

A Reimagining of *the* Tropicana Field Site

Responses to City of St. Petersburg Questions



MIDTOWN DEVELOPMENT



APRIL 20, 2022

April 20, 2022

Dear Mayor Welch:

Thank you for inviting us to elaborate on our vision for the future of the Tropicana Field site. This will be a transformational development for St. Petersburg, and we are excited to have an opportunity to work together to create a vibrant community for all residents to enjoy for generations. Attached to this letter is a PDF presenting our responses to the questions in your April 6th, 2022 letter.

As you know, Midtown Development is proud of its proven ability to develop complex, sustainable, multi-use projects. We build neighborhoods with a strong sense of place and character. The keys to our success are our experience, our dedication to development designed for the long-term, and our commitment to working with community partners to set common goals and create a shared vision for the future.

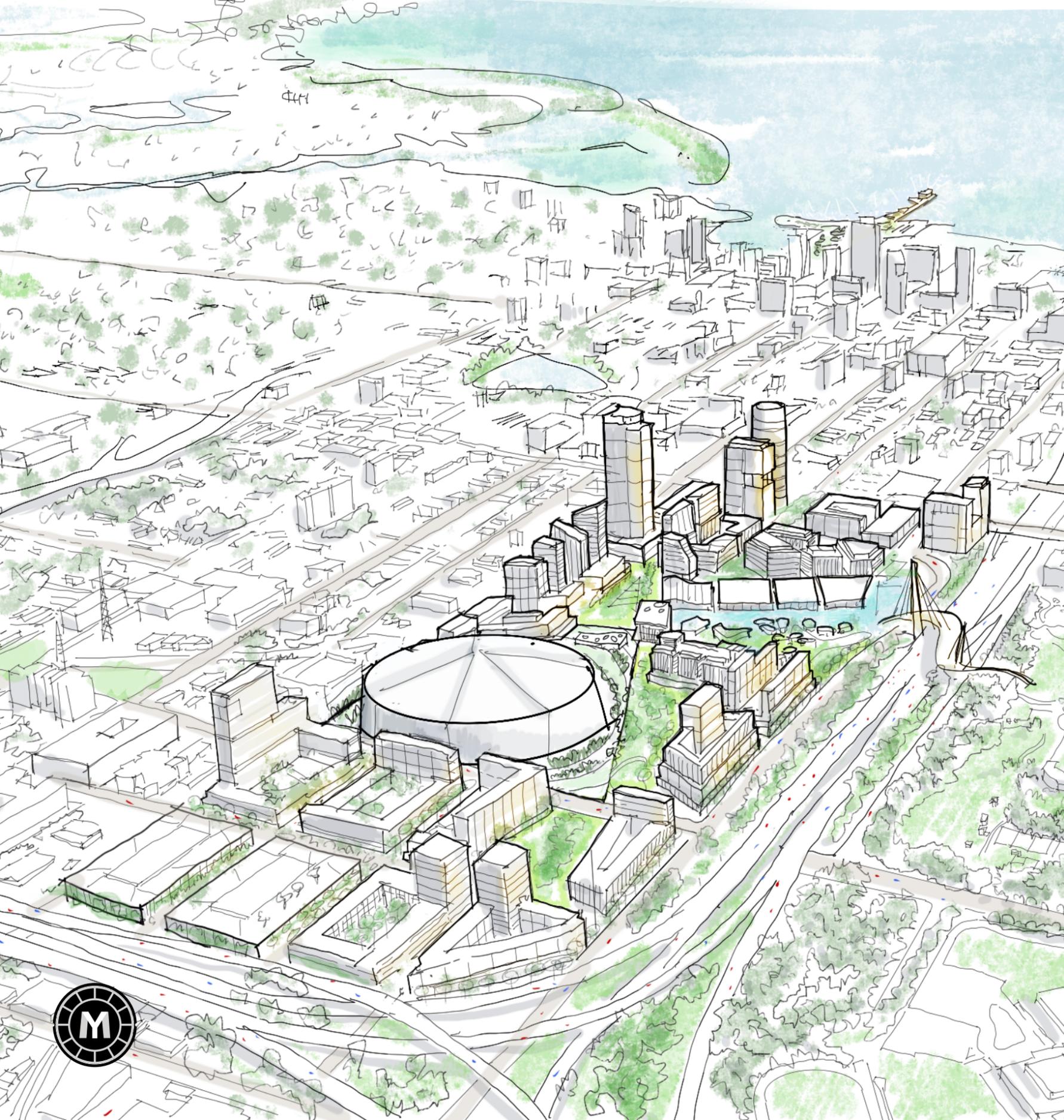
At Midtown, we share your priorities: address the housing affordability crisis while creating a sustainable neighborhood honoring the legacy of the Gas Plant District and providing economic opportunity for all. But how do we get there? Our experience has taught us that the only way to succeed with these ambitious projects is to go all-in to commit to a city, its member communities, and a vision. That is why, in addition to our pledge to immediately fund \$10,000,000 to the City of St. Petersburg, we have spent countless hours and resources planning, and forming local partnerships, so that we can deliver a development that addresses the City's immediate need for affordable housing while creating an economic ecosystem that allows the community to thrive as a whole. We worked hard to make sure that each individual phase of our project embraces both of these objectives so that the City can realize the benefits of our project as soon as possible.

Our experience has also taught us that we learn more by listening than talking. We view our proposal as the initial platform to present our vision, but we fully understand that the final product will be a collaboration between us, the City, and the community. This collaboration must be long-term. As the pandemic, supply chain issues, and inflationary pressures remind us, today's plans will need to evolve to address the crisis of tomorrow. This is a generational development, and Midtown's track record and financial capabilities prove we are the right long-term partner for St. Petersburg.

We look forward to meeting with you and your staff in the next 90 days to expand on our proposal to further address your priorities.

Best,

Alejandro Vadia



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QUESTION

1



PART A

Describe the approach you will take to maximizing the development of affordable and workforce housing in the plan.

State and federal funding constraints create significant barriers to mixed-income, mixed-use developments.

Understanding these constraints and providing viable workarounds is the only way to make these complex buildings possible.



We will not wait for government development subsidies to kick in to begin construction of the much-needed affordable housing units in St. Petersburg.

WITHOUT A HEALTHY VARIETY OF FUNDING RESOURCES, IT CAN TAKE YEARS TO START A PROJECT AND DECADES TO COMPLETE.



\$5 MILLION

AFFORDABLE HOUSING ACCELERATION FUND

The capital necessary to immediately make new affordable housing a reality. We will not wait for government development subsidies to kick-in to begin construction of the much-needed affordable housing units in St. Petersburg. Midtown will use these funds to back the project while subsidies are approved.

\$1 MILLION

CONTRIBUTION FOR ALL FROM ALL PROGRAM

We will work with the City of St. Petersburg to determine how to best use these pledged funds for the For All From All public initiative. The \$1 M for the Community Benefits Foundation will be placed in a trust within 5 business days of final execution and approval by all political bodies of the Master Developer Agreements.

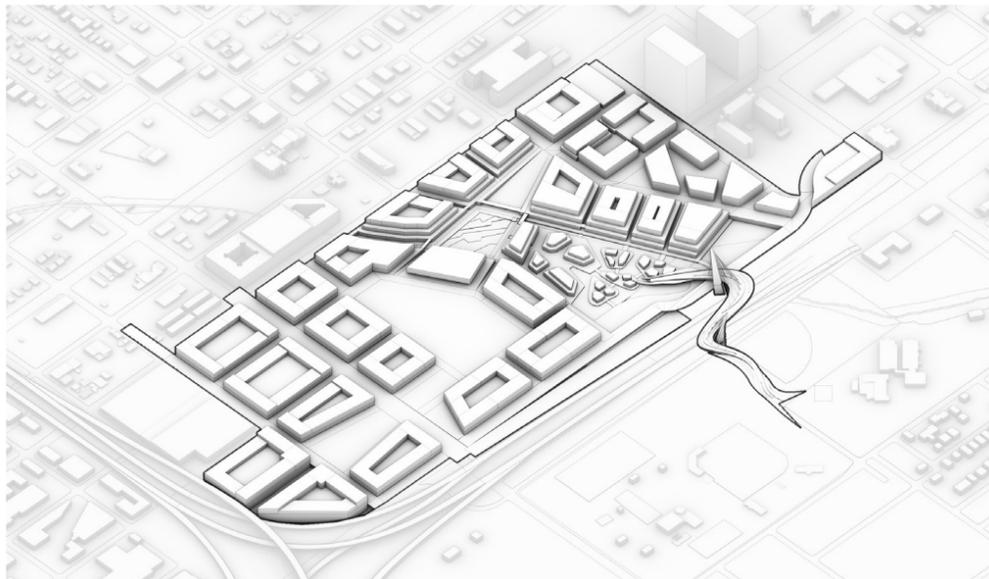
CROSS-SUBSIDIZED REVENUES

GENERATED FROM MARKET-RATE HOUSING AND COMMERCIAL SPACES

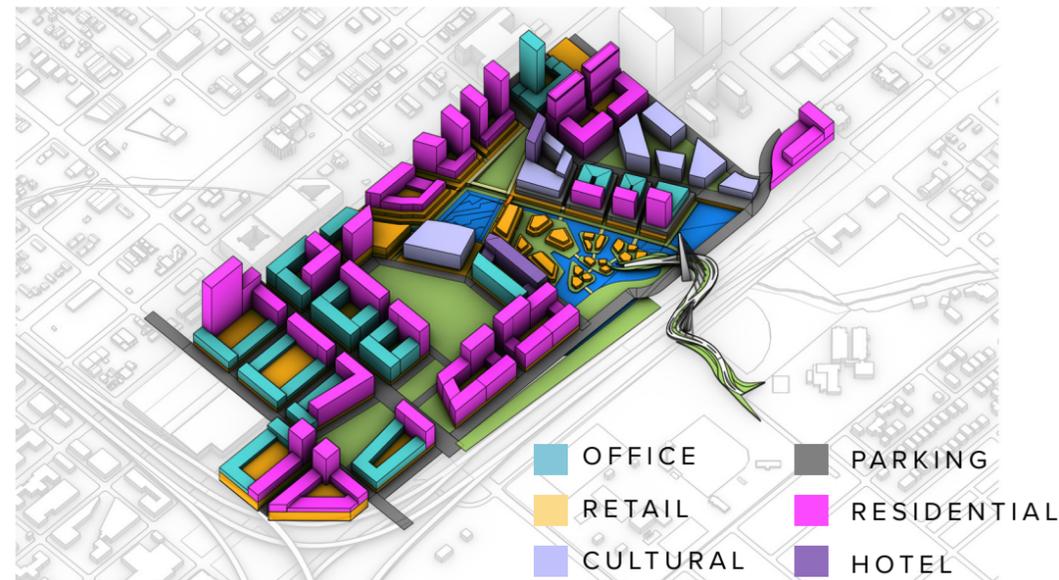
The ratio of affordable to market-rate units is essential because market-rate and commercial rents will generate the revenues to cross-subsidize the affordable housing and make the project financially feasible.

