



Tampa Bay



New Office, New Era: Redefining the Workplace in Tampa Bay

THURSDAY, AUGUST 6th | 8:30 - 9:45 am

New Office, New Era: Redefining the Workplace in Tampa Bay



Lyle Fogarty

Managing Partner,
Clover Investment Properties

ULI Tampa Bay Program Chair

New Office, New Era: Redefining the Workplace in Tampa Bay

WATER STREET
TAMPA

gbmm Gardner Brewer
Martinez-Monfort

E
EISENHOWER
PROPERTY GROUP

LANGAN
ENGINEERING & ENVIRONMENTAL SERVICES

BURR FORMAN LLP
results matter

Clearview
LAND DESIGN, P.L.

Clearwater Gas System
Live Greener with Gas

clear **ph**
SOLUTIONS

ENCORE!
CONTRACTORS • DESIGN • PROJECT

HR

Kimley»Horn
Expect More. Experience Better.

LAKWOOD RANCH

NEWLAND

RIPA
ASSOCIATES
CIVIL / UTILITY CONSTRUCTORS

Rizzetta & Company
Professionals in Community Management

**STEARNS
WEAVER
MILLER**

Suffolk
Prove impossible wrong

TAMPA BAY
BUSINESS JOURNAL

Valley National Bank

**WADE
TRIM**

**WEST
RIVER
TAMPA**

ARDURRA

B2
COMMERCIAL REAL ESTATE

BGE

**CARLTON
FIELDS**

CLEARWATER
RIGHT AND QUALITIES WAY TO RICH

CLOVER
INVESTMENT PROPERTIES

GHD

F
FLETCHER FISCHER
POLLOCK PLLC

HILL WARD HENDERSON
ATTORNEYS AT LAW

KAST
CONSTRUCTION

LANDIS EVANS
PARTNERS

Land Advisors
ORGANIZATION

**Manatee
County
FLORIDA**

NOVA
ENVIRONMENTAL & PROFESSIONAL SERVICES

PulteGroup

REDSTONE

Stantec

Terracon

WGL

Wiregrass Ranch
EST. 1942



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Dan Woodward (*Moderator*)
Vice President,
Highwoods Properties



Dave Bevirt
Executive VP,
Strategic Property Partners



John Carey
Executive VP,
VanTrust Real Estate



Dawn Gunter
Principal & Co-Managing Director,
Gensler

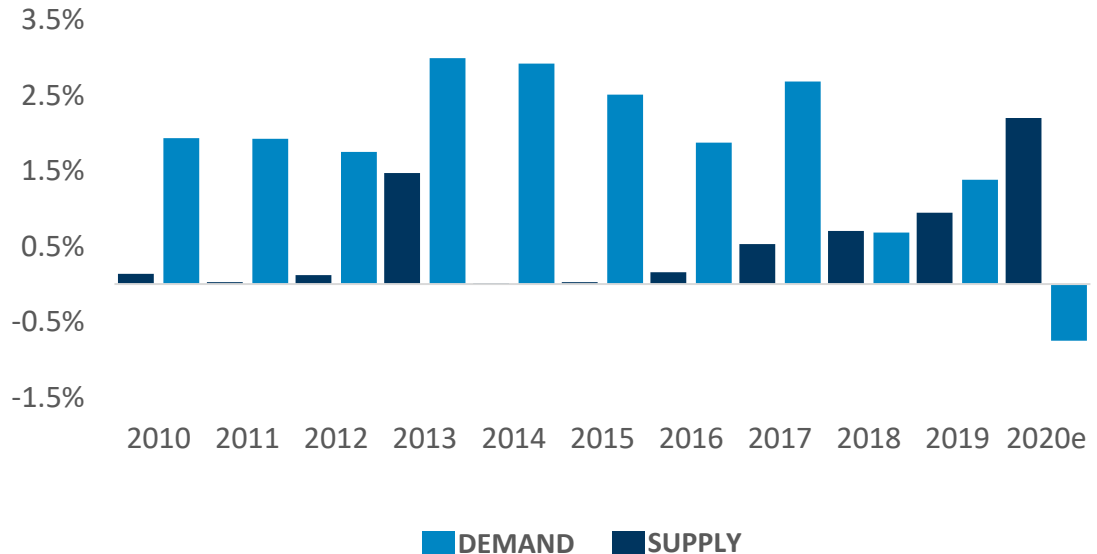


Brian Leary
Executive VP & COO
Highwoods Properties



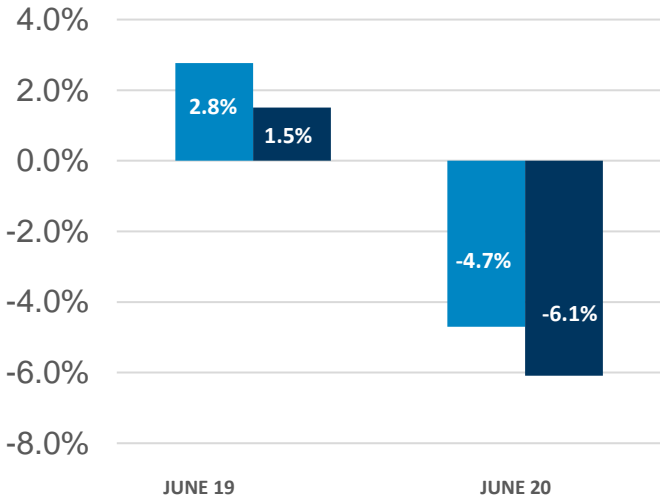
Liz Koteles
VP Commercial Investments
Federal Capital Partners

