



Hillsborough  
County Florida

# Request For Master Developer Qualifications/Proposals: Hillsborough County, Mixed-Use Development – Museum of Science and Industry Site

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*February 20, 2020*



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# *Section 1: Introduction*





# 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, "Respondents") to a historical opportunity to adaptively re-use the former Museum of Science and Industry ("MOSI"), along with the surrounding undeveloped land area (approximately 74 acres) at 4801 Fowler Ave, Tampa, Florida. Respondents are invited to submit their qualifications [and proposals](#) to secure an opportunity to redevelop the Property through a transformative adaptive re-use of the former MOSI structure and development of adjacent unimproved land. The proposed development should focus on accomplishing Hillsborough County's goal of bringing continued revitalization and sustainable economic growth to the University of South Florida (USF) Area, as well as the Greater Tampa region. Submissions will be reviewed by a committee of County staff and consultants to ensure that Hillsborough County is able to secure a [highly 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, transforming the site into a vibrant, high wage job-creating, transit oriented and inclusive innovation district.

*Please note this document serves as a marketing tool and that while this document 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 contact Allie O'Connor at 813-301-7087 or [oeconnora@hillsboroughcounty.org](mailto:oeconnora@hillsboroughcounty.org). Sybil Tucker at 813-301-7081 or [tuckers@hillsboroughcounty.org](mailto:tuckers@hillsboroughcounty.org)*



# Introduction

## Project Vision

Hillsborough County envisions reinvigorating the spirit of technological innovation through re-development of the MOSI site into a hub for high-tech research and innovation district. Ideally, the site will offer a live, work, play environment that capitalizes on the existing investments of the surrounding medical and educational institutions and generates economic activity in a manner that is sustainable and synergistic with the surrounding area. The County has worked with a local architecture firm to begin illustrating its vision for the site. Respondents are cautioned that these illustrations are for example purposes only and should not be seen as limits for creative concepts. Respondents are highly encouraged to demonstrate creative approaches that appeal to high-tech office users, researchers, university students, and the surrounding local and regional population.

## Project Vision Board



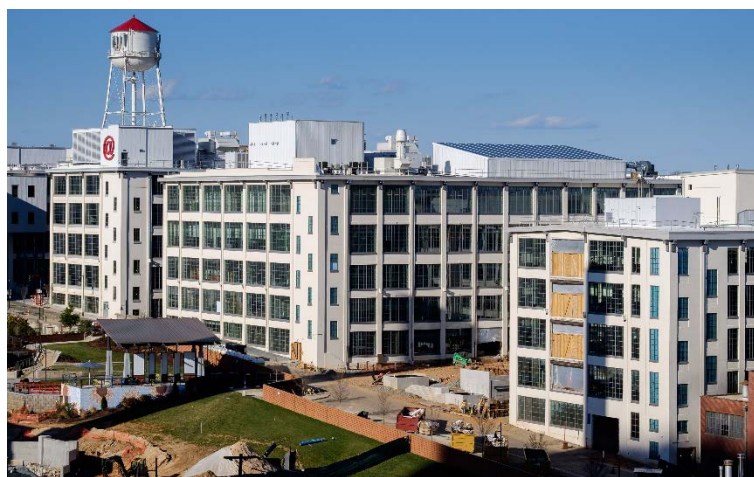
Cortex Innovation Community, *St. Louis, MO*



Durham ID, *Durham, North Carolina*



Schuylkill Yards, *Philadelphia, PA*



Wake Innovation Quarter, *Winston-Salem, North Carolina*



## Existing Site



## Conceptual Site Plan



# Introduction

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## Solicitation

As part of the RFP solicitation, respondents must indicate their interest and provide their qualifications, relevant experience financial capability, a ~~non-binding~~ conceptual development plan (including a site plan with phasing, if appropriate), associated ~~financial~~/business plan and their organizational/management structure. As part of their qualifications, proposers must provide evidence of successful experience developing projects similar in size and scope to the subject Project, as well as demonstrated ability attracting and working with the types of industry partners envisioned for this site. Respondents may be required to make oral presentations at the County's option.

