

FOR THE EXCLUSIVE USE OF CHASJB@GMAIL.COM

From the Tampa Bay Business Journal:

<http://www.bizjournals.com/tampabay/news/2016/06/15/the-potential-magic-of-a-foodie-centric-market.html>

The potential magic of a foodie-centric market hall on the Tampa Heights waterfront

🔑 SUBSCRIBER CONTENT:

Jun 15, 2016, 10:30am EDT Updated: Jun 15, 2016, 10:35am EDT

Artisans peddling hipster-chic foodie finds like local coffee and house-made charcuterie could become one of the biggest economic catalysts for Tampa's urban core yet.

A market hall will be the central focus of the revitalized Armature Works building on the Tampa Heights waterfront, SoHo Capital LLC said Wednesday. The market will be 21,000 square feet, featuring 16 different kiosks and central seating.

Armature Works is a 73,000-square-foot historic trolley barn, slated to become the centerpiece of The Heights, an \$820 million mixed-use



KATHLEEN LAVINE / DENVER BUSINESS JOURNAL

waterfront development on the northern fringe of downtown Tampa.

Armature Works will include multiple event spaces and two restaurants; at full buildout, The Heights will consist of more than 1,500 residential units and 640,000 square feet of commercial space.

In a development that massive, the market hall seems like a minor detail — until you consider what similar projects have done to up-and-coming neighborhoods across the U.S.

Markets like the one planned in the Armature Works can become not only a destination, but a cornerstone of a city's identity.

It also represents one of the few retail experiences that can't be replicated online — strolling through a historic space, chatting with the vendor behind what you're buying.

Pike Place Market in Seattle and Philadelphia's Reading Terminal Market are obvious examples of markets that are synonymous with their hometowns. In Denver, though, there's a more recent — and perhaps more relevant — illustration of what a market can mean to a neighborhood.

The Source opened in 2013 and has become a catalyst for Denver's River North (RiNo) neighborhood. When a Colorado developer converted the 1880s steel foundry into The Source, it was a gamble, *The Denver Post* reports. The Source, the *Post* said at the time, sits on a "somewhat forlorn patch of gritty-but-lively RiNo."

"You create your own reality," said Kyle Zeppelin, the son of longtime Denver developer Mickey Zeppelin and the principal engine behind The Source, told the *Post* in 2013.

"RiNo wants to be out of the mainstream; it wants an edge. Land here is cheaper. It's like an empty canvas."

Despite the outlier location, it didn't take long for The Source to succeed. In May 2015, the developers said they would expand the market hall and add an eight-story hotel with a rooftop terrace, reports the *Denver*

Business Journal, a sister news organization.

What The Source did for Denver is something that needs to be done for Tampa Bay's burgeoning food scene — the creation of a place where at least the highlights can be sampled. Here's a list of the vendors that have committed to the Armature Works so far:

Ichicoro Ramen: A "mod casual authentic Ramen restaurant," according to SoHo, which opened in Seminole Heights last fall

Commune and Co. Coffee: The first retail location for the local coffee company

Tailored Twig: "A floral boutique that specializes in one-of-a-kind pieces for distinctive events"

Chocolate Pi – A bakery "focusing on pastries and cakes made in the European tradition with American creativity," according to SoHo, which has a location in the Epicurean Hotel in South Tampa

Fine and Dandy – A "cocktail emporium focusing on package sales, craft cocktail kits and classes"

Steelbach Ranch – A "boutique butcher with charcuterie and artisan cheeses"

Chaat Corner – An "Indian street food affair"

Some of the region's best restaurants are clustered in and around the urban cores of St. Petersburg and Tampa, but few are within walking distance of each other.

If SoHo Capital can bring their vision for the Armature Works to life, it would mean more than a trendy food hall. It has the potential to become a place that is uniquely Tampa, further forging a sense of place in a city that's starting to come into its own.

Ashley Gurbal Kritzer

Reporter

Tampa Bay Business Journal

