

# rithm

AT UPTOWN



2200 EAST FOWLER AVENUE | TAMPA, FL 33612

# DEVELOPMENT OVERVIEW

## Welcome to RITHM@Uptown

[Research, Innovation, Technology, Habitat and Medicine]

RITHM@Uptown is an 100+ acre multi-story, mixed-use urban neighborhood development showcasing life sciences and technology research facilities; retail and entertainment; residential and hospitality; medical specialties, clinics, and pavilions; corporate offices and co-working spaces; and much more.

Once complete, RITHM@Uptown will be one of the largest, mixed-use innovation communities in the state with capacity for over 7 million square feet of development, including several thousand residential units.

The development currently has nearly \$100 million in new development and infrastructure projects under construction, and over the past 12 months has opened new headquarters locations and related spaces for the USF Institute of Applied Engineering, Diamond View Studios' Vu Technologies XR production campus, and most recently, the national FitTech industry company, Endorphinz.



Office Conversion (Former JCPenny) F+B Street



Marriott Hotel



VU Studio



F+B Street

# TAMPA MAP



Uptown District

Medical District / USF Main Campus

14 min to Downtown

Downtown Tampa

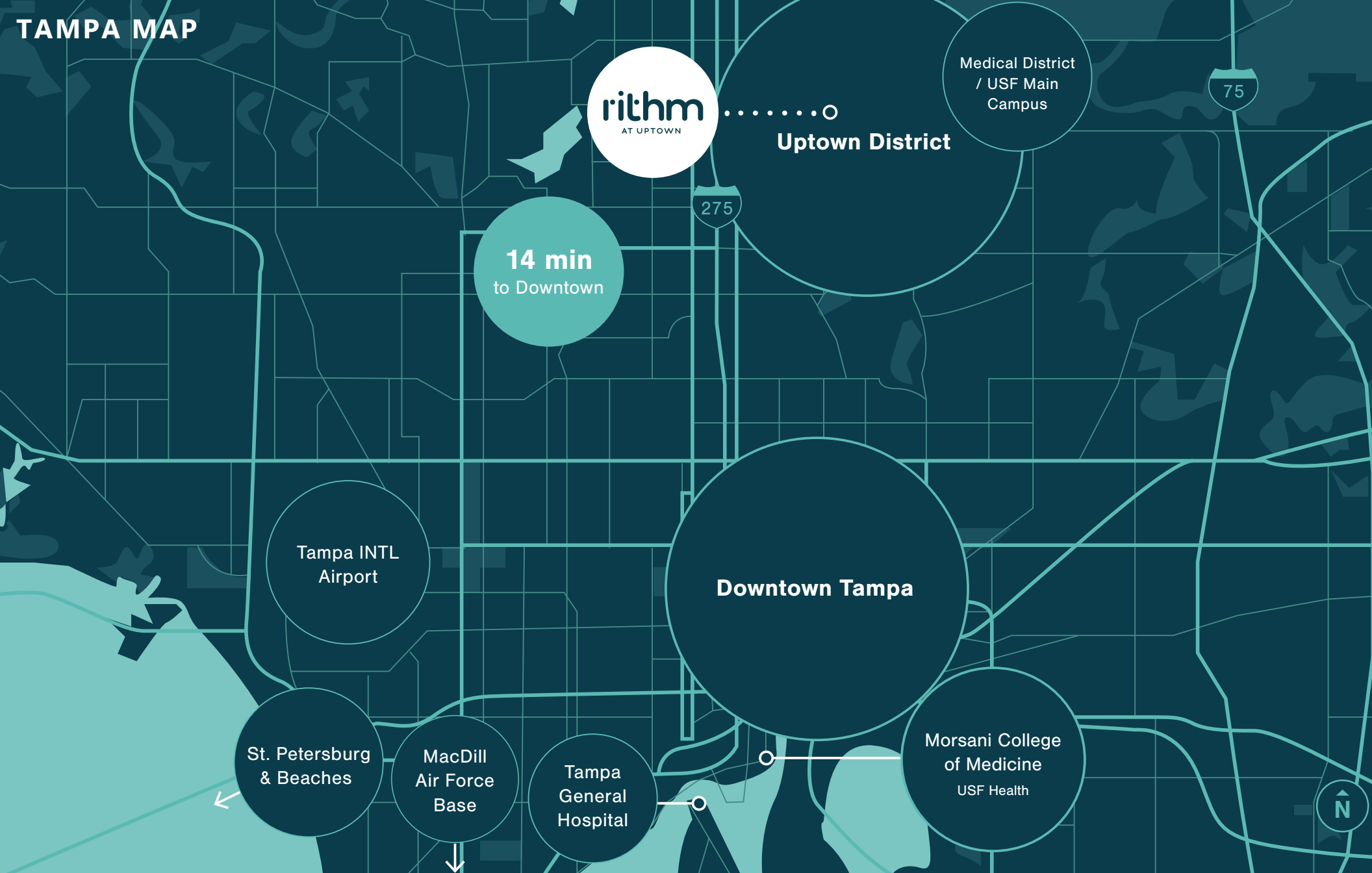
Tampa INTL Airport

St. Petersburg & Beaches

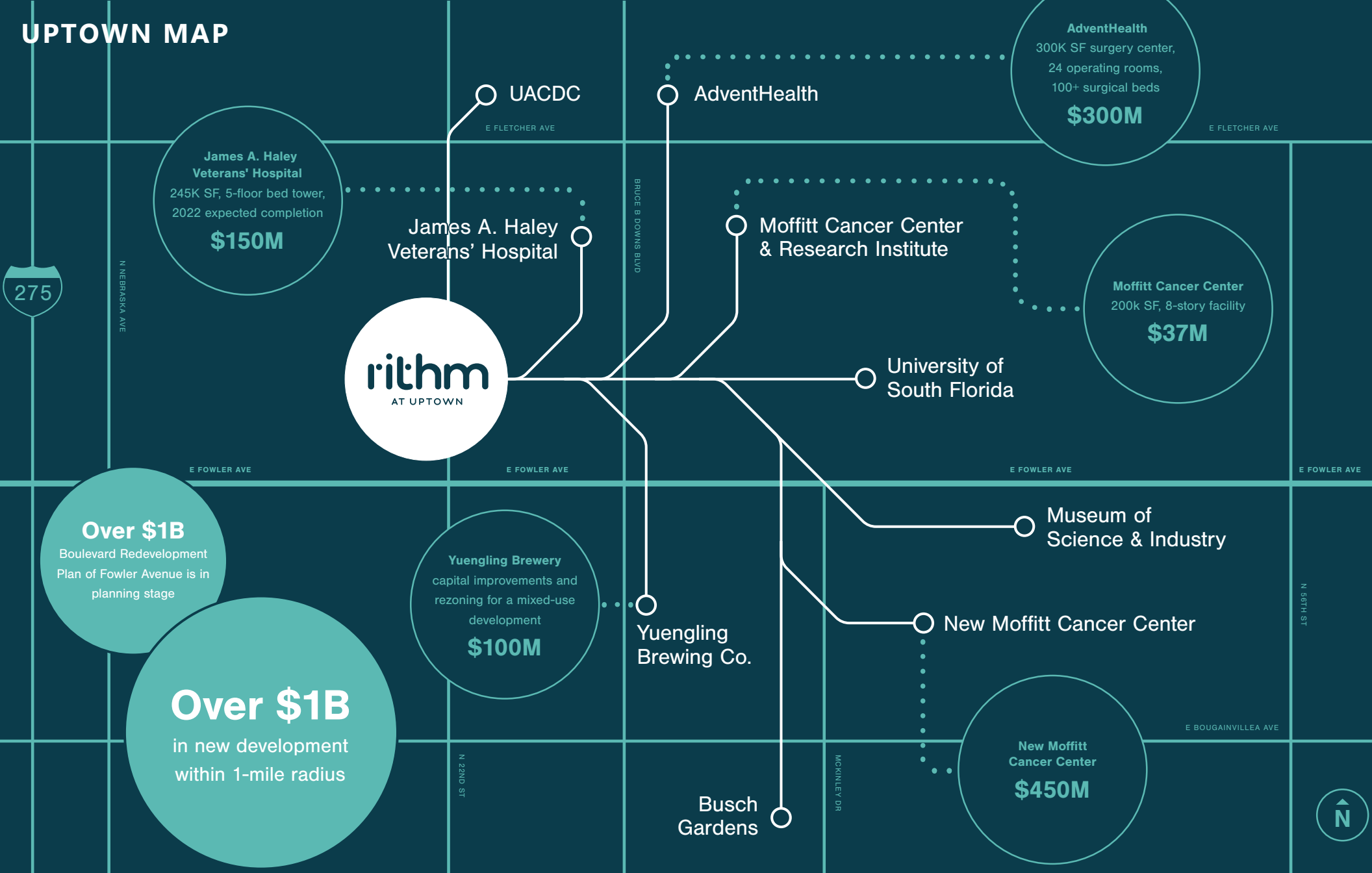
MacDill Air Force Base

Tampa General Hospital

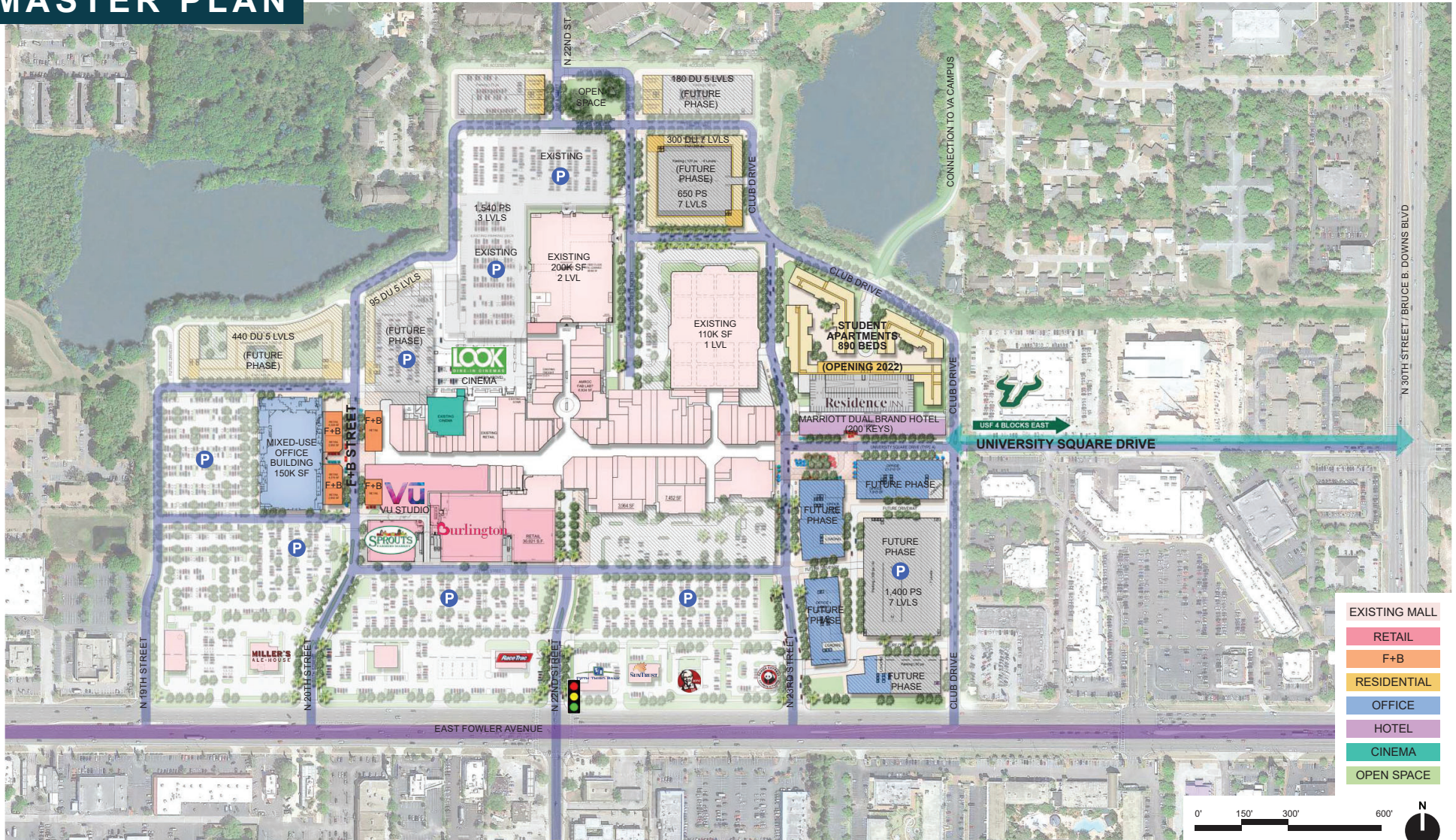
Morsani College of Medicine  
USF Health



