

An aerial photograph of the Tampa skyline at sunset. The sky is filled with orange and pink clouds. In the foreground, a river flows on the left, and a multi-lane highway runs horizontally. To the right of the highway is a large parking lot filled with cars. The city skyline is composed of several tall buildings. A prominent modern building with a curved, glass facade and many lit windows is in the center-right. To its right is a building with 'USF HEALTH' signage. In the center, a large building with a curved roof is visible. In the foreground, a building with 'TAMPA BAY HISTORY CENTER' signage is visible. The text 'WATER STREET TAMPA' is overlaid in large, white, sans-serif capital letters across the center of the image.

# WATER STREET TAMPA

STRATEGIC PROPERTY  
PARTNERS





# Welcome to Water Street Tampa.

*This is more than the newest downtown city  
development - it's the ultimate balanced  
urban experience.*

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People, productivity and wellness come into perfect alignment with vibrant retail, inspiring living options and an enriching outdoor cityscape. Water Street Tampa brings together the essential elements of a thriving community — all in a beautifully interconnected space with the human experience at the center. Here, every detail is designed to change the way we experience city living. This is a destination for art, culture, shopping and entertainment.



# A Dynamic, Mixed-Use Neighborhood

**9 Million** *square feet*

of new commercial, residential, hospitality, retail, cultural, entertainment and educational uses

**56 acres**

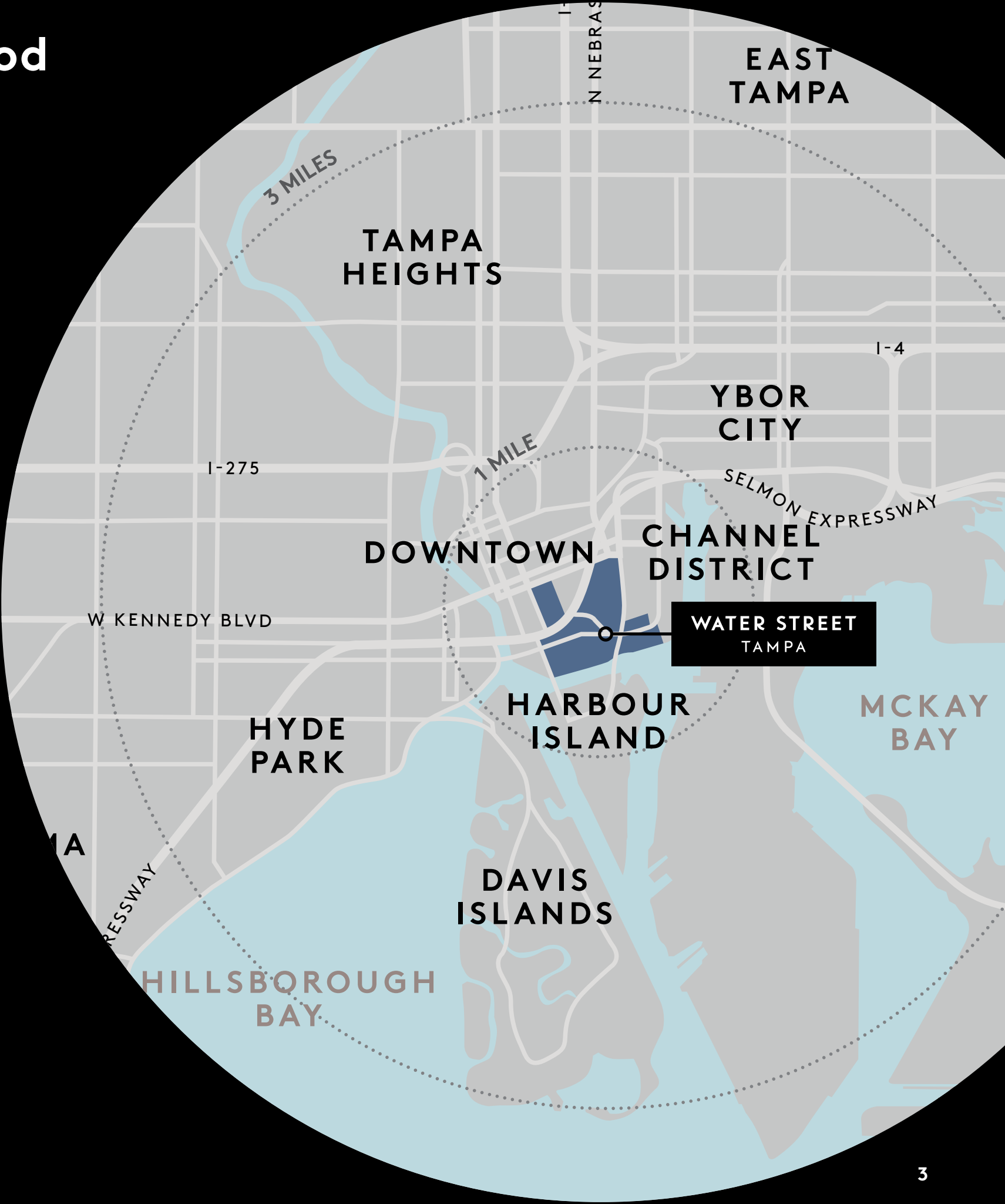
of contiguous land

**\$4+ Billion**

in total investment

**5.7 Million**

annual visitors



# Tampa Stats



## Net Migration Trends Towards Tampa

Domestic migration patterns within the United States have shifted dramatically since the onset of the pandemic in early 2020. While some regions in the U.S. are experiencing an unprecedented exodus as a result, others like Florida expect to see explosive growth continue for years to come. In 2022, Florida had the fastest-growing population in the country - the first time the state has taken the top spot since 1957, according to the U.S. Census Bureau.

State analysts estimate that Florida’s population will increase by more than 303,000 residents annually for a total of 23.1 million people by April 2025. With approximately 1,000 people anticipated to move to the state every day, cities like Tampa are poised to see significant population growth. Tampa, which ranks #1 in the nation among the largest net migration, continues to be one of the best cities to move to.

## Downtown Tampa to Double in Population

Tampa’s downtown revitalization over the past decade has brought world-class amenities and opportunities to the city’s residents, resulting in approximately 5.7 million annual visitors in 2022, an increase of one million annual visitors

since 2021. By 2024, the Tampa Downtown Partnership forecasts the downtown population will double - largely due to highly anticipated developments like Water Street Tampa.

**3rd** best city to move to  
According to Redfin, Tampa is one of the top 3 cities in the U.S. to move to

U.S. Census ranks Hillsborough County  
**#4** by employment growth

WalletHub ranked Tampa  
**#4** Best Large City to Start a Business in 2023

CIO ranked Tampa  
**#7** fastest growing U.S. tech hub for IT talent in 2022



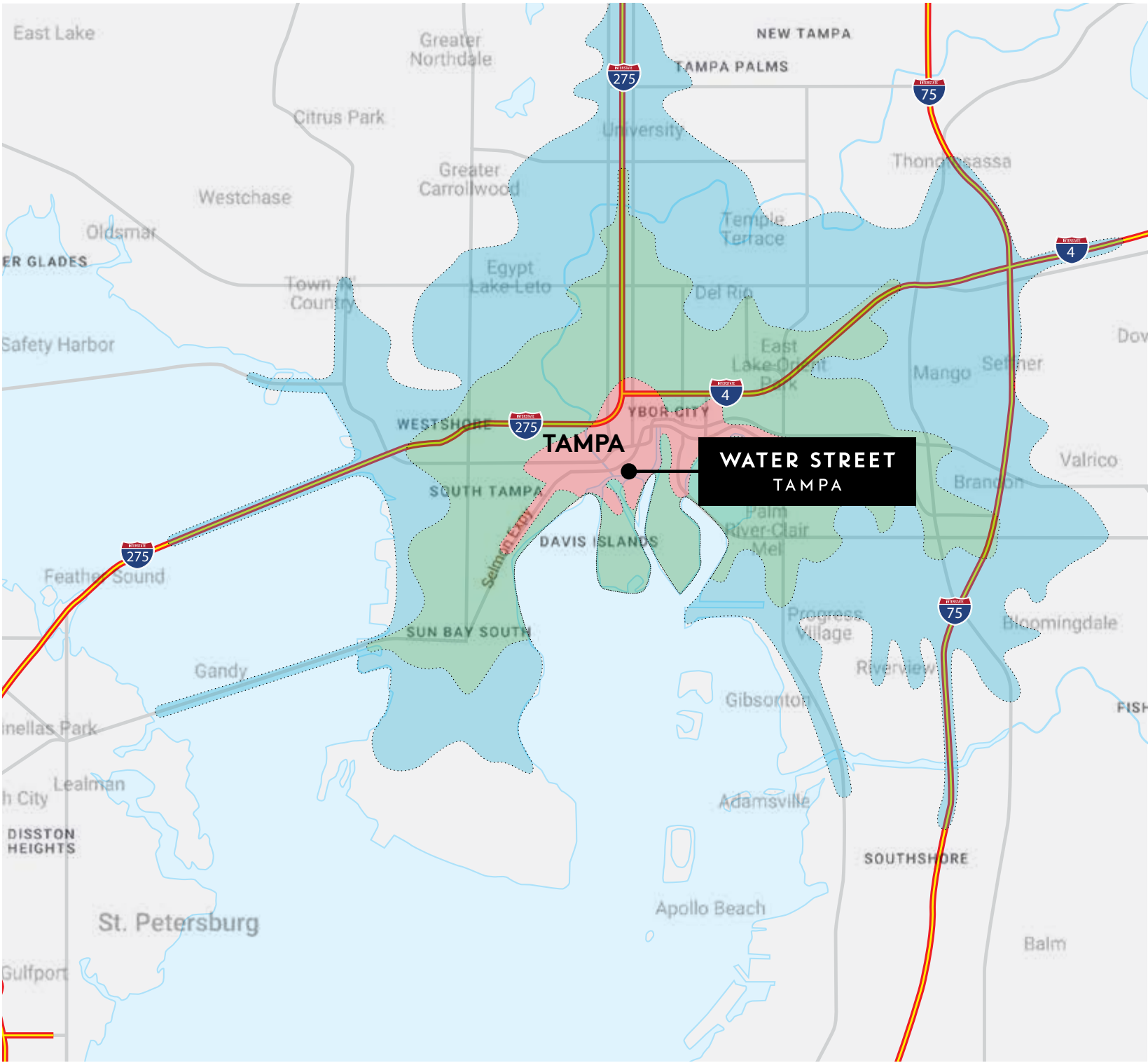
Time magazine named Tampa as one of the

# World's Greatest Places in 2023



# Your Customer

Comprised of a 15 minute-drive radius from Water Street Tampa, the Primary Customer Area is as dynamic as it is discerning. New development will spur growth over the next decade, making the market ever more energized, ever more affluent, ever more compelling.



