



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.

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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.

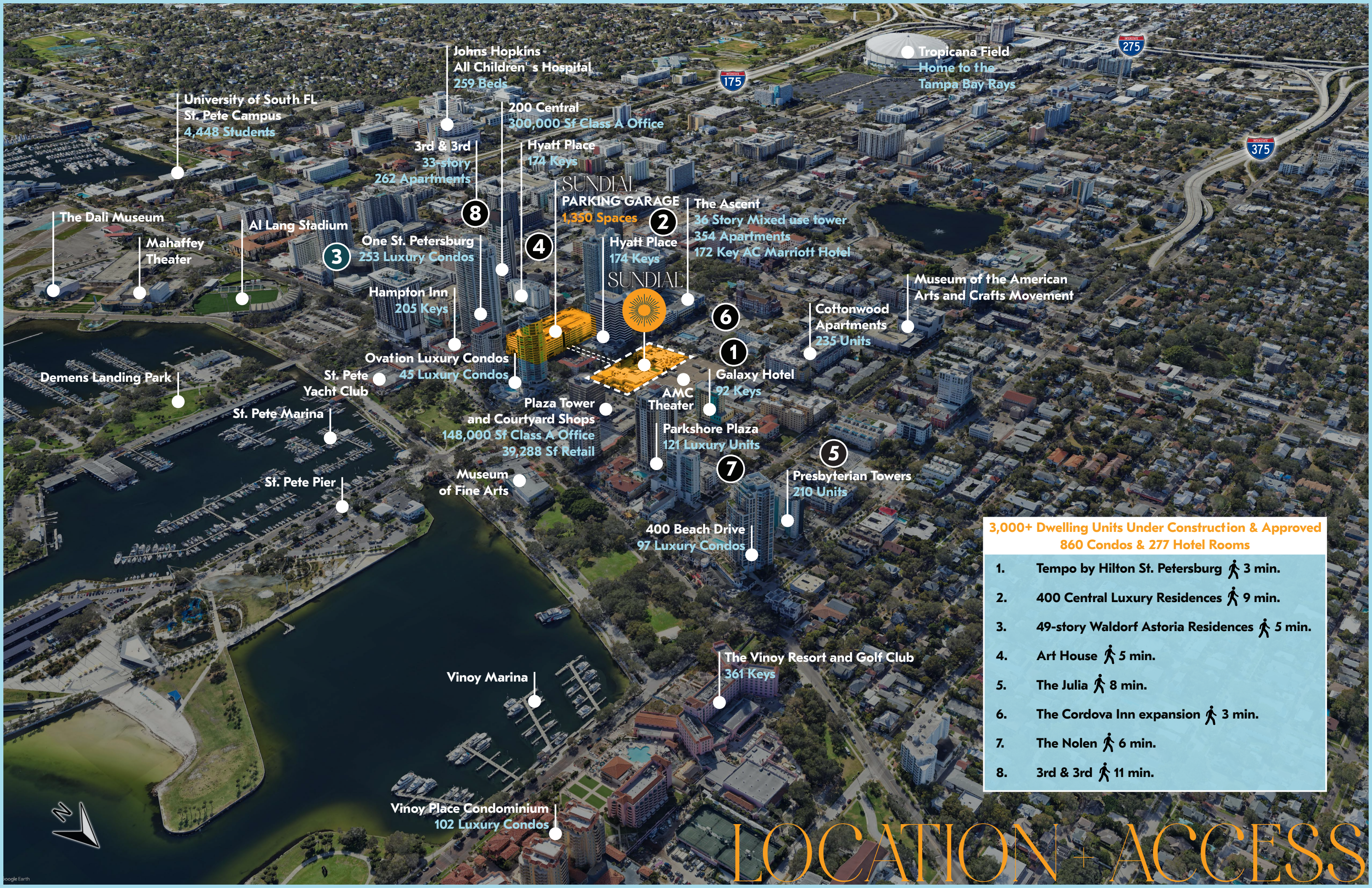
Why This Matters for Sundial

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.





