Application for the

2007 RUDY BRUNER AWARD FOR URBAN EXCELLENCE

BayWalk

St. Petersburg, Florida

City of St. Petersburg
Applicant
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Owner

STP Redevelopment Partners c/o Semblar Company and Florida 2005 Theaters LLC

Project Use(s)

Urban Entertainment/Specialty Retail

Project Size

230,000 SF (including garage) Development Cost

$47.4 million (including garage)

Annual Operating Budget (if appropriate)

Not applicable

Date Initiated

1997 Percent Completed by December 1, 2006

100%

Project Completion Date (if appropriate)

November 2000

Application submitted by:

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Title

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City of St. Petersburg

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Other

Please indicate how you learned of the Rudy Bruner Award for Urban Excellence. (Check all that apply).

X Direct Mailing

Professional Notice

Magazine Advertisement

Previous RBA entrant

Online Notice

Previous Selection Committee member

Organization

Bruner/Loeb Forum

Other (please specify)

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Signature

Rick Mussett
ABSTRACT

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

Project Name BayWalk
Address 153 2nd Avenue North City/State/ZIP St. Petersburg, FL

1. Give a brief overview of the project, including major project goals.

BayWalk is an urban entertainment complex located in downtown St. Petersburg’s central business district designed in the city’s signature Mediterranean architectural style. The complex includes Muvico’s twenty “stadium-seat” theaters and nearly 66,000 SF of retail arrayed around an open-air plaza. Retail fronting on the three abutting streets ensures BayWalk continues downtown’s historic development pattern National tenants include AnnTaylor, Chico’s, Dan Marino’s Town Tavern, White House/Black Market, Dish, and Tommy Bahama.

BayWalk is supported by a 1,300-space parking garage with 56,000 SF of ground-floor retail that is located one-half block south. Another 24,000 SF of commercial space is available on the garage’s second level. The garage and complex are connected via a specially-designed pedestrian passageway, called the “Millennium Gateway,” that includes artfully designed information kiosks, landscaping and metal sculptures of whimsically depicted sea creatures found in the region that were designed by nationally renowned metalsmith Alex Klahm.

The major project goals for BayWalk involved introducing specialty retail and entertainment uses into downtown St. Petersburg to provide a stimulus for new development, particularly residential. In addition, the developer and the City sought to ensure that BayWalk would blend into and extend the historic development pattern National tenants include AnnTaylor, Chico’s, Dan Marino’s Town Tavern, White House/Black Market, Dish, and Tommy Bahama.

2. Why does the project merit the Rudy Bruner Award for Urban Excellence? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

BayWalk merits the Rudy Bruner Award for Urban Excellence for its impact on St. Petersburg’s downtown revitalization efforts and job creation component as well as the architectural and urban design principles that have made the project a regional success story. In introducing the first major retail investment in downtown in forty years, BayWalk has transformed an aging downtown St. Petersburg with a 30 percent vacancy rate in the early 1990s into a vibrant, safe and clean environment for eating, shopping and entertainment. BayWalk has attracted not only City residents, but is also drawing new visitors to downtown St. Petersburg from the entire Tampa Bay area. In 2006, BayWalk will attract an estimated three million visitors, second only to Busch Gardens in the Tampa Bay market. In addition, BayWalk’s average sales of $680/SF are more than double the industry average and its theater is one of the most successful in the Muvico chain. The community also benefits from the creation of at least 300 new permanent jobs and a mix of previously unavailable entertainment options.

BayWalk’s Mediterranean architecture and open-air design are on the cutting edge of retailing trends in the United States which are promoting “life-style” retail centers as an alternative to enclosed malls. The open-air plaza and covered colonnade connecting the stores throughout the complex allow visitors year-round access to St. Petersburg’s balmy sub-tropical climate. The plaza creates such a vibrant and festive setting for outdoor events that it has become St. Petersburg’s town square. In addition, the Mediterranean design of the BayWalk’s architecture and site planning principles fit seamlessly into downtown St. Petersburg’s grid, while also connecting the central business district with the city’s signature waterfront park system. The striking two-story structures and Mediterranean architecture also integrate well with the rest of the commercial district. Nearby parking facilities were designed with a pedestrian colonnade to make it accessible to visitors and residents. Finally, the parking structure complements the urban fabric by offering 56,000 SF of ground floor retail which invigorates and supports street life around the BayWalk complex.
Project Description
2007 Rudy Bruner Award
2. How has the project impacted the local community? Please include relevant information on urban context.

The BayWalk project is the culmination of St. Petersburg’s decade-long quest to bring a mixed-use urban entertainment complex to downtown and has had a tremendous impact on St. Petersburg’s continuing efforts to attract retailing, dining and residential development to downtown. With its three million annual visitors, BayWalk is helping restore downtown as an entertainment and shopping destination and has increased the marketability of downtown for residential developers who are selling units to families seeking the vitality of an urban lifestyle. Residential development is a vital component in the continuing resurgence of downtown and amenities such as shopping, dining and entertainment for its urban dwellers are essential in this process.

