

BayWalk

IT'S UPTOWN, DOWNTOWN

SHOPPING • DINING • ENTERTAINMENT



ANNTAYLOR



The Sembler Company

Shopping Center Development & Management

www.sembler.com

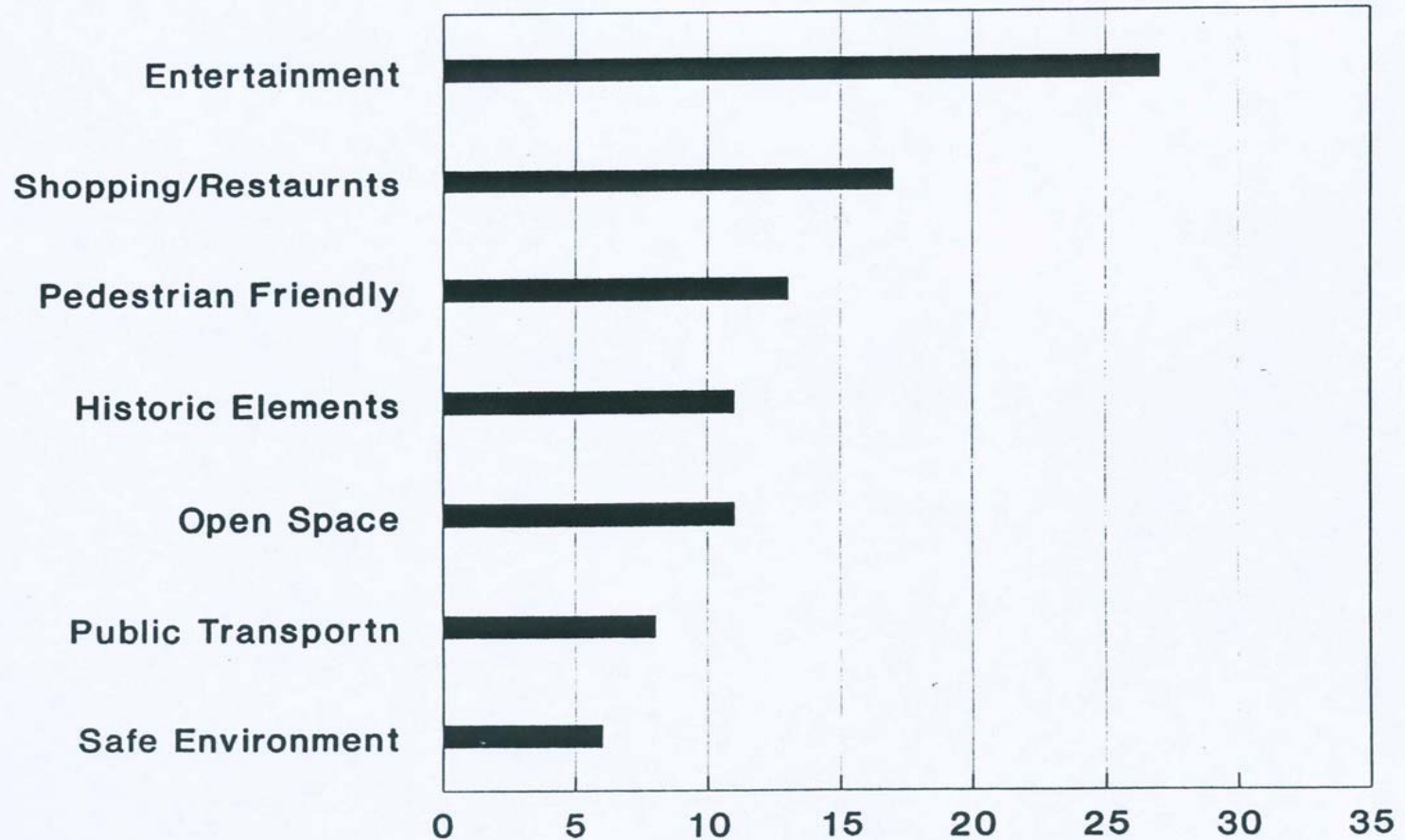
1st Avenue North before BayWalk



Before Bay Plaza or BayWalk



"Features" of the Great Downtowns



Source: Bay Plaza Workshop 7/22/95
Question 1.2

Cumulative Table Responses

A Slightly Different View



The blank canvas for The Sembler Company...



Project Theme, Scale, Tenant Mix Realities

Entertainment Theme

- Festive
- Appeal to Families and to Singles
- The Place to “See and Be Seen”
- “Meet me at BayWalk”

Fuse Practical Retail/Entertainment Success

- Components with a St. Petersburg Architectural Heritage
- Determining What’s “Just Right” Size



Public Incentives/ Infrastructure Needs

Public/Private Partnership as Vehicle to Obtain Goals

- Deferred Financing of Land
- Enterprise Zone Benefits
- Developer Benefits with Central Parking Structure and City Benefits with Multiple Income Streams (Parking Fee Revenues and Ground Floor Retail/Office Use Rental Income)
- R.O.W. Vacations
- Infrastructure Streetscaping, Decorating Sidewalks, Landscape
- Decorative Lighting
- Was and STILL IS a Win-Win for All Parties





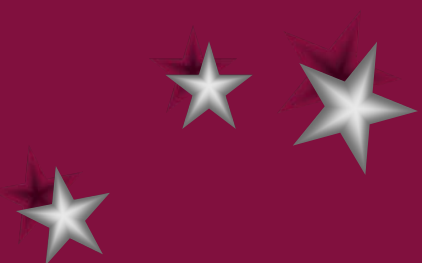


In With the New...



Marketing Challenges

- **Generate Enough Interest so Customers Want to Come Back**
- **Selling “Downtown” as Entertainment Option**
- **Introducing New and/or Unfamiliar Tenants to Area**



Mid-Core Parking Garage Before & After





The Sembler Company presents

BayWalk Today



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