**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.

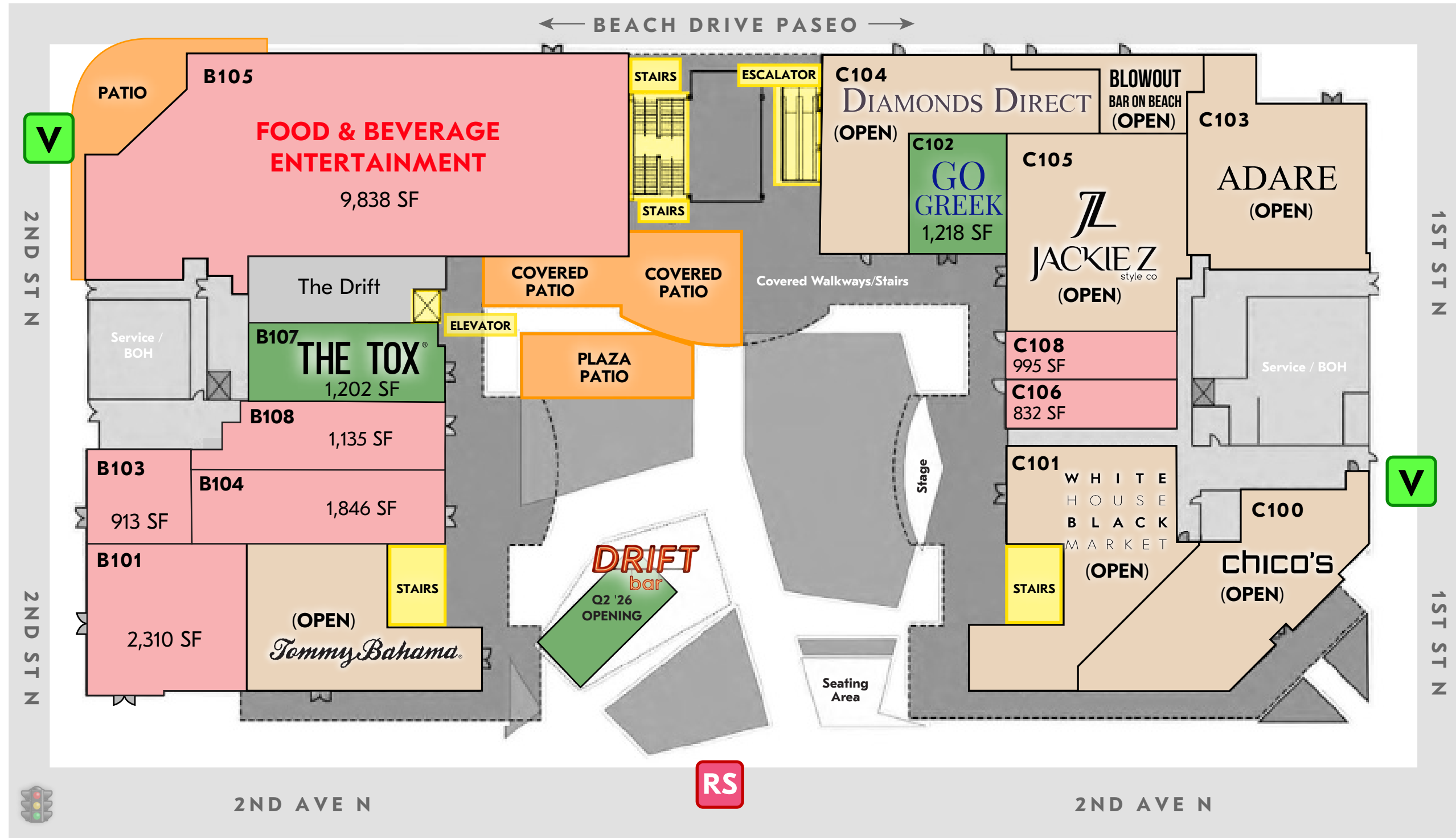
LOCATION + ACCESS



**SITE PLAN
FLOOR 1**



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



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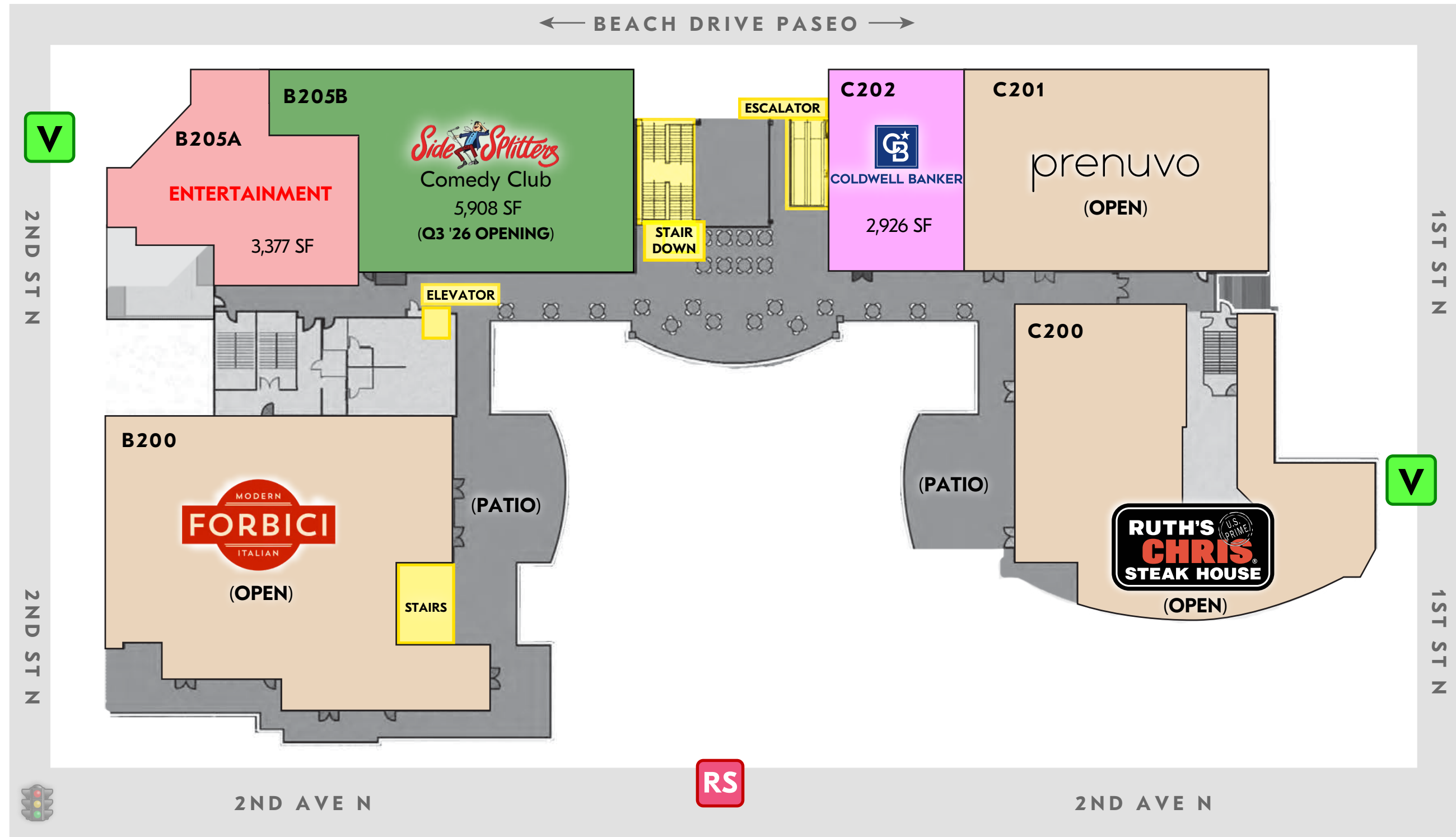


This site plan is not a representation, warranty or guarantee as to size, location or identity of any tenant, and the building, improvements, parking, ingress and egress are subject to such changes, additions and deletions as the architect, Landlord or any governmental agency may direct. Any specified 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 |



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A NEW SUNDIAL

A Brighter Shopping Experience is Dawning at SUNDIAL

NOW OPEN - FORBICI MODERN ITALIAN



COMING SOON

GO GREEK YOGURT (AUG. 2026)



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)



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