

Douglas Avenue Corridor Study

Draft March 2009

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Introduction

The City of Dunedin, Florida is recognized as one of Florida's unique locales. It is a place where community character is defined by the quaint, coastal, small town atmosphere that provides residents and visitors with an authentic, quality experience and true sense of place. One of the contributing elements to this condition is the scale of the City's local streets and adjacent businesses in its downtown area. The City benefits from the vitality of the Main Street businesses through its identity and tax base. Increased pedestrian mobility through connections to surrounding neighborhoods and major community amenities by local streets and the Pinellas Trail could extend these benefits to a larger segment of the City.



Figure 1-1: Main Street business district



Figure 1-2: Pinellas Trail

The quality of the local streets is very important to the overall character of the City as the system provides safe public realm open space where increased pedestrian interaction, mobility, on-street parking, and street trees provide for a more human scale and slower vehicle speeds. Complementary land uses are positioned near the street, with vehicle parking at the rear of the buildings. The limited alteration of these original development conditions have assisted in minimizing the negative effects (e.g. multiple lane, high speed roadways, commercial buildings with reduced parking areas, etc.) that major roadway widening have caused in many locations in the throughout Florida.

While these conditions are benefits to the City, there are several streets that have a different set of existing conditions and are not seen as having the same level of human-scale qualities due to street and traffic conditions, and bordering land uses. The purpose of this study is to evaluate the Douglas Avenue Corridor's existing conditions and to identify needed changes to improve deficiencies and increase the vitality and "sense of place" experience for this corridor.



Figure 1-3: Neighborhood street

"Dunedin- a unique Florida community"

The Corridor

Douglas Avenue is an important north-south link between Dunedin and Clearwater. The 1.26-mile long study limit stretches from Skinner Boulevard (north end) to Union Street (south end) and includes all properties located along its east and west right-of-way lines.

While a diversity of local businesses and residential uses exist along the corridor, it is noticeably different than most of the City as it contains a significant clustering of major public uses that attracts people from greater distances to events and activities.

The main attraction in the corridor is the Dunedin Stadium Toronto Blue Jay's Spring Training Baseball Facility. Located at the southeast corner of the Beltrees Street intersection, the baseball complex is an iconic community element and economic engine that has active use during the February-September time period with major league training that is augmented by the team's minor league team

affiliate's spring and summer game schedule. In this same area there is a Public Library and the Dr. William E. Hale Activity Center that supports a major collection of community uses and activities.

Another major attraction in the corridor is at the downtown Main Street intersection where Pioneer Park is located. This is a prominent location in the downtown with adjacent on-street parking that allows for public gathering events. The park includes a performance stage and open green where gatherings and events occur, including the City's Green Market.

The street infrastructure between these two major attraction areas has been improved by the City and includes on-street parking, sidewalks, palm trees and other public realm enhancements. However, the area still lacks

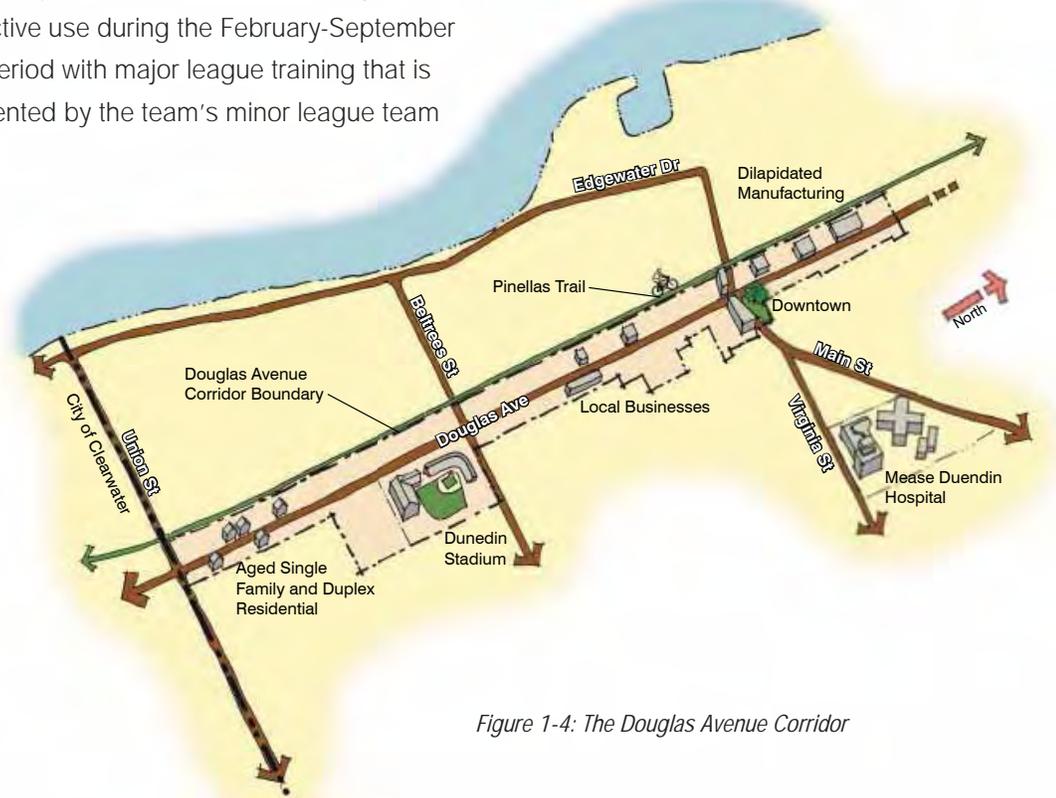


Figure 1-4: The Douglas Avenue Corridor

a unified development pattern and design character. This is in part due to the overall walking distance between these two locations. At nearly 1/2-mile, this is a negative factor in Florida's tropical environment for supporting active pedestrian use areas. Additionally, the current lack of concentrated and quality land use types in this area also limits the need for a more active pedestrian street. Both supportive land use changes and pedestrian public realm improvements are needed to strengthen the connections between these two areas.

The opportunity exists to attract businesses to the adjacent Pinellas Trail. The existing parcel sizes and pattern of development has limited the effect of this community asset. The Corridor has a reactive zoning/ land use pattern and uses suburban development standards that set back buildings from the street right-of-way lines and helps create a parking dominated streetscape. *Proactive zoning/ land use standards are needed that supports property assemblage and supports attraction of new uses.*



Figure 1-5: Douglas Avenue streetscape improvements

In addition, during this study it has become apparent that *Beltrees Street* is a critically important east-west link for the City between Edgewater Drive and Patricia Avenue. The local, 2-lane street provides connections to the Gulf of Mexico, Pinellas Trail, Douglas Avenue and Dunedin Stadium/Public Library/ Hale Activity Center, Dunedin Elementary School, and Patricia Avenue and former Neilson Media property. This east-west corridor needs pedestrian mobility enhancements to strengthen its linkages to Douglas Avenue.

Legend

-  Key Intersections
-  Pedestrian link to trail
-  Pedestrian dedicated trail
-  Point of Interest
-  Major east-west connection



Figure 1-6: Street network and major community assets

The Market

The market conditions that affect investment were analyzed to understand demographic shifts and behavioral factors of the current mix of businesses and buildings in the Corridor. The analysis showed that household growth will be slow to flat (0.3%) and the median age is 52-years and growing older. The projected median and average household incomes peak in the 35 to 44 age groups in 2008 and 2013 and then decline. These are generally regarded as negative trends when compared with Florida and United States averages. The later maybe being the biggest issue as the age groups are the most sought after consumers by business investors, and also represents the third largest population group behind retirees and seniors.

It is critically important to understand where local spending occurs (both incoming and outgoing) in order to identify redevelopment strategies. The analysis identified that the community spending on the following retail categories is currently satisfied: building materials, garden equipment and supply stores; food and beverage stores (groceries); health and personal care stores; sporting goods stores; variety stores; and restaurants. This concentration of retail uses can also be seen as a strength as locals and visitors prefer to spend their funds on these categories on Douglas Avenue. *From the analysis of spending leaving the area it appears that the following retail types provide opportunity to businesses wanting to locate along Douglas Avenue: motor vehicle and parts dealers; furniture and home fixtures;*

electronics and appliance stores; gas stations; clothing stores; book and music stores, a variety store; and a family restaurant. These may be opportunities in business attraction as the demand is greater than existing supply.

Analysis of current business clusters along Douglas Avenue identified a strong, existing cluster of Convenience, Community Service, and Entertainment uses. Building cluster types included Specialty Foods, and mature clusters of Gifts and Antiques. Also observed was the declining industrial use cluster.



Figure 1-7: The 4 C's of Opportunity exercise

In addition to the demographic analysis, local residents' perceptions of the business district were identified through the public workshop exercises. *The 4C's of Opportunity exercise engaged participants in the identification of the Corridor's – Customers, Competitors, Channel Partners, and Community Assets, and provided the following information:*

Customers – are current groups whom can be cultivated to reduce effect of seasonality and cyclical of the district.

- Locals – doing errands and participating in civic society
- Active Adults – walkers, joggers, bikers
- Unique Shoppers – to boutiques and antique shops
- Sports Enthusiasts – baseball fans, bikers
- Boaters and fishers
- Tourists
- Clubbers

Competitors – are current groups that must be monitored for what they do well – and to identify where they are weak.

- Sports Enthusiasts – other spring training parks
- Larger Entertainment Venues - Ford Amphitheater
- Locals - Countryside & International Plaza Malls, U.S. 19, Dunedin Main Street, Restaurants on Patricia
- Unique Shoppers – Clearwater, Palm Harbor, Safety Harbor
- Boaters - Tarpon Springs Sponge Docks
- Active Adults – Causeway, Other Pinellas beach communities

Channel Partners – are potential partners that can be instrumental in promoting, introducing new customers and businesses to the district.

- Sports Enthusiasts – bicycle clubs, baseball teams at the local, regional, national levels
- Larger Entertainment Venues – Blue Jay's stadium, microbrewery, groups that sponsor events
- Locals - Kawfee Klatch, Historic Homes Society, Chambers of Commerce, City of Dunedin, Churches

- Unique Shoppers - American Legion, antique shoppers
- Boaters - Bait and tackle shops, fishing clubs
- Active Adults - Red Hat Society, American Legion, Veterans of Foreign Wars

Community Assets – are reasons that can be used to attract new customers and complementary businesses.

- Dunedin Stadium
- Pinellas Trail
- Marina
- Restaurants – microbrewery, Iris' restaurant, Marguarite's restaurant
- Specific Stores - Purple Moon
- Specific Services - animal hospital
- Professional Services
- Cultural sites and events – museum, library, band stand, senior center
- Customer groups – Hikers, municipal employees



Figure 1-8: Community participating in workshop

Key Interventions

The results of the corridor analysis, including the public input received during the project’s community workshops, and local knowledge from City staff, provided the team with more than sufficient data and observations; and were all utilized in the creation of the plan. The results of this input and analysis are a series of recommendations needed to improve the business and neighborhood conditions in the Douglas Avenue Corridor. *The following list identifies major recommendations to implement the plan.* Data and analysis are included in more depth in later chapters of the plan.

Land Use/Zoning Recommendations –

- Designate the Corridor limits as a Planned Redevelopment Mixed Use Corridor on the countywide Future Land Use map to identify the desire for redevelopment activity.
- Recognize varying conditions and scales of development in the Corridor by creating five sub-area zoning districts and implement change based upon each district’s character.
- Direct future redevelopment changes through a set of form-based design standards that permits current uses to transition over time as market forces demand.

Legend	
	Pinellas County Parcels
	CG, Commercial General
	CL, Commercial Limited
	CRD, Community Redevelopment District
	INS, Institutional
	RM, Residential Medium
	ROW, Right of Way
	RU, Residential Urban
	PRMU, Mixed Use

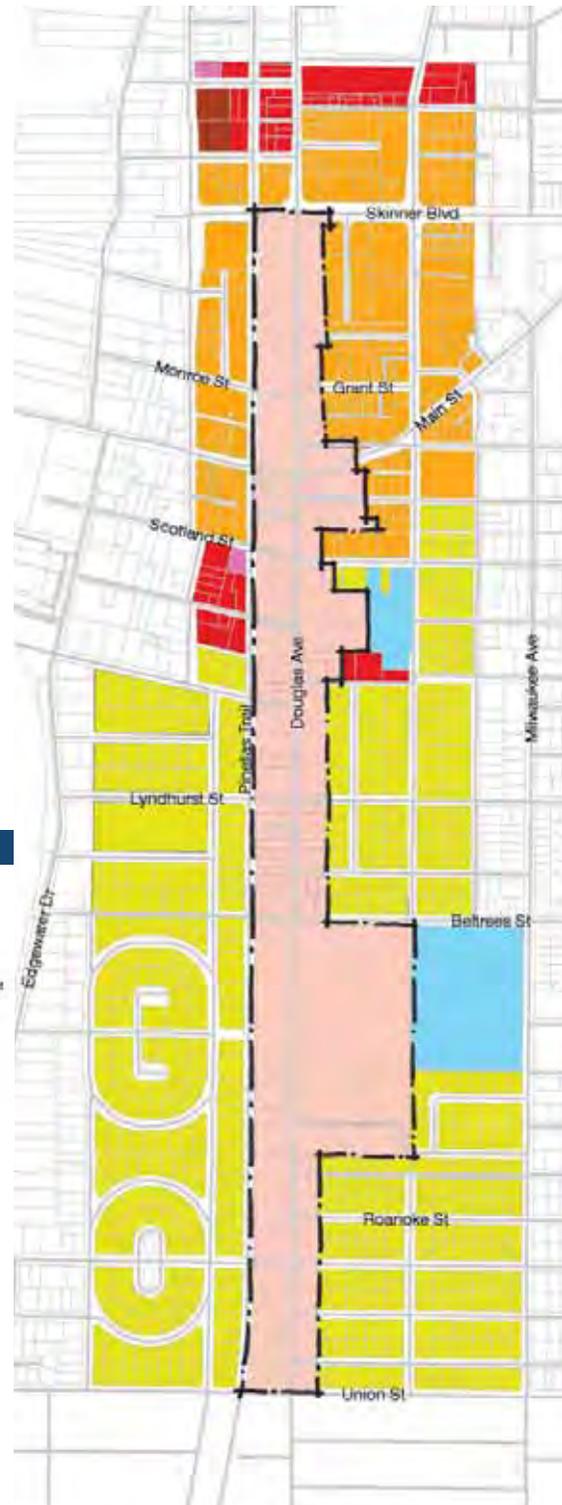


Figure 1-10: Proposed Future Land Use-Redevelopment Corridor

Market Recommendations –

- Create a marketing campaign to attract a range of new residents and shoppers to diversify the economy.
- Attract specific new businesses such as clothing shops, home fixture and

furnishing stores, music store, and a diner/family restaurant to meet identified market needs.

- Use channel partners to access specialty customer groups and build a marketing plan around them to increase existing business activity.
- Link community assets together to create a unique shopper experiences for specific customer groups.

Public Realm Recommendations –

- Extend streetscape enhancements (e.g. sidewalks, street trees, lighting, drainage, etc.) south of Beltrees Street to link community assets.
- Create a gateway feature at the Union Street intersection and signage throughout the Corridor to reinforce the business district’s identity.
- Use shade trees instead of palms in street tree installations to improve pedestrian shading.
- Link together community assets through improvements to east-west street corridors (Virginia, Belltrees, Union) aimed at increasing pedestrian safety and overall mobility in the City.

The Douglas Avenue Corridor contributes to Dunedin’s quaint, small-town atmosphere. It serves major community assets that attract residents and visitors alike. *Future redevelopment activity should be supported that fits the Corridor’s unique scale and character.* The City should plan for the redevelopment and land use transition over time through programmed changes of its development standards and targeted infrastructure improvements. During this transition period, the City should promote existing business retention and assist in their expansion through identity branding, marketing and business improvement programming.

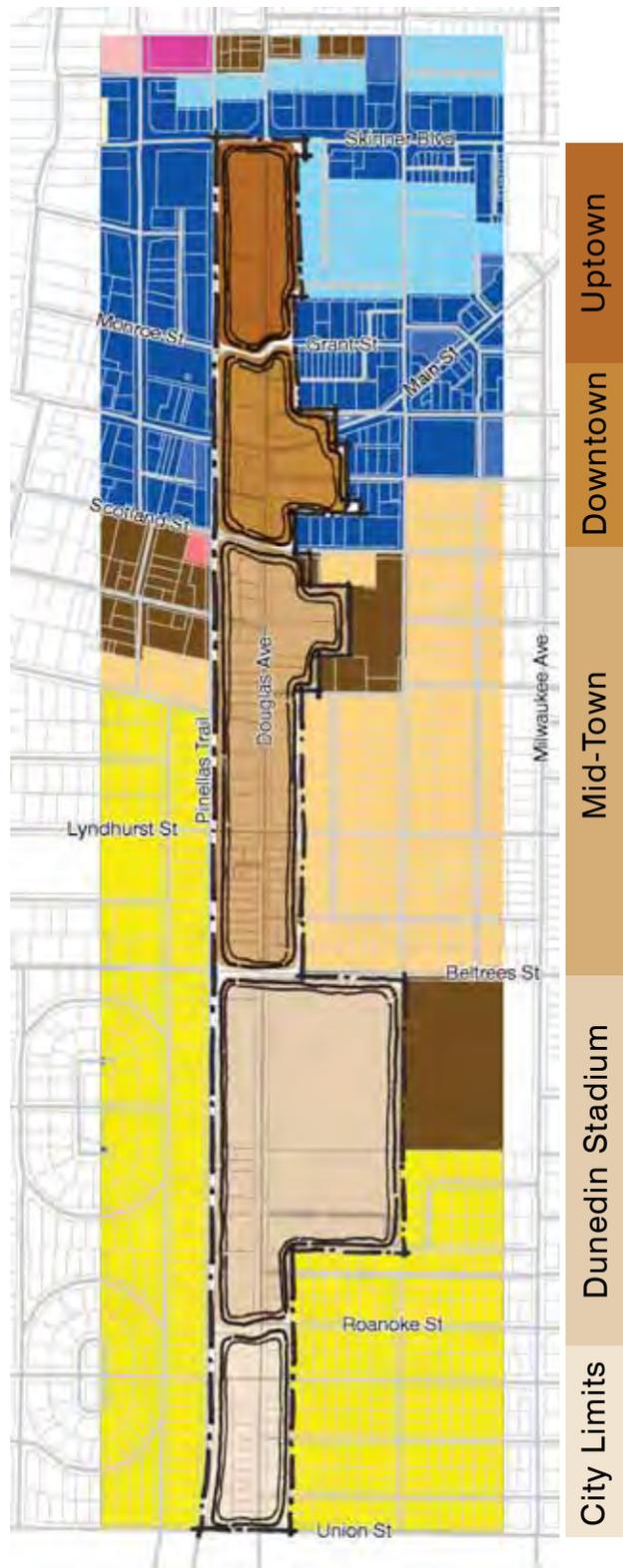


Figure 1-11: Proposed Sub Area Zoning Districts

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Introduction and Purpose

Douglas Avenue is a significant Dunedin corridor and its future character and adjoining land uses have the potential to substantially influence the quality of life for community residents. Today, its look and scale are generally quaint and local, however it possesses certain unique attributes and characteristics that make it vitally important to neighborhood residents, the City at large



Figure 2-1: Douglas Avenue Corridor (1.26 miles)



Figure 2-2: Pioneer Park bandshell

and destination tourists seeking to discover Dunedin.

First, Douglas Avenue intersects the heart of downtown Dunedin and provides access to numerous city assets such as Pioneer Park and band shell, Dunedin Stadium, the Dunedin Public Library, and Hale Activity Center. Adjacent to downtown at the north end, many bordering properties are ready for new redevelopment that will replace the dilapidated industrial structures and potentially bring new land uses providing new community venues and vitality. The Corridor also parallels the Pinellas Trail to the west, just one parcel



Figure 2-3: Dunedin Stadium

deep from its roadway edge. Finally, it is well linked to numerous other local features such as Edgewater Park and the marina at the edge of Saint Joseph Sound, the Mease Dunedin Hospital and the former Neilsen Media site, which is also ready for significant redevelopment.

Despite all of these attributes of connectivity and potential, as a whole, the Douglas Avenue Corridor lacks harmony and consistency in its overall character and feel. The types of businesses and housing along the Corridor don't relate particularly well to one another with respect to their look and function and, with the exception of downtown, there has never been a direct plan in place to guide the future redevelopment of properties along Douglas Avenue to enhance its overall vitality and appeal for the general benefit of the community. A plan for the future of Douglas Avenue is necessary to guide the community through a redevelopment concept that recognizes the uniqueness of the area and the potential opportunities for improvement.

The Douglas Avenue Corridor was identified in the Dunedin Community Visioning Document (2005) as an *"area of primary concern"* for future redevelopment. The purpose of this Corridor study is to evaluate the street and adjacent land uses; identifying the current mix of uses and create a market-driven redevelopment strategy that is sufficiently flexible to accommodate a range of new service, retail, and residential uses respectful of the character of the adjoining areas and the design and function of the streets, and consistent with the wishes of the community, and its leadership.



Figure 2-4: Community input at workshop

An intensive study of the Corridor, including considerable community input and several workshops, resulted in a balanced, implementable plan for the future redevelopment of Douglas Avenue with detailed recommendations sensitive to economic conditions and market realities. The plan recommends specific new land use and zoning standards that will give guidance to the structural form of future development along the Corridor. Such standards can become the building blocks for a subsequent form-based land development code in support of "new urbanist" development principles that are sensitive to the design quality and scale of the area. The plan also highlights key east-west connections linking the Corridor to adjacent neighborhoods and important features. As a key element of this analytical process, a focused real estate and market analysis was conducted for the area, providing insight and direction to improve the economic strength and business vitality along Douglas Avenue. Finally, a capital improvements program for physical civic improvements such as streets, sidewalks, lighting and landscaping have been identified and analyzed for the City's use.

Location and Description

Pinellas County Context

The City of Dunedin is located in north-west Pinellas County on the Gulf of Mexico north of the City of Clearwater. Most of Pinellas County's major north/south arterial roads lie to the East of the City, making Dunedin's core community much more of a destination than a point along a journey between places and, thus, less susceptible to the development and congestion impacts (both good and bad) of passerby traffic from other parts of the County. U.S. Highway 19 flanks the far eastern edge of the City and is the only limited access highway within reach.

To bicyclists and pedestrians, however, Dunedin functions both as a destination and a point along a pleasant journey. The Pinellas Trail serves walkers and riders along a dedicated 34-mile path through much of Pinellas County. The trail generally parallels the west side of Douglas Avenue from the city limits northward through downtown and beyond.



Figure 2-5: The Pinellas Trail

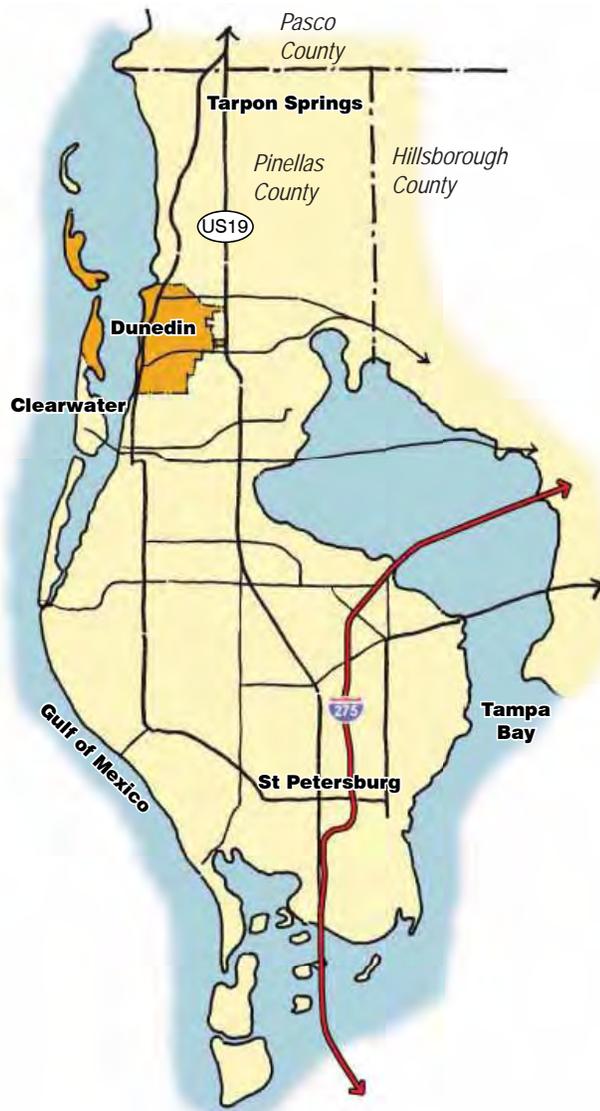


Figure 2-6: Pinellas County Context

Several important east-west roadway connections also link Douglas Avenue, a short distance westward, to the shoreline trail along Edgewater Drive, southward into Clearwater, and to neighborhoods to the east.

City of Dunedin Context

The Douglas Avenue Corridor begins a short distance north of downtown Dunedin and continues southward into the City of Clearwater, eventually ending at Stevenson Creek, less than one mile south of the border. It runs nearly parallel to the shoreline at Saint Joseph Sound which is visible from numerous intersecting east-west corridors such as Union Street, Orangewood Drive, Beltrees Street and Lyndhurst Street. Douglas Avenue is linked to outlying areas to the east primarily from Skinner Boulevard and Main Street (State Road 580).

Corridor Description

The Douglas Avenue Corridor study area is approximately ±6,756 linear feet, from north to south. The northern boundary mark is Skinner Boulevard (SR 580), and the southern boundary mark is Union Street at the City of Clearwater border. The Pinellas Trail functions as the western boundary and the rear property lines of properties adjacent to the west side of Douglas Avenue. Properties adjacent to the east side of Douglas Avenue generally function as the eastern boundary.

While Douglas Avenue doesn't have particular regional significance, it functions as a key north-south roadway within southwest Dunedin. It serves neighborhood and downtown merchants alike, providing access to goods and services to both the local community and other city residents. Douglas Avenue connects important community assets like Pioneer Park, Dunedin's functional central plaza and community band shell, Dunedin Stadium, the Toronto Blue Jays

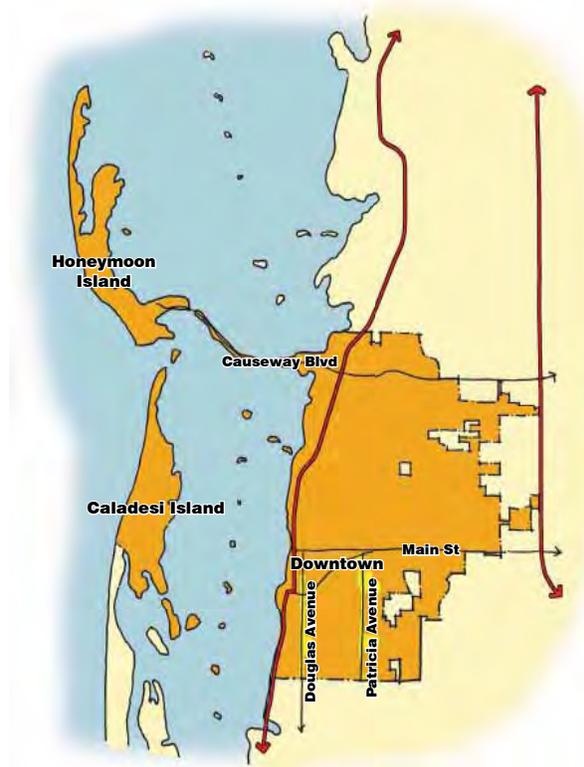


Figure 2-7: Dunedin Boundary Map



Figure 2-8: Dilapidated manufacturing at north end



Figure 2-9: Dunedin Public Library



Figure 2-10: Douglas Avenue Study Area

Major League Baseball spring training ground, the Dunedin Public Library, and the Haile Activity Center. Dilapidated manufacturing properties await redevelopment along the more edgy northern end, adjacent to quaint downtown and within sight of Saint Joseph Sound.

Numerous perpendicular streets cross the Corridor and connect to other destinations in the City such as Edgewater Drive along the Saint Joseph Sound shoreline, and the former Neilsen Media property at the corner of Patricia Avenue and Beltrees Street; an important key future redevelopment property within the City. Main Street intersects Douglas Avenue at the heart of downtown and connects the Corridor westward to Edgewater Park and the marina, serving as a gateway to Caladesi Island, and eastward to Mease Dunedin Hospital and further along to Countryside Mall and U.S. Highway 19.

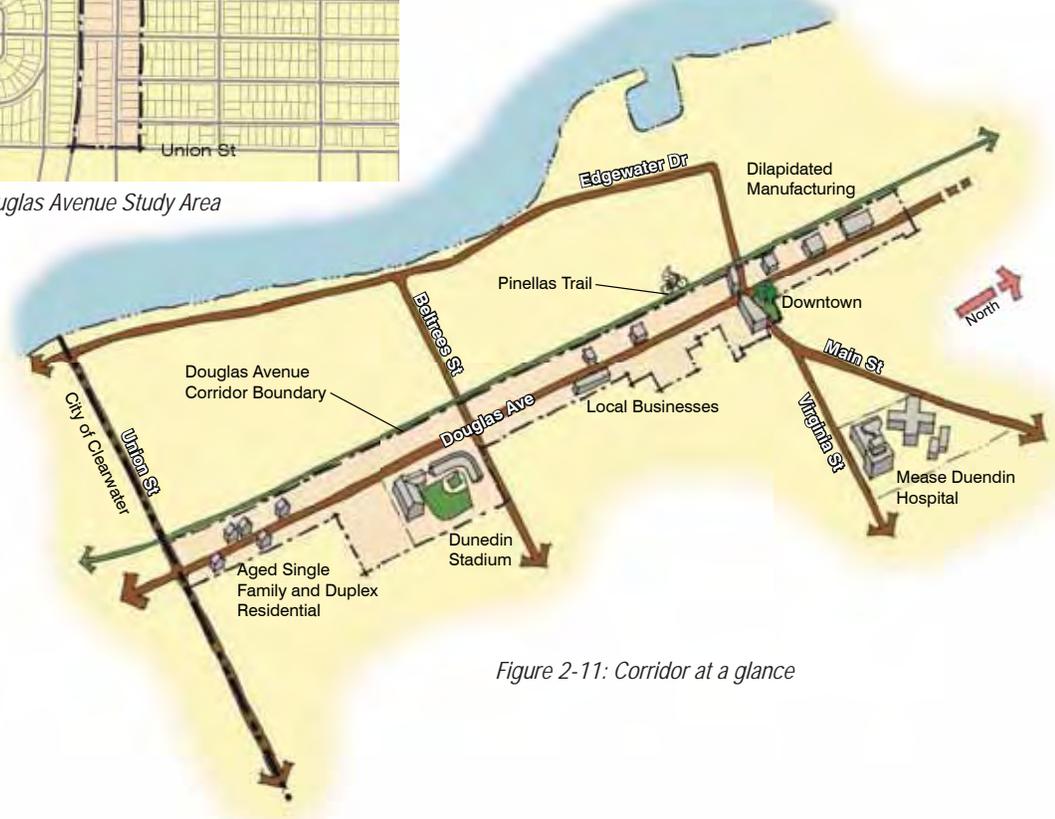


Figure 2-11: Corridor at a glance

The Process

The Corridor Study was an eight-month process that included the following primary components:

- Planning Meetings and Workshops
- Research and Data Collection
- Fieldwork
- Document Review
- Regulatory Analysis
- Draft Report Preparation / Client Review

The following are brief descriptions of the key components listed above. The flow chart provides a general outline of the steps involved in the study beginning with the Project Kick-off Meeting and culminating with this final Corridor Plan. More detailed information about the study process can be found in the appendices at the end of this document.

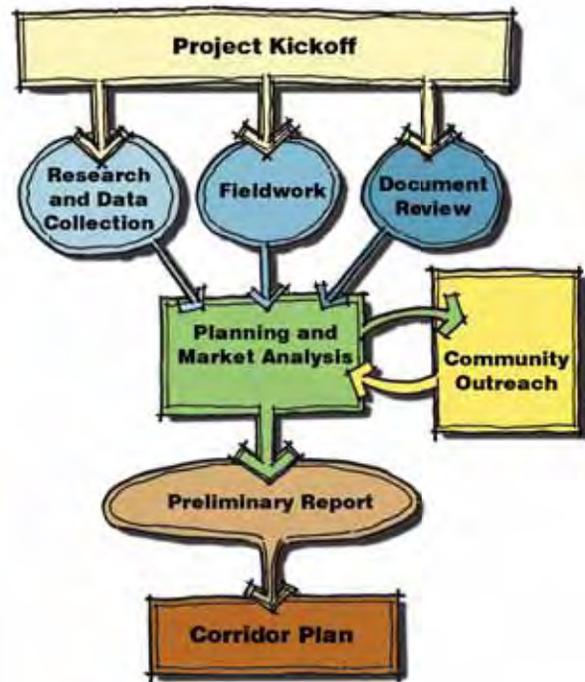


Figure 2-12: Project development flow chart

Meetings and Workshops

The consultant team met with the City and PPC Staff several times throughout the process to review findings and formulate plan recommendations. The Corridor study also included an intensive public involvement campaign involving two interactive community workshops with the City of Dunedin elected officials and staff, Pinellas Planning Council (PPC) staff, community stakeholders, and residents. The workshops were held to solicit input from the public to inform the planning process for the Douglas Avenue Corridor. Each were unique in content and format, and allowed the opportunity for a wide array of local residents, public officials, and elected

representatives the chance to discuss ideas of how they wanted the Corridor to develop, and what types of implementation strategies were best suited to the task.



Figure 2-13: Public involvement

Research and Data Collection

A market analysis was undertaken in an effort to gain an understanding of the local marketplace, the surrounding population that may determine or inform the future business opportunities in the area, and the strengths and weaknesses of the individual properties along the Corridor. More specifically, Swan Development Advisors (Swan) conducted secondary and primary research (in that order) to understand the demographic shifts and behavioral factors affecting the current business model for the Corridor.



Figure 2-14: Community workshop

Fieldwork

Physical characteristics of the study area were reviewed during numerous field visits. From these visits, streetscape, transportation and pedestrian conditions and facilities were documented, as were building characteristics, conditions, business types and locations. Business clusters were identified and utilized to inform various opportunities and recommendations.

Regulatory Analysis

The recommendations found within this Plan build upon the City's Comprehensive Plan and Uniform Development Code. While this Plan references information found within those documents, it presents focused recommendations specifically based upon current conditions and trends, and the experience gained from the recent development activity in the Dunedin area.

Document Review

Pertinent documents reviewed as a part of the process included the City's Community Visioning document, Architectural Guidelines, and the Pinellas Planning Council County-wide Plan Rules.

The real estate analysis relied on data provided by the Pinellas County Property Appraiser. A number of less reliable resources were examined and generally disregarded. The market analysis was conducted independent of data provided by the client.

The Four C's of Opportunity

1. Customers
2. Competitors
3. Channel Partners
4. Community Assets

Existing Conditions

Historic Function and Evolution of Douglas Avenue

Douglas Avenue has changed little from its historic function as a local neighborhood street. While today it accommodates fewer residential homes and a growing number of businesses, it still retains its low-key scale and continues to reflect the adjacent neighborhood-scale fabric. In some influential ways, while becoming less residential-serving, the Corridor has actually become more “local” in function and design. Not long ago, the street served a significant industrial land use component. As the manufacturing and warehousing industry has evolved, those more intensive businesses have begun to move to more suitable locations for industrial use, a trend we feel will continue. At the same time, the continued growth of new small-scale neighborhood-serving businesses and recent street improvements that give the corridor more of a “village neighborhood” feel have helped to solidify Douglas Avenue as this area’s very own neighborhood “main street”.

