

Southside Douglas Avenue Neighborhood Report



March 2012

SOUTHSIDE DOUGLAS NEIGHBORHOOD STUDY

South Douglas Avenue Corridor Revitalization

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SOUTHSIDE DOUGLAS NEIGHBORHOOD STUDY

South Douglas Avenue Corridor Revitalization

History

The City of Dunedin's "Southside Neighborhood" is an area bordered by Union Street, Douglas Avenue, Beltrees Street, and Patricia Avenue. This area is predominantly single family residential, with pockets of commercial activity on the east, west and south sides. There is also a wealth of civic institutions in this neighborhood. There are a few churches, three public schools, a public library, a municipal stadium, a senior center and a museum. Places for limited recreational activities are available on the grounds of the Dunedin Middle School. There is no passive parkland, but some conservation areas dedicated to drainage. Right-of-way and traffic in this area are mostly service streets, primarily roads that connect to secondary and major roads, and PSTA bus service is available. This neighborhood is provided with the needed utility facilities, communication service facilities, water, and wastewater facilities. There is no significant undeveloped land other than a few residential building lots.

The Southside Douglas area was discussed as an area of interest in both the Community Visioning Report of 2005 and Douglas Avenue Corridor Study of 2008, as highlighted below:

Community Visioning Report – HDR (2005)

The purpose of this report was for City leaders to come together and discuss a wide range of issues relating to the current and desired future conditions of the community. They targeted six areas of primary concern, two of which included the Douglas corridor and the Southside Neighborhood.

In analyzing the Douglas Avenue corridor, it was determined this corridor within the Southside Neighborhood contains five (5) different land use categories and seven (7) different zoning designations.

- The upper 1/3 is characterized by general & neighborhood commercial and MF uses
- The middle 1/3 – Stadium, Hale Activity Center, followed to the south by the Library
- The lower 1/3 contains general commercial & residential uses

There is land available for new development and significant redevelopment in the general area of the intersection of Douglas and Lyndhurst Street. The recommendation was to apply a mixed use Future Land Use (FLU) category.

Douglas Avenue Corridor Study – Wilson Miller (2009)

The purpose of this report was to evaluate and identify the current mix of uses and create a market-driven redevelopment strategy that is sufficiently flexible to accommodate a range of service, retail, and residential uses respectful of the character of the adjoining areas and the design and function of the streets. A market analysis was also conducted, and the development of a plan to provide recommendations on how to implement the strategy to promote economic development and improve the existing function of the built environment along the corridor. The objectives of the corridor study:

- Identify strategies to encourage the redevelopment of the corridor
- Protect neighborhoods
- Foster a mixture of land uses in existing and proposed nodes along the corridor
- Identify and integrate land uses and transportation that permits quality redevelopment
- Identify safe and efficient transportation alternatives
- Identify and describe design elements that will positively contribute to successful redevelopment efforts along this corridor

Assets and challenges to redevelopment include:

1. Aesthetic and functional improvements to the area around the Stadium
2. Redevelopment of the industrial parcels north of Downtown
3. Lack of adequate lighting for pedestrians
4. Need for identifying features and signage

Described as South of downtown along Douglas Avenue, is a significant amount of vacant land that is well suited for development. Adjacent to the vacant land is a mix of commercial, small office complexes and the Dunedin Stadium complex, home to the Toronto Blue Jays Spring Training, Dunedin Blue Jays Minor League Baseball, and the Dunedin Falcons High School Baseball team. At the most southern portion of the corridor is primarily single-family and small multi-family residences. Parallel to Douglas Avenue is the Pinellas Trail, a 34-mile long bicycle and pedestrian trail that extends most of the length of Pinellas County. Recent redevelopment in the downtown area has included commercial uses that are of service to trail users. The intent of this plan is to recommend redevelopment opportunities that will spur quality development that will compliment the area, while preserving the surrounding neighborhood character.

[See Appendix 1](#)
[Corridor Study Area Synopsis & Recommendations](#)

Southside Neighborhood Action

Conduct a Survey

With information provided by the above reports, Planning Department staff began a plan of action. Surveys were mailed to all residents within this area to gain knowledge on what they think of their community and what they think it needs. Nobody who turned in a survey indicated they were dissatisfied, in fact, 66% of respondents said they liked their neighborhood, and 34% said they loved it. Almost 70% of those responding indicated they would be interested in working with City staff in developing a neighborhood strategy and the corridor plans. In a ranking of importance (in order), the top five things people valued were:

- (1) Crime prevention
- (2) Public works
- (3) Police protection
- (4) Fire and ambulance
- (5) Traffic

The top 6 things residents feel need improvement:

- (1) Storm drainage
- (2) Street lights
- (3) Sidewalks
- (4) Curbs
- (5) Gutters
- (6) Traffic control

