



**REQUEST FOR PROPOSAL
FOR A
WATERFRONT RESTAURANT
LOCATED IN THE PIER BUILDING
OF PIER PARK
ST. PETERSBURG, FLORIDA**

Issue Date:

August 17, 2015

Due Date:

November 5, 2015

1:00 P.M. Local Time

REQUEST FOR PROPOSAL
FOR A
WATERFRONT RESTAURANT
LOCATED IN THE PIER BUILDING
OF PIER PARK
ST. PETERSBURG, FLORIDA

The City of St. Petersburg ("**City**") invites developers, end-users and interested parties (collectively "**Responder**") to submit a proposal to develop, lease and operate a waterfront restaurant located in the soon to be constructed pier building ("**Pier Head**") in The Pier Park ("**Pier Park**") under a Lease & Development Agreement with the City ("**Agreement**").

SECTION I. BACKGROUND

Through a competitive process to redesign the City of St. Petersburg's Pier, Pier Park, as illustrated in Exhibit "A", was presented to and approved by the St. Petersburg City Council ("**City Council**") on July 9, 2015. Subsequent to City Council approval, the Pier Park schematic design process began and will extend into 2016. Preliminary plans call for Pier Park construction to commence in the fourth quarter of 2016 and completion scheduled for the first quarter of 2018. Included in the proposed plans for Pier Park, is a full service restaurant within the Pier Head, currently estimated to contain $\pm 7,600$ square feet, which is the subject of this Request for Proposal ("**RFP**").

Coinciding with the development of Pier Park, the City will master plan ("**Plan**") the pier approach area that connects downtown to Pier Park ("**Pier Approach**"). As part of the Plan, the City will issue two solicitations to select an architect for the Plan and an operator to manage the public portions of the Pier Park grounds. The City has identified \$20 million for improvements in the Pier Approach section of the adopted Downtown Waterfront Master Plan, as illustrated in Exhibit "B", to create an active, multimodal connected and coordinated sequence of facilities and venues. The Pier Approach will be a high activity public space, incorporating respite green space and shade, and providing for seamless integration of the developed facilities, activities and uses. When completed, the Pier Park and the Pier Approach projects will operate as a single project ("**Pier District**"), as illustrated in Exhibit "C", that is a major destination for residents and visitors alike. Preliminary major components include: Grand Entry Square, Central Pedestrian Art Promenade, Pedestrian Art Bridge, Bayshore Drive Promenade Shared/Convertible Street, North Yacht Basin Restaurant, Upland Plaza/Shared Space, Open Air Market, and a South Restaurant Space. For more information, visit <http://www.newstpetepier.com/>

SECTION II. PIER HISTORY

The St. Petersburg Pier has a rich history dating back over 100 years. From its humble beginning as a railroad trestle devoted to the delivery of goods into the city from Tampa Bay, the City has

always had a pier. The City's first pier dates back to 1889, when the Orange Belt Railway constructed the "Railroad Pier" as a railway-accessible sightseeing and recreational resort for locals and tourists. Several piers followed, and the most significant was the "Million Dollar" pier with construction completed in 1926. Its Mediterranean revival architecture was a major feature and the Million Dollar pier became a popular community gathering space until it was demolished in 1967 to make room for the new Inverted Pyramid building. In 1973 the Inverted Pyramid structure was completed and opened to the public. It continued the tradition of an over-water public gathering place and tourist attraction in downtown St. Petersburg. In 1987, the pier was transformed once again with the addition of nearly 70,000 square feet of "festival market" style retail space. This most recent pier building was the product of the mid-1980's destination retail specialty center concept, and ultimately was the structure that gave way to Pier Park. For more information visit: <http://www.newstpetepier.com/>

SECTION III. AREA DESCRIPTION

Pier Park is surrounded by a unique environment, anchored by an expansive waterfront park system, municipal marina, Albert Whitted Airport, University of South Florida-St. Petersburg, downtown residential and business sectors, as well as an expanding medical hub in All Children's Hospital-John Hopkins Medicine and other hospitals. In close proximity lies a myriad of cultural institutions, such as the world-renowned Salvador Dali Museum, Museum of Fine Arts, the Chihuly Collection, and the St. Petersburg Museum of History. Also, nearby are entertainment destinations such as Sundial St. Pete, the Mahaffey Theater, Al Lang Stadium – home of the Tampa Bay Rowdies, as well as Tropicana Field – home of the Tampa Bay Rays.

Visitors made up over 70 percent of the over 1.0 million annual visits to the Pier in its last year of operation. According to the St. Petersburg/Clearwater Area Convention & Visitors Bureau, total visitors to Pinellas County in 2014 exceeded 5.88 million people, generating a total economic impact of more than \$8.4 billion. The majority of visitors originated in the Midwest and Northeast United States. The average visitor spent \$141 a day on expenses, including food and beverage. Additional information regarding the area's demographics, including market potential, can be found in the following online documents:

http://www.stpete.org/news/the_pier/docs/St_Pete_Pier_Lambert_Advisory_2_25_10.pdf

http://www.stpete.org/thenewpier/docs/Lambert_Advisory_St_Pete_Pier_Update_11_2014.pdf

For events in St. Petersburg, many of which are along the downtown waterfront each year, visit: <http://www.stpeteparksrec.org/events.html> and for more area information, including industry statistics, visit: <http://www.pinellascvb.com>.

SECTION IV. INTENT.

The City, by this RFP, sets forth its intent to establish restaurant space in the Pier Head and consider proposals for the development, lease and operation of a casual dining restaurant including, but not limited to, Restaurant / Banquet / Catering / Supporting Uses or an alternative use acceptable to the City.

Additionally, Responders should be aware that the City intends to issue another RFP that will seek proposals for one or two restaurants on the Pier Approach. The release date for the Pier Approach Restaurants RFP is planned for 2016, following the conclusion of the Pier Approach planning.

SECTION V. PREMISES DESCRIPTION.

Located approximately at 800 - 2nd Ave NE, St Petersburg, FL 33701, a restaurant space within the soon to be constructed Pier Head, currently estimated to contain \pm 7,600 square feet of interior space ("**Premises**"), as illustrated in Exhibit "D". At this time, the design of the Premises is still in a conceptual phase and the successful Responder will be expected to participate in finalizing the layout. Furthermore, the square footage of the Premises could possibly be adjusted to accommodate any appropriate concept brought forward at this time. The restaurant currently called out in the Pier Park concept recommends casual dining with capabilities for larger banquet service. Situated near the end of the pier and approximately 60 feet above the pier deck, this signature location has stunning views, including a direct overview of the proposed \pm 4,000 person concert venue ("**Great Lawn**"), which can also host a variety of other events. Flexibility in design is a key required element, as it is anticipated that in addition to restaurant and bar service within the facility, the kitchen and back of house could provide service to events at grade below the structure. It is contemplated that the Pier Head restaurant will also provide service to the programming at the Great Lawn, as well as the adjacent water lounge and transient docks/bait shop/fishing area. As part of the Pier Park project, the building and shell will be provided for the restaurant location with basic utility connections in the Premises. All interior build out costs are to be provided by the successful Responder.

Accordingly, responses to this RFP should take into consideration the following information regarding the condition of the Premises at time of turnover for the successful Responder's interior build out:

- (1) Primary main utility distribution will be stubbed out to successful Responder's perimeter shell, including electrical (i.e. to fuse box location, not distributed within shell).
- (2) Plumbing (water, sewer, fire) service to perimeter shell (not detailed fixture locations).
- (3) HVAC including air handler to perimeter will be provided with initial building construction. NOTE: The maintenance, including capital replacement of this system (beyond warranty), will be the responsibility of the successful Responder.
- (4) The shell construction WILL NOT provide: framing, drywall, fire suppression (water), hood, kitchen equipment, or any other interior furniture, fixtures and equipment.

SECTION VI. CITY CHARTER RESTRICTIONS

City Charter Sec. 1.02. Park and waterfront property; use, disposition limits the lease term to not more than ten (10) years. Notwithstanding the foregoing, the proposed Agreement will provide the opportunity to request a new ten (10) year term after the eighth (8th) year of the lease term.

SECTION VII. ZONING

The current zoning of the Premises is Downtown Center Districts (DC-3). More information concerning zoning regulations can be found on the City's website, by following this link: <http://www.stpete.org/development>

SECTION VIII. UTILITIES

The Premises will have access to all typical utilities including, but not limited to, water, electric, natural gas, telephone, and sewer.

SECTION IX. PARKING AND ACCESS

Automobile parking and alternative transportation access will be accommodated as part of the overall transportation hub component of the approved Pier Park project. The City also intends to provide for regular tram/trolley service from downtown to the Pier Head. For more information, see the attached Exhibits "A" and "B".

SECTION X. PROPOSAL REQUIREMENTS.

Proposal(s) must contain the following:

- (1) A detailed description of the concept or theme and how the Premises will be used to accomplish the intent of this RFP including, but not limited to, architectural style and seating capacity.
- (2) Proposed lease terms including, but not limited to, proposed base rent and percentage rent.

NOTE: City Charter Sec. 1.02. Park and waterfront property; use, disposition limits the lease term to not more than ten (10) years. Notwithstanding the foregoing, the proposed Agreement will provide the opportunity to request a new ten (10) year term after the eighth (8th) year of the lease term.