A large part of BayWalk’s success is its seamless blending into the surrounding urban context. Situated in the central business district and a two blocks from the downtown Waterfront Park System, the project design respected the City’s historic gridiron street and urban setback pattern by maintaining the visual character of existing rights-of-way and building structures with zero setbacks from the property line. (Even the 1300-space parking structure was built without impacting the downtown alley and street network.) The outdoor plaza that serves as a “town square” is a novel feature to downtown where public open space is provided almost entirely by passive, landscaped parks, instead of urban plazas. (BayWalk’s architecture, site planning and plaza are reminiscent of “La Plaza,” St. Petersburg’s first theater that was built in 1914, but demolished in the 1950s.)

Lastly, BayWalk’s strategic location in downtown finally connects the central business district with the Waterfront Park System, St. Petersburg’s crowning planning achievement that dates to the first decade of the twentieth century. The Waterfront Park itself is a wonderful public space and a natural draw for couples, families, diners, or the flaneur. Once considered two separate activity centers with no continuous urban fabric or function connecting them, BayWalk serves as the central draw and terminal that disperses millions of visitors throughout downtown for the benefit of all.
3. Describe the key elements of the development process, including community participation where appropriate.

The City of St. Petersburg has been redeveloping downtown since 1982 and has sought community involvement during each major stage of the revitalization process. For BayWalk, public forums were conducted prior to issuing an RFP for selecting the developer. As a result, City staff was made aware of the type of development the public would support, and this information was used in crafting the developer solicitation RFP. In addition, after the developer was tentatively selected, but prior to submitting a development agreement to the City Council for approval, the developer and City staff attended numerous public meetings to explain the proposed project and get public input. Consequently, there was a high level of public support prior to formal approval of the development agreement and site design regulatory approvals.

This extensive public involvement was made essential by the public-private component of the project, the other important element of the project. The City of St. Petersburg worked with the developer, STP Redevelopment, in an innovative partnership that included shared roles and responsibilities. Those included planning, construction, grand opening activities, ongoing operations and maintenance. STP bought the land from the City and began the development process. Meanwhile, the City built a public parking garage for the project and provided the ground-floor retail space to STP through a master lease agreement. STP, in turn, shares lease revenue with the City. The City worked to keep permitting and development on schedule. Through task force committees, the City and STP worked together to make sure transportation, streetscaping, security and marketing supported the successful completion and operation of BayWalk.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable.

The Baywalk Complex was constructed and financed by private entities for approximately $30 million. The site was sold to Sembler by the City for $3.2 million, with $1.75 million paid out at closing and another another $1.45 million as a promissory note. The City contributed approximately $500,000 towards streetscape improvements to the surrounding public right-of-way (e.g. sidewalks, landscaping, street furniture, intersection improvements) and another $900,000 for the garage described below.

The BayWalk Garage (consisting of six floors of parking and one floor of retail space) was constructed and financed by the City of St. Petersburg for approximately $12.8 million. The majority of the garage was financed with taxable bonds, with the roof top level (utilized for City employee parking) financed with $1.125 million of tax-exempt debt.

5. Is the project unique and/or does it address significant urban issues? Is the model adaptable to other urban settings?

BayWalk was first and foremost a project designed to lure shoppers, diners and residents back to downtown St. Petersburg. Beginning in the 1950s, suburbanization and urban flight had undermined the economic viability of downtown that once was an entertainment, shopping and tourist hub with tens of thousands of residents. By the early 1990s, downtown had no department store, nearly 30 percent vacancy rates and the population had shrunk to less than eight thousand persons. To stem the urban exodus, the City of St. Petersburg has been actively promoting downtown revitalization for twenty-five years focused on developing/supporting urban amenities that will attract visitors and lure residents back to the urban core. BayWalk has been the linchpin in these efforts. Since the mid 1990s when BayWalk was being implemented, downtown has added one-half million square feet of retail, and more than doubled its resident population. Downtown, once the province of elderly residents and office workers not prone to frequenting its bars and restaurants after work, now has a 24/7 vitality with a youthful urban population to boot.

The experience of BayWalk is transferable to other communities because many, if not most, American downtowns suffered the same economic pressures of suburbanization. The most important lesson of BayWalk is that downtowns need to make themselves attractive to visitors and residents alike. Moreover, as a result of providing amenities and facilities attractive to visitors and day trippers, cities can diversify their downtown economy, attract residents who desire these very same offerings and continue the virtuous cycle of continuing investment that results with an increase in urban population. Close in importance is the need for public-private partnerships to ensure revitalization. With the City assembling land and constructing a garage to support BayWalk's patrons, the market and timing risks to the developer were reduced. With the developer's expertise in the market and flexibility to respond to opportunities, the City got the project it wanted for downtown.
DEVELOPER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group which did.

Name  Amber Overby  
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Signature

1. What role did you or your organization play in the development of this project? Describe the scope of involvement.

In the mid 1990s, the City of St. Petersburg issued a request for proposal to redevelop two parcels of land that were, at the time, being used by the City as temporary off-site parking for City employees. The Sembler Company, in conjunction with Redevelopment Partners, submitted a proposal to redevelop the sites into a multi-story entertainment and retail destination, called BayWalk as well as a 7-story parking garage with retail storefronts at street level called Mid-Core Garage located across the street from BayWalk. Sembler was named master developer on the project.

