

# WATER STREET

## TAMPA

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FOR IMMEDIATE RELEASE

### Strategic Property Partners, LLC Has Broken Ground on First Residential Building in Water Street Tampa Neighborhood

*815 Water Street, designed by Kohn Pedersen Fox Associates, offers the first chance to live in the transformative downtown Tampa development*

**TAMPA, FL (November 8, 2018)** – Strategic Property Partners, LLC (“SPP”), a Tampa-based real estate development firm, today marked an important milestone for [Water Street Tampa](#), the visionary 50-plus-acre downtown mixed-use development, with the groundbreaking of the project’s first residential building, 815 Water Street. The dual-tower building, located at the intersection of Channelside Drive and Water Street, the heart and spine of the neighborhood, will offer future residents an exceptional downtown location with an unmatched walkable, urban lifestyle, and it will offer visitors new food, grocery and shopping options and an improved gateway to Tampa Riverwalk. The groundbreaking for 815 Water Street was held at the site on **Thursday, November 8, 2018 at 9 a.m.**

“We are excited to begin construction on the first of many homes in the Water Street Tampa neighborhood, each providing an elevated lifestyle experience and opportunity to live along the waterfront in downtown Tampa,” said James Nozar, CEO of SPP. “815 Water Street fills an important need in the neighborhood, providing a diverse array of rental homes and neighborhood retail amenities designed to foster residents’ sense of wellbeing and connection to nature. With building entrances on the Tampa Riverwalk and the tree-lined Water Street, residents will be adjacent to multiple pedestrian-friendly corridors activated by neighborhood shopping, dining and entertainment options, all within steps of their front door.”

Expected to open in late 2020, the building’s two towers will rise 21 and 26 stories and comprise 420 rental residences over 35,000 square feet of ground-floor retail. Featuring a striking façade that is punctuated with expansive private apartment terraces, the building is designed inside and out to maximize natural light and encourage residents to interact with the outdoors. Sweeping views of the Tampa skyline and historic Hillsborough Bay will be enjoyed from every home. Both towers provide distinct amenity spaces for residents, including an outdoor pool, fitness center, community kitchen, bar, and club lounge situated on the roof levels.

“815 Water Street will be distinguished by the level of intentionality that went into its design, from the diversity of homes, including large three-bedroom apartments offering wrap-around, floor-to-ceiling windows and balconies that are uncommon within the Tampa Bay market, to its pair of expansive rooftop amenity terraces overlooking the waterfront. 815 Water Street is truly mixed-use to the extent that while it is ultimately a residential offering, a focus on a strong ground-floor retail experience was a primary consideration, ensuring that it was interwoven into the fabric of the building and the Water Street Tampa neighborhood,” said Rebecca Snyder, SVP of Residential Development at SPP.

Designed by Kohn Pedersen Fox Associates (KPF), 815 Water Street is the world-renowned architecture firm’s first-ever project in Tampa and fifth in the state of Florida. Cecconi Simone, an award-winning,

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Toronto-based interior design firm best known for its exquisite residential and hospitality design, has designed the interiors of 815 Water Street.

Water Street Tampa's masterplan has been designed to incorporate and promote wellness and lush green spaces, and 815 Water Street is a perfect example of how these concepts can translate to an enhanced quality of life. In addition to private terraces in each of the 420 residences, the building also features a beautifully landscaped green roof with lush plantings, designed by Miami-based landscape architect Raymond Jungles, Inc. Jungles is also designing the improved eastern gateway to the Tampa Riverwalk, situated along Beneficial Drive. SPP is currently working in partnership with the University of South Florida's Graphicstudio to secure a stunning piece of public artwork to welcome residents and visitors.

A 25,000-square-foot grocery store will be situated along Channelside Drive. Servicing Water Street Tampa and the surrounding neighborhoods, the grocer is sure to be a welcome amenity and convenience for residents, visitors, workers, students and faculty at USF's Morsani College of Medicine. SPP has not yet disclosed which grocer has been selected.

