown team is committed to education first. Funding and promoting educational childcare for the employees and residents of the neighborhood will be a tier one priority forever.

### 15. Booker Creek and the Pinellas Trail

George F. Young, Inc., provided the Team with detailed geological, historical survey and civil information as part of Midtown's master planning process. Now Osborn Engineering will incorporate the functions of the Trail and the Creek into the on-site infrastructure. Stormwater management for redevelopment will be incorporated into the Booker Creek watershed management system. By recreating a watershed beginning under 1<sup>st</sup> Avenue South, Midtown will generate a gravity fed flow reconfiguring Booker Creek into a naturalized ecosystem through the community that empties into Booker Creek Park south of the interstate.

### 16. Parks and Public Spaces

Along the Creek, residents and visitors alike will be educated with nature and conservancy interactivity, historic installations devoted to the inhabitants of the site over time and rotating art exhibits. As one gently strolls down the Creek, emerging upon the Piazza, an open venue along the Creek providing year-round outdoor music, theatrical performances and exhibitions by the City's creative community. Midtown's efforts will be toward gaining approval as a premier wildlife viewing site along The Great Florida Birding and Wildlife Trail for Black Skimmers, Limpkins, Reseate Spoonbills, Short-tailed Hawks, Swallow-tailed

Kites and Wood Storks. In its reimagined form through the newly created neighborhood, Booker Creek will serve as a natural filtration element to enhance water quality while continuing its journey to down stream neighborhoods. This action will be consistent with the City's Integrated Sustainability Action Plan (ISAP) Natural Systems goal to "protect and restore the natural resource based upon which life depends."

#### 17. The Arts and Culture

Midtown is committed to Art in Public Places. The Studio@620 is a Midtown Team member leading the initiative. Midtown seeks to empower their core beliefs that "art and diversity play a crucial role in the lives of individuals and communities. Midtown is committed to providing opportunities for the Shine Mural Festival, Art Walks and education.

#### 18. Small Business Opportunities

Midtown believes that the uniqueness of smaller artisan shops in what will make this newly created neighborhood a special place to shop. It's also what opens the door to the independent retail and commerce the City wants. Midtown as Master Developer has a history of controlling the pedestrian retail experience in favor of the independent and has in fact won those battles against some of the largest retail entities in the market today.

#### 19. Community Benefit

Midtown proposes the development will advance the City's Integrated Sustainability Action Plan (ISAP) and its Clean Energy Roadmap. In addition to the ISAP goal categories described previously in item #1, the city has committed to a future with clean energy use. The first step in the City's clean energy path is enhancing efficiency of existing buildings. Since the Trpocana redevelopment will consist of new construction, opportunities to fulfill the following principles will be sought in new infrastructure and construction:

1. Building efficient/ rebewabkes-ready infrastructure
2. Create or procure renewable energy
3. Develop Smart reliable, and resilient energy systems
4. Enhance and electrify transportation systems

#### 20. The Development will Remediate any Potential Environmental Issues on the Site

The Midtown Team proposes that a 6.5 acre section of the southeast Booker Creek bank is environmentally compromised. Midtown have reviewed the engineering reports and coordinated the anticipated remediation efforts with the overall phasing plan to advance the project and clean the environment simultaneously. The realignment of Booker Creek together with the resaping of the landscape will include the remediation of the impacted areas and will be coordinated through the Florida Department of Environmental Protection and the U.S. Army Corps of Engineers permitting procedures to protect the environment and remove the potential for further soil contamination. The proposed infrastructure and development improvements in the previously impacted area will follow strict guidelines to prevent further spread of contamination. The Booker Creek realignment and andrequired environmental cleanup will be planned and incorporated into the phased plan of development prior to the implementation of Phase II.

## 21. Smart City Technologies

The Midtown Team proposes that it will use its extensive experience in this arena to work with the City and all members of the Community to create a roadmap that integrates smart city technologies and innovation into the new neighborhood's operations to better provide municipal services to residents, businesses, and visitors. The best fit technologies will be used to include:

1. Distribution of mobile hotspots
2. Alternative mobility rewards programs
3. Integrated transportation applications
4. Smart parking and wayfinding applications
5. Urban air mobility connectivity
6. Public space exercise applications
7. BACnet requirements
8. Public Safety BDA
9. Micro-mobility

- *Weaknesses:*  
No weaknesses identified.

## **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*

A Unique Experience and Strong Sense of Place for all People

All of Midtown's planning and design is based on the principles of building a complete community that is diverse, sustainable, resilient, walkable, compact, vibrant, and connected to the adjoining neighborhoods within the larger family that is St. Petersburg. The new neighborhood will be a place for people to make new friends and enjoy a unique sense of place with old ones as they live, work and play. Pathways such as the "Heritage Trail" will reconnect South St. Petersburg, while also educating all to the history of the land and providing a means of wellness.

The Project Follows the Guiding Principles and Overall Vision of the Tropicana Field Conceptual Master Plan

Team member Randall "Randy" Morton was an integral component of the 2 vision exercises performed by the City as the Master Planner/ Architect that ran the HKS team on the first visioning with baseball as well as the second one without. His extensive community engagement - ment, work with city staff and creativity helped guide the discussion and lock down the principles established for that overall vision.

Architecturally Significant, Unique Designs with Integrated Distinctive Public Open Spaces, is Expected

The site has several grade changes of approximately 30 feet, previously not addressed.

These grade changes offer an opportunity to introduce unique characteristics to the site, not normally experienced in Florida. As previously addressed herein, Midtown plans to utilize Low Impact Development techniques to incorporate water quality treatment at points of connection to the master drainage system.

### Market Feasibility

Midtown Development, in consultation with Alvarez & Marsal (“A&M”), performed an extensive market study analysis in 2019 that set forth comparable sales, market data and the residual analysis. The information in the Market Feasibility study by A&M assisted Midtown in understanding the present value of shovel ready development land at different Internal Rates of Return, which can be seen above. Once we understood the valuations, we could then begin to work through the process of estimating the project infrastructure costs that would ultimately create those valuations. This is an important distinction because the Site, “as is” requires \$169 million in infrastructure upgrades. Because there are only 49.34 actual development acres, that equates to \$3.4 million per development acre to be invested. With the TIF contribution by the City currently at \$75 million the developer costs are lowered to \$1.9 million per development acre in infrastructure expense.

### Job Creation Plan

The best part of these projects is their ability to generate construction jobs. Midtown plans to focus recruitment efforts targeting individual job seekers within the South St. Petersburg CRA area by holding no less than 20 separate job fairs with city, county and state authorities and communicated job opportunities through organizations including team member Pinellas County Urban League, St. Pete College, Pinellas Technical College, Veterans for America and especially St. Pete Works.

A second Midtown goal is to use commercially reasonable efforts to contract with companies that are owned by St. Petersburg residents or located in the City for goods and services. A goal of 10% of the direct hard costs shall be dedicated to City-located contractors or businesses. In order to accomplish the goals, we have identified numerous tasks required by both Midtown and the City designee working in unison.

### Reconnected City

Midtown’s resilient and sustainable vision reflects the requirement of adaptation over time. This is why the actual project site is approximately 107 acres rather than just the 80, as measured, encompassing the Tropicana parcel itself. The redevelopment incorporates the necessary right-of-way improvement projects around the perimeter of the overall parcel to seamlessly integrate and blend. The Midtown plan then goes a step further with over 7 acres of additional beautification and connection to South St. Pete and Deuces. The Midtown plan will also restore lost sections of the City’s street grid, transform underutilized portions of land under I-175, open better access to Downtown and allow for more north-south circulation within the greater Intown St. Petersburg, the airport, Mahaffey Theatre, the new Dali Museum, Progress Energy Center for the Arts, St. Petersburg Museum of History, the new Pier, Al Lang Stadium, and the new Ray’s stadium (if they choose to remain).

### Breaking the I-175 Barriers

We plan to re-connect to the south through improvements to 16th Street, MLK Street, the new signature bridge and a southern Pinellas trail spur. If FDOT were to pull back I-175, the most southerly portions of the new neighborhood would seamlessly melt into Campbell Park rejoining the neighborhoods and creating a complete streets boulevard in the process. Another way we plan to connect the new neighborhood to the south side of I-175 is to recognize the cultural and historical importance of the Deuces Live District on 22nd Street South and connect around the interstate as well as across it.

#### Creative Vibrant Active Transportation and Comfortable Pedestrian Shade and Street Furniture Outside of Pedestrian Paths

Beside the Pinellas Trail being integrated into Creekside, Midtown has designed additional bike paths throughout the site along with a complete streets program that utilizes bioswales to create pedestrian separation along with pedestrian only pathways throughout.

