

The Pier District Design Concepts and Goals

Variety of experiences and options: Throughout the park visitors of all ages will enjoy a range of experiences: encounters with nature, inspiring water views and the city skyline, art, information about the marine environment, shaded walking paths, convenient tram rides to the pier head, kayak-canoe launch, recreation, fishing, concerts and events, air conditioned space for private and community events, food and relaxation.

Pedestrian oriented: Free trams will originate at the entrance north of the Entrance Plaza. Drivers will be able to park their vehicles about a third of the way in, and then transfer to free trams to continue. Multiple paths will offer options for pedestrians and bicyclists to explore the Pier District in various ways.

Character, Look and Feel: In a draft document for a brand strategy for the new Pier, the characteristics of the amenity are listed as:

Vibrant *Discovery* *Evolving* *Urban Hip* *Iconic*
Historic *Independent* *Sensory* *Contemporary*

Its personality is described as:

Youthful *Open* *Agile* *Spirited* *Alluring* *Fun*
Purposeful *Cultured* *Inspiring* *Vibrant*

The Pier Site – over land and water

The entire Pier District is a quarter mile, linear, pedestrian-oriented space that begins on the edge of the city’s bayfront, proceeds east over a land-based section that extends into the bay known as the uplands, continues over water and ends at the Pier Head. Locally the “Pier” often refers to the structure at the end of the quarter mile path and the entire route from mainland to Pier is known as the “Pier Approach”.

At its uplands entrance on North Shore Drive, the Pier District borders St Petersburg’s [Straub Park](#), part of the city’s seven-mile continuous bayfront park system. The [Museum of Fine Arts](#) is across the street facing Shore Drive. The [St. Petersburg Museum of History](#) is situated at the beginning of the uplands section of the approach on the north edge.

Enjoyment of the waterfront is important to residents and visitors and a point of pride for the city. The entire Pier District will expand the opportunities for the community to gather and enjoy their waterfront and downtown.

The Pier has also been an important tourism attraction in all its previous forms. The new Pier and Approach will also be a new, contemporary centerpiece experience for visitors as well as locals who want to enjoy the waterfront, watch for dolphins and manatees, feed pelicans, walk, bike, dine and play.

St. Petersburg hosts over one hundred events annually in the bayfront Vinoy and Straub Parks including rock concerts, blues festivals, marathons, parades, fireworks, free symphony concerts, art festivals, Christmas tree lighting, First Night and much more. The Pier will be included in many of these community celebrations as well as many new programs planned specifically for its multiple communal spaces.

To learn more about the new St. Petersburg Pier, visit <http://www.newstpetepier.com>