Residential + Affordable Housing Balance

Affordable housing relies on government subsidies. Due to the nature of the funding sources, the vast majority of affordable housing is low-density, garden-style apartments. This approach consumes large amounts of land, with fewer units and fewer opportunities for a mix of income and uses. The overall purchasing power of the development is significantly impacted by this artificial development pattern, making it more difficult to attract retail and other commercial uses. This results in the type of retail and food deserts seen in some communities.



vs.



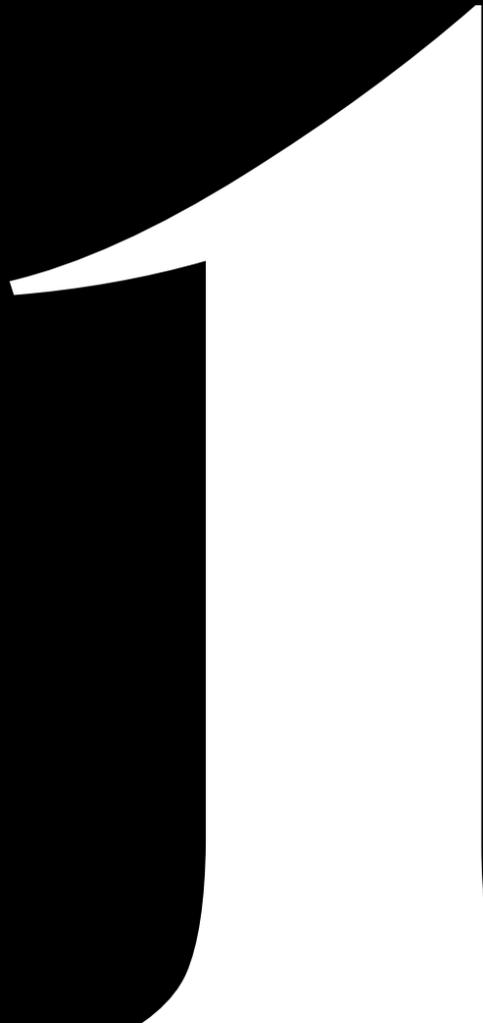
The success of a dense, mixed-use development relies on the critical balance of affordable & market-rate housing.



Diverse, Balanced Neighborhood



QUESTION



PART B

What is the maximum ratio and number of units that you will develop for $\leq 60\%$ Area Median Income (AMI), $\leq 80\%$ AMI, $\leq 120\%$ AMI and market rate units?

If this is unchanged from your original RFP response projection, please restate the original projection.

Midtown commits to developing between 6,000 and 8,000 residential units.

Midtown will set aside 20% of the total units for affordable workforce housing, AND as **we stated in our original RFP submission**, under no circumstances will we deliver less than 1,000 affordable housing units.

MEDIUM FAR

6,000

RESIDENTIAL UNITS

1,200

AFFORDABLE / WORKFORCE

AFFORDABLE

WORKFORCE

100

Units at or below
30% AMI

RENT LIMITS

Studio:	\$387
1 bedroom:	\$415
2 bedroom:	\$498
3 bedroom:	\$576

650

Units at or below
60% AMI

RENT LIMITS

Studio:	\$775
1 bedroom:	\$831
2 bedroom:	\$997
3 bedroom:	\$1,152

50

Units at or below
80% AMI

RENT LIMITS

Studio:	\$1,034
1 bedroom:	\$1,108
2 bedroom:	\$1,330
3 bedroom:	\$1,536

400

Units at or below
120% AMI

RENT LIMITS

Studio:	\$1,551
1 bedroom:	\$1,662
2 bedroom:	\$1,995
3 bedroom:	\$2,304

HIGH FAR

8,000

RESIDENTIAL UNITS

1,600

AFFORDABLE / WORKFORCE

AFFORDABLE

WORKFORCE

100

Units at or below
30% AMI

RENT LIMITS

Studio:	\$387
1 bedroom:	\$415
2 bedroom:	\$498
3 bedroom:	\$576

650

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*Based on 2021 Florida Housing & Finance Corporation Income & Rent limits

QUESTION



Are home ownership units included in your plan? If so, how many and via what vehicle or partnership?

Yes, we anticipate having both rental units and condominium units within the development.

With respect to the condominium units, Midtown is committed to working with the City of St. Petersburg to create the right programs to make homeownership attainable within the project.

At this time, we cannot provide a specific number of for-sale units because it would not be accurate. This will be a collaborative effort with government agencies and programs at the municipal, state, and federal level. We anticipate this will be a key discussion in the next 90 days.

AFFORDABLE HOMEOWNERSHIP

For example, Midtown is prepared to re-allocate a portion of its community benefit payments to a down-payment assistance program and developing a "*pathway to ownership*" program.

Our team has explored existing programs and their respective results in the Tampa Bay region, state and federal level. Some of those existing programs use the following approach:

- ◆ Flexible Purchase Money Mortgage options
- ◆ Rent to Purchase options
- ◆ Loan Terms Flexibility and Assistance

Existing Home Buyer Assistance Programs

- ◆ Affordable Single-Family Homeownership Program (South St. Pete Housing-Based Grants)
- ◆ Purchase Assistance Program – For Homebuyers at or below 80% AMI
- ◆ National Family Self-Sufficiency (FSS) Program
- ◆ Federal Housing Administration Loans
- ◆ Homebuyer Educational and Application Assistance Programs
- ◆ Credit Qualification and Rehabilitation Assistance
- ◆ Rent to Purchase
- ◆ Innovative Purchase Money Mortgage Programs



QUESTION

Are there impacts from COVID, or other factors, that impact your projection for the recommended type and amount of office space in your proposal?





3.3 MILLION TO 3.95 MILLION SQUARE FEET PROPOSED INDOOR / OUTDOOR OFFICE SPACE

PHASE I: 200,000 sq ft indoor/ outdoor flexible "proof of concept" office space built on spec designed by **Bohlin Cywinski Jackson**.

Proposed Office Space



Over any period, as we have seen in our own developments, the supply and demand curve fluctuates with regards to retail, office, residential and hotel. Therefore, it is important to have spaces flexible enough to meet market demands, so they survive the test of time.

POST-COVID OFFICE SPACE CONSIDERATIONS

While COVID created a short-term lack of demand of office space, that now has dynamically shifted.

Now, new office space is being designed with indoor-outdoor accessibility, more square feet per employee, larger waiting areas and better ventilation systems. Our proposal contemplates these changes in the typology of the office environment.

The reality is that today a high-percentage of the workforce can work through their home screens, so companies need make office spaces attractive, with plenty of room for flexible collaboration spaces. For example, a company may employ 400 people but may only have 200 employees onsite at a time. However, the office would need flexibility to accommodate the 400 at any given time.

Work by *Bohlin Cywinski Jackson*

The success of the development will be established by the quality of Phase I.

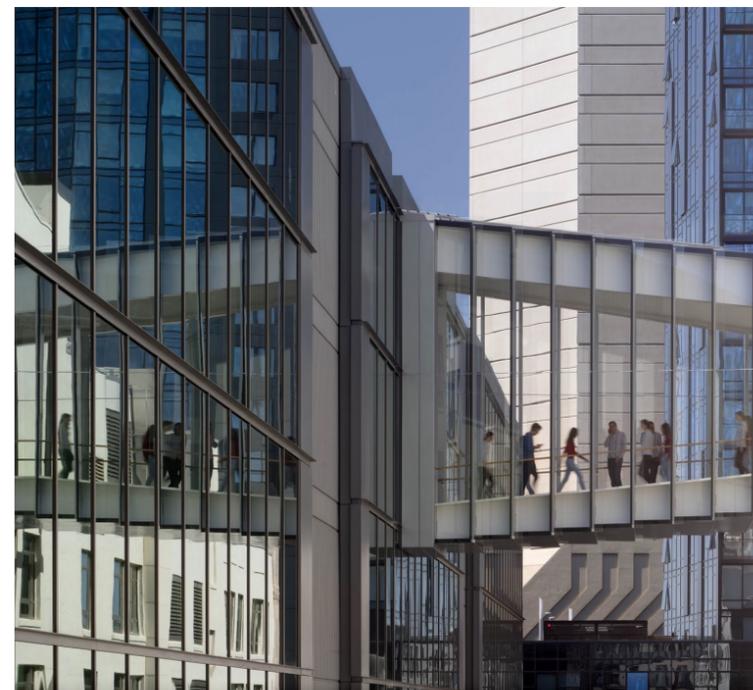
For that reason, we have committed to building 200,000 sq ft of indoor / outdoor flexible office space on spec for Phase I.

BOHLIN CYWINSKI JACKSON

St. Petersburg does not have an office pre-leasing market, and for that reason we have decided to create a 200,000 square foot office on spec, designed by renowned architecture firm ***Bohlin Cywinski Jackson***. This space will be a "showroom" to attract the right businesses, both for Phase I office space and for the future Phases.

When the right tenant expresses interest in the space, they will not have to wait for the office to be built.

PIXAR ANIMATION STUDIO



TWITTER OFFICES



ADOBE CAMPUS



APPLE NEW YORK



QUESTION

Are there impacts from COVID, or other factors, that impact the proposed size of meeting and/or convention center space in your proposal?



INSPIRATION: HUDSON YARDS, "THE SHED" WITH RETRACTABLE, TELESCOPING, EXPANDABLE ROOF

Proposed Meeting / Convention Space
PROPOSED 50,000 sq ft complemented by 510-key hotel

A Phase I deliverable is the the 510-key hotel and conference center.

The hotel and convention center will have real sense of focus and support from an energized small-box retail and restaurant scene both in the neighborhood and the Edge District.

We will incorporate approximately 50,000 sq ft of indoor conference center areas.

With all of this is yet another distinct opportunity for Midtown and the hotel operator to work through the PCUL and St. Pete Works to create meaningful permanent nonconstruction employment.





Midtown has long used temporary structures and conference spaces in its previous developments to activate vacant lots.

