

Community Character Preference Survey

City of Dunedin

FDR

PLEASE SCROLL DOWN

The Community Character Preference Survey is an exercise in which the audience is asked to view pairs of images and then rank them according to preference. Generally, the images reflect conditions as found within the audience's community or relevant related conditions found in other communities. The Dunedin exercise took place in two separate sessions with a total of about 140 participants completing the survey. Participants were asked to rate two adjacent images by indicating if they preferred one or the other, if they liked them both or if they disliked them both, with the underlying intent to evaluate their appropriateness to the Dunedin context. The participants' elections are summarized below.

Streets & Roads

1



Left Good

0

Both Good

3

Both Bad

40

Right Good

96

HDR

Analysis:

Clearly, almost no one perceives the left-hand image taken along SR 580 as desirable; 2% of the respondents felt that both images were acceptable.

Almost one-third (29%) of the respondents felt that both situations were not acceptable for Dunedin.

The vast majority (69%) felt that the right hand image (Main Street in Kissimmee FL) was preferred for application within the City of Dunedin.

The dominant features of this right-hand image include the formal median, the continuous street wall on either side of the street, and the presence of a defined pedestrian realm, with on-street parking.

Ironically, with two continuous lanes in either travel direction and the potential for central turn lanes, the configuration shown on the right could easily handle over 20,000 car trips a day, considerable volume for a pedestrian-friendly environment.

Streets & Roads

2



Left Good

3

Both Good

6

Both Bad

19

Right Good

112

FDR

Analysis:

Again, very few respondents (6%) felt that the situation portrayed in the left-hand image (SR 580) was preferred for Dunedin.

The vast majority (80%) preferred the right-hand image: Main Street in Downtown Dunedin.

While this situation is probably much better known to the respondents than the previously shown image of Kissimmee, some similarities exist between the two: on-street parking, well-defined pedestrian realm, continuous building wall, with zero-lot-line buildings.

Streets & Roads

3



Left Good

6

Both Good

26

Both Bad

4

Right Good

101

HDR

Analysis:

The image on the right is from Main Street in Downtown; the image on the left is from Douglas Avenue near Knology Park.

A large majority of respondents (74%) preferred the right hand scenario, with an additional 19% feeling that both of the depicted conditions were acceptable for Dunedin.

Very few respondents felt that the left-hand image, alone, was preferable, and very few felt that both conditions were unacceptable.

Both streetscapes show a good deal of vegetation and tree cover.

Douglas Avenue has overhead power lines, whereas in Downtown most of the power lines have been buried.

The scale of Douglas Avenue is much wider than Main Street, with no central median.

Streets & Roads

4



Analysis:

The image on the left is Douglas Avenue, several blocks south of Downtown.

The image on the right is Downtown, on Main Street just east of Edgewater Drive.

A majority of respondents (60%) preferred the Main Street image, with a distinct minority favoring either the Douglas Avenue condition (3%) or both (3%).

A significant minority of respondents (34%) felt that neither situation is preferred for Dunedin.

This may reflect knowledge of the right-hand scenario, which is a somewhat awkward T-intersection at the western end of Downtown, close to the water and popular restaurants. Despite the conditions shown in the photo, it is not as pedestrian-friendly as it might be.

The image of Douglas Avenue depicts a condition that is distinctly hostile to pedestrians, notwithstanding the sidewalk along the edge of the roadway. The walkway is too close to the traffic, it is unshaded, and there is nothing of interest to look at outside of the ROW.

Streets & Roads

5



Left Good

6

Both Good

7

Both Bad

25

Right Good

101

FDR

Analysis:

The left-hand image depicts SR 580; the right-hand image shows Downtown Dunedin.

This duality is not unlike the one depicted in Image Set 2.

Again, the vast majority of respondents (73%) preferred the Downtown situation.

A significant minority (18%) felt that both conditions are undesirable; this may warrant to some additional research to determine what about the Main Street condition is seen as less than preferred.

