

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



January 2015

BUSINESS COMINGS & GOINGS:

- (OPEN) Giving Tree Thrift Shop, 2660 Bayshore Blvd
- (OPEN) Dunedin Pediatrics, 424 Douglas Avenue
- (OPEN) Salty Dawg, 941 Huntley Avenue
- (OPEN) Tobacco for Less, 1140 Main Street
- (OPEN) Corked Creations, 1274 Main Street
- (OPEN) The Attic, Dunedin Vintage Market, 1346 Main Street
- (OPEN) Miracle Ear, 1761 Main Street, Suite 300
- (OPEN) Game Console Sales & Service, 2194 Main Street, Suite L
- (OPEN) Stillwater Wellness, 1130 Pinehurst, Suite
- (CLOSED) The Little Deli, 1153 Main Street
- (CLOSED) Carquest, 1688 Main Street
- (CLOSED) Bangz Hair Salon, 2194 Main Street, Suite B
- (MOVED) Causeway Cleaners, 2058 Bayshore Boulevard
- (COMING SOON) Dairy Queen, 1688 Main Street
- (COMING SOON) Jimmy Johns, 1761 Main Street
- (COMING SOON) Happy's Bayou Bites, 431 Skinner Boulevard

After a year-long absence due to a family illness, we are happy to welcome Sweet Peas back in operation at 434 Virginia Lane.

DOWNTOWN EVENTS

- 2nd Friday activities with over 40 participating merchants
- Arts & Crafts Festival, January 10 & 11
- Creative Artists Guild, John R. Lawrence Pioneer Park, January 11th
- Diversity Day Program & Entertainment, John R. Lawrence Pioneer Park, January 17th
- Dunedin Fire Rescue Hors d'oeuvres & Wine Tasting, Bon Appetit Restaurant, January 31st
- Dunedin Downtown Market, Friday and Saturday mornings, John R. Lawrence Pioneer Park

FAÇADE OPPORTUNITIES:

- A façade award was granted to the owner of the new business on the corner of Broadway and Main Street, Soleil Galleria, for \$1,845 for new signage. Two Design Review Assistance awards were also granted for development at 265 Causeway Boulevard and 940 & 966 Douglas Avenue.

PROJECTS:

- *Aqua Marketing & Communications* continues their public relations efforts in representing the City by distributing media pitches to media outlets near and far. Topics include Arts & Culture, Spring Training, and dog-friendly activities in Dunedin, and have attracted the attention of both radio and magazine editors. A radio host with Sarasota's WRBQ came to Dunedin with her pet and visited downtown and Honeymoon Island's dog beach. Later that week, the City's Communications Director Courtney King, and local dog mural artist Anna Hamilton made a trip to the radio station and were interviewed for their Pet Buzz segment. An editor with Canadian travel & leisure magazine, *Dreamscapes*, will be coming to visit Dunedin, the Spring Training Home of the Toronto Blue Jays, during February to gain information for their

2016 Visit Florida guide. Also coming in March is an editor from the widely-popular Fido Friendly magazine, seeking information on pet-friendly “Dogedin”.

- **North Douglas Streetscape:** This project is now complete with the addition of the decorative brick entryway at Skinner Boulevard. A local artist with the Institute for Creative Arts has designed glass blocks which were inserted into the brick in the colors of the Dunedin logo which have added beauty to the entrance to this area.
- **Toronto Blue Jays:** Staff and Parks & Recreation Department together purchased an advertising package for Spring Training to include radio and website coverage, and an outfield wall banner.
- **Downtown Parking:** Staff continues to work with a citizen parking advisory group to explore ways to alleviate downtown parking needs. Staff also has retained a professional parking consultant for strategic planning and advice. A public forum was held at City Hall on January 12th for community education and input.
- **Victoria Place:** Presales of this luxury condominium development at 200 Main Street are going well.
- **Monroe Street/Huntley Avenue:** Design is complete; water and sewer lines are planned to be installed by City staff this summer. Streetscape on Monroe is being prepared for advertising.
- **NASLEMM (National Armed Services & Law Enforcement Memorial Museum):** Staff is working to install directory signage for this museum at 500 Douglas on the Pinellas Trail.

HOUSING:

- EcoVillage project is progressing slowly with the construction of 25 townhomes at the Lorraine Leland Street location, and are near to building the first model home. More information is available on these properties through Greenergy Communities at the website ecovillagedunedin.com.

