

FOR SALE

GULF BEACHFRONT DEVELOPMENT SITE

10200 Gulf Blvd | Treasure Island, FL 33706



\$3,300,000

7-Unit Hotel / STR

15,777 SF | 0.36 AC

130 x 50 FT

RFH-50

VE

ASKING PRICE

CURRENT USE

LOT SIZE

DEVELOPABLE LAND DIMENSIONS

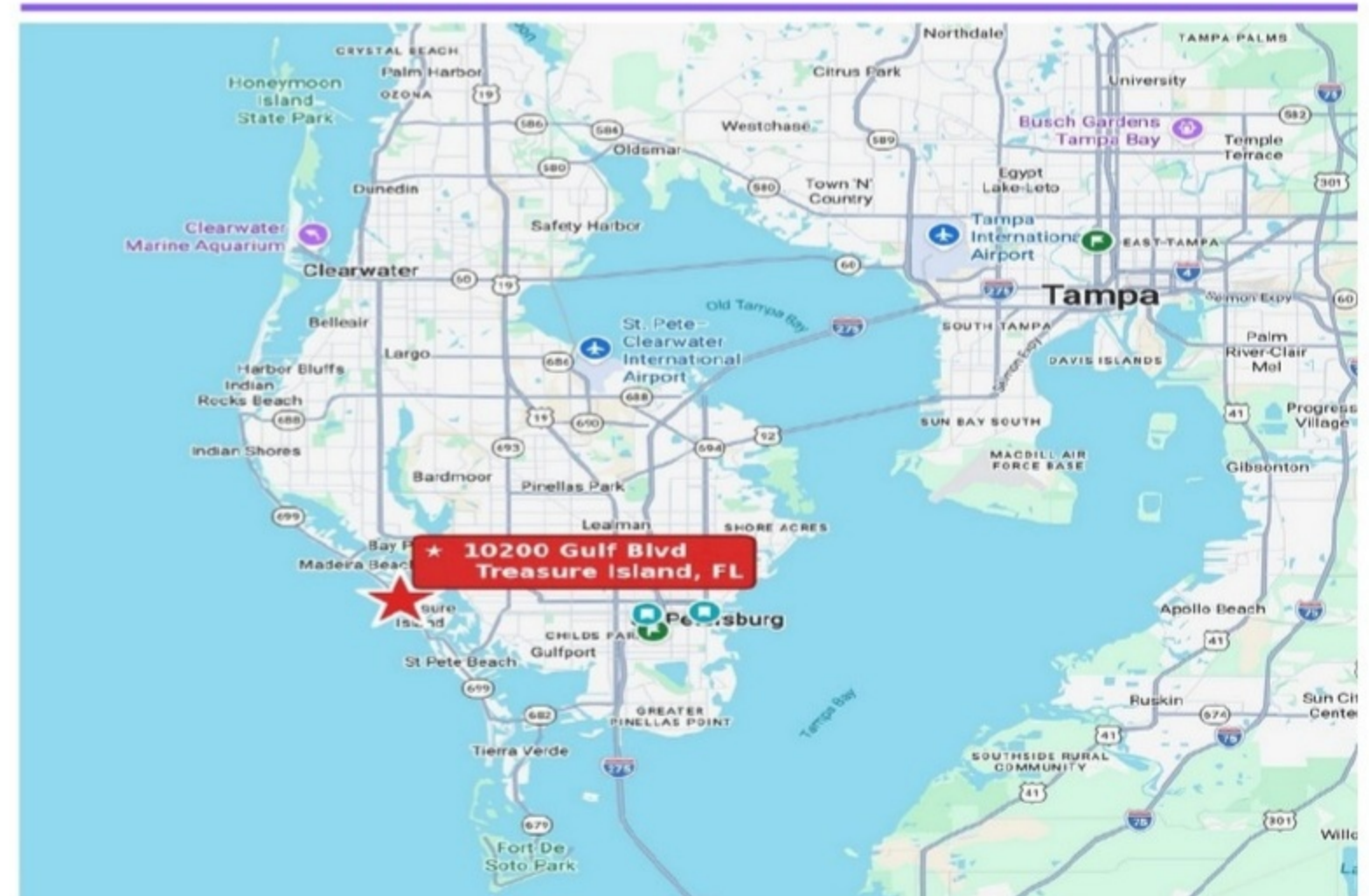
ZONING

FLOOD ZONE

PROPERTY DETAILS

Current Use	7-Unit Hotel / Apartment & Short-Term Rental
Address	10200 Gulf Blvd, Treasure Island FL 33706
Asking Price	\$3,300,000
Lot Size	15,777 SF (0.36 AC)
Developable Land Dimensions	130 x 50 FT
Zoning	Resort Facilities High (RFH-50)
Future Land Use	RFH — Resort Facilities High
County	Pinellas County, Florida
Parcel ID	26-31-15-78786-002-0120
Flood Zone	VE

LOCATION & MARKET CONNECTIVITY



PERMITTED USES

- Hotel / Motel / Condo-Hotel (Confirmed: Dwelling, Tourist — Sec. 68-302)
- Short-Term Vacation Rental (Confirmed: Tourist Dwelling permitted in RFH-50)
- Single-Family Spec Home or Luxury Beachfront Residence (Confirmed: Sec. 68-302)
- Spec Homes or Luxury Boutique Condo (Supported under Dwelling, Residential)
- Resort / Tourist Accommodation Development (Per RFH-50 designation)
- Verify full permitted use list: zoning@mytreasureisland.org | (727) 547-4575

KEY DEMAND DRIVERS

- #1 Rated U.S. Beach — TripAdvisor & Condé Nast (Tampa Bay area beaches)
- Tampa Intl Airport: 21M+ annual passengers, 100+ direct domestic routes
- Downtown St. Pete: Michelin-starred restaurants, \$4B+ in active development
- Tourism Tax Record: \$8.29M in Jan 2025 — highest ever, just 3 months post-hurricane
- 260+ days of sunshine annually — Florida's premier year-round coastal climate

INVESTMENT THESIS

Seacrest Advisors is pleased to present 10200 Gulf Boulevard — a rare, direct-Gulf beachfront development site in Treasure Island, Florida. With Resort Facilities High (RFH-50) zoning, this ±15,777 SF parcel delivers exceptional flexibility across multiple premium asset classes. Treasure Island sits at the heart of one of America's most beloved beach destinations, within 30 minutes of Tampa International Airport and adjacent to the booming St. Pete/Clearwater corridor generating over \$3.1 billion in annual visitor spending.