At the time, the downtown corridor of St. Petersburg was almost strictly a business-centered, 9-to-5 destination and there was a strong desire to create a sense of place in downtown with retail and entertainment components. When BayWalk opened in November 2000, downtown St. Petersburg was yet again on the map as cultural and entertainment destination.

2. What trade-offs or compromises were required during the development of the project?

Because this was a downtown project, many surrounding and outlying communities felt they had a stake in the scope of the project. Everyone wanted a project that served and represented the entire city. So, before creating the conceptual design, it was important to fully understand the City’s vision for the land but to also engage the community. For example, in the beginning the City wanted Sembler to build more space, more floors and include additional uses such as residential and office over retail; however, Sembler’s market studies showed a slight variation in needs and uses which reflected a smaller project focused on retail and entertainment. The neighbors wanted a movie theatre and choice of restaurants serving a variety of budget options. After over 30 meetings and focus groups with neighborhood leaders, civic leaders and elected officials, Sembler and the City created a design befitting to everyone’s needs – one that which created a ‘sense of place’ in St. Petersburg.

The finished product is a high-end architecturally-designed center including intricate detailing to the façade and a unique public-gathering space called the ‘central plaza.’ In addition, there is a beautiful connector between BayWalk and the Mid-Core Garage called the pasco which is lined with intricate metalwork created by a local artist. It’s truly an active landmark for St. Petersburg and is used to represent the city on many marketing materials.

3. How was the project financed? What, if any, innovative means of financing were used?

The City owned the land and provided partial land financing for the parcels in a unique public-private partnership agreement. A construction loan was provided by AmSouth Bank, followed by a permanent financing program with Solomon Brothers. A creative public/private agreement was also negotiated between the City and Sembler to build the Mid-Core Garage. Sembler was named master tenant for the street front retail and the City built and maintains the garage. The City also provided traffic impact fee credits and provided partial assistance with various right-of-ways and assisted with soft and hardscape quality improvements.
4. How did the economic impacts of this project on the community compare with or differ from other projects you have been involved in?

Sembler is always searching for development opportunities that revitalize communities and provide needed services that may not otherwise be available. But until BayWalk opened, Sembler, and its partners, had never experienced the kind of palpable change that has occurred downtown since opening in 2000. It was as if commerce (at all levels and uses) was just waiting for the last brick to be laid at BayWalk before pulling the trigger on a myriad of new project developments surrounding BayWalk, because within a matter of three years, the entire landscape of downtown evolved into a living, breathing community operating 24/7.

Sembler always says that BayWalk was its gift back to the City of St. Petersburg -- and what a gift it is. After BayWalk, Sembler started work on a Publix-anchored center that brought a grocery store use into downtown and provided a needed service to the new residents of the urban area.

In addition to the permanent jobs added by BayWalk, Sembler also added temporary construction jobs while the project was underway. And with the success of the center, BayWalk has intuitively increased the value of the land surrounding the project was ultimately increases the tax base for the city.

5. What about this project would be instructive to other developers?

The public/private partnership established with the City allowed both parties to succeed with BayWalk. For example, the City wanted Sembler to build a high-quality center that would attract high-end tenants. In order to build the project, Sembler needed more parking (so did the City). Therefore, the City funded the 7-story parking garage, called Mid-Core, with street front retail, which Sembler leases out as the master tenant. The City benefits from these leases by receiving rent percentage from the master tenant. Sembler also negotiated with the City to fund certain peripheral infrastructure needs that would ultimately support the project as well as the downtown corridor.

Additionally, because BayWalk is situated in a Community Redevelopment Area (CRA), it gave Sembler some leverage when marketing and merchandising to potential retailers due to the tax benefits to tenants. With a CRA comes tax breaks for tenants as an incentive to locate within the area.

In an effort to continue community outreach efforts for the project, Sembler asked the community to name the center. About 80 names were submitted and BayWalk was finally chosen. As a developer, it provided Sembler with another connection to the community and to the City.

6. What do you consider to be the most and least successful aspects of this project?

Most Successful: BayWalk has been the catalyst for much of the redevelopment in downtown. St. Petersburg has become a burgeoning city with many commercial, cultural and social opportunities in downtown. BayWalk has become the 'meeting spot' and 'focal point' for families, teenagers, young adults, seniors and visitors to St. Petersburg. With approximately 3,000,000 people visiting a year, BayWalk is one of the top destinations for the entire Tampa Bay area metro and perhaps the west coast of Florida. Additionally, one of the most successful outcomes is related to the actual size of the project. We simply built to the size the market needed at the time -- we didn't over build or under build but met exactly what the market could absorb. And, in the creation of the central plaza, we created the best form of entertainment - people watching and people gathering and we accomplished that at the right scale.

Most Challenging: The Sembler leasing department was challenged to draw the type of high-end tenant that the project desired and the City wanted. The trade area from which Sembler pulled was limited and fractured from the leasing perspective, so it was certainly a harder sell but ultimately positive results were obtained. Tenants such as Ann Taylor, White House/Black Market, Dan Marino's and Chico's all occupy BayWalk.