PROMOTIONS/KUDOS:

- Banners were hung over Main Street at the Pinellas Trail to advertise the City’s upcoming 1-1-1 Recycling campaign.
- Staff placed an advertisement in the inflight magazine on Allegiant Airlines. Our full-page advertisement goes in all Allegiant East Coast Editions, which will be seen by over 3.25 million passengers in 2015. The ad features “Dunedin – Life Our Way – Beaches, Boutiques, Dining & Arts”, and “Spring Training Home of the Toronto Blue Jays.”
- Staff has revised the Where Guest Magazine advertisement for this quarter to include the “Spring Training Home of the Toronto Blue Jays” and logo.
- New Pole Banners were hung for the Downtown Market “Dun Our Way” in John R. Lawrence Pioneer Park every Friday and Saturday morning.
- Dunedin has received many accolades over the past few months about our beautiful beaches, wonderful restaurants, merchants, and facilities. Staff met with members of the Dunedin Downtown Merchants Association Advertising Committee to discuss ways to coordinate efforts and share information.
- Kudos to Ms. Rene Johnson, owner of The Living Room on Main, who is building the new Casco Viejo project next door. This beautiful Spanish-Mediterranean style mixed-use project has broken ground and is quickly developing, and will be a nice addition to the lively downtown area.

COMMITTEE & MEETING NEWS:

- CRA Advisory Committee met with staff representation. Topics discussed included upcoming downtown events and development in the CRA. Planning Director Greg Rice shared the site plan for the new Highland Avenue townhomes, an “Anglo-Caribbean” style project. Discussion was held about the proposed change to the CRA Master Plan to include a transfer of density rights, a tool to be used as a development incentive.
- Arts & Culture Advisory Committee met with staff representation. Topics discussed included the North Douglas entryway public art donation, Broadway arch, and repair and restoration of City public art.
- Mobile Home Park Committee with staff representation. The Committee is seeking new members to represent the nine manufactured home parks in Dunedin and members are visiting those parks to gain membership. Also discussed among members was mobile home park insurance for residents using common facilities.
- Various meeting topics: Broadway arch, tree replacement at Kelly’s, skate stoppers for the North Douglas entryway brick walls.

NETWORKING

- Visit Dunedin meeting
- Downtown Dunedin Merchants Association meeting
- Chamber of Commerce Before & After Hours meetings
- Chamber of Commerce Board of Directors meeting
- Governmental Affairs meeting
- Meeting with St. Pete/Clearwater CVB regarding City-wide free Wi-Fi
- Bi-monthly conference calls with Pizzuti Companies regarding Gateway property development
- Team Dunedin meetings regarding Douglas Avenue Hotel development
- Weekly conference calls with Aqua Marketing & Communications

PROPERTIES FOR SALE/LEASE:

For Sale:

Address	Size	Type	Asking Price
1275 Bayshore Boulevard	12,080 SF	Strip Retail Center	\$1,900,000
833 Douglas Avenue	1,235 SF	Restaurant	\$369,000
555 Frederica Lane	6,800 SF	Warehouse	\$550,000
1299 Main Street	4,912 SF	Office	\$349,000
1370 Main Street	4,960 SF	Retail	\$999,000
1442 Main Street	3,680 SF	Retail Center	\$475,000
1980 Main Street	12,056 SF	Retail	\$1,325,000
2194 Main Street	13,384 SF	Neighborhood Center	\$2,249,000
210 Patricia Avenue	(Can split) 3,000 SF	Office	\$650,000
1367 Martin Luther King Jr. Ave	10,770 SF	Industrial	\$572,350

For Lease:

Address	Spaces/Size	Type	Asking Price
2494 Bayshore Boulevard	(2) 10,997 & 16,717 SF	Office	\$11.50 SF/Yr
730 Broadway	(1) 1,739 SF	Retail	\$19 SF/Yr
902 Curlew Road	(8 sp) 1,275-2,081 SF	Retail	\$17 SF/Yr
1714 County Road 1	1,000 SF	Strip Center	\$9 SF/Yr
2323 Curlew Road #6C	1,650 SF	Medical Office	\$16.40 SF/Yr
201 Douglas Avenue	(2) 974-1,016 SF	Office	\$14/SF/Yr
952 Huntley Avenue	(1) 1,280 SF	Office	\$11.25 SF/Yr
764 Main Street	(1) 3,500 SF	Medical Office	\$12 SF/Yr
1140 Main Street	(1) 800 SF	Retail	\$12 SF/Yr
1523 Main Street	(6) 800 to 2,000 SF	Retail	Avg. \$12 SF/Yr
1681-1757 Main Street	(6) 1,000 - 4,200 SF	Retail	\$14 SF/Yr
2196 Main Street	(2) 1,347 & 1,535 SF	Office	\$13.50 SF/Yr
822 Milwaukee	(1) 1,830 SF	Office	\$9.50 SF/Yr
124 Patricia Avenue	1,200 SF	Retail	\$9 SF/Yr
461 Plaza Drive	(3) 3,245 SF	Office	\$14 SF/Yr
1090 Pinehurst Road	(4) 750-1,260 SF	Office	\$12 SF/Yr