Existing Land Use

Today, Douglas Avenue serves a fairly wide variety of retail, office, industrial, institutional, and residential uses. The areas near Main Street and just south of Beltrees Street are the busiest along the Corridor; however, no one sub-area, aside from a special event downtown or “game day” at Dunedin Stadium, experiences congestion to a degree that would be considered problematic, and vehicular traffic is considered manageable. The majority of



Figure 2-15: Transitioned residential structure



Figure 2-16: Recent infrastructure improvements



Figure 2-17: Dunedin Stadium

Table 2-1: Douglas Avenue Existing Land Use			
Use Type	# of Parcels	Total Acreage	% of Corridor Total Acres
Single-Family Residential	49	±10	13%
Multi-Family Residential	16	±3	4 %
Commercial	44	±17	22 %
Public/Semi-public	7	±8	11 %
Industrial	6	±6	7 %
Vacant	12	±4	5 %
Recreation/Open Space	2	±15	20 %
ROW / Other	1	±14	18 %
Total	142	±77	±100 %

areas east and west of the Douglas Avenue frontage consist of stable residential streets and subdivisions.

The architecture along Douglas Avenue reflects the one and two-story pattern found throughout much of the City, although Dunedin Stadium, Dunedin Public Library, and the Wachovia building Downtown, are of larger scale. New businesses along the Corridor primarily serve local area residents. New residential uses that have been proposed in recent years have favored traditional styles at higher densities, with large front porches and garages hidden from public view. Historically industrial areas have begun to show significant signs of change, and are most likely to be reused or redeveloped for mixed uses, including service and retail commercial, office and residential uses. All of these trends appear to be positive for Douglas Avenue’s future as a neighborhood-serving community asset.

Table 2-1 summarizes existing land uses along the Douglas Avenue Corridor.



Figure 2-18: Residential sale development



Figure 2-19: Hale Activity Center- Trail entry

Overall, demographic research shows that the Corridor is utilized by an older age group, those 50 years plus in age. Younger patrons in the 20's and 30's age group, were noticeable in the downtown area in the evening; however, current trends indicate that the median age of the area, approximately 52 years, is increasing and is projected to increase to nearly 55 years by as early as 2013. Strategies to attract new, younger residents are necessary to diversify the Corridor's economy.

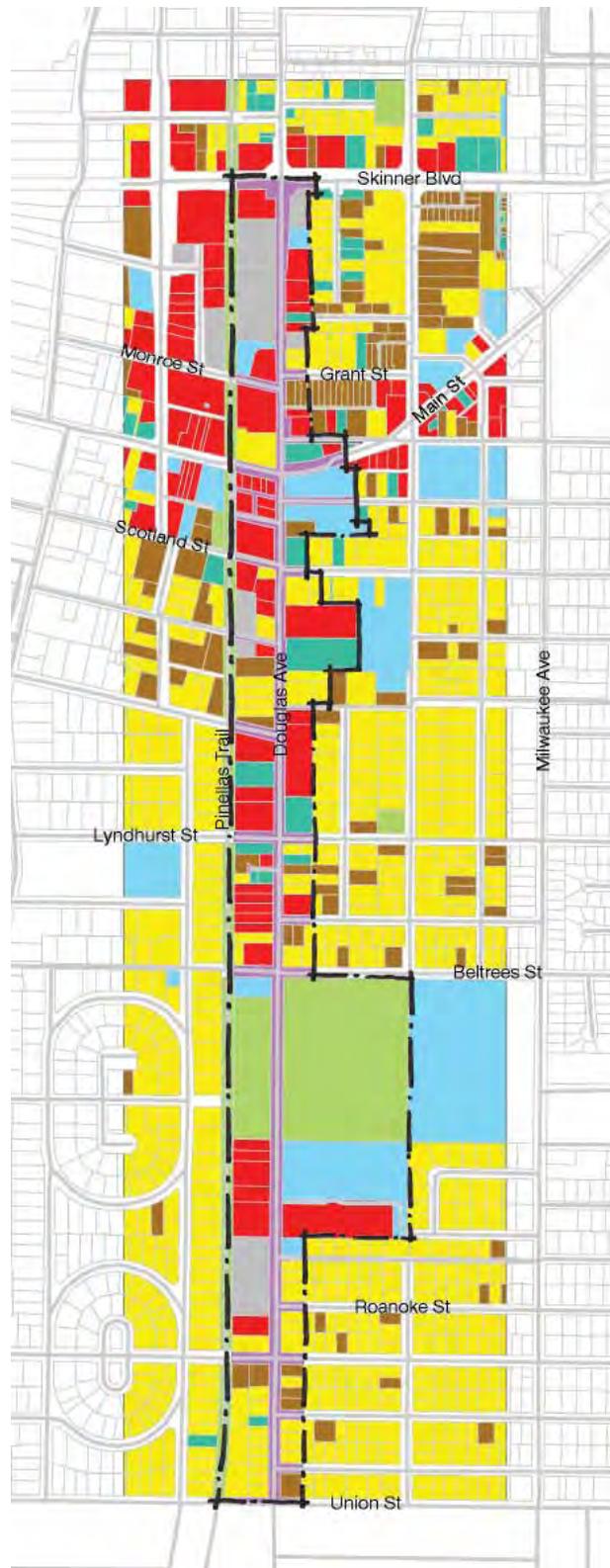


Figure 2-20: Existing Land Use Map

Current "Future Land Use"

The Future Land Use (FLU) along the lower two-thirds of the Douglas Avenue Corridor consists of a mix of commercial, residential, and recreation designations, reflecting what is there. The upper third of the Corridor is designated to reflect its location within the downtown Community Redevelopment District (CRD). Nearly all adjacent areas surrounding this portion of the Corridor are also designated CRD. Adjacent areas around the lower two-thirds of the Corridor are primarily designated Residential Urban (RU).

For the most part, the FLU pattern along Douglas Avenue largely echoes the uses that currently exist on the ground, essentially offering a highly generalized snapshot of the existing conditions, rather than a focused guide to the City's vision for the area. The FLU designations currently in place along Douglas Avenue do not provide sufficient, cohesive direction for the future enhancement and stability of the Corridor to serve the neighborhoods and

Legend

-  Pinellas County Parcels
-  CG, Commercial General
-  CL, Commercial Limited
-  CRD, Community Redevelopment District
-  INS, Institutional
-  R/OS, Recreational/Open-Space
-  RLM, Residential Low Medium
-  RM, Residential Medium
-  ROW, Right of Way
-  RU, Residential Urban

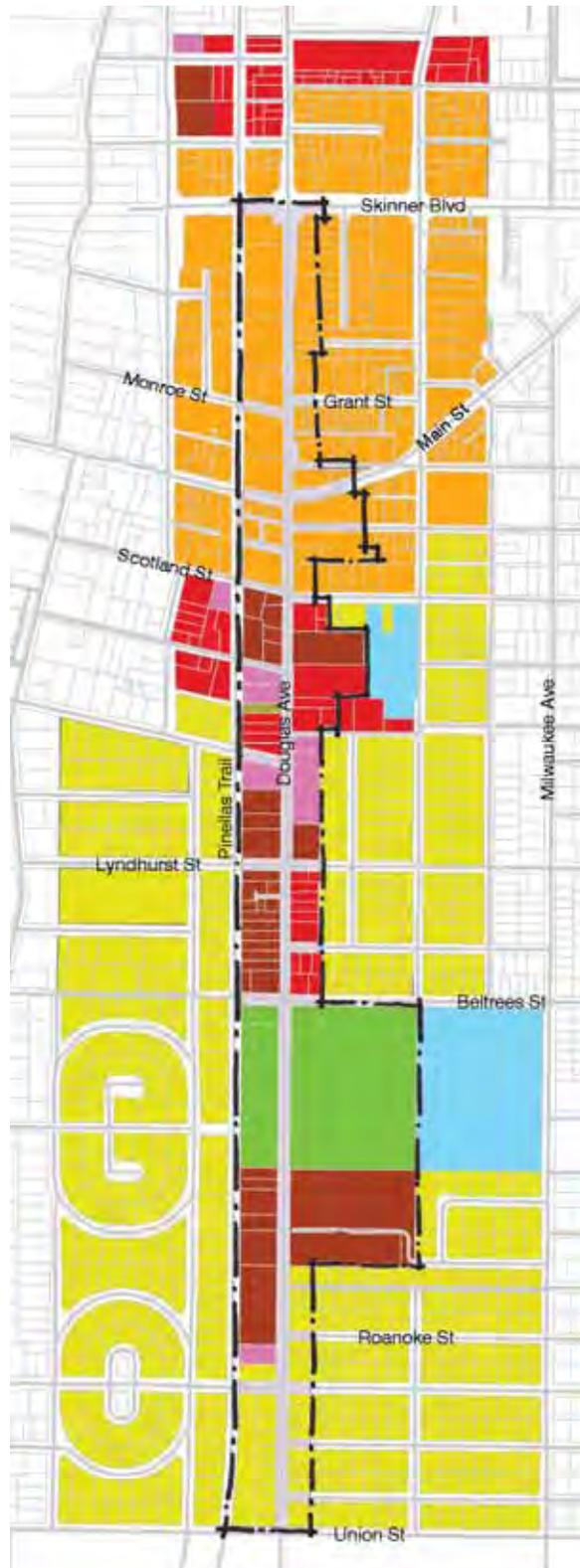


Figure 2-21: Current Future Land Use Map

greater city residents. And while the CRD designated northern portion of the Corridor can accommodate a varying range of permitted land uses elected through the Comprehensive Plan, the designation itself provides little direct vision and guidance to how the area north of downtown should evolve. Douglas Avenue could benefit from a FLU designation that more accurately recognizes the Corridor's focused potential in the community.

It is important to note however, that while many the properties along Douglas Avenue are relatively small in size, the Corridor could potentially add appropriate additional density and intensity without amending the FLU map. Table 2-2 summarizes future land uses along the Douglas Avenue Corridor. Detailed descriptions of the designations within the study area as well as relevant permitted bulk standards within those districts can be found in the Appendices.

Table 2-2: Douglas Avenue Future Land Use Acreage Totals			
Designation	# of Parcels	Total Acreage	% of Corridor Total Acres
Commercial General	33	±19	24 %
Commercial Limited	7	±3	4 %
Community Redevelopment District	42	±14	18 %
Recreation/Open-Space	3	±15	20 %
Residential Low Medium	1	±<1	1 %
Residential Medium	23	±6	7 %
Residential Urban	32	±6	8 %
ROW/Other	1	±14	18 %
TOTAL	142	±77	±100 %

Current Zoning

The southern lower half of the Corridor includes a range of business and office districts as well as multiple family residential districts. The area occupied by Dunedin Stadium, the Dunedin Public Library, the Hale Activity Center, and the VFW hall are zoned for municipal-type uses. The northern part of the Corridor consists of mostly commercial, business, and office districts with a remaining industrial area, mostly vacant, at the very north end.

Table 2-3 summarizes zoning districts along the Douglas Avenue Corridor. Detailed descriptions



Figure 2-22: VFW Hall at Beltnes Street

of the districts within the study area as well as relevant permitted use and bulk standards can be found in the Appendix.

Similar to the FLU designations, the zoning pattern along Douglas Avenue largely reflects the historical and/or existing conditions on the ground. In many instances, desirable changes to individual properties, or attempts to combine properties for more development of more scale, would require a rezoning application process, as would combining land uses such as retail and residential on a single property. The exceptions to this are the Planned Residential districts, and the downtown area locale, which through the CRD allows for a site plan review process, which gives some flexibility as to

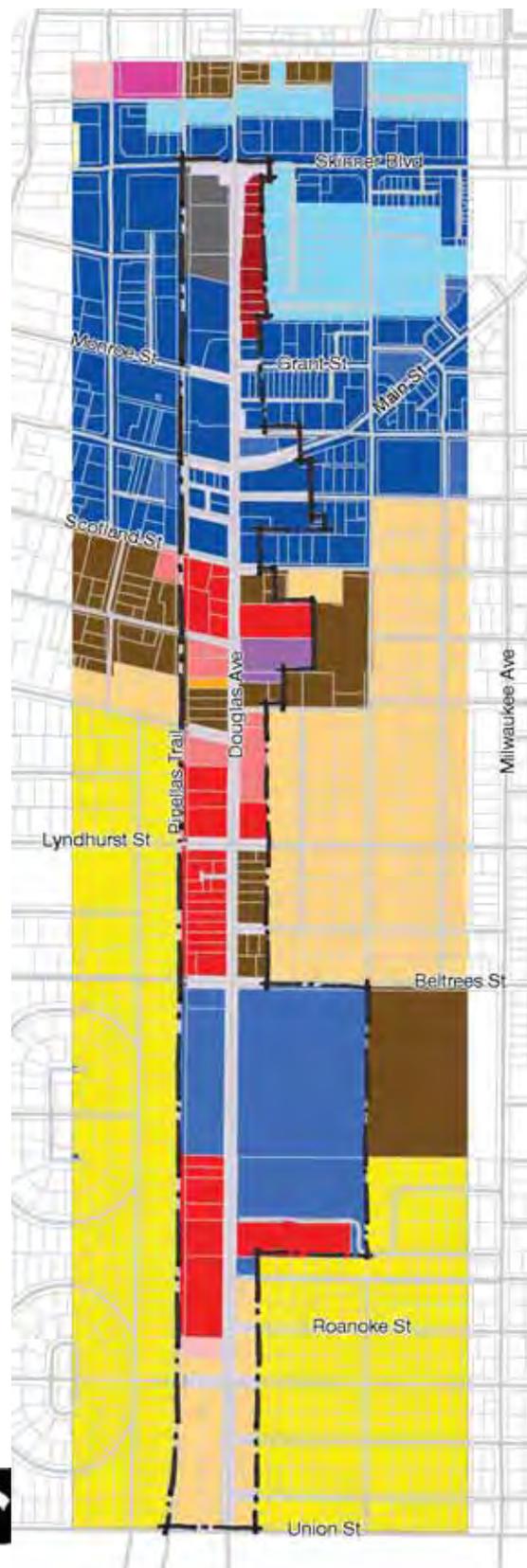


Figure 2-23: Current Zoning Map

the placement of buildings and mix of uses. For the remainder of the Corridor, the current designations would allow some additional density and intensity, but do not give much guidance or flexibility toward an improved urban form. This poses a significant challenge to property owners, developers and existing and potential businesses to pursuing a modern land use development.

Douglas Avenue could benefit significantly from a more harmonious composition of zoning districts, or an overlay district the length of the Corridor, that includes a broad pallet of permitted uses and provides specific guidance to the overall design and form of new structures and their relationship to the street.

Table 2-3: Douglas Avenue Zoning Acreage			
Zoning Districts	# of Parcels	Total Acreage	% of Corridor Total Acres
Neighborhood Business District	6	±3	4 %
General Business District	32	±14	18 %
General Office District	1	±<1	1 %
Downtown Core District	26	±9	12 %
Downtown Commercial District	11	±2	3 %
Downtown Industrial District	3	±2	3 %
Multi-Family Residential Districts	53	±10	13 %
Planned Residential Development District	2	±2	2 %
Municipal Public Lands District	7	±21	27 %
ROW / Other	1	±14	18 %
TOTAL	142	±77	±100 %

Existing Compatibility and Entitlements

The existing land uses along Douglas Avenue are generally compatible with the current FLU designations and zoning districts in place. Many of the actual use types – retail, office, residential – work well along the Corridor. *The challenge lies in the difficulty for individual properties to transition to a different use or mix of uses*, for instance a change from an office to a restaurant, or the inclusion of more than one use, such as a residential building that provides a neighborhood-serving business on the ground floor. With some exception in the downtown area, current FLU and zoning along

the Corridor does not permit such changes in use; creating an impediment to desirable land use improvements along Douglas Avenue.



Figure 2-24: Industrial uses

While the primary “land use” function of the Douglas Avenue land use corridor is to serve the needs of local neighborhood residents by providing a convenient, comfortable, and enjoyable place to gather and obtain goods and services, its visual appearance is somewhat outdated. It should be distinguishable from the other neighborhood commercial areas, while remaining respectful to and compatible with the adjacent neighborhoods. Consideration should be given to the appropriateness of existing building placement, building height, public access, automobile access and parking.



Figure 2-25: Vacant industrial

Again, with some exception in the downtown area, the current zoning does not consider such design concepts specific to Douglas Avenue.

The vacant industrial area at the north end of the Corridor has become obsolete, however it remains under industrial zoning. Those properties, in this advantageously located area at the northern edge of downtown will benefit from clear, relevant land use direction and guidance to their redevelopment. Additional locations with redevelopment potential, such as the “undefined” part of the corridor from



Figure 2-26: Automotive service

downtown to Beltrees Street, and the area surrounding Dunedin Stadium will also benefit from a more focused set of land use regulations and zoning guidelines, as the City encourages quality redevelopment.

In general, the scale of existing buildings along Douglas Avenue is considerably less than what is actually permitted through existing FLU or zoning regulations. For example, building heights permitted by zoning along the Corridor would allow up to three stories in most places and up to five stories in certain other locations, while there are mostly one to two-story structures currently in place. Feedback from



Figure 2-27: Older residential structure

analysis of spending leaving the area it seems like the following retail business categories provide opportunity to businesses wanting to locate along Douglas Avenue: motor vehicle and parts dealers; furniture and home fixtures; electronics and appliance stores; gas stations; clothing stores; book and music stores, a variety store; and a family restaurant. These may be opportunities in business attraction as the demand is greater than existing supply.



Figure 2-29: Multiple uses in the Uptown Area

Transportation

The street network that supports and links Douglas Avenue is historical in nature, and generally follows a modified grid pattern, which is beneficial to dispersing the overall volume of vehicular traffic in the area due to the multiple intersections and route options available. The entire Douglas Avenue Corridor study area contains 21 intersecting streets. That results in approximately one intersection every 320 linear feet along Douglas Avenue. The high number of intersecting streets coupled with a 25 mph posted speed limit and only two traffic lanes for the majority of the Corridor length contributes to generally moderate vehicular traffic flow. *Therefore, Douglas Avenue is accommodating and attractive to non-motorized traffic such as bicycles and walkers, and less so to fast-moving automobiles.* Automobiles en-route to destinations along Douglas Avenue may find such conditions ideal, as there is usually less traffic to contend with and the slow pace allows for a safer response time for access and parking decisions.

In addition, the overall neighborhood commercial / residential ambiance of

Douglas Avenue is enhanced by its relatively low-key traffic impacts and the substantial neighborhood street network.



Figure 2-30: Street Network Map

Vehicular Access, Parking, Linkages, and Connections

Direct vehicular access to properties along Douglas Avenue is difficult for most due to narrow property widths and multiple driveway openings. Unless smaller, individual properties are combined into larger lots, businesses will continue to experience difficulty in accommodating off-street parking for patrons. To complicate matters, the majority of properties are also shallow in depth, making site planning to accommodate both vehicular access and off-street parking very challenging. Many properties rely on nearby public on-street parking and the benefits of pedestrian and bicycle patrons.

There are four primary east-west connecting corridors (Table 2-4) that intersect Douglas Avenue, linking it to nearby community assets as well as other important thoroughfares. These corridors have a range of both existing and potential multi-modal functions to serve a small range of transportation options.



Figure 2-31: Vehicle access and on-street parking



Figure 2-32: Beltrees Street

Table 2-4: East-West Connectors		
Street Name	Segment	Notable Features
Union	Edgewater Drive/trail to Keene Road	St Joseph Sound, Edgewater trail, Pinellas Trail, Highland Middle School, Dunedin Elementary School
Beltrees	Edgewater Drive/trail to Patricia Avenue, with the potential to connect as far eastward as Greenbriar Boulevard / Hercules Avenue	St Joseph Sound, Edgewater trail, Pinellas Trail, Dunedin Stadium, Former Neilsen Media site, with potential to connect to Scotsdale Park
Virginia	Highland Avenue / Main Street to Keene Road	Downtown Dunedin, Mease Dunedin Hospital, Dunedin Recreational Facility
Main	Edgewater Drive/trail to U.S. Highway 19	St Joseph Sound, Edgewater Park & marina, Edgewater trail, Pinellas Trail, downtown Dunedin, Mease Dunedin Hospital, Dunedin Plaza



Figure 2-33: Street networks and major community assets

"The Douglas and Patricia Avenue Corridors provide the primary pathways in an active urban area."



Pedestrians and Transit

Pedestrian access to properties along the corridor is outstanding in most locations; however, there are two relatively short stretches of missing sidewalk along the west side of the street: from Skinner Boulevard, southward to north of Grant Street; and near Roanoke Street, southward to Union Street. Properties along the west side of the street enjoy additional access and frontage along the Pinellas Trail; however, few properties actually take advantage of this unique asset or create direct connections between the trail and Douglas Avenue.

The Pinellas Suncoast Transit Authority (PSTA) provides public bus service along the entire corridor. Route 61 provides service seven days per week and on holidays; however, the frequency of service is limited to approximate



Figure 2-34: Sidewalk improvements



Figure 2-35: Trail-oriented use

one-hour intervals on most days and as long as 2 hours at certain times on Sundays. There is no evening service. The service begins at the Indian Rocks Shopping Center and moves generally northward through downtown Clearwater and Dunedin to Palm Lake Village, and then loops back southward through Dunedin in route back to the shopping center. While this route serves as an alternative means of access to the Corridor for those who either choose the service or are unable to arrive by various other means, with such a limited schedule, it has little impact on the Corridor's overall vitality. Two additional PSTA bus routes serve nearby streets within the general area of Douglas Avenue.

Table 2-5: Bus Routes		
Bus #	Area Streets	Route
Route 61	Main Street / Skinner Boulevard / Douglas Avenue	Round trip service from Palm Lake Village, through downtown Dunedin to downtown Clearwater via Douglas Avenue, and continuing generally southward to Indian Rocks Shopping Center
Route 66	Skinner Boulevard / Main Street / Patricia Avenue / Union Street	Round trip services from downtown Tarpon Springs, generally southward to the Indian Rocks Shopping Center
Route 78	Main Street / Milwaukee Avenue	Round trip service from Westfield Countryside Mall, westward to Dunedin, southward to downtown Clearwater

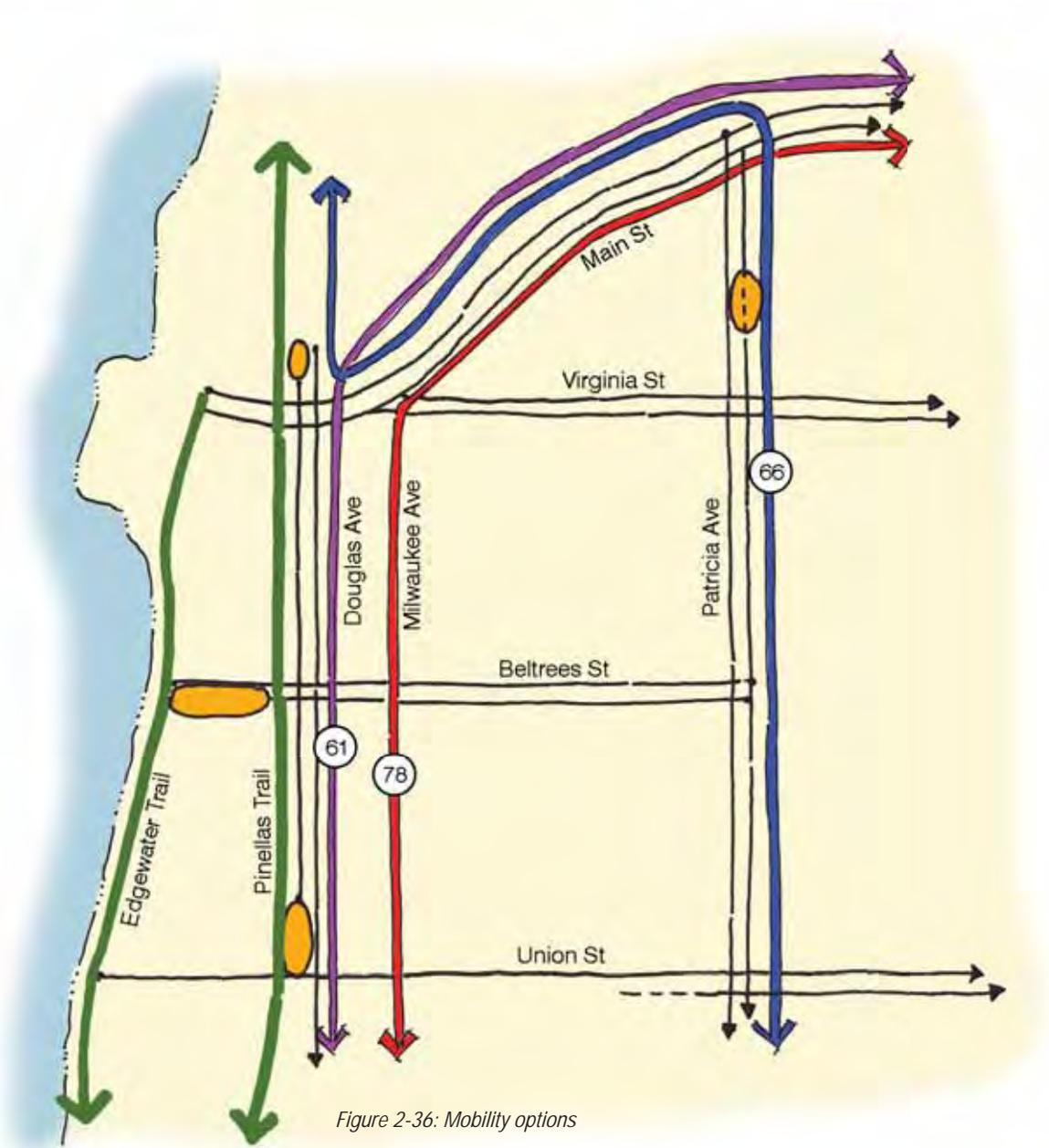


Figure 2-36: Mobility options



Figure 2-37: Quality bus stop improvement along Douglas Avenue

Legend	
	Bus Route Number
	Bus Route
	Pedestrian Trail
	Sidewalk
	Sporadic Sidewalk
	Sidewalk Concerns for City

Infrastructure

The Douglas Avenue Corridor contains the necessary infrastructure elements and these systems have been designed to accommodate future growth.

Potable Water. The City of Dunedin is a water independent community and does not rely on any regional resources to meet needs and capacity. Dunedin operates its own wellfield consisting of 26 potable water production wells, which has a pumping capacity of 9.5 million gallons and provides feed water to the City's reverse osmosis water treatment plant. The City's Water Division is currently in the process of the conversion from manual read water meters to meters read to electronic automatic meter reading (AMR) devices. The use of these meters will increase efficiencies and reduce overall costs. Water conservation practices are stressed through this division to protect the finite supply of water.

The system appears to have sufficient capacity to handle future growth. Small-scale improvements to individual properties are unlikely to require improvements beyond new and/or additional service lines from the water mains. However, any large-scale development should be required to conclusively demonstrate that the water lines serving Douglas Avenue have the capacity and are in a suitable condition to provide domestic and fire protection supplies.

Sanitary Sewer. Waste water generated by land uses along the Douglas Avenue Corridor is conveyed by a series of sewer mains to the City's wastewater treatment plant. With recent improvements such as new major

sewer mains, the replacement and renewal of sewer lines, and lift station enhancements, the existing sanitary sewer collection system is sufficient to handle existing sanitary flows from redevelopment along Douglas Avenue and would be able to accommodate increases in flow from small-scale redevelopment within the Corridor. Any large-scale development along the Corridor should be required to conclusively demonstrate that the sewer lines serving the project site have the capacity and are in a suitable condition.

The City's wastewater treatment plant is designed to handle an average daily flow of 6 MGD (million gallons per day) with peak flow of 12.6 MGD, but currently treats 4.5 MGD.

Stormwater Management. The city's Public Services Division provides the management of stormwater infrastructure. City staff maintains the municipal stormwater conveyance and treatment systems including pipes, catch basins, swales, ditches, and ponds. Drainage maintenance including the cleaning and re-grading of drainage ditches and swales are completed on an as needed basis.

Within the Douglas Avenue Corridor, where much of the land is already developed and where a stormwater system is already in place, it is anticipated that only minor modifications may be required to address redevelopment of already developed properties. Additional development within the Corridor is unlikely to lead to significant increases in impervious surfaces, thus significant improvements are unlikely to be required.

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Guiding Principles of the Study

This plan was developed to advance the following principles:

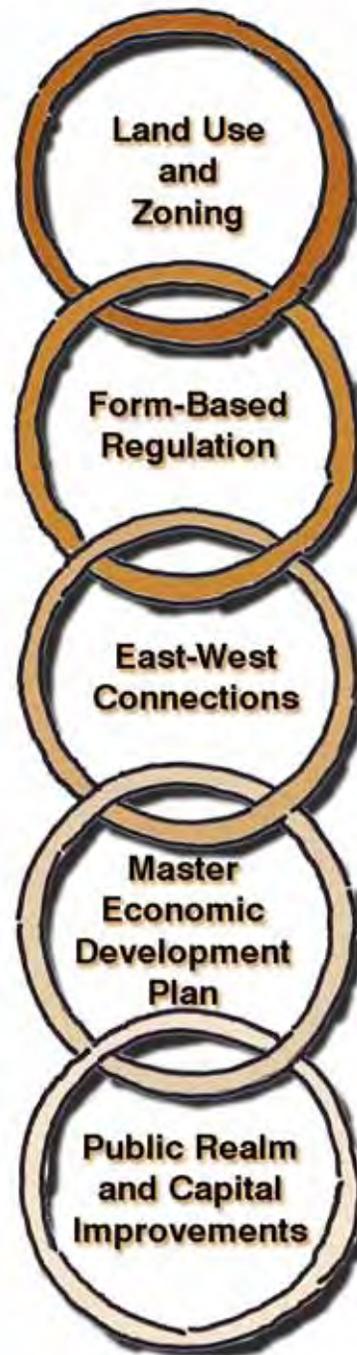
Land Use and Zoning- Land use and development guidance should identify uses appropriate for the corridor, and direct the future design and placement of buildings and structures. Additional guidance should be given to other site planning features such as pedestrian mobility, shared access and parking.

Form-Based Regulations- Provide “place making” traditional village design recommendations that can support future form-based land development regulations.

East-West Connections- Consider potential enhancements to east-west connecting streets that can encourage and improve pedestrian mobility and access to important community assets, including the Pinellas Trail.

Master Economic Development Plan- Conduct a local market and economic analysis and provide recommendations that will support a future master economic development plan for Dunedin.

Public Realm and Capital Improvements- Provide a capital improvement plan-driven needs analysis based on public realm improvement recommendations.



Organization of the Plan

This Corridor Plan document is organized as follows:

Executive Summary. This is the first chapter of the plan. It is a concise overview of the issues and recommendations that comprise the Douglas Avenue Corridor Plan. Essentially, it is a summary of the plan recommendations outlined in Chapter Four.

Corridor Analysis. This is the second chapter of the plan. It provides an introduction to the Douglas Avenue Corridor, an account of the study process, and a review of the existing conditions that includes description and analysis of the background information and data collected. The background information, data and analysis that comprise this chapter give guidance to the corridor framework outlined and described in Chapter Three and provide direction to the plan recommendations of Chapter Four.

Corridor Framework. This is the third chapter of the plan. It provides descriptions and analysis of each of the five Sub-Area Districts that comprise the Douglas Avenue Corridor and lays out the five framework principles that organize the plan recommendations outlined in Chapter Four.

Plan Recommendations. This is the fourth chapter of the plan. It includes the recommendations of the plan, derived from

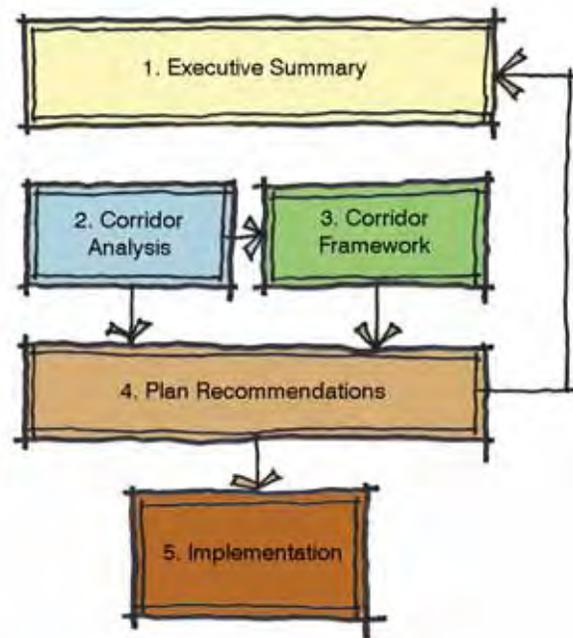


Figure 3-2: Corridor plan structure diagram

the corridor analysis, organized by the five framework principles. An overview of these recommendations is included in Chapter One, the Executive Summary.

Implementation. This is the fifth and final chapter of the plan. It provides the recommendations in the form of an implementation table. The table is organized first by the framework principles and, second, by Sub-Area District. It includes prioritization and timing suggestions, where possible, for implementing the recommendations of the plan.

An appendix of detailed information collected is included at the end of this plan.

Sub-Area District Structure

The Douglas Avenue Corridor can be logically broken into five (5) distinct Sub-Areas which are *Uptown*, *Downtown*, *Mid-Town*, *Dunedin Stadium*, and *City Limits*. Sub-Area boundaries were consensually determined through observation of the existing scale, land use, character, and development pattern of the Corridor.

The following subsections give descriptions for each of the Sub-Areas, documenting existing conditions, issues and needs for each portion of the Corridor.