# UPTOWN MAP



# MASTER PLAN



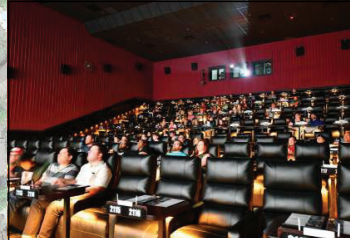
- EXISTING MALL
- RETAIL
- F+B
- RESIDENTIAL
- OFFICE
- HOTEL
- CINEMA
- OPEN SPACE



# MASTER PLAN



**TECH OFFICE. 150K SF.  
IN CONSTRUCTION**



**LOOK CINEMA REINVESTMENT.  
OPEN**



**890 BED STUDENT HOUSING.  
OPENING AUGUST 2022**



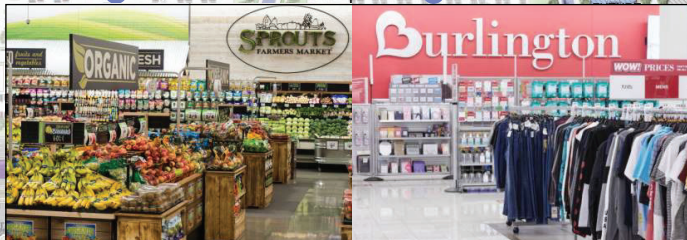
**USF INSTITUTE OF APPLIED  
ENGINEERING.  
OPENED 2021, PLANNING MAJOR EXPANSION**



**MARRIOTT HOTEL RESIDENCE INN  
TWO MARRIOTT HOTEL FRANCHISE FLAGS  
SECURED - NOV. 2022 CONSTRUCTION START**



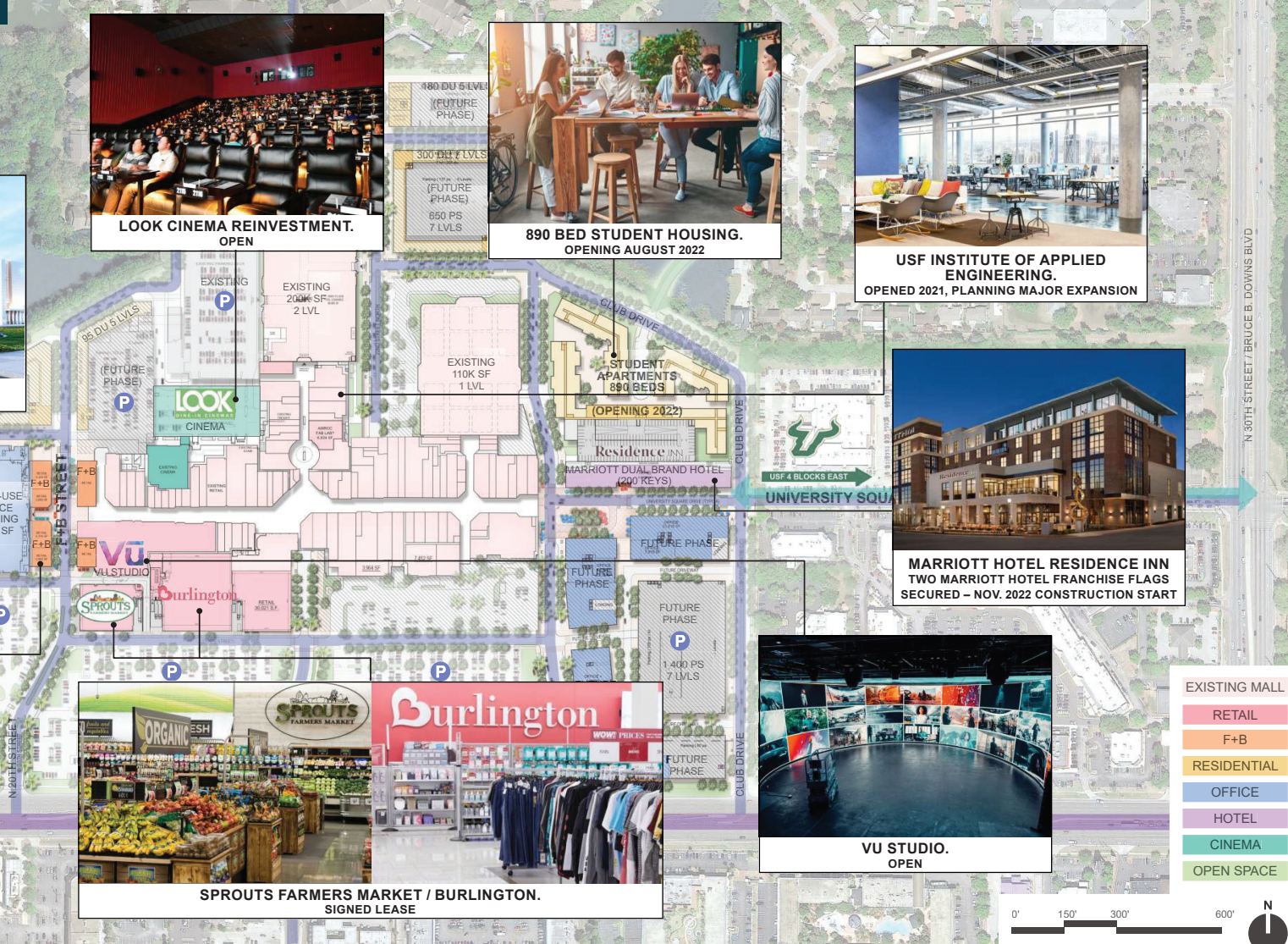
**FOOD & BEVERAGE STREET.  
IN CONSTRUCTION**