Midtown Development has used modular construction as part of its strategy to bring life to its projects.

Modular structures help owners, developers, architects, engineers, and contractors design, build, and manage space faster, and disassemble the structures in a fraction of the time.





ART BASEL SATELLITE FAIRS





FOOD AND WINE FESTIVAL'S BURGER BASH WITH ANDREW ZIMMERN



QUESTION

Do you anticipate supply chain, fuel, labor, or other current trending economic factors to have a material impact on your proposal's timeline and/or cost?





One of the many benefits of a public / private partnership is that the risk is assumed by the developer. For example, cost overruns are the responsibility of the developer.

Since the beginning of the RFP process, the finances of our proposal have been straightforward. We have reiterated that the City and its taxpayers' maximum contribution will only be the already allocated \$75 Million TIFF (tax increment financing).

Therefore, we are on the hook for any economic factors and not the City of St. Petersburg. There will always be factors that cause a shift in the overall costs of development. However, this is a multi-decade endeavor. Accordingly, the project's economic modeling to proforma was based on 2020 dollars, normalized for COVID. Our original RFP response states that this is a 4-5 phase, 20-30 year build-out, optimistically. A quick look back at the last 30 years (1990-2020) will show us the Dot.com bubble, 9/11, the Housing Crisis, Zika, and COVID. We also experienced two significant boom periods coupled with today's logistical, labor, and inflationary concerns. Projects like this made it through those times, and this project will make it through the next three decades.



QUESTION

Given the overall length of this development, describe your phasing approach.

Provide details on the composition of phase one and a timeline of milestones you might expect to see each year 2022 – 2026.



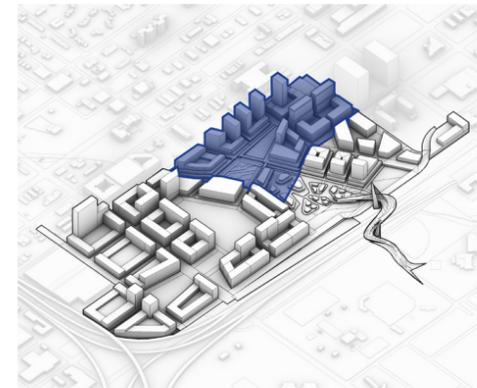
Each phase will complement each other with the tone for the development being set by Phase I. Phase I will be built on spec with the intent of place with a focus on placemaking.

Rather than having an incomplete project that may be subject to cyclical or force majeure events leaving this vital portion of the City in limbo, we will construct Phase I on spec to incorporate all 21 Guiding Principles and do it in a manner that weaves each phase and other parts of the City together over time.

Based on our previously espoused timeline, the remainder of 2022 will be utilized to reengage as a single team all stakeholders in this process, including the logistical matters that will need to be addressed with temporary parking replacement for the Rays. The first half of 2023 will involve a significant amount of planning and coordination between the design consultants and the City before breaking ground, which can be accomplished by late 2023.

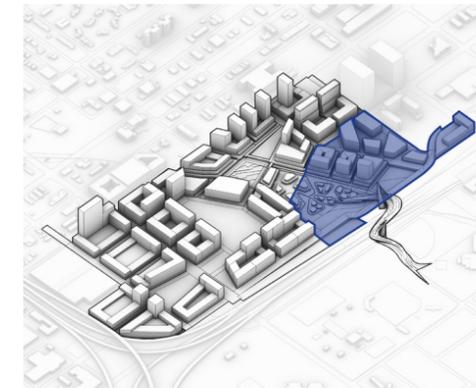
Site work that will include on-site and off-site infrastructure improvements will be ongoing through 2024, with initial vertical projects beginning the subgrade work in late 2024. 2025 will be consumed by the vertical development of Phase I, with final certificates of occupancy obtained on the first buildings in 2026.

Community engagement and inclusion will be a constant theme throughout the entire process.



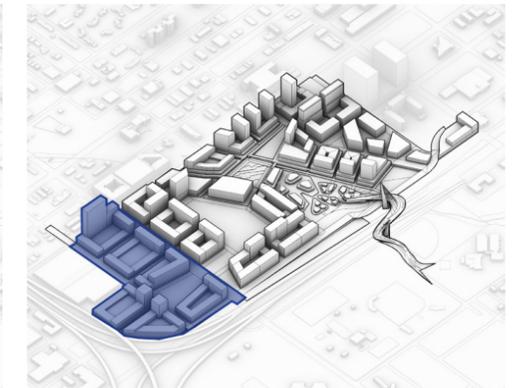
Phase I

Residential	1,570,401 gsf
Creative Office	200,000 gsf
Office	1,115,212 gsf
Retail	117,780 gsf
Hotel (w/Conference)	300,000 gsf
Total	3,303,393 gsf



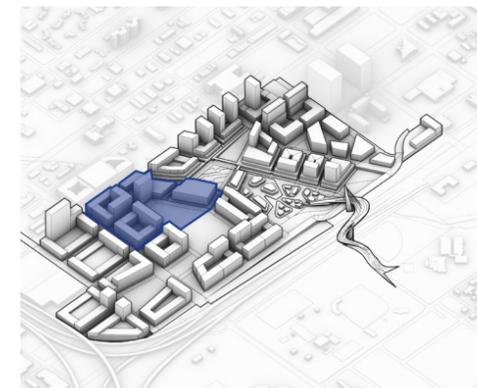
Phase 2

Residential	1,570,006 gsf
Creative Office	104,734 gsf
Office	392,751 gsf
Retail	52,367 gsf
Hotel (w/Conference)	314,201 gsf
Cultural	78,550 gsf
Total	2,512,609 gsf



Phase 3

Residential	1,060,528 gsf
Creative Office	79,540 gsf
Office	927,962 gsf
Retail	79,540 gsf
Cultural	53,026 gsf
Total	2,200,596 gsf



Phase 4

Residential	930,874 gsf
Creative Office	74,470 gsf
Office	307,188 gsf
Retail	37,235 gsf
Hotel (w/Conference)	74,470 gsf
Cultural	65,161 gsf
Total	1,489,398 gsf



Phase 5

Residential	1,087,259 gsf
Creative Office	40,772 gsf
Office	54,363 gsf
Retail	27,181 gsf
Hotel (w/Conference)	54,363 gsf
Cultural	40,772 gsf
Total	1,304,710 gsf



Part of our phasing approach means activating unused acres on the site before we break-ground and after through Art Shows and events via temporary / modular structures. Through our partnership with modular structure industry leader, **Eventstar**, we have had a lot of success activating empty acres during the phasing process.



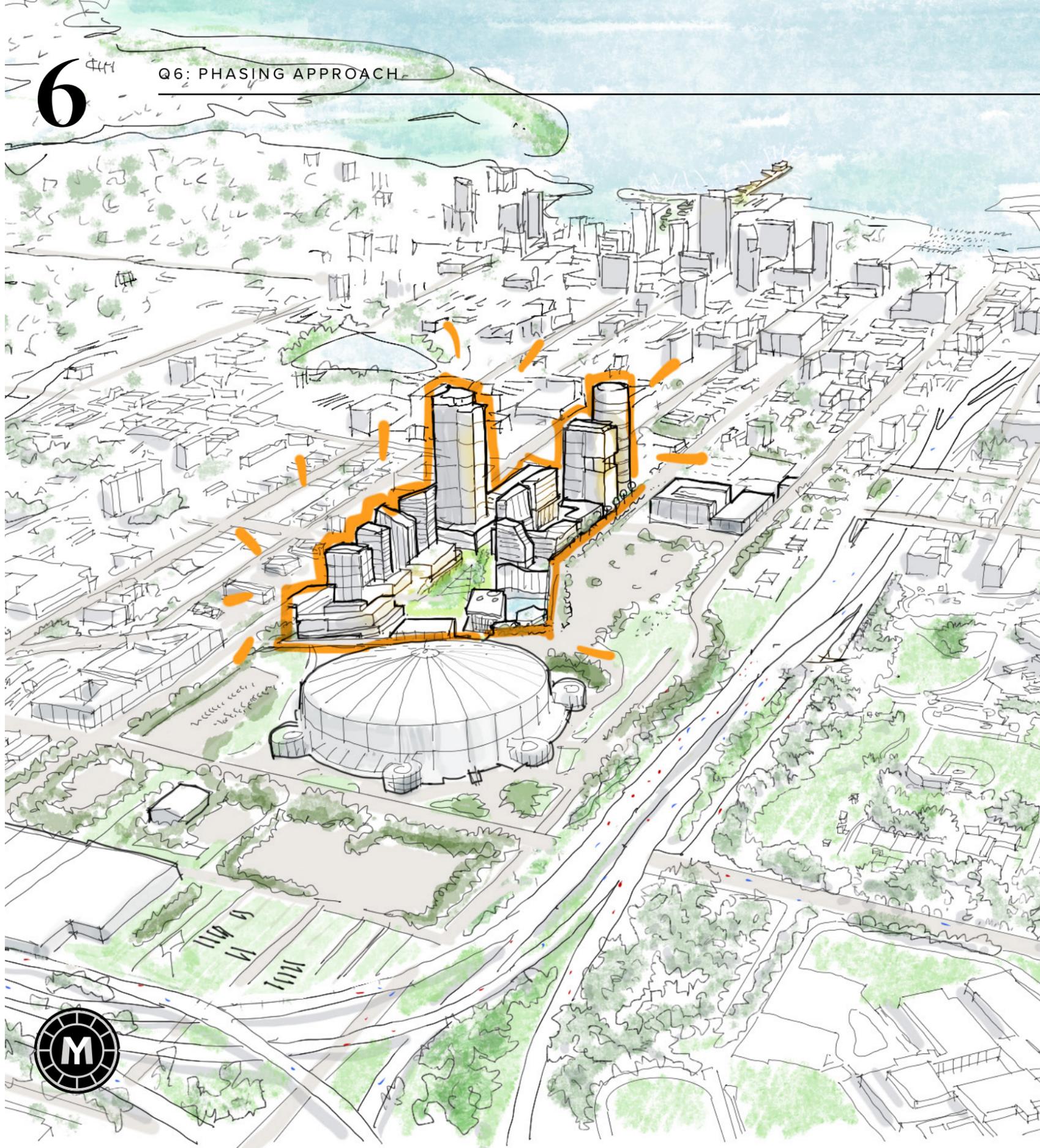
Midtown Miami

Temporary Structures & Lot Activations

TEMPORARY STRUCTURE AREA
400,000 SQUARE FEET

ATTENDEES
200,000 - 300,000





Phase I is designed to incorporate all 21 Guiding Principles set forth by the City for the redevelopment. It will be done in a manner which weaves each phase and other parts of the City together over time.

