



DOWNTOWN DISTRICT · BRADENTON · RIVERWALK

Riverwalk Infill Opportunity

204 15th Street West · Bradenton, Florida 34205

±0.73 ACRES | CLEARED CORNER | DUAL FRONTAGE | ZONED T4-O

OFFERED AT **\$1,795,000** ≈ \$56 / SF · ≈ \$2.46M / acre



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THE OPPORTUNITY

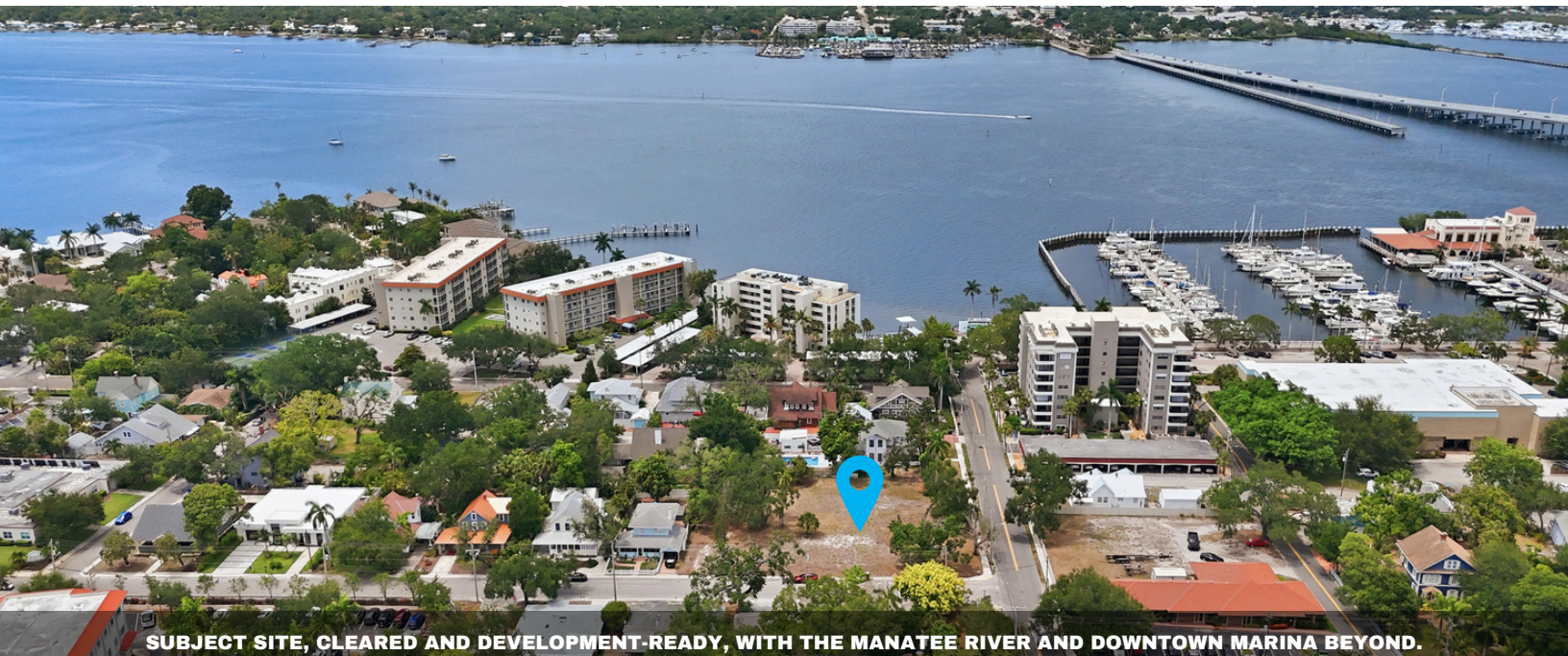
A Rare Cleared Corner, One Block From the River

204 15th Street West is a fully cleared, development-ready corner in the heart of Downtown Bradenton, one block from the Manatee River and the Riverwalk and a short walk to bustling Old Main Street. Two combined platted lots total roughly 0.73 acres (31,799 square feet) with dual frontage of about 150 feet on 15th Street West and 185 feet on 3rd Avenue West.

