WESTERN

BRADENTON

THE NEXT CHAPTER

FREE COMPANION GUIDE



THE COVER STORY

The coast the money kept skipping — and the five projects that could change that

P.6 **Inside Seaflower**
1,200 acres, 4,000 homes, and five builders competing on the same lot widths

P.10 **The $10M Bayfront Parcel**
3,000 feet of Palma Sola shoreline, fully entitled, waiting on a buyer

P.11 **Was Aqua Just Early?**
The neighborhood nobody could price is about to get company

P.12 **358 Approved Acres, Still Sitting**
Peninsula Bay has been entitled since 2016 and never broke ground

P.13 **Who's Actually Buying Here**
Six buyer profiles drawn from real inquiries

P.14 **12 Questions to Ask Before You Sign**
The checklist to bring on your first tour

SUNSHINE STATE COMPANY

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START HERE

A companion, not a replacement

Video is a great way to get a feel for a place and a terrible way to remember a price point. This guide exists so you can put numbers, names, and lot sizes side by side after the video ends — and come back to them a week later when you're actually making a decision.

A quick framing before you dig in. Western Bradenton has always had geography developers cannot manufacture: Anna Maria Island next door, Palma Sola Bay in front of it, Sarasota below, and the boating world of Tampa–St. Pete above. What it has not had is a built environment that matches. Drive Cortez Road or Manatee Avenue and you pass older housing stock, modular complexes, and dated shopping centers — so for years, buyer money and developer money simply leapfrogged the area, straight out to Anna Maria, south to Sarasota, or east to Lakewood Ranch. That is the piece that looks like it's changing.

HOW TO READ THE NUMBERS IN THIS GUIDE

Everything here reflects what was accurate when the video was filmed and researched. New construction moves fast: pricing, incentives, phase releases, and lot availability can change within weeks, and entitled land can trade hands or stall out entirely. Treat these figures as a starting point for a conversation, not a quote — and verify anything you plan to act on.

5	1,600+	8,900+	5
PROJECTS COVERED	DOCUMENTED ACRES	UNITS PLANNED OR ENTITLED	BUILDERS INSIDE SEAFLOWER

The short version

- [ ] **The geography was never the problem.** The built environment around it was — and you couldn't buy the location without buying everything next to it.
- [ ] **Scale is the workaround.** A project big enough to build its own town center, commercial anchors, and amenity campus doesn't inherit the surrounding area. It substitutes for it.
- [ ] **One project is real and selling today.** Seaflower, with five builders competing on overlapping lot widths — unusual for this market, and good for buyers.
- [ ] **Most of the rest is entitled and waiting.** Approved plans, sitting. That's context for a purchase decision, not a promise about the future.
- [ ] **The trade being made is island adjacency without island commitment.** The water, minus the bridges, the assessments, and the tourist season.

CONTENTS

What's inside

01 The Western Bradenton Thesis
Why the geography finally has a housing product to match it

02 The Five Projects at a Glance
Acreage, unit counts, and where each one stands

03 Project One — Seaflower
The deep dive: location, flood zone, commercial, amenities, and all five builders

04 Project Two — 9000 Cortez Road West
58 entitled acres with 3,000 feet of bay shoreline

05 Project Three — Aqua
The neighborhood that may simply have been early

06 Project Four — Peninsula Bay
358 acres, entitled since 2016, still sitting

07 Project Five — 12340 Manatee Avenue West
A mainland gateway to Anna Maria Island

08 Who's Actually Buying Here
Six buyer profiles from real inquiries

09 Questions to Ask Before You Commit
A checklist for touring new construction in this market

10 Glossary & Next Steps
The terms that keep coming up, and how to reach us

IF YOU ONLY READ THREE PAGES

Read Section 01 for the thesis, the Seaflower builder breakdown for the numbers, and Section 09 for the questions to ask on your first tour. The rest is context you'll be glad to have on the second visit.

SECTION 01

The Western Bradenton thesis

The core problem with this area was never the location. It was that you couldn't buy into the location without buying into everything around it.

Nobody gets to come into an established area and say, "all of you are gone, I'm going to build something fresh." That's the constraint. It's why urban infill here has historically been a rough value proposition — you can build a genuinely beautiful house on a knockdown lot in an existing neighborhood, and it will not pull the aesthetic, or the comps, or the feel of the surrounding blocks up to its level. Your house gets nicer. Your neighborhood doesn't.