## Water Street Tampa



Residences  
**1,500**



Median Age  
**34**



Avg HH Income  
**\$355,071**

## 5 Min Drive



Population  
**31,093**



Median Age  
**32**



Avg HH Income  
**\$120,725**



Households  
**15,464**

## 10 Min Drive



Population  
**165,460**



Median Age  
**38**



Avg HH Income  
**\$110,044**



Households  
**71,914**

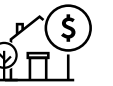
## 15 Min Drive



Population  
**406,991**



Median Age  
**37**



Avg HH Income  
**\$93,241**



Households  
**170,056**

5 Min Drive 10 Min Drive 15 Min Drive

\*2021 Colliers Demo Report (Esri 2022)





# Ultimate Walkable Community

With shopping, dining and recreation all in close proximity, Water Street Tampa creates the ultimate walkable community for locals and visitors alike.



Water Street Tampa has been shaped around people, not cars, to create a place of urban discovery and offers an impressive walk score of 92.

Whether returning home to one of the local residences, taking a coffee break from the office or visiting for a weekend activity, high walkability provides a more seamless lifestyle. Water Street Tampa offers the opportunity to easily meet friends outside, take a meeting in a local restaurant or enjoy a group event at Amalie Arena.



45-foot sidewalks that are lined with shops, restaurants and other active uses, making the pedestrian experience continuously interesting.



Art installations and fountains that are treated like integral pieces to imbue character and define a sense of place.



Zoned sidewalks for activities like outdoor dining, walking and lushly planted stretches of trees and plants.



Generous use of canopies, water and trees to help keep pedestrians cool.



# Water Street Tampa - Expected Buildout

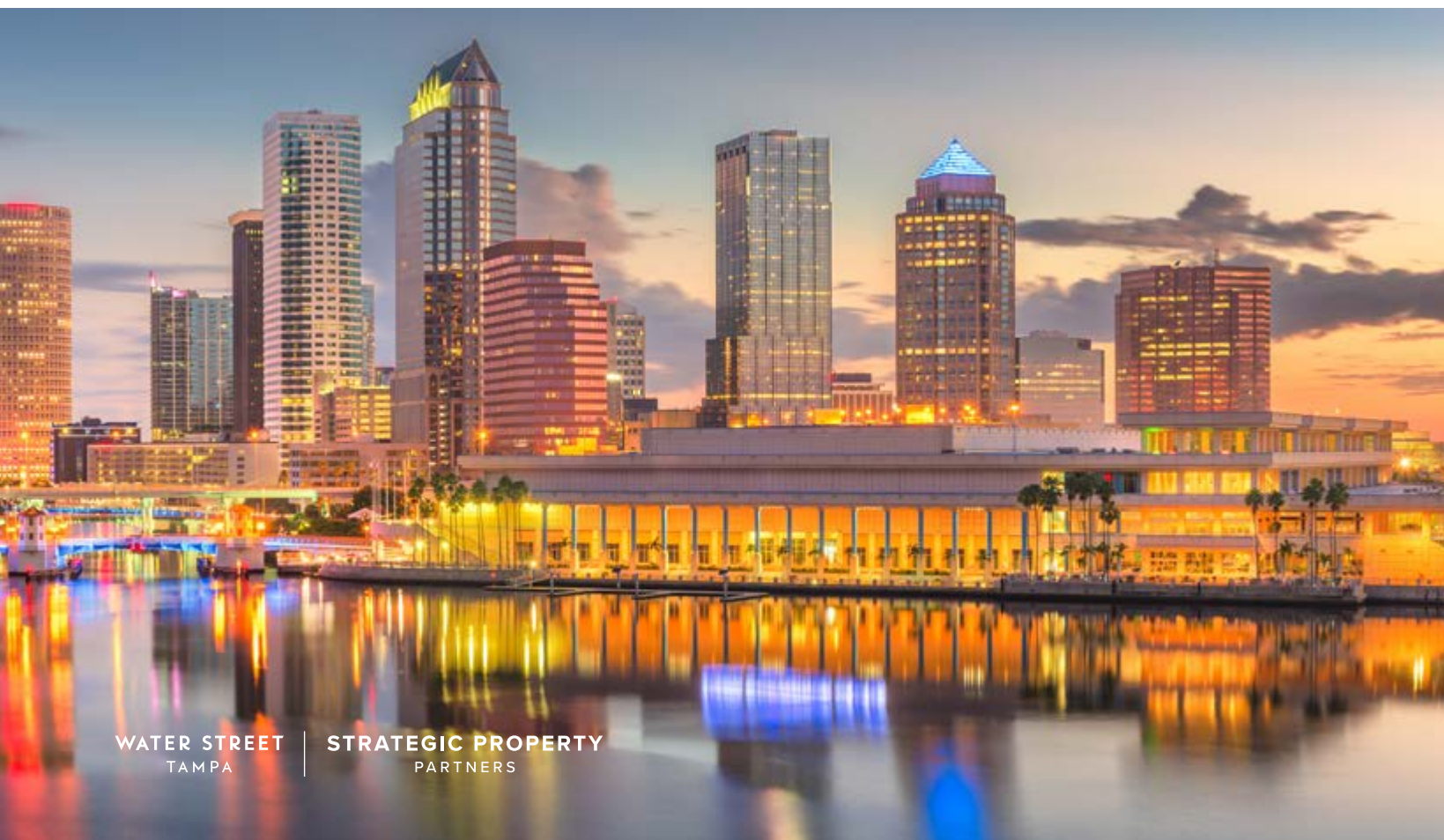


Retail/Entertainment: 600,000 Square Feet | Office: 2.0 Million Square Feet\* | Hotel: 1,690 Rooms | Residential: 3,200\* Units

Office | Retail | Residential | Education/Innovation | Hotel | Highway

\* Includes future phases





# Water Street Tampa Arts & Entertainment Annual Visitorship

Annual Visitors

**5,755,000+**

Tampa Convention Center

**280,000**

Amalie Arena

**2,000,000**

Tampa Bay History Center

**150,000**

Port Tampa Bay

**1,200,000**

The Florida Aquarium

**925,000**

The Tampa Riverwalk

**1,200,000**

TECO Line Streetcar Riders: 1.8 Million





# A Vibrant Street Level Experience

Water Street Tampa has welcomed nearly 50 retailers to the neighborhood. And this is just the beginning.



**jeni's**  
SPLENDID ICE CREAMS



**DWELL** HOME FURNISHINGS  
& INTERIOR DESIGN



**GreenWise**  
MARKET



**CAVA**



**The PEARL**  
RESTAURANT • TAPAS • OYSTERS MOJO

Cameron Mitchell Restaurant



**MiniLuxe**

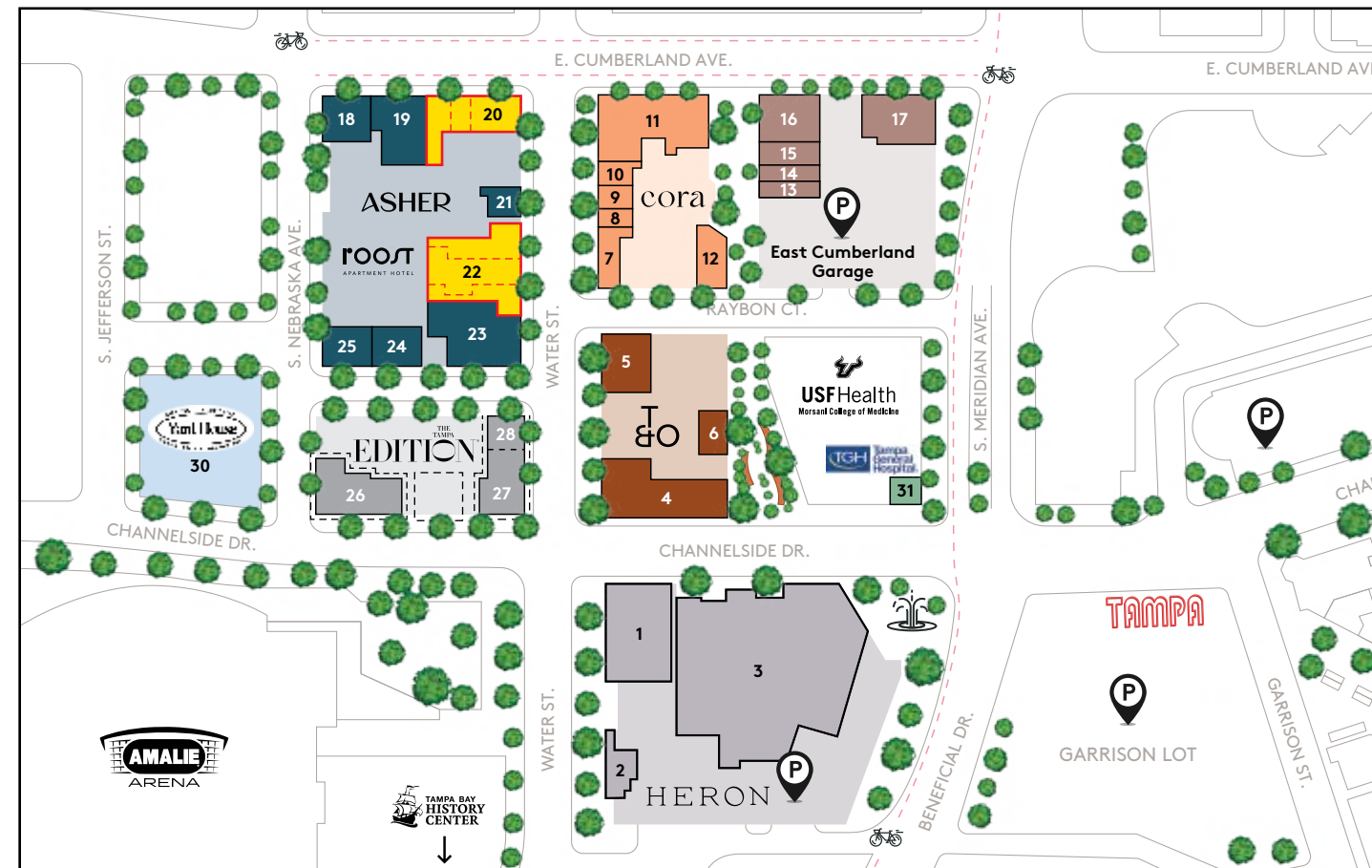


**Orangetheory**  
FITNESS





# Merchandising Overview



**Heron**

- 1 The Pearl
- 2 3 Corners
- 3 Greenwise Market

**Thousand & One**

- 4 Boulon Brasserie
- 5 CAVA
- 6 Naked Farmer

**Cora**

- 7 Small Giant
- 8 Wine on Water
- 9 Yura Vine Brothers

**Asher**

- 10 Chill Bros
- 11 Predalina
- 12 Toastique

**E. Cumberland Garage**

- 13 Retail Concept
- 14 Sip & Dry
- 15 MiniLuxe

**The Tampa EDITION**

- 26 Lilac
- 27-28 Market
- 29 Azure (9th Floor)