01 BOUTIQUE HOTEL / CONDO-HOTEL

Branded Flag or Independent

RFH-50 zoning allows up to 50 units per acre with direct Gulf views. A branded boutique condo-hotel can command \$350-\$600/night ADR and sustain 75%+ occupancy year-round. Treasure Island's barrier island scarcity severely limits future competing supply — creating durable long-term RevPAR growth for early movers.

- RFH-50 (Resort Facilities High) — hotel, tourist & residential uses permitted
- Gulf-front hotel ADR: \$350-\$600/night; 75%+ occupancy year-round
- Year-round demand: snowbirds, destination tourism, corporate travel
- Tampa Bay hotel RevPAR grew 8%+ YOY in 2024 — among FL's strongest
- Branded flag (Marriott/Hilton/IHG) adds 15-25% RevPAR premium vs. independent

02 LUXURY VACATION RENTAL COMPLEX

Airbnb / VRBO / Direct Booking

Short-term rentals are legally permitted and thriving in Treasure Island. A Gulf-front STR complex with 4-6 premium units could generate \$200,000-\$400,000+ in gross annual rental income. The site's direct Gulf frontage ensures beach access for every unit — the ultimate revenue differentiator in a \$3.1B annual tourism market.

- Legal STR market in Treasure Island — strong regulatory environment
- 4-6 premium Gulf-front STR units: est. \$200K-\$400K+ gross annual revenue
- Gulf-front STR occupancy: 78-88% annually; peak nightly rates \$450-\$900
- Pinellas County tourism taxes set all-time record Jan 2025 (\$8.29M)
- Beachfront STR is top-performing category on Airbnb & VRBO platforms

03 SPEC LUXURY RESIDENCE(S)

Gulf-Front Estate / High-End Spec Homes

Gulf-front residential properties in Treasure Island command \$3M-\$8M+ per transaction. This parcel supports 1-2 ultra-premium spec homes with direct beach access and Gulf sunset views. With the 1-mile median home value at \$765,653, a new beachfront estate will significantly outperform all market comps in this supply-constrained location.

