

# Historic Gas Plant District Redevelopment

Legacy Honored, Future Forged



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# Historic Gas Plant District

Legacy Honored, Future Forged

## Honor the Past

The Historic Gas Plant District holds deep meaning for St. Petersburg. It has long served as a source of energy for the city, both physically and symbolically. At its most fundamental level, the gas plant transformed raw fuel into power, yet the district also bears the lasting impacts of past redevelopment that displaced a once-thriving community. We approach this history with humility and responsibility, recognizing that honoring the past requires more than acknowledgment; it requires intentional action.

Our plan embeds history directly into the district through the preservation of the original gas tank footprint within Samuel Davis Park, references to historic places and stories woven throughout Legacy Link, and the design of cultural amenities that reflect and elevate the district's legacy. This work is grounded in extensive site research, including the continued cataloging of oral histories as the project evolves.

Our research and historical findings are woven throughout the development and form a foundation for the district's future.

Gas Plant residents and descendants will be an integral part of our iterative process.

## Fuel the Future

As a St. Pete based team, we see this redevelopment as an opportunity to reconnect the Gas Plant to the surrounding community. There were originally nine bridges at the Historic Gas Plant. Intentionally, we are bringing back nine bridges over Booker Creek. We are also reconnecting the street grid to knit the site back into surrounding neighborhoods, reinforcing access, visibility, and belonging. The parks, museums, and community spaces are designed as places of convergence, where culture, work, and daily life intersect. By prioritizing collaboration over isolation, the district becomes a platform for economic opportunity, cultural exchange, and community agency in the present.

This plan looks forward with optimism, positioning the Historic Gas Plant District as a catalyst for a more unified, resilient, and inclusive city. Connection does not mean uniformity; it means shared responsibility and collective progress. By honoring what exists, empowering people today, and designing spaces that circulate value back into the community, the district will fuel opportunity for generations.

**We are St. Pete, and we are stronger together.**





## Unsolicited Offer to Purchase Real Estate Owned by the City of St. Petersburg

Honorable Mayor Welch,

When you opened the window to accept offers on the Historic Gas Plant, my office released a statement that we planned to compile an offer that was effectively a love letter to the city of St. Petersburg. After 44 years of living here and after 63 days of collaborating with the best and brightest designers, artists, historians, developers, competitors, community interest holders, HGP descendants, and business leaders, I can tell you this offer is not a love letter. This is a marriage proposal.

We plan to construct 3600+ units of income-restricted (affordable/workforce) housing (both on HGP and throughout the city over the duration of this project). This represents the largest delivery of its kind in the history of the city and is consistent with your administration's drumbeat.

WJArchitects has spent long days and late nights creating an evocative, architecturally jaw dropping permanent home for the Woodson African American Museum of Florida, and in collaboration with Zyscovich, designed a Legacy Link that connects City Hall with the Manhattan Casino and the Deuces District. Our plan rests on respect for the community that once existed here, informing and educating the future generations.

Far too often, developers drive around town, meet with interest holders and "check-the-box" by getting a letter of support. Instead, our firm proactively reached out to the 20+ community groups in town and asked them NOT to endorse us or "join our team." We have asked a representative of each of these groups to join us with permanent seats on our Historic Gas Plant Visionary Panel, convening every 90 days not only to advise but to hold us accountable to this proposal. We are pleased to share with you that many groups have already enthusiastically accepted their seat – agreeing to an iterative process for the long term benefit of our community and Historic Gas Plant. This is the vehicle for accountability our community has been looking for, as well as a means by which criticisms, good ideas, and collaboration can occur.

Please accept this Unsolicited Offer to Purchase real estate owned by the City of St. Petersburg. We are valuing the site at **\$405,000,000** – nearly 4x the value of all prior bids. We offer to purchase 58 net acres for \$275,000,000. Outside of using the CRA funds to construct new public infrastructure and build Samuel Davis Park<sup>1</sup>, the largest new park in 119 years showcasing a new "Historic Gas Plant Museum Row," we are not depending on any public funding to accomplish this \$8 billion dollar project. We will post a \$20,000,000 deposit at Purchase and Sale Agreement execution.

The offer comes from The Burg Bid, LLC, and is led by General Partner, Blake Investment Partners, Related Group (Co-General Partner), and Elliott Investment Management (Investor). Blue Sky Communities, Greystar (the largest apartment developer and manager in the USA), Driftwood

Hospitality (FL-based, award winning 15,000 room hotel operator) and Stadler Development (St Pete based office expert) are committed to our project. The Burg Bid includes our city's most trusted design institution WJArchitects, paired with global placemaking planner Zyscovich.

Our capital partner is Elliott Investment Management, a \$71 billion FL-based investment firm. To execute the vision, our horizontal construction will be managed by the 7th largest contractor in the United States, Gilbane. The new parks and museums will be constructed by Skanska, the 7th largest contractor on earth. KAST, the most active residential contractor in St. Petersburg, will be overseeing residential construction.

We have assembled a world class team to match our passion for St. Petersburg and this project. We appreciate your time and consideration.

T.W. Blake

A collection of handwritten signatures in blue ink, including T.W. Blake, Jeff Bla, Rob DeAr, Amy Orlin, Michael, Tracy Hart, G. L. R., Denise Young, John Davis, Jim Driftwood, Kast, Thomas S. Bla, and S. T. B.

Please visit [historicgasplant.com](http://historicgasplant.com) to see how our videographer has helped us document our journey:

The Burg Bid

Blue Sky Communities

Experts on the Blake Team

What People Want

MoPA: Doubling Down on the Arts Community

Gillie & Marc

Brain The Genius

<sup>1</sup> Samuel Davis is descendant of the Historic Gas Plant, a former teacher at St Pete High School (where he was my history teacher), a creator of the International Baccalaureate program (a program that the author failed out of), a well-respected community and church leader, and a friend and mentor to almost everyone that he meets. Mr. Davis was one of the only teachers to write me a letter of recommendation to college. Mr. Davis started my curiosity associated with the US Constitution, which led me to a degree in political science, a master's with a thesis that focused on First Amendment law, as well as a law degree. In our research and our community outreach, I heard Mr. Davis's name in more than 50% of our conversations. He was described as a mentor, as extended family, actual family as well as pastor, spiritual leader and a North Star. Even if we are not selected, I would respectfully ask that the prevailing team consider recognizing Mr. Davis.





## Highlights

### Historic Gas Plant Visionary Panel

The Visionary Panel is an independent body, separate from the development team, established to serve as a voice for the community and a source of accountability throughout the process. Its mission is to help shape decisions in ways that reflect community priorities and guide the project forward with intention.

**3,600+ Units**

Largest initiative for income-restricted housing onsite and offsite in the history of St. Petersburg

### Collaboratorium

Workforce Training & Small Business Success Center

Onsite collaboration partners: Career Source, Chamber of Commerce, Greenhouse, EDC, Boys and Girls Club, Skanska, Code Boxx, an incubator, accelerator, and access to capital.

**\$3.3 Billion**

Local / Diverse Business Participation Goal represents \$3.3 Billion worth of contracts to minority and / or small businesses in the City of St. Pete

**\$405,000,000**

Total Land Valuation

**18.5 Acres**

Public park space onsite

### Legacy Link: Historic Trail & Landmarks

The Legacy Link bisects the park, reestablishing a connection from The Deuces and Manhattan Casino to City Hall. At the heart of the park, the Woodson African American Museum of Florida is the convergence point, symbolically reestablishing connections long disrupted.

**\$8.1 Billion**

Total projected development investment

### Museum Row

Creation of the Woodson African American Museum of Florida, Museum of Public Art (MoPA), and Discovery Center



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# Executive Summary

Legacy Honored, Future Forged

## The Vision

St. Petersburg's identity is rooted in its people, culture, arts, and public spaces. The vision for the Historic Gas Plant builds on these foundations through strong infrastructure, walkable blocks, a mix of uses, and architecture that respects the past while embracing the future.

The plan restores and extends the city grid through the site, fully integrating the district into surrounding neighborhoods. Reconnected streets, blocks, and pathways allow the area to evolve organically as part of the city rather than as an isolated development.

A thirteen acre central park forms the heart of the district. Inspired by St. Petersburg's nationally recognized park system, the park serves as a shared civic space for culture, recreation, and daily life. The Woodson African American Museum of Florida anchors the park both physically and symbolically, honoring the site's history while establishing a new cultural landmark for the city. Integrated arts spaces reinforce the park as an active, living environment.

## The Why

Our why is rooted in place and responsibility. We are a St. Petersburg-based team with deep ties to this city, and the Historic Gas Plant District represents both an opportunity and an obligation. This is not just a development site; it is part of our shared civic story. We believe redevelopment must do more than create buildings. It must repair connections, expand opportunity, and reflect the values of the people it serves. Our motivation is to steward this land with care, humility, and long-term commitment, ensuring the district strengthens the city socially, culturally, and economically for generations. We are building not for a moment, but for St. Petersburg's future.

The Mayor's 23 Guiding Principles and 5 Pillars of Progress have informed every aspect of our approach.





# Executive Summary

## Building Together: Community-Driven Redevelopment

### Community Commitment

Redevelopment must create opportunity. This plan prioritizes minority participation, workforce training, and long term economic inclusion through targeted hiring, partnerships, and support for local businesses and entrepreneurs. Honoring the ancestors of the Historic Gas Plant community is achieved through meaningful access to jobs, careers, and economic mobility that extend well beyond construction.

### Community Investment Fund

Blake Investment Partners' Community Investment Program aims to embed intentional equity into the project's capital structure. Members of the community will be able to invest directly into portions of the Historic Gas Plant development, subject to background checks, compliance requirements, and disclosures. The program will lower barriers to entry and align resident wealth creation with project success. This proposed approach ties the district's redevelopment with long-term economic value for the community it serves.

### Home Ownership Opportunities

This proposal intentionally integrates homeownership opportunities alongside rental housing, ensuring the district offers a full spectrum of housing choices. For many St. Petersburg residents, that pathway has become increasingly difficult to access. To support accessibility, the plan targets home ownership opportunities at a discount to market value. The goal is not speculation, but stewardship.

### Visionary Panel

A project of this scale demands ongoing, meaningful community stewardship. To ensure the Historic Gas Plant District's redevelopment remains grounded in local voices and shared accountability, the team proposes a Visionary Panel embedded throughout the life of the project. Comprised of volunteer community representatives reflecting the breadth of St. Petersburg, the panel will provide guidance, elevate community input, and serve as a standing accountability mechanism. Through regular convenings with the development team and continual dialogue, the Visionary Panel ensures the process remains adaptive, inclusive, and aligned with the community the district is intended to serve.

### WMBE and SLBE Inclusion

Blake Investment Partners values inclusive economic participation through a WMBE and SLBE engagement strategy with a participation goal of 41 percent across design, construction, professional services, and operations. Embedded within the project's procurement framework, this initiative prioritizes early outreach, transparent tracking, and meaningful opportunities for local and diverse firms to compete and grow alongside national partners. This approach directly advances the City's equity objectives while strengthening St. Petersburg's local business ecosystem.





# Executive Summary

## Our Offer: The Burg Bid

### Strength of Team and Financial Capacity

This plan is realistic and executable. Lead developer, Blake Investment Partners, and co-developer, Related Group, have assembled a highly experienced team of architects, engineers, contractors, and local consultants with a proven record of delivering complex urban projects.

This development framework allows multiple partners to deliver individual projects within a cohesive vision, combining global expertise with strong local leadership.

**\$405M Total Land Valuation**

**\$275M** Cash payments to purchase 58 acres

**\$130M** City retained land

**\$20M deposit**

The project will be capitalized through a structured cash purchase with a defined takedown schedule, demonstrating both financial readiness and disciplined execution. A **\$20 million deposit** will be posted at project commencement, underscoring the team's commitment and ability to perform. The capital structure includes a **single institutional capital partner, Elliott Investment Management**, ensuring clear accountability and streamlined decision-making. Outside of the **Community Redevelopment Area (CRA) funds**, the project does not require any other public funding.





# Executive Summary

## A Powerhouse Joint Venture

### **Blake Investment Partners: Development Lead**

Blake Investment Partners brings the scale, discipline, and accountability this site demands.

Blake Investment Partners brings proven development expertise shaped by the successful completion of more than 200 projects representing over 25,000 residential units. This depth of experience spans a range of project types, market conditions, and delivery models, equipping the team with the operational discipline, financial acumen, and executional rigor required for large-scale, complex redevelopment efforts. BIP's track record demonstrates an ability to deliver at scale while maintaining a focus on long-term value, community integration, and responsible stewardship.

### **Related Group: Development Co-Lead**

The Related Group is a fully integrated real estate development firm with more than 40 years of experience shaping city skylines and building complete neighborhoods. Across luxury, mixed-use, and attainable housing, Related has developed and managed over 100,000 residential units and more than 2 million square feet of commercial space, representing over \$50 billion in value. The firm is known for design excellence, lasting quality, and projects that celebrate culture and active lifestyles, supported by experienced leadership and in-house sales, marketing, property management, and construction teams.





# Executive Summary

Local Insight, National Strength

Our team combines deep local knowledge and connections with the expertise and resources of national leaders, creating a partnership uniquely equipped to deliver a transformative Historic Gas Plant District.



W Architecture and Landscape Architecture, LLC





# Executive Summary

## Collaborating for Community Impact

We are excited by our community partnerships and look forward to expanding these relationships with additional community organizations, strengthening collaboration and impact across the district..





# Executive Summary

## Design Philosophy

The Historic Gas Plant District is anchored by a 13-acre central park that serves as a civic, cultural, and social heart for the community, honoring the past while creating space for new experiences. From this center, the district unfolds as a walkable, human-scaled urban environment with streets, blocks, and buildings designed for exploration, connection, and everyday life. Thoughtful multimodal and regional connectivity links the site to downtown, transit networks, and essential services, while varied building types respect St. Petersburg's scale and character. Resilience and sustainability are embedded throughout, addressing coastal conditions, climate adaptation, and long-term environmental stewardship. At the ground level, active streetscapes, micro-retail, local businesses, and mixed-use blocks foster continuous engagement, economic opportunity, and social interaction, creating a vibrant, inclusive, and enduring district that reflects the city's identity and supports its future growth.

**Civic and Cultural Anchor:** The 13-acre central park serves as the heart of the district, supporting public life, culture, and recreation.

**Walkable, Human-Scaled Design:** Streets and blocks prioritize pedestrians, intuitive circulation, and everyday interaction.

**Multimodal Connectivity:** Coordinated transit access links the district to downtown, regional transportation, and key city destinations.

**Contextual and Varied Building Types:** Building heights and forms reflect St. Petersburg's character while supporting density and growth.

**Resilience and Sustainability:** Design addresses sea-level rise, storm surge, flood risk, and long-term environmental stewardship.

**Active Ground-Level Life:** Micro-retail, local businesses, and public frontages ensure vibrant, continuous street-level activity.

**Mixed-Use Blocks Reflecting Real Life:** Integration of residential, commercial, civic, and cultural uses supports economic and social vitality.





A Collective of Local Leaders and National Experts Working as One



**Blake Investment Partners**  
Thompson Whitney Blake



**Blake Investment Partners**  
Cole Sones



**Blake Investment Partners**  
Peter Van Warner



**Related**  
Jon Paul Pérez



**Related**  
Jorge Pérez



**Related**  
Nicholas Pérez



**MODO**  
Donald Odom



**Blue Sky**  
Scott Macdonald



**Blue Sky**  
Laurel Macdonald



**Blue Sky**  
Marcus Davis



**Blue Sky**  
Shawn Wilson



**WJArchitects**  
Jason Jensen



**WJArchitects**  
Brandon Newton



**WJArchitects**  
Jamison Sweat



**Zyscovich**  
Suria Yaffar



**Zyscovich**  
Bernard Zyscovich



**Zyscovich**  
Manuel del Monte



**McCants**  
Jerel McCants



**W Architecture**  
Barbara Wilks



**Mario Gooden Studio**  
Mario Gooden



**Wade Trim**  
Thomas Brzezinski



**Wade Trim**  
Samantha Graybill



**Langan**  
Andrew Eiland



**Onyx**  
Tarolyn Buckles



**Aligned Engineering**  
Matt Walker



**St. Pete HA**  
Michael Lundy



**St. Pete HA**  
Danielle Thomas



**Spatial HQ**  
Tessa Jennings



**Stadler Development**  
John W. Stadler



**CareerSource**  
Keidrian Kunkel



**Driftwood Hospitality**  
Carlos Rodriguez, Sr.



**Driftwood Hospitality**  
Carlos Rodriguez, Jr.



**Driftwood Hospitality**  
Jay Cooper



**Great Explorations**  
Angeline Howell



**Boys & Girls Club**  
Freddy Williams



**Young BD**  
Denise Young



# Our Team



Driftwood Hospitality  
Ed Gannon



Driftwood Hospitality  
Alinio Azevedo



Gilbane  
Shanika Baughman



Gilbane  
Paul Sullivan



Gilbane  
Tony Perryman



Skanska  
Tracy Hunt



Skanska  
Daniel Abou-Jaoude



KAST  
Kristine Retetagos



Open Realty Advisers  
Jeffrey Zeigler



Light Foster  
Juan Garcia



Gillie and Marc  
Marc Schattner



Gillie and Marc  
Gillie Schattner



Greystar  
David King



Greystar  
Lewis Stoneburner



Johnson Pope  
Craig Taraszki



# Blake Investment Partners

## Lead Developer

Blake Investment Partners is an institutional investment firm focused on transformative real estate development and community-centered redevelopment initiatives. The firm has been a steadfast partner in St. Petersburg's growth for 23 years. With more than 200 completed projects across the Southeast and a portfolio that demonstrates both scale and sophistication, Blake brings expertise in mixed-use development, community planning, and long-term value creation. The firm's patient approach to investment and commitment to stewardship distinguishes it as a developer that prioritizes lasting community benefit over short-term gains. Blake Investment Partners take a collaborative approach to development, by creating joint ventures with best-in-class subject matter experts to bring projects to life.

**200+** projects completed

**25,000+** residential lots delivered

**20+** local projects completed

**500+** BIP employees



**Thompson Whitney Blake**  
CEO

Thompson is the Chief Executive Officer of Blake Investment Partners ("BLAKE"), which he founded in 2003. The BLAKE team partners with subject matter experts across real estate and private equity opportunities, creating value through the deployment of strategic capital, trusted vendors, and established relationships. Thompson oversees BLAKE's investment strategy and operations and serves as Chairman of its Investment Committee. As the firm's founder, he was an original architect of its investment thesis and philosophy and has guided its growth from a start-up to a regional enterprise with the infrastructure to support multiple businesses and a diverse investor base. Thompson also plays a central role in originating new investment opportunities and developing new partnerships for the firm.



**Cole Sones**  
Partner

Cole Sones joined Blake Investment Partners in 2018 and has since become a driving force behind the firm's real estate and private equity initiatives. He oversees all aspects of due diligence, transaction execution, and portfolio management, guiding projects from early concept through to completion. Currently, Sones manages a diverse development portfolio of over 2,500 residential units and 3 million square feet of commercial space, with a focus on creating value and realizing complex projects. As a member of BIP's Investment Committee, he plays a central role in identifying new opportunities, launching platforms, and shaping the strategic direction of the firm's growth initiatives.



**Peter Van Warner**  
VP, Real Estate Development

Pete Van Warner is Vice President of Development overseeing the Gas Plant redevelopment, leading projects from site planning and entitlements through construction and lease-up. He has helped close financing for more than 3,000 residential units and over \$1.2 billion in mixed-use development across Central Florida. At Blake Investment Partners, Pete oversees Whitney Village in St. Petersburg and the 1,200-acre Emerald Lakes development. Previously, he served as lead developer for Related Group's West River Master Plan and worked with Skanska and KAST Construction on major mixed-use projects throughout Tampa Bay. Known for assembling high-performing teams, Pete delivers complex projects through clear communication and collaborative leadership.



## Co-Lead Developer

Founded by Jorge Pérez in 1979, The Related Group ("Related") has built and managed more than 2 million square feet of commercial space and over 100,000 residential units serving all income levels, representing over \$50 billion in value. For more than 40 years, The Related Group has been improving city skylines and creating neighborhoods with developments characterized by innovative design, enduring quality, and environments that celebrate culture and active lifestyles. Related's distinctive residential projects range from luxury high-rise condominiums to public and affordable housing developments. Each of The Related Group's three major divisions: Luxury Condominiums, Mixed-Use Rentals, and Affordable Housing, are led by experienced real estate executives who have built best in-class development teams. The divisions are supported by in-house services teams including Sales and Marketing, Property Management, and Construction Management.



**43+** Years of Commitment

**736** Employees

**\$7.95** Billion AUM

**11,600** Units (under construction)

**16,000** Units (under management)

**10 Offices**



**Jorge M. Pérez**  
Founding Executive Chairman

Jorge M. Pérez has been at the forefront of South Florida's complex urban evolution for over 40 years. A commitment to 'building better cities,' and a natural ability to identify emerging trends has made him one of the most trusted and influential names in real estate. Armed with a dynamic selection of land parcels, new financing techniques, the collective strength of Related's management team and a pipeline of more than 100,000 residential units, Mr. Pérez is set to answer the demands and desires of a new generation.



**Jon Paul Pérez**  
President and Chief Executive Officer

Jon Paul "JP" Pérez is responsible for overseeing development operations across the company's various divisions, managing land acquisition efforts and leading the procurement of major construction financing. He also forms a part of Related's Executive Committee, where he works with the firm's C-level executives and division presidents establish corporate priorities, growth strategies and other key companywide initiatives.



**Nicholas Pérez**  
President, Condominium Division

Nick Pérez serves as the President of Condominium Development for Related Group (Related), one of the country's leading real estate companies. In this critical leadership role, Nick oversees all development activity within the company's world-renowned condominium group, with a portfolio worth over \$15 billion. Additionally, Nick collaborates closely with Related's executive suite, including CEO and Founder Jorge M. Pérez and President Jon Paul Pérez, to extend the firm's 40+ years of industry dominance.



PSTA  
ST. PETERSBURG  
ELECTRA BUS



# Historic Gas Plant Visionary Panel

## A Framework for Community Input and Accountability

A project of this magnitude touches all corners of the St. Petersburg community, an implication our team is both aware and mindful of. With this understanding, our team has laid the groundwork for a Historic Gas Plant Visionary Panel that will be embedded throughout the duration of development process. The Visionary Panel will be a committee of contingent volunteers to provide ongoing voice, guidance, and oversight throughout the district's redevelopment. We see this as imperative to the project's process, regardless of which team is entrusted with the district's redevelopment.

As a development team, it would be both presumptuous and hubristic to think we hold all the answers. This redevelopment is for the St. Petersburg community, and that commitment must be meaningfully reflected. Achieving that requires intentional avenues for community voices to inform and guide the work. We want this Visionary Panel to serve not only a sounding board for the development team, but also a source of accountability.

This work should be neither linear, nor static. By listening, testing, and refining together, the process builds momentum around a shared vision. Ideas are introduced, discussed, and shaped collectively, allowing the community to weigh in on what resonates, what takes flight, and what needs further refinement. Through this continual exchange, ideas are not only generated but socialized.

The panel is envisioned to function as outlined below, with the understanding that its structure and operations may evolve in coordination with the City and community stakeholders.

- **Volunteer-based**, with members receiving no funding or compensation from the development team to ensure independence and an unencumbered commitment to representing community interests.
- An **Accountability Taskforce**, operating within the panel, focused on tracking commitments, monitoring progress against stated goals, and ensuring transparency and follow-through throughout the life of the development.
- Composed to **reflect the breadth of the community**.
- Serving as a vessel, **actively listening to and elevating input** across neighborhoods, generations, and stakeholder groups.
- **Recommend convening at least every 90 days** with the development team to review progress, exchange feedback, and discuss next steps.



## Invited Groups & Leaders

**CPNA** Campbell Park Neighborhood Association

**CDTA SP** Community Development & Training Center

**CONA SP** Council of Neighborhood Associations St. Pete

**COSP** City of St. Petersburg

**FHSP** Foundation for a Healthy St. Petersburg

**GSP** The Greenhouse St. Pete

**HRM** Home Runs Matter

**KPB** Keep Pinellas Beautiful

**KSPL** Keep St. Pete Local

**NAACP SP** NAACP St. Petersburg Branch

**PCF** Pinellas Community Foundation

**PCUL** Pinellas County urban League

**PTB** Preserve the 'Burg

**SPACC** St. Petersburg Area Chamber of Commerce

**SPEDC** St. Petersburg Economic Development Corp.

**SPID** St. Petersburg Innovation District

**SPAA** St. Petersburg Arts Alliance

**SPDBA** St. Petersburg Downtown Business Association

**SPDNA** St. Petersburg Downtown Neighborhood Association

**SPDP** St. Petersburg Downtown Partnership

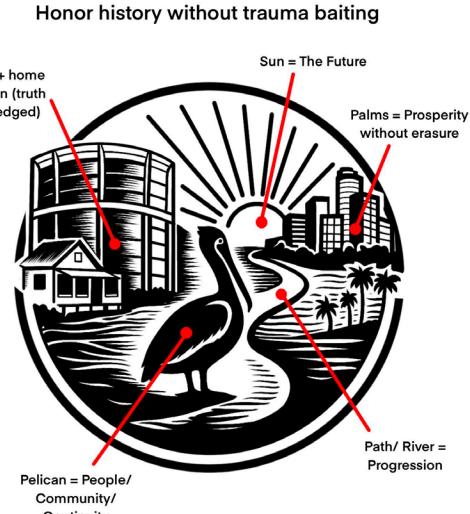
**STBC** Suncoast Tiger Bay Club

The Visionary Panel will be a full participant in the process. This is a preliminary list of participants.



# Brain The Genius

## The Heart of Our Visual Identity



**Chris Roberts**, known to many as "Brain The Genius" (BTG) is a local artist, entrepreneur, and a true St. Petersburg success story.

When we began the search for an artist to design the cover of our Historic Gas Plant (HGP) proposal, we interviewed half a dozen talented individuals. Our criteria were specific: we weren't just looking for talent; we were looking for someone who inherently understood our mission and loved St. Pete as deeply as we do.