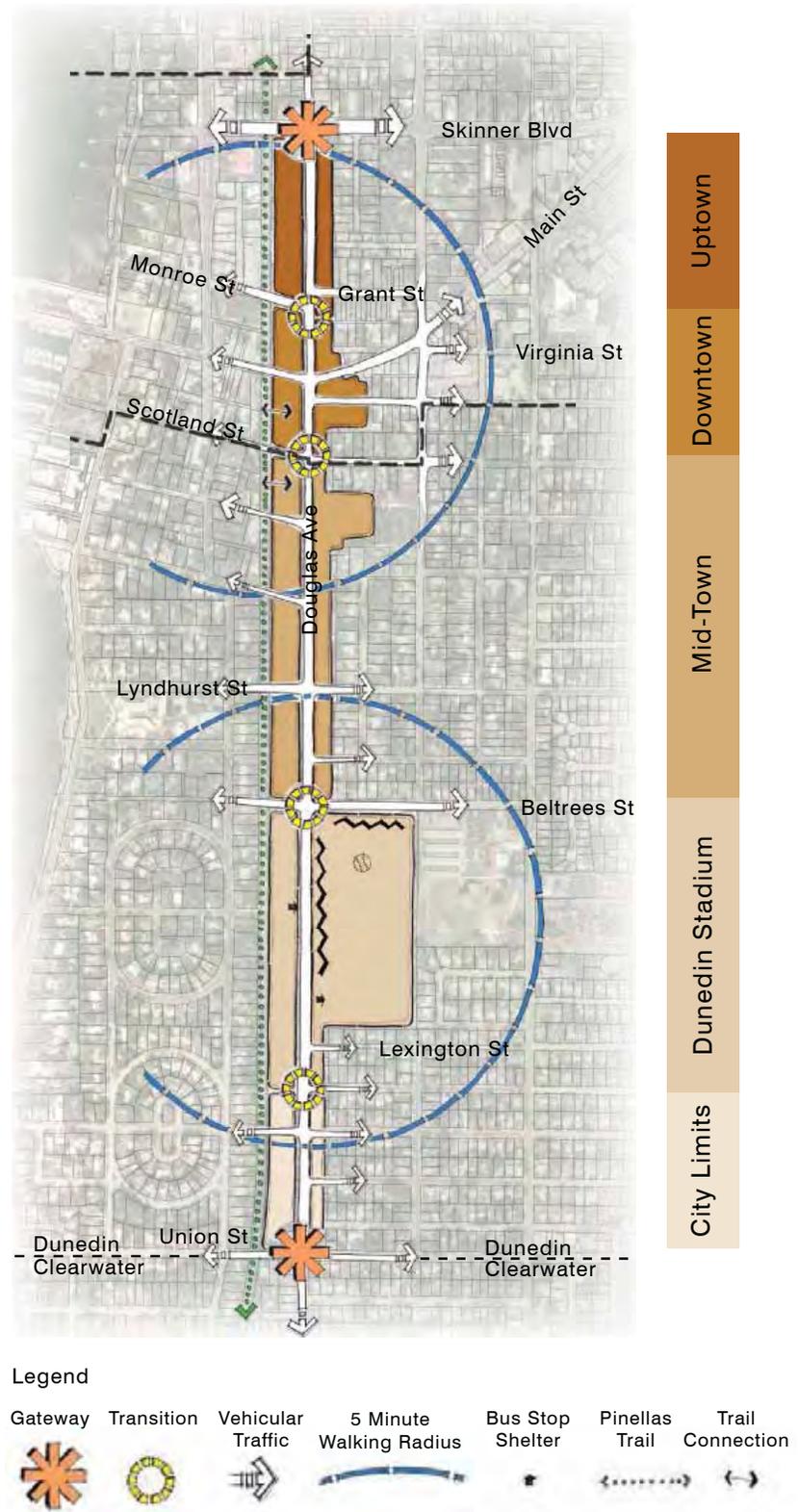


Figure 3-3: Corridor Sub-Area Districts

Uptown Sub-Area District

District Limits. From the south side of the signalized Skinner Boulevard/SR 580 intersection, southward to the Monroe Street intersection (1,000 +/- linear feet).

Character. This is an area in transition directly north of downtown that retains a quaint, small-scale feel. The east side of the Corridor is primarily occupied by small commercial and industrial use businesses located on small, shallow depth parcels. The west side of the Corridor contains larger parcel depths adjacent to the Pinellas Trail with heavier industrial uses including a group of vacant manufacturing properties. A hotel and commercial and industrial businesses are adjacent to the west, opposite the Pinellas Trail. Adjacent to the east consists primarily of existing residential homes. Newer live-work residential townhome-style units are located at the south end of the area.

Observations, Issues and Challenges:

- ① Prominent, busy intersection with Skinner Boulevard/SR 580
- ② Small commercial and industrial business improvements
- ③ Weak connections to the Pinellas Trail
- ④ Unfinished look to street / lack of streetscape
- ⑤ Missing/interrupted sidewalk
- ⑥ Poor building and site design compatibility with the area (NW corner at Monroe Street)
- ⑦ Important gateway into downtown Dunedin



Figure 3-4: Quaint, small-scale feel



Figure 3-5: Uptown Sub-Area Inventory

Needs Analysis. This area is essentially the premier gateway into downtown Dunedin from the north. Though the actual utilization of parcels with commercial and industrial businesses is an important economic consideration, the area has an unfinished feel, with an inconsistent look to the street, the scale of buildings, and the overall architectural design. Because it is an important linkage into the heart of Dunedin, the Corridor needs to better transition physically into the downtown area.



Figure 3-6: Uptown, view toward Downtown, with industrial on right side

The greatest challenge to this area, which also happens to be the greatest potential improvement, is the future redevelopment of the cluster of vacant manufacturing properties along the west side of Douglas Avenue. The neighborhood would benefit from a mix of use types, including residential, office and retail,

to increase the vitality and serve the needs of local residents. The right future redevelopment plan for this important component of Uptown could set the standard for additional investment and completely revitalize the Uptown Sub-Area District.

Desirable Improvements:

- ① Traffic calming at Skinner Boulevard/SR 580 intersection
- ② Mixed-use redevelopment plan for vacant group of properties
- ③ More publicly accessible uses and buildings along Douglas Avenue
- ④ Stronger connections between the Corridor and the Pinellas Trail
- ⑤ Extend Douglas Avenue streetscape northward into Uptown
- ⑥ Fill in missing sidewalks along west side of Douglas Avenue
- ⑦ Improve street lighting and overall pedestrian safety along Douglas Avenue

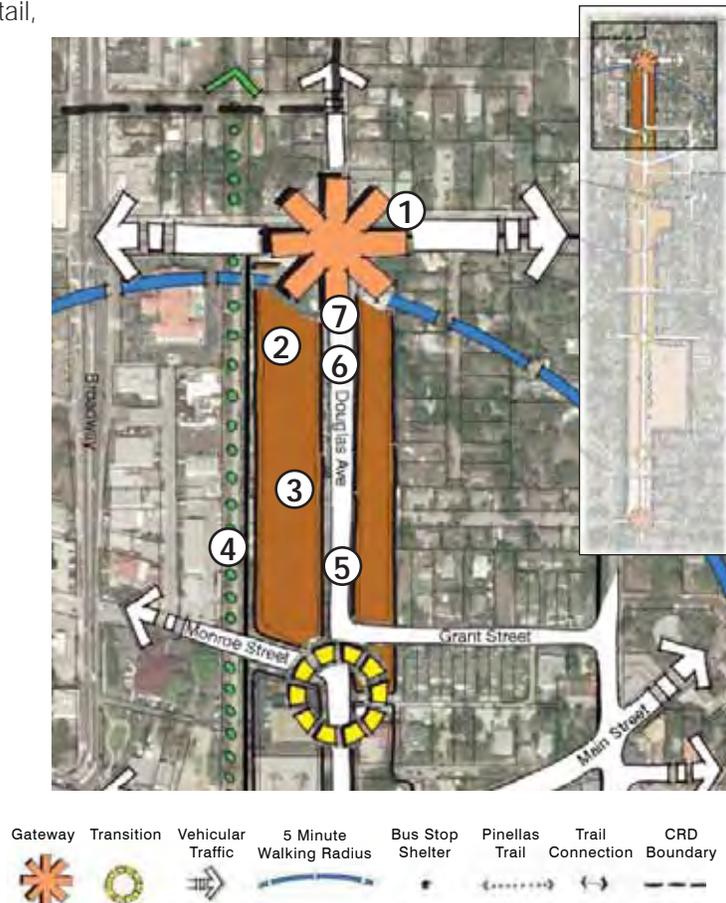


Figure 3-7: Uptown Sub-Area diagram

Downtown Sub-Area District

District Limits. From the Monroe Street intersection, southward to the Scotland Street intersection (900 +/- linear feet).

Character. This is the heart of Dunedin, and the intersection of Douglas Avenue and Main Street is one of the primary intersections downtown. The Corridor consists of a range of uses on shallow depth properties, including small businesses, live-work residential townhome-style units, single family homes, a church and public park space. There is well situated vacant property positioned for redevelopment at the NW corner of Scotland Street. Properties on the west side of Douglas Avenue also share frontage along the Pinellas Trail. Adjacent areas consist primarily of small retail and office businesses with some limited residences toward the south.

Observations, Issues and Challenges:

- ① Strong mix of uses, however, missing residential component
- ② Unified streetscape character and improvements including trees, lighting, benches and decorative sidewalk and crosswalk materials
- ③ Some use relationships and connections to the Pinellas Trail
- ④ Poor overall building and site design compatibility in the area
- ⑤ Lack of vehicular parking



Figure 3-8: Downtown Dunedin



Figure 3-9: Downtown Sub-Area Inventory

Needs Analysis. The recently installed streetscape improvements give this area a truly unified look. When approaching the Downtown Sub-Area from the north or the south it is apparent that you've arrived somewhere special. While there is a mix of uses currently present, many properties are under utilized given their proximity to the thriving business district. Also, the area lacks a residential component that could add vitality to downtown.



Figure 3-10: Pedestrian friendly streetscape improvements

With the exception of the downtown center at the Main Street intersection, the area lacks the necessary components that would give it a true, local "neighborhood center" feel. This experience could be improved by bringing new buildings closer to the street and orienting primary entryways toward the Corridor. Parking is challenging along Douglas Avenue in the

Downtown Sub-Area, due to the small, shallow properties and limited room for on-street parking along the street itself. Combining properties for more larger-scale developments, shared parking facilities and creative site planning will be required to improve the current parking situation.

Desirable Improvements:

- ① Mixed-use redevelopment to include residential component
- ② Improve the overall building and site design quality to enhance the downtown
- ③ Shared/joint-use parking facilities to off-set the need for parking
- ④ Improve use relationships and overall connections between the Corridor and the Pinellas Trail

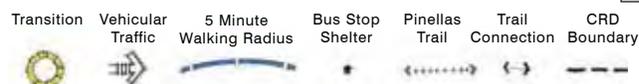
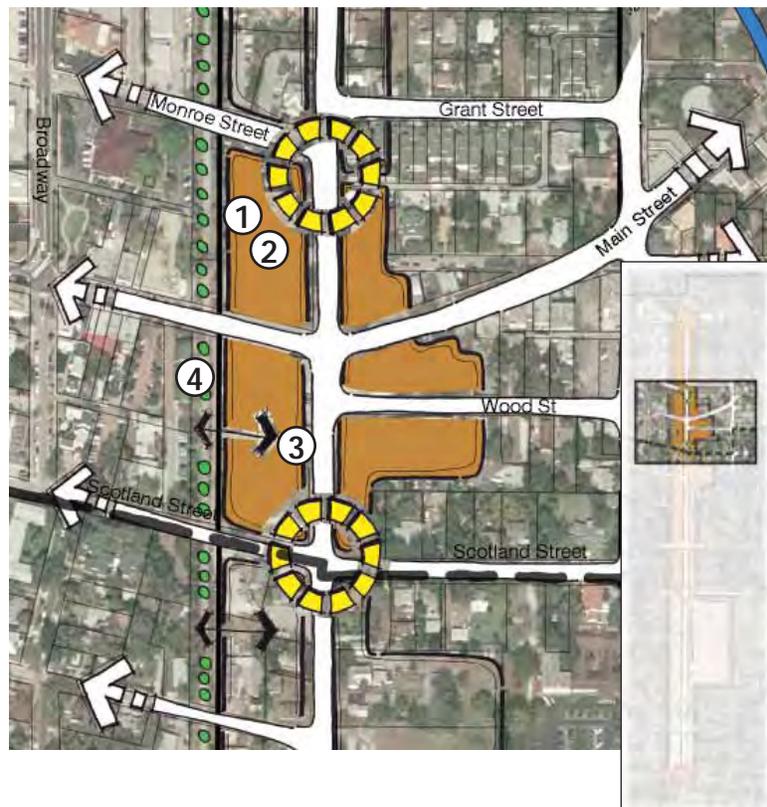


Figure 3-11: Downtown Sub-Area diagram

Mid-Town Sub-Area District

District Limits. From the Scotland Street intersection, southward to the signalized Beltrees Street intersection (2,000 +/- linear feet).

Character. This area is a relatively long stretch of Douglas Avenue between the Corridor's two primary focal points: downtown Dunedin and Dunedin Stadium. Its rhythm and function are erratic and lend marginal value to the overall economic health of the Corridor. Currently, there is a dysfunctional mix of local businesses, residential housing, and vacant properties. The east side of the Corridor is occupied by small scale residential conversion commercial uses and remnant single family residential on small, shallow depth parcels. Several underutilized parcels have been staged for redevelopment. The west side of the Corridor contains larger parcel depths with commercial uses that are adjacent to the Pinellas Trail.

Observations, Issues and Challenges:

- ① Poor overall function and identity to the area – a void between centers
- ② Poor overall building and site design compatibility in the area
- ③ Neighborhood-scaled streetscape improvements transition out of downtown to Beltrees Street
- ④ Weak connections to the Pinellas Trail
- ⑤ Vacant properties – redevelopment opportunities



Figure 3-12: Poor building/use-to-street relationship



Figure 3-13: Mid-Town Sub-Area Inventory

Needs Analysis. The Mid-Town Sub-Area needs definition with respect to both its overall design and function. The walking distance between the two Corridor focal points of downtown and Dunedin Stadium is greater than the typical quarter-mile maximum walking distance that is comfortable for most people. (Our hot, humid summers can effectively decrease this comfort distance during mid-year months.) The lack of potential synergy between destinations is unfortunate for residents and businesses alike. This, in part, contributes to the areas lack of definition and overall dysfunction.

Many properties are in need of maintenance, particularly the vacant properties that appear to lack timely maintenance and upkeep. The actual utilization of parcels is largely inappropriate for this location. Most are underutilized given their proximity to thriving businesses downtown and market opportunity.



Figure 3-14: Underutilized property with aged residential structure

The area could benefit from a dual-focused strategy aimed at capturing activity at both ends of the downtown and Dunedin Stadium areas. New residential housing in-between would add to the overall vitality of the area and further serve the local neighborhood business community along Douglas Avenue.

Desirable Improvements:

- ① Redevelopment of properties in a manner and scale that is pedestrian and neighborhood friendly
- ② Redevelopment that increases the residential makeup of the area
- ③ Existing building façade improvements
- ④ Business district / community signage to improve the linkage between both ends of Mid-Town
- ⑤ Stronger connections between the Corridor and the Pinellas Trail

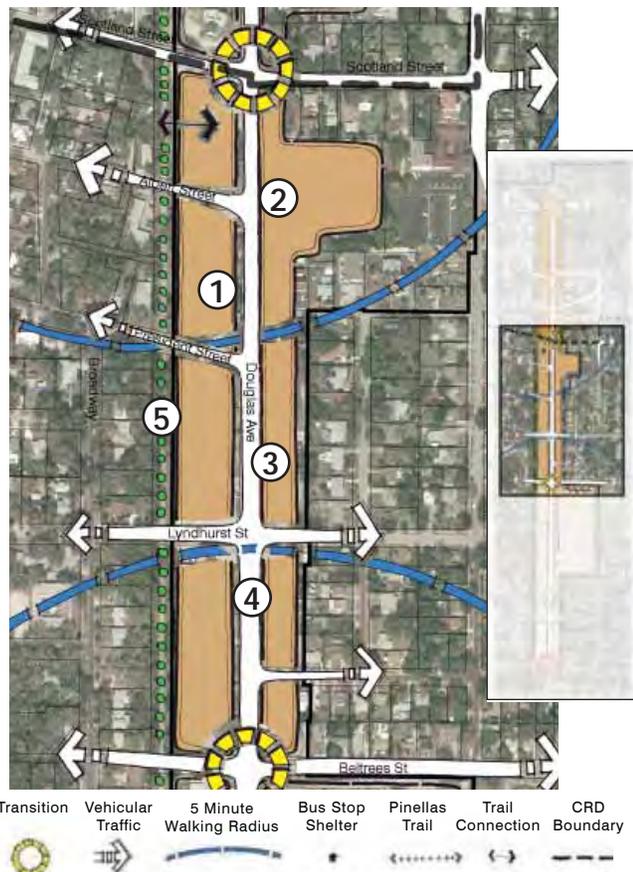


Figure 3-15: Mid-town Sub-Area diagram

Dunedin Stadium Sub-Area District

District Limits. From the signalized Beltrees Street intersection, southward to the Roanoke Street intersection (1,700 +/- linear feet).

Character. This is an important civic-focused community activity center with Beltrees Street providing the primary east-west connecting linkage to the sub-area. It includes the Dunedin Stadium stadium facility, the Dunedin Public Library, the City's Hale Activity Center for seniors, Military Museum and Veteran's Memorial Park, and the VFW Hall. There are also a number of small businesses, all located south of the stadium, including the Liberty Square business complex. Dunedin Stadium is a unique iconic neighborhood landmark that anchors the sub-area. Properties on the west side of Douglas Avenue also share frontage along the Pinellas Trail. Adjacent areas consist primarily of established residential neighborhoods and subdivisions.

Observations, Issues and Challenges:

- ① Prominent, busy intersection with Beltrees Street
- ② Poor connection between the Dunedin Stadium stadium and the intersection at Douglas Avenue and Beltrees Street
- ③ Poor relationship between certain businesses and the overall function and identity of the area
- ④ Existing small business site design and building orientation doesn't contribute to a walkable neighborhood environment
- ⑤ Weak connections to the Pinellas Trail



Figure 3-16: Dunedin Stadium



Figure 3-17: Dunedin Stadium Sub-Area Inventory

Needs Analysis. This collection of civic-focused uses anchored by the busy Douglas Avenue and Beltrees Street intersection form a natural community activity center. Many of the properties are publicly owned and contribute significantly to the vitality and livability of the area. In fact, they are arguably Douglas Avenue's greatest assets. The Dunedin Stadium stadium is a unique undeniable focal point to the area; however, it connects and relates poorly to the Corridor itself. Many business uses nearby also relate poorly to Douglas Avenue; many of which do not serve or compliment the established area identity and theme.

The design of existing properties, buildings and the Douglas Avenue roadway as well could be



Figure 3-18: Poor building/use-to-street relationship

improved to enhance the pedestrian experience and safety for nearby neighborhood residents that arrive by foot or bicycle, and for people walking from one establishment to another. Information gathered at public meetings from local merchants indicated that the area could also use "way-finding" signage to orient people that may be unfamiliar with many of the area amenities.

Desirable Improvements:

- ① Better relationship between Dunedin Stadium stadium and the Douglas Avenue and Beltrees Street intersection
- ② Unified design and development theme for this community activity center, including a mix of uses supportive of the sub-area and each other
- ③ Improved pedestrian environment and street crossings
- ④ Secondary uses in and around the stadium for activity on non-game days and in the off-season
- ⑤ "Way finding" signage to local uses and downtown
- ⑥ Stronger connections between the Corridor and the Pinellas Trail

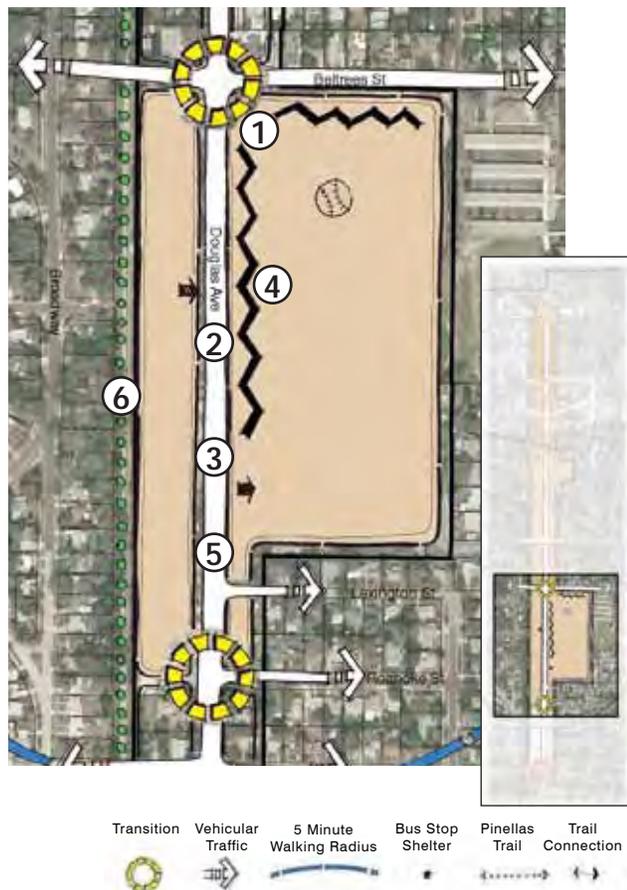


Figure 3-19: Dunedin Stadium Sub-Area diagram

City Limits Sub-Area District

District Limits. From the Roanoke Street intersection, southward to the north side of the signalized Union Street intersection (740+/- linear feet).

Character. The City Limits Sub-Area is the gateway into Dunedin from Clearwater on the way to downtown. The Corridor becomes somewhat desolate and quiet in this area, south of the Dunedin Stadium Sub-Area. The east side of the Corridor is occupied by single family residential and duplex residential conversions on small, shallow depth parcels. The west side of the Corridor contains slightly larger parcel depths with single family residential and duplex residential conversions that are adjacent to the Pinellas Trail. Areas beyond the Corridor consist primarily of establish residential neighborhoods and subdivisions.

Observations, Issues and Challenges:

- ① Gateway into the City of Dunedin and downtown, from Clearwater
- ② Wider roadway section of Douglas Avenue with higher vehicle speeds
- ③ Somewhat desolate with almost no pedestrian movement and activity
- ④ Aged single family and duplex residential fabric that may not fit the current function of the corridor
- ⑤ Weak connections to the Pinellas Trail
- ⑥ Unfinished look to street / lack of streetscape
- ⑦ Missing/interrupted sidewalk



Figure 3-20: Small scale residential along wide roadway



Figure 3-21: City Limits Sub-Area Inventory

Needs Analysis. The intersection at Union Street leading into the City is essentially the traveler’s “first impression;” however, its look and feel doesn’t do justice to the positive qualities that Dunedin uniquely enjoys. While this area is both directly adjacent to the Pinellas Trail and within walking distance to the Gulf of Mexico, it has experienced little reinvestment in quite some time. The area could benefit from incentives for property owners to make improvements to existing buildings as well as complete reinvestments in more modern, appropriate facilities.

A continued prevalence of residential structures would be appropriate, however, at higher densities that would be more suitable for this area of the Corridor; and that would provide incentives for property owners to reinvest. Case-by-case consideration of use changes



Figure 3-22: City Limits Sub-Area: Gateway into Dunedin

from residential to office and professional services should also be considered. A public investment in streetscape, to give the area a softer neighborhood look and feel, and provide a distinctive entry feature at Union Street, would prove beneficial both visually and in terms of changing the perception of this area to residents and investors.

Desirable Improvements:

- ① Improved, finished streetscape and entry feature at Union Street into Dunedin
- ② Incentives for physical and aesthetic improvement, and redevelopment to encourage property owners and new investors to reinvest in the area
- ③ Increased residential densities more appropriate for the area including potential allowance of limited office and professional service uses
- ④ Stronger connections between the Corridor and the Pinellas Trail
- ⑤ Fill in missing sidewalk segments along west side of Douglas Avenue
- ⑥ Improve street lighting and overall pedestrian safety along Douglas Avenue

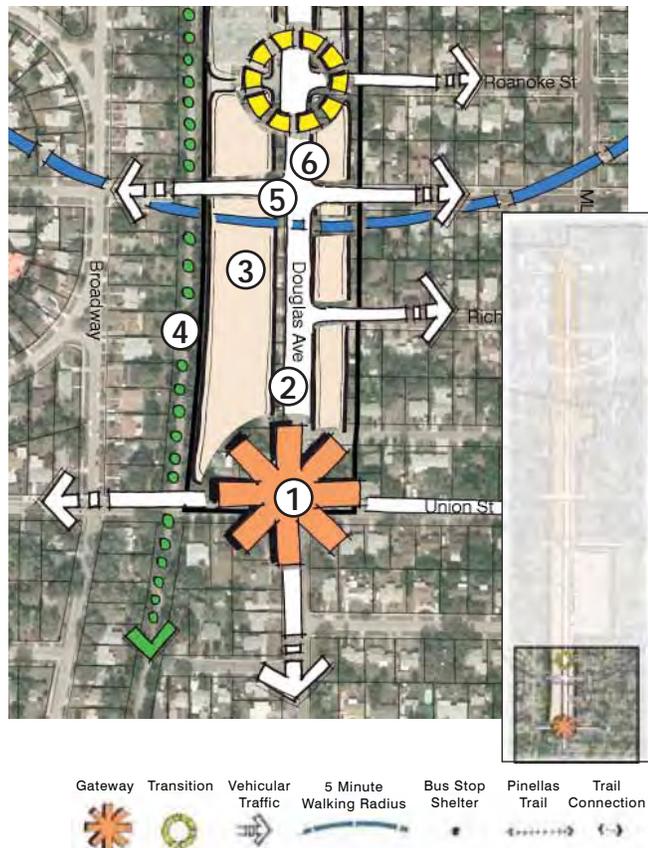


Figure 3-23: City Limits Sub-Area diagram

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Land Use and Zoning

Land use and development guidance should identify multiple uses appropriate for the corridor and direct the future design and placement of buildings and structures that supports quality redevelopment. Additional guidance should be given to other site planning features such as pedestrian mobility, shared access and screened parking.

Future Land Use designations and associated zoning districts are the foundation for future development decisions:

- Designate the Douglas Avenue Corridor limits as a Planned Redevelopment, Mixed Use corridor on the countywide Future Land Use map to identify the desire for redevelopment activity.

The Corridor is a special environment to Dunedin that should be given attention focused on future redevelopment and appropriate economic investment. A corridor-wide designation would assure that its important community uses and distinct charm is recognized and protected, while setting new development standards that reflect the desired character of this important street.

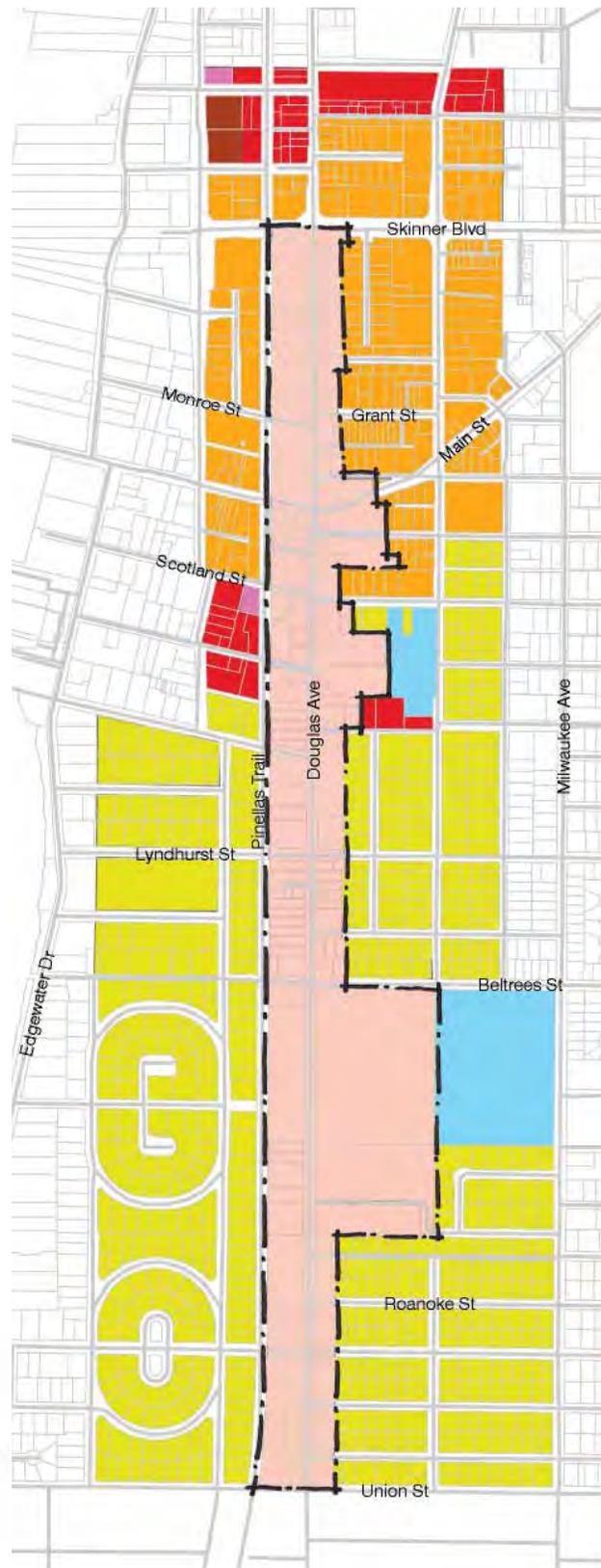


Figure 4-1: Proposed Future Land Use, Planned Redevelopment, Mixed Use

Achieving this recommendation will require a Special Area Plan for Douglas Avenue submitted to the Pinellas Planning Council by the City of Dunedin. The Special Area Plan includes certain requirements for submittal; many of which may be taken from information in this Corridor plan. Other requirements such as a detailed transportation impact study, for example, will require further attention. Requirement details for a Special Area Plan submittal can be found in the *Pinellas Planning Council's Countywide Plan Rules*.

- Recognize varying conditions and scales of development in the Corridor by creating five sub-area zoning (e.g. Character) districts and implement change based upon each district's character.

Associated Sub-Area specific zoning overlay districts should become the regulatory guides to future redevelopment. Five tailored zoning overlay districts should be created in support of a new future land use designation for the Corridor. The overlay districts should address residential use density and nonresidential use intensity. It should also address development specifics concerning permitted land uses and the mixing of certain uses; building setbacks, design, placement and height; public access and outdoor cafes; vehicular access and parking; and landscape buffering and planting.



Figure 4-2: Proposed Zoning Map- Sub-Area Overlays

Form-Based Regulations

Provide “place making” traditional village design recommendations that can support future form-based land development regulations.

Place making traditional design standards and development guidelines will provide the product-driven regulatory mechanism to assure that future redevelopment along Douglas Avenue takes a traditional village form that compliments downtown Dunedin and is respectful of the adjacent neighborhoods. The ability to provide multiple uses on a single parcel, placement of buildings near the street right-of-way lines or build-to lines rather than setbacks, vehicle parking at rear of the lots

and on-street, and dedicated pedestrian public realm areas are part of the guidelines displayed here in textual and graphic form that should shape future form-based land development regulations.

- Direct future redevelopment changes through a set of form-based design standards that permit current uses to transition naturally over time to the new pattern of development as market forces demand. Current uses should be allowed to remain until major renovation (e.g. more than 50% appraised value) occurs; at which time the new development standards would be required.



Figure 4-3: Existing conditions



Figure 4-4: Redevelopment changes

Redevelopment Example One

Current condition – Douglas Avenue, south of Skinner Boulevard/SR 580:

- Transitional area directly north of downtown with small commercial and industrial businesses located on shallow depth parcels
- The area has an unfinished feel, with an inconsistent look to the street, the scale of buildings, and the overall architectural design



Figure 4-5: Uptown Sub-Area existing conditions

Development intervention:

- New mixed-use redevelopment permitted with active building frontages required
- New redevelopment is encouraged to consolidate driveways and combine parking facilities
- Parking areas required to be pushed away from the Corridor
- Future redevelopment with building relationships as well as Pinellas Trail connection to Douglas Avenue and outdoor active spaces
- Intersection improvements including crosswalk enhancements add safety and order to the busy intersection at Skinner Boulevard/SR 580



Figure 4-6: Uptown Sub-Area current condition



Figure 4-7: Uptown Sub-Area development intervention

The form-based regulations provide development direction that gives definition to the Corridor as a walkable neighborhood street.

Form-Based Recommendations:

- (A) Require upper floors to be stepped back from the street to reduce scale and allow more light
- (B) Add street trees for shade and beautification (see Section E, Public Realm and Capital Improvements, below)
- (C) Add decorative street lighting with banners for neighborhood identity (see Section E, Public Realm and Capital Improvements, below)
- (D) Façade improvement incentives for existing buildings
- (E) Require active building fronts at sidewalk level
- (F) Pull new buildings closer to the street using “build to line” requirements
- (G) Direct access to parking to side and rear
- (H) Install new sidewalk to complete the missing segment along the west side of Douglas Avenue (see Section E, Public Realm and Capital Improvements, below)
- (I) Provide enhanced crosswalk treatments (see Section E, Public Realm and Capital Improvements, below)
- (J) Encourage stronger connections between the Pinellas Trail and Douglas Avenue
- (K) Use a low decorative fence/wall to screen parking and define the public realm



Figure 4-8: Uptown Sub-Area potential redevelopment

Redevelopment Example Two

Current condition –

Intersection of Douglas Avenue and Beltrees Street:

- Important community intersection
- Poor relationship between Dunedin Stadium and the street
- Unassuming building fabric with no focus on Douglas Avenue



Figure 4-9: Dunedin Stadium Sub-Area current condition

Development intervention:

- Dunedin Stadium connected to the intersection with a public ‘celebration’ plaza and market fair grounds
- Future redevelopment with building relationships as well as Pinellas Trail connection to Douglas Avenue and outdoor active spaces
- New on-street parking and enhanced crosswalks



Figure 4-10: Dunedin Stadium Sub-Area development intervention

Development intervention, continued:

- Continued redevelopment brings parking areas to the rear and side of buildings



Figure 4-11: Dunedin Stadium Sub-Area development intervention

Ultimately, the development design and form achieves a “sense of place” at the intersection through form-based regulations.



Figure 4-12: Dunedin Stadium Sub-Area existing condition

Form-Based Recommendations:

- (A) Utilize public art to display neighborhood identification and pride (see Section E, Public Realm and Capital Improvements, below)
- (B) Pull new buildings closer to the street, and place parking to side and rear of property
- (C) Encourage higher density at important locations to create neighborhood centers
- (D) Encourage multiple-use reinvestments to serve residents and support businesses
- (E) Provide enhanced crosswalk treatments (see Section E, Public Realm and Capital Improvements, below) to calm vehicular traffic
- (F) Require active building fronts at sidewalk level
- (G) Use a low decorative fence/wall to define the public realm and to screen parking (see Section E, Public Realm and Capital Improvements, below)
- (H) Better connect the Dunedin Stadium property to the intersection (see Section E, Public Realm and Capital Improvements, below)



Figure 4-13: Dunedin Stadium Sub-Area potential redevelopment

Redevelopment Example Three

Current condition – Douglas Avenue, north of Lyndhurst Street:

- Link between Dunedin Stadium and downtown
- Inconsistent mix of uses and poor building-to-street relationships
- Area lacks definition with respect to architecture and uses



Figure 4-14: Mid-Town Sub-Area existing condition

The form-based regulations bring new buildings oriented toward and brought closer to the sidewalk, sending parking to the side and rear of properties. A proper mix of uses adds vitality to the street.

Form-Based Recommendations:

- (A) Require upper floors to be stepped back from the street to reduce scale and allow more light
- (B) Install low decorative fence to define the public realm and give a consistent character to the neighborhood
- (C) Encourage active front yards with direct connections to public sidewalk
- (D) Direct access to parking to side and rear
- (E) Pull new buildings closer to the street using “build to line” requirements



Figure 4-15: Mid-Town Sub-Area potential redevelopment

East-West Connections

Consider potential enhancements to east-west connecting streets that improve pedestrian mobility and access to important community assets.

There are four primary east-west connecting corridors that intersect Douglas Avenue, linking it to nearby community assets as well as other important thoroughfares. They include Union Street, Beltrees Street, Virginia Street and Main Street. These corridors have a range of both existing and potential multi-modal functions to serve a small range of transportation options.

- Install decorative pedestrian-scaled “way finding” signage at key pedestrian intersections to direct people to community assets such as the Pinellas Trail and Dunedin Stadium.
- Complete the missing sidewalk link along the south side of Beltrees Street between the Pinellas Trail and the shoreline.
- Study the potential for a future multi-modal connection from the current terminus of Beltrees Street at Patricia Avenue, eastward to connect with Brown Avenue and eventually reconnect with Beltrees Street.
- Explore the possibility of partnering with PSTA to study the creation of a shuttle bus transit service connecting the downtown for major events and functions at Dunedin Stadium. Locate bus stops where they can be most effective.



