



Marketing Brochure

MASTER DEVELOPER FOR REDEVELOPMENT OF
MUSEUM OF SCIENCE & INDUSTRY (MOSI)
PROPERTY

HCFLGov.net/Vendors
(813) 272-5790



**Hillsborough
County Florida**
Procurement Services

Introduction



Site of MOSI Re-Development

Introduction of Opportunity

Hillsborough County is seeking a master developer and is pleased to invite qualified developers, investors and their partners (together considered, “respondents”) to a historical opportunity to adaptively re-use the County-owned Museum of Science and Industry (“MOSI”) property (approximately 74 acres) at 4801 Fowler Ave., Tampa, Florida. Respondents are invited to submit their qualifications to secure an opportunity to redevelop the property: (i) As an innovative and inclusive mixed-use development focused on sustainable design, healthy living, and leverages smart city technology, while incorporating private, commercial, and retail uses with civic spaces that are thoughtfully designed. (ii) Integrating a development pattern that is dense, integrating mixed uses and driving change by introducing desired targeted industries and economic drivers to the mix such as biosciences, life sciences, cyber security and other advanced industries. (iii) Achieving a true urban mixed-use project that embraces transit and other forms of sustainable mobility both within the development but also externally to the District and the larger region. Submissions will be reviewed by a committee of County staff and consultants to ensure that Hillsborough County is able to secure a qualified respondent who will engage with the County over the long term to effect the project and revitalization of the University Area.

The County is requesting proposals from qualified respondents that demonstrate the technical and financial capacity required to deliver on a large-scale redevelopment of the MOSI property. Respondents should have both the vision and experience required to deliver a project that will catalyze the University Area.

Please note this document serves as a marketing tool, and while it outlines the procurement process for the selection of the master developer, this document is not the official solicitation. Respondents must register with the County’s iSupplier. For more information, you may view the County’s Marketing Website at

<https://www.hillsboroughcounty.org/en/government/departments/procurement/mosi>, and the County’s Procurement webpage at <https://www.hillsboroughcounty.org/en/government/departments/procurement>

About the Tampa Bay Region

Tampa Bay is becoming increasingly known as a top city to live in the Southeast U.S., with Money Magazine ranking it Number One based on a robust job market, affordable property prices, and international aspirations.

The depth and diversity of Tampa's regional business community has led to significant growth in industries defined by innovation and technology. These industries include financial and shared services, life sciences, defense and security, manufacturing, and agribusiness. The area also has firms specializing in medical devices, high tech electronics and instruments, logistics and distribution, homeland security and defense, and port/maritime. Diversification of services has been key to the success and vitality of the local economy. Nearly one in four of Florida's business and information services firms calls Tampa home, ranging from information technology to law firms, accounting, engineering, and other consulting businesses. Tampa also is a gateway to the Florida High Tech Corridor, a 23-county area that spans across the state and is connected by three research universities, more than 20 local and regional economic development organizations, 14 community and state colleges, and six regional workforce boards.

Today, Tampa Bay is home to 20 corporate headquarters with over \$1 billion in annual revenue, eight of which are Fortune 1000 companies. Tampa is also the location of choice for nearly 500 foreign-owned companies representing over 40 nations. Among those Tampa Bay-based companies on the Fortune 500 list for 2015 are Publix Super Markets, Tech Data, Jabil Circuit, the Mosaic Company, and WellCare Health Plans, and the Fortune 1000 companies include Raymond James Financial, Bloomin' Brands, HSN, and TECO Energy. Other companies with headquarters in the area include Sykes Enterprises, Checkers Drive-In Restaurants, Brown & Brown Insurance, and Verizon Florida.

Several companies have also established large facilities or expanded in the Tampa Bay area, creating more jobs and boosting the local economy with capital investment, including Amazon, Bristol-Myers Squibb, Depository Trust & Clearing Corporation, HealthPlan Services, James Hardie, Morgan Stanley, Tribridge, and USAA.