The success of the entire redevelopment will be established by the quality of this first phase.

For that reason, we have committed to building a walkable destination that feels like a finished neighborhood, featuring:

- ◆ 200,000 sq ft of outdoor flexible office space on spec for Phase I
- ◆ Rebuilding of Booker Creek and extension of Heritage trail
- ◆ Retail piazza and micro-retail units for local businesses
- ◆ Residential program, including market-rate and affordable housing
- ◆ Full-service 510-key hotel
- ◆ Conference Center
- ◆ Parking that accommodates the Rays, retail and commercial use
- ◆ Begin permitting process for Phase II



To accomplish everyone's inclusionary goals, Phase I will utilize **Grow Smarter** and **The Foundation for a Healthy St. Petersburg** as it's starting point. Midtown is proposing to:

1. Create Equity and Shelter with the first group of Affordable and Workforce housing units being delivered in the heart of Creekside. Our message of dignity and access starts with real inclusion and access. Mobility is also a key connecting element with the SunRunner station on 1st at 13th street, which will intersect with the Pinellas Trail and the Creek as a Multimodal community hub.

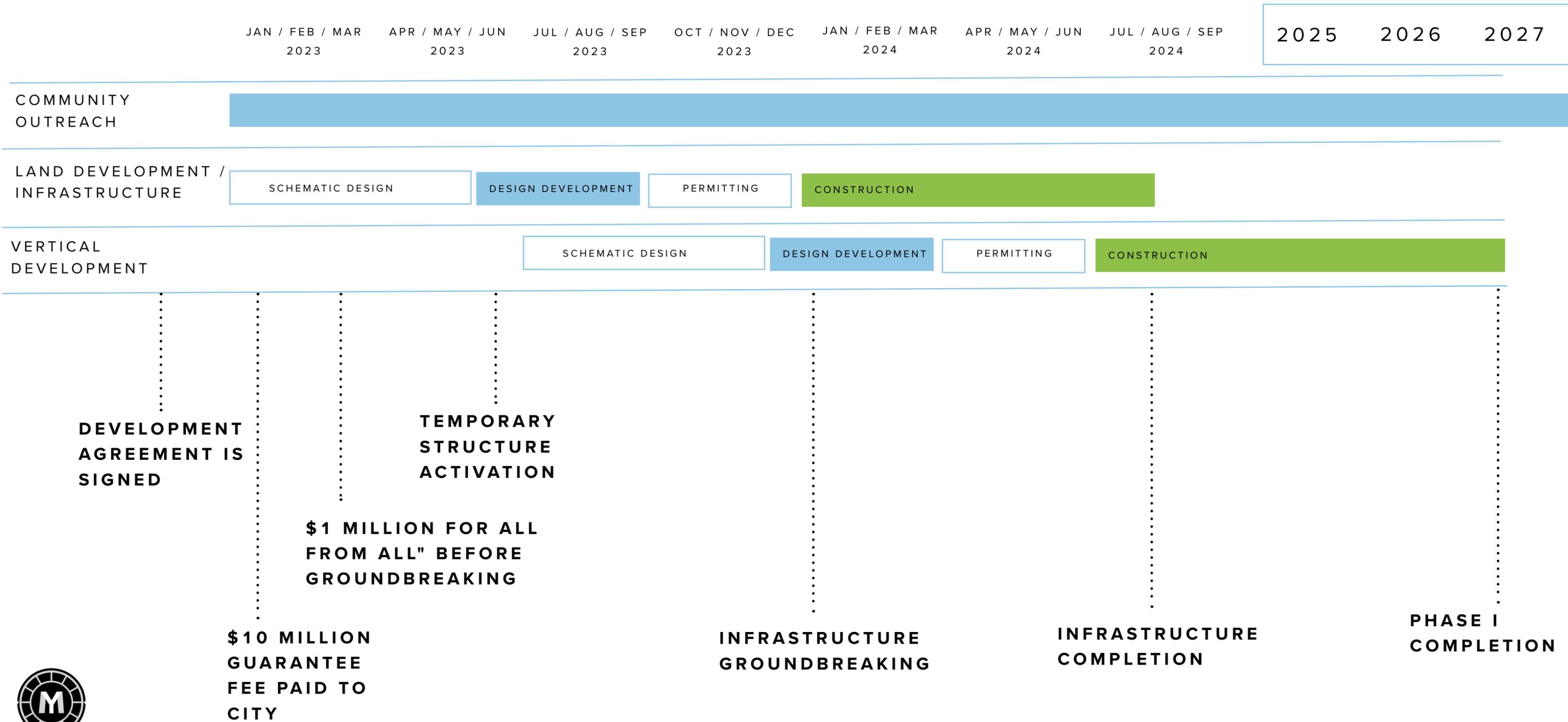
2. Address Ecology and Resiliency by recreating a watershed beginning under 1st Avenue South, Midtown will generate a gravity fed flow reconfiguring Booker Creek into a naturalized ecosystem through the community with babbling brook sounds in the "Water Pavillion" and bioswales to help pretreat water as it makes its way to the south.

3. Community, Beauty and Play will be combined in the "Piazza on Second". The gentle slope from 10th Street south to the "Water Pavillion" will offer a gatheringplace for all the people of the Burg. The "Piazza on Second" will offer space for a recreational stroll while admiring both permanent and rotating public art or taking in a public performance.

4. Phase I will be anchored with strong Vocation in the form of small-box retail lining the streets, creative office activating the second floor. Stepped back will be the residential towers to fill out a complete neighborhood. The initial class A office complex on 1st and 10th. The first tranche of Rays replacement parking will be delivered as part of this base building in the form of a shared parking matrix.

5. All of these Health and Wellbeing concepts coalesce at the 4-star fullservice Convention/Hotel at the "Piazza on Second". Where job creation, innovation, performing arts, retail and cuisine are all represented.





THE ORIGINAL
Tropicana
PURE PREMIUM

SUNBELT
RENTALS
REPAIRS
AVAILABILITY
RELIABILITY

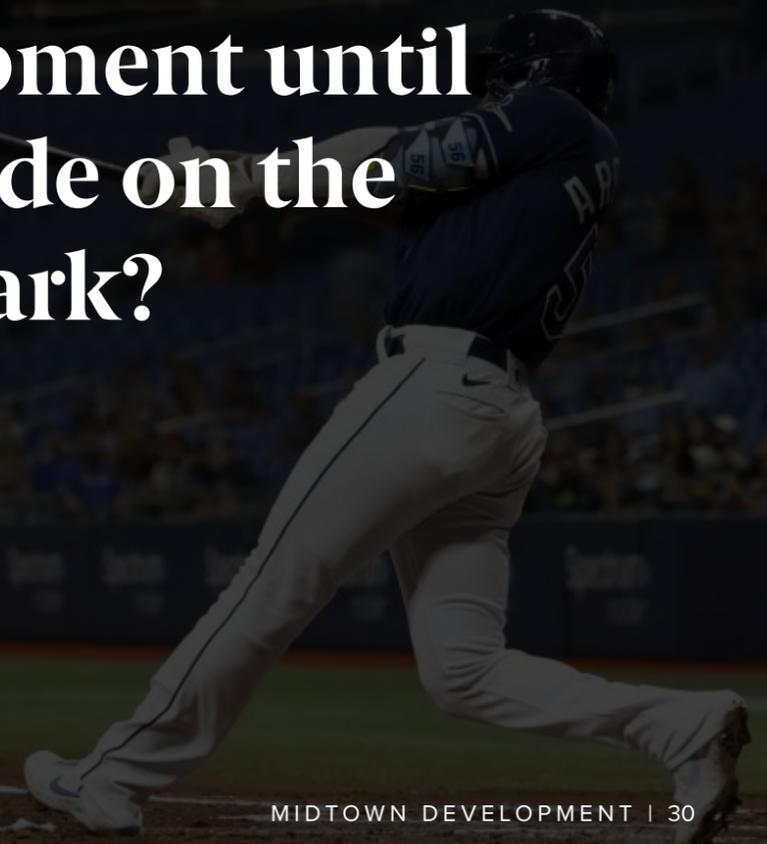
FEEDING
Tampa Bay

QUESTION



What is the status of your dialogue with the Tampa Bay Rays?

How will you phase in development until such time as the decision is made on the location of the next Rays ballpark?



Midtown has had discussions with the Tampa Bay Rays, including a recent meeting between the respective design teams.

The phasing of the new potential stadium construction has been a topic of conversation. Based on these discussions, Midtown is confident that our phasing plan can accommodate three important occurrences at the same time:

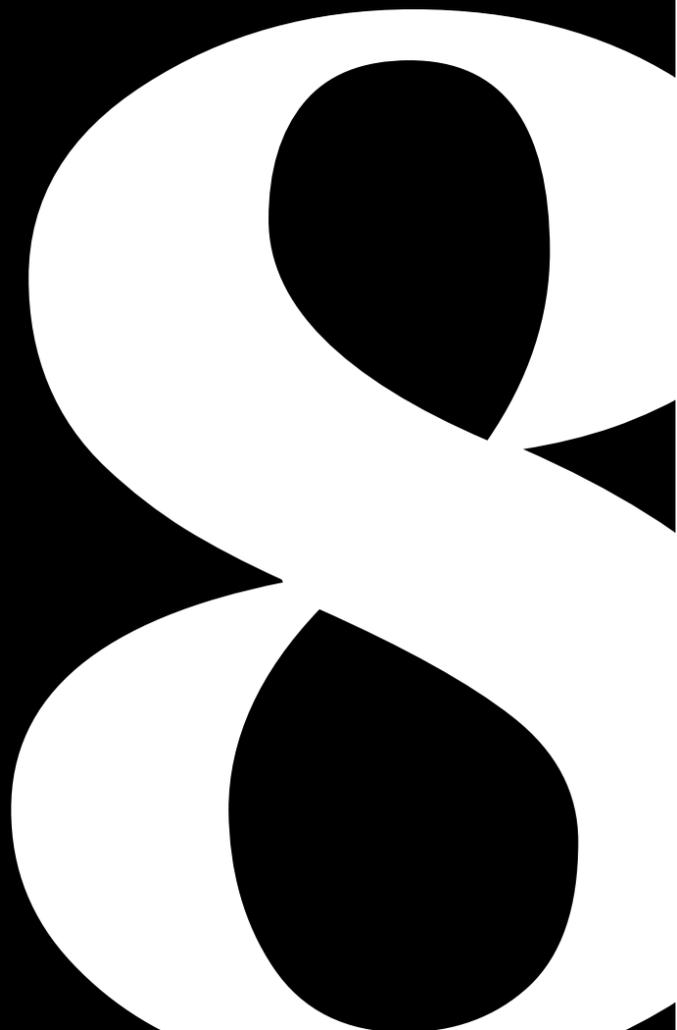
- 1 The ground-breaking and construction of Phase I**
- 2 The continuation of the Tampa Bay Rays baseball in the existing stadium without interruption**
- 3 And in parallel, the construction of a new stadium, should the Tampa Bay Rays choose to remain onsite**

Midtown is amenable to adjusting the phasing strategy, if necessary, by the Tampa Bay Rays, or if required by the City of St. Petersburg. Our primary goal is to neither impair nor delay the construction of Phase I, which will set the tone for the rest of the multi-phase redevelopment project.