Figure 4-16: Street network and major assets

Recommendations:

- Union Street, Beltrees Street, and Virginia Street should be reviewed more closely to assess the need for pedestrian mobility enhancements to strengthen linkages to Douglas Avenue, increasing pedestrian safety and overall mobility. This is especially critical for Beltrees Street, as it connects numerous important community assets and intersects near the center of Douglas Avenue.



Figure 4-17: Mobility options

Master Economic Development Plan

Conduct a local market and economic analysis and provide recommendations that will support a future master economic development plan for Dunedin.

For a plan to be truly useful, it should be grounded in realistic market and economic analysis. The results will provide guidance for planning, design and regulatory recommendation so that they are not just ideas, but based upon an economic paradigm and reflective of local conditions. The local market and economic analysis will also serve to assist the intended future City-wide economic development plan.

Recommendations:

- Explore and secure funding for hiring a Corridor Manager to assist in implementing economic development goals and recommendations.
- Foster a unique sense of place by supporting business development through targeted improvements, marketing and area signage.
- Consider expansion of the Community Redevelopment District to include the adjacent infill redevelopment areas.
- Assist in property refurbishment through the use of code enforcement, façade improvement grants, and capital improvements. Clean and maintain the vacant and abandoned parcels.
- Implement local business assistance strategies by conducting a city/corridor marketing/branding campaign for the City; promoting businesses that serve local needs and contribute to the uniqueness of the Corridor's commercial uses; and identifying and establishing economic development programs that provide financial incentives for new businesses.
- Develop a Corridor marketing plan to attract new businesses, new shoppers/customers and new real estate investors. Work with a professional marketing/branding firm with experience in urban settings to develop a marketing plan that will enable the implementation of these and future recommendations.
- Attract new, younger residents. Work with business associations, businesses and property owners to cultivate relationships with current younger residents and utilize such relationships to expand Dunedin's unique community "brand" to explicitly include younger and more affluent singles and families. Introduce enhanced technology and lifestyle activities that will appeal to this demographic.
- Use channel partners to access specialty customer groups and build a marketing plan around them to increase existing business activity.
- Link community assets together to create a unique shopper experiences for specific customer groups through signage and marketing.
- Develop a commercial building investment program.
- Work with current downtown businesses and business leaders to include and expand Douglas Avenue's role as a Downtown street. Ensure that downtown marketing materials include Douglas Avenue by name and encourage new development to examine downtown design and utilize appropriate elements.

- As they become available, acquire and aggregate parcels, solicit developers, and incentivize in order to ease redevelopment challenges.
- Promote the desire for new housing in redevelopment along the Mid-Town Sub-Area of the Corridor to realtors associations and developers in order to enhance connectivity and stimulate the local economy.
- Encourage the development of Inns, Bed and Breakfasts, restaurants and other entertainment venues.



Figure 4-18: Would benefit from facade improvement incentives

Public Realm and Capital Improvements

Provide a capital improvement plan-driven needs analysis based on public realm improvement recommendations.

The Douglas Avenue Corridor varies in scale and character from end to end, as do the needs for public realm improvements. The Downtown Sub-Area has benefited from recent streetscape and roadway improvements along Douglas Avenue. Such improvements clearly

give this area definition as a destination as well as a warm sense of place. Other public realm improvements are recommended to improve the aesthetic qualities of the Corridor and adjacent properties, as well as tying Douglas Avenue together, as a unified, pedestrian friendly, neighborhood street. The following public realm improvement recommendations will likely require capital improvement plan programming.



Figure 4-19: Enhanced crosswalk and intersection



Figure 4-20: Pedestrian-oriented improvements

Uptown Sub-Area

- Maintain the two-land roadway configuration; however, complete the sidewalk network along the west side of the street and provide enhanced crosswalk treatment at a strategic location.
- Add landscape planting strips between the sidewalk and the

roadway for shade and beautification, including improved street and pedestrian lighting with banners for improved neighborhood identification.

- Improve pedestrian safety and enhance the Skinner Boulevard/SR 580 intersection by providing refuge medians and countdown timers.

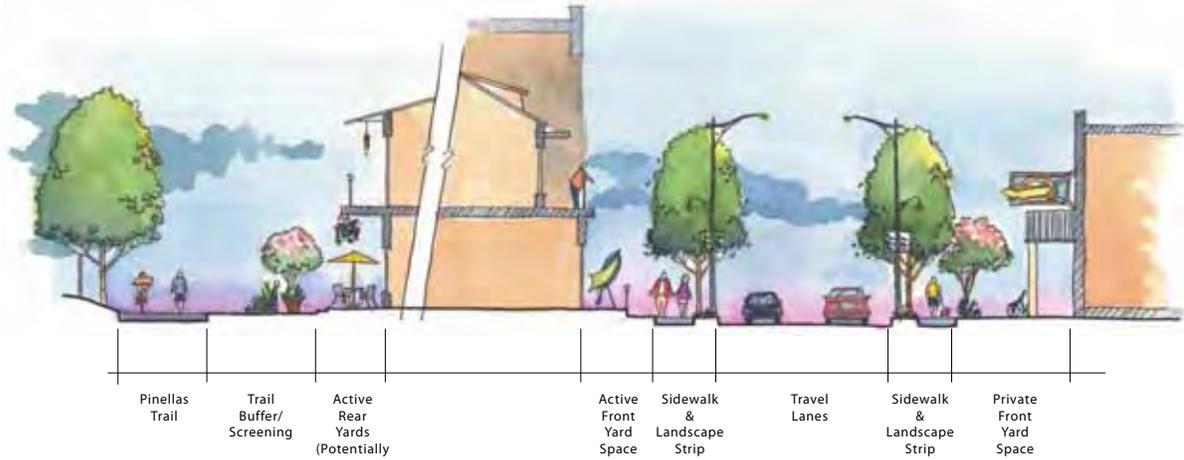


Figure 4-21: Uptown Sub-Area/Roadway Cross Section

Downtown Sub-Area

- The roadway cross section for downtown is fairly new and adequate to serve the area. It is recommended that palm trees are eventually

replaced with “shade” trees in street tree installations to improve pedestrian shading along sidewalks.

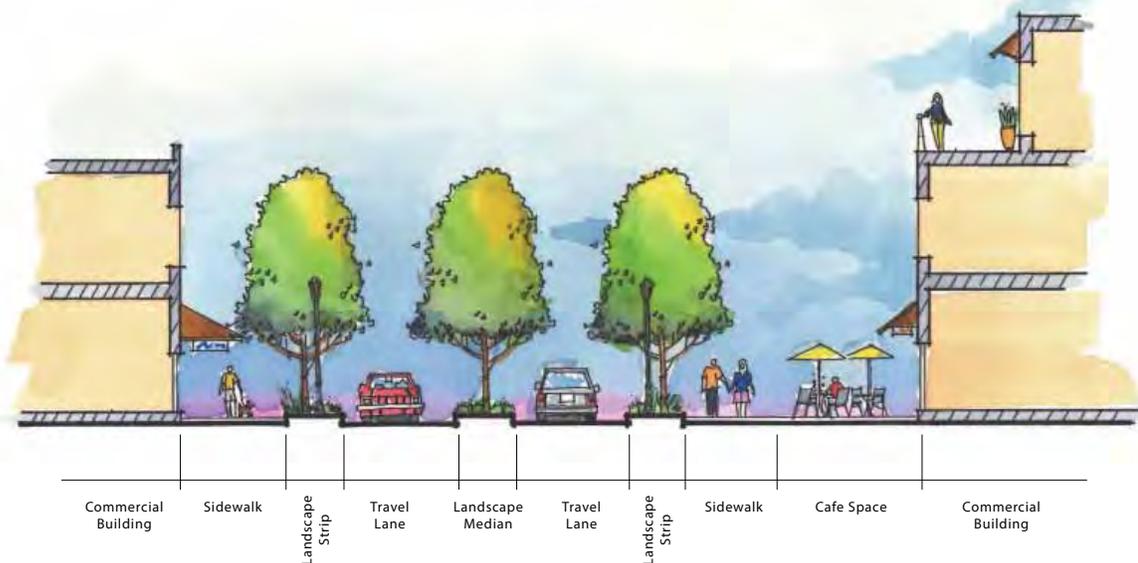


Figure 4-22: Downtown Sub-Area/Roadway Cross Section

Mid-Town Sub-Area

- Evaluate the costs and benefits of adjusting the roadway cross section to include two through lanes, a left-turn lane, and a parking lane along the east side of Douglas Avenue. The additional on-street parking lane would help to alleviate parking demands for area businesses and residents.
- Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting and neighborhood identification banners.

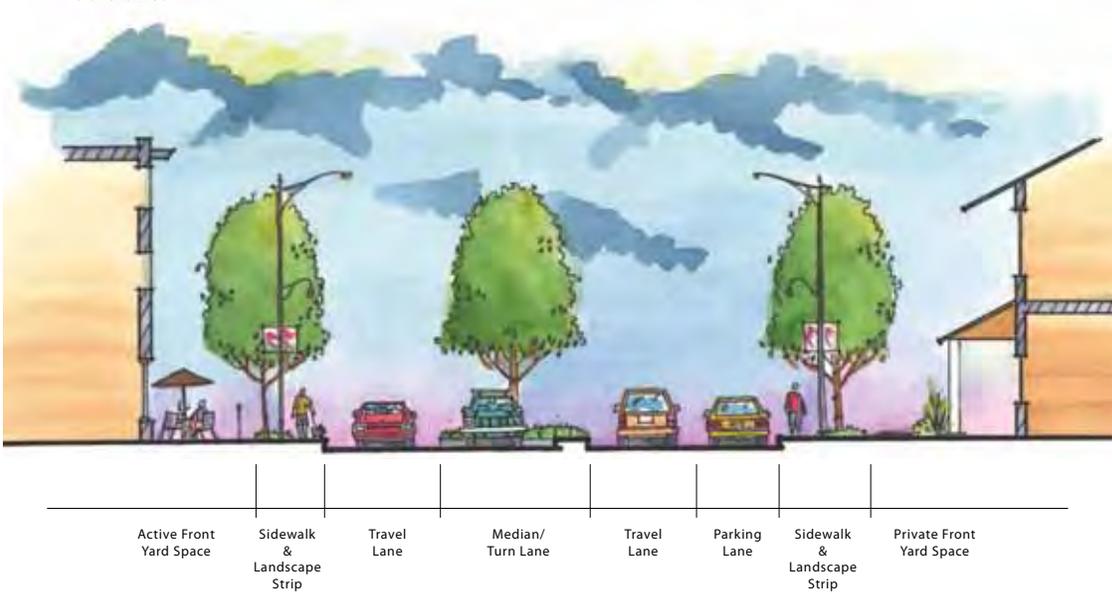


Figure 4-23: Mid-Town Sub-Area/Roadway Cross Section



Figure 4-24: Pinellas Trail bicycle rental



Figure 4-25: New Development Opportunity

Dunedin Stadium Sub-Area

- Utilize public art to display neighborhood identification and community pride
- Provide enhanced crosswalk treatments
- Where appropriate, consider the use of a low decorative fence/wall to define the public realm and to screen parking
- Improve the visual and pedestrian connection of the Dunedin Stadium property to the intersection
- Evaluate the costs and benefits of adjusting the roadway cross section to include two through lanes, a

left-turn lane, and a parking lane along the stadium side of Douglas Avenue. The additional on-street parking lane would help to alleviate parking demands during game days and special events. It would also supplement the parking demand for area businesses and residents, and improve traffic calming in the area.

- Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting and neighborhood identification banners.

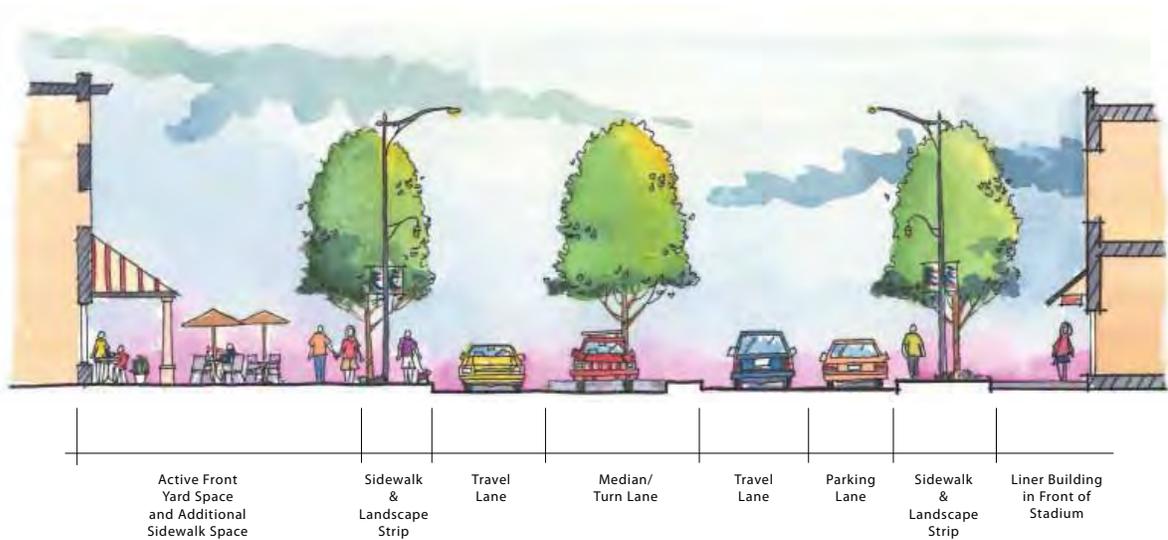


Figure 4-26: Dunedin Stadium Sub-Area/Roadway Cross Section



Figure 4-26: Game day at the stadium



Figure 4-26: Hale Activity Center

City Limits Sub-Area

- Evaluate the costs and benefits of adjusting the roadway cross section to include two through lanes and two parking lanes. Extension of the enhanced streetscape cross section would give Douglas Avenue the quality of a local neighborhood thoroughfare. The on-street parking could allow residential densities to increase without increasing the number of driveways to private parking areas along Douglas Avenue.
- Add landscape planting strips between the sidewalk and the roadway, including improved street and pedestrian lighting.
- Create a gateway feature at the Union Street intersection. Consider a design competition.

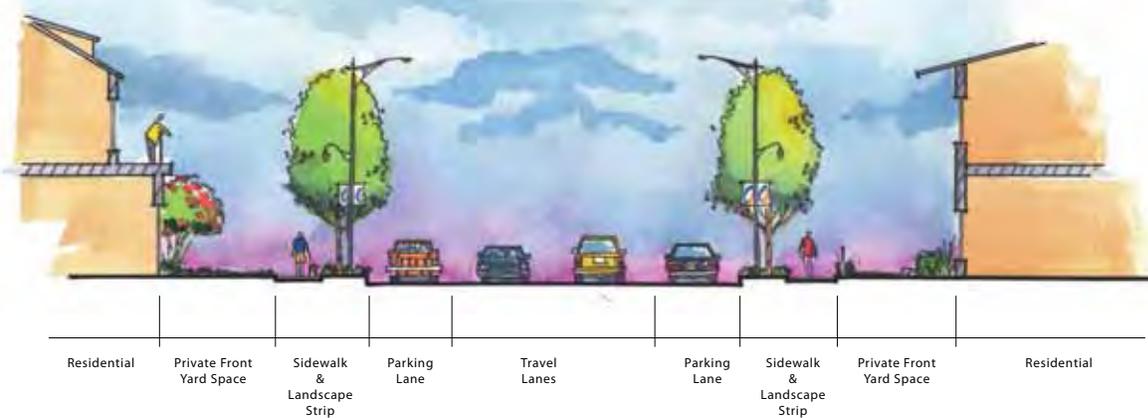


Figure 4-24: City Limits Sub-Area/Roadway Cross Section

Pinellas Trail

- Encourage additional direct physical connection between the Pinellas Trail and Douglas Avenue and trail-serving uses, where appropriate. (See Uptown Cross Section, Figure 4-21)
- Create a garden-like scenic view shed along the east side of the Pinellas Trail adjoining properties that includes outdoor cafes, resting spots, and landscape buffers. (See Uptown Cross Section, Figure 4-21)

Corridor-wide

Additional recommendations requiring Capital Improvement Plan programming include:

- Improve pedestrian crossings at signalized intersections through the use of colorized, textured and narrowed crosswalks; and use pedestrian activated mid-block crossings with countdown timers at key locations to increase pedestrian safety.
- Improve linkages to community assets through improvements to east-west street corridors (Virginia, Beltrees, Union) to increase pedestrian safety and overall mobility within the City.
- Strategically place decorative “way finding” signage throughout the corridor to reinforce the identity of business districts.

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Implementation

The following table includes recommendations for the Douglas Avenue Corridor organized first by the five framework principles, followed by location (i.e. corridor-wide and sub-area districts). Its organization will allow the City of Dunedin to implement the Corridor recommendations with accountability at the department level.

Implementing this plan will require a focused effort over the next 0-5 years and close cooperation between the City of Dunedin, the

county, property owners, stakeholders, and private sector developers. The table is based upon a prioritization scale of 1-3 that will create momentum and visible results, encouraging further investment. The City has the flexibility to re-prioritize recommendations and the anticipated schedule as necessary. Cost information is not included at this time and will require a closer, subsequent evaluation of the individual recommendations at various levels; however, it is recommended that the anticipated cost of each of these items is estimated and added to the table.

Land Use and Zoning

Land use and development guidance should identify uses appropriate for the corridor, and direct the future design and placement of buildings and structures. Additional guidance should be given to other site planning features such as pedestrian mobility, shared access and parking.

Framework Principle: Land Use & Zoning					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide	Designate the study limits of the Douglas Avenue corridor as a Planned Redevelopment Mixed Use category on the countywide Future Land Use map.	1	6-9 months	Planning	
	Create five distinct Sub-Area zoning overlay districts that allow for redevelopment change over time. Permitted uses for each district are identified in the sub-area guideline sheets found in the Appendix.	1	6-9 months	Planning	
City Limits	Create specific development regulations and standards for this sub-area that supports its character as a transition between residential and professional service uses.	1	6-9 months	Planning	
Dunedin Stadium	Create specific development regulations and standards for this sub-area that supports its character as a citywide attractor with supportive retail, restaurant, professional services and limited residential uses.	1	6-9 months	Planning	
Mid-Town	Create specific development regulations and standards for this sub-area that supports its character as a transition between residential, retail and professional service uses.	1	6-9 months	Planning	

Mid-Town	Create specific development regulations and standards for this sub-area that supports its character as a transition between residential, retail and professional service uses.	1	6-9 months	Planning	
Downtown	Create specific development regulations and standards that supports its character as part of the Main Street area with retail, restaurants, professional services, offices and residential uses.	1	6-9 months	Planning	
Uptown	Create development regulations and standards that supports a transition from the current industrial character to retail, professional services, offices and residential uses.	1	6-9 months	Planning	

Form-Based Regulation

Provide "place making" traditional village design recommendations that can support future form-based land development regulations.

Framework Principle: Form-Based Regulations					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide	Direct future redevelopment changes through a set of form-based design standards that permit current uses to transition naturally over time to the new pattern of development as market forces demand. Form-based standards are addressed in the sub-area guideline sheets found in the Appendix.	2	6-18 months	Planning	
	Provide façade improvement incentives and compatibility guidelines for existing building renovations.	1	6-9 months	Planning	
	Pull new buildings closer to the street using "build to line" rather than "setback" requirements to define the public realm.	2	6-18 months	Planning	
	Direct access to parking to side and rear yards, where feasible. When not feasible, use a low decorative fence/wall/hedge to screen parking and define the public realm.	2	6-18 months	Planning	
	Promote Pinellas Trail related and supportive land uses through a mix of uses accompanied by design standards that provide rear yard pedestrian entrances.	3	18-24 months	Planning	
	Enhance pedestrian mobility along the Corridor and specifically between the Pinellas Trail and Douglas Avenue.	3	18-24 months	Planning	

City Limits	Protect existing residential character by limiting building heights to 2 stories and requiring pitched roofs.	2	6-18 months	Planning	
Dunedin Stadium	Promote active building fronts at sidewalk to define public realm.	2	6-18 months	Planning	
	Encourage increased densities / intensities at important locations to create neighborhood centers.	2	6-18 months	Planning	
	Encourage multiple-use developments to support residents and businesses drawn to Corridor attractions.	2	6-18 months	Planning	
Mid-Town	Require upper floors to be stepped back from the street to reduce scale and allow more light.	2	6-18 months	Planning	
	Pull new buildings closer to the street using "build to line" rather than "setback" requirements to define the public realm.	2	6-18 months	Planning	
	Encourage active front yard use through pedestrian plaza's, outdoor seating, etc. with direct connections to public sidewalk.	2	6-18 months	Planning	
	Encourage multiple-use developments to support residents and businesses drawn to Corridor attractions.	2	6-18 months	Planning	
Downtown	Require active building fronts at sidewalk to define public realm.	2	6-18 months	Planning	
	Encourage multiple-use development to support residents and businesses drawn to Corridor attractions.	2	6-18 months	Planning	
Uptown	Require upper building floors to be stepped back from the street to reduce scale and allow more light.	2	6-18 months	Planning	
	Require active building fronts at sidewalk level to define the public realm.	2	6-18 months	Planning	
	Increase densities / intensities at important locations to create neighborhood centers.	2	6-18 months	Planning	
	Encourage multiple-use development to support residents and businesses drawn to the Corridor attractions.	2	6-18 months	Planning	

East-West Connections

Consider potential enhancements to east-west connecting streets that can encourage and improve pedestrian mobility and access to important community assets, including the Pinellas Trail.

Framework Principle: East-West Connections					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide	Union Street, Beltrees Street, Virginia Street are three important connector streets that link the Corridor with the City. Pedestrian enhancements are needed to increase mobility, pedestrian safety, and overall quality of treatments. This is especially critical for Beltrees Street, as it connects Patricia Avenue, the Corridor and Edgewater Drive with multiple community assets.	3	18-24 months	Public Works	
	Install pedestrian-scaled “way finding” signage at key pedestrian intersections and linkages to direct residents and visitors to community assets.	3	18-24 months	Public Works	
	Complete the missing sidewalk link along the south side of Beltrees Street between the Pinellas Trail and the St Joseph Sound shoreline.	3	18-24 months	Public Works	
	Evaluate the need for a future multi-modal connection from the current terminus of Beltrees Street at Patricia Avenue, eastward to connect with Brown Avenue and eventually reconnect with Beltrees.	3	18-24 months	Public Works	
	Partner with PSTA to evaluate the cost-benefits for future shuttle bus transit service connecting to the downtown for major events as well as Dunedin Stadium on “game days” and other functions.	2	6-18 months	Planning, Public Works	

Master Economic Development Plan

Conduct a local market and economic analysis and provide recommendations that will support a future master economic development plan for Dunedin.

Framework Principle: Master Economic Development Plan					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide: Understand that customers will define your success	Allocate resources for a Corridor Manager, dedicated to the implementation of these recommendations.	1	6-9 months	Economic Development	
	Develop a marketing plan that promotes the Corridor, attracts new businesses, new shoppers/customers and new real estate investors.	2	6-18 months	Economic Development	
	Develop a community based Corridor business development association.	2	6-18 months	Economic Development	
	Create a marketing campaign to attract a range of new residents to diversify the City's economy.	2	6-18 months	Economic Development	
	Recruit / attract new businesses such as clothing, home fixture, home furnishing, music, and a diner/family restaurant.	3	18-24 months	Economic Development	
	Use channel partners to access specialty customer groups and integrate within the marketing plan.	2	6-18 months	Economic Development	
	Link community assets together with public realm improvements to create a unique shopper experiences for specific customer groups.	3	18-24 months	Economic Development	
	Develop a commercial building investment program to assist owners in major building renovations for functionally obsolete structures. A commercial building investment program, similar to a façade improvement program, may be needed to provide grant or loan funds to property owners under a structured program.	2	6-18 months	Economic Development	
	Develop a façade / property enhancement program to encourage existing owners to invest in renovations.	2	6-18 months	Economic Development	

Uptown: Build from existing strengths	Retain / recruit employment uses, home fixtures, home furnishings, or other related destination businesses. Several are present in other areas of the Corridor and the community.	2	6-18 months	Economic Development	
	Encourage expansion of the Downtown Main Street "Brand" onto the Corridor.	2	6-18 months	Economic Development	
Downtown: Continue to do what works	Enhance public realm for greater continuity along the Corridor, and to increase pedestrian mobility with businesses, residences, and existing neighborhoods.	3	18-24 months	Public Works	
	Prepare to aggregate parcels to ease redevelopment challenges.	3	18-24 months	Economic Development	
	Promote development of a wider range of new housing product types.	3	18-24 months	Economic Development	
Mid-Town: Redevelop to enhance connectivity and stimulate local economy	Encourage the development of locally owned and operated inns, bed and breakfasts, restaurants and other entertainment venues.	2	6-9 months	Economic Development	
	Encourage new development to provide direct pedestrian access to both the Corridor and Pinellas Trail to increase mobility, enhance economic activity, and community vitality.	2	6-9 months	Planning	
	Routinely clean and maintain the vacant and abandoned parcels to decrease visual blight along the Corridor.	1	Continually	Public Works	
	The community wants a small specialty market similar to Trader Joes. Demand for such a market is unlikely to materialize in sufficient fashion to justify on economic terms. A locally owned specialty market or cluster of small specialty stores could create a destination for select shoppers.	3	18-24 months	Economic Development	

Dunedin Stadium: Maintain, Enhance, Expand	Plan for the long-term spring training needs of Toronto Blue Jays.	2	6-18 months	Economic Development	
	Locate farmers market at Dunedin Stadium periodically or permanently. Coordinate additional events to use the facility and stimulate business activity along the Corridor.	2	6-18 months	Economic Development	
	Create additional destination activities for Dunedin residents and visitors – car show, art/craft fishing or boat shows and events, sports related activities, tournaments.	2	6-18 months	Economic Development	
	Increase business along the Corridor through connections with existing users and channel partners – sports and entertainment, security / veterans / shooters, library.	3	18-24 months	Economic Development	
City Limits: Preserve, Upgrade, Experiment	Preserve the existing housing stock. Encourage homeownership.	2	6-18 months	Planning	
	Undertake residential façade improvement program.	1	6-9 months	Economic Development	
	Extend public realm improvements to link businesses and residents with community assets.	3	18-24 months	Public Works	

Public Realm and Capital Improvements

Provide a capital improvement plan-driven needs analysis based on public realm improvement recommendations.

Framework Principle: Public Realm and Capital Improvements					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide	Improve pedestrian crossings at signalized intersections through the use of colorized, textured and narrowed crosswalks. Use pedestrian activated mid-block crossings with countdown timers at key locations to increase pedestrian safety.	3	18-24 months	Planning	
	Improve linkages to community assets through improvements to east-west street corridors (Virginia, Beltrees, Union) to increase pedestrian safety and overall mobility within the City.	3	18-24 months	Public Works	
	Strategically place decorative “way finding” signage throughout the corridor to reinforce the identity of business districts.	3	18-24 months	Economic Development	
Pinellas Trail	Encourage additional direct physical connection between the Pinellas Trail and Douglas Avenue and trail-serving uses, where appropriate.	3	18-24 months	Planning	
	Create a garden-like scenic view shed along the west side of the Pinellas Trail adjoining properties that includes outdoor cafes, resting spots, and landscape buffers.	3	18-24 months	Planning	
City Limits	Evaluate the costs and benefits of the street redesign with two through lanes and two parking lanes. Extension of the enhanced streetscape cross section would give the area the quality of a local neighborhood thoroughfare. The on-street parking could allow residential densities to increase without increasing the number of driveways to private parking areas along Douglas Avenue.	2	6-18 months	Public Works	
	Add linear landscape planting strips between the sidewalk and the street, include improved street and pedestrian lighting.	3	18-24 months	Public Works	
	Create a gateway feature at the Union Street intersection.	2	6-18 months	Economic Development	

Uptown	Complete the sidewalk network along the west side of the street and provide enhanced crosswalk treatment at a strategic location.	3	18-24 months	Public Works	
	Add landscape planting strips between the sidewalk and the roadway for shade and beautification, including improved street and pedestrian lighting with banners for improved neighborhood identification.	3	18-24 months	Public Works	
	Improve pedestrian safety and enhance the Skinner Boulevard/SR 580 intersection by providing refuge medians and countdown timers.	3	18-24 months	Public Works	
Dunedin Stadium	Evaluate the costs and benefits of the street redesign with two through lanes, one left-turn lane, and one parking lane along the Dunedin Stadium frontage. The additional on-street parking lane would help to alleviate parking demands during game days / special events, and would also supplement the daily demand for area businesses and improve traffic calming in the area.	3	18-24 months	Public Works	
	Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting and neighborhood identification banners.	3	18-24 months	Public Works	
	Improve the visual and pedestrian connection of the Dunedin Stadium property to the Belltrees Street intersection.	3	18-24 months	Public Works	
	Provide enhanced and visually attractive crosswalk treatments.	3	18-24 months	Public Works	
	Utilize public art to display neighborhood identification and community pride.	2	6-18 months	Economic Development	
	Where appropriate, consider the use of a low decorative fence/wall to define the public realm and to screen parking.	3	18-24 months	Planning	
Mid-Town	Evaluate the costs and benefits of the street redesign with two through lanes, one left-turn lane, and one parking lane along the east side of Douglas Avenue. The additional on-street parking lane would help to alleviate daily parking demands for area businesses.	3	18-24 months	Public Works	
	Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting and neighborhood identification banners.	3	18-24 months	Public Works	
Downtown	Replace palm trees with “shade” canopy trees in street tree installations to improve pedestrian shading along sidewalks.	3	18-24 months	Public Works	

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DOUGLAS AVENUE - APPENDICES

Appendix 2-1 Planning Meetings & Workshops

There were two community workshops held to solicit input from the public to inform the planning process for the Douglas Avenue Corridor. The interactive workshops were each unique in content and format, and allowed the opportunity for a wide array of local residents, public officials, and elected representatives the chance to discuss ideas of how they wanted the Corridor to develop, and what types of implementation strategies were best suited to the task.

1. Community Workshop – First Round

The first workshop was held on September 25th (6-8PM) at the Hale Activity Center. The workshop began with a presentation outlining the goals of the study and the documented existing conditions observed during field visits. Following the presentation, there were two interactive exercises completed by the consultant team.

A) The 4C's Exercise

The first exercise allowed attendees, which were primarily residents and business owners to participate with the goal of capturing primary data quickly on four topics The 4C's, *Customers, Competitors, Channel Partners, Community Assets*, exercise generated enthusiastic participation by attendees about how they use, or observe others, using the Corridor. It encouraged participants to consider the current economic realities of the Corridor, while ensuring that every participant's input was equally valued.

Customers

- Walkers
- Joggers
- Bike riders
- Largely MAT users
- Library visitors
- Antique shoppers
- Baseball
- People going to library
- Automotive repairs
- Restaurants
- Antique shopping
- Walkers/bikers from Trail
- Visitors to Romantique Jewelers
- Consignment shop visitors
- People attending special events
- Home brewers
- Toronto Blue Jays fans
- People who drive Douglas Avenue as part of their daily or weekly routine
- Snowbirds
- Iris Diners
- Seniors
- Residents
- Senior Center
- Library
- Museum
- Patients of chiropractor
- Sailor/yachtsmen from marina
- Seniors
- People going to the library
- Auto repair customers
- Library patrons
- Dunedin Blue Jays fans
- Residents
- Trail – bikers – walkers
- Tourist
- Commuters
- People coming to use one of those specific businesses
- Patients
- Restaurant
- People in need of architects
- Downtown events attendee
- Residents
- Other business owners
- Other city residents
- Tourists in general
- Tourists (local and from outside TB area)
- Trail patrons
- People in surrounding neighborhoods
- People coming to one of the city festivals
- U.S. forces members active/retired
- Transients
- Employees
- Hospital employees and visitors
- Shop locals
- Boat owners
- Baseball fans
- Residents
- Library members
- Tourists
- Tourists
- Beer drinkers
- Clients
- Trail walkers
- Employees
- Pinellas trail user
- Renters
- Church goers
- Bike riders
- Library patrons
- Military/police museum patrons
- Restaurant patrons
- Dance studio
- Farmer's Market
- Friends & family visiting residents
- Imago artists group
- Inventors visiting patent attorney
- Restaurant

Competitors

- Bighthouse Stadium – Phillies Games
- Ford Amphitheater
- Trail exercise
- Other marina's
- Refreshment stops along the Pinellas Trail
- Restaurants
- Professional services
- Bighthouse
- Thrasher's Park
- Thrasher's Games
- Clearwater Threshers (instead of Dunedin Blue Jays)
- Indian Rocks Beach
- Clearwater Beach
- Sponge docks
- Local residential "club houses"
- Mall
- Palm Harbor library
- Palm Harbor
- Countryside/CLW
- Ozona-Crystal Beach
- Downtown CLW
- Main Street
- U.S. 19
- Safety Harbor (tourists looking for nice, quaint small downtowns)
- Downtown Clearwater
- Tarpon Springs Sponge Docks
- Other ball parks
- SR 580/Main
- Clearwater Beach
- Grocery Shopping Areas
- Other museums
- Spring training games
- Main St
- Philadelphia Phillies (instead of Toronto Blue Jays)
- Barnes & Noble
- Patricia Ave
- Palm Harbor & Safety Harbor (for that small town feel)
- Clearwater
- The local malls
- Main St
- Palm Harbor
- Countryside Mall
- Tarpon Springs downtown
- Countryside Mall
- International Mall
- Clearwater ball field
- Mours on US 19
- Walking/jogging on Causeway
- Restaurants out of Patricia
- 580
- Main Street
- Gulf Shoppers

Channel Partners

- Groups who sponsor, put on, participate in one of the festivals
- Opponents of Dunedin Blue Jays for minor league games
- Fishing clubs – local and regional
- Opponents of Toronto Blue Jays for spring training games
- Downtown Merchants' Association (similar association wanted)
- VFW
- Bicycle clubs
- American Legion
- Biker clubs/throngs/groups
- Kaffe Klatch
- Bike clubs
- Sailing clubs – local and regional
- Historic Homes Society
- Law enforcement – K-9's
- Health conscious groups
- Baseball
- Restaurant
- Antique shoppers
- Micro brewery
- Bait & tackle shops
- Bike enthusiast groups
- School library tours
- Movie "goers" (downtown movies)
- City of Dunedin
- NRA
- Wind Lasses
- Chamber of commerce
- Red Hat Society
- Realtor's Association
- Friends of the library
- School sports teams
- Pinellas Trails, Inc. (advocates for the Pin Trail)
- Major league baseball
- Pinellas County (re: trail)

Community Assets

- Better & multi-use & year round use of stadium (music/culture)
- Brewery
- Chiropractors
- Naslem museum
- Iris' & Margerites's restaurants
- VFW Hall
- Use one of the businesses along
- Douglas
- See minor league baseball
- Brewery
- Hikers
- Dunedin Stadium
- Auto repair
- Library
- Jewelry store
- Get taxes done
- See museum
- Blue Jays
- Baseball
- Purple Moon
- 2 reasonable & well known family restaurants
- Iris's rest
- Liquor store
- Retail clothing
- Animal hospital
- Parking easy in center of city
- Shopping
- Brewery
- Iris's
- Library – borrowed books, borrowed videos
- Jewelry store
- Park next to senior center
- Library
- Hair salon
- Employees
- Work
- See spring training games
- CPA
- VFW organization
- Senior center
- Real estate agent
- Romeo chiropractor
- Library
- Attorney
- Drink and/or eat
- Senior activities
- Museum
- Museum
- Special events
- Work
- Iris'
- Listen to live music at the brewery
- Marguirite's restaurant
- Food/drink
- Marina
- Craft shows
- Park functions
- Band stand
- City services
- Pinellas Trail
- Drink beer

B) Existing Conditions Analysis

Following the 4C's Exercise, the participants at the September 25th workshop broke into small groups to work with facilitators to identify existing conditions, feelings, and impressions along the Corridor. The exercise revealed a number of characteristics along the Douglas Avenue Corridor that are both assets and challenges to its redevelopment. These included:

- Aesthetic and functional improvements to the area around Dunedin Stadium
- Redevelopment of the industrial parcels north of Downtown
- Lack of adequate lighting for pedestrians
- Need for identifying features and signage

2. Follow-up Community Workshop – Second Round

On October 28th, 2008, a second community workshop was held at the Hale Activity Center. The workshop began with a short presentation that covered the results of the first meeting followed with break out sessions with the public. There were two such sessions, the first of which was a community visioning exercise, and the second one focused on identifying action strategies for moving forward.

