

## RETAIL UPDATE

- Urban Development Partners has completed construction of **Tangerine Plaza**, which contains a new Sweetbay Supermarket and six other ancillary retail spaces. The development at the corner of 22nd St and 18th Avenue South celebrated its Grand Opening in November 2005.
- **University Village** is a 51,000 SF shopping center anchored by Publix, located in downtown St. Petersburg. Other tenants in the Village include CVS Drug Store, Great Clips, American Spirits Wine & Liquor Store, and East Bay Dry Cleaners. The project is located between Second and Third Street and Second and Fourth Avenues South and is the only personal service center in downtown.
- **Parkshore Plaza**, a 30 story structure at 300 Beach Drive NE. The 29 story development houses 120 condominium units and 25,000 square feet of retail space on the ground floor. The \$100 million development includes parking. The Hooker Tea Company, KaBloom, and Parkshore Grill, a new 175 seat restaurant, are a few of the new tenants who now call Parkshore Plaza home.
- Opus South's condominium tower – **400 Beach**, opened in January 2008. The project includes 25,000 SF of first floor retail space, in addition to its 91 luxury units. 400 Beach will welcome new retailers including CoCo Brazil, Sebastian's Menswear, and a new restaurant.
- **Tyrone Square Mall** has completed its new lifestyle center redevelopment for the area of the mall between Sears and Macy's. The redevelopment includes a major exterior renovation and new mall entrance. New retailers to the mall include Jos. A. Banks, Lee Roy Selmon's, Bonefish Grill, Diva Day Spa, Perfume World, Underground Station, Old Navy, and Vivid Cherry.
- **Tyrone Corners** is a new retail development located at the intersection of Tyrone Blvd. and 66th Street N. across from Tyrone Square Mall. The project is home to Boaters World, HomeGoods, Jo-Ann Fabrics, Ke'va Juice, Panera Bread, AT&T and a new stand alone Chick-fil-a.
- **The Shoppes at Royale** are currently under construction, the project is being developed by Porter Development at an estimated cost of \$70 million. The Shoppes are located on 66th Street N between 18th Avenue N and 13th Avenue N and will be comprised of 88,500 SF of retail space in several stand alone structures. It will be anchored by a Publix located above a 700 unit parking structure on the ground floor.
- Downtown has seen many new restaurants open, including Savannah's, Bella Brava, and Table along the Central Avenue corridor in addition to Hammerheads, DeSantos Restaurant and Push Ultra Lounge in the heart of downtown.
- The **Chihuly Collection** at The Arts Center, the first permanent home for Chihuly's glass art in the world will be an integral part of a two-block development that will include an expanded Arts Center; a 35-story condominium tower; 65,000 square feet of ground level retail, studios and galleries with residential lofts above; and a pedestrian-friendly arcade with courtyards and landscaping. The development encompasses both sides of Central Ave. between Eighth and Dr. M.L. King Streets.



Midtown St. Petersburg's Tangerine Plaza

- The **Midcore Garage**, built in conjunction with BayWalk and managed by The Sembler Company, has 61,000 SF of retail space and is home to Atlanta Bread Company, Starbucks, and Tranquility Day Spa, among others.
- **Sunken Gardens**, on 4th Street North, has been rejuvenated and the adjacent 40,000 S.F. historic building completely renovated. The building is now home to the Children’s Hands On Museum, Carrabba’s Italian Grill Restaurant and a Cold Stone Creamery Ice Cream Shop. This project was the recipient of a NAIOP Award for Outstanding Rehab Project.
- Also on 4th Street, **Round Lake Plaza I and II** have been completed and include new tenants Washington Mutual and Chipotle Mexican Grill. The nearby former Bradford Coach house is home to Outback Steakhouse, Panera Bread and Optical Outlets. Other retail developments continue to grow all along the 4th Street Corridor. New tenants include Tropical Smoothie, Starbucks, Evos, and Tijuana Flats.
- **Twin Brooks Commons Plaza** has found success in the heart of Midtown St.Petersburg. The new retail development is located at the corner of 34th Street and 22nd Avenue South and has welcomed such tenants as Cingular Wireless, Quiznos Subs, and Suncoast Schools Federal Credit Union.
- Located at the entrance of the Carillon Office Park is **Carillon Town Center**, a 145,000 S.F. mixed use center that has a new Publix supermarket and Courtside Grill restaurant. Additional retail, office space, two hotel sites and residential units are currently under construction.
- **Crossroads Shopping Center** has undergone a complete reconstruction. Located across from Tyrone Square Mall, Crossroads added a new 129,000 S.F. Home Depot. Other retailers include Linen-N-Things, Ross, Toys-R-U’s, Pier One, Office Dept and Circuit City. The project won the 2004 Best Deal with Developed Real Estate Retail, awarded by the Tampa Bay Business Journal.



Baywalk

- La Entrada is a 2.6 million SF mixed-use development site by Grady Pridgen. The site has retail opportunities for large and small vendors, restaurant locations, office towers, residential units and light industrial manufacturing space.

- **Wal-Mart** is having success with a new Super Center in South St. Petersburg. The center is 208,000 SF retail store with an additional outparcel lot adjacent to the main entrance located in the 3400 block of 34th Street South.

- **Fourth North Retail**, located along 4th Street North, has over 16,000 SF of retail space with 171 townhome units directly behind the center. Retailers in the space include Let’s Eat, Talbots, Firehouse Subs and H&R Block.
- **BayWalk**, Downtown’s highly successful retail destination, has been operating now for 8 years. The 300,000 SF development continues to attract millions of visitors each year. Tenants include a Muvico movie theater, Ann Taylor, Banbu, White House/Black Market, Grille 121, Johnny Rockets, and Chico’s.

- The City of St. Petersburg has recently completed a transaction to sell its property at the corner of 18th Avenue South and 22nd Street to **SunTrust** for a new bank branch location. The bank will be another successful corner for the Tangerine Avenue Community Redevelopment Initiative - directly across from the Sweet Bay grocer.

### St. Petersburg Vital Statistics

Median age	40.92 years
Average household income	\$55,310
Total population	253,369
MSA population	2.70 million
MSA labor force	1,341,382
MSA average annual pay	\$37,530
Total Households	110,332
Average Household Size	2.21