The site is zoned T4-O General Urban Open under the City of Bradenton's form-based code. By right, the code permits buildings up to three stories at 70 percent lot coverage, giving a builder a clear, approvable starting point. From there the upside grows: the property sits within a district where Florida's Live Local Act may apply, opening a path to additional height, density, and lot coverage for qualifying projects.

Fee simple. No HOA or CDD. Flood Zone X. Municipal utilities available. Infill parcels of this size this close to the Riverwalk rarely come to market.

PRODUCT TYPE VACANT LAND, CLEARED	ZONING BR_T4-O (FORM-BASED CODE)
LOT SIZE ±0.73 AC / 31,799 SF	FRONTAGE ±150 FT 15TH ST W · ±185 FT 3RD AVE W
FLOOD ZONE X	OWNERSHIP FEE SIMPLE · NO HOA OR CDD
UTILITIES MUNICIPAL, AVAILABLE	PARCEL LOTS 6 & 7, BLOCK 2, UPHAM'S ADDITION





DOWNTOWN BRADENTON

Walk to the Water, the Culture, and the Core

Positioned in Bradenton's urban core, the site puts residents steps from waterfront dining, the Bishop Museum of Science and Nature, and the Manatee Performing Arts Center, with Old Main Street's shops and restaurants close by. The corner offers direct access to both 15th Street West and 3rd Avenue West within a connected downtown grid.

0.2 MILES to the Bradenton Riverwalk

WALKABLE to waterfront dining and culture

1.0 MILE to US-41 (Tamiami Trail)

8.5 MILES to the Gulf beaches

11 MILES to Downtown Sarasota

IMMEDIATE access to the downtown core

A Walkable Wave of New Investment

Downtown Bradenton's riverfront is in the middle of a redevelopment wave, and the two largest sites in it sit within a few blocks of this corner. The city's current and former City Hall parcels are both slated for major mixed-use projects, adding hundreds of new residences, a hotel, and street-level retail. For a developer, that means new rooftops, foot traffic, and amenities arriving right as this parcel comes to market.

PROJECT

WHAT IS PLANNED

FROM THE SITE

The Vias

101 Old Main Street (current City Hall site)

Four-building riverfront project: a 20-story, 95-unit condo tower; a 14-story, 130-room hotel; an 8-story, 350-unit apartment building; a 700-space garage; plus 20,000 SF retail and 8,600 SF restaurant. Developer L&L Development Group; land under contract at \$14.1M with closing planned in 2026.

≈ 0.2 mi
6-minute walk

Allen Morris mixed-use

500 15th Street West (former City Hall lot)

7-story luxury mixed-use with 367 apartments, a rooftop restaurant, and ground-floor retail on a 3.7-acre county-owned parcel. Roughly \$130M investment; advanced by the City's Community Redevelopment Agency board in June 2025.

≈ 0.2 mi
6-min walk · same street

Bradenton Police Headquarters

705 3rd Street West

New headquarters of about 50,000 SF plus an adjoining parking garage, roughly \$34M, opening late 2026. Anchors continued civic investment in the downtown core.

≈ 0.7 mi
Under Construction

In the immediate downtown pipeline: more than 800 new residences, a 130-room hotel, and roughly 30,000 square feet of new retail and restaurant space, most within a six-minute walk of the site.

The two largest projects sit a short walk down the same streets that border the property, 15th Street West and 3rd Avenue West, putting this corner in the middle of where downtown Bradenton is growing next.



Sources: Bradenton Herald, Business Observer, Florida Redevelopment Association, Florida YIMBY, and the City of Bradenton. Projects are planned, approved, or under construction and are subject to change. Distances are approximate walking estimates from the property; verify current status independently.

Built for Flexibility

T4-O General Urban Open is a walkable, mixed-use zone that supports a range of residential and neighborhood-serving uses within the downtown core. The opportunity has two layers: a certain by-right floor, and meaningful upside through state housing law.

THE FLOOR

By Right

- Up to 3 stories
- 70% maximum lot coverage
- Minimum lot width 16 ft
- Front build-to 4 to 12 ft
- Side setback 0 ft
- Rear setback 3 ft
- Residential parking 1 space per unit

CEILING

Live Local Act

For a project that reserves at least 40% of its homes as affordable (up to 120% AMI) for 30 years, Florida’s Live Local Act can unlock added entitlements by administrative approval, with no rezoning, variance, or comprehensive-plan amendment. T4-O is a mixed-use district, which is the zoning category the Act targets.

