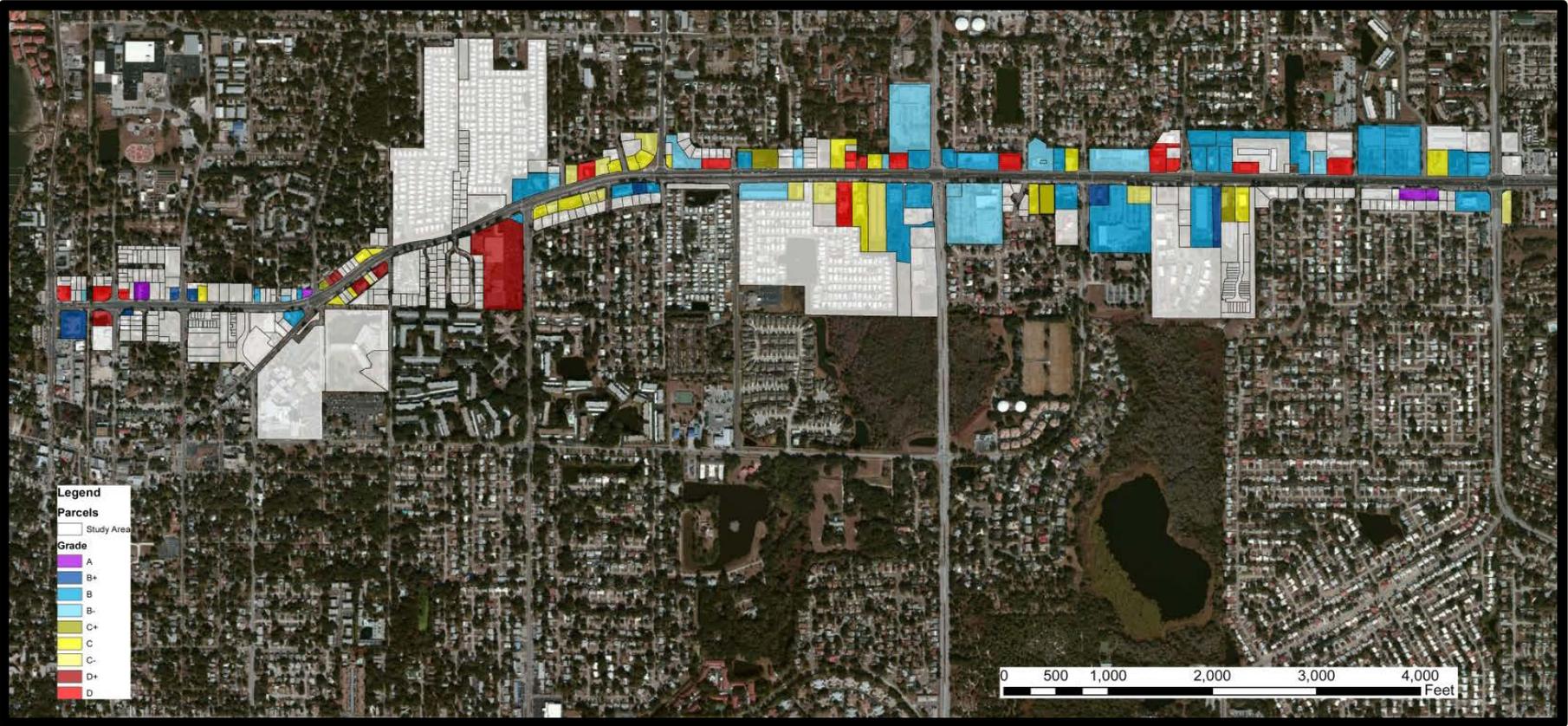


S.R. 580 CORRIDOR STUDY

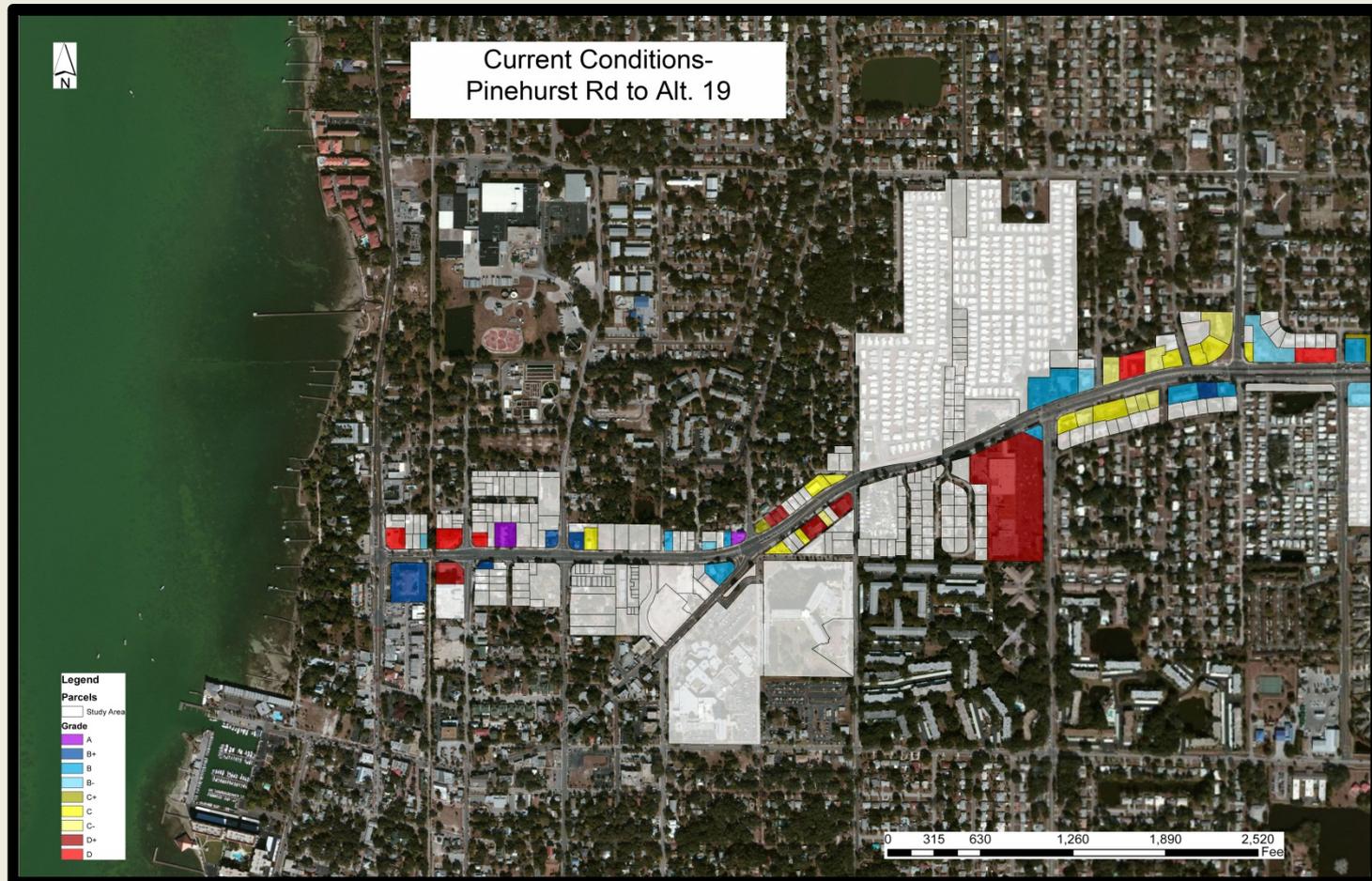
City Commission
Workshop
6.12.2012

CURRENT CONDITIONS



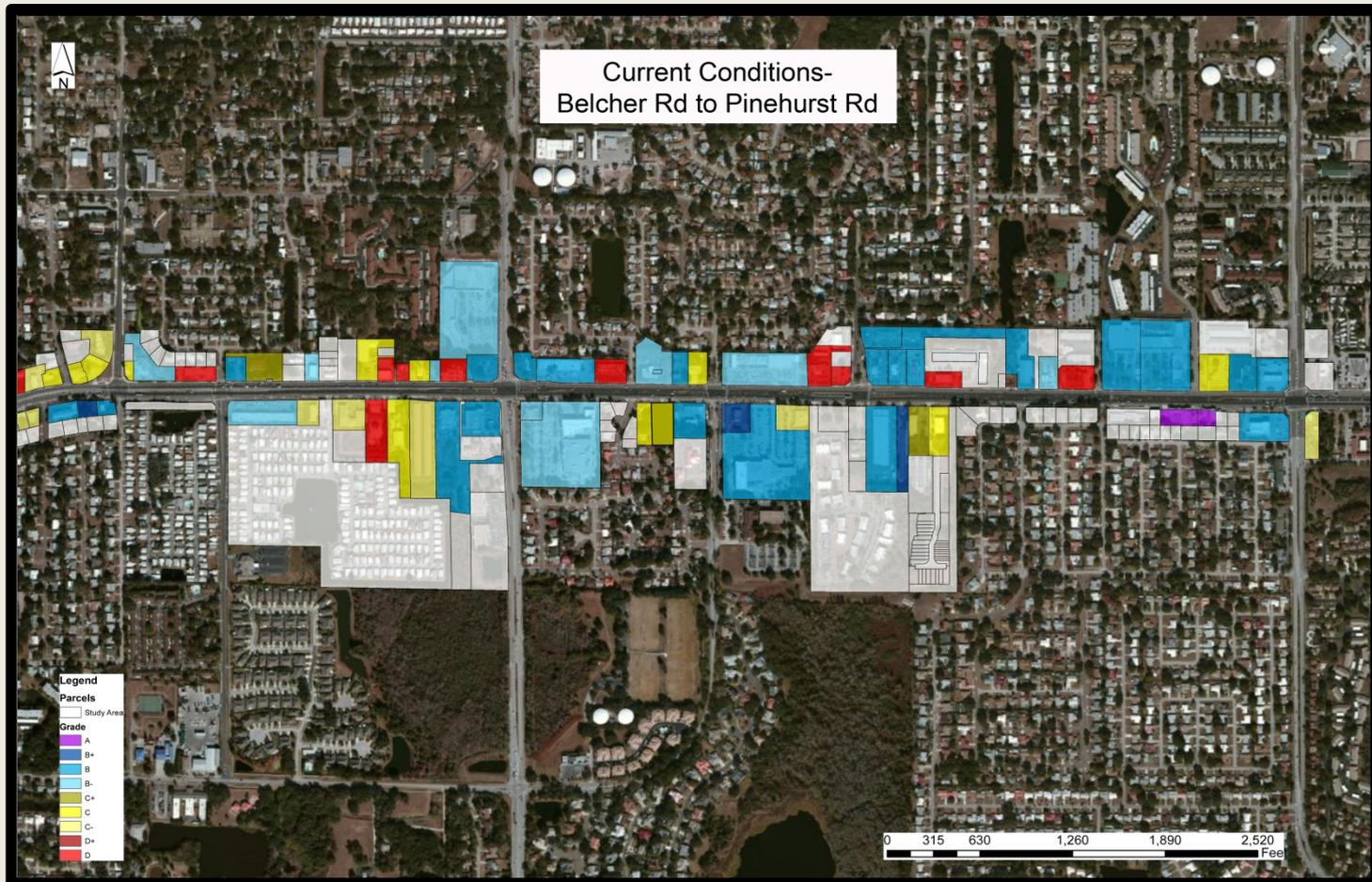
CURRENT CONDITIONS

ALT. 19 - PINEHURST



CURRENT CONDITIONS

PINEHURST - BELCHER



SR 580 CURRENT CONDITIONS

SR 580 is a major east-west highway serving northern Pinellas and central Hillsborough County. It is a major commercial and commuter route, bisecting north/south Dunedin.

These major commercial roadways typically have these characteristics:

1. Made up of strip centers:

- *An open-area group of stores are arranged in a row, with a sidewalk in front.*
- *Developed as a unit and have large parking lots in front.*
- *Direct access to a major thoroughfare*
- *Intense use of signage to attract passersby*
- *Generally without an "anchor" tenant*

2. Overhead power lines

3. Limited landscaping and trees

SR 580 CURRENT CONDITIONS

All properties along the S.R. 580 Corridor were evaluated and rated by Class A thru D in the following categories using the same criteria:

- Age
- Condition of façade
- Signage
- Vacancy
- Mix of retail
- Landscaping/trees
- Parking condition

SR 580 CURRENT CONDITIONS

- **Class A** Properties are typically buildings that are brand new, recently redeveloped or renovated. They usually occupy prime locations with state-of-the-art facilities and have excellent accessibility.