[See Appendix 2](#)
[Southside Neighborhood Survey](#)
[Summary of Survey Results](#)
[Graphs of Survey Results](#)

Form a Neighborhood Group

After compiling survey results, a City Commission Workshop was held in November 2009 to meet with the residents. The meeting was well publicized and well attended. Representatives came from the Pinellas County Community Development, and the Hispanic Outreach Center came to assist those Spanish-speaking residents. City staff and Commission stated their desire to work with residents to formulate a plan of investment, address issues of concern, amplify things that are enjoyed and appreciated, and increase the quality of life in their neighborhoods. The City has limited resources to provide the needs and wants of the residents which make it important to have feedback from the residents in establishing priorities.

During that meeting, a suggestion was made to form a self-organized group of residents to work with City staff. The Commission agreed, and one of the residents informally took names and numbers of interested people. This started the Southside Neighborhood Advisory Group, who gathered independently and began to prioritize issues in their neighborhoods.

Eleven (11) meetings have been held over the past two years with City staff and the residents, neighboring business owners, the Pinellas County Sheriff's Office, schools and the library, working together, to address the needs of the Southside. In the sections to follow in this report are the main issues, accomplishments to date, and future goals during this time period 2009-current (March 2012).

City Projects & Accomplishments

I. Road and pedestrian traffic safety

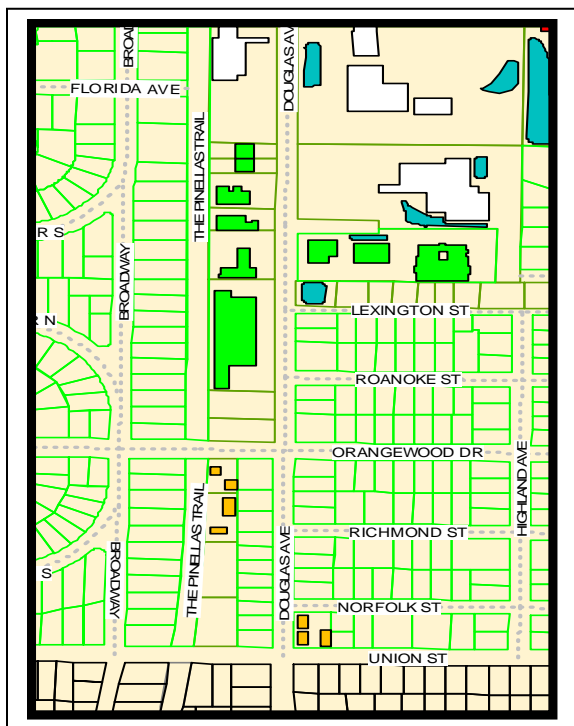
1. City has spent over \$500K in water and sewer pipeline replacements, in sidewalk construction, street resurfacing, road reconstruction and streetscaping.
2. Over 50 roads were resurfaced in the past five (5) years. Expectation to reconstruct Douglas Avenue & Beltrees Street within the next ten (10) years.
3. Traffic calming – Dexter Drive had three (3) speed humps installed. City streets continue to be monitored by law enforcement and temporary speed feedback signs.
4. Sidewalks were installed on New York Avenue from Roanoke North to Logarto Apartments.
5. Clearwater allowed Dunedin to relocate the lane merge on Douglas Avenue in Dunedin to the south side of Union Street in Clearwater in advance of the traffic signal, making this intersection safer.
6. Exec Director of PSTA, Tim Garling, attended a Southside Neighborhood meeting to speak to the residents. He explained requirements for bus shelters (22 riders/per day) and the upcoming upgrades to buses in their system. Dunedin has a lot of bus coverage, but infrequent service. 173 bus stops, 30 bus shelters, 62 benches. Hopefully, Dunedin can continue to work with PSTA on establishing a “small” bus system to operate within the City.
7. Street lighting was upgraded (approx. \$8K in upgrades and \$9K in annual costs).
8. Mid-block crosswalks were installed at two locations on Douglas Avenue: crossing Orangewood and at the Hale Center.
9. Pinellas Trail connection was complete connecting east/west directions from Douglas to Alternate 19.
10. Douglas Avenue was resurfaced and restriped from 4 to 3 lanes; at the same time the speed limit was reduced from 35 to 30 MPH.