**SPROUTS FARMERS MARKET / BURLINGTON.  
SIGNED LEASE**



**VU STUDIO.  
OPEN**



- EXISTING MALL
- RETAIL
- F+B
- RESIDENTIAL
- OFFICE
- HOTEL
- CINEMA
- OPEN SPACE



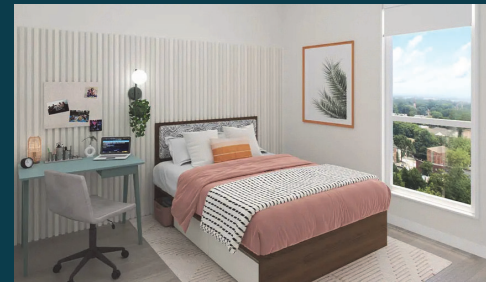
# MASTER PLAN



# Student Housing

Hub Tampa, an approximately \$60 million project developed by Core Spaces, will be a 5-story, 366,316 SF, 359-unit, 890-bed student housing development.

The project, which is opening for the 2022 fall semester, will boast brand new amenities such as a health and wellness center, a rooftop pool, a state of the art work and study center, and an activities and events area.





# Hotel

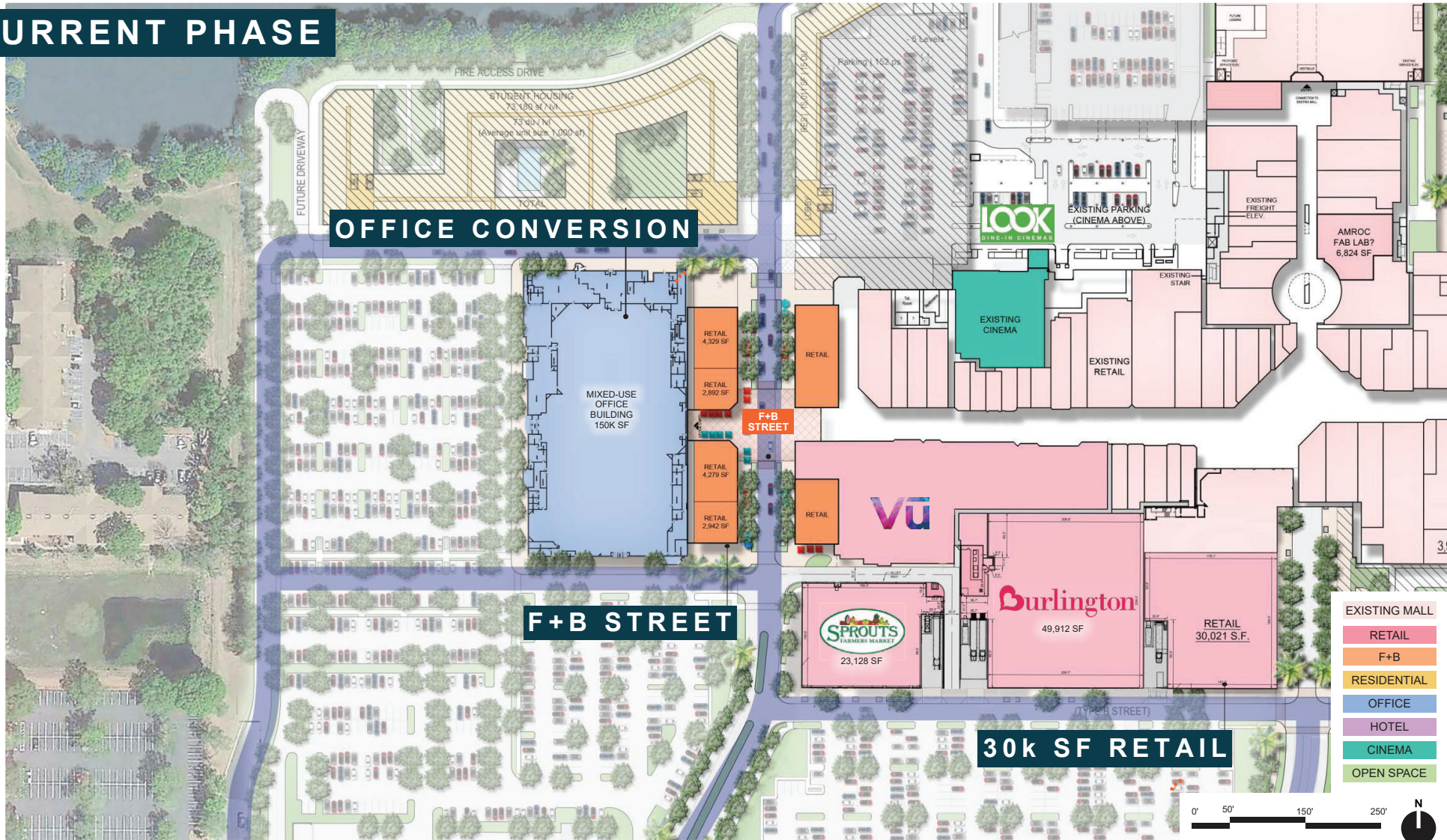
Construction is set to begin in the fall of 2022 for a new dual branded Marriott hotel. The hotel will support both the AC Hotels and Residence Inn brands, and will offer two accommodation types under one roof, perfect for both short and long-term stays for both business and leisure travel.