- (3) Provide a complete description of the Responder's team including names, addresses, individual résumés of those individuals to be assigned to the project; the responsibilities of each team member or firm; and the experience of all those involved.
- (4) Résumé of previous experience identifying not less than five (5) years of experience directly related to the proposed use of the Premises. Fully demonstrate the Responder's direct experience in producing the proposed project including the quality and quantity of similar projects by the Responder.
- (5) Provide a complete description of the Responder's entity (corporation, partnership, etc.) and identification of all parties, including disclosure of all persons or entities having a beneficial interest in the proposal.
- (6) Include a certified financial statement, at delivery of Proposal, supporting the Responder's financial capability of undertaking this project including current operating revenues and expenses, and a history of debt repayments. Section XXVI provides information regarding public record laws.

- (7) Time periods for commencing and completing construction, and installation of equipment.
- (8) Estimated build out and/or improvements cost, including restaurant fixtures, furnishings and equipment, along with proof of financial capability. Responder is required to identify and pay for all modifications and improvements necessary to accommodate fit out and theme.
- (9) Plans, elevations, sections necessary to fully describe the proposed concept.
- (10) Financial projections and project pro forma.
- (11) A primary contact name and numbers including phone, fax, and email.
- (12) An affirmative statement that the Premises will not be subject to any liens and the Responder shall participate in finalizing its layout.
- (13) A signed Proposal Form, which is Exhibit "E" to this RFP.

SECTION XI. PREFERRED PROPOSAL.

The preferred proposal should:

- (1) Provide for a minimum "Base Rent" plus a "Percentage Rent" in addition to Base Rent payable monthly.
- (2) Offer a nationally or regionally recognized chain restaurant or uniquely branded destination restaurant.
- (3) Provide for an expeditious planning and construction schedule with the objective of the restaurant opening coinciding with the completion and opening of Pier Park.
- (4) Description of the economic impact, including, but not limited to, type of employment opportunities that will be created by this operation, description of the type, number of positions, and the estimated salary range of those positions.
- (5) Narratives describing the major elements of the project, including proposed major materials, infrastructure systems, and construction systems.
- (6) Provide for a suite service program that overlooks the Great Lawn (*see page 35 of this RFP*).
- (7) Provide for a program to include service for banquets and events in the restaurant and suite space.
- (8) Provide for a program to include service for programming for/at the Great Lawn. Also include any interest in programming concerts and events at the Great Lawn in relationship to the restaurant or in any other location along Pier Park.
- (9) Provide for a service program to include service to the adjacent docks and water lounge (*see page 39 of this RFP*).

SECTION XII. PRE-BID MEETING

A pre-bid meeting will be held September 18, 2015, at 10:00 A.M. in Conference Room 800, at the Municipal Services Center, One – 4th Street North-8th Floor, St. Petersburg, Florida 33701.

SECTION XIII. PROPOSAL PACKAGE

Please submit five (5) bound copies of the Proposal and one (1) electronic copy on CD or USB media, in PDF format.

SECTION XIV. DELIVERY.

Proposals should be marked "**PROPOSAL FOR PIER HEAD RESTAURANT**" and delivered:

(1) By hand, courier, FEDEX or otherwise to the City of St. Petersburg Municipal Services Center, 9th Floor, Real Estate & Property Management, One Fourth Street North, St. Petersburg, Florida; or

(2) By USPS mail to City of St. Petersburg, Real Estate & Property Management, P.O. Box 2842, St. Petersburg, Florida 33731-2842.

SECTION XV. DEADLINE NOVEMBER 5, 2015, 1:00 P.M. LOCAL TIME.

The deadline for this RFP is **November 5, 2015, 1:00 P.M. Local Time**. Proposals received after the specified time and date **WILL NOT** be considered. The City will not be responsible for failure of the United States Postal Service, private courier, or any other delivery means to deliver a proposal to the appointed place at the specified time in order to be considered.

SECTION XVI. SCHEDULE.

RFP Advertised/Issued.....**August 17, 2015**
Pre-Bid Meeting – 10:00 A.M.....**September 18, 2015**
Last Day for Questions.....**October 9, 2015**
Proposal submission due date.....**November 5, 2015**

SECTION XVII. SELECTION.

All qualified proposals will be reviewed and the proposal selected, if any, that is determined to be in the public interest for uses in accordance with the RFP by Administration, will receive recommendation to the City Council for approval.

SECTION XVIII. AWARD WITHOUT DISCUSSION.

The City may accept a proposal without discussion if, in its sole discretion, it is determined to be in the public interest for the intended use.

SECTION XIX. LEASE AND DEVELOPMENT AGREEMENT.

Subsequent to the selection, a finalized Agreement between the City and the Responder must be approved by the City Council.

SECTION XX. PROFESSIONAL FEES AND SERVICES

The Responder and the City shall be responsible for the selection and payment of all professional fees and services associated with their respective interest in this RFP, and if applicable, the negotiation of a lease. Professional fees and services shall include, but not be

limited to, architects, engineers, design professionals, contractors, legal representation, and/or real estate representation.

SECTION XXI. INQUIRIES, QUESTIONS AND CITY CONTACT.

All inquiries, questions, requests for interpretation, correction, or clarification shall be directed to Chris Ballestra, City of St. Petersburg; Phone: (727) 892-5960; Email: chris.ballestra@stpete.org ("**City Contact**"). All such questions, requests for interpretation, correction, or clarification:

- Shall be submitted in writing to the City Contact; and
- Shall arrive not later than **October 9, 2015, 1:00 P.M. Local Time**; and
- All questions shall only be made in writing and any and all respective response(s) or clarifications from the City Contact shall only be in writing and posted on the City website, http://www.stpete.org/real_estate_corridor/index.php.

Additional information and an electronic copy of this RFP is available by visiting http://www.stpete.org/real_estate_corridor/index.php, and following the appropriate link under "Requests for Proposal / Solicitations".

SECTION XXII. CITY RESERVATIONS.

The City reserves the right to:

- (1) Modify, waive, or otherwise vary the terms and conditions of this RFP at any time, including but not limited to, the date schedule and proposal requirements.
- (2) Waive irregularities in the proposals.
- (3) Reject or refuse any or all proposals.
- (4) Cancel and withdraw this RFP at any time.
- (5) Negotiate with any or all Responders in order to obtain terms most beneficial to the City.
- (6) Accept the proposal which, in its sole and absolute discretion, best serves the interest of the City.

SECTION XXIII. BINDING OFFER

Proposals shall remain valid for a period of one hundred eighty (180) days following the proposal deadline and will be considered to be a binding offer to perform the required services, assuming all terms are satisfactorily negotiated. The submission of a proposal shall be taken as prima facie evidence that the Responder has familiarized itself with the contents of this RFP.

SECTION XXIV. GOOD STANDING WITH THE CITY

Any Responder responding to this RFP must be in good standing with the City at the time the proposal is submitted. The determination of "good standing" includes, but is not limited to, monies owed to the City, defaults on any leases/contracts and/or any other negative legal processes. Any Responder found in a negative standing may be subject to disqualification.

SECTION XXV. DISCLOSURE

Information regarding the Premises is believed to be reliable; however, interested parties should rely on their own experts for counsel.

SECTION XXVI. PUBLIC RECORDS

All proposals submitted to the City are subject to public disclosure pursuant to Chapter 119, Florida Statutes. An exception may be made for "trade secrets". Additional information regarding the trade secrets requirement is available upon written request.

SECTION XXVII. COLLUSION.

More than one proposal from the same Responder under the same or different names will not be considered. Reasonable grounds for believing that a Responder is submitting more than one proposal will cause the rejection of all proposals in which the Responder is involved. Those proposals will be rejected if there is reason for believing that collusion exists among Responders, and no participant in such collusion will be considered in any future RFP's.

SECTION XXVIII. PUBLIC ENTITY CRIMES.

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

SECTION XXIX. LOBBYING.

Responders are prohibited from lobbying with City Council, the Mayor or City Administration relative to its proposal or response to this RFP. Non-compliance with this provision shall result in disqualification from consideration.