Streets & Roads

6



Left Good

9

Both Good

32

Both Bad

8

Right Good

90

HDR

Analysis:

The left hand image depicts a situation along Douglas Avenue; the right hand scenario shows a section of Main Street at the intersection with Edgewater Drive.

In both situations, there is a well-paved sidewalk, with reasonable separation from the moving vehicles. There is considerable green space and mature trees.

A significant majority of the respondents (65%) preferred the right-hand scenario.

A strong minority (23%) felt that both situations were acceptable for Dunedin.

This may be because both roads are relatively low volume streets, with significant separation between cars and pedestrians and ample sidewalks.

Streets & Roads



FDR

Summary Analysis

The recurring predominant characteristics in the images selected by the community as desirable include pedestrian-friendly design, urban streetscaping, and landscaping. Five of the six images selected as preferable come from Downtown. The sixth image is from downtown Kissimmee.

Almost all of the images include on-street parking.

There seems to be a preference for streets that create a sense of containment, either through continuous street walls or through the use of continuous trees along both sides of the street.

In most examples, power lines have been buried, and there is a thematic quality to the lights, flag poles and other vertical streetscape features.

Parking

7



Left Good

3

Both Good

7

Both Bad

19

Right Good

109

HDR

Analysis:

The left-hand image depicts the parking lot for the shopping center at the intersection of Alternate 19 and the Causeway.

The right-hand image depicts the on-street parking along Main Street in Downtown.

Nearly eighty percent of the respondents felt that the right hand situation is preferable for Dunedin.

Of the remaining 20%, nearly three-quarters felt that both situations are unacceptable.

Parking

8



Left Good

9

Both Good

7

Both Bad

98

Right Good

24

HDR

Analysis:

The image on the left depicts a parking lot on land recently acquired by the City within the Downtown.

The image on the right depicts a parking lot located behind the shops along Main Street, also within the Downtown.

The majority of respondents (71%) felt that both images are not preferred for Dunedin.

Of the remaining respondents, 17% felt that the parking lot on the right, which includes some plantings is preferable.

In both cases, the perception of the parking lots may have been swayed by the fact that there are almost no cars to be seen in either lot.

Coupled with the earlier photos, however, one assumption to be drawn is that the design or surface lots is a critical criterion.

Parking

9



Analysis:

The image on the left depicts both on-street and surface lot parking associated with Marina Place located at the end of Main Street, near the Bay.

The image on the right depicts one of the three three-story mixed-use parking structures included as part of the Old Hyde Park Village development in South Tampa.

Of all the choices, a plurality of respondents (34%) preferred the OHPV parking structure. Significant numbers (28%) preferred the restaurant parking scenario, and another 23% felt that both images were acceptable for Dunedin.

Only 15% of the respondents felt that neither scenario is appropriate for the community.

The surface parking situation includes both on-street and on-site parking. There are reasonably mature trees separating the street spaces from the on-site spaces, and the destination is one of the more popular spots in Dunedin.

The OHPV parking structure is one of the best design parking structures in the Tampa Bay area both in terms of the mixed-uses contained within it, and in terms of its scale, architecture, and its integration into its surroundings. All of the factors, however, contributed to the cost of the structure, which was significantly higher than average prices for such construction.

Parking

10



Analysis:

The image on the left is from the shopping center at the intersection of Alt 19 and the Causeway; the image on the right is from the Granada Plaza shopping center, also in Dunedin.

Of all the images relating to parking, this pair brought out the sharpest contrasts, with nearly nine out of every ten respondents preferring the scenario on the right.

The defining distinction is the innovative use of mature trees in the right-hand parking lot. Both situations depict surface parking to service conventional suburban strip centers; in neither case is the architecture of the buildings particularly significant.

In the left-hand instance, however, the experience of parking and walking from one's car to a store is particularly brutal. In the right hand image, it is much more genteel, reminiscent of the effect found in certain small European towns where one can park within the central plazas and squares, which are often ringed by mature shade trees.