#### Incorporate the History of the neighborhood Through Art

Midtown proposes The Heritage Trail is an excellent opportunity to work with the The African American Heritage Association and Dr. Carter G. Woodson African American Museum to integrate art and historical graphics along its path. The improved Pinellas trail will continue to integrate art and historical markers along its route as it travels east and connects to Booker Creek. Midtown will also work closely with the St. Pete Arts Alliance to select the best locations for permanent installations as well as rotating installations throughout the neighborhood. Midtown will then work with the City and the local art community as a whole to develop the Creekside art in public places project.

#### Demonstrate that the Proposal Adheres to the City's Vision of a Downtown with an Active 24/7 Environment

The Midtown Team's development program and conceptual design represents the reconnection of the site to the City's street grid network and a mixed-use development program that will activate business district streets, create complete streets, low impact design elements, and public open spaces. All of these elements will contribute to an active 24/7 placemaking environments.

#### Develop a Design Plan, which Includes Public Input, which must be Approved by the City

All developed designed plans recommended in this proposal must be approved by the City.

#### The Development will Incorporate Smart City Technologies

Midtown's project will integrate smart city concepts that ensure equitable access to things like neighborhood-wide Wi-Fi, safer streets by using innovative street lighting with environmental sensing and battery storage capabilities and clean water and air. Human experience, comfort, and safety will be at the core of our smart city planning and development, utilizing these technologies to improve quality of life of residents, employees, and visitors. The Internet of Things (IOT) is vast and growing every day. As such, the most important aspect of installing new technology is its durability and flexibility as a backbone.

#### Sensored Waste Bins

Midtown proposes that its sensed waste bins will result in much more efficient pick up logistics, only alerting waste teams to the bin when past a certain capacity, saving carbon emissions and plastic from avoiding unnecessary emptying and unnecessary bag use.

#### Sensored and Connected Light Poles

Midtown propose collecting and providing data points such as CO2, temperature, humidity, ets. sensors. Wi-Fi hotspot, Battery storage Capacity to suppleent the microgrid.

#### Transit Hud

Midtown proposes the potential for a full mobility hub if additional sites to the east like the site east of U-Haul were incorporated: A full mobility hub would include a bus/BRT stop, potential rail, ride sharing drop off and pick up, car parking, fast charging, micro mobility charging, a vertiport for Urban Air Mobility, last mile delivery storage, dark kitchen capabilities, short & long-term bicycle storage, bike share/scooter

#### Digital Wayfinding Signage

Midtown proposes it can include real-time transportation information (incoming buses, nearby bikes/ scooters, Uber/Lyft queue).

#### Pilot Projects

Midtown proposes including autonomous vehicle pilots, drones, air taxis, energy/water data reporting requirements

#### Sustainable St. Petersburg

Midtown intends to meaningfully build on the City of St. Petersburg's reputation for being a sustainability leader. The sustainability goals for our project will be crafted to create a neighborhood that is environmentally conscious, healthier and more economically and socially prosperous for those that live and work in the community, all visitors, and extended into the existing and historic neighborhoods of the city.

1. LEED Silver will be the district minimum standard for buildings, ensuring that these new additions to the St. Pete skyline will support the City's efforts toward a more sustainable and resilient community.

#### Transportation Goals

Midtown proposes that walking will be highly encouraged through mixed-use design and pedestrian-oriented streetscapes that create accessible, interesting, safe and vibrant experiences. Bicycles will take the next priority, with protected cycle tracks connecting the new Intown neighborhood to the Pinellas Trail, Campbell Park, Edge District and Downtown neighborhoods. Midtown will partner with Coast Bike Share to ensure bike share hubs are well located throughout the neighborhood. And to ensure that cycling is encouraged as a dominant mode of transport, district standards for bicycle storage quantity and quality will be in place.

When driving is necessary, electric vehicles will take priority. District standards will be set

for the allocation of EV charging stations and EV ready spaces to anticipate future trends. Charging stations will be strategically located to increase the convenience of their use over gas powered automobiles. The Mobility Hub will not only have fast charging stations for cars, busses, micro-mobility, optimized for dark kitchens, last-mile package delivery center, and autonomous vehicle ready.

#### Health in All Policies (HIAP) Executive order

Midtown proposes the design, program - ming and construction of the neighborhood will holistically address issues of community health and equity. Air and water quality, transporta - tion systems, building design, access to quality open spaces, healthy food access, opportuni - ties for physical activity, and exposure to nature are among the many aspects of community health will be addressed in an integrated and thoughtful manner. As part of the implementa - tion, Midtown plans to use the VHB-authored Tropicana Field Site Redevelopment Concepts Technical Report that utilized the Healthy Mobility Model to identify geographic health disparities and vulnerable populations.

#### Complete Streets

Midtown proposes complete streets will be implemented across the neighborhood. Pedestrians and bicyclists will take priority over other modes of transportation as these are both the most vulnerable and the healthiest methods of transportation. If people feel safe walking and biking, then physical activity can become part of their everyday routine through active transportation. Coast Bikes, and other bicycle infrastructure resources, thoughtfully spread across the neighborhood, will make biking more feasible, even for someone that wasn't planning on a ride that day.

#### Healthy, Sustainable Buildings

Midtown proposes that through the incorporation of active design features, building occupants will benefit from physical activity built into their days. Superior indoor air environments, supported by best in class air filtration and HVAC systems, occupant access to natural daylight, quality outdoor views, quality interior lighting and thermal controls, and healthy building finishes will further optimize occupant health and productivity, attracting best in class talent to the businesses that choose to work in this innovative environment.

#### Access to Green Space

Midtown proposes that at the street level, green infrastructure will help to manage stormwater during rain events, while providing beauty and other environmental benefits like reducing the heat island effect. At the building level, green walls, potted plants, and water features will reduce anxiety and improve indoor air quality. The inclusion of these natural features in the urban environment will lead to cleaner air, cleaner water, and improvements in mental health and wellbeing.

#### The City as a Park

Midtown proposes that public spaces will be integrated throughout the neighborhoods with generous amounts of green space. Public space programming such as Yoga in the Park will provide opportunities for people with common interests to be active together. Workout stations will be placed along walkways and running paths to provide opportunities for self



guided workouts. Public art and murals will make walking more interesting & enjoyable and as a result a more enticing mode of transportation.

#### Healthy, Local Food

Midtown proposes incorporating edible landscaping, hosting neighborhood markets for local purveyors and growers, demonstrating innovative approaches to urban agriculture, and attracting supportive restaurants and retail tenants that incorporate local, organic foods into their daily business activities will contribute to a fully integrated health and wellness real estate platform.

#### The City's Community Benefit Program

The Midtown Community Benefit Program is being headed in a combined effort by Team members from the PCUL, VHB, Hood and Place. The team's focus is to address how we can effectively impact equitable equality, SSCRA employment goals, living wages, small business participation, St. Pete Works workforce training opportunities, affordable housing, child care opportunities and early childhood programs, transportation and mobility improvements, sustainability, health and social wellness. As can be established throughout the proposal herein, Midtown has effective means and a willingness to work with the community to activate these plans.

#### Storefront Conservation

Midtown proposes that it plans to attract the local unique and small retailers that help generate the fabric of community by offering value-added services, customized product solutions and other customer-centered business activities that "big-box" stores are simply incapable of satisfying, which will support and service Creekside and surrounding neighborhoods. By utilizing a Piazza approach, the open air in a pedestrian oriented setting where human scale is reflected in the setbacks, creates building orientations and public spaces with consistently high activity and foot traffic levels that promote a 24/7 urban environment connected to nature throughout. These establishments will also be complimented by an urban grocer.

#### Office Uses Should be Integrated Into the Urban Development

Midtown proposes that even before the Innovation Center of Opportunity takes flight, above the small-box retail established along the activated streets of Phase 1 and the Piazza will be approximately 100,000 square feet of creative office space. These spaces are again designed to foster community and growth rather than the cubicle style work-life of the last millennium. Midtown's existing relationships with co-working partners like Buro will facilitate extracting the St. Petersburg entrepreneurs and freelancers from their lonely living rooms. Small companies and creative agencies will be freed from soulless office spaces and executive suites.

#### Booker Creek Environmental Cleanup

Midtown proposes that its plan is to both respect its historic value as a natural amenity to the public and create a regional destination for mixed-use activities the Intown Community Redevelopment Area ("CRA" or "Intown CRA"). Centered around Booker Creek, Creekside multiphase project will immediately invigorate the connection between the restored natural

habitat and the connection to the community, creating an inclusive effect between commerce and wildlife.