We first discovered BTG's work through the Shine Mural Festival. In addition to being a gifted muralist, he is the owner of Urban Ink Tattoo Company. When we approached him with our story, BTG didn't give us a quick "yes." He listened intently, prayed on the opportunity, and consulted with his parents.

When he returned to accept the commission, he shared his own story with us: **he is a descendant of the Gas Plant.**

BTG's involvement helped our team move from an "image" to a "mission". His perspective is woven into every thoughtful element, shape, and color palette of the imagery. There is nothing commercial, AI, or "filler" about this work. It is a soulful tribute featuring Booker Creek, the original gas plants, and representations of the homes that formerly occupied the site.

Through this work, Chris has combined his own life and his family's experiences with our company's desire to help this community heal. He has helped us promote this project as something far more significant than mere real estate. We are profoundly thankful that BTG accepted this commission and educated our team on the lived history of this land.

If The Burg Bid is selected, this HGP badge and branding will serve as **the visual heartbeat of the district**—used for monumentation, marketing, social media, and all official correspondence. It is our way of ensuring the history of the Gas Plant is never forgotten, but instead, celebrated in every corner of its future.





# Design Framework

We began at the heart of the project: the park. We approached it not as an amenity, but as the civic and cultural anchor around which the district is organized. It honors what came before while creating room for new memories and serves as a shared common ground that reflects St. Petersburg's values of openness, creativity, and community. The park is designed to be both a place of pause and a place of connection, grounding the district emotionally and spatially.

The team approaches urban planning and design by identifying opportunities to build upon both the past and present characteristics of a place to create a true sense of place. Our design supports sustainable development by understanding how St. Pete came to be, while considering existing development patterns, local needs for stronger communities, and the economic obstacles and opportunities that shape them. Through this holistic lens, the district is conceived as an authentic environment, reflecting lived experience, supporting St. Pete's diverse population, and integrating cultural amenities. Together this establishes a district that will foster long-term social and economic vitality for the City.

## Building Outward: A Walkable Urban District

From this center, the district is designed to unfold outward in a highly walkable, human-scaled pattern. Streets and blocks prioritize people first, with intuitive paths that encourage exploration, chance encounters, and everyday use. Walkability is a foundational principle of our development, shaping block sizes, building placement, ground-floor activity, and the overall rhythm of the district.

## Multimodal Connectivity & Regional Access

This walkable core is supported by robust multimodal connectivity. The district is designed to be intentionally coordinated with the Downtown Looper, introducing new stops that tie the site into the broader fabric of Downtown St. Petersburg. This is intended to establish accessible connection to the Pier, the Tampa Bay ferry system, and the larger Pinellas County transit network.

Through coordination with PSTA and a focus on first-mile/last-mile solutions, the district will help bridge existing gaps in access. Residents, workers, and visitors will be able to easily reach essential services, employment, and recreation without reliance on private vehicles.

*This plan will be refined with community and Visionary Panel input.*

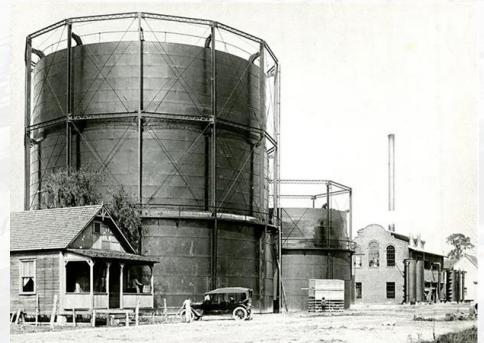




## A District Scaled to St. Petersburg

Originally, the gas tanks were the landmark for the neighborhood. Our iconic towers now reflect the original landmark to the entire city.

The massing of our proposal tapers to connect seamlessly to adjoining neighborhoods.

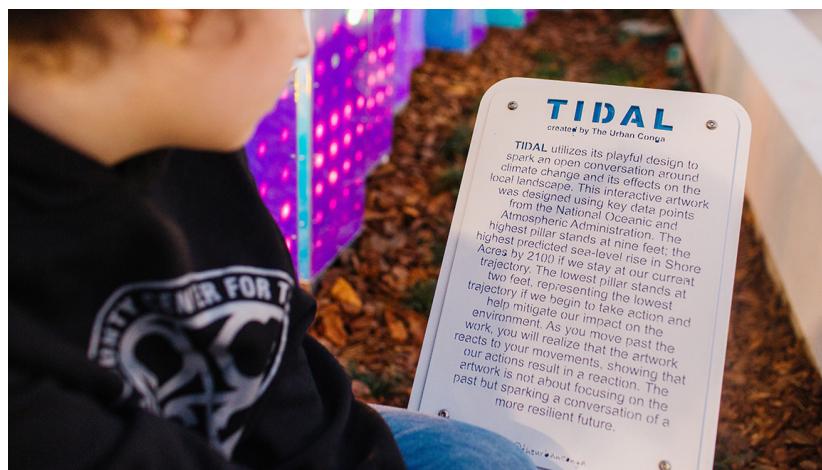


## Resilience & Sustainability

St. Petersburg's waterfront setting and leadership in climate adaptation call for a resilient, forward-looking design approach. Guided by the City's Integrated Sustainability Action Plan (ISAP), Resilience Action Plan, and Imagine 2040 Comprehensive Plan, the district integrates strategies that protect critical infrastructure, support community continuity, and promote long-term environmental stewardship.

Design responses are grounded in a clear understanding of coastal conditions, including sea-level rise, storm surge, and hurricane activity. Site and building strategies address flood risk through thoughtful elevation, resilient materials, and integrated landscape systems that manage stormwater, reduce erosion, and enhance environmental performance while respecting surrounding neighborhood character.

Resilience is also expressed through culture, education, and public awareness. Opportunities for public art and interpretive elements are integrated throughout the district to communicate environmental conditions, adaptation strategies, and the evolving relationship between land, water, and community. Programming and building systems are organized to support operational resilience, with critical functions located above flood-prone levels and secondary uses designed to safely accommodate periodic flooding. Together, these strategies ensure the district is adaptable, responsible, and prepared for the evolving climate realities of St. Petersburg.



### Spotlight: Tidal – Shore Acres Recreation Center

At WJArchitects' project, Shore Acres Recreation Center, public art was used as a tool for environmental education and community awareness. Tidal responds directly to the site's vulnerability to flooding and sea-level rise, translating climate data and tidal patterns into a visible, experiential element within the public realm. The installation invites everyday interaction while fostering understanding of coastal conditions and resilience strategies, reinforcing the role of art as both placemaking and education. This approach reflects how design can communicate complex environmental realities in accessible, meaningful ways.

## Ground-Level Life & Everyday Activation

At the street level, the district is animated, cohesive, and active. A curated mix of micro-retail and local businesses complements St. Petersburg's existing commercial ecosystem, reinforcing the city's creative and entrepreneurial spirit. Sidewalk cafés, generous sidewalks, and active frontages create energy throughout the day and into the evening.

Vehicular traffic is intentionally limited within the district's center, reinforcing a pedestrian-first environment. Circulation strategies avoid conditions that force people beneath major roadways or into tunnels, ensuring clear, safe, and intuitive movement throughout.

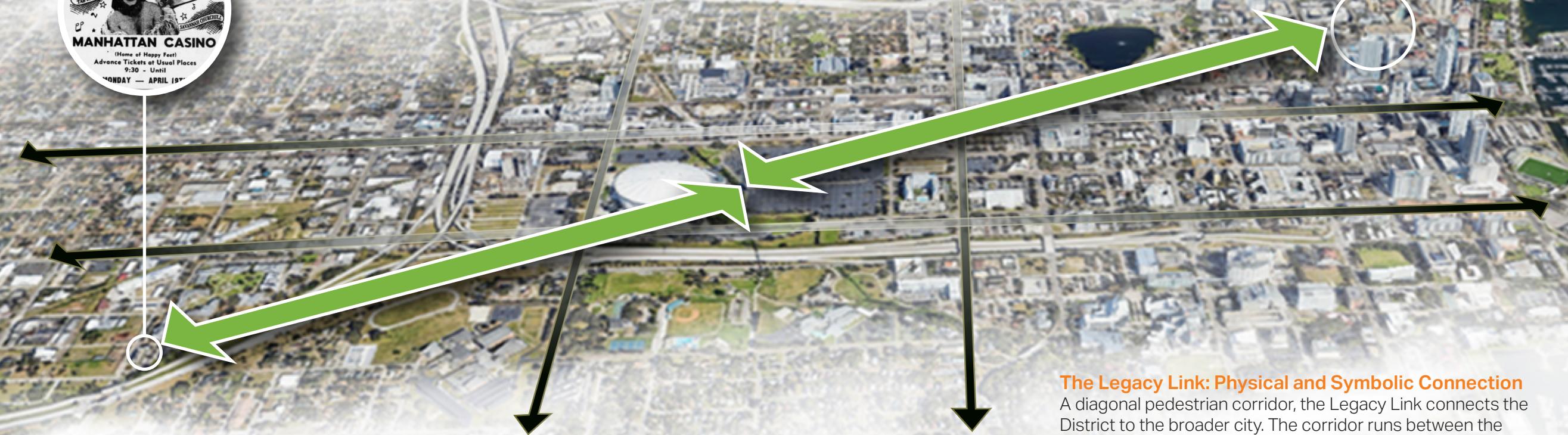
## Blocks That Reflect Real Life

Each block is designed with a mix of uses and experiences, encouraging diversity, flexibility, and constant activity. Residential, commercial, civic, and cultural elements are interwoven to reflect how people actually live, work, and gather. This approach supports economic opportunity, social interaction, and a sense of shared ownership across the district.



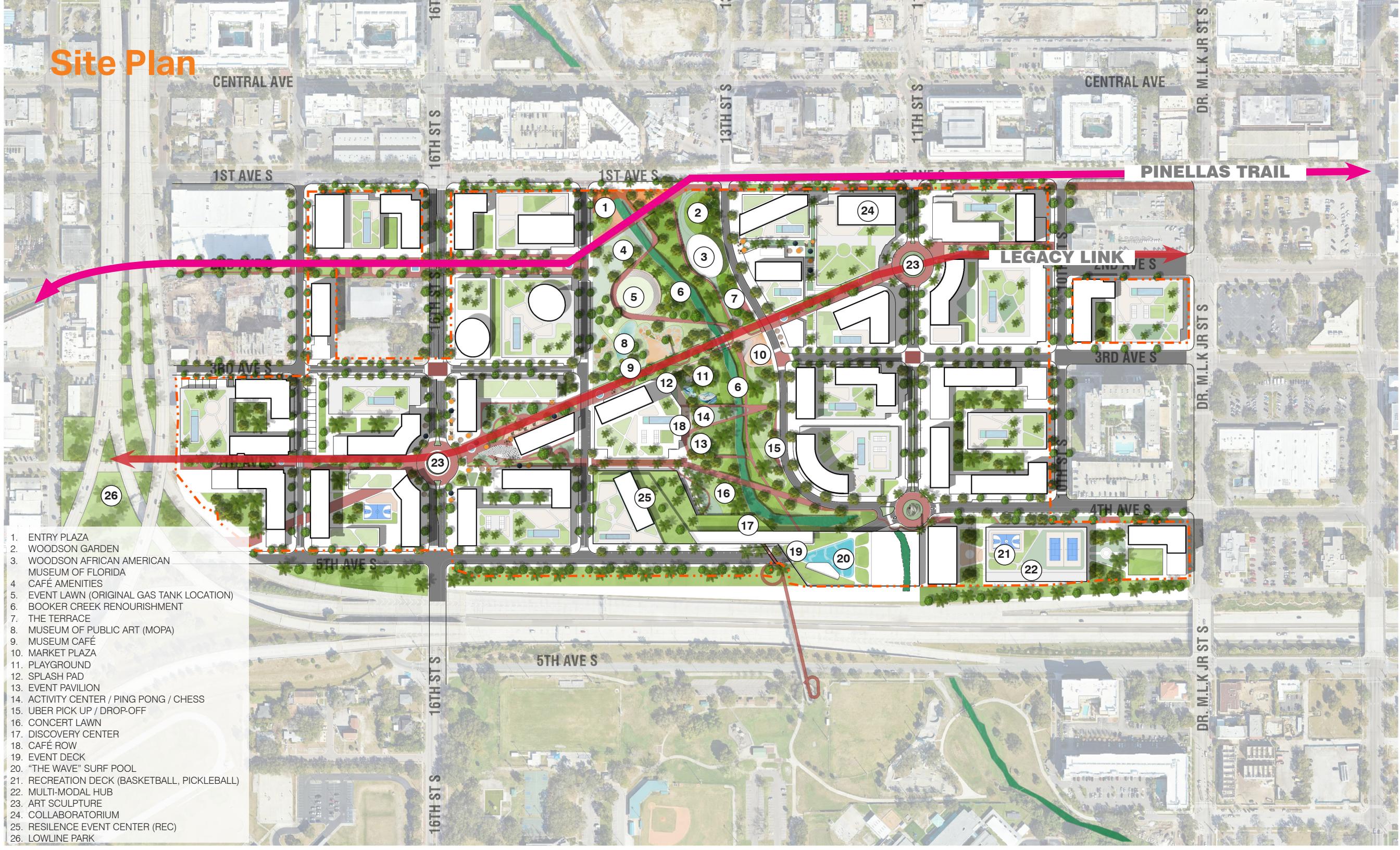


# The Legacy Link



**The Legacy Link: Physical and Symbolic Connection**  
A diagonal pedestrian corridor, the Legacy Link connects the District to the broader city. The corridor runs between the Manhattan Casino and City Hall, with the Woodson African American Museum of Florida positioned at its center as the heart of the development. The Legacy Link functions as the district's primary organizing spine, strengthening physical and cultural connections across the site.

# Site Plan





# Design Team

## A Collaborative Approach Pairing Local Insight with National Expertise

We have methodically assembled a team we believe is best suited to serve the community through this redevelopment. Our initial design team is comprised of four architectural planning and design firms that collectively bring national and international recognition alongside deep local and regional experience. **This team will ensure design quality and vision for all architecture in the district.**

### Zyscovich Lead Planner

Zyscovich is serving as our architectural-led planner, contributing extensive urban planning expertise focused on true placemaking. Their approach shapes a cohesive, experience-driven development that strengthens neighborhood connections, supports local identity, and creates enduring value for the city and its residents.

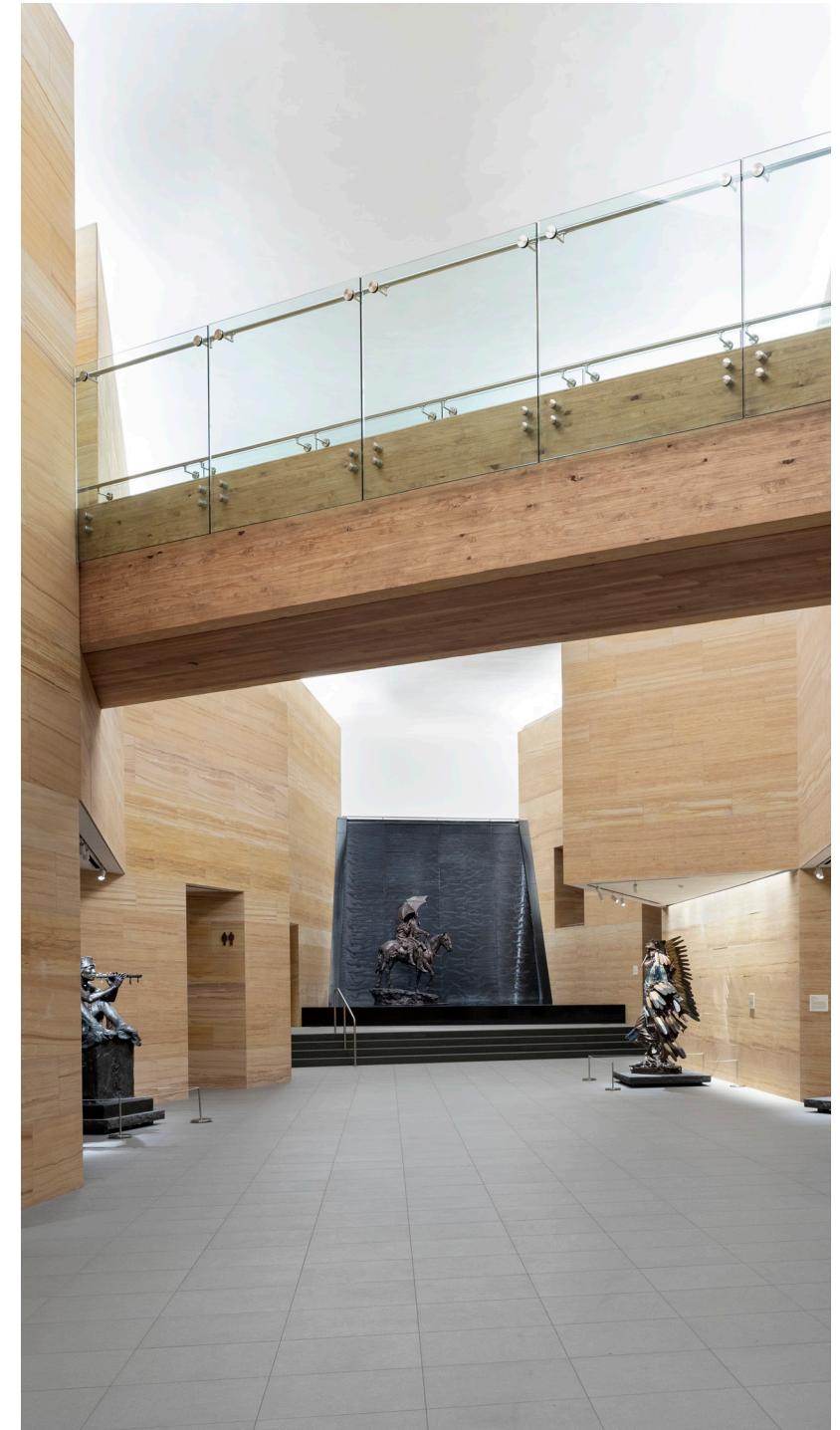
### WJArchitects Lead District Architect & Park Planner

WJArchitects was founded in St. Petersburg and is proudly local. Since its founding, the firm has expanded its presence regionally while earning national and international recognition for design excellence. WJArchitects has built a strong reputation as a public park specialist and has had the privilege of designing some of Greater Tampa Bay's most prominent civic spaces, including the Pier Approach

and Julian B. Lane Riverfront Park. The firm's work is driven by a commitment to delivering inspired design for all, grounded in the belief that every community, every person, and every typology deserves access to thoughtful, well-crafted design.

### Team Collaboration

Key leadership for this project is shared between Zyscovich and WJArchitects, ensuring district-wide cohesion and an approach grounded in what we call the St. Pete Way. Together, they will collaborate throughout the full lifecycle of the development, serving as curators of the architectural team and guiding design excellence across the district. Working within this team, **Mario Gooden Studio** brings a practice deeply attuned to the intersection of history, culture, and innovation, positioning the project within a broader national and international dialogue on architecture and place. **McCants** contributes a locally rooted, small-business practice based in Tampa Bay, with a focus on authentic community integration, engagement with local businesses, and the careful honoring of historical context. Both Mario Gooden and Jerel McCants are published authors whose work examines the relationship between race, architecture, and the built environment, strengthening the team's ability to approach this redevelopment with insight, responsibility, and care.





# Phasing

The Gas Plant District will be developed through a deliberate, efficient phasing strategy that prioritizes early impact, minimizes disruption, and enables concurrent development. The plan is structured around three primary phases, each designed to advance cultural investment, economic opportunity, and neighborhood connectivity while maintaining flexibility for financing and implementation.

- Expedited, minimally phased delivery to accelerate community benefit
- Three primary phases, each planned for approximately five years
- Sub-phasing within each phase to enable flexible financing and concurrent development
- Early development outside the Tropicana Stadium footprint, allowing progress prior to stadium demolition
- Balanced program mix in every phase to support long-term district vitality

Each phase of the Gas Plant District is planned as a complete, mixed-use neighborhood supported by best-in-class development partners.

**Blue Sky Communities is engaged to build attainable and workforce housing in each and every phase, ensuring inclusive growth and long-term vitality across the district.**

## Each Phase is Designed to Include:

- Attainable housing
- Workforce housing
- Market-rate housing
- Class A office space, including micro-office space for startups and small businesses with an emphasis on local enterprises
- Retail, including micro-retail opportunities for startups and small businesses
- A diverse mix of food and beverage concepts with a focus on local operators
- Hotels designed to complement St. Petersburg's unique character and architectural context
- Condominium residences
- State-of-the-art public parks
- Integrated public art throughout the district





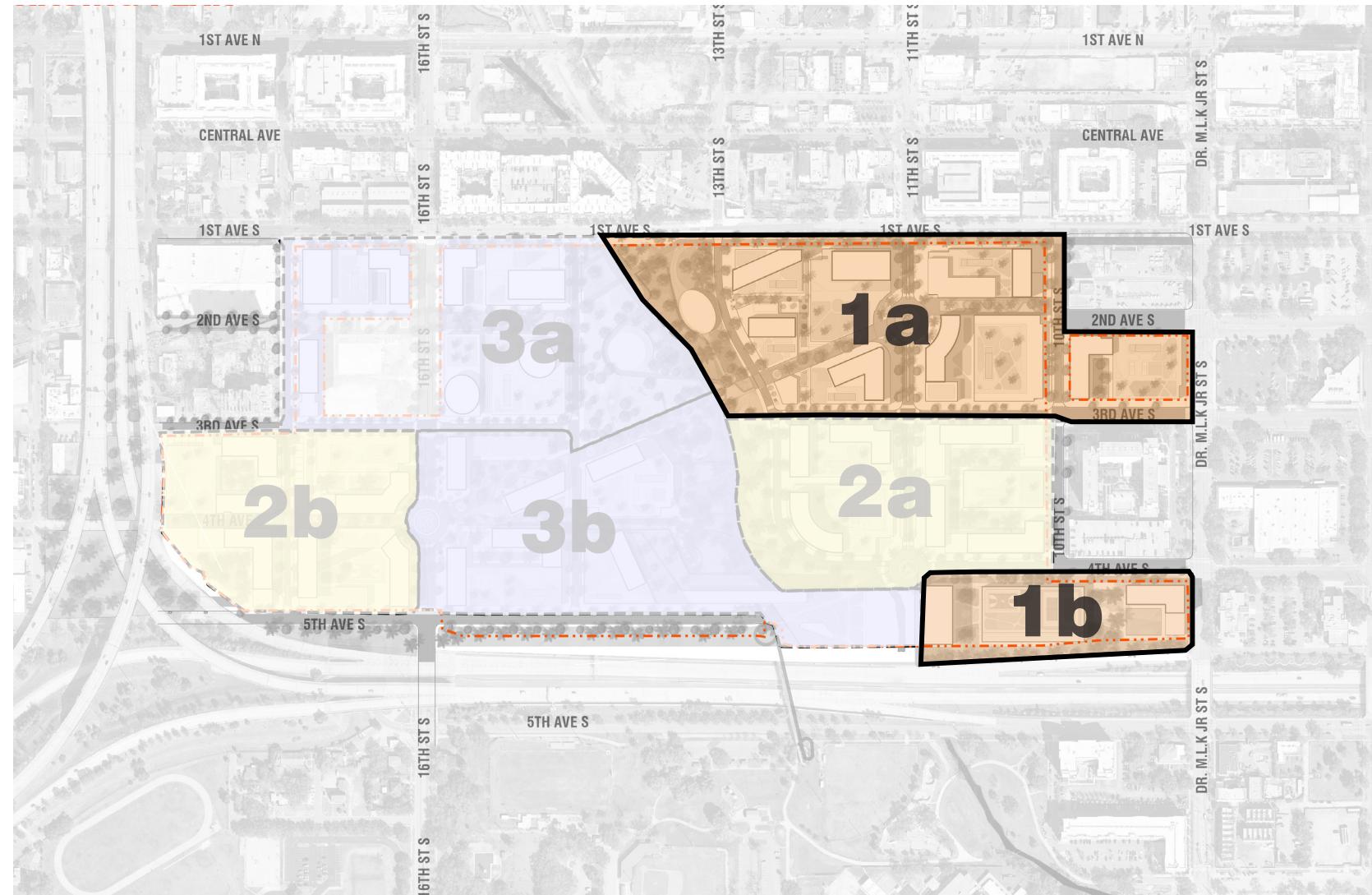
# Phase 1

## Cultural & Workforce Anchor

Phase 1 begins to establish the central hub of the Gas Plant District as a cultural, civic, and economic hub, setting the foundation for all subsequent development.

### Key components include:

- **Woodson African American Museum of Florida:** to honor the area's African American heritage and amplify the stories of original Gas Plant descendants.
- **The Collaboratorium: St. Pete's Workforce Training & Small Business Success Center:** provide workforce development, entrepreneurship resources, and small business support.
- **Multimodal Transportation Hub (Phase 1B):** to replace displaced parking, support Phase 1 uses, and accommodate event access to Tropicana Field.
- **Legacy Link:** a pedestrian-only diagonal corridor running northeast to southwest through the district.