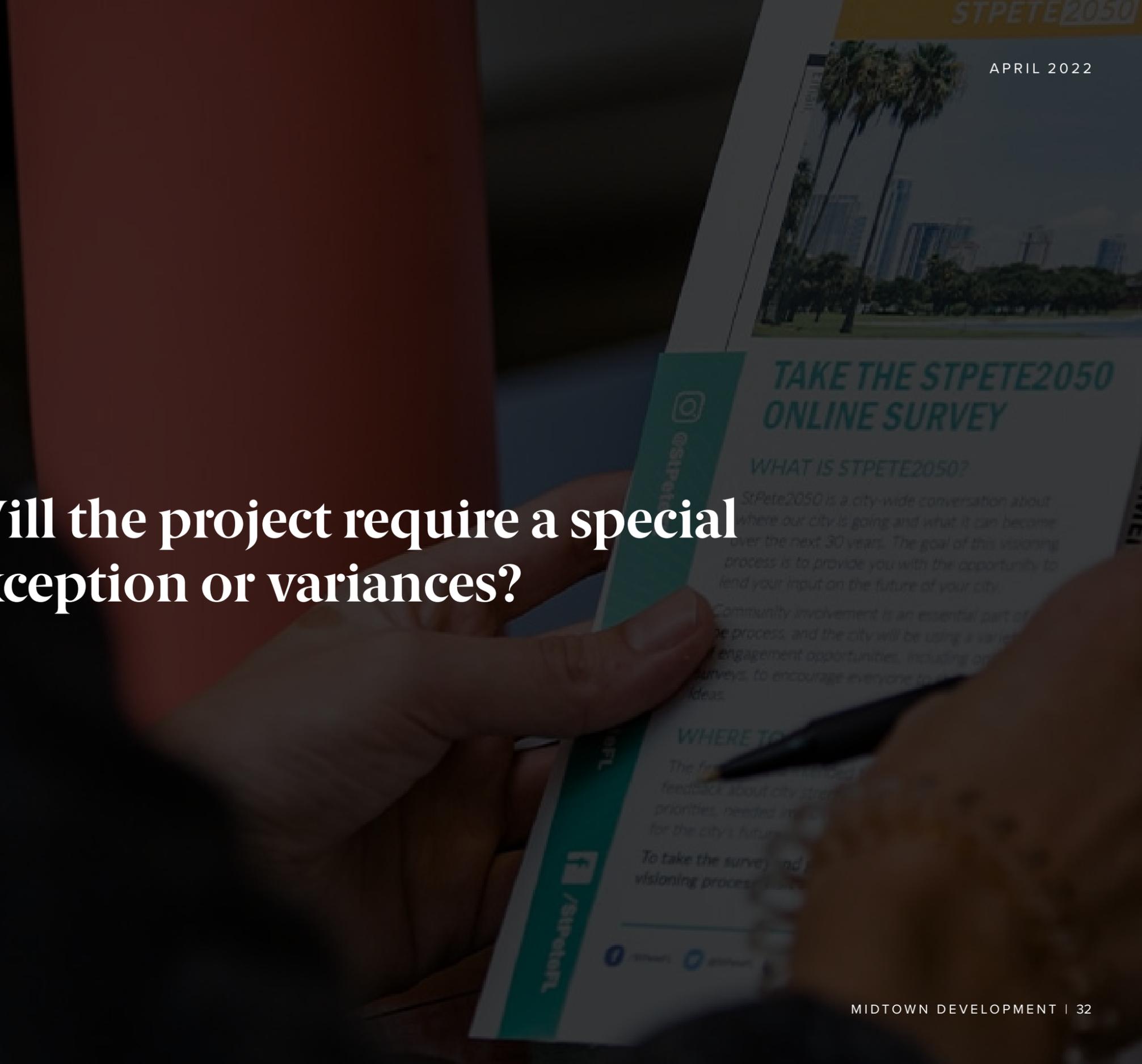
It is our hope that the Rays remain onsite. A world-class sporting facility at the project could be a fantastic compliment to the neighborhood and we look forward to continuing the conversations.



QUESTION



Will the project require a special exception or variances?





Due to the scale of the redevelopment proposal and the anticipated future inputs from City, Tampa Bay Rays, and the Community it is unknown at this time if any Special Exception or Variances will be required.

The Downtown Core 1 and 2 (DC-1, DC-2) zoning designations contain numerous design requirements that fit within the Central Business District and the existing street hierarchy network. Midtown Development's proposed plan will establish a new street network and pattern of development that extends the existing systems. This framework has not yet been detailed to a level where individual development parcels and programs are known.

Midtown Development will undertake further community conversations to finalize the conceptual plan and begin detailed design on prioritized parcels. Midtown's commitment is to be thorough in the preparation and delivery of a high-quality development that integrates within the existing Central Business District.

QUESTION



Are you familiar with the City's Disparity Study? If so, how will the results impact your project?





The City's Disparity Study was designed to ensure local businesses owned by minorities and women are awarded city contracts. The Study shows the progress, areas in need of improvement, and remedies to address the issue.

Mason Tillman Associates, Ltd., a public policy consulting firm in Oakland, California, performed the 2021 Disparity Study for the City of St. Petersburg, Florida.

The purpose of the Study was to determine if minority and women-owned business enterprises (M/WBEs) were underutilized in the award of the City's prime contracts and subcontracts from October 1, 2014, to September 30, 2018 study period.

The Disparity Study documented a statistical disparity in the City's prime contracts and subcontracts awarded during the study period.

Partnership with the Pinellas County Urban League

Midtown's approach to minority and women-owned business enterprises (M/WBEs) disparities is addressed in our signed Community Service Agreement with the Pinellas County Urban League (PCUL). The Pinellas County Urban League (PCUL) has served the community for over 45 years.

The PCUL's mission is to increase social inclusion, educational competitiveness, and economic prosperity in the African-American population.

We believe partnering with PCUL early in the proposal process was best to remedy potential disparities in prime and subcontractor awards.

The programs we have in place in partnership with the PCUL directly align with the recommendation from the Disparity Study to Establish a Minority and Woman-owned Business Enterprise (M/WBE) Training Program.

Strategic Partnership *with* Pinellas County Urban League

The PCUL is Midtown Development's strategic partner and lead stakeholder for equity and inclusion.

- Local hiring and training programs
- Equitable development modeling and initiatives
- Housing programs
- "Unlocking Opportunities," a \$5 million grant for minority and BIPOC-owned small businesses, to name a few.

The PCUL will also have oversight of the Art in Public Spaces program, the park system, connectivity, the Heritage Trail program.



\$5 MILLION UNLOCKING OPPORTUNITIES FUND

The program will distribute the \$5 million as grants towards minority and BIPOC-owned (Black, Indigenous, and people of color) small businesses working to meet the city's most pressing needs. Midtown and the PCUL will partner with additional local organizations, such as the NAACP, St. Pete College, and more, to establish the program's criteria.

AT LEAST 20% OF LOCAL HIRES FOR CONSTRUCTION

The PCUL set a goal for Midtown so that at least twenty percent (20%) of the initial employees hired for construction jobs be residents of St. Petersburg, with particular emphasis on the African American community. Midtown and PCUL will work together to create a requisition format to fund training expenses of up to \$1,500 for each position remaining to be filled.

EQUITABLE PARTICIPATION

Throughout the response, the local hiring, vocational training, and small / minority business participation are addressed. With the help of team members like the Pinellas County Urban League, those efforts will be properly accomplished and audited.



QUESTION

10



**Are you familiar with the City's
Community Benefits Agreement? If so,
how will the CBA impact the project?**

OVER \$238 M IN COMMUNITY BENEFITS
(\$190 M IN ORIGINAL PROPOSAL)

\$1,000,000

TOWARD COMMUNITY
BENEFITS FOUNDATION

\$5,000,000

AFFORDABLE HOUSING
ACCELERATION FUND

\$1,000,000

FOR ALL, FROM ALL
CONTRIBUTION

\$94,000,000

TOWARDS PUBLIC
INFRASTRUCTURE

\$5,000,000

UNLOCKING OPPORTUNITIES
PROGRAM

*Grant for Minority and BIPOC-owned Small
Businesses in partnership with PCUL*

\$10,000,000

LOCAL RETAIL STOREFRONT
PROGRAM

Grant for Local Small Business Owners

Yes. Our strategic equity partner and trusted advisor, the Pinellas County Urban League, served on the advisory committee and sponsored charrettes.

Our vision to create a neighborhood with the right balance of affordable housing and mixed-use destinations is not complete without enabling the local community for success.

Our community benefits commitment will help maximize its overall economic impact in the long-run.



QUESTION

What are your best ideas for honoring the history of the Gas Plant community in an impactful and sustainable way?



“I continue to support this proposal, as I have since I learned of all it comprises. I look forward to working with the Pinellas County Urban League and Midtown Development to make sure this project is done right, to ensure equity and meaningfully honor the history of the Gas Plant community.”

- *GWENDOLYN REESE, LOCAL HISTORIAN AND ACTIVIST
PRESIDENT OF THE HERITAGE ASSOCIATION*

Ms. Reese grew up at 1305 Fifth Ave. S, in a cherished part of the Trop known as Sugar Hill, has given her adult life to preserving the landmarks and memories that survive in south St. Pete. Today, she is the President and CEO of Peaten Reese Peaten Consulting, Inc., the President of the African American Heritage Association of St. Petersburg, FL, Inc. The Heritage Association created and curates the African American Heritage Trails along 22nd Street and 9th Avenue in South St. Petersburg. Reese serves on the Voice Heard Voices Matter Bloomberg Harvard Equity Group with the focus of ensuring equity and engaging and sustaining community involvement in the redevelopment of Tropicana Field.