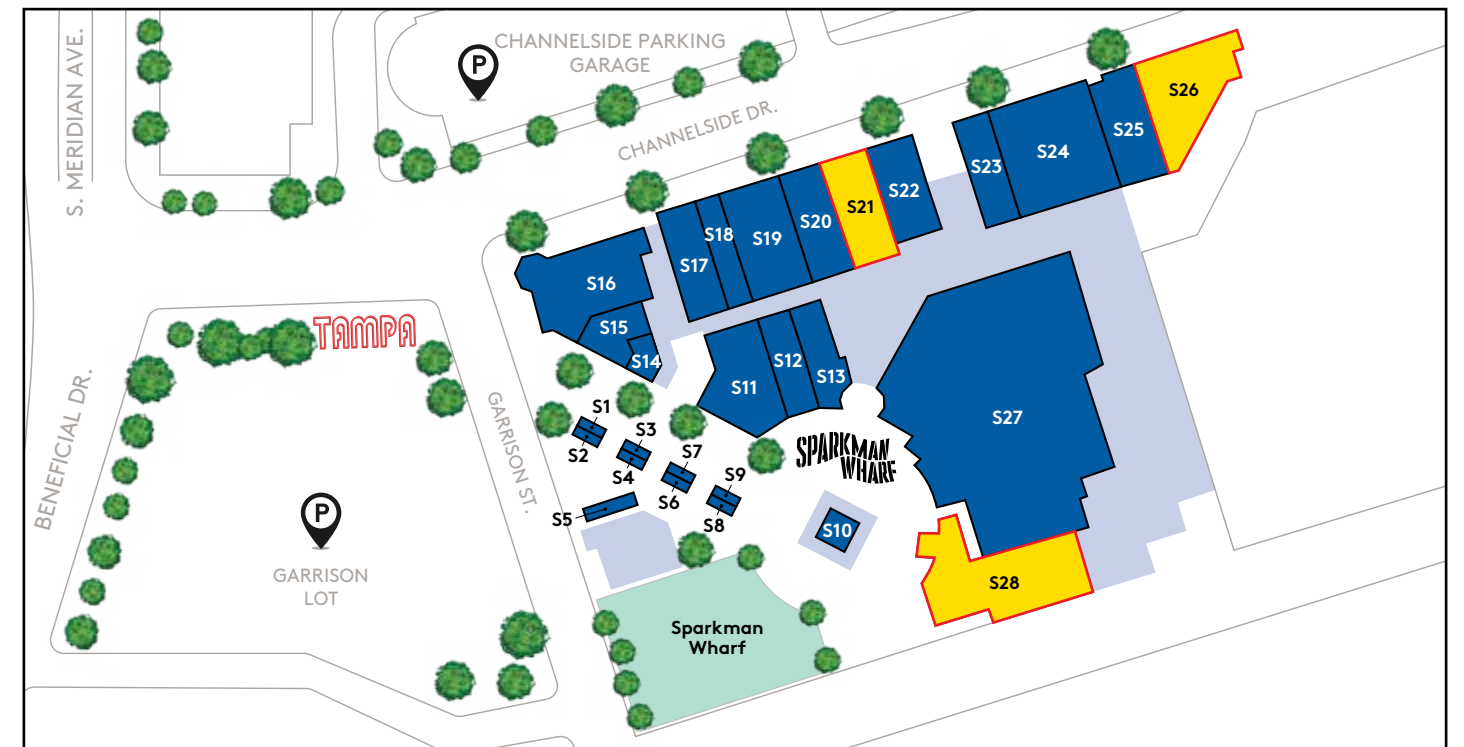
**USF Health**

- 30 Yard House
- 31 TGH Urgent Care

**Asher**

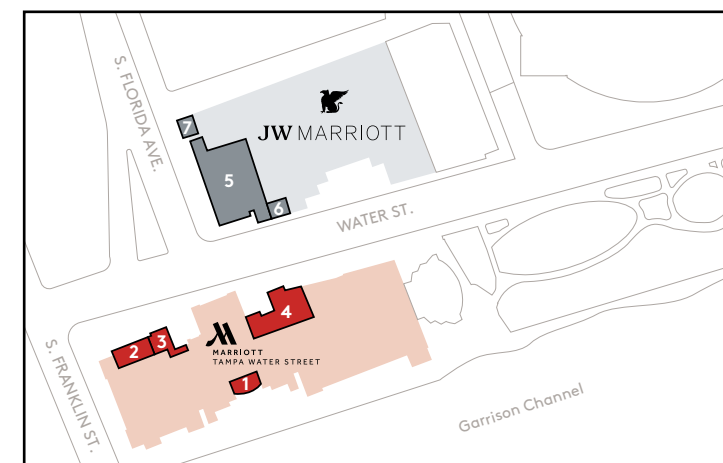
- 18 Synovus Bank
- 19 Retail Concept
- 20 Retail Concept
- 21 Coffee Shop Concept
- 22 Dwell Home Market
- 23 Wagamama
- 24 Cocktail Bar Concept
- 25 Ash

 Food & Beverage
  Retail & Services
  Fitness
  Office
  Entertainment & Events
  Available Spaces for Lease



## Sparkman Wharf


S1	Guava Grill	S8	Gallito Taqueria	S15	BurgerFi	S22	Shortwave Coffee
S2	Fit Bowl Co.	S9	JoDog	S16	Jotoro	S23	Retail Concept
S3	Half Moon	S10	LightHaus Beer Garden	S17	Noble Rice	S24	CoinFlip
S4	Lunch Lady	S11	Battery	S18	The Covey	S25	Coldwell Banker
S5	Swigamajig	S12	Hampton Chocolate Factory	S19	F45 Training	S26	Retail Concept
S6	Dang Dude	S13	Joyful Notion	S20	BodyRok Pilates	S27	Splitsville
S7	Jeni's Ice Cream	S14	The Modern Paws	S21	Fitness Concept	S28	Future Event Space



**Tampa Marriott Water Street**

- 1 Anchor & Brine 
- 2 Bright Ice 
- 3 Starbucks 
- 4 Lona 

## JW Marriott Tampa

- 5 Driftlight 
- 6 Six 
- 7 Turntable 

 Food & Beverage
  Retail & Services
  Fitness
  Office
  Entertainment & Events
  Available Spaces for Lease



# Water Street Tampa Retailer Highlights



**BOULON**  
BRASSERIE

Located at:  
1001 Water St.

Boulon Brasserie, a French Bistro by Next Level Brands, includes a restaurant, café and full bar, with a menu highlighted by fresh-caught seafood and modern interpretations of classic French pastries.



**Orangetheory**  
FITNESS

Located at:  
1045 E Cumberland Ave.

Orangetheory is a heart-rate based HIIT total-body group workout that combines science, coaching and technology to guarantee maximum results from the inside out. It's designed to charge your metabolism for MORE caloric after-burn, more results, and more confidence, all to deliver you more life. Orangetheory is more than a gym because the work you do here in the studio will make all the difference out there in your world.

**lilac**

Located at:  
500 Channelside Dr.

Lilac is a Michelin Star modern Mediterranean restaurant helmed by Michelin-starred chef, John Fraser. Open from Tuesday through Saturday, the dining room's walnut flooring and the warm glow from the pendant globes create an elevated, convivial space focused around an eight-seat Christian Liaigre chef's counter in sandblasted walnut and a lively open kitchen. Lilac's four-course prix fixe dinner menu celebrates the chef's vegetable-forward philosophy using fresh, seasonal, and locally sourced ingredients.



**PREDALINA**

Located at:  
500 Channelside Dr.

Predalina, by Tampa-based hospitality company Oxford Commons, brings their latest concept to Water Street Tampa. Inspired by the coastal heritage of Predeliana Oliveira, Predalina offers the best of Mediterranean seafood and much more. Enjoy delicious meals and unforgettable drinks any day of the week – brunch, lunch and dinner.

With a dining room, two patios, and an expansive bar, Predalina provides a full-service dining experience. It's the place for creating memorable moments.



  
**Toastique**

Located at:  
1011 E Cumberland Ave.

Toastique is a boutique gourmet toast and juice bar offering a fresh, chic, rustic experience that perfectly transitions from early on-the-go breakfast to corporate lunch to post sweat session fuel up. Toastique offers fresh, seasonal and responsibly sourced products and a feel-good atmosphere all day long.



**MiniLuxe**

Located at:  
1045 E Cumberland Ave.

MiniLuxe is a socially-responsible lifestyle brand and talent empowerment platform for the nail and waxing industry. For over a decade, MiniLuxe has been setting industry standards for health, hygiene, and fair labour practices in its efforts to transform the most used, but highly under-regulated nail care industry. MiniLuxe looks to become one of the largest inclusionary educators and employers of vocational women workers by empowering Asian-American, Asian-Canadian, and other diverse members on its talent empowerment platform.



# Water Street Tampa Retailer Highlights



Located at:  
815 Water St.

Cameron Mitchell Restaurants, the company that runs Ocean Prime, introduced The Pearl next to Publix GreenWise Market at Heron. The Pearl serves craft beer, drinks and sharable, artisanal tavern fare in addition to a selection of seasonal oysters, clams and shrimp-boil fare.



Located at:  
815 Water St.

Publix GreenWise Market conveniently located on the street-level at Heron, grants easy access to a variety of organic, natural and speciality groceries, and meals. GreenWise Market also provides Kombucha on tap,, açai bowls, craft beer, wine, and more at Pours. You can get cozy and stay for awhile with a coffee, or take your beverage to-go.



Located at:  
1050 Water St.

Wagamama been practicing Kaizen, meaning ‘good change’ since 1992,when they opened their first doors in London’s Bloomsbury. Inspired by fast-paced, Japanese ramen bars and a celebration of Asian food, Wagamama burst into life. They set out to create a unique way of eating and bringing the fresh, nourishing, flavors of Asia to all.



Located at:  
615 Channelside Dr.

Jeni’s Splendid Ice Creams is created by none-other than Jeni, herself. Jeni and her team believe in bringing people together through really great ice cream. The ice cream has a uniquely smooth texture and buttercream body that makes you come back for more.





## Retailer Highlight:

# DWELL

Dwell Home Market is a locally owned retail concept that aims to improve the furniture shopping experience. The pop-up showroom in Water Street Tampa provides a constantly evolving collection of modern, global, and casual furniture and décor sourced from around the world.

In addition to on trend pieces at the right price point, guests can enjoy a bar with complimentary drinks, a no pressure sales environment, and in-stock inventory. Trained interior stylists can find you the perfect throw pillow, design your entire home... or just pour you some wine and leave you to it. Dwell makes furniture shopping fun and easy.