What people actually like about a good suburb is that once you're inside it, it reads as a single, complete thing. Clean, new infrastructure, intentional. That experience is very hard to buy one lot at a time.

If you build an entire thing — and it's big enough — how much does what exists outside of it really matter?

That's the whole thesis in one sentence. The bet being placed on western Bradenton isn't just "new construction near the water." It's new construction at a scale large enough to create its own context. A project with its own town center, commercial anchors, lake, trails, and amenity campus doesn't have to inherit the surrounding environment — it substitutes for it.

Why now

There is an enormous amount of capital concentrated in one small circle on the map. Some of it is already vertical and selling. Some is entitled, approved, and sitting — owners holding fully permitted land and, in several cases, trying to sell it as improved horizontal land rather than build it themselves. That distinction matters: it isn't that these groups couldn't get plans approved. Many already have. They're waiting on a buyer, a market, or a partner.

If you are sitting there as a layman looking at western Bradenton, this is the part that's easy to miss. Very few people are aware of how much land here is both available *and* entitled. If even a portion of it starts popping, this becomes a very different city.

> **THE TEN-YEAR PICTURE**
>
> Play this forward. If these nodes fill in, Southwest Florida stops being "Sarasota, and then Venice as the junior version, and Bradenton as a distant third." You get three separate, distinct places that compete outright — each one somewhere you could live your whole life in and around. Western Bradenton's version of that is a stretch of mainland facing Sarasota Bay that offers the same trappings everyone unanimously agrees are lovely, without requiring you to commit to Longboat Key, Siesta, or Lido.

SECTION 02

The five projects at a glance

One is selling homes today. One is a listed development opportunity. One is already built and looking for company. Two are approvals waiting on someone to pull the trigger.

PROJECT	ACRES	PROGRAM	STATUS
Seaflower	~1,200	~4,000 residential units, 500+ apartments, 250+ hotel rooms, 300,000+ sq ft office & retail	Selling. First residents moved in this past January.
9000 Cortez Rd W	58	148 multifamily units — roughly 44 townhomes and 104 condominium-style apartments	Fully entitled with final site approval. Asking $10M.
Aqua	—	510 single-family homes planned, 2,300 additional multifamily, 78,000 sq ft commercial	Underway. Medallion Home.
Peninsula Bay	358	1,950 residential units, 90,000 sq ft commercial, marina and boat facilities on a 67-acre lake	Entitled since 2016. Not commenced.
12340 Manatee Ave W	—	Proposed mix of high-end condominiums, townhomes, and single-family residences	Proposed.

A NOTE ON THE "MAYBES"

Projects four and five may never happen, and that's worth saying plainly. But entitled land does not un-entitle itself, and a 358-acre approval sitting quietly toward the Cortez Bridge is a very different kind of "maybe" than raw farmland. The entitled pipeline is context — not a promise.

PROJECT ONE

Seaflower

Western Bradenton · Built around Lake Flores

SELLING NOW · PHASE ONE

Roughly 1,200 acres on a former family flower farm — which is both how anyone assembled this much contiguous land here and where the name comes from. It is far and away the most consequential of the five, and the only one you can walk today.

~1,200	~4,000	500+	250+	300k+
ACRES	RESIDENTIAL UNITS	APARTMENTS	HOTEL ROOMS	SQ FT OFFICE & RETAIL

Where it stands

First residents began moving in this past January. At the time of filming, phase one was roughly 33% sold out. Like every development of this size, lots release in stages, which creates real ambiguity if you're shopping online — between multiple builders and staged releases, what you see listed is not everything that exists. It's a phasing decision, not an inventory ceiling.

Each of the three phases is planned to have its own amenities, with residents able to use amenities across phases — a nice structural detail, since buying early doesn't lock you out of what gets built later. The whole property is intended to be aggressively golf cart friendly, arguably more so than parts of Wellen Park.