SUPPLY & DEMAND GROWTH

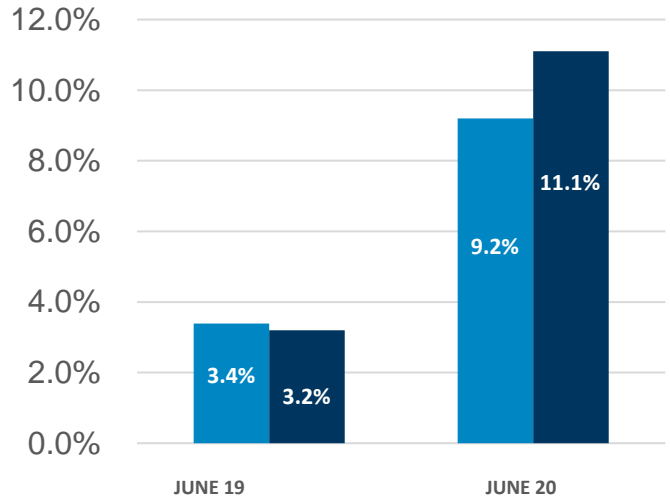


EMPLOYMENT TRENDS

OFFICE USING EMPLOYMENT GROWTH



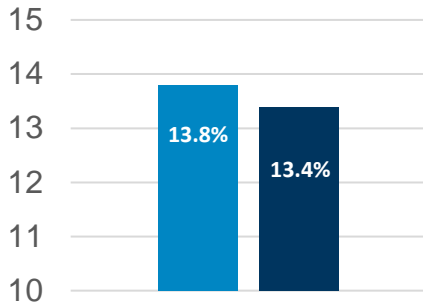
UNEMPLOYMENT



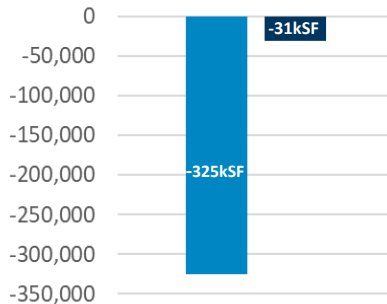
TAMPA U.S.

MARKET STATS

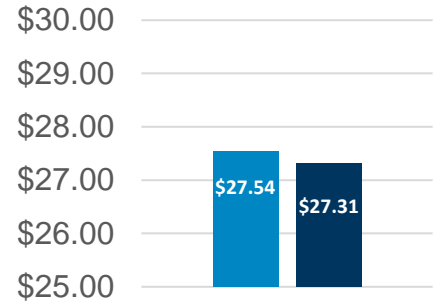
OVERALL VACANCY RATE



OVERALL NET ABSORPTION



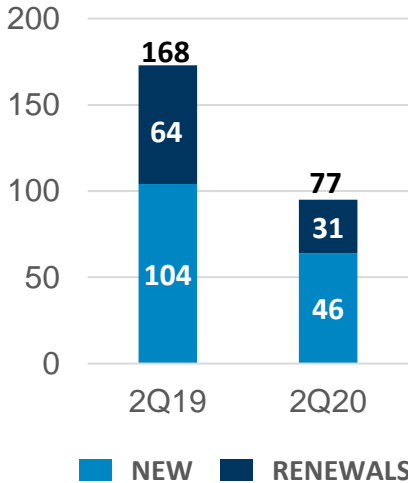
AVERAGE OVERALL RENTAL RATE



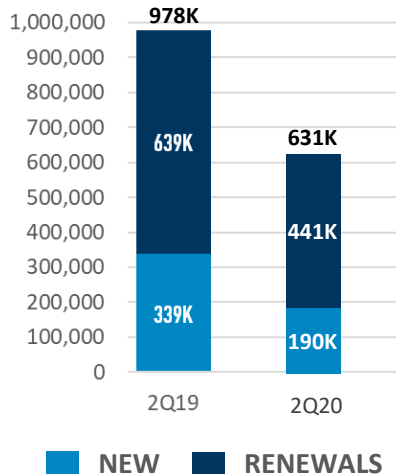
YE19 2Q20

LEASING ACTIVITY AND SUBLEASE

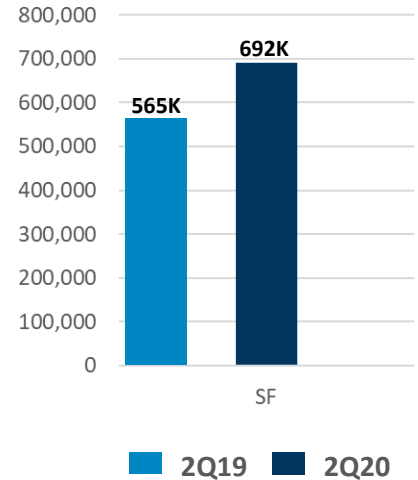
NUMBER OF TRANSACTIONS



SF OF TRANSACTIONS



SUBLEASE SPACE





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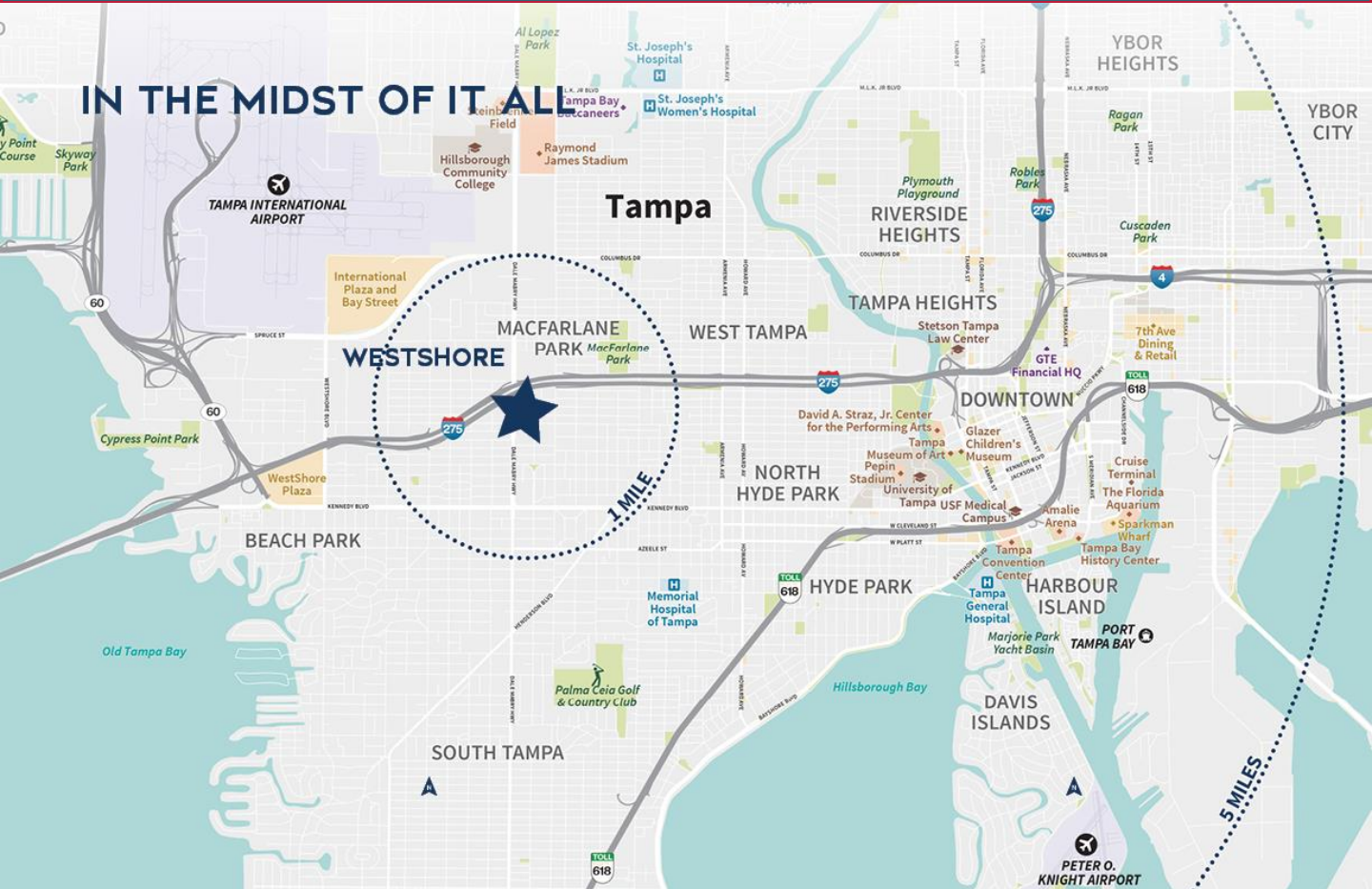
A stylized map of Midtown in shades of blue and teal, overlaid with a prominent white diagonal stripe running from the top right towards the bottom left. The map shows a grid of streets and various landmarks.