**Located at: 1050 Water Street**







## Culinary Highlight: Chef Ferrel Alvarez

The award-winning Chef and restaurateur, along with his dedicated team, have nabbed a Michelin Bib Gourmand Award, a James Beard nomination, and have established six concepts and seven restaurants in the Tampa Bay area in just nine short years. Put simply, Alvarez stays moving.

### It's been a long road to reach the top of Tampa's culinary mountain.

Alvarez got his start in the culinary world at 15 years-old, washing dishes and prepping vegetables at a catering company. A chef there spotted a drive and talent in him that he helped cultivate, seeing more in Alvarez—a self-described “knucklehead doing knucklehead things” at the time—than he could see in himself.

“I had no idea what that meant,” Alvarez says of the significant chance encounter that would color the rest of his life. We're in The Tampa EDITION's inspired chartreuse and slat-wood-paneled lounge, speaking over the soft 50s doo-wop that greets all who enter. “That was the beginning of my future without me knowing it then.”

Another push came, unwittingly, from Alvarez's high school accounting teacher, who encouraged him to try his hand at a pilot program, a school-to-work internship. Alvarez proceeded to complete the 450 hours of volunteer work at a local hotel, moving through each position: front desk, housekeeping, forecasting with the GM, kitchen work, maintenance, and everything in between.

“I think it twas meant to scare me away and put me through college,” he says with a laugh. “But it totally intrigued me. I was all in.”

This was 1994, when the restaurant industry and life therein were much different than today.

“Before Food Network, before Emeril, before Bourdain,” he says.

Food service, and cooking writ large, in other words, were absent any kind of glamour back then. So maligned was the industry, in fact, Alvarez says his father, a now-retired physician, was

**“I think it twas meant to scare me away and put me through college,” he says with a laugh. “But it totally intrigued me. I was all in.”**

taken aback when his son told him he'd chosen the profession.

That hunger and drive eventually led to Alvarez opening his own spot, the renowned and award-winning Rooster and the Till, which he opened in 2013 with a hope, a prayer, and some borrowed money from friends and early believers. There was no indication then that this “1200 square feet of a white box in Seminole Heights,” as he describes it, would turn into the empire Alvarez oversees today. Especially given, initially, he and his staff had “no idea what we were doing.”

Beyond that: the space had no floor drains, no grease traps, no hood system, no gas. Alvarez and Brian Lampe (a cook he met at Mise who is now exec at Rooster), built most of the restaurant with their hands and the help of one contractor. They found abandoned fencing around the neighborhood, brought it in, and sat on buckets for two weeks, pulling out nails to make a reclaimed wood wall. They found affordable chicken feeder lights on Etsy, and hung them with Edison bulbs before Edison bulbs were ubiquitous. They even found an after-hours joint on Craigslist that had just gone out of business, and carted its bar over in a rented U-Haul. They then bought some cheap used chairs and barstools, sanded them down and painted them black.

**Rooster and the Till**  
6500 N Florida Ave, Tampa, FL

**Nebraska Mini Mart**  
815 N Nebraska Ave, Tampa, FL

**Gallito Taqueria**  
640 East Main Street, Lakeland, FL

**Dang Dude, Lunch Lady, Gallito Tacqueria**  
Sparkman Wharf







# Unique Urban Energy





WATER STREET TAMPA | STRATEGIC PROPERTY PARTNERS

## Unique Urban Energy

### Arts in Motion

An annual event, a series of experiential pop-up art installations located along Water Street Tampa.

### Be Well

Nourish Yourself @ Water Street Tampa

Each month Water Street Tampa offers complimentary outdoor wellness classes, that allow our neighbors and friends to spend an hour embracing movement and postures.



A seasonal series, which is free to the community, allows guests to enjoy immersive experiences featuring local businesses and live entertainment.

### Neighborhood Spotlight

Each month, the neighborhood partners with a local bar, restaurant or shop to present an evening of specials, giveaways, samplings and fun entertainment.



**The Lifestyle of Water Street Tampa**  
[CLICK TO VIEW](#)



**Water Street Tampa Phase 1 Completion**  
[CLICK TO VIEW](#)



**A Weekend in Water Street Tampa**  
[CLICK TO VIEW](#)



Unique Urban Energy:

# The MARKET

AT  
WATER STREET  
TAMPA

Sundays start fresh with The Market at Water Street Tampa. Every third Sunday of every month, visitors and neighbors can shop 60+ local food and wellness-focused vendors with an array of fresh, local, homemade, handcrafted, fair-trade, vintage or eco-friendly products.



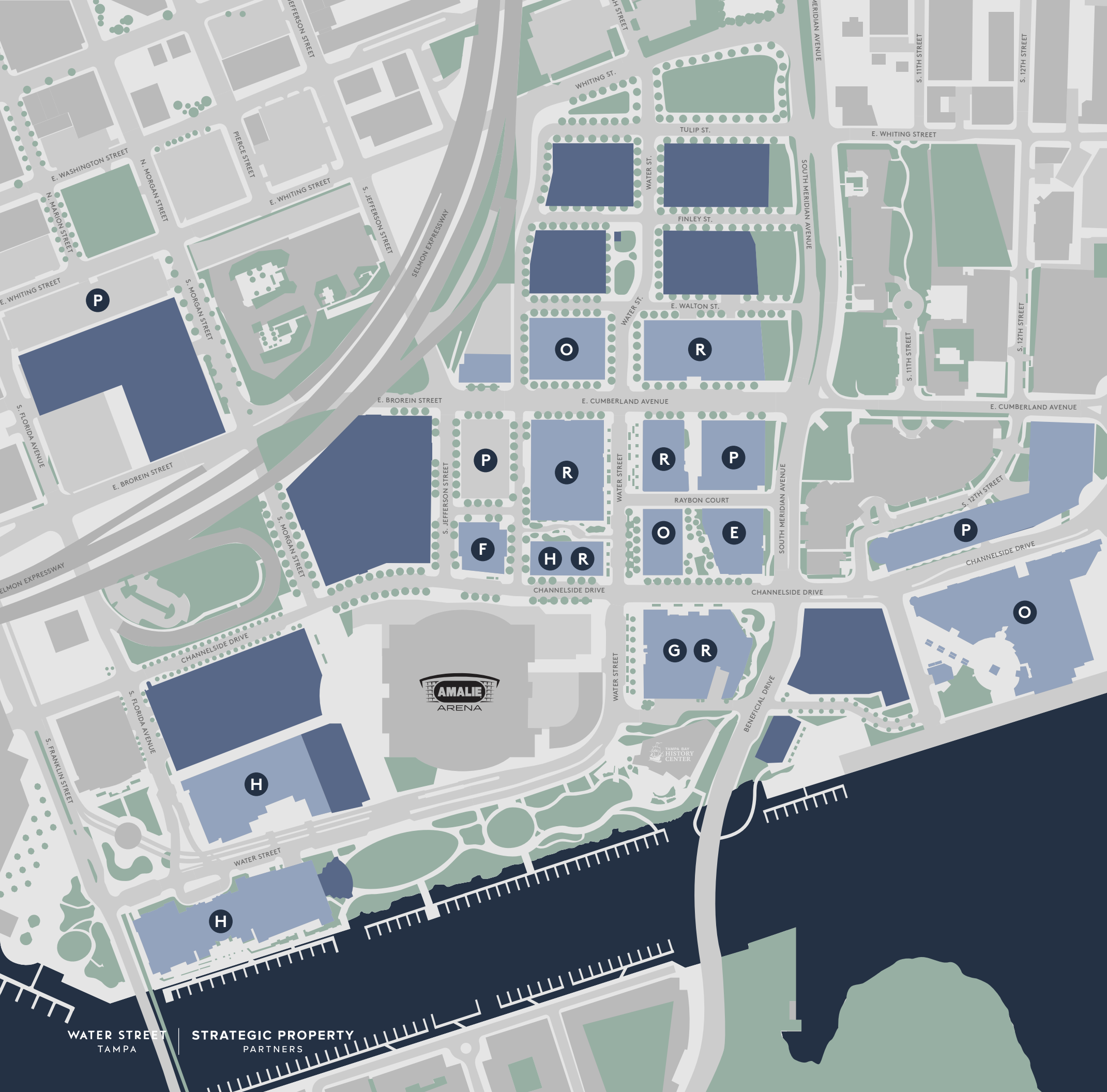
60+ local vendors

3,000+ visitors each month

Over 200% increase  
in sales for Water Street Tampa retailers during event







# Water Street Tampa Master Plan

## Phase 1

Office	600,000 SF
Residential	1,342 Units
Hotel	1,515 Rooms
Retail	200,000 SF

## Full Build-out

Office	2.0 Million SF
Residential	3,525 Units
Hotel	1,900 Rooms
Retail / Entertainment	1.0 Million SF

■ Future Phases

- O Office
- R Residential
- P Parking
- H Hotel
- E Education
- G Grocery
- F Food & Beverage





"The Wanderer" by Mwanel Pierre-Louis



"Tampa Arcs" by Jim Campbell



"Love Letters"



"Mangrove Fountain" on Water Street

## Arts & Culture

Water Street Tampa is a welcoming community with diverse experiences for everyone to enjoy, and art is an important piece of the neighborhood. Perception of art intensifies and clarifies life experiences, contributing to a sense of place. These public artworks help to celebrate the incredible city of Tampa and the cultural values of Water Street Tampa: inclusivity, resiliency, connectivity and well-being.