II. Character Zone Overlays

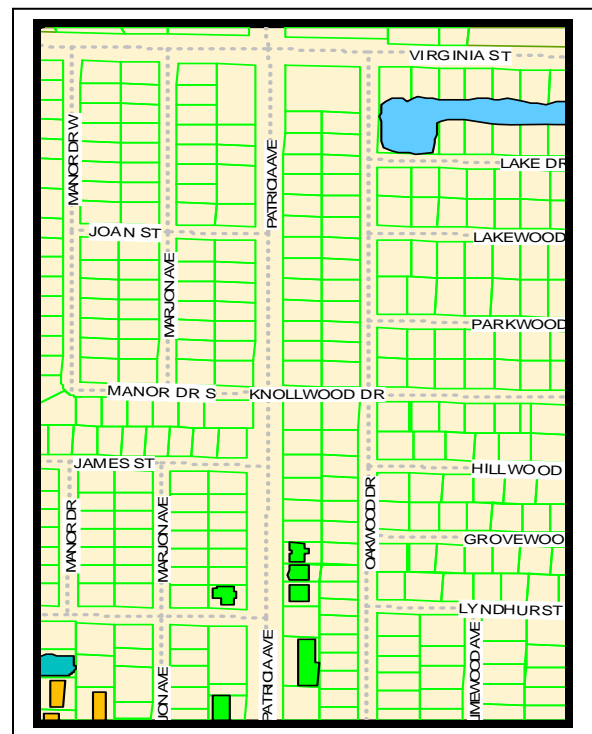
From a planning & zoning perspective, survey results shared with staff by the community focus on a number of key planning issues that would significantly benefit the southside neighborhoods. Development of Overlay Zoning Districts and representative Character Zones within several southside neighborhoods, as outlined in the Douglas & Patricia Avenue corridor studies.

The purpose of a character zone overlay is to allow for the introduction of certain additional permitted uses to a defined geographical area while protecting the underlying zoning. Planning & Development staff are proposing the introduction of certain low intensity neighborhood scale business uses for the southern portion of the Douglas corridor and the central portion of the Patricia corridor (see below).

Douglas Corridor



Patricia Corridor



III. Infrastructure

1. City has spent \$8M on infrastructure improvements: roads, streets, pipelines.

[See Appendix 3](#)
[Infrastructure](#)
[City Planned Capital Projects \(11/09\)](#)

IV. Stormwater & Flooding

1. Stormwater is a major issue continuing to be addressed and funded over the next several years. The City evaluated stormwater conditions and drainage systems Citywide and have 25 major projects, with 7 in the Southside. The highest priority is the Orangewood Drive Outfall Project, which was moved up from 2015-17 to 2011-12. The Orangewood Drainage Project comprises the construction of a new stormwater collection, conveyance and treatment system to address localized flooding problems and to improve the quality of stormwater discharges into St. Joseph Sound. The major structures will comprise a network of pipelines extending on side streets north and south of Orangewood Drive from highland Avenue west through Edgewater Drive. Stormwater treatment will be provided at a new underground facility located in the south park site at Lime Circle. In addition, perforated pipe installed east of Douglas Avenue will allow stormwater from most small rainfalls to enter the groundwater rather than discharge into the new outfall structure in St. Joseph Sound. This project will cost approximately \$2.5M and includes water treatment. The project is currently 40% complete, and final project completion is scheduled for August 2012.

City applied for \$300K in Community Development Block Grant (CDBG) funds from Pinellas County for the Orangewood Stormwater outfall initiative. Plans were to also use Penny for Pinellas and SWFMWD matching monies. We received a letter of denial from Pinellas County Community Development, stating our submittal exceeded the amount of FY2010-11 grant funds available.

The City held a large neighborhood meeting on August 16, 2011 meeting to inform residents of the Storm Sewer Construction and effects to roadway access and area parking. Prior to meeting we mailed 490 letters to physical addresses within the surrounding area.

[See Appendix 3](#)

[Infrastructure](#)

[Notice of Special Meeting - Orangewood Storm Project](#)

V. Water and Sanitary Sewer

1. There has been a lot of water & sanitary sewer work and the reconstruction of the Milwaukee Avenue water main in conjunction with the Lyndhurst Street water main to improve water pressure and water quality. There is good water quality leaving the plant, and depending on the pipe size and the travel time, the water can degrade. Changing out the pipes is part of the City's ongoing efforts. Milwaukee/Lyndhurst was approximate \$1M project; all planned water main replacement work is now completed.

VI. Neighborhood Beautification

1. Tree trimming was completed in the Southside neighborhoods, and is ongoing.
2. Dumpsters at Dunedin Stadium and Hale Activity Center were enclosed (to improve view).
3. Dumpster enclosure behind strip center at Union/Milwaukee (Munchees, Simons, Laundromat) to improve area appearance.
4. Met with Dunedin Mobile Home Park residents and installed security fencing at rear of their property.
5. Tree inventory complete. Invited residents to participate in City's annual Adopt a Tree Program/Giveaway. Trees are planted in the City ROW in a resident's front yard, and the resident agrees to maintain the tree.
6. City received \$17,856 from the Healthy Forest Initiative Grant, as part of a Federal Program (2009 American Recovery & Reinvestment Act). This grant was administered by the Florida Department of Agriculture Services of the Division of Forestry and required no match. Trees were planted in the right of ways of Union Street and Milwaukee Avenue on the Southside of the City (and another location at the Wastewater Plant).

