

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill - JMA Partners

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:*
Appears to have experience in similar redevelopment projects

- *Weaknesses:*
So many partners not sure who would run the show. Who would the City really be doing business with?

Reference Projects and Experience

- *Strengths:*
Plentiful examples.

- *Weaknesses:*
Upon precussory review it appears numerous parnters have had expereince in a vast array of other projects, however it could be construed as all dabbled in various projects but no evidence of any one partner overseeing a project of this magnitude. Overwhelmed by data which left more questions than answers.

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

- *Strengths:*
Addressed.

- *Weaknesses:*

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
Addressed in depth
- *Weaknesses:*

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

- *Strengths:*
Addressed in depth
- *Weaknesses:*

Financial Information

- *Strengths:*
20 year cash flow analysis provided, proformas provided
- *Weaknesses:*
No purchase price clearly disclosed

Depiction of Development

- *Strengths:*
Conceptual site plans provided
- *Weaknesses:*

Timing of Development & Development Phasing

- *Strengths:*
Timing of phases outline in narrative and in site plans
- *Weaknesses:*

Other

- *Strengths:*
- *Weaknesses:*

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill

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:*
Experienced, diverse, and strong team

- *Weaknesses:*

Reference Projects and Experience

- *Strengths:*
Large List of Projects

- *Weaknesses:*
None noted

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

- *Strengths:*
Comprehensive use of principles

- *Weaknesses:*

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*

Well illustrated and detailed

- *Weaknesses:*

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

- *Strengths:*
Documented outreach needs
- *Weaknesses:*

Financial Information

- *Strengths:*
Team financial strength and ability to use and raise capital. Comprehensive financial sources and uses and detailed 20 year cash flow analysis.
- *Weaknesses:*

Depiction of Development

- *Strengths:*
Comprehensive, well planned, detailed analysis
- *Weaknesses:*
None Noted

Timing of Development & Development Phasing

- *Strengths:*
Development time phased but short phases and options. Initial buildout 1-2 years
- *Weaknesses:*

Other

- *Strengths:*

- *Weaknesses:*

Report 2 page-handout print options caused report to be very difficult to read. Financials not readable without zooming.

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill Community Partners, JMA Ventures

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:*
 - Good organizational structure
 - Team has primary firms who are well qualified supported by various specialties
 - Dedicated communication

- *Weaknesses:*

Reference Projects and Experience

- *Strengths:*
 - Pertinent projects of similar scope as district improvements

- *Weaknesses:*
 - Some example projects are still underway

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

- *Strengths:*
 - 7. Good overall review of the transportation elements and included enhancements such as smart mobility hubs
 - 8. Does provide a plan to connect to the BRT and other regional elements
 - 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 with active and passive elements

- 16. Dedicated to Public Parks and open areas are well placed in the concept, both active and passive areas
- 19. Good approach on the energy consumption and demand
- 21. SMART, Complete street and other pertinent policies 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
 - Plan for Booker Creek will be challenging due to the drastic change in flow

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 22nd Street. Also reconnects lost sections of the grid
 - 11.1.10 There is a good approach to reconnecting the community and was strong on their understanding of the state and federal agencies, also tied in the new secretary's statement of "legacy left by decades of infrastructure injustice"
 - 11.1.11 Provides multiple connectivity paths and corridors.
 - 11.1.17 Very good explanation on the technology/ sustainability and resilience. Forard thinking
 - 11.1.18 Addresses the overall City policies
- *Weaknesses:*
 - while green roofs are generally good ideas, the extent and context has to be closely reviewed as with all improvements, they are context appropriate and not always applicable "across the board"
 - They have overlooked some of the simple and effective concepts for resiliency and sustainability

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

- *Strengths:*
- *Weaknesses:*

Financial Information

- *Strengths:*
- *Weaknesses:*

Depiction of Development

- *Strengths:*
 - Illustrated multifunctional use of the stadium.
 - Placement of the stadium is well thought for traffic circulation
 - Site layout is well thought. dedicated paths for all modes
 - A sense of placemaking, sufficient locations for community engagement
- *Weaknesses:*

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 sustainability and resilience
 - Good use of the space to create active and passive zones and engaging to the community
- *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

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill - JMA

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:*
Experienced team with good local representation. Team demonstrates significant P3 experience.
- *Weaknesses:*
None

Reference Projects and Experience

- *Strengths:*
Significant experience on large scale, mixed-use redevelopment projects. Many projects are LEED, ENVISION, or Well Building certified. Extensive P3 and sports-oriented projects listed. Several local projects referenced.
- *Weaknesses:*
None

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

- *Strengths:*
Thoughtful responses to the guiding principles. Demonstrate a strong understand of St. Petersburg and the key elements of the RFP. Strong focus on the historical aspects of the site. Several ideas to celebrate cultural diversity. Emphasis on the arts and public gathering space. Very strong.
- *Weaknesses:*
None

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
Detailed response to the development elements. Thoughtful response to smart cities, resilience, sustainability, and health. Very strong community outreach program. Holistic approach to community benefits. 35-40% of housing units will be affordable. 10-15% of units will be workforce. Residential includes rental & ownership.
- *Weaknesses:*
None

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

- *Strengths:*
Proposal provides detailed responses
- *Weaknesses:*
None

Financial Information

- *Strengths:*
20 year pro forma included. Team has the ability to raise capital.
- *Weaknesses:*
Project requires \$836M in public funding - \$93M from the City is specifically identified with another \$596M unidentified.

Depiction of Development

- *Strengths:*
Good use of green space. Provides significant attention to the pedestrian environment. History Walk concept.
- *Weaknesses:*
Questionable stadium placement - disrupts the east/west flow and isolates the hotel and residential village. Very little attention given to the retail environment.

Timing of Development & Development Phasing

- *Strengths:*
All land use types are include in Phase I
- *Weaknesses:*

Other

- *Strengths:*
Strong proposal that demonstrates a good understanding of the RFP and of the community. Responses to the RFP criteria were very well crafted and thought out.
- *Weaknesses:*

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill Community Partners

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:*
JMA and Sterling Development provide solid proven experience on high profile projects, and all partners on team (extensive) have good defined roles, with proven as well as local project experience.
- *Weaknesses:*

Reference Projects and Experience

- *Strengths:*
Extensive projects referenced, including mixed use and larger scale developments
- *Weaknesses:*
Question on how frequently major team members have worked major projects together.

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

- *Strengths:*
Most area's in Section 10 referenced in positive way with some detail in exhibits. Human scale, reconnecting downtown and work through nature resonate well.
- *Weaknesses:*
Not enough detail

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
Detailed in regards to knitting together spaces within and beyond site.
- *Weaknesses:*

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

- *Strengths:*
Committed to inclusivity with targets referenced, including first black owned brewery partnership (pending) and tangible targets tied to connecting to community as well as affordable housing percentage commitments.
- *Weaknesses:*

Financial Information

- *Strengths:*
- *Weaknesses:*

Depiction of Development

- *Strengths:*
Excellent detail provided with and w/o ballpark keeping focus on connections
- *Weaknesses:*

Timing of Development & Development Phasing

- *Strengths:*
Thoughtful proces reflecting phasing allowing job creating components up to 2027 (detail lacking, but it is a commitment) with alternatives adjusting subject to if a ballpark is ultimately built.
- *Weaknesses:*

Other

- *Strengths:*

- *Weaknesses:*

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill

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. Inclusive in necessary disciplines and detailed in key personnel (excellent org chart). Design talent is strong; master planning, engineering, sustainability, architecture and landscape architecture. Team is diverse in make-up and has a local contingent. Sports facility experience.

- *Weaknesses:*
Ownership percentages not specified. Lead development entity, JMA Ventures, may not have experienced a project of this size and complexity. JMA's capacity and resources need to be understood. Leadership team seems to have many heads and there seem to be multiple layers of designers. No finance component apparent for lead developer. JMA has to rely on outside companies to perform most project management duties.

Reference Projects and Experience

- *Strengths:*
Design teams have outstanding examples of masterplanning and landscape architecture. Team members have sports facility experience. LEED projects by team members.

- *Weaknesses:*
JMA and Partner developers have not developed at this level. Lead developer's (JMA) depth of project experience appears limited.

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

- *Strengths:*
Coherent, succinct and thorough with convenient references to other sections of the report that provide details. .

- *Weaknesses:*
Significant risk and costs to going "all-in" on their conference center option. Stadium + 1,000,000 sq.ft. conventions center option seems unrealistic in terms of available funding to support. W/O stadium, could be a good option.

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
Gives a different option to consider (major conference center).

Outreach program solid and well detailed.

Community benefits response also solid and well detailed.
- *Weaknesses:*
As with some other proposals, not sure the naming and branding of the project is appropriate at this stage of the process. First time I have heard of a Sugar Hill community, but the applicant appears to have done some research, so maybe a good "working name."

Least favorite of all of the proposed stadium locations. Very disruptive to the flow and connectivity of the site.

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

- *Strengths:*
- *Weaknesses:*

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: Sugar Hill Community Partners - JMA Ventures

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 development, design, and master planning mixed use, multi-family, and affordable housing projects. A team member specializes in Public Assembly Venues and Stadium design and development. An extensive team was assembled including a consultant for the community outreach and diversity. 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 including the Pier and Pier Approach. 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 and multi-family projects were provided including some masterplanned communities and phased developments. Past development for stadium projects were included including the Florida A&M University. A matrix was included with detailed summaries for phased mixed use residential projects.

- *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. 20% of jobs for the construction from the CRA area. Additional job creation and economic impact for the development is included at the end of the proposal.
- *Weaknesses:*

Financial Information

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

Depiction of Development

- *Strengths:*
The Booker Creek expansion and open green space is the focal point at the heart of the development. The mixed use and residential buildings are planned around the park and a pedestrian promenade to reconnect to the surrounding neighborhoods. Changing the scale, facades, and streetscape to provide courtyards and multiple options for walks, paths and trails within the open space. A number of activity areas, History walk, Convention Plaza, Civic Plaza, Community open space, and the Booker Creek park all provide a number of entertainment options that will be a draw to the development. The Stadium is designed at the East end of the site with retail and mixed use at the perimeter adjacent to the Booker Creek park.
- *Weaknesses:*
Additional information on the affordable housing options, location and phasing, would have been beneficial.

Timing of Development & Development Phasing

- *Strengths:*
Phasing plan with 5 phases included with a 10 year timeline. Early phase to work around the existing ballpark. 35% to 40% of the Residential use to be Affordable housing.
- *Weaknesses:*
Additional information on the affordable housing options, location, and phasing, would have been beneficial.

Other

- *Strengths:*
- *Weaknesses:*

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill Community Partners

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:*
Well rounded team assembled to address requirements of project. Strong players in supplier diversity and inclusion are included in overall team. RFP is clear in explanation of roles and exhibits help to illustrate.

