







**City of Dunedin  
Community Redevelopment Agency**

**Downtown/Waterfront  
Illustrative Corridor Plan**

Prepared by

**ECONOMIC DEVELOPMENT DEPARTMENT**

Robert C. Ironsmith, AICP, CRA and Economic Development Director  
Joan McHale, Administrative Support

With the Assistance of



8745 Henderson Road, Suite 220  
Renaissance 5  
Tampa, FL 33634  
Ph: 813-882-8366

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## I. Background

When the City updated its Downtown CRA Master Plan 2033 in 2010, one of the most obvious implementation strategies was to undertake a separate planning process focused on achieving greater connectivity between the Waterfront and the existing Downtown core at Main Street. The City requested assistance from Wade Trim, its CRA Downtown Master Plan 2033 Consultant, to study this area working closely with a host of stakeholders with the goal of identifying specific improvements and strategies to achieve greater physical and functional connectivity between the two areas.

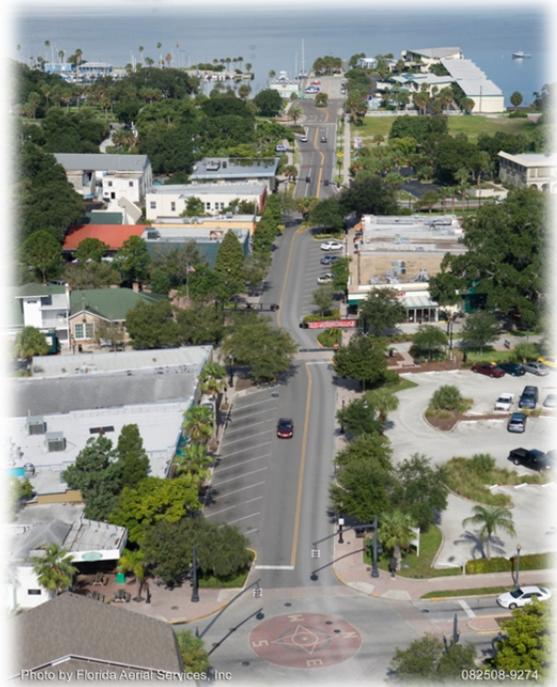
The study area included the area lying west of the Pinellas Trail, south of Skinner Boulevard, and north of Albert Street along the Intracoastal Waterway as depicted in Figure 1, below.

The desired outcome of the planning effort was to develop an “Illustrative Corridor Plan” graphically depicting physical improvements and planning concepts and strategies deemed appropriate to achieve greater connectivity between Main Street and the Waterfront (see Figure 2).

**Figure 1**  
**Downtown/Waterfront Illustrative**  
**Corridor Plan Study Area**



**Figure 2**  
**Aerial View of Main Street Showing**  
**Proximity to Marina & Intracoastal Waterway**



## II. Planning Process

The planning process employed was interactive and design-oriented, involving one-on-one interviews with key stakeholders and property/business owners, a public community charrette and open house, formal presentations to the CRA Advisory Committee and two City Commission/CRA meetings.

One-on-one stakeholder interviews were conducted with representatives of the Dunedin Chamber of Commerce, Downtown Dunedin Merchants Association, Community Redevelopment Advisory Committee, Edgewater Drive Advisory Committee, Dunedin Planning & Development Department, Dunedin Parks & Recreation Department, Parks & Recreation Advisory Committee, Public Relations Advisory Action Committee, Bon Appétit Restaurant, Yacht Harbor Inn, Sea Sea Riders Restaurant, Dunedin Causeway and Coastal Waterways and Synovus Bank. Input was also received from meetings with

the Marine Advisory Committee, Dunedin Boat Club, Main Street Merchants Association, Economic Development Department, and of course, the general public.

**Figure 3**  
**Sea Sea Riders Restaurant**



**Figure 4**  
**Best Western/Yacht Harbor Inn  
& Bon Appétit Restaurant**



In advance of stakeholder and public meetings, the Consultant prepared base maps at the block level depicting existing land uses, vacant parcels, rights-of-way, roadways, sidewalks, ownership patterns, physical features and utilities within the planning area. These base maps are included in **Appendix A**.

A stakeholder's meeting (one-on-one interviews) was held on Friday, June 18, 2010 at the CRA office where participants were asked to respond to a questionnaire specific to the study area (see **Appendix B**).

A community charrette was held on Saturday, June 19, 2010 at the Dunedin Community Center with approximately fifty (50) people in attendance. Attendees were organized into six (6) "roundtable" groups to discuss the future of Dunedin's Waterfront and its relationship to the Downtown.

