



Patricia Avenue Corridor Study

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Introduction

The City of Dunedin, Florida is a quaint coastal community that provides its residents and visitors with multiple opportunities for community, cultural and recreation activities. Its community character is recognized as providing an authentic, quality experience and true sense of place. One of the contributing elements to this condition is the scale of the City's local streets and the business districts that support the City and its neighborhoods. The City's neighborhoods benefit from adjacent access and supportive associated businesses through shortened trips for daily needs and an attractive public realm. Increased pedestrian mobility through connections to surrounding neighborhoods and major community amenities by local streets and the Pinellas Trail could extend these benefits to a larger segment of the City.



Figure 1-1: Main Street business district



Figure 1-2: Pinellas Trail

The quality of the local streets is very important to the overall character of the City as the system provides safe public realm open space where increased pedestrian interaction, mobility, on-street parking, and street trees provide for a more human scale and slower vehicle speeds. Complementary land uses are positioned near the street, with vehicle parking at the rear of the buildings. The limited alteration of these original development conditions have assisted in minimizing the negative effects (e.g. multiple lane, high speed roadways, commercial buildings with reduced parking areas, etc.) that major roadway widening have caused in many locations in the throughout Florida.

While these conditions are benefits to the City, there are several streets that have a different set of existing conditions and are not seen as having the same level of human-scale qualities due to street and traffic conditions, and bordering land uses. The purpose of this study is to evaluate the Patricia Avenue corridor's existing conditions and to identify needed changes to improve deficiencies and increase the vitality and "sense of place" experience for this corridor.



Figure 1-3: Neighborhood street

"Dunedin- a unique Florida community"

The Corridor

Patricia Avenue is an important north-south link between Dunedin and Clearwater. The 1.46-mile long study limit stretches from Main Street/State Road 580 (north end) to Union Street (south end) and includes all properties located along its east and west right-of-way lines.

While a diversity of local businesses and residential uses exist along the corridor, it is noticeably different than most of the City as it contains a major former commercial office employment center, neighborhood supportive retail, retirement housing, and adjacent public schools.

The main identity for the corridor occurs in the former Neilsen Media property. This 25-acre property is located in the southern portion of the study area at the Beltrees Street intersection and once contained more than 1,000 media research employees. Relocation of the business out of the City in the late 1990's caused a reduction on street traffic volumes, and economic impacts the City and adjacent businesses that supported this employment center.

At the Union Street intersection near the southern end of the corridor, the Dunedin Elementary and Dunedin Highland Middle school campus exists. While functionally adjacent to the study area, these public schools are important community assets and provide major positive corridor use and identity that should be recognized.

Another major attraction in the corridor is at the Dunedin Plaza retail center located at the northern end of the study area at the Main Street / State Road 580 intersection. This is a prominent location in the community and the current business mix provides surrounding retirement residential with access to most daily needed items.

The street infrastructure along the corridor's length has been improved by the City and

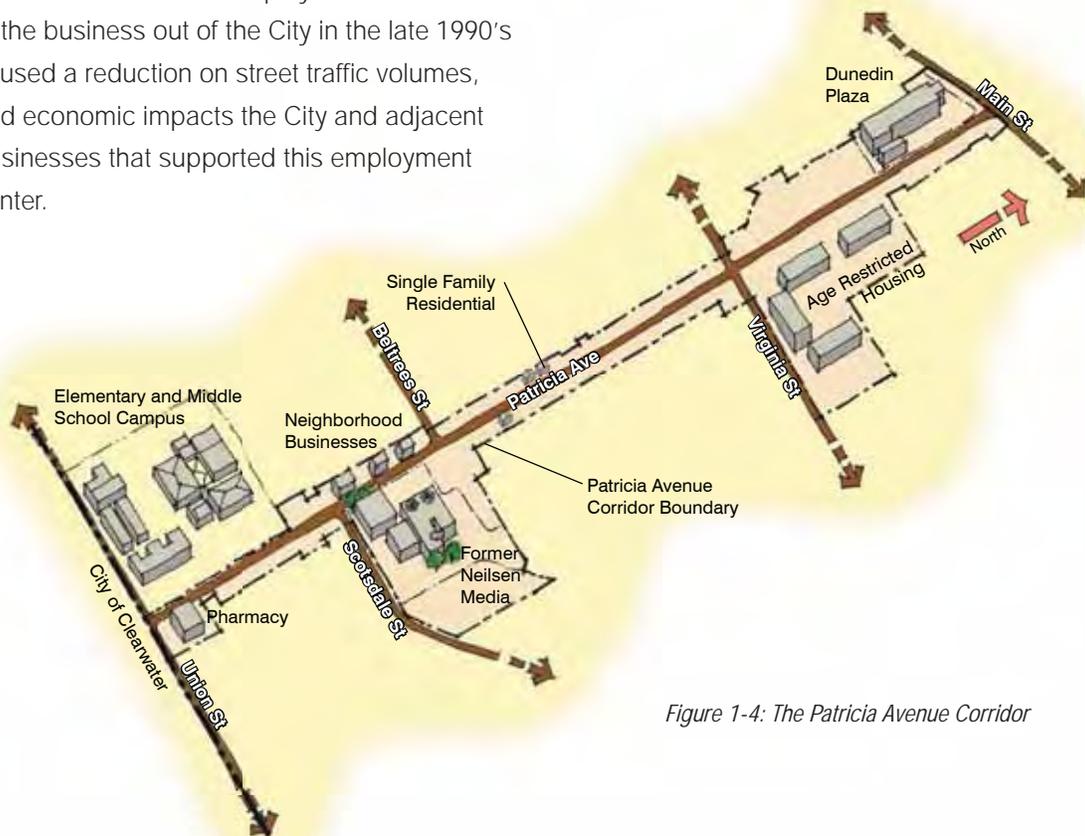


Figure 1-4: The Patricia Avenue Corridor

includes sidewalks, a single mid-block pedestrian crossing, and landscaping. The improvements include a rural street cross-section that maintains multiple parcel direct access points, but creates minor linear stormwater depressions. The unified design character is limited in part due to the overall walking distance between the northern end and neighborhood center locations. At nearly 0.8 miles, this is a negative factor in Florida's tropical environment for supporting active pedestrian use areas. However, the existing single family residential uses appear to be well maintained.

While it is recognized that the former Neilson Media property is underutilized, it may represent an opportunity for redevelopment in the City. The overall size of the parcel is unique in terms to the surroundings. While office uses may not re-emerge as the major market need, redevelopment with multiple uses including residential, governmental services and/or supportive retail over time may provide the City with a revitalized neighborhood center needed for the corridor. A concentration of ethnic restaurants in this area also provides an opportunity for a more active pedestrian street. Both supportive land use changes and pedestrian public realm improvements could



Figure 1-5: Neilson Media building

be programmed to strengthen the connections between these areas.

In addition, during this study it has become apparent that Beltrees Street is a critically important east-west link for the City between Edgewater Drive and Patricia Avenue. The local, 2-lane street provides connections to the Gulf of Mexico, Pinellas Trail, Douglas Avenue and Knology Park/Public Library/Hale Activity Center, Dunedin Elementary School, and Patricia Avenue and former Neilson Media property. This east-west corridor needs pedestrian mobility enhancements to strengthen its linkages to Patricia Avenue.



Figure 1-6: Street network and major community assets

The Market

The market conditions that affect investment were analyzed to understand demographic shifts and behavioral factors of the current mix of businesses and buildings in the Corridor.

The analysis showed that household growth will be slow to flat (0.3%) and the median age is 52-years and growing older. *Projected median and average household income peak in the 35 to 44 age groups in 2008 and 2013 and then decline.* These are generally regarded as negative trends when compared with Florida and U.S. averages. The later maybe being the bigger issue as these age groups are the most sought after consumers by business investors, and also represent the third largest population group behind retirees and seniors.

It is critically important to understand where local spending occurs (both incoming and outgoing) in order to identify redevelopment strategies.

The analysis identified that the community spending on the following retail categories is satisfied: building materials, garden equipment and supply stores; food and beverage stores (groceries); health and personal care stores; sporting goods stores; variety stores; and full-service restaurants. This saturation can also be seen as a strength as locals and visitors prefer to spend their funds on these categories in the study area. *From analysis of spending leaving the area it seems like the following retail business categories provide opportunity to businesses wanting to locate along Patricia Avenue: motor vehicle and parts dealers;*

furniture and home fixtures; electronics and appliance stores; gas stations; clothing stores; book and music stores, a variety store; and a family restaurant. These may be opportunities in business attraction as the demand is greater than existing supply.

Analysis of current business clusters along Patricia Avenue identified a strong, existing cluster of Restaurants (especially ethnic restaurants), Convenience goods, Medical services, and Professional services. A Mature cluster of Convenience goods, emerging cluster of Retail shopping goods, and a declining cluster of personal services is observed.

In addition to the demographic analysis, local residents' perceptions of the business district were identified through the public workshop exercises. The 4C's of Opportunity exercise engaged participants in the identification of the Corridor's – Customers, Competitors, Channel Partners, and Community Assets, and provided the following information:



Figure 1-7: The 4 C's of Opportunity exercise

Customers – are current groups whom can be cultivated to reduce effect of seasonality and cyclicity of the district.

- Retirees - limited incomes, difficulty walking
- Patients - visiting doctors
- Diners - variety of restaurants
- Bowlers
- Young families - parents and kids
- Thrifty shoppers - outlet shoppers, large quantity shoppers

Competitors – are current groups that must be monitored for what they do well – and to identify where they are weak.

- Retirees - limited incomes, difficulty walking
- Patients - not mentioned
- Diners - Downtown Main Street, County Road 1, U.S. 19
- Young families – malls, Douglas Avenue
- Thrifty shoppers and retirees - U.S. 19, U.S. 580, Sam’s Club, Costco

Channel Partners – are potential partners that can be instrumental in promoting, introducing new customers and businesses to the district.

- Retirees - Condo associations, homeowners associations: Sky Lock Villas, Scottsdale Civic Association, Garden clubs, Drug stores
- Patients - Hospital or health care system
- Diners - La La’s Donuts, Lueken’s wine tastings, Other restaurants
- Young families – Schools, Day care centers, Children’s clothing, consignment shop, PTA and teachers, Nail salon

- Thrifty shoppers and retirees - Gas stations

Community Assets – are reasons that can be used to attract new customers and complementary businesses.

- Retirees - Fresh fruit and vegetable stand, Retirement homes
- Patients - Walgreen’s, Doctors
- Diners - Mexican ethnic restaurant/grocer, Lueken’s Liquors, Italian restaurant, Greek restaurant, Cuban restaurant, Fritzee Freeze, Dodge’s Chicken
- Young families - Fresh fruit and vegetable stand, Elementary and middle schools, Beltrees Corridor to the Pinellas Trail, Bowling alley, Hair salon, Pet groomers and vet
- Thrifty shoppers and retirees - Fresh fruit and vegetable stand, Dollar store, Beall’s Outlet



Figure 1-8: Community participating in workshop

Key Interventions

The results of the corridor analysis, the important public input received during the project's community workshops, and the local knowledge from City staff, provided the team with more than sufficient data and observations; that were used in the creation of the plan. The results of this input and analysis are a series of recommendations needed to improve the business and neighborhood conditions in the Patricia Avenue Corridor. The following list identifies major recommendations to implement the plan. Data and analysis are included in more depth in later chapters of the plan.

Land Use/Zoning Recommendations –

- Designate the Corridor limits as a Planned Redevelopment Mixed Use Corridor on the countywide Future Land Use map to identify the desire for redevelopment activity.
- Recognize varying conditions and scales of development in the Corridor by creating five sub-area zoning districts and implement change based upon each district's character.
- Direct future redevelopment changes through a set of form-based design standards that permits current uses to transition over time as market forces demand.

Legend	
	Pinellas County Parcels
	CG, Commercial General
	CL, Commercial Limited
	INS, Institutional
	RH, Residential High
	RLM, Residential Low Medium
	RM, Residential Medium
	ROW, Right of Way
	RU, Residential Urban
	PRMU, Mixed Use



Figure 1-9: Proposed Future Land Use Redevelopment Corridor

Market Recommendations –

- Create a marketing campaign to attract a range of new residents and shoppers to diversify the economy.
- Enhance the North End commercial areas through extended hours, providing specials appealing to specific customer groups.

- Plan for a new community center around a redeveloped Neilson site. Attract shopping businesses such as clothing stores, home fixtures and furnishings, music stores, and a diner/ family restaurant.
- Use channel partners to access specialty customer groups and build a marketing plan around them to increase existing business activity.
- Link community assets together to create a unique shopper experiences for specific customer groups.

Public Realm Recommendations –

- Extend streetscape enhancements (e.g. sidewalks, street trees, lighting, drainage, etc.) south of Belltrees Street to link community assets.
- Create a gateway feature at the Union Street intersection and signage throughout the corridor to reinforce the business district’s identity.
- Use shade trees instead of palms in street tree installations to improve pedestrian shading.
- Link together community assets through improvements to east-west street corridors (Virginia, Belltrees, Union) aimed at increasing pedestrian safety and overall mobility in the City.

The Patricia Avenue Corridor contributes to Dunedin’s quaint, small-town atmosphere. It contains major community assets that attract residents and visitors alike. Future redevelopment activity should be supported that fits the Corridor’s unique scale and character. The City should plan for the redevelopment and land use transition over time through programmed changes of its development standards and targeted infrastructure improvements. During this transition period, the City should promote existing business retention and assist in their expansion through identity branding, marketing and business improvement programming.

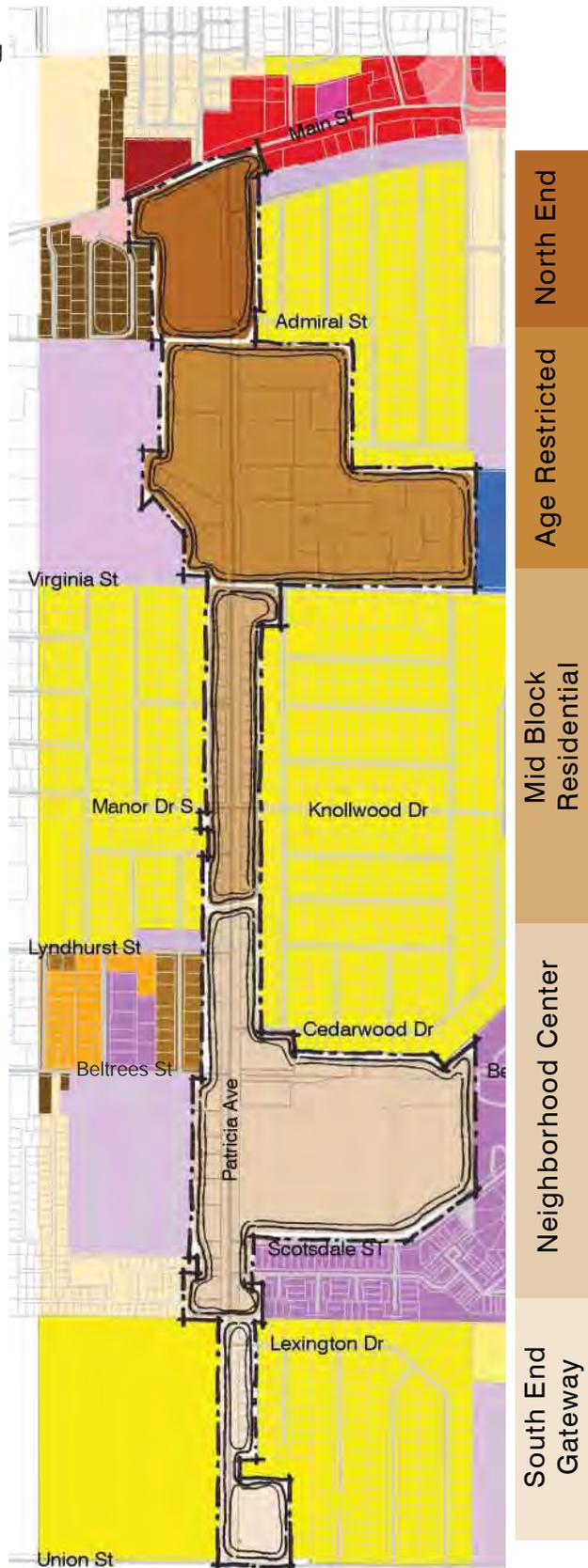


Figure 1-10: Proposed Sub Area Zoning Districts

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Introduction and Purpose

Patricia Avenue is a significant Dunedin corridor and its future character and adjoining land uses have the potential to substantially influence the quality of life for community residents. Today, its look and scale are generally modest and unassuming, however it possesses certain unique attributes and characteristics that make it vitally important to neighborhood residents, and to a lesser extent, the City at large.



Figure 2-1: Patricia Avenue Corridor (1.47 Miles)



Figure 2-2: Dunedin Elementary School

Patricia Avenue serves primarily as a southwest area neighborhood street; collecting traffic from adjacent neighborhoods and subdivisions in route to destinations along the Corridor and beyond. The Dunedin Plaza, a highly utilized community strip shopping center anchors the north end of Patricia Avenue at the Main Street intersection. At the south end of the Corridor, immediately north of the City of Clearwater border formed by Union Street, is the newly built school campus for Highland Middle and Dunedin Elementary Schools. (Patricia Avenue changes to Highland Street south of Union Street, into Clearwater.) The property that once housed Neilsen Media anchors the midsection of the Corridor; however, it remains vacant, and the surrounding businesses that once loosely formed this neighborhood center are in jeopardy without the customer base that previously existed. A vacant property of this size in an established area of Pinellas County is extremely rare. Today, the former Neilsen Media property amounts to a unique redevelopment opportunity, the effects of which could substantially impact not just Patricia Avenue and immediate residents, but the entire greater Dunedin area of the county.

In addition to destinations along the Corridor, Patricia Avenue is well linked via connecting

roadways to numerous other local features such as Mease Dunedin Hospital, the Dunedin Recreation Facility, downtown Dunedin, Edgewater Park and the marina at the edge of Saint Joseph Sound, and the community activity center at Douglas Avenue and Beltrees that includes Dunedin Stadium, the Dunedin Public Library, and the Hale Activity Center.

Despite all of these attributes of connectivity and potential, as a whole, the Patricia Avenue Corridor lacks harmony and consistency in its overall character and feel. The types of businesses along the Corridor don't relate particularly well to one another with respect to their look and function. With the exception of the adult congregate living facilities (ACLF) north of Virginia Street, housing currently in place along the Corridor is probably not well suited to the current function of Patricia Avenue as a neighborhood traffic collector roadway. There has never been a direct plan in place to guide the future redevelopment of properties along Patricia Avenue to enhance its overall vitality and appeal for the general benefit of the community. A plan for the future of Patricia Avenue is necessary to guide the community through a redevelopment concept that recognizes the importance of the area and the potential opportunities for improvement.

The Patricia Avenue Corridor was identified in the Dunedin Community Visioning Document (2005) as an *"area of primary concern"* for future redevelopment. The purpose of this Corridor study is to evaluate the street and adjacent land uses; identifying the current mix of uses and creating a market-driven redevelopment strategy that is sufficiently flexible to accommodate a range of new service, retail, and residential uses respectful of the character



Figure 2-3: Community input at workshop

of the adjoining areas and the design and function of the streets, and consistent with the wishes of the community, and its leadership.

An intensive study of the corridor, including considerable community input and several workshops, resulted in a balanced, implementable plan for the future redevelopment of Patricia Avenue with detailed recommendations sensitive to economic conditions and market realities. The plan recommends specific new land use and zoning standards that will give guidance to the structural form of future development along the corridor. Such standards can become the building blocks for a subsequent form-based land development code in support of "new urbanist" development principles that are sensitive to the design quality and scale of the area. The plan also highlights key east-west connections linking the corridor to adjacent neighborhoods and important features. As a key element of this analytical process, a focused real estate and market analysis was conducted for the area, providing insight and direction to improve the economic strength and business vitality along Patricia Avenue. Finally, a capital improvements program for physical civic improvements such as streets, sidewalks, lighting and landscaping have been identified and analyzed for the City's use.

Location and Description

Pinellas County Context

The City of Dunedin is located in west-central Pinellas County on the Gulf of Mexico north of the City of Clearwater. Most of Pinellas County's major north/south arterial roads lie to the East of the City, making Dunedin's core community much more of a destination than a point along a journey between places and, thus, less susceptible to the development and congestion impacts (both good and bad) of passerby traffic from other parts of the County. U.S. Highway 19 flanks the far eastern edge of the City and is the only limited access highway within reach.

To bicyclists and pedestrians, however, Dunedin functions both as a destination and a point along a pleasant journey. The Pinellas Trail serves walkers and riders along a dedicated 34-mile path through much of Pinellas County. The trail is only approximately three-quarters of a mile distance (average 15 minute walk, less than a five minute cycle) west of Patricia Avenue.



Figure 2-4: Edgewater Drive shoreline



Figure 2-5: Pinellas County Context Map

Several important east-west roadway connections also link Patricia Avenue, a short distance westward, to the shoreline trail along Edgewater Drive, southward into Clearwater, and to neighborhoods to the east.

City of Dunedin Context

The Patricia Avenue corridor begins at an intersection with Main Street, at Dunedin Plaza, and continues southward into the City of Clearwater as Highland Avenue, eventually ending at East Bay Drive in the City of Largo, nearly seven miles south of the Dunedin city limits at Union Street. It is just over one mile east of and runs nearly parallel to the shoreline at Saint Joseph Sound. Intersecting east-west corridors connect Patricia Avenue to the shoreline, including Union Street, Beltrees Street and Virginia Street via Main Street. Patricia Avenue is linked to outlying areas to the east primarily from Main Street (State Road 580).

Corridor Description

The Patricia Avenue Corridor study area is approximately $\pm 7,750$ linear feet, from north to south. The northern boundary mark is Main Street (SR 580), and the southern boundary mark is Union Street at the City of Clearwater border. The eastern and western boundaries are generally defined as a single parcel depth on both the east and west sides of the street. The only exception to this boundary is where large developments, typically the ACLF housing, are located adjacent to the Corridor and include multiple parcels.

While Patricia Avenue doesn't have particular regional significance, it functions as a key north-south roadway within southwest Dunedin. It serves neighborhood and corridor-merchants alike, providing access to goods and services to both the local community and other city residents. Patricia Avenue connects important community assets like downtown Dunedin and Pioneer Park, Dunedin's functional central plaza



Figure 2-6: Dunedin Boundary Map



Figure 2-7: Assisted care residential

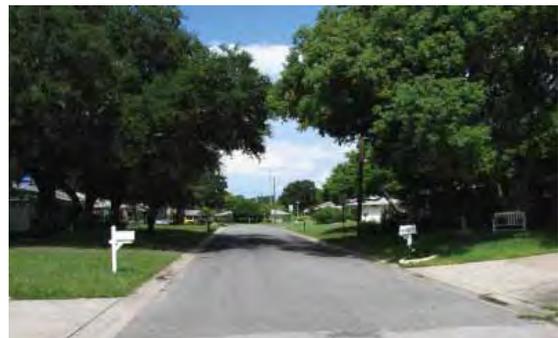


Figure 2-8: Neighborhood streets

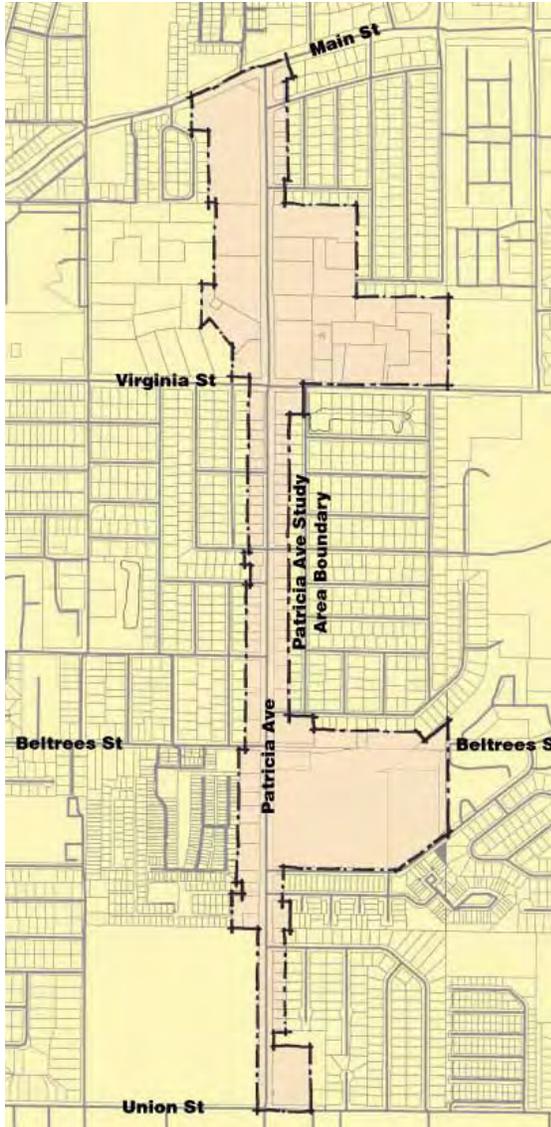


Figure 2-9: Patricia Avenue Study Area

and community band shell, Edgewater Park and the marina at the edge of Saint Joseph Sound, Mease Dunedin Hospital, the Dunedin Recreation Facility, and the community activity center at Douglas Avenue and Beltrees that includes Dunedin Stadium, the Dunedin Public Library, and the Hale Activity Center. Another important community asset not fully realized currently is the former Neilsen Media property. The future of this property is critical to the vitality of local businesses and neighborhoods.

