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# Renderings of new St. Petersburg Pier on display at the University Student Center

Posted February 14, 2013 at 1:05 pm by [Tom Scherberger](#)



**Students at the University Student Center look at renderings of the proposed new St. Petersburg Pier.**

Renderings of the proposed new St. Petersburg Pier are on display in the lobby of the University Student Center.

Created by the Pier's world renowned architect, Michael Maltzan, the display offers an early glimpse of the iconic structure that will become the centerpiece of St. Petersburg's downtown waterfront.

The display was set up at the University Student Center as a public service and will be there for the next two to three weeks.

The Pier design calls for restaurant and retail opportunities on the landside portion of the Pier, called “The Hub.” A loop of elevated walkways lead to a dramatic canopy, with sweeping views of the Bay. A motorized tram and elevators will provide access to the canopy and upper levels. Other amenities include a marina for non-motorized watercraft, a bait shop for fishing, snack concessions, a small amphitheater for marine lectures and intimate performances, and the great views of Tampa Bay. A dramatic lighting scheme will illuminate the structure at night.

The current Pier is surrounded by a crumbling quarter-mile approach and Pier head that was built in the 1920s. Engineering studies 10 years ago determined that the infrastructure leading to the Pier should be replaced. An advisory group of community leaders was formed to determine the future fate of The Pier. The process leading to the design included more than 60 public meetings, an International Pier Design Competition and several key votes by the City Council.

While Michael Maltzan Architecture finishes design drawings, the city plans to close the existing Pier in May and begin demolition. Plans call for construction to begin in January 2014, with completion in the summer of 2015.

The project budget is \$50 million, and has already been allocated by Pinellas County through a special downtown tax fund, called Tax Increment Financing. The \$50 million, generated by past growth in the downtown tax base, must be spent on projects within the designated area where the taxes were collected.

*For more information, or to ask a question online, visit [www.TheNewStPetePier.com](http://www.TheNewStPetePier.com).*

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[Tom Tito](#) · Top Commenter · [Saint Petersburg, Florida](#)

To call this display a public service is quite a stretch. The other comments point to the inaccuracy of this writing. Someone should take responsibility and apologize to the public and taxpayers who fund USF.

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[Terrie Kramish Weeks](#) · [University of Michigan](#)

They've got a video presentation at the Fossil Park library. Shows people dining out there, which is not going to happen.

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[Tom Tito](#) · Top Commenter · [Saint Petersburg, Florida](#)

The city wastes more and more taxpayer money trying to promote this boondoggle, but the more people hear about it the less they like it.

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[Nicolas Weathersbee](#) · Top Commenter

Wow, who wrote this? You should really do your homework. I've really lost respect of USFSP for publishing this. No mention of the two petition drives, the lawsuit, and the fact that this project

is basically being forced through with voter suppression. Vote on the pier collected well over 23,000 petitions to simply have a vote on this issue, and the fact that this information is missing from this piece is very telling. I would think a university would be unbiased and report the facts. Truly sad. No mention of the fact that the funds earmarked for this were specifically to refurbish the pier, and were highjacked by the mayor and council to do the exact opposite, without a vote. Please do another story on this without such obvious bias? Thank you. Please contact [www.stophelens.com](http://www.stophelens.com) for the other side of the issue.

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○

[Chris Lovett](#) · Top Commenter

I think I know who wrote this.

[Reply](#) · [Like](#) · [1](#) · February 16, 2013 at 12:06pm



○

[Velva Lee Heraty](#) · [Follow](#) · Top Commenter · [C. G. Jung Institute, Evanston, IL](#)

Nicolas Weatherbee. Read my comment. It's a PR piece, plain and simple. Let it twist in the wind. Better yet, let the students get a lesson in manipulation and hopefully learn from this.

[Reply](#) · [Like](#) · [3](#) · February 16, 2013 at 12:54pm



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[Lorraine Margeson](#) · [Follow](#) · Top Commenter · [Owner](#) at [Donlo communications, Inc.](#)

I do believe that Concerned Citizens sponsors of [www.stophelens.com](http://www.stophelens.com) deserve equal time here.....we want a vote and we will get one, sign the petition, learn the facts!

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• [Velva Lee Heraty](#) · [Follow](#) · Top Commenter · [C. G. Jung Institute, Evanston, IL](#)

Impressed with this smooth PR piece. I'll be equally impressed when the cost overruns start coming in. I'm estimating at least 50%. Very sad that our leadership chose to ignore its constituency.

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○ [Lynne Spinney](#) · [Follow](#)

You may be right about the cost overruns...hope they are as low as 50%!

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• [Robert Neff](#) · [Follow](#) · Top Commenter · [Business Owner](#) at [Fifth World Art](#)

reporter did not do their research, should do well at Fox News. It's a Tiera, not a canopy. There is no tram, it's a bus with 10' clearance. The restaurant is 2000' square feet

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○ [Annette Sanchez Baesel](#) · [University of California, Irvine](#)

The snack shop envisioned at end of pier is the 2000 s.f. you are talking about, right? because the restaurant/retail discussed in the article on the landside of the hub is greater than 2000 s.f. That reference is not incorrect. And I have no doubt that there will be takers to build out that spot. Why wouldn't there be? bus, tram, shuttle...whatever it is, it will be motorized correct? So there is access via some type of motorized vehicle to the end of the pier, correct? be it trolley or tram or bus.