Because BayWalk is the focal point of the downtown area, the center has created a platform for all types of activists. When the venue is used in such a way, it adds another dynamic to managing the center. Another challenging management issue is that essentially BayWalk is a retail center in the center of an urban core which means BayWalk experiences many of the same issues any other downtown establishment would experience such as panhandling, littering and theft. It's been a learning process for Sembler as a developer and for the City.
PUBLIC AGENCY PERSPECTIVE

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This sheet is to be filled out by staff representative(s) of public agency(ies) who were directly involved in the financing, design review, or public approvals that affected this project.

Name: Rick Mussett
Title: City Development Administrator
Organization: City of St. Petersburg
Address: 175 5th Street North
Telephone: (727) 892-5370
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Signature: Rick Mussett

1. What role did your agency play in the development of this project? Describe any requirements made of this project by your agency (e.g., zoning, public participation, public benefits, impact statements).

The City of St. Petersburg assembled approximately 160,000 SF for BayWalk and 80,000 SF for the mixed-use parking garage with first floor retail to support the urban entertainment complex. The City also conducted the developer solicitation process and negotiated a development agreement with the selected developer, consisting of three major development commitments (all of which were implemented). First, the City sold the developer the BayWalk project site for its appraised value, and agreed to receive 55 percent of the proceeds at closing and accepted a promissory note and mortgage for the remaining 45 percent balance, with payback terms subject to the success of the project. Next, while the developer built BayWalk, the City constructed the companion parking garage project and granted the developer a master lease for the ground floor of the garage to lease and manage ground-floor retail tenants. In addition, the City and developer coordinated streetscape improvements in and around the urban entertainment complex and garage projects in order to provide a seamless urban design appearance. Finally, because of the City's financial commitment, extensive public input was obtained on the project before it was submitted to City Council for approval.

2. How was this project intended to benefit your city? What trade-offs and compromises were required to implement the project? How did your agency participate in making them?

The primary purpose of the project was to rejuvenate the City's downtown retail core as the functional heart of the City that would, in turn, expand downtown's tourism base and bring residents back to the central city. Downtown revitalization has been a core City objective since 1982 when it adopted the Intown community redevelopment plan for the area. BayWalk has been extremely successful and has attracted approximately 3 million people a year since opening in November 2000, and has been instrumental in the overall revitalization of downtown St. Petersburg. In particular, with shopping, dining and movie theaters BayWalk provides entertainment amenities essential for attracting and keeping an urban population. As a land-locked and built-out city, St. Petersburg is committed to increasing its downtown population, and this urban entertainment complex provides critical support in meeting that objective.

The City's only significant compromise on the BayWalk project was accepting a mortgage for 45 percent of the developer's land purchase price of $3.2 million. The City did build a $12 million public parking garage to help support BayWalk, but use of the garage is open to the public and not restricted to BayWalk patrons. Moreover, the garage is an important source of parking for downtown visitors and workers during the weekday daytime hours. To facilitate this process, the City's redevelopment administration conducted the developer selection process, negotiated the development agreement and managed the City's development obligations under the agreement, with the assistance of the City's Legal Department and other departments.
To understand the impact of BayWalk, it is first necessary to consider the decline of downtown St. Petersburg since 1950. Downtown had been sliding as a retail and entertainment destination since the mid-1960s, undermined by the large-scale shopping centers that followed the northern and western movement of the city suburbs. By the 1990s, no department store remained amid downtown vacancy rates hovering between 20 and 30 percent. While downtown was able to attract office development during the 1980s and early 1990s, retailing and residences -- functions that would add life to the central city after 5 PM, create a safe and secure urban environment and diversify the downtown economy -- remained in the suburbs that were more often than not located outside St. Petersburg. BayWalk is an essential ingredient in St. Petersburg's efforts to buck this suburban trend, which could only lead to economic stagnation in a peninsula city with no room to grow.

BayWalk has had a tremendous impact on St. Petersburg's efforts to attract retailing, dining and residential development to downtown. With its three million annual visitors, BayWalk is helping restore downtown as an entertainment and shopping destination for residents and visitors alike, in keeping with its historic function prior to the post-World War II suburban boom. Since the mid 1990s, when implementation of BayWalk began, downtown has seen the construction of more than 500,000 SF of retail (including BayWalk), with another 400,000 SF approved for construction.

In turn, the amenities provided by BayWalk and the other spin-off projects have increased the marketability of downtown for residential developers who are selling units to families seeking the vitality of an urban lifestyle. Since 1997, downtown has added more than 1,700 dwelling units with another 2,700 units planned for construction. The residential component is vital to the continuing resurgence of downtown and amenities such as shopping, dining and entertainment for its urban dwellers are essential in this process. BayWalk has ensured the future success of these ventures.