### Complete Streets Plan

Midtown proposes that its team has incorporated elements from the City of St. Petersburg's Complete Streets Implementation Plan by envisioning right of ways with sufficient widths to provide wide pedestrian sidewalks, and dedicated bicycle lanes, both physically separated from passing vehicles by utilizing creative landscaping (bioswales) and other features designed to lower operating speeds of all streets. We intend to create low speed streets designed to enhance ground level retail activities by utilizing on street parking and other features as outlined by the City of St. Petersburg.

### Walkability

Midtown proposes that its experience is walkability. Florida is a mild environment that promotes a healthy lifestyle where pedestrian traffic should come first. Our plan will incorporate the complete streets guidelines that will greatly increase the St. Petersburg "Walkability Score". Currently, on walkscore.com St. Petersburg is a mere 44. The East-West and North-South connections Midtown is introducing will be strong aspects of an increasing score.

### Connect to Existing and Proposed PSTA Transit System Routes and Stations, Including the Sunrunner BRT Project

Midtown proposes that its team has been provided the proposed BRT plans along 1st Avenue South and are committed to connecting to this proposed project. At this time it does not appear that a stop is proposed in front of this development, however due to the proximity of this development to the proposed BRT route, we are committed to working with the BRT if a stop is planned along our property. The Pinellas Trail, also running along 1st Avenue South, as well as the City's street grid system allow for ample opportunities to provide connections to the BRT Project. Likewise, the City's grid system allows for opportunities to connect to the PSTA Transit System as well as the Central Avenue Looper.

- *Weaknesses:*  
No weaknesses were identified.

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*

Midtown's development proposed hiring program/Tropicana redevelopment Response to RFP:

#### I. Program Goals:

In all of our Midtown Development (Midtown) projects, a significant effort is undertaken to support local business and to bring job opportunities to the local residential population.

Goal: Midtown, is committed to a goal that has been mutually agreed upon to work with the City of St. Petersburg (City) so that at least fifteen percent (15%) of the initial employees hired for construction jobs be residents of St. Petersburg.

Goal: A second Midtown goal is to use commercially reasonable efforts to contract with companies that are owned by City residents or located in the City for goods and services. A goal of 10% of the direct hard costs shall be dedicated to City located contractors or businesses.

Goal: A third Midtown goal is to require future contractors to prepare an Apprentice Utilization Plan and make good faith efforts to meet a goal of fifteen percent (15%) of total labor hours on major construction projects with values at \$1,000,000 or more be performed by apprentices. Apprentices may be employed by either the prime contractor or the subcontractors.

Goal: A fourth Midtown goal is to include a fifteen percent (15%) MBE / WBE goal for historically disadvantaged companies to provide goods and services. Smaller contract values will be established to assist in targeted, attraction, and retaining small business qualification and involvement. In order to accomplish the goals, we have identified numerous tasks required by both Midtown, and the City of St. Petersburg through the City's Designated Program Administrator (CDPA)

## II. Resident Hiring: Midtown Tasks:

1, Prepare preliminary list as completely as possible, of all jobs required for the construction of the project. Updated lists will be provided on a timely basis when jobs are needed, in accord with item 8 below.

2, Outline anticipated staffing for the initial construction of the project, and estimate number of employees required to complete this work. This list will be provided to the CDPA within 30 days of issuance of the Building Permit.

3, Calculate 15% of the number of initial employees.

4. Require the selected General Contractor/Construction Manager to identify all St. Petersburg residents on their staff who will be engaged in the development project.

5. Provide City CDPA with information identified in Tasks 1, 2 and 3. .

6. Provide the CDPA with the number of St. Petersburg residents employed by the GC or CM assigned to the project.

7. Circulate and solicit job opportunities with higher and secondary education providers, trade organizations, media and public information channels.

8. Coordinate meetings with CDPA and GC/CM to review and provide list of job opportunities as soon as they are known, and the job qualifications required to CDPA.

9. In the event that General Contractor/ Construction Manager is unable to meet the goal of 15% of the construction related jobs, the Developer will ensure that the goal is attained through the steps outlined herein.

### III, Job Advertising

Midtown shall in coordination with City's CDPA, job opportunities will be advertised to the City of St. Petersburg residents via local newspaper advertisements and internet postings. We will coordinate with the City's web site and internet mailing lists to advertise job opportunities if available. In addition, our job site office will erect visible signage when employment offerings are needed and we will conduct interviews in a convenient location within the City

### IV. Job Sourcing Services

Midtown shall participate and coordinate Job Fairs with other CDPA, Developers, local community workforce development and training organizations, the St. Petersburg Chamber of Commerce, and seek out other community organizations to participate with our efforts.

The Team is seeking to acknowledge and honor the history of the site with both physical and mental stimulation, bridging former divides. The Heritage Trail Park will engage people in a meaningful experience of the rich African American history of the creation and growth of not only this site, but all of St. Petersburg. The extensive additional public improvements Midtown is proposing along the southern portion of the neighborhood will be a major contributors to making actual inclusion a reality whether the interstate is ever removed or not. Midtown is proposing an additional 10 acres of public park and multi-user trail connectivity improvements that will make meaningful connections to Campbell Park on both Martin Luther King Jr. Street and 16th Street South. Midtown will also look to work closely with the City and Lantmannen Unibake to integrate to the Pinellas Trail only 1 block east of Deuces.

- *Weaknesses:*

No mention was made about involving SPEs in the project during construction or post construction.

### Financial Information

- *Strengths:*

The proposer's financial commitment to the City is more than 185 million for the development of the City owned Tropica Site, with the first \$10 million to come in the form of an upfront payment to the City.

The proposer commits to funding the public infrastructure through Advanced Financing techniques. Advanced Financing leverages private and public dollars to undertake infrastructure projects that singularly, neither the private sector nor the public sector could otherwise afford. The proposer believes that the City and other governmental agencies will contribute to the public infrastructure needed to support re-development based on a contribution formula tapping the following types of revenue sources:

1. Tax Increment Financing (TIF)
2. Impact Fee credits
3. Infrastructure Sales Tax
4. Parking/ticketing Fees
5. Employee Creation Credit
6. Tax allocation and Brownfield Requirements

In addition, the proposer anticipates working with the City to create a Community Development District (CDD) to spearhead the financing of the public infrastructure. The CDD will in turn, enter into an Advanced Financing Agreement with the City and other relevant governmental agencies providing for the installation of the payment for advance financed public improvements via an agreed upon contribution formula.

The proposer intends to enter into the Comprehensive Agreement for the purchase of the Tropicana Agreement for the purchase of the Tropicana Site for the following consideration.

1. Purchaser will commit to building affordable housing and workforce housing
    - a. Building and/or funding 1,000 affordable, workforce and/or moderate-income homes
    - b. Proposer will provide up to \$1 million additional funding for the "ROM ALL FOR ALL" public initiative prior to ground-breaking at the site.
  2. Proposer will commit to creating substantial jobs on-site with its PCUL Local Hiring Program and associated Small Business Enterprise (SBE) Local Supplier Program.
  3. Proposer will commit \$30 million in equity to fund the building of the initial 200,000 square feet of "small box" retail and creative office above with associated parking in Phase 1.
  4. Proposer will provide upon execution of the Comprehensive Agreement, \$1 million towards the startup of Creekside Vocation, Education, and Equitable Justice Initiatives, which it proposes to endow with an innovative perpetual funding mechanism.
    - a. Proposer will provide funding and/or art development site requirements to expand the City's Public Art initiatives.
    - b. Proposer is committed to Art in Public Places and will exceed all funding and initiatives in this realm because cultural enrichment of the arts is what helps define a place.
  5. Proposer will provide open-source data regarding all of Midtown's resiliency and sea level rise efforts to allow for expedited advancements County-wide.
  6. Proposer will perform all environmental cleanup of the existing issues on the Site and perform associated watershed benefits to downstream Booker Creek residents and businesses.
  7. Proposer will provide required replacement parking for the Tampa Bay Rays.
  8. Proposer will create the necessary expansion of utilities for the up to 15 million square feet of future development potentially created by this project.
  9. Proposer will pay to the City \$60 million for fee simple title to the property, which will be paid to the City in installments upon the achievement of development milestones. Upon execution of the Comprehensive Agreement, Proposer will make an upfront payment to the City of \$10 million dollars, which will be credited to the closing of the purchase of the portion of the property for the first phase of development.
  10. Proposer (or CDD) will construct all \$169 million of utilities, roads, street parking, sidewalks, stormwater management and treatment, lift stations, landscapes, art, signaling systems, street lights and other necessary public features and associated environmental cleanup.
    - a. \$95 million in equity is anticipated to be contributed from Midtown in addition to City TIF already in place
    - b. \$30 million is devoted to public park and recreation space for all to enjoy
- *Weaknesses:*  
No weaknesses identified.