# Phase 2

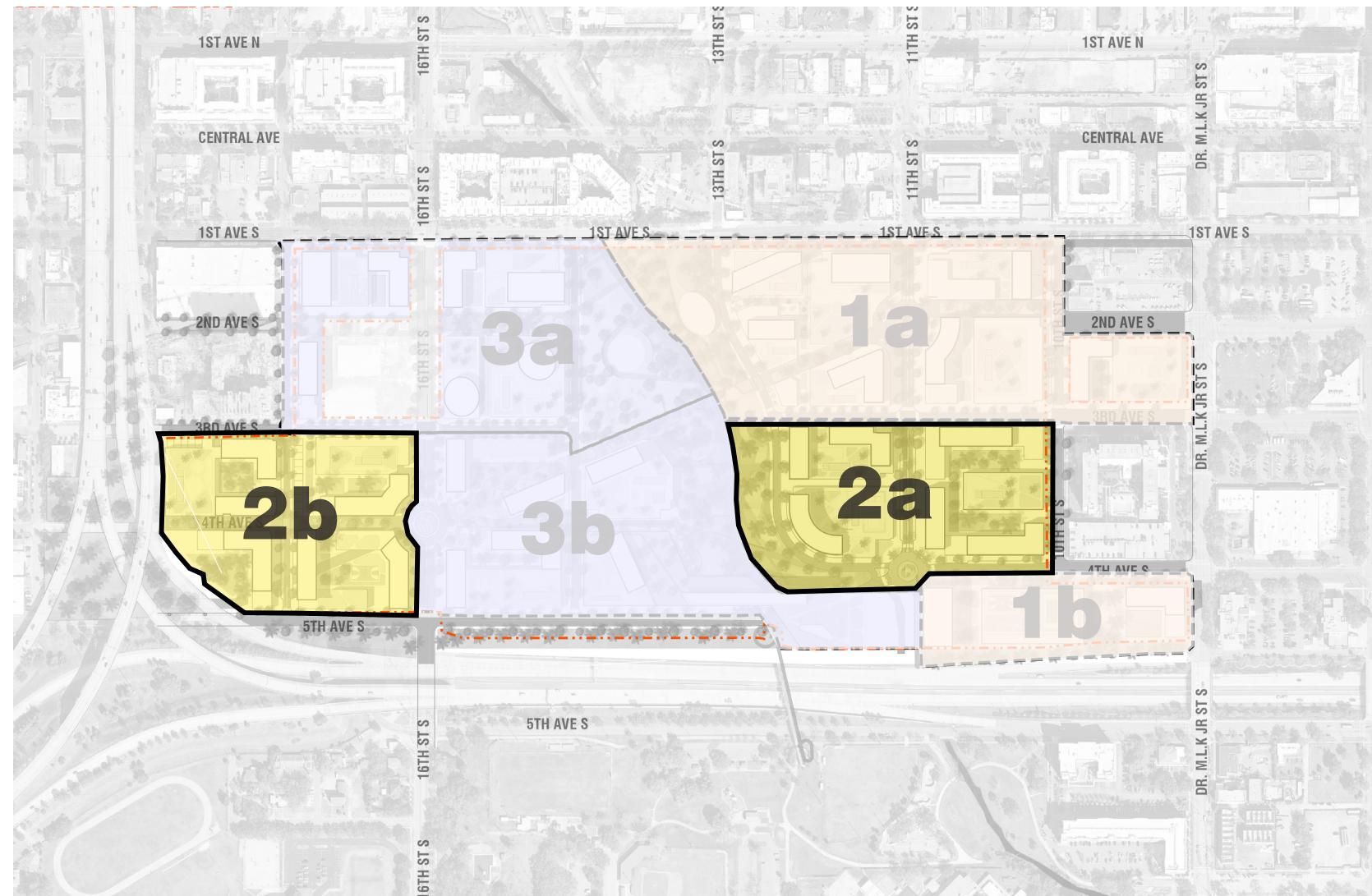
## Neighborhood & Institutional Expansion

Phase 2 builds on the momentum of Phase 1 by expanding residential, institutional, and mixed-use development.

Key components include:

- Development of a **new mixed-income neighborhood**
- Physical and cultural integration with the **Warehouse Arts District, The Deuces, and the Low Line Park**
- Planned participation from **higher education and healthcare partners**, reinforcing the district's role as a center for learning, innovation, and employment

This phase strengthens community connections while maintaining a balanced mix of housing, employment, and neighborhood-serving uses.





# Phase 3

## Regional Destination & Completion

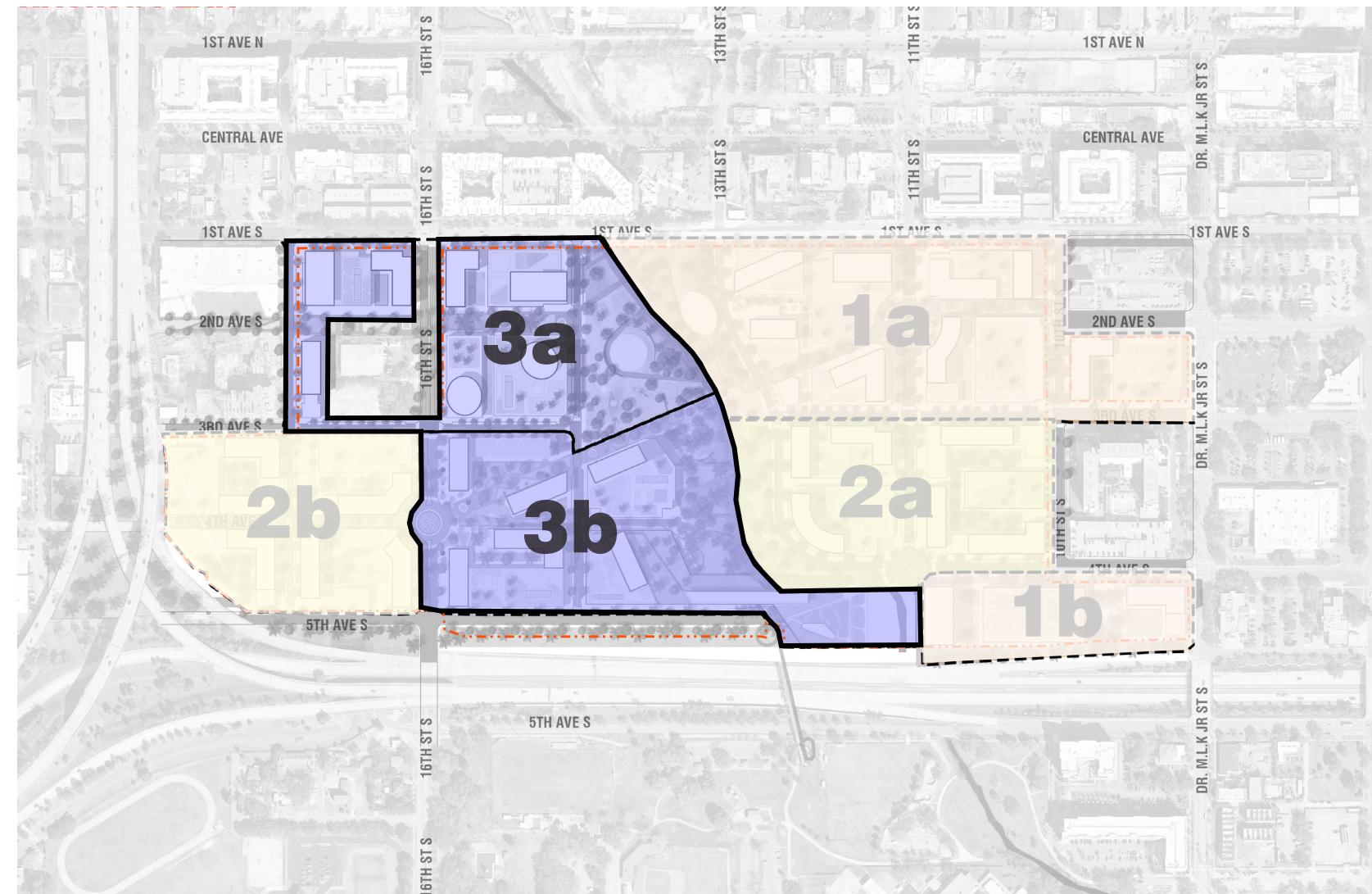
Phase 3 completes the district as a citywide and regional destination for culture, education, and large-scale events.

Key components include:

- **Resilience Event Center**, designed for flexible programming including concerts, career fairs, civic gatherings, and hurricane evacuation center. The facility features significant indoor and outdoor spaces oriented toward Samuel Davis Park.
- **Discovery Center Museum and Education Facility**, supporting lifelong learning and engagement.
- **St. Pete Surf Wave**, the only surf wave of its kind on Florida's West Coast, located on an entertainment deck above the Discovery Center.

With multiple event lawns and public gathering spaces, Phase 3 enables St. Petersburg to host world-class festivals and community events while reinforcing year-round activation.

At completion, the Gas Plant District will function as a cohesive civic and economic center that reflects its history while supporting long-term opportunity and growth. Through a balanced mix of culture, education, housing, employment, and public gathering spaces, the district will serve residents, workers, and visitors alike. The phased implementation ensures a resilient, well-integrated neighborhood that supports daily life, attracts regional activity, and delivers lasting value to the community and the City of St. Petersburg.





# Design Inspiration

The proposed design of The Woodson African American Museum of Florida is adapted from the headwrap used by African women to not only protect their hair from the weather, but to also symbolize spirituality, dignity and connection to ancestry. The use of headwraps during the transatlantic slave trade grew to represent resistance, identity, and communal bonding. It is a garment that shows up across the African diaspora which embodies shared history, culture, and the interconnectedness of Africans.

The interpolation of an African headwrap as a design element was intentional because it speaks to how the Gas Plant prioritized communal bonding and how they continue to preserve their culture.





# Multimodal Connectivity

## Transit-Oriented Development

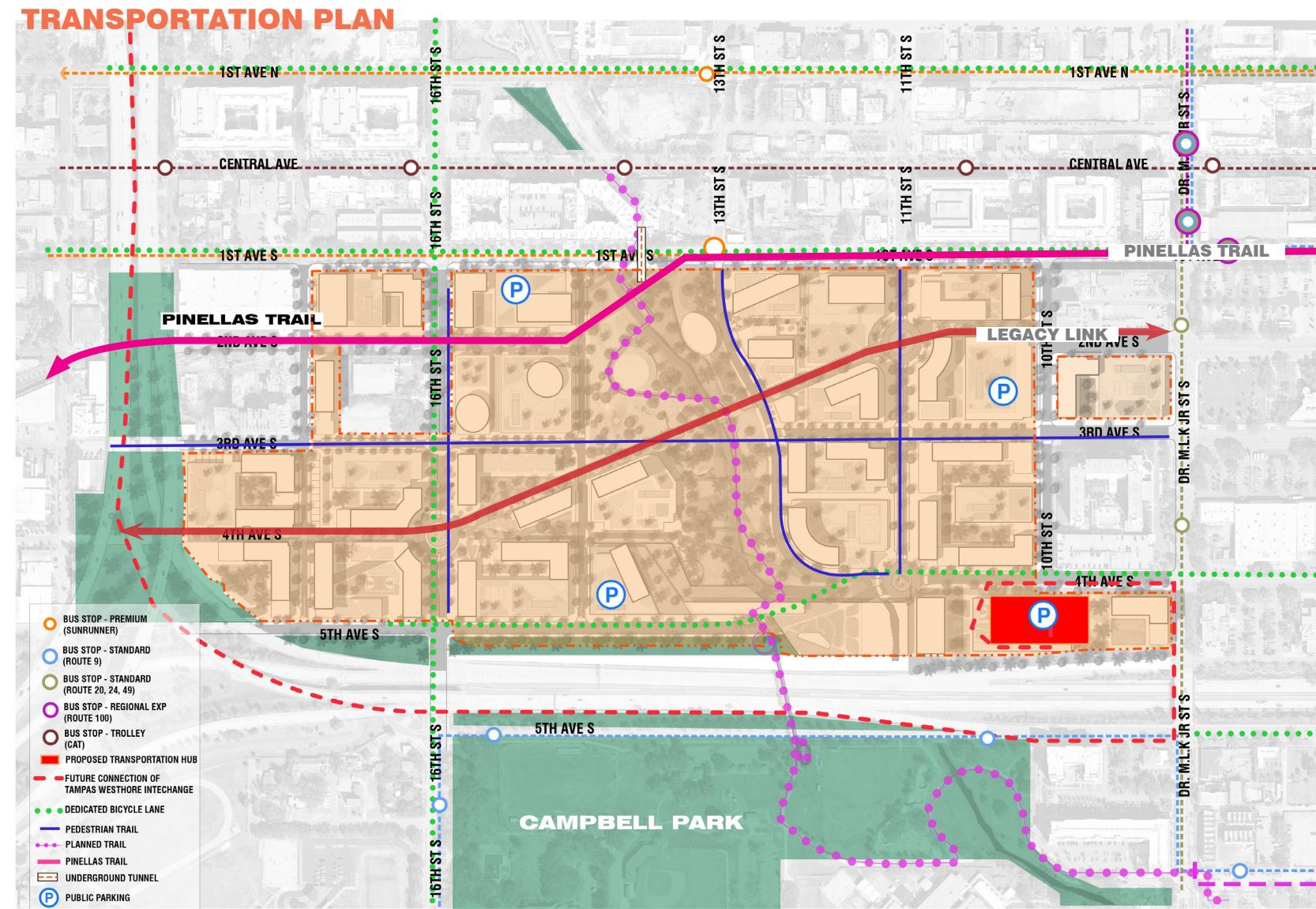
The Burg Bid prioritizes transit-oriented, multimodal development that is not car-centric, linking the Gas Plant District to downtown St. Petersburg, the Pinellas Trail, surrounding neighborhoods, and the greater Tampa Bay region. The plan features pedestrian-friendly, car-free thoroughfares, connections to PSTA stops and the Bus Rapid Transit System, and provisions for a future multimodal center capable of integrating light rail directly into the heart of the district.

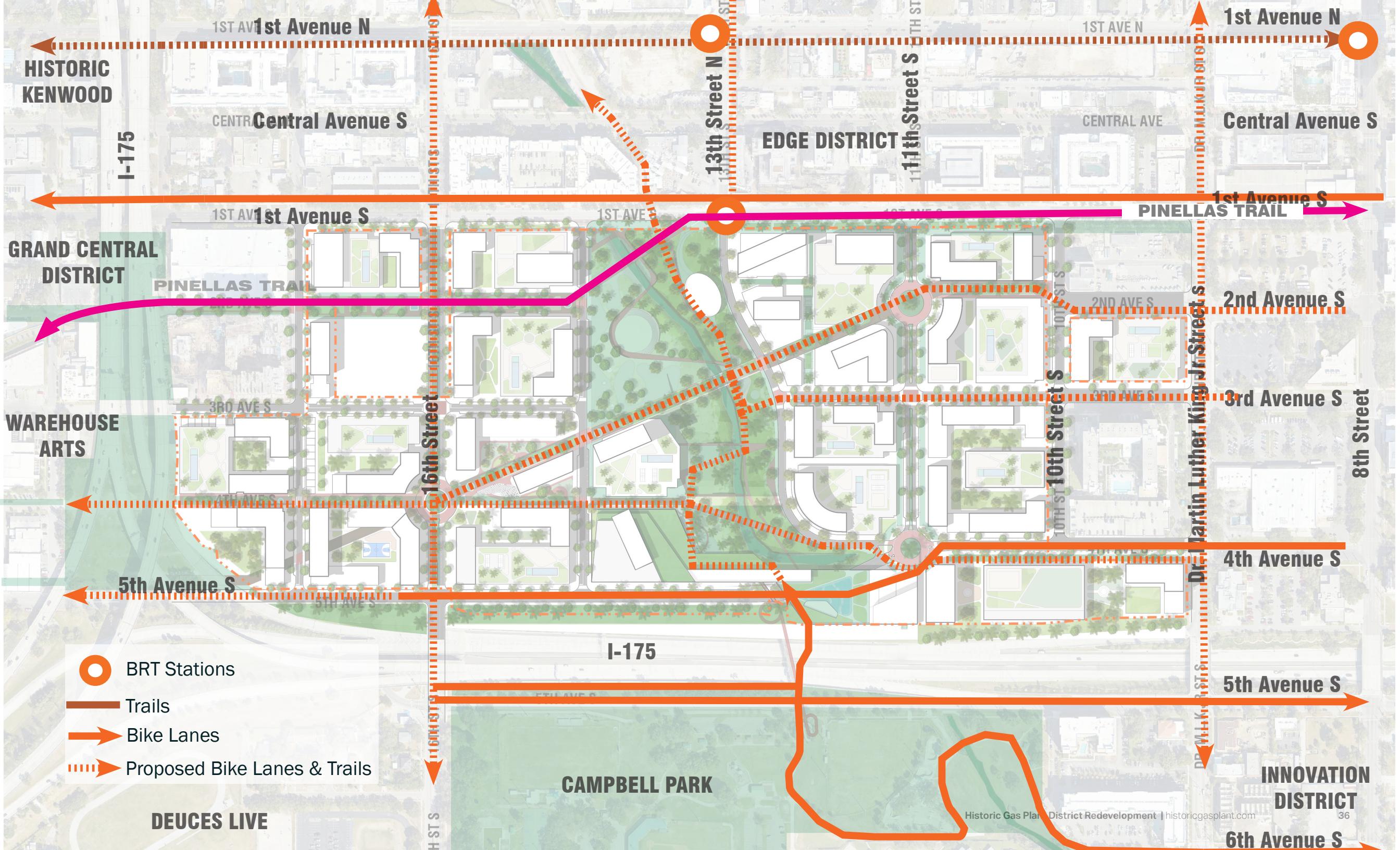
## Reconnecting the Street Grid

A central component of our approach is reconnecting the city street grid to prioritize pedestrian access and local circulation over vehicular traffic. A reimagined Pinellas Trail will integrate with wide pedestrian paths and a community park along Booker Creek, creating safe, accessible corridors for residents and visitors.

## Regional Connectivity

Our mobility framework will connect the Historic Gas Plant to regional transit networks, nearby neighborhoods, and key cultural destinations including the Warehouse Arts District, Campbell Park, and Roser Park. Affordable, accessible, and sustainable transit options are designed to serve diverse users, with future expansions of the Downtown Looper and Central Avenue Trolley complemented by first- and last-mile connections and on-demand services to enhance connectivity and daily access throughout the district.







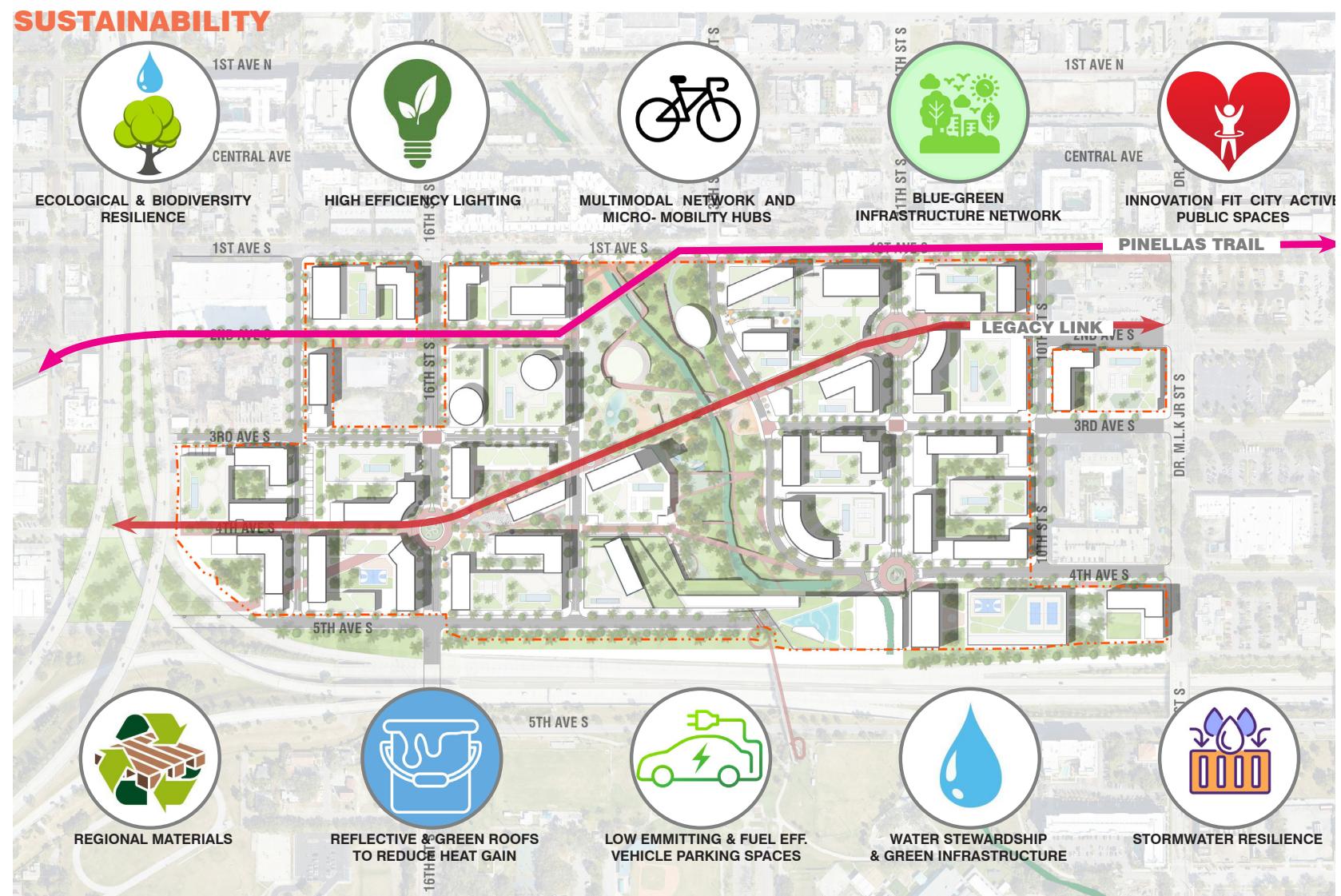
# Sustainability

## Water Stewardship & Green Infrastructure

- On-site water retention and treatment integrated into public space and streets
- Bioswales, rain gardens, and planted corridors forming a connected blue-green infrastructure
- Water-efficient fixtures and conservation strategies across all buildings
- Blue-green roofs incorporating native planting and renewable energy systems
- Support for multimodal travel through bike storage, EV charging, and proposed intermodal facility in the southeast portion

## Ecological & Biodiversity Resilience

- Native, pollinator-friendly, and wildlife-supportive landscape strategies
- Continuous landscape connectivity across the site to support ecological movement
- Parks and natural areas designed to serve both habitat and community use.