Neighborhood Revitalization

I. Code enforcement

Code enforcement inspectors attended Southside Neighborhood meetings and gave the residents valuable information, as well as listened to their concerns regarding neglect and disrepair in their neighborhood. A significant issue was vehicle parking in front yards. Parking in the street contributes to emergency and traffic control problems.

Ordinance #105-61.4.3 thru 4.6 was passed in December 2011 to prevent “yard parking”. This Ordinance states:

- Parking of vehicles in yards is prohibited. If extra driveway parking is necessary, residents may dedicate a 9’ strip on either side of the driveway, but the surface must be prepared with a product that will allow proper drainage. All work must be permitted.
- Parking in driveways must not block the sidewalk.
- Permit required (free).

These rules apply to the entire City, not just the Southside Neighborhood. Below numbers show the success of parking enforcement.

Statistics for 2011		
Parking violation letters mailed	% of Code Enforcement Inspector’s caseload	Cases which came into compliance
110	33% (of 329)	96%

In addition to parking violations, the City has taken a proactive approach to cleaning up the Southside Neighborhood. We have opened cases for inoperative vehicles, open storage (trash in yards) and other violations of a “blight” nature, and one case of running a metal scrap yard at a residence (which has since stopped). City staff members also participated in Somebody Cares Tampa Bay (CareFest) and, through this charity organization, cleaned up the yard and painted a home in the Southside in 2011. The numbers below reflect the results of this aggressive approach.

	Lawn overgrown violation letters mailed	% of Code Enforcement Inspector’s caseload
2010	56	47%
2011	7	14%

[See Appendix 4](#)
[Sample Front Yard Parking Permit](#)

II. Law enforcement

1. Speeding: Pinellas County Sheriff's Office conducted a traffic analysis including devices to record detailed information about speeding, which will be used to determine exactly where patrols should be and where the problems are. The Sheriff's Office has increased monitoring and surveillance at Union Street/Milwaukee Avenue, and the Douglas Avenue business corridor. Efforts have been increased on Patricia Avenue for speed, traffic enforcement and narcotics activity. Traffic crashes are being reviewed to determine which intersections and roadways have the most problems.

[See Appendix 5](#)

[Pinellas County Sheriffs Office Statistics](#)

2. Community Policing forums: They have been held in the Southside with the purpose of providing an overview of the Community Policing operation so that everyone is familiar with the deputies and what they do. Everyone is encouraged to attend those forums.
3. Gang Prevention strategies: The perception is that the Community has a gang problem; according to Sheriff's Office statistics the gang activity in Dunedin is a low .33%. Sheriff's Office has various techniques to mitigate gang activity, and in addition knows how to identify behavior in youths that might recognize an at-risk youth for joining gangs. Programs offered to help children: Step Up Program for risk youth (10 to 16 yrs); PAL (Police Athletic League); Teen Drive Challenge.
4. The Sheriff's Office has made progress in the Southside. Patrols are made on golf carts, a small electric car, and bicycles, as well as patrol cars.
5. The formation of a Public Safety Committee to be an advisory committee for the Sheriff's Office and Fire Department, noting that the safety of residents is of utmost concern to the City. City staff liaison and residents make up the membership of this Committee. There is a representative on the Committee from the Southside Neighborhood.

III. Economic Development

[Economic Strategic Plan, December 2011](#)

As discussed in the first draft of Dunedin's Economic Strategic Plan presented at a City Commission Workshop in December 2011, our three goals are:

1. Diversify local economy
2. Business housing friendly environment
3. Enhance quality of life

As a main corridor, Douglas Avenue corridor is discussed in the Plan as an area of focus. The SWOT analysis listed areas of opportunity which would enhance the Southside Neighborhood. These are expanded upon below:

DOUGLAS AVENUE	
STRENGTHS	<ul style="list-style-type: none"> ▪ Public facilities: Florida Auto Exchange Stadium (Spring Training home of the Toronto Blue Jays), City Library, Hale Senior Center. ▪ Range of mixed uses: health, service, retail, residential, art. ▪ Streetscaping, brick sidewalks, roadway width reduction, decorative mast arms and street lighting. ▪ Location of City parades. ▪ Formation of Southside Douglas Neighborhood group.
WEAKNESSES	<ul style="list-style-type: none"> ▪ Zoning and land use. ▪ Parking. ▪ Aging buildings. ▪ Sporadic mix of residential, business & institutional uses.
OPPORTUNITIES	<ul style="list-style-type: none"> ▪ Enhancements at both north and south entryways. ▪ Large green market at Stadium. ▪ Create campus setting with Hale Center, Public Library, and Stadium. ▪ Use campus for other events and festivals. ▪ Complete Streetscape. ▪ Improvement to Orangewood drainage system (in process 2011-2012).
THREATS	<ul style="list-style-type: none"> ▪ Remaining competitive with other businesses in the area. ▪ Losing the Toronto Blue Jays.

