



SUNDIAL

DOWNTOWN ST. PETERSBURG, FL

The reimagined 85,000-square-foot Sundial will blend market-exclusive national brands, emerging experiential concepts, and best-in-class local operators to create a dynamic, walkable environment that seamlessly integrates retail, hospitality, nightlife, and entertainment.

Sundial's transformation will establish a true destination rooted in St. Pete's unique waterfront energy, arts culture, and coastal sophistication, while positioning the project as the premier social hub on Florida's Gulf Coast.

STRATEGIC RETAIL ADVISORS

JOHN AIELLO

561.309.7032

JAIELLO@SRARETAIL.COM

ALAN NEGRELLI

216.496.6155

ANEGRELLI@SRARETAIL.COM



STRATEGIC RETAIL ADVISORS | SRARETAILSOUTH.COM | 561.743.8724
725 N Hwy A1A, Suite E103 Jupiter, FL 33477

WHY NOW SUNDIAL



St. Pete punches above its weight due to its transition into a Cultural Lifestyle City by combining affluent residents of a growing younger demographic, tourism, destination museums, walkability, food scene, nightlife, that is increasing experiential demand.

The tourism economy is increasingly shifting from Beach only visitation to experiential urban visitation and St. Pete is benefiting because of offering both experiences in close proximity. A prime example is the St. Pete Pier where 40% of its visitors travel from 100+ miles away.

Downtown St. Petersburg's museum+tourism ecosystem is much larger than realized, **averaging 1.2M annual visitors**, outranking Savannah, Asheville, Charleston, and Sant Fe.