- *Weaknesses:*
Multiple entities and individuals who will take a role in supplier diversity, community engagement. This is nit-picky, but a high level of coordination will be required with team internally and with city staff to ensure prioritization throughout all phases of project.

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:*
RFP details strong experience of Suffolk, SHCP's lead construction management team member. Partnership with DuCon Construction, a Tampa-based certified Black-owned firm. Case study and other examples demonstration comprehensive approach which incorporates hallmarks of strong supplier diversity initiatives on large projects - engagement, mentorship, graduation from mentorship program. Approach is applied to workforce development as well.

Strong narrative on philosophy and approach to community outreach. Response referenced many community partners who can aid in facilitation (One Community, St. Pete DT Partnership), while also identifying many other resources for initiative-specific stakeholders. The group's understanding of landscape is reflective of composition of local players involved at different levels of the partnership. They specialize in a variety of disciplines, but are also tasked with being on the community outreach team.

- *Weaknesses:*
The large partnership can bring coordination challenges with a project of this scale.

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: Sugar Hill

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:*
Broad and diverse team. Several team members have intimate knowledge of St. Petersburg and the trop site. Several have also worked with the City before and performed well. The team includes St. Pete experienced members such as Reverand Murphy, Jay Miller, Will Conroy, Barbara Wilks, Keith Greminger, and Chris Eastman.

- *Weaknesses:*

Reference Projects and Experience

- *Strengths:*
Henning Larsen has managed 60+ Florida based projects and \$24B in the last 10 years. Architect worked on the Pier project which is a resounding success and a large-scale community project. They provided a long list of reference projects, many of similar nature and 25+ acres and \$100M+ value.

- *Weaknesses:*

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

- *Strengths:*
Significant conference and hotel space in phase 1 - 650,000 SF and 500 rooms. 500,000 square feet for AltaSea Florida, a research and technology center. The proposal looks to the future including the ability to repurpose parking decks to other uses and discussed the future of transportation including autonomous circulators and other enhanced first/last mile connectors. EV car share system to be offered on site. Slowing traffic so that traditional

traffic can safely mix with micromobility, people walking and people biking. Reconnecting the grid and upgrading the Pinellas Trail.

- *Weaknesses:*
Too few specific examples of how Complete Streets elements will be integrated.

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
Focus on MLK and 16th streets at 4th/5th aves south to create welcoming and connecting gateways to and from south of the site. Proposal supports the removal of I-175 if feasible and if not feasible the improvement of the existing bridge to make for a better connection between 16th and MLK streets. The proposal demonstrates current important information about the new USDOT Secretary Buttigieg and his thoughts on infrastructure injustice related to interstates. Both plans (with and without a stadium) are poised to take full advantage of the possible interstate removal and connections are planned at 10th, 11th, 12th, and 14th streets. Team thought through and described a specific plan based on grades as to where the interstate connection could end - at 14th Street which reclaims 20 additional acres according to the proposal. Their approach to a person-first street environment and discussion of Complete Streets principles is strong and demonstrates a good understanding of this approach being integrated into all public realm aspects of the project. Bike valets and training for safe biking and scooter use are detailed examples of thinking about ways to go the extra mile for mobility and safety. Connections to the west as well as south with enhancements under I-275 that will reduce the barrier of that interstate as well. The 2 schemes (Sugar Hill Commons and Sugar Hill Parks) are well-depicted and attractive on page 138. Easy to understand vision for four urban strategies. Specific commitment to support the City, FDOT and USDOT to advance the possibilities regarding elimination/modification of I-175.
- *Weaknesses:*
The grid reconnection to the south may cut too many new roads through Campbell Park which may not be acceptable to the city and community.

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

- *Strengths:*
Well-articulated and focused community benefits such as providing investors of color the opportunity to participate in the deal, MBE's on the team, mentoring support programs for local businesses, collaboration with Job Corp, Pinellas Urban League, Pinellas Vocational Tech to develop the St. Pete workforce. Project office in south St. Pete.
- *Weaknesses:*

Financial Information

- *Strengths:*
- *Weaknesses:*
Didn't see a obvious commitment for any certain \$ amount for infrastructure improvements including those related to transportation.

Depiction of Development

- *Strengths:*
Clear depictions of the street network and vision for re-imagined I-175
- *Weaknesses:*

Timing of Development & Development Phasing

- *Strengths:*
- *Weaknesses:*

Other

- *Strengths:*
- *Weaknesses:*

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugarhill

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:*

Very strong involvement of minorities in the development team-very diverse.

- *Weaknesses:*

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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:*

Commitment to affordable housing including 30%,60%, 80% AMI residents. Affordable and workforce housing will be integrated with market rate housing. 20% construction jobs to south St. Pete.
- *Weaknesses:*

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: JMA Ventures

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:*
Exhibits evidence of diversity and inclusion with 7 African Americans on the development team. Local members who are also African American and one of the local design advisors and architects (completed her master's thesis on Tropicana Field) will enhance and insure the inclusion of the history in every aspect of the project. Overall a strong team. Largest minority owned architecture firm in the country. Woman owned landscape architecture firm.
- *Weaknesses:*

Reference Projects and Experience

- *Strengths:*
Evidence of extensive experience working with and in the City. Experience in the development of a stadiums and arenas, mixed-use development, large acreage developments, and urban/downtown development. Major development project with an HBCU.
Exhibits an awareness and valuing of diversity and inclusion in the development team and throughout the proposal.
- *Weaknesses:*

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

- *Strengths:*
GP incorporated throughout the proposal.
- *Weaknesses:*

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
DE incorporated throughout the proposal.
- *Weaknesses:*

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

- *Strengths:*
Very specific in how they will execute outreach and community engagement strategies. Establishment of a project office in south St. Pete and the proposed cultural center with shared space. Proposed support of community causes.
Deep level of awareness of the history and the infrastructure injustices of the interstate.
Direct quote, "What can't be remembered will be rebuilt."
Estimation of 20% of construction jobs will be filled by residents of the SSCRA.
The reimagining of 16th Street.
The variety (60%-120%) of median income levels included in the proposal to provide opportunities for home ownership and rental. The outreach to hiring and use of MBE & SBE companies in the development and construction is commendable.
Emphasis on diversity in the workplace and at project sites.
- *Weaknesses:*

Financial Information

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

Depiction of Development

- *Strengths:*
Most depictions were good and easy to follow..

- *Weaknesses:*
Some depictions were not easy to follow; a legend would have been helpful.

Timing of Development & Development Phasing

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

Other

- *Strengths:*
Specific and condensed information about the community and neighborhood benefits was appreciated.
- *Weaknesses:*

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill - JMA Ventures

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 team with experience and diversity; local understanding and involvement

- *Weaknesses:* With a large team, coordinating will be key to project success

Reference Projects and Experience

- *Strengths:* Varied reference projects speaking to many aspects requested within this RFP

- *Weaknesses:*

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

- *Strengths:* Thorough and engaging response - extremely detailed addressing programs and principles, local connections helped showcase understanding and importance of the site, its potential and getting it right.

- *Weaknesses:* Did not find any

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:* Thorough response covering points within development elements, incorporating items such as food orchards, Storefront Conservation, emotional connections to physical spaces, parks, neighborhood connections
- *Weaknesses:* Underwhelmed by design offered, stadium location seemed odd for site

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

- *Strengths:* Again, just really strong in addressing specifics - not just acknowledging but well thought-out plans, concepts offered including mentor/mentee program, SBE usage with plan on how to achieve, naming of site to honor the past
- *Weaknesses:* Did not find any weaknesses

Financial Information

- *Strengths:*
- *Weaknesses:* Experience in getting a project of this size and magnitude to completion

Depiction of Development

- *Strengths:* Worked to thoughtfully include all development aspects
- *Weaknesses:* Was not overly “wow’d” by some of the design approaches offered and stadium option placement seemed plopped right in the middle of the development

Timing of Development & Development Phasing

- *Strengths:*
- *Weaknesses:*

Other

- *Strengths:* A strong, engaging and detailed overall proposal, very impressed with the thoughtful and intention to the history of the site, the culture and connectivity to the rest of St. Petersburg.
- *Weaknesses:* Underwhelmed by the design in any otherwise very good response.

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: JMA

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:*

- *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:*
Proposer includes \$106M for land acquisition for hotel, multifamily, office and tech campus elements (phased) - p.36
- *Weaknesses:*
No dollar limit on Public Funding request

Depiction of Development

- *Strengths:*
- *Weaknesses:*

Timing of Development & Development Phasing

- *Strengths:*
- *Weaknesses:*

Other

- *Strengths:*

- *Weaknesses:*

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill

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:*

The Development Team consists of developers who have implemented projects of similar size and difficulty around the nation and throughout the world. Many bring experience of more than 30 years. A cadre of consultants in the field of Architecture environmental, engineering and communications have vast experiences in assisting the development of similar projects. The Development Team is a diverse group of professionals.

- *Weaknesses:*

No weakness identified.

Reference Projects and Experience

- *Strengths:*

The strengths of the Proposer is summarized in their developments as follows: The Developer has developed many similar projects to that which is being solicited for bid in the City of St. Petersburg. Several have cost in excess of hundreds of millions of dollars to develop. The following projects are a few examples:

1. Sacramento Downtown Commons - Mixed-Use, Entertainment, sports Design-Bid-Build, Public/Private Partnership, consisting of 1.5 million Square feet. Started in 2015 and completed in 2017 at a cost of \$400 million.

2. Henning/Larsen Masterplan, Sweden, a 3.77 million square feet/74 acres Design-Bid-Build development started in 2018 with estimated completion in 2030. Construction Cost is confidential.

3. San Francisco's Mission Rock - Built upon existing surface parking, Mission Rock will

include 1,200 residential rental units with 40% affordable to low- and moderate-income households; 1.4 million square feet of high quality office space; more than 200,000 square feet of retail and local manufacturing space; a parking structure; and 8 acres of open space, including China Basin, a signature waterfront park, targeting LEED Gold Certification and WELL certification, construction cost is confidential.

4. Harvard University's New Enterprise Research Campus -

The first phase of the 36-acre campus will include 900,000 square feet within a 14-acre site, featuring roughly 400,000 square feet of offices and labs, 300 apartments (including affordable housing), a 250,000-square-foot hotel and conference venue, and underground parking, organized around a new greenway connecting the new development to the Allston neighborhood and Cambridge.

Sustainability: Aligned with Harvard's goals of achieving fossil fuel-neutrality by 2026 and becoming fossil fuel-free by 2050 • Targeting to meet or exceed Harvard's Green Building Standards • Targeting LEED Gold Certification and WELL Certification. Construction cost is confidential.

