

# SAINT CROIX P L A Z A



**ACCESS TAMPA'S MOST INFLUENTIAL NEIGHBORHOOD**  
IN THIS DYNAMIC COLLECTION OF BOUTIQUE SHOPS AND RESTAURANTS



Located On S. MacDill Avenue in the heart of Bayshore Beautiful, one of Tampa's most established and affluent neighborhoods, Saint Croix Plaza has been a long-standing hub of the community and home to successful retailers and restaurateurs.

St. Croix Plaza's new owners, coming from the development team of Water Street Tampa, are now in the process of upgrading the asset through physical and merchandising interventions, to honor it's potential as one of the most charming and high performance centers in the region.

South Tampa is brimming with untapped demand, and ready for a leap forward in it's consumer experience. As such, ownership is seeking select partners to explore available retail space for lease, as outlined further within this presentation. Join us!





# YOUR OPPORTUNITY AWAITS

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Surrounded by a dense population of affluent homeowners with a median household income of

**\$150K+**

Bayshore Beautiful's most convenient walking and parking experience with

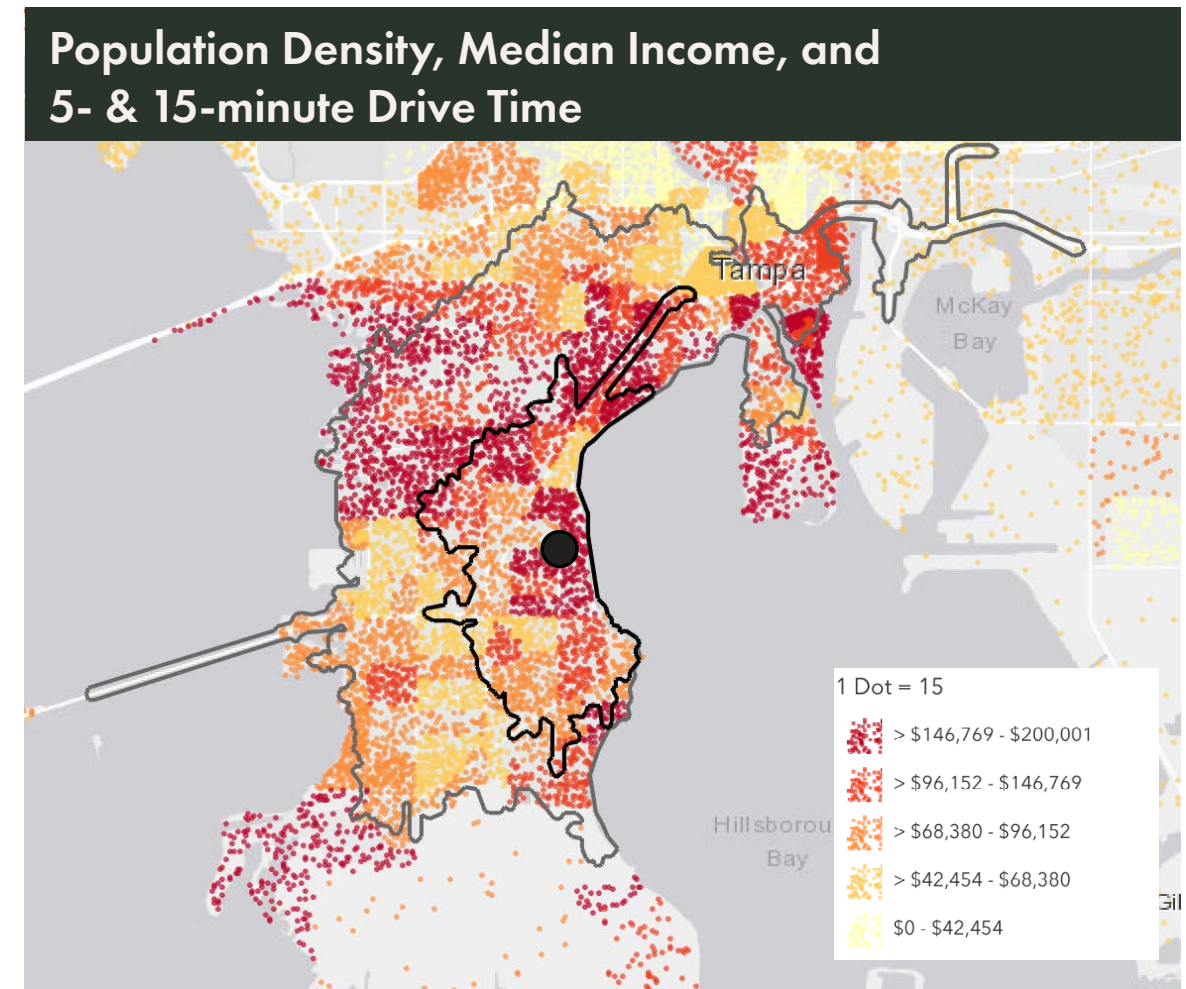
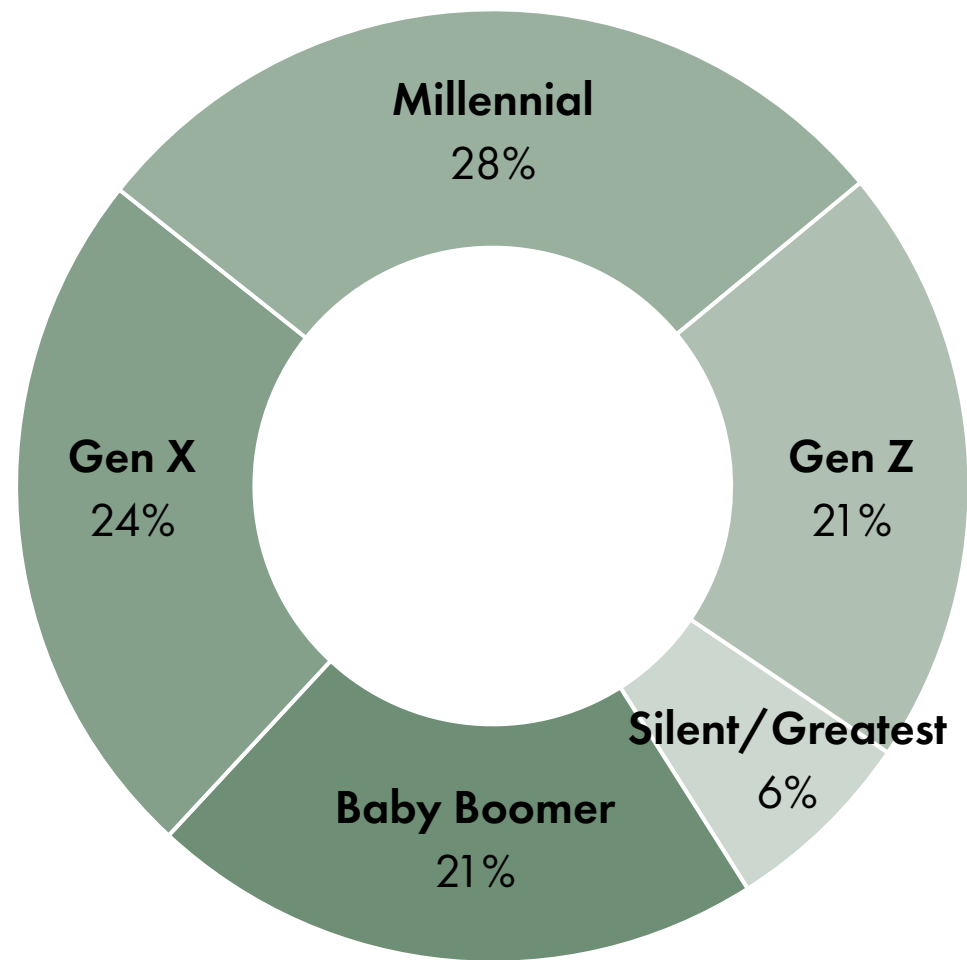
**100+ dedicated parking spots**

