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

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

Skyway Marina District
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
Economic Development
Economic Development

Coming Soon
Economic Development

11.2 acres
Economic Development

Addison at Skyway Marina

CONCEPTUAL SITE PLAN
JANUARY 12, 2018 - 6th DRAFT
SCALE 1"=100'-0"
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
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 sloping roof lines. Limit stylistic 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

City Trails

Existing

Proposed

$1.25 Million Approved Budget for Proposed Trails
Streetscape

- Gateway Features
- Lighting
- Landscaping
- Transit Amenities

Coming Soon
Streetscape
Marketing & Promotions

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