5. Midtown Tampa -

MidTown Tampa is a 19-acre mixed-use development project which includes office, retail, hotel, and residential uses, some of which will be vertically integrated in a walkable district setting. The development is anticipated to include 24,000 square feet of ground-level retail, 7,000 square feet of ground-level office, and 6 stories of office space with approximately 42,000 square feet on the upper levels. Parking will predominately be structured parking, with some on-street parking. Stantec's scope includes civil/site engineering, planning/zoning, and limited construction administration services. The project started in 2018 and is ongoing at a cost of \$550 million.

6. Water Street Tampa District

Strategic Property Partners (SPP) had a vision for the more than 50 acres of parking and warehouses it owned in downtown Tampa: to create a sustainable, walkable urban district that would land Tampa on the list of cities with renaissance downtowns. Stantec played a key role in bringing SPP's ambitious vision to life, starting with early planning, zoning, and infrastructure studies. The proposed plan turns streets designed primarily for cars into a pedestrian-focused framework of landscaped streets, parks, and plazas designed to support a broad range of activities. The plan fills in this framework with 9 million square feet of condos, apartments, offices, unique shops, restaurants, and a medical school. The project started in 2017 and is ongoing at a cost of \$3 billion.

7. St. Petersburg Pier

The Pier Approach transformed an underutilized park into a vibrant link between downtown St. Petersburg and the Pier. The Developer's design transitioned this previously vehicular-oriented space to include three interlinked pedestrian experiences that encourage people to enjoy the area on foot. Before, more than 60% of the project site was devoted to streets and parking. Today, an urban pedestrian spine reaches from downtown to the pierhead and a family-oriented park plus enlivened waterfront edges provide recreational opportunities for locals and visitors alike. Cost of the construction is \$13.5 million.

8 Bridge Park Development

In partnership with Crawford Hoying Development, Moody Nolan is serving as the architect-of-record and providing design services for this multi-building, mixed-use development. The completed phases of the development include an AC Hotel by Marriott, event center, office buildings, retail storefronts, restaurants, housing units, and structured parking. Each building has a unique character expressed through a variety of material finishes and details, particularly at the pedestrian street level. Pedestrian bridges connect garages to the residential buildings and are open to the outside to create a feeling of connectivity with the street environment. The development consist of 2.5 million sf, with a cost of \$450 million that was started in 2014 and completed in 2018.

9. Chase Center - Home of the Golden State Warriors, San Francisco, CA

MANICA served as the lead design architect for this development, which includes the 18,064-seat Chase Arena, more than 100,000 square feet of retail, 3.2 acres of public space, 580,000 square feet of Class A office, and below-grade parking for 950 cars. Chase Center is fully integrated into the development with a 360° design and concealed back of house. A new MUNI stop, bike racks and a bike valet, and dedicated rideshare locations increase outreach and connection to the community. The development includes a hotel and residential building constructed on future-proofed site structure and a 5.5- acre park across the street from the arena to create a new gem for the public in the heart of San Francisco. The project is LEED Gold certified, GBAC STAR Facility accredited. Started in 2013 and completed in 2019 at a cost of \$1.4 billion.

10. Allegiant Stadium - Las Vegas Raiders, Las Vegas, Nevada

MANICA devised a “phaseless” design approach that compressed concept, schematic, and design development into a 100% GMP package within 8 months to help the client open on time for the 2020 season and avoid a \$250 million penalty from the National Football League (NFL). Allegiant Stadium opened \$25 million under budget in July 2020. The stadium’s distinctive façade references the sleek, modern lines found in luxury sports vehicles while the overall aesthetic undeniably represents the NFL’s Las Vegas Raiders, providing a fresh start in a new home, the project is LEED certified and powered by renewable energy. The project was started in 2016 and completed in 2020, at 1.75 million sf at a cost of \$1.5 billion., .

- *Weaknesses:*
No weakness identified.

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

- *Strengths:*
University Partnership Ceter

The Developer commits that the development will be substantial and have all facets documented in the General Development Elements and the individual Twenty One Guiding

Principles of Development. Sugar Hill included its partnering with St. Petersburg College and believes that it can establish a facility at the Tropicana Field site.

Affordable and Workforce Housing

Blue Sky Communities, a local leader of affordable and workforce housing, is a member of the SHCP team. The Developer have set a goal of developing 35% to 40% of total residential units on site as affordable with a cap of 80% AMI and an additional 10% to 15% of units as workforce housing for households earning 100% and 120% AMI. We are also considering a micro-unit product to provide a denser, fully-amenitized residential offering at a low monthly rent. Blue Sky will also designate a portion of the available units for local artists to provide an “Artist-in-Residence” program.

On Site Child Care

High-quality, affordable childcare is essential to family economic stability and a child’s healthy development. Government funding is insufficient; data shows that just one in six children eligible for childcare assistance actually receives it. The Developer is looking at potential models to better address this need, including in-building childcare facilities, 24-hour childcare, and partnerships with aligned community organizations. We will also work with the City of St. Petersburg and other applicable public stakeholders to pursue public grants and other subsidies.

Commitment to Sustainability

Developer’s masterplan incorporates sustainable, resilient elements to minimize environmental impact and maximize energy efficiency. Significantly, Tropicana Field is large enough to support district-scale technologies, such as centralized cooling, solar array, and shared energy storage. The Developer is also familiar with and are starting to utilize on other projects an array of new sustainable technologies, including modular timber systems, low carbon concrete, smart building sensors to reduce energy consumption, solar glazing systems, and recycled materials such as terrazzo, wood flooring, and waste plastic block

Health Care

The Developer is exploring the idea of a health care training facility or “lab school” that provides an intensive learning environment for technicians, lab assistants, and nurses. We have also connected with Orlando Health and, at Orlando Health’s suggestion, are assessing their Lift Orlando project, an affordable housing development with on-site health services.

Corporate Campus

Developer believes substantial demand exists for Class A office product in St. Petersburg with an emphasis on technology and creative-friendly workspaces. Occupancy and rental rate data indicate that the market is undersupplied and we believe St. Petersburg will likely benefit from the now-accelerated pre-pandemic trend of companies and jobs moving out of ultra-high-cost markets like Boston, New York, and San Francisco to business-friendly, moderate cost of living cities like Austin, Charlotte, and Denver.

Sugar Hill has summarized the following 21 Guiding Principles of Development as follows:

1. The development will be a public private collaboration that incorporates the goals of the City, which have been informed by the community.
2. The development will be a collaboration with the City and development partners to identify and develop the appropriate infrastructure to support the proposed development.
3. The development will honor the site's history and provide opportunities for economic equity and inclusion.
4. The development will provide jobs, entertainment, mixed-income housing, and family-oriented places that promote economic development for the surrounding community.
5. A significant portion of the created jobs will align with the Grow Smarter Strategy described in Section 6

Developer has identified and, in some cases, engaged key stakeholders on several economic development opportunities that we believe will create jobs consistent with the Grow Smarter Strategy by:

- Continuing to attract highly educated workers
- Leveraging the existing training capacity of St. Petersburg's educational institutions
- Diversifying away from hospitality and tourism industries
- Building on St. Petersburg's current capabilities and assets in marine science, health care, and technology

6. The development will provide a continuous workforce development element designed to provide training and placement for the jobs created on-site during development and upon conclusion of the development

SHCP team members will partner with workforce development-focused local groups to institute focused job training and educational programs. This will include opportunities related to project design and construction, as well as ongoing employment related to project operations. Developer have identified a preliminary set of potential local partner organizations, including the Community Development and Training Center of St. Pete, Pinellas County Job Corps, and St. Pete Works! With respect to the design and construction scopes of work, which we are projecting will extend over five phases and ten years, each member of the development team will institute a mentor/ mentee program offering invaluable on-the-job experience and networking benefits to local students and young professionals.

7. The development will connect the site to the surrounding neighborhoods using a variety of transportation modes and connectors.

8. The development will tie into the regional transportation network

Re-establishing local connections will start with the Complete Streets network approach, which provides a strong local foundation of transportation facilities and services, including active transportation, micro-mobility, first-mile and last-mile solutions, and local circulators. This approach also promotes existing and planned regional transportation. PSTA is already planning to expand their express bus service with the Tampa Bay Next project, which will logically grow to include a Bus Rapid Transit Service (BRT) providing enhanced access to areas such as the Pinellas Gateway, St. Petersburg/ Clearwater Airport, Tampa International Airport, and downtown Tampa. In addition, the SunRunner BRT service that is

currently under construction will connect the site to downtown St. Petersburg and the beaches to the west.

9. The development will celebrate and enhance the cultural diversity and authenticity of the City.

10. The development will connect to South St. Petersburg physically, economically, and emotionally.

11. The developer will implement a strong community outreach program, seeking input from all community stakeholders

We view sustained and comprehensive community engagement as a critical success factor. Please refer to Section D.4 of our response for a detailed description of our outreach plan.

12. The development will include a minimum of 50,000 square feet, with a goal of 100,000 square feet or more, of conference space attached to a major flagship hotel.

Developer is proposing a 650,000-square-foot convention center in Phase 1 of our plan and a 425,000-square-foot expansion in Phase 4. Phase 1 includes approximately 200,000 square feet of exhibition space, 100,000 square feet of meetings rooms, and 50,000 square feet of banquet space. Developer is also proposing an adjoining 500-key convention center hotel. This recommendation is based on input from the SHCP team members.

13. The development will include space for research, innovation, and higher education uses, with the goal of including institutions listed in Section 11.2.6.

14. The development will include childcare facilities for residents and employees of the site.

15. Booker Creek and the Pinellas Trail will be central features of the development and green space will be featured throughout the development.

16. The development will include a significant contiguous park component and public gathering space

Developer is proposing an 11+ acre park incorporating Booker Creek in the center of the project. The park is designed to accommodate gatherings from very large to intimate, as its green and paved spaces interlock in ingenious ways to take advantage of the site's topography. This feature allows the park to accommodate the large crowds of a baseball game, but not feel too big for more intimate groups on a normal weekday stroll. The long north and south edges of the park intersect with the urban streets and provide spaces for the activity to spill into the park. Markets, fairs, movie screenings, strolling the creek valley, and more can be accommodated in this gentle sloping bowl-shaped area. Specific aspects of the park will be designed in concert with community desires as ascertained during the engagement process. The public space also includes an approximately 15,000-square-foot central plaza. In the non-ballpark scheme, the plaza is located at the intersection of Booker Creek and the main pedestrian walkway, which cuts diagonally down from the northeast corner of the project. In the ballpark scheme, the plaza sits in a similar position just to the southwest of the venue's main entrance and provides a place for fans to gather before a game

17.