Source: Greater Tampa Chamber of Commerce



About the Tampa Bay Region



As one of the top economic engines in the Tampa Bay area, Tampa International Airport (TIA) offers non-stop flights to more than 70 domestic and international destinations at fares lower than most major metro areas. In September 2015, TIA launched a new non-stop flight to Frankfurt, Germany, one of the world's busiest hubs, via Lufthansa Airlines. According to TIA, this daily nonstop to Europe is expected to have an annual economic impact on the Tampa Bay region of \$97 million and create roughly 680 jobs.

From a wide-ranging cargo mix, to its cruise passenger popularity, to repair of ships, Port Tampa Bay is truly among the nation's most diverse seaports. Port Tampa Bay continues to flourish as the No. 1 economic engine in West Central Florida, supporting nearly 80,000 jobs and delivering some \$15 billion in annual economic impact. Port Tampa Bay is building upon its rock-solid foundation to meet the demands of global trade and the needs of a region of more than eight million consumers. Recently, the Port received a \$19.8 million grant as part of the U.S. Department of Transportation's Nationally Significant Freight and Highway Projects Infrastructure for Rebuilding America program that will be used to enhance the Port's container capacity and revive waterfront property.

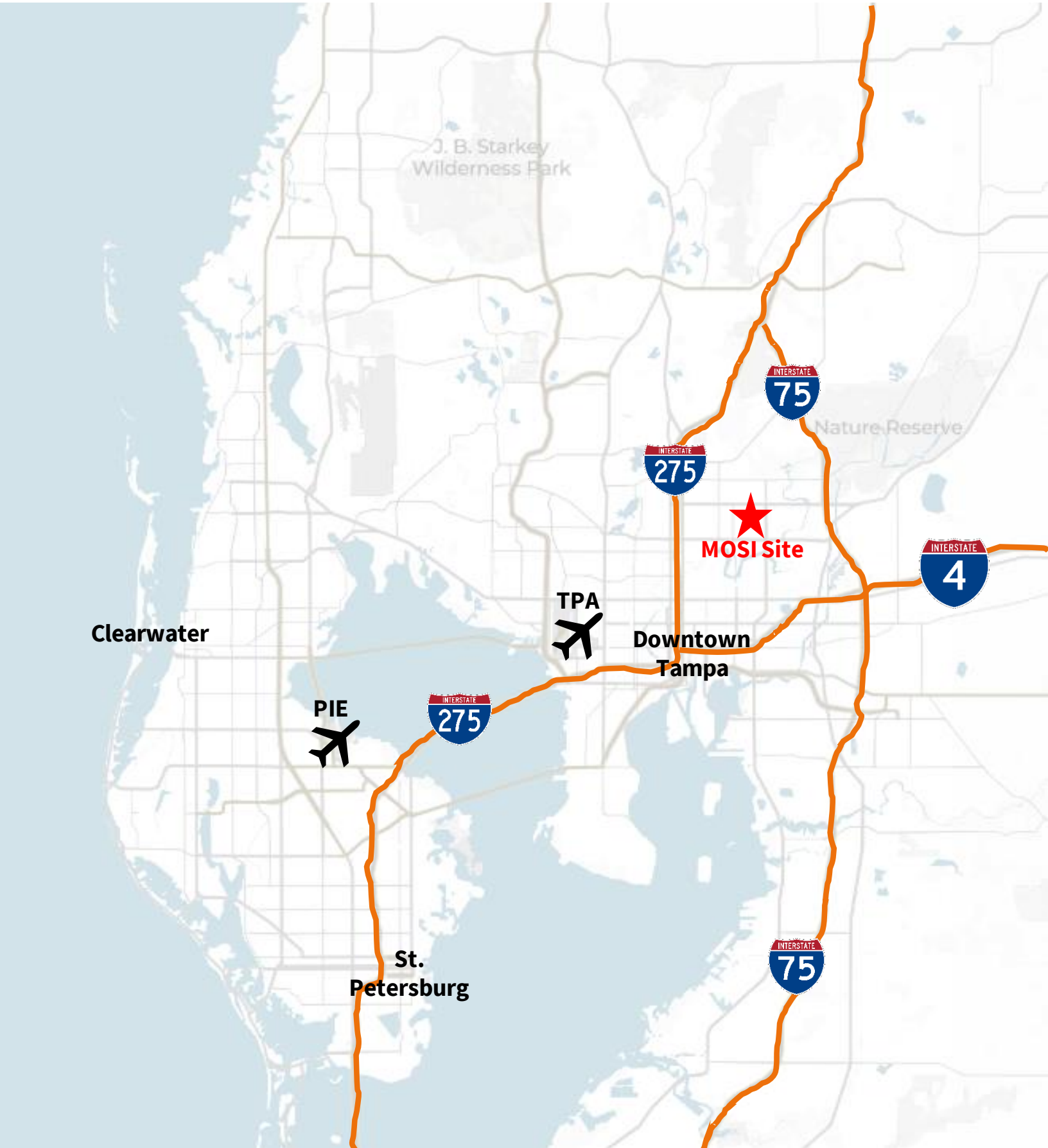
The military also plays a significant role in the strength and quality of our workforce. MacDill Air Force Base employs nearly 19,000 military and civilian personnel, and more than 73,000 retirees and spouses of military retirees reside within 50 miles of the base. Active, Reserve, Guard, federal civil servants, civilian contractors, and retirees continue to contribute to the Tampa Bay region.