discover ★

MIDTOWN

BRIAN LEARY (HIGHWOODS PROPERTIES)

IN THE MIDST OF IT ALL



TAMPA INTERNATIONAL AIRPORT

Tampa

WESTSHORE

MACFARLANE PARK
MacFarlane Park

WEST TAMPA

TAMPA HEIGHTS

RIVERSIDE HEIGHTS

YBOR HEIGHTS

YBOR CITY

DOWNTOWN

NORTH HYDE PARK

HYDE PARK

BEACH PARK

HARBOUR ISLAND

DAVIS ISLANDS

SOUTH TAMPA

PETER O. KNIGHT AIRPORT

1 MILE

5 MILES

WESTSHORE'S METROPOLITAN DISTRICT



UPSCALE MULTI-FAMILY LIVING



CONVENIENT PARKING

MIDTOWN ONE

ALOFT & ELEMENT HOTEL



CENTRAL PLAZA, DINING & RETAIL



LAKESIDE PARK



CONCEPTUAL RENDERING

A HOME WHERE TALENT THRIVES



TAMPA'S NEW *social core*

Bring all the benefits of city-living to your doorstep. With Class-A restaurants, high-end retail, luxury apartments and hospitality, you'll never have to go far for what you need.

SHOP



LIVE



RECHARGE



EXERCISE



DINE



STAY



LIVE HERE

SHOP HERE

PLAY HERE

DINE HERE

CHRIS PONTE

James Beard-nominated chef of numerous award-winning restaurants in the Tampa Bay area