The development will include opportunities for arts and culture throughout the site

As further described in SHCP's proposed community benefits program, our team recognizes the economic, physical, environmental, cultural, social, and emotional impact that the redevelopment of the site will have on the surrounding communities, and that our efforts must spread beyond the prescribed limits of the project to produce successful outcomes for the affected community. Specific opportunities for arts and culture include:

- Site Public Art Program: Developer will partner with the St. Petersburg Arts Alliance to develop an art program for the overall site plan. This will include lobbies and common areas in commercial buildings along with outdoor and public realm locations.
- Cultural Arts Center: The Developer understand from its discussion with John Collins at the St. Petersburg Arts Alliance that the community needs a cultural arts center. In 2017, Behar + Peteranecz prepared a conceptual analysis of the venue on behalf of the Arts Alliance. We have reviewed that assessment and believe there is an opportunity to incorporate an arts center into the project, potentially as part of the convention center or a stand-alone venue. While additional diligence is required, we have extensive experience in this space and are prepared to fully explore the opportunity.

18. The development will provide community benefits consistent with the City's Community Benefit Program which is currently being developed by the City in conjunction with the community. The Community Benefit Program will address employment goals, living wages, small business participation, workforce training opportunities, affordable housing, child care opportunities and early childhood programs, transportation and mobility improvements, sustainability initiatives and other needs important to the City and important to the continuous improvement of the South St. Petersburg Community Redevelopment Area (SSCRA), as referenced in Section 6.

19. The development will provide community benefits consistent with the City's Community Benefit Program which is currently being developed by the City in conjunction with the community. The Community Benefit Program will address employment goals, living wages, small business participation, workforce training opportunities, affordable housing, child care opportunities and early childhood programs, transportation and mobility improvements, sustainability initiatives and other needs important to the City and important to the continuous improvement of the South St. Petersburg Community Redevelopment Area (SSCRA), as referenced in Section 6;

Please refer to Section D.4 of our response for a detailed description of our proposed community benefits program.

20. The developer will remediate any potential environmental issues on the site.

21. The development will incorporate smart city technologies, Health in All Policies strategies, healthy urban planning and design elements, healthy building design elements, Complete Streets Implementation Plan strategies, strategies consistent with the City's Integrated Sustainability Action Plan, and sustainability and resiliency policies.

- *Weaknesses:*
No weaknesses identified.

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
The strengths of the Development Elements of the RFP Section 11 reflects that it has included all elements of the items listed in Section 11: to include: Proposer is committed to maximizing job training and support systems for South St. Petersburg CRA residents. We have identified a number of prospective partner organizations including St. Pete Works!, Pinellas County Job Corps, the Pinellas County Urban League, and St. Petersburg College.

The Developer's vision for the redeveloped Tropicana Field is aligned with these principles. Please refer to the vision narrative and supporting depiction of development in Section E of our response for a detailed description of our design approach and 11.1.18.2 for a description of our Complete Streets approach.

As further described in Sugar Hill Community Partners' Community Benefits Plan, Developer's team recognizes the economic, physical, environmental, cultural, social and emotional impact which the redevelopment of the site will have on the surrounding communities, and that community development efforts must spread beyond the prescribed limits of the project to produce successful outcomes for the affected community. Few things will be more impactful than strengthening the connection to Campbell Park, Melrose, Roser Park, the Innovation District, and other neighborhoods to the south.

Developer's preliminary assessment suggests that, once past the 16th Street overpass, the new roadway would ramp down to grade by 14th Street, readily accomplished at a 5% slope. Beginning at 14th Street and continuing at subsequent intersections, signalization technology that is part of a broader smart city network would monitor approaching traffic volumes to inform pedestrian and vehicular cross traffic movements. These technologies currently exist and will continue to evolve for improved safety and greater road network integration.

Foundational to the success of the Vision 2020 plan is a robust public realm strategy. Made up of a wide range of spaces, this plan features large gathering spaces such as a central plaza, a main promenade, a central park, and a connecting bridge in addition to smaller and more neighborhood-scaled spaces like small-scale residential streets and laneways. This hierarchy to the public realm not only invites a mix of social activities and uses, but also helps give a clear identity to the different areas. Central to all these elements is the repair and widening of Booker Creek.

Sustainability

By focusing on the carbon emissions associated with this project, we are explicitly recognizing the principles of climate justice. In the context of this project, climate justice looks at the impacts of the built environment to ensure no one community or group of

people is unfairly affected or burdened by the impacts of climate change. Developer's team will work with the City to fully understand and mitigate the impact on communities not only at and surrounding the site, but also the communities upstream and downstream of the site.

Storefront Conservation Corridor Plan

The new development will have a wide range of storefront widths ranging from the small (0-20' in width) to the large (over 40' in width), inviting a range of businesses and uses. Please refer to the narrative and supporting depiction of development in section E for additional information.

Desirable Residential Development for Urban Project in Downtown

Description: Blue Sky Communities – an affordable and workforce housing development specialist with extensive experience in St. Petersburg – is a member of the SHCP team. Blue Sky will partner with city agencies, community organizations, and other stakeholders to ensure that high-quality affordable and workforce housing comprise a substantial portion of residential units developed on site.

Plan: Developer will commit to a goal of developing 35% to 40% of total residential units on site as affordable with a cap of 80% AMI. Affordable units will be provided at three distinct levels: 30% AMI, 60% AMI, and 80% AMI, with priority given to South St. Petersburg CRA residents.

Developer will commit to a goal of developing an additional 10% to 15% of total residential units as workforce housing for households earning 100% AMI and 120% AMI.

Developer will develop approximately 100 affordable homes for sale in the form of condo units.

Developer will integrate affordable and workforce housing with market-rate residential product

Hotel

Convention Center Hotel (Project Phase 1)

Developer's plan includes a 650,000-square-foot convention center and an associated 500-room convention center hotel in Phase 1 of the development. This is based on extensive analysis by our team, including Conventional Wisdom, a nationally-known expert in convention center feasibility and programming; ASM, one of the world's largest and most sophisticated operators of convention centers; and Highgate, a leading hotel developer and operator. The inclusion of a convention center in our plan both anchors the development and generates significant spin-off benefits to the community. It also represents an opportunity to bring a tremendous amount of diverse programming to the project and the city. Developer is also proposing that the convention center include a multi-purpose venue that can meet the arts community's need for a performing arts facility; host corporate meetings, presentations, and high school graduations; and accommodate concerts, family shows, and other events.

New Rays Ballpark

The SHCP team includes MANICA Architecture, a leading sports design firm, along with Machete Group and Sterling Project Development, development and project management firms with deep experience on stadium projects and stadium-anchored mixed-use districts. Our Sugar Hill Parks scheme includes a 25,000-seat ballpark gracefully integrated into the broader masterplan. The venue's orientation is solar optimized and takes full advantage of the site's topography (the roughly 25' drop from the northeast corner of the site improves stadium access by partially nesting into the slope and locates a ballpark plaza at the home plate entrance). The change in topography also creates the opportunity for a Wrigley Park-style Waveland Avenue condition with residential buildings located on the outfield side of the park to watch the game from a balcony or roof. As with Waveland Avenue, the Rays would capture an appropriate share of the associated economic benefits.

Booker Creek Park

A new 11+ acre park anchored by Booker Creek will serve as one of the defining features of the development. The park will be enhanced with public gathering spaces and passive and active features. Our public park will be programmed and managed to ensure it offers year-round entertainment and activity that will draw residents and visitors and encourage them to explore and linger. There will also be smaller, residential-scale pocket parks and green spaces throughout the site, each with a unique character delivered through gathering spaces, public art, and native plantings. Developer's green space approach is broadly centered on accessibility, resiliency, and activation.

History Walk

Developer proposes creating a History Walk – free and accessible to all – along the primary pedestrian pathway in both development schemes. The History Walk will incorporate memorials, artwork, and narratives that celebrate the rich stories, culture, and heritage of St. Petersburg's historic Black neighborhoods.

Lifestyle Hotel (Project Phase 3)

The 150 key lifestyle hotel is a celebration of St Pete at its very best, full of artistic energy and offering a vivid social landscape, it is conceived as much for the guest as for the community. The property invites guests to indulge exploring, discovering, and truly engage with a destination.

Public Outreach

The redeveloped Tropicana Field can and should benefit the citizens of St. Petersburg for decades to come. Realizing that vision requires thoughtful, open dialogue with key stakeholders and the community at large. One specific element worth highlighting here is our commitment to establishing a project office in the South St. Petersburg community, where we will publicize employment opportunities, seek advice and guidance from community stakeholders, and hold what we call "developer hours," a regular open-door opportunity for members of the community to visit with us.

Food Security

The South St. Petersburg neighborhoods are fondly remembered for fruit trees and gardens, resources which provided sustenance to the Black community in days gone by. Today, South St. Petersburg is a food desert. We will bring orchards and gardens back to the site and are in discussions with Emmanuel Roux, who manages St. Petersburg's Eco-Village, an educational farm that introduces local youth to agriculture, to be our operating partner for the urban farming initiative.

Transportation

Developer has incorporated key design principles from the Complete Streets Implementation Plan into its concepts. These measures prioritize active transportation, micro-mobility, and transit modes while reconnecting the historic street grid. Please refer to 11.1.18.13 for a description of its Complete Streets design approach.

Developer have proposed connections to existing and proposed PSTA transit system routes and stations by incorporating the SunRunner BRT station at 1st Avenue South and 13th Street into its site design. Access to other transit services will be achieved by completion of the street grid and placement of Smart Mobility hubs providing micro-mobility options for first- and last-mile connections to transit services.

Developer have reviewed the PSTA TDP and will draw upon our established relationships with PSTA to coordinate implementation of connections to existing and future downtown and regional transit services. Developer recently performed a Clearwater and Dunedin self-driving shuttle feasibility study for PSTA. This study addresses planning routes and operations for local circulation, fixed routes, and regional connections. See Transportation in Section E of the response for a detailed description.

Developer propose connections to existing and proposed PSTA transit system routes and stations by incorporating the SunRunner BRT station at 1st Avenue South and 13th Street into our site design. Access to other transit services will be achieved by completion of the street grid and placement of smart mobility hubs providing micro-mobility options for first- and last-mile connections to transit services. These connections to existing and future downtown circulators will serve to provide access to services like 100X and 300X Express Buses and the Bay-to-Bay Ferry providing regional connections throughout Pinellas County and into Tampa. See Transportation in Section E of our response for a detailed description.