National Recognition

- Best Small Business Cities (#19, Biz2Credit)
- Best American City for Sports Travel (#4, Hotels.com & SeatGeek)
- Best Airport in the U.S. (#2, *Conde Nast Traveler*)
- Best Cities to Find a Job (#24, *WalletHub*)

Local Context

Regional Context



Local Context

University Area Context

The MOSI property sits within a portion of Tampa known as the University Area and is adjacent to many of Tampa's largest and most influential institutions. The University of South Florida is ranked Top 10 in the nation for patent production,* asserting its status as a top research university. In addition to the University of South Florida, AdventHealth Tampa, Moffitt Cancer Center, and one of the nation's largest VA hospitals sit within a mile and a half of the MOSI site. In addition to these institutions, the Area is also notably home to Busch Gardens, Yuengling's Tampa Brewery, and the former University Mall, now rebranded as *Uptown*, with a portion of the area located in a Federal Opportunity Zone.

With plans for over \$1 billion of investment, the University Area is at the beginning of a re-development cycle, with a wide variety of real estate development projects in the pipeline or planning stages. These projects could signal a shift in the types of goods and services being offered in the University Area. Respondents interested in being a long-term agent of growth in the University Area and playing a vital role in its continued revitalization are encouraged to look closely at the opportunity presented by the former MOSI site.

University Area Investment Pipeline

- **University of South Florida:** USF's investments include a \$40M Indoor Athletic Facility. In addition, the University has recently identified two possible sites bordering Fowler Avenue for construction of a 40,000 seat (approximately \$200M) football stadium. The USF Research Park recently broke ground for a 120,000-square-foot building to house state-of-the-art laboratory facilities, and office and meeting space for innovators at a cost of \$42M.
- **Moffitt Cancer Center:** Moffitt has begun construction of a \$400M ten-story, 498,000-square-foot facility located on 20 acres across from their outpatient center on McKinley Drive.
- **AdventHealth Tampa:** AdventHealth has almost completed a \$256M construction of the Taneja Center for Innovative Surgery with a six-story, 300,000-square-foot patient and surgical tower.
- **James A. Haley Veterans Hospital:** The Veteran's Administration is currently building a \$150M five-story, 245,000-square-foot bed tower expected to be completed in 2022.
- **RITHM at Uptown:** NYC-based, RD Management, LLC has launched the multi-billion dollar redevelopment of the 100-acre, University Mall property as a catalyst project for Tampa's Uptown District. Described as an American urban center for tech and life sciences innovation on a social plane, RITHM will be designed as a walkable, mixed-use urban neighborhood immersed in the arts and sciences. The project will include a super tech hub called RITHM Labs, which will become a hive of collaboration, conferencing and development for community residents and innovation players such as USF's Institute for Applied Engineering, whose new headquarters at RITHM is currently under construction.
- **Yuengling Tampa Brewery:** In addition to its brewery operation, Yuengling has begun redevelopment of its 43-acre property on 30th Street near Busch Gardens that will include a hotel, restaurant, gift shop, microbrewery tasting center, and conferencing space.