Parking



HDR

Summary Analysis:

A range of approaches to the provision of parking seems to be acceptable.

The selected scenarios include on-street parking, surface lot parking and parking structures.

In each example, the parking is seen as more than simply utilitarian storage. The Granada Plaza parking lot is heavily treed to create a pleasant level of shade. The Main Street angled parking adds life to the street and serves as a buffer between vehicles and pedestrians. The parking garage at Old Hyde Park Village was carefully scaled and designed to fit into its historical context, and includes a mix of street-level retail and restaurant uses.

Pedestrian Realm 11



Left Good

7

Both Good

28

Both Bad

7

Right Good

98

HDR

Analysis:

The image on the left is from SR 580; the image on the right is from Downtown Dunedin.

Both images show nice sidewalks with some separation between the walk and the street.

For an arterial roadway, the left hand image is not bad, which is reflected in the fact that 20% of the respondents felt that both images were acceptable.

Nonetheless, the significant majority (70%) of the respondents prefer the conditions depicted in the Downtown image.

Pedestrian Realm

12



Analysis:

The left-hand image is taken along the street edge in front of the Dunedin municipal services building. The right hand image is taken along SR 580.

The largest number of respondents (40%) felt that neither image depicts a condition desirable for Dunedin.

Just more than one-quarter of the respondents (27%) felt that the left-hand image was preferable, while less than one-fifth felt that the right-hand image was preferred.

The conditions depicted in both images are not particularly negative in terms of safety or accessibility; however, they are not particularly desirable examples of how to design and build the pedestrian realm.

Pedestrian Realm 13



Left Good

1

Both Good

34

Both Bad

27

Right Good

74

HDR

Analysis:

A majority of respondents preferred the right hand image, which depicts Patricia Avenue immediately in front of the Nielsen Research offices.

It is an example of a well done suburban arterial roadway with wide planting strips between the sidewalk and the roadway, and significant landscaping.

The left-hand image, taken along XXXX, also includes a wide planting strip between the walk and the roadway, but has no landscaping, and the adjacent buildings are set well back from the sidewalk.

A quarter of the respondents (25%) felt that both conditions were acceptable, while a fifth (20%) felt that neither was preferred for Dunedin.

Pedestrian Realm 14



Left Good

10

Both Good

93

Both Bad

7

Right Good

29

HDR

Analysis:

Neither of the images shown in this example comes from Dunedin.

The left-hand image is from Worth Avenue in Palm Beach, while the right-hand image is of Clematis Street in West Palm Beach.

Both are examples of well done urban streetscapes, and a significant majority of respondents (67%) felt that both were desirable for Dunedin.

For those who selected one image over the other, a three-to-one majority preferred the Clematis Street example.

This is a more “urbane” example, with outdoor seating, varied pavement patterns, overhanging canopies, curb-side plantings and on-street parking.

Pedestrian Realm 15



Left Good

Both Good

Both Bad

Right Good

8

59

10

62

HDR

Analysis:

Again, neither image depicts a situation currently found in Dunedin.

The left-hand image is from Sarasota, along a small, neighborhood-scale mixed-use project adjacent to Sarasota Memorial Hospital.

The right-hand image is from the Whaley's Shopping Plaza development in South Tampa.

Both images depict arcades that include outdoor dining.

The image on the left is narrower and uses a heavier, masonry based architecture.

The image on the right is wider, better lit, and more delicate feeling, done in framed wooden construction with a Key West motif.

Forty-five percent of the respondents preferred the right hand image, and another forty-two percent felt that both were desirable for Dunedin.

Pedestrian Realm 16



Left Good

31

Both Good

96

Both Bad

2

Right Good

8

FDR

Analysis:

Both pictures are from Park Avenue in Winter Park, showing the conditions after the City did a significant streetscaping exercise.

These are truly high-level urban shopping streets, with coordinated street furniture, signage and plantings, relatively wide walkways, and space for outdoor dining.