Numerous perpendicular streets cross the Corridor and connect to other destinations such as Edgewater Drive along the Saint Joseph Sound shoreline, and Dunedin Stadium at the corner of Beltrees Street; an important community asset within the City. Main Street intersects Patricia Avenue at the Dunedin Plaza shopping center and connects the corridor westward into downtown Dunedin, Edgewater Park, and the marina, serving as a gateway to Caladesi Island; and further along eastward to Countryside Mall and U.S. Highway 19.

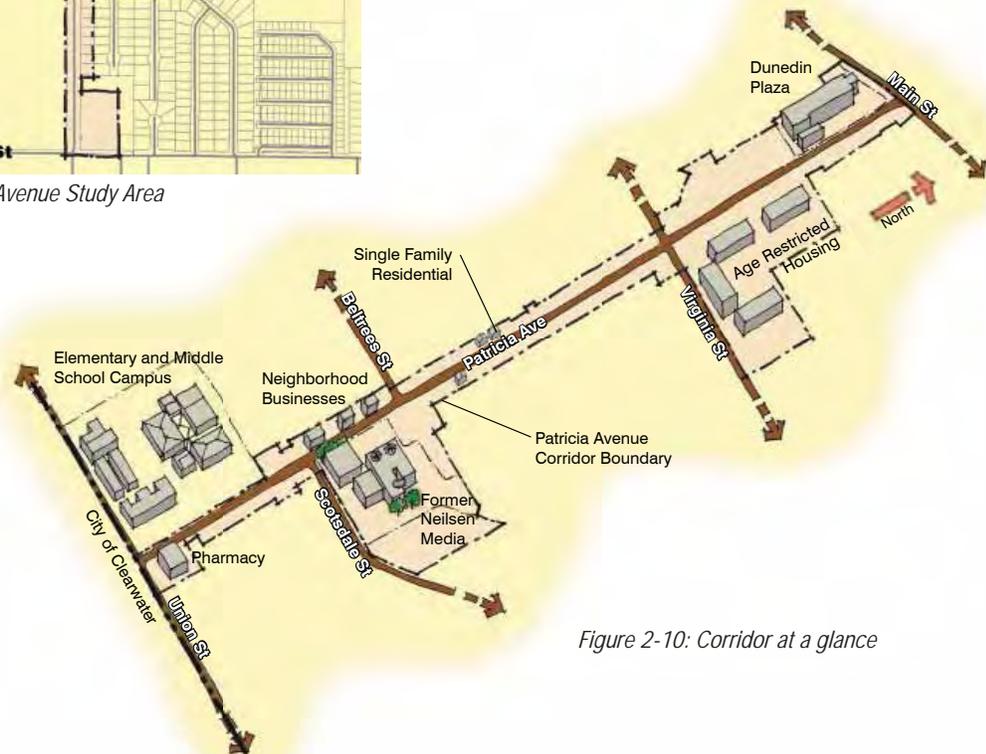


Figure 2-10: Corridor at a glance

The Process

The Corridor Study was an eight-month process that included the following primary components:

- Planning Meetings and Workshops
- Research and Data Collection
- Fieldwork
- Document Review
- Regulatory Analysis
- Draft Report preparation / Client review

The following are brief descriptions of the key components listed above. The flow chart provides a general outline of the steps involved in the study beginning with the Project Kick-off Meeting and culminating with this final Corridor Plan. More detailed information about the study process can be found in the Appendices at the end of this document.

Meetings and Workshops

The consultant team met with the City and PPC Staff several times throughout the process to review findings and formulate plan recommendations. The Corridor Study also included an intensive public involvement campaign involving two interactive community workshops with the City of Dunedin elected officials and staff, Pinellas Planning Council (PPC) staff, community stakeholders, and residents. The workshops were held to solicit input from the public to inform the planning process for the Patricia Avenue Corridor. Each were unique in content and format, and allowed the opportunity for a wide array of local residents, public officials, and elected

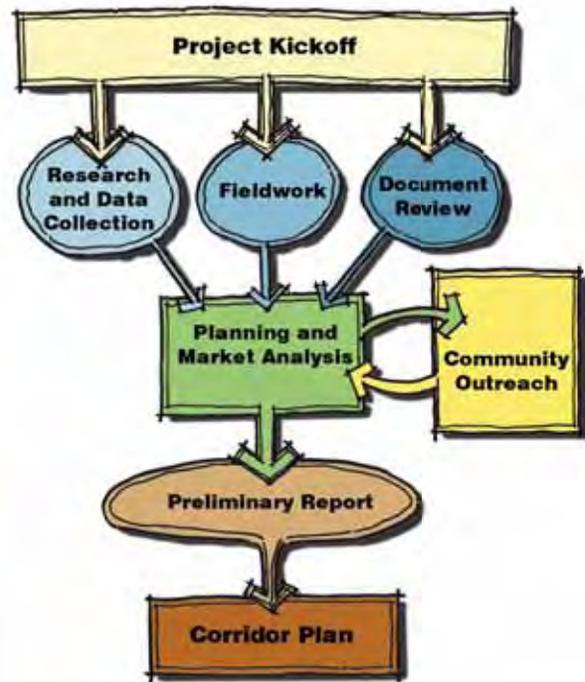


Figure 2-11: Project development flow chart

representatives the chance to discuss ideas of how they wanted the Corridor to develop, and what types of implementation strategies were best suited to the task.



Figure 2-12: Public involvement

Research and Data Collection

A market analysis was undertaken in an effort to gain an understanding of the local marketplace, the surrounding population that may determine or inform the future business opportunities in the area, and the strengths and weaknesses of the individual properties along the Corridor. More specifically, Swan Development Advisors (Swan) conducted secondary and primary research (in that order) to understand the demographic shifts and behavioral factors affecting the current business model for the Corridor.



Figure 2-13: Community workshop

Fieldwork

Physical characteristics of the study area were reviewed during numerous field visits. From these visits, streetscape, transportation and pedestrian conditions and facilities were documented, as were building characteristics, conditions, business types and locations. Business clusters were identified and utilized to inform various opportunities and recommendations.

Regulatory Analysis

The recommendations found within this Plan build upon the City's Comprehensive Plan and Uniform Development Code. While this Plan references information found within those documents, it presents focused recommendations specifically based upon current conditions and trends, and the experience gained from the recent development activity in the Dunedin area.

Document Review

Pertinent documents reviewed as a part of the process included the City's Community Visioning document, Architectural Guidelines, and the Pinellas Planning Council County-wide Plan Rules.

The real estate analysis relied on data provided by the Pinellas County Property Appraiser. A number of less reliable resources were examined and generally disregarded. The market analysis was conducted independent of data provided by the client.

The Four C's of Opportunity

1. Customers
2. Competitors
3. Channel Partners
4. Community Assets

Existing Conditions

Historic Function and Evolution of Patricia Avenue

Patricia Avenue has evolved somewhat from its historic function as a local neighborhood street. Today the southern end of the Corridor near Union Street is transitioning from residential homes to small strip commercial and professional service establishments; however, the buildings mostly remain the same. The school campus at the northwest corner at Union Street generates heavy traffic backups during peak drop-off and pick-up hours on school days. Some former residences north of Lyndhurst have converted to small businesses, mostly offices.

The most significant commercial site is the former, A.C. Neilsen Media Company property. Opened in 1972, the Neilson Company once occupied over 200,000 S.F. of office space, which now sits vacant. With the closing of the Neilsen Media property in 2005, the Corridor has suffered from the subsequent loss of commercial support of local corridor businesses.

The northern end of the corridor at Main Street continues to serve as a community shopping center. The ACLF housing just south remains relatively quiet with a noticeable amount of pedestrians walking to and from the nearby shopping center. Modest residential homes remain along Patricia Avenue, primarily between Virginia Street and Lyndhurst Street.

Considering the noticeable residential-to-office conversions primarily at the midsection and south end of Patricia Avenue, the Corridor still retains its low-key scale and continues to reflect the adjacent neighborhood-scale fabric.



Figure 2-14: Residential conversion to office use



Figure 2-15: Dunedin Plaza



Figure 2-16: Local restaurant

Existing Land Use

The existing land use pattern along Patricia Avenue varies greatly. There is a variety of retail, commercial, and residential uses. The areas near Main Street and Beltrees Street are the busiest along the Corridor. With the exception of morning and afternoon school traffic north of Union Street, no one sub-area experiences congestion to a degree that would be considered problematic and vehicular traffic is considered manageable. It should be noted that today's low-to-moderate traffic volumes can be somewhat attributed today to the decline of activity after Nielsen Media relocated most of its employment outside of the City in the late 1990's. The effective loss of 1,000 jobs from the area significantly changed the daily use of the Corridor. The majority of areas east and west of the Patricia Avenue frontage consist of stable residential streets and subdivisions.

Table 2-1 summarizes existing land uses along the Patricia Avenue Corridor.

The scale of the Corridor varies from large 2-3 story multi-family/Assisted living Congregate Facilities (ACLF) to the north, to smaller



Figure 2-17: Typical single family residential

single story residential and commercial uses that dominate the mid and southern portion respectively.

The architecture along Patricia Avenue mostly reflects the one and two-story pattern found throughout much of the City, although the former Nielsen Media property and the multiple family ACLF housing communities are of larger scale. Businesses along the Corridor serve both local area and outlying residents. Existing residential homes have somewhat declined as they have slowly converted to office and professional service establishments. While this trend isn't surprising since Patricia Avenue functions less like a neighborhood street and

Use Type	# of Parcels	Total Acreage	% of Corridor Total Acres
Single-Family Residential	43	±12	10 %
Multi-Family Residential	33	±26	21 %
Commercial	29	±38	31 %
Recreation / Open Space	6	±7	6 %
Public/Semi-public	8	±14	11 %
Conservation/Preservation	1	±<1	1 %
Vacant	4	±4	3 %
ROW/Other	1	±21	17 %
Total	127	±122	±100 %

more like a traffic mover, it is uncertain whether it will continue much further. The future growth and evolution of Patricia Avenue will greatly depend on the established future direction of the City through land use and zoning decisions as well as the development of the former Neilsen property.

Overall, demographic research shows that the Corridor is utilized by an older age group, those 50 years plus in age. Current trends indicate that the median age of the area, approximately 52 years, is increasing and is projected to increase to nearly 55 years by as early as 2013. Strategies to attract new, younger residents are necessary to diversify the Corridor's economy.



Figure 2-19: Retirement housing



Figure 2-18: Existing Land Use Map

Current "Future Land Use"

The Corridor is very segmented by use, which is reflected in the FLU patterns. At the north end, the Commercial General (CG) is across the street from Residential Urban (RU), which contains predominately single family homes. Heading south there is a large cluster of multiple family uses (ACLF housing), which is reflected in the Residential Medium (RM) and Residential High (RH), designations, and then another significant area of single family homes, which are designated Residential Urban (RU). In and around the Neilsen property is Industrial Limited (IL), Commercial General (CG), and Commercial Limited, and the southernmost portion of the Corridor is designated Residential Urban (RU) with the exceptions of the Walgreens at Union Street, which is designated Commercial General (CG).

Adjacent areas surrounding the Corridor are designated mainly Residential Urban (RU), Residential Low Medium (RLM), Residential Medium (RM) or Residential High (RH).

For the most part, the FLU pattern along Patricia Avenue mostly echoes the uses that currently exist on the ground at different sections of the roadway, essentially offering a highly generalized snapshot of the existing conditions, rather than a focused guide to the City's vision for the area. The Corridor is primarily residential, with Dunedin Plaza, the commercial business area around the Neilsen property, and Walgreens at the south end being the primary exceptions. The FLU designations currently in place along Patricia Avenue do not provide sufficient,

Table 2-2: Patricia Avenue Future Land Use Acreage Totals

Designation	# of Parcels	Total Acreage	% of Corridor Total Acres
Commercial General	21	±20	17 %
Commercial Limited	14	±4	4 %
Industrial Limited	4	±24	20 %
Institutional	2	±2	2 %
Recreation/Open-Space	1	±<1	<1 %
Residential High	20	±28	23 %
Residential Low Medium	1	±<1	<1 %
Residential Medium	5	±9	8 %
Residential Urban	58	±12	10 %
ROW/Other	1	±21	17 %
TOTAL	127	±122	±100 %

cohesive direction for the future enhancement and stability of the Corridor to serve the neighborhoods and greater city residents. Patricia Avenue could benefit from a FLU designation that more accurately recognizes the Corridor's focused potential in the community.

It is important to note however, that while many the properties along Patricia Avenue are relatively small in size, the Corridor could potentially add appropriate additional density and intensity without amending the FLUM. Table 2-2 summarizes future land uses along the Patricia Avenue Corridor. Detailed descriptions of the designations within the study area as well as relevant permitted bulk standards within those districts can be found in the Appendices.

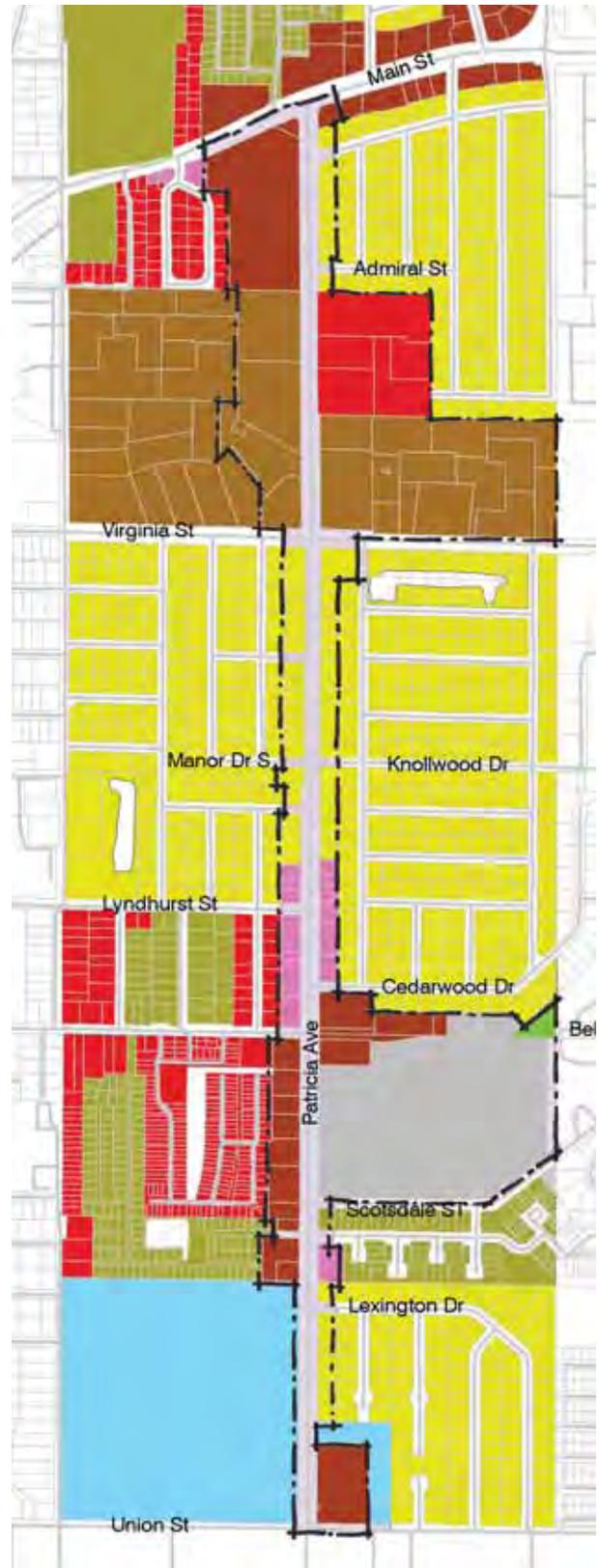


Figure 2-20: Current Future Land Use Map

Current Zoning

Patricia Avenue is predominantly zoned for single and multi-family residential uses. Properties at the north end of the Corridor near the Main Street intersection are zoned Shopping Center (SC). A range of non-residential commercial, office and industrial zoning districts are located near the former Neilsen Media property as well as the south end of the Corridor, near the Union Street intersection. Surrounding zoning includes almost entirely residential districts, the exception being the commercial area at the north end of the Corridor near the Main Street intersection which includes properties along Main Street zoned for commercial and office uses.

Table 2-3 summarizes zoning districts along the Patricia Avenue Corridor. Detailed descriptions of the districts within the study area as well as relevant permitted use and bulk standards can be found in the Appendices.

Similar to the FLU designations, the zoning pattern along Patricia Avenue mostly reflects the historical and/or existing conditions on the ground. In many instances, desirable changes to individual properties, or attempts to combine properties for more development of more scale, would require a rezoning application process, as would combining land uses such as retail and residential on a single property.

Table 2-3: Patricia Avenue Zoning Acreage

Zoning Districts	# of Parcels	Total Acreage	% of Corridor Total Acres
Single-Family Residential District	46	±12	9%
Multi-Family Residential District	14	±2	2 %
Planned Residential Development District	27	±39	32 %
General Office District	7	±2	1 %
Neighborhood Business District	7	±2	2 %
General Business District	18	±12	10 %
Shopping Center District	2	±8	7 %
Light Industrial	5	±24	20 %
ROW / Other	1	±21	17 %
TOTAL	127	±122	±100 %

The current designations would allow some additional density and intensity, but do not give much guidance or flexibility toward an improved urban form. This poses a significant challenge to property owners, developers and existing and potential businesses to pursuing a modern land use development.

Patricia Avenue could benefit significantly from a more harmonious composition of zoning districts, or an overlay district the length of the Corridor, that includes a broad pallet of permitted uses and provides specific guidance to the overall design and form of new structures and their relationship to the street.

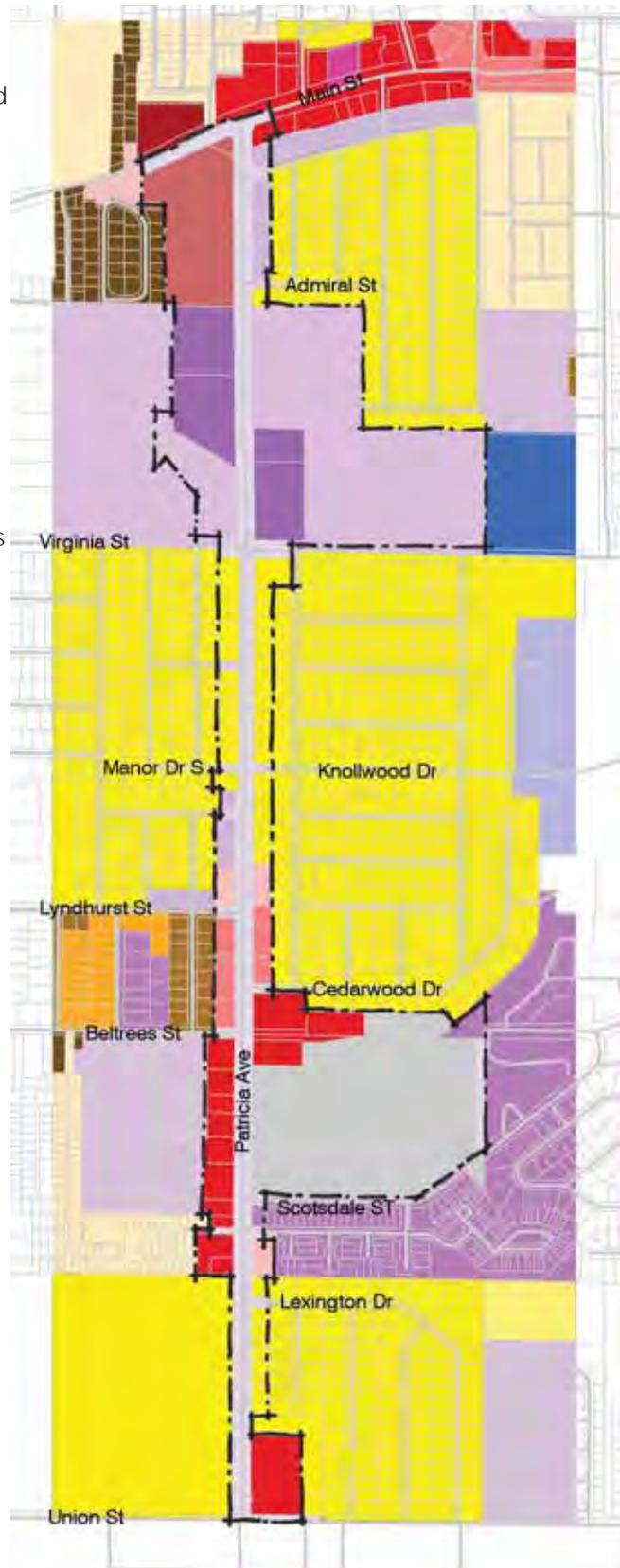


Figure 2-21: Current Zoning Map

Existing Compatibility and Entitlements

The existing land uses along Patricia Avenue are generally compatible with the current FLU designations and zoning districts in place. Many of the actual use types – retail, office, residential – work well along the Corridor. *The challenge lies in the difficulty for individual properties to transition to a different use or mix of uses*, for instance a change from office to restaurant, or the inclusion of more than one use, such as a residential building that provides a neighborhood-serving business on the ground floor. With few exceptions, current FLU and zoning along the Corridor does not permit such changes in use; creating an impediment to some desirable land use improvements along Patricia Avenue.

The Patricia Avenue corridor serves many functions. At the north end it has an aged and architecturally outdated, yet successful local retail shopping center; and schools and local-serving businesses anchor the south end. The area surrounding the former Neilsen Media property loosely functions as a neighborhood business center which, if fully realized, has the potential to provide a convenient, comfortable, and enjoyable place to gather and obtain goods and services for local residents. The ACLF residential communities and existing homes in the midsection of the Corridor provide support to nearby businesses and make Patricia Avenue a “living” Corridor.

The Corridor would benefit from a zoning scheme that recognizes the unique functional characteristics of each segment along Patricia Avenue. Also, Patricia Avenue should remain distinguishable from the other neighborhood



Figure 2-22: Existing commercial use

streets, while remaining respectful to and compatible with the adjacent neighborhoods. Consideration should be given to the appropriateness of existing building placement, building height, public access, automobile access and parking. While land uses within the various segments along the Corridor may be broadly addressed by current zoning, it does not consider design concepts specific to Patricia Avenue.