- Less than a handful of structures were rated Class A on this Corridor. Only one in the eastern corridor near Belcher, and a couple in the western part of S.R. 580 met this criteria. Purple on the Map.
- **Class B** Properties are typically maintained and finished to a good or fair standard with adequate facilities.
- As one can see by the amount of blue, the majority of our properties fell into the Class B average rating. Blue on the Map.

SR 580 CURRENT CONDITIONS

Class C Properties in this group provide functional space with low rents; they are typically 15–25 years old and are often ‘walk-up’ store fronts in strip malls.

About a third of the properties on S.R. 580 in Dunedin fell into this category of older commercial spaces. Yellow on the Map.

Class D These are buildings that are older than 25 years and do not maintain steady occupancy.

Slightly less than 20% of the properties were rated Class D. Red on the Map.

SR 580 CURRENT CONDITIONS

Include a current photo of SR 580 today. Can be compared to Greg's slide of Rio Road/ US 29 and a timeline of growth.

Improvements that can be made in the Public Areas:

- *Medians*
- *Landscaping ~ trees, grass, bushes*
- *Roadway*
- *Utilities ~ overhead power lines*

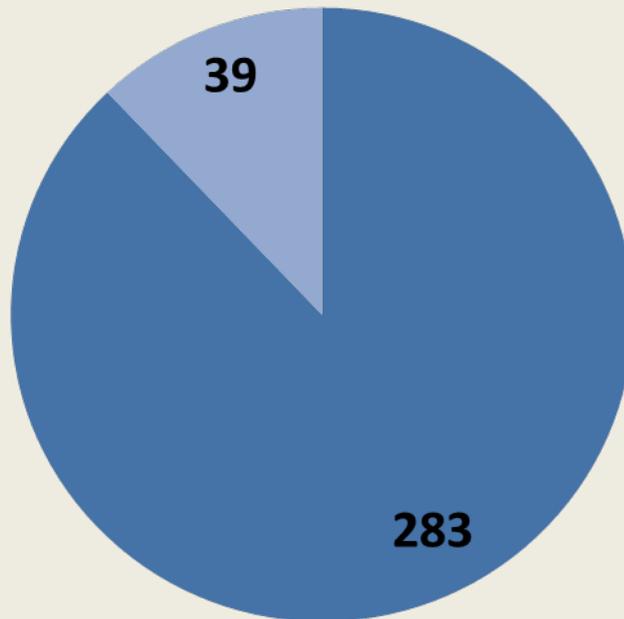
SR 580 CURRENT CONDITIONS

An inventory of properties was taken during the end of May 2012. 22 named strip centers/plazas were found along State Route 580 between Belcher Road and Skinner Boulevard:

- Ashley Park West
- Bolands Plaza
- Coastal Plaza
- Community Plaza
- Concord Plaza
- Country Boy Plaza
- Emerson Square
- Grenada Plaza
- Guy Plaza
- Haven Square
- Heritage Oaks
- Jimmy's Plaza
- Main Street Center
- Nezis Plaza
- Oak Tree Center
- Overcash Center
- Papa Johns Plaza
- Tower Oak
- Wethersfield Center
- 580 Plaza
- Heather Square
- Independence Square

SR 580 CURRENT CONDITIONS

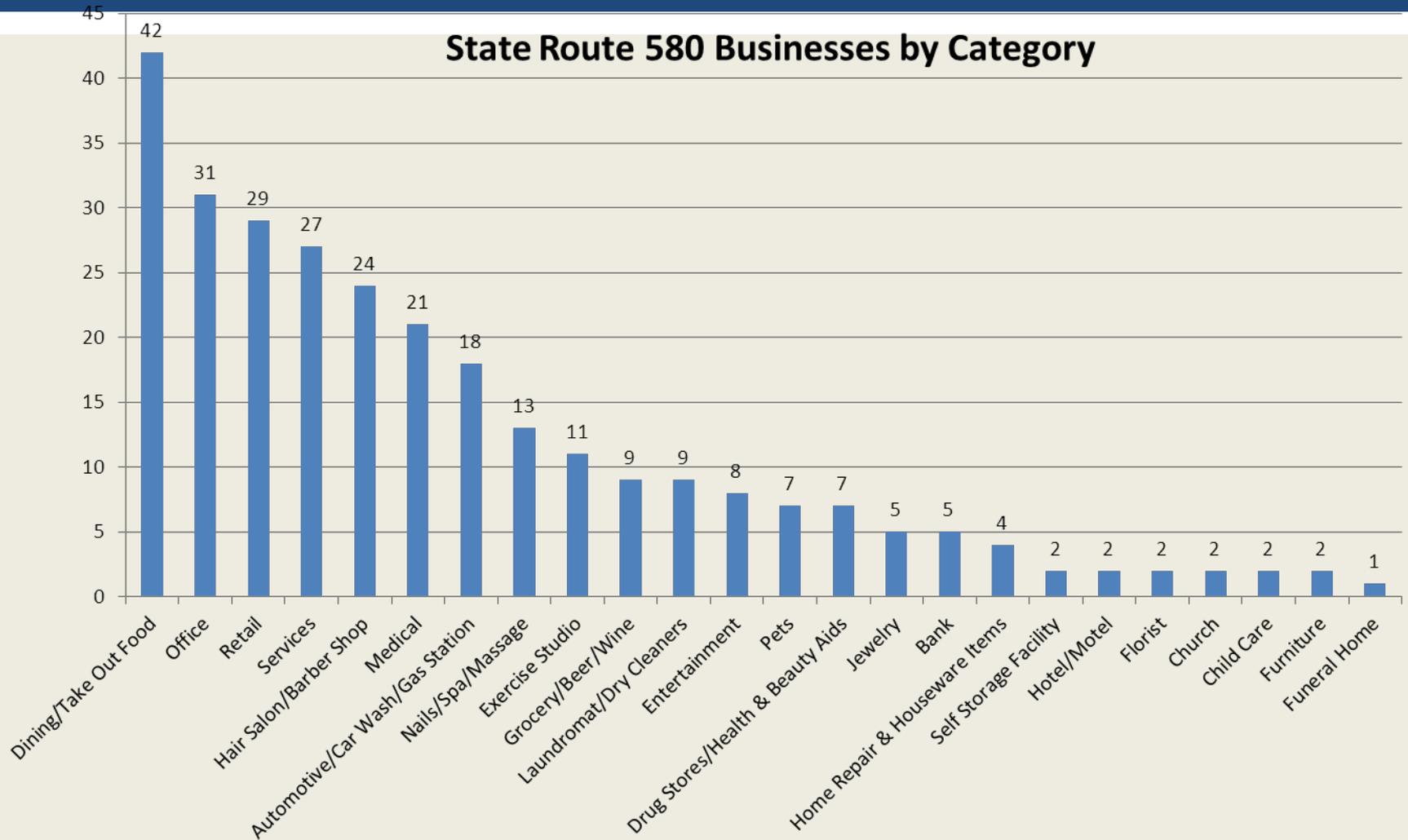
State Route 580 Vacant Properties vs. Total Properties



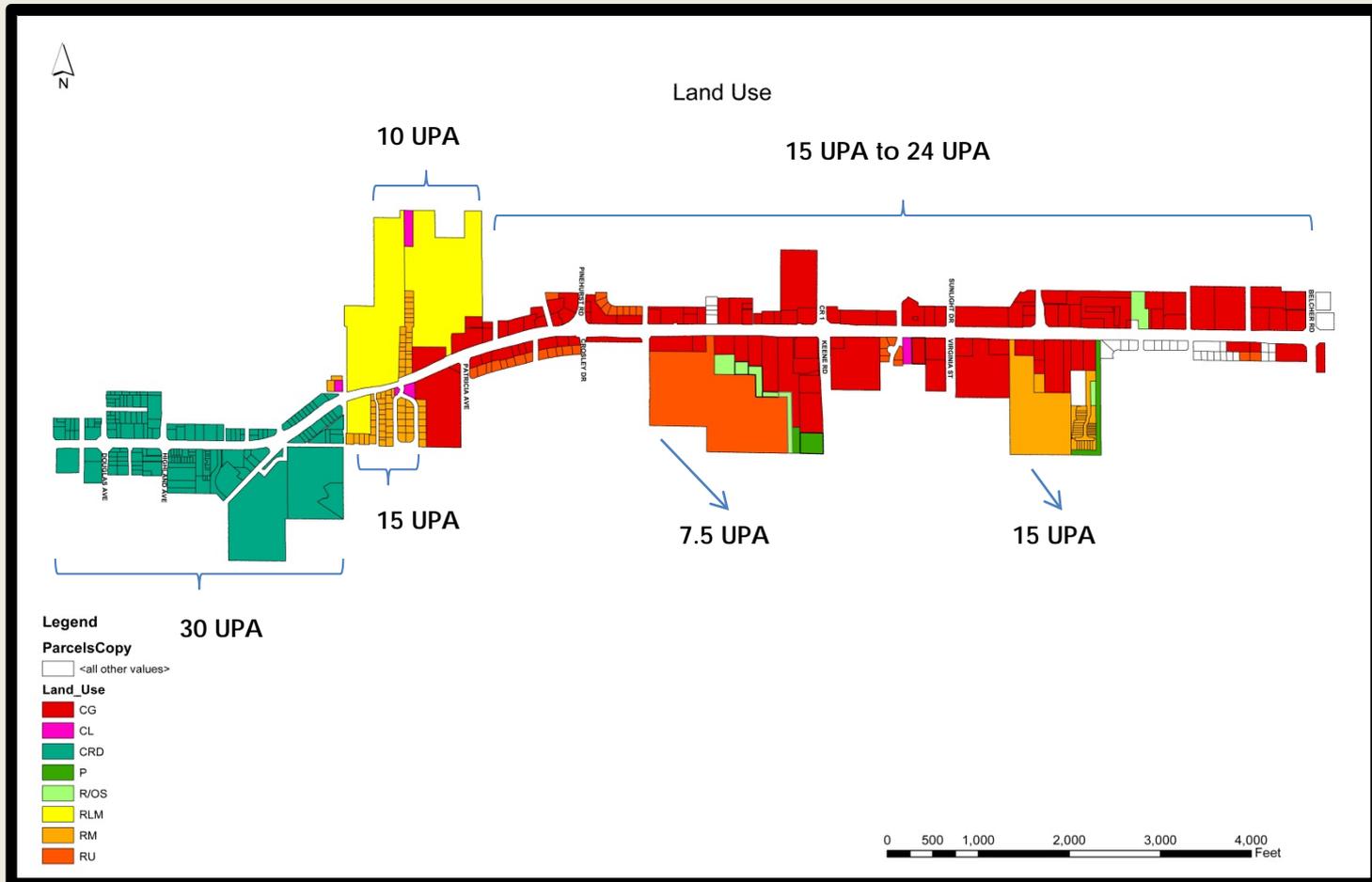
- Properties
- Vacant Properties

Note: 30% of Pinellas County's office inventory is currently vacant. On State Route 580, 39 out of 322 properties are vacant (12% vacancy). Most are office with some retail.

