

## Alafia Crossing Confirms Holiday Inn And Restaurant Leases For \$98 Million Mixed Use Development

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Executives for the eco-friendly Alafia Crossing project, announced today that the \$98 million mixed use project, which includes a new build Holiday Inn Hotel, has signed three restaurants leases to the development.

Alafia Crossing is part of the Preserve at Alafia and is currently under development in Florida's rapidly growing Hillsborough County. Jasmine Thai, Mama's Pasta Bowl and Cuppy's Coffee are three of the project's anticipated five eateries in addition to the hotel's planned food and beverage outlets.

'Alafia Crossing is shaping up to be a true lifestyle center. We envision excellent synergy between the hotel, the restaurants, the on-site population and the greater Tampa area,' remarked Lawrence Bauman, General Partner and COO of Alafia Crossing. 'Ultimately the hotel will offer romantic weekend packages with accommodations, wine dinners, water and clubhouse access as well as yoga and wellness retreats.'



Eateries at Alafia Crossing will range from white tablecloths to a gourmet and wine bar according to executives for the project who say the unique lifestyle which Alafia offers brings an ecological twist to upscale waterfront living.

'The Alafia location is ideal for South Shore residents looking for a truly full-service neighborhood base where they live,' remarked Mr. Bauman, General Partner and COO of Alafia Crossing. 'The delectable cuisines provided by Jasmine Thai and Mama's Pasta Bowl will be offered through indoor and outdoor seating as well as gourmet take away. These restaurants will be paired with a wine shop in Alafia Crossing which will provide bi-weekly tastings for the community where they pair wines with light bites from the Alafia restaurants.'

Developers anticipate excellent demand for the carefully selected restaurants. Alafia Crossing will draw from the on-site population of the 351-unit upscale apartment home community, The Preserve at Alafia, which is being developed in conjunction with Alafia Crossing as well as the residents of Hillsborough County.

Alafia Crossing developers are expressing their pleasure at securing premium brands for the development. Holiday Inn is one of the world's most well-known hotel brands. Jasmine Thai has twice been chosen as 'Best Thai Restaurant' by CitySearch. Mama's Pasta Bowl is likened to the quality of Carrabba's Italian Grill with more affordable pricing. The chef and owner of Mama's Pasta Bowl insisted on cooking for the development team to secure their approval before moving forward with the lease signing.

American Hotel Development Partners (AHDP), developer of the Holiday Inn agrees with the restrautuers when they predict the Alafia development will bring high-volume affluent traffic from both the surrounding residential population and those who work in Alafia's commercial, retail and professional space.

'The quality of Alafia Crossing tenants is tremendous,' remarked Clyde Harris, President of AHDP. 'On-site businesses include a prominent real estate company, a national management company, and attorneys, designers and healthcare professionals. These, combined with the strong surrounding business community and leisure seekers, will all drive occupancy at the hotel and fill the restaurants.'

More than 100,000 residents currently live within a five mile radius of Alafia Crossing which is located just minutes from downtown Tampa. The adjacent luxury residential development, The Preserve at Alafia, features more than 1,200 feet of waterfront and a 3,000 foot frontage on a wildlife conservation area.

'Alafia Crossing is a unique, welcome extension to the Hillsborough/Riverview community,' commented Riverview Mayor Mike Wick. 'The signature architecture of the project reflects its waterfront location and the natural beauty of the area, delivering an ideal locale for professionals, upscale retailers and those seeking commercial space.'

Commercial leasing for the project is being handled by Jeff Justice of Garrison Developer Group of Florida.

'To ensure we secure the optimum mix of retailers, dining and professional services at Alafia Crossing, we are offering a limited time incentive for those who lease in the foundation process prior to ground-breaking,' reported Mr. Justice who is the leasing broker representative.

Mr. Justice believes the high interest of potential lessees is the result of the optimum location, stylish architecture and limited developable land within metro Tampa Bay.

'The proximity to the natural beauty of the area makes this location particularly desirable and will be maintained through all aspects of the architecture, construction and execution,' remarked Mr. Justice. 'The dining, professional and retail space is nestled among century old oaks, adjacent to the 80-acre Alafia Preserve. Alafia's Clubhouse on the River will provide a picturesque river walk as well as recreational boat docks, boat ramp and yoga pavilion.'

Not all space is yet committed at Alafia Crossing, according to the developers. Interested professionals and retailers can obtain additional information at 877.757.0505 or email [info@AlafiaCrossing.com](mailto:info@AlafiaCrossing.com).

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