"Peace and Love" by Adam Fujita



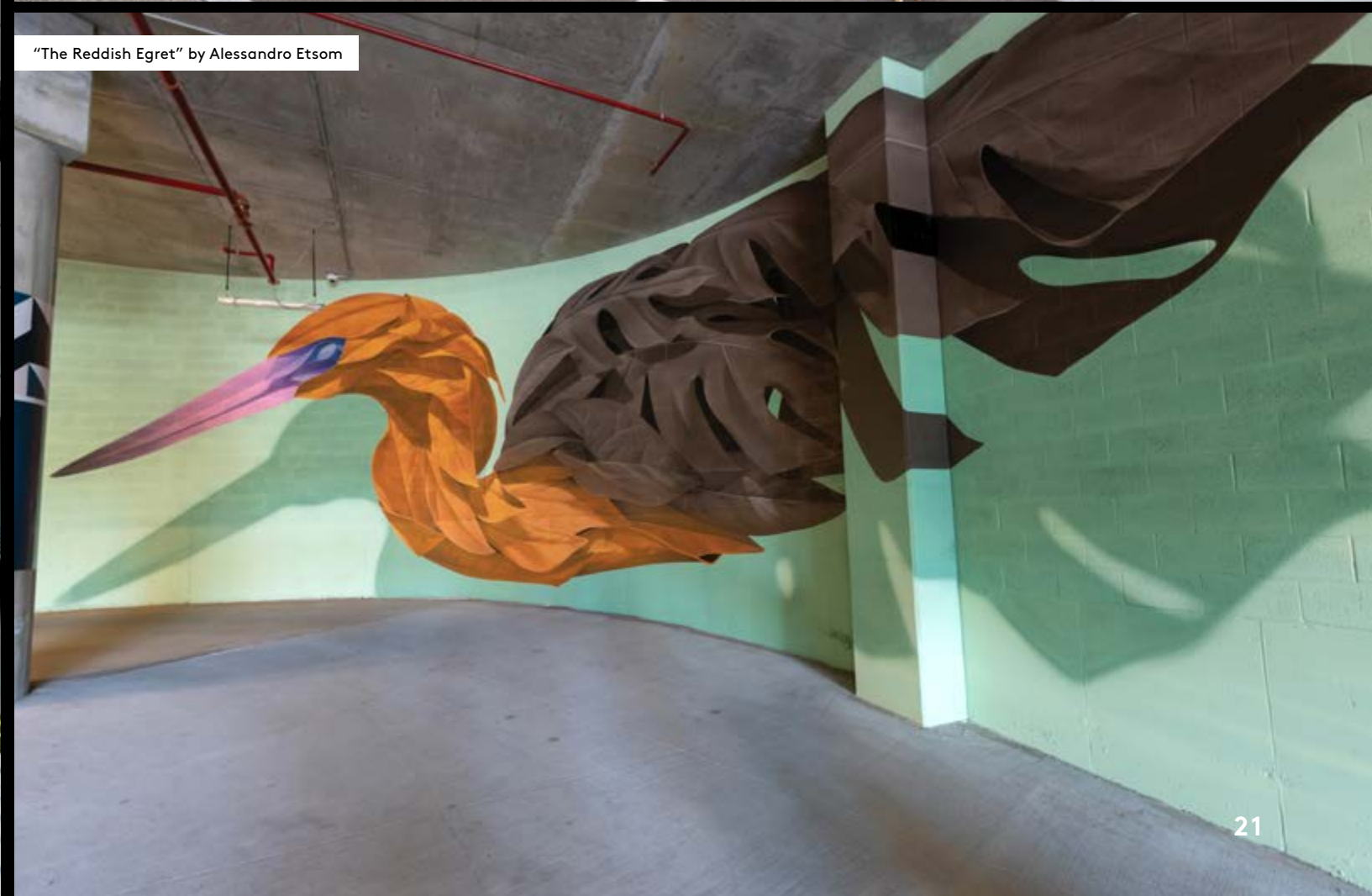
"Equality Diversity" by Leon Keer



"Bruce's Juices" by Pep Rally

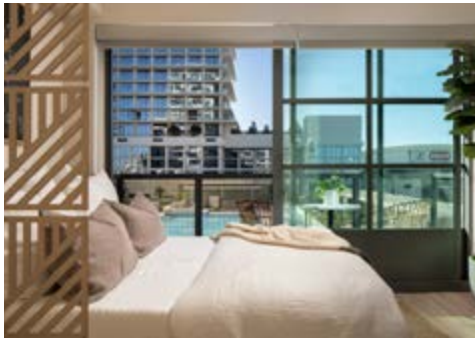


"The Reddish Egret" by Alessandro Etson





# Water Street Tampa Residential Assets



## HERON

Address	Retail Mix
815 Water Street Tampa, Florida 33602	Publix GreenWise Market The Pearl 3 Corners

Perched near the water’s edge, Heron reimagines urban living—creating a tranquil oasis within an energized community. Heron offers 420 residences, comprised of one-, two- and three-bedroom apartment homes.

## cora

Address	Retail Mix	
1011 E Cumberland Avenue Tampa, Florida 33602	Wine on Water Small Giant Chill Bros. Scoop Shop	Yura Vine Brothers Predalina Toastique

Welcome to a haven of lush greenery, seamless services and thoughtful amenities where dreams unfold and life blossoms. Featuring 388 residences, Cora is comprised of studio, one-, two and three-bedroom apartment homes.

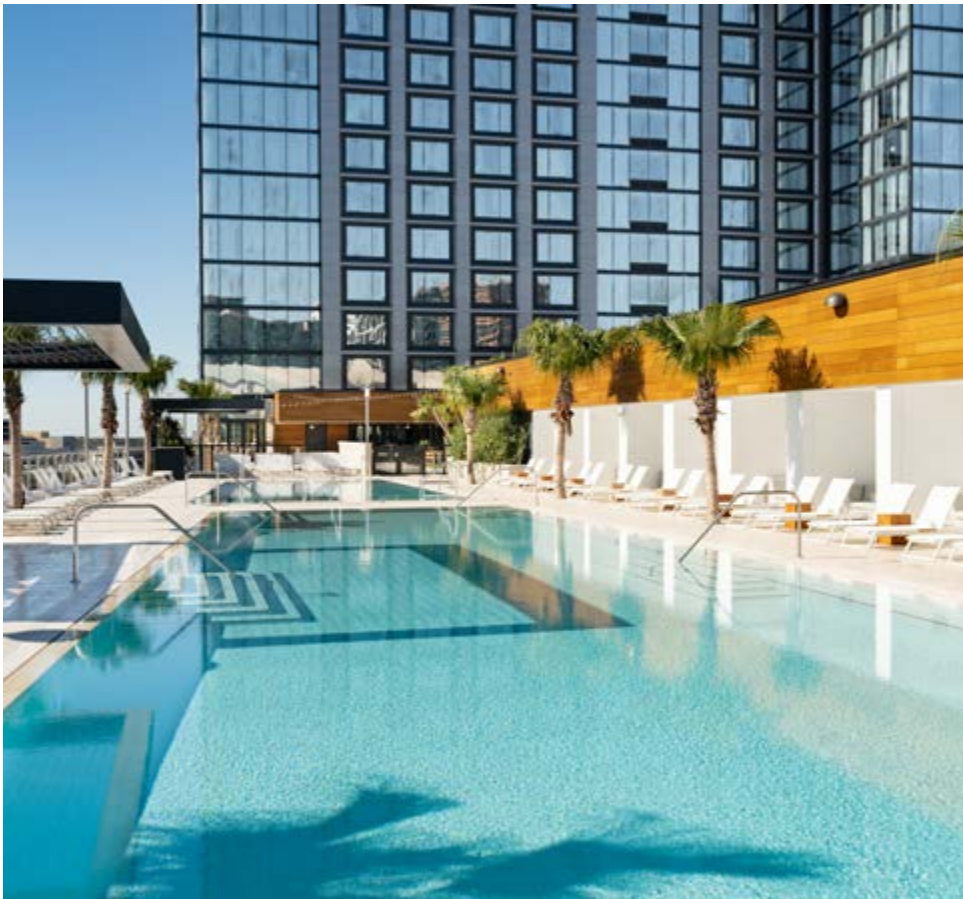
## ASHER | ROOST

Address	Retail Mix	
1050 Water Street Tampa, Florida 33602	Synovus Bank Wagamama Ash	DWELL Home Market Design/Fashion Retailers Service Retailers

Asher offers endless opportunities to enrich your life – surrounded by a community of neighbors and friends. Featuring 393 residences, the building is comprised of studio, one-, and two-bedroom apartment homes. Located on the first 7 floors of Asher, ROOST Tampa, an extended stay apartment hotel concept, offers 97 fully furnished rooms with a four- and eight-bedroom co-living apartment, with boutique hotel perks. In 2023, ROOST Tampa was ranked #1 out of 184 hotels in Tampa.



# Water Street Tampa Hotel Assets



THE  
TAMPA  
EDITION

Address	Retail Mix	
500 Channelside Drive Tampa, Florida 33602	Lilac Market Azure	Arts Club Punch Room Spa at The Tampa EDITION *Menus curated by Michelin Star Chef John Fraser

As Tampa’s first luxury 5-Star lifestyle hotel, The Tampa EDITION is a cultural focal point of the Water Street Tampa neighborhood. The Tampa EDITION includes 172 guest rooms and suites. EDITION hotels are located in gateway cities throughout the world, including New York, Los Angeles, Miami, London, Barcelona and Shanghai.

JW  
MARRIOTT

Address	Retail Mix	
510 Water Street Tampa, Florida 33602	Driftlight JW Market Cafe Six	Turntable Full Service Spa by JW

The JW Marriott Tampa introduces an elevated hospitality experience to downtown Tampa. With multiple social spaces and shared amenities across the first six levels of the hotel, the hotel is a center of activity inside the Water Street Tampa neighborhood. The JW Marriott Tampa Water Street features a 30,000 SF ballroom, the largest hotel ballroom in Tampa Bay, and is connected via sky bridge to the Tampa Marriott Water Street.

MARRIOTT  
TAMPA WATER STREET

Address	Retail Mix	
505 Water Street Tampa, Florida 33602	Anchor & Brine Lona	Starbucks Bright Ice

In 2019, the Tampa Marriott Water Street underwent a \$42 million renovation. Enriching the lifestyle offerings within the hotel and Water Street Tampa, the Marriott Water Street has partnered with national restaurateur Richard Sandoval to elevate the food and beverage options. Located on the Tampa waterfront, the hotel offers a wealth of amenities, including 50,000 sf of renovated meeting space.



# Water Street Tampa Office Assets



**Address**  
615 Channelside Drive, Tampa, FL 33602

### Retail Mix

Guava Grill	Gallito Taqueria	The Modern Paws	BodyRok Pilates	Splitsville
Fit Bowl Co.	LightHaus Beer Garden	BurgerFi	Rukus Cycling Studio	The Covery
Swigamajig	Battery	Jotoro	Shortwave Coffee	JoDog
Dang Dude	Hampton Chocolate Factory	Noble Rice	Coinflip	Lunch Lady
Jeni's Ice Cream	Joyful Notion	F45 Training	Coldwell Banker	Half Moon

Sparkman Wharf combines re-imagined waterfront loft-style office space with dynamic and refreshed ground-level retail nestled in a park-like environment, which features an intimate dining garden, biergarten, and lawn for play and relaxation. Sparkman Wharf offers 150,000 SF of creative, loft-style office space, with expansive water views and 80,000 SF of first floor retail.