[END OF REQUEST FOR PROPOSAL]

EXHIBITS FOLLOW

**REQUEST FOR PROPOSAL
FOR A
WATERFRONT RESTAURANT
LOCATED IN THE PIER BUILDING
OF PIER PARK
ST. PETERSBURG, FLORIDA**

EXHIBIT PAGES

| | |
|-------------------|---------------------------------|
| EXHIBIT "A" | THE PIER PARK |
| EXHIBIT "B" | DOWNTOWN WATERFRONT MASTER PLAN |
| EXHIBIT "C" | PIER DISTRICT MAP |
| EXHIBIT "D" | ILLUSTRATION OF PREMISES |
| EXHIBIT "E" | PROPOSAL FORM |

EXHIBIT "A"

THE PIER PARK

CONCEPTUAL PHASE – DESIGN, TERMINOLOGY & LOCATIONS

ARE SUBJECT TO CHANGE

For the full document, please visit:

<http://www.newstpetepier.com/docs.php>

RAILROAD PIER
ELECTRIC PIER
MUNICIPAL PIER
MILLION DOLLAR PIER
THE PIER

THE PIER PARK

THE ST. PETERSBURG PIER

ASD ARCHITECTS

ROGERS PARTNERS ARCHITECTS+URBAN DESIGNERS

STAGE II SUBMISSION

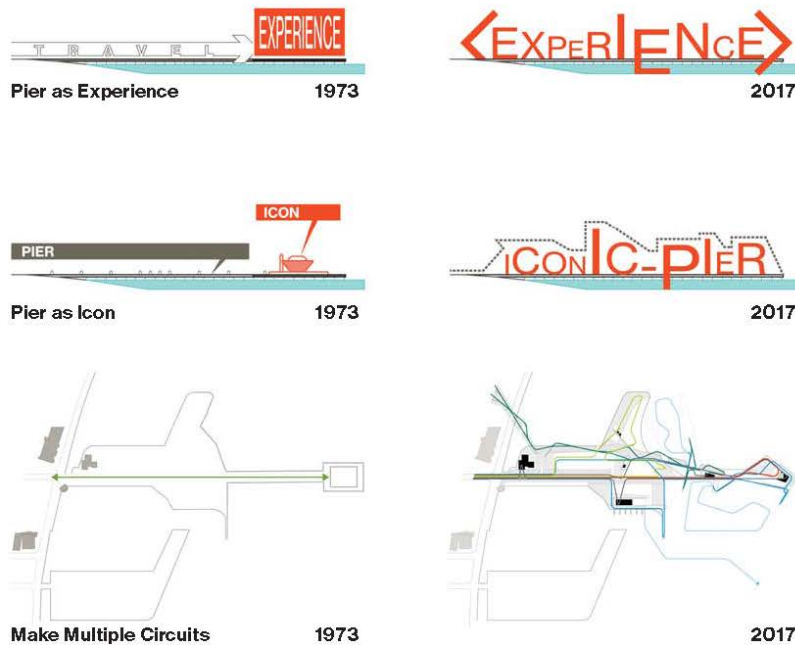
KEN SMITH LANDSCAPE ARCHITECT

APPROACH

The St. Petersburg Pier has been an essential icon in the city since the late 1800s. Throughout its history, it has existed in many forms – the original and highly successful Railroad Pier of 1889, the Electric Pier, the Municipal Pier, the Million-Dollar Pier, and finally the most recent iteration, known simply as “The Pier.” Each pier had its own set of programs and uses, some more ambitious than others, but all focused primarily on sightseeing and recreation. The ones that succeeded appealed to both visitors and residents, and were active day and night, throughout the year.

Sadly, the 1973 Inverted Pyramid never enjoyed that kind of success. Today, the St. Petersburg Pier remains central to the city's identity, but it serves no other purpose. Once a focal point in the day-to-day life and activity of St. Petersburg, it has long been underutilized, a victim of unrealistic programming ambitions and a lack of connectivity to the fabric of the city. To accomplish the vision for a new and revitalized pier, we must create a place that embraces the dual role of The Pier as both an icon for the city and an integral part of the vitality of downtown St. Petersburg – a place for tourists and everyday visitors alike.

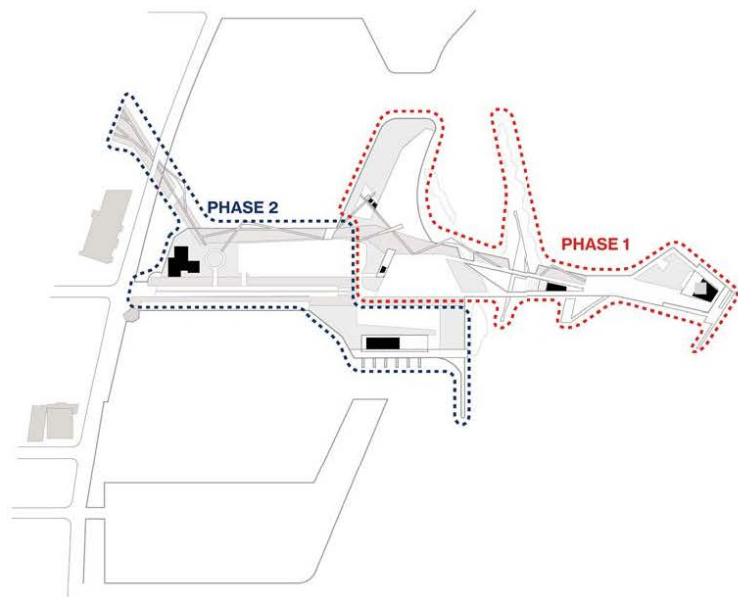
Our proposal reconnects The Pier to the daily life of the city, tying into the city's transportation and recreation systems (bike paths, jogging trails, parking location, and public transit systems) as well as the overlay of new transport options like the Looper Trolley and a potential high-speed ferry. Rather than a singular and heavily programmed destination at the pier head, our proposal is a platform for a multitude of smaller and more flexible programs and experiences for both tourists and the local community – from children to seniors, nature lovers to boaters, fishermen to fine diners. It is a hub for activity, not only at the pier head, but all along its 1,380-foot length. The Pier does not take you to a place – The Pier is the place. It is **THE PIER PARK**.



LONG-TERM VISION

The Pier Park provides a program- and amenity-rich design for The Pier and the pplants that is a complete project unto itself. The City of St. Petersburg will achieve not only a new pier and iconic pier head structure, but also an immersive new landscape that spans from the uplands out onto The Pier, a new upland plaza with interactive water play area; a multi-modal transit stop; an expanded Spa Beach protected by a new reef breakwater and augmented with new changing rooms, restrooms, and beach playground; an environmental center with both indoor and outdoor experiential components; several unique flexible programming zones with differing scales and characters; and a variety of floating docks that encourage access to the water for boating, swimming, and fishing.

Beyond this, we also provide a long-term vision plan that could be realized in a modest second phase. This long-term vision enhances connectivity with the city and bay, extending the language established in Phase 1 across the uplands and all the way to Beach Drive, as well as introducing new waterfront amenities at the marina. It formally incorporates our vision for the pier with improvements being contemplated in the waterfront master plan.



APPROACH

THE ST. PETERSBURG PIER

BASIS FOR THE PROGRAM

Although perceived as an icon fundamental to the identity of the city, The Pier’s use and economic viability is being re-evaluated as part of The Pier’s redevelopment. Seen by many as an under-utilized resource, the quest to build a new St. Petersburg Pier is integrally tied to the needs and wants of its current and potential users.

In determining the most viable options for programming at the new Pier Park, the City of St. Petersburg convened a Pier Working Group (PWG) and also engaged Lambert Advisory to help test the results of previous studies and outreach and to confirm the overall program both from a financial and social standpoint. The program presented by the ASD, Rogers Partners and KSLA team is based on our review of the PWG recommendations, Lambert Advisory’s Real Estate Market Assessment and research and investigation conducted by our economic development consultant, Retail & Development Strategies. Based on that information, we developed a program that incorporates the required elements of the PWG findings as well as many of the optional ones. We believe the program we developed will provide engaging and diverse activities for community and visitors and the surrounding areas.

The PWG program describes an observation and viewing area as critical to the success of any program at The Pier. It requires a range of dining options, from casual to destination. It requires pedestrian options for mobility including cycling, walking and jogging paths as an integral part of The Pier experience. The new pier must provide improved circulation from the pier uplands to the pier head utilizing a variety of transportation options. Water features such as fishing, and courtesy and transient dockage for both motorized and non-motorized watercraft should be available to visitors and residents. The new pier should have an environmental education element, flexible event space and performance area. The new pier is envisioned as park-like with picnic areas and green space providing a range of activities and recreational opportunities for visitors and residents of all ages. The new pier will provide retail opportunities that support the recreational elements and enhance the visitor experience.

As described in our design strategy, our approach to addressing these program requirements is based on ensuring that The Pier experience itself is an enjoyable, with program and amenities dispersed along the way in “zones” of activities. While the pier head will accommodate dining, sight-seeing, performance and other special events, our approach incorporates program elements throughout the pier. The elements of our program are listed below and are described in detail in the pages that follow. This robust yet measured programming strategy offers a range of activities that are both engaging and economically beneficial to the city.

- | | |
|-------------------------------------|-------------------------------------|
| Welcome Plaza | Environmental Center: Dry Classroom |
| Spa Beach | Event Plaza |
| Tiled Lawn and Porch Swings | Lawn Bowl |
| Coastal Thicket | The Pier Park Overlook |
| Boat House and Kayak Slip | The Overlook Bar and Grill |
| The Sea-Dock | Water Lounge and Fishing Pier |
| Environmental Center: Wet Classroom | Marina |

WELCOME PLAZA

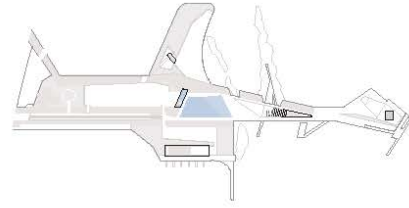
TRANSPORTATION HUB

The transportation hub is a covered area with benches that serves as a stop for, and transfer between, the St. Petersburg Looper Trolley and The Pier Park Tram. It also accommodates a Bike Share Station. This node will also serve the High Speed Ferry to and from Tampa if it is implemented in the future.