HEIGHT

Up to the tallest building within 1 mile, or 3 stories

DENSITY

Up to the City’s highest residential density

APPROVAL

Administrative, no rezoning required

INCENTIVES

Possible multifamily property-tax exemption

THE CEILING | LIVE LOCAL ACT

Live Local eligibility, height, density, and parking outcomes vary by project and site. Confirm applicability with land use counsel and the City of Bradenton. A copy of the City’s Live Local permitting process is available on request.

PERMITTED USES

A Sampling of Uses Allowed by Right

Single-family detached

Single-family attached

Multi-family

Live-work unit

Accessory dwelling

Office

Retail

Restaurant or cafe

Medical clinic

Bed & breakfast

Display gallery

Live theater

Endless Ways to Build

Preliminary yield studies based on 31,799 square feet, 70 percent coverage, three stories, and one parking space per unit. Final density depends on detailed site planning, access, and municipal review.

SCENARIO 01

For-Sale Townhomes

Three-story attached configuration, fee-simple or rental. Stoops and entries at the sidewalk, rear-loaded garages off an internal drive.



SCENARIO 02

Mid-Rise Multifamily

A single five-story building wrapping the corner, built to the sidewalk along both frontages, with a corner lobby entry and a rooftop amenity terrace that captures downtown and Manatee River views. Surface or tuck-under parking sits behind. The height above the three-story by-right floor is achieved through the Live Local Act.



SCENARIO 03

Mixed-Use

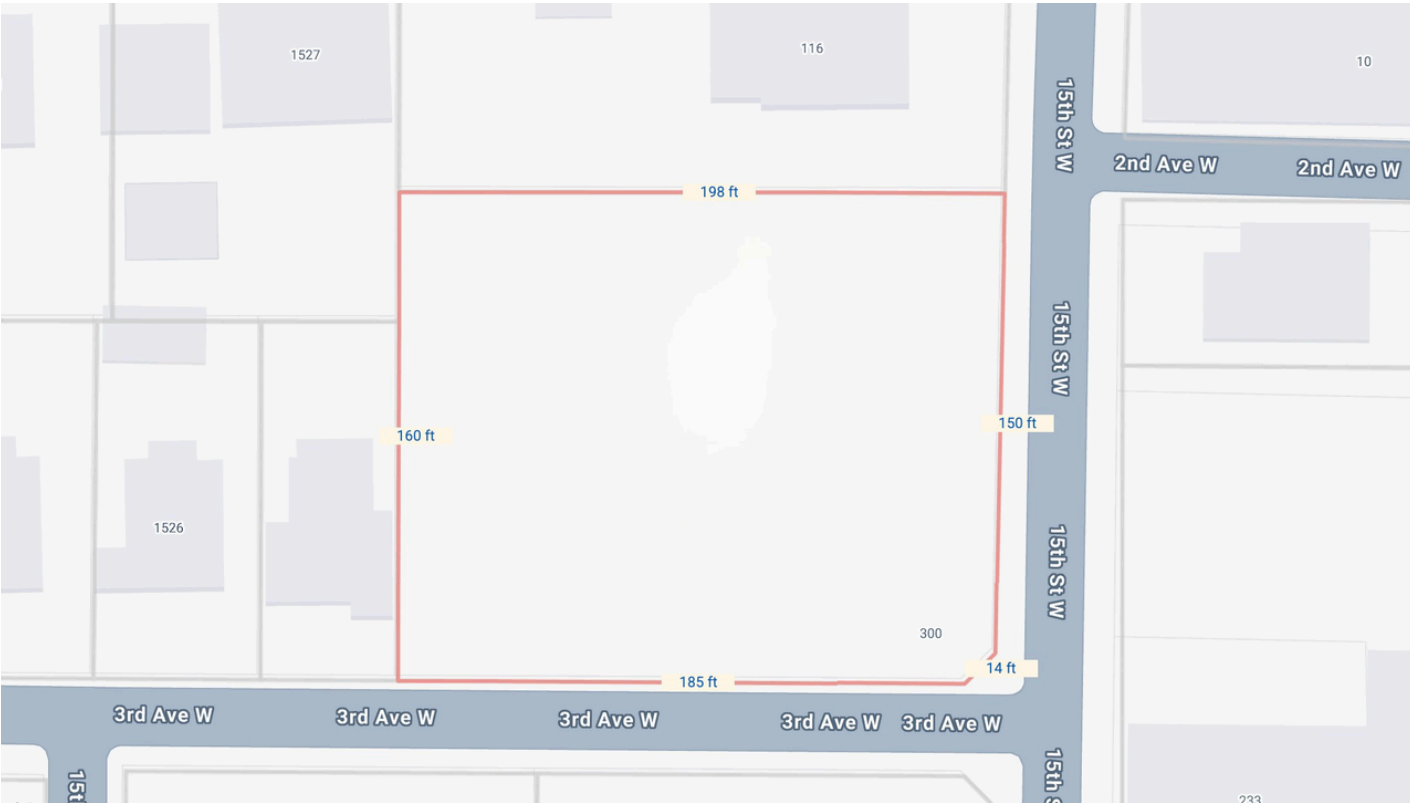
Ground-floor neighborhood commercial such as a cafe, boutique retail, or office along 3rd Avenue West, with residences above. Activates the corner and the Riverwalk lifestyle, permitted under T4-O Open.