DRIVE TIMES

~20 min	University Town Center (UTC)
25–30 min	Waterside — the newer district of Lakewood Ranch
~25 min	Sarasota, realistically, with multiple routes
~40 min	Downtown St. Petersburg
Close	Anna Maria Island · SRQ (Sarasota Bradenton International)

FLOOD ZONE X — WORTH UNDERSTANDING

Seaflower sits in Flood Zone X — a non-mandatory flood insurance zone — and roughly 17 feet above sea level, despite how far west it is. That combination of real coastal proximity, elevation, and a non-mandatory zone resolves a lot of the anxiety buyers bring to this part of Florida. And you get it without being *on* a barrier island. As lovely as the islands are once you're there, being there is a commitment.

The commercial plan

Call it the Whole Foods rule: if you know which tenants are coming to an area, you can usually guess what that area is going to feel like in five years.

Here's what's been announced or is circulating so far. These are the normal players you see around Sarasota — which is exactly the point. It's meaningful economic impact, and it's hospitable day-to-day support for the people who will live here.

PLANNED / ANNOUNCED

Publix | Dutch Bros Coffee | Whataburger | Potbelly | Ice cream shop | Denny's | Nail salon | Pet grooming | Club Pilates | Luxury multifamily

RUMORED

Libby's | Cava

ALREADY OPEN ACROSS THE STREET

HomeGoods | First Watch | Starbucks

Amenities and the campus itself

The design leans hard into the coastal living connection and a town-center feel — the idea being lots of different people, in different houses, for different reasons, with somewhere to converge. Lake Flores is the body of water at the center of the property, with a one-mile walking track around it.

- Event lawn amphitheater
- Food truck space
- Food hall
- Children's playground
- Zero-entry resort-style pool
- Separate lap pool
- Lakeside fire pits
- Fitness center
- Pickleball
- Dog parks
- Fishing
- Covered veranda
- Conference room
- One-mile lake loop

A personal note: I don't usually get too excited about amenity lists, because every community has one. What's worth noticing here is that the lake is being used as an organizing element rather than a retention pond with a name — the track, the fire pits, the fishing, and the event space all point at it.

The builders

This is the part that makes Seaflower genuinely unusual for our market: multiple builders competing on the same lot widths, meaning you get to choose stylistically rather than being forced into whichever builder happens to own that product tier. We see this a lot in other states. We don't see it much here — most Florida communities assign builders to fill separate voids so they never overlap. Seaflower lets them collide, which is almost certainly good for a buyer.

Pulte

ENTRY POINT · FASTEST BUILD

LOT WIDTHS	42, 45, and 50 foot
SQUARE FOOTAGE	Starting as low as ~1,400 sq ft
PRICING	Roughly $450K–$470K as an entry point
BUILD TIME	Six to eight months — not the COVID-era timelines anymore
INCENTIVES	At time of filming: $15,000 toward closing costs using their financing arm; $10,000 for cash buyers
WORTH KNOWING	A lot of buyers looking at Pulte are cross-shopping Parrish against Seaflower purely on price — but those are significantly different geographies. Arguably opposite ones.

David Weekley Homes

TWO LOT TIERS · ADUS AVAILABLE

LOT WIDTHS	45 foot and 60 foot
PRICING (45 FT)	$500K–$650K
SQUARE FOOTAGE	2,500–3,000 on the 60s, with well-appointed single-story plans reaching ~3,200 sq ft
ADUS	Possible — mother-in-law suite or rental
TRACK RECORD HERE	They've built Fox Trace, Emerald Landing, and Payne Park Village locally, plus communities down in Venice

Cardel Homes

HIGHER-END FINISH · BEST ADU EXECUTION

LOT WIDTHS	50 and 60 foot
POSITIONING	Toes the line into more high-end product — think the Toll Brothers or Homes by Towne tier. What I've seen is a very nice build.
OPTIONS	Front-load and rear-load garages; three elevations per home option
POOLS	Can be built with the home and wrapped into your financing
DEPOSIT STRUCTURE	About 10% down using their preferred lender as the only deposit, and they hold title all the way through the build — where some builders are asking 20–25%
THE ADU	On certain rear-load garage plans you can add an 800+ sq ft apartment above the garage — kitchen, washer and dryer, the whole thing — for roughly $130K