A staff Evaluation Committee ~~supported by consultants made up of staff~~ will rank the proposals and submit their recommendation to the Board of County Commissioners for a final ranking. Final ranking of proposals by the Board shall be made with consideration of the following factors:

- a) Evaluation Committee's Recommendation.
- b) The proposed project best serves the County's public purpose;
- c) The proposed project best meets the County's annual, capital improvement or other development policies, plans, goals or objectives;
- d) Public funds and/or private financing is reasonably available for the proposed project;
- e) The proposed project is economically feasible and the best use of County resources; and
- f) Other factors which best serve the highest public interest as determined by the Board of County Commissioners.

Once a top ranked respondent is established by the Board, staff will enter negotiations for a Master Development Agreement. Respondents will not receive any stipends or compensation for their proposals provided under this solicitation.



# Introduction



## Anticipated Timeline

Task	Date(s)
<b>Commence public advertisement of RFP</b>	<a href="#">March 6, 2020</a>
<b>Pre-Proposal Conference and Site Tour</b>	March 26, 2020
<b><del>Closing Date for Receipt of Written Questions</del></b>	<a href="#">April 9, 2020</a>
<b>Due Date for Proposal Submission</b>	April 23, 2020
<b>Oral Presentations by Respondents</b>	<a href="#">April 28, 2020</a>
<b>Public Meeting</b>	<a href="#">May 6, 2020</a>
<b>Anticipated Date of <a href="#">Ranking Shortlisting</a> Master Developer(s) / <a href="#">Proposals</a></b>	<a href="#">May 15, 2020</a>
<b>Board Selection of <del>Top Ranked</del> Master Developer <a href="#">and Authorization to Negotiate Master Development Agreement</a></b>	June 34, 2020



# *Section 2:* *Project Context*

## 2.1 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 19 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, 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.





## 2.1 About the Tampa Bay Region

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As one of the top economic engines in the Tampa Bay area, Tampa International Airport 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 8 million consumers.

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

## 2.2 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 (3 miles west on Fowler) and I-75 (3 miles east on Fowler). The site is bordered on the north by Fowler Ave, on the west by N. 46<sup>th</sup> Street and on the east by N. 50<sup>th</sup> 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. 50<sup>th</sup> Street.



## 2.2 Local Context

### Existing Site Access

The MOSI site can currently be accessed from Fowler Ave and N. 50<sup>th</sup> Street, with unimproved access from N. 46<sup>th</sup> (see image below.)