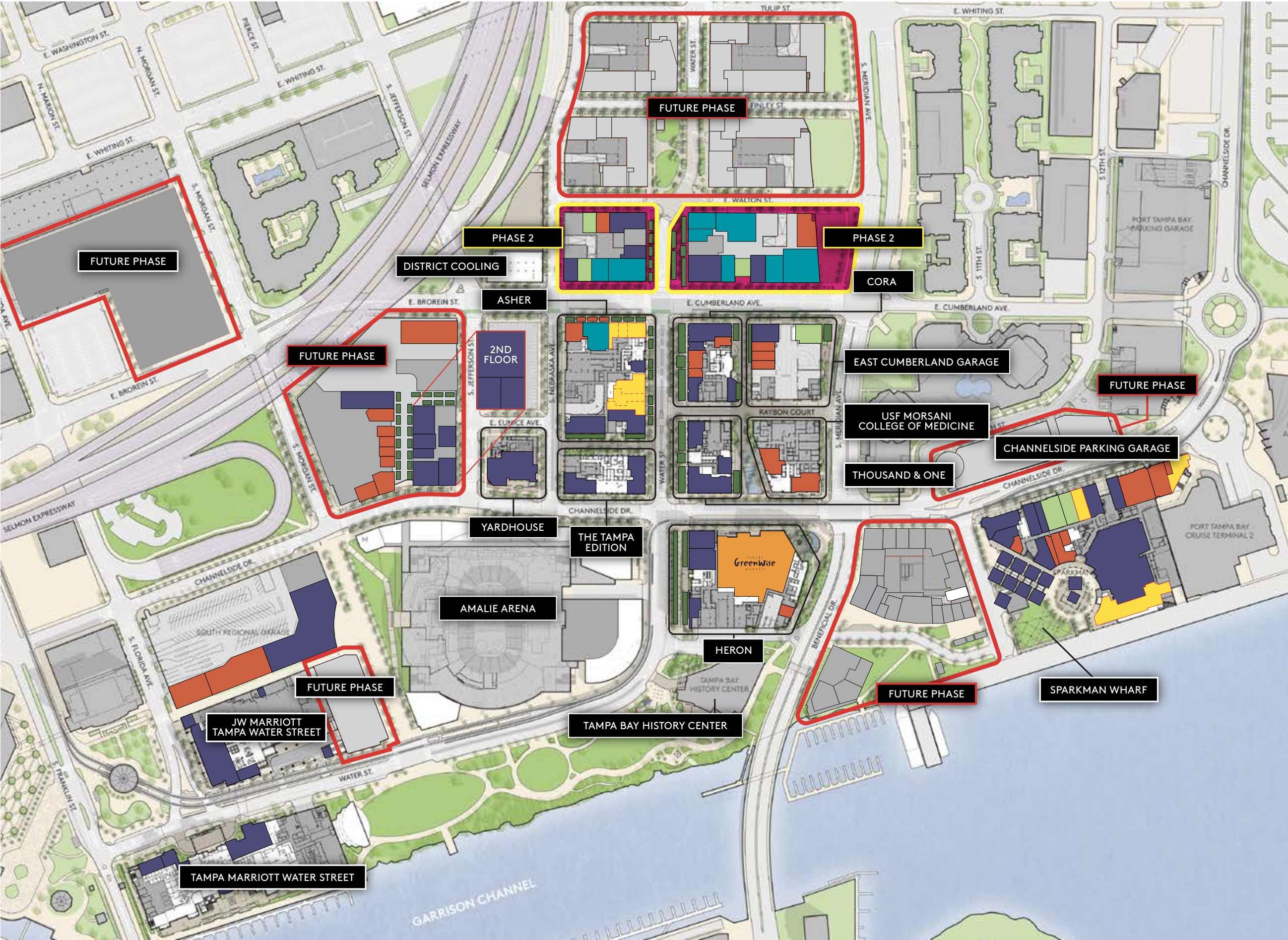
# THOUSAND & ONE

**Address**  
1001 Water Street, Tampa, FL 33602

**Retail Mix**  
Naked Farmer  
Boulon Brasserie  
CAVA

The first new trophy office tower to break ground in Tampa’s downtown in three decades, Thousand & One signifies the beginning of a new chapter for workplaces. Thousand & One has been sustainably designed with COOKFOX’s biophilic philosophy in mind, which has been shown to reduce stress, enhance creativity, and improve well-being. In addition, it is both WELL-Gold and LEED-Silver, a first for the region. The building is both WELL-Gold and LEED-Silver certified, as well as WiredScore Platinum certified, a first for the region.





Key

Design/Fashion

Food & Beverage

Retail & Services

Outdoor Dining

Grocery Anchor

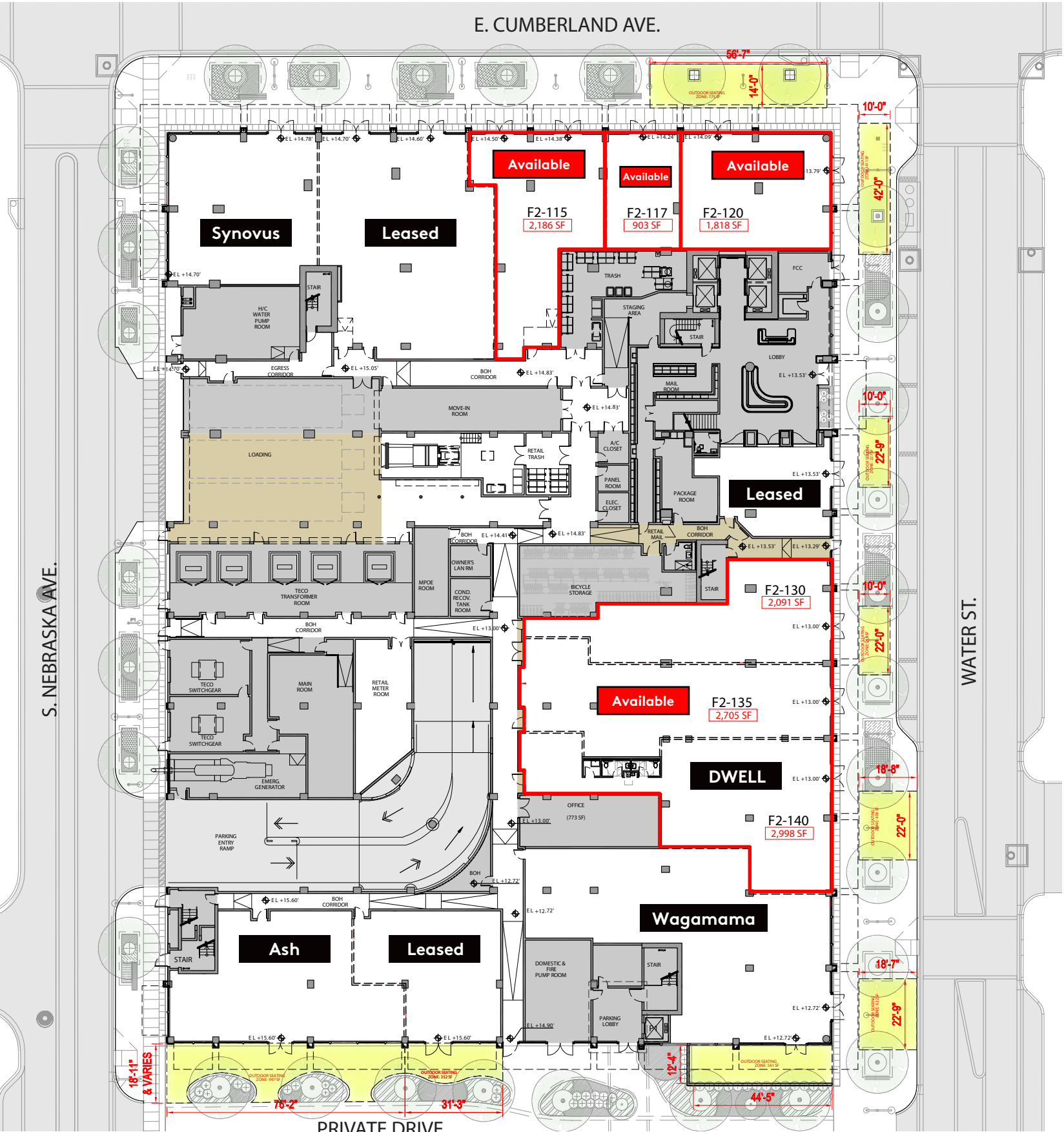
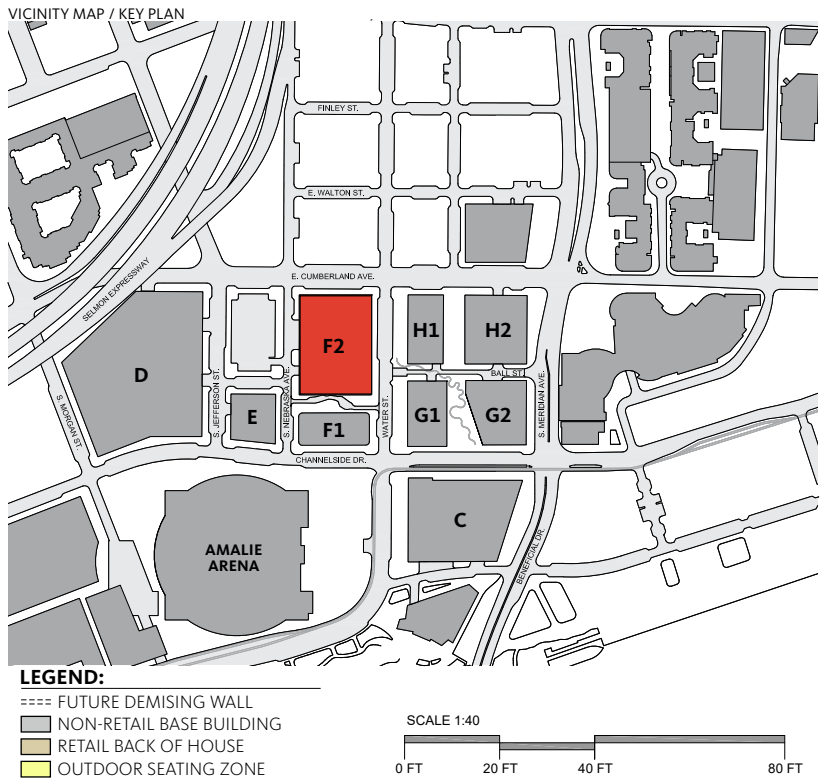
Fitness

