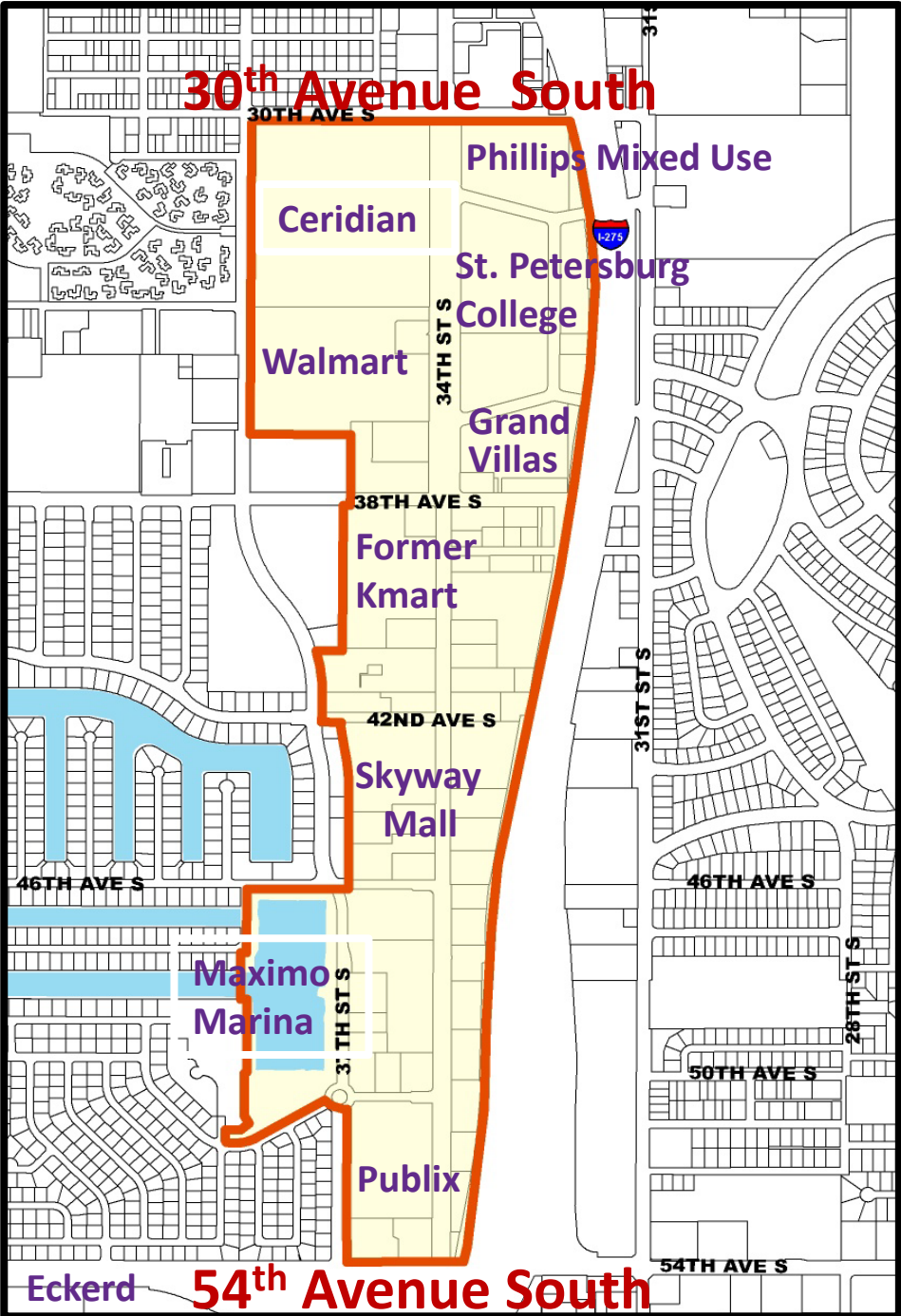


The Skyway Marina District

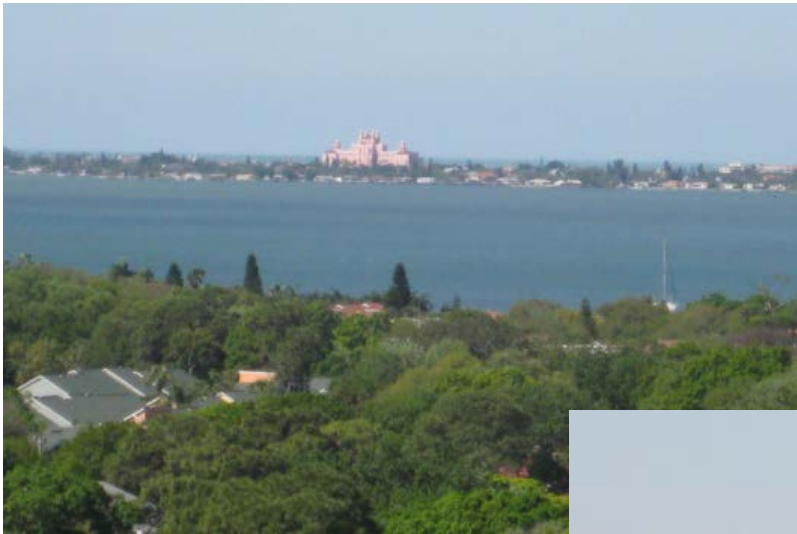
Economic Opportunity





Key Assets of the District

✓ Premium Views



Views from Ceridian

Key Assets of the District

✓ Accessibility



150,000 daily vehicle trips



✓ Large Parcels



Key Assets of the District

✓ Proximity to Tourists and Seasonal Residents



**6.1 million tourists in
Pinellas County annually**

Key Assets of the District

✓ Ceridian



JABIL