ISSA Homes

THE HIGH END · SEMI-CUSTOM

LOT SIZE	80 × 120 foot — unusually wide for a standard neighborhood
POSITIONING	The only builder in Seaflower positioning as semi-custom
BUILD TIME	Still roughly 12 months for the whole thing
LOT TYPES	Large lakeside lots and preserve lots
ABSORPTION	Roughly 50% of their designated phase one lots were already sold at the time of this research
BUYER MIX	Over 60% of their buyers so far have been local residents — notable, given how much of our own business is relocation

M/I Homes

LOWEST COST · LOWEST MAINTENANCE

PRODUCT	Villas and townhomes
SQUARE FOOTAGE	1,400 to 2,400 sq ft
WHY IT MATTERS	A softer landing. A way to grab something, figure out whether you actually like the area, treat it as an investment, or test the Seaflower idea without committing to a full single-family build.

THE ADU DETAIL IS EASY TO SKIM PAST

Multiple builders here are offering additional dwelling units — genuinely not commonplace in Florida suburban new construction. Whether it's a rental, a place for a parent, or a home office you can eventually monetize, it changes what a single lot can do for you over a ten-year hold.

PROJECT TWO

9000 Cortez Road West

Direct Palma Sola Bay frontage

ENTITLED & APPROVED · LISTED AT $10M

This one is a "when," not an "if" — and when it happens it will be very interesting. Someone is currently asking $10 million for a project that is already fully entitled and already carries final site approval. A buyer is purchasing a green light, not a gamble on one.

58	148	3,000 ft	3 mi
ACRES	MULTIFAMILY UNITS	PALMA SOLA BAY SHORELINE	TO BRADENTON BEACH

The program

The 148 units break down to roughly 44 townhomes and 104 condominium-style apartments. Whoever builds it can decide to rent them, sell them, or run some combination of the two — which is part of what makes it an attractive acquisition.

Townhomes	~44 units · averaging 2,400 sq ft · two parking spaces, not within the unit
Condominiums	~104 units · averaging ~1,100 sq ft
Amenities	Small amenity center, resort-style pool, grilling areas, fire pit
Airport	20 minutes one way to SRQ

Why it matters

The asset here is the geography, full stop. Three thousand feet of direct Palma Sola Bay shoreline, three miles from Bradenton Beach, with Anna Maria Island sitting directly in front of you. That is extraordinarily scarce land to be pairing with a brand new residential development — and there is no version of the future where more of it gets created.

PROJECT THREE

Aqua

Bradenton · Medallion Home

UNDERWAY · EXISTING COMMUNITY

Aqua isn't new. What's new is the context forming around it — and that may turn out to be the whole story.

Aqua came out as a very coastal-feeling new construction neighborhood in Bradenton, built by Medallion Home. I like Medallion a lot. They also build Hampton Lakes, and I very nearly bought a house from them out on acreage east of Lakewood Ranch. Their product gets close to semi-custom without requiring you to go full custom, and they'll do casitas.

510	2,300	78,000
SINGLE-FAMILY HOMES PLANNED	ADDITIONAL MULTIFAMILY	SQ FT COMMERCIAL

The lifestyle build

Aqua leaned into a freshwater lagoon — which was becoming a much more popular amenity concept — plus a fitness center, multi-use fields, boardwalks, trails, and a dog park. A genuinely lifestyle-driven community.

The objection it kept running into

People would look at Aqua and say some version of: *I don't know, it might be too nice for the area.* And that wasn't snobbery — it was a pricing problem. Buyers couldn't get comfortable with the price point because there was no comparable housing anywhere near it to value it against. When a neighborhood is the only one of its kind in a five-mile radius, you're not buying a comp, you're becoming one.

Maybe you were right about Aqua. You were just early.

Now add a Seaflower. Add an entitled bayfront project on Cortez. Add whatever comes of Manatee Avenue. Suddenly there are options in the area, a peer set, and a reason to feel good about the neighborhood you originally looked at. The complement of new development to Aqua is going to be one of the more interesting things to watch — and if you liked it two years ago and passed, it is worth a second look for reasons that have nothing to do with the house itself.

PROJECT FOUR

Peninsula Bay

Further west, toward the Cortez Bridge

ENTITLED SINCE 2016 · NOT COMMENCED

This one might not be on your radar at all, and it might never happen. But it has gotten close, and if it goes, it adds a whole other layer to this map.