1ST AVE N

# Ground Floor Plan

CENTRAL AVE

1ST AVE S

2ND AVE S

3RD AVE S

4TH AVE S

5TH AVE S

16TH ST S

16TH ST S

16TH ST S

16TH ST S

1ST AVE S

13TH ST S

13TH ST S

13TH ST S

11TH ST S

11TH ST S

11TH ST S

1ST AVE N

CENTRAL AVE

DR. M.L.K JR ST S

DR. M.L.K JR ST S

DR. M.L.K JR ST S

## USES LEGEND

Civic

Ground Floor Retail

5TH AVE S

4TH AVE S

3RD AVE S

2ND AVE S

1ST AVE S

10TH ST S

11TH ST S

12TH ST S

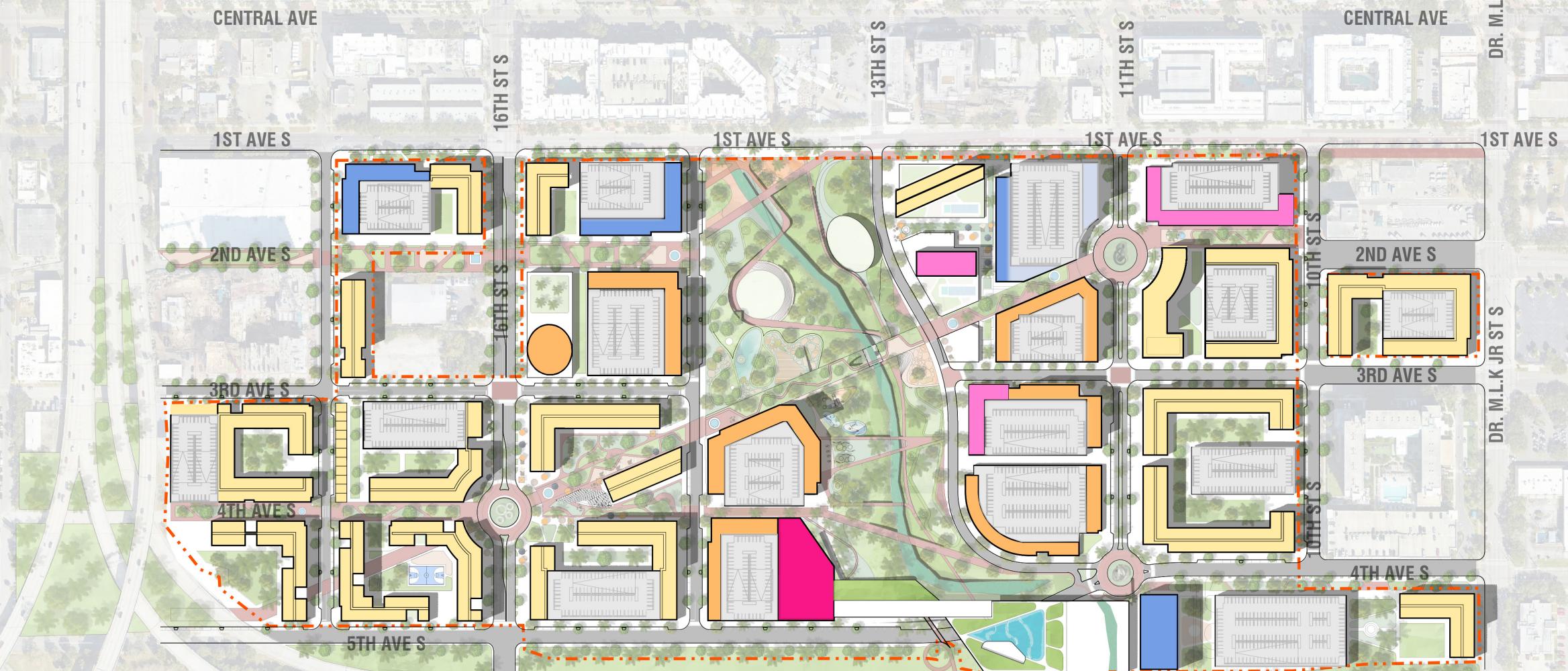
13TH ST S

14TH ST S

15TH ST S

16TH ST S

# Podium Floor Plan

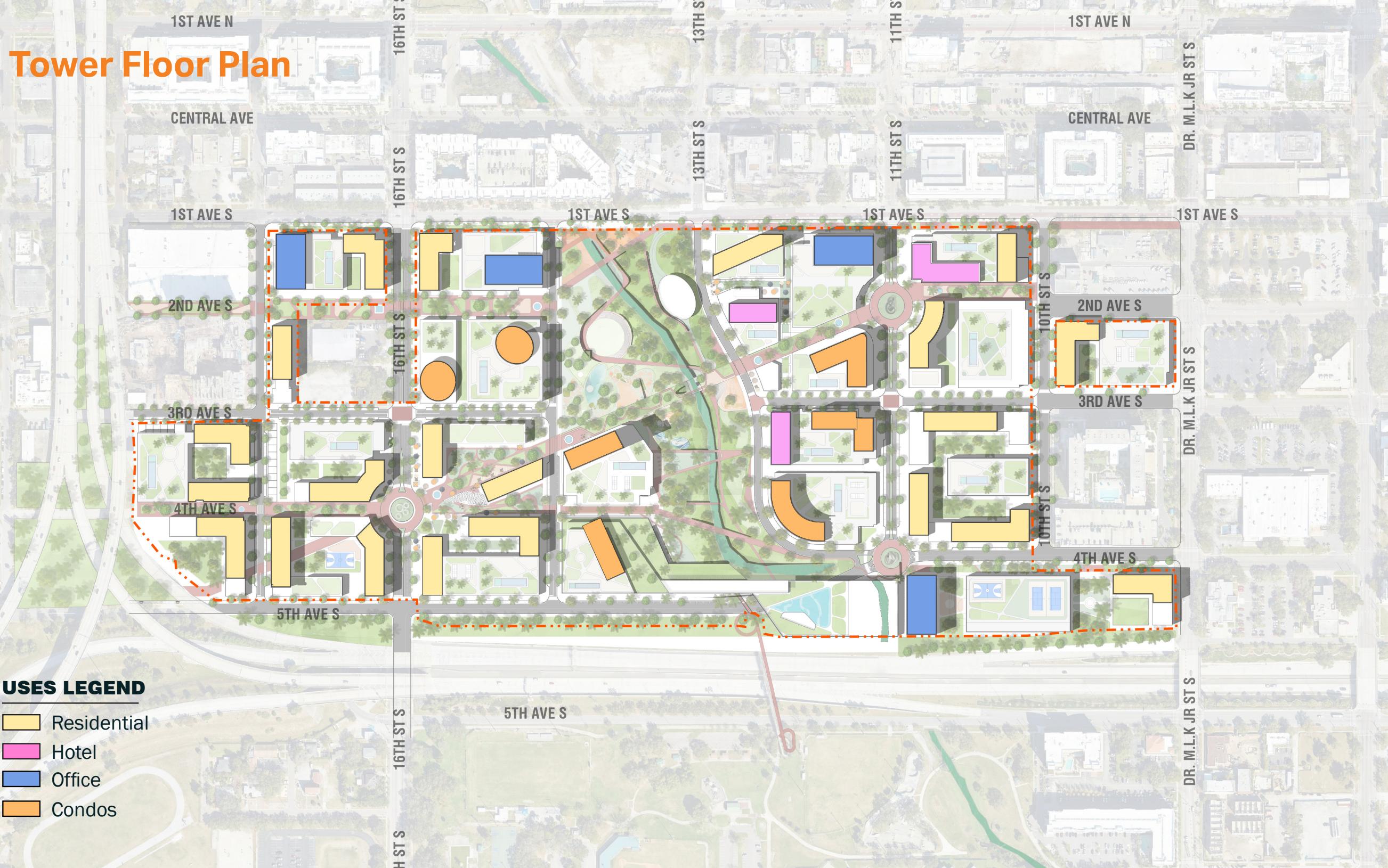


## USES LEGEND

- Residential
- Hotel
- Office
- Civic
- Condos

1ST AVE N

# Tower Floor Plan





# Attainable Housing

## A Shared Vision, Shaped Together

Income restricted housing is one of the most pressing and defining challenges facing the City of St. Petersburg today. Addressing it requires both urgency and humility. We will create housing that is deeply integrated into neighborhood and connected to opportunity. This development entails an open, collaborative process that listens to residents, housing advocates, local experts, and civic leaders to ensure outcomes that reflect real community needs rather than abstract targets.

Our long-term plan proposes **3,600 income restricted housing units** over a fifteen-year buildout period. A target of 1,800 units will be developed within the Historic Gas Plant District, with an additional 1,800 units distributed on complementary sites throughout the city.



## Key Priorities:

- Community-led and collaborative approach:** Planning is shaped through ongoing engagement with residents, housing advocates, local experts, and civic leaders to ensure outcomes reflect lived experience and real need.
- Long-term impact at meaningful scale:** A fifteen-year strategy proposes 3,600 income restricted housing units citywide.
- Thoughtful integration with surrounding neighborhoods:** On-site housing is located along district edges to blend and connect to existing communities.
- Mixed-income, inclusive neighborhoods:** Each phase brings households across a broad range of income levels together, avoiding concentration and supporting social cohesion.
- Alignment with jobs, transit, and daily needs:** Density, location, and phasing are intentionally coordinated with walkability, transit access, employment centers, and shared amenities.
- Financial responsibility and public benefit:** Funding strategies prioritize competitive state programs and private equity to minimize public burden and maximize measurable outcomes.
- Quality, dignity, and long-term performance:** Design and construction prioritize durability, livability, and resident dignity.



Scott Macdonald Post nominals  
Executive VP & CFO

## About Blue Sky:

Blue Sky Communities is a Florida-based affordable housing developer dedicated to creating stable, vibrant communities where families and seniors can thrive. Since 2012, Blue Sky has partnered closely with local governments and non-profits to deliver high-quality workforce and affordable housing that strengthens neighborhoods and expands housing security across Florida. Through the Federal Housing Tax Credit program, Blue Sky develops thoughtfully designed, long-lasting community assets that residents and stakeholders can be proud of for generations. With a strong local presence, Blue Sky has completed 3,598 affordable housing units, has 299 units currently under construction, and 340 units in the development pipeline, bringing meaningful experience and a people-centered approach to the City of St. Petersburg.



## The Edward White Campus

This is an active project currently underway by **WJArchitects** involving the comprehensive renovation of the former Edward White Hospital building. The six-story, 121,000 sf structure is being redeveloped into a multi-story affordable housing complex providing 71 residential units for households earning at or below 80% of the area median income (AMI). The project also accommodates the relocation of SPHA's administrative offices and the integration of an Evara Health clinic, establishing a consolidated campus that supports housing stability and access to essential services.



## Density, Transitions, and Walkable Urban Form

The site plan strategically concentrates higher density toward the center of the district to support walkability, transit access, workforce proximity, and shared amenities. Scale and intensity thoughtfully taper toward neighborhood edges, creating a comfortable transition that respects existing character while aligning housing with access to jobs, services, and everyday destinations. This graduated approach supports a district that functions efficiently while remaining human-scaled and welcoming.

## Mixed-Income Housing Reflects Real Need

Each phase follows a mixed-income model, intentionally bringing households of varying income levels together rather than separating them. The unit mix reflects real local need, ranging from homes at or below 30 percent of area median income, supporting residents on fixed incomes or permanent assistance to homes affordable at up to 120 percent of area median income. These units serve working individuals and families who earn just above the livable wage yet remain priced out of quality housing options, including teachers, nurses, public safety officers, hospitality workers, and service industry staff, essential to the city's economy. **These efforts directly support the Mayor's Housing Opportunities for All Plan.**

## Responsible Financing and Public Stewardship

Financing will rely primarily on competitive state funding sources, including Florida Housing Finance Corporation programs such as 9 percent and 4 percent Low Income Housing Tax Credit and SAIL, supplemented by private equity participation from Blake Investment Partners and other capital investors. Where city funding is required, we will work intentionally to minimize public burden while maximizing measurable public benefit.

## Quality, Dignity, and Long-Term Performance

Quality is foundational to this effort. Drawing on more than fifty years of experience owning and operating affordable housing, Blue Sky Communities brings a deep understanding of what residents' value and deserve. Buildings are designed with dignity and durability in mind, featuring thoughtful unit layouts, functional storage, abundant natural light, secure environments, and materials selected for long-term performance.

By aligning income-restricted housing with walkable streets, transit access, jobs, and cultural destinations, the district establishes a foundation that supports not only where people live, but how the city functions, grows, and thrives every day.

*"Blue Sky Communities is thrilled to partner with Blake Investment Partners on the Historic Gas Plant District redevelopment. This transformative project reflects our shared commitment to thoughtful urban revitalization, diverse neighborhoods, and creating vibrant places where community and history come together. We look forward to bringing our affordable and workforce housing expertise to this generational opportunity for St. Petersburg. We will ensure that anyone who wants to live at the Historic Gas Plant can afford a home there."*

*~Scott Macdonald*

## Volunteers of America of Florida (VOAF): Supportive Services Partner Summary

The proposed Early Learning Centers onsite is a core component of the supportive housing model, strengthening family stability through early childhood development and coordinated caregiver support. Serving residents of the new income-restricted housing developments and the surrounding neighborhood, the Centers will enable parents to pursue employment, education, and stability while providing children with safe, high-quality early learning. **In partnership with Blue Sky, Volunteers of America of Florida (VOAF) will deliver supportive services that complement childcare and early education**, aligning family engagement and behavioral health supports to improve outcomes for children, caregivers, and the broader community.

VOAF has a strong, existing relationship working with Blue Sky integrating in their communities.

### Key Elements

- **Integrated Supportive Services:** VOAF will align on-site supportive services, including family engagement and in-home behavioral health supports, with early childhood education to reinforce housing stability and family well-being.
- **Early Childhood Development:** The Early Learning Centers will focus on educational enrichment and developmental readiness for young children, supporting long-term academic and social success.
- **Family Empowerment:** By providing reliable childcare, the Centers enable parents and caregivers to pursue employment, education, and workforce advancement.
- **Safe & Purposeful Design:** The facility will include controlled access, dedicated program spaces, and clear separation between childcare and residential areas to ensure child safety and appropriate supervision.
- **Operational Coordination:** Close collaboration between the Early Learning Center operator and property management will reinforce safety protocols while maintaining a welcoming, family-centered environment.
- **Proven Local Partner:** VOAF brings deep experience in St. Petersburg, statewide service capacity, and a person-centered approach that supports long-term housing stability and positive community outcomes.





# Workforce Training

The Collaboratorium is envisioned as St. Petersburg's Capital Factory: a dedicated, physical hub within the Historic Gas Plant District where entrepreneurs, investors, innovators, workforce partners, and civic leaders converge. More than a building, the Collaboratorium serves as the front door to doing business in St. Petersburg, providing a visible, accessible gateway that connects ideas to capital, talent to opportunity, and businesses to the living economic grid of the city. It is a place where relationships are built, connections are leveraged, and collective momentum strengthens the region's business ecosystem.

## Key Elements of the Collaboratorium:

- A Central Gateway to Business:** The Collaboratorium functions as the primary entry point and guide for entrepreneurs, companies, and partners navigating St. Petersburg's business landscape.
- A Convergent Business Ecosystem:** Multiple organizations that support business growth are intentionally co-located to foster collaboration, reduce fragmentation, and accelerate success.
- An Interconnected Talent Network:** Businesses are directly connected to local talent pipelines, workforce training, and career pathways that support long-term growth.
- An Inclusive Platform for Economic Mobility:** The Collaboratorium is designed to ensure residents, small businesses, and historically underserved communities can access opportunity and thrive.

## A Home for St. Petersburg's Business Institutions

The Collaboratorium brings together organizations that currently operate across the city into one shared location, strengthening alignment and collective impact. The St. Petersburg Chamber of Commerce and the City's Economic Development Center are envisioned as anchor tenants after our meetings with them, establishing the Collaboratorium as a civic and economic cornerstone. Greenhouse will collaborate closely with the Chamber to support startups through incubation, coworking, and early-stage business development, creating a clear pathway from idea to launch.

As companies mature, the Collaboratorium supports their transition from incubator to accelerator, helping firms scale operations, access capital, and integrate into the broader regional economy. By housing these functions under one roof, businesses are supported at every stage of growth while remaining connected to one another and to the city they serve.

## Workforce Training Center & Talent Pipeline

Integrated within the Collaboratorium is a dedicated Workforce Training Center, convened in partnership with CareerSource Tampa Bay. CareerSource serves as the central coordinator, fostering collaboration among employers, government agencies, nonprofits, education providers, and training partners. Through the Workforce Advisory Collaborative, employers, labor unions, training providers, and community organizations align skill



**Keidrian Kunkel**  
President and CEO



  
**Freddy Williams**  
President & CEO



**SKANSKA**  
**Daniel Abou-Jaoude**  
Vice President, Account Manager



**SKANSKA**  
**Tracy Hunt**  
Executive VP, General Manager

development with labor market demand and guide responsive decision-making.

Career navigation and case management provide individualized support from initial interest through training and placement. Services include assessments, barrier removal such as transportation and childcare, resume and interview preparation, financial literacy, and ongoing progress monitoring. Monthly convenings ensure consistent communication, rapid problem-solving, and timely responses to emerging workforce needs.

### Supporting Small & Disadvantaged Businesses

The Collaboratorium directly supports small and disadvantaged business enterprises through targeted recruitment, training, and placement. Partnerships with Greenhouse, the Pinellas County Economic Development Council, the Deuces Live, and the St. Petersburg Chamber create accessible pathways for local businesses and residents to gain skills, certifications, and long-term economic opportunity.

"Right-sized" prime contract opportunities, matchmaking events, and direct introductions foster meaningful participation. Ongoing technical assistance, capacity building, and periodic check-ins ensure SBE firms not only participate in redevelopment but thrive within it.



## Youth Pathways and the Future Workforce

A cornerstone of the Collaboratorium's workforce strategy is the Prosperity Pathways Program at the Boys & Girls Clubs of Greater Tampa Bay. Supported by a City of St. Petersburg investment, Prosperity Pathways provides students in grades 7–12 with paid, hands-on work experiences in high-demand fields such as healthcare, construction, finance, technology, and media. Participants gain industry certifications, financial literacy, mentorship, and real-world job readiness skills.

CareerSource Tampa Bay's Summer PAYS program complements this effort by providing paid work experience, career exploration, and leadership development for youth ages 16–24. Together, these programs create a continuum of engagement that prepares young people for meaningful careers and long-term success, while strengthening the local workforce.



## Proven Models for Trades and Business Growth

Our approach also includes a dedicated focus on workforce development programs that complement CareerSource services. We will implement models based on Skanska's proven programs, designed to strengthen local trades, subcontractors, suppliers, and communities while fostering long-term career advancement:

- **Construction Management Building Blocks (CMBB):** Multi-week training for local trade partners covering bidding, contracts, safety, and sustainability. Over 800 companies have graduated, collectively receiving more than \$250 million in contracts.
- **Mentor-Protege Program:** Hands-on mentorship for selected firms throughout a project, offering practical experience in preconstruction and construction without financial risk.
- **Industry Outreach Events:** Engagement with local organizations and events to connect diverse businesses with upcoming opportunities.
- **Executive-level mentorship** for high-potential subcontractor leaders, building long-term partnerships and access to strategic project opportunities.

## A Living Network for St. Petersburg

By uniting business development, workforce training, youth pathways, and small business support in one place, the Collaboratorium becomes a living, interconnected network. It ensures new businesses are welcomed, supported, and woven into the fabric of the city, connecting people to opportunity and aligning growth with equity, inclusion, and long-term community value.

## Project Spotlight:

# Skanska's "Train to Gain" Program

Skanska partnered with the City of Fort Myers to launch Train to Gain, a workforce readiness program designed to prepare local high school students for careers in the skilled trades. Developed in collaboration with public and private partners, the program combines industry-led instruction with hands-on training in a real-world learning environment.

Students complete the program with a certificate of completion and direct access to employment opportunities, with many securing full-time construction jobs upon graduating high school. With consistently high completion rates, Train to Gain demonstrates how strategic partnerships can close workforce gaps, strengthen local industry, and create clear, attainable career pathways for youth.





## Proven Projects

The 23,250 sf Center for Health Equity serves as a community-centered hub used to fuel community-led, multi-sector interventions that advance health equity in southern Pinellas County. Designed as an incubator for nonprofit partners, the flexible workplace supports collaboration, knowledge-sharing, and growth. Grounded in the belief that solutions emerge from within the community, the architecture emphasizes adaptability, accessibility, and long-term impact.



# Education

Education is one of the most powerful measures of a city's long-term success. It shapes opportunity, drives economic mobility, and strengthens the fabric of the community. In St. Petersburg, we see education as more than a series of programs. It is a connected, lifelong pipeline that begins with early childhood exploration, extends through career training, and culminates in higher education and professional pathways. Our team is aligned in supporting this vision - ensuring every child, teen, and adult has access to meaningful learning experiences that open doors to high-demand careers and help build a resilient, thriving city.

- Early Learning and Youth Enrichment:** Hands-on programs with institutions like Great Explorations and the Boys & Girls Clubs provide equitable access to science, arts, and exploration for all students.
- Workforce Training and Career Pathways:** Partnerships with St. Petersburg College and Pinellas Technical College connect learning directly to high-demand careers through applied training and mentorship.
- Higher Education Access:** Collaborations with local and national institutions expand opportunities in healthcare, engineering, and technology to strengthen the city's talent pipeline.



*"Having the chance to participate in internships and apprenticeships throughout high school and college completely shaped my path. These experiences helped me figure out what I truly wanted to study, saving both time and money while in college. More importantly, they gave me real-world exposure and confidence in my chosen field. Companies that provided structured, hands-on opportunities, especially during the summers, aren't just helping students; they're investing in the next generation of professionals. Early engagement creates a pipeline of talented, prepared individuals who can contribute meaningfully to the workforce and the community."*

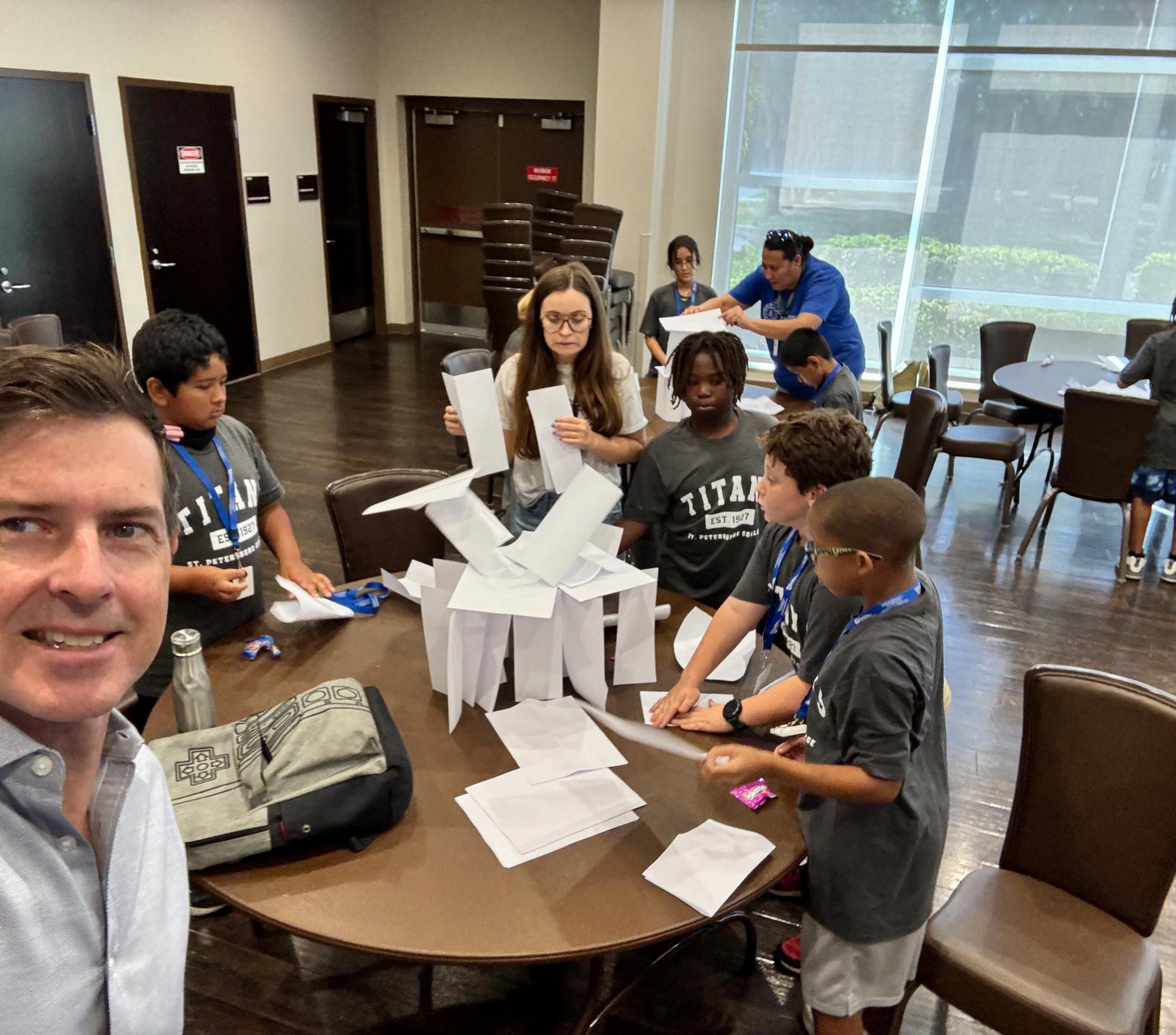
*~ Brandon Newton*



## Early Learning and Youth Enrichment

Great Explorations Children's Museum is a trusted partner in expanding access to high-quality, hands-on learning experiences for students across St. Petersburg and Pinellas County. Its collaboration with Pinellas County Schools demonstrates the power of immersive, standards-aligned programs to reach every child, regardless of school, neighborhood, or background, reinforcing the city's long-term health, equity, and success. Childcare is a critical component, and programs like Great Explorations's preschool support working parents with quality, developmentally appropriate offerings that allow children to thrive while families remain engaged in the workforce.

Together with the Boys & Girls Clubs of the Suncoast, our partnerships extend learning beyond the classroom, providing safe, consistent, and supportive environments that nurture academic achievement, social-emotional growth, and physical well-being. Workforce readiness, leadership training, and direct career exposure connect teens to college and professional pathways, bridging the gap between education and opportunity. By creating a continuous, accessible learning pipeline, we prepare St. Petersburg's next generation for meaningful careers, economic mobility, and a resilient, thriving community.



## Workforce Training & Career Pathways

Building on early learning and youth enrichment, our team is aiming to connect education directly to workforce opportunity. We are looking to grow our relationship with St. Petersburg College and are in active discussions with Pinellas Technical College to expand access to applied training, industry credentials, and higher education pathways that align with high-demand careers. By supporting curriculum development, mentorship, and experiential learning, we help students and emerging professionals gain the skills, confidence, and real-world experience necessary to succeed in fields ranging from construction and engineering to healthcare and technology.

Hands-on career exposure, job shadowing, and professional mentorship bridge the gap between classroom learning and employment, creating a visible and accessible pathway from curiosity to career. This approach ensures workforce training is continuous and responsive, supporting long-term economic mobility, community resilience, and a thriving local talent pool prepared to meet the region's evolving workforce needs.



## Expanding the Continuum: Higher Education Opportunities

We also recognize the importance of expanding access to higher education as part of a complete workforce and career pipeline. To meet growing demand in engineering, technology, and healthcare fields, **we are in preliminary discussions with R1 research institutions** to bring additional higher education opportunities to St. Petersburg. We understand that any institution selected must respond directly to community needs, complement existing local programs, and strengthen, not duplicate, the current educational ecosystem.

While this work is ongoing, our commitment is clear. We will continue to listen to residents, seek guidance from education and workforce experts, and collaborate with public and private partners to develop a plan that is thoughtful, executable, and delivers long lasting value for St. Petersburg. By aligning workforce training, higher education, and industry engagement, we aim to create a seamless continuum that supports lifelong learning, economic mobility, and the city's long-term success.





### A Collective Commitment

Our team approaches education as a continuous, citywide effort, not a series of isolated programs. Every firm on our team actively contributes to initiatives that connect learning to real-world experience, from mentorship and career teach-ins to hands-on projects tied to architecture, engineering, construction, technology, and healthcare. By aligning professional expertise with educational access, we bridge the gap between classroom learning and career readiness, creating clear pathways for students of all ages. This collective, flexible approach strengthens the full learning continuum, supports workforce development, and ensures St. Petersburg's next generation is prepared, resilient, and ready to thrive.

# Arts & Culture

## Arts & Culture: Building on St. Petersburg's Creative Legacy

St. Petersburg's arts and culture define its identity, rooted in over a century of artistic investment and world-class institutions. The Gas Plant District builds on this legacy by creating an interconnected network of cultural destinations that are accessible, inclusive, and integrated into everyday life. Arts and culture here will catalyze education, community connection, and economic vitality, extending the city's creative legacy while shaping a vibrant, forward-looking cultural ecosystem.

### Key Principles:

- Accessible and Inclusive:** Cultural institutions are positioned to reach all residents and visitors, ensuring St. Petersburg's arts are part of everyone's daily life.
- Interconnected and Dynamic:** Museums, galleries, and performance spaces form a cohesive network that encourages exploration, collaboration, and shared cultural experiences.
- Educational and Engaging:** Programming connects schools, community groups, and residents, fostering cultural literacy, civic participation, and lifelong learning.
- Economic Impact:** Arts and culture drive tourism, support local business, and create meaningful jobs, reinforcing the district's broader economic vitality.
- Honoring Legacy, Inspiring Innovation:** Anchored by the Woodson African American Museum of Florida, the district pays homage to St. Petersburg's history while championing contemporary artistic expression and new audiences.