Additionally, and she is a member of the Commission to Study Structural Racism in the City of St. Petersburg, and the Community Benefits Agreement Policy Council.





One of our partners for this redevelopment used to live where third base now sits. Reverend Watson Haynes, III is the President of the Pinellas County Urban League and a strategy partner with us. Growing up, he was resident of the Gas Plant Community. Through our work with him, we know that there are several immediate initiatives we can execute to weave the heritage of the Gas Plant into the neighborhood.

Some of our ideas include, for example, extending the Heritage Trail, **creating meaningful commemorative spaces**, and allocating economic development opportunities with a focus on the African-American community and small business owners.

As soon as the development agreement is executed, we will continue our community engagement, to gather and weigh input on what residents of the former Gas Plant, as well as of the South St. Pete neighborhoods now, to see how they envision an impactful way to honor the history of the site. This way, we can work directly from this valuable insight in shaping the development.

Hood Design Studio is an award winning art and landscape architecture practice that takes a culturally-focused approach to design.

They work with communities whose stories are just like the Gas Plant Community to transform forgotten spaces into vibrant public places of healing, commemoration, celebration through art and landscape interventions.

We have heard the concerns of the majority of individuals and organizations regarding unkept promises as it relates to equity and inclusion on major projects and economic opportunities. Midtown understands that the Trop redevelopment must address the needs of everyone, and in particular the African American community, which has been the most impacted by the decisions regarding development of the original stadium site.

Our approach to continuing community outreach will be led by the Pinellas County Urban League and Hood Design Studio, who we engaged for the redevelopment of Tropicana Field.

A term central to our vision for the redevelopment is “co-creation,” which enables us, as developers, neighbors, artists and designers, to continuously shape the project through open conversation with and participation in the community.

Three tenets of the co-creation approach:

- Checking in with the community, early and often;
- Working directly with community leaders to identify and liaise with under-represented groups; and,
- Making all of these interactions mutually productive, with all sides coming away feeling informed, appreciated, and considered.



"Black landscapes matter because they are prophetic. They tell the truth of the struggles and the victories of African Americans in North America...
These landscapes are the prophecy of America; they tell us our future.

Their constant erasure is a call to arms against concealment of the truth that some people don't want to know or see. Erasure is a call to arms to remember. Erasure allows people to forget, particularly those whose lives and actions are complicit."



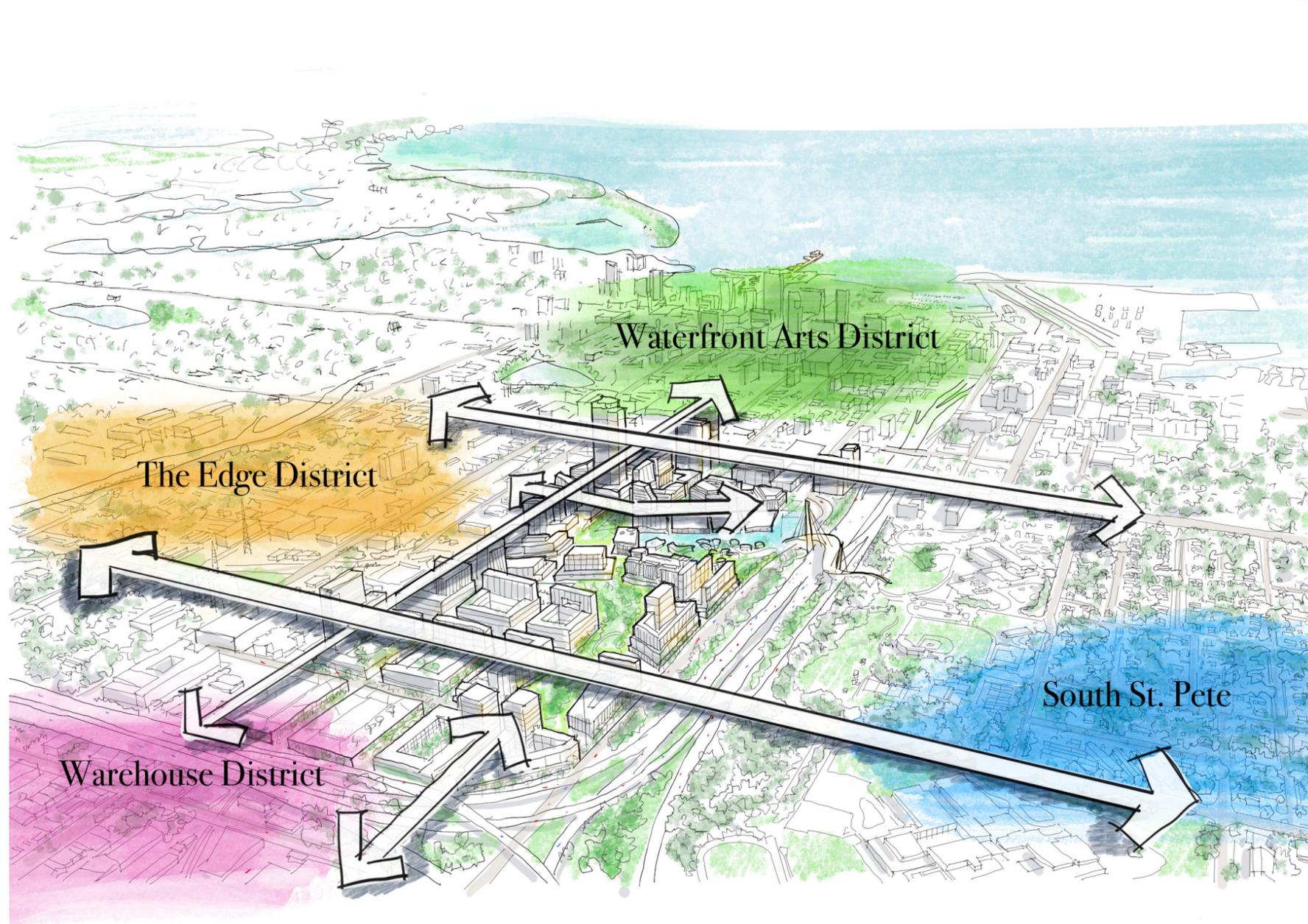
*- MACARTHUR FELLOW, WALTER HOOD
BLACK LANDSCAPES MATTER
LANDSCAPE ARCHITECT FOR MIDTOWN DEVELOPMENT
TROPICANA REDEVELOPMENT*



QUESTION



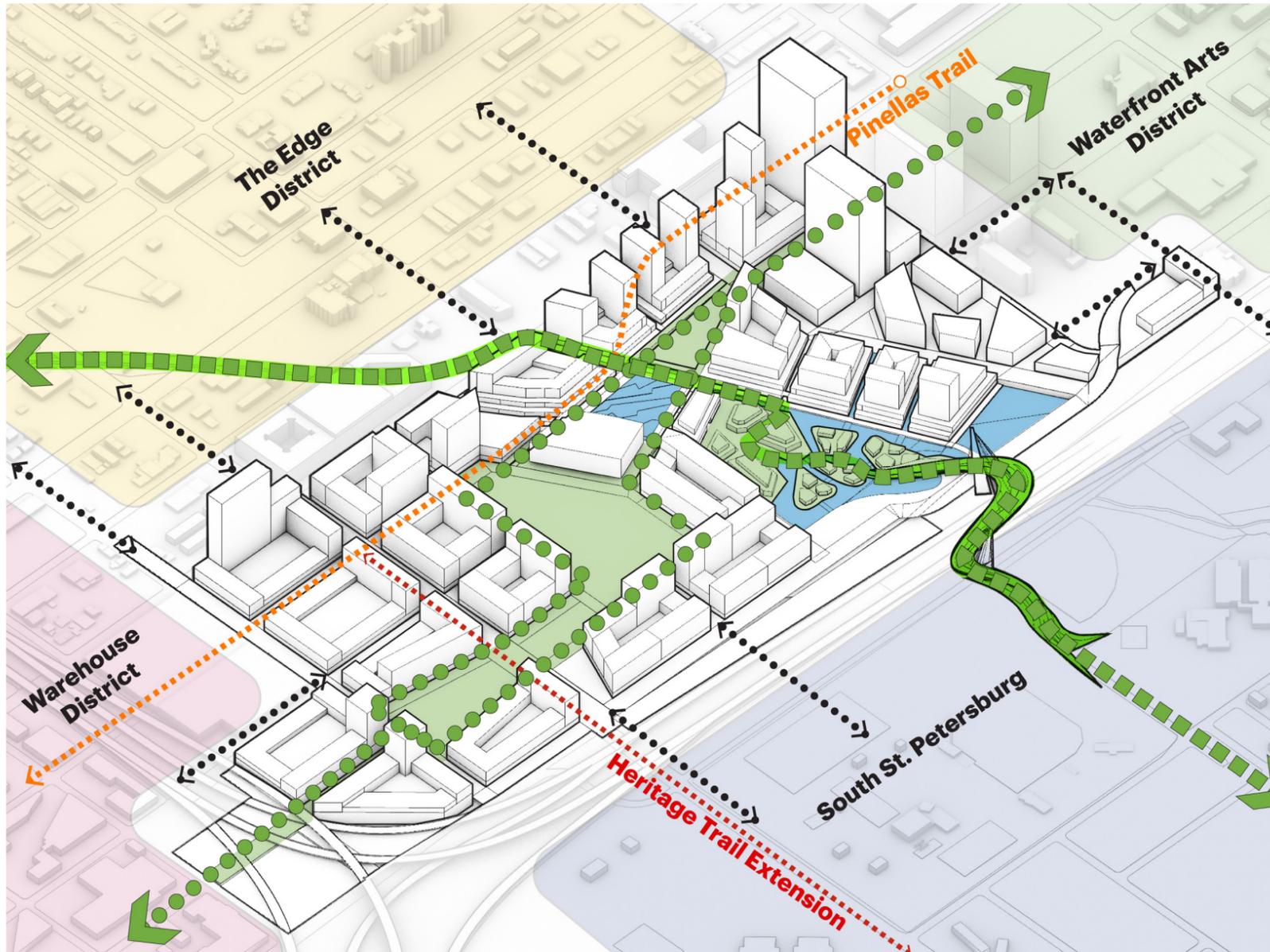
What is the plan for incorporating a multimodal transit station that can connect various modes of transit to the site?