Engaging the SBE and MBE Trade Partner Community

Critical to Developer's early strategy will be identifying trades best suited to the project and aligning them with our small, local, minority-owned, woman-owned, veteran-owned and disadvantaged engagement plan. Typical tactics include:

- Outreach sessions (virtual as needed) to maximize awareness
- Collaboration with the development team and other key stakeholders to understand and expand the existing pool of qualified local trades
- Partnerships with local community organizations to spread awareness
- Partnerships with local industry organizations
- Creative bid packages to allow for greater participation from smaller firms
- Matchmaker events to pair smaller firms with larger firms
- Mentorship programs for selected trade partner firms to build skills alongside more

established firms

- Robust reporting mechanisms for monitoring and documentation

Workforce Development

In addition to engaging diverse trade partner firms, Developer's approach will extend to workforce development. Specifically, we will:

- Undertake strategic partnerships with local community and business organizations to understand the needs and capabilities of the market
- Maximize awareness to local and disadvantaged workers through all available means, including outreach sessions, notices distributed in partnership with local organizations, and advertising in community-based newspapers and publications
- Host matchmaker sessions to pair local and disadvantaged workers with selected trade partner firms looking to hire for the project
- Explore opportunities for training and apprenticeship programs in conjunction with local trade associations and educational institutions

Community Engagement

By leveraging the established efforts of Suffolk Cares, our team will work closely with key stakeholders to identify community causes Developer can support through the life of the project and beyond. Developer's community engagement plan is designed to be flexible to respond to community needs as they evolve.

Tropicana Field displaced a vibrant part of St. Petersburg's historically underserved and marginalized African American population, inflicting profound economic harm and resulting in a loss of cultural identity. Successful community outreach must recognize the history of the site and surrounding neighborhoods (as described in Section D.6 of our response). Community outreach must also align with our proposed Community Benefit Program (CBP) and, crucially, be implemented in collaboration with existing local organizations. We have indicated below our preliminary list of potential partners. Please note this only reflects our initial thinking. We anticipate our approach will evolve as we further engage with partners and the community at large to refine the CBP.

Arts and Culture

Performing and visual arts play a fundamental and prominent role in Developer's vision for the redeveloped Tropicana Field. They must acknowledge the site's difficult past, celebrate the neighborhood's rich cultural heritage, and provide a literal and figurative stage for the city's active arts community. Thoughtful and sustained engagement with community stakeholders will be vital. A preliminary list of Arts and Culture key stakeholder groups includes:

- African American Heritage Association of St. Petersburg, FL, Inc.
- Arts Conservatory for Teens
- Campbell Park Elementary School
- Carter G. Woodson Museum
- Gibbs High School – Pinellas County Center for the Arts
- Interdenominational Ministerial Alliance – Legacy CenterJohn Hopkins Middle School – Center for the Arts
- NAACP - St. Petersburg
- Perkins Elementary School – Center for the Arts and International Studies

- St. Petersburg Arts Alliance
- St. Pete Pride
- YMCA of Greater St. Petersburg

Equity Participation Description

Facilitating meaningful financial investment for communities that have suffered from years of disinvestment and institutionalized, racially-biased policies is one of many actions needed to help close the generational wealth gap between white communities and communities of color. We will provide direct investment opportunities in the development to local investors of color.

Plan:

- o Allot 10% of limited partner (LP) capital pool for each commercially-developed asset (i.e., this would not include the ballpark or convention center)

- o Investment terms to be on par with other LP investors

- o Note: This offering will be subject to applicable securities laws and regulations

An effective and impactful CBP requires an organized, managed, and measured approach stemming from close collaboration between industry experts, community stakeholders, and public participation. Our proposed CBP will be a living document that can and will adapt to the needs of the community. The potential key stakeholder partners identified in Section D.4 have been assembled to maximize genuine community representation and encourage meaningful participation. The most important ingredient to any successful partnership is trust, and so our team will work to earn the community's trust through inclusion, communication, and transparency on issues that matter most to its stakeholders, even beyond the direct scope of this project.

Reconnection to South St. Petersburg

Today, the Tropicana Field site and highway I-175 stand as literal and emotional barriers between the predominantly African American neighborhoods to the south and largely white neighborhoods to the north. Developer's plan is inspired in large measure by the opportunity to transform Tropicana Field into a place of inclusion and destination for all residents. As part of that, Developer will reestablish strong connections to the street grid south of I-175 and have prepared a preliminary study of how those links can be further strengthened in the event that I-175 is demolished. Developer is also proposing a footbridge connection over the existing I-175 spur that will function as an important link to Campbell Park.

Project Nomenclature and Design

Peppertown, Methodist Town, and the Gas Plant previously bustled with doctors, community leaders, and entrepreneurs, notably Dr. James Ponder, Dr. Ralph Wimbish, Bette Wimbish, Enoch Davis, Chester James, Rosa Jackson, James Sanderlin, and many others. Businesses such as the Harlem Theater, Harlem Cafe, Citizen's Lunch Counter, Bill's Ron Rico Club, Central Life Insurance, and Selena's Beauty Salon served the Black community and became institutions in their own right. Proposer will honor the residents

who built these neighborhoods and fought for their civil rights, along with the businesses and institutions they created, by naming the buildings, plazas, gardens, and walks at the Tropicana Field site development after them. The development team will partner with community and subject-matter experts, such as the African American Heritage Association of St. Petersburg and the Carter G. Woodson Museum to select meaningful names.

History Walk

The History Walk, a self-guided tour lining the main pedestrian boulevard, will be a featured part of the project named in honor of an important pioneer in the St. Petersburg African American community. Candidates include Ponder Walk (after Dr. James Ponder and Phannye Ponder), James Way (after Chester James), and Wimbish Walk (after Better Wimbish and Dr. Ralph Wimbish). As noted above, naming of the Walk will ultimately be determined based on community feedback. The Walk itself will be designed to educate and inform. The history and culture of the local African American community will be described using elements such as public art, statues, and plaques. Proposer will partner with the St. Petersburg Arts Alliance Artwork to award commissions to African American artists. Narrative content will be developed with community stakeholder groups led by the African American Heritage Association of St. Petersburg and the Carter G. Woodson Museum. The History Walk will also act as a connector between the existing African American Heritage Trails on 22nd Street South and 9th Avenue South and the trail being planned by the African American Heritage Association in Methodist Town to the northeast of the Tropicana Field site.

Small Business Opportunities

Delivering economic benefit to St. Petersburg's African American community is a central focus of Proposer's proposal and an important way of recognizing the economic vitality that existed before Tropicana Field was developed. To achieve this end, Proposer will prioritize hiring of South St. Petersburg CRA residents and work with local partners to make training, mentorships, and technical assistance available. Proposer will also give priority to local minority-owned businesses and reserve investment opportunities in the project for investors of color. Please refer to Section D.5 for a more detailed description of our Community Benefits Program.

- *Weaknesses:*
No weaknesses were identified.

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

- *Strengths:*
Engaging the SBE and MBE Trade Partner Community

Critical to Proposer's early strategy will be identifying trades best suited to the project and aligning them with our small, local, minority-owned, woman-owned, veteran-owned and disadvantaged engagement plan. Typical tactics include:

- Outreach sessions (virtual as needed) to maximize awareness
- Collaboration with the development team and other key stakeholders to understand and expand the existing pool of qualified local trades
 - Partnerships with local community organizations to spread awareness
 - Partnerships with local industry organizations
 - Creative bid packages to allow for greater participation from smaller firms
 - Matchmaker events to pair smaller firms with larger firms
 - Mentorship programs for selected trade partner firms to build skills alongside more established firms
- Robust reporting mechanisms for monitoring and documentation

Community Engagement

By leveraging the established efforts of Suffolk Cares, Developer's team will work closely with key stakeholders to identify community causes it can support through the life of the project and beyond. Developer's community engagement plan is designed to be flexible to respond to community needs as they evolve.

Tropicana Field displaced a vibrant part of St. Petersburg's historically underserved and marginalized African American population, inflicting profound economic harm and resulting in a loss of cultural identity. Successful community outreach must recognize the history of the site and surrounding neighborhoods (as described in Section D.6 of Proposer's response). Community outreach must also align with our proposed Community Benefit Program (CBP) and, crucially, be implemented in collaboration with existing local organizations. Proposer have indicated below its preliminary list of potential partners. Please note this only reflects Proposer's initial thinking. Proposer anticipate its approach will evolve as Proposer further engage with partners and the community at large to refine the CBP.

Public Outreach

The redeveloped Tropicana Field can and should benefit the citizens of St. Petersburg for decades to come. Realizing that vision requires thoughtful, open dialogue with key stakeholders and the community at large. One specific element worth highlighting here is Proposer's commitment to establishing a project office in the South St. Petersburg community, where Proposer will publicize employment opportunities, seek advice and guidance from community stakeholders, and hold what Proposer call "developer hours," a regular open-door opportunity for members of the community to visit with Developer.

- *Weaknesses:*
No weakness identified.

Financial Information

- *Strengths:*
A 20 year cash flow proforma was provided.

- *Weaknesses:*
No weakness were identified.

Depiction of Development

- *Strengths:*

The Depiction of Development includes the Developer proposing to implement the following Four Urban Strategies:

1. Reconnect, Rebuild and Remember - Making preparations for what was lost

This urban strategy draws lines through the site to re-establish connections between communities that were divided by the construction of Tropicana Field and I-175. A bridge over and a park under the highway will help break down the barrier between the downtown and the rest of St. Petersburg. The neighborhood that once filled this area will be rebuilt to embrace the diverse communities already surrounding the site. The scale of the housing in surrounding neighborhoods creates an intimate space and distinct sense of place. Throughout the site there will be places of remembrance and opportunities for art and discussion. The tabula rasa condition of the site is a by-product of the disenfranchisement of over 2,000 people that once lived here. That history is a key driver of the design and will be made transparent in its construction.

1. Reconnectin the City

This new development will reconnect the city of St.Petersburg by providing physical connection through the site and economic opportunities to help the surrounding neighborhoods grow. This action point supports the CRA Redevelopment plan for South St. Petersburg with the intention to bring jobs, training, and resources to the communities south of the highway that are in need of these resources.

2.Rebuilding Community

More than 2,000 people were displaced from their homes by the Gas Plant redevelopment plan in the 1980s. 296 structures including 475 housing units, 19 commercial buildings, 6 industrial and 9 institutional were demolished. These were not just buildings, they were a community. This development plan is not about creating new housing, it's about creating homes. By delivering an equitable mixed income community on the site, we will create a vibrant new neighborhood which people from all walks of life will be proud to call home.

