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## **New Digital Platforms Launched for Mixed-Use Proposal to Enliven the Gateway to Siesta Key** *Community-Informed Redevelopment to Create Jobs, Significant Tax Revenue*

**September 25, 2018 Sarasota, FL**—Benderson Development today launched a new website ([www.shopdinelivesiesta.com](http://www.shopdinelivesiesta.com)) and [Facebook page](#) detailing the latest plans for Siesta Promenade, a mixed-use proposal to transform the property acquired as a 300+ unit mobile home park, office building and contaminated gas station at the northwest corner of US 41 and Stickney Point Road. These digital resources offer residents new ways to learn more about the dynamic vision for a new village-style mix of uses, as well as the community-wide benefits this redevelopment will bring.

“For over a decade, Benderson has been listening and incorporating community feedback into plans to breathe new life into these underutilized land parcels in the commercial corridor,” said Todd Mathes, Director of Development at Benderson. “What began as a high-density mixed-use proposal was then redesigned as a retail-only scenario that can still be built today without any legislative decision by the County. However, we have again reconfigured the project as a right-sized mix of uses to maximize compatibility and reduce overall impacts, including 24 percent less traffic than the retail-only plan. We remain steadfast in our commitment to complement the unique quality and value of Siesta Key while balancing the varied interests of the neighborhood, development and community at large.”

The Siesta Promenade Critical Area Plan (CAP) and rezoning project incorporates 140,000 SF of retail & office space, 414 apartment-style residences and a 130-room limited service hotel into a new village-style mixed-use center. When the property’s Future Land Use Map designation was amended to Commercial Center and Commercial Corridor, the County intended for the zoning to be amortized in favor of commercial uses, but the original zoning was never updated. Applying a CAP to the only redevelopment parcels at this intersection that have zoning that is non-conforming will bridge this gap.

“This project is designed to make a significant contribution to the community, from the environmental remediation that has already been completed to the housing affordability and economic benefits it will bring for years to come,” said Mathes. “This project will create over 200 construction jobs and 250 permanent jobs, as well as more than \$10 million in sales, real estate and TDT funding—that is 95 times more tax revenue than the property currently generates.”

Siesta Promenade emphasizes internal and external connectivity to promote multi-modal transportation by constructing a bus stop for connections with public transit, shared lane markings for bicycles and sidewalk connections to complete gaps in and around the project.

“We understand traffic is a concern, and we have incorporated measures for pedestrian and bicycle connectivity as well as roadway improvements for safe, efficient vehicular flow,” said Mathes. “This commercial space will be smaller than any of the other neighborhood shopping centers nearby as it is intended to serve its residents, the surrounding neighborhood and existing traffic passing by the site.”

For more information on Siesta Promenade and ways to get involved, please visit ([www.shopdinelivesiesta.com](http://www.shopdinelivesiesta.com)) and Like Us on Facebook at ([www.facebook.com/shopdinelivesiesta](http://www.facebook.com/shopdinelivesiesta)).