For the most part, the scale of existing buildings along Patricia Avenue is somewhat less than what is actually permitted through existing FLU or zoning regulations. For example, building heights permitted by zoning along the Corridor would allow up to three stories in most places and up to five stories in certain other locations,



Figure 2-23: Strip commercial and auto related uses

while there are mostly one to two-story structures currently in place. Feedback from the community and city leaders indicates that height and mass beyond that scale should be encouraged only in specific locations.

Currently permitted densities, in some areas as low as 7.5 dwelling units per acre, may be too low to entice new residential revitalization in the form of townhomes or walkup apartment

Market-Related Analysis

The market conditions that affect investment were analyzed to understand demographic shifts and behavioral factors of the current mix of businesses and buildings in the Corridor. From secondary research, demographic trends and spending saturation and leakage were identified. The mix of businesses and buildings that comprise the district were also calculated. From primary research activities, local residents' perceptions of the business district's customers, competitors, channel partners and corridor assets were gleaned. Additional detailed data and analysis can be found in the Appendices.

The analysis showed that household growth will be slow to flat (0.3%) and the median age is 52-years and growing older. The projected median and average household incomes peak in the 35 to 44 age groups in 2008 and 2013 and then sharply decline. These are negative trends when compared with Florida and United States averages. The later maybe being the biggest issue as the age groups are the most sought after consumers by business investors, and also represents the third largest population group behind retirees and seniors.

units. Such reinvestment can add to the vitality of the Corridor by adding new permanent residents to care for Patricia Avenue and to help support local businesses at the north end of the Corridor and near the former Neilsen Media property. Feedback from the community and city leaders indicates that residential density beyond that scale should be encouraged only in specific locations.

"Redevelopment potential should reflect both the market and residential needs"



Figure 2-24: Residential transition to office use

It is critically important to understand where local spending occurs (both incoming and outgoing) in order to identify redevelopment strategies. The analysis identified that the community spending on the following retail categories is satisfied: building materials, garden equipment and supply stores; food and beverage stores (groceries); health and persona care stores; sporting goods stores; variety stores; and restaurants. This saturation can also be seen as a strength as locals and visitors prefer to spend their funds on these categories on Patricia Avenue. From analysis of spending leaving the area it seems like the following retail businesses provide opportunity to businesses wanting to locate along Patricia Avenue: motor vehicle and parts dealers; furniture and home fixtures; electronics and

appliance stores; gas stations; clothing stores; book and music stores, a variety store; and a family restaurant. These may be opportunities in business attraction as the demand is greater than existing supply.



Figure 2-25: Dunedin Plaza

Transportation

The street network that supports and links Patricia Avenue is somewhat limited when compared to some other traffic collecting neighborhood corridors. Adjacent streets between Virginia Street and Beltrees Street generally follows a modified grid pattern that connects other neighborhoods, which is beneficial to dispersing the overall volume of vehicular traffic in the area due to the multiple intersections and route options available. Main Street, Virginia Street, Beltrees Street and Union Street function as east-west connecting roadways that also help to disperse traffic. Scottsdale provides a useful eastward connection through neighborhoods that eventually leads to Keene Road. Most of the rest of the Corridor is linked mainly to adjacent neighborhood subdivisions that are self-contained and provide little connection to additional areas in the City.

The adequate number of intersecting streets coupled with a 35 mph posted speed limit, two through traffic lanes and a center turn lane for the majority of the corridor length contributes to generally slow to moderate vehicular traffic flow. This makes Patricia Avenue relatively accommodating and attractive to non-motorized traffic such as bicycles and walkers, and less so to fast-moving automobiles.

The overall mixed-use segmented ambiance of Patricia Avenue is enhanced by its relatively low-key traffic impacts and the adequate connecting roadway network.



Figure 2-26: Street Network Map

Vehicular Access, Parking, Linkages, and Connections

Direct vehicular access to properties along Patricia Avenue is difficult for most, due to narrow property widths and multiple driveway openings. Unless smaller, individual properties are combined into larger lots, businesses and residences will continue to experience difficulty in accommodating off-street parking for patrons and residents. To complicate matters, the majority of properties are also quite shallow in depth, making site planning to accommodate both vehicular access and off-street parking very challenging. Many properties simply share long expansive drive aprons that lead directly into parking spaces in front of buildings. The problem is that exiting vehicles often must back into roadway traffic when leaving.

There are four primary east-west connecting corridors (listed below) that intersect Patricia Avenue, linking it to nearby community assets as well as other important thoroughfares. These corridors have a range of both existing and potential multi-modal functions to serve a small range of transportation options.



Figure 2-27: Private use of public ROW



Figure 2-28: Typical pedestrian crossing

Table 2-4: East-West Connectors		
Street Name	Segment	Notable Features
Union	Edgewater Drive/trail to Keene Road	St Joseph Sound, Edgewater trail, Pinellas Trail, Highland Middle School, Dunedin Elementary School
Beltrees	Edgewater Drive/trail to Patricia Avenue, with the potential to connect as far eastward as Greenbriar Boulevard / Hercules Avenue	St Joseph Sound, Edgewater trail, Pinellas Trail, Dunedin Stadium, Former Neilsen Media site, with potential to connect to Scotsdale Park
Virginia	Highland Avenue / Main Street to Keene Road	Downtown Dunedin, Mease Dunedin Hospital, Dunedin Recreational Facility
Main	Edgewater Drive/trail to U.S. Highway 19	St Joseph Sound, Edgewater Park & marina, Edgewater trail, Pinellas Trail, downtown Dunedin, Mease Dunedin Hospital, Dunedin Plaza



Figure 2-29: Street networks and major community assets

"The Douglas and Patricia Avenue Corridors provide the primary pathways in an active urban area."

Legend

-  Key Intersections
-  Pedestrian link to trail
-  Pedestrian dedicated trail
-  Point of Interest
-  Major east-west connection

Pedestrian and Transit

Pedestrian access to properties along the Corridor is very well in most locations; however, there is one relatively short stretch of interrupted sidewalk along the east side of the street, in front of the ACLF housing toward the north end of Patricia Avenue.. Other than that, the pedestrians can enjoy a consistent five-foot wide even sidewalk along both sides of the Corridor.

The Pinellas Suncoast Transit Authority (PSTA) provides public bus service along the entire corridor. Route 66 provides service seven days per week and on holidays; however, the frequency of service is limited to approximate one-hour intervals on most days and as long as 2 hours between stops at certain times on Sundays. There is no late evening service. The service begins at the Indian Rocks Shopping Center and moves generally northward through downtown Clearwater to Highland Avenue, becoming Patricia Avenue north of Union Street



Figure 2-30: Existing sidewalks and open retention

into Dunedin. The route turns westward toward downtown Dunedin at the northern Corridor limits at Main Street, and eventually ending in downtown Tarpon Springs before heading back to the shopping center. While this route serves as an alternative means of access to the Corridor for those who either choose the service or are unable to arrive by various other means, with such a limited schedule, it has little impact on its overall vitality. Two additional PSTA bus routes serve nearby streets within the general area of Patricia Avenue.

Table 2-5: Bus Routes		
Bus #	Area Streets	Route
Route 61	Main Street / Skinner Boulevard / Douglas Avenue	Round trip service from Palm Lake Village, through downtown Dunedin to downtown Clearwater via Douglas Avenue, and continuing generally southward to Indian Rocks Shopping Center
Route 66	Skinner Boulevard / Main Street / Patricia Avenue / Union Street	Round trip services from downtown Tarpon Springs, generally southward to the Indian Rocks Shopping Center
Route 78	Main Street / Milwaukee Avenue	Round trip service from Westfield Countryside Mall, westward to Dunedin, southward to downtown Clearwater

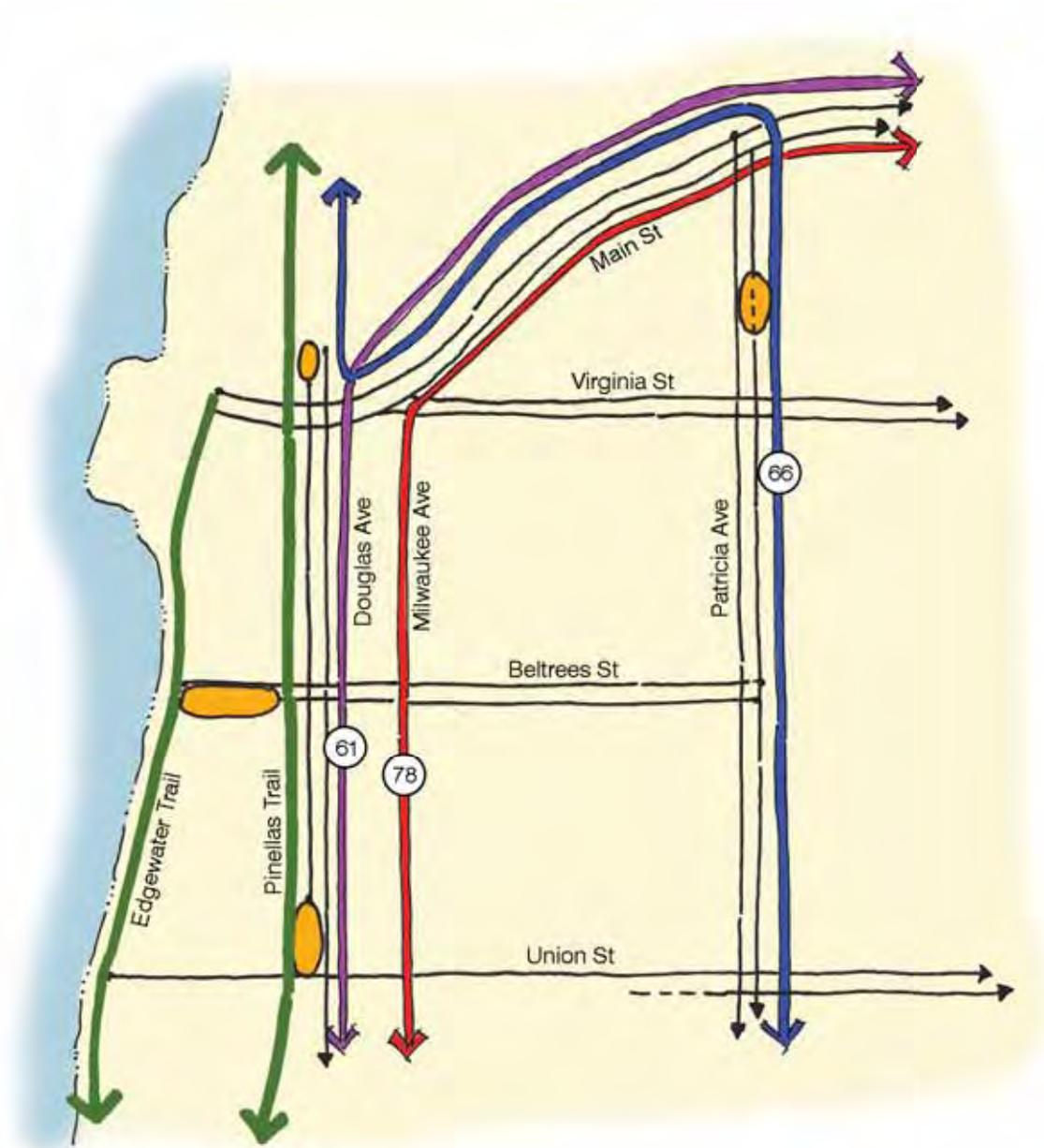


Figure 2-31: Mobility options



Figure 2-32: Bus stop shelter

Legend

-  Bus Route Number
-  Bus Route
-  Pedestrian Trail
-  Sidewalk
-  Sporadic Sidewalk
-  Sidewalk Concerns for City

Infrastructure

The Patricia Avenue Corridor contains the necessary infrastructure elements and these systems have been designed to accommodate future growth.

Potable Water. The City of Dunedin is a water independent community and does not rely on any regional resources to meet needs and capacity. Dunedin operates its own wellfield consisting of 26 potable water production wells, which has a pumping capacity of 9.5 million gallons and provides feed water to the City's reverse osmosis water treatment plant. The City's Water Division is currently in the process of the conversion from manual read water meters to meters read to electronic automatic meter reading (AMR) devices. The use of these meters will increase efficiencies and reduce overall costs. Water conservation practices are stressed through this division to protect the finite supply of water.

The system appears to have sufficient capacity to handle future growth. Small-scale improvements to individual properties are unlikely to require improvements beyond new and/or additional service lines from the water



Figure 2-33: Open retention near Neilsen property

mains. However, any large-scale development should be required to conclusively demonstrate that the water lines serving Patricia Avenue have the capacity and are in a suitable condition to provide domestic and fire protection supplies.

Sanitary Sewer. Waste water generated by land uses along the Patricia Avenue Corridor is conveyed by a series of sewer mains to the City's wastewater treatment plant. With recent improvements such as new major sewer mains, the replacement and renewal of sewer lines, and lift station enhancements, the existing sanitary sewer collection system is sufficient to handle existing sanitary flows from redevelopment along Patricia Avenue and would be able to accommodate increases in flow from small-scale redevelopment within the Corridor. Any large-scale development along the Corridor should be required to conclusively demonstrate that the sewer lines serving the project site have the capacity and are in a suitable condition.

The City's wastewater treatment plant is designed to handle an average daily flow of 6 MGD (million gallons per day) with peak flow of 12.6 MGD, but currently treats 4.5 MGD.

Stormwater Management. The city's Public Services Division provides the management of stormwater infrastructure. City staff maintains the municipal stormwater conveyance and treatment systems including pipes, catch basins, swales, ditches, and ponds. Drainage maintenance including the cleaning and re-grading of drainage ditches and swales are completed on an as needed basis.

Within the Patricia Avenue Corridor, where much of the land is already developed and where a stormwater system is already in place, it is anticipated that only minor modifications may be required to address redevelopment of already developed properties. Additional development within the Corridor is unlikely to lead to significant increases in impervious surfaces, thus significant improvements are unlikely to be required.



Figure 2-34: Open retention

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Guiding Principles of the Study

This plan was developed to advance the following principles:

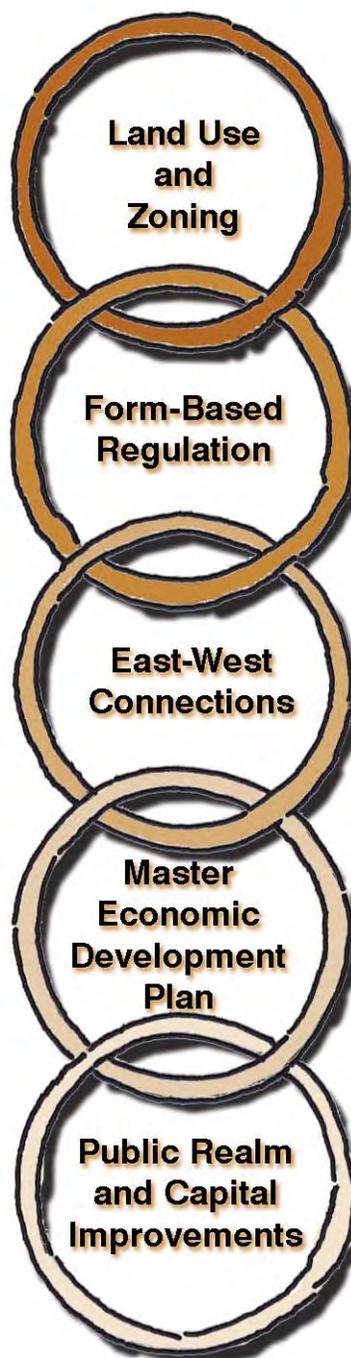
Land Use and Zoning– Land use and development guidance should identify uses appropriate for the corridor, and direct the future design and placement of buildings and structures. Additional guidance should be given to other site planning features such as pedestrian mobility, shared access and parking.

Form-Based Regulations– Provide “place making” traditional village design recommendations that can support a future form-based land development regulations.

East-West Connections– Consider potential enhancements to east-west connecting streets that can encourage and improve pedestrian mobility and access to important community assets, including the Pinellas Trail.

Master Economic Development Plan– Conduct a local market and economic analysis and provide recommendations that will support a future master economic development plan for Dunedin.

Public Realm and Capital Improvements– Provide a capital improvement plan-driven needs analysis based on public realm improvement recommendations.



Organization of the Plan

This Corridor Plan document is organized as follows:

Executive Summary. This is the first chapter of the plan. It is a concise overview of the issues and recommendations that comprise the Patricia Avenue Corridor Plan. Essentially, it is a summary of the plan recommendations outlined in Chapter Four.

Corridor Analysis. This is the second chapter of the plan. It provides an introduction to the Patricia Avenue Corridor, an account of the study process, and a review of the existing conditions that includes description and analysis of the background information and data collected. The background information, data and analysis that comprise this chapter give guidance to the corridor framework outlined and described in Chapter Three and provide direction to the plan recommendations of Chapter Four.

Corridor Framework. This is the third chapter of the plan. It provides descriptions and analysis of each of the five Sub-Area Districts that comprise the Patricia Avenue Corridor and lays out the five framework principles that organize the plan recommendations outlined in Chapter Four.

Plan Recommendations. This is the fourth chapter of the plan. It includes the recommendations of the plan, derived from

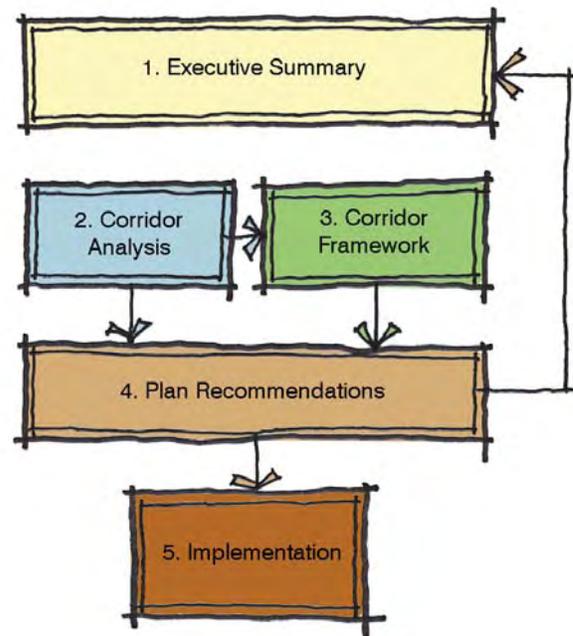


Figure 3-1: Corridor Plan structure diagram

the corridor analysis, organized by the five framework principles. An overview of these recommendations is included in Chapter One, the Executive Summary.

Implementation. This is the fifth and final chapter of the plan. It provides the recommendations in the form of an implementation table. The table is organized first by the framework principles and, second, by Sub-Area District. It includes prioritization and timing suggestions, where possible, for implementing the recommendations of the plan.

An appendix of detailed information collected is included at the end of this plan.

Sub-Area District Structure

The Patricia Avenue Corridor can be logically broken into five distinct Sub-Areas which are North End, Age Restricted, Mid Block Residential, Neighborhood Center, and South End Gateway. Sub-Area boundaries were consensually determined through observation of the existing scale, use, and development pattern of the Corridor.

The following subsections give descriptions for each of the Sub-Areas, documenting existing conditions, issues and needs for each portion of the Corridor.



Legend



Figure 3-2: Corridor Sub-Area Districts

North End Sub-Area District

District Limits: From the south side of the signalized Main Street/SR 580 intersection, southward to the DeSoto Drive intersection (1,000 +/- linear feet).

Character: The west side of the street is occupied by an aged but active community strip shopping center with a couple freestanding businesses located in front along Patricia Avenue. The east side of the street is occupied by single family residential and commercial conversions on small, shallow depth parcels. This sub-area of the Corridor has a suburban character and is dominated by the shopping center. However, this area is also easily accessible and navigable for pedestrians coming from nearby housing. Adjacent areas consist primarily of residential streets.

Observations, Issues and Challenges:

- ① Prominent, busy intersection with Main Street/SR 580
- ② Northern “gateway” onto the Patricia Avenue Corridor
- ③ Aged shopping strip center in need of “face lift” improvements
- ④ Small parcel single family residential homes with numerous driveway openings onto Patricia Avenue
- ⑤ Moderate level of pedestrian activity; however, auto-oriented and suburban in scale

Needs Analysis: This area overall has not been aesthetically improved, though the level of commerce and occupancy at the shopping center is impressive. It provides needed and desired goods and services locally, without having to rely on more congested outlying



Figure 3-3: Dunedin Plaza with out-parcel building



Figure 3-4: North End Sub-Area Inventory

shopping centers westward toward U.S. 19. With the moderate level of pedestrian activity from nearby residents, the shopping center would benefit from improvements that are scaled more appropriately for the neighborhood. For example, the existing southernmost outparcel (bank) building changes the overall scale in this area to a look and feel that is more like a neighborhood street, without diminishing the function of the shopping center. Where possible, additional outparcel buildings oriented toward the Patricia Avenue sidewalk would additionally increase the pedestrian look at feel of this important business center. Additionally, the shopping center could benefit from potential façade improvement incentives aimed at improving the look and raising the design standard of the North End Sub-Area.

The strip of single family homes along the east side across from the shopping center may no longer be appropriate near this busy commercial intersection; however, these parcels



Figure 3-5: Existing single family residential

are quite shallow in depth making commercial development incredibly challenging. Higher density housing in the form of townhomes and walkup apartment buildings may be a better alternative to provide an incentive to redevelop as well as provide additional patrons to the shopping center. A higher level of pedestrian improvements along Patricia Avenue in the form of improved street and pedestrian lighting and better landscaping would also add to the beautification of this northern gateway onto the Corridor.

Desirable Improvements:

- ① Additional outparcel businesses (i.e more publically accessible uses) along the Patricia Avenue sidewalk, in front of the shopping center
- ② Existing building façade improvements
- ③ Permit increased residential intensity and improvements more suitable for this busy sub-area (i.e. townhomes and walkup apartment buildings)
- ④ Improve street lighting and streetscape

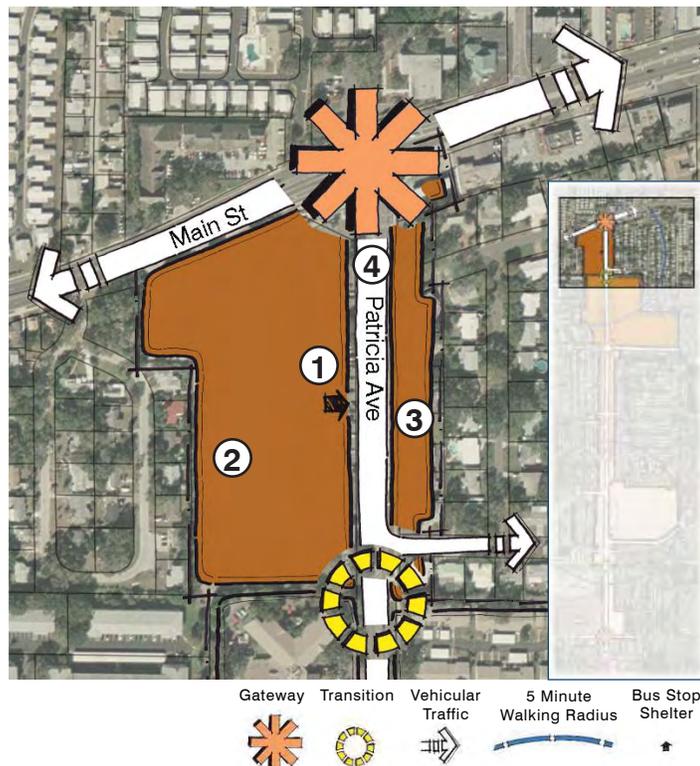


Figure 3-6: North End Sub-Area Diagram

Age Restricted Sub-Area District

District Limits: From the Desoto Drive intersection, southward to the signalized Virginia Street intersection (1,300+/- linear feet).