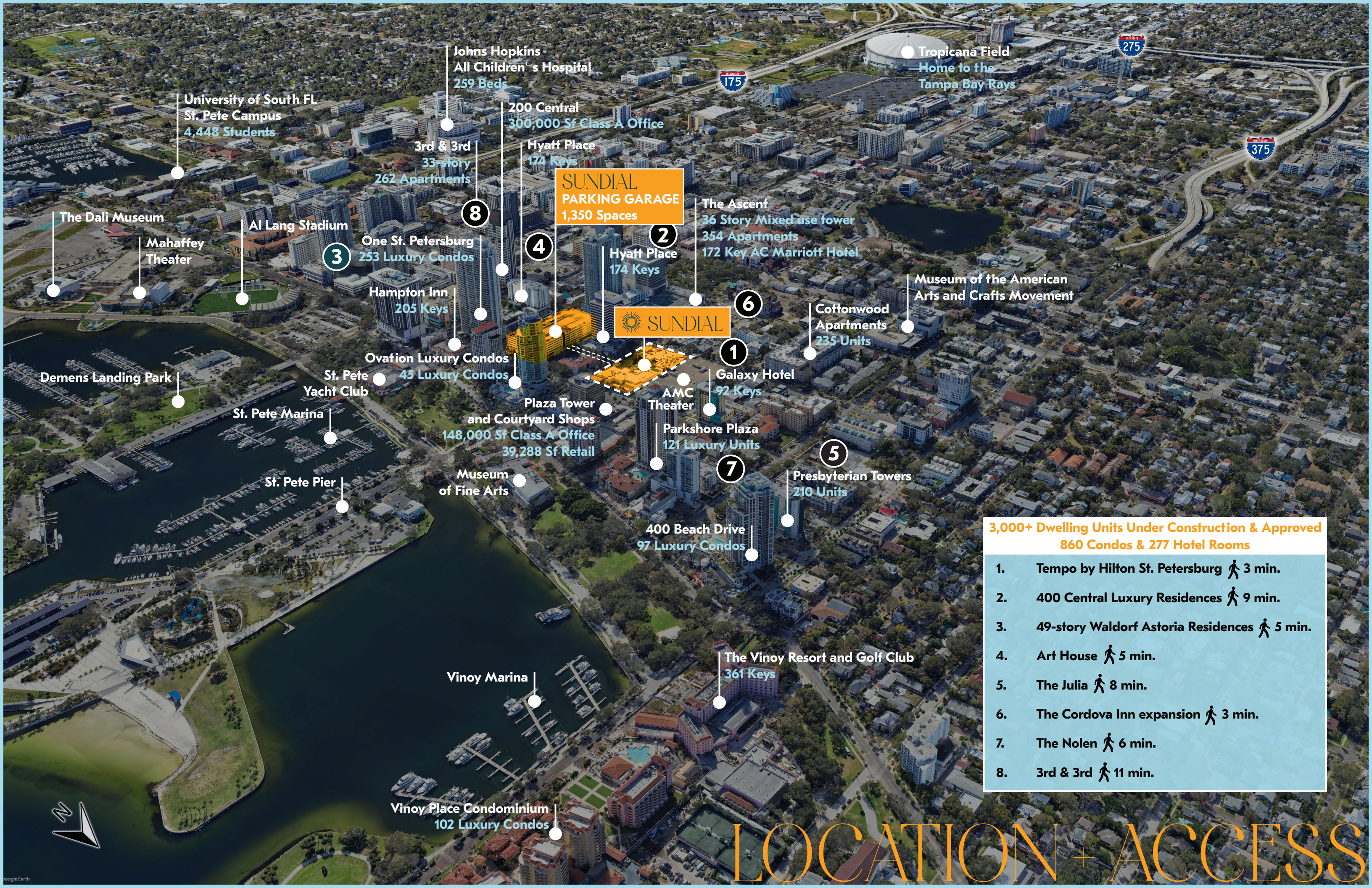
Why This Matters for Sundial

Very few urban entertainment districts in the Southeast have access to *within a 90-minute drive*:

- +
- 5M residents
- Major tourism inflows
- Affluent waterfront demographics
- Year-round weather
- Walkability
- Arts cultural tourism

That is why market-exclusive concepts in Lifestyle Fashion, Experiential Retail, Chef-driven Dining, Immersive Retail, Nightlife Hospitality, and Competitive Socializing will materially outperform typical midsize-market expectations in downtown St. Pete.





University of South FL
St. Pete Campus
4,448 Students

Johns Hopkins
All Children's Hospital
259 Beds

200 Central
300,000 Sf Class A Office

Tropicana Field
Home to the
Tampa Bay Rays

The Dali Museum

Mahaffey
Theater

Al Lang Stadium

One St. Petersburg
253 Luxury Condos

Hampton Inn
205 Keys

Ovation Luxury Condos
45 Luxury Condos

St. Pete
Yacht Club

St. Pete Marina

St. Pete Pier

Demens Landing Park

Museum
of Fine Arts

Plaza Tower
and Courtyard Shops
148,000 Sf Class A Office
39,288 Sf Retail

SUNDIAL
PARKING GARAGE
1,350 Spaces

SUNDIAL

Hyatt Place
174 Keys

The Ascent
36 Story Mixed use tower
354 Apartments
172 Key AC Marriott Hotel

Museum of the American
Arts and Crafts Movement

Cottonwood
Apartments
235 Units

Galaxy Hotel
92 Keys

AMC
Theater
Parkshore Plaza
121 Luxury Units

400 Beach Drive
97 Luxury Condos

Presbyterian Towers
210 Units

The Vinoy Resort and Golf Club
361 Keys

Vinoy Place Condominium
102 Luxury Condos

Vinoy Marina

3,000+ Dwelling Units Under Construction & Approved
860 Condos & 277 Hotel Rooms

1. Tempo by Hilton St. Petersburg 3 min.
2. 400 Central Luxury Residences 9 min.
3. 49-story Waldorf Astoria Residences 5 min.
4. Art House 5 min.
5. The Julia 8 min.
6. The Cordova Inn expansion 3 min.
7. The Nolen 6 min.
8. 3rd & 3rd 11 min.