Several aspects of the BayWalk project were precedent setting compared to past public/private partnerships carried out by the City. First, BayWalk was the largest, highest profile for-profit/City facility retail redevelopment project the City had ever undertaken. In addition, accenting the collaborative relationship between the City and developer, both parties had the authority to approve the design of the other party's project. This included streetscape improvements within contiguous rights-of-way were approved by both parties. Finally, the original design of the parking garage included retail on the first floor and 4 levels of public parking; this design was later modified to add two additional levels of parking: one level of private parking for the developer and one level of parking for City employees. To facilitate the garage development, the garage was financed with a combination of taxable and tax exempt financing by the City.

In 2003, the City utilized the same basic approach in creating a new retail node with a SweetBay Supermarket in its inner-city Midtown area. This project, known as Tangerine Plaza, included an African American developer with assistance provided by the BayWalk developer. This model would be a useful case model for any city that undertakes a retail redevelopment project.

The City's vision for the BayWalk project was to create a "town square" for St. Petersburg where the community would gather for entertainment, shopping and dining while also spurting demand for the rest of the central business district. In this regard, BayWalk has been a wonderful success story with people of all ages gathering on the weekends and evenings in the courtyard. And these include patrons from the Tampa Bay area as attested by the more than 3 million annual visitors BayWalk has been averaging. Moreover, while serving as the central attraction for downtown, BayWalk has also helped spur development and business investment in other parts of the CBD as well as the waterfront. Finally, the parking garage has enabled patrons to park once near BayWalk yet explore the rest of downtown. In fact, free parking was provided in the garage for the first three months the project was open, and thereafter visitors were allowed to park on weekends and evenings for $1 for up to 4 hours.

BayWalk becoming the unofficial "town square" for downtown has led to some drawbacks. Because the project has been so successful in attracting large crowds, especially on weekends, sidewalks around the leading to the project have become a gathering place for protestors and other groups that wish to raise their public profile.
ARCHITECT OR DESIGNER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by a design professional who worked as a consultant on the project, providing design, planning, or other services. Copies may be given to other design professionals if desired.

Name  Phil Graham, FASLA, AICP, LEED AP  Title  President

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Signature  

1. Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.

BayWalk consists of four major components that were coordinated and built at the same time: Muvico 20 Theaters; Restaurants and Retail Complex; Pedestrian Promenade and Intersection Enhancement Program; and Parking Garage. BayWalk was designed to be the centerpiece of the St. Petersburg’s downtown revitalization. As such, the development had to be a successful destination for pedestrian traffic efforts, requiring a high level of design detail and the proper use of materials to make BayWalk attractive and engaging. Adequate nearby parking was vital since no on-site parking was available. The parking garage and BayWalk were connected by an “alley” transformed into the “Paseo,” a beautifully landscaped pedestrian promenade joining garage and complex, which is an exciting prelude to the BayWalk experience. Colorful concrete pavers define the walkway, designed to allow for street vendors and/or performers. A sound system located within the planting areas provides an extra surprise for the visitor. Specimen Medjool Date Palms line the promenade and are equipped with uplights that provide a dramatic effect after dark and highlight the public art. The lush foliage planted beneath these palms provides a much needed oasis within the hardscape of the City and effectively screen an adjacent parking garage. The landscape and hardscape are essential elements binding the complex together, while aiding wayfinding.

On the approach to BayWalk, the Paseo spills onto a widened 2nd Avenue North with a heavily landscaped median. Clusters of three Medjool Date Palms flank the 15-ft. wide walkway through the median. This pedestrian “safe-haven” is protected by lighted bollards and defined with a pattern change in the pavers. The City of St. Petersburg also developed the four enhanced roadway intersections around the project located on 1st and 2nd Avenue North that unify the streetscape elements for the entire project area and have set a standard for the future development of the intersections in the downtown area.

The Courtyard is the central public space within the BayWalk complex where the theater ticket windows and outdoor restaurant seating are located. Retail shops line the courtyard and Medjool Date Palms provide an overhead canopy further defining the space. Matching fountains are located on each side of the courtyard and are equipped with a misting system to cool the air. A tile quatrefoil centerpiece at the base of the grand stairway provides a dramatic visual element within the diagonal concrete pavers. Custom tile work also adorns the walls of the fountains and enhances the Mediterranean Revival architecture of the buildings. The second floor walkways, where three restaurants and two nightclubs are located, match the colors of the concrete pavers with tile set in a similar pattern.

2. Describe the most important social and programmatic functions of the design.

The challenge of creating a destination place that would feel safe and comfortable to every strata of St. Petersburg’s citizens was the largest social and cultural hurdle achieved in the design. BayWalk has proved to be an inviting, vibrant place for all who live and visit the city. There is a good mix of entertainment, restaurants, retail and vendors that capture the interest of all ages and walks of life.
3. Describe the major challenges of designing this project and any design trade-offs or compromises required to complete the project.

A major utility corridor existed mid-block of the retail and entertainment complex. This was a former alley that housed every imaginable underground utility. The cost to relocate would have made the project unfeasible to develop. It was decided to locate the theater complex to the north of the utilities and the retail complex to the south and make the alley a beautiful pedestrian corridor. This idea turned the sow’s ear into a silk purse and now it provides a beautiful and functional access to the theaters and the retail complex, while still allowing emergency and utility replacement access.