WELCOME PLAZA

Located in the uplands, the Welcome Plaza is a large, flexible, programmable plaza. This is the first stop for visitors during large festivals that extend onto the pier and into Spa Park; or the point of focus for monthly Food Trucks Around Town rallies, or a farmers market. On typical days, movable tables and chairs provide a spot for a lunch break from the beach, or before you leave the mainland. Also located in the Welcome Plaza is an interactive waterplay area. A series of water jets embedded in the plaza paving provide a place for kids to play and cool off. Together with Spa Beach, the Welcome Plaza area forms a "Kid Zone" perfect for short family visits.





PROGRAM

THE ST. PETERSBURG PIER

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SPA BEACH

Spa Beach is expanded and connected programmatically to the new Welcome Plaza. The seawall at the northeast edge is removed, and the enhanced beach, protected by a new breakwater reef, becomes a chapter in The Pier Park experience, rather than the footnote it currently is.

COMFORT STATION AND CHANGING ROOMS

In close proximity to the beach, a new comfort station with changing rooms is constructed in the vicinity of the existing restrooms. Convenient to the parking and the tram stop, this amenity helps make the short beach visit viable to visitors and local families alike, invigorating the use of the beach.

PLAY AREA

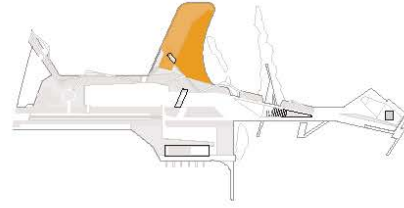
A playground adjacent to the changing rooms keeps kids and grandkids occupied between dips in the water.



SPA BEACH PARK

The remainder of Spa Beach Park will remain intact. The lawn space is a perfect place for a stroll, a picnic, or a game of soccer during your Spa Beach excursion. The lawn is also a great extension to arts festivals and other events held in The Pier Park.

At the north point of Spa Beach Park, by the mouth of the Yacht Basin, a hammock lounge is created between the palms – a place, to spend a quiet afternoon in the shade.



PROGRAM

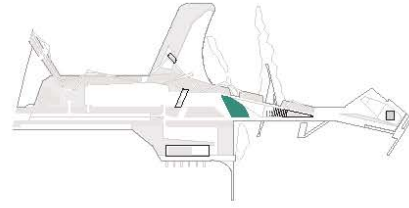
THE ST. PETERSBURG PIER

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TILTED LAWN AND PORCH SWINGS

At the terminus of the upland portion of The Pier Park is the tilted lawn. Sloping gently upward towards the bay, the lawn creates a foreground that allows the remainder of The Pier Park experience to unfold as you move around it. The tilted lawn provides a soft soape for lounging, or enjoying that picnic snack purchased at a festival or food truck in the Welcome Plaza. An oculus cut through the lawn structure provides a view to the water, giving visitors their first clue that they are about to leave the mainland.





PROGRAM

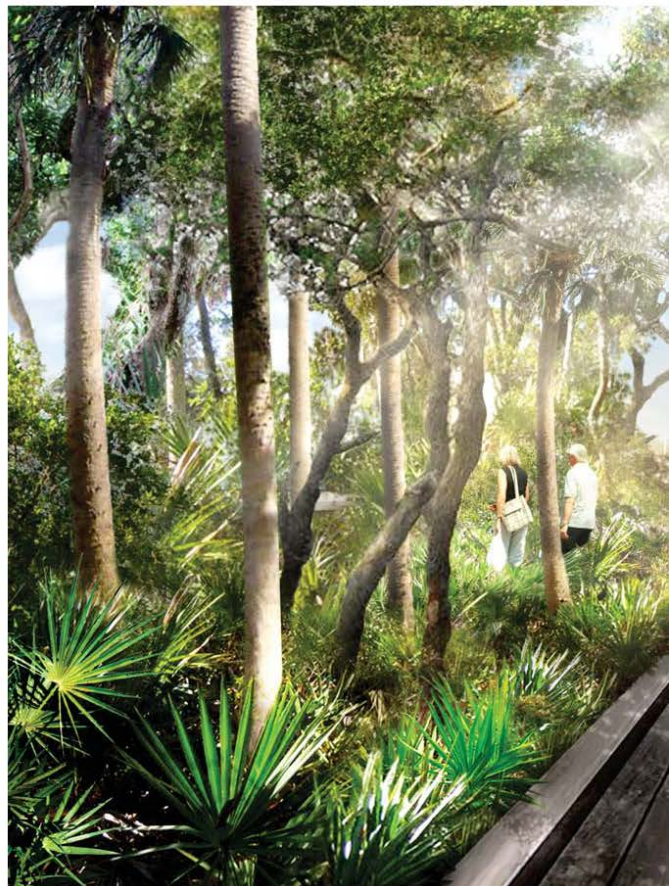
THE ST. PETERSBURG PIER

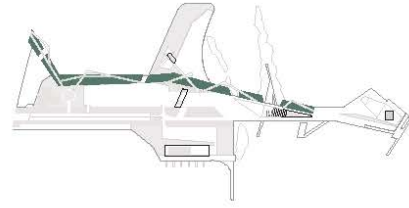
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COASTAL THICKET

A nature walk crosses from the mainland to the mouth of the Pier via a boardwalk through a rich constructed Coastal Thicket. A representational landscape, organized as a linear cut through the uplands, the Coastal Thicket strikes a strong figure against the existing palette of lawn, trees, and parking. It continues eastward, bringing the ecology of the constructed grove out onto the Pier, and becoming a part of a new immersive environmental experience.

The thicket starts at Beach Drive, cutting through North Straub Park, formalizing a desire line worn through the park to Bay Shore Drive and then over the Yacht Basin to Spa Beach Park. The boardwalk drifts in and out, providing quiet overlooks on the marina and the bay and forging connections to programmatic elements on both the shore and the pier.





PROGRAM

THE ST. PETERSBURG PIER

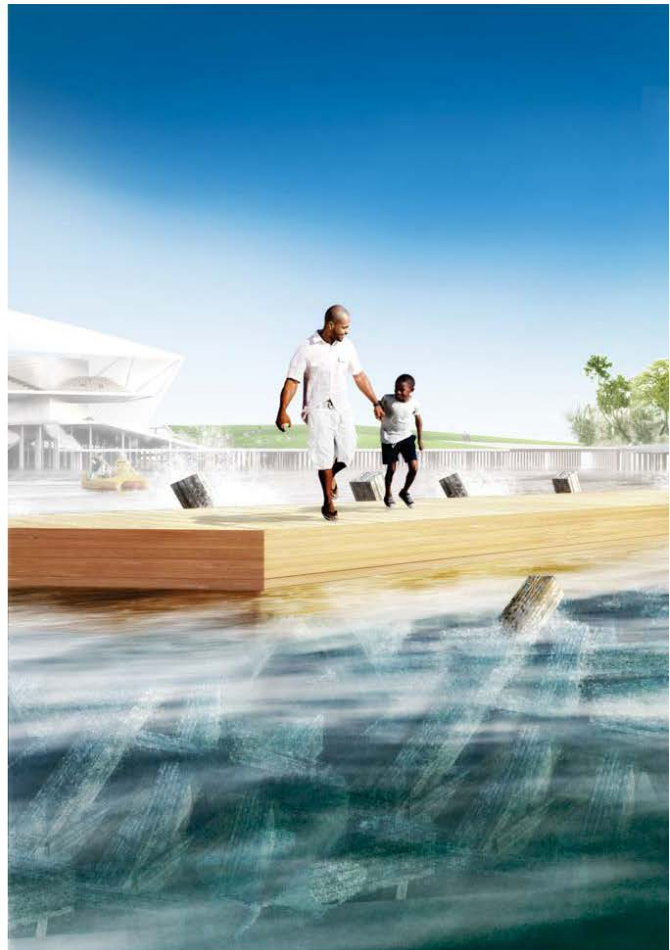
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BOAT HOUSE AND KAYAK SLIP

Getting visitors down to the water, for an “on the bay” experience is crucial to the success of the project. The first of these floating dock get-downs occurs in the first third of The Pier Park, and contains the Boat House, the Reef Walk, the Seagrass Overlook, and the Flight Deck.

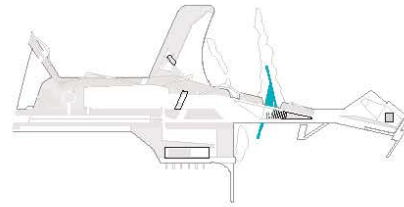
The Boat House provides an opportunity for visitors to rent kayaks, paddle boats, and paddle boards to explore within the protected waters behind the reef and beyond. Nestled below the Flight Deck, the Boat House provides a storage location for the boats at night and off-season. The Boat House deck slopes down into the water, providing a safe launch for novice paddlers.

The Reef Walk extends out from the Boat House deck over the newly constructed breakwater reef. It provides a platform from which to view the habitat created by the reef as part of the environmental education experience.



The Seagrass Overlook extends in the opposite direction from the Boat House deck, running beneath the pier and extending south over the existing sea grass beds. It provides another element in the series of environmental education activities.

The Flight Deck is a slightly sloping deck above the Boat House at the height of the main pier level. Chaise lounges are built into the deck, which lies directly beneath the flight path for Albert Whitted Airport. Visitors lounging on the Flight Deck can watch aircraft take off and land overhead.