KOBIE

1,300 campus employees
1,500 employee potential

Key Assets of the District

✓ Academic Institutions



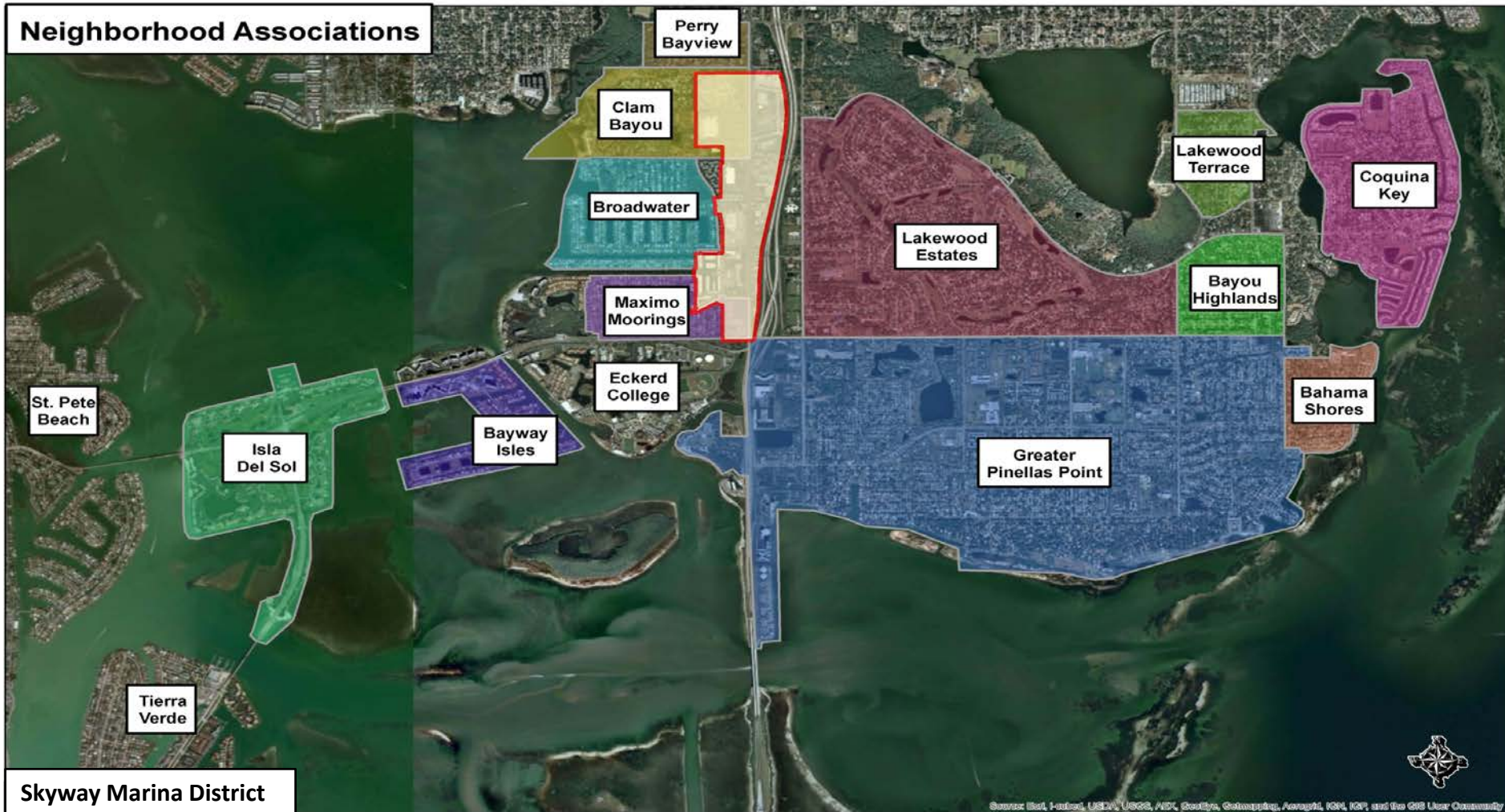
750+ persons on campus daily

2,500+ persons on campus daily

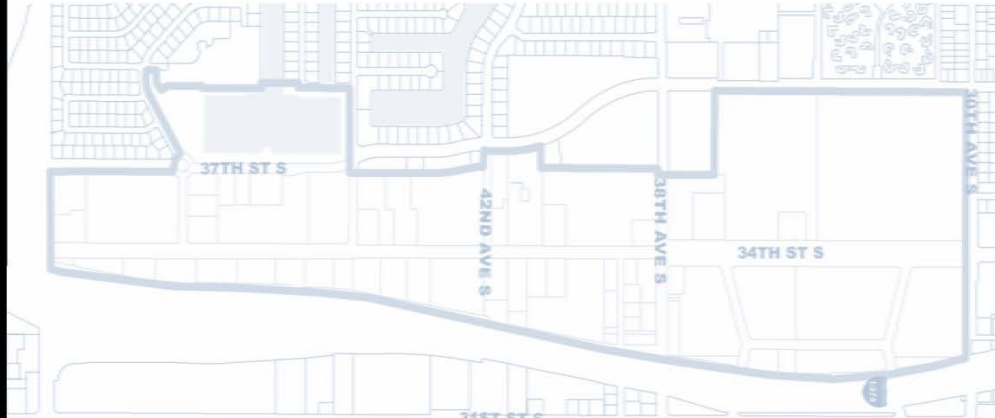


Key Assets of the District

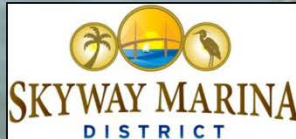
✓ Supportive Neighborhoods



The Skyway Marina District Plan



May 2014



District Vision

- Vertical development
- Mixed use
- Additional residents
- Increase in daily population
- Additional tourists
- Enhanced transportation
- Unique streetscape
- Strong sense of place
- Sustainable development



Economic Development

Create a Destination District

- Entertainment
- Outdoor retail products
- Unique restaurants
- Quality experience



Economic Development



\$70 million



Economic Development

Additional Residents will be attracted to:

- **Outdoor lifestyle**
- **Beaches**
- **City Trail system**
- **Marinas**
- **Accessibility**