Character: This area is occupied by multi-family assisted care retirement residential housing communities and elderly care facilities on large parcels. It is a relatively quiet area with a mature tree canopy that provides an abundance of green shade. Properties in this area are generally well maintained. The landscaping and maintenance is overall, better than average. Adjacent areas consist of single family and multiple family residential streets and the Dunedin Recreation Facility.



Figure 3-7: Existing multi-family retirement residential

Observations, Issues and Challenges:

- ① Established, well maintained properties
- ② Moderate pedestrian traffic between Age-Restricted and North End Sub-Area
- ③ Mature tree canopy
- ④ Varying sidewalk widths and incomplete connections on east side of Patricia Avenue
- ⑤ Particularly dark at night (likely due to heavy tree canopy)



Figure 3-8: Age Restricted Sub-Area Inventory

Needs Analysis: This area is well established with higher density multiple family age-restricted housing and elderly care facilities. It is well situated within easy walking distance to Dunedin Plaza to the north. Vehicular traffic is relatively light to moderate; however, pedestrian traffic is moderate and usually ranks highest most days along the Patricia Avenue Corridor. Ironically, with such pedestrian traffic this sub-area has the greatest pedestrian problems of the five sub-areas. It would benefit tremendously from sidewalk improvements along the east side of Patricia Avenue. In addition, the area could use stronger street and pedestrian lighting to improve overall safety. Finally, a strategically placed midblock pedestrian crossing would further improve pedestrian convenience.



Figure 3-9: Existing multi-family retirement residential

Desirable Improvements:

- ① Improved street and pedestrian lighting
- ② Improved sidewalk conditions and overall pedestrian safety
- ③ Strategically placed midblock pedestrian crossing

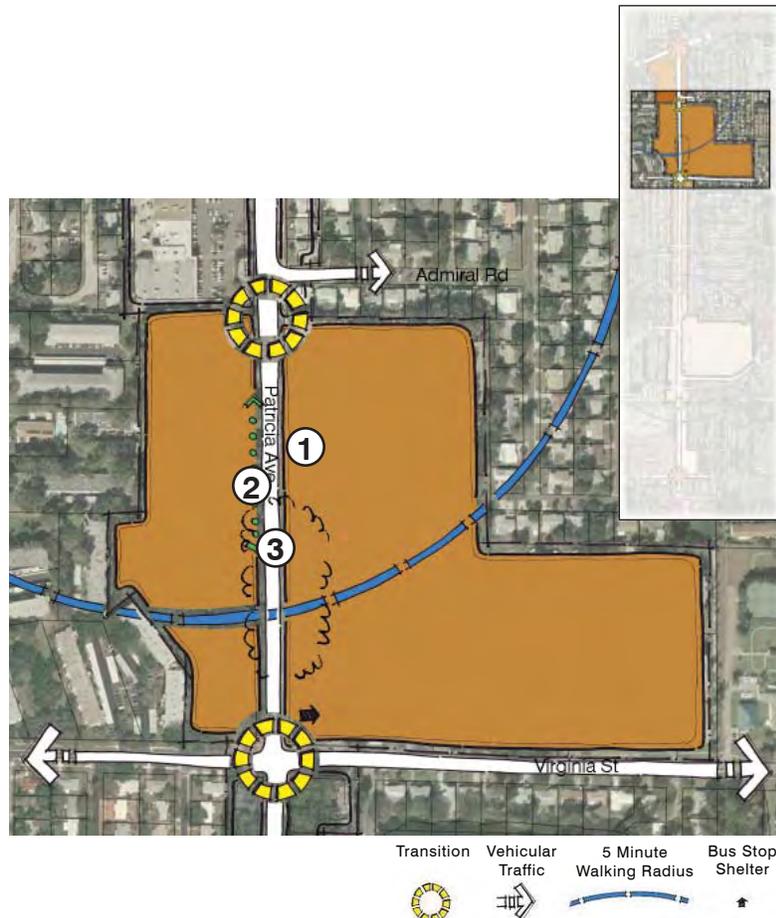


Figure 3-10: Age Restricted Sub-Area Diagram

Mid Block Residential Sub-Area District

District Limits: From the signalized Virginia Street intersection, southward to Grovewood Drive (2,000 +/- linear feet).

Character: The east and west sides of the Corridor are occupied by primarily single family residential on small, shallow depth parcels. There are a minimum number of commercial/ office conversions within the area. Nearly every property appears to be owner-occupied which typically creates a stable and interested resident population. Also, many properties in this area are well kept, while others could benefit from improved landscaping, paint and general clean-up. Numerous residential driveways that can only accommodate one direction of traffic flow empty onto Patricia Avenue which creates traffic conflicts, especially when exiting vehicles are forced to back into traffic.

Observations, Issues and Challenges:

- ① Expansive stretch of well established residential fabric, some maintained, some not
- ② The area is relatively quiet
- ③ Excellent sidewalk condition
- ④ Excessive number of individual driveways creating traffic conflicts
- ⑤ Narrow, shallow-depth properties



Figure 3-11: Existing single family residential



Figure 3-12: Mid Block Residential Sub-Area Inventory

Needs Analysis: The small-scale single family residential homes that comprise this area are a difficult fit for Patricia Avenue today; however, these parcels are quite narrow and shallow in depth making other forms of development incredibly challenging. Higher density residential in the form of townhomes and walkup apartment buildings may be a better alternative to provide an incentive to redevelop and could provide additional patrons to the nearby shopping center at the North End as well as the Neighborhood Center adjacent to the south. Also, in order to improve safety and access to parking, redevelopment projects should include efforts to consolidate and combine access drives.



Figure 3-13: Residential transition to office use

Current residents as well as the sub-area overall could benefit from potential façade improvement incentives aimed at improving

the look of existing residential homes and raising the design standard of the Mid Block Residential Sub-Area. A higher level of streetscape improvements in the form of improved street and pedestrian lighting and better landscaping would add a unified beauty to this otherwise unimpressive area.

Desirable Improvements:

- ① Permit increased residential intensity and improvements more suitable for Patricia Avenue (i.e. townhomes and walkup apartment buildings)
- ② When possible and where appropriate, combine driveways and parking to improve vehicular safety
- ③ Existing building façade improvements
- ④ Improve street lighting and streetscape for pedestrian safety and to add a unified beauty to this otherwise unimpressive area



Figure 3-14: Mid Block Residential Sub-Area Diagram

Neighborhood Center Sub-Area District

District Limits: From Groveland Drive, southward to the Lexington Drive intersection (2,000 +/- linear feet).

Character: The east side of the Corridor, north of Scotsdale Street is dominated by the former Neilsen Media property. There is some adjacent commercial to the north, and the west side of the Corridor contains primarily restaurant and retail uses that have declined. Between Beltrees Street and Grovewood Drive, the Corridor is occupied on both sides by retail uses that have wide driveway aprons and parking areas occupying the public street right-of-way. Adjacent areas consist of residential neighborhood subdivisions.

The collection of non-residential uses in this area forms a natural neighborhood center for commercial activity. This area's future prominence and success, however, will depend greatly on the future development and use of the former Neilsen Media property.

Observations, Issues and Challenges:

- ① Large vacant redevelopment opportunity
- ② Declining businesses due to the lack of local area patrons available to support
- ③ Area has neighborhood-type businesses; however the properties do not cohesively contribute to a pedestrian "neighborhood-like" environment
- ④ Lack of streetscape and pedestrian improvements to identify the area and support walking from adjacent residential streets
- ⑤ Existing small business site design and building orientation doesn't contribute to a walkable neighborhood environment
- ⑥ Numerous expansive driveways without shared access or parking



Figure 3-15: Existing restaurant cafe seating



Figure 3-16: Neighborhood Center Sub-Area Inventory

Needs Analysis: The former Neilsen Media property is the vital component that can make or break this unique neighborhood center along Patricia Avenue. Its redevelopment, however, will be challenging. In its current condition, it is unlikely to be suitable for a new corporate user. Extensive upgrades will be required, if not demolition and new construction. The site could function as a corporate campus as it once did, but its location in the neighborhood makes it unlikely to compete against newer suburban campuses and business centers. From a planning perspective, this site lends itself as a mixed-use project with the potential for a contributor to the public realm.



Figure 3-17: Former Neilsen Media property

locate into modern facilities. Many of the other properties in this area are functionally obsolete yet contain active businesses that fulfill some of the needs of the community.

The current owners appear to want to adjust the regulatory structure to allow for mixed-use retail and residential on the site. This is not a prime location for any significant retail investment, though it would be a good option for those businesses already located in the vicinity to co-

As a neighborhood center, this area and community residents would benefit from public realm improvements that increase pedestrian comfort and safety. Also, façade improvement incentives could stimulate some enhancements to the area.

Desirable Improvements:

- ① High quality mixed-use redevelopment of the former Neilsen Property that acts as a neighborhood focal point oriented directly toward Patricia Avenue
- ② New employment and residential that supports existing retail uses
- ③ Unified streetscape, improved pedestrian environment and street crossings
- ④ When possible and where appropriate, combine driveways and parking to improve vehicular safety
- ⑤ Existing building façade improvements



Figure 3-18: Neighborhood Center Sub-Area Diagram

South End Gateway Sub-Area District

District Limits: From the Lexington Drive intersection, southward to the north side of the signalized Union Street intersection (1,300+ linear feet).

Character: The South End Gateway Sub-Area is the gateway into Dunedin along Patricia Avenue from Clearwater. The east side of the Corridor is occupied by single family residential buildings, most of which have been converted to office and professional service uses, and a pharmacy convenience store (Walgreens) at the corner of Union Street. The west side of the Corridor is a public school campus that includes Highland Middle School and Dunedin Elementary School. Adjacent areas to the east and west consist of residential neighborhood subdivisions. The Walgreens is functionally part of a small neighborhood-oriented retail center with a small strip of retail stores located on the southeast corner of Union Street in the City of Clearwater.

Observations, Issues and Challenges:

- ① Gateway into the City of Dunedin along Patricia Avenue, from Clearwater
- ② Heavy morning and afternoon school traffic (buses, vehicles, walkers, bikers)
- ③ Outdated residential housing converted to office and professional services uses
- ④ Adequate sidewalk condition
- ⑤ Dark at night (inadequate street lighting)



Figure 3-19: Existing Walgreens and city gateway



Figure 3-20: South End Gateway Sub-Area Inventory

Needs Analysis: At most times, this area of the Corridor is fairly quiet; however, peak morning and afternoon school-day traffic congests the Corridor with a mix of buses, vehicles, bicyclers and walkers; the later two groups consist of middle and elementary school children. Pedestrian safety in the South End Gateway Sub-Area should be paramount. A public investment in streetscape, to give the area a softer neighborhood look and feel, and provide a distinctive entry feature at Union Street, would prove beneficial both visually and in terms of changing the perception of this area to residents and investors.

The northeast corner at Union Street was recently redeveloped with a Walgreens pharmacy and convenience store. Properties adjacent to the north along the same east side of Patricia Avenue are small, narrow and shallow in depth, which ultimately poses



Figure 3-21: Existing Dunedin Elementary and Middle schools

problems for redevelopment greater than simple use conversions from residential to offices. In addition, vehicle access and parking are difficult as well due to the physical property constraints. These properties would benefit from creative site planning that would include combining properties into large, cohesive developments along with shared access and parking areas.

Desirable Improvements:

- ① Improved, finished streetscape and entry feature at Union Street into Dunedin
- ② Incentives for physical and aesthetic improvement, and redevelopment to encourage property owners and new investors to reinvest along the east side of Patricia Avenue
- ③ Improve street and pedestrian lighting and overall pedestrian safety (including crosswalks) along Patricia Avenue

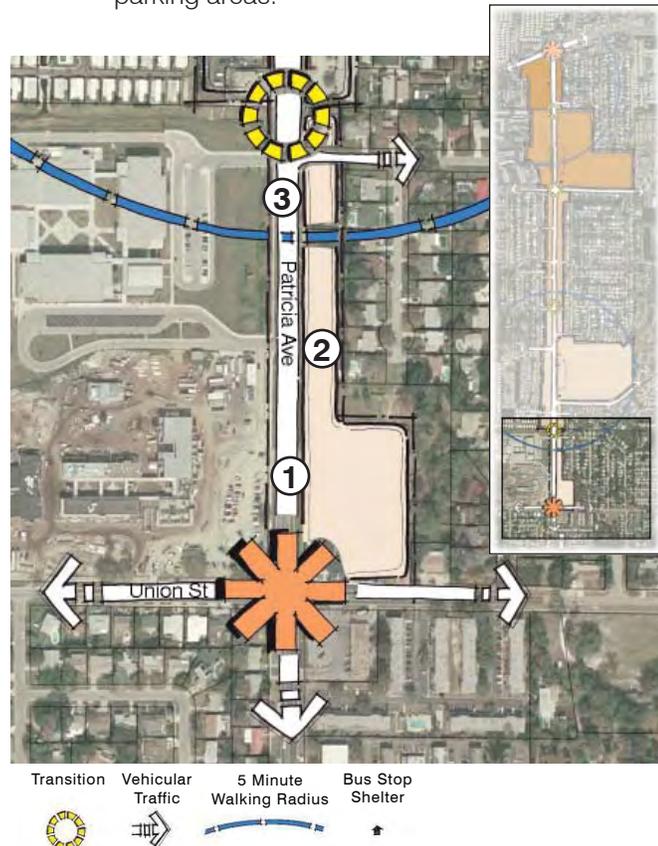


Figure 3-22: South End Gateway Sub-Area Diagram

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Land Use and Zoning

Land use and development guidance should identify multiple uses appropriate for the corridor and direct the future design and placement of buildings and structures that supports quality redevelopment. Additional guidance should be given to other site planning features such as pedestrian mobility, shared access and screened parking.

Future Land Use designations and associated zoning districts are the foundation for future development decisions:

- Designate the Patricia Avenue Corridor limits as a Planned Redevelopment, Mixed Use corridor on the countywide Future Land Use map to identify the desire for redevelopment activity.

The Corridor is a special environment to Dunedin that should be given attention focused on future redevelopment and appropriate economic investment. A corridor-wide designation would assure that its important community uses and distinct charm is recognized and protected, while setting new development standards that reflect the desired character of this important street.

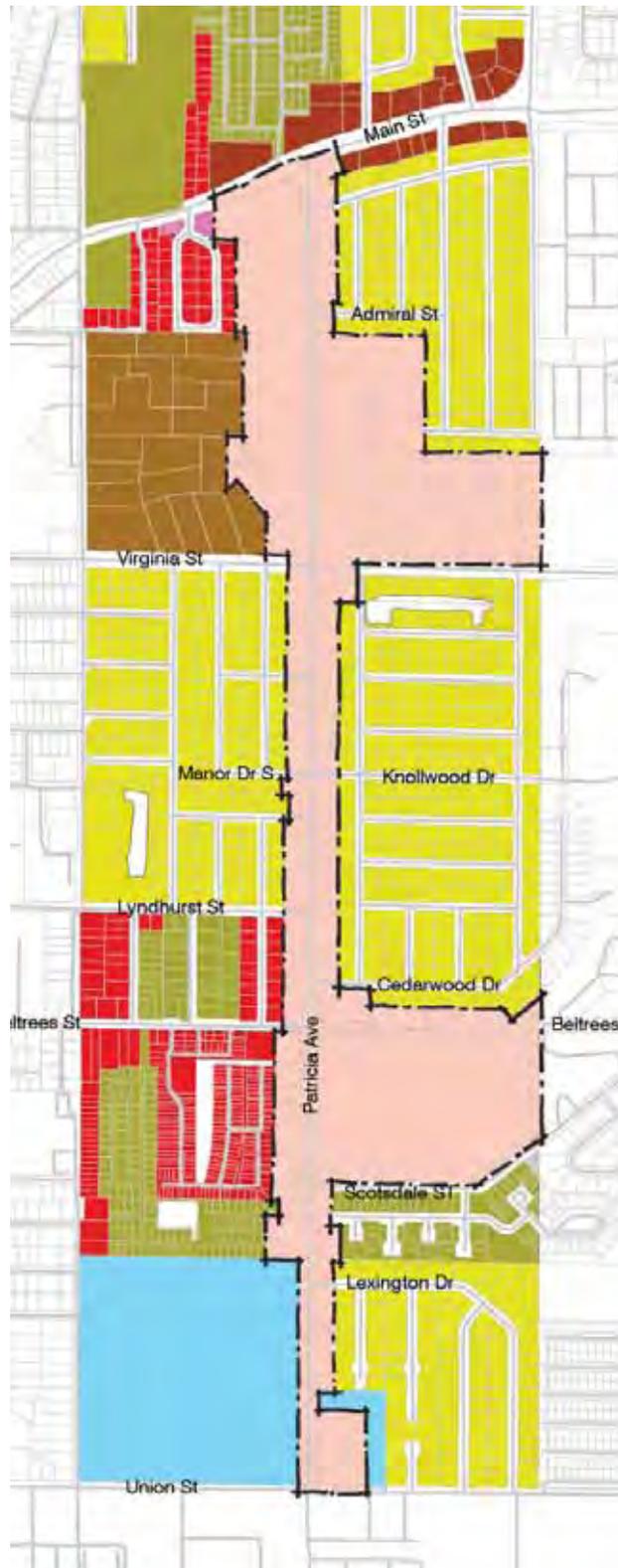


Figure 4-1: Proposed Future Land Use, Planned Redevelopment, Mixed Use

Achieving this recommendation will require a Special Area Plan for Patricia Avenue submitted to the Pinellas Planning Council by the City of Dunedin. The Special Area Plan includes certain requirements for submittal; many of which may be taken from information in this corridor plan. Other requirements such as a detailed transportation impact study, for example, will require further attention. Requirement details for a Special Area Plan submittal can be found in the Pinellas Planning Council’s Countywide Plan Rules.

- Recognize varying conditions and scales of development in the Corridor by creating five sub-area zoning (e.g. Character) districts and implement change based upon each district’s character.

Associated Sub-Area specific zoning overlay districts should become the regulatory guides to future redevelopment. Five tailored zoning overlay districts should be created in support of a new future land use designation for the Corridor. The overlay districts should address residential use density and nonresidential use intensity. It should also address development specifics concerning permitted land uses and the mixing of certain uses; building setbacks, design, placement and height; public access and outdoor cafes; vehicular access and parking; and landscape buffering and planting.

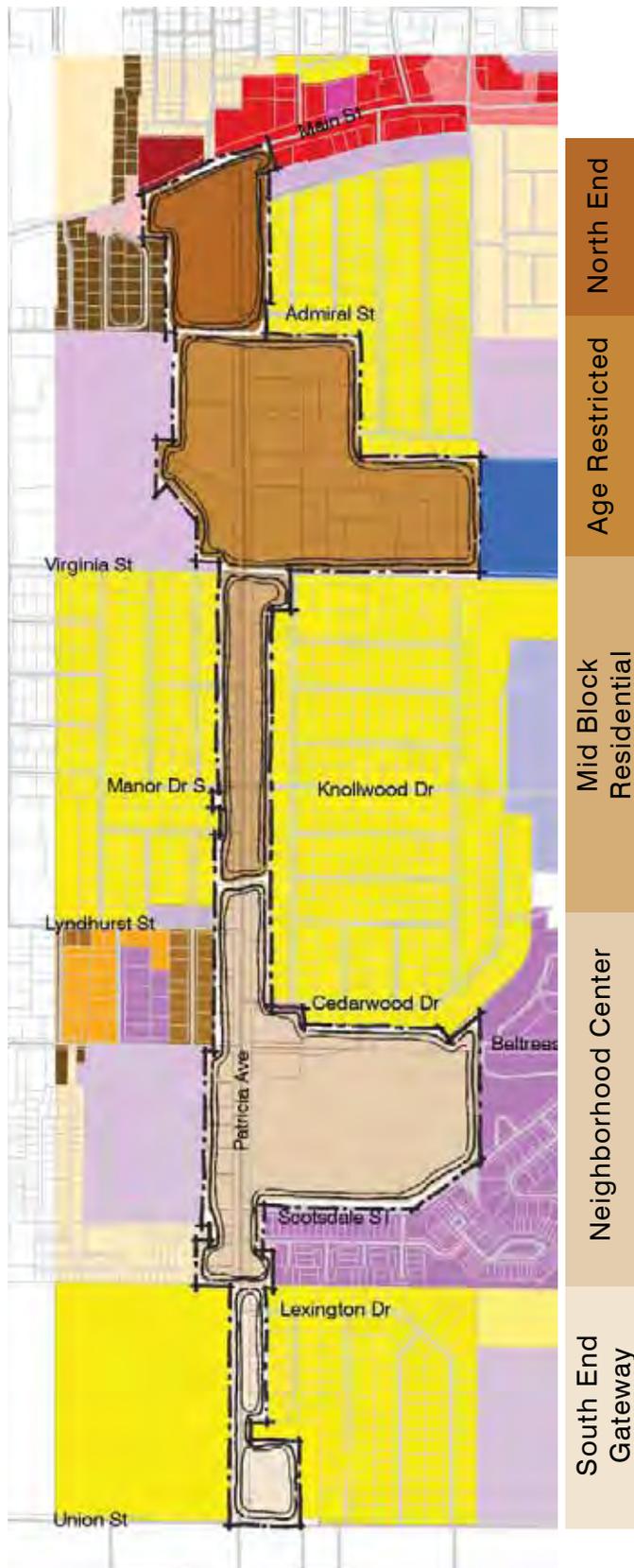


Figure 4-2: Proposed Zoning Map- Sub-Area Overlays

Form-Based Regulations

Provide “place making” traditional village design recommendations that can support a future form-based land development regulations.

Place making traditional design standards and development guidelines will provide the product-driven regulatory mechanism to assure that future redevelopment along Patricia Avenue takes a traditional village form that is respectful of the adjacent neighborhoods. The ability to provide multiple uses on a single parcel, placement of buildings near the street right-of-way lines or build-to lines rather than setbacks, vehicle parking at rear of the lots and on-street, and dedicated pedestrian public

realm areas are part of the guidelines displayed here in textual and graphic form that should shape future form-based land development regulations.

- Direct future redevelopment changes through a set of form-based design standards that permit current uses to transition naturally over time to the new pattern of development as market forces demand. Current uses should be allowed to remain until major renovation (e.g. more than 50% appraised value) occurs; at which time the new development standards would be required.



Figure 4-3: Existing conditions



Figure 4-4: Redevelopment changes

Redevelopment Example One

Current condition – Area surrounding the former Neilsen Media property

- Important, but struggling neighborhood business center
- Area lacks a unified, harmonious feel and pedestrian scale
- Poor building to street relationships
- Unclear division between vehicle and pedestrian areas
- Numerous driveways



Figure 4-5: Neighborhood Center Sub-Area current condition

Development intervention:

- Pedestrian improvements at strategic crossing points
- Combined shared driveways and cross-access to parking areas
- On-street parking provided, where feasible



Figure 4-6: Neighborhood Center Sub-Area development intervention

Development intervention, continued:

- Redevelopment brings buildings and activity to the sidewalk with pedestrian oriented building facades
- Shared parking located along the sides and behind buildings
- Former Neilsen Media property redeveloped with a mix of use oriented along the street
- Unified streetscape improvements including trees for shade and beauty as well as street and pedestrian lighting for safety



Figure 4-7: Neighborhood Center Sub-Area development intervention

Ultimately, the development design and form achieves a “sense of place” at this important neighborhood center through form-based regulations.