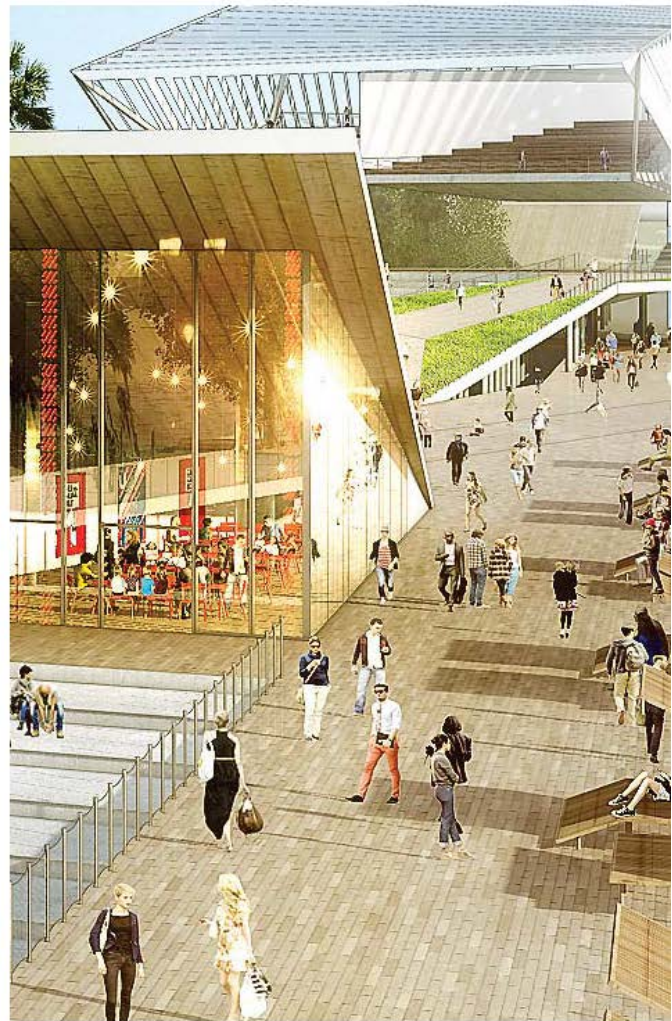
PROGRAM

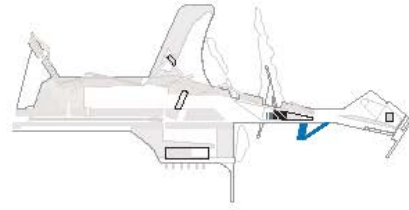
THE ST. PETERSBURG PIER

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THE SEA-DOCK

Midway down The Pier, another floating dock get-down contains a rental concession and launch ramp for personal motorized watercraft (Jet Skis, Sea-Doo's, etc).





PROGRAM

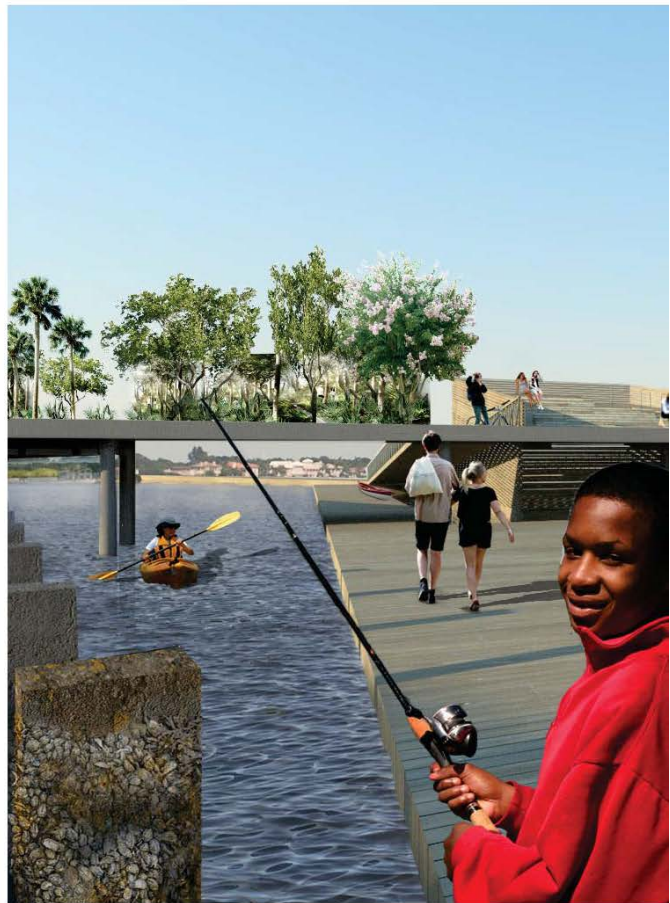
THE ST. PETERSBURG PIER

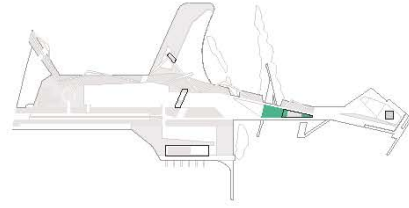
35

ENVIRONMENTAL CENTER: WET CLASSROOM

Multiple environmental educational experiences (coastal thicket, sea grass beds, breakwater reef habitat, and pier ruin habitat) culminate at the education center, which consists of a wet and a dry classroom.

The wet classroom is a large cut-out in the surface of the new pier. It contains an amphitheater that steps down to the water, providing a setting to discuss the confluence of habitats on display.





PROGRAM

THE ST. PETERSBURG PIER

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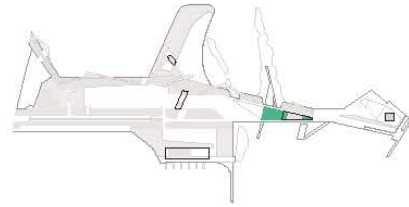
ENVIRONMENTAL CENTER: DRY CLASSROOM

The dry classroom is an enclosed space for educational exhibits and structured lessons about the local ecology.

It also acts as a place of respite along the pier. Its large roof overhang provides protection from the sun or the occasional storm that sneaks up on you. Its enclosed space is air-conditioned, offering a place for visitors to cool off when needed.

The education center is also a mid-pier venue that can be used for events, meetings, or parties, providing an additional revenue stream to The Pier Park.





PROGRAM

THE ST. PETERSBURG PIER

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EVENT PLAZA

A second flexible, programmable plaza is located on the pier itself, and is suitable for a wide array of programs – the rally point for Drum Majors for Justice, the terminus of the Tweed Ride, or the concession area for the concert on the Lawn Bowl.

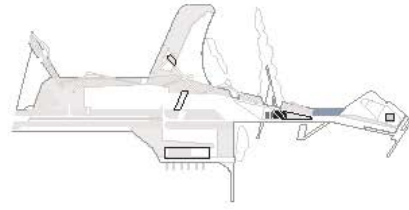
PLUG IN PROGRAMS: PLAZA

The Event Plaza also provides a location and infrastructure for temporary “plug-in programs” such as arts festivals and street fairs. This allows The Pier Park to “swell-up” with program for large events and provides the flexibility of adding vendors and amenities on weekends, seasonally, or permanently at some point in the future, as The Pier Park’s visitorship increases.

PLUG IN PROGRAM: WATER

The Events Plaza also provides a waterside location, with infrastructure to allow program to “plug in” from the water on a temporary or ongoing basis, depending on the season and demand. These could include an attraction like a Tall Ship, an amenity like New York’s Oyster and Cocktail Boat at Pier 25, or a floating bar barge.





PROGRAM

THE ST. PETERSBURG PIER

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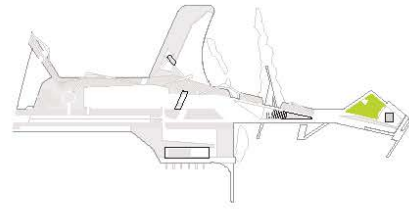
LAWN BOWL

The Lawn Bowl provides a passive green space most of the time – a Great Lawn, a place to see and be seen, a place to just relax out on the pier.

The Lawn Bowl is also the perfect space for a small event. Spread out a blanket and bring a picnic lunch while the ensemble plays during Jazz Fest, or visit the sculpture display during the Fine Arts Festival, or see your favorite film during Movies in The Pier Park.

The Lawn Bowl also transforms into a venue for larger touring acts and music festivals. The Lawn Bowl is designed to accommodate a temporary stage and some 3,800 general admission attendees, while the Overlook provides skybox seats above.