**New ownership**

re-investing in significant property enhancements to unlock Saint Croix's true potential



# ACCESS TO AFFLUENT CONSUMERS ACROSS GENERATIONS



5-min Drive	Saint Croix	Water Street	Hyde Park	Heights Tampa	St. Pete	Ybor City	Midtown
Residential Population	<b>29,347</b>	35,577	22,300	27,579	20,417	21,185	10,046
Median Household Income	<b>\$117,662</b>	\$89,600	\$120,113	\$52,384	\$68,705	\$50,418	\$78,643
Average Household Income	<b>\$182,185</b>	\$138,894	\$181,043	\$83,251	\$121,033	\$72,734	\$108,710
Avg Home Value	<b>\$765K</b>	\$658K	\$864K	\$436K	\$838K	\$388K	\$514K
Median Age	<b>42</b>	33	33	35	49	36	36



# PLANNED IMPROVEMENTS





# SURROUNDING AMENITIES

Tampa CBD

WATER STREET  
TAMPA

Davis Islands

THE RITZ-CARLTON  
RESIDENCES  
TAMPA

O-Ku

MARU  
ROOFTOP NIKKEI

BARCELONA  
WINE BAR

TAMPA BAY  
EBIKES

SHEARART  
SALON  
NORTH · SOUTH

LASH  
SPA STUDIO

Flirt  
AESTHETICS

Courtyards of Tampa  
Condominiums

One Piece at a Time  
DESIGN STUDIO

MAGDILL FRESH  
FARMERS MARKET  
BUY FRESH · BUY LOCAL

Guac & Cheese  
MEXICAN GRILL

m|o

SUSHARK

THE FLYING  
CATTLE  
MEAT MARKET

spa  
jardin  
SPA | SHOP

THE POTTING SHED

OXFORD COMMONS  
A HOSPITALITY COMPANY

4230 S. MacDill Ave

China  
Wok

THE BAY  
AESTHETICS

SAINT CROIX  
SUITES

4205 S. MacDill Ave

BAR  
TEN

Pinto  
THAI RESTAURANT

Caffe Paradiso  
RISTORANTE | BAR

Rockatar.

