



History of

Dunedin's

Community

Redevelopment District

Downtown Dunedin



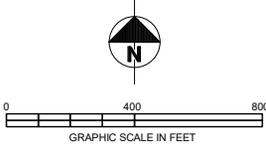
Time for Action

Dunedin's Community Redevelopment Agency (CRA) formed in 1988



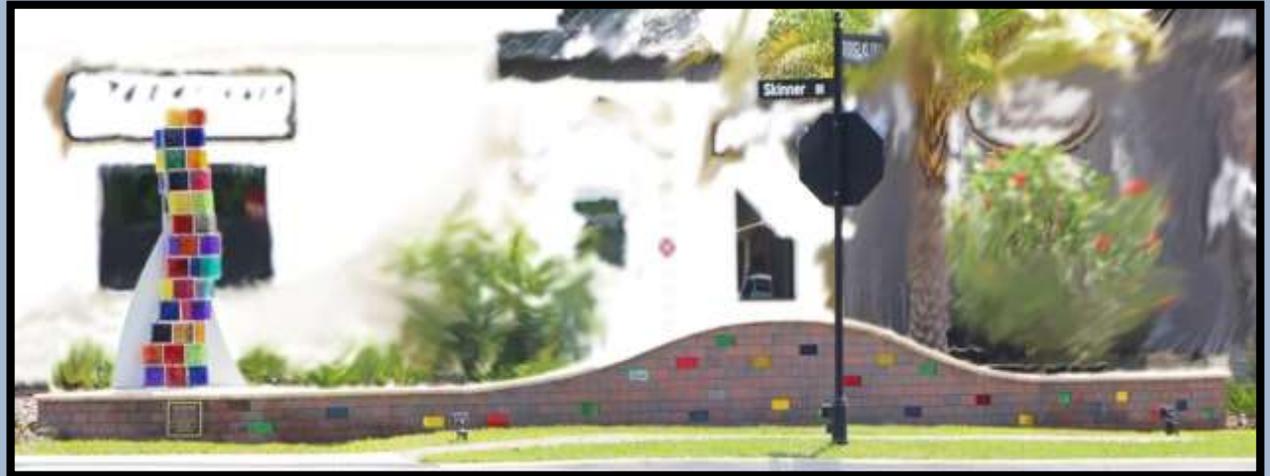
- Goal to revitalize downtown
- Utilizes property tax revenue above the base year (1988) from Dunedin and Pinellas County
- Pinellas County is Dunedin's partner

CRA Boundaries



City of Dunedin
Community Redevelopment District

Tax Increment Financing (TIF) Established in 1988



- TIF is available for redevelopment activities. It is used to leverage public funds to promote private sector activity in the targeted area.
- Any funds received from a tax increment financing area must be used for specific redevelopment purposes within the targeted area, and not for general government purposes.

Community Redevelopment Agency Summary



- CRA's are a specifically focused financing tool for redevelopment.
- The CRA acts officially as a body distinct and separate from the governing body, even when it is the same group of people.

Dunedin's Community Redevelopment Plan



- The plan includes the overall goals for redevelopment in the area.
- Includes streetscapes and roadway improvements, parking lots and garages, sidewalks and street tree plantings.
- Plan also includes redevelopment incentives such as grants for facade improvements, signs and site plan assistance.

Where We Started



Vision Needed



First Accomplishments

1988/1989

The CRA/CRA Advisory Committee

- CRA business locator map
- Construction of Honey Lane
- Approval to expand the Jamaican Inn (Best Western)
- Bank of Dunedin becomes the Chambers' new office

1990/91 Accomplishments

The City Commission as the CRA is committed to downtown revitalization

- **Downtown façade/design program**
- **Expanded communications on downtown activity**
- **Main Street Special Public Transportation Zone adopted**

1991/92 Accomplishments

Privatization of
Downtown Farmers
Market



- Groundbreaking ceremonies for dedication of Dunedin section of Pinellas Trail
- Invested \$386,000 towards reconstruction of Main Street
- Closed Main Street for eleven major events

1993/94 Accomplishments

Dunedin Historical Society
built 2,240 sf new museum



- Historical Society also converted Railroad Boxcar for commercial use
- 4,000 sf of new space/private investors for 4 new businesses
- City completed landscaping/street lighting/brick sidewalk connection between Marina and Main Street

1994/95 Accomplishments

Major landscape restoration and maintenance programs undertaken restoring beauty and color to the downtown

- CRA obtained \$165,000 CDBG Grant for streetscape improvements
- CRA donated funds for video spots showcasing merchants and downtown Main Street
- 7,000 sf of retail space was renovated by private investors creating Main Street Center.