SR 580 CURRENT CONDITIONS



LAND USE PLAN CATEGORY



ZONING



CORRIDOR ADDITIONAL STUDY

- Is the density right?
- Are there too many zoning districts?
- Do we want the varied heights and varied front yard setbacks?
- Do we want to eliminate front yard setbacks?

LISTENING SESSIONS – 2 GROUPS

Pinehurst East to Belcher
Pinehurst West to Alt 19



LISTENING SESSIONS – 2 GROUPS

Some Shared Opinions Between Both Groups

Assets:

- A lot of traffic (good exposure)
- Good commercial corridor

Shared Opinions Between Both Groups

Issues:

- There is little incentive to development because of low densities limitations
- 580 Is “cold” and uninviting
- Dangerous in places

Shared Opinions Between Both Groups

Ideas for the Future:

- Change land use/zoning to allow greater density and more flexibility
- Beautification features: brick pavers & planters in center lane; green buffer between sidewalk and street
- Put power lines underground
- Mixed-use is a plus (residential is key)



ALT 19 to Pinehurst

Opinions

- Add more way-finding signage
- Consider labeling "historic downtown"
- Gateway great fit for rental/residential
- Don't reduce 580 to 2 lanes from Pinehurst to Alt 19
- Increase trolley service to 7 days a week

Pinehurst to Belcher

Opinions

- Create a 580 corridor façade program
- Don't do *anything* that would make it more difficult to enter businesses (raised medians)
- If you have to pick either functionality or beauty, pick functionality