The MoPA will feature art from local artists **Mark Aeling** and **Chad Mize**, co-founders of the new MoPA, whose local art is seen here. Additionally, there is a commitment for a permanent collection from internationally renowned artists, **Gillie and Marc**, whose playful sculptures can be seen all over the world.

## Woodson African American Museum of Florida: The Cultural Anchor

Prominently located within Samuel Davis Park, the Woodson African American Museum of Florida is an anchor and a civic landmark for the Gas Plant District. Its high visibility establishes the museum as an accessible, everyday destination seamlessly integrated into public open space. A defining architectural element, a singular vertical cylinder, serves as a powerful reference point within the city, reinterpreting the Gas Plant's historic storage tanks as a contemporary symbol of cultural presence and identity.

The Woodson extends beyond its walls through generous outdoor spaces designed to support performances, educational programming, community gatherings, and festivals. These flexible environments allow the museum to function not only as an institution, but also as an active public forum that fosters learning, dialogue, and celebration.

The Gas Plan District presents a rare opportunity to organize arts and culture institutions around the Woodson African American Museum of Art, creating a concentration complementary destinations. Together, these venues form a connected cultural ecosystem. This synergy establishes a vibrant museum walk and positions the district as a unified arts destination at the heart of St. Petersburg.



## Museum of Public Art (MoPA): A Museum in a Garden

Founded to place St. Petersburg's public art within the global cultural conversation, the Museum of Public Art (MoPA) is a new institution planned for the Gas Plant District, directly across the Woodson African American Museum. Founder Thompson Whitney Blake will make a multi-million dollar contribution to establish the MoPA. Co-trustees **Chad Mize** and **Mark Aeling** bring respected artistic leadership and deep local roots. Designed as a "Museum in a Garden," MoPA integrates biophilic pavilions within the park and launches with a permanent collection by internationally recognized artists **Gillie & Marc**, strengthening the district's connected cultural ecosystem.



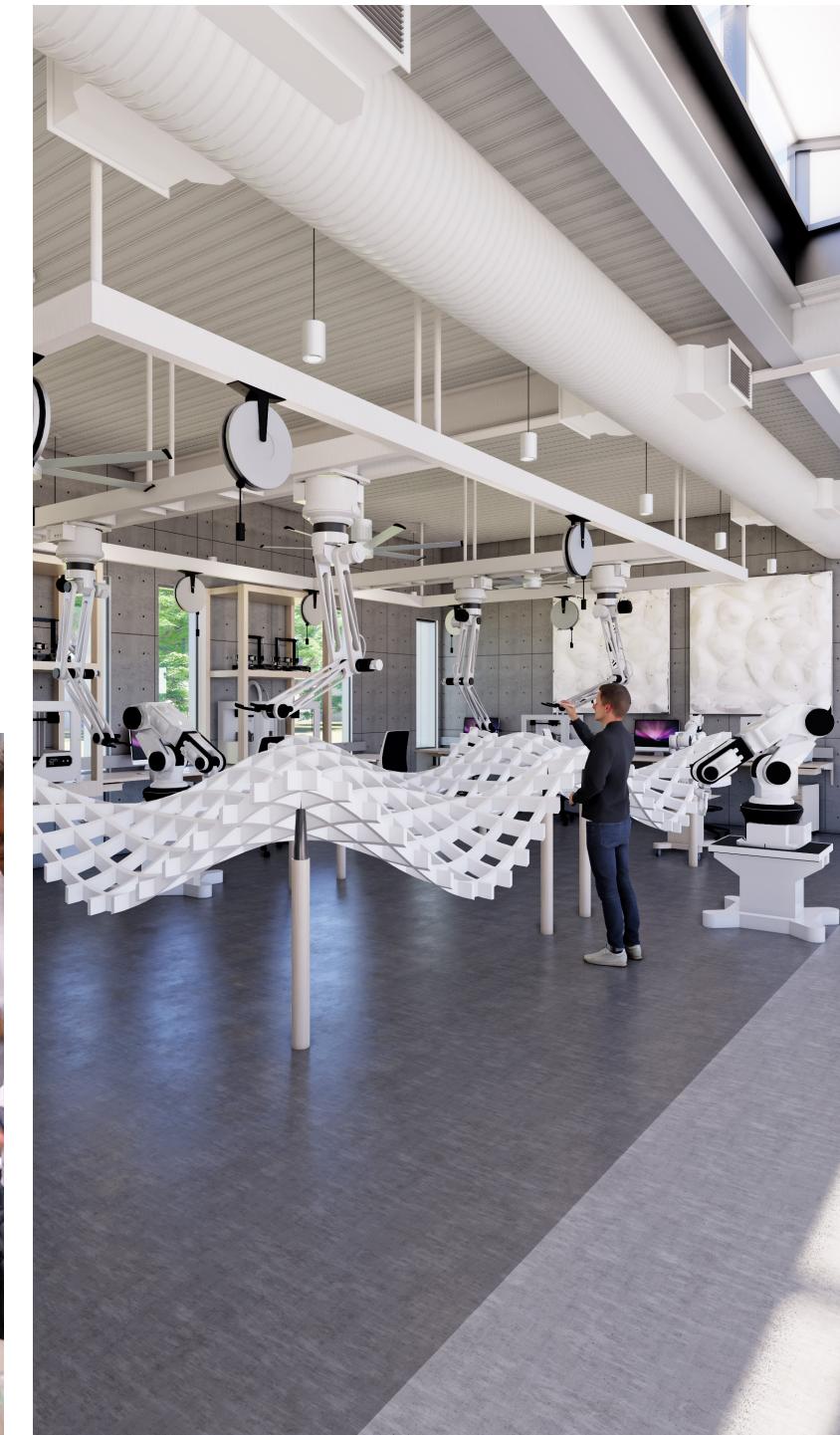
## Great Explorations Discovery Center: STEM, Creativity, and Curiosity

Complementing the Woodson African American Museum of Florida, a future Discovery Center led by Great Explorations Children's Museum will introduce hands-on STEM learning into the Gas Plant District's arts and culture corridor. Designed as an interactive, experiential environment, the center will invite children to learn through exploration by building curiosity, creativity, and problem-solving skills through direct engagement with science, technology, engineering, and math.

By pairing hands-on STEM learning with surrounding cultural institutions, the Discovery Center reinforces imagination, inquiry, and experimentation as shared community values. These experiences help children build confidence and a lasting love of learning, while supporting the foundational skills that carry forward through adolescence and into adulthood.

Today, Great Explorations serves children aged two through five through its on-site preschool and provides educational programming for students in kindergarten through fifth grade. A new Discovery Center location within the Gas Plant District would expand this impact, welcoming more families from across St. Petersburg and providing greater access to high-quality, hands-on learning experiences in a highly visible, civic setting.

Positioned alongside the Woodson African American Museum of Florida and the Museum of Public Art, the Discovery Center strengthens the district's cultural ecosystem by ensuring children and families are not visitors on the margins, but active participants in the life of the district. Together, these institutions create a cultural destination rooted in education, creativity, and shared community experience.



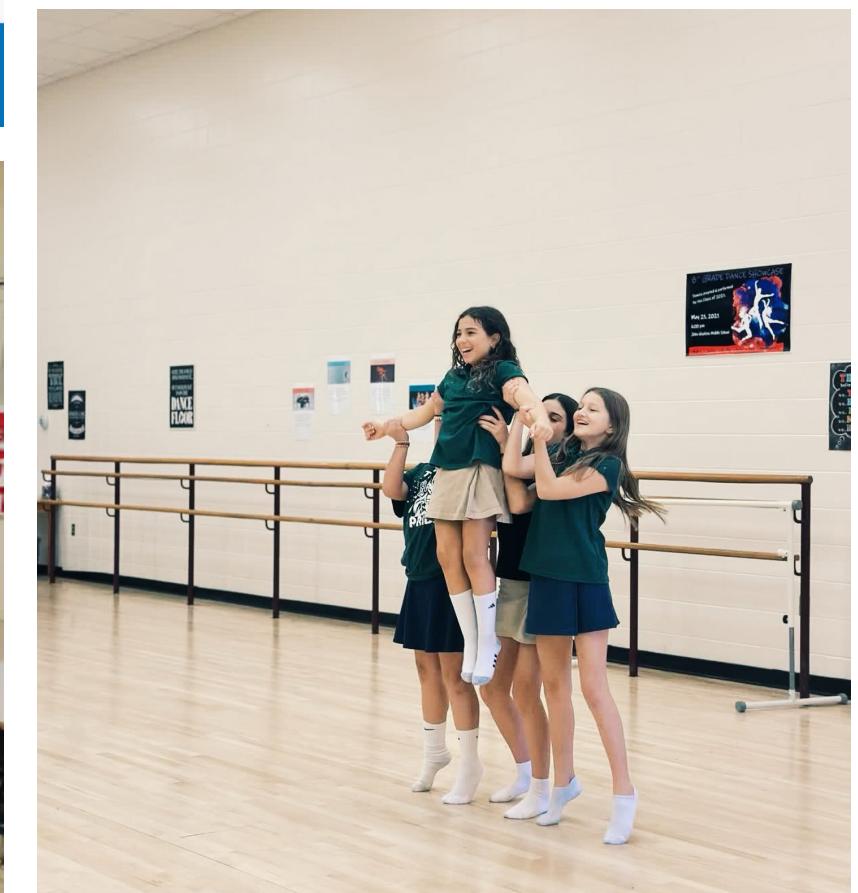
## Arts Alliance and Arts Conservatory for Teens: Building Creative Pathways

The St. Petersburg Arts Alliance will play a central role in activating the district through public art, programming, and advocacy. As the City's umbrella organization for arts and culture, the Alliance brings deep expertise in funding, arts-based economic development, and education. Its involvement ensures artists and nonprofit organizations are supported as essential contributors to the district's vitality, while fostering collaboration across institutions and creative disciplines.

Complementing this work, the Arts Conservatory for Teens (ACT) will create direct pathways for underserved youth to engage with professional creative industries. Through flexible classrooms, rehearsal spaces, and partnerships with working artists and touring productions, ACT provides hands-on training and exposure to real-world creative careers. Student performances at the Woodson African American Museum of Florida and on district event lawns further integrate youth development into the district's cultural life.

## Stronger Together

Together, these institutions form a cohesive cultural district whose collective impact exceeds the sum of its parts. Intentionally clustered around Legacy Park and the Woodson African American Museum of Florida, this network supports shared audiences, coordinated programming, and sustained activity while honoring the district's legacy as a center of Black culture, creativity, and community life.





# World Class Parks

Downtown alone boasts seven continuous miles of waterfront parks. This plan seeks to bring those connections into the Gas Plant District. The district's thirteen-acre central park builds on this legacy, serving as the organizing heart of the development. Designed as a civic space for all, it supports daily life, cultural expression, and shared experiences while reinforcing St. Petersburg's identity as a city where parks and public space are inseparable from community, culture, and resilience.

## Key Principles:

- Civic Heart:** The park organizes density, energy, and activity around a central public space.
- History and Memory:** The Woodson African American Museum of Florida and central void honor the site's industrial past while creating a landmark for the future.
- Living Ecosystem:** Native vegetation, fitness trails, play areas, and integrated arts and culture support ecological health and everyday use.
- Connection and Access:** Nine bridges and the Legacy Link restore historic connections and link neighborhoods, arts, and entertainment.
- People First Design:** Fully pedestrian circulation prioritizes comfort, accessibility, and all-ages engagement.
- Flexible Programming:** Event lawns and decks allow civic gatherings without disrupting daily park use.
- Resilience & Wellness:** The park supports stormwater, urban cooling, and public health.



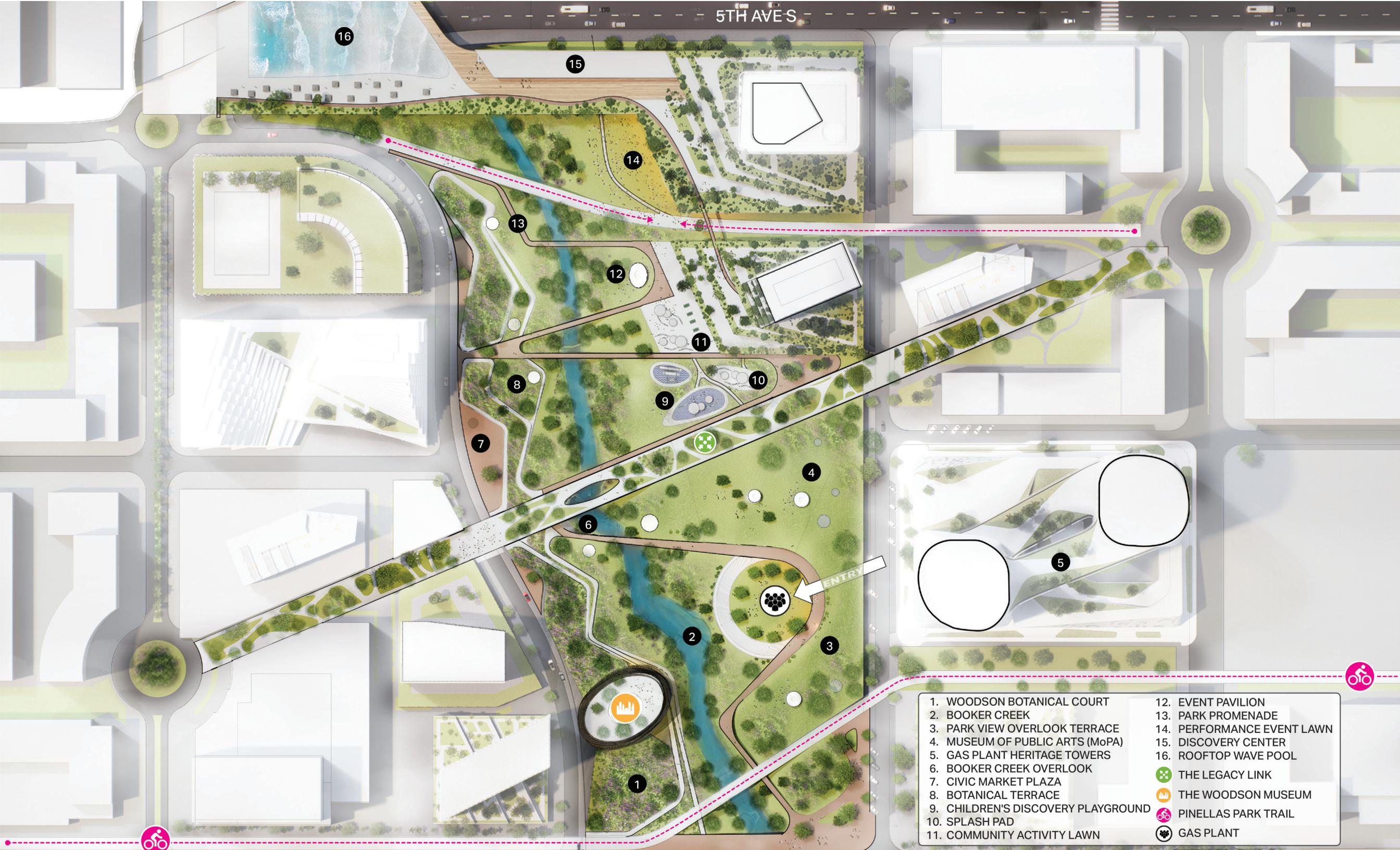
## History, Memory & Meaning

At the heart of the park, the Woodson African American Museum of Florida rises as both a cultural institution and symbolic anchor, honoring the site's history while creating a dialogue between past and future. The circular void at the park's center mirrors the original circumference of the historic gas tank, preserving memory through form and space rather than replication.

This approach reflects St. Petersburg's tradition of embedding history within public space. The original gas tower location is inscribed into the landscape. It becomes a place of reflection, while the Woodson emerges as a new civic landmark, echoing the gas tower's former role as a point of reference and creating continuity between legacy and progress.

Samuel Davis Park is named in honor of Samuel Davis, a dedicated St. Petersburg educator whose impact extended far beyond the classroom. As a teacher, Davis helped shape generations of students through a deep commitment to learning, opportunity, and community advancement. Naming the park in his honor recognizes the lasting influence of educators in building strong, inclusive cities and reinforces the park's role as a place of growth, reflection, and shared civic life. His legacy aligns with the park's purpose as a public space that supports connection, enrichment, and opportunity for all.





## Building Bridges & Reconnecting the City

A defining principle of the park is connection. **The design reintroduces nine bridges as a symbolic and physical gesture**, restoring historic linkages and reinforcing the idea of building bridges rather than barriers. These connections reflect the city's broader park network, which links neighborhoods, waterfronts, and cultural destinations through land and water-based trails.

The Legacy Link cuts diagonally across the park, serving as a primary pedestrian spine that connects the district to the Edge District, the Deuces, and surrounding neighborhoods. This connection expands access to arts, culture, and entertainment while reinforcing the park as shared civic ground. Much like the seven-mile waterfront park system downtown, the central park becomes a connective tissue that brings people together across geography and history.





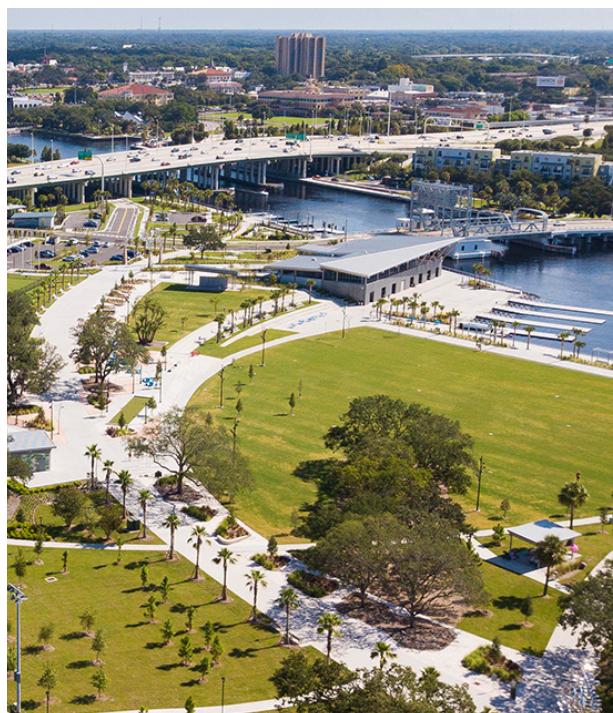
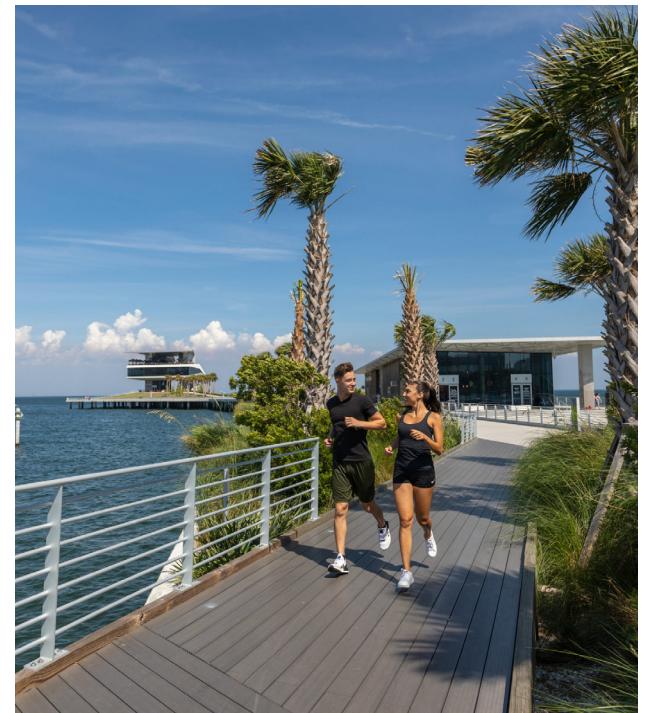
## Designed for People First

Our design team was responsible for the St. Pete Pier Approach and Julian B. Lane Waterfront Park. We will bring the same vibrancy to the heart of the Gas Plant District.

St. Petersburg's park system has long prioritized accessibility, equity, and daily use. Nearly four in five residents live within a ten-minute walk of a park, and residents in lower income neighborhoods have access to more park space per person than the city average. The central park follows this same people first philosophy.

The park is designed as a fully pedestrian environment, with no streets dividing the landscape. Circulation occurs through a network of shaded walkways that prioritize comfort, accessibility, and intuitive movement, while vehicles are kept to the perimeter to preserve uninterrupted green space and reinforce the park as a refuge within the urban fabric.

Elements within the park respond to context and environment. Structures and features taper as they approach the water, preserving openness and views while strengthening the relationship between land and landscape. Playgrounds and spaces for quality play are seamlessly integrated, supporting families and children in a way that reflects St. Petersburg's commitment to inclusive, all ages park design.



**St. Pete Pier Approach**



## Reuniting a Proven Team

Previously collaborating to bring the St. Pete Pier to life, we continue to build on a shared commitment to the betterment of our city.

- 195,000 kWh/year generated through solar energy, saving an estimated \$31,200 annually.
- 60% of surveyed visitors agree the Pier raises awareness of St. Petersburg's history & culture.
- Drives an estimated annual impact of \$125 million



# Entertainment

Our design team is responsible for some of the largest festival stages in the nation, including Coachella and Stagecoach.

Entertainment animates Samuel Davis Park, transforming it into a vibrant destination for residents and visitors alike. It is envisioned as a layered experience that blends recreation, culture, and social connection, supporting inclusivity, economic vitality, and year-round activation. Entertainment nodes are woven into the park framework, enabling everyday life and major events to coexist while reinforcing the district's identity, community connection, and long-term relevance.

## Key Principles:

- **Integration:** Entertainment is embedded into the park, connecting everyday use with major events.
- **Flexibility:** Indoor and outdoor venues of varying sizes allow programming to scale for intimate activations or regional events.
- **Connectivity:** Venues, cultural institutions, and public spaces operate as a living energy grid, amplifying shared experiences.
- **Economic Impact:** Attractions, dining, and amenities support local employment, tourism, and business growth.
- **Cultural Anchoring:** Partnerships with local institutions and global entertainment leaders balance identity with world-class programming.



## Resilience Event Center

The proposed multiuse venue serves as a major economic and cultural driver for the district, supporting year-round activity while reflecting St. Petersburg's resilience and sense of community. With 4,000–5,000 seats and up to 100,000 square feet of flexible space, it fills a critical gap in the city's event infrastructure, accommodating mid-sized concerts, touring performances, sporting events, large community gatherings, conferences, and emergency use when needed.

When back-to-back hurricanes struck St. Petersburg in late 2024, the storms tested more than buildings and shorelines - they tested the heart of the community. Neighbors opened their doors to neighbors, strangers became lifelines, and ordinary people rose with extraordinary compassion. Meals were shared, debris was cleared side by side, and comforting hands reached out to those who had lost so much. Through the wind and water, the true character of the City revealed itself - resilient, generous, and unbreakable.

Out of that hardship emerged a renewed understanding of who St. Petersburg is at its core. The bonds forged in those moments did more than rebuild homes. They strengthened the very fabric of the community. The Resilience Event Center is named to honor that spirit - the perseverance, unity, and hope that carried the City forward when it needed it most. Designed as a true "flex" space, the 100,000 sf REC will stand ready for every chapter ahead. A vibrant concert hall filled with music, a gathering place for celebrations and civic life, and, if needed, a fully generator-powered hurricane evacuation center offering safety and shelter.

To bring this vision to reality, we are in discussions to partner with a world class events operator.



## Trusted Partners and Cultural Institutions

Programming is being developed in collaboration with established industry partners to attract high quality, economically impactful events. Potential partners include AEG and Live Nation, two of the world's leading live entertainment organizations whose involvement enhances booking capacity, operational expertise, and regional visibility. In parallel, strong partnerships with cultural institutions ensure the district remains grounded in local identity and artistic excellence. The Florida Orchestra has expressed strong interest in utilizing the venue, bringing orchestral performances, collaborative productions, and innovative programming into a flexible, contemporary environment. Together, these partnerships allow the district to function as a point of convergence where global entertainment and local culture reinforce one another.

Stage designed by WJArchitects





### Signature Entertainment Deck

At the edge of the park, the signature entertainment deck rises as a highly social, elevated destination that blends leisure, spectacle, and comfort. Serving as both a gathering space and a viewing platform, it offers panoramic connections to the park and surrounding district, creating a distinctive attraction that sets the development apart from conventional venues.

The deck features a wave pool as its centerpiece, supported by lounge seating, shaded cabanas, and flexible gathering areas that encourage longer visits. Outdoor bars and rooftop restaurants activate the space throughout the day and evening, supporting local employment and hospitality growth.

# Hospitality

## Hospitality as a District Experience

Hospitality is a core component of the district, designed to support culture, entertainment, and year-round activation while connecting visitors directly to the life of the city. Rather than concentrated in one area, hotels are distributed throughout the district, creating a walkable, integrated environment where guests engage with parks, public spaces, and programming. Each property features thoughtful design, unique amenities, and a distinct identity that complements St. Petersburg's character and enhances the visitor experience.



## Key Principles

- **Integration:** Hotels are embedded within the district, connecting visitors to entertainment, culture, and public life.
- **Diversity:** A range of properties with unique identities and amenities attracts multiple visitor segments.
- **Economic Impact:** Hospitality generates jobs across construction, operations, management, and service sectors.
- **Community Benefit:** Hotels extend stays, support local businesses, and activate public spaces.
- **Design Excellence:** Architecture and amenities reinforce St. Petersburg's character and sense of place.



**Carlos Rodriguez, Sr.**  
Founder, Chairman & CEO

## About Driftwood Hospitality:

Driftwood is a diversified hospitality investment and management firm that has grown from its 1990s origins into a fully integrated platform encompassing acquisitions, development, lending, and operations. The firm brings deep experience across all phases of hospitality projects, including underwriting, site selection, financing, zoning, design oversight, and pre-opening management. Known for its ability to adapt across market cycles, Driftwood combines data-driven analysis with strategic flexibility to deliver long-term value. Through strong joint venture partnerships, the firm advances well-positioned hospitality developments that respond to market conditions while supporting durable, high quality outcomes.