3. . Honoring History on the Site and Connecting to African American Heritage Trail

Prior to construction of the ballpark and highway, The Tropicana Field Site was the location of St. Peterburg's first African American school, library and theatre. These sites will be highlighted in the development with historical plaques and public art that commemorates both the structures and the history of the people who once called this area home. We will partner with the African American Heritage Association of St. Petersburg and the Dr. Carter G. Woodson Museum of African American History to connect the African American

Heritage Trail that surrounds the museum to the site via markers along Pinellas Trail and pop-up space under the highway at 16th Street South. This will lead pedestrians to the development, and link to our History Walk

4. Warehouse Arts and Deuces Live Action Plan

Local art and history will be a key organizing principle for the site and a means of connection to surrounding neighborhoods. The Arts District and Deuces Live will be linked to the development under the highway by an active park and pop-up space. This will create a pedestrian friendly corridor for people to move from the development to the adjacent neighborhoods. The park turns what was once a wall between communities into a gateway

Extend a Human Scaled Downtown

Pedestrian Promenade

1. The History Walk is designed to contrast intimate lively streets with more open civic triangles that have a variety of uses that can change with the time of day or season. Market Square, Community Green, Spray Plaza, Civic Plaza are a few of the triangle types, although names more appropriate to the history of the place and will be determined as the Community Engagement process moves forward. The History Walk crosses and connects to Booker Creek Park, 16th Street South, and the convention center.

2 Placemaking at the Human Scale

With façades broken down in scale, each street will have a rich and wide-ranging architectural character on display. These blocks create active streetscapes that define a diverse public realm. Laid out as courtyards with small laneways, the scale of the residential neighborhoods will feel intimate and active. Pocket parks, outdoor gyms, green space, and bike paths will be right outside everyone's front door, inspiring an active and healthy St. Petersburg lifestyle. The development will rebuild what was lost here when the ballpark was constructed not so long ago, a community.

3. Storefront Conversation Corridor

We will keep align with Central Avenue's Storefront Conservation Corridor. A variety of storefront widths will be permitted inviting a range of businesses and uses, but small (0-20' wide) and medium (20-40' wide) will be prioritized. This will promote more small and local business by emphasizing affordability. The shops and entertainment venues lining this promenade as well as the other commercial streets will provide a framework for economic development, making this a place to both live and work.

4. Public Art and History

We will create lively pedestrian streets where cafés can spill out, special events can happen, and art and history of the African American community are celebrated. Local artists, found in collaboration with the St. Pete Arts Alliance and the Carter G. Woodson Museum will be commissioned to install work along the promenade.

3. Connect Through Nature- re-imagining Booker Creek

A public green space will be drawn around Booker Creek, up through the site and across the highway to create a large park amenity at the neighborhood's core. The new park is designed to create connections. The community will be connected to nature by lowering the wall of the creek to create a public beach so children can splash in the shallow waters and hop on rocks across the stream bed. Campbell Park to the south will be connected to Booker Creek Park by a land bridge extending across the highway. Pinellas Trail will extend over the water and link to the land bridge to provide a southern connection. Booker Creek Park will provide a new kind of green space to add to the rich park system in St. Pete. This park is in the heart of the development. This is a neighborhood park, a park for the community.

Civic Stage - Establishing a new Civic Gathering Space for the City, in the heart of the City

This new plaza will be a space for community programming and activism drawing the people from the surrounding neighborhoods. Various paths will filter into the space; green networks, trails, promenades, shared streets, and bike lanes. Currently a dividing void within the city fabric, the public realm of the redevelopment site will act as a connective tissue, the public living room of the city, where its residents will gather to celebrate, remember, contemplate and establish unity

1. Booker Creek

Booker Creek will be transformed from a culvert flushing runoff out to the bay, to a vibrant, natural habitat. This will add functional capacity, increase system resilience to respond to increasing rainfall events as well as higher downstream tidal incursion caused by storm surge or sea level rise.

2. Urban Beach

The banks of the creek will be recontoured to slope gently, creating a pebbly area for exploration and discovery, attracting families from the nearby housing as well as from neighboring communities. Shaded by clumps of native trees, this area will change with the differing seasonal flows of the creek. Adjacent lawns are perfect for picnicking. Play areas with equipment made of natural materials are located further up the slope.

3. Pinellas Trail

The Pinellas Trail, which follows the old rail line is part of a larger network of bike trails. The Trail engages urban neighborhoods as well as the Booker Creek Park and links to the Warehouse Arts District beyond. The Trail will be designed with a casual vitality similar to the approach planned in the Warehouse Arts District. We envision the Trail as the High Line with bikes. Places for stopping and gathering will be interspersed with the bike lane and pedestrian areas.

4. Land Bridge

A land bridge extends from Booker Creek to Campbell Park and South St. Petersburg over I-175, replacing the old pedestrian bridge with a wider pathway including bike and pedestrian lanes.

Orchards

The Gas Plant neighborhood is fondly remembered for its fruit trees and community gardens. In keeping with our plan to improve access to affordable nutrition, we will dedicate land to the creation of new orchards.

Civic Stage

1. Creating a new Center

This new plaza will be a space for community programming and activism drawing the people from the surrounding neighborhoods. Various paths will filter into the space; green networks, trails, promenades, shared streets, and bike lanes. Currently a dividing void within the city fabric, the public realm of the redevelopment site will act as a connective tissue, the public living room of the city, where its residents will gather to celebrate, remember, contemplate and establish unity.

2. Setting the Stage

Imagined as a stage for public life, the conference center cascades down to the new Civic Plaza and center of the city, inviting life to move between the two spaces. The plaza framed by the conference center is covered by a light canopy, allowing visitors to gather during any season to engage with the public programming and markets that will bring this space to life throughout the year.

3. Programming

The plaza is never static. Civic life is a performance and the plaza is its stage. Throughout the day, week, and year the plaza will host a variety of programs, from farmers markets, pop-up art festivals, and performances. The space is designed for people to gather and express themselves.

Convention Center and Hotel

The three-level convention center will provide a variety of experiences for its patrons. Event spaces include a 200,000 sq. ft. exhibition hall on the first level; 100,000 sq. ft. of meeting rooms on the second level; and a 50,000 sq. ft. ballroom on the third level. The ballroom contains access to a rooftop terrace with sweeping views of the masterplan development and downtown St. Petersburg. The building's primary pre-function lobby spaces will open to the rest of the development while the operational loading dock will border the interstate. Like the stadium, the convention center will thoughtfully reference the site and its history through material use, art, and more to become another unifying asset for the community.

A 4-star Convention Center hotel that boasts services and amenities to support the wants and needs of its guests – regardless of whether their business is business, pleasure or a bit of both. A celebration of coastal living, grand spaces let the outdoors flow in and encourage guests to get out and take full advantage of the temperate climate. Pieces by local artists are featured throughout the hotel. Event spaces are socially inspired to compliment the convention center, capable of holding galas and celebrations, but can be easily transformed for large meetings, corporate summits, or educational gatherings.

Canopy

A large-scale canopy, seemingly floating around the perimeter of the convention center, extends out over the major public entries and plazas. The canopy provides a signature architectural gesture and is responsive to the Florida climate, acting as a massive shading device and improving guest comfort level.

Roof Top Vegetable Garden and Apiary

The expansive roofs of the convention center create a unique opportunity for a rooftop Vegetable Garden and Apiary located in the heart of downtown St. Pete. Created for the community, this amenity will provide a new resource for affordable and nutritious food for Sugar Hill and the surrounding neighborhoods.

Innovation Campus and Office Center

AltaSea Florida

Positioned to be the leading East Coast Institution dedicated to the blue economy, AltaSea Florida will generate a wide range of economic benefits and jobs for the area. It will also attract satellite businesses, acting as a catalyst for new technologies and startups. The St. Pete technology campus will offer office, research and creative space for its students and faculty.

Workplace

The Sugar Hill development will offer over 2 million square feet of 21st century work space that will be focused on both the creative and tech markets. Strategically positioned next to the tech campus, the office neighborhood will benefit from AltaSea's mission of research and innovation. The larger neighborhood that this state of the art workplace hub sits within will provide a wide spectrum of amenities within a truly walkable campus environment. The mixed-use programming of the development will offer attractive residential options, a vibrant public realm, and access to parks including the Pinellas Trail. All of these community assets will help to attract a diverse workforce that has the opportunity to embrace a live/work lifestyle within the Sugar Hill Neighborhood.

Connection to Innovation District

Strategically positioned to the southwestern corner of the development the tech campus will be able to create a strong connection to the St Pete Innovation District. From this location it will be a short walk or bike ride to the heart of the district. The proximity will easily allow Sugar Hill's tech campus to utilize the established infrastructure and networking assets of the SPID. Within this framework AltSea Florida and USF's College of Marine Science will be able to integrate seamlessly.

Lastly, the Developer that Booker Creek Park is the Heart of the Area

Booker Creek will have vegetation maintenance and Resiliency. You will navigate through the park by neighborhood connections, namely, Third Avenue South, 16th Street South, and Fifth Avenue South. Additionally Planning for the Future will consist of Blue-Green Infrastructure.

Blue Green Infrastructure

Sustainable stormwater management promotes stormwater as a valuable resource. By conveying, storing, cleansing, re-using, and displaying stormwater through a network of blue-green infrastructure (BGI), challenges related to flooding, thermal comfort, and active mobility can be tackled while offering multiple benefits such as education and recreation to the public realm, residents and users.

Climate Change Adaptation and Biodiversity

Besides benefits directly related to water and plants, BlueGreen infrastructure has a huge potential to modulate the urban climate by reducing urban heat island effects, balancing diurnal temperature fluctuation, and supporting natural air ventilation. It also reduces the bioclimatic impacts of land cover changes such as desiccation of urban soils and associated wind-borne air pollution and dust hazards. By managing and modulating hydroclimatic variability and weather extremes, BGI enhances the adaptability and resilience of urban infrastructure. This contributes to a dramatic reduction of stormwater management costs through its long-term holistic perspective, compared to mono-functional infrastructure approaches

- *Weaknesses:*
No weaknesses identified.

Timing of Development & Development Phasing

- *Strengths:*
The Developer believes that its phased masterplan anticipates that significant amount of development can occur prior to the end of the 2027 MLB season provided the required approvals are obtained. The development is proposed to be completed within five phases. Phase 1 to cover the period 2024-2025, Phase 2 2026-2027, Phase 3 2028-2029, Phase 4 2030-2031, Phase 5 2032-2033, or a total development completion time frame of 10 years. During Phases 1-3 the majority of the development to include the majority of the residential units, Office square footage, the Tech Campus and Hotel will be completed, and a majority of the Convention Center will be completed with the final completion of the Convention Center happening during Phase 4.
- *Weaknesses:*
No weakness identified.

Other

- *Strengths:*
Redevelopment of Tropicana Field will promote economic growth opportunities throughout the City of St. Petersburg while also stimulating fiscal impacts to the local government. The

South St. Petersburg CRA further highlights the site's importance in fostering key initiatives designed to enhance neighborhoods and commercial corridors in South St. Petersburg.

The strengths of the proposed development is the economic impacts. The project is expected to cost approximately \$3.006 billion. The number of construction jobs estimated to construct the development is 30,945, and new tax revenues of \$3,823,019. .

