

mixed-use

intensive

sustainable

vibrant

urban



PRESENTED BY WILLIAMS QUARTER, LLC
DeBartolo Holdings, NRP Group, RGA Group



309 S. Willow Ave | Tampa, FL 33606 | P: 813.226.2220 | F: 813.259.0003

408 Broadway | Nashville, TN 37203 | P: 615.256.9229 | F: 615.256.9230

Exhibit 1

PROPOSAL FORM

**PLEASE RETURN THIS FORM WITH YOUR PROPOSAL FOR
TROPICANA FIELD SITE, ST. PETERSBURG, FLORIDA**

The undersigned certifies that the enclosed proposal is being submitted and is subject to the terms and conditions as outlined in the Request for Proposal as issued by the City of St. Petersburg on January 18, 2008

Williams Quarter, LLC

Name of Company/Organization

Signature of individual submitting proposal
for referenced Company/Organization

William Henry

Printed name of individual

MHenry@rga-design.com

E-mail address

813-226-2220

Phone

813-259-0003

Fax

March 18, 2008

Date

Williams QUARTER

The Legend of the St. Petersburg Coin Toss

St. Petersburg was purchased and co-founded by John C. Williams, of Detroit, Michigan, in 1876, and by Peter Demens, who later brought the railroad to the city in 1888. Incorporated on February 29, 1892, St. Petersburg had a population of only 300 people.

St. Petersburg was named after the hometown of Peter Demens, who was from Saint Petersburg, Russia. The legend says that John C. Williams and Peter Demens flipped a coin to see who would have the honor of naming the city. Peter Demens won and named the city after his birthplace. As a consolation prize, Williams was allowed to name the first hotel after his birthplace. While The Detroit Hotel still exists downtown, it has since been turned into condominiums.

The name "William's Quarter" is intended to be a pun, in addition to commemorating this coin flip legend. The focal point of local retail and pedestrian activity is found in William's Square. At William's Square Fountain, located in the center of William's Square, pedestrians can read about the local legend and try their luck with their own coins.



A.	<u>Our Partners</u>	1
	I. Chain of Command	2
	II. NRP Group	3
	III. DeBartolo Holdings	5
	IV. RGA Group	7
	V. TBE	9
	VI. RGA Architecture	10
	VII. NRP Contractors	13
	VIII. LandDesign	14
B.	<u>General Redevelopment Issues</u>	15
	I. Mixed-Use Community	16
	II. Economic Impact	17
C.	<u>Land Uses</u>	19
	I. Project Scope	20
	II. Type Map	21
	III. Residential	22
	IV. Retail	23
	V. Hotel	25
	VI. Office	26
	VIII. Amenity	27
D.	<u>Transportation Integration</u>	28
	I. PSTA, Proposed Transit, Existing Roads Transit Systems	29
E.	<u>Site Design</u>	30
	I. Site Plan & Conceptual Renderings	31
	II. Green Design & Quality	37
F.	<u>Project Phasing</u>	38
	I. Type and Phase Site Maps	39
	II. Projected Schedule	40
G.	<u>Attachments</u>	42
	I. Financials	43
	Guarantees	
	Cash Flows	
	Statement of Assumptions	
	Financial Offer	
	II. Equity Investment	44