- Gulf-front comp sales in Treasure Island: \$3M-\$8M+ per transaction
- 1-mile median home value: \$765,653 — verified from demographics data
- Barrier island is permanently supply-constrained — no new lots created
- Beachfront appreciation consistently outperforms broader Pinellas market
- Land value = 65-80% of total Gulf-front property value — land IS the asset

04 MIXED-USE RESORT DEVELOPMENT

F&B + Resort Residences / Condo-Hotel

Ground-floor food & beverage (beach bar, café, restaurant) with resort residences or condo-hotel above — capturing day-trip visitor spend AND the premium owner/renter market. This model thrives throughout the Pinellas beach corridor, with Gulf Blvd frontage ensuring constant pedestrian traffic and John's Pass Village drawing 4M+ visitors annually 2 miles north.

- Gulf Blvd: 20,000+ daily traffic — one of FL's top tourist beach corridors
- Dual income: F&B revenues + premium residential/condo-hotel proceeds
- John's Pass Village (2 mi N): 4M+ annual visitors — major anchor
- Comparable Gulf Blvd mixed-use F&B: \$500K-\$1.5M+ annual revenues
- Phased development possible: launch hotel first, add residences in Phase 2

WHY TREASURE ISLAND?

Best U.S. Beaches

Treasure Island & Clearwater Beach rank in America's top 5 beaches nationally. Pristine white quartz sand, warm Gulf waters & world-class sunsets drive 8M+ annual visitors to Pinellas County every year.

Proven ROI Market

Pinellas County STR revenue hit all-time highs in 2024. Tourism taxes broke records in Jan 2025 despite hurricane impacts. A permanently supply-constrained barrier island means your beachfront asset appreciates.

Global Access Hub

Tampa International Airport serves 21M+ passengers annually with direct routes to 100+ U.S. cities and international markets. Downtown St. Petersburg's \$4B+ redevelopment adds cultural and economic draw 20 minutes away.

AREA DEMOGRAPHICS | 1 / 5 / 10 MILE RADII FROM SUBJECT PROPERTY

METRIC	1 MILE	5 MILES	10 MILES
2020 Population	4,766	129,869	504,086
2025 Population	5,975	136,748	517,433
2030 Projection	6,281	139,053	523,277
Median Age	62.0	54.9	49.1
2025 Households	3,336	67,168	240,993
Median HH Income	\$94,537	\$74,024	\$72,049
Avg HH Income	\$133,417	\$100,868	\$97,039
Median Home Value	\$765,653	\$399,322	\$377,589
Owner Occupied HH	2,449	48,184	159,158

Source: Detail_Demographics data file provided by client. Radii: 1 mile / 5 miles / 10 miles from subject property.

MARKET & TOURISM HIGHLIGHTS

\$8.29M	21M+	3.3M+	3,277	\$3.1B+	260+
Record Tourism Tax Jan 2025	Annual TPA Passengers	Tampa Bay Metro Population	New Rooms Added By 2034	Annual Pinellas Visitor Spending	Days of Sunshine Per Year

PINELLAS ECONOMIC CONTEXT

- Tampa Bay metro: 3.3M+ population — one of the 20 fastest-growing metro areas in the United States
- Tampa Bay added 600,000+ net new residents since 2010, driving sustained hospitality & residential demand
- Florida's zero state income tax draws high-net-worth relocators from NY, NJ, CA & IL — inflating beachfront values
- Pinellas tourism taxes set all-time January record in 2025 — just 3 months after hurricanes Helene & Milton
- Post-storm hotel room supply down 5.6%, creating supply shortage driving both rates and occupancy higher
- St. Petersburg generated \$1M+ in tourism tax in a single month for the first time ever (Nov 2024)
- Treasure Island beaches consistently rated Top 10 nationally by TripAdvisor Travelers' Choice Awards
- Pinellas County GDP: \$15.8B annually — anchored by healthcare, defense, tech & tourism sectors
- Barrier island supply is permanently fixed — no new beachfront land can be created; existing sites are irreplaceable

CONTACT

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