TRANSPORTATION



Number on intersection is number of crashes from 2007 to 2009

Broadway to Bass

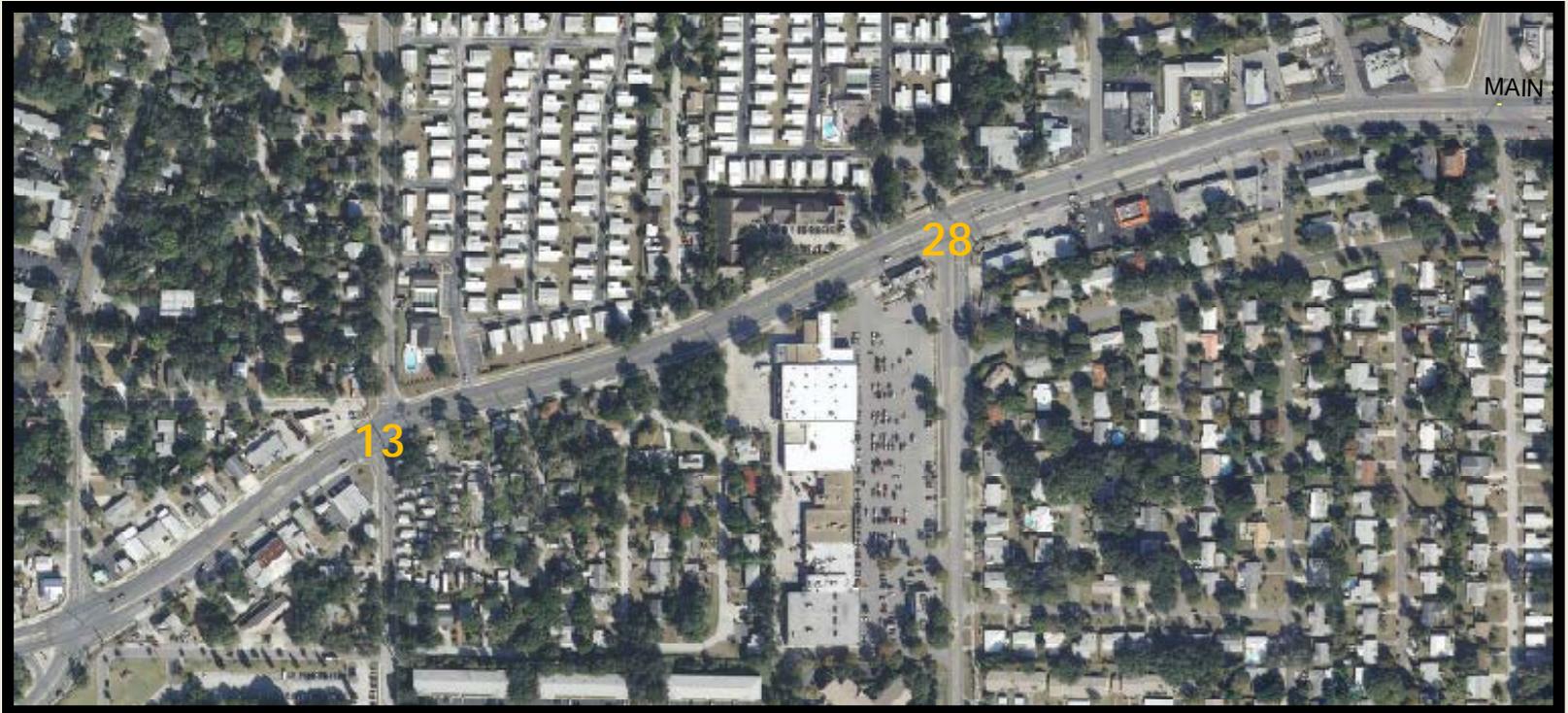
4-lanes

40 MPH

2010 13,000 VPD LOS C

2035 17,000 VPD LOS C

TRANSPORTATION



Bass to Pinehurst

4-lanes
40 MPH

2010 21,000 to 28,000 VPD
2035 30,000 VPD

Number on intersection is number of crashes from 2007 to 2009

LOS C
LOS D

TRANSPORTATION



Number on intersection is number of crashes from 2007 to 2009

Pinehurst to CR 1

6-lanes

45 MPH

2010 31,000 VPD LOS C

2035 41,000 VPD LOS D

TRANSPORTATION



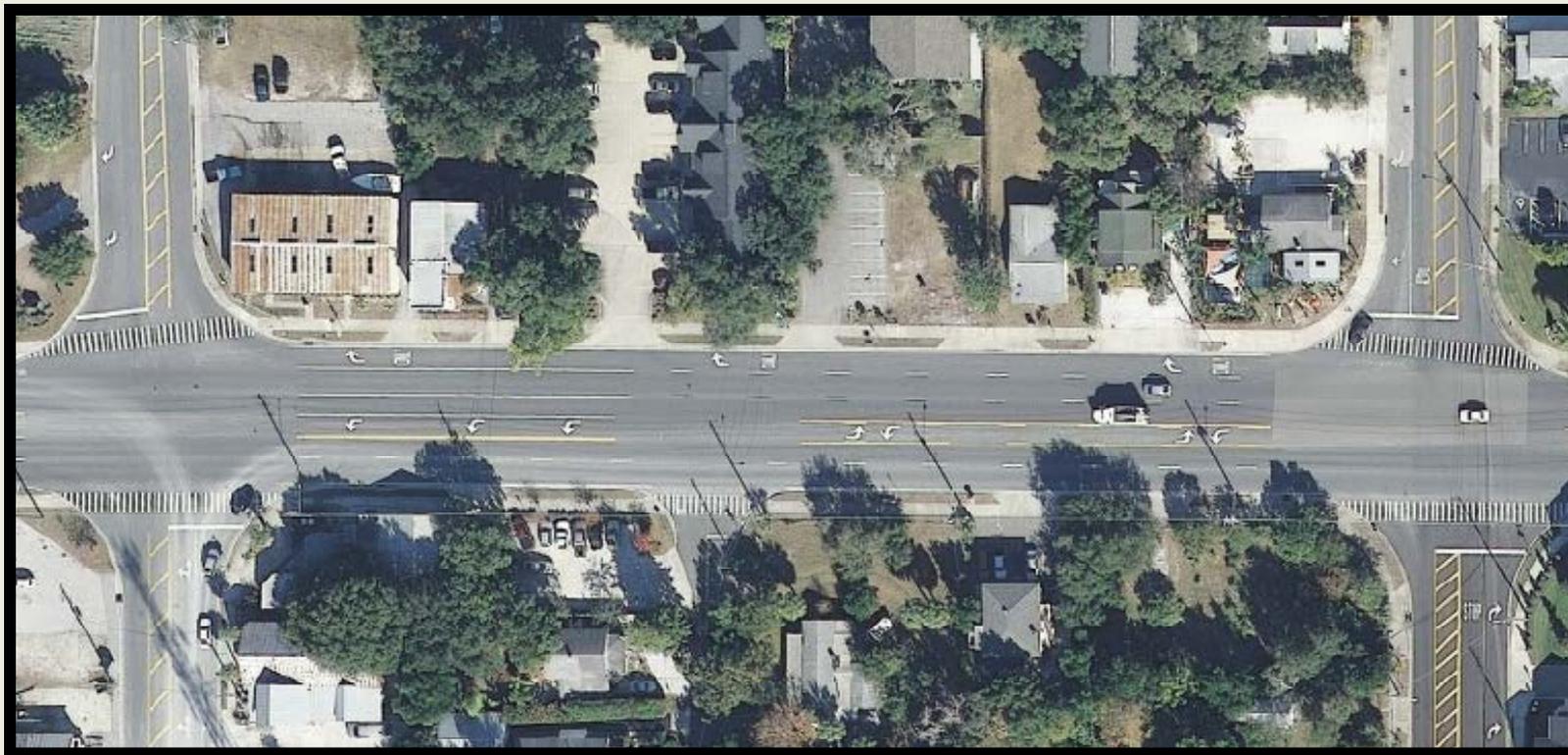
Number on intersection is number of crashes from 2007 to 2009

