

WATER STREET

Tampa, Florida

After being inspired by the book *Walkable City*, Tampa Bay Lightning owner Jeff Vinik hired Speck Dempsey (then Speck & Associates) to lead the creation of a master plan for the underutilized “parking crater” surrounding the team’s popular venue. Containing an arena, history museum, and struggling “festival marketplace,” and surrounded by the city’s convention center and aquarium, the site completely lacked the mixed-use fabric necessary for community life. Jeff Speck teamed up with Stantec Urban Places to create a living blueprint for a redevelopment that includes 3,500 apartments, two hotels, two million square feet of offices, and a million square feet of retail and cultural space.

The plan reshaped the neighborhood’s block structure and street network, replacing swooping one-way streets with a proper urban two-way grid. It located parking in hidden midblock decks, to be shared efficiently around the clock. It organized 18 large buildings to shape a welcoming public realm centered around the pedestrian.

With Phase 1 now complete, Water Street is one of the world’s greenest neighborhoods and one of the first true “smart districts.” Rooftops are free of HVAC equipment, thanks to a centralized chiller plant. It is also the world’s first neighborhood to be certified as meeting the WELL standards of design, which focus on “air and water quality, access to natural light, and the creation of spaces that encourage interaction.”

CLIENT
Jeff Vinik, Tampa Bay
Lightning Owner

SCALE
43 acres

COLLABORATORS
Stantec Urban Places

STATUS
Half completed

TIMELINE
2015

AWARDS
ULI America’s Award for
Excellence, 2023

CATEGORY
Waterfront

REFERENCE
James Nozar, Water
Street CEO, jnozar@
spprealestate.com

BUDGET
\$6 billion

“It really is incredible to see the change, to go from 55 acres of flat parking to the amazing community here. . . a world class walkable neighborhood.”

— Mayor Jane Castor



Water Street, Tampa transforms 53 acres of principally surface parking into a \$3 billion extension of downtown.
Image credits: Strategic Property Partners