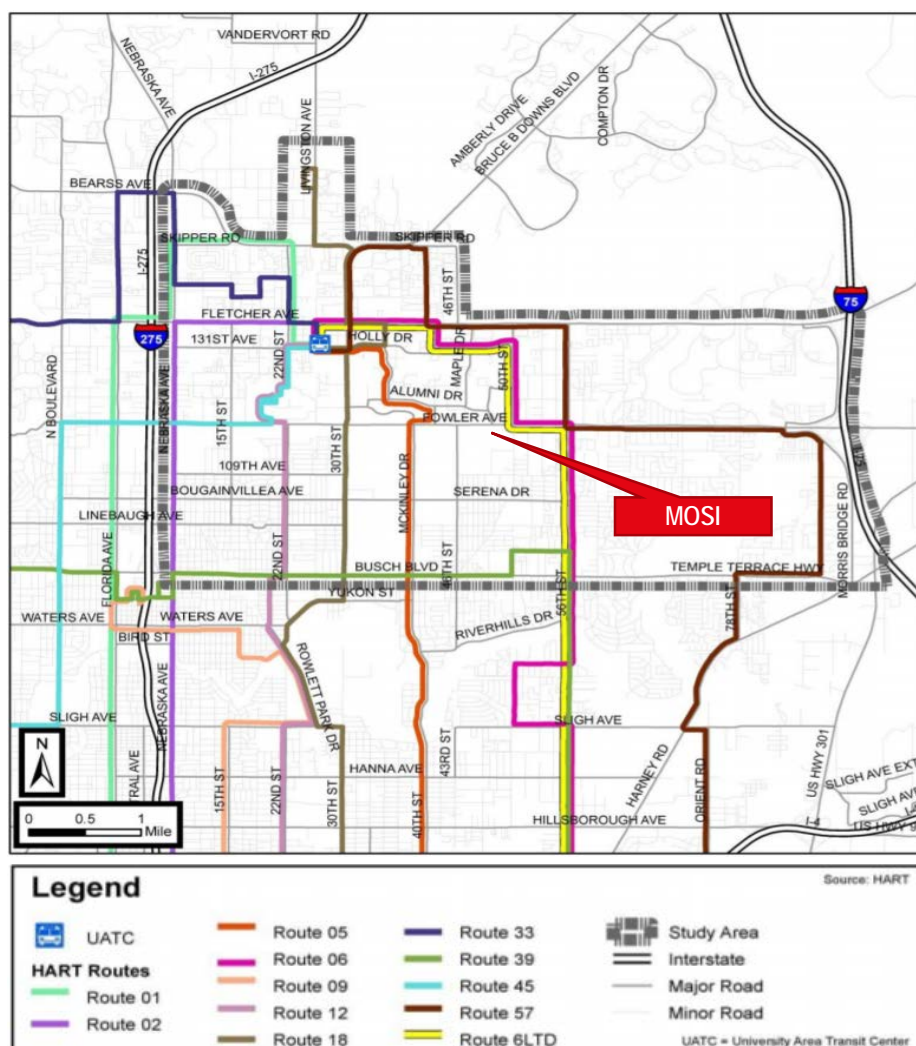
## 2.2 Local Context

### 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", 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 intend for there to be a dedicated circulator bus serving 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



## 2.2 Local Context

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### 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. In addition to the University of South Florida, Florida Hospital, 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 plans for over a billion dollars of investment, the University Area seems to be 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 the continued revitalization of the area are encouraged to look closely at the opportunity presented by the former MOSI site.