PROGRAM

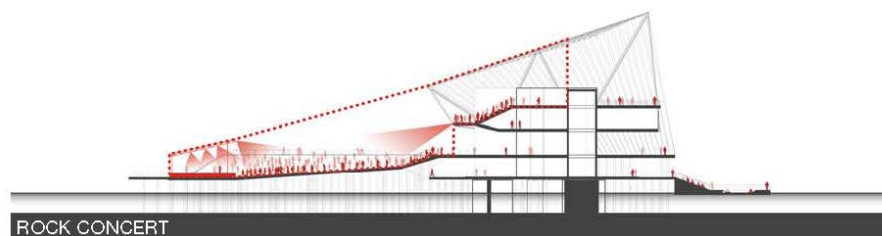
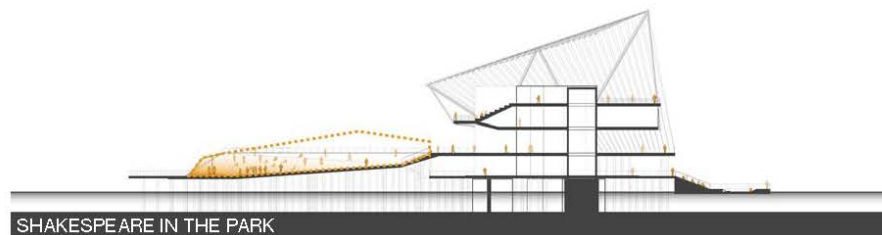
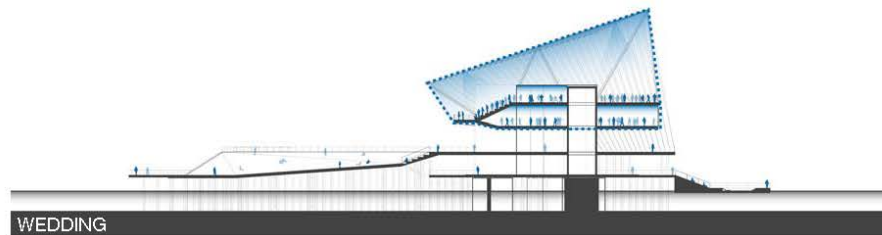
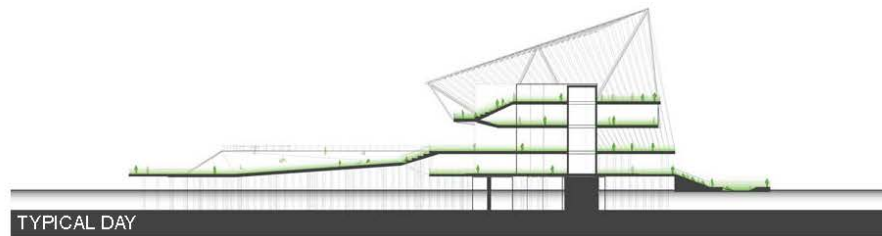
THE ST. PETERSBURG PIER

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THE PIER PARK OVERLOOK

The Overlook Platform builds upon the best aspect of the Inverted Pyramid; the view. The existing caissons and stair/elevator cores are preserved to get visitors up to the view. A stepped viewing platform below a fabric ribbon shade canopy provides a perch to have a drink and a snack and take in the views of The Pier Park and St. Pete beyond. In addition to this passive everyday use, the Overlook Platform provides the skybox experience for concerts and large events in the Lawn Bowl. It can also act as a venue for small events, the perfect spot for an evening party or sunset wedding.





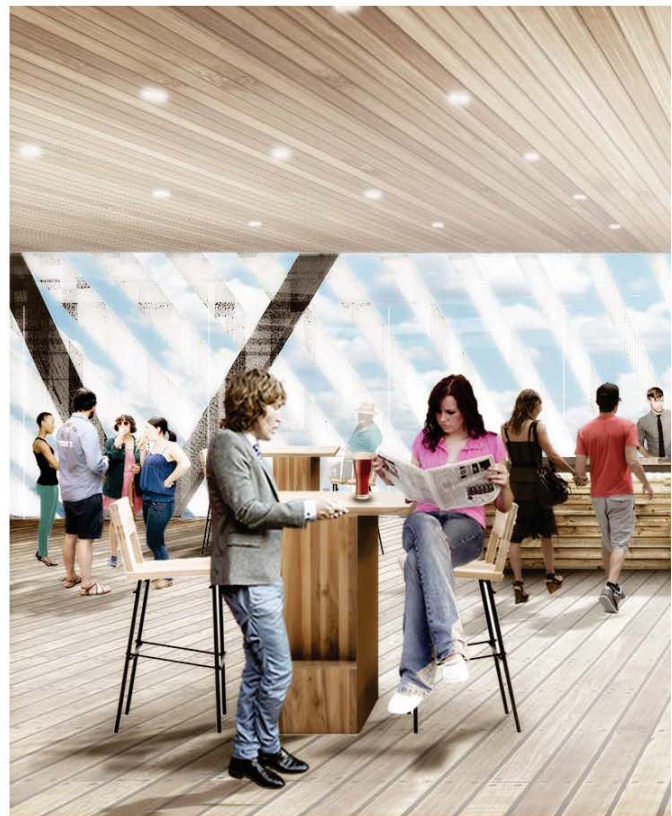
PROGRAM

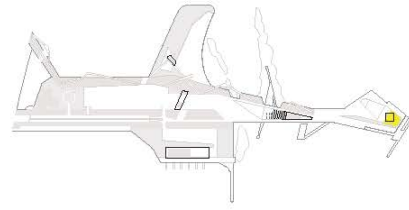
THE ST. PETERSBURG PIER

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OVERLOOK BAR AND GRILL

Hanging below the viewing platform is the Overlook Bar and Grill. A casual dining location, it is positioned to succeed where the inverted pyramid never quite could. A single, appropriately sized space, it helps provide the experience visitors looked for at the pyramid: go to the top, see the view, have a beer and a snack, and move on. The viability of the location's success is bolstered by the ability to cater events on and serve visitors to the Overlook Platform.





PROGRAM

THE ST. PETERSBURG PIER

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WATER LOUNGE AND FISHING PIER

The third and last get-down is the terminus of The Pier Park. This floating dock houses the Water Lounge, the Fishing Deck, The Bait Shack, and the Convenience Dock.

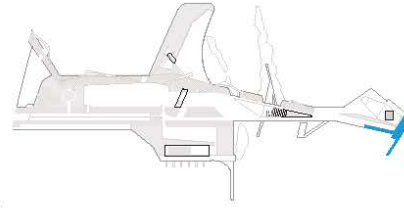
The Water Lounge is a place to be on the bay. A gracious stairway leads down to a deck on, and in, the water. Seating steps and built-in lounges surrounding the ankle-deep pool allow the visitor who isn't prepared for swimming, or ready to invest in a beach day, to roll up their pants and get their feet wet.

You can't have The Pier Park without fishing. Although there are many places to throw a line over along The Pier Park, the Fishing Deck puts fisherman on the water, beyond all the action. Be prepared if you hook the giant grouper that live around the caissons!



The Bait Shack provides a concession opportunity at the pier's end. Located between the Convenience Dock and the Fishing Deck to serve both land-loving and sea-going anglers, the Bait Shack provides last minute bait and tackle supplies and a cleaning station for the days catch.

A floating breakwater off the fishing deck acts as a convenience dock for the area's many boaters, allowing for a quick tie-up to drop people off at The Pier Park, or to pick up last minute supplies at the Bait Shack. The breakwater provides protection from the wave action that has frustrated boaters trying to visit The Pier for years.



PROGRAM

THE ST. PETERSBURG PIER

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THE PIER PARK

THE ST. PETERSBURG PIER

ASD ARCHITECTS + ROGERS PARTNERS + KEN SMITH LANDSCAPE ARCHITECT

The vision for the new St. Petersburg Pier honors its robust, eclectic history while transforming it into a 21st century public place. It is a hub for activity, not only at the pier head, but all along its length. Pier life programs engage tourists and community alike – from children to seniors, nature lovers to boaters, fishermen to fine diners. The Pier does not take you to a place – The Pier is the place.

It is **THE PIER PARK**.



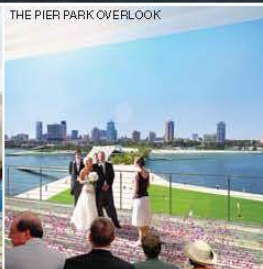
- PHASE ONE**
1. TRAM STOP
 2. BIKE SHARE STATION
 3. WELCOME PLAZA
 4. CULTURAL GROUND
 5. INTERACTIVE WATER PLAY
 6. COASTAL THROUST WALK
 7. PLAYGROUND
 8. CHANGING ROOMS
 9. HAMMOCK POINT
 10. EXPANDED SPA BEACH
 11. SEACROSS HABITAT
 12. TILTED WALK
 13. DECK SEATING / BATHHOUSE
 14. KAYAK AND PADDLE BOAT RENTAL SLIP
 15. CONSTRUCTED REEF BREAKWATER
 16. ENVIRONMENTAL CENTER WET CLASSROOM
 17. ENVIRONMENTAL CENTER DRY CLASSROOM
 18. PERSONAL MOTORIZED WATERCRAFT SLIP
 19. EVENT PLAZA
 20. LAMIN BOWL
 21. OVERLOOK BAR & GRILL
 22. WATER LOUNGE
 23. FISHING PIER AND CONVENIENCE DOCK
 24. BAIT SHACK / CLEANING STATION
- PHASE TWO**
25. COURTESY / TRANSIENT SLIPS
 26. WATERFRONT RESTAURANT & MARKET
 27. COVERED EVENT SPACE
 28. HIGH-SPEED FERRY STOP LOCATION
 29. EXPANDED COASTAL THROUST
 30. PEDESTRIAN CONNECTION TO BEACH DRIVE



PIER SLIP



ENVIRONMENTAL CENTER DRY CLASSROOM



THE PIER PARK OVERLOOK



OVERLOOK BAR AND GRILL



WATER LOUNGE AND FISHING PIER

EXHIBIT "B"

DOWNTOWN WATERFRONT MASTER PLAN

For the full document, please visit:

http://www.stpete.org/city_initiatives/docs/FINAL_DWMP_2015_06_04_web.pdf



ST PETERSBURG DOWNTOWN
WATERFRONT
MASTER PLAN
ADOPTED MASTER PLAN
JUNE 4, 2015



3: Pier District



56 Adopted Master Plan



This district is in close proximity to downtown business, housing, shopping and cultural facilities. North and South Straub Parks line Beach Dr. to the east and provide a foreground for two yacht basins. The Pier District has been a destination and continues to draw attention to Spa Beach for large events, the museums and strolls along the water at Bayshore Dr.