A) Community Visioning Exercise

This exercise was focused on the participants' identification mid and long-range goals for the redevelopment of the Corridor. The themes identified included improving the access to the Pinellas Trail, improved parking, and additional redevelopment opportunities. A complete list of themes identified is included below.

Uptown - Douglas

- Ugly
- Mixed Use - Restaurant / Upper Residential (NEEDED)
- Hospitality related redevelopment
- Better Access to the trail
- More Parking
- Better M.O.T for new streetscape
- B&B's
- Entertainment Venue - theatre

Downtown - Douglas

- Better Architecture

Mid-Town - Douglas

- Enhanced Landscaping - Florida Friendly
- Embrace trails with Businesses
- Connect to Fenway (Lyndhurst) and offer boats to islands and marina
- Parking (needed) on west side of corridor between Beltrees and Lyndhurst
- Low scale mixed use
- Connect to Edgewater
- Health Food Store - Trader Joe
- No high condo buildings
- Trader Joes Specialty Market at Beltrees and Douglas residential

- Destination stores and restaurants
- Kinder Gentler bus zone
- No drug store, fast food, or gas station.
- Improve landscape maintenance
- Include as a pocket park (NW corner of Beltrees and Douglas)

Dunedin Stadium - Douglas

- Enhance Existing Pond (on west side of) Dunedin Stadium.
- What if they (Blue Jays) leave?
- (rename to) Dunedin Stadium
- Year round use for Knology
- Public Park
- Organic Garden
- Parking
- Neighborhood Grocery, etc.
- Pelican Bay Industrial -too heavy commercial
- Parking / open space
- Smaller Street lights on Beltrees
- Passion vines on chain link fence
- Public restrooms (at Knology property)
- Green market (on Knology property)
- Signs on trail (pointing towards ball park)
- Campus
- ATM

City Limits - Douglas

- Complete Streetscape to Union
- Lighting, Decorative Features, LED
- Entryway Signage to City
- Sidewalks needed for safety
- Expand Beautification (streetscape, etc.)
- Flooding at Roanoke and Douglas
- Keep with historic look and feel (neighborhood to the east of Douglas near city limit)
- Bring Beautification to union!
- Keep brick streets (neighborhood to east of Douglas near city limit)
- Make low commercial (between Lexington and Roanoke) to lessen the impact of industrial across street
- (Pelican Bay Industrial)
- residential retrofit
- streetscape
- 3 lane (Douglas) to Union

Corridor-Wide - Douglas

- Electronic Trolley - Connect Main Street to Parking at Knology
- Bike Lanes
- Encourage Green Redevelopment
- Missing Corner Grocery
- Reduce Setbacks
- Formalize and Connect to Edgewater Linear Park
- Artist Colony Along Trail
- Retain Historic Character - Cottages - and extend through redevelopment guidelines

- Identify subdivisions by name with signage - builds pride of Community
- Improve Utilities (and) infrastructure
- Close Parking
- Access to Downtown - Shuttle?
- Low key business opps
- maintain integrity
- Keep integrity of the quaintness
- For all of Dunedin to maintain uniqueness - no cookie cutter design!

B) Design Activity – Action Strategies

During this activity, the participants were asked to consider and critique images of particular locations along the Corridor. A series of images depicted the Corridor as it exists today and strategies, graphically overlaid to show how changes could evolve. These images were created to illustrate potential interventions that could improve the look and function of the Corridor, and illustrated potential ways to address both pedestrian and vehicular areas and the size and scale of the buildings.

Action strategies were employed at specific locations in the Mid Block Residential and Neighborhood Center sub-areas. The results of the participant's responses were used by the team to refine its recommendations and design solutions. An overview of responses included the following:

- Embrace Trail
- 2 Fronts
- Events Strangle Parking
- Theatre/ Movies
- Intensify Knology Property (seem to be some disagreement with that statement some for, some against)
- Flood Control

Appendix 2-2 – Research and Data Collection

From secondary research identified demographic trends, spending saturation and sales leakage. In addition, Swan calculated the mix of businesses and buildings that comprise the district.

From primary research activities, local residents' perceptions of the business district were gleaned. This market study was conducted as an efficient, results oriented analysis and is integrated to this report with specific recommendations. Select Market Study exhibits are included in Appendix 2-8.

Primary data collections occurred at the two public workshops as well as observation and review of the businesses and real estate assets of the district. Engagement of community participants at the community meetings provided an opportunity to conduct an exercise that explored the current *Customers, Competitors, Channel Partners* and *Community Assets*. Understanding the real world functioning of the Corridor is critical to interpreting findings and developing recommendations to address the weaknesses of the district. Results are included in Appendix 2-1.

Concurrent with the market analysis, a study of the real estate was undertaken to identify weaknesses and opportunities. The results of this examination of the largely privately owned parcels are utilized throughout the Plan

Appendix 2-3 – Fieldwork

1. **Douglas Avenue** – It has distinct zones that do not necessarily correlate specifically to the five planning districts identified in the Corridor Sub-Area Descriptions.

- **Industrial North** - With numerous home fixtures and furnishings businesses. One, the woodworking shops, was possibly experiential. The economic value of this area is an important community asset because of the jobs and products/services that are produced. Appearance however is inconsistent and generally dissatisfying.
- **Main Street south to the Dunedin Stadium** – This area is mostly dysfunctional. It has a mix of businesses, vacant land, and redeveloped streetscape. Its rhythm and function are erratic and lend marginal value to the overall economic health of the Corridor. This area will need to develop a new use or function before it will be meaningful to the area. It can possibly serve both the entertainment and downtown shopping customer groups, while also helping to satisfy some of the goals identified in the Community Visioning exercise.
- **Dunedin Stadium Area** - There are multiple civic uses, including the library and senior center. Some home fixtures and furnishings business are located there. (This is not the best location for them as there is already a cluster of similar businesses in the Industrial North and successful retail in the downtown)
- **Southern Douglas Avenue** – This area has the offices of service businesses and residences. Creating a new identity may not be effective or particularly meaningful from a market perspective. Improving the overall appearance would be seen as a public benefit to the Corridor.
- **Throughout the Study Area** - Many existing buildings are functionally obsolete or in significant need of upgrade and renovations.

2. **Downtown Dunedin**

- Many shoppers aged 50+ during the day were observed shopping at stores; store merchandise reflected that demographic.
- Younger 20s and 30s appear to be a strong component in the evening.
- Stores are a good mix and many appear to understand their customer and target the products effectively.

Appendix 2-4 – Document Review

Visioning Process Overview

Over the last several years, the City of Dunedin has worked diligently to create a vision and framework to guide the city's continued growth and development. In 2005, the City completed a Community Visioning process, which yielded a clear and consensus-driven vision statement for the future of Dunedin:

Dunedin will continue to be a livable coastal community with a unique sense of place within the Tampa Bay metro area. We shall maximize our future by fostering innovative redevelopment, increasing citizen satisfaction, preserving and enhancing our natural environment, while maintaining our small town ambiance.

The Community Visioning process identified six areas within the City of Dunedin, which were to be the primary areas of concern regarding redevelopment. These areas were:

- The Dunedin Causeway
- Highway 580 Corridor
- Downtown CRA
- Patricia Avenue Corridor
- Douglas Avenue Corridor
- The Southside Neighborhood.

The Community Visioning process addressed each of these areas with general recommendations to better align future redevelopment with the expressed desires of the community.

In 2006-2007, the City continued its efforts to encourage appropriate redevelopment consistent with its vision through the completion of a review of the existing Land Development Regulations and the development of Architectural Design Guidelines, which identified appropriate building styles, sizes, and placement. These previous works set the stage for a finer grain approach to the focus areas identified in the Community Visioning document.

Appendix 2-5 – Current Future Land Use

The Future Land Use designations along Douglas Avenue generally reflect the development character that exists along different sections of the roadway. At the north end, where the development pattern is most urban, The Community Redevelopment District (CRD) Future Land Use designation is utilized. This land use designation allows the development to occur as documented in the CRD Plan, and the Downtown zoning regulations (see the Land Development Code section below). Between the CRD and Dunedin Stadium there is a mix of commercial and residential uses of different scales and includes Commercial Limited (CL), Commercial General (CG), and Residential Medium (RM) Future Land Use designations. Though many the parcels are relatively small in size within this area, the area could potentially add additional density without amending the Future Land Use map. The area south of Dunedin Stadium includes Commercial General (CG) Future Land Use designations, followed by Residential Urban (RU) to the Corridor’s southern terminus at Union Street.

This section describes each of the Future Land Use districts mapped within the study area and relevant permitted bulk standards within those Districts, in accordance with the City’s Comprehensive Plan.

The details of the Future Land Use designations within the study area are described in the table below.

Douglas Avenue Future Land Use Designations				
FLUM	Density / FAR	ISR	Compatible zoning districts	Sub Area Locations
Residential Low Medium (RLM)	7.6-10 upa / 0.50 max(nru)	0.75 max(nru)	MF-10 • PR-1/1 • PR-1P1 • PR1 • PR-P1 • MH1 • MPL	Mid-town
Residential Medium (RM)	10.1-15 upa / 0.50 max(nru)	0.75 max(nru)	MF-12.5 • MF-15 • PR-2/1 • PR2-P1 • PR1 • PR-P1 • TF1/2 • PTF1/2 • MPL	Mid-town
Residential Urban (RU)	5.1-7.5 upa / 0.40 max(nru)	0.65 max(nru)	R-75 • R-60 • MF-7.5 • PRA • PR-1/2 • PR-P1 • MH1 • MPL	City Limits
Commercial Limited (CL)	0.45 max	0.85 max	GO • NB • MPL	Mid-town • City Limits
Commercial General (CG)	0.55 max	0.90 max	GO • NB • TF3 • PTF3 • SC • GB • CP • MPL	Mid-town • Dunedin Stadium
Community Redevelopment District (CRD)	30 upa (50 upa hotel) / na	N/A	DC1 • DCom • DI • DR • DSFR • MF-7.5 • MF-15 • MPL	Uptown • Downtown
Recreation Open Space	0.25 max	0.60 max		Dunedin

Commercial General (CG)

The Commercial General land use designation is one that is used for areas appropriate for the development of community and countywide commercial services. This designation is used in areas where it is consistent to adjoining uses and is used to encourage larger commercial uses. The allowable primary uses for this designation include Office; Personal Service/Office Support, Retail Commercial, Commercial/ Business Service, Transient Accommodation, Wholesale/Distribution (Class A), and Storage/Warehouse (Class A).

Commercial Limited (CL)

The Commercial Limited (CL) designation is utilized in areas that are currently developed, or are appropriate to be developed with limited highway oriented commercial uses. The primary allowable uses include Office, Personal Service/Office Support, Retail Commercial, Commercial/Business Service, and Transient Accommodation.

Residential Urban (RU)

This designation is typically used for those areas that are developed at or appropriate for urban low density residential. The primary allowable use is residential, but some institutional and educational, and ancillary non-residential uses are allowed as secondary uses.

Residential Low-Medium (RLM)

This designation is used for those areas that are developed or appropriate to be developed in a low to moderately intensive residential manner. The primary use is residential, but secondary uses include Institutional, Public Educational, Ancillary Non-Residential, and Recreation/Open Space.

Residential Medium (RM)

The Residential Medium designation depicts areas currently developed or appropriate to be developed in a moderately intensive residential manner. The primary use for this designation, but secondary uses allow for Institutional, Public Educational Facility, Ancillary Non-Residential, and Recreation Open Space.

Recreation/Open Space (R/OS)

The Recreation/Open Space designation depicts areas that are currently used or appropriate to be used for open space and recreation. The primary uses include Public/Private Open Space, Public/Private Park, Public Recreation Facility, Public Beach/Water Access, and Golf Course/Clubhouse.

Community Redevelopment District (CRD)

The Community Redevelopment District in the City of Dunedin covers the majority of the downtown area, and allows for redevelopment/infill redevelopment of a mixed use urban character. Specific density/intensity guidelines are laid out in the Land Development Regulations.

The Community Redevelopment District (CRD) is located at the northern end of the Douglas Avenue Corridor, and includes those areas in and around the Downtown area. Land uses and densities within this area are regulated by the Land Development Regulations and the CRD policies within the Comprehensive Plan.

Appendix 2-6 – Current Zoning

Much of the Douglas Avenue Corridor is zoned Downtown Core (DC), General Business (GB). Smaller commercial zoning districts within the study area are Downtown Industrial (DI), Neighborhood Business (NB), and General Office (GO). Small areas are zoned for residential uses (PR-2, MF-7.5, MF-10, MF-15) or municipal uses (MPL). The following Zoning Districts are immediately adjacent to the Douglas Avenue Corridor: Multi-Family Residence Districts (MF-7.5 and MF-15); a Single-Family Residence District (R-60); Commercial Districts (DC, DR, NB), and a Municipal Public Lands District (MPL).

The details of the zoning districts within the study area are described in the following table.

Douglas Avenue Zoning Districts						
District	Density - FAR	Height limit	Building setbacks (F/B/IS/XS)	Uses permitted	Special exception uses	Sub Area Locations
General Business (GB)	40du/ac (hotel)	50	F30/S10/R20	Retail • Office • Bar • Parking • Bank • Animal Hospital • Funeral Home	Laundry • Open Retail • Hotel	Dunedin Stadium • Mid-Town
Neighborhood Business (NB)	1du/ksf	35	F25/S7.5/R20	Retail • Restaurant • Office • Parking • Convenience Store • ADU • Private Club • Coin Laundry • Personal Service	Institutional • Fuel Service as accessory to convenience store	Mid-town
General Office (GO)	1du/ksf	35	F25/S10/R20	Business • ADU • Bank	Retail (10% max) • Drive-up Teller • Institutional	City Limits
Municipal (MPL)	City Commission	City Commission	City Commission	Municipal purpose	City Commission	Dunedin Stadium • Downtown
Multi-Family Residential (MF-7.5)	7.5 du/ac	35	F25/S10/R20	Single-Family • Multi-Family • Home Occupation • Group Home (<14 residents)	Institutional • Residential Center • Care Unit	City Limits
Multi-Family Residential (MF-15)	15 du/ac	50	F25/S10/R20	Single-Family • Multi-Family • Home Occupation • Boarding House	B&B • Residential Center • Care Unit	Dunedin Stadium • Downtown
Multi-Family Residential (MF-10)	10du/ac	35	F25/S10/R20	Single-Family • Multi-Family • Home Occupation • Group Home (<14 residents)	Institutional • Residential Center • Care Unit	Mid-Town
Planned Residential Development (PR-2)	20du/ac	N/A	F25/S20/R20	Single-Family • Multi-Family • Home Occupation • Parks • Golf course • Institutional • Group Home (<10 residents in SF; 11-14 in MF)	Residential Center • Care Unit	Mid-Town
Downtown Industrial (DI)		2 stry +2 step back	Site Plan Review	Typical Industrial • Retail • Office • Manufacturing • Publishing • Assembling • Warehouse	N/A	Uptown
Downtown Core (DC)	30du/ac; 50du/ac(hotel)	2 stry +2 step back	Site Plan Review	Typical • Single-Family • Multi-Family • Hotel • B&B • Parking • Street vendor • Restaurant • Private Club • Auto Rental • Boarding House	Open Retail • Laundry	Downtown • Uptown
Downtown Commercial (DCOM)		2 stry + 2 step back	F25/S7.5/R15	Typical • Single-Family • Multi-Family • Hotel • B&B • Parking • Street vendor • Restaurant • Private Club • Auto Rental • Boarding House	Open Retail • Laundry • Truck and Trailer Rental	Uptown

Below is a description of each of the zoning districts mapped within the study area and relevant permitted use and bulk standards within those zoning districts, in accordance with the City's Land Development Code.

Neighborhood Business District (NB)

The purpose of the Neighborhood Business District is to provide for low intensity, small scale daily convenience commercial uses with residential units as accessory to approved commercial. Since the district is intended to be compatible with surrounding residential uses, screening, design and other features that reduce the impact of commercial uses are important. Within the Corridor, there are only a few small clusters of neighborhood business zoned land in the Mid-Town area of the Corridor. The NB districts along the Corridor are predominantly composed of one and two story homes that were converted to retail and office uses on one or more of the levels. Typical uses include legal offices, hair salon, real estate and similar non-chain businesses.

General Business District (GB)

The General Business District along the Corridor is generally composed of a range of designated commercial properties with a smaller component of single-family residential properties that remain residential or converted to office space. Commercial uses in this district include a small family-owned restaurant, a laundry mat, a plumbing company, florist and chiropractor office. There are a significant number of vacant lands within the district. These detract from the visual appeal of the Corridor and their redevelopment is essential to creating a vibrant Corridor.

The purpose of this district is to provide an opportunity for large-scale retail, and higher intensive commercial uses and light business uses that would result in a higher traffic generation. Properties within the GB district are generally less intensive than that of what the comprehensive plan allows. The amount of vacant land and minimal redevelopment may be an indicator that the permitted uses do not seem to correspond with the overall purpose of the district. The allowable uses in the general business district are very similar to those in the neighborhood business district, with only a few uses that are of a higher intensity such as banks, auto repair, and drive-in restaurants being allowed in the later. However, these additional permitted uses may not be the best use for the parcels given the vision for the Corridor.

General Office District (GO)

There is only one parcel with the General Office District zoning classification located in the study area, which is located in the City Limit sub-area. The GO zoned parcel in this area includes a single converted residential unit that now utilized as a small business office building.

The purpose of the General Office District is to provide predominantly professional and business offices with limited services and retail uses. The GO district is also intended as a transition between permitted commercial uses and residential uses with yard setbacks and a maximum height of 35 feet.

Downtown Core (DC)

Most of the northern portion of the Corridor lies with the downtown core district. These areas include approximately half of the uptown sub-area and all of the Downtown sub-area with the exception of one municipal park parcel. The DC downtown core district is composed of mixed land uses for residential, commercial, and service purposes. Much of this area is developed, as it is part of the city's downtown commercial area. However, along the southern portion of the Downtown sub-area, much of the properties are either vacant or converted residences. For this

district, the permitted uses include much of the general business and neighborhood business district uses with the addition of larger scale businesses, hotel and condominium units, auto rentals and more dense dwelling units.

Downtown Commercial (DCOM)

The D Com, Downtown Commercial District's purpose is to incorporate higher intensity commercial and service establishments than those permitted in the mixed use, downtown core. However, the permitted uses are not significantly different from those of the other commercial districts, which may be a hindrance to redevelopment later. Presently, there are four businesses, including a wood working shop, a dance studio, and two auto repair facilities within this district, but much of the land is currently under utilized with only one story commercial buildings and large areas of vacant land used for parking.

Downtown Industrial District (DI)

The Downtown Industrial District is only located along the northern most portion of the Corridor on the west side. Presently there is an automobile supply store and industrial warehouse and processing plants. This area is of a prime location for redevelopment as it is the most closely adjacent portion of the Corridor to the water to the east and surrounded by a completed hotel and restaurants to the east and the Dunedin downtown to the south. Additionally, this is the only portion of the Corridor that allows for large-scale industrial, such as processing and manufacturing facilities.

The few pockets of residentially zoned land within the Douglas Avenue Corridor are all multi-family districts where higher densities are encouraged. In general, these areas are a continuation of the residential neighborhoods to the east and west of Douglas Avenue throughout the Mid Town, Dunedin Stadium, and City Limits sub areas that provide the residential base of this mixed-use neighborhood center. As such, these neighborhoods are essential to the revitalization of this area.

Multi-Family Residential Districts (MF-7.5, MF-10, MF-15)

There are only three Multi-Family Residential Districts within the study area, which include MF-7.5, MF-10, and MF-15. These districts are concentrated at the most southern portion of the Corridor and within a few pockets in the mid-town sub-area, overall making up a small portion of the Corridor. However, many of the surrounding zoning districts that are adjacent to the study area are residential allowing for both single and multi-family residential units.

Each of the multi-family districts permits single-family, two-family, three-family, and multi-family dwelling units, home occupation, and group homes. The MF-15 District also allows boarding or rooming houses. Uses within the study area that lie in these districts generally comply with permitted uses.

Planned Residential Development District (PR-2)

The PR-2 District permits single-family, two-family, and multi-family dwelling units along with parks, private and semi-private institutions, recreation centers, marinas, home occupation, and size restricted group homes. The purpose of these districts is to provide a high-density developments that encourage residential clustering and provisions for open space. Ideally, the

development would generally be a mix of clustered mid-rise apartments and garden homes with a maximum density of 20 units per acre.

Municipal Public Lands District (MPL)

Along the Corridor, there is one small municipal park parcel in the downtown sub-area. In addition, a significant portion of the Dunedin Stadium sub-area is City owned and operated housing the Dunedin Stadium sports facility, the Public Library, Veterans Club, and a City recreational park.

Appendix 2-7 – Compatibility and Entitlement Analysis

Real Estate Analysis

Examination of the real estate and investment activity on the Corridor was conducted using data provided by the Pinellas County Property Appraiser. The data was generally in a usable format, but some records were included in the data set multiple times, while records were often missing important details. To the extent possible, we attempted to verify data where there appeared to be inconsistencies by performing onsite inspections or through online services such as Zillow.com. Obtaining good quality data from county property appraisers and other sources is often a challenging endeavor.

Review of real estate data and field observations yielded a number of conclusions including:

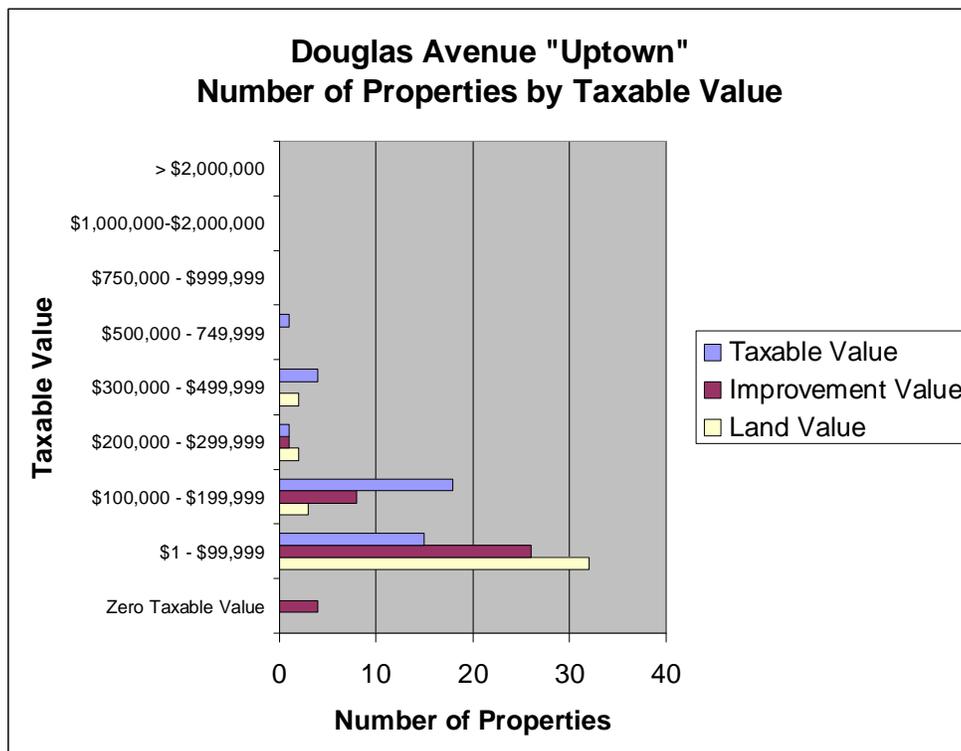
- Publicly owned properties are generally the best maintained.
- Aggregation of parcels may be required to enable high quality redevelopment. Many parcels are small or at least undersized for today's development requirements. It may be necessary to utilize regulatory or financial incentives to overcome the economic challenges of urban redevelopment. Much of the recent frenzy (2002-2007) in the real estate market was economically irrational. It would be imprudent to assume that decisions made by developers in this period were economically justified, and will become commonplace. The reverse will likely become the norm over the next decade with developers avoiding urban redevelopment because of its expense and burdensome regulatory challenges.
- Parcels between downtown and the stadium, particularly those adjacent to the Pinellas Trail present unique opportunities physically, though recent sale transactions may have established prices that exceed their true economic value (in the near term). These parcels could have unique value to the Corridor, though that value may be primarily social rather than economic. Their adjacency to the trail and their location between downtown and the stadium may not create any extraordinary business or economic return. However, if properly redeveloped, the citizenry of Dunedin and visitors to the area could uniquely benefit from an inviting and charming walking, biking, shopping, dining, and entertainment experience. The parcels between downtown and the stadium, particularly those along the trail may be the most important to the future of the Corridor.
- Nearly all property records indicated the owner's address to be in the Tampa Bay area, making the owners physically accessible.
- There is a great disparity of property values from one section of the Corridor to another, even where sections abut.
- 30% of properties have taxable values of less than \$100,000; 65% less than \$200,000; 81% less than \$300,000. A measure of success would be for these percentages to decrease as property values rise.
- Many existing buildings are functionally obsolete or in significant need of upgrade and renovations. It may be necessary to develop a commercial building investment program, similar to a façade improvement program, to provide grant or loan funds to property owners under a structured program to encourage higher level of repair and investment in existing buildings. Their economic value is lower, in their current condition, than other newer or better maintained buildings. Sales of these lower quality buildings have usually occurred at a discount to higher quality buildings. The sale prices, while lower, have not been sufficiently low to allow the new owner to invest in the appropriate upgrades and

improvements. Thus, new ownership has not necessarily yielded significant improvements. Much of this may have been caused by the previous escalation of real estate prices from 2002-2007. Over the next several years, it may be necessary for the city or other agency to intervene in, or assist the marketplace with grant or loan capital.

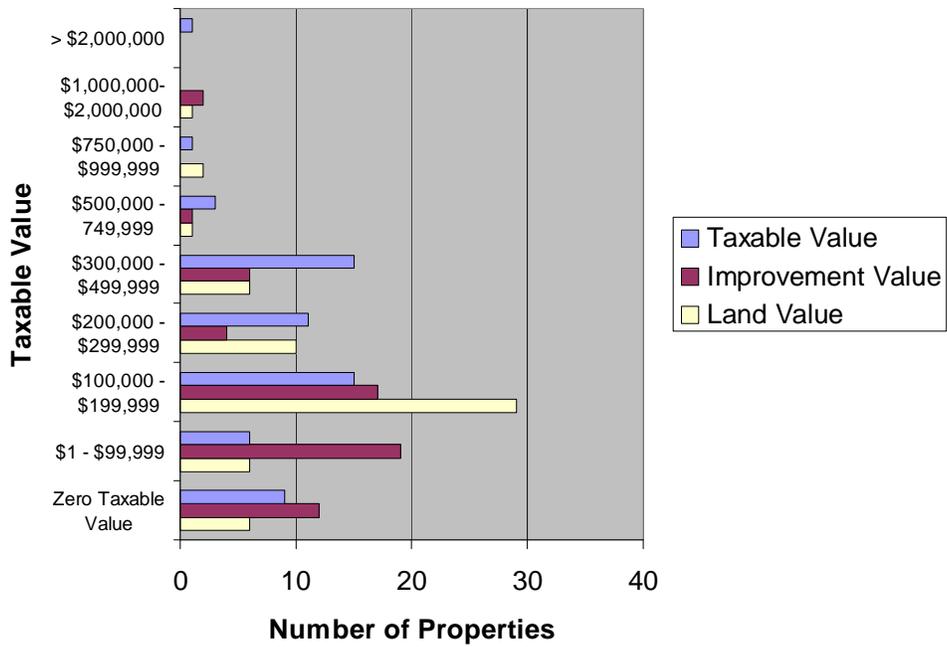
Baseline Property Data

These charts below present current conditions to the extent the data received for analysis is accurate. The specific number of parcels included in this data set does not exactly match the quantities previously stated as examined for planning purposes as a number of properties are included in this data set that are deemed to be important to this analysis because of their ownership and adjacent location to parcels on Douglas Avenue.

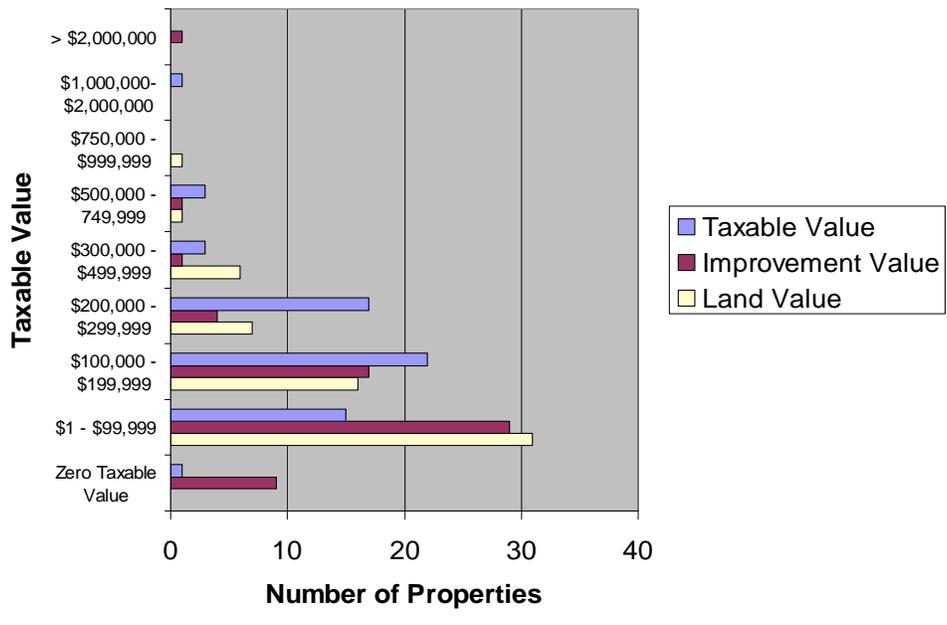
These charts are provided as baseline material for future reference as a way to measure progress of Corridor redevelopment. The examining long term trends in land, building and taxable property value as well as trends regarding sale transactions in the various planning sections of the Corridor and the Corridor overall will help to inform the community of its progress.