BE THE FIRST TO
discover MIDTOWN ONE

WORK HERE



WHOLE
FOODS
MARKET

REI
COOP

REI
COOP

CONCEPTUAL RENDERING

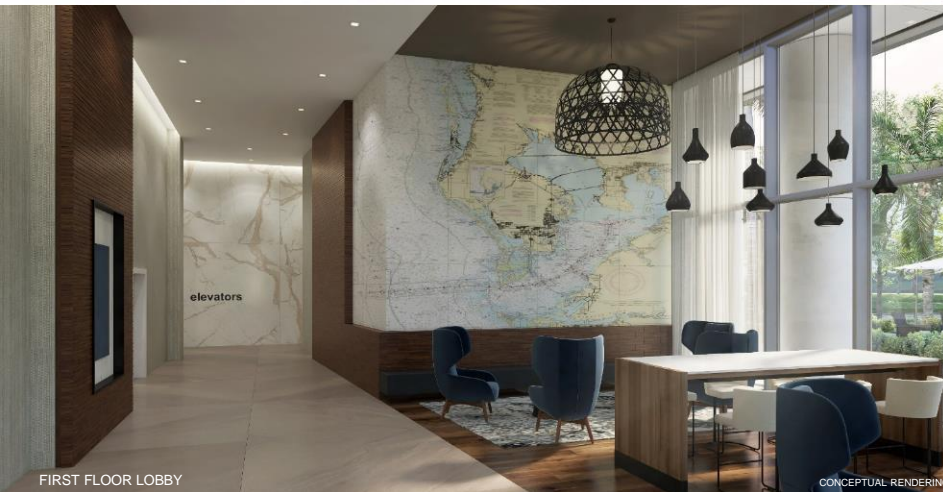


SECOND FLOOR LOBBY

CONCEPTUAL RENDERING

**STRATEGIZE,
SOCIALIZE,**
connect

**ACTIVATED COMMON
AREAS TO *enhance*
A COLLABORATIVE
WORKPLACE,
MERGING OFFICE
AND LIVING ROOM**



FIRST FLOOR LOBBY

CONCEPTUAL RENDERING



August 3, 2020



YOU'VE COME TO THE
right place.[®]
MIDTOWN ONE

 **Highwoods**[®]
CORPORATE
Bromley Companies



CONCEPTUAL RENDERING



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WATER STREET
TAMPA





The EDITION

1011 E. Cumberland

1050 Water Street

Embarc Collective

1001 Water Street

District Cooling

USF College of Medicine

JW Marriott

815 Water Street

Tampa Marriott
Water Street

Sparkman
Wharf

AMALIE

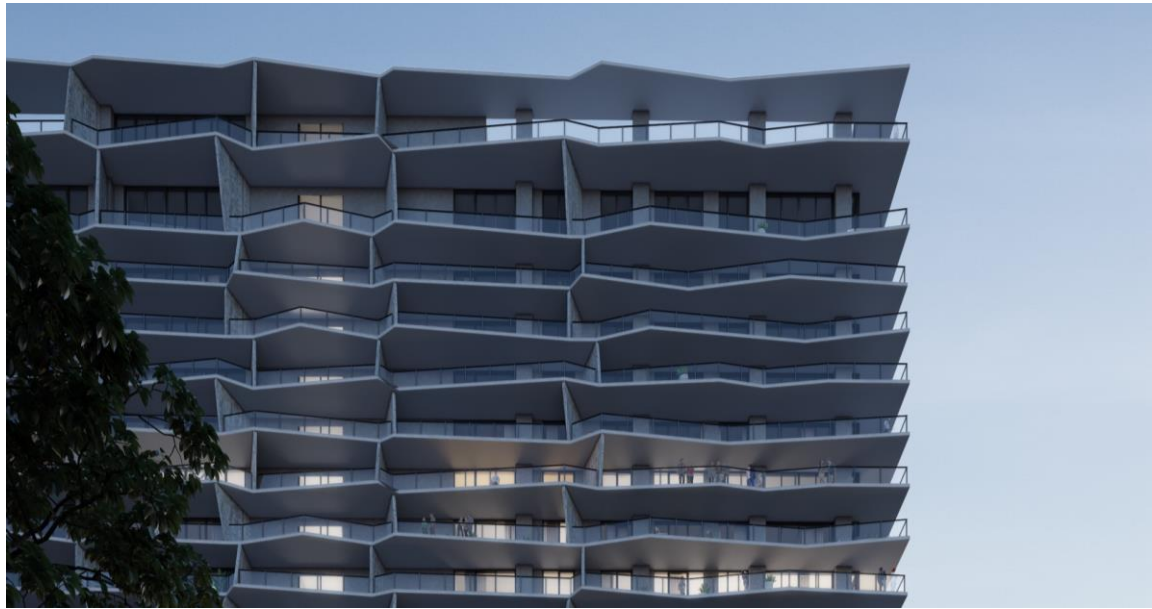




JW Marriott



1001 Water Street



815 Water Street



AMALIE ARENA

SUNTRUST

Ford



SPP Offices at Sparkman Wharf – Marketing Center



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SkyCenter | ONE

5411 SkyCenter Boulevard, Tampa, FL 33607



9-story, 270,000 sf class A+ building

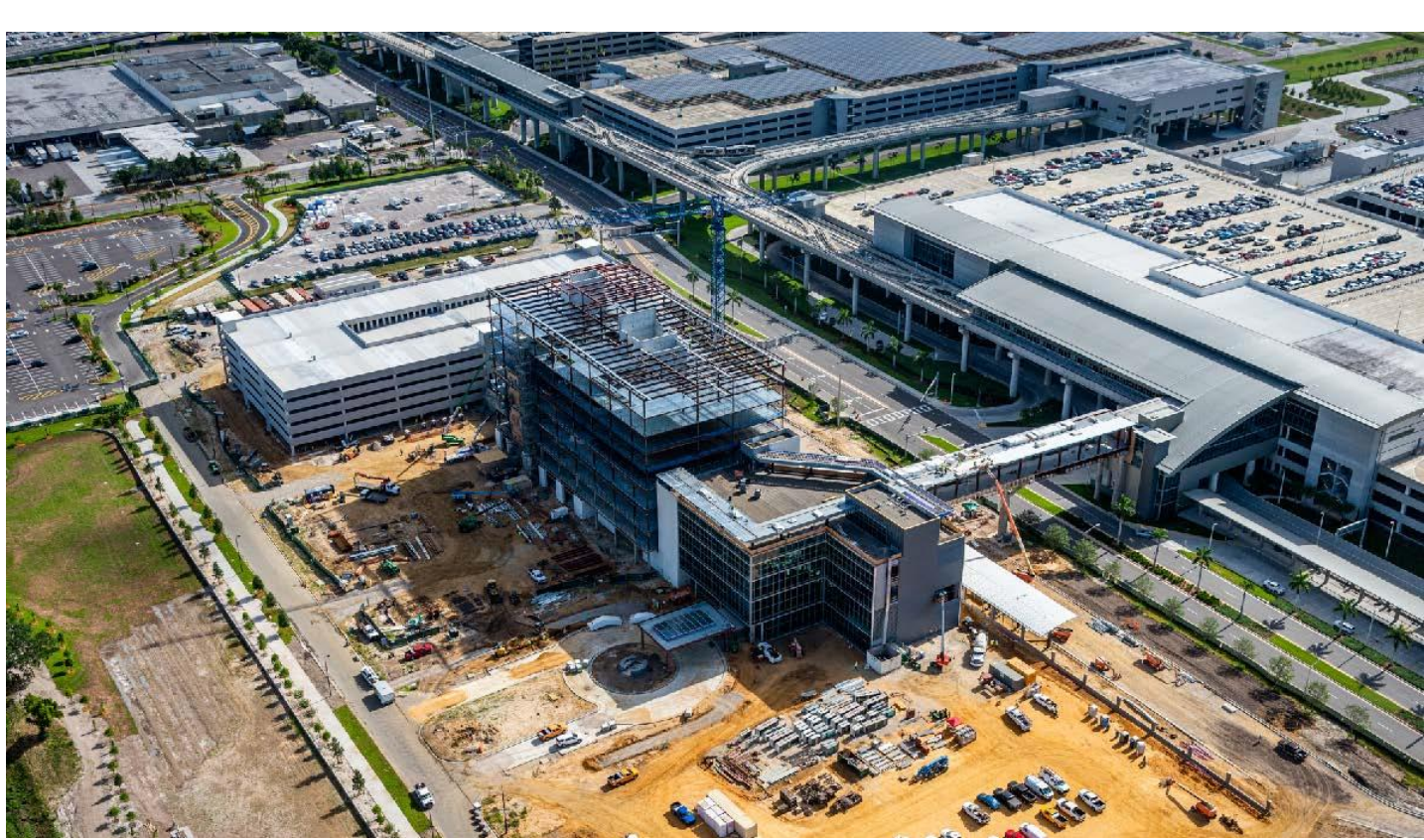
2nd Qtr 2021 delivery

30,000 +/- rsf floorplate

4.5/1,000 parking

Direct access via SkyConnect to airport terminal

Designed for LEED Platinum Certification



Current Project Aerial



30,000± RSF Available

30,000± RSF Available

30,000± RSF Available

30,000± RSF Available

30,000± RSF Available

7,500± RSF Available



Availability: 1st, 2nd and 6th – 9th Floors





CAFE



FITNESS CENTER



CONFERENCE CENTER



LOBBY



SkyCenter | ONE

5411 SkyCenter Boulevard, Tampa, FL 33607



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An architectural rendering of a modern office building at dusk. The building features a prominent glass facade that is illuminated from within, showing office interiors with people working. The building is situated around a central courtyard with a paved plaza, trees, and a fountain. People are seen walking and sitting in the courtyard. In the background, a sign for a 'READING STATION' is visible. The overall atmosphere is vibrant and modern.