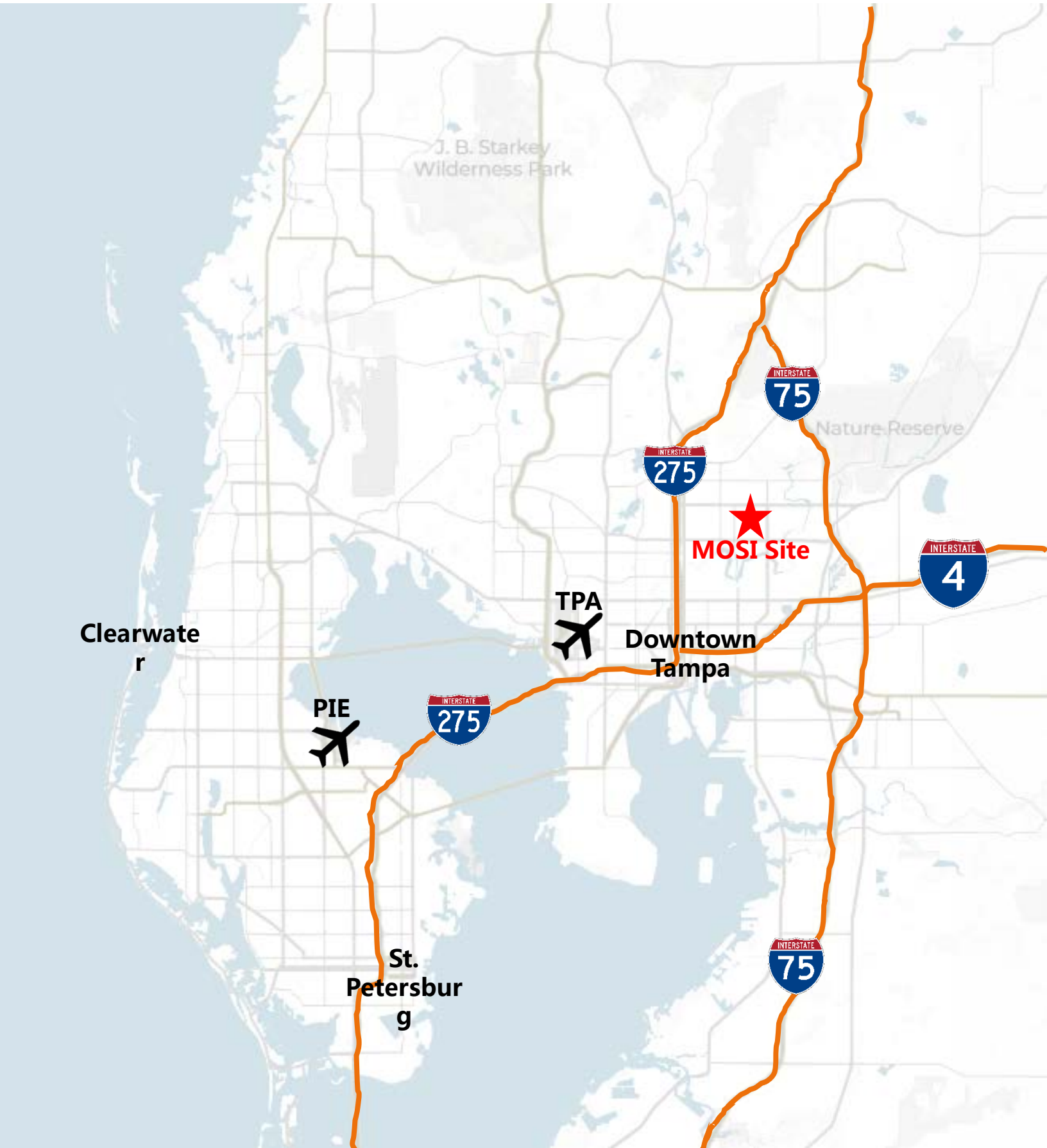
#### *University Area Investment Pipeline*

- **University of South Florida:** \$40M Indoor Athletic Facility, recently identified two possible sites bordering Fowler Avenue for construction of a 40,000 seat, approximately \$200M football stadium.
- **Moffitt Cancer Center:** Announced a 10-year, \$800M expansion project in 2016. Recently acquired an industrial property (10901 McKinley Drive) directly across from its M2Gen facility.
- **Florida Hospital:** Plans for \$300M of investment at the corner of Bruce B. Downs Boulevard and E. Fletcher Avenue.
- **James A. Haley Veterans Hospital:** Kicked off a three year, \$148.6M expansion project in August 2018.
- **Uptown (former University Mall):** Purchased by RD Management in 2014 for \$29.5M. RD Management has announced plans for \$1 billion of investment to convert the site to a mixed use district.
- **Yuengling Tampa Brewery:** The Yuengling family is exploring plans to expand its current operation to include an entertainment destination inclusive of a restaurant, retail and hospitality offerings.