Total University Area Investment Pipeline: +\$2.4 billion

* Ranking by the National Academy of Inventors and Intellectual Property Owners Association

Local Context

Surrounding Neighbors



Local Context

Site Location and Transportation Context

The MOSI site is ideally situated directly across Fowler Avenue from the University of South Florida (“USF”). The former museum is physically connected to the USF campus via a pedestrian bridge over Fowler Avenue (**see image below.**)



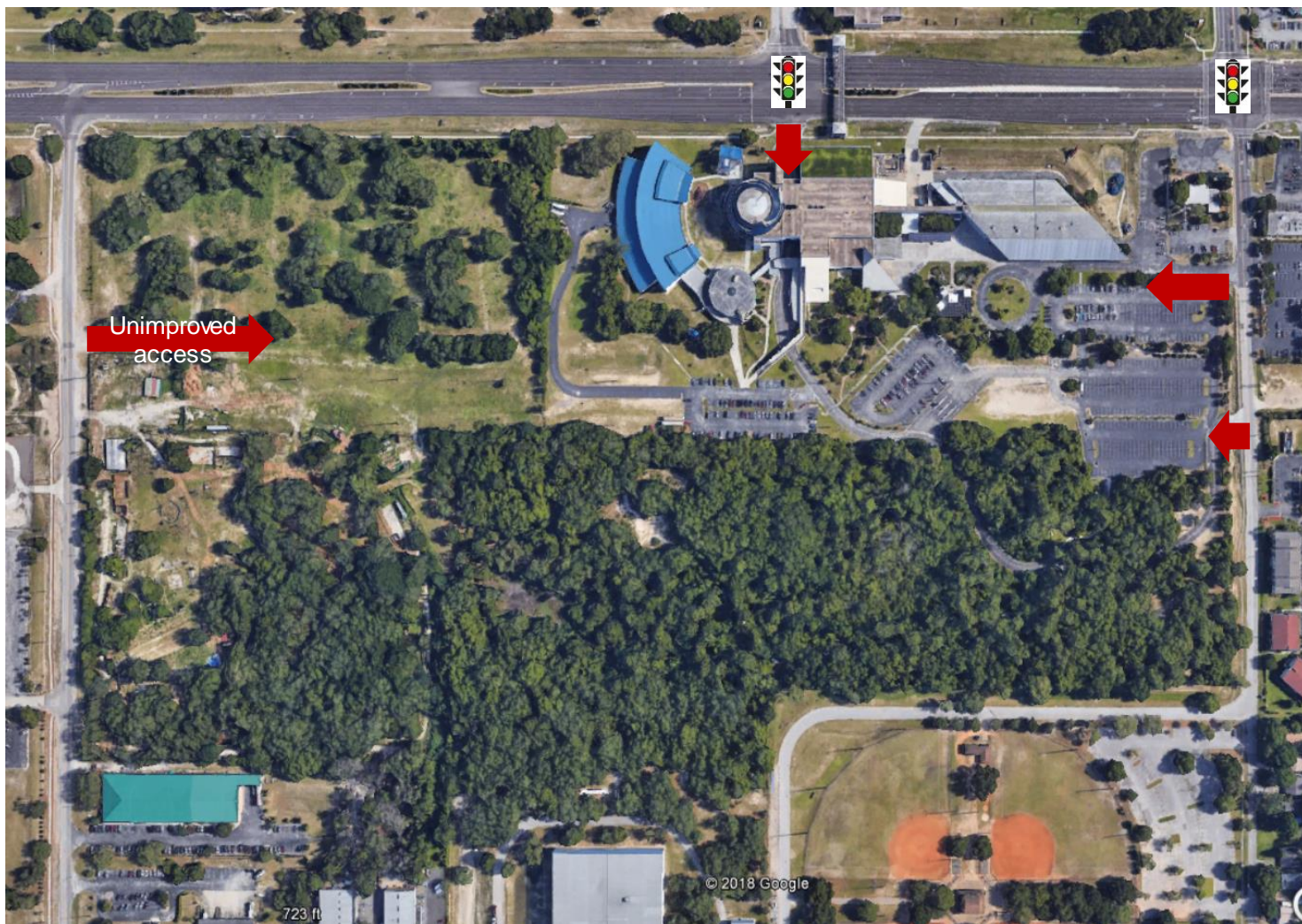
The bridge allows students and staff from USF direct access to the MOSI facility without crossing Fowler Avenue and navigating the approximately 65,500 vehicles per day that traverse this major artery. This convenient physical connection with USF provides an ideal opportunity to partner with the University on the redevelopment of the MOSI site.