Mobility is also a key connecting element with the Sun Runner station on 1st at 13th street, which will intersect with the Pinellas Trail and the Creek as a Multi-modal community hub. The Midtown Team will work with Forward Pinellas and the Florida Department of Transportation to ensure that 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. Specifically, two major projects are proposed on I-275 adjacent to the redevelopment property – 1.) Express/managed lanes, and 2.) Lane continuity. Midtown Development will work with the City of St. Petersburg to identify possible locations of a preferred mass transit station in case a voter referendum to approve such a venture should occur in the near future. By incorporating elements of the Complete Streets Implementation Plan into the design of the interior right of ways, our development team is dedicated to providing a complete network of bicycle and pedestrian facilities throughout the development that will tie into the surrounding multi-modal network. Any significant multi-modal hub will be designed to be future proof for technology such as Urban Air Mobility and self-driving vehicle charging and depot functionality.



Connectivity + Open Space



An essential element in urban mobility is the utilization of open spaces as part of the non-vehicular transit pathways within the site. All open space is also a pathway connecting to all the neighboring districts. This promotes healthy living by giving everyone in the community an opportunity to get out of their vehicles and easily traverse the city.





BEN SIWINSKI of VHB
Engineers | Scientists | Planners | Designers
Midtown Development has strategically partnered with some of the best local and national design partners for the Redevelopment Project, in order to deliver a considerate perspective alongside a verifi able track record in large scale, mixed-use developments.

The Creekside proposal includes a flexible “Mobility Hub” that would include a bus/BRT stop (SunRunner station on 1st Avenue N/S and 13th Street), potential rail, ride-sharing drop-off and pick-up, car parking, fast charging, micro-mobility charging, last-mile delivery storage, short and long-term bicycle storage, bike/scooter-sharing.

The Mobility Hub will be ready for new future technologies, including autonomous vehicles and Urban Air Mobility. This flexibility will allow the Creekside development to accommodate new technologies as part of a “Smart Cities” approach that has already started in the neighboring Innovation District.

VHB has worked on this mobility hub and transport initiative, which is a multi-prong thing. They are specifically asking about a multi-modal transit station.



What opportunities will there be for small businesses (specifically minority and women-owned) to operate affordable storefronts or workspaces within the development?

QUESTION



Our proposal has several exciting programs in place that are made specifically to **support local, small-business owners** to operate affordable storefronts, and specifically created to **support minority and women-owned small businesses.**



IN PARTNERSHIP WITH THE PINELLAS COUNTY URBAN LEAGUE

Unlocking Opportunities Fund

\$5 Million Grant



The program will distribute the \$5 million as grants towards minority and women-owned small businesses working to meet the city's most pressing needs.

Midtown and the PCUL will partner with additional local organizations, such as the NAACP, St. Pete College, and more to establish the program's criteria.



Pinellas County Urban League's Work with Small Businesses

Serious Business Academy

The Pinellas County Urban League's Serious Business Academy has provided small business services to over 310 entrepreneurs that led to new businesses, business expansion, creation of jobs with livable wages, and increased capital, including lines of credit and grants.

The Pinellas County Urban League's Serious Business Academy and its partners will continue to assist minority, and women-owned small businesses in growing production, revenue, and employment opportunities by providing access to W/MBE Certifications, marketing, and branding, improvement of infrastructure, and small business operations.

Local Retail Storefront Program

\$10 Million Grant

The local owned businesses of St. Pete are one of the community's best assets and we're ready to work with them.

The \$10 million would be used for retail and storefront build-out, making spaces ready for independent local businesses to move in.

POTENTIAL PARTICIPATION REQUIREMENTS:

- ◆ Businesses be local and independent (as defined by the City of St. Petersburg in its other municipal programs for small business)
- ◆ 50 or fewer employees (inclusive of both full- and part-time)
- ◆ Have a City of St. Petersburg Business Tax Receipt

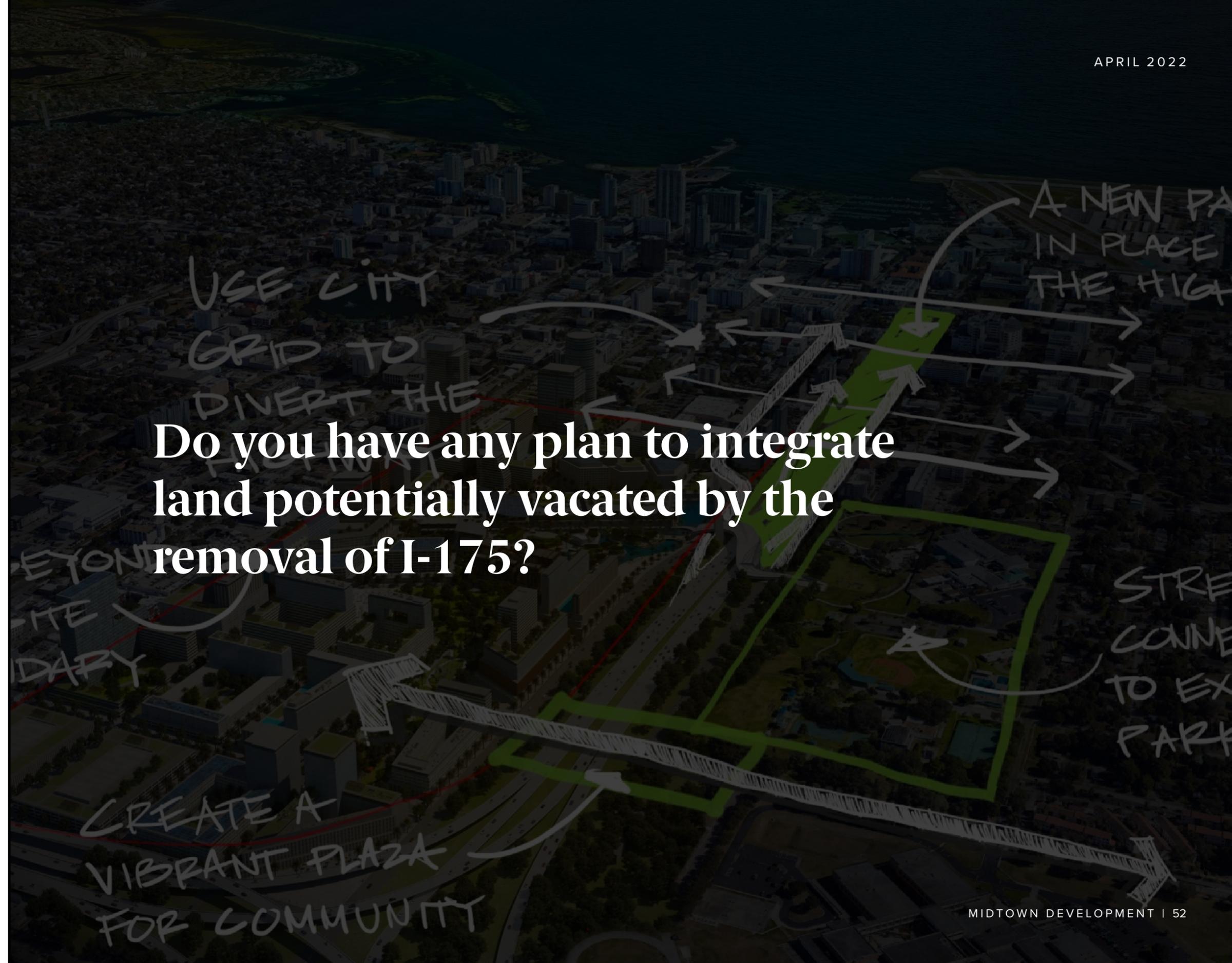


QUESTION

14



Do you have any plan to integrate land potentially vacated by the removal of I-175?





\$500,000 ALLOCATED TO I-75 HIGHWAY TASKFORCE

Accordingly, we engaged Clary Consulting, the foremost experts in Florida Department of Transportation matters and offered to create a task force of City staffers

There is potential to weave the fabric of St. Petersburg further back together if I-175 is cut back; however, Midtown will have limited influence on this process.

We see ourselves as facilitators.

We understand this issue is complicated. Accordingly, we have allocated \$500,000 to facilitate the conversation. We have also engaged Clary Consulting, the foremost experts in financing Florida Department of Transportation projects, and offered to create the task force of stakeholders to engage the greater community.

If incorporating parts of the recaptured land into the development is the collective vision, we stand ready to incorporate this piece.



Please provide specific examples of how you will address long-term sustainability and resiliency in the project.

In addition, how will you utilize and enhance Booker Creek in the overall development?

QUESTION



Great consideration has been placed on the natural contours of the site, the flood plain and the interaction between the geology of the site, and the impact of the development on the larger area around it over the next 100 years.

Accordingly, the team utilized its detailed geological, historical survey and civil information as part of Midtown's master planning process. Our engineering will incorporate the functions of the Trail and the Creek into the onsite infrastructure to meet both sustainability and resiliency needs over the next century or more. Stormwater management for redevelopment will be incorporated into the Booker Creek watershed management system. By recreating a watershed beginning under 1st 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. This technique will recreate the natural sound and motion originally part of the contour dropping from the northwest to the southeast Plio-Pleistocene age flood plain. This technique also allows the natural gradient of the site to be incorporated into the levels of buildings, preventing the requirement of significant amounts of foreign fill being introduced. Also, this technique allows the Banyan Village area to provide significant allowance for additional water storage in a more significant flood event such as 100 or 500 year.

1. According to the Institute for Human Rights and Business, a "just transition" focuses on the transition out of high-carbon activities and into the green economy, seeking to ensure harm to workers, communities, countries, and regions is avoided while maximizing the benefits of climate action.