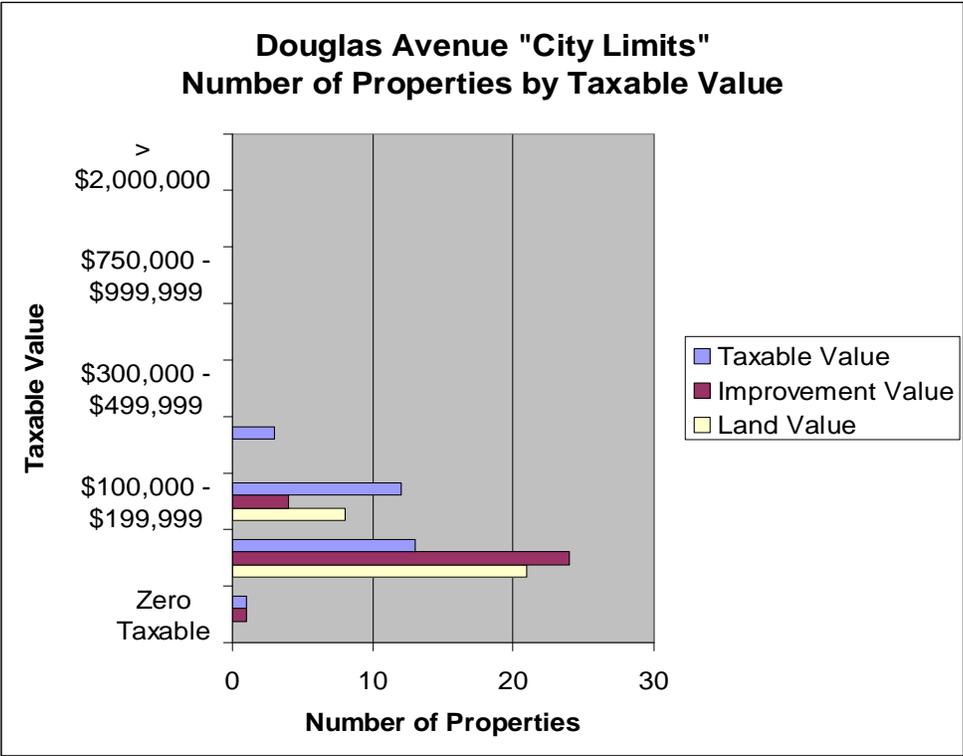
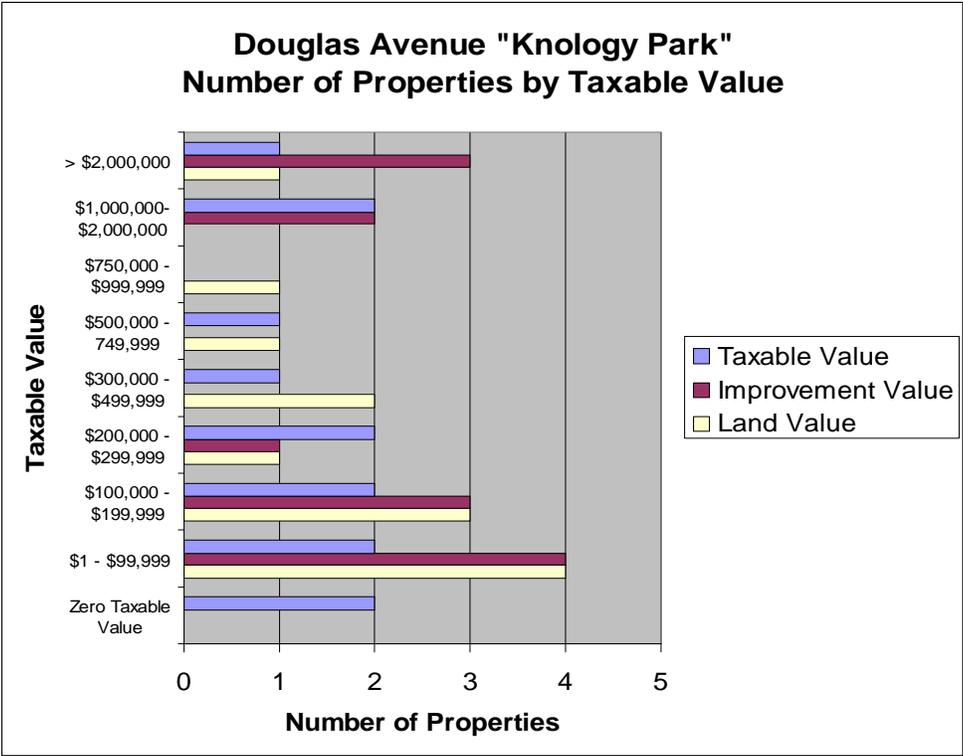


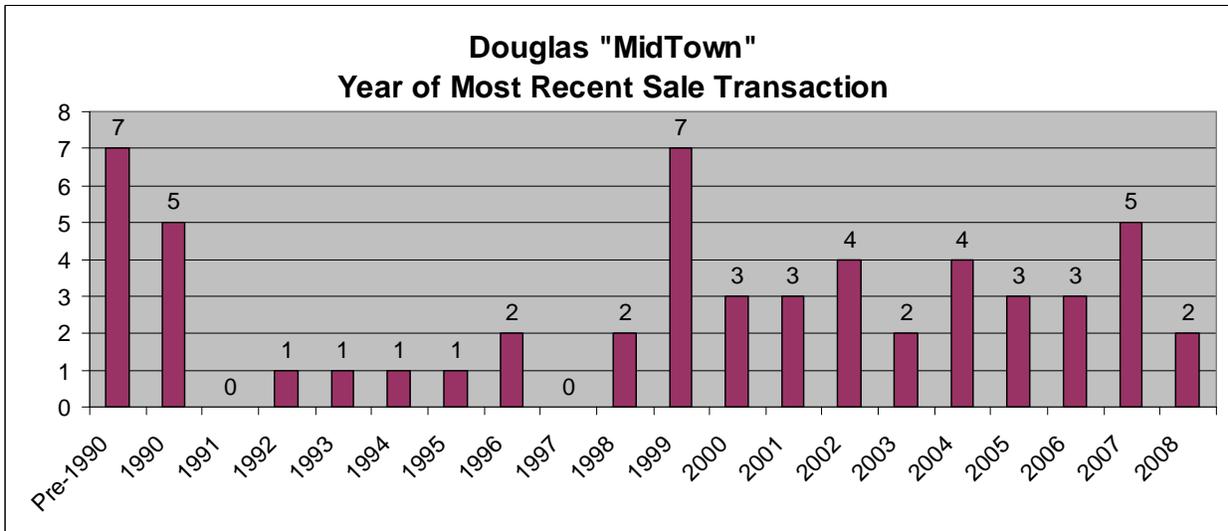
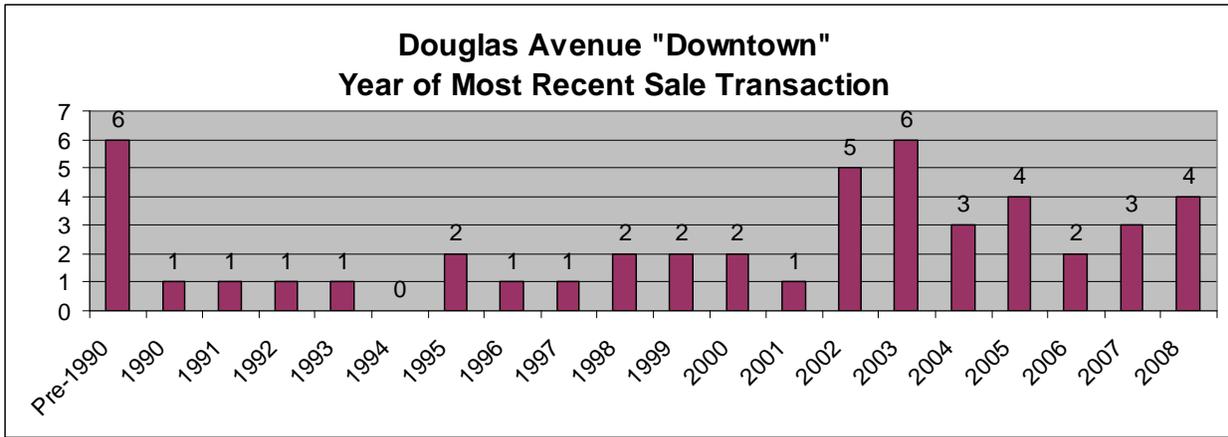
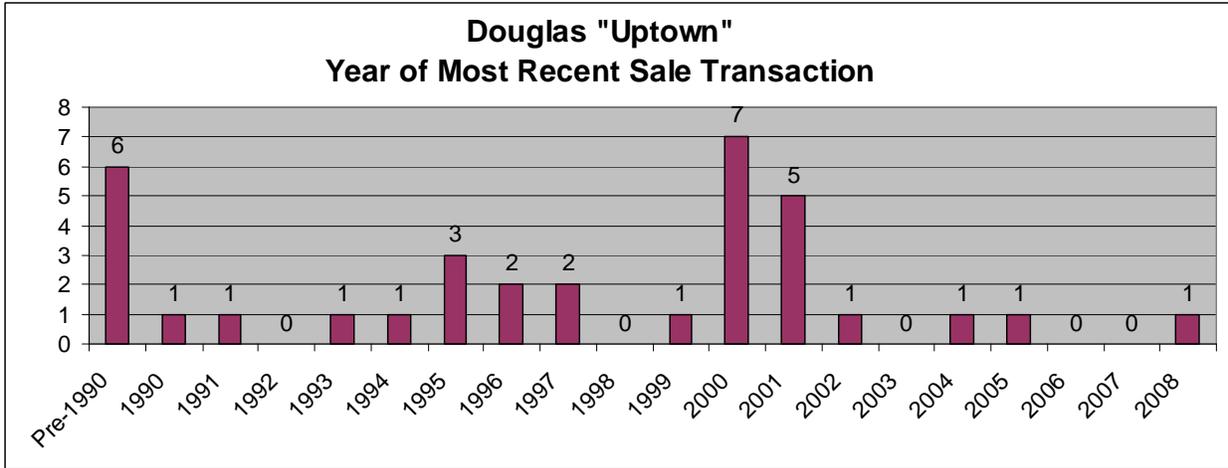
Douglas Avenue "Downtown"
Number of Properties by Taxable Value

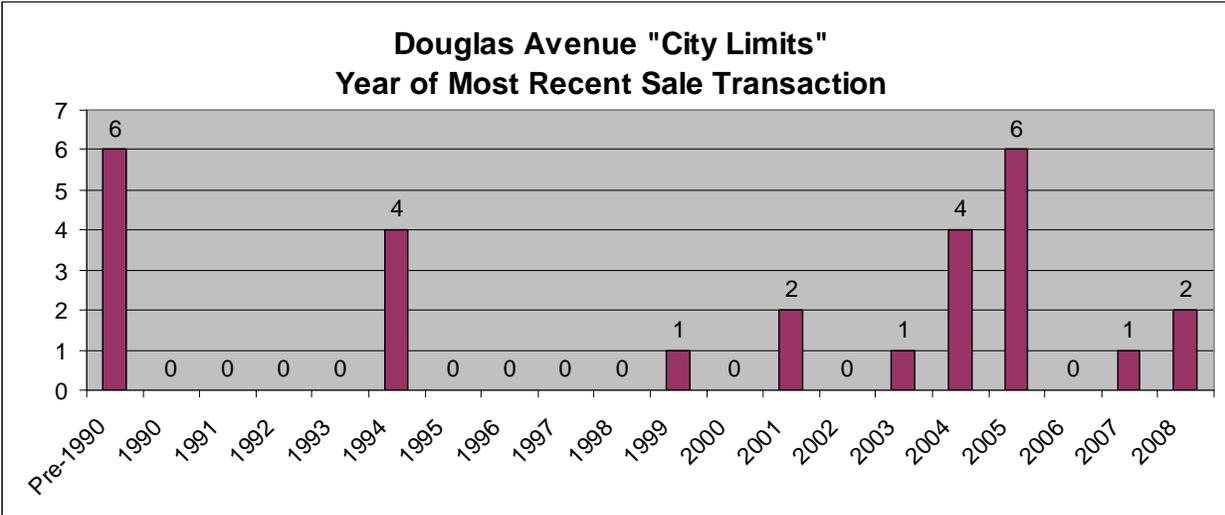
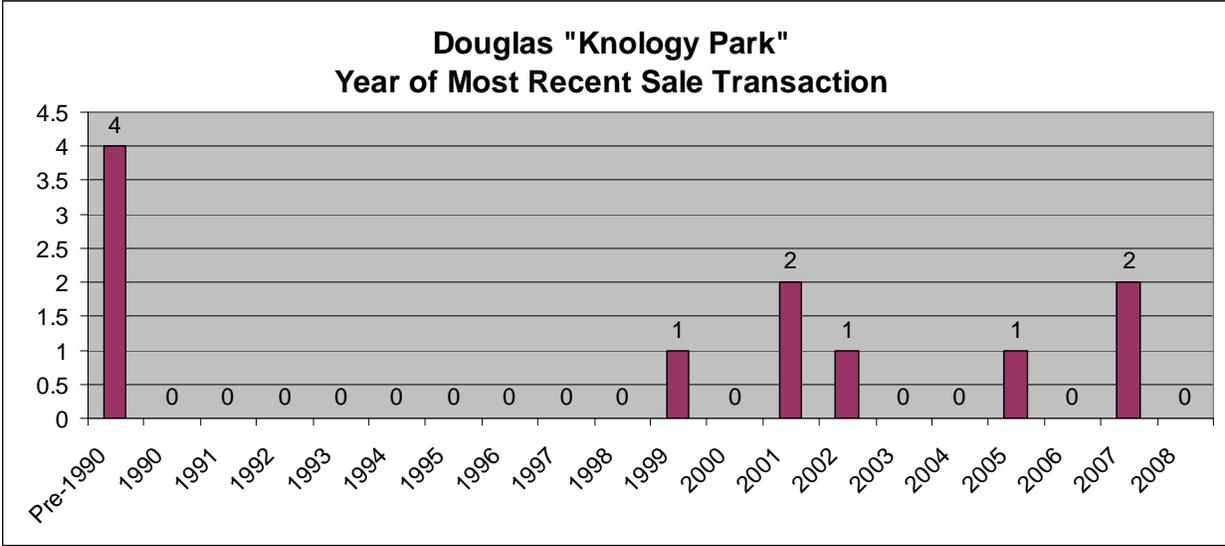


Douglas Avenue "MidTown"
Number of Properties by Taxable Value









Appendix 2-8 – Market Analysis

This section outlines the findings from research and suggests strategies.

SECONDARY RESEARCH

Swan acquired demographic and spending leakage data from ESRI Business to analyze the changing demographics and corresponding spending in the community. Plus, Swan collected business data from InfoUSA and property data from the City of Dunedin to populate a business district information database on VillageManager.net.

Demographic Trends

Swan acquired demographic details for the areas within 1.0, 3.0 and 5.0 miles of 800 Douglas Avenue. An address on Douglas Avenue was not selected due to its closer proximity to the Gulf of Mexico which would further limit the data available within the 1.0, 3.0 and 5.0 mile circumference areas. This information identifies the following trends:

Household Growth

- Slow to flat growth in number of household within 1.0 miles of 800 Douglas Avenue, the center of the community. 0.3 percent annual growth is slower than growth in Florida or the United States.
- Population growth will be faster within one mile of the business district rather than 3.0 or 5.0 miles from the district.
- High median age compared to the state of Florida and the United States as a whole. Median is defined as half way between the top and bottom. Considering life expectancy to be 80 years of age at best, the median projected age of 52 in 2008 (and its growth to nearly 55 in 2013) indicates that this is an older community – which is getting older.

Household Income

- Projected median and average household income peak in the 35 to 44 age groups in 2008 and 2013 and drop precipitously thereafter – which is very curious. Often income peaks a decade later and those groups are the most sought after consumers. Most disturbing about this fact is that they are the third largest population in the area behind retirees and seniors.

Spending Leakage

Swan identified the areas of economic opportunity based on existing and projected demographics. Spending Leakage Analysis data profile sheets follow.

- Spending Saturation – From aggregated demand and supply estimates, it seems like the following retail categories: building materials, garden equipment and supply stores; food and beverage stores (groceries); health and personal care stores; sporting goods stores; variety stores; and restaurants are sufficiently provided. The opportunities become less as you go further out from the center of the business district. This saturation can also be seen as a strength; that is, locals and visitors prefer to spend their funds within these categories on Douglas Avenue in Dunedin.

Spending Leakage (spending leaving the area) – From the same data, it seems like there are opportunities for the following retail business types wanting to locate along Douglas Avenue: motor vehicle and parts dealers; furniture and home fixtures; electronics and appliance stores; gas stations; clothing stores; book and music stores, a variety store; and a family restaurant. These are clear opportunities – as the demand is greater than the current supply. However, a demand does not guarantee success, as in some cases small retailers cannot compete with larger ones regardless of location.

Businesses

- Strong, existing cluster
 - Convenience
 - Community service
 - Entertainment
- Building clusters
 - Specialty food
- Mature clusters
 - Gifts and antiques
- Declining clusters
 - Industrial uses

Buildings

- Occupied
- Vacant
- Key buildings

PRIMARY RESEARCH

4Cs Exercise

To understand how local residents, business owners and public officials see the Douglas Avenue business district, Swan Development and WilsonMiller held two public meetings. Participants provided the following information about Douglas Avenue through an exercise called the 4Cs of Opportunity:

- **Customers** (current customers grouped by Swan) These customer groups can be cultivated individually to be customers of the business district at different times – thus erasing the seasonality and cyclicity of the district.
 - Locals – doing errands and participating in civic society
 - Active adults – walkers, joggers, bikers
 - Unique shoppers – to boutiques and antique shops
 - Sports enthusiasts – baseball fans, bikers
 - Boaters and fishers
 - Tourists
 - Clubbers

- **Competitors** (current competitors grouped by Swan) These competitors and other must be monitored for what they do well – and to identify where they are weak.
 - Sports competitors
 - Other spring training parks
 - Larger entertainment venues
 - Ford Amphitheater
 - Locals
 - Countryside & International Malls
 - U.S. 19
 - Main Street
 - Restaurants on Patricia
 - Unique shoppers
 - Clearwater
 - Palm Harbor
 - Safety Harbor
 - Boaters
 - Tarpon Springs Sponge Docks
 - Active adults
 - Causeway
 - Other beach communities

- **Channel Partners** (potential channel partners organized by customer group). These groups can be instrumental in promoting the business district, introducing new customers to the district's shops and attracting new businesses.
 - Sports competitors
 - Bike clubs
 - Baseball teams – local, regional, national
 - Larger entertainment venues
 - Bluejays stadium



Age by Income Profile

Prepared by

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 1.0 mile

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	14,547	15,173	15,405	232	0.3%
Households	7,062	7,389	7,519	130	0.35%
Median Age	49.3	52.2	54.7	2.5	0.94%

Census 2000 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	213	756	1,212	1,144	854	1,193	1,707
<\$10,000	38	51	54	114	75	112	201
\$10,000 - \$14,999	17	47	67	43	70	161	318
\$15,000 - \$24,999	52	196	193	229	201	296	390
\$25,000 - \$34,999	23	102	194	169	112	211	297
\$35,000 - \$49,999	74	124	296	201	194	149	239
\$50,000 - \$74,999	9	141	212	207	150	169	200
\$75,000 - \$99,999	0	42	161	102	17	59	55
\$100,000 - \$149,999	0	47	31	61	11	34	0
\$150,000 - \$199,999	0	4	2	17	21	2	2
\$200,000+	0	2	2	1	3	0	5
Median HH Income	\$24,906	\$33,135	\$39,775	\$36,275	\$32,526	\$26,165	\$23,304
Average HH Income	\$26,675	\$40,476	\$45,141	\$44,194	\$37,955	\$33,839	\$29,589

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	17.8%	6.7%	4.5%	10.0%	8.8%	9.4%	11.8%
\$10,000 - \$14,999	8.0%	6.2%	5.5%	3.8%	8.2%	13.5%	18.6%
\$15,000 - \$24,999	24.4%	25.9%	15.9%	20.0%	23.5%	24.8%	22.8%
\$25,000 - \$34,999	10.8%	13.5%	16.0%	14.8%	13.1%	17.7%	17.4%
\$35,000 - \$49,999	34.7%	16.4%	24.4%	17.6%	22.7%	12.5%	14.0%
\$50,000 - \$74,999	4.2%	18.7%	17.5%	18.1%	17.6%	14.2%	11.7%
\$75,000 - \$99,999	0.0%	5.6%	13.3%	8.9%	2.0%	4.9%	3.2%
\$100,000 - \$149,999	0.0%	6.2%	2.6%	5.3%	1.3%	2.8%	0.0%
\$150,000 - \$199,999	0.0%	0.5%	0.2%	1.5%	2.5%	0.2%	0.1%
\$200,000+	0.0%	0.3%	0.2%	0.1%	0.4%	0.0%	0.3%

Data Note: Census 2000 income is expressed in current (2008) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 1.0 mile

2008 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	259	672	1,012	1,271	1,271	1,051	1,850
<\$15,000	60	53	56	121	126	163	403
\$15,000 - \$24,999	42	130	71	194	211	199	359
\$25,000 - \$34,999	30	74	136	172	172	208	377
\$35,000 - \$49,999	58	72	198	181	264	137	307
\$50,000 - \$74,999	35	186	268	241	330	166	254
\$75,000 - \$99,999	8	68	196	211	66	89	117
\$100,000 - \$149,999	18	78	73	138	44	83	17
\$150,000 - \$199,999	2	7	2	9	48	3	6
\$200,000 - \$249,999	4	4	3	3	10	3	10
\$250,000 - \$499,999	1	0	7	1	0	0	0
\$500,000+	1	0	2	0	0	0	0
Median HH Income	\$33,934	\$50,538	\$52,661	\$46,558	\$40,755	\$32,217	\$28,424
Average HH Income	\$45,595	\$55,687	\$60,710	\$55,412	\$50,142	\$44,686	\$35,544

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	23.2%	7.9%	5.5%	9.5%	9.9%	15.5%	21.8%
\$15,000 - \$24,999	16.2%	19.3%	7.0%	15.3%	16.6%	18.9%	19.4%
\$25,000 - \$34,999	11.6%	11.0%	13.4%	13.5%	13.5%	19.8%	20.4%
\$35,000 - \$49,999	22.4%	10.7%	19.6%	14.2%	20.8%	13.0%	16.6%
\$50,000 - \$74,999	13.5%	27.7%	26.5%	19.0%	26.0%	15.8%	13.7%
\$75,000 - \$99,999	3.1%	10.1%	19.4%	16.6%	5.2%	8.5%	6.3%
\$100,000 - \$149,999	6.9%	11.6%	7.2%	10.9%	3.5%	7.9%	0.9%
\$150,000 - \$199,999	0.8%	1.0%	0.2%	0.7%	3.8%	0.3%	0.3%
\$200,000 - \$249,999	1.5%	0.6%	0.3%	0.2%	0.8%	0.3%	0.5%
\$250,000 - \$499,999	0.4%	0.0%	0.7%	0.1%	0.0%	0.0%	0.0%
\$500,000+	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2006) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.



Age by Income Profile

Prepared by

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 1.0 mile

2013 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	251	714	810	1,214	1,480	1,229	1,821
<\$15,000	56	50	28	90	118	147	338
\$15,000 - \$24,999	32	83	38	140	188	178	297
\$25,000 - \$34,999	26	56	91	130	174	203	355
\$35,000 - \$49,999	54	70	140	156	293	152	296
\$50,000 - \$74,999	41	250	257	286	445	261	367
\$75,000 - \$99,999	11	104	160	243	97	123	114
\$100,000 - \$149,999	23	87	81	146	68	148	31
\$150,000 - \$199,999	3	9	3	12	75	4	8
\$200,000 - \$249,999	3	3	3	4	17	7	12
\$250,000 - \$499,999	1	1	7	6	4	5	2
\$500,000+	1	1	2	1	1	1	1
Median HH Income	\$37,254	\$56,564	\$57,392	\$55,671	\$47,708	\$42,417	\$32,102
Average HH Income	\$50,256	\$62,428	\$67,144	\$62,140	\$56,921	\$53,546	\$39,879

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	22.3%	7.0%	3.5%	7.4%	8.0%	12.0%	18.6%
\$15,000 - \$24,999	12.7%	11.6%	4.7%	11.5%	12.7%	14.5%	16.3%
\$25,000 - \$34,999	10.4%	7.8%	11.2%	10.7%	11.8%	16.5%	19.5%
\$35,000 - \$49,999	21.5%	9.8%	17.3%	12.9%	19.8%	12.4%	16.3%
\$50,000 - \$74,999	16.3%	35.0%	31.7%	23.6%	30.1%	21.2%	20.2%
\$75,000 - \$99,999	4.4%	14.6%	19.8%	20.0%	6.6%	10.0%	6.3%
\$100,000 - \$149,999	9.2%	12.2%	10.0%	12.0%	4.6%	12.0%	1.7%
\$150,000 - \$199,999	1.2%	1.3%	0.4%	1.0%	5.1%	0.3%	0.4%
\$200,000 - \$249,999	1.2%	0.4%	0.4%	0.3%	1.1%	0.6%	0.7%
\$250,000 - \$499,999	0.4%	0.1%	0.9%	0.5%	0.3%	0.4%	0.1%
\$500,000+	0.4%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2011) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.



Age by Income Profile

Prepared by

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 3.0 mile

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	86,648	87,119	87,374	255	0.06%
Households	40,400	40,628	40,817	189	0.09%
Median Age	46.3	49.7	51.7	2.0	0.79%

Census 2000 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	1,020	4,494	6,627	6,640	5,508	6,924	9,374
<\$10,000	152	413	349	456	535	786	1,244
\$10,000 - \$14,999	112	258	275	188	350	644	1,190
\$15,000 - \$24,999	196	636	847	821	990	1,432	2,348
\$25,000 - \$34,999	197	686	883	861	807	1,246	1,568
\$35,000 - \$49,999	190	905	1,267	1,296	911	1,086	1,429
\$50,000 - \$74,999	119	1,003	1,683	1,505	1,052	1,061	981
\$75,000 - \$99,999	51	359	766	766	401	360	341
\$100,000 - \$149,999	3	161	362	490	300	191	130
\$150,000 - \$199,999	0	55	75	142	69	58	57
\$200,000+	0	18	120	115	93	60	86
Median HH Income	\$26,965	\$40,483	\$46,523	\$46,240	\$36,124	\$29,684	\$24,472
Average HH Income	\$31,171	\$44,260	\$54,363	\$57,620	\$47,142	\$39,826	\$34,790

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	14.9%	9.2%	5.3%	6.9%	9.7%	11.4%	13.3%
\$10,000 - \$14,999	11.0%	5.7%	4.1%	2.8%	6.4%	9.3%	12.7%
\$15,000 - \$24,999	19.2%	14.2%	12.8%	12.4%	18.0%	20.7%	25.0%
\$25,000 - \$34,999	19.3%	15.3%	13.3%	13.0%	14.7%	18.0%	16.7%
\$35,000 - \$49,999	18.6%	20.1%	19.1%	19.5%	16.5%	15.7%	15.2%
\$50,000 - \$74,999	11.7%	22.3%	25.4%	22.7%	19.1%	15.3%	10.5%
\$75,000 - \$99,999	5.0%	8.0%	11.6%	11.5%	7.3%	5.2%	3.6%
\$100,000 - \$149,999	0.3%	3.6%	5.5%	7.4%	5.4%	2.8%	1.4%
\$150,000 - \$199,999	0.0%	1.2%	1.1%	2.1%	1.3%	0.8%	0.6%
\$200,000+	0.0%	0.4%	1.8%	1.7%	1.7%	0.9%	0.9%

Data Note: Census 2000 income is expressed in current (2008) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 3.0 mile

2008 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	1,206	3,785	5,518	6,949	7,137	6,109	9,924
<\$15,000	226	386	371	447	808	896	1,924
\$15,000 - \$24,999	142	381	395	558	859	962	1,942
\$25,000 - \$34,999	230	463	536	696	875	995	1,596
\$35,000 - \$49,999	171	593	1,006	1,209	1,100	914	1,580
\$50,000 - \$74,999	169	958	1,513	1,573	1,689	1,187	1,545
\$75,000 - \$99,999	142	570	941	1,296	781	519	723
\$100,000 - \$149,999	74	336	545	797	719	414	342
\$150,000 - \$199,999	30	68	74	158	131	97	102
\$200,000 - \$249,999	11	20	31	68	69	47	110
\$250,000 - \$499,999	7	7	87	123	87	61	43
\$500,000+	4	3	19	24	19	17	17
Median HH Income	\$35,314	\$51,103	\$55,055	\$56,585	\$48,662	\$37,506	\$31,139
Average HH Income	\$52,824	\$58,313	\$68,098	\$72,216	\$61,587	\$53,399	\$44,381

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	18.7%	10.2%	6.7%	6.4%	11.3%	14.7%	19.4%
\$15,000 - \$24,999	11.8%	10.1%	7.2%	8.0%	12.0%	15.7%	19.6%
\$25,000 - \$34,999	19.1%	12.2%	9.7%	10.0%	12.3%	16.3%	16.1%
\$35,000 - \$49,999	14.2%	15.7%	18.2%	17.4%	15.4%	15.0%	15.9%
\$50,000 - \$74,999	14.0%	25.3%	27.4%	22.6%	23.7%	19.4%	15.6%
\$75,000 - \$99,999	11.8%	15.1%	17.1%	18.7%	10.9%	8.5%	7.3%
\$100,000 - \$149,999	6.1%	8.9%	9.9%	11.5%	10.1%	6.8%	3.4%
\$150,000 - \$199,999	2.5%	1.8%	1.3%	2.3%	1.8%	1.6%	1.0%
\$200,000 - \$249,999	0.9%	0.5%	0.6%	1.0%	1.0%	0.8%	1.1%
\$250,000 - \$499,999	0.6%	0.2%	1.6%	1.8%	1.2%	1.0%	0.4%
\$500,000+	0.3%	0.1%	0.3%	0.3%	0.3%	0.3%	0.2%

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2006) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.



Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 3.0 mile

2013 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	1,155	3,844	4,634	6,703	7,874	6,900	9,710
<\$15,000	207	334	252	335	748	831	1,700
\$15,000 - \$24,999	111	278	231	361	712	798	1,506
\$25,000 - \$34,999	186	346	353	518	827	946	1,434
\$35,000 - \$49,999	156	515	728	972	1,044	936	1,390
\$50,000 - \$74,999	179	1,112	1,385	1,671	2,099	1,603	1,892
\$75,000 - \$99,999	149	691	843	1,413	980	738	905
\$100,000 - \$149,999	98	422	572	961	931	697	529
\$150,000 - \$199,999	45	103	103	229	234	162	152
\$200,000 - \$249,999	11	23	54	71	121	70	112
\$250,000 - \$499,999	6	13	80	120	113	83	62
\$500,000+	7	7	33	52	65	36	28
Median HH Income	\$40,908	\$57,197	\$60,474	\$64,974	\$54,908	\$48,712	\$36,730
Average HH Income	\$59,289	\$65,220	\$76,593	\$80,896	\$71,802	\$63,160	\$51,196

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	17.9%	8.7%	5.4%	5.0%	9.5%	12.0%	17.5%
\$15,000 - \$24,999	9.6%	7.2%	5.0%	5.4%	9.0%	11.6%	15.5%
\$25,000 - \$34,999	16.1%	9.0%	7.6%	7.7%	10.5%	13.7%	14.8%
\$35,000 - \$49,999	13.5%	13.4%	15.7%	14.5%	13.3%	13.6%	14.3%
\$50,000 - \$74,999	15.5%	28.9%	29.9%	24.9%	26.7%	23.2%	19.5%
\$75,000 - \$99,999	12.9%	18.0%	18.2%	21.1%	12.4%	10.7%	9.3%
\$100,000 - \$149,999	8.5%	11.0%	12.3%	14.3%	11.8%	10.1%	5.4%
\$150,000 - \$199,999	3.9%	2.7%	2.2%	3.4%	3.0%	2.3%	1.6%
\$200,000 - \$249,999	1.0%	0.6%	1.2%	1.1%	1.5%	1.0%	1.2%
\$250,000 - \$499,999	0.5%	0.3%	1.7%	1.8%	1.4%	1.2%	0.6%
\$500,000+	0.6%	0.2%	0.7%	0.8%	0.8%	0.5%	0.3%

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2011) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.



Age by Income Profile

Prepared by

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	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	203,668	205,749	206,770	1,021	0.1%
Households	91,262	92,060	92,638	578	0.13%
Median Age	43.8	47.0	48.7	1.7	0.71%

Census 2000 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	2,618	11,190	17,254	16,074	12,464	13,777	17,924
<\$10,000	535	828	803	975	1,230	1,440	2,378
\$10,000 - \$14,999	263	606	605	457	727	1,233	2,190
\$15,000 - \$24,999	445	1,537	1,868	1,767	1,806	2,691	4,352
\$25,000 - \$34,999	497	1,762	2,140	1,862	1,746	2,242	3,026
\$35,000 - \$49,999	429	2,234	3,116	2,968	2,138	2,552	2,720
\$50,000 - \$74,999	301	2,607	4,215	3,212	2,121	2,233	1,867
\$75,000 - \$99,999	110	932	2,204	2,118	1,226	648	665
\$100,000 - \$149,999	28	461	1,506	1,549	854	480	405
\$150,000 - \$199,999	0	140	350	606	317	128	159
\$200,000+	10	83	447	560	299	130	162
Median HH Income	\$26,070	\$40,820	\$50,401	\$50,046	\$39,356	\$31,582	\$25,109
Average HH Income	\$30,777	\$46,832	\$61,343	\$66,165	\$55,253	\$42,314	\$36,428

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	20.4%	7.4%	4.7%	6.1%	9.9%	10.5%	13.3%
\$10,000 - \$14,999	10.0%	5.4%	3.5%	2.8%	5.8%	8.9%	12.2%
\$15,000 - \$24,999	17.0%	13.7%	10.8%	11.0%	14.5%	19.5%	24.3%
\$25,000 - \$34,999	19.0%	15.7%	12.4%	11.6%	14.0%	16.3%	16.9%
\$35,000 - \$49,999	16.4%	20.0%	18.1%	18.5%	17.2%	18.5%	15.2%
\$50,000 - \$74,999	11.5%	23.3%	24.4%	20.0%	17.0%	16.2%	10.4%
\$75,000 - \$99,999	4.2%	8.3%	12.8%	13.2%	9.8%	4.7%	3.7%
\$100,000 - \$149,999	1.1%	4.1%	8.7%	9.6%	6.9%	3.5%	2.3%
\$150,000 - \$199,999	0.0%	1.3%	2.0%	3.8%	2.5%	0.9%	0.9%
\$200,000+	0.4%	0.7%	2.6%	3.5%	2.4%	0.9%	0.9%

Data Note: Census 2000 income is expressed in current (2008) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Age by Income Profile

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2008 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	3,043	9,844	14,008	17,523	16,354	12,587	18,699
<\$15,000	693	902	805	1,021	1,747	1,748	3,587
\$15,000 - \$24,999	397	939	958	1,256	1,549	1,824	3,468
\$25,000 - \$34,999	452	1,193	1,248	1,519	1,821	1,775	2,839
\$35,000 - \$49,999	423	1,675	2,268	2,778	2,383	2,200	2,964
\$50,000 - \$74,999	444	2,616	3,743	3,477	3,454	2,587	2,921
\$75,000 - \$99,999	308	1,372	2,245	3,087	2,243	965	1,372
\$100,000 - \$149,999	166	761	1,887	2,608	1,870	973	903
\$150,000 - \$199,999	80	233	344	724	531	205	310
\$200,000 - \$249,999	58	89	163	382	304	145	206
\$250,000 - \$499,999	17	54	283	530	357	124	91
\$500,000+	5	10	64	141	95	41	38
Median HH Income	\$34,398	\$51,221	\$58,641	\$63,342	\$53,370	\$40,178	\$32,561
Average HH Income	\$51,193	\$60,363	\$76,083	\$86,538	\$73,560	\$56,186	\$47,244

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	22.8%	9.2%	5.7%	5.8%	10.7%	13.9%	19.2%
\$15,000 - \$24,999	13.0%	9.5%	6.8%	7.2%	9.5%	14.5%	18.5%
\$25,000 - \$34,999	14.9%	12.1%	8.9%	8.7%	11.1%	14.1%	15.2%
\$35,000 - \$49,999	13.9%	17.0%	16.2%	15.9%	14.6%	17.5%	15.9%
\$50,000 - \$74,999	14.6%	26.6%	26.7%	19.8%	21.1%	20.6%	15.6%
\$75,000 - \$99,999	10.1%	13.9%	16.0%	17.6%	13.7%	7.7%	7.3%
\$100,000 - \$149,999	5.5%	7.7%	13.5%	14.9%	11.4%	7.7%	4.8%
\$150,000 - \$199,999	2.6%	2.4%	2.5%	4.1%	3.2%	1.6%	1.7%
\$200,000 - \$249,999	1.9%	0.9%	1.2%	2.2%	1.9%	1.2%	1.1%
\$250,000 - \$499,999	0.6%	0.5%	2.0%	3.0%	2.2%	1.0%	0.5%
\$500,000+	0.2%	0.1%	0.5%	0.8%	0.6%	0.3%	0.2%

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2006) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.



Age by Income Profile

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2013 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	3,028	10,029	12,010	17,017	18,168	14,112	18,280
<\$15,000	668	784	571	804	1,632	1,621	3,148
\$15,000 - \$24,999	329	719	607	868	1,269	1,522	2,640
\$25,000 - \$34,999	398	936	862	1,170	1,683	1,689	2,470
\$35,000 - \$49,999	380	1,337	1,528	2,065	2,075	2,082	2,535
\$50,000 - \$74,999	525	3,112	3,450	3,610	4,338	3,436	3,562
\$75,000 - \$99,999	314	1,656	2,085	3,258	2,702	1,326	1,718
\$100,000 - \$149,999	215	950	1,794	2,873	2,314	1,472	1,278
\$150,000 - \$199,999	103	323	475	1,062	922	419	482
\$200,000 - \$249,999	72	111	229	434	478	243	263
\$250,000 - \$499,999	16	77	293	581	499	198	118
\$500,000+	8	24	116	292	256	104	66
Median HH Income	\$38,754	\$56,941	\$65,033	\$74,914	\$61,241	\$50,626	\$39,174
Average HH Income	\$55,906	\$67,375	\$86,754	\$100,863	\$88,089	\$68,810	\$55,574

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	22.1%	7.8%	4.8%	4.7%	9.0%	11.5%	17.2%
\$15,000 - \$24,999	10.9%	7.2%	5.1%	5.1%	7.0%	10.8%	14.4%
\$25,000 - \$34,999	13.1%	9.3%	7.2%	6.9%	9.3%	12.0%	13.5%
\$35,000 - \$49,999	12.5%	13.3%	12.7%	12.1%	11.4%	14.8%	13.9%
\$50,000 - \$74,999	17.3%	31.0%	28.7%	21.2%	23.9%	24.3%	19.5%
\$75,000 - \$99,999	10.4%	16.5%	17.4%	19.1%	14.9%	9.4%	9.4%
\$100,000 - \$149,999	7.1%	9.5%	14.9%	16.9%	12.7%	10.4%	7.0%
\$150,000 - \$199,999	3.4%	3.2%	4.0%	6.2%	5.1%	3.0%	2.6%
\$200,000 - \$249,999	2.4%	1.1%	1.9%	2.6%	2.6%	1.7%	1.4%
\$250,000 - \$499,999	0.5%	0.8%	2.4%	3.4%	2.7%	1.4%	0.6%
\$500,000+	0.3%	0.2%	1.0%	1.7%	1.4%	0.7%	0.4%

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2011) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.