1995/96 Accomplishments

Dunedin is featured in
Southern Living Magazine



- Streetscape improvements to Main Street and Highland Avenue
- Analyzed expanding CRA District
- CRA obtained \$160,000 CDBG Grant for streetscaping to Douglas Avenue and Grant Street

1996/97 Accomplishments

Walking Magazine considers Dunedin to be 1 of top 5 walkable communities in the US



- CRA obtained \$300,000 CDBG Grant for streetscape improvements to South Broadway and South Douglas
- CRA handled design and construction of 25-space surface lot at the corner of Pinellas Trail and Monroe Street
- CRA coordinated 14 unit mixed-use development (Grant Street property)

1997/98 Accomplishments

CRA revenue funding (TIF) begins to slowly increase



- CRA finished streetscape improvements to North Douglas Avenue and Grant Street
- In 1997/98 occupancy rate for Main Street is 99%
- CRA initiated a transaction for second phase of Monroe Park Townhome development

1998/99 Accomplishments

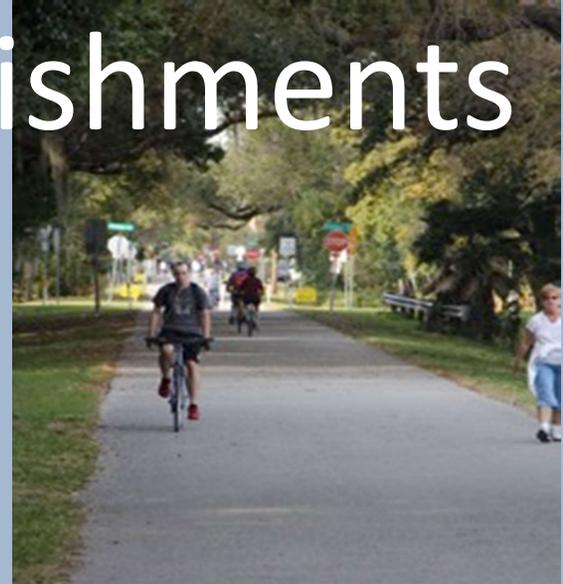
Dunedin recognized as a model for sustained incremental redevelopment



- CRA partnered with Pinellas County implementing a façade matching grant program
- CRA completed streetscape improvements to Virginia Lane featuring brick pavers, lighting and landscaping
- Monroe Park (2nd phase) 7 unit mixed-use development in progress

1999/2000 Accomplishments

City receives go-ahead to beautify the Pinellas Trail from Main Street to Scotland



- **Scottish-themed Douglas Village initiated (Broadway)**
- **Downtown parking lot improvements (Scotland to West Honey Lane)**
- **City of Dunedin first to receive permission to light the Pinellas Trail**

2000/01 Accomplishments

CRA/City took over responsibility of Pinellas Trail from Scotland to Main Street



- CRA/Joint Reciprocal Parking Agreement with First United Methodist Church (75 parking spaces)
- Negotiations with new owner of Honey House for an infill mixed-use project to be called Dunedin Station Square

2001/02 Accomplishments

Upcoming challenges for CRA include additional downtown parking



- **Alt 19 Enhancement Project to include streetscaping (from Main Street to Washington Street), new traffic signal, brick sidewalks & decorative lighting**
- **Design plans initiated to improve Pinellas Trail crossing at Skinner Boulevard**

2002/03 Accomplishments

CRA continued with design plans and obtaining SWFMD approval for improvements to Pioneer Park



- **Movies in the Park** was added to special events
- Fulltime downtown caretaker in place to work on new plantings and maintain beauty in and around Main Street

2003/04 Accomplishments

Vertical parking structure may need to be incorporated in the very near future



- South Douglas Avenue streetscape improvements from Main Street to Albert Street were initiated and under construction during the latter part of 2004
- Improvements to Pioneer Park began in 2004
- CRA secured CDBG Grant of \$100,000 for the Alt 19/Skinner Boulevard improvements

2004/05 Accomplishments

South Douglas Avenue streetscape improvements from Main Street to Albert Street were completed