Each roundtable group was asked three questions:

- What do you like most about the Downtown/Waterfront? [Likes]
- What is your vision for the future of the Downtown/Waterfront? [Wish List]
- What are the threats to making this vision a reality? [Threats]

These questions were first discussed by each roundtable group, and then discussed by all attendees as a collective group. Each table was provided a range of 24" x 36" maps and markers and was asked to illustrate their conceptual vision for the Downtown/Waterfront area. Summaries of each table's response and collective group responses are included in **Appendix C**.

A public open house was also held on the evening of July 22, 2010 at the Dunedin Community Center to allow an opportunity for additional input regarding the products of the community charrette and the Downtown/Waterfront area in general.

Approximately 35 people attended this open house. A summary of the salient responses and comments received at the open house are included in **Appendix D**. The Illustrative Corridor Plan was presented to the CRA Advisory Committee on November 9, 2011 and approved by the Dunedin CRA on November 17, 2011.

Figure 6, below, provides the top five responses received at the community charrette and subsequent open house. Shown in black text in Figure 6, many of the responses received at the community charrette were confirmed during the open house.

**Figure 5**  
**Public Open House**  
**July 22, 2010**



**Figure 6**  
**Top Five Responses Received During**  
**Community Charrette & Open House**

**1) What do you like most about the Downtown/Waterfront?**

Charrette Responses (Groups)	Intensity of Responses
1 Views	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
2 Small Town	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
3 Marina (quaint/clean)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
4 Trail	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
5 Historic Homes & Brick Streets/Brewery (Tie)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Open House Responses (Individuals)	Intensity of Responses
1 Small Town	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
2 Views	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
3 Marina (quaint/clean)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
4 Waterfront (undeveloped)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
5 Boat Club	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

**2) What is your vision for the future of the Downtown/Waterfront?**

Charrette Responses (Groups)	Intensity of Responses
1 Casual Waterfront Restaurant	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
2 Restore Beach	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
3 Improve Marina & Transient Docks/Keep Harbor Master's Office (Tie)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
4 Low Building Height	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
5 Pedestrian Friendly	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Open House Responses (Individuals)	Intensity of Responses
1 Casual Waterfront Restaurant	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
2 Connectivity	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
3 Restore Beach	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
4 Low Building Height	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
5 Improve Marina & Transient Docks/Keep Harbor Master's Office (Tie)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

**3) What are the threats to making your vision a reality?**

Charrette Responses (Groups)	Intensity of Responses
1 Zoning, building height/scale, etc.	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
2 Overpopulation/overdevelopment	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
3 Removal of Marina from Enterprise Fund	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
4 Environmental Disaster (e.g. oil spill)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
5 Lack of Funding (general)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

Open House Responses (Individuals)	Intensity of Responses
1 Zoning, building height/scale, etc.	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
2 Privatization of Marina	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
3 Lack of Parking	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
4 Overpopulation/overdevelopment	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
5 Removal of Marina from Enterprise Fund/Derelict Boats (Tie)	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

### III. Objectives

The Illustrative Corridor Plan sought to accomplish several objectives including:

- Maximize the connectivity between the Downtown core and Waterfront area
- Identify the appropriate mix of public and private land uses in the area
- Identify the appropriate form and function of existing and proposed land uses.
- Define the desired density, intensity and maximum building height for the Waterfront.
- Identify parking strategies needed to accommodate multiple modes of transportation in the area at build-out.
- Identify secondary pedestrian and bicycle connections from the Pinellas Trail to the Waterfront.
- Identify public improvements to the marina including public lands lying west of the marina and other public lands within the Waterfront.
- Identify the appropriate landscape and hardscape improvements to better define the area and provide visual connectivity to and from Main Street.
- Identify potential improvements to the Edgewater Drive/Marina Place and Main Street/Broadway intersections toward enhancing public safety, function and aesthetics.
- Identify public and/or private catalytic project opportunities.
- Identify community events to be conducted in the Waterfront.
- Identify code revisions needed to implement the Plan.
- Identify capital improvements to implement the Plan.

- Identify marketing activities needed to better promote the area.

### IV. Recommendations

In developing the Illustrative Corridor Plan, short and long term capital improvements and strategies were identified with the goal of amending the recently adopted Dunedin CRA Master Plan 2033 to incorporate these recommendations. Redevelopment strategies were identified for the period of 2011 through 2025. The strategies should be periodically reviewed as part the CRA Master Plan 2033 and revised and/or amended, as appropriate, to reflect changing conditions.

When reviewing the 2025 Illustrative Plan, it is important to recognize that any of the recommendations could be implemented at any time within the Dunedin CRA Master Plan horizon.

The 2025 Illustrative Plan is presented on the next page and identifies 16 separate activities/projects to achieve greater connectivity between the Waterfront and Main Street core area.