ULI Tampa Bay | **Gensler**

OFFICE DEVELOPMENT - REDEFINING THE WORKPLACE IN TAMPA BAY

BACK TO THE OFFICE

WE SURVEYED 2,300+ U.S. WORKERS

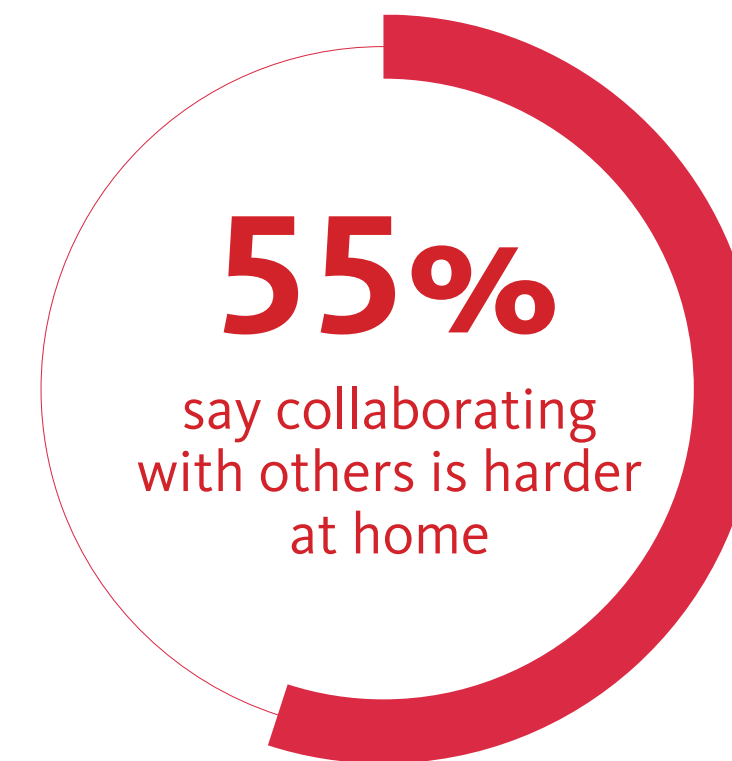
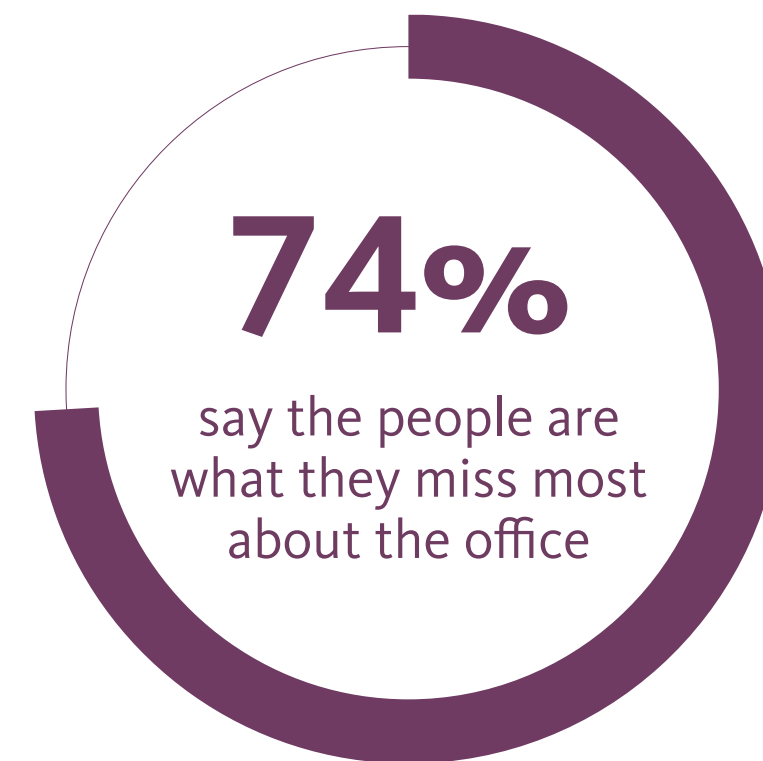
ONLY 12% OF U.S. WORKERS WANT TO WORK FROM HOME FULL-TIME.

BRIEFING #1:

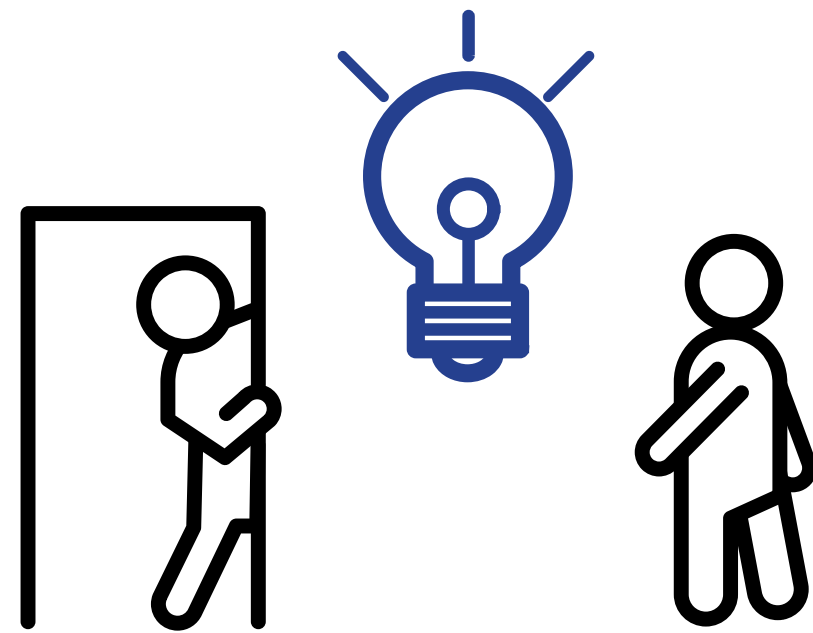
Back to the Office

Gensler

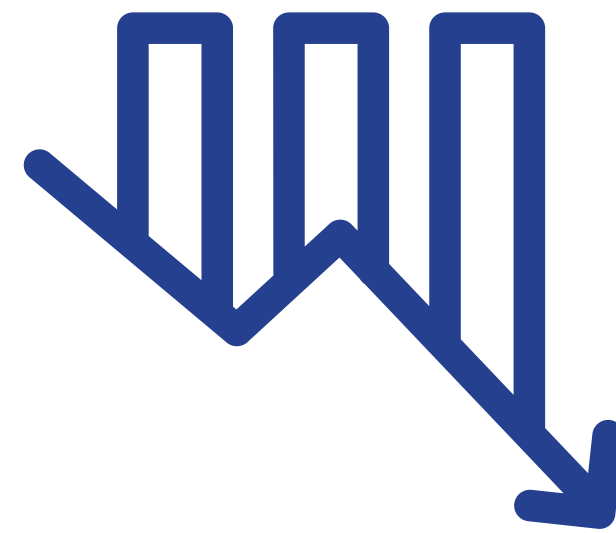
U.S. WORK FROM HOME SURVEY 2020



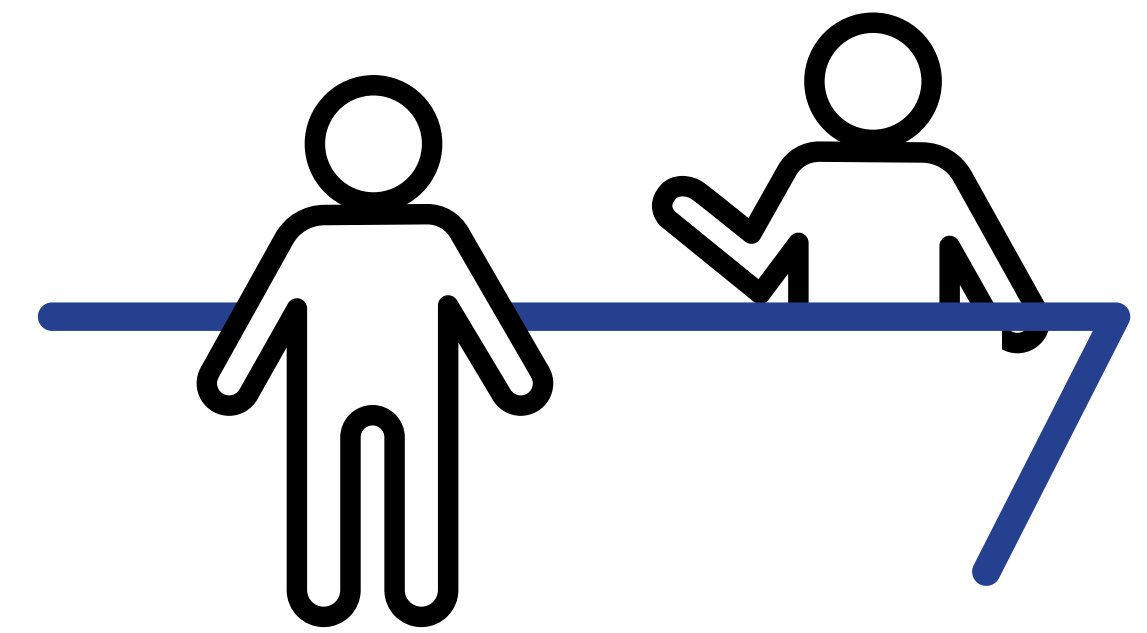
KEY FINDINGS



**PEOPLE MISS MEETINGS AND
CONNECTING WITH COLLEAGUES
FACE-TO-FACE.**



**MILLENNIAL AND GEN Z WORKERS
ARE LESS PRODUCTIVE, LESS
SATISFIED AT HOME.**



**PEOPLE EXPECT TO RETURN TO
THE OFFICE, BUT IT SHOULD LOOK
DIFFERENT.**

HOW MIGHT WE RETHINK THE POST-PANDEMIC OFFICE BUILDING?