The image on the right is taken in front of a 1970s-era building whose architects insisted in setting the building back about twenty feet from the street edge.

The right-hand image shows the traditional pattern with buildings right up against the edge of the ROW.

A significant majority of respondents (70%) felt that both conditions are desirable.

Among those who chose one over the other, there was a four-to-one preference for the “traditional” section.

Pedestrian Realm



Summary Analysis:

People in Dunedin prefer that the pedestrian realm be pedestrian-friendly with certain constituent features:

1. ample space for walking or strolling;
2. a clear zone of separation between the walkway and the moving cars (this could be occupied by grass or by parked cars);
3. activities (on-street dining) or interesting architecture to look at along the non-vehicular side;
4. continuity along the street.

There seems to be some interest in the creation of arcades along heavily trafficked streets, along with integrated streetscaping, landscaping, signage and other types of detail.

Public Realm

17



Left Good

43

Both Good

79

Both Bad

2

Right Good

14

FDR

Analysis:

The left-hand image is from Ocean Drive along South Beach in Miami Beach FL.

The right-hand image is Armston Park in Dunedin.

The left-hand image depicts an active mixed-use urban street with outdoor dining.

The right-hand image depicts a neighborhood-scale park, with a fountain and a lot of landscaping.

A majority of respondents (57%) felt that both situations are desirable for Dunedin.

Those with a preference, chose the Ocean Drive image, three-to-one over the Armston Park image.

Public Realm

18



Left Good

11

Both Good

81

Both Bad

5

Right Good

41

HDR

Analysis:

The left hand image is the area around the historic fountain in Old Hyde Park Village in South Tampa.

The right-hand image is the shell in Downtown Dunedin.

Again, a majority of respondents (59%) felt that both situations are desirable for Dunedin.

Of those who chose one over the other, nearly a four-to-one majority preferred the Dunedin shell.

Public Realm

19



Left Good

1

Both Good

5

Both Bad

75

Right Good

55

HDR

Analysis:

The left-hand image depicts the row of newspaper vendor boxes lined up along the marina parking area on Edgewater Drive.

The right-hand image depicts coordinated vendor boxes added to Atlantic Avenue in Delray Beach as part of a major streetscaping effort.

A majority of respondents (55%) felt that neither image depicts conditions appropriate for Dunedin.

(Given the First Amendment requirement that provisions be made in every community for the display and sale of newspapers within the public realm, this desire cannot legitimately be fulfilled.)

Of those who preferred one situation over the other, the vast majority (55 to 1) preferred the coordinated vending boxes shown from Delray Beach.

What is not shown in this image is that the boxes are also coordinated with all of the other elements of Atlanta Avenue's streetscape including light stanchions, sign poles, trash receptacles, seating, water fountains and so forth.

Public Realm

20



Left Good

12

Both Good

23

Both Bad

24

Right Good

78

HDR

Analysis:

Both images depict street furniture, in particular a bench for seating and a trash receptacle. The image on the left is taken from Fort Meyers Beach, after a streetscaping program was initiated.

The image on the right comes from Atlanta Avenue in Delray Beach after a similar streetscaping effort.

Nearly one fifth of the respondents felt that both conditions were acceptable (17%) or unacceptable (18%) for Dunedin.

The majority of respondents (57%) felt that the street furniture shown in the right-hand image was preferable for Dunedin.

In the right hand image the trash receptacle and the bench are coordinated and are slight more traditional and “urban” than those shown in the left-hand image, where the bench and the receptacle are not coordinated.

Public Realm

21



Left Good

71

Both Good

29

Both Bad

16

Right Good

20

HDR

Analysis:

The left-hand image is the same Atlantic Avenue image that was shown in Scenario 20 (on the right-hand side).

The right-hand image is taken from Fort Meyers Beach, in a different location from the furniture shown in the left-hand image from Scenario 20.