Figure 4-8: Neighborhood Center Sub-Area existing conditions

Form-Based Recommendations:

- (A) Encourage multiple-use reinvestments to serve residents and support businesses
- (B) Pull new buildings closer to the street using “build to line” requirements
- (C) Require upper floors to be stepped back from the street to reduce scale and allow more light
- (D) Add decorative street lighting with banners for neighborhood identity
- (E) Add street trees for shade and beautification
- (F) Encourage active front yards with direct connections to public sidewalk
- (G) Provide mid-block pedestrian crosswalk
- (H) Install landscaped medians at strategic locations
- (I) Direct access to parking to side and rear



Figure 4-9: Neighborhood Center Sub-Area potential redevelopment

Redevelopment Example Two

Current condition – Patricia Avenue, north of Lyndhurst Street

- Numerous residential home-to-office building conversions
- Poor building to street relationships
- No division between vehicle and pedestrian areas
- Lack of pedestrian crossings



Figure 4-10: Mid Block Residential Sub-Area current condition

Development intervention:

- Combined shared driveways and cross-access to parking areas
- Pedestrian enhancements at strategic crossing points
- Traffic calming at busy sections (i.e. speed humps)
- Modified street cross section to allow some on-street parking, where feasible



Figure 4-11: Mid Block Residential Sub-Area development intervention

Development intervention, continued:

- Redevelopment brings buildings and activity to the sidewalk with pedestrian oriented building facades
- Joint vehicular access and parking reoriented behind buildings



Figure 4-12: Mid Block Residential Sub-Area development intervention

The form-based regulations bring new buildings oriented toward and brought closer to the sidewalk, sending parking to the side and rear of properties. The street is now more pedestrian friendly for walkers and vehicles are cued to reduce speed in this area.



Figure 4-13: Mid Block Residential Sub-Area existing condition

Form-Based Recommendations:

- (A) Require upper floors to be stepped back from the street to reduce scale and allow more light
- (B) Pull new buildings closer to the street using "build to line" requirements
- (C) Require direct connections to public sidewalk
- (D) Add street trees for shade and beautification
- (E) Add decorative street lighting with banners for neighborhood identity
- (F) Reduce the scale of development and streetscape improvements northward, approaching single family residential section of the Corridor
- (G) Encourage shared / combined access drives
- (H) Redirect parking to side and rear yards
- (I) Install landscaped medians at strategic locations



Figure 4-14: Mid Block Residential Sub-Area potential redevelopment

Redevelopment Example Three

Current condition – Patricia Avenue, south of Main Street/SR 580

- Area characterized by an aged suburban strip shopping center
- East side of street consists primarily of run down single family homes and duplexes on small shallow properties.
- The shopping center is pushed far back from the street and dominated by a large parking lot

The area has an unfinished feel, with an inconsistent look to the street, the scale of buildings, and the overall architectural design

The form-based regulations provide development direction that gives definition to the Corridor as a walkable neighborhood street.

Form-Based Recommendations:

- Ⓐ Permit and encourage additional out parcel buildings adjacent to sidewalk, in front of the shopping center to create a neighborhood feel and screen parking
- Ⓑ Pull new buildings closer to the street using “build to line” requirements and encourage active front yards with direct connections to public sidewalk
- Ⓒ Screen and define off-street parking area from the street
- Ⓓ Permit increased residential density on east side of street to encourage reinvestment in housing that is more appropriate for this area.



Figure 4-15: North End Sub-Area existing condition

- Ⓔ Add street trees for shade and beautification
- Ⓕ Add decorative street lighting with banners for neighborhood identity
- Ⓖ Provide mid-block pedestrian crosswalk
- Ⓗ Install landscaped medians at strategic locations

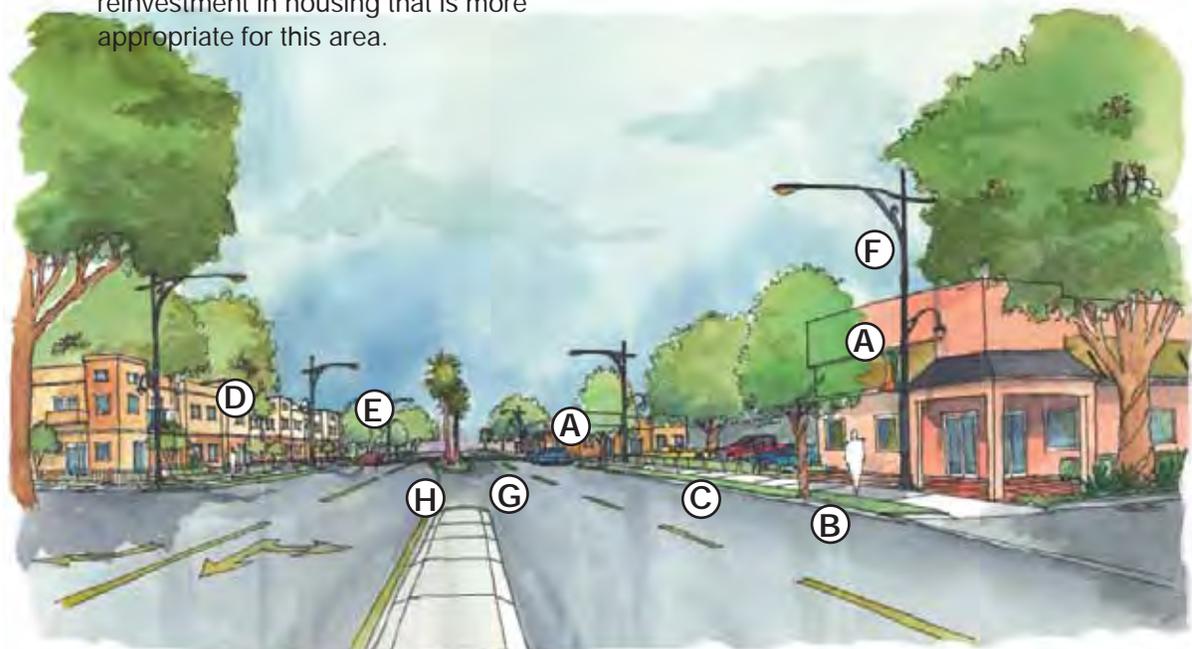


Figure 4-16: North End Sub-Area potential redevelopment

East-West Connections

Consider potential enhancements to east-west connecting streets that can encourage and improve pedestrian mobility and access to important community assets.

There are four primary east-west connecting corridors that intersect Patricia Avenue, linking it to nearby community assets as well as other important thoroughfares. They include Union Street, Beltrees Street, Virginia Street and Main Street. These other corridors have

Street, as it connects numerous important community assets and intersects near the center of Patricia Avenue.

- Install decorative pedestrian-scaled “way finding” signage at key pedestrian intersections and linkages to direct people to community assets such as the Pinellas Trail and Knology Park.
- Complete the missing sidewalk link along the south side of Beltrees Street between the Pinellas Trail and the St Joseph Sound shoreline.
- Study the potential for a future multi-modal connection from the current terminus of Beltrees Street at Patricia Avenue, eastward to connect with Brown Avenue and eventually reconnect with Beltrees.



Figure 4-17: Street network and major assets

a range of both existing and potential multi-modal functions to serve a small range of transportation options.

Recommendations:

- Union Street, Beltrees Street, Virginia Street should be reviewed more closely to assess the need for pedestrian mobility enhancements to strengthen linkages to Patricia Avenue, increasing pedestrian safety and overall mobility in the City. This is especially critical for Beltrees

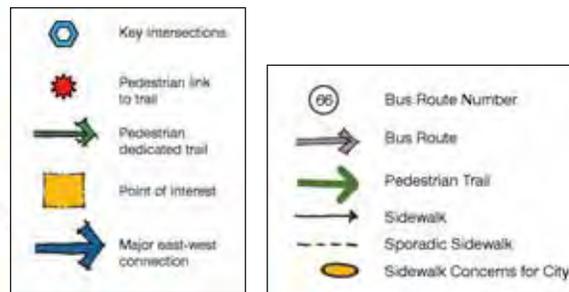


Figure 4-18: Mobility options

Master Economic Development Plan

Conduct a local market and economic analysis and provide recommendations that will support a future master economic development plan for Dunedin.

For a plan to be truly useful, it should be grounded in realistic market and economic analysis. The results will provide guidance for planning, design and regulatory recommendation so that they are not just ideas, but based upon an economic paradigm and reflective of local conditions. The local market and economic analysis will also serve to assist the intended future City-wide economic development plan.

Recommendations:

- Explore and secure funding for hiring a Corridor Manager to assist in implementing economic development goals and recommendations.
- Foster a unique sense of place by supporting business development through targeted improvements, marketing and area signage.
- Consider expansion of the Community Redevelopment District to include Patricia Avenue in order to have additional tools to address its challenges.
- Assist in property refurbishment through the use of code enforcement, façade improvement grants, and capital improvements.
- Implement local business assistance strategies by conducting a city/corridor marketing/branding campaign for the City; promoting businesses that serve local needs and contribute to the uniqueness of the Corridor's commercial uses; and identifying and establishing economic development programs that provide financial incentives for new businesses.
- Pursue the creation of a Business Improvement District (BID) to bring increased community identity and capture re-investment in the Corridor; and partner with the County to re-focus existing economic development activities towards attracting new employment to the former Neilsen Median property.
- Attract new, younger residents. Work with business associations, businesses and property owners to cultivate relationships with current younger residents and utilize such relationships to expand Dunedin's unique community "brand" to explicitly include younger and more affluent singles and families. Introduce enhanced technology and lifestyle activities that will appeal to this demographic.
- Use channel partners to access specialty customer groups and build a marketing plan around them to increase existing business activity.
- Link community assets together to create a unique shopper experiences for specific customer groups through signage and marketing.
- Develop a commercial building investment program.
- Reorganize the Neighborhood Center Sub-Area. Meet with businesses to identify their interest in collocating and cooperative marketing; work with interested businesses to design

and implement a marketing program; and identify options for enhanced clustering of complementary businesses.

- Plan for a new community activity center around a redeveloped former Neilsen Media property. Identify redevelopment opportunities for the site; recruit appropriate businesses and relocate others, when appropriate; and engage a developer or property owner(s) to construct the facility.



Figure 4-19: Commercial business group

Public Realm and Capital Improvements

Provide a capital improvement plan-driven needs analysis based on public realm improvement recommendations.

The Patricia Avenue Corridor varies in scale and character from end to end, as do the needs for public realm improvements. Various public realm improvements are recommended

to improve the aesthetic qualities of the Corridor and adjacent properties, as well as tying Patricia Avenue together, as a unified, pedestrian friendly, neighborhood street. The following public realm improvement recommendations will likely require capital improvement plan programming.



Figure 4-20: Beltrees Street intersection



Figure 4-21: Crosswalk at Lexington Street

North End Sub-Area

- Maintain the existing two-lane plus center turn lane roadway configuration; however, complete the sidewalk network along the west side of the street and
- Add landscape planting strips between the sidewalk and the roadway for shade and beautification,

including improved street and pedestrian lighting with banners for improved neighborhood identification.

- Improve pedestrian safety and provide enhanced crosswalk treatments at the Main Street / SR 580 intersection.

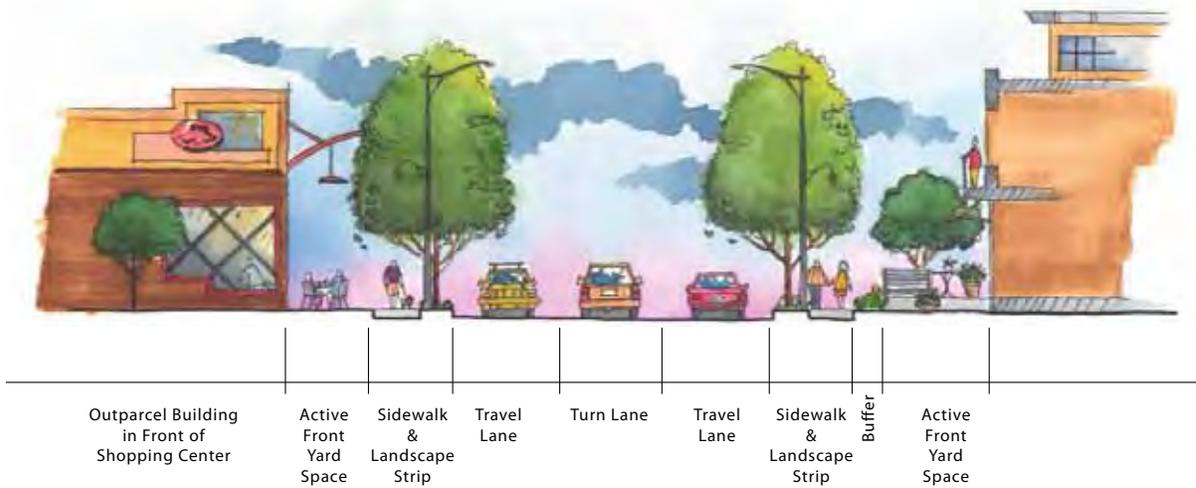


Figure 4-22: North End Sub-Area/Roadway Cross Section

Age Restricted Sub-Area

- Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent

to the sidewalk including improved street and pedestrian lighting and neighborhood identification banners.

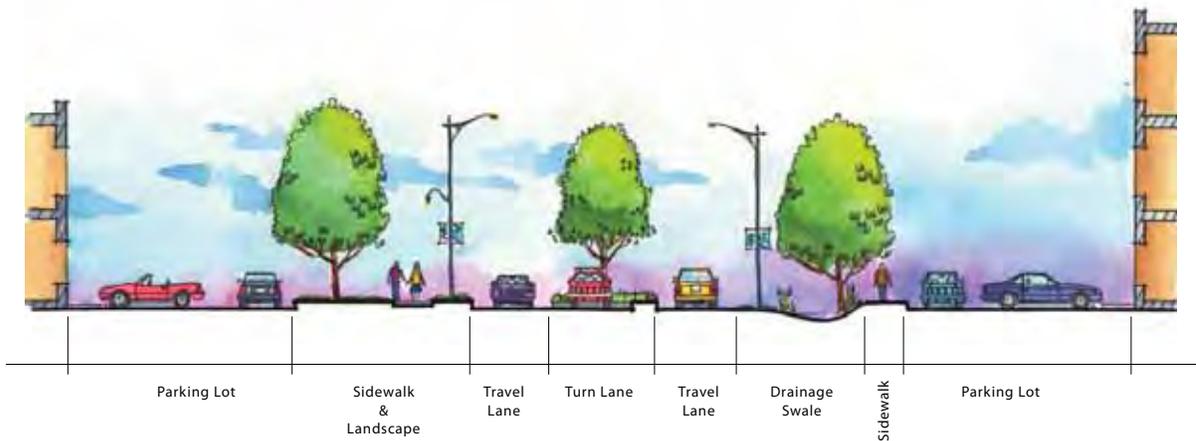


Figure 4-23: Age Restricted Sub-Area/Roadway Cross Section

Mid Block Residential Sub-Area

- Evaluate the costs and benefits of adjusting the roadway cross section to include two through lanes, a left-turn lane, and on-street parking lanes. The additional on-street parking lanes would help to alleviate parking demands for area businesses and residents.
- Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting.
- Locate pedestrian enhancements at strategic crossing points
- Evaluate the potential necessity for traffic calming at busy sections (i.e. speed humps)

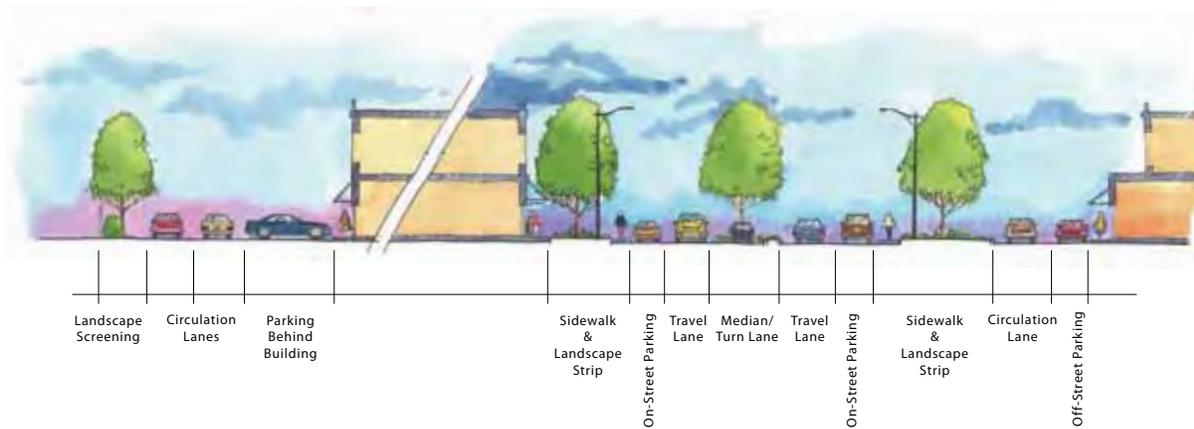


Figure 4-24: Mid Block Residential Sub-Area/Roadway Cross Section



Figure 4-25: Residential north of Lyndhurst Street



Figure 4-26: Sidewalk/ Driveway conflicts

Neighborhood Center Sub-Area

- Evaluate the costs and benefits of adjusting the roadway cross section to include two through lanes, a left-turn lane, and two on-street parking lanes. The additional on-street parking lane would help to alleviate parking demands that are difficult to accommodate on such shallow properties, and would supplement the parking demand for area businesses

and residents, and improve traffic calming in the area.

- Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting and neighborhood identification banners.
- Provide a mid-block pedestrian crosswalk

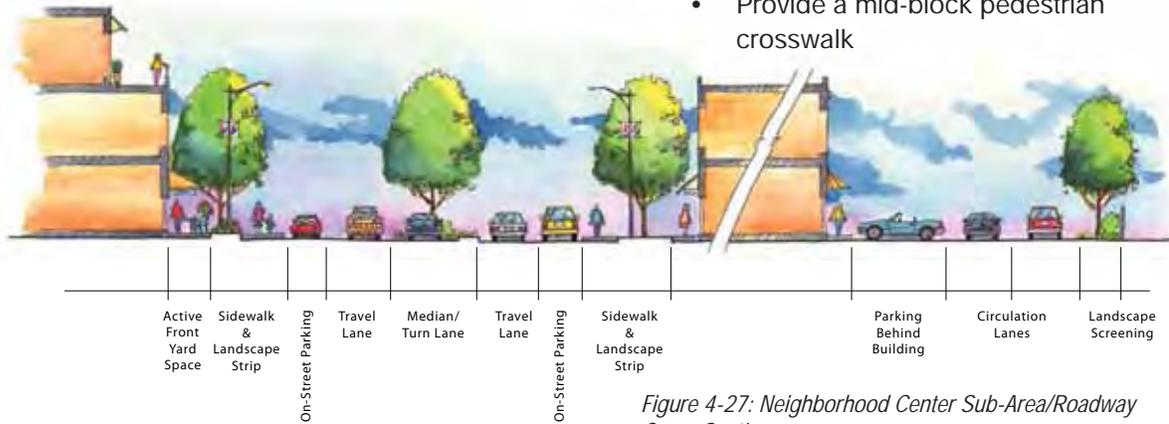


Figure 4-27: Neighborhood Center Sub-Area/Roadway Cross Section

South End Gateway Sub-Area

- Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved

street and pedestrian lighting and neighborhood identification banners.

- Create a gateway feature at the Union Street intersection. Consider a design competition.

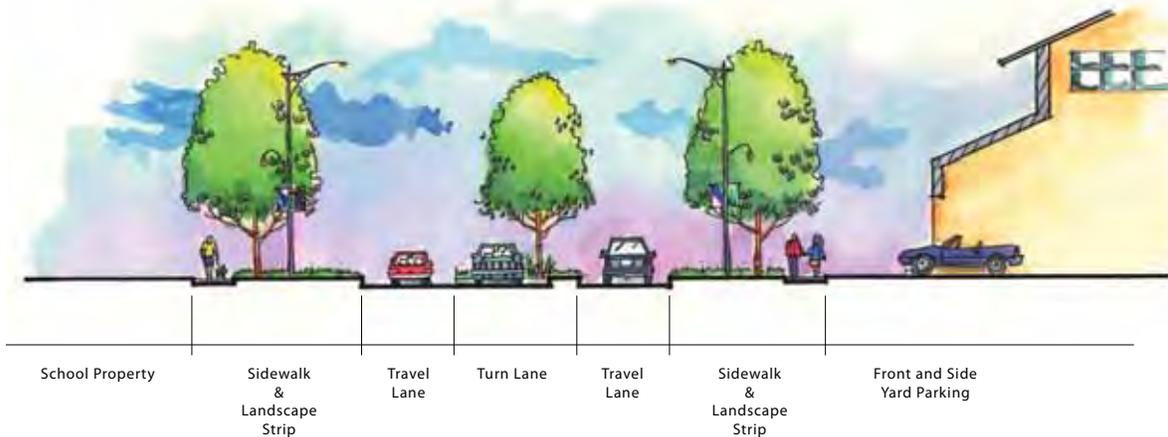


Figure 4-28: South End Gateway Sub-Area/Roadway Cross Section

Corridor-wide

Additional recommendations requiring Capital Improvement Plan programming include:

- Improve pedestrian crossings at signalized intersections and large driveway openings through the use of colorized, textured and narrowed crosswalks; and use pedestrian
- activated mid-block crossings with countdown timers at key locations to increase pedestrian safety.
- Improve linkages to community assets through improvements to east-west street corridors (Virginia, Beltrees, Union) to increase pedestrian safety and overall mobility within the City.

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Implementation

The following table includes recommendations for the Patricia Avenue Corridor organized first by the five framework principles, followed by location (i.e. corridor-wide and sub-area districts). Its organization will allow the City of Dunedin to implement the Corridor recommendations with accountability at the department level.

Implementing this plan will require a focused effort over the next 0-5 years and close cooperation between the City of Dunedin, the

county, property owners, stakeholders, and private sector developers. The table is based upon a prioritization scale of 1-3 that will create momentum and visible results, encouraging further investment. The City has the flexibility to re-prioritize recommendations and the anticipated schedule as necessary. Cost information is not included at this time and will require a closer, subsequent evaluation of the individual recommendations at various levels; however, it is recommended that the anticipated cost of each of these items is estimated and added to the table.

Land Use and Zoning

Land use and development guidance should identify uses appropriate for the corridor, and direct the future design and placement of buildings and structures. Additional guidance should be given to other site planning features such as pedestrian mobility, shared access and parking.

Framework Principle: Land Use & Zoning					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide	Designate the study limits of the Patricia Avenue corridor as a Planned Redevelopment Mixed Use category on the countywide Future Land Use map.	1	6-9 months	Planning	
	Create five distinct Sub-Area zoning overlay districts that allow for redevelopment change over time. Permitted uses for each district are identified in the sub-area guideline sheets found in the Appendix.	1	6-9 months	Planning	
South End Gateway	Create specific development regulations and standards for this sub-area that support its character as a collection of residential and professional service uses, including a school campus.	1	6-9 months	Planning	
Neighborhood Center	Create specific development regulations and standards for this sub-area that support its character as a neighborhood center of community activity with supportive retail, restaurant, professional services and residential uses.	1	6-9 months	Planning	

Mid Block Residential	Create specific development regulations and standards for this sub-area that support its character as a residential street with limited professional service uses.	1	6-9 months	Planning	
Age Restricted	Create specific development regulations and standards that support its character as an assisted care retirement residential housing community and associated elderly care facilities.	1	6-9 months	Planning	
North End	Create development regulations and standards that support its character as a local retail shopping destination with limited residential uses.	1	6-9 months	Planning	

Form-Based Regulation

Provide "place making" traditional village design recommendations that can support future form-based land development regulations.

