



This new neighborhood, in the heart of one of Florida's most beautiful cities, will be a lively focal point for St. Petersburg residents and the region, a community for this century.

Vision

Vision Statement

The history of every city is a story of transformations. Sometimes bustling. Sometimes hustling. Always re-inventing itself. Since its incorporation in 1892, St. Petersburg has been many things: a railroad terminus, port city, the Sunshine City of tourists and retirees, a livable urban resort. Today the city stands poised at another turning point.

On the 86-acre site where Tropicana Field now stands was once a thriving neighborhood, the Gas District area. Then it became a place for people to gather for recreation and sports. Tomorrow, through a partnership between city leaders, the community and Hines, the past and the future will come together on the western edge of downtown.

Here, a sensitively planned neighborhood will emerge with retail, hotels and housing of the finest sustainable design. St. Petersburg will have a new destination—a place to live, shop, play, or even just stroll. A place designed organically for residents, but with the flair to draw visitors and further establish St. Petersburg as the most appealing city in the Tampa Bay area.

The new structures that will define West End St. Pete will be punctuated by abundant open and green spaces alive with native plantings, and at its center, Booker Creek with its gently drifting waters, and the Pinellas Trail. Pedestrian-friendly streetscapes will be

reestablished, while year-round art and cultural events – planned and impromptu – form a vibrant backdrop to an enriched standard of living. The Tropicana Field acreage will be artistically woven back into the fabric of downtown by a quality developer known for creating places for people that stand the test of time.

To look at a city is to see the hopes and ambitions of generations. This new neighborhood in the heart of one of Florida's most beautiful cities will be a lively focal point for St. Petersburg residents and the region, a community for this century.



Vision

Executive Summary

Hines appreciates the opportunity to present our qualifications and proposal for the West End St. Pete development to the City of St. Petersburg. Hines believes that the City's RFP presents a unique opportunity for the public and private sector to collaborate in a way that will help redefine a major portion of St. Petersburg's core.

In our 50 years of development, Hines has had the opportunity to shape and reshape the downtowns of numerous cities throughout the world, and we believe that West End St. Pete represents a rare and unique opportunity to shape and redefine the urban fabric of St. Petersburg for decades to come. Hines' proposal outlines our vision for the reuse and redevelopment of the existing Tropicana Field Site using world-class architecture and urban design standards, combined with state-of-the-art sustainable and green development practices.

A Cornerstone of the City's Renaissance

There is no doubt that a downtown St. Petersburg renaissance is underway, as downtown has experienced over \$1.3 billion of development and redevelopment investment since 2001. West End St. Pete is poised to continue this resurgence and will see significant additional investment, job creation and increased retail and real estate tax base over its five to seven year development cycle and well beyond. Tropicana Field currently sits on 86 acres which, if developed correctly, will serve as a catalyst to redevelopment in the neighborhoods between the downtown waterfront and I-275.

The development of West End St. Pete will have a profound economic impact on the City of St. Petersburg. The key benefits that West End St. Pete is projected to add to the City are:

- An estimated \$850 million investment in the construction industry and an additional \$650 million in indirect and induced spending related to construction
- Approximately 8,400 construction jobs
- Approximately 6,000 jobs in other industries linked to construction such as professional, scientific, and technical services

- A projected \$450 million annual spending in downtown St. Petersburg, and an additional \$350 million in indirect and induced economic activity
- New economic activity that will support nearly 14,000 jobs a year
- An estimated \$600 million in property and local taxes on property that is not currently on the property tax roll

Hines will be Accountable to the Community

The Hines team is committed to partnering with St. Petersburg developers, professional consultants, businesses and residents on West End St. Pete to promote economic development. Consistent with the concerns of the community as raised in numerous public sessions and forums held by the City of St. Petersburg and the Rays, the Hines community inclusion program will build on the extensive experience the firm has had with public/private partnerships, as well as the numerous significant and successful MBE/WBE Programs that we have established for similar projects. The Hines team understands the unique impact that projects of this magnitude have on the local, small and minority business community and the long-term commitment that management and staff must

have to these goals. All members of the Hines team have repeatedly demonstrated their commitment to working with public entities and local constituent groups to achieve maximum participation for small, women and minority owned businesses and implementing local employment new-hire programs. We believe that the redevelopment of the Tropicana Field Site can become a national model for the involvement of local, small and minority owned businesses in one of the top urban revitalization projects in the country.

The Hines Process

The Hines methodology for decision making related to the master planning process will consist of a highly interactive process of examination and analysis by Hines, its consultants and the City of St. Petersburg. We plan to work with the City and the community to achieve a contextual approach that reconnects the site to the surrounding neighborhoods, while maintaining the City's Vision 2020 plan. The Hines team is committed to working closely with the City to create a new urban destination that will be woven into the fabric of the city, reestablishing and reconnecting the city grid in all directions in order to connect West End St. Pete to the Central Business District, adjoining business districts, neighborhoods and cultural and sporting venues. Hines recognizes that a strong

downtown is important for strong neighborhoods – and vice versa – and strongly believes that West End St. Pete must reflect and incorporate the history and character of St. Petersburg's great neighborhoods, from the Downtown Waterfront to Old Northeast to Historic Kenwood and beyond.