## Depiction of Development

- *Strengths:*

The proposer commits to establishing a community outreach program. The proposer will build upon the 21 Guiding Principles of the RFP, will build upon the members previous citywide outreach and engagement activities in both traditional and non-traditional tactics. It is anticipated design charettes, workshops, virtual and online surveys, in person meetings, etc., may include the following interest groups:

City Council and Administration  
Neighborhoods  
Businesses  
Employers  
Higher Education  
School District  
Non-government Organizations  
Faith Based Community  
Small Group Outreach

Pinstripe principles were responsible for the prior outreach programs for the vision of the Tropicana Field site over the past several years. VHB brings experience in engaging citywide participants in preparing the integrated Sustainability Action Plan and the StPete 2050 Vision Plan.

The Tampa Bay Rays have not made a decision regarding their future. A key component of redeveloping the site includes two major factors regarding the Rays. The Rays parking requirements cannot be diminished in accordance with their contract. The proposer intend to build shared parking a part of Phase 1 that will account for all necessary parking replacement through the end of 2027 baseball season. Proposer also plans to have accounted for 2 options that allow the City and Rays significant flexibility to negotiate a new term on the existing footprint or in another section of the site. Proposer has set aside approximately 25 acres and also planned a certain portion of Phase 1 with the understanding that land would potentially go back to the Rays for their new ballpark. The proposer looks to be a good partner with the Rays and the City in this important effort to keep baseball in the City.

The Developer proposes to establish an Arts Park Drive, make improvements to the area where 16<sup>th</sup> street and the development connect, establish a Central Park Street, implement the Complete Streets Program, establish a Water Pavillion, Mid Creek, Heritage Trail, Opening to the Banyan Village, establishment of the Herative Bridge, establishment of a Dog Park and Kids Park, Central Park, and the Piazza.

- *Weaknesses:*

No weaknesses identified.

## Timing of Development & Development Phasing

- *Strengths:*

The proposer submits that it is anticipated that vertical development of the project phases will occur over approximately 25 years. The proposer estimating team looked at both a mid-intensity and high-intensity buildout of the site. The differential in terms of square footage (10.5 million square feet versus 14.2 million square feet) and dollars (\$2.75 billion versus \$3.75 billion) is shown in a side by side comparison for each of the 5 phases and the project totals. The phasing addresses the uncertainty tied to the decision of the Rays to stay or go.

Phase 1 2022-2023 14.87 Development Acres Vertical Development 2023-2028

Phase 1 will consist of rebuilding of Booker Creek, the retail Piazza and Heritage Trail. The public realm creates the buzz and the setting for what's coming in the future. Booker Creek will finally become the important natural element at the heart of Creekside. The first phase of development will provide a range of residential from Affordable to Work-force to Attainable to Market Rate housing. In addition, to Housing, there is a platform for Grow Smarter Commercial Development and Opportunities for Creative Office users. A full-service hotel and Conference Center will be fronting on Booker Creek. The Streets and Creek frontage will be lined with shops and restaurants, many designed as smaller units to provide local entrepreneurs entry into the new marketplace at Creekside. Parking for the Rays will be accommodated. The first step in reconnecting the African American community to Creekside is to begin working with the City, County and State to immediately begin the Heritage trail connections on Marter Luther King Jr. Street South, 16<sup>th</sup> Street South and Midtowns proposed spur connection to the Deuces and Pinellas Trail at 3<sup>rd</sup> Avenue South.

Phase 2 2025 - 2026 11.54 Development Acres Vertical Development 2027-2032

The second phase is driven by completing environmental permitting for the contaminated area and the completion of Booker Creek. The south end of Booker Creek will be defined by the Banyan Village and the creation of a naturalistic water storage and management environment. There is a campus for "Innovation Center of Opportunity" and additional housing of all types that fill out this phase.

Phase 3 2027-2028 1010 Development Acres Vertical Development 2029-2035

This phase focuses on 16<sup>th</sup> Street as the Main Street for South St. Petersburg extension onto the Creekside site once again. This street and phase of construction will reflect the desire of the community to rebuild a neighborhood that reflects the past but more importantly looks to the future with new aspirations. While Phase 3 is the most substantial single phase in the terms of acreage, less than 1/3 is made up of development blocks, as the proposer uses parks and multi-purpose trails to further the Phase 1 connections to South St. Petersburg and the Deuces.

Phase 4 2028-2033 6.84 Development Acres Vertical Development 2036-2040

Phase 4 and 5 is the center of the project as the final phase but this is where the uncertain impact of the Rays is reflected. This phase is setup to allow the Rays to have excellent choices for a new stadium location with supporting infrastructure and an entertainment street called "Rays Way". If the future is without baseball, there is an alternate plan built around a Central Park that would be the front door address for a predominantly residential

place with supporting mixed-use development. Whether this phase is about baseball or Central Park, the public realm will be seamlessly tied together to complete The Greenway and the rebuilding of Booker Creek.

Phase 5 2031 - 2033 5.99 Development Acres Vertical Development 2041-2046

The final completion of the development

- *Weaknesses:*  
The development will be completed in 25 years.

## **Other**

- *Strengths:*  
General discussion on direct impacts of the development.
- *Weaknesses:*  
No weakness identified.



## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Elizabeth Abernethy

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
broad; includes local firms; participated in Trop Master planning; many other local projects
- *Weaknesses:*

#### **Reference Projects and Experience**

- *Strengths:*  
Midtown Miami is similar scale and context; Midtown Orlando is similar multi-block urban context
- *Weaknesses:*

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*  
Community values summary; comprehensive
- *Weaknesses:*

#### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*

Central chiller; strong detailed infrastructure analysis

- *Weaknesses:*

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*  
Heritage Trail; addressed major points
- *Weaknesses:*

### **Financial Information**

- *Strengths:*
- *Weaknesses:*  
Not provided in package

### **Depiction of Development**

- *Strengths:*  
good mix of public spaces; overall seems more urban with height and intensity of buildings (most intense?); good street scapes
- *Weaknesses:*  
Images don't really convey the overall scale and bulk

### **Timing of Development & Development Phasing**

- *Strengths:*  
Good first phase uses - affordable, retail, Creek
- *Weaknesses:*

### **Other**

- *Strengths:*

- *Weaknesses:*

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development, LLC

Evaluator: Lowell Atkinson

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*
  - master developer is a Florida company familiar with the community (current projects in Miami, Orlando)
  - development team includes a diverse mix of groups with technical expertise in planning, engineering, and construction as well as community-based groups
  
- *Weaknesses:*
  - One Community is not part of the team, nor is the organization mentioned anywhere in the document.

#### **Reference Projects and Experience**

- *Strengths:*
  - master developer and team have experience with local projects in Florida including Miami, Orlando, and St. Petersburg.
  
- *Weaknesses:*

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*
  - looks very strong and inclusive of all 21 Guiding Principles from Section 10 of RFP
  
- *Weaknesses:*

## **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*  
this section also looks very strong with all Development Elements considered in response
- *Weaknesses:*

## **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*
  - comprehensive approach to Community outreach with tentative Phases and a timeline
  - commitment that 15% of construction jobs will be filled by South St. Pete residents
  - Development considers inclusion for the black community and acute awareness of how historically the Af-Am community has been marginalized
  - Transit-oriented and pedestrian-friendly development a large focus
  - Includes affordable housing in plan
- *Weaknesses:*
  - no specific commitment to how certified SBEs will be used on the project
  - the term "community benefit" seems to be used out of context throughout the document and does not relate to the City's burgeoning Community Benefit Program - as intended in the RFP

## **Financial Information**

- *Strengths:*

Committing \$185 million to the project including a commitment to build or fund 1,000 units of affordable/workforce housing, \$30 in equity to fund retail and office space, and \$60 million payment to the City for fee simple title to the property.

Midtown is committed to \$169 million in public infrastructure improvements related to the proposed development as well as any environmental remediation needed.
- *Weaknesses:*

20-year Cash Flow Statement not provided

## **Depiction of Development**

- *Strengths:*

good renderings of all proposed contributions to public open space and connectivity across the development footprint

- *Weaknesses:*  
not properly labeled as Section E "Depiction of Development" is mentioned nowhere in the document other than in the

### **Timing of Development & Development Phasing**

- *Strengths:*  
generally good description of the 5 Phases of Development with specific reference to what can be done prior to the 2027 MLB Season.
- *Weaknesses:*  
because of the uncertainty of the future of the Rays franchise, Phases 4 and 5 are completely dependent on the Rays' decision to stay or leave St. Petersburg after 2027. The feasibility of "Central Park" - a large portion of the development's commitment to open public spaces - would be dependent on the Rays' decision and therefore impact a big public benefit commitment made in this proposal.

