

RETAIL & F&B LEASING OPPORTUNITIES

Uptown Landing

A New Destination at the University of South Florida

A CO-BROKERAGE EFFORT



Baker Barrios

THE VISION

Not a strip center. Not a food court. A curated destination.

Uptown Landing is the first phase of a transformative campus expansion at the University of South Florida—a forward-looking mixed-use development that brings together residential living, destination dining, curated retail, and community gathering spaces within an integrated, walkable neighborhood.

Designed around the principles of the Sarasota School of Architecture—Florida’s mid-century modernist movement, known for climate-responsive design, open-air circulation, and seamless indoor-outdoor living—Uptown Landing creates an environment where architecture serves experience, not the other way around.

ARCHITECTURE

Florida Modern. Sarasota School-inspired forms adapted for contemporary mixed use. Deep overhangs, breeze-through corridors, courtyards that invite lingering. Buildings shaped by climate, not commodity.

ECOSYSTEM

Every tenant is selected with the whole in mind. Quick-service and craft cocktail. Fitness studio and bookshop. The merchandising strategy is intentional, complementary, and curated for a neighborhood that doesn’t exist anywhere else in Tampa.

INDOOR / OUTDOOR

Mediterranean-influenced courtyards, shaded terraces, and pedestrian promenades connect every venue. Uptown Landing is designed to be lived in, not driven through—a place where dining, shopping, and gathering happen in the open air, year-round.

One District, Named

Uptown Landing sits at the intersection of two ideas — *Uptown*, a university building toward its most significant chapter yet, and *Landing*, that ambition made physical and permanent.

Momentum becoming place — where students, researchers, alumni, and Tampa Bay's broader community come ashore and find something worth staying for. Five landmarks give the district its map.

01

Uptown Gate

ENTRY GATEWAY

The arrival threshold — the front door where the district announces itself to campus and corridor.

02

The Green

CENTRAL LAWN

The open commons at the heart of it all — programming, gathering, and room to breathe.

03

Uptown Row

PEDESTRIAN PROMENADE

The walkable spine lined with storefronts, shaded and open-air, that stitches every venue together.

04

The Exchange

DINING & RETAIL

The concentration of food, beverage, and curated retail — the district's commercial core.

05

The Crossing

INTERSECTION PLAZA

The civic corner where paths meet — the pause point that connects district to campus and stadium.

BY THE NUMBERS

A Market That Already Exists

49,622

STUDENTS

Enrolled at USF Tampa campus—the largest single-campus university in Florida

35,000

SEATS

New on-campus stadium (\$348.5M), opening Fall 2027, connected to Uptown Landing by pedestrian bridge

850+

RESIDENCES

Residential units within the development, creating built-in daily foot traffic for every tenant

\$6B

ANNUAL IMPACT

USF's annual economic impact on the Tampa Bay region, with the university as a top-five employer

70,000+

SQUARE FEET

Retail and F&B space across the development, anchored by destination dining and experiential retail

29–34

MEDIAN AGE

Surrounding census tracts skew young, educated, and high-frequency spending—the ideal consumer profile

THE OPPORTUNITY

USF Tampa is a top-25 public research university without a walkable, mixed-use retail destination. That changes now.

THE RETAIL GAP

7:00 PM

Campus dining shuts down weekdays. By 4:00 PM on Fridays, options vanish entirely. There is no walkable evening or weekend destination—for 50,000 students, thousands of residents, or the medical center workforce next door. Uptown Landing fills a void that has existed for decades.

THE STADIUM MULTIPLIER

35,000 visitors

Walking through the retail district on every game day. The new USF stadium connects directly to Uptown Landing via pedestrian bridge, transforming each event into a pre-game, post-game, and during-game retail opportunity—with a captive, high-energy audience funneled through your front door.

THE CAPTIVE AUDIENCE

5 distinct segments

THE DEMOGRAPHICS

Young & educated

Students. Residents. Faculty and staff. Moffitt Cancer Center and USF Health employees. Alumni and game-day visitors. Unlike suburban retail, this trade area doesn't depend on highway signage or drive-by traffic. The audience lives, works, and gathers here.