CR 1 to Belcher

6-lanes
45 MPH

2010	42,000 VPD	LOS D
2035	51,000 VPD	LOS E

TRANSPORTATION



Douglas and MLK

2012/13 FY removal of westbound right turn lane by FDOT

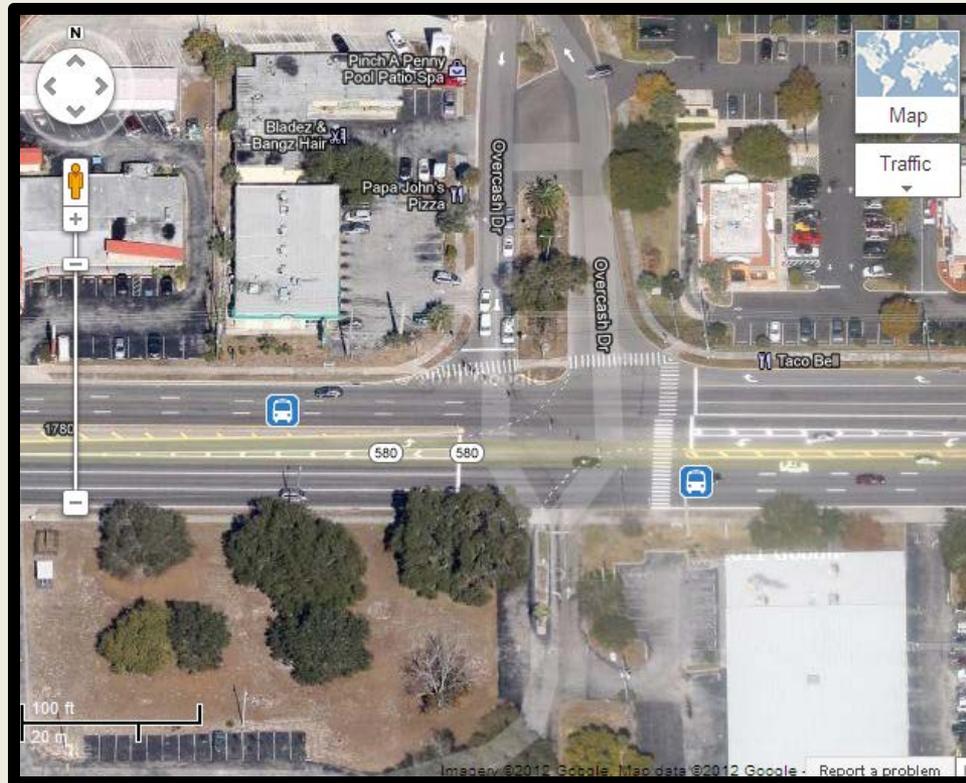
TRANSPORTATION



Virginia/Sunlight

City requested northbound/southbound left signal arrows or split phasing

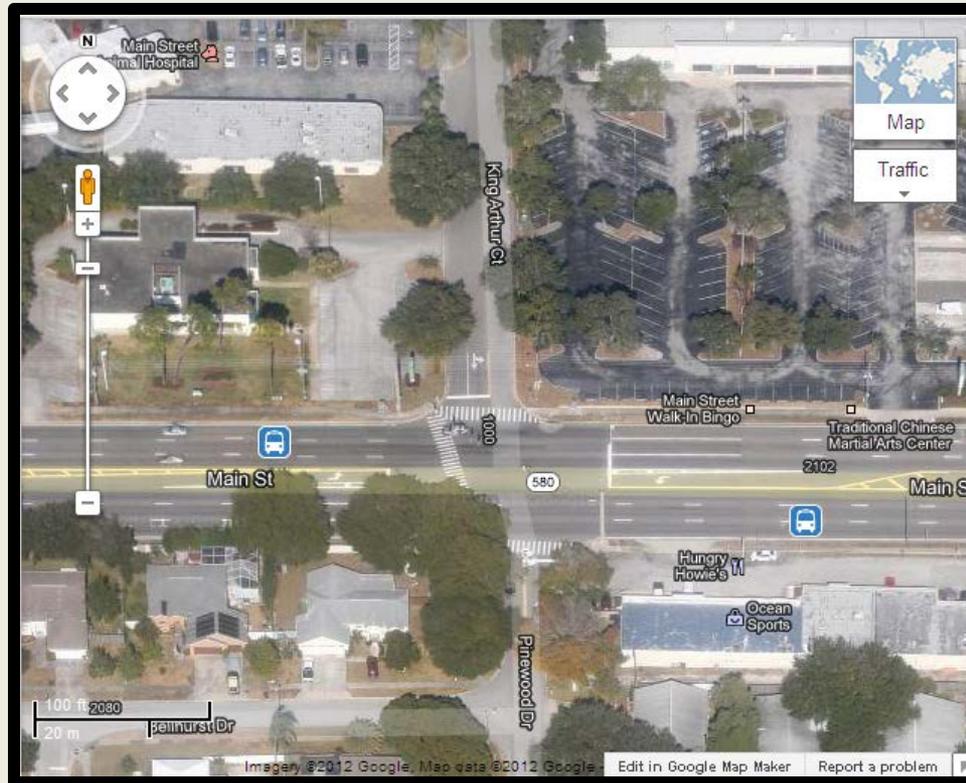
TRANSPORTATION



Overcash

City requested eastbound/westbound left signal arrows

TRANSPORTATION



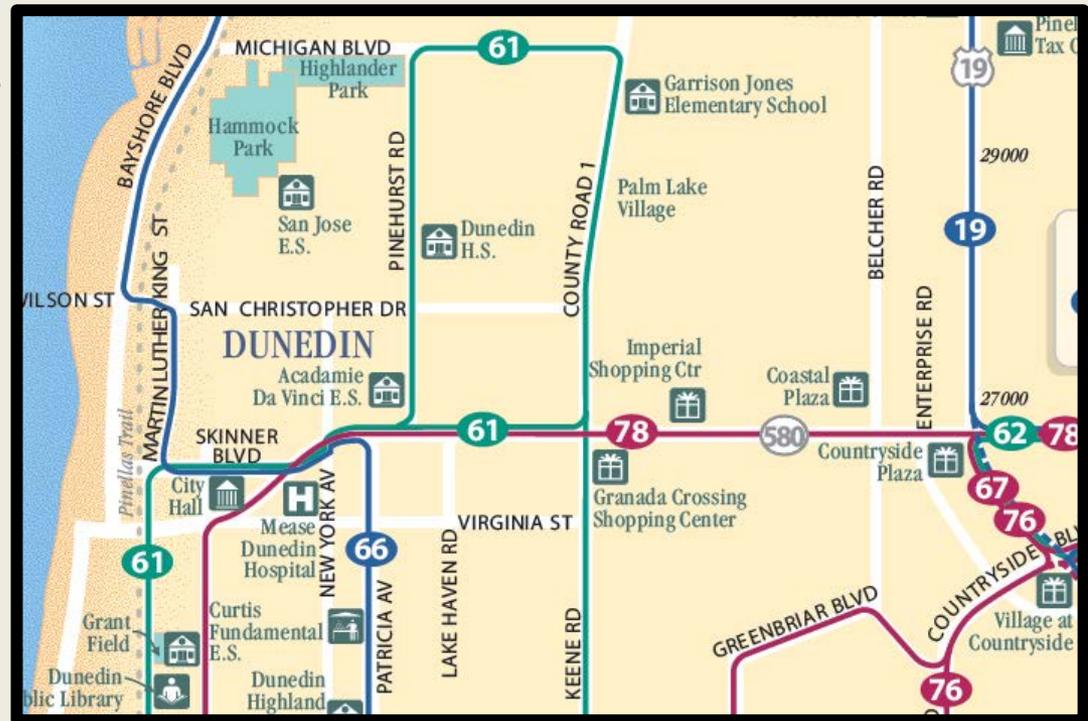
King Arthur

City requested eastbound/westbound left signal arrows

TRANSPORTATION

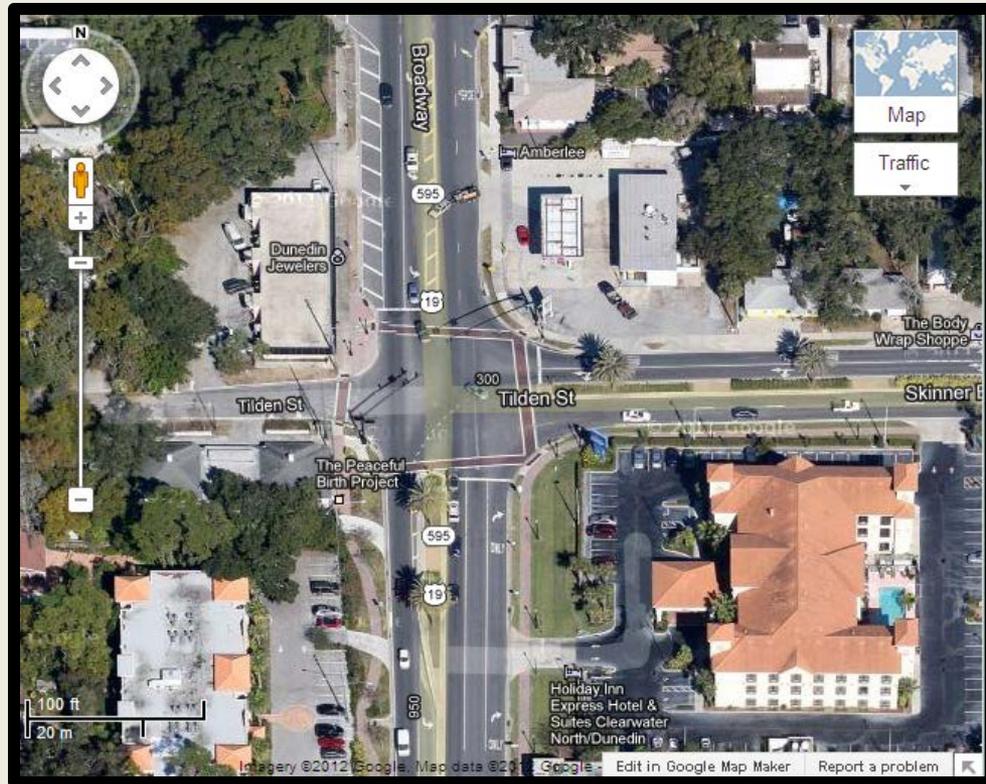
■ Modes of Travel

- Truck
- Passenger Vehicle
- Bicycle
- Pedestrian
- Bus
- Jolley Trolley



PSTA Bus Route Map

TRANSPORTATION



Broadway
Median change request

TRANSPORTATION



Lake Haven

Westbound left turn signal change request

S.R. 580 - CORRIDOR SWOT ANALYSIS

Strengths

- High volume of traffic
- Heavy concentration of businesses – Aging corridor

Weaknesses

- No theme or identity to corridor
- Speed and being a state highway

Opportunities

- Adaptive reuse – façade program, design review program
- Business cluster formation
- Multi-family housing

Threats

- DOT requirements – Ability for area to compete
- Opposition to enhancements

ECONOMIC FACTORS FOR DUNEDIN

- Population to increase modestly
- Tampa Bay area experiencing high office vacancy (19%)
- Dunedin's strength is its quality of life
- Tourism in Pinellas is on the upswing
- Current projected job growth is in services and wholesale and retail trade

POPULATION PROJECTIONS

	2015	2020	2025	2030	Change
Pinellas County	947,413	982,990	1,017,564	1,039,111	91,698
Dunedin	36,706	38,053	39,366	40,174	3,468
Clearwater	111,509	116,057	120,504	123,396	11,887
Largo	83,065	85,811	88,541	90,186	7,121
Safety Harbor	18,065	18,956	19,762	20,265	2,200
Tarpon Springs	24,282	25,810	27,248	28,267	3,985

Source: 2010 Dunedin Causeway Corridor Study

HOUSEHOLD INCOME

	2010	2015	Change
< \$25,000	3,856	3,097	-19.7%
\$25,000 - \$49,999	5,072	4,139	-18.4%
\$50,000 - \$74,999	3,868	4,727	22.2%
\$75,000 - \$99,999	2,264	2,227	-1.6%
\$100,000 - \$149,999	1,625	2,099	29.2%
\$150,000 +	677	815	20.4%
Median HH Income	\$48,185	\$55,306	14.8%
Average HH Income	\$60,290	\$66,810	10.8%

Source: 2010 Dunedin Causeway Corridor Study

COUNTY JOB GROWTH FORECAST (IN THOUSANDS)