In this example, one-fifth of the respondents (21%) felt that both sets of furniture were acceptable, but just over one-half (52%) preferred the left-hand image.

This corroborates the results from Scenario 20, even though the second set of Fort Meyers furniture shown above is more traditional and somewhat more “urban” than the previous set.

A key distinction between the two examples above is the use of metal (more urban) in the left-hand image and wood (less urban) in the right-hand image.

Public Realm



HDR

Summary Analysis:

Respondents acknowledged a wide variety of acceptable public spaces.

These include areas such as Ocean Drive which are heavily travelled and continuously filled with diners, strollers and other forms of activity; Armston Park which is heavily landscaped and generally fit for passive activities; the fountain area at Old Hyde Park Village, which is adaptable to a wide range of formal and informal activities throughout the course of the day, week or year; the Dunedin Band Shell which is designed for certain types of civic activities but which also lends itself to a range of other formal and informal uses.

Civic spaces should be placed in locations that are accessible in multiple ways yet are not, themselves, the center of circulation.

The preference for streetscape items such as street furniture seems to tend towards those pieces with a more “urban” feel, made of metal, with some traditional references, in contrast to elements made of wood, concrete or plastic-coated metal.

Water's Edge

22



Left Good

27

Both Good

63

Both Bad

4

Right Good

43

FDR

Analysis:

Both images come from Dunedin; the left-hand image is taken along Edgewater Drive just north of the Dunedin-Clearwater line.

The right-hand image is taken further up the Drive, closer to Downtown.

A plurality of respondents (46%) felt that both conditions were desirable.

Of those who selected between the two, 31% felt that the greenscaped park setting at the water's edge was preferable to the linear path along Edgewater Drive (20%).

Water's Edge

23



Left Good

35

Both Good

33

Both Bad

24

Right Good

36

HDR

Analysis:

The image on the left is taken along the beach on Causeway Drive, leading to Honeymoon Island.

The results of this scenario are among the most evenly divided of any of the scenarios.

There was a very slight preference for the right-hand image over the left-hand image (28% to 27%).

Nearly as many people (26%) felt both situations were acceptable, but nearly one-fifth of the respondents (19%) felt that neither was preferred.

Water's Edge

24



Left Good

47

Both Good

50

Both Bad

9

Right Good

31

HDR

Analysis:

The image on the left is taken from the Marina in Downtown Dunedin.

The image on the right is taken along the quay in downtown Celebration FL, a town whose design was carefully scripted by the Disney Corporation.

Just more than one-third of the respondents (36%) felt that both images were acceptable for Dunedin or that the Marina image was preferable (34%).

Of the remaining responses, just under one-quarter (23%) preferred the Celebration water's edge, with only 7% finding neither image acceptable.

Water's Edge

25



Left Good

52

Both Good

62

Both Bad

9

Right Good

12

HDR

Analysis:

Both images are taken from within Dunedin; the right hand image is more urban than the left-hand image.

A plurality of respondents (46%) felt that both scenarios are appropriate for the City.

Of those who selected between the images, by a four-to-one margin the left hand image was preferred.

Again, there was only a nominal number (7%) who felt that both images are unacceptable.

Water's Edge



HDR

Summary Analysis:

The relationship between the City and the water is clearly a dominant concern for many residents of the community and is clearly seen as one of the more desirable aspects of living there.

A wide variety of edge conditions seems to be acceptable, ranging for quiet passive park space to an almost urban waterfront esplanade condition as shown in the example taken from Celebration.

The paramount concerns seem to be that the waterfront remain as accessible as possible to as wide a range of users as possible, and that the treatment vary according to location. Within the Downtown, the interface can be more urbane; along the Causeway it can be relatively untreated; within the neighborhoods it should be treated in a more park-like manner.

Building Scale

26



Analysis:

Neither image is from Dunedin.

The left-hand image is taken from Mizner Park, a mixed-use infill redevelopment project in Boca Raton FL; the right-hand image is the Mirasol, an apartment building on Davis Islands that was one of the first structures built on the Islands in the 1920s.