Individuals arriving by vehicle will find access to the MOSI site quite convenient as well, with the site situated equidistant from I-275 (three miles west on Fowler) and I-75 (three miles east on Fowler). The site is bordered on the north by Fowler Avenue on the west by N. 46th Street and on the east by N. 50th Street, offering several access points to any prospective development. At present, the site offers a lighted intersection with dedicated turn lanes at Bull Run Drive, as well as multiple paved driveway access points from N. 50th Street.

Local Context

Existing Site Access

The MOSI site can currently be accessed from Fowler Avenue and N. 50th Street, with unimproved access from N. 46th Street (**see image below**).



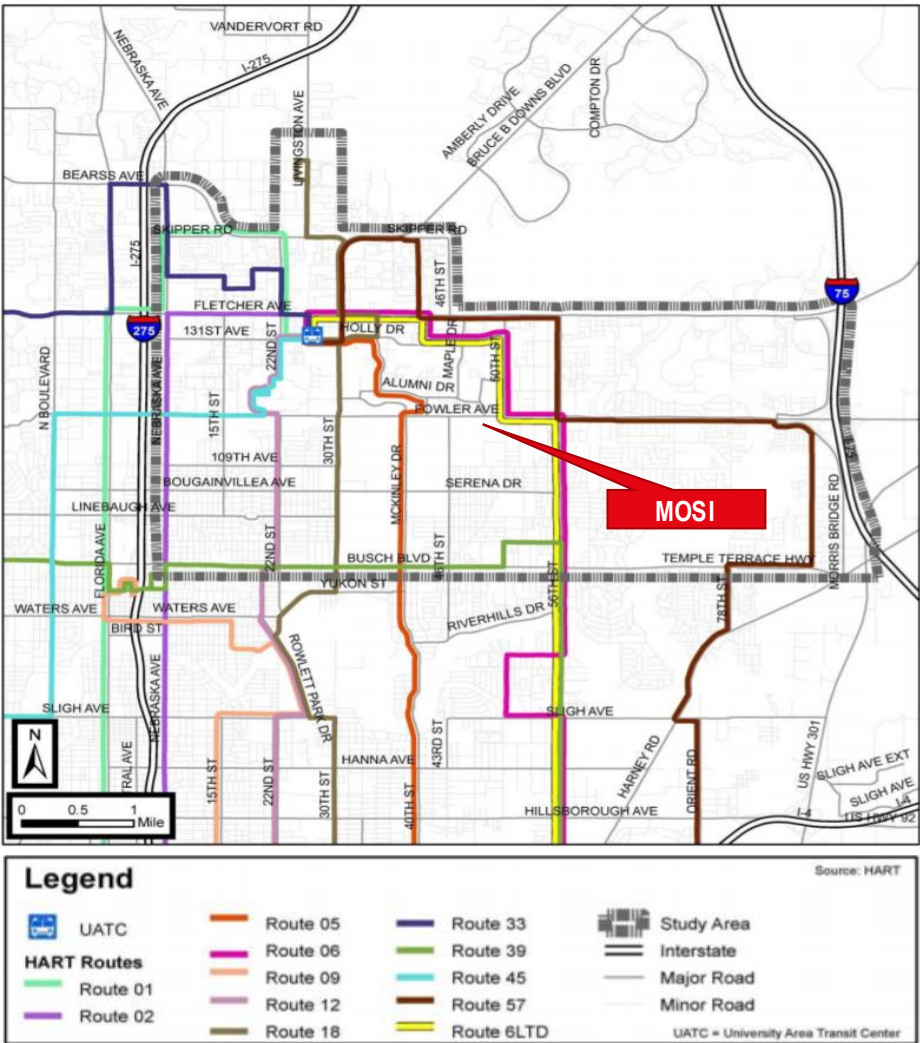
Local Context

Mass Transit Access

At present, the Hillsborough Area Regional Transit Authority (HART) provides eleven bus routes to the USF campus area that converge at the University Area Transit Center, east of the USF campus, adjacent to the northern edge of the VA hospital. In addition to HART bus service, the University area is also serviced by the USF “Bull Runner”, which is operated by the University’s Department of Parking and Transportation Services. The “Bull Runner” provides fare free transportation via its six routes to locations on and off campus. Service is provided to USF faculty, staff, and students with a valid USF ID.

While plans for a fixed route connector remain under consideration, HART has expanded current public transit service offerings through its HyperLINK program. Riders use the service to hail a ride similar to the way one would use Uber to pick them up for a ride to or from a bus station. The subsidized rides cost \$3 each way. Ultimately, it is understood that area stakeholders expect a dedicated circulator bus to serve the entire University Area. This plan also calls for the addition of several multi-modal centers that would connect the circulator to the greater Tampa Bay region.

Consideration should be made to support future transit.



University Area HART Bus Route Map

Property Information

Site Dimensions

The approximately 74-acre property is bounded by Fowler Avenue to the north, N. 46th Street to the west and N. 50th Street to the east. A park with four baseball fields bounds the property to the southeast, with commercial properties occupying the southwestern border.

Site Breakdown

Available for Immediate Occupancy/Renovation/Teardown	Developable Acreage	Undevelopable Area
1. MOSI West & IMAX Theatre (297,683 s.f.)	Existing structures ~ 12 acres	Wetlands ~ 21.5 acres
2. MOSI East Wing (64,415 s.f.)	Parking lots ~ 7.5 acres	