[Reply](#) · [Like](#) · [1](#) · February 16, 2013 at 3:04pm



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[Annette Sanchez Baesel](#) · [University of California, Irvine](#)

i had to look up tiera...then realized you meant tiara. hmmm. I think the writer is just trying to describe what they see...I agree canopy isn't quite it, but tiara doesn't do much either. It's something I believe the reader has to see to understand...and the article does provide information and perhaps encourage interest in people going down and seeing the exhibit. You know, encouraging public interest and participation? Not a bad thing.

[Reply](#) · [Like](#) · [2](#) · February 16, 2013 at 3:08pm



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[Annette Sanchez Baesel](#) · [University of California, Irvine](#)

And, the "tiara" structure is referred to as a lens canopy by the architect. And in some places it appears to function as a canopy (but not everywhere).

[Reply](#) · [Like](#) · [2](#) · February 16, 2013 at 3:10pm



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[Brian Fisher](#) · Top Commenter · [University of South Florida](#)

the approach to the pier is "crumbling"? Add that to list including every other road in st pete. What a waste.

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[Tom Scherberger](#) · [Follow](#) · [Director of Media and Public Relations](#) at [Eckerd College](#)

Thanks for the discussion. This story was not intended as a detailed report on the history of the Pier proposal. The display was put up at the University Student Center to allow the public to see the city's plans. It is there to stimulate discussion, as is this forum.

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• [John Rose](#) · Top Commenter

This article is not only inaccurate but misleading. The \$50 million was "allocated" to refurbish the existing attraction by the Baker Administration in 2005. The money was not generated by past growth in the downtown tax base, rather it is borrowed debt (with interest) that the taxpayers will have to repay, using future taxes collected from within the TIF district, matched at 50% by the county (taxpayers). The Stop the Lens petition drive is over half way to their goal, which will legally force the City Council to either cancel the Lens contract with the architects or put it to referendum to let the citizens do it for them. And kill it we will, with upwards of 70% of residents consistently polled opposing the Lens. (stpetepolls.com) As a respected University, I urge you to report facts instead of propaganda.

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• [Chris Lovett](#) · Top Commenter

How unfortunate that in a cradle for education, this is allowed with so many lies involved. Not to mention voter suppression. I've lost my respect for you, USF.

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• [James Michael McCracken](#) · [Follow](#) · Top Commenter · [Art Director](#) at [Hiding Wolf Gallery](#) · 262 followers

Great article. So sad to see so many bitter commenters maybe they will find a new place to congregate. They have been blocked on other pages. These people do not represent the majority of the citizens of Saint Petersburg.

[Reply](#) · [Like](#) · [Follow Post](#) · [February 17, 2013 at 7:49am](#)



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[Nicolas Weathersbee](#) · Top Commenter

Funny, the responses don't seem bitter at all, but addressing the lack of unbiased reporting, and obvious omissions from the article. You mention "they have been blocked on other pages"...you mean the one page don't you? Singular? When poll after poll shows 70% or more are not in favor of the lens, it's a good bet that the majority of residents are against the lens.

[Reply](#) · [Like](#) · February 18, 2013 at 8:51am



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[James Michael McCracken](#) · [Follow](#) · Top Commenter · [Art Director](#) at [Hiding Wolf Gallery](#) · 262 followers

They are bitter, and Nicolas I would have hoped you would worked your way into the new retail area of the hub, like Columbia Restaurant did, but I guess with such a fervent opposition to save something that cannot be saved, it would be more pride than you can swallow now. Those 70% want many different things most of which are impossible. Your group is responsible for making people even to this day believe the current pier can be saved. Sad story really.

[Reply](#) · [Like](#) · February 21, 2013 at 5:25pm



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[Nicolas Weathersbee](#) · Top Commenter

There are 1000 year old bridges and dikes that are refurbished. It certainly could be done if we had another administration in charge. And that administration is coming. You



can't slap 30,000 registered voters in the face, and expect to remain in office. I know all these people, and no one is bitter, we simply have a different opinion than you. I grow organic food, and have a thriving garden that feeds me, and I teach people to grow food at home, organically, and non gmo...I mediate, and care for a disabled animal for 13 years...does that sound like a bitter person to you? I'm also an artist, sculpting, painting, illustration, book binding, pottery(i have a raku kiln i need to bust out)...I grow flowers, and help people. I'm not bitter James, I love life, I simply have a different outlook than you, that's all. I send people to Gulfport to shop all the time, some have probably shopped at your outlet. Have a nice day.

[Reply](#) · [Like](#) · February 22, 2013 at 12:14pm



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[Nicolas Weathersbee](#) · Top Commenter

James, working my way into the hub would make me a sellout.

[Reply](#) · [Like](#) · February 22, 2013 at 12:52pm



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Mr Nicolas sometimes you have to think of your future generations like the Gonzmart family did after doing an independent study of the condition of the pier.

[Reply](#) · [Like](#) · March 3, 2013 at 10:17am