Both images depict seven-story residential structures; the Mizner Park example steps back from the street edge with the “tower” located at the end of a pedestrian cul-de-sac.

The Davis Island example rises to seven stories directly from the street-edge.

Respondents were cautioned to judge the images primarily in terms of scale and massing, and not with respect to the architectural styles or materials.

Two-thirds of the respondents (66%) preferred the Mizner Park example.

Twenty-seven percent felt that neither condition was acceptable for Dunedin, even though there are conditions within the Downtown where there is currently an 80-foot height limit which is close to the conditions depicted in both of these examples.

Only 6% of the respondents felt that both examples were good, and only 1% preferred the scale of the Davis Islands building.

Building Scale

27



Left Good

36

Both Good

23

Both Bad

35

Right Good

45

HDR

Analysis:

Again, neither example is from Dunedin.

The left-hand example is from the South Lake mixed-use development outside of Dallas TX, with three levels of residential apartments above ground-floor retail.

The right-hand image is of a two-story mixed-use retail and office infill development in Hyde Park in South Tampa.

Both come up to their property lines and both do a good job of “holding” the corner on active commercial streets.

The results are fairly evenly spread out.

A plurality (32%) preferred the South Tampa building, with 26% preferring the Texas structure.

One quarter of the respondents (25%) felt that neither image was acceptable, while 17% felt that both were acceptable.

Building Scale 28



Left Good

44

Both Good

70

Both Bad

8

Right Good

18

HDR

Analysis:

Both examples are new structures built along Fifth Avenue in Naples FL, in accordance with a redevelopment master plan done in the mid-1990s by DPZ.

Both are mixed-use buildings; the left hand picture shows a three-story structure while the right-hand picture shows a two-story building.

Exactly one-half of the respondents (50%) felt that both buildings show a scale that is desirable for Dunedin.

Thirty-one percent preferred the three-story building on the left, while 13% preferred the two-story building on the right.

Only 6% of the respondents felt that neither building scale was appropriate for Dunedin.

Building Scale



HDR

Summary Analysis:

The images chosen as acceptable or appropriate for Dunedin range in scale from two- to seven stories, and include a range of masonry materials.

Each preferred situation includes buildings that are built up to the edge of the public right-of-way, and which help define active streets or civic spaces.

Two-, three-, and four-story buildings can sit directly adjacent to the ROW or lot line; for taller buildings the preference seems to be that the building step-back as it goes up so that the scale immediately adjacent to the ROW is lower rather than higher.

(In an unrelated situation, the respondents seem very comfortable with the concept of mixed-use buildings that incorporate two or more uses, including residential.)

Architectural Character²⁹



Left Good

3

Both Good

7

Both Bad

21

Right Good

110

HDR

Analysis:

For these examples, the audience was asked to focus on the architecture of the buildings, in terms of style, materials, colors, etc.

The left-hand image is a renovated industrial building in the Channel District in Tampa that has been converted into residential condominiums. The architects respected the industrial aesthetic of the original structure.

The right-hand image is of the live-work townhouses in downtown Dunedin, done in a vaguely Victorian residential style.

A significant majority of the respondents (78%) preferred the Dunedin townhouse architecture.

Two percent felt that the Channel District conversion was preferable, and 5% liked both examples.

One seventh of the respondents (15%) felt that neither was appropriate for Dunedin.

Architectural Character ³⁰



Analysis:

The image on the left is a nine-story condominium tower from Redington Shores.

The image on the right is the already-used seven-story Mirasol apartments from Davis Islands.

Both buildings sit on the water; the first on the Gulf of Mexico and the second on a deep-water canal leading to Hillsborough Bay.

Exactly one-half of the respondents preferred the traditional architecture of the Mirasol.

A substantial minority (38%), however, felt that neither building's architecture was desirable for Dunedin.

Seven percent felt that the Gulf-front building was preferable, and 5% felt that both were acceptable.