Framework Principle: Form-Based Regulations					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide	Direct future redevelopment changes through a set of form-based design standards that permit current uses to transition naturally over time to the new pattern of development as market forces demand. Form-based standards are addressed in the sub-area guideline sheets found in the Appendix.	2	6-18 months	Planning	
	Provide façade improvement incentives and compatibility guidelines for existing building renovations.	1	6-9 months	Planning	
	Pull new buildings closer to the street using "build to line" rather than "setback" requirements to define the public realm.	2	6-18 months	Planning	
	Direct access to parking to side and rear yards, where feasible. When not feasible, use a low decorative fence/wall/hedge to screen parking and define the public realm.	2	6-18 months	Planning	
	Enhance pedestrian mobility along the Corridor.	3	18-24 months	Planning	
South End Gateway	Protect existing character by limiting building heights to 2 stories along street with potential additional story stepped back to reduce scale and allow more light	2	6-18 months	Planning	

Neighborhood Center	Require active building fronts at sidewalk to define public realm.	2	6-18 months	Planning	
	Increase densities / intensities at important locations to enhance this neighborhood center.	2	6-18 months	Planning	
	Encourage multiple-use developments to support residents and businesses.	2	6-18 months	Planning	
	Encourage active front yard use through pedestrian plaza's, outdoor seating, etc. with direct connections to public sidewalk.	2	6-18 months	Planning	
Mid Block Residential	Pull new buildings closer to the street using "build to line" rather than "setback" requirements to define the public realm.	2	6-18 months	Planning	
	Protect existing residential character by limiting building heights to 2 stories along street with potential additional story stepped back to reduce scale and allow more light.	2	6-18 months	Planning	
Age Restricted	Require new development to front and enhance the existing streetscape.	2	6-18 months	Planning	
	Protect existing character by limiting uses to multi-family residential and support services.	2	6-18 months	Planning	
North End	Encourage multiple-use development to support residents and businesses.	2	6-18 months	Planning	
	Permit additional out-parcel buildings in front of the shopping center, with active building fronts at sidewalk level to define the public realm.	2	6-18 months	Planning	
	Require upper building floors to be stepped back from the street to reduce scale and allow more light.	2	6-18 months	Planning	
	Permit increased densities along east side of street.	2	6-18 months	Planning	

East-West Connections

Consider potential enhancements to east-west connecting streets that can encourage and improve pedestrian mobility and access to important community assets, including the Pinellas Trail.

Framework Principle: East-West Connections					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide	Union Street, Beltrees Street, Virginia Street are three important connector streets that link the Corridor with the City. Pedestrian enhancements are needed to increase mobility, pedestrian safety, and overall quality of treatments. This is especially critical for Beltrees Street, as it connects the Corridor, Douglas Avenue and Edgewater Drive with multiple community assets.	3	18-24 months	Public Works	
	Install pedestrian-scaled “way finding” signage at key pedestrian intersections and linkages to direct residents and visitors to community assets.	3	18-24 months	Public Works	
	Complete the missing sidewalk link along the south side of Beltrees Street between the Pinellas Trail and the St Joseph Sound shoreline.	3	18-24 months	Public Works	
	Evaluate the need for a future multi-modal connection from the current terminus of Beltrees Street at Patricia Avenue, eastward to connect with Brown Avenue and eventually reconnect with Beltrees.	3	18-24 months	Public Works	
	Partner with PSTA to evaluate the cost-benefits for future shuttle bus transit service connecting to the downtown for major events as well as Dunedin Stadium on “game days” and other functions.	2	6-18 months	Planning, Public Works	

Master Economic Development Plan

Conduct a local market and economic analysis and provide recommendations that will support a future master economic development plan for Dunedin.

Framework Principle: Master Economic Development Plan					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide: Understand that customers will define your success	Allocate resources for a Corridor Manager, dedicated to the implementation of these recommendations.	1	6-9 months	Economic Development	
	Develop a community based Corridor business development association.	2	6-18 months	Economic Development	
	Consider expanding the CRA to include Patricia Avenue in order to have additional tools to address the challenges along the Corridor.	2	6-18 months	Economic Development	
	Use channel partners to access specialty customer groups and integrate within the marketing plan.	2	6-18 months	Economic Development	
	Link community assets together with public realm improvements to create a unique shopper experiences for specific customer groups.	3	18-24 months	Economic Development	
	Develop a commercial building investment program to assist owners in major building renovations for functionally obsolete structures. A commercial building investment program, similar to a façade improvement program, may be needed to provide grant or loan funds to property owners under a structured program.	2	6-18 months	Economic Development	
	Develop a façade / property enhancement program to encourage existing owners to invest in renovations.	2	6-18 months	Economic Development	
North End: Maintain and strengthen	Enhance the sub-area without changing the current, healthy mix of businesses. Encourage business to stay open later and provide daily, weekly and seasonal specials to appeal to the specific customer groups.	2	6-18 months	Economic Development	

Age Restricted: Continue to do what works	Improve landscaping and general appearance where possible.	3	18-24 months	Economic Development	
Mid Block Residential: Retain strong ownership	Work with residents on beautification program; enhance landscaping, lighting, housing maintenance and general upkeep.	2	6-18 months	Economic Development	
	Allow only residential and home-based businesses. Do not allow further conversions to commercial. The market does not need the capacity and this residential area is a real strength in the Corridor.	2	6-18 months	Economic Development	
Neighborhood Center: Invest and improve	Plan for a revitalized and enhanced neighborhood activity center around a redeveloped former Nielsen Media property. Attract shopping businesses such as clothing, home fixture, home furnishing, music, and a diner/family restaurant.	3	18-24 months	Economic Development	
	Try to get businesses to co-located and cooperatively market their services. Encourage the industrial services businesses to relocate to more industrial areas. Create clusters of complementary businesses such as professional, medical and personal services.	2	6-18 months	Economic Development	
	Identify a community vision for the Nielsen site and negotiate with current owner to work toward that vision.	2	6-18 months	Economic Development	
	Re-organize related and complementary businesses into new facilities.	2	6-18 months	Economic Development	
South End Gateway: Preserve, upgrade, enhance market position	Promote development of important community businesses that could benefit from adjacency to schools (daycare or afterschool educational services are examples).	2	6-18 months	Economic Development	

Public Realm and Capital Improvements

Provide a capital improvement plan-driven needs analysis based on public realm improvement recommendations.

Framework Principle: Public Realm and Capital Improvements					
Area	Recommendation	Priority	Schedule	Responsibility	Cost
Corridor-wide	Improve pedestrian crossings at signalized intersections through the use of colorized, textured and narrowed crosswalks. Use pedestrian activated mid-block crossings with countdown timers at key locations to increase pedestrian safety.	3	18-24 months	Planning	
	Improve linkages to community assets through improvements to east-west street corridors (Virginia, Beltrees, Union) to increase pedestrian safety and overall mobility within the City.	3	18-24 months	Public Works	
	Strategically place decorative “way finding” signage throughout the corridor to reinforce the identity of business districts.	3	18-24 months	Economic Development	
	Create clear demarcation between public right-of-way and private property parking areas through access management enforcement	3	0-60 months	Public Works	
	Complete a preliminary design study to determine the specific roadway design, lane configuration and right-of-way needs. Address parking, turning, driveway access, pedestrian volumes and other traffic issues on a block-by-block basis.	2	12-24 months	Planning, Public Works	
	Identify and employ parking management strategies.	2	12-24 months	Planning	
	Promote the adoption of a street tree-planting program.	2	24-36 months	Planning	
	Explore the opportunities to add a landscaped median replacing the turn lane in areas with limited need for left turns in certain areas.	3	12-24 months	Public Works	
South End Gateway	Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting and neighborhood identification banners.	3	18-24 months	Public Works	
	Create a gateway feature at the Union Street intersection.	2	6-18 months	Economic Development	

Neighborhood Center	Evaluate the costs and benefits of the street redesign with two through lanes, one left-turn lane, and two on-street parking lanes. The additional on-street parking lanes would help to alleviate parking demands that are difficult to otherwise accommodate on such shallow properties, and would also supplement the daily demand for area businesses and improve traffic calming in the area.	3	18-24 months	Public Works	
	Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting and neighborhood identification banners.	3	18-24 months	Public Works	
	Provide a mid-block pedestrian crosswalk.	3	18-24 months	Public Works	
Mid Block Residential	Evaluate the costs and benefits of the street redesign with two through lanes, a left-turn lane, and on-street parking lanes. The additional on-street parking lane would help to alleviate daily parking demands for area businesses and residents.	3	18-24 months	Public Works	
	Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting.	3	18-24 months	Public Works	
	Locate pedestrian enhancements at strategic crossing points.	3	18-24 months	Public Works	
	Evaluate the potential necessity for traffic calming at busy sections (i.e. speed humps)	3	18-24 months	Planning, Public Works	
Age Restricted	Strategically intersperse a landscaped median with left-turn lanes to enhance shading to the street; and add landscape planting strips adjacent to the sidewalk including improved street and pedestrian lighting.	3	18-24 months	Public Works	
North End	Maintain the existing two-lane plus center turn lane roadway configuration	na	na	na	
	Add landscape planting strips between the sidewalk and the roadway for shade and beautification, including improved street and pedestrian lighting with banners for improved neighborhood identification.	3	18-24 months	Public Works	
	Improve pedestrian safety and enhance the Main Street/SR 580 intersection by providing colorized, textured and narrowed crosswalks and countdown timers.	3	18-24 months	Public Works	

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PATRICIA AVENUE - APPENDICES

Appendix 2-1 Planning Meetings & Workshops

There were two community workshops held to solicit input from the public to inform the planning process for the Patricia Avenue Corridor. The interactive workshops were each unique in content and format, and allowed the opportunity for a wide array of local residents, public officials, and elected representatives the chance to discuss ideas of how they wanted the Corridor to develop, and what types of implementation strategies were best suited to the task.

1. Community Workshop – First Round

The first workshop was held on September 24th (6-8PM) at the Dunedin Community Center. The workshop began with a presentation outlining the goals of the study and the documented existing conditions observed during field visits. Following the presentation, there were two interactive exercises completed by the consultant team.

A) The 4C's Exercise

The first exercise allowed attendees, which were primarily residents and business owners to participate with the goal of capturing primary data quickly on four topics The 4C's, *Customers, Competitors, Channel Partners, Community Assets*, exercise generated enthusiastic participation by attendees about how they use, or observe others, using the Corridor. It encouraged participants to consider the current economic realities of the Corridor, while ensuring that every participant's input was equally valued.

Customers

People who eat Cuban food
Wheel chair walkers
Pet walkers
Bikers – all ages
Students
Pizza/pasta eaters
Pet owners
Flooring customers
Buyers of vegetables and fruits
Chiropractic patients
Greek food eaters
Bowlers
New tire buyers
Restaurant patrons
Bowlers all ages
Homeowners
School kids walking to and from
Pet owners
Elderly
Restaurant patrons
Fast food
Grocery store
Local residents 55+, occasionally eat at
restaurants
Dunedin Plaza – seniors for discount
groceries
Parents dropping off students, getting gas
Retirees – retirement homes
Liquor store
Produce
Vegetable stand
Alcohol/beverage drinkers
Residents of Dunedin, Clearwater, Largo
and Palm Harbor – all ages
Large purchase shoppers

Outlet retail shoppers
Bowling alley – entertainment, food venue,
gathering spot
Liquor store
Residents shop there – retired, families,
snowbirds
Adults – family – young
Employees traveling past to employment
north and south
Local residents 55+ shop at Leukens
sometimes
Kids on the way to school
Neighborhood residents
Elderly
Low Income
30-something parents
Bowling
Restaurants
Liquor store
Elderly – over 55, mostly 70+ & principally
women
Bowling
Pub
Gas
Grocery
Bealls Outlet Dept Store
Neighborhood residents
Medical patients
Pharmacy customers
Car repair service
Students: patrons of the 2 schools
Bowlers
My customer base: 30 to 80 at my hair
salon from city, Palm Harbor, Clw, Tampa
People are staying close to home with gas
prices
Go to their layer

Competitors

Business now goes to businesses on Hwy
19
Public 580
Winn Dixie 580
Kmart 19
Downtown
Other strip retail centers
Other restaurants
Clearwater/Morton Clant Medical
U.S. 19
Downtown
S.R. 580
Highland Ave in Clearwater
580 east of Patricia
Keene Rd/CR 1 (Publix, etc.)
Main St
Plumbing Co
Drug store
Keen Rd CR1 Publix
The Wine Store
Main St or 580
Sam's
Costco
7/11
580
Downtown
Mall Countyside
Countryside
Bowling Alley
Downtown Dunedin

Costco for discount items
Main Street restaurant for lunch and dinner
Publix, Sweet Bay
Gulf to Bay Clearwater Mall
Orlando
NYC – Chinatown
City of Clearwater
Tampa
Downtown
Douglas
580
580 Sweetbay Shopping Center
Country Side
Dunedin Plaza lunch
Mall
Local residents shop at fruit/vegetable stand
Post office CR-1
Countryside Mall
Co Line Rd #1 – Main St
Tarpon Springs
Publix 580
Main St
SR-60 – Gulf to Bay (Costco, Target,
Lowe's)
U.S. 19 Restaurants, Publix

Channel Partners

Paul Worth Flooring America
Lady's club
Neighborhood Watch groups
After school day care or after school tutorial
Cyclist with Umberto's
Nail salon
55+ condos
Realtor organizations
Chamber of commerce
School district (admin)
Drug stores
Restaurant
Liquor stores
Gas store
Plumbing shop
Sav A Lot
Pub
Schools
Day care center for pre-school children
Children's clothing consignment shop
School groups – PTA & Teachers

Tender Touch Dog Groomers
La La's Donuts
Bealls Dept Store
Firestone
Antique stores
Insurance agencies
Chiropractor
Gas station
Clearwater neighborhoods to South (lacking amenities in Downtown Clearwater)
Ice cream social for 2-10 year olds on a week night
Senior night
Mid age
Hospital or health care system
Homeowner association
Sky lock Villas HOA
Scotsdale Civic Assoc./Garden Club
Monthly wine tasting at Leuken's Liquors for ages 30-40 year olds

Community Assets

Better Fresh fruit/veg stand
Mexican ethnic restaurant/grocer
Umberto's restaurant
Dollar Tree
Too much crime on Patricia – People are afraid to come there
Walgreen's
Highland Animal Hospital
Activities for schools – bowling, dance, karate, music, after care
Bank
Lueken's Liquors
Beall's Outlet
Beall's Outlet
Elementary & middle schools
Schools
Neilson site potential
Sav-A-Lot
Dollar Tree
Italian restaurant
Liquor store
Beall's Outlet
Doctor
Beltrees corridor to the Pinellas
Trail/Edgewater
Schools
Retirement homes
Restaurants
Schools
Neilson
Greek restaurant
Cuban restaurant
Reduced price retail store
Dodge – gas, bowling alley
Bowling alley
Walgreen's
Bowling alley
Insurance agent
Nielsen light industrial site (potential re-use)
Liquor store

Bowling alley
New elementary and middle schools
Firestone
Fruit stand
Asst hair salons
Bowling alley
Fritzee freeze
Bowling alley
Dodge's chicken
Fritzee Freeze
Walgreens
Gas station
Produce stand
People who would have gone to Tampa don't because of new freeway system – too confusing and fast for seniors or those who don't work over there
Pharmacy
Mic's restaurant
Hair salon
Misc medical offices
Middle/high school
Dodge store
Umberto's
Fruit/veggie stand
Walgreen's
Pet groomer
Schools
Dodge
Liquor store
Nail salon
Grocery
Warth Inter
Doctors
Dollar Tree
Vet, Kennel
Bowling Alley
Umberto's
Sav-A-Lot

B) Existing Conditions Analysis

Following the 4C's Exercise, the participants at the September 24th workshop broke into small groups to work with facilitators to identify existing conditions, feelings, and impressions along the Corridor. The exercise revealed a number of characteristics along the Patricia Avenue Corridor that are both assets and challenges to its redevelopment. These included:

- Abundance of curb cuts in the central and southern portion of the Corridor that create a dangerous environment for walking
- Lack of bike lanes throughout the Corridor
- The commercial uses in and around the former Nielsen site are a struggling
- Lack of adequate lighting for pedestrians
- Need for identifying features and signage

2. Follow-up Community Workshop – Second Round

On October 28th, 2008, a second community workshop was held at the Hale Activity Center. The workshop began with a short presentation that covered the results of the first meeting followed with break out sessions with the public. There were two such sessions, the first of which was a community visioning exercise, and the second one focused on identifying action strategies for moving forward.

A) Community Visioning Exercise

This exercise was focused on the participants' identification mid and long-range goals for the redevelopment of the Corridor. The themes centered on the pedestrian realm/transportation and the reuse/redevelopment of the Nielsen Media site. A complete list of themes identified is included below.

North End - Patricia

New Retail Center on East side of corridor across from Dunedin Plaza
Improve (Dunedin Plaza)
(NW Corner of Main and Patricia) Convert to High Tech Job Center
Redeveloped Retail Center (Dunedin Plaza)
Shuttle Bus to Downtown (leaving from Dunedin Plaza)

Age Restricted - Patricia

No themes identified

Mid Block Residential - Patricia

Reduce/Elimination of Curb Cuts
Start of traffic calming / pedestrian definition
(better) lighting
Arts Overlay / Arts Center
Park (between neighborhood center and mid block residential)
Bicycle and walking connections to Patricia (from adjacent residential neighborhoods)

Mid block Patricia is a little business district in itself and the open expanses of driveway actually provides the large service vehicles etc. with the only place available to park and unload their stock to various businesses.

Neighborhood Center - Patricia

Speed Table / Crosswalk at Beltrees

On Street Parking (west side) south of Beltrees north of Willowood

More Urban Fabric - streetscape

Speed table / Crosswalk at Willowood

Park (between neighborhood center and mid block residential)

More Restaurant Uses

Neilsen Site

Telecommuting Center

Medical Arts Complex

Artist Enclave

University of Florida

St. Pete College

Extend Beltrees (through neilsen site)

Bicycle Path down Beltrees

Pedestrian bridge over ditch (At Beltrees)

Neilsen Site

Municipal Center/ Library

High end shopping

Entertainment Center / Park

Employment Center

Crime Issues (along Beltrees and in neighborhood adjacent Patricia between Beltrees and Lyndhurst)

Needs Better Lighting (along Beltrees)

South End Gateway - Patricia

Dunedin Gateway

Family / Entertainment Area

Ethnic Corridor - current Mexican, Cuban, and Italian restaurants - should embrace and encourage this Entertainment District for families - tied to schools - fritzy freeze, unique arcade - updated bowling - cinema and draffhouse concept - shopping for parents - Young families in the area.

Need upscale and midscale clothing /dept. store - like our little ace hardware - better mass transit for basic services such as a grocery store, medical clothing department store so seniors without family or cars can get to these services with a regular dependable transit service that provides service to large subdivisions too.

Architecture like office complex by library or Key West

Corridor-Wide - Patricia

Trolley loop to Downtown and Douglas Avenue

Signage Control

Generally Wider Sidewalks (needed)\

Uniform Landscaping

Tidy Up

Limit new retail to 2 stories

Better Mass Transit - Trolley Bus Service

Patricia Frontage - convert to retail or office - homes behind

Bicycle Paths

Architecture (style) like buildings near library

Favor Single Story Buildings

Entire Corridor and adjacent neighborhoods - replace current and develop new but affordable rentals - Encourage Rental "housing" to improve Architecture like the office complex next to library and other Tom George Projects - "light brick, siding, and peaks" - single story buildings because it's a neighborhood

B) Design Activity – Action Strategies

During this activity, the participants were asked to consider and critique images of particular locations along the Corridor. A series of images depicted the Corridor as it exists today and strategies, graphically overlaid to show how changes could evolve. These images were created to illustrate potential interventions that could improve the look and function of the Corridor, and illustrated potential ways to address both pedestrian and vehicular areas and the size and scale of the buildings.

Action strategies were employed at specific locations in the Mid Block Residential and Neighborhood Center sub-areas. The results of the participant's responses were used by the team to refine its recommendations and design solutions. An overview of responses included the following:

- Embrace Heights - 1 story because this is a neighborhood
- Changing to curb and gutter changes the feel
- Loading areas in wide drives
- Vacant Lots on Douglas for Parking (gentleman mentioned a couple of lots on Douglas that could be used for parking)
- Additional Protected pedestrian crossings
- Turning lanes are not highly utilized Beltrees to Middle School is an exception
- Parking in the rear is desirable but depth of lot is a challenge. Also, some businesses like the drive up parking.
- Stormwater issues along corridor
- Redevelopment should emphasize affordable housing near schools.
- Neilsen site should provide employment
- N. End of Patricia
- Get a mix of uses along the corridor that work harmoniously with each other.
- Loading zones are critical. It is challenging to time restrict these.
- Mix of uses with residential are important to keep uses activated and discourage crime.
- Instead of street parking have lots that are within five minute walk.

Appendix 2-2 – Research and Data Collection

From secondary research identified demographic trends, spending saturation and sales leakage. In addition, Swan calculated the mix of businesses and buildings that comprise the district.

From primary research activities, local residents' perceptions of the business district were gleaned. This market study was conducted as an efficient, results oriented analysis and is integrated to this report with specific recommendations. Select Market Study exhibits are included in Section 2) D.6 of this Appendix.

Primary data collections occurred at the two public workshops, described in Subsection 3.6 below, as well as observation and review of the businesses and real estate assets of the district. Engagement of community participants at the community meetings provided an opportunity to conduct an exercise that explored the current *Customers, Competitors, Channel Partners* and *Community Assets*. Understanding the real world functioning of the Corridor is critical to interpreting findings and developing recommendations to address the weaknesses of the district. Results are included in Section 2) C.1 of this Appendix.

Concurrent with the market analysis, a study of the real estate was undertaken to identify weaknesses and opportunities. The results of this examination of the largely privately owned parcels are utilized throughout the Plan.

Appendix 2-3 – Fieldwork

Patricia Avenue – Patricia Avenue has several commercial zones.

- **Northern Convenience Center** – This area between Main Street and Virginia Avenue is a convenience center where most neighborhood residents buy household basics. All of the stores are occupied and neatly maintained. Observing this district, we noticed a mix of demographics. We especially noticed the number of seniors with assistance devices walking from nearby retirement communities to the stores.
- **Residential Middle** – Much of the middle part of the district, from Virginia Avenue to Lyndhurst Street, includes multi-family and single-family homes. No businesses are located here.
- **Personal and Professional Services District** – From Lyndhurst Street to Dunnegan Drive, there is a mix of professional and personal services in commercial buildings and former single family homes. Although they are well-maintained, they have pavement from road to door front and worn facades which makes the area forgettable. There are a mixture of home services, medical offices, retail stores, and professional services. They need to be better coordinated and diversified to create a place, a destination.
- **Nielsen Site and Surroundings** – The transformation of this area will greatly affect the community economy. Whatever locates on this site – whether commercial or residential – will bring economic opportunity. It is important for the Corridor to be prepared. The mix of businesses here now could benefit greatly with proper planning.
- **School Zone** – This is another professional services district with residential turned commercial properties. They sit across the street from the new elementary and middle schools. They could very well serve young families – which go to the schools for numerous reasons – often.
- **Union Street Intersection** – This is a convenience zone with commercial businesses clustered to serve residents and commuters.

Appendix 2-4 – Document Review

Visioning Process Overview

Over the last several years, the City of Dunedin has worked diligently to create a vision and framework to guide the city's continued growth and development. In 2005, the City completed a Community Visioning process, which yielded a clear and consensus-driven vision statement for the future of Dunedin:

Dunedin will continue to be a livable coastal community with a unique sense of place within the Tampa Bay metro area. We shall maximize our future by fostering innovative redevelopment, increasing citizen satisfaction, preserving and enhancing our natural environment, while maintaining our small town ambiance.

The Community Visioning process identified six areas within the City of Dunedin, which were to be the primary areas of concern regarding redevelopment. These areas were:

- The Dunedin Causeway
- Highway 580 Corridor
- Downtown CRA
- Patricia Avenue Corridor
- Douglas Avenue Corridor
- The Southside Neighborhood.

The Community Visioning process addressed each of these areas with general recommendations to better align future redevelopment with the expressed desires of the community.

In 2006-2007, the City continued its efforts to encourage appropriate redevelopment consistent with its vision through the completion of a review of the existing Land Development Regulations and the development of Architectural Design Guidelines, which identified appropriate building styles, sizes, and placement. These previous works set the stage for a finer grain approach to the focus areas identified in the Community Visioning document.