Preleasing

Available for Lease

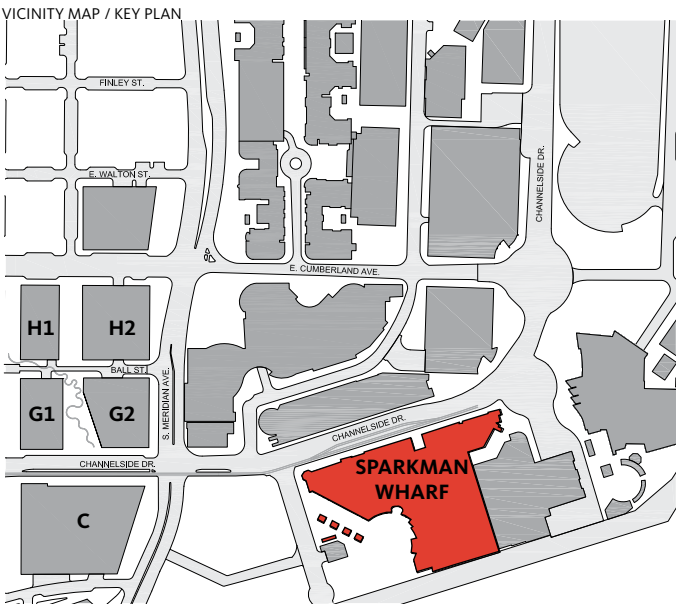


# Asher - Available Spaces for Lease

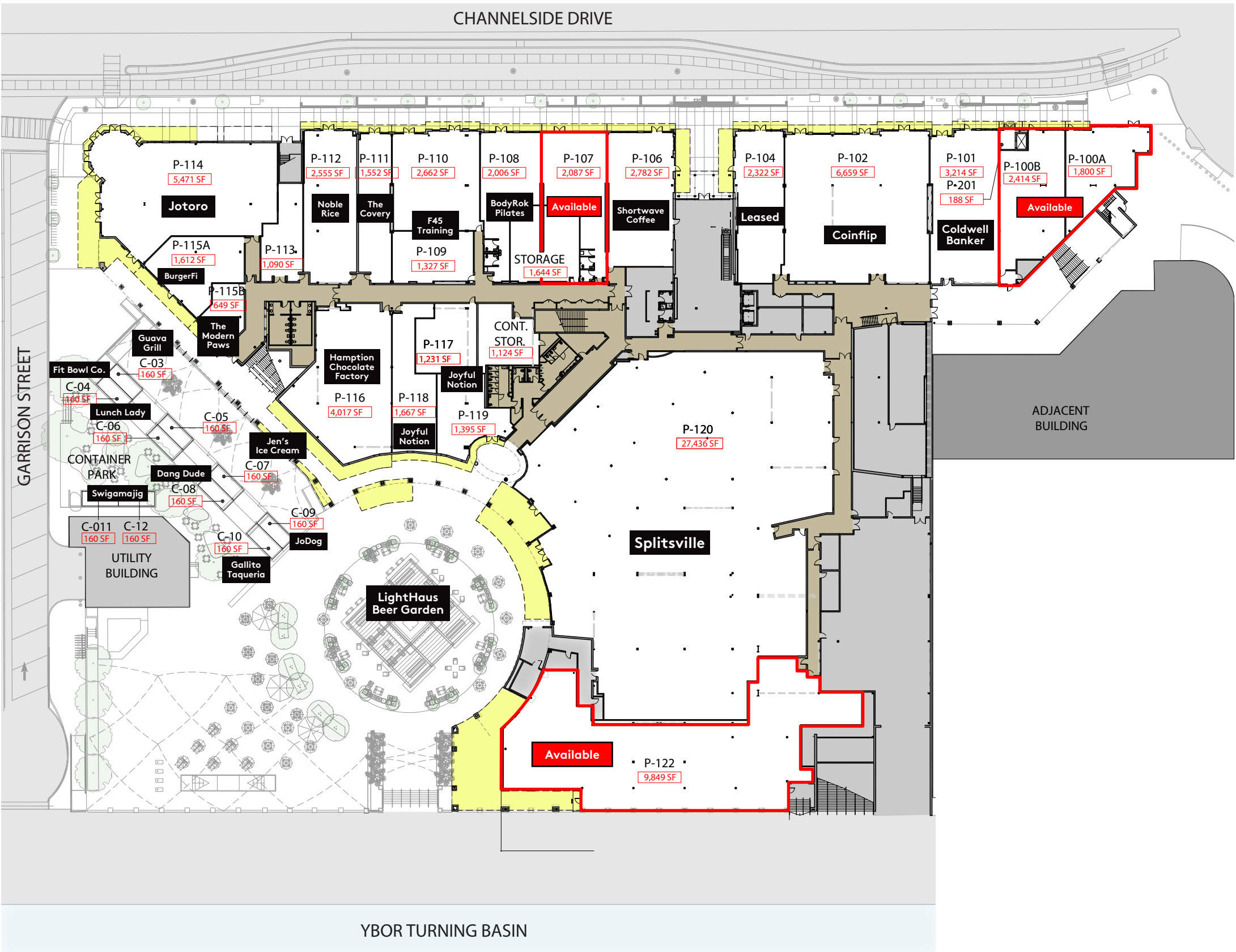




# Sparkman Wharf - Available Spaces for Lease



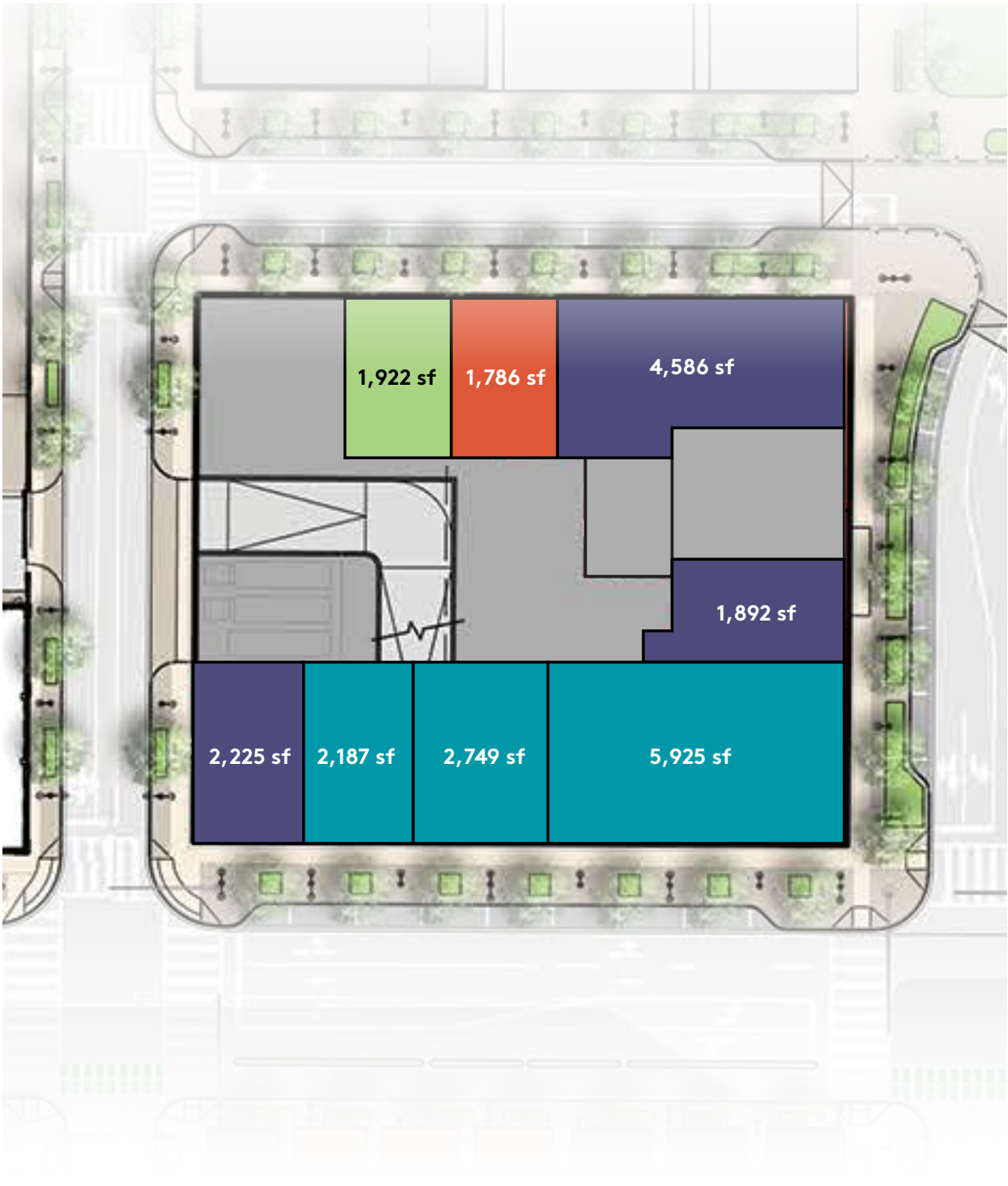
- LEGEND:
- ==== FUTURE DEMISING WALL
  - NON-RETAIL BASE BUILDING
  - RETAIL BACK OF HOUSE
  - OUTDOOR SEATING ZONE





# Phase 2 - Block 1 and 2 - Target Merchandising Mix

BLOCK 1



BLOCK 2



Key

Design/Fashion

Food & Beverage

Retail & Services

Grocery Anchor

Fitness



## Guest Parking

## Water Street Tampa Parking

**# of total spaces**

5,182

## On-Street Parking

# of total spaces

198

## Municipal Parking

**# of total spaces**

4,336

### Total Parking Spaces Available

**9,716**

Parking amounts shown are total number of spaces. Total transient parking available will vary based on time of day and office/event parking demands.