The benefits to the community and surrounding neighborhoods will include:

Arts and Culture (Creation of a History Walk, that will use memorials, artwork, and narratives to tell the stories of St. Petersburg's African American Community, Support for a multi-purpose center to be incorporated into the proposed convention center

Attainable Housing: Developing 35% to 40% of total residential units on site as affordable with a cap of 80% AMI. Developing an additional 10% to 15% of total residential units as workforce housing for households earning 100% AMI and 120% AMI. Developing approximately 100 affordable homes for sale in the form of condo units.

Diversity, Equity, Inclusion, and Shared Prosperity: Workforce development programs (outreach, training, and mentoring), Local hire programs (we estimate that 20% of construction jobs will go to South St. Petersburg residents). Maximizing contract opportunities for SBEs and MBEs during all phases of the development. Local merchant support in the form of giving priority to residents of the South St. Petersburg CRA to establish and foster start-up businesses on site. In partnership with 3 Daughters Brewing and the Florida Brewers Guild, establishing one of Florida's first minority-owned breweries. Providing direct equity investment opportunities in the project to investors of color

Education

Healthy Communities

- *Weaknesses:*
No weaknesses identified.

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill

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:*
Very good mix of local and national, covers all disciplines and topics
- *Weaknesses:*

Reference Projects and Experience

- *Strengths:*
Matrix is thorough
- *Weaknesses:*
Lead Developer experience with project of this scale?

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

- *Strengths:*
Detailed responses provided
- *Weaknesses:*

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
very detailed and inclusive, seemed to cover everything in a thoughtful way

- *Weaknesses:*

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

- *Strengths:*
detailed responses, especially for hiring, outreach, and historical re-connections; team members included to specifically address these items
- *Weaknesses:*

Financial Information

- *Strengths:*
Cash flow looked detailed
- *Weaknesses:*

Depiction of Development

- *Strengths:*
strong urban character
- *Weaknesses:*

Timing of Development & Development Phasing

- *Strengths:*
Good mix of uses in first phase including hotel, convention center, office, tech campus, 800 residential units, green space improvements, prior to 2027; 9 year plan
- *Weaknesses:*
build out timeline too aggressive?

Other

- *Strengths:*

- *Weaknesses:*

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill, JMA Ventures

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:*
 - development team includes a diverse mix of groups with technical expertise in planning, project finance, engineering, and construction
 - local affordable housing groups included in the development team
 - Sugar Hill Community Partners - the applicant - is based in the Tampa Bay region and has experience working in the St. Pete community

- *Weaknesses:*
 - no inclusion of local community-based groups in their development or consultant team

Reference Projects and Experience

- *Strengths:*
 - provided impressive list of completed projects, many in St. Pete including the Pier Approach, the Dali Museum, and many others
 - many projects were 25+ acres, \$100m+, mixed-use, and LEED, ENVISION, or WELL certified developments

- *Weaknesses:*

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

- *Strengths:*
 - applicant addresses all 21 Guiding Principles from the RFP Section 10
 - affordable housing development is a major part of the proposed project

- *Weaknesses:*

some responses were lacking content and/or referred to previous sections of the RFP

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
 - applicant addresses all Development Elements from the RFP Section 11
 - affordable housing development is a major part of the proposed project
- *Weaknesses:*
 - some responses were lacking content and/or referred to previous sections of the RFP

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

- *Strengths:*
 - applicant commits to using SBEs in all phases of the project with an estimated goal of 15%-20% SBE usage overall for the project
 - provided a very cogent and comprehensive discussion of community outreach, community benefits, and the historical context of the site
- *Weaknesses:*
 -

Financial Information

- *Strengths:*
 - comprehensive 20-year Cash Flow Pro-forma provided showing a cash flow of \$100m+ in Year 20
 - application clearly shows Sources and Uses of Funds for the project and with an estimated total project costs of \$3b+
- *Weaknesses:*
 - the Cash Flow document removes Years 11-14 and 16-19. they should be included to show the full financial projections on the project

Depiction of Development

- *Strengths:*
 - site plans and prototype designs are well-organized, very detailed, and visually-appealing making it easier to imagine the vision presented
- *Weaknesses:*

Timing of Development & Development Phasing

- *Strengths:*
 - very concise and detailed timeline based on the two development options (ballpark vs. no ballpark)
 - up to 3,200 affordable housing units planned
- *Weaknesses:*

Other

- *Strengths:*
 - applicant provided a thorough breakdown of the projected jobs created and economic impact from the project as well as the estimated total construction value
- *Weaknesses:*

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: JMA Ventures / Sugar Hill Community Partners

Evaluator: Raul Quintana

Development Team:

- **Team Composition:**
 - **Developer** *JMA Ventures – Todd Chapman, Michael McManus, Kevin Johnson*
 - **Development Partner** *J Square -Jay Miller , DDA Development , Bowen Arnold, Highgate- Hospitality Sam Grabush*
 - **Design**
 - **Planning** *Henning Larson, Michael Sorensen*
 - **Urban Design**
 - **Architecture** – *Moody Nolan, Local Architect Behar Peteranecz*
 - **Landscape Architecture** – *W Architecture and Landscape Architecture*
 - **Civil** *Stantec*
 - **Sports** – *MANICA Architecture*
 - **Construction** – *Suffolk, Chris Eastman, DuCon Construction, Ernie DuBose*
 - **Development Manager** *Machete Group – David Carlock – Development Manager and Sterling Properties*
 - **Affordable Housing** – *Blue Sky Communities, Rev. Louis Murphy, Roy Binger, Shawn Wilson*
 - **Diversity and Inclusion** *Thomas Huggins, Ariel Business Group*
 - **Real Estate** – *Cushman & Wakefield*
 - **Conference Center** – *Conventional Wisdom & ASM*
 - **Marine** – *AltaSea Florida*
 - **Financial** – *Backstreets Capital, Will Conroy*

JMA driven by focus on placemaking, community engagement and strategic long term views. JMA can underwrite and deliver complex multi-use projects - \$1.5 B value of existing projects. Machete Group- advisory and development/project

management - \$4B includes 90 acre mixed use development. Sterling Project Development – advisory and PM, \$24B 200 active projects. Henning Larsen, large scale sustainable master planning, 10,000 acres planned, over 20 large mixed use developments. Moody Nolan, variety of building type – 11 offices. MANICA – public assembly venues, Stantec, Blue Sky – affordable and WF housing, DDA & J Square – local developers. Highgate development 3 Daughters Brewery, ASM Global, Arehna – Geotech, Ariel diversity and inclusion, B2 Communications, Cardno, Bierderman Redevelopment – public space activation, Municap- public financing, Johnson Pope, Land use real estate law, Mechanik Nuccio – environmental PA, Pinnacle- hospitality consulting, Suffolk – pre construction, Vivid Consulting -survey mapping, Volt Air -central Energy, Young BD, Local Business liason

- **Strengths**

Prime developer has extensive experience on large scale mixed use projects. Composition of team appears to cover all vital segments of development along with several unique additions that fill out and give depth to the development team. Strong development support both local and niche markets. Design and planning components are very strong with excellent national and local representation along with international reach (Henning Larsen). Convention center and stadium design group has excellent background and experience. Blue Sky affordable housing component.

- **Weakness**

Would like to have seen more input on construction and implantation potential team composition.

Reference Projects and Experience

JMA -Downtown Commons - \$400MM, 1.5 MM SF, Sacramento, California, Mixed use, entertainment. Partnered with Sacramento Kings, Heening Larsen, masterplan, Tibble 2.0, Sweden, 74 acres, Harvard Enterprise, 36 acres 300 apartments, hotel,

- **Strengths**

Project examples offer a diversity of type, size and complexity. Henning Larsen has a number of master plans involving large city-wide scale.

- **Weakness**

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

Plan based on existing cultural and physical context of the Trop site. – Convention Center of 650,000 SF and 500 rooms. – Phase 1 – anchor of the development,- include multi purpose performing arts venue – AltaSea – research and tech firm from LA -500,000 SF technology campus centered around Altasea.. 25,000 seat ballpark, Minority owned brewery, Urban Faring initiative – Emmanuel Roux – onsite farmers market. Booker Creek Park -11 acres w smaller pocket parks. History Walk – heritage of district, SPC remote learning opportunity, affordable and WF housing 35 – 40% of total housing at 80% AMI, micro units, Onsite Child care, Sustainability – include district scale technologies such as central cooling, solar array, energy storage, mass timber, low carbon concrete, smart city technologies – Health in all policies, Lab School, Class A Creative friendly offices, small business storefronts, mobility and connectivity, - create front door elements –

Extensive public collaboration, honor history of site, provide jobs, capitalize on Grow Smarter Initiative – Convention center size – Tampa convention obsolete and landlocked, St. Pete is differentiated. Is that justified after COVID? Understanding of Booker Creek and environmental concerns,

- **Strengths**

Refer to Depiction of Development for summary response.

- **Weakness**

Narrative Response – Incorporation of Development Elements in RFP Section 11

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

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

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

Financial Information

Qualified Opportunity Zone designation experience. JMA and partners (Blue Sky, J Square, DDA, Backstreet and Highgate) have between them close to \$3B in development. Capital structure will require additional parameters and timing. Identified public dollar needs specifically tied to: demo of Trop stadium, deo of UG infrastructure, street grids and intersections, parks and landscape, water., sewer and stormwater, convention center, public parking garages, workforce housing assistanceTech campus assistance. MuniCap to develop financing plan including determining public funding. Possible \$836MM in public funds – W/O stadium

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

Depiction of Development

Sugar Hill Commons and Sugar Hill Parks (w/baseball)

- **Strengths**

Very clear and concise four Urban Strategies: a) Reconnect the street grid with a range of urban environments. Connect with parks over and under the highway. Land bridge to Campbell Park, family oriented housing – courtyards with small laneways, intimate and active -heritage trail. b) extend a human scaled downtown – small scale retail that continues urban fabric of Central Ave. allow cafes to spill out, fill with seating and art 11th street extension to convention center, c) connect through nature slope down to creek – green heart of project, d) create a civic gathering space – convention center cascading down to a public plaza.

Supporting human interaction and equity is the key to their view of a successful urban realm. This is done by a clear emphasis on two diagonal pedestrian connectors, one along Booker Creek and the other from the NE corner to the SW corner where the convention center is a major anchor and draw. The ballpark option interrupts the strong east-west path, but maintains a major pedestrian and retail zone around the ballfield. Ballfield location at the NE corner is well connected to the activity of downtown – “embedded within the urban fabric” and an extension of the active promenade along Booker Creek.

Reconnecting an urban residential community along the Pinellas trail adjacent to 1st Ave. South on the north with mix of housing types,

- **Weakness**

Is a convention center of the size and capacity conceived necessary and if so, is the location on the border of the Campbell Park neighborhood the best? Is 16th Street South capable to handle the traffic and impact of a major convention center. Activation of the street is dependent on a

consistently active convention market. Is that realistic at this scale and size? Are there other locations that would be preferred?