LOCATION + ACCESS



7min. Walking Distance

Parking

2,877 Off-Street Parking Spaces
Approx. 650 On-Street Parking Spaces

STREET PARKING AVAILABLE ON ALL STREETS
180 spaces in SUNDIAL Parking garage reserved for Tenant employees at discounted rate
Street parking around SUNDIAL is free for 2 hrs

98 WALK SCORE
Walker's Paradise

97 BIKE SCORE
Biker's Paradise

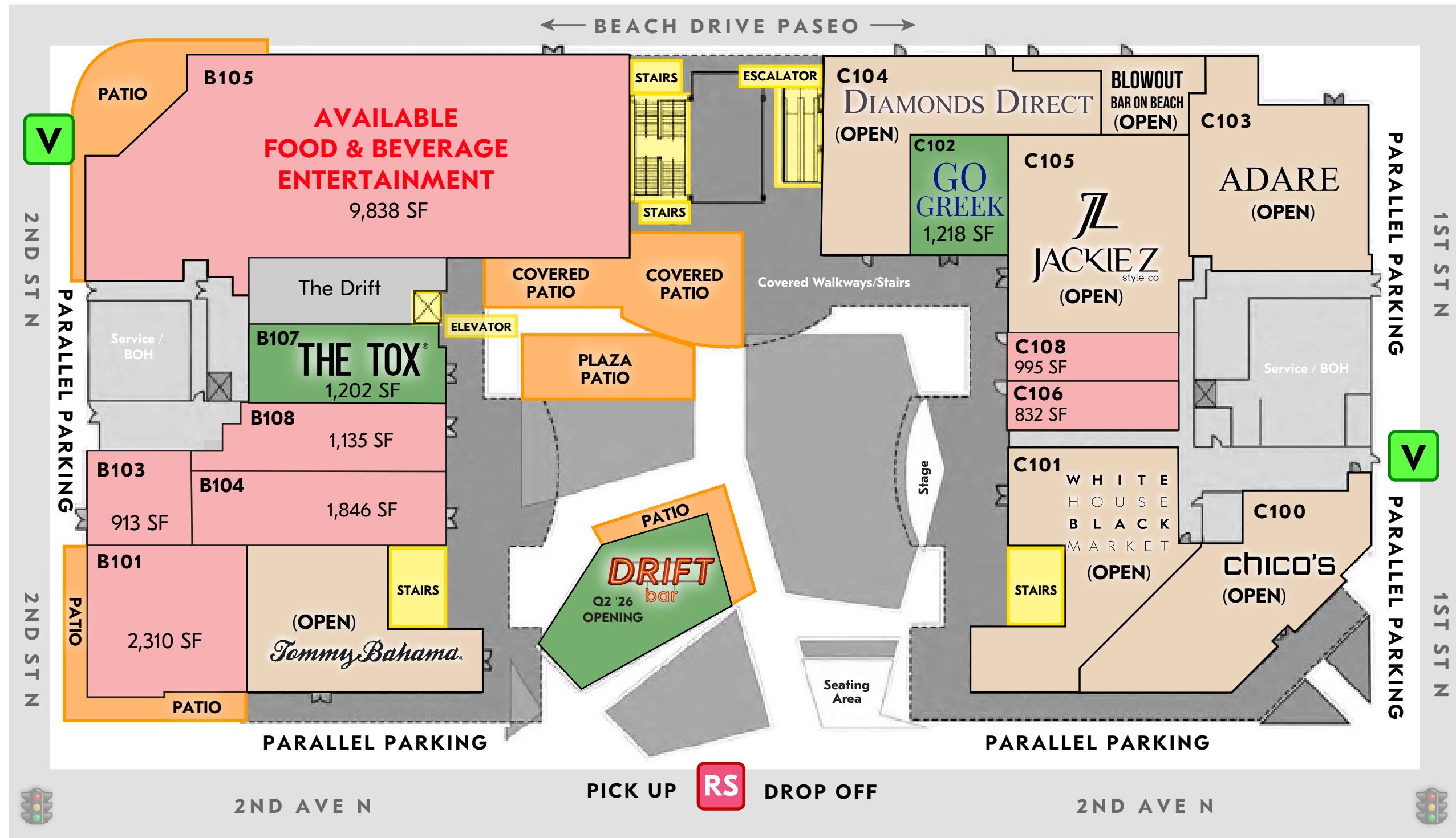
56 TRANSIT SCORE
Good Transit

PARKING + ACCESS

**SITE PLAN
FLOOR 1**



- Coming Soon
- In Lease
- At LOI
- Available
- Open
- Vertical Transportation
- Valet
- Ride Share