Sector	2010	2015	2020	2025	2030	2010-2030
Agriculture	7.4	7.4	7.5	7.6	7.6	0.2
Mining & Construction	34.6	34.7	34.9	35.0	35.1	0.5
Manufacturing	41.7	41.6	41.5	41.4	41.3	-0.4
Transportation/Communications	18.7	18.9	19.1	19.3	19.5	0.6
Wholesale & Retail Trade	137.2	137.2	139.5	141.9	146.5	9.3
Finance/Insurance/Real Estate	69.0	69.2	69.4	69.5	69.7	0.7
Services	276.0	280.5	284.9	289.3	293.5	17.5
Government	53.2	54.0	54.9	55.7	56.5	3.3
Total	637.9	646.0	654.1	662.0	669.9	32.0
Dunedin Share Maintained (2% of PC)	12.7	12.9	13.0	13.2	13.4	0.7

Source: 2010 Dunedin Causeway Corridor Study

HOUSING MARKET POTENTIAL

	2010	2030	Change 2010-2030
Citywide Demand			
Total Units	21,203	23,280	2,077
Current & Assumed 2030 Vacancy	9.8%	5.0%	
Vacant Units	2,071	1,164	
Occupied Housing Units	19,132	22,116	
Demand Met by Existing Housing Units			913
Net Gain-New Housing Units			1,164

RETAIL MARKET CAPTURE POTENTIAL

Retail Category	Demand (HH Spending)	Supply (Store Sales)	Untapped Spending
Apparel & Accessories	\$51,029,271	\$9,009,612	\$42,019,659
Furniture & Home Furnishings	32,205,019	14,460,121	17,744,898
Electronics & Appliances	24,279,244	5,739,302	18,539,942
Leisure & Entertainment	25,742,080	9,658,260	16,083,820
Grocery & Liquor	169,655,216	135,251,770	34,403,446
Health & Personal Care	100,280,998	45,016,417	55,264,581
Bldg Material/Garden Equip.	15,136,357	7,582,407	7,553,950
All Other Merchandise	33,982,705	15,378,828	18,603,877
Totals	\$452,310,890	\$242,096,717	\$210,214,173

Source: 2010 Dunedin Causeway Corridor Study

RETAIL SPENDING

RETAIL SPENDING

Dunedin household spending is estimated at \$26,000 per year for a total of \$452.3 million per year. In comparison, reported Dunedin store sales are \$242 million per year.

Where are they going & why?

Retail leakage = Dunedin shoppers are going outside of Dunedin (demand) to spend their dollars (supply).

Analysis showed a total leakage City-wide of \$128.8 million in these categories:

\$34.4m Grocery, liquor stores & restaurants

\$94.2m Apparel, furniture, electronics, leisure & entertainment

On S.R. 580, the strengths are in grocery, restaurants, drug stores, health & beauty aids. There are many restaurants (dine-in and drive-thru) and grocery stores (Publix, Winn Dixie, Sweetbay, Walmart Neighborhood Market). There are also many drug stores (Walgreen, CVS) and a variety of other stores selling health aids (optical, hearing aids). The next slide shows the variety of office, commercial, retail and service-oriented businesses on this busy major roadway.

S.R. 580 CORRIDOR

■ Challenges

- Not on U.S. 19
- Aging with consumers shopping at newer places
- Retail leakage
- Not viewed as prime office location

■ Positives

- Typically lower rents
- Great east west artery
- Holds promise for multi-family development

S.R. 580 CORRIDOR

- Utilize incremental approach
- Continue to market incentive programs
 - Façade – design review assistance, demolition
- Encourage multi-family development
 - Higher densities granted when land is assembled
- City-sustained commitment to enhancements
- Work with DOT

RETAIL CORRIDORS EMERGE

- As cities emerged and grew, the location of retail, office and government space was centralized around transit-ports, and rail depots.
- Post WWII, universal access to the automobile and expansion of the highway system creates suburbia.
- Arterial corridors became natural channels where this development spread.



1915

Florida Division of Library & Information



1945

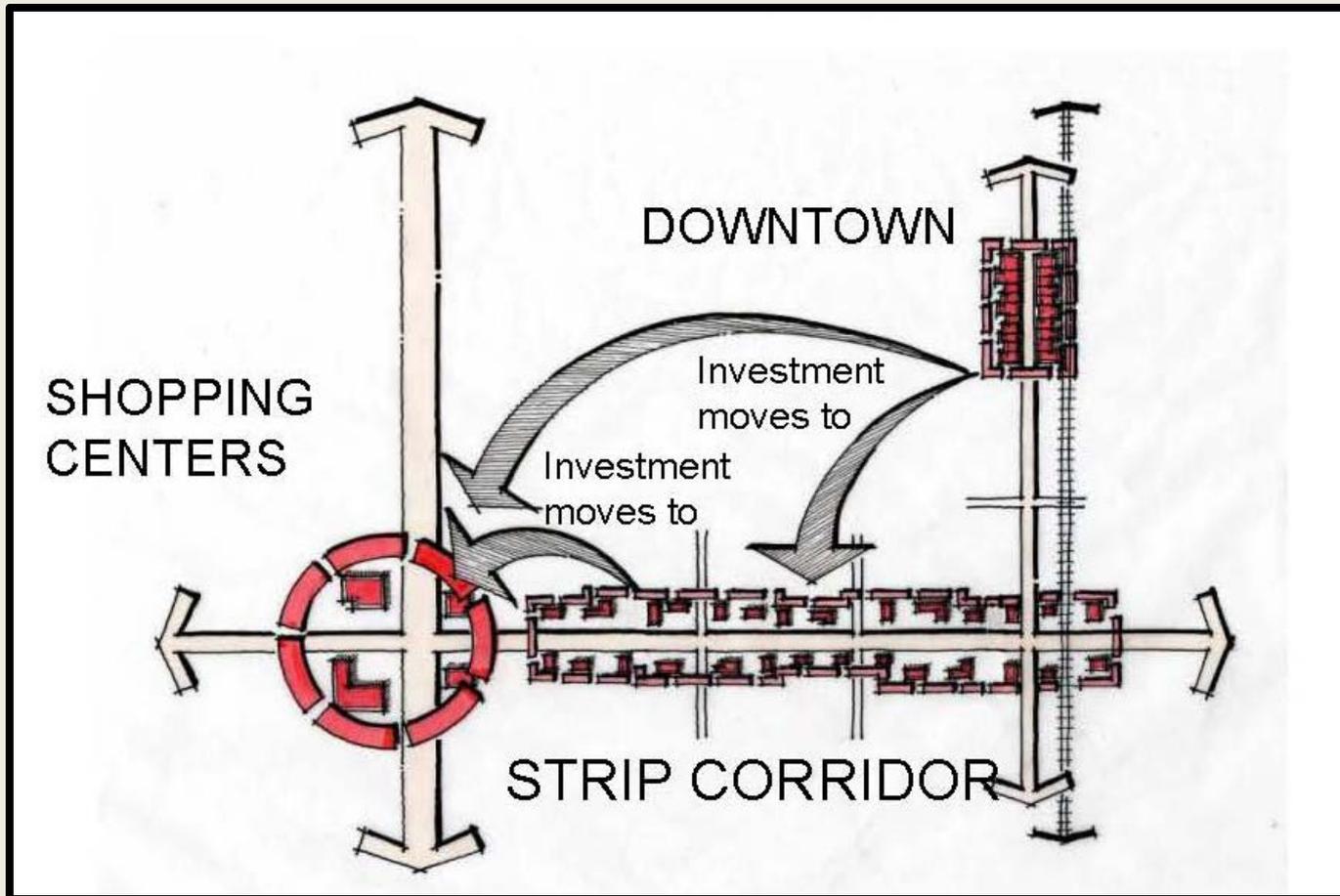
Florida Division of Library & Information