Economic Development

\$24 million



\$5 million



Economic Development



\$2.2 million



Economic Development



st.petersburg
www.stpete.org



SKYWAY
Marina District

Economic Development



Economic Development



Coming Soon



st.petersburg
www.stpete.org



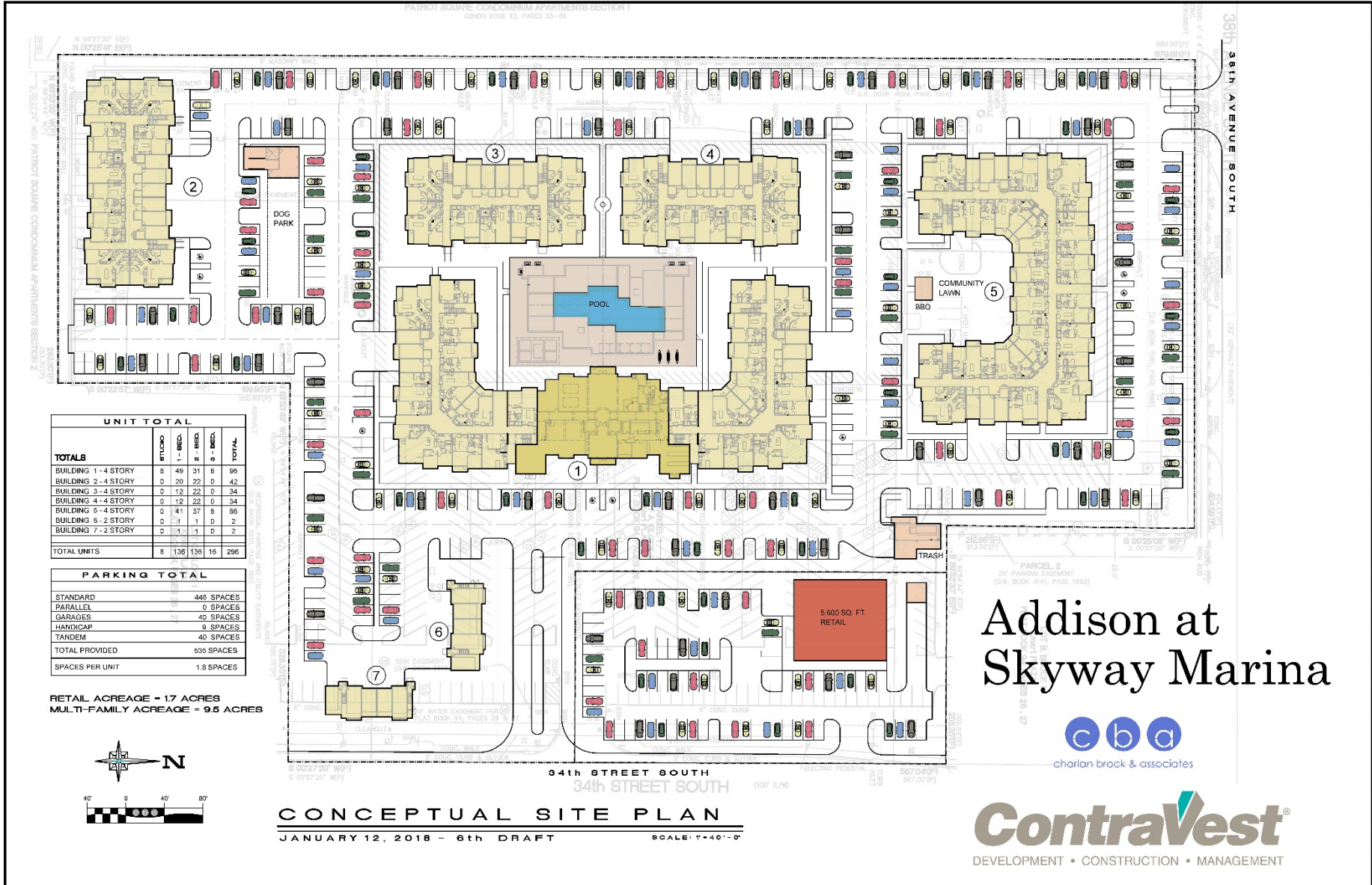
Economic Development



11.2 acres



Economic Development



Addison at Skyway Marina



Economic Development



13.2 acres



Land Use & Design

Activity Center Designation

- 1.12 floor area ratio
- 150 feet maximum height – large parcels
- 55 hotel units/acre
- 45 residential units/acre north of 38th Ave
- 60 residential units/acre south of 38th Ave



Redevelopment Concept

Land Use & Design

Design Guidelines

ROOF LINE

Guidelines are meant to inspire creative minds to work within parameters that contribute to the overall vision of an area. To grow a modern day contemporary atmosphere use flat or low slopping roof lines. Limit stylist details, such as dormers and cornices, that will interrupt clean lines and edges. The images below show many different ways of incorporating this type of design.

Not all roof lines are created equal. Avoid heavy stereotomic expression. Instead light, floating elements, especially roofs, will contribute to a Florida design. Breaking up lines with rhythmic pieces, like the image shown on the top right, can help with the scale of the roof. Lifting the roof up and separating with light and transparency, shown in the bottom left, is another way to get this effect.