John Aiello
561.309.7032 | jaiello@sraretail.com

Alan Negrelli
216.496.6155 | anegrelli@sraretail.com

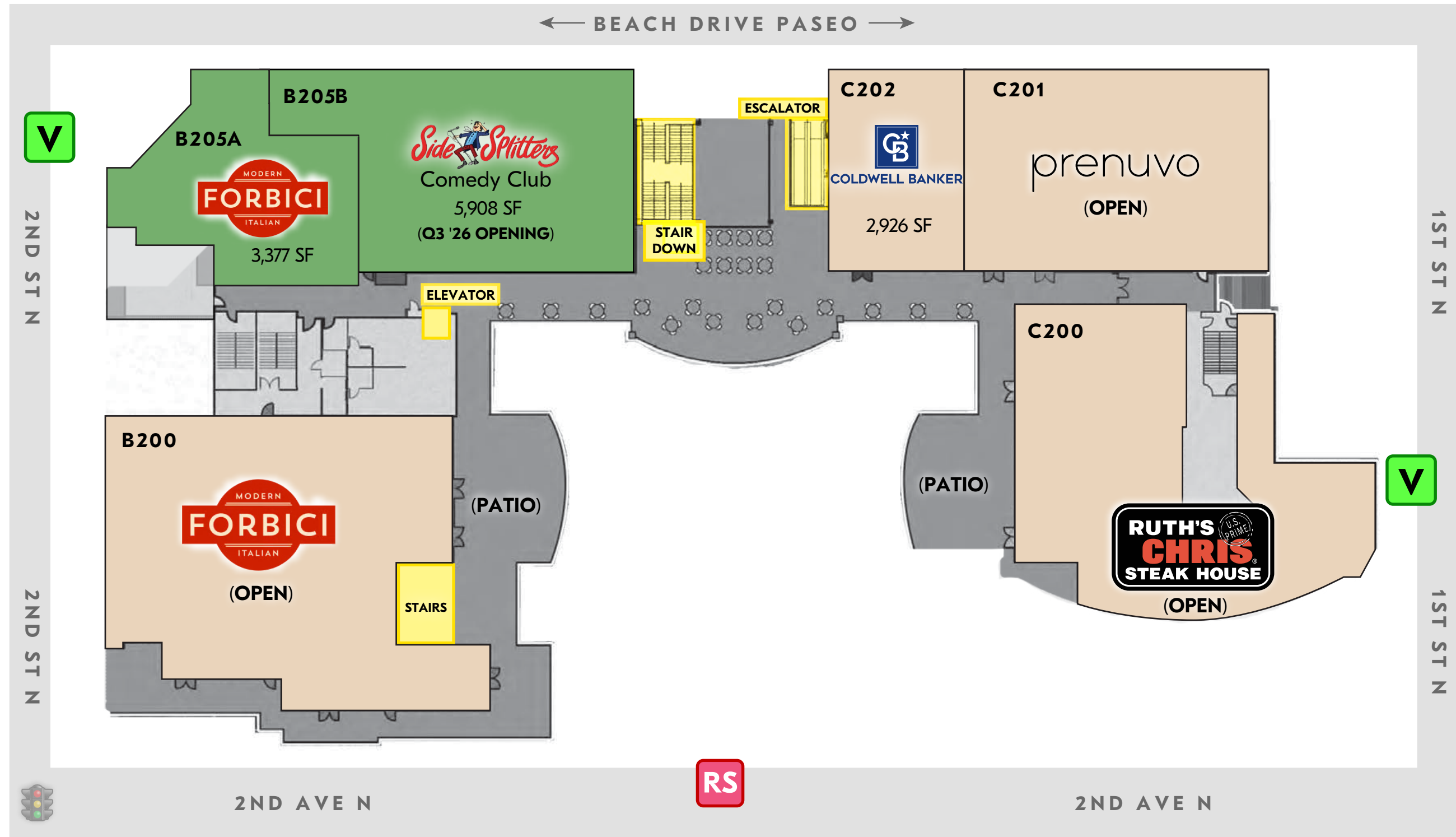


This site plan is not a representation, warranty or guarantee as to size, location or identity of any tenant, and the building, improvements, parking, ingress and egress are subject to such changes, additions and deletions as the architect, Landlord or any governmental agency may direct. Any specified tenant referenced herein is subject to change, deletion, change of location, etc. at any time without prior notice.

**SITE PLAN
FLOOR 2**



- | | | | |
|--|--|--|--|
| Coming Soon | In Lease | At LOI | Available |
| Open | Vertical Transportation | V Valet | RS Ride Share |



John Aiello
561.309.7032 | jaiello@sraretail.com

Alan Negrelli
216.496.6155 | anegrelli@sraretail.com





FORBICI

DRIFT bar

Side Splitters



BLACKBIRD
MODERN ASIAN

Sea + Salt
Contemporary Cuisine at its Finest

amc

A NEW SUNDIAL

A Brighter Shopping Experience is Dawning at SUNDIAL

NOW OPEN - FORBICI MODERN ITALIAN



NOW OPEN
GO GREEK YOGURT



COMING SOON
THE TOX (LATE 2026)



COMING SOON - SIDE SPLITTERS COMEDY (LATE 2026)





SUNDIAL

ST. PETERSBURG, FL

DEMOGRAPHICS

**372,181
RESIDENTS**