3. Head Start Facility (2,919 s.f.)	Undeveloped land ~ 33 acres	
4. IBHS Building (15,974 s.f.)		
5. MOSI Kids-in-Charge (41,566 s.f.)		

Site Factors

The buildings indicated as 1 and 2 are vacant. The County is open to relocating the Head Start facility (Building 3). Accommodations will need to be made for MOSI (Building 5). Additionally, IBHS has an existing lease for Building 4 till 2031. So again, they will need to be accommodated.



Property Information

Completed Due Diligence

Hillsborough County has completed initial due diligence on the site inclusive of the following:

- Geotechnical Survey
- Property Boundary Survey
- Wetlands Delineation
- LIDAR Mapping

These materials are presented in full as part of the RFP.

Zoning

The property is currently subject to the zoning designation of Commercial – Intensive (western portion of the property) and Planned Development (eastern portion of the property) per the City of Tampa Municipal Code. Commercial Intensive districts “...provide areas for intense commercial activity, permitting heavy commercial and service uses.” Maximum FAR is 1.0-1.5 with maximum heights of 45 feet. Planned Development districts allow the development of land uses that are in conformance with the adopted future land use element of the Tampa Comprehensive Plan while encouraging maximum land development opportunities and well-designed developments that:

1. Are characterized by unique conditions or situations which other zoning districts cannot accommodate including, but specifically not limited to, unusual physical or environmental features, transportation, access, etc.; or
2. Include a mixture of appropriate land uses which may not otherwise be permitted in other districts.

Respondents are encouraged to visit <https://www.tampagov.net/land-development> for more information.

Economic Development Overlay District

As part of the City of Tampa 2040 Comprehensive Plan Update, the MOSI site and surrounding property was designated as being within an Economic Development Overlay District. While this designation has no bearing on the existing zoning designation, it does benefit a future developer if there are plans to develop in a pattern that is consistent with the overlay but not within current zoning parameters. In this case, a developer would not have to pursue a zoning variance of amendment to the comprehensive plan.

For more information on the Economic Development Overlay District, please refer to the Zoning/Land Use Appendix contained within the RFP.

If you would like to speak with someone from RITHM at Uptown or the Innovation District you may call:

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