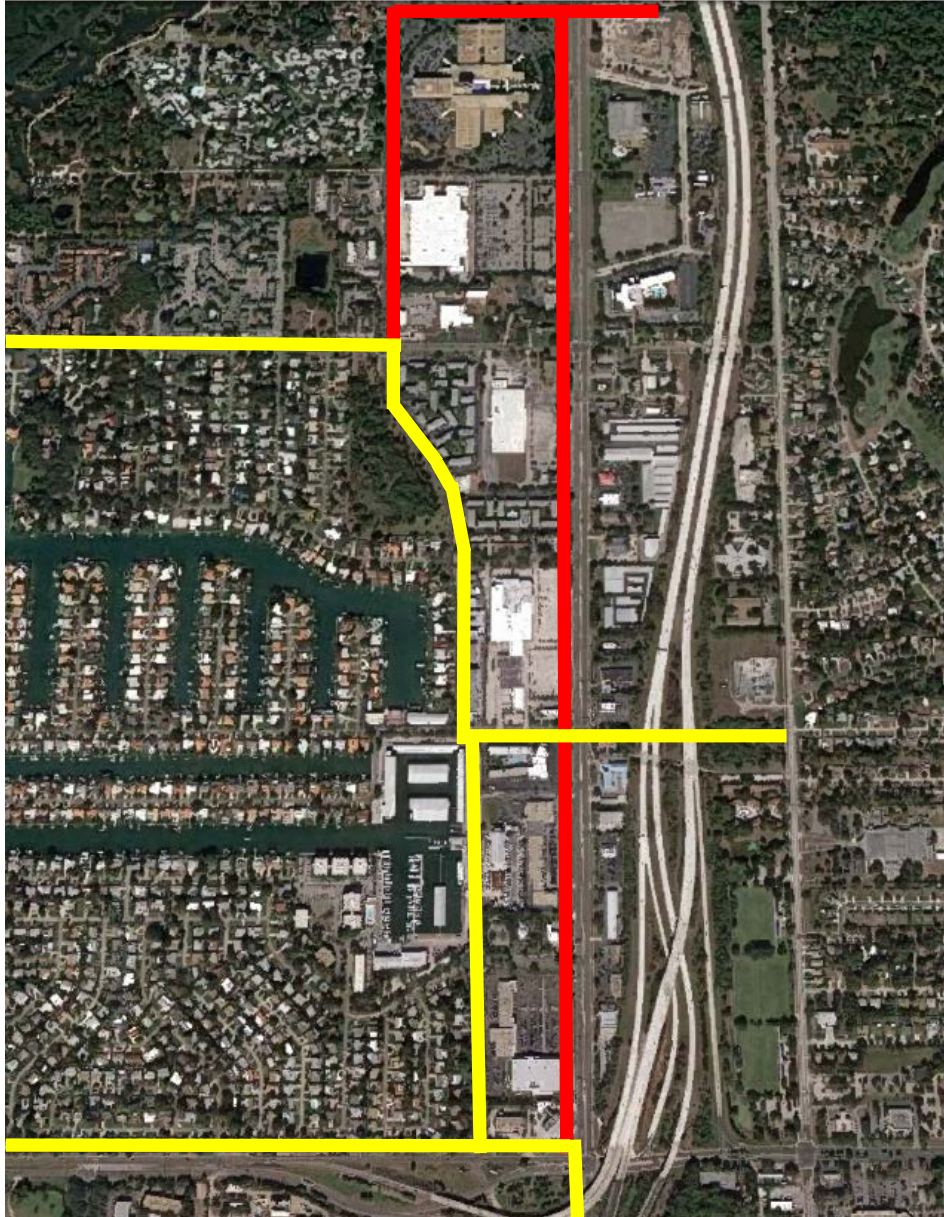


Transportation

- ✓ 54th Ave S intersection improvements
- ✓ Improve pedestrian experience
- ✓ Improve transit options
- ✓ Additional trails