358	1,950	90,000	67
ACRES	RESIDENTIAL UNITS	SQ FT COMMERCIAL	ACRE LAKE WITH MARINA FACILITIES

The original approval dates go back to 2016. As of filming, development had not commenced — but the county is still referencing the entitlement as relevant. It's not dead; it's stuck. That's an enormous piece of entitled land sitting further west toward the Cortez Bridge, with marina and boat facilities on a 67-acre lake in the program. If it ever proceeds, you get another substantial residential and commercial node pushing right up against the adjacency of Anna Maria Island.

PROJECT FIVE

12340 Manatee Ave W

Mainland Bradenton, facing Sarasota Bay

PROPOSED

Proposed as a mix of high-end condominiums, townhomes, and single-family residences. The unit count is not why I care about this one — the location is. Look at where this land sits and it's an unbelievable spot: another site trying to become a mainland gateway to Anna Maria Island via Manatee Avenue. Close to the barrier islands without crossing over to them. Same trappings everyone agrees are lovely — just moved north.

> **THE PATTERN ACROSS PROJECTS FOUR AND FIVE**
>
> Both are attempts at the same idea from different angles: capture island adjacency without island commitment. Bridge traffic, storm exposure, tourist season, condo associations, and special assessments are real costs of island ownership. A mainland address three miles away avoids nearly all of them while keeping the water. That's the arbitrage the whole thesis rests on.

SECTION 08

Who's actually buying here

These are the six categories we're seeing from people who have seriously inquired about Seaflower and western Bradenton. It's useful for the obvious reason — it feels good to know others made the same call — but it's more useful as data. These are people slightly ahead of you in the process.

01 The Lakewood Ranch change of mind

People who moved to Lakewood Ranch because of how good it feels to buy there, then started going to the beach regularly and realized what that means day to day. At a competing price point you're most likely above State Road 70 — 18 to 21 miles one way to the water. On paper these choices look totally different. In practice, one puts you 20 minutes from sand.

02 The barrier island owner with fatigue

Storm exposure, bridge traffic, tourists, condo associations, special assessments — there's a real fatigue that sets in. A lot of these buyers say some version of "I already did that, and I don't want to do it anymore." They are trading for island proximity without the inconvenience.

03 IMG Academy families

Families who want to stay close to IMG and are looking for something nice, often not living here all year round. That optionality genuinely did not exist at this level until Seaflower, Aqua, and the rest of what's coming.

04 Local Bradenton buyers

We're seeing a lot of this. You want new construction under a million, better amenities than the historic boroughs are ever going to provide, and proximity to the beach — and you have real ties to western Bradenton that you value. Until recently, few options checked all four boxes.

05 Snowbird and second-home buyers

Smaller share here, but a real one. ADUs are available, you're buying your way into coastal proximity, and you're doing it at a prospectively affordable price point. If the thesis is right and other people are still nervous, you get to ride an appreciation wave.

06 Downsizers

There's a lot of single-family product here in the 1,400 to 1,700 square foot range, so you don't have to accept an attached villa to get small. Coming from up north — or from Texas — you're likely leaving something much larger, often with a basement. Going from 5,000 square feet to 2,000 when it's just the two of you is a very reasonable way in, with multiple builders competing on the same lot sizes.

You're moving to Florida for the water. This is some of the cheapest water you can live adjacent to.

SECTION 09

Questions to ask before you commit

Print this page, or pull it up on your phone. These are the questions that actually change outcomes when you're touring new construction in a still-forming area — and the ones buyers most often forget until it's too late to matter.

ON THE LOT

- ☐ **Which phase is this lot in, and what's planned directly behind it?** Preserve, lake, and interior lots price very differently, and "wooded" today is not always wooded in phase three.
- ☐ **What's the actual lot width, and what does that do to the floor plan?** A 45-foot lot and a 60-foot lot are two different lifestyles, not two price points. Ask what the next release looks like, and at what pricing — what's shown online is a phasing decision.