- Microbrewery
 - Groups that sponsor events
 - Locals
 - Kawfee Klatch
 - Historic Homes Society
 - Chambers of Commerce
 - City of Dunedin
 - Churches
 - Unique shoppers
 - American Legion
 - Antique shoppers
 - Boaters
 - Bait and tackle shops
 - Fishing clubs
 - Active Adults
 - Red Hat Society
 - American Legion
 - VFW
- **Community/Corridor Assets** (assets that can be used to draw consumers)
 These should be used to attract new customers and complementary businesses.
- Dunedin Stadium
 - Pinellas Trail
 - Marina
 - Restaurants
 - Microbrewery
 - Iris' restaurant
 - Marguarite's restaurant
 - Specific stores
 - Jewelry store
 - Purple Moon
 - Specific services
 - Animal hospital
 - Professional Services
 - Cultural sites and events
 - Museum
 - Library
 - Band stand
 - Senior center
 - Customer groups
 - Hikers
 - Municipal employees

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
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Radius: 1.0 mile

Summary Demographics

2008 Population	15,173
2008 Households	7,389
2008 Median Disposable Income	\$32,636
2008 Per Capita Income	\$24,780

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$143,351,153	\$113,606,231	\$29,744,922	11.6	157
Total Retail Trade (NAICS 44-45)	\$122,857,069	\$92,609,143	\$30,247,926	14.0	112
Total Food & Drink (NAICS 722)	\$20,494,084	\$20,997,088	\$-503,004	-1.2	45

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$30,423,836	\$4,159,635	\$26,264,201	75.9	7
Automobile Dealers (NAICS 4411)	\$25,388,483	\$621,202	\$24,767,281	95.2	1
Other Motor Vehicle Dealers (NAICS 4412)	\$2,911,516	\$1,662,054	\$1,249,462	27.3	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,123,837	\$1,876,379	\$247,458	6.2	3
Furniture & Home Furnishings Stores (NAICS 442)	\$4,436,124	\$3,090,572	\$1,345,552	17.9	5
Furniture Stores (NAICS 4421)	\$2,625,296	\$800,556	\$1,824,740	53.3	1
Home Furnishings Stores (NAICS 4422)	\$1,810,828	\$2,290,016	\$-479,188	-11.7	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$4,954,922	\$2,087,928	\$2,866,994	40.7	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,572,591	\$6,033,152	\$-1,460,561	-13.8	13
Building Material and Supplies Dealers (NAICS 4441)	\$4,450,947	\$5,708,670	\$-1,257,723	-12.4	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$121,644	\$324,482	\$-202,838	-45.5	6
Food & Beverage Stores (NAICS 445)	\$25,839,819	\$35,842,859	\$-10,003,040	-16.2	13
Grocery Stores (NAICS 4451)	\$24,647,776	\$30,950,639	\$-6,302,863	-11.3	6
Specialty Food Stores (NAICS 4452)	\$381,258	\$1,225,478	\$-844,220	-52.5	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$810,785	\$3,666,742	\$-2,855,957	-63.8	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$6,511,793	\$8,696,187	\$-2,184,394	-14.4	6
Gasoline Stations (NAICS 447/4471)	\$17,269,418	\$7,543,658	\$9,725,760	39.2	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$6,660,374	\$3,059,041	\$3,601,333	37.1	13
Clothing Stores (NAICS 4481)	\$5,333,316	\$2,534,825	\$2,798,491	35.6	9
Shoe Stores (NAICS 4482)	\$914,123	\$0	\$914,123	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$412,935	\$524,216	\$-111,281	-11.9	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,077,296	\$1,191,731	\$885,565	27.1	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,015,132	\$1,191,731	\$-176,599	-8.0	10
Book, Periodical, and Music Stores (NAICS 4512)	\$1,062,164	\$0	\$1,062,164	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

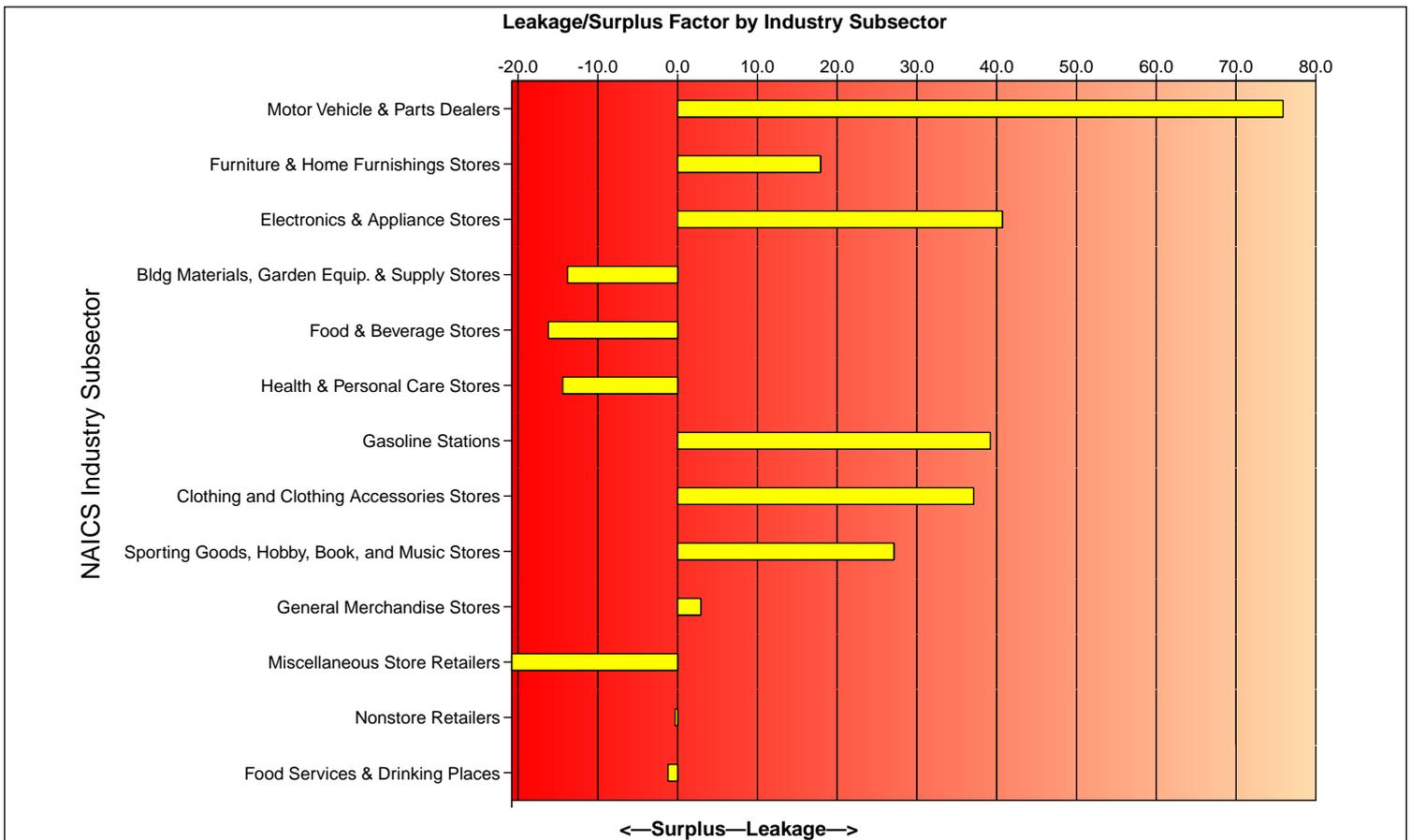
Source: ESRI and infoUSA®

Dunedin
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Site Type: Radius

Latitude: 28.012169
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$12,587,138	\$11,882,128	\$705,010	2.9	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$8,550,021	\$259,411	\$8,290,610	94.1	2
Other General Merchandise Stores (NAICS 4529)	\$4,037,117	\$11,622,717	-\$7,585,600	-48.4	2
Miscellaneous Store Retailers (NAICS 453)	\$2,794,613	\$4,266,785	-\$1,472,172	-20.8	32
Florists (NAICS 4531)	\$331,659	\$758,148	-\$426,489	-39.1	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,311,277	\$1,147,405	\$163,872	6.7	10
Used Merchandise Stores (NAICS 4533)	\$251,100	\$807,789	-\$556,689	-52.6	8
Other Miscellaneous Store Retailers (NAICS 4539)	\$900,577	\$1,553,443	-\$652,866	-26.6	8
Nonstore Retailers (NAICS 454)	\$4,729,145	\$4,755,467	-\$26,322	-0.3	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,915,048	\$4,702,794	-\$2,787,746	-42.1	1
Vending Machine Operators (NAICS 4542)	\$231,297	\$52,673	\$178,624	62.9	0
Direct Selling Establishments (NAICS 4543)	\$2,582,800	\$0	\$2,582,800	100.0	0
Food Services & Drinking Places (NAICS 722)	\$20,494,084	\$20,997,088	-\$503,004	-1.2	45
Full-Service Restaurants (NAICS 7221)	\$9,153,663	\$14,552,104	-\$5,398,441	-22.8	32
Limited-Service Eating Places (NAICS 7222)	\$9,366,629	\$3,228,476	\$6,138,153	48.7	6
Special Food Services (NAICS 7223)	\$662,546	\$2,342,460	-\$1,679,914	-55.9	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,311,246	\$874,048	\$437,198	20.0	5

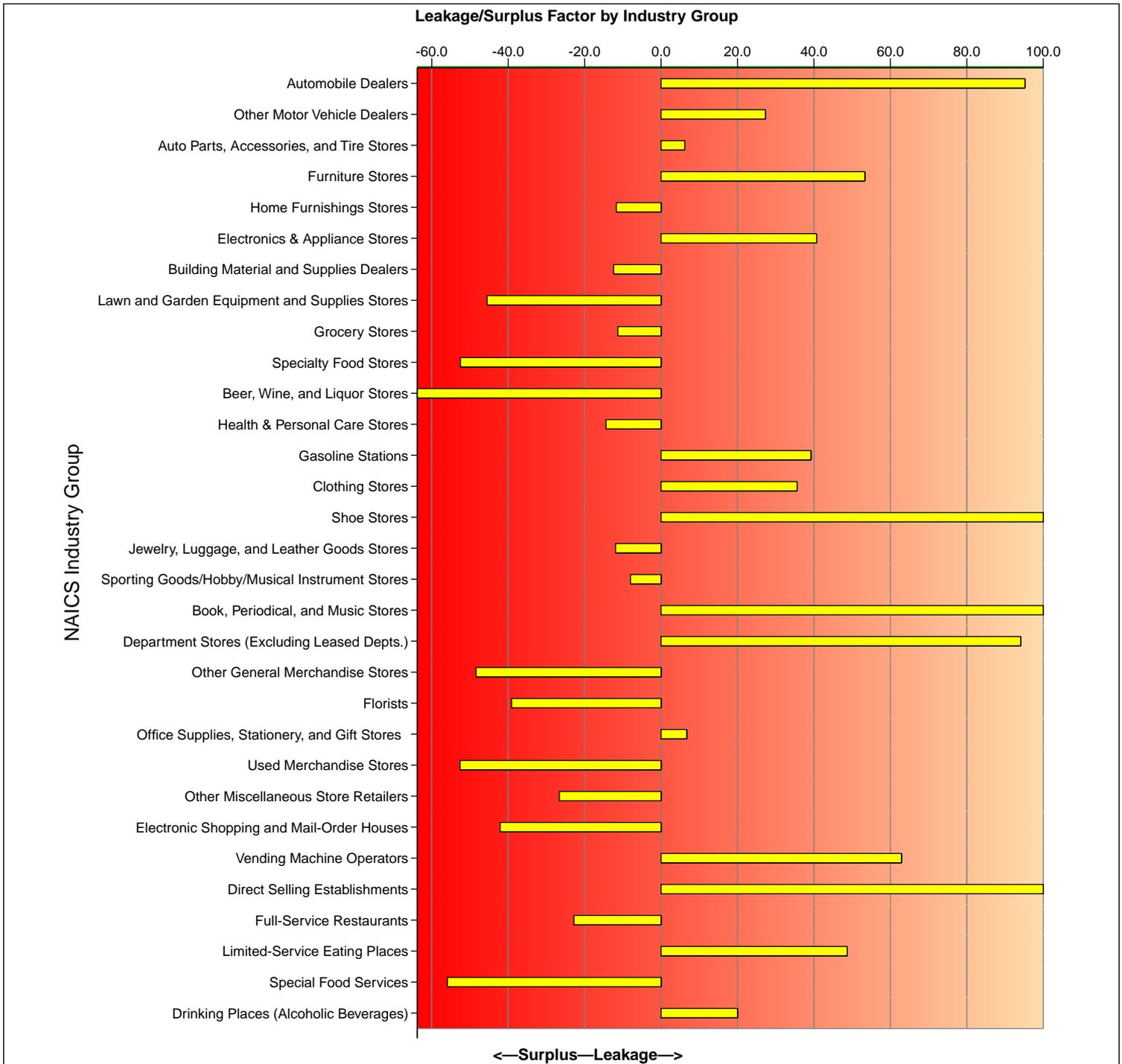


Source: ESRI and infoUSA®

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 Radius: 3.0 mile

Summary Demographics

2008 Population	87,119
2008 Households	40,628
2008 Median Disposable Income	\$37,395
2008 Per Capita Income	\$27,604

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$936,502,423	\$1,175,670,506	\$-239,168,083	-11.3	783
Total Retail Trade (NAICS 44-45)	\$801,495,640	\$1,061,106,262	\$-259,610,622	-13.9	593
Total Food & Drink (NAICS 722)	\$135,006,783	\$114,564,244	\$20,442,539	8.2	190

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$199,067,673	\$391,236,351	\$-192,168,678	-32.6	56
Automobile Dealers (NAICS 4411)	\$165,852,031	\$296,739,642	\$-130,887,611	-28.3	20
Other Motor Vehicle Dealers (NAICS 4412)	\$19,303,305	\$83,689,201	\$-64,385,896	-62.5	16
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$13,912,337	\$10,807,508	\$3,104,829	12.6	20
Furniture & Home Furnishings Stores (NAICS 442)	\$30,479,403	\$42,504,540	\$-12,025,137	-16.5	48
Furniture Stores (NAICS 4421)	\$17,996,636	\$16,426,022	\$1,570,614	4.6	17
Home Furnishings Stores (NAICS 4422)	\$12,482,767	\$26,078,518	\$-13,595,751	-35.3	31
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$32,612,075	\$28,189,609	\$4,422,466	7.3	44
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$31,926,268	\$55,743,866	\$-23,817,598	-27.2	58
Building Material and Supplies Dealers (NAICS 4441)	\$31,088,875	\$55,115,892	\$-24,027,017	-27.9	46
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$837,393	\$627,974	\$209,419	14.3	12
Food & Beverage Stores (NAICS 445)	\$166,482,960	\$189,348,059	\$-22,865,099	-6.4	55
Grocery Stores (NAICS 4451)	\$158,787,193	\$179,863,826	\$-21,076,633	-6.2	31
Specialty Food Stores (NAICS 4452)	\$2,452,011	\$3,384,766	\$-932,755	-16.0	15
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,243,756	\$6,099,467	\$-855,711	-7.5	9
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$42,417,676	\$42,233,447	\$184,229	0.2	39
Gasoline Stations (NAICS 447/4471)	\$110,412,858	\$67,087,865	\$43,324,993	24.4	16
Clothing and Clothing Accessories Stores (NAICS 448)	\$43,558,132	\$83,291,484	\$-39,733,352	-31.3	85
Clothing Stores (NAICS 4481)	\$34,903,112	\$68,288,588	\$-33,385,476	-32.4	55
Shoe Stores (NAICS 4482)	\$5,824,934	\$8,814,425	\$-2,989,491	-20.4	11
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,830,086	\$6,188,471	\$-3,358,385	-37.2	19
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$13,384,246	\$15,761,731	\$-2,377,485	-8.2	42
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$6,631,689	\$12,038,692	\$-5,407,003	-29.0	39
Book, Periodical, and Music Stores (NAICS 4512)	\$6,752,557	\$3,723,039	\$3,029,518	28.9	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

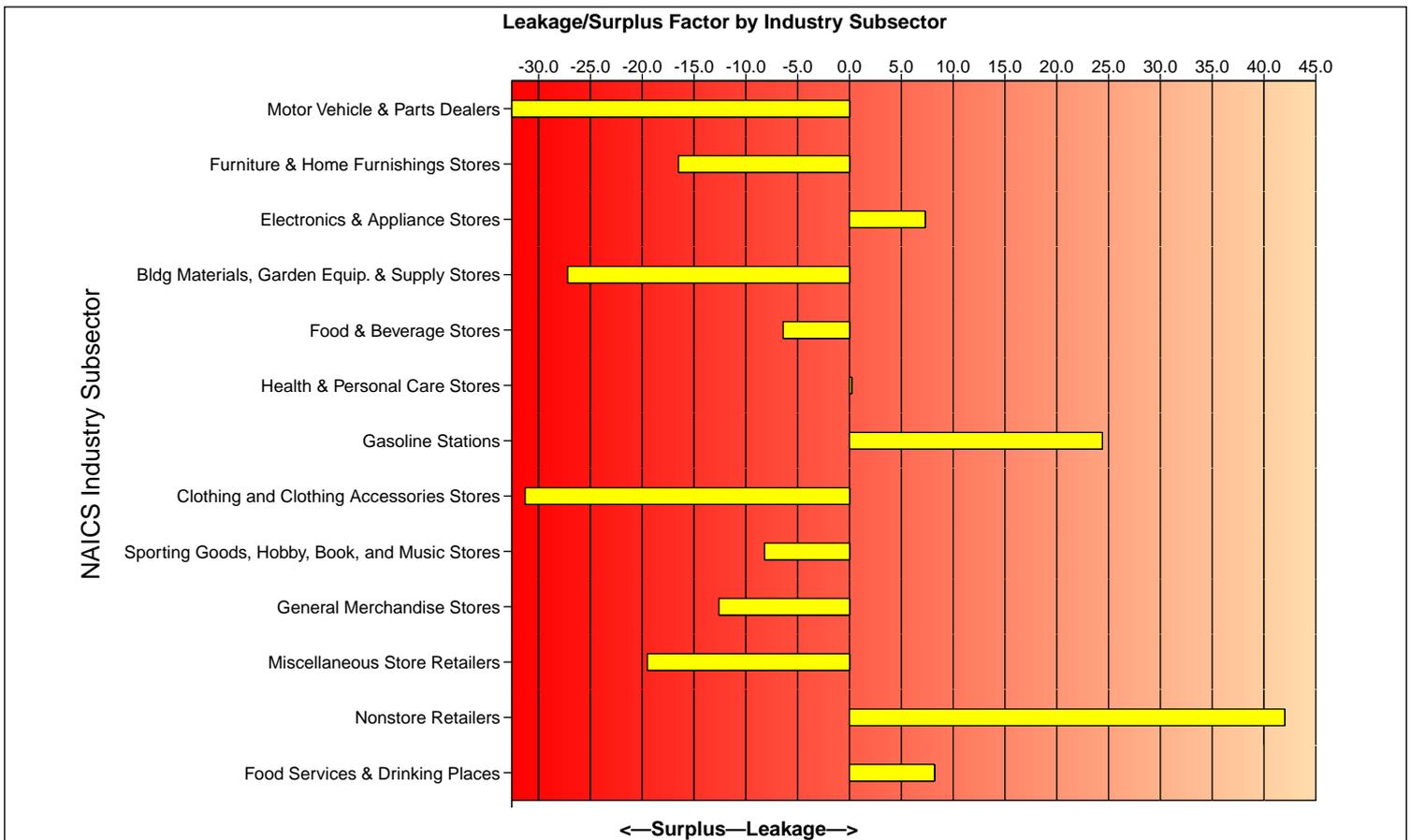
Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 3.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$82,224,898	\$105,926,010	\$-23,701,112	-12.6	20
Department Stores Excluding Leased Depts.(NAICS 4521)	\$56,165,368	\$70,733,513	\$-14,568,145	-11.5	11
Other General Merchandise Stores (NAICS 4529)	\$26,059,530	\$35,192,497	\$-9,132,967	-14.9	9
Miscellaneous Store Retailers (NAICS 453)	\$18,390,832	\$27,294,714	\$-8,903,882	-19.5	122
Florists (NAICS 4531)	\$2,291,194	\$1,452,086	\$839,108	22.4	14
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$8,707,091	\$15,173,444	\$-6,466,353	-27.1	40
Used Merchandise Stores (NAICS 4533)	\$1,653,254	\$2,607,351	\$-954,097	-22.4	25
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,739,293	\$8,061,833	\$-2,322,540	-16.8	43
Nonstore Retailers (NAICS 454)	\$30,538,619	\$12,488,586	\$18,050,033	42.0	8
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$12,564,864	\$9,618,224	\$2,946,640	13.3	3
Vending Machine Operators (NAICS 4542)	\$1,489,562	\$1,264,452	\$225,110	8.2	2
Direct Selling Establishments (NAICS 4543)	\$16,484,193	\$1,605,910	\$14,878,283	82.2	3
Food Services & Drinking Places (NAICS 722)	\$135,006,783	\$114,564,244	\$20,442,539	8.2	190
Full-Service Restaurants (NAICS 7221)	\$60,321,183	\$53,731,394	\$6,589,789	5.8	119
Limited-Service Eating Places (NAICS 7222)	\$61,402,563	\$51,771,427	\$9,631,136	8.5	47
Special Food Services (NAICS 7223)	\$4,340,738	\$5,354,612	\$-1,013,874	-10.5	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$8,942,299	\$3,706,811	\$5,235,488	41.4	16



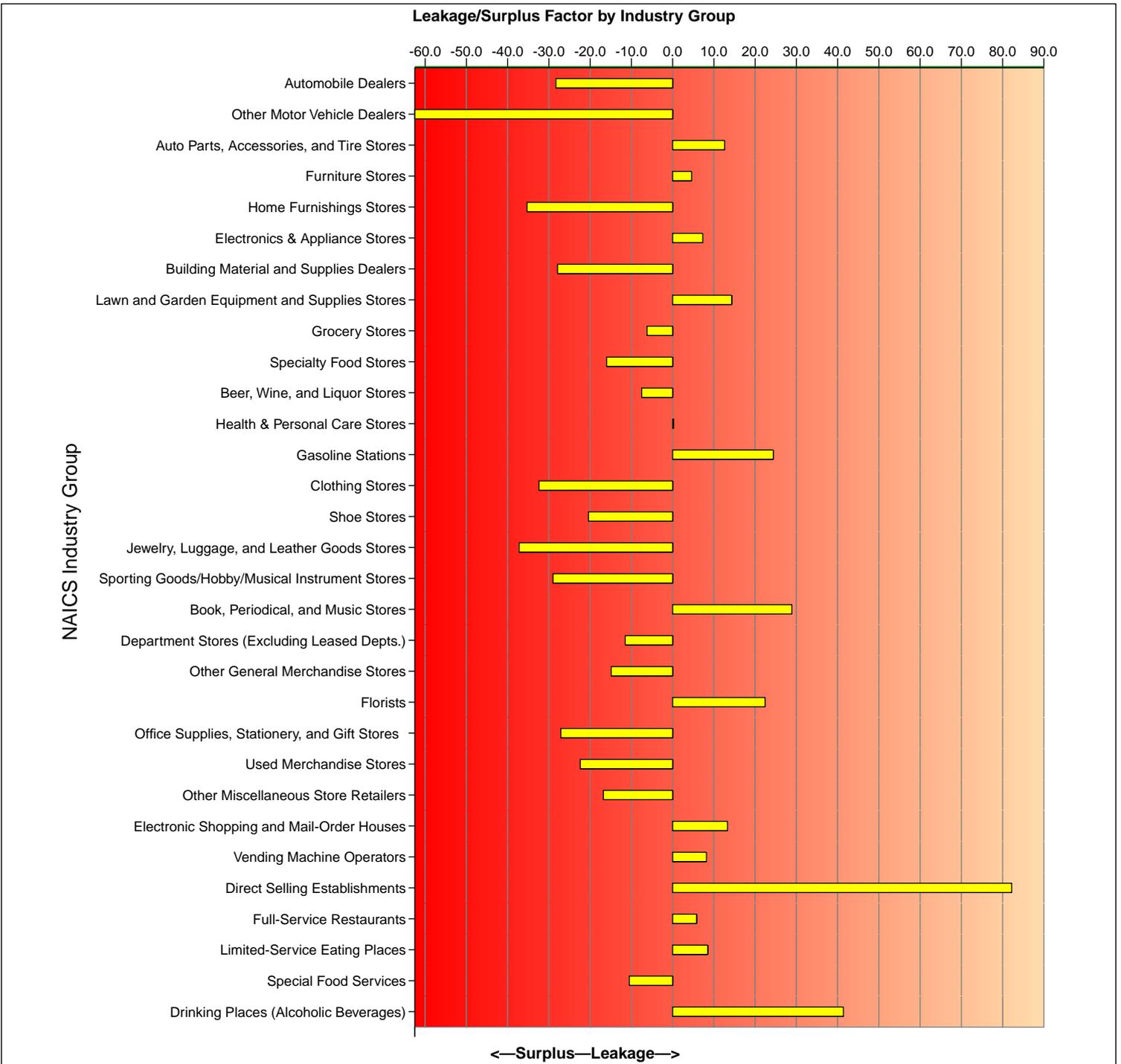
Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

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Longitude: -82.775545
Radius: 3.0 mile

Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 5.0 mile

Summary Demographics

2008 Population	205,749
2008 Households	92,060
2008 Median Disposable Income	\$40,578
2008 Per Capita Income	\$30,271

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$2,411,212,342	\$3,201,085,861	\$-789,873,519	-14.1	1,944
Total Retail Trade (NAICS 44-45)	\$2,061,683,042	\$2,872,253,531	\$-810,570,489	-16.4	1,412
Total Food & Drink (NAICS 722)	\$349,529,300	\$328,832,330	\$20,696,970	3.1	532

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$514,723,450	\$1,148,413,654	\$-633,690,204	-38.1	137
Automobile Dealers (NAICS 4411)	\$429,379,957	\$1,003,757,612	\$-574,377,655	-40.1	59
Other Motor Vehicle Dealers (NAICS 4412)	\$49,646,047	\$115,503,151	\$-65,857,104	-39.9	37
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$35,697,446	\$29,152,891	\$6,544,555	10.1	41
Furniture & Home Furnishings Stores (NAICS 442)	\$79,683,827	\$117,840,633	\$-38,156,806	-19.3	113
Furniture Stores (NAICS 4421)	\$47,104,971	\$60,508,985	\$-13,404,014	-12.5	52
Home Furnishings Stores (NAICS 4422)	\$32,578,856	\$57,331,648	\$-24,752,792	-27.5	61
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$84,565,428	\$94,403,918	\$-9,838,490	-5.5	108
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$83,354,228	\$107,211,750	\$-23,857,522	-12.5	138
Building Material and Supplies Dealers (NAICS 4441)	\$81,198,717	\$106,003,523	\$-24,804,806	-13.3	117
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,155,511	\$1,208,227	\$947,284	28.2	21
Food & Beverage Stores (NAICS 445)	\$424,983,898	\$528,473,506	\$-103,489,608	-10.9	140
Grocery Stores (NAICS 4451)	\$405,217,762	\$508,930,473	\$-103,712,711	-11.3	84
Specialty Food Stores (NAICS 4452)	\$6,265,051	\$7,236,285	\$-971,234	-7.2	36
Beer, Wine, and Liquor Stores (NAICS 4453)	\$13,501,085	\$12,306,748	\$1,194,337	4.6	20
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$106,305,355	\$143,705,554	\$-37,400,199	-15.0	114
Gasoline Stations (NAICS 447/4471)	\$282,909,392	\$170,316,890	\$112,592,502	24.8	38
Clothing and Clothing Accessories Stores (NAICS 448)	\$113,295,974	\$159,934,827	\$-46,638,853	-17.1	193
Clothing Stores (NAICS 4481)	\$90,762,975	\$128,170,738	\$-37,407,763	-17.1	131
Shoe Stores (NAICS 4482)	\$15,045,785	\$19,559,623	\$-4,513,838	-13.0	24
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$7,487,214	\$12,204,466	\$-4,717,252	-24.0	38
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$34,848,095	\$44,893,197	\$-10,045,102	-12.6	96
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$17,322,345	\$25,576,657	\$-8,254,312	-19.2	82
Book, Periodical, and Music Stores (NAICS 4512)	\$17,525,750	\$19,316,540	\$-1,790,790	-4.9	14

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

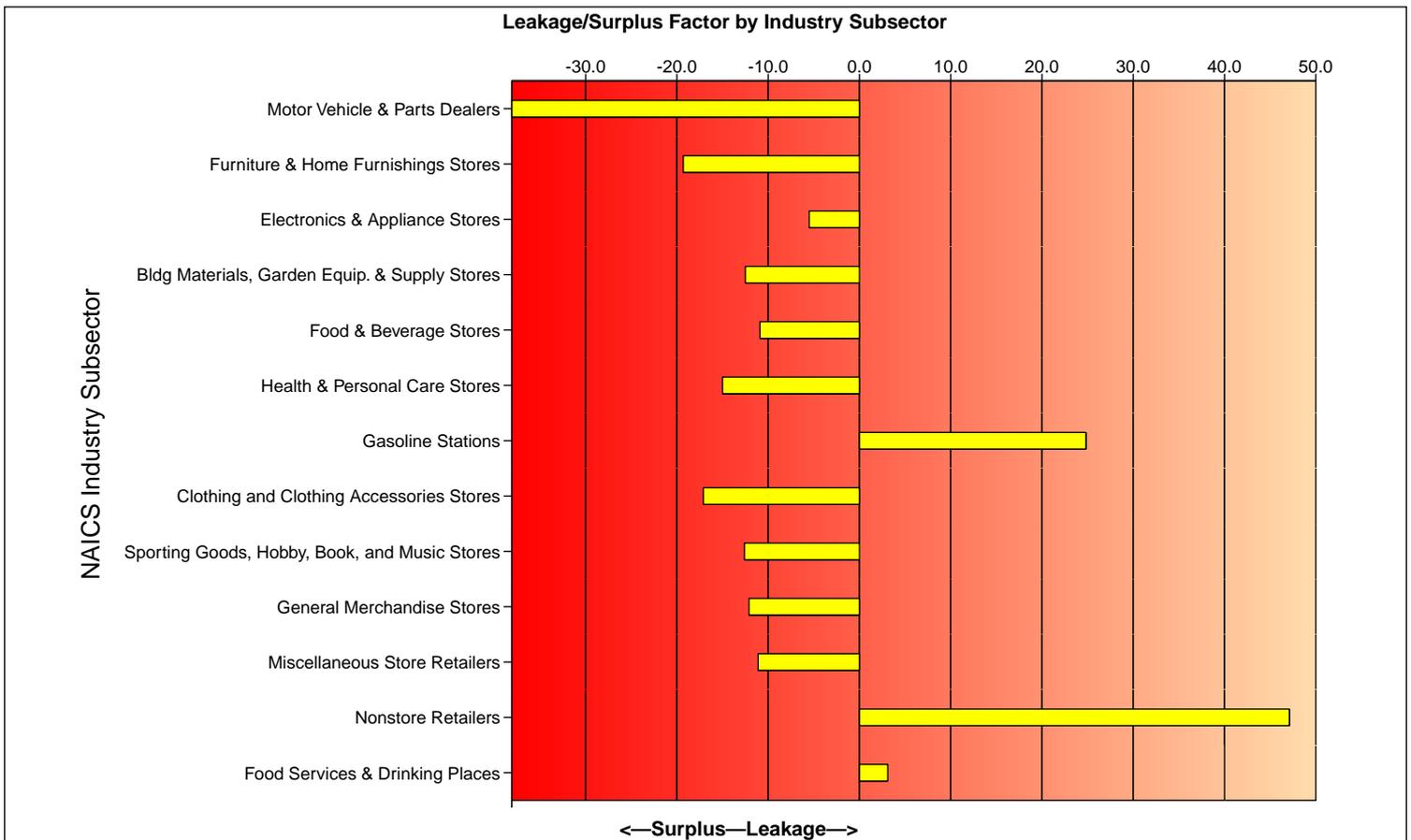
Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 5.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$211,727,388	\$269,882,505	\$-58,155,117	-12.1	50
Department Stores Excluding Leased Depts.(NAICS 4521)	\$145,066,903	\$181,371,887	\$-36,304,984	-11.1	28
Other General Merchandise Stores (NAICS 4529)	\$66,660,485	\$88,510,618	\$-21,850,133	-14.1	22
Miscellaneous Store Retailers (NAICS 453)	\$47,350,550	\$59,148,695	\$-11,798,145	-11.1	266
Florists (NAICS 4531)	\$5,897,958	\$6,382,231	\$-484,273	-3.9	36
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$22,399,510	\$30,438,889	\$-8,039,379	-15.2	83
Used Merchandise Stores (NAICS 4533)	\$4,306,155	\$4,239,906	\$66,249	0.8	45
Other Miscellaneous Store Retailers (NAICS 4539)	\$14,746,927	\$18,087,669	\$-3,340,742	-10.2	102
Nonstore Retailers (NAICS 454)	\$77,935,457	\$28,028,402	\$49,907,055	47.1	19
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$32,038,909	\$10,766,417	\$21,272,492	49.7	4
Vending Machine Operators (NAICS 4542)	\$3,815,854	\$2,327,329	\$1,488,525	24.2	4
Direct Selling Establishments (NAICS 4543)	\$42,080,694	\$14,934,656	\$27,146,038	47.6	11
Food Services & Drinking Places (NAICS 722)	\$349,529,300	\$328,832,330	\$20,696,970	3.1	532
Full-Service Restaurants (NAICS 7221)	\$156,191,768	\$164,301,725	\$-8,109,957	-2.5	333
Limited-Service Eating Places (NAICS 7222)	\$158,880,957	\$134,658,422	\$24,222,535	8.3	144
Special Food Services (NAICS 7223)	\$11,230,197	\$17,034,464	\$-5,804,267	-20.5	19
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$23,226,378	\$12,837,719	\$10,388,659	28.8	36

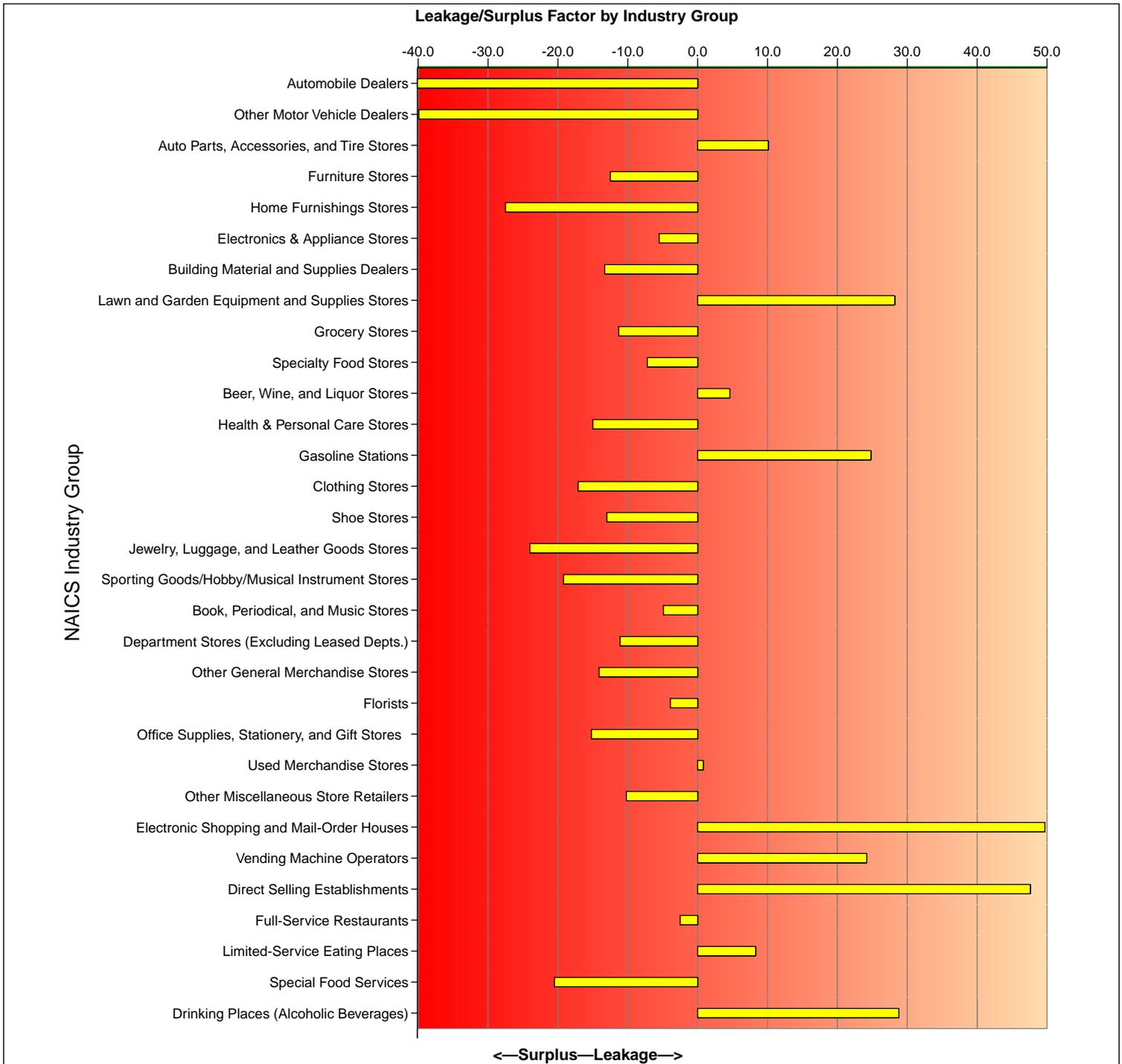


Source: ESRI and infoUSA®

Dunedin
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Dunedin, FL 34698

Latitude: 28.012169
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Radius: 5.0 mile

Site Type: Radius



Source: ESRI and infoUSA®

Appendix 2-9 – Transportation

This section is a summary assessment of the current traffic and roadway conditions within the Douglas Avenue Corridor study area. The ±1.26-mile section of Douglas Avenue (from Skinner Boulevard to the north, Union Street to the south) is divided into four roadway segments by Florida Department of Transportation and is functionally classified as a major collector roadway. Collectors provide a lower degree of mobility than arterials. They are designed for travel at lower speeds and for shorter distances. The four segments are outlined in the table below.