Residents at 815 Water Street will open their doors to an abundance of neighborhood amenities, including the Tampa Riverwalk, Amalie Arena, Tampa Bay History Center, Florida Aquarium, and the soon-to-open [Sparkman Wharf](#), Tampa's only outdoor food hall and waterfront park that will be home to a sprawling biergarten called Fermented Reality and ten new restaurant concepts from the city's top chefs.

815 Water Street represents the fourth of ten groundbreaking at Water Street Tampa over the next year. These buildings join the University of South Florida's Morsani College of Medicine and Health Heart Institute, which broke ground in Fall 2017 and will host a topping out ceremony on November 14, 2018.

Over 23,000 people will live in, work in, visit and explore Water Street Tampa every day once it is complete. Approximately 3,500 new residences, including for-sale condominiums and rental apartments, will be built in total. The first phase of construction will see approximately 1,300 new rental apartments and 42 for-sale condominiums built, as well as the first new downtown office towers in nearly 25 years, two new hotels, including the JW Marriott Tampa and the Tampa EDITION Hotel & Residences by Ian Schrager, and approximately 50 new neighborhood-oriented retailers and restaurants.

For additional information on 815 Water Street and Water Street Tampa, please visit [www.waterstreettampa.com](http://www.waterstreettampa.com).

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### **About Strategic Property Partners**

Strategic Property Partners, LLC ("SPP") is a partnership between Cascade Investment LLC, and Jeff Vinik. SPP is a full-service commercial real estate development firm focused on world-class execution, innovation, and creating high-quality and experiential places. SPP's first project, Water Street Tampa, is being developed on over 50 acres of contiguous waterfront land the company controls in downtown Tampa. The phased Water Street Tampa development project is revitalizing a currently underutilized tract of land into an urban, mixed-use waterfront district consisting of approximately nine million square feet of new commercial, residential, hospitality, cultural, entertainment, education, and retail uses, totaling over \$3 billion in private investment from SPP. Integrating principles of walkability, sustainability, connectivity, design quality, and wellness, SPP is developing and will own and operate this new world-class neighborhood

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in in Tampa, while also working to elevate the city's national prominence. For more information on Water Street Tampa, visit [www.waterstreettampa.com](http://www.waterstreettampa.com).

### About Kohn Pedersen Fox

Kohn Pedersen Fox Associates (KPF) is one of the world's preeminent architecture firms, providing architecture, interior, programming and master planning services for clients that include some of the most forward-thinking developers, corporations, entrepreneurs, and institutions in the United States and around the world. The firm's extensive portfolio spans more than 40 countries and includes a wide range of projects from office and residential buildings to civic and cultural spaces to educational facilities. Driven by individual design solutions, rather than a predetermined style, KPF's mission is to create buildings and places of the utmost quality and contextual sensitivity, providing a valuable impact on the cities they inhabit.

### About Cecconi Simone

Cecconi Simone Inc. is an award-winning interior-design practice based in Toronto, Canada, privately owned and operated by Elaine Cecconi and Anna Simone. Established in 1982, Cecconi Simone has designed some of the most beautiful and successful interior environments for the retail, corporate, hotel-hospitality and residential sectors in Canada, the United States, Anguilla, Italy, the United Arab Emirates, Qatar, India and China. Cecconi Simone has positioned itself as an industry leader, designing intelligent, progressive and brand-specific interiors for a diverse cross-section of projects around the world.

### About Raymond Jungles, Inc.

Raymond Jungles Inc. is an award-winning international studio for landscape architecture, founded in 1982. Deeply influenced by the body of work of the Brazilian master, Roberto Burle Marx, Raymond and his talented young team practice using Roberto's design principles. Like Roberto, we advocate for preservation of undisturbed natural ecologies, and restoration of habitats in altered landscapes. Our gardens are designed to be impactful yet seem effortless; to move people.

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