

- *Economic Development*
- *CRA*
- *Housing*



July/August 2013

**BUSINESS COMINGS & GOINGS:**

- (OPEN) J. A. Vassel Arts & Antiques Gallery, 735 Broadway, Unit 2
- (OPEN) Second Time Treasures, 2116 Main Street
- (OPEN) The Marketing Animals, 1006 Broadway
- (OPEN) Waterford Publishing Group, 1123 Overcash Drive
- (OPEN) Ceci's Hair Design, 1092 Pinehurst Road
- (COMING SOON) Orange Crate Café at the BoxCar, downtown at the Dunedin Historical Museum.
- (COMING SOON) Clear Sky Draught Haus, 680 Main Street
- (CLOSED) Organic Living, 601 Patricia Avenue
- (CLOSED) Waterfront Gallery, 715 Broadway
- (CLOSED) Chef John's at Beso del Sol, 1420 Bayshore Boulevard
- (CLOSED) Fritzee Freeze, 368 Patricia Avenue
- (CLOSED) Thrift Station Too, 1428 Main Street

Achieva Credit Union's new corporate center, *Achieva Center Court*, at 1659 Virginia Street, is nearing completion. An estimated 150 employees will be located in this beautiful new building, which could be completed by late October/early November.

**PROPERTIES FOR SALE/LEASE:**

**For Sale:**

- 1275 Bayshore Blvd, 1280 Main Street, 12,080 SF retail building
- 2000 Main Street #4, 2,868 SF office building
- 453 Edgewater Drive, formerly The Fenway Hotel, 79,380 SF of buildings on 5.64 acres is advertised for short sale

**For Lease:**

- NEW! 461 Plaza Drive, 12,500 SF office space, available November 2013
- 1523 Main Street, 6 retail spaces (800 to 4,370 SF), Granada Plaza
- 1649-1717 Main Street, 6 retail spaces (1,000 to 7,600 SF), Wethersfield Commons; includes the former Sweet Bay Grocery store at 46,055 SF
- 1761 Main Street, 8,200 SF retail building
- 2196 Main Street, 2 offices (1,633 to 3,375 SF)
- 912-956 Patricia Avenue (2,000 SF) retail
- 300 Monroe Street, 2 retail/office spaces (1,462 to 2,000 SF)
- 1201 CR 1, 1,340 SF office building

**FAÇADE OPPORTUNITIES:**

- During July, we approved a site plan and façade improvement grant application to the owner of the new Orange Crate Café, a business being set up in the Boxcar at the Dunedin Historical Museum and the Pinellas Trail.
- Reimbursements to the owners of the Dunedin Lanes at 405 Patricia Avenue and Ottoson Enterprises at 991 Douglas (at the corner of Skinner Boulevard and Douglas Avenue) for improvements to their properties were issued in August. Total costs for both projects were over \$75,000, and they look great! The City thanks them for their investment in Dunedin.

## **DOWNTOWN EVENTS**

- Green Market on Saturday mornings ended the season in July. A new Green Market season will begin in early November.
- 2nd Friday activities with over 35 participating merchants.
- 4th Annual Dunedin Orange Festival, Edgewater Park, July 6.
- Purple Heart Recognition Ceremony, Purple Heart Park, August 7.

## **PROJECTS:**

- Promenade to Waterfront Project is nearing completion. The landscaping and palms have been installed along the Promenade. Thanks to the City's Engineering staff for leading this project to enhance the walkway connecting downtown to the Dunedin Marina area.
- Gateway: The revised development agreement, ground lease, and fourth amendment to second purchase and sale agreement for the proposed residential/retail development discussions have been ongoing with City Staff, City Attorney and Pizzuti Companies during the months of July and August. This item will be brought before the City Commission again in September with plans to move this project forward.
- Branding: City Commission approved the Economic Development staff to hire public relations professionals to promote our brand throughout Pinellas County. We want to reach those tourists who come to Pinellas to spend a day in Dunedin, either by car, on the trail, or by Jolley Trolley.
- Staff has completed a database containing information on Dunedin businesses and a summary is being prepared.
- Business Visitation Program to begin early September with personal visits to local businesses.
- John Lawrence Pioneer Park Memorial: Finalizing the design of the memorial to be installed at Pioneer Park.
- Broadway Veterans Arch: Staff is working on a design for a permanent archway to replace the banner holder which honors returning military servicemen and women home to Dunedin.
- A new Revocable License Agreement with American Craft Endeavors/Howard Alan Events is being brought to City Commission meeting on September 12<sup>th</sup> for approval. This agreement calls for four (4) festivals per year in Downtown Dunedin along Main Street, and has been held with the same company since 1999.
- Bids are being received for a Market Manager for Dunedin's Green Market. Deadline is mid-September to be received in the Purchasing Office and selection to follow. The Green Market season runs from November through July in John Lawrence Pioneer Park.
- The CRA Annual Report for fiscal year 2011-2012 was presented and approved by the Community Redevelopment Agency at their meeting on July 18<sup>th</sup>. This report summarized all financial statements and projects accomplished during this period. It has been filed with Pinellas County.

## **PROMOTIONS/KUDOS:**

- Banners have been hung over Main Street advertising the Sunset Concert Series and Dunedin Sunsets *DUN OUR WAY*.
- Staff working on a new "DUN OUR WAY" banner to hang over Main Street at the Trail crossings featuring the Dunedin Library Reading Programs *DUN OUR WAY*.
- Donated funds to Visit Dunedin for a matching grant for advertising in the baggage claim areas at Tampa International Airport. This advertising features LED screens with interchangeable pictures for a one-year period. The first ad shows Caladesi Island with the wording *Natural Beach DUN OUR WAY, and 40 minutes to Paradise*. These ads are viewed by passengers as they await their luggage arrival.

## **HOUSING:**

- A revised Housing Element to the updated City's Comprehensive Plan was presented at the July 10th Local Planning Agency (LPA) meeting. Initial goals were developed with the assistance of Planning staff and the Committee on Aging's "Age Wave" subcommittee.
- Lorraine Leland EcoVillage Project: Planet Green submitted their infrastructure plans on July 9<sup>th</sup>. There has been strong interest from the public. At the City Commission meeting on September 12<sup>th</sup>, Planet Green will present a vacation of easement and provide an update of the project thus far.

- Dunedin Housing Authority has opened up the waiting list for apartments at Fairway Gardens. Applications are available at the Dunedin Library, Community Center and City Hall for this public housing project.

#### **COMMITTEE NEWS:**

- Citizen committees CRA Advisory and Arts & Culture Advisory did not meet during the months of July.
- CRA Advisory Committee met on August 14<sup>th</sup> with staff representation. Discussed items included: water spigots for downtown merchants at their place of business, code enforcement in the CRA, and the Parking Subcommittee findings.

#### **MEETINGS/NETWORKING**

- Visit Dunedin meeting
- Visit St Pete/Clearwater meeting
- Downtown Dunedin Merchants Association meeting
- Chamber of Commerce Before Hours meeting
- Staff met with Duke Energy
- Governmental Affairs meeting
- CRA Meeting
- Dunedin Housing Authority Meeting
- City Budget Workshops for FY2014
- Meeting and tour of new Achieva facility
- Meeting with St. Pete Beach Commissioners
- Meeting with Florida Department of Health Coordinator