Median age 29–34 in the surrounding area. High digital engagement, strong appetite for experiential dining and curated retail. This is the consumer cohort every brand wants—concentrated in one walkable district, underserved by existing options.

GALLERY

The Vision, Rendered

A first look at Uptown Landing — the district at dusk, its retail promenades, courtyards, and gathering places brought to life.



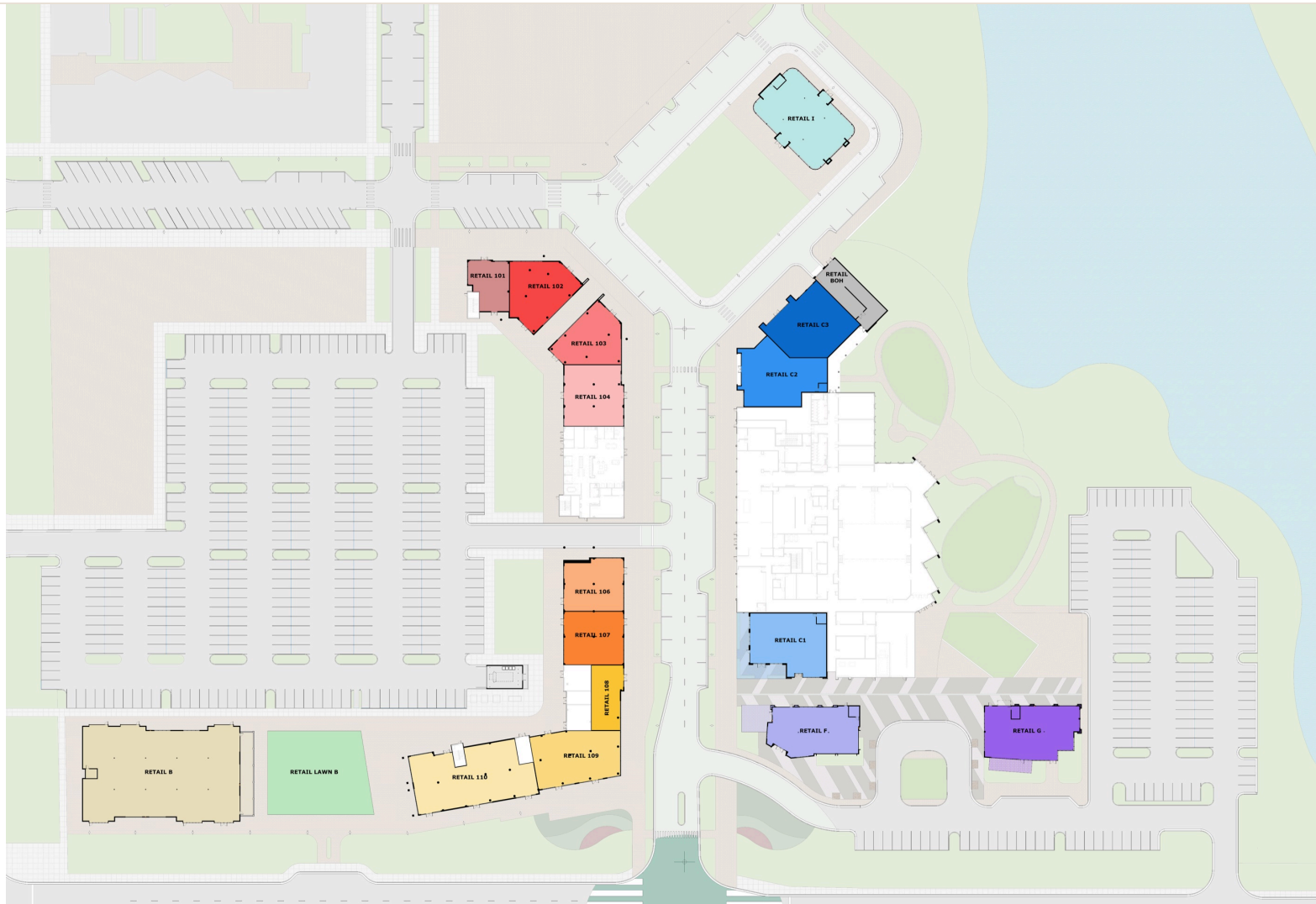


Renderings by Baker Barrios. Illustrative only and subject to change.