**\$5B RETAIL SALES IN
ST. PETE TRADE AREA**

(Source: Placer AI)

**ST. PETE NAMED
TOP PLACE TO LIVE**

(Source: Outside Magazine)

**#7 BEST PLACE FOR
MILLENNIALS TO LIVE
IN U.S.**

(Source: Travel & Leisure Mag. March '26)

**#1 BEACH IN THE US ST.
PETE BEACH**

(Source: Tripadvisor)

**340,000
DAYTIME
POPULATION**

**38,284 HOUSEHOLDS
ABOVE \$150,000
HOUSEHOLD INCOME**

**15.4 MILLION
ANNUAL VISITORS
PINELLAS COUNTY**

(Source: Visit St. Pete)

**#2 CITY IN THE US FOR
METRO AREAS JOB
GROWTH**

(Source: St. Petersburg Downtown Partnership)

**#15 HAPPIEST PLACE
TO LIVE IN U.S.**

(Source: Outside Magazine)

**\$121,102
AVERAGE
HOUSEHOLD
INCOME**

**\$2B OF RETAIL SALES ARE
COMING FROM OUTSIDE
THE TRADE AREA**

(Source: Placer AI)

**\$6.7 BILLION SPENT
BY VISITORS**

(Source: Visit St. Pete)

**#1 MARKET IN THE STATE
OF FLORIDA FOR JOB
SEEKERS**

(Source: Tampa Bay Business Journal)

**#8 - ST. PETE IS BEST FOR
ENTREPRENEURS**

(Source: Swyft Fillings)





DOWNTOWN ST. PETERSBURG, FL

STRATEGIC RETAIL ADVISORS

JOHN AIELLO
561.309.7032
JAIELLO@SRARETAIL.COM

ALAN NEGRELLI
216.496.6155
ANEGRELLI@SRARETAIL.COM



STRATEGIC RETAIL ADVISORS | SRARETAILSOUTH.COM | 561.743.8724
725 N Hwy A1A, Suite E103 Jupiter, FL 33477