Transportation



\$1.25 Million Approved Budget for Proposed Trails

City Trails

 Existing

 Proposed

Streetscape

- ✓ Gateway Features
- ✓ Lighting
- ✓ Landscaping
- ✓ Transit Amenities

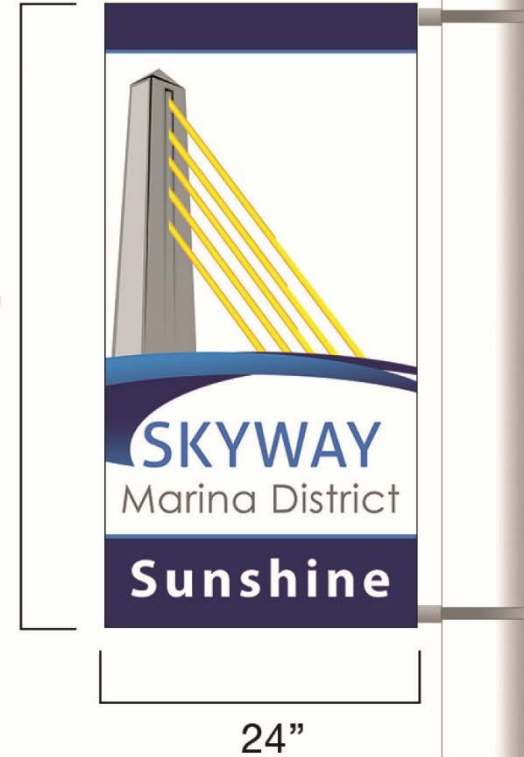


Coming Soon

Streetscape



48"



Marketing & Promotions

- ✓ Organizational Development
- ✓ Overall Branding
- ✓ Sales Promotions
- ✓ Business Assistance
- ✓ Marketing Materials
- ✓ Special Events



MAY DAY RACES AND FAMILY FESTIVAL
DATE: MAY 2, 2015
HOSTED AND SPONSORED BY CERIDIAN
PROCEEDS TO BENEFIT THE SKYWAY MARINA DISTRICT

ENTRY FEES:	PRIZES
<p>5K (7:30 A.M. START) \$30 (BEFORE APRIL 1) \$40 (AFTER APRIL 1) \$99 SKYWAY THEME TEAM*</p> <p>10K (7:15 A.M. START) \$40 (BEFORE APRIL 1) \$50 (AFTER APRIL 1) \$149 SKYWAY THEME TEAM* KIDS 12 AND UNDER \$10 SAME DAY REGISTRATION - ADDITIONAL \$10</p> <p>ALL RACERS GET GOODY BAG AND POST-RACE BREAKFAST!</p> <p>NOT A RUNNER?</p> <p>STROLL THROUGH THE BAYOU (9 A.M. OR AFTER) - WALK OR RUN YOUR OWN DISTANCE! DONATIONS APPRECIATED!</p> <p>PROCEEDS TO BENEFIT THE SKYWAY MARINA DISTRICT</p> <p>COURSE IS ON THE SKYWAY TRAIL THROUGH BEAUTIFUL CLAM BAYOU AND ENDS AT CERIDIAN!</p>	<p>OVERALL RACE WINNERS WILL BE CROWNED MAY DAY KING AND QUEEN. PRIZES ALSO GIVEN FOR AGE CATEGORY WINNERS!</p> <p>*THEME TEAMS - SIGN UP AS A TEAM WITH A SKYWAY THEME AND SAVE! TEAMS OF UP TO 4 PEOPLE CAN REGISTER AND MOTIVATE ONE ANOTHER! PRIZE FOR THE BEST THEME!</p> <p>FAMILY FESTIVAL AT CERIDIAN</p> <p>9 A.M. - NOON FREE ADMISSION FOOD PRIZES ACTIVITIES AND GAMES TRICYCLE RACES BICYCLE RODEO WELLNESS CLASSES/INFO VENDORS MAY DAY DANCING AND MORE!</p>

FOR MORE INFORMATION OR TO REGISTER GO TO ACTIVE.COM OR SKYWAYMARINADISTRICT.ORG

Like us on Facebook

Plan Implementation

- ✓ **District Executive Director Hired**
- ✓ **Plan Unanimously Approved**
- ✓ **\$500,000 for Gateway Features**
- ✓ **\$250,000 for Landscaping**
- ✓ **\$600,000 for Pedestrian Lights & Banners**
- ✓ **\$200,000 for Transit Amenities**
- ✓ **\$1 Million awarded for 34th St City Trail**
- ✓ **\$1 Million incentive awarded for Phillips' project**



The Skyway Marina District

Economic Opportunity