Douglas Avenue runs from Skinner Boulevard on the north to Union Street on the south. The corridor features both residential and commercial uses. A portion of Douglas Avenue has been improved in the last few years and the south end will soon see drainage improvements.

Douglas Avenue also has a mixture of institutional/civic uses, including being home to the Toronto Blue Jays, the Dunedin Public Library, and the Hale Senior Activity Center. This area has a neighborhood atmosphere, and there are small parcels that are vacant and could be developed.

Objective for Douglas Avenue

To foster adaptive reuse along with encouraging private investment, and ensuring the Toronto Blue Jays remain in Dunedin.

Douglas Avenue Strategies

1. Stronger connections between the corridor and the Pinellas Trail.
2. Mixed-use redevelopment should include a residential component.
3. Missing sidewalks should be filled in to make a more pedestrian-friendly corridor.
4. Improved, finished streetscape throughout the corridor.
5. Improved street lighting and overall pedestrian safety.
6. Shared/joint-use parking facilities to off-set the need for parking.
7. Better relationship between the stadium and the corridor intersection.
8. Secondary uses for the stadium and its surrounding areas.
9. Wayfinding signage for local uses and downtown.
10. Incentives for physical and aesthetic improvements along the corridor.
11. Create a Douglas Art Overlay District for North Douglas.
12. Create projects which feature mixed use and green building concepts.

Douglas Avenue Economic Indicators

1. Business relocation to Douglas Avenue.
2. Private investment as a result of adaptive reuse.
3. Façade and site plan assistance applicants.
4. Inquiries for development.

Also discussed in the Strategic Plan were incentives, key components to encourage new private investments, retain and recruit companies, build tax base, create jobs, and improve the overall ambience of an area. The following incentives were recommended to be promoted and implemented to accomplish these goals on Douglas Avenue:

Area/Industry	Grant/Incentive	Funding Source	Outcome
Douglas Avenue	Enhancement Project \$5,000 Matching Façade \$3,000 Site Plan Assistance \$10,000 Demolition Grant	Corridor/Penny CRA Economic Development	Private Investment Build Tax Base Job Creation Retention/Recruitment

Advising economic development and redevelopment is straightforward, but the implementation of the strategies takes considerable dedication and commitment from many sources:

- City Commission
- Property Owners
- City Staff
- Partners
- Merchants
- Residents

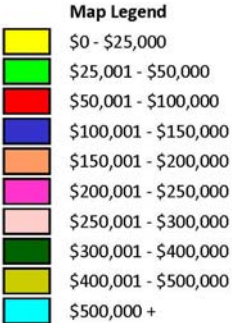
Starting in an incremental manner can increase the odds for success. It is recommended to begin by revitalizing Patricia Avenue, and then improve Douglas Avenue.

Action/Area	Responsible Party	Funding Source	Benefits
Douglas Avenue		Corridor/Penny TIF	Private Investment Tax Base Create Identity Job Creation Overall Beautification