*Total University Area Investment Pipeline: +\$2.4 billion*

## 2.2 Local Context

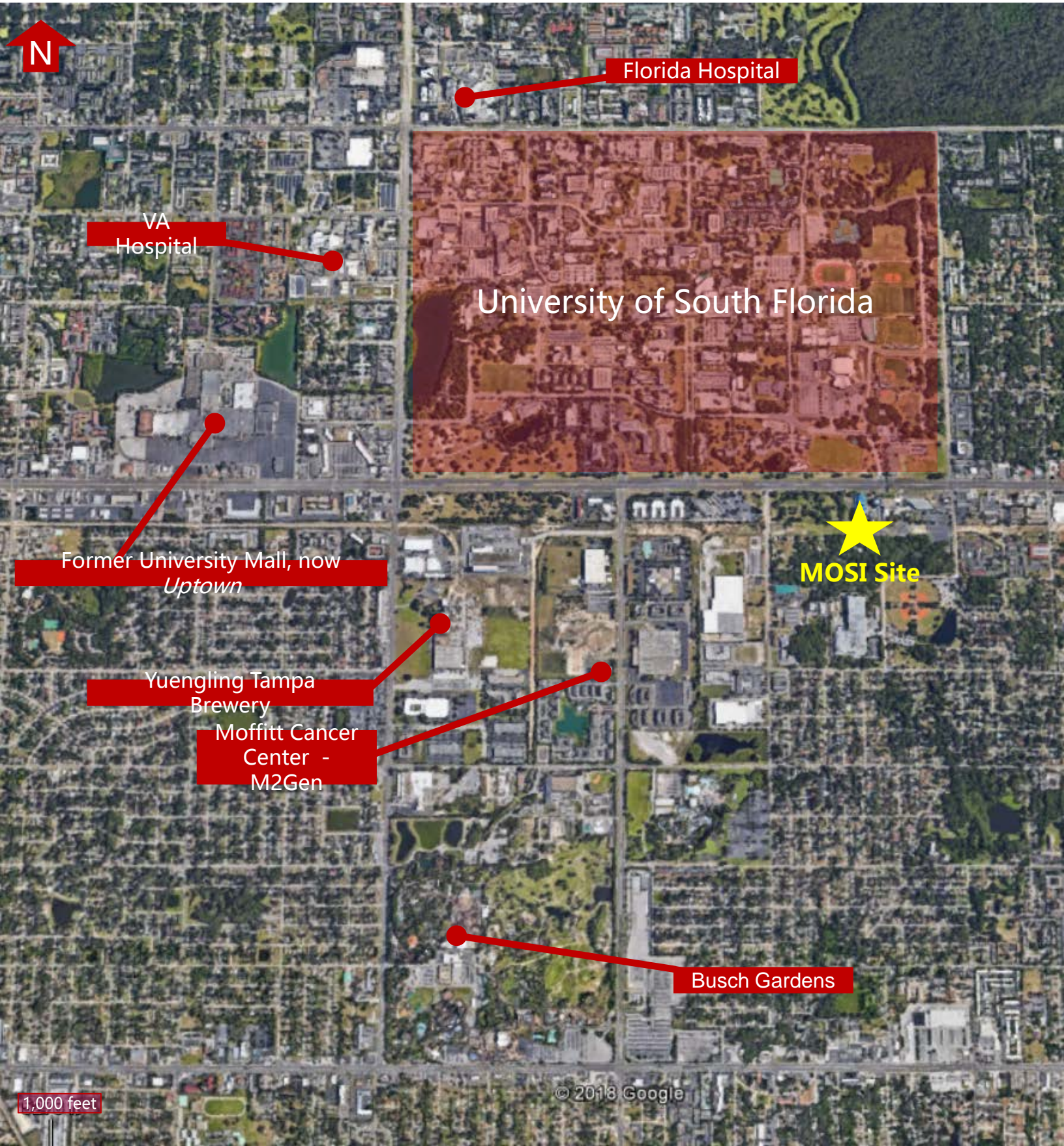
### Regional Context





## 2.2 Local Context

### Surrounding Neighbors





## 2.3 Property Information

### Site Dimensions

The approximately 74 acre Property is bounded by Fowler Ave to the north, N. 46<sup>th</sup> St. to the west and N. 50<sup>th</sup> 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 to retain MOSI on site (Building 5) or relocate them. Additionally, IBHS has an existing lease for Building 4 till 2031. So again, they will need to be accommodated on site or relocated for the remainder of their lease.





## 2.3 Property Information

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### 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 zoning designation Commercial - Intensive(western portion) and Planned Development (eastern portion.) 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.



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