SITE INFORMATION

Parcel, Boundaries & Flood

Two combined platted lots forming a cleared corner with dual street frontage. Measured dimensions and the surveyed boundary are shown below; the clipped southeast corner reflects a small dedication of land to the City.



Measured aerial. Dimensions approximate and subject to an updated boundary survey.

LEGAL & PARCEL

Lots 6 and 7, Block 2, Upham's Addition (Deed Book G, Page 830), less land dedicated to the City (OR Book 326, Page 268). Currently vacant and fully cleared. A 2022 boundary survey is available; it predates removal of the former two-story residence, so an updated survey will be required.

LOT SIZE

±0.73 AC / 31,799 SF

FRONTAGE

±150 FT 15TH ST W · ±185 FT 3RD AVE W

FLOOD ZONE

X | FIRM 12081C0302F (08/10/2021)

FLOODWAY

NONE DESIGNATED

EVACUATION ZONE

B

ACCESS

15TH ST W AND 3RD AVE W

PARCEL ID (MANATEE COUNTY)

3341900003



WHY 204 15TH STREET WEST

Certainty Now, Upside Ahead

Downtown Bradenton continues to see steady residential demand driven by limited land supply, river access, and ongoing investment along the Riverwalk, with recent deliveries trending to three to five-story urban multifamily. Infill parcels this size within one block of the Riverwalk are increasingly scarce. This site pairs the certainty of by-right zoning with real upside through the Live Local Act, all one block from the water.

BY THE NUMBERS

LIST PRICE	\$1,795,000
PER SF OF LAND	≈ \$56
PER ACRE	≈ \$2.46M
LAND BASIS · 16 TO 20 TOWNHOMES	≈ \$90K to \$112K / unit
LAND BASIS · 36 TO 54 MULTIFAMILY	≈ \$33K to \$50K / unit

Per-unit figures are conceptual, based on illustrative yields and subject to municipal review.

- › By-right residential zoning (T4-O)
- › Three-story floor, Live Local upside
- › Cleared and shovel-ready
- › Flood Zone X · municipal utilities

Information deemed reliable but not guaranteed. Development concepts and yields are illustrative and subject to municipal review. Buyer to independently verify all zoning, entitlement, utility, and site details with the City of Bradenton.

Concierge Real Estate, Rooted in the Community

204 15th Street West is co-listed by David Crawford and Vannesa Poole of Catalist Realty, a boutique brokerage serving Sarasota and Manatee counties. Catalist takes a concierge approach to residential, land, and development transactions, pairing hands-on service with the market depth these deals require. The firm also gives back by design, donating 15 percent of every commission to a nonprofit chosen by the client, so every closing carries measurable community impact.



David Crawford **BROKER/OWNER**

David is the broker and owner of Catalist Realty. He leads the brokerage's residential and land practice with a client-first, detail-driven approach centered on clear communication and strong outcomes at the table.

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Vannesa Poole **REALTOR®**

Vannesa advises sellers and buyers across luxury residential, land, and infill development. She brings a data-anchored, straightforward approach to positioning complex sites and guides clients with clarity and confidence from the first conversation to close.

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