Key Actions

Baseline

- Improve pedestrian accessibility
- Create multi-use open space
- Additional boat slips for large boats + additional transient docks
- Maintain a volume of quality green space within the parks

Targeted

- Redesign South Straub Park
- Provide pedestrian access at water's edge
- Create overlooks at the seawall
- Develop grand entry to pier approach with fountain/anchor art piece
- Move parking away from water's edge
- Restore and expand Spa Beach
- Beach café and concessions

Transformational

- Provide art walk, storytelling/history
- Develop water taxi and cross-bay ferry terminal at market plaza
- Connect the Museum of Fine Arts to the St. Petersburg Museum of History with pedestrian bridge
- Develop breakwater implementation strategy
- Develop blue way system for small craft



Adopted Master Plan 57



58 Adopted Master Plan



Pier District/Vinoy Basin



Adopted Master Plan 59



60 Adopted Master Plan



Bayshore Drive Convertible Street and Promenade

Adopted Master Plan 61



A SHARED USE PUBLIC SPACE Bayshore Drive continues to be an underutilized street in the downtown. A growing population of people choosing to ride a bike and walk has led to a vision of creating a shared space along Bayshore Drive. This space will accommodate vehicles but will also perform as a wide promenade for biking, strolling and resting along the waterfront. A curbsless street condition will allow this space to feel more pedestrian and will make transition easier for special events to take place.



Redesigning Straub Parks

South Straub Park should be redesigned to provide a clear and cohesive quality to the space. Currently the park is broken down into smaller spaces divided by groups of trees and a meandering sidewalk. St. Petersburg should design this area to have better defined edges and a larger open central green space to be used for passive recreation and also programmed events. In North Straub Park the north exterior wall of the Museum of Fine Arts (MFA) should be used as a backdrop for events and movies in the park.

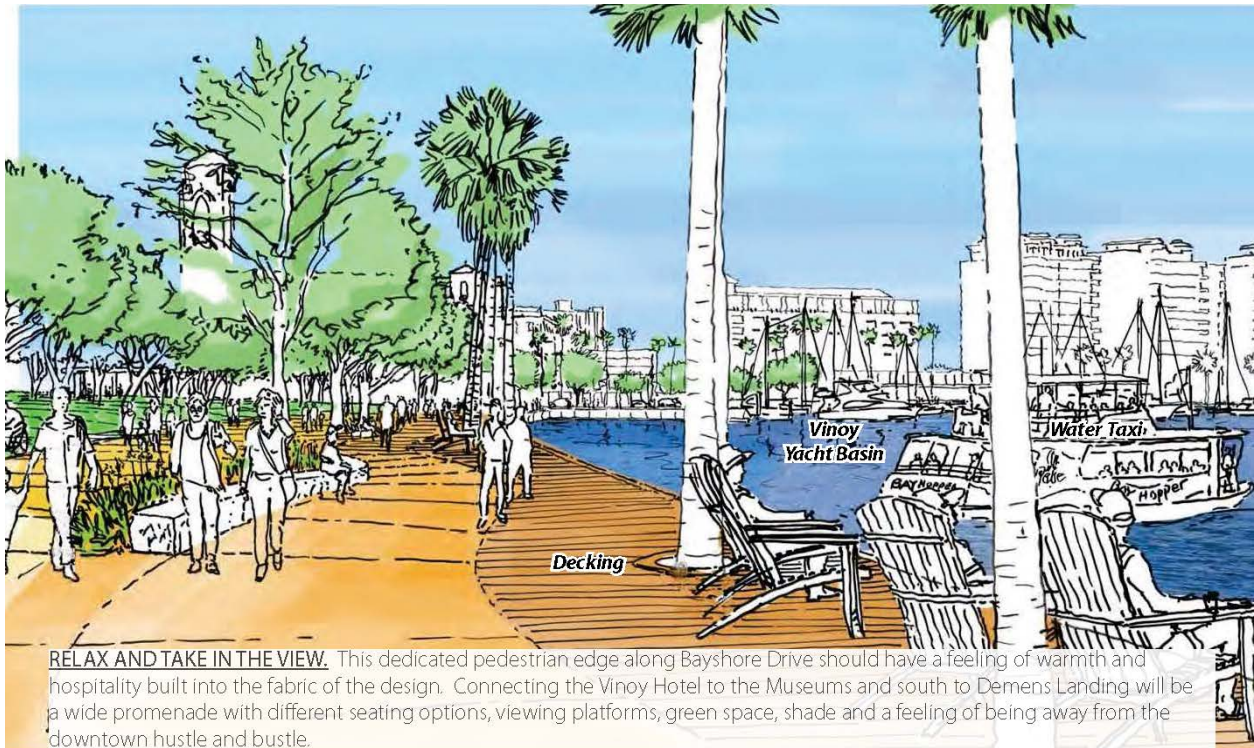


Reconfiguring Bayshore Drive

Downtown streets should be treated as multi-faceted civic spaces shared among many different types of users, and serving many different functions. St. Petersburg should pursue the removal of Bayshore Dr. as an automobile centered use and create a shared use space/promenade along the waterfront connecting Beach Dr. to the water without the barrier of the street. This linear plaza space can be used to facilitate events, museum functions, and day to day activities along the waterfront. Stormwater treatment should also be an integral part of the design aesthetic and an additional function of the space.

The promenade should be designed to maintain the Museum of Fine Arts (MFA) functionality. This space is intended to be open to automobile and service traffic and closed only for special events. The multi-use nature of this great waterfront promenade will require communication and cooperation amongst its stakeholders to create mutually suitable operational standards and procedures during special events.

MFA expansion should be done in a way that improves the Museum's integration with the public realm. This will require spatial coordination with the Pier entry plaza space at 2nd Ave. NE between Beach and Bayshore Dr.



RELAX AND TAKE IN THE VIEW. This dedicated pedestrian edge along Bayshore Drive should have a feeling of warmth and hospitality built into the fabric of the design. Connecting the Vinoy Hotel to the Museums and south to Demens Landing will be a wide promenade with different seating options, viewing platforms, green space, shade and a feeling of being away from the downtown hustle and bustle.

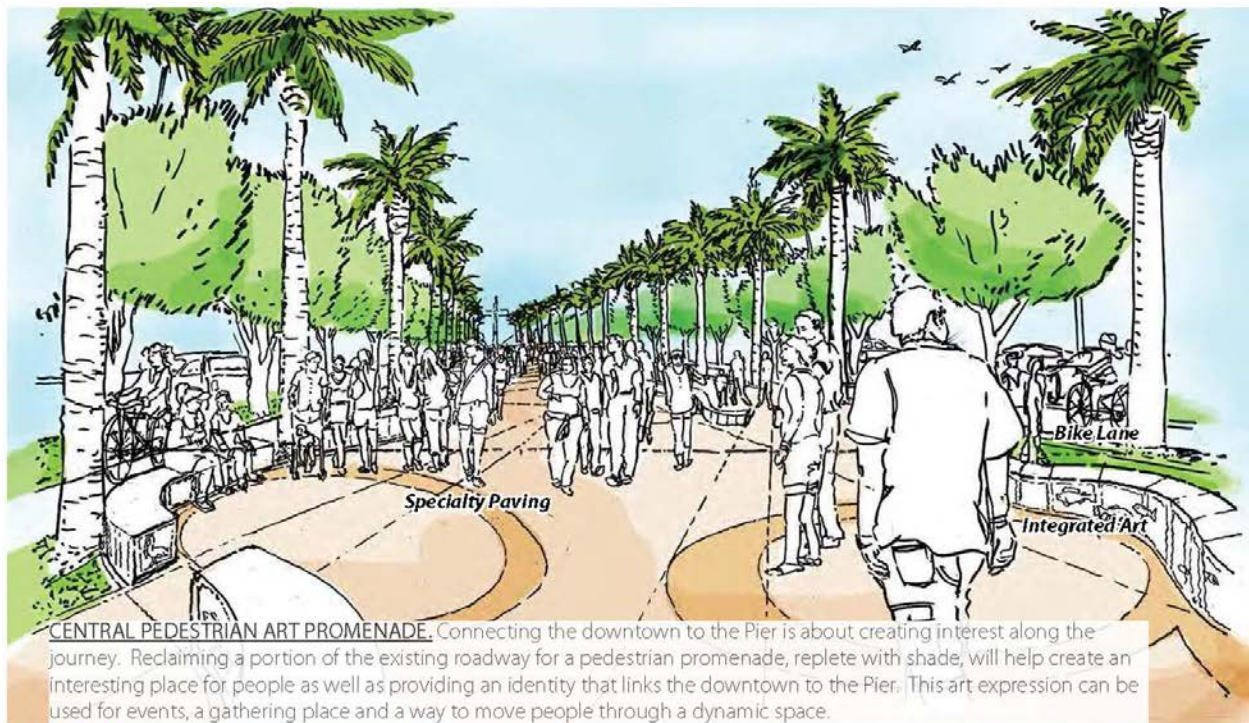


From Park to Water's Edge

A view from North Straub Park to the North Yacht Basin. The park and promenade create a barrier free public space from Beach Dr to the water.