SITE PLAN

Explore the Available Spaces

All sixteen spaces are available for lease. Hover or tap a space on the plan — or choose one from the list — to see its size, floor plan, and elevation.



 RETAIL 101

1,765 SF

 RETAIL 102
F&B / RETAIL

3,420 SF



RETAIL 103

F&B / RETAIL

2,945 SF



RETAIL 104

3,410 SF



RETAIL 106

2,940 SF



RETAIL 107

2,990 SF



RETAIL 108

1,860 SF



RETAIL 109

F&B

4,140 SF



RETAIL 110

6,160 SF

16

RETAIL SPACES

69,420

TOTAL RETAIL SF

11,100

SF OUTDOOR & PATIO

Concept design by Baker Barrios; not for construction. Areas approximate and subject to final architectural verification.

AVAILABLE SPACES

Uptown Landing

Individual spaces within Uptown Landing, available for leasing. Each position has been conceived as part of an integrated merchandising strategy—see the context plan above for spatial relationships.

 QUICK SERVICE F&B 1,755 – 3,172 SF Fast-casual, grab-and-go, QSR concepts	 FULL SERVICE F&B / ENTERTAINMENT Up to 13,542 SF Destination dining, bars, entertainment venues	 FITNESS & WELLNESS Available Studios, wellness, recovery, health concepts	 SERVICE RETAIL Available Personal care, convenience, daily essentials
 CAFÉ Available Coffee, bakery, all-day casual	 APPAREL & POP-UP Available Rotating retail, DTC brands, curated goods	 USF ALUMNI CENTER 7,381 SF Community anchor, events, alumni programming	 HOTEL RETAIL Available Lobby-adjacent, guest-facing retail

Floor plates, MEP specifications, and detailed LOD packages available upon request.

Available Retail Space

Sixteen retail spaces are available across Uptown Landing, ranging from 1,765 to 13,530 SF. Select any space to view its floor plan and elevation. Full dimensioned plans, MEP specifications, and LOD packages are available on request.

RETAIL 101 1,765 SF ● AVAILABLE	RETAIL 102 F&B / RETAIL 3,420 SF ● AVAILABLE	RETAIL 103 F&B / RETAIL 2,945 SF ● AVAILABLE
RETAIL 104 3,410 SF ● AVAILABLE	RETAIL 106 2,940 SF ● AVAILABLE	RETAIL 107 2,990 SF ● AVAILABLE
RETAIL 108 1,860 SF ● AVAILABLE	RETAIL 109 F&B 4,140 SF ● AVAILABLE	RETAIL 110 6,160 SF ● AVAILABLE

RETAIL B

F&B

13,530 SF

● AVAILABLE

RETAIL C1

F&B

4,160 SF

● AVAILABLE

RETAIL C2

F&B / RETAIL

4,145 SF

● AVAILABLE

RETAIL C3

F&B

4,135 SF

● AVAILABLE

RETAIL F

F&B / RETAIL

3,950 SF

● AVAILABLE

RETAIL G

F&B / RETAIL

4,500 SF

● AVAILABLE

RETAIL I

F&B

5,370 SF

● AVAILABLE

16

SPACES AVAILABLE

69,420

TOTAL RETAIL SF

11,100

SF OUTDOOR & PATIO

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LOCATION

Fletcher Avenue Corridor, Tampa, Florida

- Situated on the University of South Florida's main campus along Fletcher Avenue—Tampa's primary east-west arterial connecting I-275 to I-75
- 15 minutes from downtown Tampa and the Channel District
- 20 minutes from Tampa International Airport (TPA)
- Adjacent to Moffitt Cancer Center, the #1 ranked cancer hospital in Florida, and USF Health—a major employment center
- Connected to the new 35,000-seat stadium via dedicated pedestrian bridge
- Surrounded by established residential neighborhoods with median household incomes above regional average

LEASING INQUIRIES

Let's Build This Together

A McDevitt & Archer Real Estate co-brokerage — for leasing inquiries, merchandising plans, and site tours



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