## Distributed Hospitality Strategy

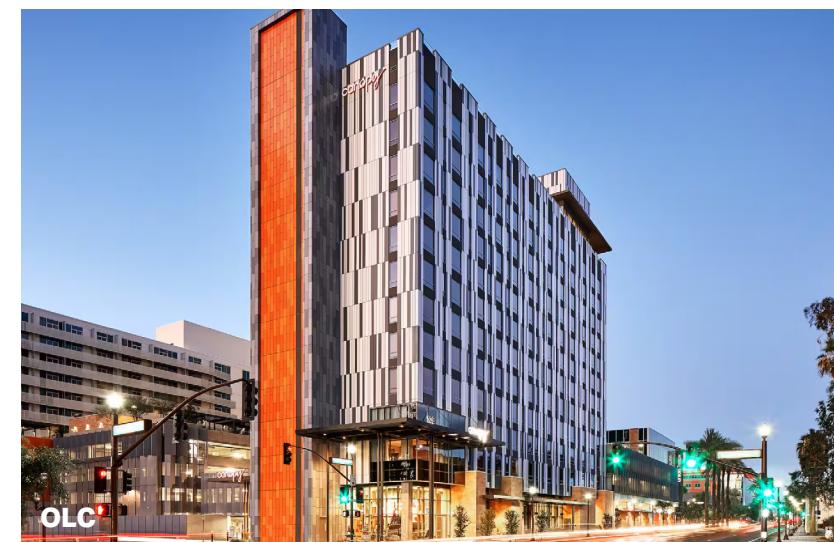
Up to 800 hotel rooms are distributed across the district to maintain a walkable, connected environment. This approach ensures visitors become active participants in the district's daily life rather than isolated guests. Hotels work in synergy with entertainment and cultural venues, extending visitor stays and supporting surrounding restaurants, retail, and local businesses.

## Partnerships & Stewardship

Driftwood, a full-service hotel platform with over 30 years of experience, will lead hospitality development, providing expertise in acquisitions, design, financing, and operations. Their integrated approach ensures hotels enhance economic activity, generate meaningful employment, and remain aligned with the district's long-term vision.

## Hospitality as a Catalyst

By offering high-quality, thoughtfully designed hotels, the district strengthens St. Petersburg as a year-round destination and creates lasting value for residents and businesses. Hospitality becomes part of the district's living energy grid, driving tourism, supporting economic growth, and embedding visitors into the city's cultural and social life.



# Retail

## Retail as a Living, Connected District

Retail in the district is more than commerce; it is a connective, activating layer that animates streets, plazas, and public spaces while supporting economic opportunity, community engagement, and cultural expression. By balancing local businesses, minority-owned enterprises, micro retail, and established national brands, the district fosters a resilient retail ecosystem that reflects St. Petersburg's character while responding to how people live, work, and engage with space. Retail becomes a platform for discovery, entrepreneurship, and economic inclusion, driving foot traffic, increasing revenue potential, and creating opportunities for small business growth.

### Key Principles:

- **Integration:** Retail is woven into streetscapes and public spaces, linking neighborhoods, cultural institutions, and entertainment venues.
- **Diversity:** A mix of local, minority-owned, and national brands supports entrepreneurship, workforce development, and economic resilience.
- **Experiential Activation:** Food, beverage, and specialty retail create memorable experiences that encourage extended stays and repeat visitation.
- **Community Impact:** Retail drives inclusive economic participation, workforce development, and professional growth across multiple sectors.
- **Operational Excellence:** Ongoing management, tenant support, and programming ensure a dynamic and sustainable retail environment.



 **IGNITE**  
Realty Partners

 **OPEN**  
REALTY ADVISORS  
A NEWARK Company



**Jeffrey Zeigler**  
Partner

### About Open Realty:

Ignite Realty Partners is a development and investment platform created by the founders of Open Realty Partners. We created this platform with a simple focus — develop and invest in the communities where we have worked for over three decades, leveraging our relationships and collective experiences to identify the next opportunities to create transformative places. Our mission is to craft immersive, mixed-use projects, defined by unique retail, dining and hospitality experiences. We believe when a development is thoughtfully executed, the receptors of value creation are limitless.

## Design that Connects and Activates

From a design perspective, retail is integrated into active streetscapes and connected open-air public spaces. Shops, cafés, and marketplaces frame plazas, enliven corridors, and create continuous visual and social connections between the district's nodes of activity. By embedding commercial activity into everyday life, retail supports longer stays, repeat visitation, and economic benefits that extend across restaurants, services, and cultural destinations. The district is intentionally designed to spur brick-and-mortar entrepreneurial opportunity, giving local businesses and start-ups the visibility, foot traffic, and infrastructure needed to thrive.

## Experiential Food, Beverage, and Programming

Food, beverage, and specialty retail offerings are intentionally curated to create vibrant, memorable experiences for residents and regional visitors. Chef-driven concepts, culturally inspired activations, and seasonal events transform the district into a living laboratory of taste, creativity, and engagement. These offerings empower local operators, minority-owned businesses, and emerging culinary talent, embedding commerce into the social and cultural rhythm of the district. Experiences become catalysts for gathering, extended stays, and repeat visitation, connecting retail directly to St. Petersburg's community life.



## Operational Excellence and Community Impact

Active management, tenant support, and programming oversight are central to sustaining a thriving retail ecosystem. This approach strengthens small businesses, supports workforce development, and fosters long-term local employment across design, construction, management, and operations. By increasing visibility and walk-by traffic, retail supports stronger proforma performance for small businesses and enhances their long-term viability. In this way, retail becomes a vehicle for inclusive economic participation, creating meaningful opportunities while reinforcing business stability and local economic resilience.

### Retail as a Living Connector

By combining curated tenant mix, immersive design, experiential programming, and adaptable operations, retail becomes a living connector that links neighborhoods, public spaces, cultural institutions, and entertainment venues. Retail drives economic activity, nurtures community identity, and reinforces the district as an inclusive, activated hub where culture, entertainment, hospitality, and everyday life converge. It is a place where local talent thrives alongside visitors, and where shared experiences create long-term value for the people and city of St. Petersburg.



River Oak District



Buckhead



# Office

## Office as a Catalyst for Jobs & Community

Office development within the Historic Gas Plant District is intentionally positioned as a driver of economic opportunity, workforce growth, and daily vitality. By designing modern Class A office space within a walkable, mixed-use environment, the district responds directly to unmet market demand while creating a place where people can work close to amenities, culture, and community life. Office is not treated as a single use, but as an essential engine that supports jobs, entrepreneurship, and long-term economic resilience for St. Petersburg.

### Key Priorities:

- Meeting unmet demand for Class A office space:** Downtown vacancy has fallen below four percent, with limited modern inventory and rapidly rising rents signaling a clear market gap.
- Attracting high quality jobs and employers:** Office space is designed to draw strong companies that provide meaningful employment and long-term career pathways.
- Embedding office within a mixed-use ecosystem:** Proximity to retail, hospitality, wellness, and public spaces supports daily worker needs and activates the district throughout the day.
- Supporting entrepreneurship and future talent:** Flexible office, co-working, and incubation spaces create opportunities for small businesses, startups, and Gas Plant descendants.
- Activating streets and supporting small businesses:** Ground floor programming ensures office activity contributes directly to a vibrant public realm and local economy.

## Responding to Market Reality

St. Petersburg is experiencing a significant shortage of high-quality Class A office space. Decades of residential development have outpaced commercial growth, while rising land, construction, and financing costs have limited new supply. Although higher vacancies exist in the broader Gateway area, businesses continue to prioritize downtown locations for walkability, amenities, and urban energy. The market signal is clear. Demand exists, but the city lacks sufficient modern office product to meet it.

## Building an Office Ecosystem

Our strategy extends beyond square footage. It is designed to cultivate a balanced ecosystem that supports established employers alongside emerging companies. Traditional office tenants are complemented by co-working and flex spaces that nurture entrepreneurship, foster innovation, and create a pipeline of opportunity for future generations. Office spaces function as active nodes within a living energy grid, where professional activity, collaboration, and community engagement intersect.

**STADLER**  
DEVELOPMENT



**John Stadler**  
Managing Partner

### About Stadler:

Stadler Development brings deep local knowledge and disciplined real estate expertise to office, residential, and mixed-use development in St. Petersburg and throughout the Tampa Bay region. The firm has helped shape our city's urban landscape through projects such as The Hermitage, The Icon (now Camden Central), Moderna St. Petersburg, and Gallery Haus, currently in design. Stadler emphasizes rigorous site selection, early due diligence, and clear financial analysis that is grounded in an owner's perspective. As office development consultant, the firm is committed to projects that reflect St. Petersburg's unique character, strengthen the downtown core, and deliver long-term value for the community.

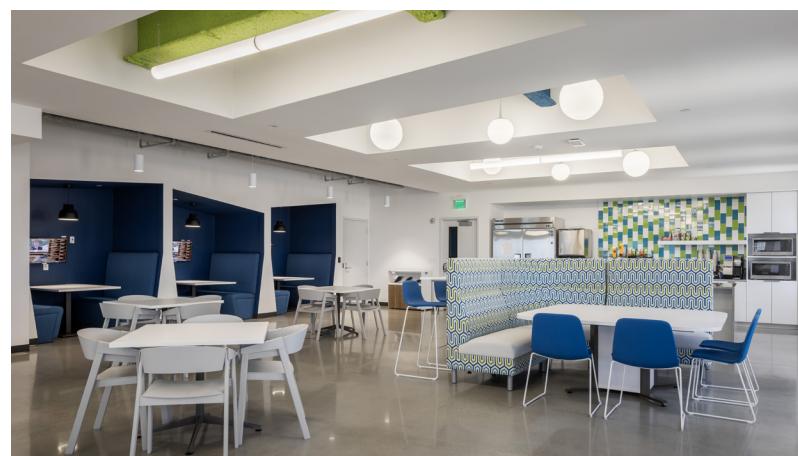
## Modern Class A Office to Compete Regionally

Many buildings currently classified as Class A in St. Petersburg would qualify as Class B in nearby markets, underscoring the need for truly modern office space. Flexible floor plates, high performance systems, and integrated amenities provide tenants with workplaces that meet contemporary expectations for comfort, efficiency, and quality. This level of product strengthens workforce retention and positions St. Petersburg as a competitive hub for knowledge-based industries.

## Office as Opportunity & Legacy

Office development within the Historic Gas Plant District is ultimately about more than employment. It is a platform for creating jobs, supporting local entrepreneurs, and cultivating future talent. By attracting companies that provide meaningful employment and integrating flexible spaces for start-ups and incubators, the district ensures that work is not only productive but generative, building a pipeline of opportunity that gives residents and their descendants pathways to the future.

In this way, office development becomes an anchor of economic vitality, a connector of community, and a generator of energy that flows throughout the district. It aligns with the broader vision of St. Petersburg as a place where people live, work, and thrive together, and where professional activity is inseparable from culture, entertainment, and everyday life.





# Market Rate Housing

## Market Rate Housing as Part of a Complete District

Market rate housing plays an essential role in creating a balanced, inclusive, and economically resilient district. This housing is embedded within the district's walkable urban fabric. This approach supports a complete district that remains active throughout the day and across seasons, reinforcing the shared energy that defines St. Petersburg's urban core.

### Key Priorities:

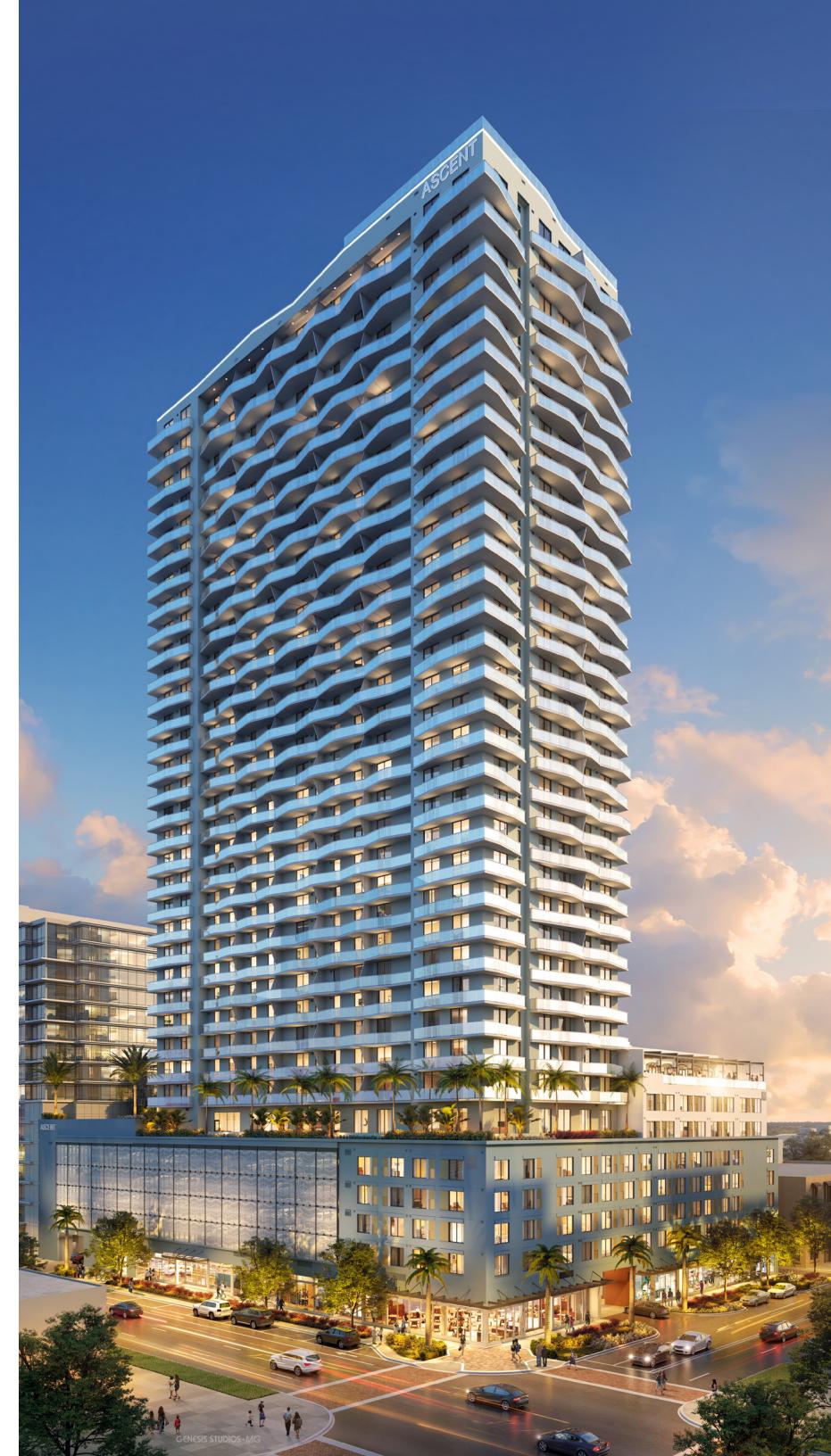
- Supporting a complete, mixed-use district:** Market rate housing contributes to daily activity and ensures the district remains vibrant beyond events and peak tourism.
- Responding to local, resident driven demand:** Most downtown buyers are relocating from within Pinellas County, reflecting demand rooted in lifestyle and connection rather than speculation.
- Emphasizing quality, livability, and design:** Well-designed, amenity rich buildings continue to absorb strongest, helping stabilize the market while meeting evolving expectations.
- Encouraging long term residency and stewardship:** Housing is positioned to support residents who invest in the neighborhood and the city's future.
- Strengthening the district's economic ecosystem:** Residents provide consistent support for retail, food and beverage, and cultural uses.

## Responding to Real Demand with Quality & Choice

Downtown St. Petersburg continues to experience sustained demand for high quality residential environments. Recent additions to the market have helped stabilize rents rather than oversaturate supply, with strongest absorption occurring in buildings that prioritize design, amenities, and livability. Market rate housing within the district responds by offering thoughtful layouts, access to light and views, and proximity to parks, employment, retail, and entertainment. Residences are envisioned to offer thoughtful layouts, access to light and views, and proximity to parks, retail, entertainment, and employment. By embedding housing within a mixed-use environment, residents gain a wraparound lifestyle that supports daily needs while encouraging long term residency and neighborhood stewardship.

## Supporting a Diverse Urban Community

Downtown St. Petersburg attracts a wide range of residents, including young professionals, families, and older adults seeking a connected and amenity rich environment. Renters and owners alike are increasingly educated, engaged, and invested in the city's future. Market rate housing within the district supports this diversity by offering options that meet different life stages while reinforcing a shared sense of place.



The presence of market rate housing also strengthens the district's broader ecosystem. Residents support local businesses, activate streets and public spaces, and contribute to the cultural and social life of the neighborhood. Their daily presence increases walk by activity, supports retail and food and beverage offerings, and reinforces the viability of the district beyond major events and peak tourism periods.

### **Housing that Reinforces the Living Energy Grid**

Market rate housing functions as an important node within the district's living energy grid. Residents are not passive occupants, but active participants in the flow of energy that moves through shared spaces, institutions, and experiences. Their proximity to offices creates opportunities to live near work. Their access to entertainment and culture deepens engagement with the city. Their daily routines help sustain retail, hospitality, and public life.

By aligning market rate housing with income restricted housing, homeownership opportunities, employment centers, and cultural amenities, the district supports a balanced residential mix that reflects the realities of St. Petersburg today while remaining adaptable to future needs. This integration ensures that growth is not isolated or extractive, but connected, inclusive, and rooted in long term community value.



## A Foundation for Long Term Stability

National attention on the Tampa St. Petersburg region reflects what residents already know. This is a place people choose for quality of life, opportunity, and connection. Market rate housing within the Historic Gas Plant district is designed to reinforce those strengths by offering housing that is desirable, durable, and deeply connected to its surroundings.

Together with income restricted housing, homeownership, office, retail, hospitality, and entertainment, market rate housing helps create a district where people can build lives, not just occupy units. It supports economic vitality, social connection, and a shared future, ensuring the district remains a place where residents choose to stay, invest, and belong.



### The Henry at Whitney Village

Located in St. Petersburg's Grand Central District, The Henry at Whitney Village is a five-story, 325-unit wrap-style multifamily development. The project includes a mix of studio, one-, two-, and three-bedroom residences organized around a central courtyard designed to support resident connection and outdoor activity. The development occupies 3.5 acres of a larger 12.9-acre site owned by the YMCA and provides convenient access to downtown St. Petersburg and major transportation corridors.



# Historical Research





# Historical Research

## GAS PLANT AERIALS

GAS PLANT AERIAL PRIOR TO INTERSTATE CONSTRUCTION



GAS PLANT AERIAL CIRCA JANUARY 2023



# Historical Research

## COMMUNITY BOUNDARIES

- PEPPERTOWN
- COOPER'S QUARTERS

## CEMETERY LOCATIONS

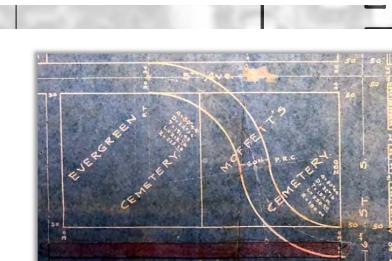
- OAKLAWN CEMETERY + LAUREL PARK / ROYAL COURT (MIXED)
- EVERGREEN CEMETERY (A.A.)
- MOFFET CEMETERY (WEST SECTION FOR A.A.)

## COMMUNITY INSTITUTIONS

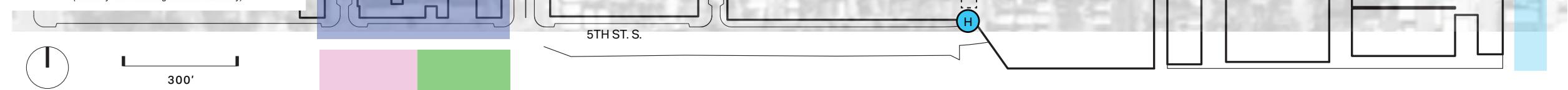
- DAVIS ELEMENTARY - 950 (OR 944) 3RD AVE. S.  
<sup>DE</sup>
- MERCY HOSPITAL
- FIRST BAPTIST INSTITUTIONAL CHURCH - 280 16TH ST. S.  
<sup>FBIC</sup>
- MCCABE MEMORIAL METHODIST CHURCH - 4TH AVE. S. AND 9TH ST. S.  
<sup>MMMC</sup>
- BETHEL METROPOLITAN BAPTIST CHURCH - 1010 3RD AVE. S.  
<sup>BMBC</sup>
- PRAYER TOWER CHURCH OF GOD IN CHRIST - 4TH AVE. S. AND 14TH ST. S.  
<sup>COGIC</sup>
- JAMES WELDON JOHNSON LIBRARY

## COMMUNITY THIRD SPACES

- JC CROMER BARBERSHOP
- BERTHE REDDICK BEAUTY SHOP
- HARLEM THEATRE
- TEENAGE CENTER
- HAND LAUNDRY



Map of the 5th Avenue South road extension through Moffett Cemetery and a small part of Evergreen Cemetery, 1926  
(Courtesy St. Petersburg Museum of History)



HARLEM THEATRE



<sup>DE</sup> DAVIS ELEMENTARY



OAKLAWN CEMETERY



MOFFET CEMETERY



MERCY HOSPITAL



BETHEL METRO BAPTIST CHURCH



FIRST BAPTIST INSTITUTIONAL CHURCH



LAUREL PARK / ROYAL COURT APTS.



COOPER'S QUARTERS (1932)



GAS PLANT TANK

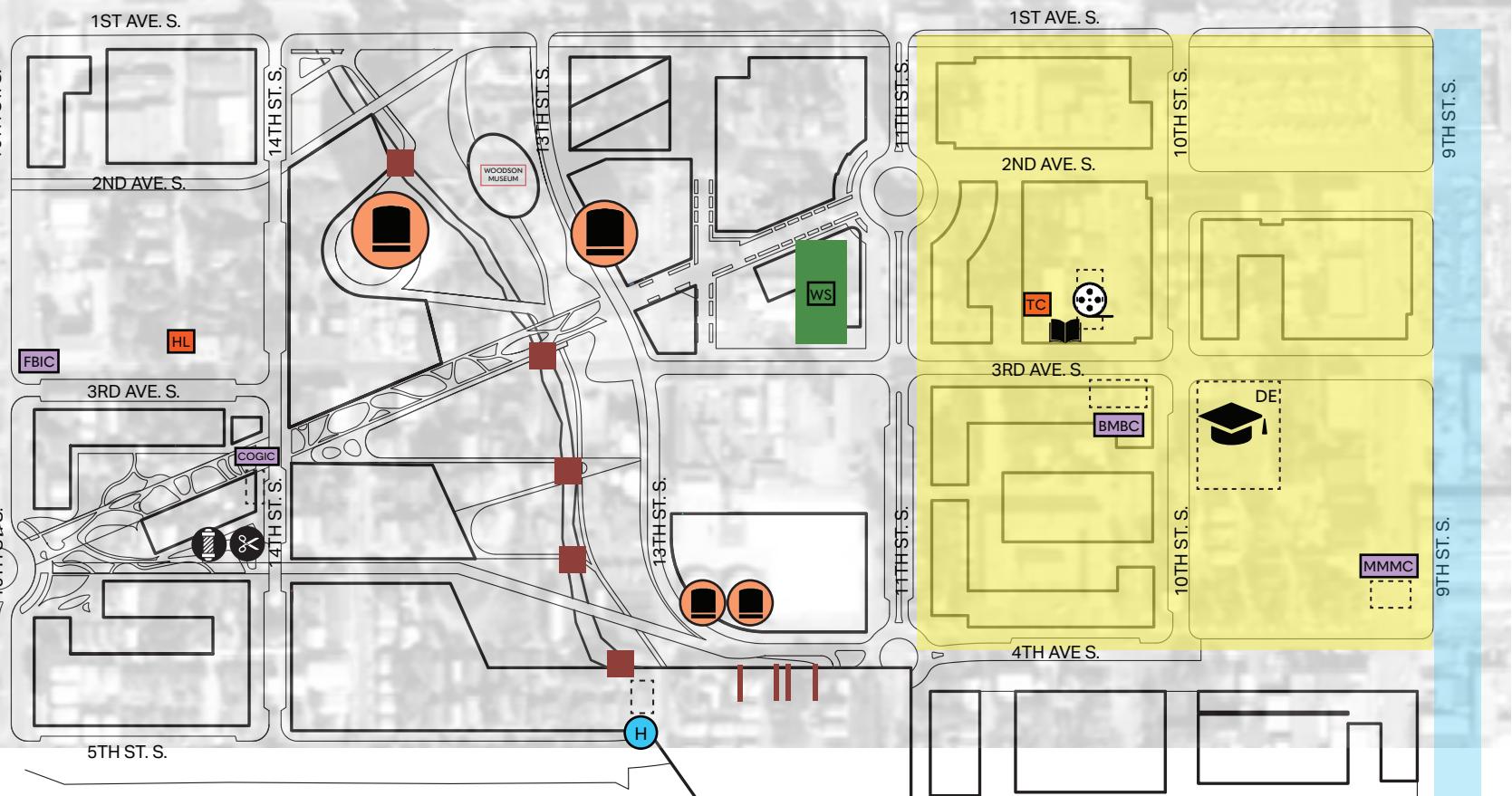


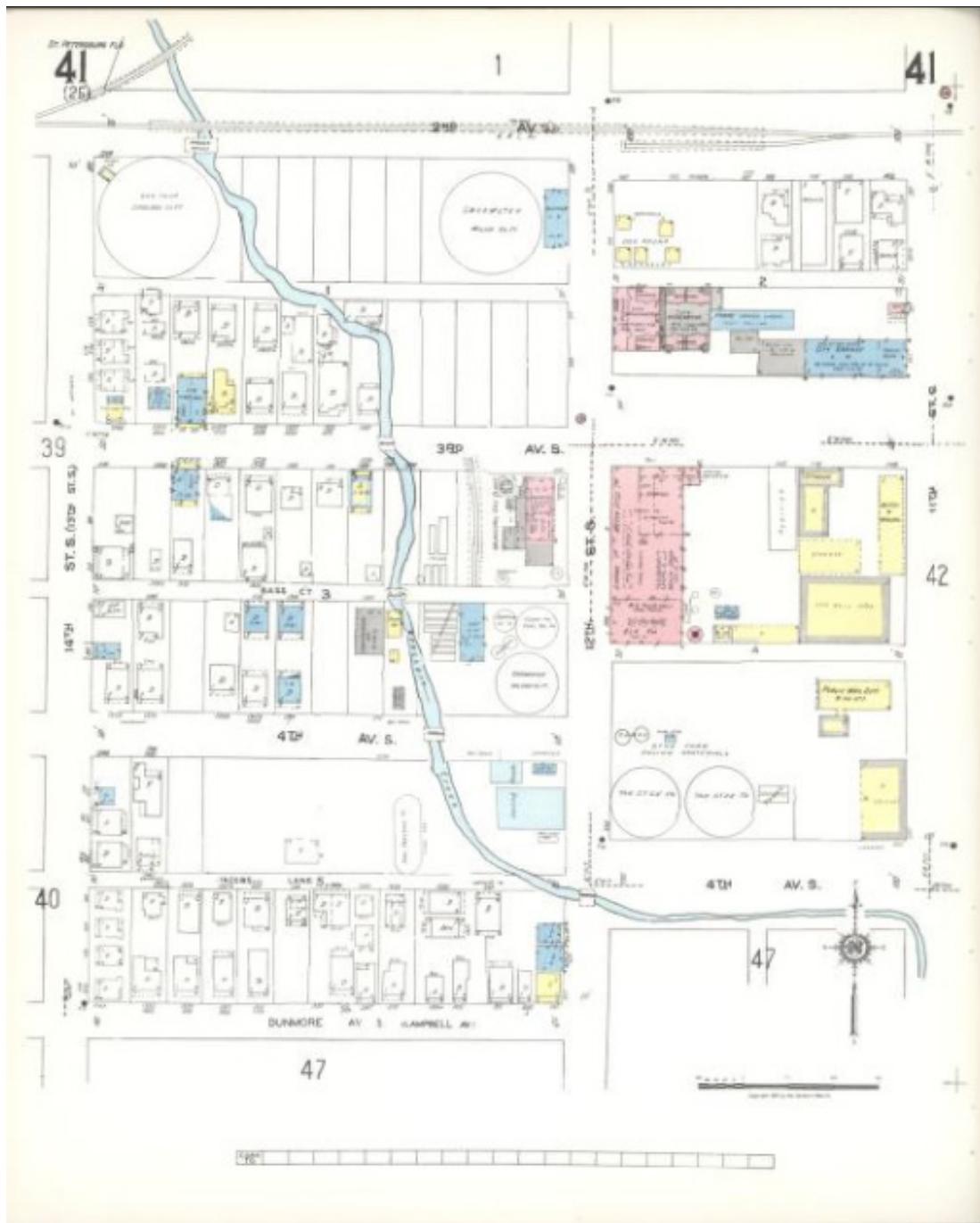
This service at Moffett Cemetery honored the remains of two Civil War soldiers