Another major design factor was the impact of the theater complex on the adjacent neighborhood. The “box” needed to house 20 theaters was to be almost 40’ high with no windows and faced a townhome community to the north. In addition it was pushed tight to the northern property line to accommodate the existing utility corridor. Meetings were held with surrounding property owners with the burden on the design team to come up with an acceptable treatment of the building and streetscape. The team created an attractive façade on the building and the landscape architect designed planter pockets that extended into the right-of-way (with the City’s cooperation) that allowed for large trees to be planted as buffers to the building. The trees and additional vegetation scaled down building, while almost completely screening the unattractive portions of the building face. The surrounding property owners have applauded the design treatment.

4. Describe the ways in which the project relates to its urban context.

BayWalk was designed as a retail and entertainment destination, accessible by vehicular traffic and pedestrians alike, that is the centerpiece of St. Petersburg’s downtown redevelopment. It has successfully been accepted into the downtown urban fabric, while maintaining its unique and vibrant character. The modern adaptation of the Mediterranean revival motif captures the historic and timeless qualities of the city, while providing a lively and enticing pedestrian destination. The treatment of the streetscape and paving design reinforce this pedestrian invitation to use the spaces. Site furnishings accent the style and provide pedestrian comfort. These elements, along with period streetlights, bulb-out intersection treatments and vehicular patterns successfully blend the complex into the existing urban form.
COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided on the original form.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

<table>
<thead>
<tr>
<th>Name</th>
<th>Donald Shea</th>
</tr>
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<tbody>
<tr>
<td>Organization</td>
<td>St. Petersburg Downtown Partnership, Inc.</td>
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<td>100 2nd Ave. N, Suite 130</td>
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<tr>
<td>E-mail</td>
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</tr>
</tbody>
</table>

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Signature

1. How did you, or the organization you represent, become involved in this project? What role did you play?

St. Petersburg Downtown Partnership, Inc. is a non-profit economic development group with programs of advocacy and promotion. During the BayWalk process, the Partnership represented the downtown business community and participated in the various public hearings and approval processes for site acquisition, urban design, planning and subsequent marketing of BayWalk to visitors, customers, and potential tenants.

2. From the community's point of view, what were the major issues concerning this project?

Several issues were of concern to the community, including traffic generation, retail tenant mix, impact on existing commercial/retail base, provision of off-street parking, and urban design.

3. What trade-offs and compromises were required during the development of the project? How did your organization participate in making them?

The project was subjected to extensive reviews and re-designs prior to approval. We believe that all of the revisions served to make the project better from a public accessibility point of view, as well as resulting in a style and scale that acknowledged the historical scale and pattern of St. Petersburg’s growth while stimulating interest in the future development of the adjacent areas downtown.
4. Has this project made the community a better place to live or work? If so, how?

The project has become one of the single most important and influential aspects of St. Petersburg. The design has enabled the interior courtyard to feel more like a public square than a private shopping center. In addition, since first opening in late 2000, BayWalk has become the virtual “village green” for the community, evoking the spirit of colonial New England towns. Many public celebrations and ceremonies are presented here.

On a less formal basis, BayWalk has become a gathering place for diverse elements of the community. Through its sensitive and appealing design, high commitment to maintenance, and varied tenant mix, all segments of St. Petersburg are encouraged to patronize BayWalk and the project thus connotes solid feelings of safety and community for visitors and residents alike.

Prior to BayWalk, The Pier had been the single biggest attraction in Pinellas County (except the beaches), as approximately 1.5 million visitors come to The Pier annually. BayWalk instantly surpassed this figure, and has maintained a level of more than 3 million annual visits. Its status as an iconic symbol of St. Petersburg has become familiar throughout the region and elsewhere in the world, thus improving the perception of downtown St. Petersburg as a good place to live, work, play and invest.

5. Would you change anything about this project or the development process you went through?

I believe that the project went through an appropriate amount of scrutiny, public participation, and a rigorous public approval process. In view of the magnitude of the project and its status as a real symbol of the community’s feelings about the future, it is hard to justify anything less that what we experienced.
Visual Representations
2007 Rudy Bruner Award
Downtown St. Petersburg and BayWalk

Central Business District

City Waterfront Park System

Pier
Photo 1 - BayWalk Entrance
Photo 3 - Muvico Theaters
Photo 4 - Dan Marino's and Chico's
Photo 6 - BayWalk Parking Garage
Photo 8 - Millennium Gateway and BayWalk
Photo 9 - Millennium Gateway and BayWalk
Photo 13 - Ground Level Retail for the BayWalk Garage
Photo 14 - Architectural Features

Shopping Colonnade

Theater Marquis

Grand Staircase
Photo 15 - Sculpture in the BayWalk Promenade

[Images of sculptures, including a golden seahorse and a golden swordfish, set against a background of palm trees and blue sky.]
Photo 16 - Sculpture in the BayWalk Promenade
The scale of all drawings and figures are tentative and subject to changes as may be directed by architect, landlord, or governmental authorities without notice.
BayWalk is a 150,000 plus square foot open-air plaza anchored by an 84,000 s.f., 20 screen Muvico Theater with all stadium seating. BayWalk is steps from downtown museums, the St. Petersburg Pier, sports complexes, a four star resort, and just 15 minutes from Florida’s famous Gulf Beaches.