### **Other**

- *Strengths:*  
In Section G, the applicant provides a very thorough description of anticipated direct and indirect economic impacts of the proposed development with a focus on job creation and local hiring efforts.
- *Weaknesses:*

## Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

**Proposer: Midtown Development**

**Evaluator: Raul Quintana**

### **Development Team:**

- **Team Composition:**
  - **Developer** *Midtown Development, master developer Alex Vadia  
Warhaft Group (owner's rep?) Dean Warhaft*
  - **Design**
    - **Planning** *Pinstripe Design and Advisory Group, Randall Morton – involved in Trop visioning*
    - **Urban Design** *VHB (planning, transportation) Ben Siwinski, Joseph Barnes, Neal Stralow*
    - **Architecture** *Place Architecture, Tim Clemmons*
    - **Landscape Architecture** *Hood Design Studio, Walter Hood – landscape, art, fabrication and urban design*
    - **Civil** *Osborne Engineering, Jason Heffelmire, Jonathan Gotwald*
    - **Survey** *George F. Young Matt Walker*
    - **Sport & Entertainment** *OSports, Thom Chuparkoff*
    - **Housing** *Atlantic/Pacific Communities Inc. Kenneth Naylor, Scott Kreibel*
  - **Construction** *CBJ Construction, Christophe Jones*
  - **Sustainability** *REAL Building Consultants, Taylor Ralph*
  - **Community Advocacy** *Pinellas County Urban League – Watson Haynes; Studio 620 Bob Devin Jones*
  - **Legal** *Trenam Law, Don Mastry; Holland & Knight, Richard Perez*
  - **Marketing** *RD+A, renderings and visualizations, Brand Form Design, graphics, Chip Barthelemes; Belen Estacio, marketing and cultural*
- **Strengths**

*Significant size and breadth of development team. Strong community advocacy awareness and composition. Would like to have seen more on*

*Alex Vadia if he is going to be the overall leader of this team. Warhaft appears to have the role of Owner's Rep for Midtown Development LLC. Would like to know more about this relationship and role. Development coordination seems to be a strong skillset. I would like to see the depth of support staff for Midtown Development LLC in addition to Mr. Vadia. Pinstripe/Randall Morton will be the lead planner – with a history of involvement on the Trop site redevelopment. Civil and survey teams are strong – including both George F. Young and their years of experience on the Trop site as well as Osborn Engineering and Jon Gotwald (previously with George F Young). The ability for the Site/Civil components of this team to guide the planning and design of the key Booker Creek redevelopment is a major strength of this team. Good local design team and strong Construction Management component along with specialist in the field of workforce and affordable housing.*

- **Weakness**

*Consideration for adding additional Architectural support to the team may be necessary. PLACE Architecture is a really good local team with excellent urban design skills, however this is a relatively small firm and capacity is a concern. Is this the role of ODP? If so, why were they not listed in the details of the Development Team (pages 9 through 17). It seems like the team was put together primarily with planning and community engagement as the thrust, and will require significant additional components in the implementation phases. The image with the team members aligned within five separate zones (page 18) centered around "Community" and surrounded by Economics/Planning/Construction Management and Environment is very telling. Perhaps not the intent, but I find it rather scattered and question who is in charge. The team may benefit by adding local landscape architecture component.*

## **Reference Projects and Experience**

- **Project No. 1: Midtown Miami, Master Developer**
  - **Value** \$2B – 2004 to present
  - **Description** Vast mixed use development in Miami arts district, multi family towers



- **Size** 70 acres
- **Project No. 2 Midtown Orlando**
  - **Value** \$75MM – 2019 to present
  - **Description** Orlando Sentinel location, master planning and development
  - **Size** 22 acres
- **Project No. 3: Gio Midtown 6, Miami – Joint Venture with Magellan Development**
  - **Value** \$200MM 2017 - 2020
  - **Description** Develop own and operate 447 unit luxury multi family apartment and mixed use project
  - **Size**
- **Project No. 4 Midtown 5, Miami**
  - **Value** \$150MM – 2015 - 2018
  - **Description** 400 unit multi family
  - **Size**

**Others:** Warhaft Group -Owner's Rep for Midtown Development & Cone Mills Acquisition, \$1.2B in Greenville – former textile mill \EPA superfund site into urba, live work play town center – Owners Rep. Azure P3, Hollywood; Panorama Tower – Brickell Ave, \$825 MM 868' tower  
 Pinstripe Design & Advisory – Trop redevelopment, Lead Master Plan Architect (w/ HKS), public visioning. American Tobacco Campus Expansion Village Walk, Irving Tx; Hood Design -Beerline Trail Milwaukee, maser planner \$2.8MM, The Broad Museum, LA, \$12MM landscape architect, PLACE, Orange Station \$60MM, Bliss Conco, \$20MM, The Graham, \$12MM, Armature Works  
 ODP Architecture & design – One Bayfront Plaza \$950MM – who is this firm?  
 VHB – St. Pete ISAP, StPete2050 Vision Plan  
 Osborne Engineering, Ctr for integrated well being , Lake Nona, Cleveland  
 REAL - 1050 Water Street TPA,  
 Atlantic Pacific -46 affordable housing developments 5,000 units, Block 45 Miami 616, WF, Audrey Edmondson Transit Village  
 OSPOrts, division of Osborne Eng, OSU Stadium \$45M

- **Strengths**

*Key members of the team (Midtown LLC and Warhoff) have collaborated on major successful developments in the past. Project size and complexity on Midtown Miami is a great example of capability and accomplishment. Project examples show variety of skills needed, ability to deliver on major master planning efforts, multi-year phased approaches with multiple moving parts. Previous public visioning leadership on Trop site is a benefit. How will those lessons learned facilitate future community engagement. VHB's work related to City initiatives such as ISAP shows a strong connection to City's core values and concerns. Strong sustainable examples including centralized district chillers and triple bottom line solutions imbedded in the past examples. Excellent mix of scale from extremely large to the pedestrian experience, including variety and mix of housing types and price points. Hood Design Studio's work on Beerline Trail, though small in comparison, could be a meaningful example of a project that reaches the personal lives of a historically African American community.*

- **Weakness**

*Aside from Midtown LLC, Warhoff and Belen, the team has a varied record of collaboration on other similar projects. Would loved to have seen this developer and the master planning lead (Pinstripe) with previous collaboration on sizeable projects. Leadership at the Architectural level still needs to be better defined. Is this PLACE or ODP?*

## **Narrative Response – Incorporation of Guiding Principles of Development in RFP Section 10**

*Creekside – two intersecting green bands – rebuilding of Booker Creek and Greenway, continuous series of parks and open spaces. Heritage Trail.. Predominat land use is residential with 20% of units affordable and workforce range. – most buildings mixed use..Grow Smarter blocks, Innovative Campus, Hotel and Conference Ctr. Phasing allows time for Rays to choose destiny.*

*Transit Hub at 1<sup>st</sup> Ave South and 13<sup>th</sup> St. to coordinate with BRT – Design Principles: Celebrate past heritage, Create vibrant multicultural city scene, reintegrate site into city grid system, expand transit options*  
*East end focus on Grow Smarter commercial development, Innovation campus and Hotel Conference Center*  
*Middle of site is Booker Creek, destination and entertainment center*  
*West, 16<sup>th</sup> St, is neighborhood main street*  
*Each area has micro retail, office and housing. Property boundaries to disappear. Maintain 60' ROW to enhance pedestrians scale.*

*3 fundamental elements - Streets, parks, blocks – 36 acres of public realm. Public boardwalks, terraces and paseos... Also 30 new city blocks of 50 acres for development*

*Booker Creek – reroute and rebuild the creek into a citywide destination to maximize nature, water, trees. Topography – lower elevation to meet expanded creek. Five differing Creek environments:*

- *Upper Creek*
- *Water Pavilion*
- *Lower Creek*
- *Banyan Village*
- *Heritage Bridge*

*Greenway – extension of 2<sup>nd</sup> Ave into Piazza then to Central Park – framed by residential development. 16<sup>th</sup> Street Parks – Central Market – Arts Park*

*Integrated street system – streets that bend to create geometry. Streets designed to prioritize pedestrians, wide sidewalks, designed to open or close, , bio swales - Complete Streets and Beyond.*

*Development Blocks – 50 acres – dependent on land use density and phasing 4 – 5 phase 20-30 year build out. Sound vision and community support needed. Build sound public realm first with necessary infrastructure. Requires flexibility. Blocks are just over 1 acre. Every block has a unique shape.*