THE RETAIL CORRIDOR TODAY

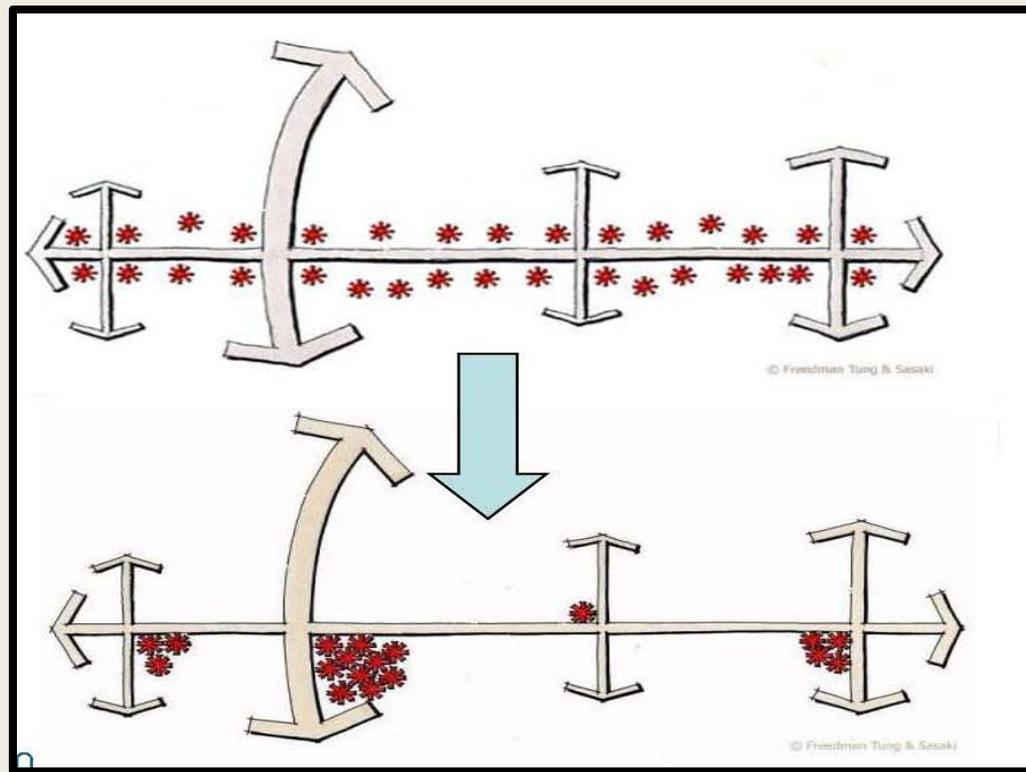


- The rapid growth was difficult to manage; “strip center” development met the growing market demand.
- Approaching the 21st Century, “big box” retailers drained business from the arterial corridors.
- Caused an oversupply of auto-oriented retail.
- Strip retail centers became “greyfields”.

HISTORY OF THE RETAIL CORRIDOR



PHYSICAL TRANSFORMATION



US 29 FACING SOUTH TO RIO ROAD – CHARLOTTESVILLE, VA.



PHASE I – PERIMETER GROUND LANDSCAPE



PHASE II – UNDERGROUND UTILITIES



PHASE III – PEDESTRIAN SCALE LIGHTING



PHASE IV – COMPLETE INTERSECTION



PHASE V – TRANSITION TO OFFICE / MULTI-FAMILY



PHASE V CON'D – CONTINUE TRANSITION



PHASE V CON'D – CONTINUE TRANSITION



PHASE VI – BEGIN TREE SCAPE



PHASE VI- MATURE TREE SCAPE



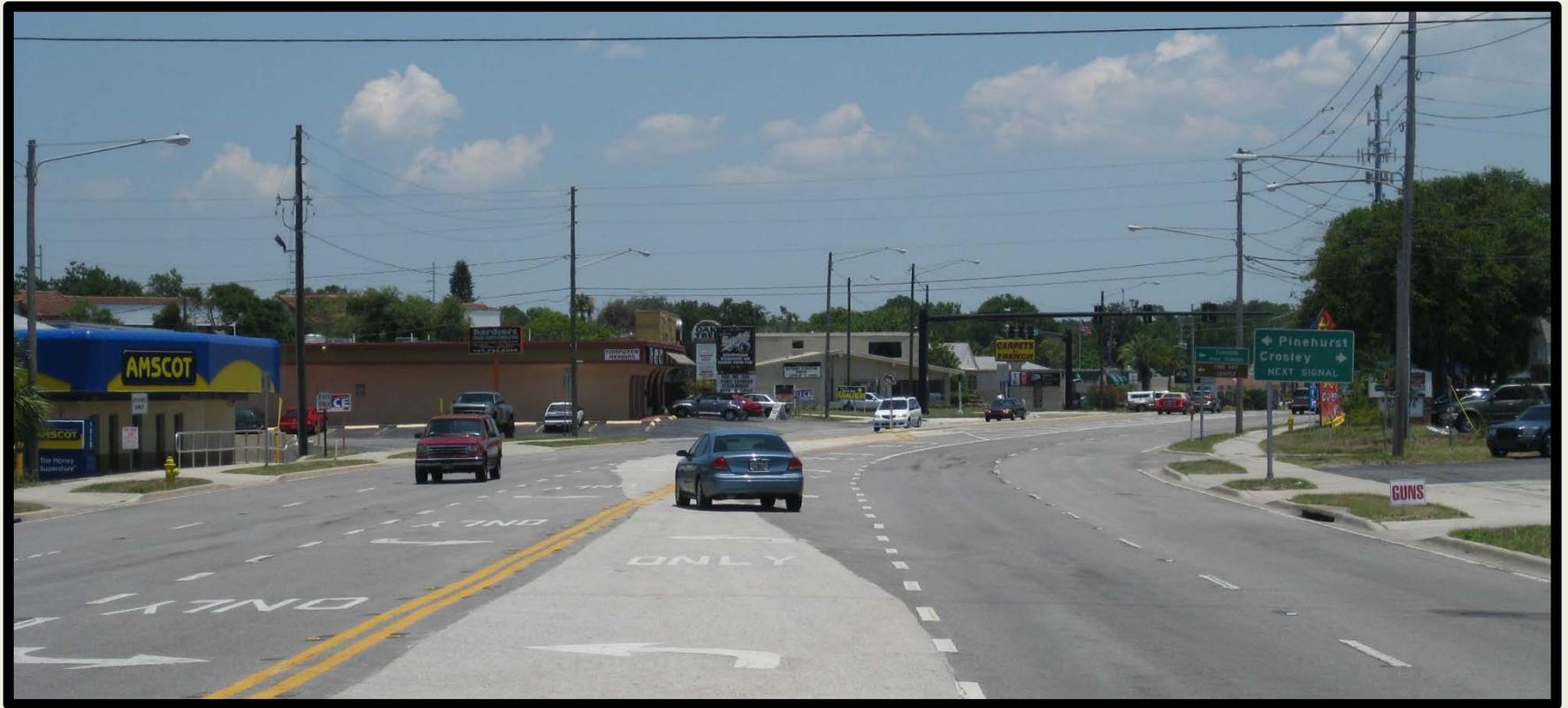
“COMPLETE STREETS” - NEW CORRIDOR



US 29 FACING SOUTH TO RIO ROAD – CHARLOTTESVILLE, VA.



SR 580 LOOKING EAST TO PINEHURST RD.



SR 580 LOOKING WEST TO PATRICIA AVE.



SR 580 LOOKING EAST TO KEENE RD.



MOVING FORWARD

- Increase Density
- Scenario Based
- Economic impact
- Cost analysis
- Transit Oriented Development

CITY COMMISSION

QUESTIONS, COMMENTS & DIRECTION