Architectural Character **31**



Left Good

15

Both Good

19

Both Bad

77

Right Good

29

HDR

Analysis:

This image is actually a single picture of two side-by-side buildings in Chicago.

The left hand building is a new commercial retail structure and the right hand image is an older three-story mixed-use building with retail at the ground level and apartments above.

A majority of respondents (55%) felt that neither aesthetic was appropriate to Dunedin.

Fourteen percent felt that both were acceptable, and of those who preferred one look over the other, 21% liked the older more traditional building while 11% preferred the more contemporary look.

Architectural Character ³²



Left Good

2

Both Good

11

Both Bad

5

Right Good

120

FDR

Analysis:

Both pictures depict two-story single-family houses.

The image on the left is taken from Orange County CA; the image on the right is from Dunedin.

In the California home, the three-car garage dominates the street-presence. In the Dunedin example, the garage is not visible; only the twin wheel tracks heading behind the house.

The vast majority of the respondents (87%) preferred the traditional Dunedin house.

Eight percent felt that both were acceptable; 4% felt that both were unacceptable, and 1% preferred the more contemporary California example.

Architectural Character ³³



Left Good

21

Both Good

56

Both Bad

10

Right Good

52

FDR

Analysis:

Both buildings are in Dunedin. The left-hand image is the Fine Art Center and the right-hand image is the historic train depot, now home to the Dunedin Historical Society.

The Art Center is extremely contemporary while the depot is traditional brick architecture.

A plurality (40%) of the respondents felt that both styles of architecture are appropriate to Dunedin, while only 7% felt that neither was acceptable.

Of those who chose between the styles, 37% preferred the traditional architecture of the depot, while only 15% preferred the more contemporary look of the Fine Arts Center.

Architectural Character ³⁴



Left Good

3

Both Good

4

Both Bad

51

Right Good

82

HDR

Analysis:

Both pictures depict “big-box” suburban supermarkets.

The image on the left is of the Save-a-Lot store on XXXX in Dunedin.

The image on the right is of a Kroger store in Belfair South Carolina.

The Dunedin store typifies the anonymous commercial strip architecture that took dominance in the past thirty years.

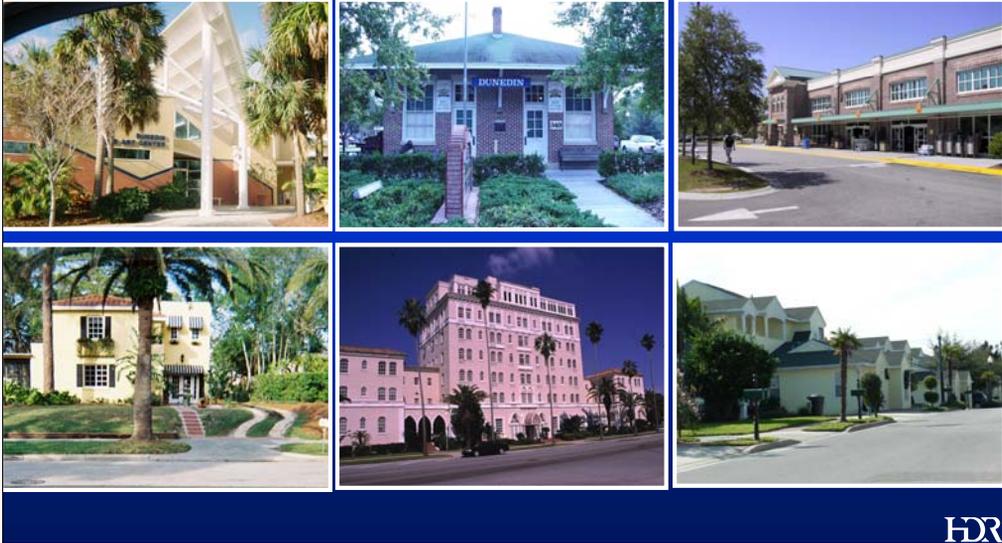
The South Carolina store was deliberately designed to reference a more traditional commercial shopping street made up of smaller units with a canopy-shaded sidewalk and considerable amounts of glazing.