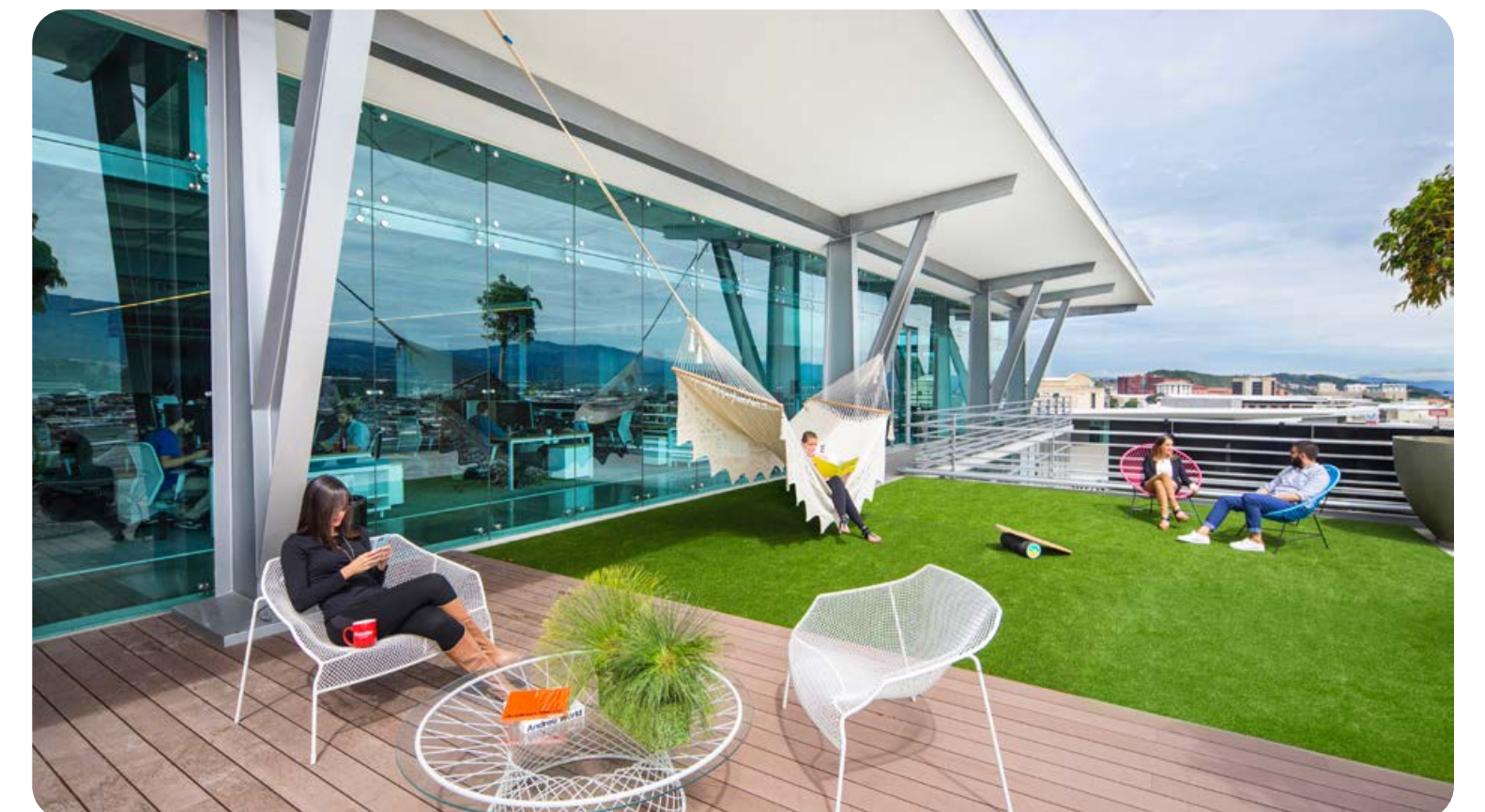
THE NEIGHBORHOOD CAMPUS



A COMMUNITY OF TENANTS

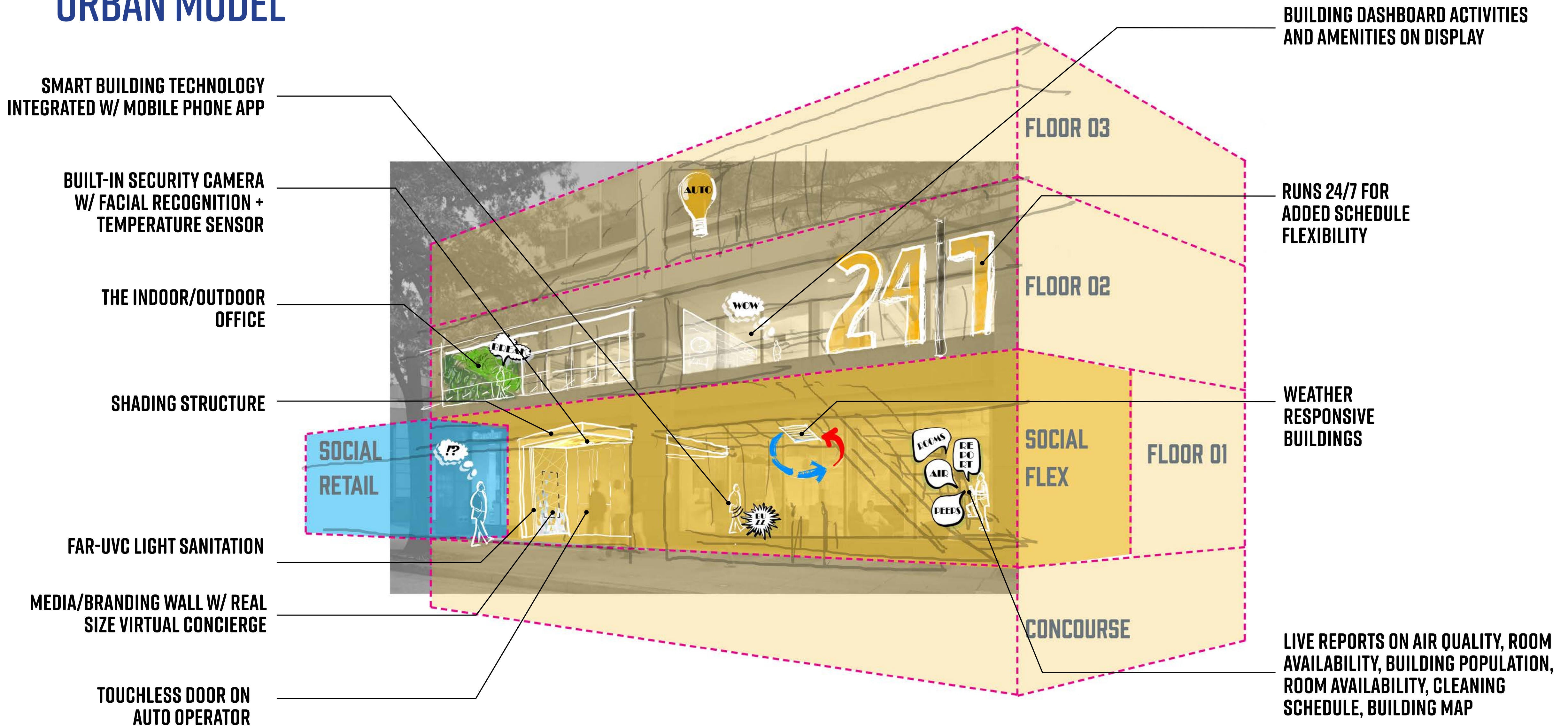


A SELF-AWARE BUILDING



A VACATION FROM WFH

URBAN MODEL



SMART BUILDING TECHNOLOGY
INTEGRATED W/ MOBILE PHONE APP

BUILT-IN SECURITY CAMERA
W/ FACIAL RECOGNITION +
TEMPERATURE SENSOR

THE INDOOR/OUTDOOR
OFFICE

SHADING STRUCTURE

FAR-UVC LIGHT SANITATION

MEDIA/BRANDING WALL W/ REAL
SIZE VIRTUAL CONCIERGE

TOUCHLESS DOOR ON
AUTO OPERATOR

BUILDING DASHBOARD ACTIVITIES
AND AMENITIES ON DISPLAY

RUNS 24/7 FOR
ADDED SCHEDULE
FLEXIBILITY

WEATHER
RESPONSIVE
BUILDINGS

LIVE REPORTS ON AIR QUALITY, ROOM
AVAILABILITY, BUILDING POPULATION,
ROOM AVAILABILITY, CLEANING
SCHEDULE, BUILDING MAP

FLOOR 03

FLOOR 02

SOCIAL
FLEX

FLOOR 01

CONCOURSE

AUTO

24/7

WOW

SOCIAL
RETAIL

!?