The “Sunshine City” of St. Petersburg is in the heart of the vibrant Tampa Bay metro market, which caters to more than 2 million area residents and more than 7 million annual visitors.

- 30,000 - 35,000 weekly moviegoers to Muvico BayWalk 20
- 25,000+ office workers in downtown St. Petersburg
- 1+ million annual visitors to downtown museums (within a two mile perimeter)
- 2+ million annual visitors to the Pier located two blocks east
- Estimated annual traffic of 3 million visitors to BayWalk, making it second only to Busch Gardens in the Tampa Bay market.

Tenants include:
Ann Taylor • Chico’s • Bag n’ Baggage • Dan Marino’s Fine Food and Spirits • Johnny Rockets • Muvico • Sunglass Hut • White House / Black Market • Atlanta Bread Company • Starbucks • Trade Secret • The Buzz.

LOCATION:
Central Business District
Downtown St. Petersburg

POPULATION WITHIN:
25 miles: 2 million

AVERAGE HOUSEHOLD INCOME:
25 miles: $55,244

TOTAL PARKING:
1,380 - 6 parking levels

TOTAL RETAIL SQUARE FOOTAGE:
150,000 s.f. plus 56,000 s.f. of retail/office on the first floor of the parking garage, and the availability of 24,000 s.f. of second floor space on the east side of the garage.

CONTACT:
For leasing information contact Amy Goldsmith, 727.384.6000
BayWalk Birthday Bash

From left to right: Fred Bullard, Mel Sembler, City of St. Petersburg Mayor Baker, Craig Sher
COMMUNITY FOCUS

Pinellas

destination DOWNTOWN

St. Petersburg hopes to become a mecca for -leisure: looking for good food, a me and some fun. It's called T 20th Street and 1st Avenue N. Mayor Doug Fisher says the city is "the place to be." The St. Petersburg Docks are on the east side of the street and the Riverwalk is on the west side. Fisher says the city is working to improve the area and make it more attractive to visitors.

"The vision ... is to have a downtown where people live and stay after 5 o'clock."

Doug Fisher, mayor
DOWNTOWN / Vision is to draw people beyond 9-to-5 jobs

BayWalk

A worker finishes last-minute details at BayWalk, a $40 million, 150,000-square-foot complex.

Boca Walk

BayWalk

In downtown, 2ăn
designers' concepts. Instead, here's what they might be saying about BayWalk - more than $1 billion to the city's economy - the developers say it will create jobs and add vibrancy to the area. It's a place to live, work, play, and shop.

"The whole point of this project is to bring the community back to the downtown, and we think we've done that," said Ruth Simmons, spokesperson for Boca Raton-based Mortenson. "We think we've done a lot for the downtown area.""
St. Petersburg Times

Sweet BayWalk Series: EDITORIALS
St. Petersburg Times; St. Petersburg, Fl.; Nov 17, 2000

Sub Title: (SOUTH PINELLAS Edition)
Start Page: 18A

Abstract:
The gestation period for BayWalk's 20-screen movie theater, shops and restaurants was long and painful. Conceived 14 years ago as Bay Plaza, a grandiose plan that would have spanned the entire downtown, BayWalk arises undersized and late. But loved.

BayWalk is expected to bring millions of visitors to downtown St. Petersburg and to complement sometimes-empty Tropicana Field as a year-round attraction. More important, it rewards long-suffering residents and officials who kept their eyes on the prize.

Full Text:
Copyright Times Publishing Co. Nov 17, 2000

When BayWalk opens this weekend in downtown St. Petersburg, it is likely to draw plenty of comments but not this one: "It was a piece of cake!"

The gestation period for BayWalk's 20-screen movie theater, shops and restaurants was long and painful. Conceived 14 years ago as Bay Plaza, a grandiose plan that would have spanned the entire downtown, BayWalk arises undersized and late. But loved.

BayWalk is expected to bring millions of visitors to downtown St. Petersburg and to complement sometimes-empty Tropicana Field as a year-round attraction. More important, it rewards long-suffering residents and officials who kept their eyes on the prize.

Maintaining hope wasn't easy. Early on, a plan that sounded too good to be true evaporated—promises of Saks Fifth Avenue gave way to prayers for Wal-Mart. Out-of-town developers wearing their fancy sunglasses on lamp posts came and went, leaving the city holding the bag. The Sonora Hotel was reduced to rubble, millions of dollars were wasted, careers were ruined.

Then an interesting thing happened. St. Petersburg arose from the rubble, sought a local developer thought smaller and learned patience. Mel Sembler, a St. Petersburg-based builder of shopping centers, put his considerable energy and skills into the project. "This has taken me 10 years," says the 70-year-old developer, but with pride rather than resignation.

Everyone involved in the project is older and wiser. Yet at the end of the long day, St. Petersburg has accomplished something significant. Will BayWalk guarantee success for downtown? Not alone. But it is an important piece of the puzzle. That city will need strong leadership, good decisions and a bit of luck to keep the winning streak going.