*Landuses- Buildings with parking on-site. Hybrid uses – retail/creative office/residential. . All depends on a good public realm that creates active places. First phase is most critical.*

*Residential – predominant and spread throughout. Build enough variety (for sale, rental, mixed prices) The zone dictates type of residential and flavor.*

*Retail and Entertainment- place based. Some will need to anchor first phase (2<sup>nd</sup> Ave, Piazza)*

*Banyan Village -small and intimate scale. 16<sup>th</sup> St. neighborhood retail ala Main St., groceries, bars, restaurants – South St. Pete outreach input.. Creative Office and Startup- Grow Smarter district – 1<sup>st</sup> and 2<sup>nd</sup> Ave – Corporate Office- easy access, large plates. Hotel and Conference – SW corner of Piazza and Booker Creek – Parking thought through to potentially change use over the years. Electric vehicles?*

*Rays – What happens to the Central Park scheme. Are they saying that it is not part of the “infrastructure”. Develop east side of Creek first.*

*Transportation. Driving force. Expand potential for other systems, but build off of what we have today. Do not preclude any systems for the future.*

#### *Guiding Principles:*

- 1. Private Public Collaboration: based on ISAP goals – affordable housing, climate & energy, development and infrastructure, jobs and transportation access.*
- 2. Appropriate Infrastructure: treat as a utility subdistrict – Osborne Eng. To master plan. All UG. Chilled Water -Central Chiller Plant. Microgrid feasibility. Duke Substation required., 2 16,000 ton chiller plants. WiFi*
- 3. History, Economic Equity and Inclusion: 10 acres of park and trail connectivity with connections to Campbell Park. Work with PCUL for job training and employment. Incubate small business.*
- 4. Jobs, Entertainment, Mixed Housing, Family Oriented Places beneficial to surrounding community. Balance between public and private, live work pay. This results in diverse work force at all levels. Direct and Indirect job creation.*
- 5. Grow Smarter Strategy: five targeted business sectors*

6. *Jobs Training and Placement. Increase opportunities to local secondary educational programs \$1MM to startup Midtown Vocation Community Foundation*
7. *Connecting Neighborhoods. Reconnect severed by highway. Safe connectivity to surrounding neighborhoods critical. Connect to Deuces Live via trail*
8. *Regional Transportation Network: incorporate Pinellas Trail. BRT.*
9. *Cultural Diversity and Authenticity: reconnect neighborhoods through diverse dynamic and flexible public realm.*
10. *Connecting South St. Pete: repair physical, economic and emotional connections, tunnel under I-75?*
11. *Community Outreach: design charettes, workshops Four Phase 12 month process of engagement.*
12. *Conference Space: Phase 1 Hotel and conference center with Water Pavilion and piazza. 50,000 SF indoor adjacent to mobility Hub and Edge District*
13. *Research, Innovation and Higher Education: Marine Science Hub expansion. Develop existing resources with a Think tank Phase II to have education/research blocks – Innovation Center of Opportunity*
14. *Childcare Facilities: Get community input via PCUL and Studio 620*
15. *Booker Creek and Pinellas Trail -team has significant knowledge of creek and utilities, major component and focus of concept. Reincorporating the historic watershed to guide the contours and development of the site. Reestablish the natural habitat*
16. *Parks and Public Spaces: 24 acres of natural habitat, enhance water quality*
17. *Arts and Culture: Studio 620 initiatives -create multiple opportunities for arts to thrive.*
18. *Small Business Opportunities: stay away from national chains, retail should be an amenity. Focus on uniqueness. Control the pedestrian retail experience.*
19. *Community Benefit program: advance ISAP. Clean Energy Roadmap. Enhance building energy efficiency. Build efficient renewable ready infrastructure. Create renewable energy, enhance and electrify transportation. Offset 2 to 3 megawatts with renewable solar and micro grid. Cogeneration, thermal storage,*
20. *Remediate any Potential Environmental Issues on Site: 6.5 acres of compromised area. Phase I as part of realignment of Booker Creek.*

*21. Smart City Technologies: extensive community engagement to determine best fit. Mobile hot spot distribution, smart parking and wayfinding, micro mobility, BACnet requirements.*

- **Strengths**

*Given the time constraints, I have summed up the guiding principles narrative in with the Development Depiction below.*

- **Weakness**

### **Narrative Response – Incorporation of Development Elements in RFP Section 11**

*Based on principles of building a complete community that is diverse, sustainable, resilient, walkable, compact, vibrant and connected to the adjoining neighborhoods.*

*Several grade changes of 30' based on understanding of Booker Creek Watershed. Use of LIDs.*

*Market Analysis – N/A*

*Job Creation*

*Reconnected City- Extend to 107 acres? Connect to South St. Pete and Deuces.*

*Mitigate flood risk, recreational opportunities reduce heat island effects. Restore lost grid.*

*I175 Barrier – 16<sup>th</sup> St. impvts, signature bridge, Pinellas trail spur to south. Extend west via series of parks.*

*Vibrant Transportation Shade, Furniture. Paseos.*

*History of Neighborhood Art – Heritage Trail. The City as a Park.*

*Storefront Conservation – Generational approach – not envisioning all the land uses of tomorrow – sustainable, market-feasible, mixed use, high intensity urban context including retail, residential, hotel and conference, office, recreation and open space, community and culture, education, research and development. Must have adaptability built in*

*Rays, build shared parking in Phase 1 to account for parking replacement.*

- **Strengths**
- **Weakness**

**Narrative Response – Local hiring, SBE Use, Community outreach, community benefits and historical context:**

- **Strengths**
- **Weakness**

### **Financial Information**

*Advanced Financing techniques -uses P3 with City funded infrastructure projects, TIF, Impact fees, Create a Community Development District  
Commits to building and/or funding 1,000 affordable housing units, commit to SBE jobs,\$30M equity to fund 200K AF retail, environmental cleanup. Replacement parking for TBR, purchase of property for \$60MM with \$10MM upfront, \$169MM of utilities, roads, sidewalks, landscapes, art, parks, (\$75MM from City TIF and \$94 MM in equity) \$30MM in public park and rec space,*

- **Strengths**

*N/A – Assume this is being handled by others.*

- **Weakness**

### **Depiction of Development**

- **Strengths**

*This is a significant and well thought out proposal at multiple levels. The fundamental guiding design principle is the intersection of “green bands” and the revisualization of Booker Creek. The Creek is link to the past as well as an activator of adjoining spaces. The division of Booker Creek into its own particular zones show a sense of imagination and purposeful creativity. The Creek has a very functional purpose, besides stormwater management, which is to create water-centric places of activity and passive experiences. Only comment is am not quite sure “banyan trees” are the best choice.*

*With such an ambitious program (21 Guiding Principles) the team was able to address all of the key issues and incorporate through out the site via zones of development. The zones pay particular attention to the surrounding uses and the linkages to adjoining neighborhoods. Example is creating a pedestrian level Main Street on 16<sup>th</sup> Street South which effectively joins the Campbell Park neighborhood to the Central Ave corridor. The scale and activization of this zone is by necessity different from the Commercial and Innovative Campus zones for good, sound planning reasons.*

*The ability for the west side zones to connect to the east zones via an urban greenway and park system is a strong design approach and guides planning for the street grid connections and other infrastructure rather than the other way around. Placing the conference center/hotel adjacent to the greenway spine at the connection to Booker Creek is a favorable location taking advantage of the energy and vibrancy of the public outdoor spaces. This location is also proximate to the intermodal hub as well as the commercial and innovation/research park.*

- **Weakness**

*Where I believe this development proposal has a weakness is in the baseball stadium option, specifically the inability to integrate the stadium into a valid alternative that maintains the east/west greenway orientation (eg. No more “Central Park”). The ballpark as shown may require a complete revision of the greenway concept since it was such a vital design feature in the non-baseball scheme. In order to maintain the strong greenway link to the west, the proposed placement of the baseball stadium may need to be*



*reconsidered. Perhaps the SE corner of the site could be a better location under this scenario, however it would require re-thinking the location of the convention/hotel and research park*

## **Timing of Development & Development Phasing**

*Phasing Strategy- immediate and long term. Began by looking at it through the eyes of South St. Pete. Uncertainty of Rays... Early phase accommodates rays and leaves time for decision, but sets the tone with development of Creek*

*Phase 1: Rebuild Booker Creek, Piazza, heritage trail – NE corner – Range of residential. Grow Smart commercial Development, Hotel/Conference Center. . Parking Structure to accommodate loss of rays parking. Heritage trail connections. Permitting for bridge.*