Nearly 60% of the respondents preferred the South Carolina example, but over one-third of the respondents (36%) felt that neither example was acceptable.

This may reflect the strong “anti-big box” sentiment that was prevalent at both workshops.

Only 3% of the respondents felt that both examples were appropriate to Dunedin and 2% preferred the left-hand example.

Architectural Character



FDR

Summary Analysis:

The architectural taste of the respondents seems to run towards more traditional styles and detailing, with a preference for masonry materials. The one stylistic exception is the Fine Arts Center which appears to be well-liked within the community.

Signage

35



Left Good

24

Both Good

31

Both Bad

17

Right Good

63

HDR

Analysis:

Both examples of signage shown in these images are from outside Dunedin.

The left-hand image shows the canopy signs found along Atlanta Avenue in Delray Beach.

The right-hand image shows the coordinated stand-alone street signage found at the curbside edge of the sidewalk along Park Avenue in Winter Park.

Just under half of the respondents preferred the Park Avenue example (47%).

An additional quarter (23%) liked both situations, and 18% preferred the Atlantic Avenue signage.

Thirteen percent of the respondents felt that neither example was appropriate for Dunedin.

Signage

36



Left Good

8

Both Good

14

Both Bad

10

Right Good

105

HDR

Analysis:

Neither image is from Dunedin.

The left hand image, showing the stand-alone sign-boards and the three-dimensional ice-cream cone, is from Fort Meyers Beach.

The right hand image showing the letter “M” (for Morton’s, a store) inlaid in the paving tile and the stand-alone produce displays is from Sarasota; this is the same project that incorporates the arcades that were shown in Scenario 16.

More than three-quarters of the respondents preferred the right-hand image.

An additional 10% felt that they were both acceptable for Dunedin.

Only 6% preferred the Fort Meyers Beach example, and another 7% felt that neither scenario is appropriate to Dunedin.

Signage



FDR

Summary Analysis:

The paucity of signage examples makes it difficult to draw definitive conclusions about the respondents attitude towards signage. Nonetheless, there seems to be a liking for understated, yet expressive, signage that is part of an overall coordinated approach that includes urban design, landscaping, streetscaping and architectural details.



Community Character Preference Survey Summary Analysis

There is a clear preference for pedestrian-friendly streets, of all scales, with accessible sidewalks and a clear separation between pedestrians and moving vehicles. Trees and other forms of landscaping are appreciated, as are interesting and accessible buildings on the private edge of the Right-of-Way.

Downtown Dunedin is seen by most as a special place, with its “small town” character, its pedestrian-friendly streets and its historic architecture.

Community members appreciate on-street parking, prefer parking lots that are shaded and aesthetically pleasing, and are prepared to consider parking structures if they are well located, of the right scale, and if they are architecturally pleasing and mixed-use.

Within the pedestrian-realm, community members want to see more street-level activities including outdoor cafes. Wider sidewalks would be appreciated as would enhanced signage, streetscaping and landscaping along the streets.

Civic spaces of all sorts are appreciated, addressing a range of activities from outdoor dining to special events to passive sitting. Again, streetscaping and landscaping are critical, with a preference for more coordinated “urban” furniture and fixtures.

Citizens appreciate the wide range of ways in which the community interacts with the water, and all such situations ranging from quiet and open to active and urban should be enhanced and embellished.

Architecturally, residents prefer low- and medium-scale buildings of between two and four stories. When well designed, buildings can be built right up against the adjacent right-of-way. Buildings as tall as seven stories are acceptable, if the tallest parts are stepped back from the street.

Architecturally, there is a clear preference from more historical or traditional styles of architecture, although representative examples of more contemporary design such as the Dunedin Arts Center are well liked.