ON THE BUILD

- ☐ **What's the realistic build timeline right now, not the brochure number?** Six to eight months and twelve months are meaningfully different plans for your life.
- ☐ **What deposit is required, and who holds title during construction?** This varies a lot between builders here, from roughly 10% up to 20–25%.
- ☐ **Can the pool, ADU, or casita be wrapped into the construction financing?** Building it later almost always costs more and disrupts the yard.
- ☐ **What are the current incentives, and what do I give up to get them?** Closing cost credits usually require the builder's lending arm. Run both rates.

ON THE COMMUNITY

- ☐ **Which amenities are built, which are funded, and which are just rendered?** Ask specifically which phase each one lands in — and whether I can use other phases' amenities, and at what fee.
- ☐ **What are the CDD and HOA figures, and how are they expected to change?** This is the single most common surprise for out-of-state buyers.
- ☐ **Which commercial tenants are signed versus rumored?** A signed grocery anchor and a rumored one are not the same asset.

ON THE RISK

- ☐ **What flood zone is this specific lot in, and what's the elevation?** Zone designations can vary within a single community.
- ☐ **What's entitled on the parcels immediately adjacent to this community?** The upside and the risk both live next door.
- ☐ **If I needed to sell in three years, who is the buyer?** Worth answering honestly before you're emotionally attached to a floor plan.

SECTION 10

Terms that keep coming up

Entitled land	Land with approvals in place for a specific development program — density, use, and site plan. Entitlement is the expensive, slow part. It's why a stalled entitled project is worth watching rather than dismissing.
Final site approval	The stage past general entitlement where the specific site plan has been signed off. A buyer at this stage is closer to breaking ground than to a hearing.
Flood Zone X	A FEMA designation where flood insurance is not federally mandated for a standard mortgage. It is not a guarantee against water — it's a materially lower risk and cost profile.
ADU	Additional (or accessory) dwelling unit. A secondary living space with its own kitchen and often laundry — above a garage, or detached. Rare in Florida suburban new construction, and available from multiple builders in Seaflower.
Casita	A detached or semi-detached guest suite, usually off a courtyard. Similar intent to an ADU, generally without full independence.
Elevation	In builder language, the exterior style of a given floor plan. Three elevations per plan means the same interior can wear three different faces on the street.
Phase release	The staged release of lots for sale. What appears available online is a fraction of what exists — by design.
Horizontal land	Land improved with infrastructure — roads, utilities, drainage — but not vertical construction. Several owners in western Bradenton are trying to sell improved horizontal land rather than build on it themselves.
Barrier island	Anna Maria, Longboat Key, Lido, Siesta. Beautiful, and a genuine commitment: bridges, traffic, storm exposure, and assessments come with the address.

ONE LAST PIECE OF FRAMING

Most people evaluating this area are comparing a specific house to a specific house. The more useful comparison is a specific *trajectory* to a specific trajectory. Aqua's story is the clearest lesson in this guide: the product was fine, the pricing was defensible, and the only thing missing was company. Company is what's arriving.

Let's talk it through

I own a full-scale real estate brokerage called Sunshine State Company. It's very much an extension of the YouTube channel. If you're considering moving anywhere within Southwest Florida — Sarasota and beyond, Tampa Bay, Naples, Fort Myers, anywhere in between — please consider reaching out.

BROKERAGE

Sunshine State Company

www.TheSunshineStateCo.com — plus ten or fifteen other area guides, written versions of the videos, and a good deal of other useful material

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YOUR AGENT

Adam Hancock

Relocation, new construction, and Southwest Florida coastal markets

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Thank you for reading — and for consuming the content. I know a video is a one-off and a lot of it gets stuck in your head. Hopefully this gives you something to work through later.

This guide is provided for general informational purposes only and reflects publicly available information, developer materials, and market observations as of the date of the accompanying video. Acreage, unit counts, pricing, incentives, timelines, tenants, amenities, lot availability, and entitlement status are subject to change without notice, and several projects described here are proposed or unbuilt and may never proceed. Nothing here is an offer to sell, a solicitation of an offer to buy, or a guarantee of future value, appreciation, development, or performance. This is not legal, tax, insurance, or investment advice — please consult the appropriate licensed professionals, and verify all figures independently with the builder, developer, and county before making any decision. Flood zone designations are set by FEMA and can be revised; confirm the designation and elevation for any specific parcel. Equal Housing Opportunity.