KEY MAP

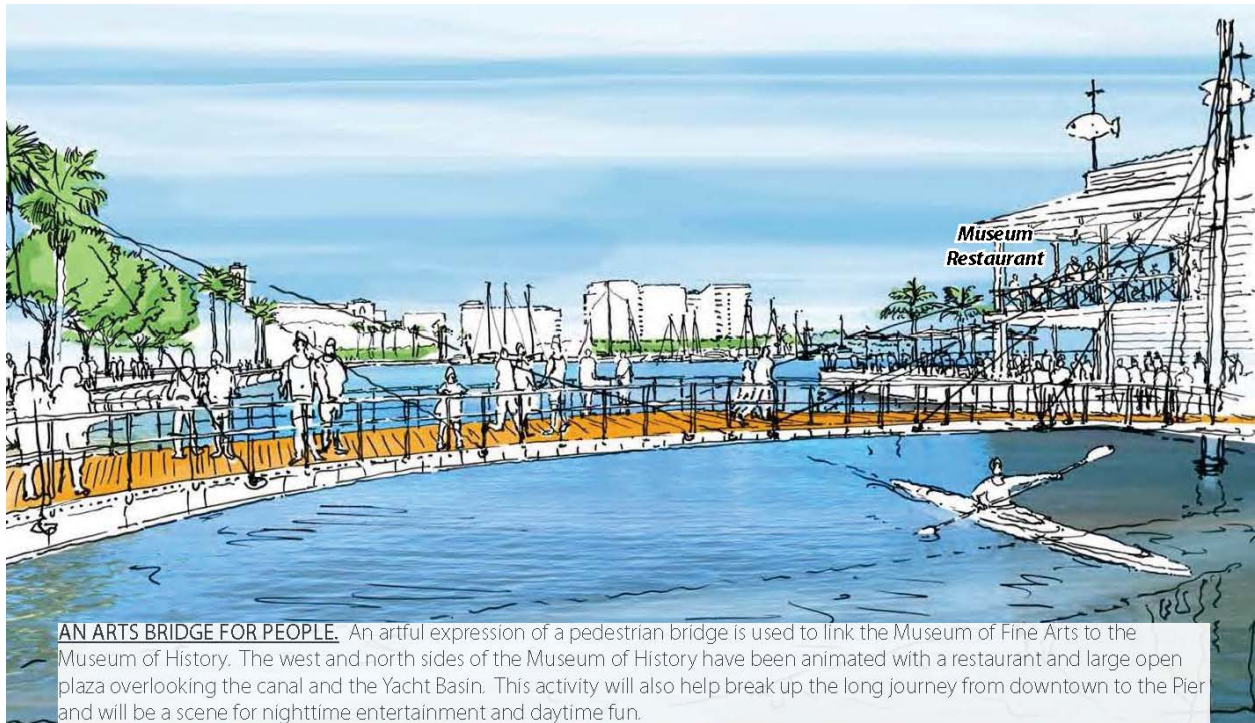


Developing the Pier Approach as a Place

St. Petersburg should take special care to leverage the full value of the Pier and provide community activities that can function as a stand-alone program and also be associated with the Pier. A grand entry sequence, incorporating shade and green space, beginning at Beach Dr. should lead people onto the Pier Uplands. A grand central pedestrian promenade should be developed to provide direct pedestrian access to the Spa Beach area. Shifting cars away from the water's edge to provide pedestrian access to the water along the perimeter of the Pier Approach is necessary to maintain the balance between cars and pedestrians, with a preference to retaining as much parkland green space as possible. An open market square could also be created to provide a place to park cars within the context of a large green space and plaza that could be used for The Saturday Morning Market and other events. This market square area should also accommodate Ferry and water taxi service, market pavilions, restroom, and food and beverage services. The Museum of History's physical footprint should be increased to accommodate a museum expansion and provide space for a restaurant at the Museum's northwest corner overlooking the canal and Vinoy Basin. Spa Beach Park should be designed to accommodate large groups of people, events, daily park use, and be environmentally sensitive. The removal of certain seawalls along Spa Beach Park within the Vinoy Basin should transform the Vinoy Basin into calmer water body and provide environmental benefit to the park. A small restaurant/cafe could be located at the foot of the Pier while maintaining public access to the water's edge and vistas.



64 Adopted Master Plan



KEY MAP

EXHIBIT "C"
PIER DISTRICT MAP

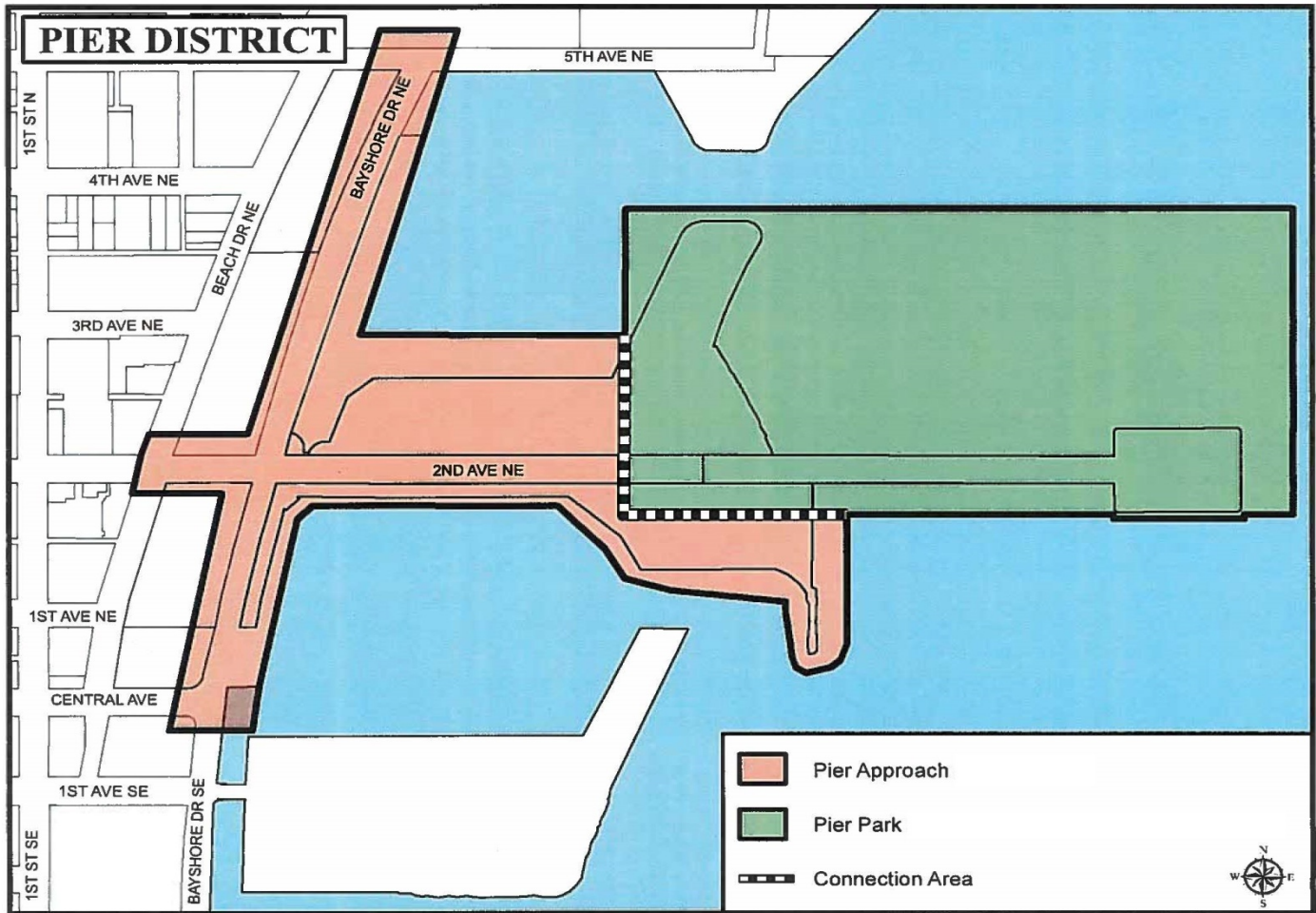


EXHIBIT "D"

ILLUSTRATION OF PREMISES

LOCATIONS ARE APPROXIMATE AND ARE SUBJECT TO CHANGE



EXHIBIT "E"
PROPOSAL FORM
REQUEST FOR PROPOSAL
FOR A
WATERFRONT RESTAURANT
LOCATED IN THE PIER BUILDING
OF THE PIER PARK
ST. PETERSBURG, FLORIDA

Issue Date

August 17, 2015

The undersigned certifies that the enclosed proposal is being submitted and is subject to the terms and conditions as outlined in the Request for Proposal as issued by the City of St. Petersburg on **August 17, 2015**.

Name of Company/Organization

Signature of individual submitting proposal
for above Company/Organization

Printed name of individual

E-mail address

Phone

Fax

Date