*Phase 2: complete environmental permitting of contaminated areas and complete Booker Creek., Signature bridge/heritage crossing. Banyan Islands, Workforce housing at 4<sup>th</sup> Ave S and MLK, Innovation Center of Opportunity*

*Phase 3: 16<sup>th</sup> St. farmers market, connection to Deuces,*

*Phases 4 and 5 : Leave last due to uncertainty with Rays. Central Park, housing.*

- **Strengths**

*Key decision to time the phases anticipating the time it will take Rays for a final decision while allowing development to commence on the NE corner. Phased development approach appears logical and achievable, while dealing with the uncertainty of the Rays. Good mix and variety of uses in each of the phases. Plan for intensity and growth is well thought out and dependent on economic factors unknown at this time.*

*Project team recognizes the difficulty of planning around the Rays, hence the center of the development is delayed until the final phases dependent on Rays.*

- **Weakness**

*None.*

## **Other**

*Will Purchase, masterplan, re-develop, operate and maintain the site as a mixed use neighborhood with strong pedestrian scale and urban design characteristics.*

*Phased approach implementing various land uses including office, retail, hospitality, civic and residential to create a mixed use neighborhood with immediate emphasis on breaking down physical and metaphysical barriers that have unjustly deprived the African American community and heritage of St. Petersburg.*

*Transit oriented and technologically adaptable. Centered around Booker Creek and focused on building connectivity of the area to Deuces, South St. Pete, and the Edge District*

*Single point of responsibility for the financing, design, construction and long term operation and maintenance of the neighborhood. Must produce citywide benefits such as affordable housing for a range of incomes, educational initiatives, public spaces that prioritize connectivity between the neighborhood and South St. Pete, and job opportunities.*

*Advance Financing toward construction of necessary improvements and private funds to build initial offices and retail on spec.*

- **Strengths**
  
- **Weakness**

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development

Evaluator: Rick D. Smith

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
Development team is broadly represented with Florida company with experience developing in Miami and Orlando, design firm (Pinstripe) with national design experience, and local representation in design (Place Architecture), equity and workforce (PCUL), the arts, Studio@620), engineering (GF Young), and law (Trenam) Team member Randy Morton was involved with development of the Trop Master Plan while planning firm VHB has worked on major planning efforts in CSP.
- *Weaknesses:*  
None.

#### **Reference Projects and Experience**

- *Strengths:*  
The Midtown Miami project is close analog to what is envisioned on the Trop site. It's a 70 acre site with more than \$2 billion in development already undertaken. Seven parcels remain. The development began in 2004. Midtown is also developing the 22-acre Orlando Sentinel site in Downtown Orlando, which is currently in the master planning stage. Pinstripe has also been involved in designing the \$500 million expansion to the American Tobacco Campus in Durham, NC.
- *Weaknesses:*  
Many other examples of built projects provided by the proposer are single buildings or smaller site development.

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*

The proposer's understanding of the 21 principles is clear based on the narrative response. Provides thoughtful and detailed answers to nearly all of the principles.

- *Weaknesses:*  
None.

### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*  
The proposer's understanding of the Development Elements is clear based on the narrative response. Provides thoughtful and detailed answers to nearly all of the principles. Noteworthy was the response to market feasibility where the proposer detailed a comparable land sale analysis to demonstrate the feasibility of the project and potential sources of equity for the developer.
- *Weaknesses:*  
None

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*  
Through its Heritage Trail and Park, the proposer understands the significance of the site to the African American community. They will provide 10 acres of public park and multiuser trails to better connect with Campbell Park to the south and the Deuces to the west. Their vision to lower I-175 to grade would be a tremendous benefit in knitting back into the social and economic fabric those neighborhoods most impacted by the interstate building era.

Pinellas County Urban League will be an important team member and spearhead training and employment activities during and after development of the site. Midtown is committed to creating substantial jobs onsite with its PCUL Local Hiring Program and associated SBE local supplier program. It intends to work with the City so that at least 15% of the initial employees hired for construction jobs are residents of South St. Petersburg. They also intend to focus recruitment efforts on residents of South SP CRA by holding no less than 20 separate job fairs.

The proposer has also articulated a detailed timeline for community outreach between award of contract and the beginning of construction to ensure the master plan reflects these values as the project becomes a reality. Midtown will commit \$30 million in equity to fund 200,000 SF of small box retail and creative office. Midtown will provide \$1 million towards the startup of Creekside's Vocation, Education, and Equitable Justice Initiatives. \$30 million will be spent on public parks.

- *Weaknesses:*  
The proposer's response to the Community Benefit Program was widely off the mark, referring to sustainability objectives of the master plan instead of the social equity lens through which the City views "community benefits" for the project.

## Financial Information

- *Strengths:*  
Midtown is offering \$60 million for fee simple title to the property to be paid in installments. Has agreed to contribute up to \$1 million funding for the "From All For All" public initiative for public housing prior to groundbreaking at the site. They have also offered to construct all \$169 million of public infrastructure. (Note: this amount includes the \$75 million in TIF, so its actually \$94 million in equity.
- *Weaknesses:*  
Proposer intends to create a Community Development District to spearhead the financing of the public infrastructure. Since these will involve diversion of some property taxes, the impact on the IRP TIF district will need to be evaluated.

## Depiction of Development

- *Strengths:*  
The development depiction is strongest for the "no stadium" model. The major features of the site - The Greenway, Pavilion, Heritage Trail and Bridge, the Piazza, Banyan Tree - are all well-described and depicted. Among the 10,000 dwellings to be constructed, the Developer will provide 20% as affordable units. The project will also offer 28.5 acres of parks, boardwalks and terraces, which includes Booker Creek.
- *Weaknesses:*  
While the Booker Creek renovations would be an innovative urban design feature and add real value to the City's park system, its practicality and long term sustainability needs to be thoroughly investigated, sooner rather than later if it becomes an element that tips the proposal in its favor. The stadium design and its integration into the site plan is an afterthought. 16<sup>th</sup> Street is an important corridor as it leads into South St. Petersburg. As such it could be a catalyst for revitalization of the corridor south of I-275. However, the proposal is leaving up in the air the proposed land use program that would help activate the street.

## Timing of Development & Development Phasing

- *Strengths:*  
The site will be developed in five phases with Phase 1 including the largest amount of land- 15 acres - devoted to vertical construction of the Trop site. Each successive phase gets smaller. The proposal does a good job explaining narratively the goals and objectives of each phase, not just illustrating the development program by land use type along with the estimated construction costs. For instance, it focuses on Heritage Connection Projects in the first phase to demonstrate its commitment to the equitable development and community history objectives of the RFP.

- *Weaknesses:*  
Project will not be built out until 2048, by far the longest development period of any proposal.

## **Other**

- *Strengths:*  
The total project development costs have been estimated in current costs based on a middle and high development scenario. The middle scenario is projected to cost \$2.748 billion through 2048, while the high scenario will cost \$3.75 billion. The high scenario would be the most costly of all the proposals, thus the most intense! Construction jobs generated for the middle scenario would equal 17600 direct jobs, 1731 indirect jobs, and 6291 induced jobs. For the high scenario- 23,727 direct, 2315 indirect and 8570 induced.

Permanent jobs on the site for this proposal are by far the most intense of the proposals under either scenarios - 16,000 direct/39,784 total for the middle scenario and 20,000 direct/50,000 total for the high scenario.

- *Weaknesses:*  
Because of the development phasing through 2048, the job creation totals are spread over a longer period of time. To best compare the job impacts with other proposals it would be best to see them calculated by phase.

## Tropicana Field RFP Review – Sharon Wright

### Midtown Development

#### Yes, recommend shortlist

- Team has many good synergies, experience on more recent, progressive St. Pete projects. Like this team and VHB's work in St. Pete. Pros/cons on inclusion of PCUL – would like to hear more about role and blend in of team and experience on the development side locally/nationally. Interesting positives on Hood and Place (Oakland experience, local experience, Edge District involvement).
- ✘ Team experience here is planning heavy – would like to hear more from developers. Environmental approach and team not weaved through proposal except Booker Creek aspirations. Do not agree with all Booker Creek ideas but was definitely given the right amount of deep attention.
  
- ✓ Reference projects adequate to good – Buffalo Solar, armature works, Miami developments, Orange Station; “Lift Every Voice” is neat concept
- ✘ Midtown name? Several ref projects named after them with Midtown in name – maybe reconsider for Trop or ok?
  
  
- ✓ Section 11: allows for mass transit, heritage and banyan “villages” approach cool, specified microgrid space specified; “lift every voice” rendering
- ✓ Other – video is nice touch

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Creekside/Midtown Development

Evaluator: Sophia Sorolis

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*  
Impressive development team, including an interesting community participation and inclusivity on the development team.
  