Primp Salon

W Knights Ave

S MacDill Ave

6.147VPD

ST. CROIX PLAZA  
EAST

ST. CROIX PLAZA  
WEST



# SITE PLAN

W. Knights Ave

**Key**

- Available
- Recently Leased
- Under LOI

Suite K  
1,205 SF

Primp  
Salon

**BAR  
TEN**

*Pinto*  
THAI RESTAURANT

*Caffè Paradiso*  
RISTORANTE | BAR

Suite C  
1,025 SF

**Rockatar.**

4205 S. MacDill Avenue

W. MacDill Ave

**China  
Wok**

Suite B  
730 SF

Suite D  
1,115 SF

Office

Office Lobby

Office

Suite G  
680 SF

BioMed

*THE BAY  
AESTHETICS*

Suite J  
710 SF

Salon

4230 S. MacDill Avenue

W. Wallcraft Ave





# ABOUT THE OWNERSHIP

Of Place maximizes the value of real estate investments by defining and ensuring the success of the groundplane – where the public realm and retail spaces interact to establish the premium of place.

We believe the execution of a thoughtful strategy for the integration of public realm and merchandising is the critical contribution to place value.

Our unconventional combination of creativity, financial acumen, and disciplined expertise in master plan strategy, public space design, development and leasing enables us to realize vibrant, thriving places that define communities.

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## STRATEGY

Of Place has previously master planned 23 urban mixed-use developments, each comprising between 2,000,000 – 10,000,000 square feet with a focus on how the retail groundplane connects cohesively with the overall development. Through market research, underwriting, reviewing and managing the master plan process, Of Place provides clients with visionary tools and playbooks that help them execute on stronger, more activated master plans.

## DESIGN & DEVELOPMENT

Using Of Place's established strategy, the team implements a reimagined, cohesive vision to help clients recreate their spaces. Of Place's cross-functional team helps clients review and reconfigure the retail design, set merchandising strategies, and create financial analysis tools, budgets, and phasing timelines to elevate the success of the project. Of Place also performs public realm design oversight, including streetscape, parks amenities and art, to deliver on the promise of place.

## LEASING

Of Place is focused on connecting developers with passionate local tenants who share a common vision, to improve the communities in which they operate. We provide marketing oversight, tenant design guidelines, lease management, and review of potential tenant designs to maximize positive outcomes for our clients. Of Place has successfully helped our clients lease 1,000,000+ square feet of retail space and continues to provide landlords and tenants with leasing operational oversight.

## ASSET MANAGEMENT

Pairing our leasing knowledge with our master planning lens and groundplane design, Of Place successfully manages client's retail with a holistic asset management approach. We have successfully taken underperforming, existing assets for clients and, using our combined 125+ years of consulting experience and knowledge of the retail industry, stabilized the assets and provided our clients with strong NOI growth.



# OF PLACE CASE STUDIES



Of Place was engaged by the client to help transform 56-acres surrounding the Tampa Bay Lightning arena in downtown Tampa that had seen no new development in 20 years. The client aimed to elevate the downtown submarket, to introduce authentic sense of community, and to drive top-of-market residential and office rents through a compelling merchandising mix and an unmistakable neighborhood brand.

Our team led the creation of a master plan that established a groundplane framework and retail merchandising plan including anchor locations to support a thriving, sustainable neighborhood. In doing so, we convinced a specialty grocer to land an urban format store in a strictly suburban market.

Early successes in the 3M sf of first phase development include Publix's Greenwise Market anchoring the neighborhood with their first location in the region, residential rents exceeding the highest existing rents in Florida, and office rents topping the highest in the local market. The retail portfolio, demonstrating an ideal mix of local, regional, and national tenants, is achieving top of market rents boasting some of the highest performing restaurants in the region and exceeding initial underwriting expectations.



Of Place was initially engaged during the pandemic to assist the Client in strategically positioning the Potomac Yard Shopping Center for long-term cash flow and redevelopment flexibility. By advising on Asset Management, our team oversaw the execution of 12 leases and amendments, which resulted in a 24% increase in revenue since April 2020. We continue to negotiate deals on behalf of the Client and to advise on asset strategy to maintain the health of the project.

Furthermore, our team led a visioning and strategy process to guide development decision-making and to ensure the development plan for the 7.5M SF district would result in a compelling and successful place--replete with anchors, a lush public realm, thoughtful transportation connectivity, and diverse mixed-use neighborhoods. Following the visioning exercise, we managed a 9-month master planning effort to ensure the physical framework was responsive to the critical tactics our visioning analysis established.



Of Place was charged with helping Rice Management Company, Rice University's endowment manager, re-position Rice Village, a high-profile but aging shopping district while concurrently planning for future development and land value that supports the University's goals.

The Of Place-led merchandising and marketing initiative adorned the public realm with playful art installations, lively murals and increased greenery as well as brought in new, stronger tenants and anchors to better diversify the shopping district and reclaim Rice Village as a community destination.

These efforts allowed Of Place to build a strong relationship with Rice Management Company and be given the opportunity to propose a vision for the district's future through a comprehensive master plan. This master development exercise provided Of Place the ability to draw on our strategic and investment capabilities to deliver a holistic package to the team.



# CONTACT



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