APRIL 2022



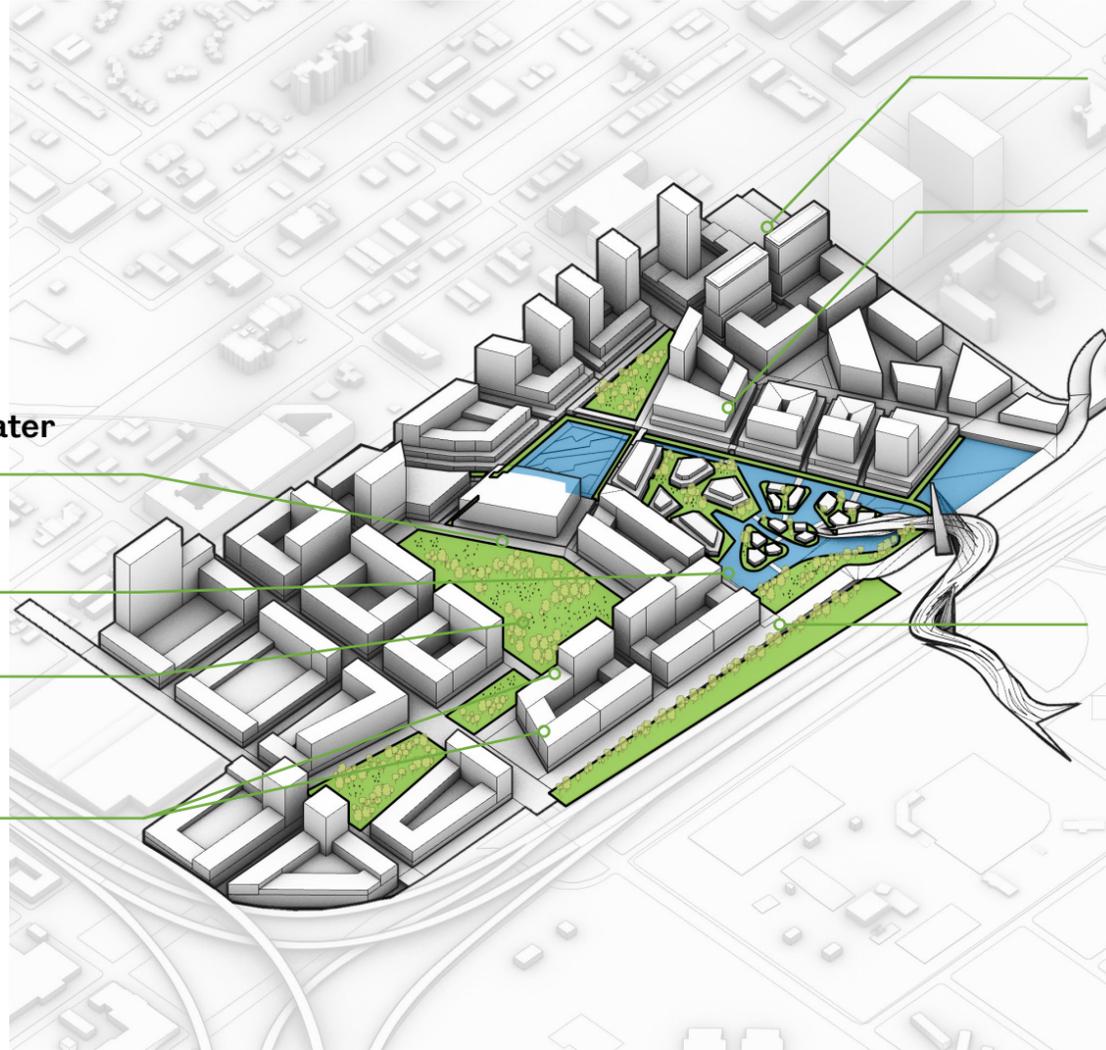
Sustainability Site Strategies

Site

- WALKABLE STREETS
- PEDESTRIAN PRIORITY
- BIKE PATHS

Landscape and Water

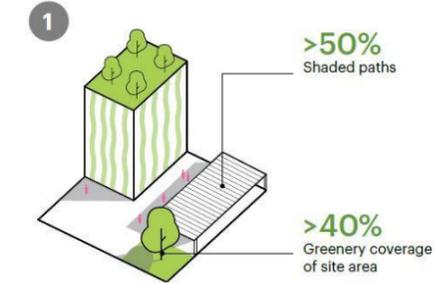
- LIMIT PAVING
- STORM WATER CATCHMENT
- WATER EFFICIENT LANDSCAPING
- GREEN ROOFS
- BIOSWALES
- GREY WATER RECYCLING



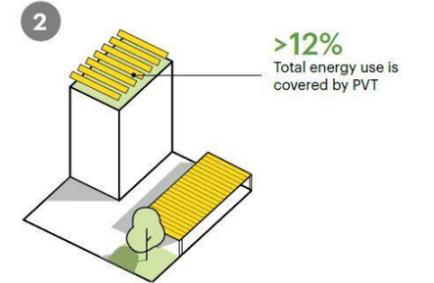
Energy and Environment

- DOUBLE GLAZED, LOW-E GLASS
- SOLAR SHADING
- OPTIMIZED VIEWS
- DISTRICT ENERGY
- REDUCE CARBON DIOXIDE EMISSIONS
- HIGH ALBEDO SURFACES
- IMPROVED INDOOR AIR QUALITY

Sustainability Goals



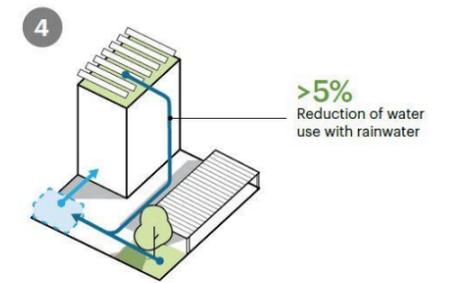
Greenery + Comfort



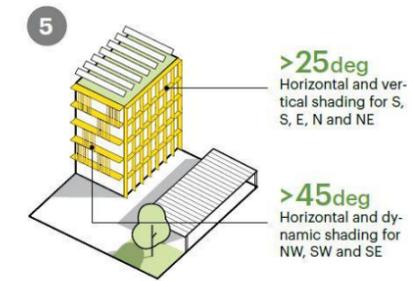
Solar Energy Ready



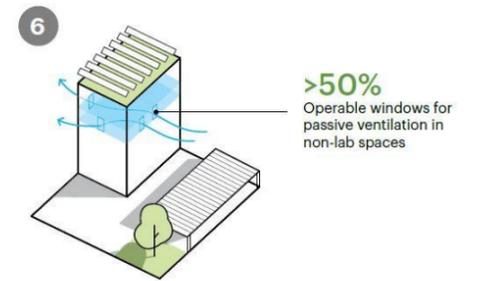
Daylight Access



Rainwater Capture



Solar Control Facades

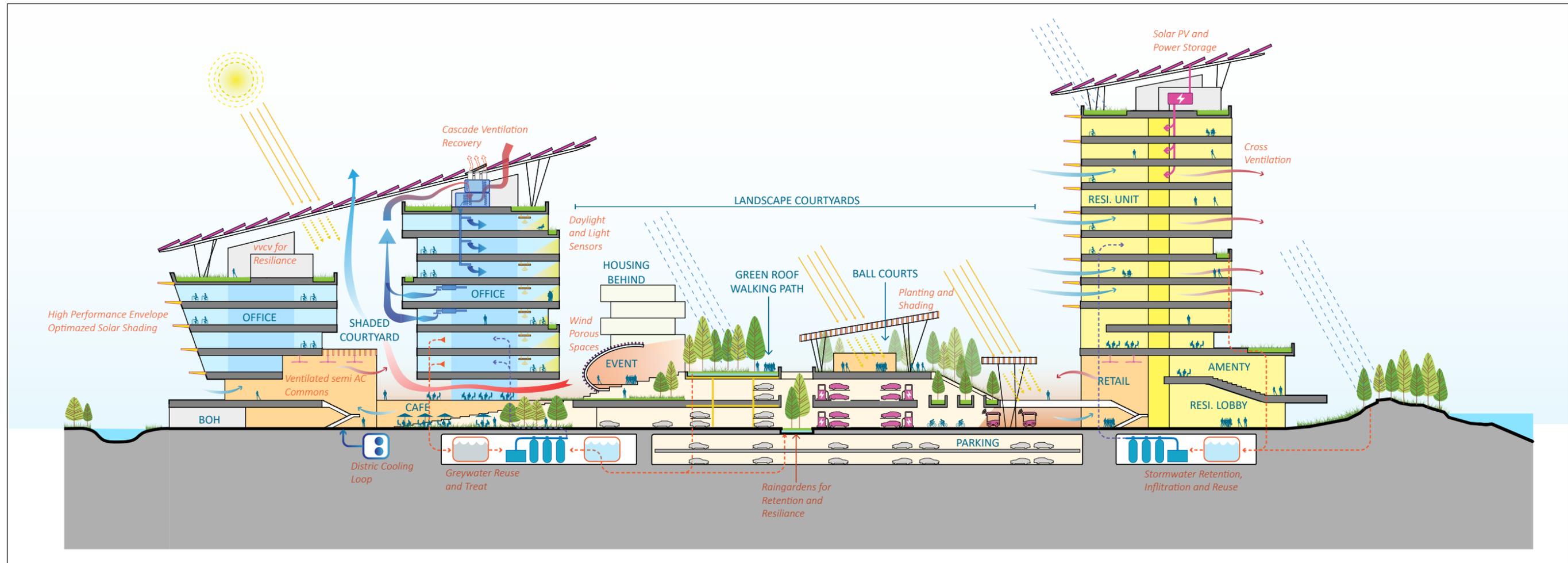


Natural Ventilation



Sustainability

Integrate Energy + Water + Thermal Comfort



Thank you

Proposal Summary *by the Numbers*

\$10,000,000	————	UPFRONT PAYMENT TO THE CITY
\$50,000,000	————	PAYMENTS FOR THE DEVELOPMENT ACREAGE (49.34ACRES)
\$93,817,913	————	ESTIMATED COST OF PUBLIC IMPROVEMENTS BY MIDTOWN
\$29,930,238	————	ORIGINAL Phase I RETAIL/OFFICE COMMITMENT (200,000 SF)
\$12,500,000	————	ADDED COMMITMENT OF POST-COVID INDOOR-OUTDOOR OFFICE SPACE (100,000 SQ.FT.)
\$5,000,000	————	AFFORDABLE HOUSING ACCELERATION FUND (GAP FINANCING)
\$20,000,000	————	LAND VALUE CONTRIBUTIONS TO CAPITAL STACK TO CREATE AFFORDABLE HOUSING ASSURANCES
\$500,000	————	I-175 TASK FORCE
\$10,000,000	————	LOCAL RETAIL STOREFRONT PROGRAM
\$5,000,000	————	UNLOCKING OPPORTUNITIES FUND
\$1,000,000	————	FROM ALL FOR ALL CONTRIBUTION
\$1,000,000	————	COMMUNITY BENEFITS FOUNDATION

\$238,748,151
MIDTOWN'S TOTAL OFFER TO CITY

\$75 MILLION
TOTAL CITY CONTRIBUTION

*Based on 2021 Florida Housing & Finance Corporation Income & Rent limits