- *Weaknesses:*

#### **Reference Projects and Experience**

- *Strengths:*  
Between partners, a plethora of unique projects have been developed.
  
- *Weaknesses:*  
Lead developer's experience has been concentrated in South Florida

#### **Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10**

- *Strengths:*  
Effective and in depth description how the proposal meets the 21 Guiding Principles.
  
- *Weaknesses:*

#### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*



Proposer offers a detailed response to this section covering land analysis, will commit to environmental clean up, and all the required elements of section 11.

- *Weaknesses:*

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*  
Strong recognition of the history of the site and the need to outreach to the community on this project.
- *Weaknesses:*  
SBE portion could use more definition.

### **Financial Information**

- *Strengths:*  
The proposal commits to providing some upfront capital to the city. It is understood that additional financial information has been listed as confidential.
- *Weaknesses:*  
Does the developer need only the \$75 million, or more? Need to understand.

### **Depiction of Development**

- *Strengths:*  
The depiction of the horizontal and vertical development is very detailed and exciting.
- *Weaknesses:*  
This stadium location is not well thought out and demeans an otherwise well-done proposal.

### **Timing of Development & Development Phasing**

- *Strengths:*  
Two work streams, starting with the Heritage Connection projects, which I think is integral to building success around this project,
- *Weaknesses:*

## Other

- *Strengths:*  
Well thought section of direct and indirect economic benefits.
- *Weaknesses:*  
Transportation aspect was noted to be disjointed.

## **Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation**

Proposer: Midtown Development/Creekside

Evaluator: Tracey Smith

**Instructions to Evaluator:** Complete a separate evaluation form for each proposal reviewed. Each evaluation criteria should be supported by a narrative that identifies specific strengths and weaknesses.

### **Evaluation Criteria:**

#### **Development Team**

- *Strengths:*
  - Experienced portfolio, including several local projects  
Diversified, encompassing numerous areas of planning and eco dev (economics, planning, environment, community)
  - Diverse in representation of team (age, gender, race, etc.); includes local and national and statewide representation
  - Experience with culturally-themed projects paying tribute to historic legacies of given areas.
  - Local organizations have prominent roles on the team.
  
- *Weaknesses:*
  - As much as working with numerous organizations in a collaborative effort can be an asset, it can also be a weakness if not managed appropriately. Exceptional management efforts will be incombent upon Midtown Development who positions themselves as the focal point of the project, including financial responsibilities.

#### **Reference Projects and Experience**

- *Strengths:*
  - Similar to development team, reference projects are diverse and numerous
  - Reference projects incorporate several exemplars of proposed components of the Creekside plan (housing, parks, art, infrastructure, town centers, visioning sessions, etc.)
  
- *Weaknesses:*
  - Although the team has experience with the visioning and outreach sessions critical to the planning phase, no projects were shared that exemplified their experience shepherding a community through the unique challenge of reconnecting its neighborhoods and knitting its communties together following a long period of racial disenfranchisement and inequity. This is likely to be a unique challenge/weakness for all proposals.

## Narrative Response - Incorporation of Guiding Principles of Development in RFP Section 10

- *Strengths:*
  - P1 - Impressive response to the public/private collaboration requirement, as seen in development team and participation of team member (VHB) in ISAP and StPete2050.
  - P1 - Responsiveness to RFP reflects data-driven goals resulting from team's involvement in the community's visioning process.
    - P1 - Various sub teams are already active in our St. Pete Community as trusted leaders who are managing existing initiatives.
    - P2 - Creekside will represent transition to underground utilities
    - P3 - Re: new retail areas at Creekside: Opportunities for previously disenfranchised business owners to participate in business competitions where retail space is granted. Midtown will cover costs for buildout and permitting.
    - P3 - Initiatives for support of small business are impressive: incubators, local retailers in retail spaces, Main Street on 16<sup>th</sup> Street, etc.
    - P4 - live/work environment including ALL communities with increased JOB benefits
    - P5 - increased office and entrepreneurial space in the GS sector
  - Creation of the Foundation to provide \$1 million to support equity, vocation, education , etc.
  - P6 - Job training and \$1million foundation for equity education, vocation, etc.
    - P7 - Overall effort to reconnect the neighborhoods - "knitting the city back together" is the core foundation of the overall effort and cannot be overstated. This visual helps to refocus the purpose and all related activities.
    - P8 - Awareness of current initiative around BRT and Complete Streets and focus on bicycles and pedestrians in our city. From incorporation of the Pinellas Trail to regional transportation partners, demonstrated awareness of need for a holistic approach.
    - P9 - An understanding of this critical component is reflected throughout various areas of the the proposal as evidenced in the development team, the heritage trail, hiring initiatives, housing, entrepreneurship opportunities, art, etc.
    - P10 - Reconnection efforts are demonstrated well through description, design, economic development initiatives, apprenticeships, inclusion in community spaces and jobs.
    - P11 - Some team members have previous experience with successful.CSP outreach and engagement. Already have the "lessons learned" and will not lose time determining best approaches.
    - P12 - The hotel/conference space will be available in Phase I. This is a much needed asset that will bring JOBS and support the overall buzz for the project.
    - P13 - There is great opportunity here to extend and not duplicate Innovation Opportunities, especially providing greater access to the South St. Petersburg community who has not yet been actively participating. Linkage opportunity here for the earlier mentioned \$1 million foundation.
    - P15 and P16 - Accentuating the natural aspects of the city as focal points of the project are definite strengths. Booker Creek, The Trail, The Parks and Public Spaces are assets that can continue to bring unify, break-down barriers and bring all demographics of the city together.
    - P17 - Bob Devin Jones is a respected arts leader in the community and well-selected for this project.
    - P18 - Small Business Opportunities - Understands and demonstrates, St. Pete's "Shop Local" mantra. This approach is demonstrated throughout the proposal with dedicated space for small businesses, incubators, apprenticeships, local procurement, etc.
    - P19 - Generally addressed the Community Benefit Program well.

-P20 - Concerns about management of Booker Creek are noted as a weakness

- *Weaknesses:*
  - P15 - Concerned about the reshaping of Booker Creek for purposes of redevelopment. Would want to learn more about the impact to eco-system and surrounding community.

### **Narrative Response - Incorporation of Development Elements in RFP Section 11**

- *Strengths:*
  - Recreation of 30 new blocks, consistent with original neighborhood
  - Complete Streets and pedestrian focus
  - Mix-use, live/work/play community that is "blurring the boundaries" that had been created by the Trop site.
  - Honors the Gas Plant Neighborhood History with recurring theme of "knitting" the segmented community back together via a 4-Point approach (1. celebrate past history. 2. vibrant city scene (jobs, housing, biz, etc.) 3. Knit together with Campbell Park and Smart Tech and 4. Smart Transpo
  - Heritage Trail complements African American Heritage Trail in the area of the Deuces.
  - 16<sup>th</sup> Street Parks
- *Weaknesses:*
  - 20-30 Year Project
  - Phasing of Heritage Trail. Would like to see this elevated to a higher Phase in the project Looking forward to learning more about Point 1 of 4-Point Approach of how the past history will be celebrated.
  - Transportation Hub at 13<sup>th</sup> street and 1<sup>st</sup> Ave. S. described as not flashy. Would encourage consistency with Art/BRT stops efforts.

### **Narrative Response - Local hiring, SBE use, community outreach, community benefits, and historical context**

- *Strengths:*
  - A focus on numerous and varied small business initiatives and support that will provide jobs and entrepreneurship opportunities for CRA residents.
  - 15% or initial instruction hires from SSP residents; including 20 job fairs
  - Initiative to support local goods and services with a 10% goal is also noteworthy
  - 15% MBE/WBE program goal
- *Weaknesses:*
  - City's SBE program goal is not indicated

### **Financial Information**

- *Strengths:*
- *Weaknesses:*

### **Depiction of Development**

- *Strengths:*
  - Levelling aspects of the design
  - Prioritization of pedestrian thoroughfares
  - The retention of green spaces and parks
- *Weaknesses:*
  - The location of the stadium seems to interrupt the flow of the design
  - Concern over reconfiguration of Booker Creek

### **Timing of Development & Development Phasing**

- *Strengths:*
- *Weaknesses:*
  - Duration of the project at 20-30 year

### **Other**

- *Strengths:*
- *Weaknesses:*
  - A consideration more than a strength or weakness: Similar to affordable housing, it will be important to provide some areas of affordable retail space (separate from incubator space, which is typically for those in the startup phase.