(Courtesy St. Petersburg Times, March 31, 1964, p. 2B)

## GAS PLANT AERIAL

### GAS PLANT AERIAL PRIOR TO INTERSTATE CONSTRUCTION







# Historical Research

"When you talk about entertainment, I would go down to Booker Creek and swim with the tadpoles..." said a former Gas Plant resident. Booker Creek was a central natural feature to the Gas Plant neighborhood that served as a place of recreation for those who lived in the Gas Plant. Many residents of the Gas Plant like Rev. Watson Haynes II chose to swim and play in Booker Creek because, "If white folk went to Spa Beach and swam, and black people got in the water, they thought they were going to turn black. And so we just stayed away, and we would swim in Booker Creek." This body of water that runs for about 3 miles through South St. Petersburg was not only a place of recreation, but a source of nourishment for Gas Plant residents since Russell Cato, "used to go down there on Saturdays sometimes, with a little bucket, catch a lot of them [crayfish], and then boil them just like crabs...they were just as good".

As the Gas Plant was razed to accommodate Tropicana Field and the interstate, Booker Creek was lessened to a drainage ditch. Currently Booker Creek modestly weaves its way between parking lots and Tropicana Field. The restoration and regeneration of Booker Creek is central to this proposal, so it can serve as a community asset once again and pay tribute to how important this natural amenity was for the Gas Plant community. The ecological rehabilitation of Booker Creek will also benefit the City of St. Petersburg since this waterway will be revegetated with plants like [bald cypress/pond cypress, marsh grasses, etc.] that enhance water quality, increase the creek's resilience to flooding, reduce water velocity and mitigate contaminants before they enter the wider watershed.





# Historical Research

Community institutions played a central role in neighborhood life. Churches, schools, and healthcare facilities such as Mercy Hospital, Davis Elementary, and McCray Foundational School and Nursery provided essential services and served as anchors of stability. Social and cultural life was reinforced through third spaces such as the Harlem Theater, which functioned as a hub for entertainment, civic gatherings, and shared cultural experiences. Informal spaces including front porches, backyards, and neighborhood streets further supported social interaction and collective identity.





# Historical Research

In 1984, the gas tanks were dismantled to make way for the Florida Suncoast Dome, now Tropicana Field. This redevelopment required the clearance of approximately 86 acres, resulting in the displacement of over 500 families and the relocation of at least 30 locally owned businesses. Homes, churches, schools, social venues, and informal gathering spaces were removed, permanently disrupting long standing social networks and cultural infrastructure.



# Historical Research

Residents and historians emphasize that the loss of the Gas Plant neighborhood represented more than physical displacement. It marked a profound rupture in economic, social, and cultural continuity. The neighborhood had supported locally owned businesses, informal economies, and shared cultural practices that reinforced self determination and collective resilience. Its removal left a lasting void in the city's African American social and cultural landscape.



## Woodyard Survives Electric, Gas Era

Woodyards are getting to be a thing of the past, but business is brisk these chilly days at the few that remain. Flagman Welch, who along with his brother Herman, owns one of two woodyards in St. Petersburg, splits wood chunks with his ax, preparing it for sale as heating fuel. The wood is sold in small amounts, measured by wheelbarrows and burlap bags, and is bought mostly by those who still must heat and cook with wood stoves, and by some more affluent homeowners with fireplaces. Welch's Woodyard, at 488 16th St. S, also sells top soil. For Flagman Welch, the small business has helped to provide college educations for four children, including accountant David Welch, vice chairman of the Community Alliance. Another St. Petersburg woodyard is at 14th Street and Dunmore Avenue S and is operated by James Bryant.





# Historical Research

Today, the Gas Plant neighborhood remains emblematic of the broader historical challenges faced by African American communities in St. Petersburg and across the United States, particularly the impacts of urban renewal and large scale redevelopment. Documenting and understanding the history of the Gas Plant including its institutions, landmarks, and lived experiences is essential to preserving its legacy and acknowledging its enduring significance within the city's urban and cultural history.





# Detailed Team Profiles





# Arts Conservatory for Teens



Founded in 2012 and headquartered in St. Petersburg, Florida, Arts Conservatory for Teens (ACT) was created to serve under-served and at-risk students using the arts as a catalyst for opportunity and long-term success. While that mission remains central, ACT has expanded its reach to provide inclusive, equitable access to high-level arts education for students across diverse communities. Through world-class training and performance opportunities in music, theater, dance, film, art, leadership, and entrepreneurship, ACT builds confidence, self-esteem, and meaningful connections with peers and mentors while preparing students for high school graduation, higher education, and the workforce. With 84 percent of scholarships awarded to underprivileged students, ACT has supported more than 5,000 middle and high school students, many of whom have gone on to prestigious institutions such as Berklee College of Music and Otterbein University and to successful careers in television, film, music, and Broadway. Founded by creative leaders Alex Harris and Herbert Murphy, whose combined experience exceeds 40 years in the arts, youth development, and philanthropy, ACT delivers a unique, innovative model that is culturally enriching, empowering, and life-changing.





# Aligned Engineering & Design

ALIGNED  
ENGINEERING & DESIGN

Aligned Engineering and Design was founded in 2025 by industry veterans in the St. Petersburg area. At our company, we believe that when the owner and design team are aligned, great things happen. For the past 20 years our founder and Principal Engineer, Matt Walker, PE, has lived and worked in St. Petersburg. During this time, Matt has worked on some of the most iconic projects in the downtown core. Matt provided engineering services for Ascent, Saltaire, 400 Central, VIV Apartments, Gallery Haus, and the proposed Sky St. Pete. Personally, Matt volunteered with the Shore Acres Civic Association and spent eight (8) years as a member of the City of St. Petersburg Development Review Commission (DRC). During his time on the DRC, the City upzoned the current Gas Plant to allow for greater densities and taller buildings.



VIV Apartments, St. Petersburg



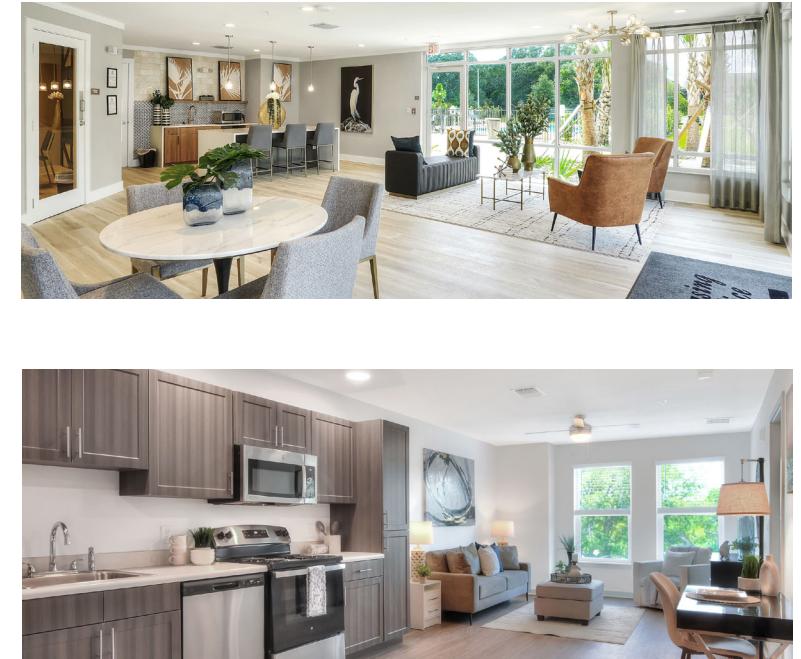
Ascent, St. Petersburg



400 Central Ave, St. Petersburg

# Blue Sky Communities

Since 2012, Blue Sky Communities has been inspiring positive change across Florida through the development and ownership of high-quality workforce and affordable housing. Utilizing the Federal Housing Credits program, Blue Sky partners with local governments and nonprofit organizations to deliver housing that is affordable for families and seniors alike. Through strategic, mission-driven collaborations, the firm creates long-lasting neighborhood assets that communities can be proud of for decades, guided by a clear vision of a Florida where every family and senior citizen is housing-secure.



34

Affordable Housing Developments in Florida

3,598

Affordable Housing Units Completed in Florida

5

Affordable Housing Developments in City of St. Petersburg

508

Affordable Housing Units in City of St. Petersburg



# Boys & Girls Club of Greater Tampa Bay

The Boys and Girls Clubs of Greater Tampa Bay has been a cornerstone of the Tampa Bay community for 100 years, beginning in 1926 with the founding of the West Tampa Boys Club by the Tampa Rotary Club. What started as a single neighborhood initiative has grown into a regional organization dedicated to providing high-quality out-of-school experiences for children and teens across Hillsborough, Pasco, and Pinellas Counties. Focused on ensuring young people, especially those who need it most, graduate high school with a plan for the future, strong character, and healthy lifestyles, the organization delivers critical youth development programs that help members reach their full potential. Today, Boys and Girls Clubs of Greater Tampa Bay remains committed to providing a world-class Club experience where success is within reach for every young person who walks through its doors.



**24,000+**

youth served annually

**99%**

of Club members have not been arrested or involved in the court system

**425,000+**

meals & snacks served annually

**100%**

of Club members graduate compared to only 86% of Tampa Bay Students



# CareerSource Tampa Bay



CareerSource Tampa Bay (CSTB) is a 501(c)(3) nonprofit organization dedicated to expanding career opportunities and enabling the success of all workers through comprehensive workforce solutions that meet the needs of the community, guided by a vision of empowering workers and driving sustainable, positive change across the region. Following the consolidation of Hillsborough and Pinellas counties, CSTB now represents the third-largest workforce board in Florida, serving a region of more than 2.5 million residents. As an American Job Center, CSTB provides streamlined, no-cost services that connect employers and job seekers through recruiting, training, and employment programs designed to lift individuals out of poverty, advance careers, and strengthen business competitiveness. In the most recent program year, CSTB served 34,950 individuals, placed 8,918 into employment, and supported 7,198 businesses with hiring, training, retention, and layoff assistance.



In the PY 2024-2025, the partnership between Hillsborough and Pinellas Counties led to enhanced paid work experiences, career exploration, and leadership training opportunities for 676 young individuals aged 15-24. CSTB more than doubled the number of youth in Pinellas County who benefited from the program, serving 301 young people - a remarkable 109% increase from 2024.

**97%**

Completion Rate

**87%**

Under the Age of 18

**130+**

Employer Partners

# The Deuces Live

Founded in 1962, The Deuces Live, Inc. is a nonprofit organization dedicated to revitalizing St. Petersburg's historic 22nd Street South corridor — once the epicenter of Black life, business, and culture during segregation. Known affectionately as "The Deuces," this iconic district was home to thriving Black-owned businesses, beloved neighborhoods, and legendary entertainment venues where stars like Duke Ellington and Billie Holiday performed, and Negro League baseball players found community.

St. Petersburg's historic 22nd Street South — The Deuces — is a vibrant corridor rich in culture, creativity, and community pride. Once the city's bustling Black Main Street, today The Deuces is a place where heritage meets innovation. Whether you're savoring soul-filled bites from local eateries, enjoying family-friendly festivals, or exploring art, music, and history shaped by generations of African Americans, The Deuces offers something both familiar and unexpected. From emerging chefs and musicians to cultural landmarks and community gatherings, this is a destination that welcomes all and keeps you coming back for more.

Today, The Deuces Live leads the charge to preserve that powerful legacy while reimagining the corridor for future generations. With more than 50 years of history behind us, we're working to bring back a world-class destination rooted in heritage, hospitality, and hope — where tradition and innovation thrive side by side.



30+

Years of History

86

Hotels Owned/Managed

~\$3.5B

Hospitality Assets  
Under Management

±6,000

Employees



Driftwood is a full-service hospitality platform specializing in acquisitions, development, lending, and property management. Founded in the 1990s, the firm has grown into a diversified investment and management platform, uniting these services under one structure. With over 30 years of industry experience and more than \$5 billion in hospitality assets transacted, Driftwood leverages disciplined underwriting, data-driven optimization, and an entrepreneurial mindset to deliver sustainable, risk-adjusted returns. The firm strives to create long-term partnerships with investors, combining strategic flexibility with a proven track record of adapting to evolving market conditions.

**Lending:** Equity-focused; assesses sponsorships | LP Returns: 9–12%, 15–20%, 20%+ | Keys: 16,637

**Acquisitions & Development:** 200+ opportunities/year; core, value-add, opportunistic; selects projects with barriers, tax incentives, QOZ/EB-5 strategies

**Management & Platform:** Cost-efficient, revenue-optimized, data-driven; full-service hospitality platform delivering long-term value



# Elliott Investment Management

ELLIOTT

## Finance

Founded in 1977, Elliott Investment Management L.P. (together with its affiliates, "Elliott") is one of the oldest investment managers of its kind under continuous management. As of June 30, 2025, Elliott manages approximately \$76.1 billion in assets. The firm employs a staff of 622 people\*, including nearly half dedicated to portfolio management and analysis, trading and research, in its Florida headquarters and affiliated offices elsewhere.

Elliott has a designated real estate team that invests globally and across asset classes, pursuing an opportunistic strategy across the capital stack. Elliott's team members have experience investing in numerous complex land development and master-planned projects at the firm and/or in prior roles, including in partnership with Blake Investment Partners.

\*Elliott total headcount is calculated as of July 1, 2025.





## Implementation Team

Gilbane Building Company is a family-owned, global, comprehensive construction and facilities-related solutions firm. Building upon the success and proven track record of 155 years of experience, Gilbane is recognized as an industry leader that delivers innovative building solutions – from state-of-the-art sustainable buildings to the latest applications in construction methods and technology. Comprised of over 3,100 multidisciplinary professionals, operating in more than 45 offices worldwide, our best-in-class teams deliver complex, geographically dispersed projects across the U.S. and internationally in countries such as Japan, Germany, Ireland, and Mexico. As one of Florida's largest general building contractors, we have been fortunate to serve a wide variety of market sectors and clients since we established our presence in 1972. Gilbane has over 320 employees and five office locations in Florida—Downtown Tampa, Jacksonville, Sarasota, Boca Raton, and Orlando.



**Paul Sullivan**  
Southeast Division Leader

Paul Sullivan, a 27 year Gilbane veteran and Senior Vice President/Southeast Division Leader, oversees projects across multiple sectors and leads all business and construction operations, ensuring excellence, full organizational support, and successful project delivery.



**Shanika Baughman MCA**  
Southeast Community Impact and Engagement  
Director

Shanika Baughman, with nearly 20 years in economic development and supplier diversity, leads economic inclusion for Gilbane's Southeast Division, driving workforce and contractor development to maximize participation from diverse owned, small, and local businesses on all projects.



**Brian Coakley**  
Estimating Director

Brian Coakley, our Estimating Director with nearly 40 years of experience and \$10B in projects across North America, Europe, and the Caribbean, drives cost estimating, value analysis, and constructability to keep the project aligned and on track.



**Tony Perryman**  
Project Manager

Tony Perryman, a 10 year construction professional and project manager, leads schedule, budget, safety, programming, and quality execution, proactively mitigating challenges to ensure seamless, on time delivery. With strong retail and hospitality experience, he upholds rigorous quality and safety standards onsite.

# Gillie & Marc

British and Australian artists Gillie and Marc are internationally renowned for monumental public artworks that merge storytelling, love, and conservation. Described by The New York Times as "the most successful and prolific creators of public art in New York's history," their work spans more than 250 cities worldwide, appearing in major public spaces and galleries.

Best known for their iconic characters Rabbitwoman and Dogman, Gillie and Marc explore themes of unity, diversity, and connection through a deeply personal narrative. Their conservation-driven practice uses public art as a platform for empathy and change, with globally recognized installations including The Last Three, King Nyani, and A Wild Life for Wildlife. The artists are based between Sydney and London.



# Great Explorations

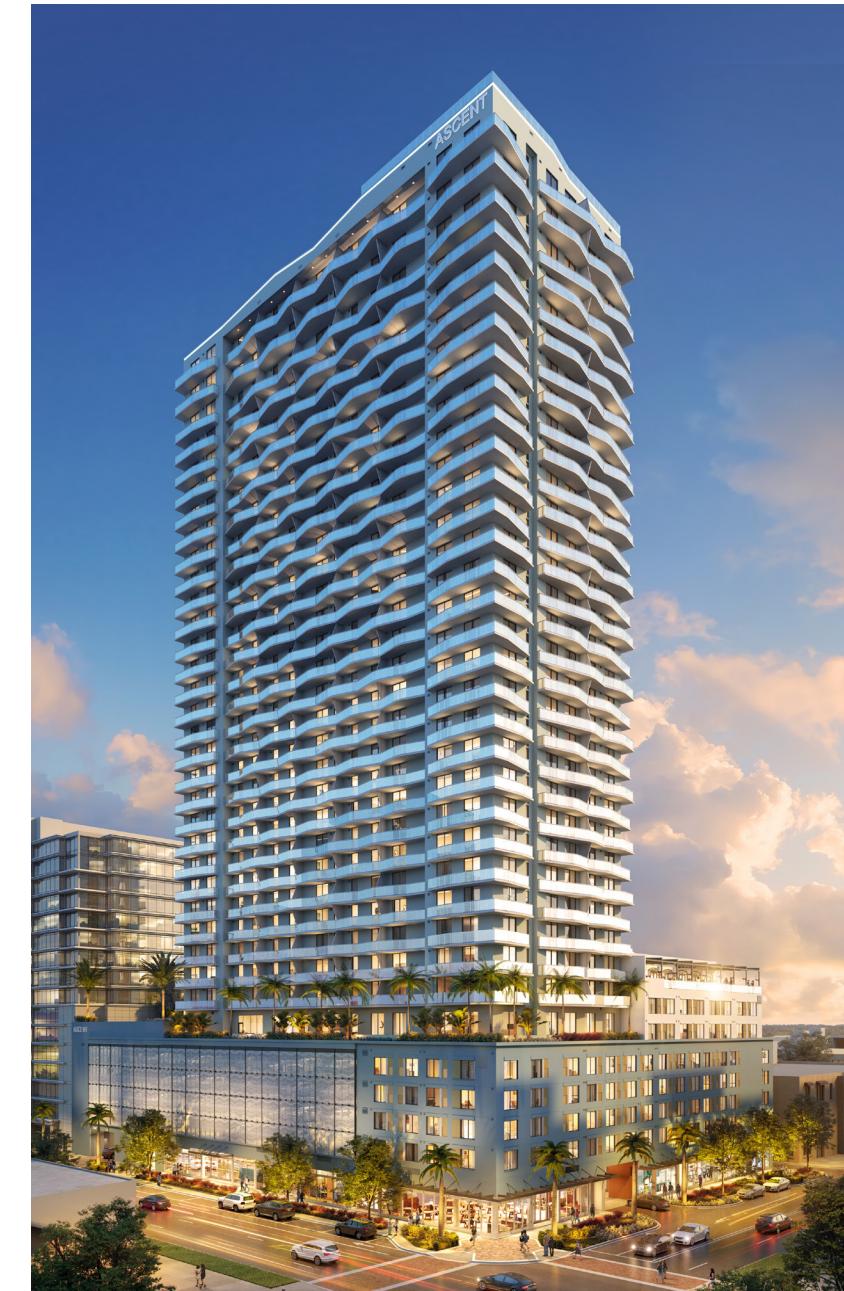
Great Explorations Children's Museum began its partnership with Pinellas County Schools in 2023 with a shared goal: to enhance the middle school learning experience and build a pathway toward a public discovery center that supports exploration and STEM engagement for middle and high school students.





**GREYSTAR**

Greystar is a leading, fully integrated global real estate platform offering expertise in property management, investment management, development, and construction services in institutional-quality rental housing. Headquartered in Charleston, South Carolina, Greystar manages and operates over \$300 billion of real estate in more than 250 markets globally with offices throughout North America, Europe, South America, and the Asia-Pacific region. Greystar is the largest operator of apartments in the United States, managing over 1,000,000 units/beds globally. Across its platforms, Greystar has nearly \$79 billion of assets under management, including over \$35 billion of development assets and over \$30 billion of regulatory assets under management. Greystar was founded by Bob Faith in 1993 to become a provider of world-class service in the rental residential real estate business.



**\$300B+**

Real Estate Managed & Operated

**250+**

Marketing Globally

**\$79B+**

Assets Under Management



## Implementation Team

KAST Construction is a privately held company incorporated in 2005 and has established itself as the premier builder across the State of Florida with an unparalleled reputation for quality, safety, and customer satisfaction. The KAST mindset and dedication to the mission creates a culture both internally and externally that places 'People First' and drives loyalty from our team members and customers. This 'People First' culture and focus on customer service aligns KAST as a strategic partner with our clients creating economic value built on a foundation of relationship and trust. KAST has full-service offices in Tampa, West Palm Beach and Miami, and an annual revenue of more than \$900M. KAST employs over (275) construction professionals throughout the State of Florida. KAST Construction's work within the City of St. Petersburg exceeds over \$1B, more than 6 million square feet and over 2,500 units delivered.



YOUR VISION  
OUR MISSION **KAST**  
CONSTRUCTION



**Kristine Retetagos**  
Senior VP & Division Manager

Kristine Retetagos is the Senior Vice President and Division Manager for KAST Construction's Florida West Coast Division, where she oversees all construction and preconstruction operations across the region. In this role, she drives strategic growth, guides project delivery, and supports KAST's position as one of Florida's leading builders and largest construction firms in Tampa Bay. Kristine brings more than 25 years of construction experience to her role and a portfolio that spans a diverse mix of market sectors, including commercial, government, residential, senior living, healthcare, K-12, higher education, and hospitality. She earned her Bachelor of Architectural Engineering from The Pennsylvania State University and an MBA from the Katz Graduate School of Business at the University of Pittsburgh.

Langan provides an integrated mix of engineering and environmental consulting services in support of land development projects, corporate real estate portfolios, and the energy industry. Our clients include developers, property owners, public agencies, corporations, institutions, and energy companies around the world.

