

Tampa Bay Rays New Ballpark Site Evaluation Process Document

Guiding Vision

Twenty-four years ago, Camden Yards opened as home of the Baltimore Orioles, and ushered in a new era of ballpark design and construction. The key design principles that guided this iconic project a generation ago still apply – integration, innovation and impact. These principles are carried across the realms of architectural design, community place-making and fan engagement. However, much has changed since Camden Yards opened in 1992. Fans interact with the game differently, interact with each other differently and even think differently. Technology continues to change the way fans consume the game – it has gotten smaller, easier, faster and more universal. There has been an evolution from spectator culture to participant culture. The in-ballpark consumer expects an interconnected, one-of-a-kind experience in a truly authentic setting, and the traditional ballpark model should be adapted for the evolving fan.

To be economically sustainable, maximize public use and be a true community asset, we should have a flexible, accommodating and accessible ballpark, all while providing a superior fan experience. We will be stewards of the public's investment and be responsible with our own resources. The public and the Rays expect a return on their investments. The days of giant stadia with deep, vast seating sections, huge upper decks, one-size-fits-all premium areas and full-service restaurants are coming to a close. To be successful, we need to have a collection of intimate neighborhoods within the ballpark that cater to each fan segment and create a home venue that provides a competitive advantage for the Rays. Right-sizing the ballpark to maximize the fan experience is critical.

One thing that has not changed is the game of baseball. Baseball remains a timeless tradition. Our job is to push the limits of ballpark design, reimagine what it is like to experience a live baseball game and repackage it for generations to come. We will build an authentic, fan-forward, flexible, smart and sustainable ballpark that will be the pride of Tampa Bay and the home of champions.

Evaluation Process

Step 1 Analyze strengths and weaknesses of regional business centers in Pinellas and Hillsborough Counties including the municipalities of St. Petersburg and Tampa.

Step 2 Identify and evaluate sites against the following criteria:

- **Catalyst for Development** – Create an authentic sense of place surrounding the facility and develop a come early-stay late culture around home games. The site and the surrounding area should offer, now or the ability to develop in the future, a wide range of entertainment, dining and retail amenities that create a unique identity for the team and positively impact the game day experience for fans.
- **Local Authenticity** – The architecture, views, amenities and overall identity of the ballpark and surrounding area should represent what is best about the Tampa Bay region. Local flavor and cutting edge design should intersect at the new ballpark. It should be a celebration of Tampa Bay and include iconic elements that positively impact the ballpark brand, the brand of the team and the image of the region. It should honor the rich history of baseball in Tampa Bay and be known as an accessible community asset. It should be the pride of the region and the envy of baseball.
- **Regional Connectivity** – The site of the Rays new ballpark should maximize connectivity to the region's existing and growing population centers and business districts. Proximity to existing and potential future mass transit opportunities is also important.
- **Site Accessibility** – The site should be easily accessible from the local and regional roadway network. Sufficient parking infrastructure, existing or proposed, to serve a majority of the ballpark attendees should be within walking distance.
- **Size and Geometry** – The site should be approximately 20 acres in size and support the geometry necessary to accommodate a professional baseball playing surface.
- **Financial Feasibility and Development Readiness** – The ability to structure a public-private partnership that would support the construction of the Rays next generation ballpark is critical. The site should also have few impediments for timely development.

Step 3 Determine if there is a site that meets the above criteria.