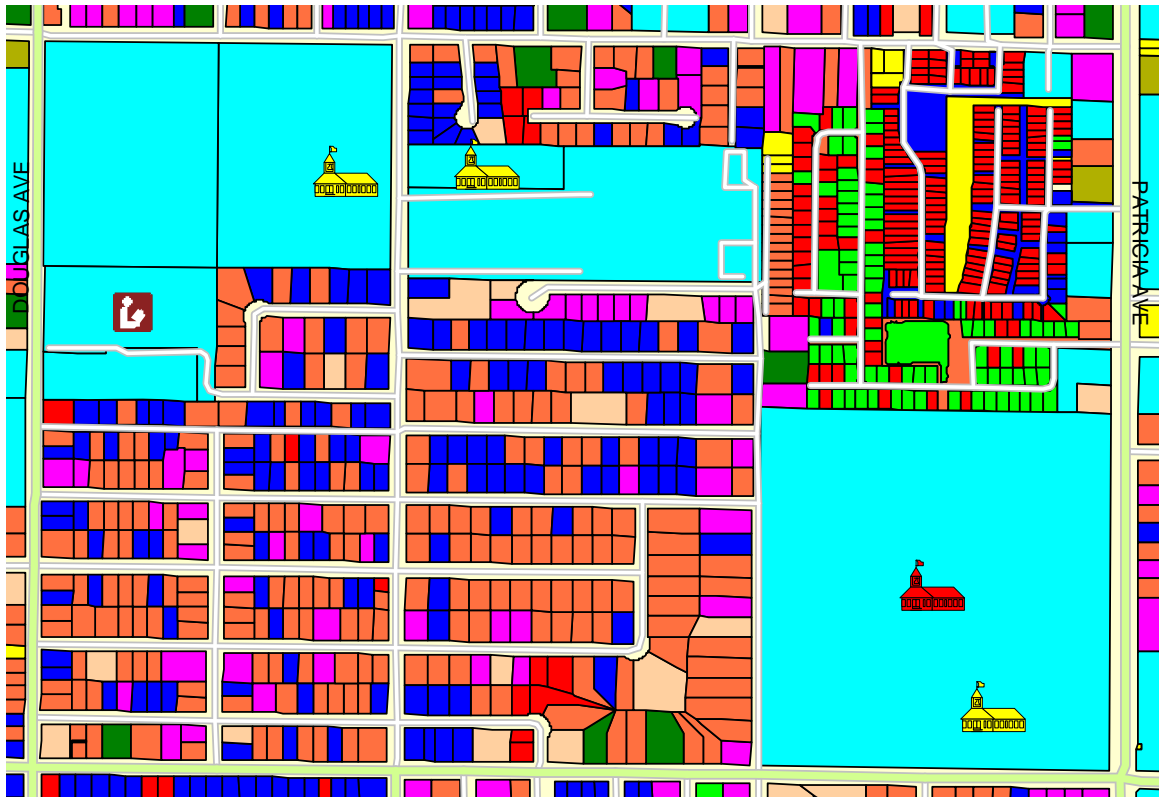
Information taken from Economic Development Strategic Plan, December 2011

Southside Neighborhood Property Values

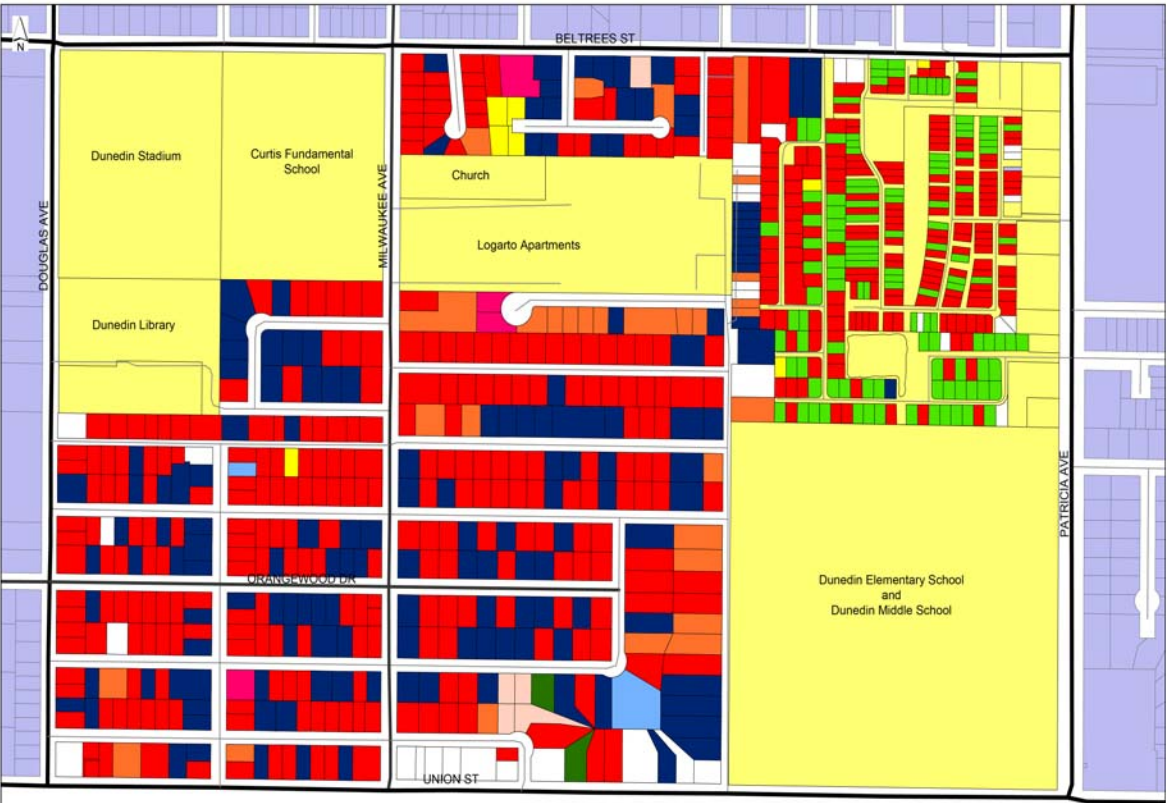
A comparison was made of the property values in this neighborhood block (borders: Beltrees/N, Union/S, Patricia/E, and Douglas/W) taken in 2009 and current (2012). As reflected in the diagrams on the next page, property values have practically dropped in half due to the hard economic times.