The hotel will have an upscale stylish lobby and reception desk, multiple soft seating zones, and a chic bar and lounge. Additionally, the hotel will feature amenities such as a rooftop bar and restaurant, a state of the art fitness center, a business center, and a 24-hour market.



**Residence INN**  
BY MARRIOTT

# CURRENT PHASE

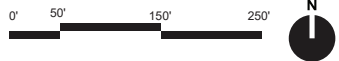


**OFFICE CONVERSION**

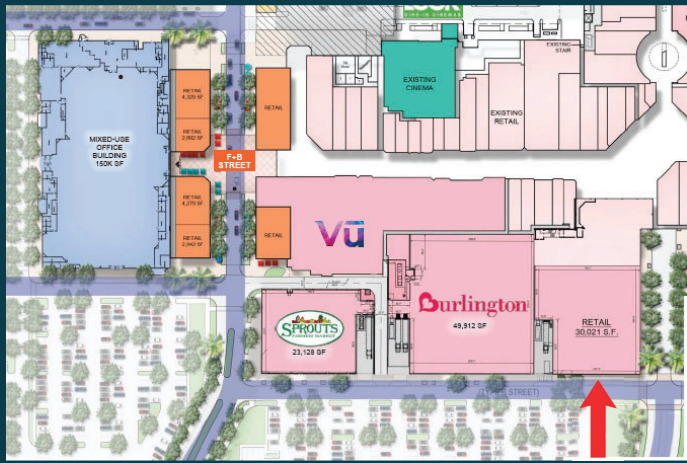
**F+B STREET**

**30k SF RETAIL**

- EXISTING MALL
- RETAIL
- F+B
- RESIDENTIAL
- OFFICE
- HOTEL
- CINEMA
- OPEN SPACE



# 30k SF RETAIL



Join a brand new Sprouts Farmers Market and Burlington, as well as Look Dine-In Cinemas, Diamond Vu, and a variety of other strong national and regional tenants. This is a new-build 30,000 SF opportunity and has prominent visibility to East Fowler Avenue, as well as access to a large parking field.

This is a unique opportunity to join one of Florida's largest mixed use projects as a lead anchor tenant!



30k SF RETAIL

SINGLE TENANT



MULTI-TENANT

# OFFICE CONVERSION FORMER JCPENNY



**OFFICE CONVERSION  
FORMER JCPENNY**











# rithm

AT UPTOWN



Office Conversion and Sprouts Farmers Market



Retail Strip



Vu Studio



Look Dine-In Cinemas



Office Conversion

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