- City staff identified the First Baptist Lot as a future site for a consolidated Municipal Center and downtown parking/private development
- Concepts for enhancing Edgewater Park were brought to the CRA
- Pioneer Park band stage completed during the year

2005/06 Accomplishments

Green Market very successful and brings a lot of people downtown



- CRA went out with an RFP on the Gateway Tract and received two viable proposals
- Decorative street poles and signs were installed in downtown streets in the CRA District
- Plans made to demolish the First Baptist building for future development/parking

2006/07 Accomplishments

Additional public parking at the Marina was completed in 2007



- CRA obtained partial funding for decorative mast & traffic signal at Alt 19/Skinner Boulevard
- Pizzuti Solutions selected as developer for Gateway
- Edgewater Park improvements completed 2007

2007/08 Accomplishments

Florida's 2008 City of Excellence...Florida League of Cities



- Caladesi Island ranked number 1 beach in America
- One of the Best Places to Live on the Coast (Money Magazine 2008)
- The Most Walkable Small Community in America (RunthePlanet.com) September 2008

2008/09 Accomplishments

Strachan's Ice Cream store opens at the corner of Main Street and Broadway



- Two new events downtown (Noon Tunes and 2nd Friday Art/Wine Walk)
- City sends out RFP's for downtown parking study
- TIF revenues continue to decline but there are still many needs for the downtown

2009/10 Accomplishments

Base Consulting/HHI was hired to perform downtown parking study



- CRA determines wayfinding system should be developed
- CRA developed a Downtown Landscaping Plan
- Property on Broadway now features retail shops, a café, tavern and artist studios

2010/11 Accomplishments

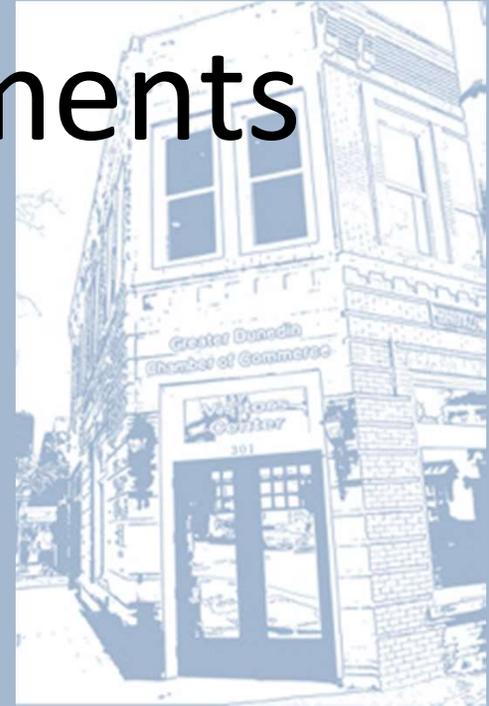
CRA Master Plan 2033 prepared after a series of public input sessions



- Downtown/Waterfront Illustrative Corridor Plan
- Kick-off for Jolley Trolley was held November 17, 2010
- CRA gives \$25,000 grant to Dunedin Historical Society
- Parking Task Force was formed from CRA Advisory Committee to explore parking needs

2011/12 Accomplishments

A total of 9 property owners participated in the CRA's Façade Incentive Program



- Jolley Trolley operating/brings in visitors
- Oak Tree Plaza project started
- Downtown golf cart friendly
- Highland Avenue/Main Street enhanced

2012/13 Accomplishments

CRA extension approved by
Pinellas County



- Wood Street parking lot acquired and enhanced (25 spaces)
- CRA new Master Plan goals:
 - Provide additional downtown parking
 - Encourage private investment, new development, build the downtown's tax base and create jobs

2013/14 Accomplishments

The CRA department works in coordination with many others to make the downtown a destination



- Two new parking Leases at 510 Main Street and 715 Edgewater Drive
- Casco Viejo and Victoria Place developments in design phase during 2013/14
- CRA processed 7 grant awards for façade improvements and demolition of property

Success Breeds Success

489 Wood Street,
Dunedin



- In 1996 this house was appraised for \$39,000
- It is currently listing for \$424,900
- A strong downtown improves all property values in Dunedin

Future Goals

Implement
Downtown
Parking Plan



- Increase parking stock
- Promote turnover
- Skinner Boulevard enhancements
- First Baptist site development

Dunedin

Before



Dunedin

Today