No sense letting that checkered history take the fun out of opening weekend. To the contrary. The most difficult victories are the sweetest. BayWalk wasn't a piece of cake, but if it were, it would be double-fudge chocolate with extra frosting.
**NEIGHBORHOOD TIMES**

**SUNDAY, NOVEMBER 16, 1997 • A THREE-PART SERIES ON THE TIMES**

**AND MANY MORE**

**Meet you at BayWalk**

With a dose of hip and an intelligent design, BayWalk has evolved into a success story.

By SHARON L. BORIS

**ST. PETERSBURG**

BayWalk, the downtown entertainment/retail complex, is more than a place to watch movies, a chance to eat in different restaurants, browse shops, an evening spot for events and an opportunity to sit and relax in the courtyard. As such, 34 businesses and a constant destination point for downtown. It is one of the most visible symbols of the resurgence of the city.

BayWalk is celebrating its fifth anniversary this month. It took a long time to get developing, and the complex continues to expand. Previous efforts failed for a variety of reasons, including being too expensive for what was an average downtown of the 1980s and early 1990s.

That BayWalk is here says something about downtown's recovered health. That BayWalk is thriving five years later — drawing 3 million to 4 million visitors annually, according to its developers — says the recovery is more than temporary.

“BayWalk has kind of put us over the top,” Mayor Bob Buckhorn said. “Downtown has become a place where even if you have nothing to do, you could come downtown.”

Cindy McCall, president and chief executive officer of Seminole Casino Co., one of the partners that developed BayWalk, says it has been a successful project. She said the renter gave downtown a sense of place.

“Before, there was no regular field to see, but now it’s a downtown. It has become the town center. The Mall of America opened in November 2000. It has a 20-screen Cinemark Theater, as its anchor, seven restaurants, a movie bar, a crime scene, six clothing stores, a shoe store, four cafés for accessories, and two of which are kiosks in the courtyard, a jewelry store, a big gift shop and a gourmet outlet.”

Two stores will remain just the pottery and gifts. A third offers, shoes, pottery and furniture. Two other kiosks will mobile phones and flowers.

Before BayWalk, St. Petersburg residents had to drive several miles to see a movie west to Tyrone Square mall, north to Pinellas Park, or across the bay to Tampa. “There was a lack of access to in-movies in the south end of Pinellas County,” Buckhorn said.

Enough movie fans have moved to Pinellas County to make the trip worthwhile. “It is a very good performer for us,” said Jim Le, director of marketing for Seminole, who said it was never planned with BayWalk. It is a very nice location.”

While Seminole is BayWalk’s obvious anchor, the restaurants showy bring people in.

BayWalk has five restaurants and two bars on its second floor and one restaurant on the street level, plus an ice cream shop. “It is a place to go to enjoy a meal, or to just sit and relax,” Buckhorn said.

BayWalk developers went after restaurants that were not competitors in south Pinellas. In 2000, they opened, Buckhorn said.

Peter Voelke, owner of Adelio’s Grill, closed his restaurant next to Seminole Casino Co. His restaurant was at the mall. It was a fast food place, Buckhorn said.

“I think, at that location, it was really hard to get the numbers needed to make it work,” Voelke said. “It’s not what we do everything we could, creative and promotions. My gut feeling is that parking is still the issue.”

Street spaces around BayWalk, which were not full, were aimed to prevent the center’s employees from using them and to drive more people and other BayWalk patrons to use a nearby parking garage. Voelke said citing it as a failed concept. “The street area is at a higher street level and is in an area that is more or less in the courtyard.

Not many other tenants have BayWalk. Seminole, a local 1, which took over one of the large spots when a pharmacy shop. Mayor Michael D. Naiman says BayWalk from Central Florida.

“It’s been an absolutely pleasant surprise for me,” he said. “It’s a 20-screen movie that has made a huge difference. But you get visitors from Italy. What brings locals back over and over to the movie theater? We continue to bring them in and it’s a great experience.”

Naiman said he was on Central Florida.

“The center opened up as not all of the retailers were in place,” he said. “It’s not unusual to go uncomfortable at times. We ended up with some rates in centers. Management thought it was the result of a lack of visits at a time. The center’s lack of the problem. Management were disturbed at times by centers in one of the most BayWalk’s continued, which is times hard through Seminole, which is really strong, and aggressive. We have used BayWalk as a place to attract to people from other places.

“They were down to it because many people go to it,” Buckhorn said. “We’ve worked hard in the past to get people to enjoy the outdoor experience and to keep people living in the courtyard.

Eventually more sales were to keep the visitors on BayWalk property. After heavy criticism, it came down. The streets continue

**FROM THIS...**

In June 1998, this was the view of the Plaza Building looking west. People were eager for a movie theater on the west side of town, but no one could say for sure that an entertainment complex would really take off in a downtown trying to reinvent itself.

**TO THIS...**

In October 2000, 1 month before BayWalk would open, Jeff Burger said, left, and John Henshaw said he is at the courtyard.

**...AND THEN THIS**

In January 2001, a young BayWalk draws new residents as Bombard Out Car plays above. The theater is one of Muriel’s top performances.