ROOMS
AIR
DEETS
REPORT

SPACE DEMANDS AND DESIGN SOLUTIONS

URBAN MODEL



SUBURBAN MODEL



WEATHER RESPONSIVE BUILDINGS

FAR-UVC LIGHT SANITATION AND BUILT-IN SECURITY CAMERA W/ FACIAL RECOGNITION & TEMPERATURE SENSOR AT ENTRY POINTS

CAMPUS DASHBOARD ACTIVITIES & AMENITIES ON DISPLAY, W/ 24-HR VIRTUAL CONCIERGE

MOBILE PHONE APP W/ AUGMENTED REALITY GUIDED NAVIGATION AND SOCIAL DISTANCING WARNING

THE INDOOR/OUTDOOR OFFICE

RUNS 24/7 FOR ADDED SCHEDULE FLEXIBILITY

TOUCHLESS, PHONE OPERATED SITE FURNISHINGS, LIKE UMBRELLAS

LIVE REPORTS ON WEATHER AND AIR QUALITY, ROOM AVAILABILITY, BUILDING /CAMPUS POPULATION, ROOM AVAILABILITY, CLEANING SCHEDULE, BUILDING/CAMPUS MAP

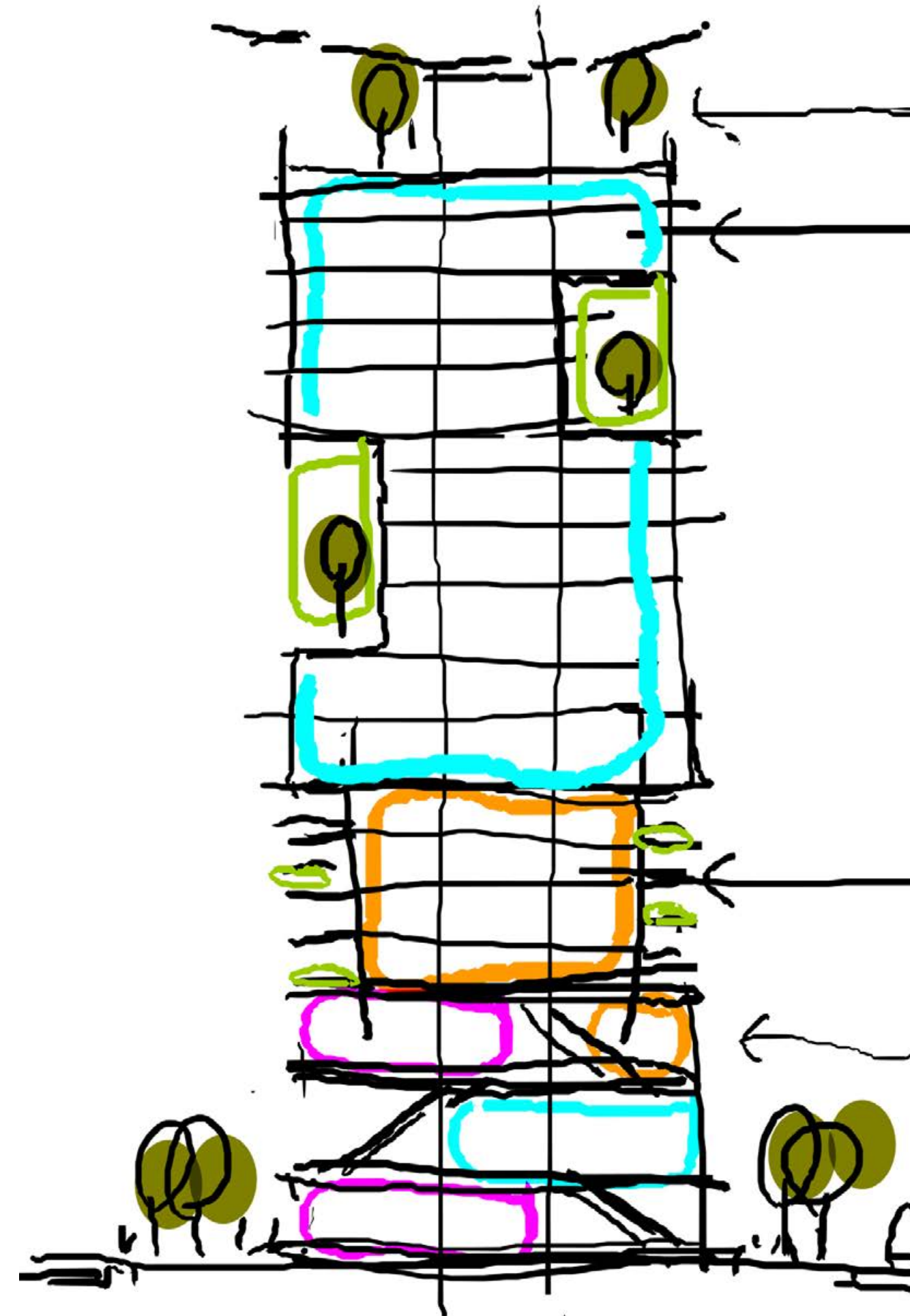
SPACE DEMANDS AND DESIGN SOLUTIONS

SUBURBAN MODEL





LIVE WHERE YOU WORK



A COMMUNITY ECOSYSTEM



CONNECTION TO OUTDOORS



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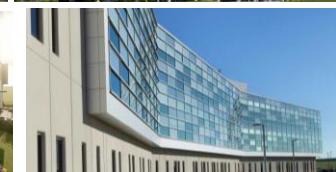
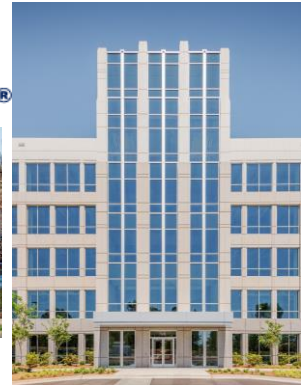
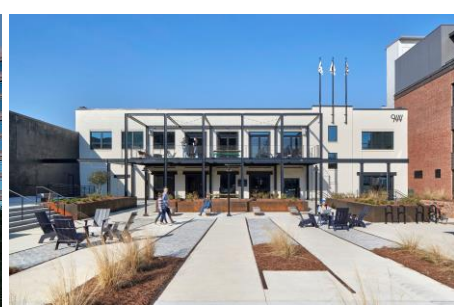
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