Timing of Development & Development Phasing

*Before 2027 – 1st phase of the convention and performing arts center and hotel
450,000 SF of office*

350,000 sf of tech campus

800 affordable housing units

Green and public space

Parking structure to meet game day loss of parking

- **Strengths**

- **Weakness**

Why construct the convention center as a first phase priority if the trop is still used for baseball. Seems like this would create a conflict of uses and activity. Convention center in an isolated spot being the first activity to go in could be a concern. If an expansion of the convention center is a possibility, it seems to make sense that it expand to the west near the interstate and that the initial phase occur at the old trop location after stadium is demolished.

Other

- **Strengths**

- **Weakness**

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill Community Partners

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:*
Good mix of national (JMA, Machete, Sterling, Stantec) and regional (Blue Sky, Carteret, Square Developers, W Architecture) partners They will also be relying on many local companies and businesses and stakeholders for preconstruction services.
- *Weaknesses:*
none.

Reference Projects and Experience

- *Strengths:*
Proposer has identified seven projects, meeting the minimum size and dollar thresholds of the RFP on which the "featured team" has participated. In addition, it includes other projects meeting the same thresholds that other team members have been involved with.
- *Weaknesses:*
None

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

- *Strengths:*
The proposer's response to the Guiding Principles was the most detailed of any of the proposals, connecting, generally, its design and development program with these principle. In some cases, for instance the provision of Grow Smarter jobs on the site, they reached out to subject matter experts to help craft their response.
- *Weaknesses:*
None.

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
The proposer was equally thorough in responding to the Development Elements section. Where they did not fully elaborate on the design and program approach's consistent with the Elements, they referred the reader to the section that elaborated on it.
- *Weaknesses:*
None

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

- *Strengths:*
The proposal commits to a 15% to 20% participation rate in all phases of the development, and even suggested that it may designate certain scopes of work for SBEs only. In addition, they were cognizant of the emphasis the City is placing on local hiring and committed to setting construction hiring goals throughout the development period.
- *Weaknesses:*
None.

Financial Information

- *Strengths:*
Detailed 20-year cash flow based on each component of the development program (ie, "Multifamily Mixed Use Bldg #3) which shows how each are expected to perform annually.
- *Weaknesses:*
The proposal calls for approximately \$600 million in public funding, not including the \$75 million in TIF that the City has already included in the IRP budget. Most of the public funding (\$550 million) required is expected to be spent on the Convention Center and Convention Center Expansion. Approximately \$250 million will be spent on a 400,000 SF expansion in phase four, this being justified due to the landlocked nature of the competing Tampa Convention Center. The initial convention center will be 625,000 SF alone and require

Depiction of Development

- *Strengths:*
The proposal offers a "town green" at the northeast corner of development will be an entry

feature for downtown pedestrians who will know they've arrived at the redevelopment site. The proposal offers to remedy the "infrastructure injustice" created by the interstate systems by reconnecting the site with the neighborhoods to the south and work with FDOT to hasten the "removal" of I-175. The convention center will have a plaza in front of it giving opportunities for civic involvement, artistic performances, and other events in front of a building that may be "dark" a significant portion of the year. The proposal does articulate the details of the development's main urban design features by providing details with graphics and a narrative description. Their treatment of Booker Creek as a design feature adds value to the project site.

- **Weaknesses:**
Proposed stadium is located east of Booker Creek sited almost dead center of the site. This impedes the east west flow through the project site and inhibits the use of the Creek as an open space amenity as the stadium is located adjacent to it. The diagonal pathway extending from the northeast to the southwest under both schemes - offered as a symbol of reconnecting the downtown with neighborhoods severed by the interstate - disrupts the grid pattern and makes for odd-shaped lots that may create difficult spaces to lease. There is no identifiable retail use on the project site. A large omission is not identifying the retail space throughout the site. There is no mention of retail SF in the development program. For an urban site, this could be a fatal flaw in the success of the development as active retail and lifestyle uses will need to adjoin the diagonal promenade to make it pedestrian friendly.

Timing of Development & Development Phasing

- **Strengths:**
Proposal calls for a \$3 billion five phase development with the project completed in 2033. This is the second shortest of the development periods submitted. The 5.4 million SF Stadium project will see 80 percent of the project built in the first three phases, including the bulk of the residential. The 7.0 million SF non-stadium scheme will see the first 2 million SF developed in Phase 1 but then more incrementally developed through the next four phases until the 2033 completion.
- **Weaknesses:**
None

Other

- **Strengths:**
The project calls for 30,000 construction jobs created over the five phase development.
- **Weaknesses:**
No detailed analysis of the onsite job creation for the project, simply multiples the expected job creation per SF of office to arrive at 2,300 jobs created. This is one of the lowest among the proposals. They did not quantify the job creation for the convention center and hotel. There is no identifiable retail use on the project site.

Tropicana Field RFP Review – Sharon Wright

Sugar Hill

Yes, recommend to shortlist

- ✓ Impressed with team including Moody Nolan, impression that the team really sought out excellence in team members and diversity. Also includes convention center team, Wilks as LA., and Cardno on environmental (good local connections). Would love to hear more from Moody Nolan.
- ✓ Reference projects interesting, cultural, and relevant: Berkeley Prep Tree, Dr. BBQ, very nice Assist. Living Facility, FL A&M “Connecting stadium to community” and all green spaces also stormwater treatment; Bryant Park NYC (more the transformation than the theme).
- ✓ Section 11 + more highlights – approach to “comes with the responsibility of acknowledging the site’s difficult past”; example ideas include minority-owned brewery; Building Material Pyramid! Health, healthcare, marine, sustainability, smart cities addressed well along with overall understandable and on point (understanding) narratives. Factors/elements like ISAP, Smart Cities, history, community-based sustainability, and stream restoration all read like it was understood/incorporated where others more repeated back the RFP language.
- ✓ Engagement offered some standout ideas including “developers’ hours” and more unique visual tools.
- ✓ Depiction of development included cool outlays/flexible uses for stadium; open to repurpose of I-175, connections; Blue/green infrastructure approach; discussion of evaluating together with a “climate first” approach.
- ✗ Phasing - would like to see environmental treatments mentioned for Phase 1.
- ✓ Other – cool video. Multi-lingual aspects. Proposal presented impression that team is interwoven and collaborating already; that they are already working together with City and community. The elements and examples seem visionary, daring in some language, yet possible.

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill Community Partners

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:*
Extensive development team representing all aspects of development- incl microbreweries!
- *Weaknesses:*

Reference Projects and Experience

- *Strengths:*
Great Project Experience Matrix
- *Weaknesses:*
Not all projects performed by the lead developers.

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

- *Strengths:*
Proposal strongly identifies the actions associated with the 21 guiding principles. It is obvious that the proposer has invested time and effort to study the current conditions of the site which should lead to fewer surprises in the development process..
- *Weaknesses:*

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
Detailed response on all elements of Section 11 with the theme or Reconnect, Rebuild and Remember. The city's desire for connection and righting the wrongs of the past are strongly evoked within the proposal.

- *Weaknesses:*

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

- *Strengths:*
Detailed response

- *Weaknesses:*

Financial Information

- *Strengths:*

- *Weaknesses:*
Public funding requested for infrastructure and demolition of existing stadium, convention center, water sewer, and other needs. The demand far exceeds the city's pledge of funding for this project.

Depiction of Development

- *Strengths:*
Image and descriptions are very strong.

- *Weaknesses:*

Timing of Development & Development Phasing

- *Strengths:*
Has a plan for both faster development schedule and also a 2027 start time.

- *Weaknesses:*

Other

- *Strengths:*
Remove I-175 and restore grid.
- *Weaknesses:*
Can the city afford what I understand is the requested contribution to the development.

Tropicana Field Request for Proposals Strengths & Weaknesses Evaluation

Proposer: Sugar Hill

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:*
 - Diverse and qualified team with local participation
 - Deep bench of small business consultant support

- *Weaknesses:*

Reference Projects and Experience

- *Strengths:*
 - Provided strong evidence of past and similar projects that included stadium development

- *Weaknesses:*

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

- *Strengths:*
 - Job well done providing attention to cultural diversity through art, nature, history and commerce in the design and through opportunities
 - This proposal did well with connecting to the Gas Plant neighborhood legacy.
 - Attention to workforce development, including Grow Smarter opportunities in the community. It will be important to ensure that pathways to access are created for residents of the CRA.
 -

- *Weaknesses:*

Narrative Response - Incorporation of Development Elements in RFP Section 11

- *Strengths:*
 - Support of small businesses and entrepreneurship is strong in this proposal
 - Mentor/Menee program for each development team member is a true asset. This concept provides access to all levels of the development process to emerging entrepreneurs.
 - This proposal demonstrates significant effort illustrating the "how" the team will convey the Gas Plant neighborhood history lessons that are woven through various aspects of their project.
 - The Farmer's Market and the History Walk are both features that weave in the tribute to the history of the site, with the Farner's market providing a commerce and food scarcity solution.
 - "Developers Hours" - This is a excellent concept for providing community access to the process.
 - Business to Business Mentoring, such as the program with 3 Daughters is innovative and will provide minority access to industries that have been relatively exclusive to-date.
 - 5-10% office space dedicated to underserved entrepreneurs is an asset.
 - Other proposals discussed event space, while this proposal also offered a proposal for event space management.
 - Tech Campus concept for local universities will provide greater ease of access to education and training opportunities; however (see weakness)
 - Emphasis on natural aspects of design to promote "connecting through nature." - consistent with desire to reconnect south and north St. Pete.
 - Priority Housing granted to South St. Pete residents
 - Efforts to maintain alignment with tribute to Gas Plant history are evidenced in innovative Project Nomenclature Design, History Walk and purposeful "connecting through nature."
 - Provided a more detail explanation than others of what will be needed for addressing issues around Booker Creek.
 - *Use of 4 Urban Strategies to summarize their project with "Reconnect, Rebuild and Remember" resonating the most.

- *Weaknesses:*
 - The local business consultant advisory panel is an excellent concept! Consideration of additional St. Petersburg talent may benefit the project.
 - Tech campus funding seemed to rely on assumptions.

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

- *Strengths:*
 - One Community as an established and trusted partner for community outreach
 - Specified Grow Smarter Strategies equating to JOBS.
- *Weaknesses:*

Financial Information

- *Strengths:*
- *Weaknesses:*

Depiction of Development

- *Strengths:*
 - Acceptable design, including several incorporations of natural features and parks
- *Weaknesses:*

Timing of Development & Development Phasing

- *Strengths:*
 - Timeline was shorter in comparison to several other proposals
- *Weaknesses:*
 -

Other

- *Strengths:*
- *Weaknesses:*