VALUES 2009



VALUES 2012



IV. Housing

1. Pinellas County Community Development (PCCD) has been working with Dunedin for 25+ years. PCCD administers the housing programs on behalf of Dunedin and works with City staff to find out what kind of programs are needed. Currently, there are four (4) programs offered by the county for citizens to take advantage of:
 - a. Home Repair Program: Applicants can obtain funds to make repairs to their home, which helps preserve property values and the neighborhood. Homeowners can save money by purchasing more efficient appliances, A/C units, which will reduce utility bills.
 - b. Independent Living Program: This program assists the elderly or disabled stay in their home longer by providing grants to fund home improvements for physically disabled residents (ramps, railing, special equipment). The longer a person can stay in their home, the more cost saving (nursing home, ALF).
 - c. Down Payment Assistance Program: This program is in the form of interest free, second mortgage loans with repayment deferred for five years.
 - d. Hurricane Mitigation Grant Program: This program is designed to assist homeowners retrofit property to be better prepared and protected in the event of a hurricane.

[See Appendix 6](#)

[Pinellas County Community Development Grant Programs](#)

2. A representative from the Census Bureau came to Southside meeting to encourage all to participate in the 2010 Census. Stressed the importance of the census questionnaire, besides being mandated by the government, census counts determine our congressional representation and how many federal dollars can be distributed to our City for various programs. For one family who does not answer the census, it represents \$40-50K loss in funds over ten (10) years. A Proclamation was signed by Mayor Eggers supporting census reporting.

A comparison of Census data between Years 2000 and 2010 was made. The biggest change was in the housing category, with the number of vacant properties in this area increasing by over 100%. This is an example of our poor economy and the rise in unemployment rate of Pinellas County during the past decade. Many homes have been left vacant and are in foreclosure. The number of both owner-occupied and renter-occupied units both decreased by approximately 10%.

Census Information Census Tract 270, Block Group 4 Data

	2000 Census	2010 Census	% Change
Race			
- Hispanic	6.6%	10.0%	+3.4
- White	86.3%	84.0%	-2.3
- Black	5.2%	6.0%	+0.8
- American Indian	0.5%	0.2%	-0.3
- Asian	1.2%	2.0%	+0.8
- Other	0.4%	4.0%	+3.6
Median Age			
- Both Sexes	42.2%	45.3%	+3.1
- Male	39.4%	41.7%	+2.3
- Female	44.4%	47.8%	+3.4
Housing Units	1035	1072	+3.5
- Occupied	933	855	-8.4
- Vacant	102	217	+112
- Owner Occupied	57.9%	47.0%	-10.9
- Renter Occupied	42.1%	32.0%	-10.1
Households			
- Number of Households	933	855	-8.4
- Average Household Size	1.98	2.02	+2.0

V. Recreation

The City's Parks & Recreation Department strives to ensure that the facilities and activities are convenient, affordable and accessible to all residents. The Southside of Dunedin has several athletic programs for all ages, including:

- Dunedin Middle School (Basketball, exercise course, open soccer)
- Dunedin Stadium (Blue Jays, Dunedin HS baseball, special events)

The Southside also has park facilities at Dunedin Middle School, VFW playground, and Scotsdale Park.

Currently the City provides many recreation programs in the Southside:

- Before & after school programs at Dunedin Elementary School (supervised sports, games, music, crafts)
- Before school program at Dunedin Middle school
- Summer camp at Dunedin Middle School (sports, games, field trips for elementary and middle school students)
- Senior programs at Hale Activity Center

The City has initiated discussion with potential partnerships to develop organized programs at Dunedin Middle School co-location (PAL, YMCA, Boys & Girls Club of Clearwater). We have also increased intergenerational programs at the Hale Center and are exploring opportunities (land and funding) for a destination playground in the Southside, and programmed activities at Dunedin Middle School. We also want to explore increased Pinellas Trail connectivity between Parks & Recreation facilities.

City staff have visited the schools and talked with guidance counselors for interested students who may want to earn credit hours for Bright Futures scholarships & other community service hours by getting involved with the above programs. The Youth Advisory Committee meets at the MLK Jr. Activity Center once a month. Staff is trying to get them involved in planning events & activities.