### District Valet Parking

## Future Parking

# of total spaces




3,200

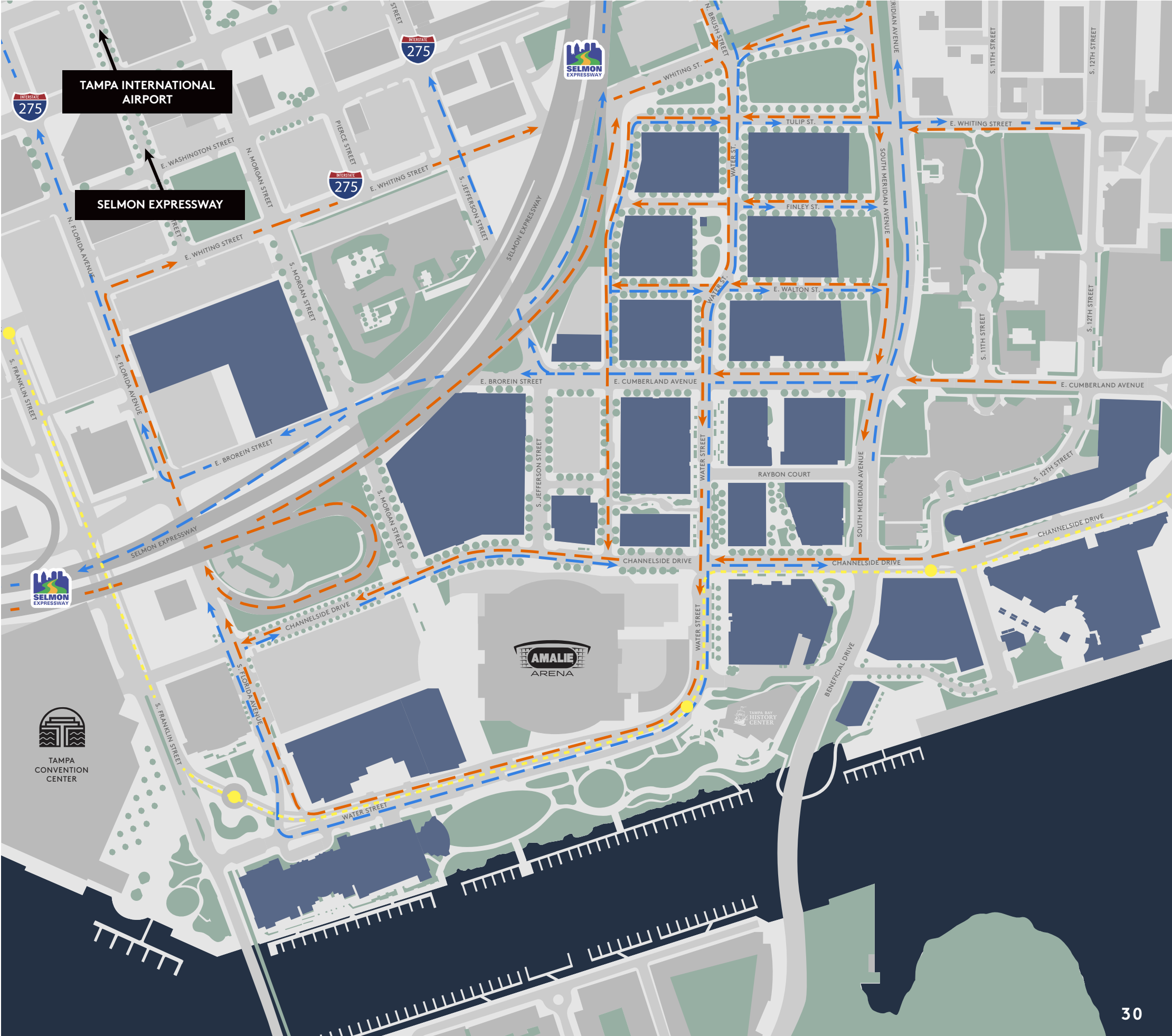




## Future Phase Planning

## Grid Concept

-  Inbound Highway Access
-  Outbound Highway Access
-  Streetcar Route





**WEST RIVER DEVELOPMENT**  
1,700 TOTAL RESIDENTIAL UNITS  
800 OCCUPIED (2023)

**INTERSTATE 275**  
226,000 AADT

**RIVER WALK EXPANSION**  
\$25,000,000 PROJECT

N Howard Ave

**NORTH HYDE PARK (ASANA)**  
FUTURE RESIDENTIAL

15,500 AADT

W Kennedy Blvd

**TAMPA GENERAL REHABILITATION AND BEHAVIORAL HOSPITAL**  
176 BEDS

HOWARD AVE.

Logos for businesses along Howard Ave: DAILY EATS, GREEN LEMON, HAVEN, STARBUCKS, BURGERFI, WINN-DIXIE.

Population	57,605
Households	28,167
Businesses	7,601
Daytime Population	126,064
Workers	101,704
Residents	24,360

**TAMPA RIVERWALK**  
1,200,000 VISITORS/YR

**STRAZ CENTER EXPANSION**  
\$100,000,000  
600,000 VISITORS/YR

**AER MIXED-USE PROJECT**  
344 RESIDENTIAL UNITS  
10,000 SF RETAIL

**TAMPA MUSEUM OF ART EXPANSION**  
\$110,000,000

**UNIVERSITY OF TAMPA**  
10,566 STUDENTS

**RELATED 6 AC PROJECT**  
1,079 RESIDENTIAL UNITS  
32,760 SF RETAIL

Logos for businesses near University of Tampa: OXFORD EXCHANGE, mp, edison, TO R I, BUDDY BREW.

**PENDRY TAMPA**  
220 HOTEL ROOMS  
207 HOUSING UNITS

**TAMPA CONVENTION CENTER**  
\$38,000,000 RENOVATION (2023)  
600,000 SQ. FT  
280,000 VISITORS/YR

**TAMPA GENERAL HOSPITAL**  
1,011 BEDS

Logos for businesses in Hyde Park Village: TAMPANO, CNESTO, ON SWANN, SUIT, ANTHROPOLOGIE, NikeStore, bartaco, west elm, FORBICI, KENDRA SCOTT, MUZZENHAIN, JPMorgan Chase, THE SALT, Capital One, THE SHIRT STORE, MODERNA, PATTYBERRY, BARRY'S, BOUZY, and others.

**THE HEIGHTS**

199,000 AADT

Logos for businesses in The Heights: F45, Sweetgreen, CRU, Aveda, STEFF HACH, BLOOM, AVO, and others.

**DOWNTOWN TAMPA**

Logos for businesses in Downtown Tampa: BAVAROS, FARMACY, INDUSTRIOUS, FIRST WATCH, REMEDY, wework, GINGER, Moke, BUDDY BREW, STARBUCKS.

30,500 AADT

J Kennedy Blvd

51,000 AADT

**WATER STREET TAMPA**

SPARKMAN WHARF

Future

**AMALIE ARENA**  
21,500 SEATS  
2,000,000 VISITORS/YR

**HARBOUR ISLAND**

**DAVIS ISLAND**

**GAS WORX**  
5,000 FUTURE RESIDENCES  
500,000 SQ. FT. OFFICE  
140,000 SQ. FT RETAIL

Logos for businesses in YBOR: HAYA, FLO FIND, CABLE ARTS, and others.

**YBOR CITY HISTORIC DISTRICT**

**IKEA**

64,500 AADT

**YBOR HARBOR**  
2,586 FUTURE RESIDENCES  
140,400 SQ. FT RETAIL  
375 HOTEL ROOMS  
292,260 SQ. FT COMMERCIAL

**CHANNEL DISTRICT**

Logos for businesses in Channel District: Publix, La La, CRUNCH, STARBUCKS, FABRICA PIZZA.

**PORT TAMPA BAY**  
33,000,000 TONS OF CARGO/YR  
1,149,289 CRUISE SHIP PASSENGERS (2019)

**THE FLORIDA AQUARIUM**  
925,000 VISITORS (2022)

**WATER STREET TAMPA / SPARKMAN WHARF**  
9,000,000 SF  
MIXED-USE NEIGHBORHOOD  
56 AC LAND  
\$4,000,000,000 INVESTMENT  
5,700,000 VISITORS/YR

**WATER STREET TAMPA / SPARKMAN WHARF**

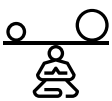
Logos for businesses in Water Street Tampa / Sparkman Wharf: JOTORO, BOULON, PEARL, BOURGEOIS, SALT & SWEET, INDUSTRIOUS, WOODS, BURGERFI, COVERY, CHILD ARTS, SHORTRIDGE, GREENWIRE, STARBUCKS, TOASTIQUE, WAGAMAMA, JENNY, DWEIL, IRIDIAN, CAVA, NAMED FARMER, CRISPOREN, LILAC, AZURE, MARKET, THE ARTS CLUB.







# Water Street Tampa's Foundation



## Wellness

Each building at Water Street Tampa embraces the concept that dynamic, thoughtfully designed spaces can improve overall health and well-being, allowing our community to attract and retain better talent.



## Walkability

Grab coffee, connect with nature, and skip traffic, all in a mornings' commute. Water Street Tampa creates the ultimate walkable lifestyle for today's residents and visitors.



## Sustainability

From LEED Neighborhood Designation certification to a focus on harmony with the native landscape, there's a foundational commitment to corporate responsibility and environmental sustainability.



## Technology

World-class infrastructure that allows each person to digitally conduct business anywhere, securely and privately, through the district's Universal Access Network. Water Street Tampa is the first neighborhood in the world to achieve a SmartScore Neighborhood Pre-Certification from WiredScore.



## Connectivity


The urban layout is designed for ultimate accessibility and mobility. Highways, bus routes, a TECO streetcar, walkable streets, a marine terminal and bike infrastructure, links Water Street Tampa to other global capitals and other Tampa neighborhoods.





# Setting the Global Bar for Community Wellness


As the first neighborhood in the country to achieve the WELL Certification under the WELL Community Standard™ at the Gold Level, Water Street Tampa is designed to positively impact the health and well-being of individuals in the public spaces where they spend their time. Pioneered by The International WELL Building Institute, the WELL Community Standard™ is an evidence-based system used for measuring, certifying and monitoring features that impact the human experience. These core concepts are central to the Water Street Tampa ethos, helping our community set new standards for wellness worldwide.


 **Air**  
Regular air quality monitoring

 **Water**  
Water bottle refilling stations throughout the neighborhood and an integrated overflow water management system

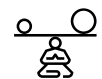
 **Light**  
Reduce light pollution, light trespass and promote circadian lighting

 **Movement**  
Regular recreational programming; fitness facilities in every building; and bike-share options

 **Temperature**  
Urban heat island mitigation through large tree canopy, water features, light colored pavers and roofs

 **Sound**  
Noise level restrictions to reduce noise pollution

 **Materials**  
Comprehensive waste management initiative and on-site recycling program

 **Mind**  
Biophilic design, streetscape greenery, preservation of waterfront views, access to mental health services and restorative green spaces

 **Community**  
Monthly fresh markets, shared Wellness Community Center, shared spaces for educational programming, public spaces for social gatherings, a curated public art series







## About Strategic Property Partners





### Strategic Property Partners

Strategic Property Partners, LLC ("SPP") is a full-service real estate developer, owner and operator focused on world-class execution, innovation and creating high-quality experiential places. SPP's first project, Water Street Tampa, is being developed on 56 acres of contiguous land the company owns along the waterfront in downtown Tampa. With its first phase of development complete and operational, the award-winning Water Street Tampa has revitalized the downtown Tampa core and transformed it into a vibrant waterfront destination. When complete, the multi-phased development will consist of approximately nine million square feet of new commercial, residential, hospitality, cultural, entertainment, educational and retail uses. SPP is owned and capitalized through Cascade Investment LLC.





## Social Media

 [Instagram.com/watersttampa](https://www.instagram.com/watersttampa)  
 [facebook.com/waterstreettampa](https://www.facebook.com/waterstreettampa)  
 [twitter.com/waterstreettampa](https://twitter.com/waterstreettampa)

**STRATEGIC PROPERTY**  
PARTNERS

[spprealestate.com](https://www.spprealestate.com)  
[waterstreettampa.com](https://www.waterstreettampa.com)  
[heronresidences.com](https://www.heronresidences.com)  
[coraresidences.com](https://www.coraresidences.com)

**WATER STREET**  
TAMPA

[asherresidences.com](https://www.asherresidences.com)  
[editionhotels.com](https://www.editionhotels.com)  
[jwmarriotttampa.com](https://www.jwmarriotttampa.com)  
[myroost.com](https://www.myroost.com)

[thousand-and-one.com](https://www.thousand-and-one.com)  
[sparkmanwharf.com](https://www.sparkmanwharf.com)



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