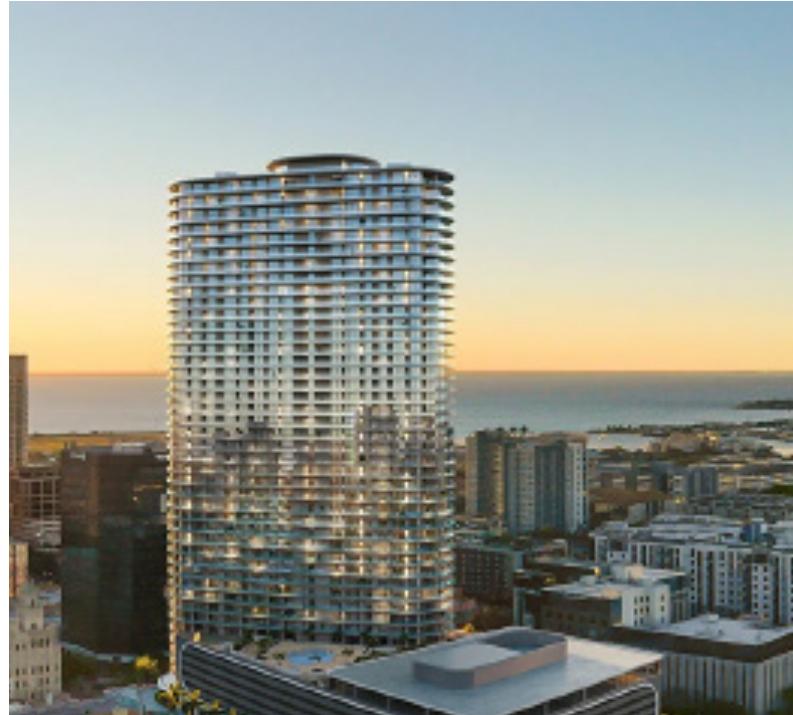
**55+**

Years in Business



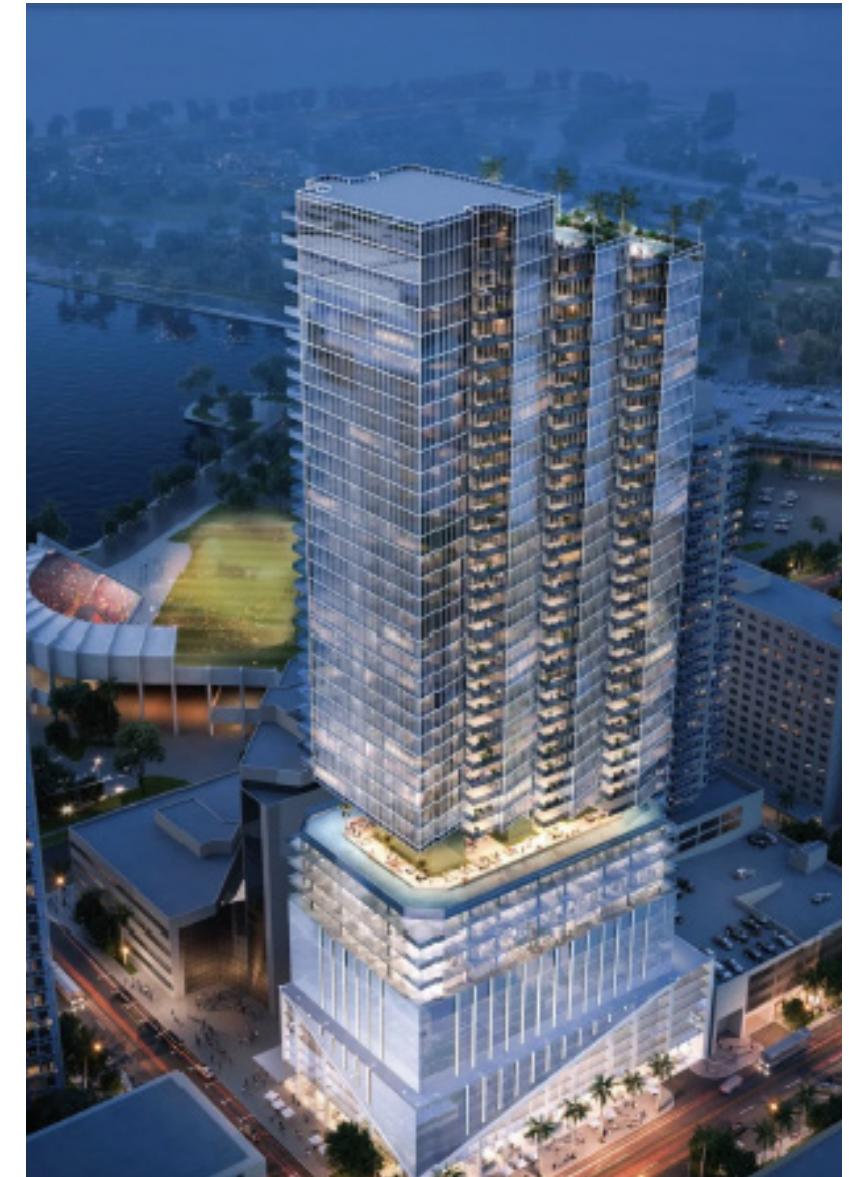
**2000+**

Employees



**100+**

Awards





Light Foster is a creative production studio based in Tampa, Florida, specializing in crafting powerful visual storytelling and digital media solutions that help brands, organizations, and individuals connect with their audiences and drive meaningful action. At its core, Light Foster believes that every story has the potential to inspire change, and its work is focused on creating films that not only look compelling but also deliver measurable results.

Founded on the principle of moving audiences to action, Light Foster blends strategic narrative development with cinematic artistry to help clients stand out in an increasingly crowded digital landscape. Whether the goal is to share a brand's mission, amplify a voice, promote a product, or spark social change, Light Foster's films are designed to resonate emotionally with viewers and compel engagement.

## Moving Audiences to Take Action



# Mario Gooden Studio

## Design Team Partner

Mario Gooden Studio: Architecture + Design is a transdisciplinary practice based in New York that explored the intersections of architecture with culture history, performance and social identity. The firm engages with complex social and cultural issues, particularly the intersection of architecture with race, gender, sexuality, technology, and culture. Its work has been exhibited nationally and internationally, including the Venice Architecture Biennale, MoMA, and the Bauhaus Museum Weimar, and featured in publications such as Architectural Record, Metropolis, and The New York Times. The studio approaches every project through the lens of "Liberation is a Spatial Practice," using design to challenge traditional norms and deliver inclusive, thoughtful spaces for learning, culture, and community engagement.



MARIO GOODEN STUDIO  
ARCHITECTURE + DESIGN



Mario Gooden RA, BC, M.Arch  
Architect

Mario Gooden is a cultural practice architect whose work examines the intersections of architecture, race, gender, sexuality, and technology through design, research, writing, and performance. He is recognized as a thought leader in the field, receiving numerous awards and honors, including a National Endowment for the Arts Fellowship, a National Academy of Arts and Letters Award in Architecture, and residencies at the American Academy in Rome.

In academia, Gooden is a Professor of Professional Practice at Columbia University's Graduate School of Architecture, Planning and Preservation (GSAPP), where he serves as Director of the M.Arch program and co-directs the Global Africa Lab. He is also the author of **Dark Space: Architecture, Representation, Black Identity (2016)** which examines how architecture constructs and represents Black identity.



From 2022 to 2025, he served as President of the Architectural League of New York and remains a founding member of the Black Reconstruction Collective, which advocates for racial justice within architecture and the built environment.

# McCants Architecture

## Design Team Partner

Jerel McCants Architecture (JMA) is a full-service boutique firm specializing in commercial, cultural, federal, educational, and residential projects. Guided by a philosophy that architecture is an action expressing ideals through honest, efficient, and sustainable design, JMA creates spaces that inspire and exceed expectations. The firm emphasizes listening and responding to client needs. Committed to community impact and sustainable growth, JMA revitalizes historic neighborhoods while upholding its core values of integrity, innovation, and insight, delivering thoughtful, enduring design solutions.

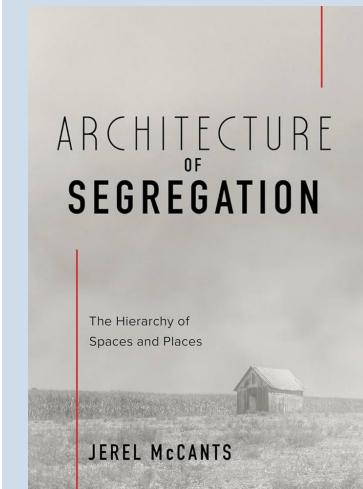


**JEREL MCCANTS  
ARCHITECTURE, INC.**



**Jerel McCants** AIA, LEED GA, SAP,  
NOMA  
Architect

Jerel McCants is the founder and managing principal of Jerel McCants Architecture, Inc., established locally in 2009. His work emphasizes community-centered design and thoughtful response to context. Guided by his philosophy of Responsive Architecture, he delivers adaptable projects that provide thoughtful solutions, strengthen communities, and enhance daily lives for those who live, work, and gather in the spaces he designs. As Principal, Jerel engaged in every stage of each project.



Author of "The Architecture of Segregation: the hierarchy of spaces and places," which examines how architecture can be used as a tool for repair, justice, and more equitable communities.



## Implementation Team

MODO is a construction management and general contracting firm specializing in commercial and multifamily projects throughout West-Central Florida. Founded on a deep commitment to professionalism, integrity, and community impact, MODO combines large-scale construction expertise with a relationship-driven approach tailored to neighborhood-scale developments. The firm's focus on proactive communication, detailed planning, and cost control ensures every client receives transparent, efficient, and quality-driven project delivery.



**Donald Odom**  
President, Construction Manager

Donald Odom has over 20 years of construction management experience with a focus on general contracting, pre-construction and development projects across Florida. He has overseen new construction and renovation projects across multiple sectors, including multifamily, commercial, municipal, healthcare, higher education, and financial institutions. His responsibilities have included preconstruction coordination, budgeting, subcontractor management, and project execution. Donald's experience spans from small tenant improvements to large-scale mixed-use developments exceeding \$100 million.

He has a proven ability to deliver complex projects on time and within budget, working closely with project teams, owners, and subcontractors. His work consistently reflects a clear understanding of building systems, site logistics, risk management, and value engineering. The following project list demonstrates his range and capability:

- The Edition Hotel & Residences, Tampa, FL – 327,525 SF, \$134.8M
- Asher - 1050 Water Street, Tampa, FL – 300,000 SF, \$129.5M
- The Boulevard at West River, Tampa, FL – 450,000 SF, \$65.5M
- Lofts on Lemon, Sarasota, FL – 147,500 SF, \$22M
- Amaryllis Park Place, Sarasota, FL – 93,000 SF, \$14M
- Southeastern University Buena Vida Residence Hall, Lakeland, FL – 145,000 SF, \$25M
- University of South Florida Football Stadium, Tampa, FL – \$350M
- Bradenton Area Convention Center, Palmetto, FL – Renovation, \$44.5M

# Open Realty Advisors



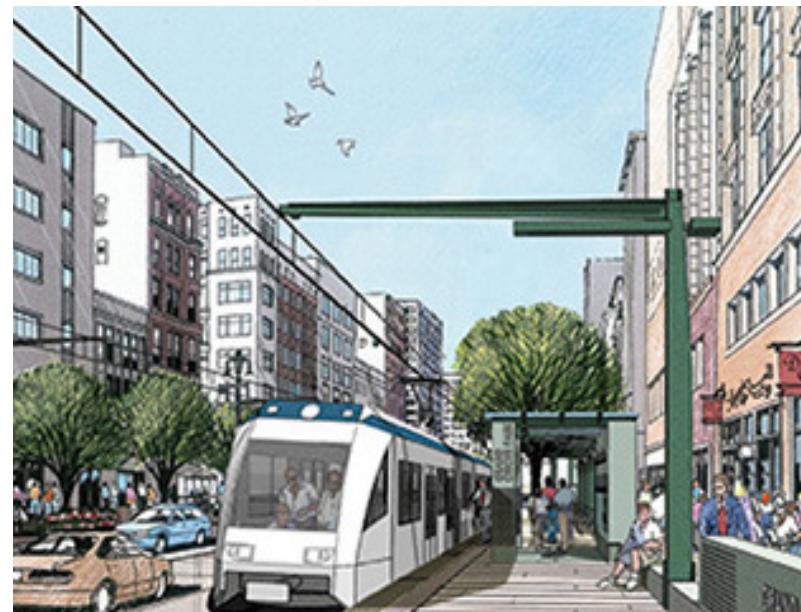
Ignite Realty Partners is a development and investment platform founded by the creators of Open Realty Partners, focused on developing and investing in communities where they have worked for more than three decades. Leveraging deep relationships and collective experience, the firm identifies opportunities to create transformative, mixed-use destinations defined by distinctive retail, dining, and hospitality experiences. Guided by the belief that thoughtful execution unlocks limitless value, Ignite is driven by a mission to craft immersive places that strengthen communities and endure over time.





## Implementation Team

Onyx Enterprise, Inc. is a Certified Woman and Minority Owned Small Business, providing engineering consulting, project management, and construction management services to local, state, and federal agencies, as well as engineering firms and contractors. With more than 31 years of experience, Onyx has successfully supported the delivery and closeout of over \$600 million in construction projects, bringing proven expertise across traditional and design-build delivery methods. The firm is recognized for its ability to manage multidisciplinary teams of engineers and contractors, provide permitting and regulatory support, and lead effective community outreach with stakeholders and clients. Guided by focused project management practices, Onyx delivers timely, high-quality services grounded in integrity, trust, and accountability. Onyx's leadership demonstrates a strong commitment to professional excellence, mentorship, and industry advancement. The firm's CEO actively mentors emerging engineers, has held leadership roles with NAMCE, NSBE, and ASCE, and has led two ASCE Diversity Conferences, reflecting Onyx's dedication to equity, education, and the future of the engineering profession.



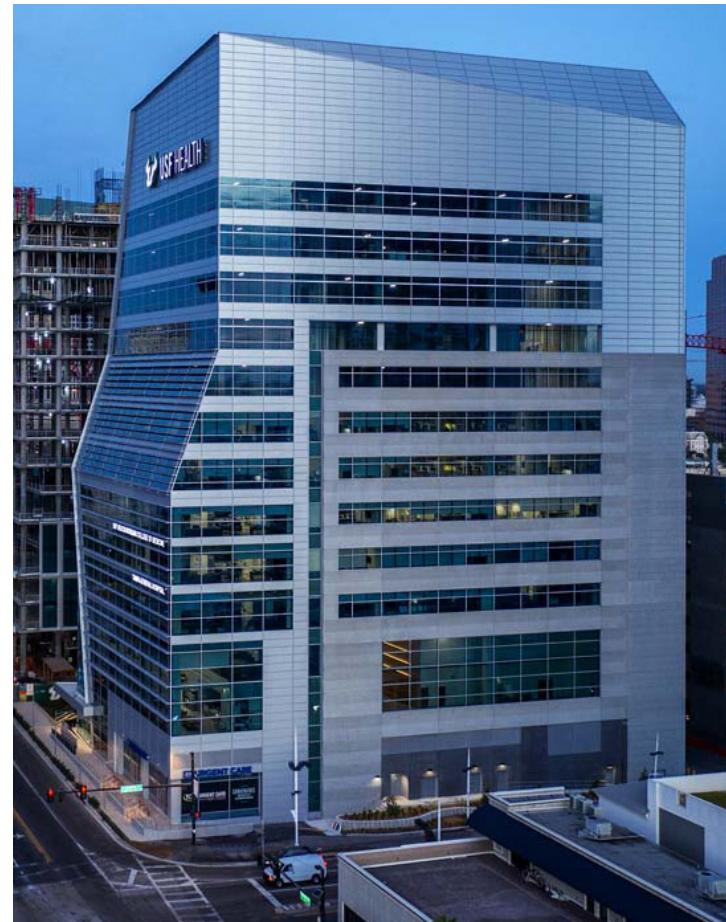
**Tarolyn Buckles**  
President & CEO

Tarolyn Buckles supports complex water resources and infrastructure projects, bringing extensive experience in engineering, project management, and construction management. Her work spans design and construction engineering, resident project representation, start-up and testing, O&M manuals, and project closeout for more than \$600 million in construction value across DWSD, Wayne County, and Macomb County projects. A collaborative and effective communicator, she works closely with clients and project teams to align technical execution with project goals from design through completion. Tarolyn is also with two other firms Partner of the A/E Collaborative, LLC. (AEC) Architecture and Engineering firm in Detroit; and Green Energy Innovations, LLC. (Electric Vehicles Charging Stations and Solar Technology).



## Implementation Team

Skanska uses knowledge & foresight to shape the way people live, work and connect. Over 135 years in the making, we're one of the world's largest construction and project development companies, with 2024 revenue totaling \$16.8 billion. We operate across select markets in the Nordics, Europe and the United States. Together with our customers and the collective expertise of our 26,300 teammates, we create innovative and sustainable solutions that support healthy living beyond our lifetime. Skanska has delivered \$2.1 billion in Tampa Bay in the past 10 years including the internationally recognized New St. Pete Pier and Pier Approach.



# SKANSKA



**Tracy Hunt** post noms  
Executive Vice President/General Manager

Tracy Hunt is Executive Vice President/General Manager for Skanska with 31 years of experience in the construction industry. Tracy is responsible for Skanska operations across Florida. Throughout his career, Tracy has worked for clients across the Southeast on a wide range of project types, including commercial, education, healthcare and municipal projects. Notable recent projects include the Jabil, Inc. New Global Headquarters in St. Petersburg and the ABC National Excellence in Construction award-winning Orlando Health, Jewett Orthopedic Institute project in Orlando, FL. Outside of the office, Tracy is a board member for Carrollwood Day School and a devoted fundraiser for Big Brothers Big Sisters of Tampa Bay.



**Daniel Abou-Jaoude**  
Vice President - Account Manager

Daniel Abou-Jaoude is a Vice President with Skanska USA Building Inc., bringing more than 25 years of construction industry experience across commercial, education, and municipal projects throughout Florida. He is known for leading complex work with a steady, people-first approach and long-standing client relationships. Beyond the jobsite, Daniel is deeply engaged in the Tampa Bay community, supporting workforce development through on-site learning opportunities and partnerships with local architecture academies and STEM and vocational technical programs.



Stadler Development is a premier real estate firm specializing in luxury residential and commercial projects. With a strong presence in the Tampa Bay/St. Petersburg area, we have developed iconic high-rise communities such as Camden Central, Gallery Haus, and Modera Prime. Our expertise extends beyond Florida, with a portfolio that includes large-scale mixed-use developments, award-winning office buildings, and waterfront resorts. Our commitment to excellence has earned us partnerships with global corporations and a reputation for delivering projects that enhance communities and set new standards in the industry. At Stadler Development, we are dedicated to creating spaces that inspire and endure.



W Architecture & Landscape Architecture is an international urban design practice specializing in the transformation of urban waterfronts into vibrant, inclusive public places. For more than a decade, our firm has integrated architecture, landscape architecture, and urban design to deliver ecologically grounded, people-centered environments that connect communities to water. Founded and led by Barbara Wilks, FAIA, FASLA, the practice is recognized for design excellence and a collaborative approach that synthesizes ecology, history, culture, and contemporary use through meaningful engagement with communities and public agencies.

**2021**

ASLA NY Merit Award

**2020**

American Architecture Award

**150+**

Projects across the globe

**30+**

Cities W has worked in

## Implementation Team

Wade Trim is a full-service consulting engineering firm established in 1926 and serves municipalities, private utilities, and developers with infrastructure projects. With 23 offices in 9 states, Wade Trim's 800+ staff members provide a shared network of resources to address infrastructure challenges. For over a quarter of a century, Wade Trim and the City of St. Petersburg staff have been delivering projects together, starting with a project in Lake Maggiore Park in 1996. Today, we have become a firm that City staff rely on for some of their most challenging and critical infrastructure projects including Pasadena Force Main and the Cosme Water Treatment Plant Improvements.



### Local Knowledge

✓ We understand St. Petersburg's utility system and have a strong working relationship with their engineering and water resources staff.

### Pinellas County Experience

✓ We are currently developing Pinellas County's wastewater master plan, which will be coordinated with this project

### Specialized Civil Site Development Experts

✓ Our team of subject matter civil site experts will leverage our team's experience on \$1.5 billion construction projects up to 1,000 acres.

### Advanced Technology

✓ We use the latest in advanced technology including state-of-the-art drones and artificial intelligence to maximize the value of our clients' infrastructure investments.



**Tom Brzezinski**  
Executive Vice President

Tom Brzezinski is a Tampa Bay Region resident who regularly works with the City of St. Petersburg staff on their infrastructure projects. As a member of Wade Trim's Board of Directors, he works closely with our clients and project managers to understand issues facing our clients and how we can best assist them in achieving their objectives. Tom is familiar with the issues impacting St. Petersburg such as resiliency and the city's SPAR program, infrastructure growth, and the need for professional resources. He has spent his career with Wade Trim and brings knowledge on similar projects throughout the Midwest and southeast. His special interest is in using collaborative delivery methods to provide better solutions for our clients.



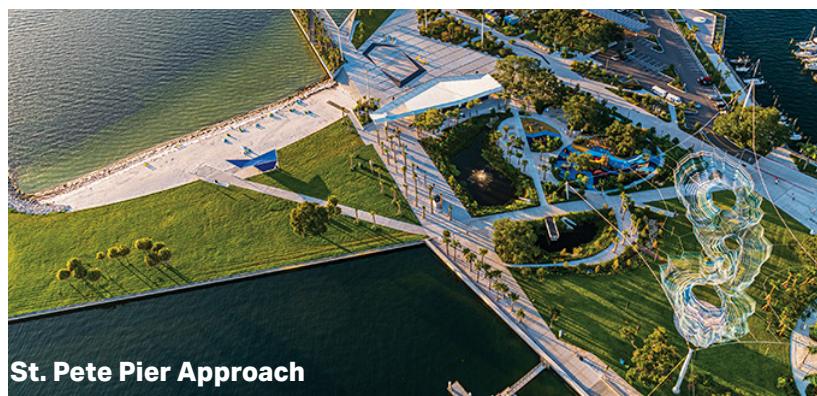
**Samantha Graybill PE**  
Project Manager

Samantha supports water and infrastructure projects across Florida's coastal communities, with experience spanning septic-to-sewer conversions, utility coordination, and construction-phase oversight. Her work includes permit support, field inspections, and operational documentation for water and wastewater systems, with a growing focus on design-build delivery. Driven by a hands-on approach and long-term stewardship of infrastructure, Samantha is building the technical foundation to lead complex, community-serving projects from design through construction.



## Lead District Architect & Park Planner

WJArchitects is deeply embedded in the civic, cultural, and professional life of St. Petersburg. From our offices overlooking Mirror Lake, WJA maintains a direct and enduring relationship with the community. This proximity, both physical and cultural, positions the firm as a trusted local expert, committed to advancing the betterment of St. Pete. This local stewardship informs the firm's guiding philosophy, Inspired Design for All. We approach architecture as a public act that carries social responsibility and the potential to produce measurable positive outcomes for people and communities.



### Local Experience:

- St. Petersburg Pier Approach
- James Museum of Western + Wildlife Art
- Mangrove Bay Middle School & Speer YMCA
- Julian B. Lane Waterfront Park
- Coral Springs Museum of Art
- Dr. Carter G. Woodson Museum
- Foundation for a Healthy St. Petersburg
- 2nd District Court of Appeal Courthouse
- Shore Acres Recreation & Aquatics Center
- Clearwater City Hall
- Madeira Beach Municipal Complex
- Pinellas Park Public Safety Complex
- Tampa Skills Center
- Nathan Benderson Indoor Sports Complex
- Herrig Center for the Arts
- SPC Student Success Center
- St. Pete Athletic Pickleball
- Perry's Porch Restaurant
- Cassis American Brasserie
- Academy Prep of St. Petersburg
- Great Explorations Museum Renovation
- Northshore Aquatic Complex
- Northwest Pool
- Roberts Recreation Center

***Inspired Design for All is our foundation, thus ensuring this district belongs to everyone.***



**Jason Jensen** AIA, LEED AP  
Executive Designer

As Managing Principal, Jason leads the firm's vision and strategic direction. Deeply committed to the St. Petersburg community, he champions sustainable design and delivers thoughtful, purpose-driven solutions that reflect local context, advance client goals, and create lasting community impact.



**Jamison Sweat**  
Director of Design

As Director of Design, Jamison guides the firm's creative culture and design process. He believes the strongest projects emerge from collaboration, curiosity, and a deep understanding of community. Jamison has garnered both national and international recognition for his architectural and furniture design.



**Brandon Newton**  
Architectural Associate & Historian

Brandon is an architect and historian whose research explores ways architecture and urban design can draw from African and Native American cultural traditions, spiritual values, and vernacular practices to promote healing, strengthen community identity, and address the lasting impacts of historical inequities.



## Master Plan Architect

Zyscovich Studio is built on more than four decades of impactful urban planning and architecture, with a legacy of thoughtful, place-based design that has helped shape Florida's communities and civic spaces. Our work blends urban planning and architecture to create mixed-use environments that are context-driven, walkable, and resilient. Zyscovich Studio employs cutting-edge research to address the ever-changing landscape of urban planning and architecture. The studio is a collaborative practice that operates within Stratus, a national architecture, engineering, and interior design firm. Our holistic approach to design takes into account the interrelationship of a plan or project and its environment, as well as the practical realities of project development and implementation.



**48+**

Years of Experience  
in Master Planning,  
Architecture & Interior  
Design

**400+**

Professionals

**25+**

LEED Accredited  
Professionals

**200+**

LEED Accredited  
Professionals

**35M+**

SF of Mixed-Use  
Development

**Ranked Top 500 Firm in the US  
-ENR**

**ZYSCOVICH**  
STUDIO  
Designed with Stratus



**Bernard Zyscovich AIA**  
Founder & Chief Design Officer

With more than four decades of experience, Bernard has led complex mixed-use and planning projects in the U.S. and internationally. His design approach emphasizes neighborhood character, stakeholder collaboration, and continuity between architecture, urban form, and environment.



**Suria Yaffar** Assoc. AIA, LEED AP  
Principal-in-Charge / Design Director

Suria brings more than 30 years of experience in community and master planning, leading urban design and mixed-use projects nationwide. She guides planning and design teams through outreach, strategy, and execution to deliver clear, efficient, and cohesive architectural solutions.



**Manuel del Monte**  
Sr. Urban Designer - Commercial Sector Lead -  
FL Stratus (Zyscovich Studio)

Manuel Del Monte is an urban designer with experience leading large-scale mixed-use and master planning projects across the Southeast and internationally. He guides complex developments from vision through implementation, advancing equitable development while respecting local identity and delivering buildable, pedestrian-oriented environments.



# In Closing

[www.historicgasplant.com](http://www.historicgasplant.com)