Appendix 2-5 – Current Future Land Use

The Future Land Use (FLU) designations along Patricia Avenue generally reflect the development character that exists along different sections of the roadway. The Corridor is primarily residential, with Dunedin Plaza, the area around the Nielsen property, and Walgreens at the south end being exceptions.

The Corridor is very segmented by use, which is reflected in the FLU patterns. At the north end, the Commercial General (CG) is across the street from Residential Urban (RU), which contains predominately single family homes. Heading south there is a large cluster of multi family uses, which is reflected in the Residential Medium (RM) and Residential High (RH), designations, and then another significant area of single family homes, which are designated Residential Urban (RU). In and around the Nielsen property is Industrial Limited (IL), Commercial General (CG), and Commercial Limited, and the southernmost portion of the Corridor is designated Residential Urban (RU) with the exceptions of the Walgreens at Union Street, which is designated Commercial General.

This section describes each of the Future Land Use districts mapped within the study area and relevant permitted bulk standards within those Districts, in accordance with the City's Comprehensive Plan.

The details of the Future Land Use designations within the study area are described in the table below.

Table 3.2: Patricia Avenue Future Land Use Designations				
FLUM	Density / FAR	ISR	Compatible Zoning Districts	Sub Area Locations
Residential Low Medium (RLM)	7.6-10 upa / 0.50 max(nru)	0.75 max(nru)	MF-10 • PR-1/1 • PR-1P1 • PR1 • PR-P1 • MH1 • MPL	Neighborhood Center
Residential Medium (RM)	10.1-15 upa / 0.50 max(nru)	0.75 max(nru)	MF-12.5 • MF-15 • PR-2/1 • PR2-P1 • PR1 • PR-P1 • TF1/2 • PTF1/2 • MPL	North End • Age Restricted • Midblock
Residential High (RH)	15.1-30 upa / 0.60 max	0.85 max(nru)	PR2/1 • PR-2P/1 • PR-1 • PFT2 • PR-P1 • MPL	Age Restricted
Residential Urban (RU)	5.1-7.5 upa / 0.40 max(nru)	0.65 max(nru)	R-75 • R-60 • MF-7.5 • PRA • PR-1/2 • PR-P1 • MH1 • MPL	South End Gateway
Commercial Limited (CL)	na / 0.45 max	0.85 max	GO • NB • MPL	Midblock • Neighborhood Center
Commercial General (CG)	na / 0.55 max	0.90 max	GO • NB • TF3 • PTF3 • SC • GB • CP • MPL	North End • Neighborhood Center • South End Gateway
Industrial Light (IL)	na / 0.65 max	0.85 max	LI • MPL	Neighborhood Center
Recreation Open Space (R/OS)	0.25 max	0.60 max		Neighborhood Center
Institutional (INS)	12.5 upa / 0.65 max(nru)	0.85 max	All districts which allow semipublic • MPL	South End Gateway

* Densities indicated in units per acre (upa)

** Residential Floor Area Ratio (FAR) indicated with non-residential maximums

Commercial General (CG)

The Commercial General land use designation is one that is used for areas appropriate for the development of community and countywide commercial services. This designation is used in areas where it is consistent to adjoining uses and is used to encourage larger commercial uses. The allowable primary uses for this designation include Office; Personal Service/Office Support, Retail Commercial, Commercial/ Business Service, Transient Accommodation, Wholesale/Distribution (Class A), and Storage/Warehouse (Class A).

Commercial General can be found in locations where strip commercial dominates. This includes the Walgreens at the intersection of Patricia Avenue and Union Street, the strip commercial uses adjacent to the former Nielsen Office site, and the Dunedin Plaza shopping center at the north end of the Corridor.

Commercial Limited (CL)

The Commercial Limited (CL) designation is utilized in areas that are currently developed, or are appropriate to be developed with limited highway oriented commercial uses. The primary allowable uses include Office, Personal Service/Office Support, Retail Commercial, Commercial/Business Service, and Transient Accommodation.

The Commercial Limited land use category is primarily located on the south end of the Corridor, between James Street and Cedarwood Drive.

Residential Urban (RU)

This designation is typically used for those areas that are developed at or appropriate for urban low density residential. The primary allowable use is residential, but some institutional and educational, and ancillary non-residential uses are allowed as secondary uses.

The Residential Urban land use is concentrated in two areas along the Corridor, the central portion, between James Street and Virginia Street, and to the north, along the eastern side of the Corridor, generally between Admiral Road and Angle Road.

In the central portion of the Corridor, the RU land use designation is located on both sides of the roadway, and stretches east and west in what is a consistent development pattern. In the northern portion of the Corridor the RU land use designation extends only to the east, with commercial and Residential Medium uses to the west of the roadway.

Residential High (RH)

This designation is for those areas that are developed or appropriate to be developed as in a highly intensive residential manner. The primary allowable use is residential, but secondary uses include Institutional, Public Educational Facility, Ancillary Non-Residential, and Recreation/Open Space.

The Residential High (RH) Future Land Use designation is located north of Virginia Street along the Corridor, and is the predominant land use for many of the multi-family uses.

Residential Medium (RM)

The Residential Medium designation depicts areas currently developed or appropriate to be developed in a moderately intensive residential manner. The primary use for this designation, but secondary uses allow for Institutional, Public Educational Facility, Ancillary Non-Residential, and Recreation Open Space.

Within the Corridor study area, the Residential Medium land use designation is located between Virginia Street and Admiral Street along the east side of the roadway.

Residential Low-Medium (RLM)

This designation is used for those areas that are developed or appropriate to be developed in a low to moderately intensive residential manner. The primary use is residential, but secondary uses include Institutional, Public Educational, Ancillary Non-Residential, and Recreation/Open Space. Maximum densities and intensities vary by use, and are listed below.

Residential Low Medium (RLM) is located along the Corridor in a small area between Scottsdale Street and Willowood Lane on either side of the Corridor. The RLM areas extend both to the east and west of that location.

Institutional

The Institutional land use designation is used to depict areas that are used or appropriate to be used for public/semi-public institutional uses. The primary uses for this designation include most public and municipal including, but not limited to, Public Educational Facilities, Private Schools, Colleges, Hospital, Medical Clinic, Church, Religious Institution, Cemetery, Funeral Home/Mortuary, etc.

The Institutional land use designation is located at the southern end of the Corridor. It covers the area along the west side, where the elementary and middle schools are located. It also covers a small portion of land surrounding the Walgreens at the intersection of Patricia Avenue and Union Street which is a stormwater area that serves as a buffer between the store and the residential uses nearby.

Industrial Limited (IL)

The Industrial Limited designation depicts areas of the County that are developed, or are appropriate to be developed with limited industrial uses. The primary uses in this designation include Office, Research/Development, Light Manufacturing/Assembly (Class A) and (Class B), Wholesale/Distribution (Class A) and (Class B), Storage/Warehouse (Class A) and (Class B).

The Industrial Limited land use designation is located on the property that formerly served as the home of Nielsen Media. This parcel is generally located between Scottsdale Street and Beltrees Street.

Recreation/Open Space

The Recreation/Open Space designation depicts areas that are currently used or appropriate to be used for open space and recreation. The primary uses include Public/Private Open Space,

Public/Private Park, Public Recreation Facility, Public Beach/Water Access, and Golf Course/Clubhouse.

The Recreational/Open Space land use designation is located in the northeast portion of the former Nielsen Media site adjacent to Beltrees Street.

Appendix 2-6 – Current Zoning

Patricia Avenue is predominantly zoned for single and multi-family residential uses (PR, PR-2, R-60, MF-7.5). At the most northeastern section of the North End sub-area includes Shopping Center District (SC) zoning. Commercial zoning districts, General Business (GB), General Office (GO), Neighborhood Business (NB), and Light Industrial (LI) are located predominantly in the Neighborhood Center and South End Gateway sub-areas along with a small area at the southern portion of the Mid Block sub area.

The following Residential zoning districts are immediately adjacent to the Patricia Avenue Corridor: Multi-Family Residential Districts (MF-7.5 MF-12 and MF-15); Residential Districts (PR, PR-1 and R-60); Commercial Districts (CP, GB, and GO), and a Municipal Public Lands District (MPL).

The details of the zoning districts within the study area are described in the following table.

Table 3.4 : Patricia Avenue Zoning Districts						
District	Density - FAR	Height limit	Building Setbacks	Uses Permitted	Special Exception uses	Sub Area Locations
Shopping Center (SC)	0.50 FAR	50	F30/S20/R20	Retail • Restaurant • Office • Bank • Auto Repair • Commercial Recreation	Service Station • Open Retail (20% max) • Auto Rental • Dry Cleaners • Drive-in • Institutional	North End
General Business (GB)	40du/ac (hotel)	50	F30/S10/R20	Retail • Office • Bar • Parking • Bank • Animal Hospital • Funeral Home	Laundry • Open Retail • Hotel	North End • Neighborhood Center • South End Gateway
Multi-Family Residential (MF-7.5)	7.5 du/ac	35	F25/S10/R20	Single-Family • Multi-Family • Home Occupation • Group Home (<14 residents)	Institutional • Residential Center • Care Unit	North End • Mid Block
Planned Residential Development (PR-2)	20du/ac	N/A	F25/S20/R20	Single-Family • Multi-Family • Home Occupation • Parks • Golf course • Institutional • Group Home (<10 residents in SF; 11-14 in MF)	Residential Center • Care Unit	Age Restricted
Planned Residential Development (PR)	20du/ac	N/A	F25/S20/R20	Single-Family • Multi-Family • Home Occupation • Parks • Golf course • Institutional • Group Home (<10 residents in SF; 11-14 in MF)	Residential Center • Care Unit	Age Restricted
Planned Residential Development (PR-1)	10du/ac	35	F25/S20/R20	Single-Family • Multi-Family • Home Occupation	N/A	Neighborhood Center
Single Family Residential (R-60)	N/A	max. 2 stories for res. units	F25/S7.5/R20	Single-Family • Home Occupation	Institutional • Residential Center • Care Unit	Age Restricted • Mid Block • Neighborhood Center • South End Gateway
Neighborhood Business (NB)	1du/ksf	35	F25/S7.5/R20	Retail • Restaurant • Office • Parking • Convenience Store • ADU • Private Club • Coin Laundry • Personal Service	Institutional • Fuel Service as accessory to convenience store	Mid Block • Neighborhood Center
General Office (GO)	1du/ksf	35	F25/S10/R20	Business • ADU • Bank	Retail (10% max) • Drive-up Teller • Institutional	Mid Block • Neighborhood Center
Light Industrial (LI)	N/A	50	F25/S15/R20; 50 from residential zoning	Assembling / Manufacturing • Publishing • Wholesale Sales • Office • Retail (25% max)	N/A	Neighborhood Center

* Densities indicated in dwelling units per acre (du/ac) and dwelling units per 1,000 square feet. (du/ksf)

Below is a description of each of the zoning districts mapped within the study area and relevant permitted use and bulk standards within those zoning districts, in accordance with the City's Land Development Code.

Single-Family Residential District (R-60)

The R-60 District permits single-family dwellings, home occupation uses, group homes for six or fewer residents, and neighborhood recreation facilities on lots a minimum of 6,000 square feet. Within the study area, the R-60 zoning district is located in all five sub-areas of the Corridor and in much of the areas adjacent to the study area.

Multi-Family Residential District (MF-7.5)

In the North End and Mid Block sub-areas are small portions which are zoned Multi-Family 7.5. However, many of the surrounding zoning districts that are adjacent to the study area in the North End and Neighborhood Center sub-areas are multi-family residential districts allowing for both single and multi-family residential units. This mix of residential allows for a flexibility of housing types.

The multi-family district permits single-family, two-family, three-family, and multi-family dwelling units, home occupation, and group homes of 14 or fewer residents. The bulk standards for this district include but are not limited to a maximum of 7.5 units per acre, a minimum lot size of 7,000 square feet, and a 35 foot height maximum with an additional one-foot setback for every two feet above 30 feet in height.

Planned Residential Development District (PR-1 and PR-2)

The PR and PR-2 District is located in the Age Restricted sub-area and a small portion of the Neighborhood Center contains PR-1 District zoning which is adjacent to the entire east portion of the Neighborhood Center sub-area of the Corridor. The PR Districts permit single-family, two-family, and multi-family dwelling units along with parks, private and semi-private institutions, recreation centers, marinas, home occupation, and size restricted group homes. The purpose of these districts PR/PR-2 and PR-1 is to provide a high-density developments that encourage residential clustering and provisions for open space. Ideally, the development would generally be a mix of clustered mid-rise apartments and garden homes with a maximum density of 20 units per acre and clustered single-story low-rise and multi-family units with a maximum density of 10 units per acre, respectively.

General Office District (GO)

There are only two small pockets of General Office District zoning in the Mid Block and Neighborhood Center sub-areas. The GO zoned parcels in these areas include a medical office building and residential units that were previously converted to commercial uses and in some cases converted back for residential use. Additionally, some units are currently vacant. Many of parcels within the district that have been converted from residential to commercial have poorly designed parking areas that front the right-of-way and as a result of the design create a dangerous pedestrian situation and detract from the visual appeal of the Corridor.

The purpose of the General Office District is to provide predominantly professional and business offices with limited services and retail uses. The GO district is also intended as a transition

between permitted commercial uses and residential uses with yard setbacks and a maximum height of 35 feet.

Neighborhood Business District (NB)

The purpose of the Neighborhood Business District is to provide for low intensity, small scale daily convenience commercial uses with residential units as accessory to approved commercial. Since the district is intended to be compatible with surrounding residential uses, screening, design and other features that reduce the impact of commercial uses are important. Within the Corridor, there are only a few small clusters of neighborhood business zoned land of the Corridor. The NB districts along the Corridor are predominantly composed of one and two story homes that were converted to retail and office uses on one or more of the levels. Typical uses include legal offices, hair salon, real estate and similar non-chain businesses with a maximum floor area of 3,000 square feet and a maximum height of 35 feet.

General Business District (GB)

The purpose of this district is to provide an opportunity for large-scale retail, and higher intensive commercial uses and light business uses that would result in a higher traffic generation. Properties within the GB district are generally less intensive than that of what the Comprehensive Plan allows. The amount of vacant land and minimal redevelopment may be an indicator that the permitted uses do not seem to correspond with the overall purpose of the district. The allowable uses in the general business district are very similar to those in the neighborhood business district, with only a few uses that are of a higher intensity such as banks, auto repair, and drive-in restaurants being allowed in the later.

The General Business District is a significant portion of the west side of the Neighborhood Center sub-area and the most southeastern portion of the South End Gateway sub-area. Commercial uses in this district include small restaurants, a laundry mat, convenient stores, an ice cream shop, retail flooring store, and medical offices. As with the General Office districts, there are a significant number of parcels within the district that have poorly designed parking areas that front the right of way and as a result of the design create a dangerous pedestrian situation and detract from the visual appeal of the Corridor.

Shopping Center District (SC)

The Shopping Center District permits general business uses such as, service, retail, restaurant, auto repair, and financial institution uses with a maximum height of 50 feet and a 0.50 FAR.

The only portion of the study area with Shopping Center District zoning is at the most northwestern portion of the North End sub-area. This shopping center is a large, active center with a variety of eating, retail, and service establishments, as well as, an out parcel banking facility and a drive-thru restaurant. While the shopping center is a high vehicular traffic generator, its proximity to the residential units within the Age Restricted sub-area makes it convenient for pedestrian traffic. There is a need for some pedestrian improvements along the Corridor to enhance the safety for those walking or biking.

Light Industrial (LI)

The Light Industrial District is the zoning designation for one large parcel, known most familiarly as the Nielsen Media property. The site makes up most of the eastern portion of the Neighborhood Center sub-area of the Corridor study area. Presently the site remains as constructed for the Nielsen Company, however the buildings are presently vacant. This area is of a prime location for redevelopment as it is a substantial size and has direct frontage on a significant portion of Corridor. Additionally, this is the only portion of the Corridor that allows for clean, low-intensity industrial such as research and manufacturing facilities.

Appendix 2-7 – Compatibility and Entitlement Analysis

Real Estate Analysis

Examination of the real estate and investment activity on the Corridor was conducted using data provided by the Pinellas County Property Appraiser. The data was generally in a usable format, but some records were included in the data set multiple times, while records were often missing important details. To the extent possible, we attempted to verify data where there appeared to be inconsistencies by performing onsite inspections or through online services such as Zillow.com. Obtaining good quality data from county property appraisers and other sources is often a challenging endeavor.

Review of real estate data and field observations yielded a number of conclusions including:

- Compared to Douglas Avenue which could be described loosely as a 'lifestyle district' both in the present, and based on the community's vision, Patricia Avenue is a living Corridor. With successful, but not beautiful local retail anchoring the North End and schools and businesses anchoring the South End Gateway, there is substantial residential and a number of retail/service businesses in between.
- The Age Restricted and Mid Block Residential should be embraced for what they are and preserved. There is no identified market demand that would imply a need to convert these residential areas to commercial, though home based businesses could potentially do well.
- Aggregation of parcels in certain locations like the Neighborhood Center may be required to enable high quality redevelopment. Many parcels are small or at least undersized for today's development requirements. It may be necessary to utilize regulatory or financial incentives to overcome the economic challenges of urban redevelopment. Much of the recent frenzy (2002-2007) in the real estate market was economically irrational. It would be imprudent to assume that decisions made by developers during this period were economically justified, and will become commonplace. The reverse is more likely to become the norm over the next decade with developers avoiding urban redevelopment because of its expense and burdensome regulatory challenges.
- Parcels in the Age Restricted section offer stability of a local resident population, yet a population that generally spends less on convenience, gifts or entertainment items than the population at large. Primary expenses for these residents are housing and healthcare.
- The Mid Block Residential area contains mostly single family owner-occupied dwellings and it is a strength that should be maintained. Disallowing rental in this area could help to retain its character and stability. Fresh landscaping and façade treatments would be helpful in dressing up the area.
- Nearly all property records indicated that property owner's addresses are in the Tampa Bay area, making the owners physically accessible.
- There is a great disparity of property values within most sections of the Corridor, this is unusual, but appears to be working on Patricia Avenue.
- The various businesses located in the neighborhood could benefit from new buildings, improved access and co-location into one or two modern centers.

The Nielsen Site

The Nielsen property, currently owned by TPA Investments, LLC is challenging. In its current condition, it is unlikely to be suitable for a new corporate user. Extensive upgrades will be required, if not demolition and new construction. The site could function as a corporate campus as it once did, but its location in the neighborhood makes it unlikely to compete against newer suburban campuses and businesses centers. From a planning perspective, this site lends itself as a mixed-use project with the potential for a contributor to the public realm.

The current owners appear to want to adjust the regulatory structure to allow for mixed-use retail and residential on the site. This is not a prime location for any significant retail investment, though it would be a good option for those businesses already located in the vicinity to co-locate into modern facilities.

Our understanding of the number of housing units preferred by the developer could take ten years or more to build and sell. Because of the current state of the housing and capital markets, commencement of construction on residential units might not occur for 3-5 years, or more. Unit absorption could be limited to less than 25 units per year. Retail is not in high demand in the area. The number of households and disposable income in the market is growing very slowly and any prudent, new demand for retail space in the area could be easily met by redeveloping or expanding other smaller, lower risk properties.

During the visioning exercise on October 28, 2008 (See Exhibit B-2 in Appendix B) a number of interesting ideas surfaced for reuse of the site including:

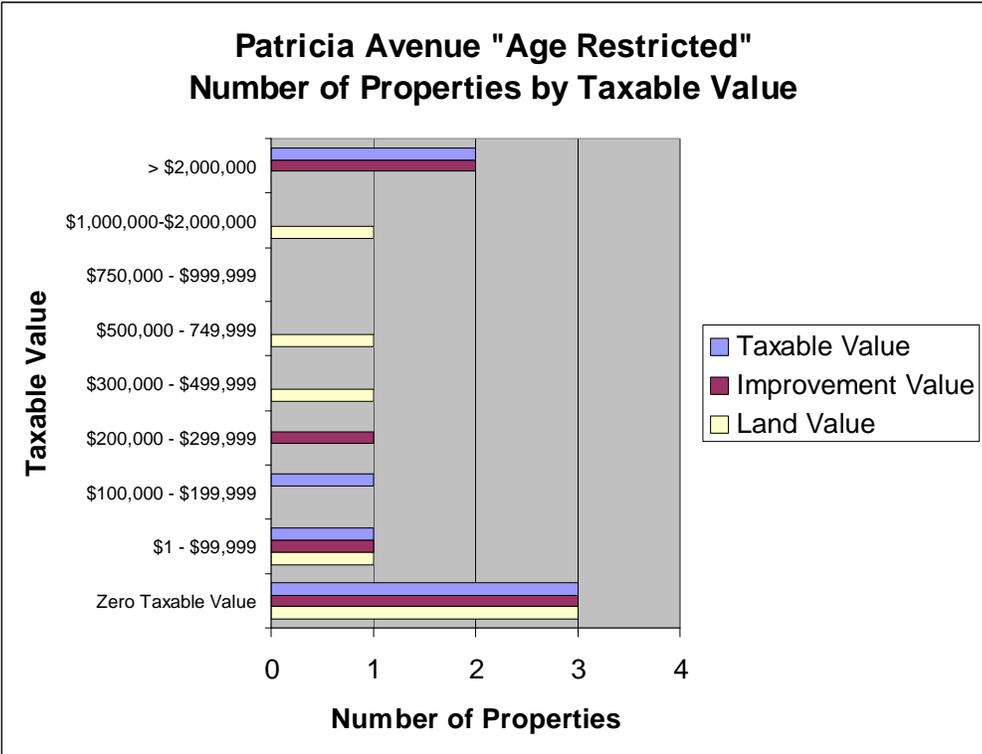
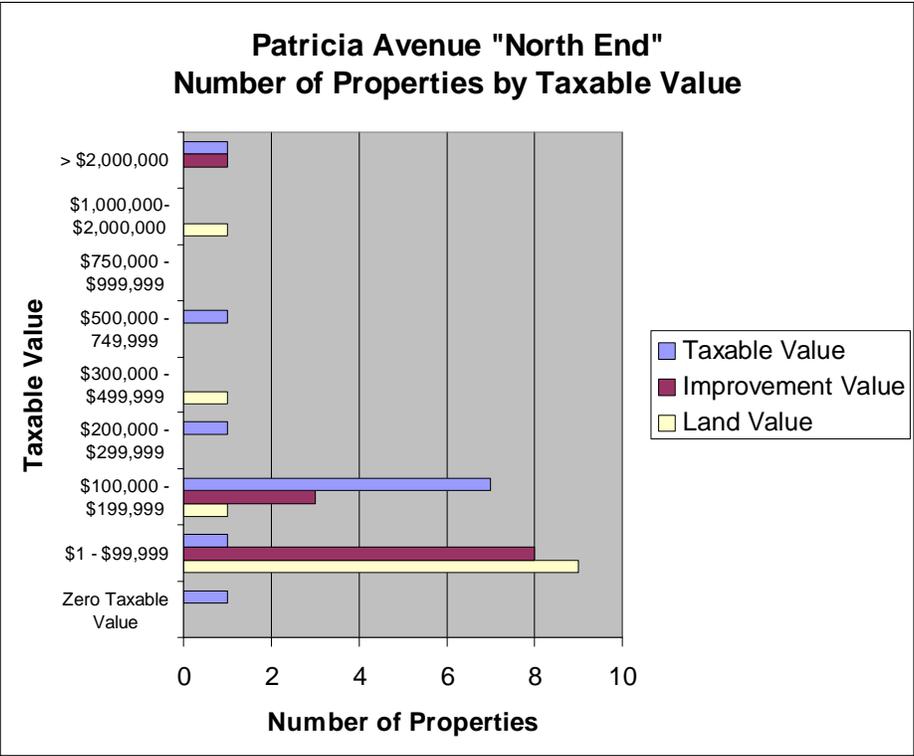
- Government - relocate city hall and Dunedin Government Services to the site
- Education – recruit University of Florida, St. Pete College, or other higher education institution to the site
- Medical Arts – capitalize on the nearby location of Mease Dunedin Hospital to develop a destination medical arts building or complex
- Municipal – Build a park, library, or telecommuting facility

The size of the site lends itself to several of the above uses and one might reasonably conclude that a site of this location and size may be more important to the Dunedin community as a public asset than to developers. It may be wise to consider acquisition of the site by a community stakeholder or agency to ensure that development is done thoughtfully and in keeping with the desires of the community.