Douglas Avenue Existing Roadway Conditions									
Roadway	Segment		Facility Type	Existing Lanes	LOS Std.	AADT Volumes	Vol.	Physical Capacity	LOS
	From	To							
Douglas Avenue	Union St.	Lexington St.	Non-Signalized Major Collector	4U	D	6,246	326	3,312	A
	Lexington St.	Beltrees St.	Signalized Major Collector	2D	D	6,246	326	658	D
	Beltrees St.	Main St.	Signalized Major Collector	2U	D	6,100	319	627	D
	Main St.	Skinner Blvd.	Non-Signalized Major Collector	2U	D	6,100	319	1,235	B

Physical Characteristics

The physical characteristics of Douglas Avenue are two lanes of travel provided in each direction, and alternating middle turn lanes at intermediate portions of the Corridor serve traffic. Additionally, there are small segments of the Corridor in the Downtown sub-area that have narrow landscaped medians. With travel lanes approximately 10 feet wide, the total cross section measures approximately 30 feet from the back of curb to the back of curb on the opposite side. The right-of-way (R/W), however, varies from 50 feet to 75 feet, with a majority of this facility within a 50 R/W. Due to the street design, on-street parking is only permitted in small sections of the Corridor in the southern portion of the Downtown sub-area and the northern portion of the Mid-Town sub-area from E. Honey Street to Albert Street.

The Corridor has a posted speed limit of 25 miles per hour (mph) throughout the entire study area. However, the frequency of intersections and driveways significantly affects the motorist's ability to maintain the posted speed limit.

The study area of Douglas Avenue includes twenty intersections or nodes (the crossing of two or more transportation links).

The details of the roadway intersections within the study area are described in the table below.

Douglas Avenue Existing Intersection Conditions				
Roadway	Intersecting Roadway	Facility Type	Major Node Y/N	Signalized Y/N
Douglas Avenue	Skinner Boulevard	Major Arterial	Y	Y
	Union Street	Major Collector	Y	Y
	Main Street	Collector	N	N
	Beltrees Street	Collector	N	Y
	Grant Street	Local	N	N
	Monroe Street	Local	N	N
	Wood Street	Local	N	N
	E. Honey Street	Local	N	N
	Scotland Street	Local	N	N
	Albert Street	Local	N	N
	James Street	Local	N	N
	President Street	Local	N	N
	Lyndhurst Street	Local	N	N
	Locklie Street	Local	N	N
	Plaza Drive	Local	N	N
	Roanoke Street	Local	N	N
	Orangewood Drive	Local	N	N
Richmond Street	Local	N	N	
Norfolk Street	Local	N	N	

Multi-modal Features

Sidewalks are available along much of the Corridor with the exception of the west side of the Douglas Avenue in the City Limits and Uptown sub areas. Newer, brick paver style sidewalks have been laid in the Downtown, Mid-Town, and Dunedin Stadium sub areas. For the areas in which the sidewalks and crosswalks have been renovated, there is a strong sense of “walkability”. In the remaining portions of the Corridor where sidewalk and crosswalk renovations or installations have not been completed the overall conditions make pedestrian mobility more challenging.

The Pinellas Suncoast Transit Authority (PSTA) provides public transit service to the entire study area. PSTA operates route 61 that provides transit service coverage to all segments of the Corridor seven days per week and on holidays.

Given the importance of this Corridor as a major north/south connector, it is important for PSTA to have comprehensive coverage of all residents, visitors, major employment centers and traffic generators. PSTA has provided a bus shelter located in the Dunedin Stadium sub area between Beltrees Street and Lexington Street for patrons utilizing transit services outside of Dunedin Stadium Complex. Additional transit stops indicated by signage are located along the Corridor.

The bicycle is another mode of travel and represents another user of Douglas Avenue. Due to the proximity of Douglas Avenue and the Pinellas Trail, bicycle travelers more heavily utilize this Corridor than some of the other roadways in the area. However, there is no portion of Douglas Avenue within the study area that includes specific signage, pavement markings, or dedicated travel lanes to facilitate bicycle use.

Pinellas Trail

The Pinellas Trail, which opened in 1990, is a greenway Corridor linking many of Pinellas County's municipalities. The 34-mile long Pinellas Trail, serves an average of 90,000 people each month, and offers county residents and visitors a unique opportunity to safely, enjoy the outdoors. Along the Douglas Avenue Corridor, there are strong east/west pedestrian connection at Main Street and Scotland Street that bring travelers to and from the Pinellas Trail. The high utilization of the Trail and the proximity to the Douglas Corridor and Downtown has also spurred commercial redevelopment along the Trail within the study area. The Northern segment of the Trail is one of the most heavily used of the entire 34 miles. The Trail use is described in the table below.

Table 3.8: Pinellas Trail Users - Northern Section October 2007 - June 2008					
Month	Low	High	Daily Mean	Daily Median	Total
October	264	4,800	1,074	984	33,300
November	300	1,650	1,020	980	30,600
December	150	1,820	1,047	980	32,460
January	320	4,500	1,151	790	35,670
February	220	2,300	958	860	27,780
March	506	2,387	1,298	1,122	40,249
April	540	3,900	1,518	1,128	45,540
May	858	3,874	1,711	1,274	53,027
June	1,008	2,758	1,367	1,211	41,020
Total				Total	339,646

Appendix 3-1 – Uptown Sub-Area District

Commercial	
Multi-Family/Live Work Residential	
Vacant Industrial	
Limits:	From the north side of the Monroe Street intersection to the signalized Skinner Boulevard/SR580 intersection (1,000 ± linear feet).
Character:	The east side of the Corridor is occupied by small commercial and industrial use businesses located on small, shallow depth parcels. The west side of the Corridor contains larger parcel depths with heavy industrial uses that are adjacent to the Fred Marquis Pinellas Trail Corridor.
Street Conditions:	The Corridor contains a varying rural cross-section. At the northern signalized Skinner Boulevard/SR 580 intersection, a 3-lane cross-section (2-lane northbound turning lanes and 1 southbound lane) exists with high speed turn movements. This configuration transitions southward to a 2-lane cross-section.
Pedestrian Systems:	A continuous 4 foot wide sidewalk exists along the east side of the Corridor. Limited sidewalk exists along the west side of the Corridor but is interrupted by wide driveway aprons and parking areas occupying the public street right-of-way along the heavy industrial use areas. A striped pedestrian crossing exists at the signalized Skinner Boulevard/SR580 intersection, but high speed traffic movement limits effectiveness. No other pedestrian crossings exist in this section of the Corridor, including at Monroe Street and Grant Street intersections.
Real Estate:	Taxable property values are modest with only six properties exceeding \$200,000, all but two are locally owned. The median sale date, meaning the mid-point of all sales dates to current owners is 1998 with the average sale date 1996, with no known sale date for five properties. Properties under \$200,000 in taxable value generate nearly 60% of ad valorem tax revenue. Many properties in this area are not visually attractive, though the actual utilization of parcels with commercial and industrial businesses is an important economic consideration. Employment and community vitality are direct outcomes of these types of businesses.
Identified Needs:	<ul style="list-style-type: none"> ▪ Live-work options ▪ Improved small-scale neighborhood retail ▪ Better connections to Pinellas Trail ▪ Pedestrian safety

Current Development Character from Uptown Sub-Area



Dunedin Woodright – Near Skinner Blvd.



Patricia Ann Dance Studio - Looking South



Dunedin Brewery - Looking North



Vacant Industrial Parcel - Facing SW

Appendix 3-2 – Downtown Sub-Area District

Aerial:

Band Shell

Main Street

Wachovia Bank



Limits:

From the north side of the signalized Scotland Street intersection northward to the north side of Monroe Street (900± linear feet).

Character:

This is the heart of Dunedin, and the intersection of Douglas Avenue and Main Street is one of the primary intersections downtown. The east side of the Corridor is occupied by single family and multi family residential on small parcels with religious use along the Main Street intersection. The west side of the Corridor contains larger parcel depths with commercial uses that are adjacent to the Fred Marquis Pinellas Trail Corridor. There are strong east/west pedestrian connection at Main Street and Scotland Street which bring travelers to the Pinellas Trail.

Street Conditions:

The Corridor contains a 2-lane recently retrofitted urban cross-section with curb and gutter, on-street parking, sidewalks, street lighting and palm tree installations. Blocks north and south of signalized Main Street include a narrow divider median.

Pedestrian Systems:

A continuous 4 foot wide sidewalk exists along the east and west sides of the Corridor. A striped pedestrian crossing exists at the signalized Main Street intersection. No other pedestrian crossings exist in this section of the Corridor, including at Scotland Street, Honey Street, Virginia Lane, and Monroe Street intersections.

Real Estate:

Taxable property values range from zero to over \$2.5 million with 69% from \$100,000 - \$500,000. All but two owners are located in the Tampa Bay area. The median sale date, meaning the mid-point of all sales dates to current owners is 2002 with the average sale date 1999. Properties under \$300,000 in taxable value generate 33% of ad valorem tax revenue. Many properties are underutilized given their proximity to the thriving business district.

Identified Needs:

- Lacks residential component of mixed-use
- Lack of adequate parking

Current Development Character from Downtown Sub-Area



Crosswalk at Main St.



Wachovia Building – At Monroe St.



Intersection of Main St. – Looking West



Pedestrian Way at Main St. – Looking West

Appendix 3-3 – Mid-Town Sub-Area District

Aerial:

Planned
Redevelopment

Commercial
Conversion



Limits:

From the north side of the Beltrees Street intersection, northward to the Scotland Street intersection (2,000 ± linear feet).

Character:

This area represents a transition from the urban Downtown core to lower density uses to the south. The east side of the Corridor is occupied by small scale residential conversion commercial uses and remnant single family residential on small, shallow depth parcels. Several underutilized parcels have been staged for redevelopment. The west side of the Corridor contains larger parcel depths with commercial uses that are adjacent to the Pinellas Trail Corridor. There are also several vacant parcels, the redevelopment of which will set the example for the future form of the Corridor.

Street
Conditions:

North of the signalized Beltrees Street intersection the Corridor has a continuous 4-lane urban cross-section. This transitions northward between Scotland and Albert Streets, to the recently retrofitted urban cross-section with curb and gutter, on-street parking, sidewalks, street lighting and palm tree installations.

Pedestrian
Systems:

A continuous 4 foot wide sidewalk exists along the east side of the Corridor. Continuous 5 feet wide sidewalks are located on both the east and west of the Corridor north of Albert Street. A striped pedestrian crossing exists at the Beltrees Street intersection. No other pedestrian crossings exist in this section of the Corridor, including at Locklie Street, Lyndhurst Street, President Street, James Street, Albert Street, and the Scotland Street intersections.

Real Estate:

Taxable property values range from zero to just over \$1 million with over 85% from \$100,000 - \$300,000. All but two owners are located in the Tampa Bay area. The median sale date, meaning the mid-point of all sales dates to current owners is 2000 with the average sale date 1998. Properties under \$300,000 in taxable value generate approximately 67% of ad valorem tax revenue. Many properties are in need of maintenance, particularly the vacant properties that appear to lack timely maintenance and upkeep. The actual utilization of parcels is largely inappropriate for this location Most are underutilized given their proximity to thriving businesses downtown and market opportunity.

Identified
Needs:

- Existing building façade improvements
- Improved small-scale neighborhood retail
- Better connections to Pinellas Trail
- Business district/ community signage

Current Development Character from Mid-Town Sub-Area



Pedestrian Crossing – Scotland St.



Bicycle Shop – On Scotland St. at Pinellas Trail



Residential – Between Chase Ct. and Locklie St.



Medical Office – Intersection of Locklie St.

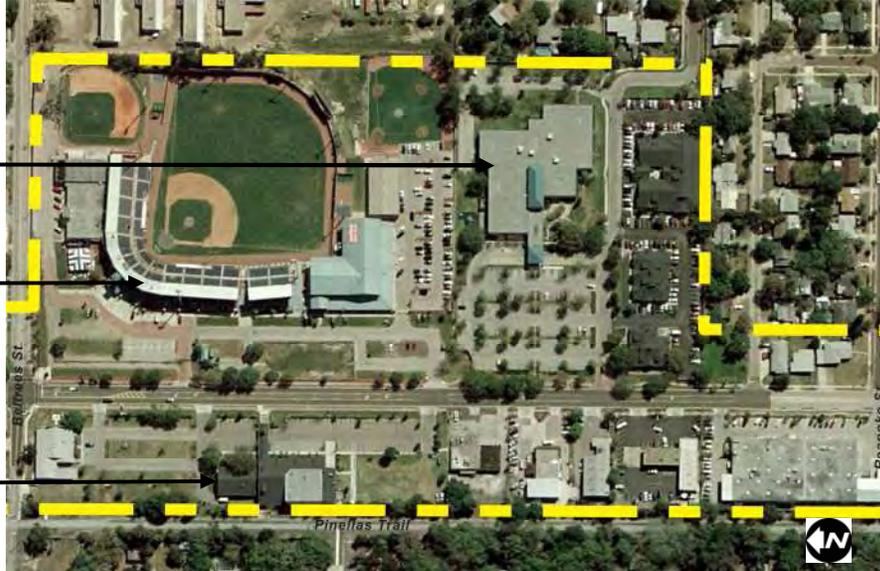
Appendix 3-4 – Dunedin Stadium Sub-Area District

Aerial:

Public
Library

Dunedin
Stadium

Hale Center



Limits:

From the north side of the Roanoke Street intersection, northward to the Beltraves Street intersection (1,700 ± linear feet).

Character:

The majority of the east side of the Corridor is occupied by Dunedin Stadium major league training and minor league baseball and City library facilities. Dunedin Stadium is the spring training home for the Toronto Blue Jays and their “A” minor league affiliate. The majority of the Corridor’s adjacent areas are vehicle use. The northern portion of the east side of the Corridor is occupied by the City’s Senior Center and Military Museum. The southern portion of the west side of the Corridor contains larger parcel depths with commercial uses that are adjacent to the Fred Marquis Pinellas Trail Corridor.

Street
Conditions:
Pedestrian
Systems:

The Corridor contains a continuous 4-lane urban cross-section.

A continuous 4 foot wide sidewalk exists along the east side of the Corridor. Portions of a 4 feet wide sidewalk exists along the west side of the Corridor but are periodically interrupted by wide driveway aprons and parking areas occupying the public street right-of-way. 2002-03 County pedestrian incident data includes a mid block pedestrian fatality in this area. A striped pedestrian crossing exists at the Beltraves Street intersection. No other pedestrian crossings exist in this section of the Corridor.

Real Estate:

Taxable property values range from zero to over \$2.7 million with 61% from \$0 - \$300,000. All owners are located in the Tampa Bay area. The median sale date, meaning the mid-point of all sales dates to current owners is 2001 with the average sale date 1994. Properties under \$750,000 in taxable value generate less than 25% of ad valorem tax revenue. Many of the properties are publicly owned and contribute significantly to the vitality and livability of the area. They are arguably Douglas Avenue’s greatest assets.

Identified
Needs:

- Neighborhood supportive live/work, mixed-use and new employment that supports retail
- Unified streetscape and development pattern
- Better pedestrian accommodation / street crossings
- Existing building façade improvements

Current Development Character from Dunedin Stadium Sub-Area



**Pelican Bay Ltd.
Between Lexington St. and Roanoke St.**



Dunedin Stadium



Sidewalk in Front of Dunedin Stadium



Looking South Near Beltrees St.

Appendices 3-5 – City Limits Sub-Area District

Aerial:



Multi-Family Residential

Single Family Residential

Limits:

From the north side of signalized Union Street, northward to the north side of Roanoke Street intersection (740± linear feet).

Character:

The east side of the Corridor is occupied by single family residential and duplex residential conversions on small, shallow depth parcels. The west side of the Corridor contains larger parcel depths with single family residential and duplex residential conversions that are adjacent to the Fred Marquis Pinellas Trail Corridor.

Street Conditions:
Pedestrian Systems:

The Corridor contains a continuous 4-lane urban cross-section.

A continuous 4 foot wide sidewalk exists along the west side of the Corridor. A striped pedestrian crossing exists at the Union Street intersection. No other pedestrian crossings exist in this section of the Corridor, including at Norfolk Street, Richmond Street, Orangewood Street, and Roanoke Street intersections.

Real Estate:

Taxable property values range from zero to \$300,000 with 86% from \$1 - \$199,999. All but one owner is located in the Tampa Bay area. The median sale date, meaning the mid-point of all sales dates to current owners is 2003 with the average sale date 1998. Properties under \$200,000 in taxable value generate 76% ad valorem tax revenue. These lower value properties, mostly single-family properties are important to the Corridor. At this time and for the foreseeable future there is neither data nor indicators to suggest that the marketplace will need to convert these to office or other uses. They are likely to remain residential for an extended period.

Identified Needs:

- Enhanced City entrance sign / landscape treatment
- Corridor lighting
- Better pedestrian accommodation / street crossings
- Improved residential properties

Current Development Character from City Limits Sub-Area



Residential – Near Richmond St.



Looking South Near Orangewood Dr.



Medical Care Facility – Near Lexington St.



Medical Care Facility – Near Lexington St.

Appendix 4-1 Land Use and Zoning / Form-Base Regulations

Sub-Area Zoning (e.g. Character) Districts

The following five sets of sub-area specific overlay guidelines have been developed to assist the City in drafting future form-based land development regulations. These guidelines are followed by photographs of real, built examples of neighborhood form and density.

An important note regarding permitted residential densities and building floor area ratio (FAR):

Where a combination of both residential and non-residential uses is permitted, there are both standards for maximum permitted residential densities and a maximum permitted non-residential FAR, either of which cannot be exceeded. In addition, there is a total permitted maximum building FAR, regardless of the mix of uses on site. While this allows for numerous development use-combination options, what is important to understand is that none of the three maximums for residential density, non-residential FAR or total building FAR can be exceeded.

As an example, assume a one-acre property in an overlay district that permits 15 dwelling units per acre AND up to a 0.50 FAR for non-residential uses. Also assume that the overlay district permits a total maximum building FAR of up to 0.60, regardless of whether or not the use is exclusively residential or a mix of both residential and non-residential.

A developer would like to build 6,000 square feet of office space and 4,000 square feet of retail space (for a total of 10,000 square feet of non-residential uses), and complete the rest of the project with residential condominiums. The property is permitted a maximum building FAR of 0.60, which would equal 26,136 feet. [43,560 square feet (1 acre) x 0.60 = 26,136 square feet of building area.] After including 10,000 square feet of non-residential building area, there is 16,136 square feet of building area remaining to include residential dwelling units. [26,136 square feet total permitted – 10,000 square feet used for non-residential = 16,136 square feet remaining for residential.] If the developer wanted the dwelling units to average 2,000 square feet per unit, they could build a total of 8 dwelling units. [8 units x 2,000 square feet = 16,000 square feet.]

In this case, the developer has adhered to all three maximums:

8 dwelling units [15 dwelling units per acre maximum]
0.23 FAR non-residential (10,000 square feet) [non-residential 0.50 FAR maximum]
0.60 FAR total building (26,000 square feet) [total building 0.60 FAR maximum]

As an alternative, if the developer wanted to build only 5,000 square feet of non-residential uses and the rest with dwelling units averaging 1,000 square feet per unit, they could build a maximum of 15 units. [15 dwelling units per acre maximum permitted.]

In this case, the developer still adheres to all three maximums:

15 dwelling units [15 dwelling units per acre maximum]
0.11 FAR non-residential (5,000 square feet) [non-residential 0.50 FAR maximum]

0.46 FAR total building (20,000 square feet) [total building 0.60 FAR maximum]

Again, while there are any number of development use-combination options, what is important to understand is that none of the three maximums for residential density, non-residential FAR or total building FAR can be exceeded.

Uptown Sub-Area

Permitted Uses: Retail, office, professional services, institutional, light industrial, lodging and residential townhomes and multi-family, including residential 'live-work' units. Light manufacturing activities should be permitted when accessory to the primary use (i.e. artisan-type craftwork in support of a gallery, for example).

Density & FAR:

- Up to 15 dwelling units per gross acre (standard); up to 30 dwelling units per gross acre (bonus) if ground-floor retail, office or professional service uses are included PLUS
- Non-residential 0.80 FAR maximum.
- Total building 1.00 FAR maximum regardless of uses (standard); up to a 1.5 FAR (bonus) if ground-floor retail, office or professional services uses are included

ISR: 0.95 max

Setbacks:

- Front yard (including exterior side yard corners) range between 5' and 20'
- Interior Side yard 0' minimum / Rear yard 20' minimum
- Allow for variations in limited instances displaying unique circumstances.

Buffering:

- Enhanced buffering standards such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential outside of the zoning overlay area.
- Buffering standards should also be utilized adjacent to the Pinellas Trail for the purpose of screening service type areas (i.e. parking/loading, trash and mechanical equipment).

Height:

- Two-story permitted within generally required setbacks.
- Third and fourth stories may be permitted when such stories (measured horizontally) are set back a minimum of 10 feet from the front wall of the first story, below, and are set back a minimum of 30 feet from the rear property line.

Access:

- Pedestrian access to buildings should be provided directly from public sidewalks.
- Where feasible, access should be provided from the Pinellas Trail.
- Vehicular access drives from Douglas Avenue should be limited.
- Utilize shared adjacent property vehicular access drives from Douglas Avenue. Cross access drives between properties should be installed to connect existing parking areas for easier access and circulation between uses.
- Design and focus vehicular access to utilize rear and interior side yards.

Parking: Reductions to the minimum required number of parking spaces should be considered in the following instances:

- Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street
- Provision of bicycle parking
- Direct access provided from the Pinellas Trail
- Within immediate proximity to a bus stop
- Shared off-street parking between properties
- Within close proximity to off-street public parking
- Within immediate proximity to on-street parking

Joint parking areas should be created to serve multiple properties in a given area.

Parking areas should be focused to utilize rear and interior side yards.

Where it is necessary to locate parking within the front yard (including exterior side yard corners), screening techniques should be applied such as a low masonry wall and/or opaque shrubbery between the property line and the parking area.

Downtown Sub-Area

Permitted Uses: *Per Dunedin Code of Ordinances, Chapter 134. Zoning, Division 32. DC Downtown Core*
Density & FAR: *Per Dunedin Code of Ordinances, Chapter 134. Zoning, Division 32. DC Downtown Core*
ISR: *Per Dunedin Code of Ordinances, Chapter 134. Zoning, Division 32. DC Downtown Core*

Setbacks: *Per Dunedin Code of Ordinances, Chapter 134. Zoning, Division 32. DC Downtown Core*

Buffering: Enhanced buffering standards such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential outside of the zoning overlay area.

Height: *Per Dunedin Code of Ordinances, Chapter 134. Zoning, Division 32. DC Downtown Core*

Access:

- Pedestrian access to buildings should be provided directly from public sidewalks.
- Vehicular access drives from Douglas Avenue should be limited to that which is absolutely necessary.
- Vehicular access should be focused to utilize rear and interior side yards.

Parking: Reductions to the minimum required number of parking spaces should be considered in the following instances:

- Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street
- Provision of bicycle parking
- Direct access provided from the Pinellas Trail
- Within immediate proximity to a bus stop
- Shared off-street parking between properties
- Within close proximity to off-street public parking
- Within immediate proximity to on-street parking

Joint parking areas should be created that serve multiple properties in a given area.

Parking areas should not be permitted within front and exterior side yards and, thus, should be designed and focused to utilize rear and interior side yards.

Parking areas should be structured and screened from view from Douglas Avenue and Main Street. Usable liner building spaces directly accessible to public sidewalks should be utilized along the first floor exterior of parking garages where adjacent to Douglas Avenue and/or Main Street.

Mid-Town Sub-Area

Permitted Uses:	Retail, office, professional services, institutional, lodging, and residential duplexes, townhomes, and multi-family, including residential 'live-work' units. No additional single family residential should be permitted in this area.
Density & FAR:	<ul style="list-style-type: none">• Up to 15 dwelling units per gross acre maximum. PLUS <ul style="list-style-type: none">• Non-residential 0.50 FAR maximum.• Total building 0.60 FAR maximum regardless of uses.
ISR:	Non-Residential: 0.90 max / Residential: 0.75 max
Setbacks:	<ul style="list-style-type: none">• Apply a required front yard building setback (including exterior side yard corners) range between 0' and 20'. Front yard setbacks greater than 10' must include active front yard elements such as porches, outdoor seating, plazas and public art.• Side yard 0' minimum / Rear yard 20' minimum• Allow for variations in limited instances displaying unique circumstances.
Buffering:	<ul style="list-style-type: none">• Enhanced buffering standards and requirements including elements such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential outside of the zoning overlay area.• Buffering standards should also be utilized adjacent to the Pinellas Trail for the purpose of screening parking/loading, solid waste, and other service-type areas.
Height:	<ul style="list-style-type: none">• Two-story permitted within generally required setbacks.• Buildings that include residential, a third story may be permitted when such story (measured horizontally) is set back a minimum of 10 feet from the front wall of the first story, below, and is set back a minimum of 30 feet from the rear property line.
Access:	<ul style="list-style-type: none">• Pedestrian access to buildings should be provided directly from public sidewalks.• Where feasible, access should be provided from the Pinellas Trail.• Vehicular access drives from Douglas Avenue should be limited.• Adjacent properties should share vehicular access drives along Douglas Avenue.• Vehicular cross access drives between properties should be installed to connect existing parking areas for easier access and circulation between uses.• Vehicular access should be designed to utilize rear and interior side yards.
Parking:	<p>Reductions to the minimum required number of parking spaces should be considered in the following instances:</p> <ul style="list-style-type: none">• Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street• Provision of bicycle parking• Direct access provided from the Pinellas Trail• Within immediate proximity to a bus stop• Shared off-street parking between properties• Within close proximity to off-street public parking• Within immediate proximity to on-street parking <p>Joint parking areas should be created that serve multiple properties in a given area.</p> <p>Parking areas should be designed to utilize rear and interior side yards.</p> <p>When necessary to locate parking within the front yard (including exterior side yard corners), screening techniques should be applied such as a low masonry wall and/or opaque shrubbery between the property line and the parking area.</p>

Dunedin Stadium Sub-Area

Permitted Uses: Retail, office, professional services, institutional, lodging and residential townhomes and multi-family, including residential 'live-work' units. No additional single family should be permitted in this area.

Density & FAR:

- Up to 15 dwelling units per gross acre maximum PLUS
- Non-residential 0.70 FAR maximum.
- Total building 0.90 FAR maximum regardless of uses.

ISR: Non-Residential: 0.90 max / Residential: 0.75 max

Setbacks:

- Apply a required front yard building setback (including exterior side yard corners) range between 0' and 20'. Front yard setbacks greater than 10' must include active front yard elements such as porches, outdoor seating, plazas and public art, for example.
- Interior Side yard 0' minimum / Rear yard 20' minimum
- Allow for variations in limited instances displaying unique circumstances or creativity.

Buffering:

- Enhanced buffering standards and requirements including elements such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential outside of the zoning overlay area.
- Buffering standards should also be utilized adjacent to the Pinellas Trail for the purpose of screening parking/loading, solid waste, and other service-type areas.

Height:

- Three-story permitted within generally required setbacks.
- For buildings that include residential, a fourth story may be permitted when such story (measured horizontally) is set back a minimum of 10 feet from the front wall of the first story, below, and is set back a minimum of 30 feet from the rear property line.

Access:

- Adequate pedestrian access to buildings should be provided directly from public sidewalks.
- Access should be provided from the Pinellas Trail.
- Vehicular access drives from Douglas Avenue should be limited.
- Vehicular access drives from Douglas Avenue should be shared between adjacent properties.
- Vehicular cross access drives between properties should be installed to connect existing parking areas for easier access and circulation between uses.
- Vehicular access should be designed to utilize rear and interior side yards.

Parking: Reductions to the minimum required number of parking spaces should be considered in the following instances:

- Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street
- Provision of bicycle parking
- Direct access provided from the Pinellas Trail
- Within immediate proximity to a bus stop
- Shared off-street parking between properties
- Within close proximity to off-street public parking
- Within immediate proximity to on-street parking

Joint parking areas should be created that serve multiple properties in a given area.

Parking areas should be designed to utilize rear and interior side yards.

When it is necessary to locate parking within the front yard (including exterior side yard corners), adjacent to Douglas Avenue, screening techniques should be

applied such as a low masonry wall and/or opaque shrubbery between the property line and the parking area.

City Limits Sub-Area

Permitted Uses:	Residential duplexes, townhomes and multi-family including residential 'live-work' units. Office and professional services may be permitted on a case-by-case basis, where appropriate, at the discretion of the Planning and Development Department. No additional single family should be permitted in this area.
Density & FAR:	<ul style="list-style-type: none">• Up to 15 dwelling units per gross acre maximum.OR• Non-residential 0.50 FAR maximum.
ISR:	0.75 max
Setbacks:	<ul style="list-style-type: none">• Apply a required front yard building setback range between 10' and 25'. Front yard setbacks greater than 15' must include a front porch and/or balcony.• Side yard 5' minimum / Rear yard 20' minimum• Allow for variations in limited instances displaying unique circumstances.
Buffering:	Enhanced buffering standards including elements such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential.
Height:	<ul style="list-style-type: none">• Two-story permitted within generally required setbacks.• A third story may be permitted when such story (measured horizontally) is set back a minimum of 10 feet from the front wall of the first story, below, and is set back a minimum of 30 feet from the rear property line.
Access:	<ul style="list-style-type: none">• Pedestrian access to buildings should be provided directly from public sidewalks.• Access should be provided from the Pinellas Trail.• Vehicular access drives from Douglas Avenue should be limited.• Vehicular access drives from Douglas Avenue should be consolidated and shared between adjacent properties.• Vehicular cross access drives between properties should be installed to connect existing parking areas for easier access and circulation between uses.• Vehicular access should be designed and focused to utilize rear and interior side yards instead of front and exterior side yards.
Parking:	<p>Reductions to the minimum required number of parking spaces should be considered in the following instances:</p> <ul style="list-style-type: none">• Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street• Provision of bicycle parking• Direct access provided from the Pinellas Trail• Within immediate proximity to a bus stop• Shared off-street parking between properties• Within close proximity to off-street public parking• Within immediate proximity to on-street parking <p>Joint parking areas should be created that serve multiple properties in a given area.</p> <p>Parking areas should be designed and focused to utilize rear and interior side yards.</p> <p>In instances where it is necessary to locate parking within the front yard (including exterior side yard corners), adjacent to Douglas Avenue, screening techniques should be applied such as a low masonry wall and/or opaque shrubbery between the property line and the parking area.</p>

Neighborhood Form and Density Examples



Huntersville, NC 8.4 units / acre



Longmont, CO 8.8 units / acre



Lake Oswego, OR 10.0 units / acre



Tampa, FL 15.2 units / acre



Denver, CO 15.5 units / acre



Mtn. View, CA 16.3 units / acre

Images taken from "Visualizing Density" by Julie Campoli and Alex S. MacLean 2007 by the Lincoln Institute of Land Policy



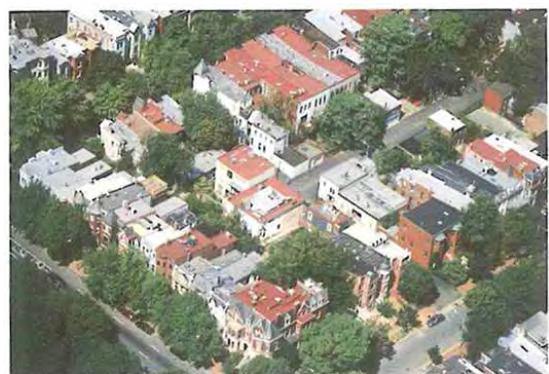
Oakland, CA 17.0 units / acre



San Francisco, CA 17.4 units / acre



Portland, OR 21.0 units / acre



Washington, DC 21.8 units / acre



Baltimore, MD 28.6 units / acre



Dorchester, MA 29.0 units / acre

*Images taken from "Visualizing Density" by Julie Campoli and Alex S. MacLean
2007 by the Lincoln Institute of Land Policy*



Phoenix, AZ 31.5 units / acre



Santa Monica, CA 32.6 units / acre

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