Also in July 2011, the City passed Ordinance 2011-04 to allow golf cart usage in two zones within City boundaries, including the Southside area. This expanded route was created as an alternative mode of transportation and has been received well by residents. A small fee is charged to register for an annual permit at the City's Building Department for a decal and operator's manual.

[See Appendix 7](#)
[City Recreation Facilities](#)

VI. Dunedin Public Library

The Dunedin Library is an asset in the heart of the Southside, and is the busiest facility in the City, with over 320,000 visitors per year. With almost 1,000 visitors a day, this Library is visited by young children, teens, and adults who walk, ride skates, bikes or are in strollers. The citizen group Friends of the Library has over 300 members.

The library staff is here for the citizens of the neighborhood and can offer meeting places for neighborhood or block groups or any other type of group. They can offer programs on requested topics from recycling to landscaping to renters issues, home repair, etc. The Library is the center of e-government services for the neighborhood and provides assistance with job creation and economic development sources and has people who come in and say they want to start a business – staff will walk them through the process. Residents can come to the Library to register to vote, sign up for unemployment, apply for government services, file taxes, and send emails to City commissioners. The Library has wi-fi and welcomes people to bring their laptops and sit in the garden, or come inside to their computers as over 72,000 people did last year.

The Library is proud to be part of the Southside and is a true gateway to the City. Many new arrivals make the library one of their first stops to find out where to go and find out about the rest of the services in the City.

1. City created a safe access from Library parking lot to Stadium by connecting to the existing sidewalks on Douglas and Stadium property.
2. Library welcomed new playground as part of the Southside revitalization effort. Ribbon cutting date 8/20/11. This project was funded by City corridor funds (\$15K), Friends of the Library (\$25K), Dunedin Rotary Club (\$2,500), Dunedin Youth Guild (\$3,500), and Casa Tina & Friends (\$4k).
3. Decorative bicycle racks were installed at the entrance to the Library. They are in the shape of open books.
4. The Library parking lot was restriped.

[See Appendix 8](#)
[New Library Playground](#)

VII. Communications

The City of Dunedin has been successful at bringing together residents and business owners of the Southside Neighborhood to work together to better their neighborhood. In reaching out to the schools, civic groups, and holding meetings in the neighborhood, the City has been able to get to know the citizens of this area and better serve their needs.

Through this group, a South Dunedin Citizen Advisory Group was also formed of concerned residents. They meet independently and have also created a Facebook page.

We have posted all meetings via:

- Public Notice
- Media Press Release
- City's website, www.dunedingov.com
- City of Dunedin's Facebook page & Twitter account
- Emails to Southside Neighborhood group
- Advertise by flashing street signs on Douglas Avenue

These methods of communication show how effective the City's outreach has had an impact on this community. The lines of communication are open and the Southside Douglas Neighborhood Group has proven City government at its best.

[See Appendix 9](#)

[Social Media – Sample Facebook Pages](#)

[City of Dunedin](#)

[Southside Citizen Advisory Group](#)

Looking Ahead - The Future of the Southside Neighborhood

The City is proud of the accomplishments made to date in the Southside Neighborhood. We feel we have “made a difference” by creating a better quality of life for the residents and business owners in this area implementing many improvements. We will continue to plan and budget future projects in the Southside Neighborhood utilizing recommendations from the following:

- Douglas Avenue Corridor Study
- Economic Development Strategic Plan

In addition, some of the ideas below were generated at the many neighborhood meetings.

Stormwater

1. The City has requested SWFWMD grant funding of the President Street Drainage Project. We are encouraged by SWFWMD comments and hope to acquire that project.

Beautification & Sidewalks

1. Install decorative “Welcome to Dunedin” sign at southside entryway to Dunedin at Clearwater border (location to be determined).
2. Install decorative bus shelter on Douglas Avenue, dependent upon PSTA concurrence, and a safety/accessibility analysis to determine location.
3. Wayfinding signage advertising local assets (Library, Hale Center, Stadium) to be posted at crossings on Pinellas Trail.
4. Create and distribute code enforcement information brochure to residents.

Economic Development

1. Staff continues to encourage small business owners by offering the City’s façade program to improve and enhance their appearance and take advantage of the 50% reimbursement up to \$3K (per facing) from the City’s Department of Economic Development.

Recreation/Library

1. Upgrade street lighting in Library staff parking lot.
2. Explore solutions for parking situation surrounding Stadium during Blue Jays Spring Training.

Unresolved Questions

1. Road design (finished edge) at Norfolk, Lexington, and Dexter.
2. Sidewalks.
3. Renaming “Southside”.
4. Additional code enforcement.
5. Other comments and concerns.