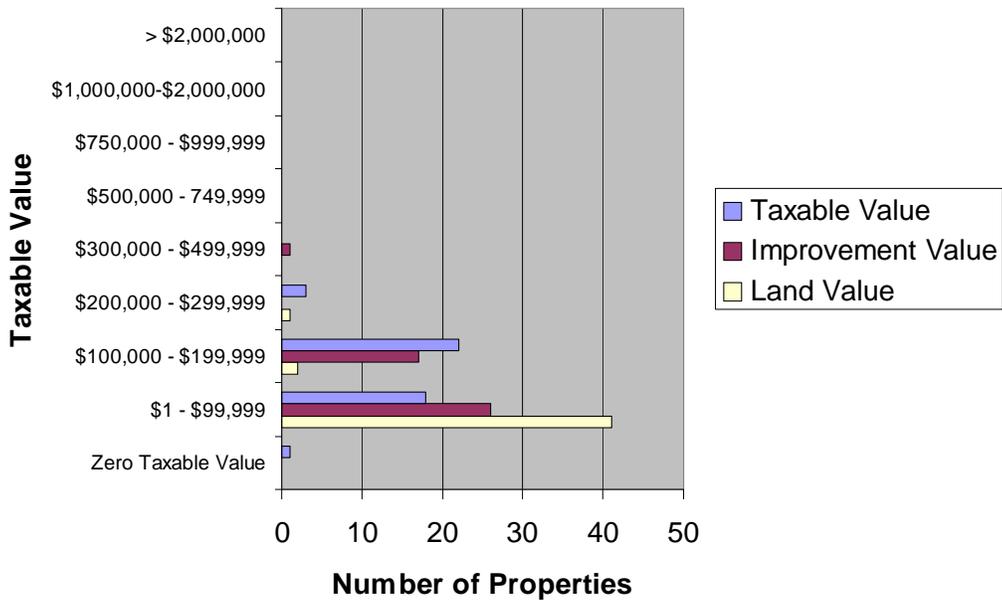
Baseline Property Data

These charts below present current conditions to the extent the data received for analysis is accurate. The specific number of parcels included in this data set does not exactly match the quantities previously stated as examined for planning purposes as a number of properties are included in this data set that are deemed to be important to this analysis because of their ownership and adjacent location to parcels on Patricia Avenue.

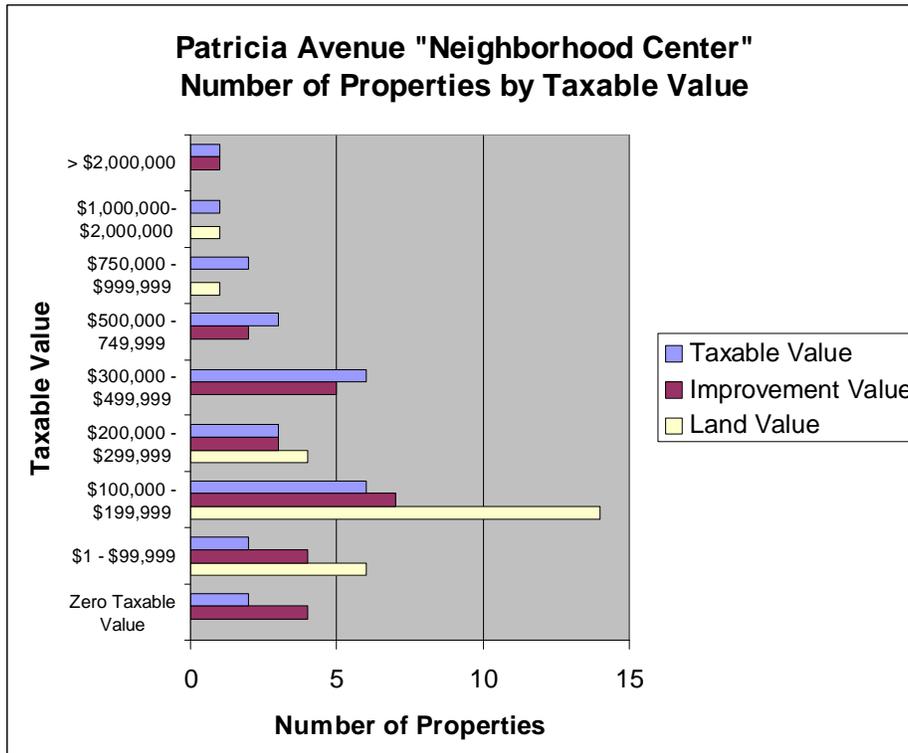
These charts are provided as baseline material for future reference as a way to measure progress of Corridor redevelopment. Periodic examination of long term trends in land, building and taxable property value as well as trends regarding ownership and sale transactions in the various planning sections of the Corridor and the Corridor overall will help to inform the community of its progress.

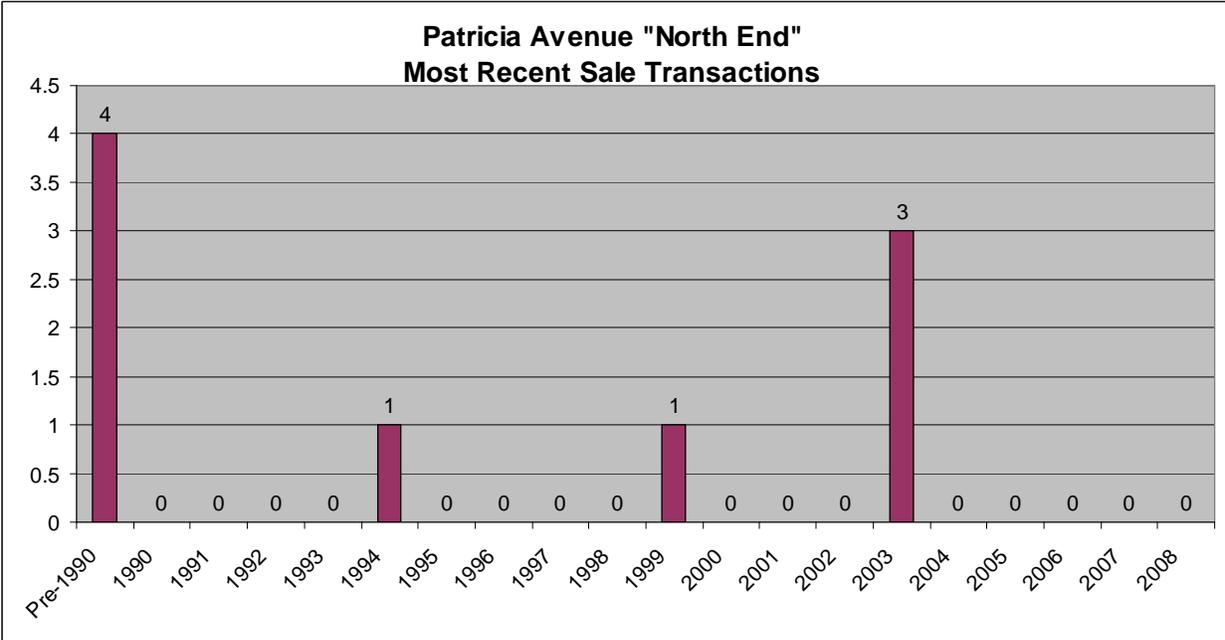
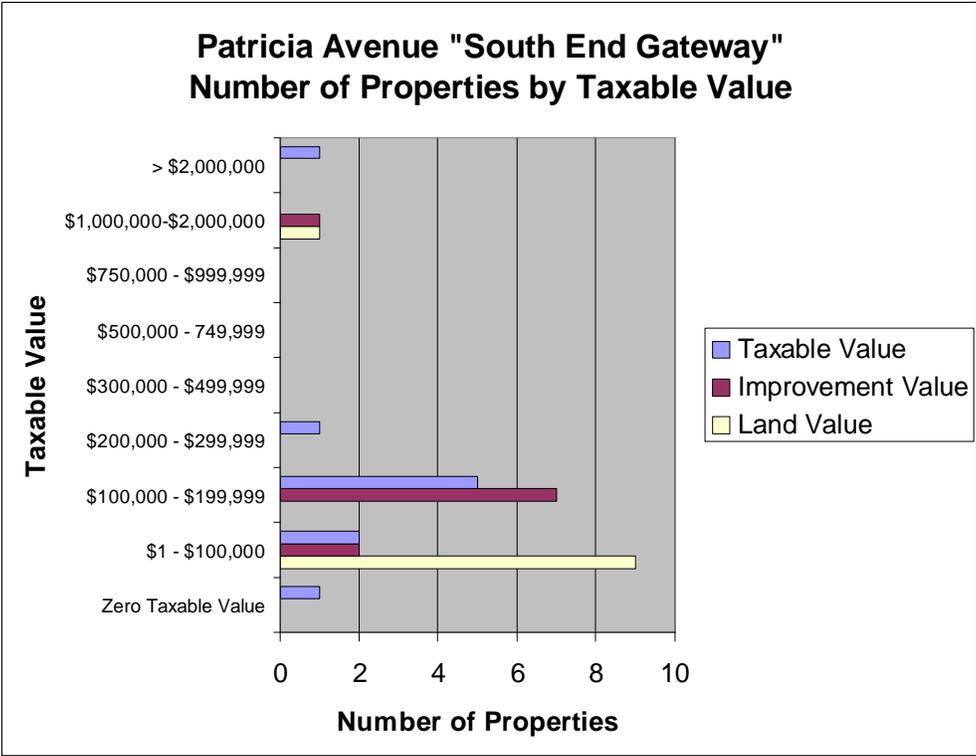


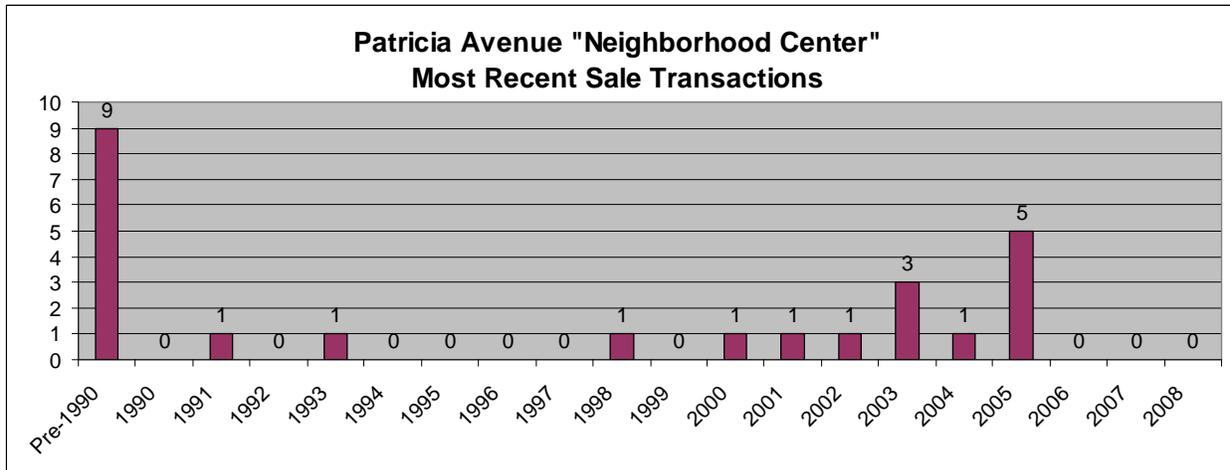
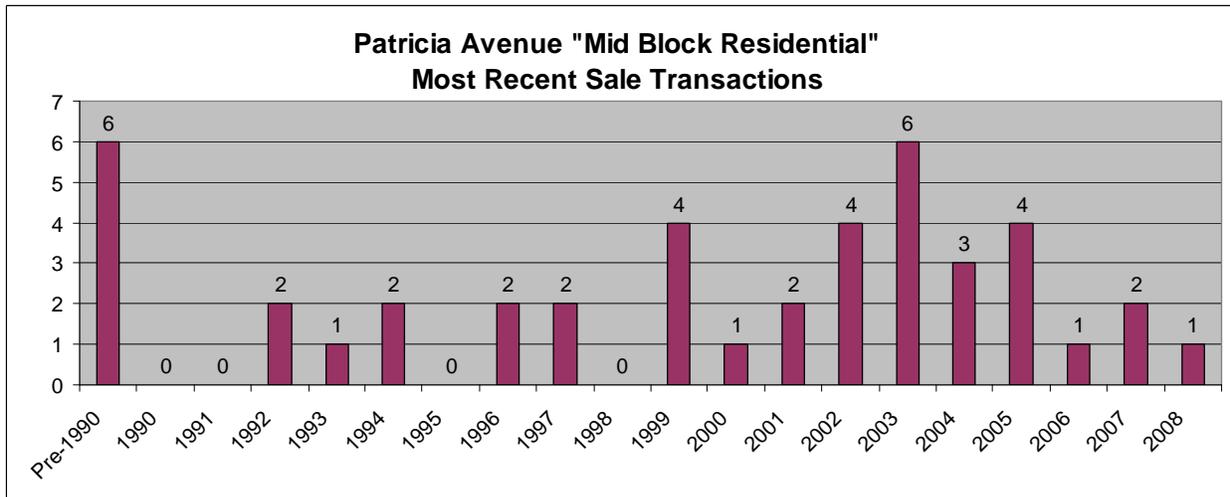
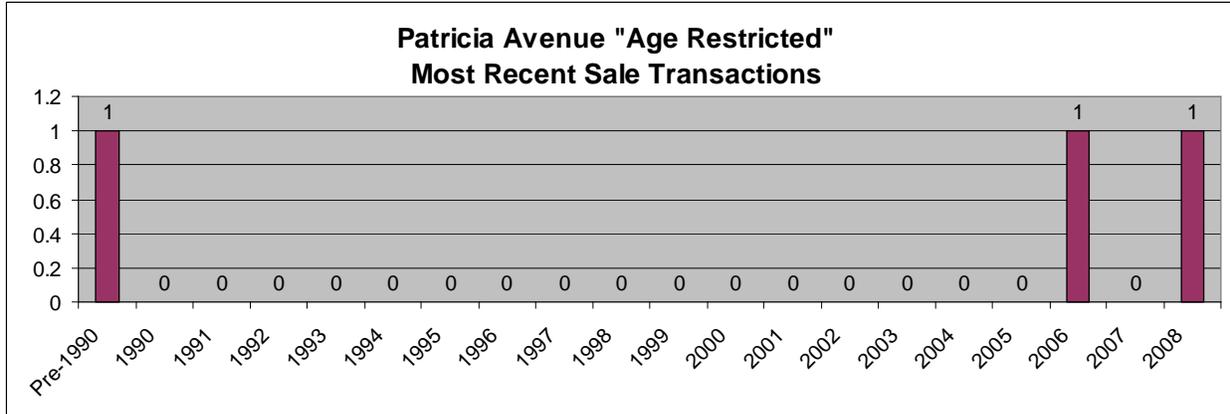
Patricia Avenue "Mid Block Residential" Number of Properties by Taxable Value

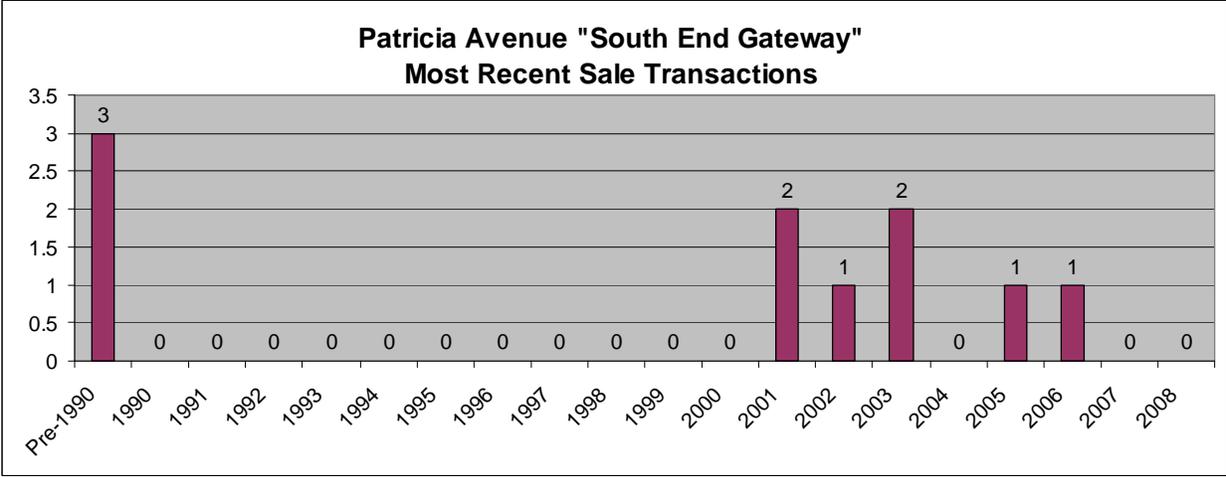


Patricia Avenue "Neighborhood Center" Number of Properties by Taxable Value









Appendix 2-8 – Market Analysis

This section outlines the findings from research and suggests strategies.

SECONDARY RESEARCH

Swan acquired demographic and spending leakage data from ESRI Business to analyze the changing demographics and corresponding spending in the community. Plus, Swan collected business data from InfoUSA and property data from the City of Dunedin to populate a business district information database on VillageManager.net. The analysis in this section is of demographic trends, spending leakage, and building and business mix.

Demographic Trends

Swan acquired demographic details for the areas within 1.0, 3.0 and 5.0 miles of the business district. This information identifies the following trends:

Household Growth

- Slow to flat growth in number of household within 1.0 miles of 800 Patricia Avenue, the center of the community. 0.3 percent annual growth is slower than growth in Florida or the United States.
- Population growth will be faster within one mile of the business district rather than 3.0 or 5.0 miles from the district.
- High median age compared to the state of Florida and the United States as a whole. Median is defined as half way between the top and bottom. Considering life expectancy to be 80 years of age at best, the median projected age of 52 in 2008 (and its growth to nearly 55 in 2013) indicates that this is an older community – which is getting older.

Household Income

- Projected median and average household income peak in the 35 to 44 age groups in 2008 and 2013 and sharply drops thereafter – which is very curious. Often income peaks a decade later and those groups are the most sought after consumers. Most disturbing about this fact is that they are the third largest population in the area behind retirees and seniors.

Spending Leakage

Swan identified the areas of economic opportunity based on existing and projected demographics. See attached as B-4 in Appendix B for Spending Leakage Analysis.

- Spending Saturation – From aggregated demand and supply estimates, it seems like the following retail categories: building materials, garden equipment and supply stores; food and beverage stores (groceries); health and personal care stores; sporting goods stores; variety stores; and restaurants are sufficiently provided. The opportunities become less as you go further out from the center of the business district. This saturation can also be seen as a strength; that is, locals and visitors prefer to spend their money within these categories on Patricia Avenue in Dunedin.
- Spending Leakage (spending leaving the area) – From the same data, it seems like there are opportunities for the following retail business types wanting to locate along Patricia Avenue: motor vehicle and parts dealers; furniture and



Age by Income Profile

Prepared by

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 1.0 mile

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	14,547	15,173	15,405	232	0.3%
Households	7,062	7,389	7,519	130	0.35%
Median Age	49.3	52.2	54.7	2.5	0.94%

Census 2000 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	213	756	1,212	1,144	854	1,193	1,707
<\$10,000	38	51	54	114	75	112	201
\$10,000 - \$14,999	17	47	67	43	70	161	318
\$15,000 - \$24,999	52	196	193	229	201	296	390
\$25,000 - \$34,999	23	102	194	169	112	211	297
\$35,000 - \$49,999	74	124	296	201	194	149	239
\$50,000 - \$74,999	9	141	212	207	150	169	200
\$75,000 - \$99,999	0	42	161	102	17	59	55
\$100,000 - \$149,999	0	47	31	61	11	34	0
\$150,000 - \$199,999	0	4	2	17	21	2	2
\$200,000+	0	2	2	1	3	0	5
Median HH Income	\$24,906	\$33,135	\$39,775	\$36,275	\$32,526	\$26,165	\$23,304
Average HH Income	\$26,675	\$40,476	\$45,141	\$44,194	\$37,955	\$33,839	\$29,589

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	17.8%	6.7%	4.5%	10.0%	8.8%	9.4%	11.8%
\$10,000 - \$14,999	8.0%	6.2%	5.5%	3.8%	8.2%	13.5%	18.6%
\$15,000 - \$24,999	24.4%	25.9%	15.9%	20.0%	23.5%	24.8%	22.8%
\$25,000 - \$34,999	10.8%	13.5%	16.0%	14.8%	13.1%	17.7%	17.4%
\$35,000 - \$49,999	34.7%	16.4%	24.4%	17.6%	22.7%	12.5%	14.0%
\$50,000 - \$74,999	4.2%	18.7%	17.5%	18.1%	17.6%	14.2%	11.7%
\$75,000 - \$99,999	0.0%	5.6%	13.3%	8.9%	2.0%	4.9%	3.2%
\$100,000 - \$149,999	0.0%	6.2%	2.6%	5.3%	1.3%	2.8%	0.0%
\$150,000 - \$199,999	0.0%	0.5%	0.2%	1.5%	2.5%	0.2%	0.1%
\$200,000+	0.0%	0.3%	0.2%	0.1%	0.4%	0.0%	0.3%

Data Note: Census 2000 income is expressed in current (2008) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 1.0 mile

2008 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	259	672	1,012	1,271	1,271	1,051	1,850
<\$15,000	60	53	56	121	126	163	403
\$15,000 - \$24,999	42	130	71	194	211	199	359
\$25,000 - \$34,999	30	74	136	172	172	208	377
\$35,000 - \$49,999	58	72	198	181	264	137	307
\$50,000 - \$74,999	35	186	268	241	330	166	254
\$75,000 - \$99,999	8	68	196	211	66	89	117
\$100,000 - \$149,999	18	78	73	138	44	83	17
\$150,000 - \$199,999	2	7	2	9	48	3	6
\$200,000 - \$249,999	4	4	3	3	10	3	10
\$250,000 - \$499,999	1	0	7	1	0	0	0
\$500,000+	1	0	2	0	0	0	0
Median HH Income	\$33,934	\$50,538	\$52,661	\$46,558	\$40,755	\$32,217	\$28,424
Average HH Income	\$45,595	\$55,687	\$60,710	\$55,412	\$50,142	\$44,686	\$35,544

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	23.2%	7.9%	5.5%	9.5%	9.9%	15.5%	21.8%
\$15,000 - \$24,999	16.2%	19.3%	7.0%	15.3%	16.6%	18.9%	19.4%
\$25,000 - \$34,999	11.6%	11.0%	13.4%	13.5%	13.5%	19.8%	20.4%
\$35,000 - \$49,999	22.4%	10.7%	19.6%	14.2%	20.8%	13.0%	16.6%
\$50,000 - \$74,999	13.5%	27.7%	26.5%	19.0%	26.0%	15.8%	13.7%
\$75,000 - \$99,999	3.1%	10.1%	19.4%	16.6%	5.2%	8.5%	6.3%
\$100,000 - \$149,999	6.9%	11.6%	7.2%	10.9%	3.5%	7.9%	0.9%
\$150,000 - \$199,999	0.8%	1.0%	0.2%	0.7%	3.8%	0.3%	0.3%
\$200,000 - \$249,999	1.5%	0.6%	0.3%	0.2%	0.8%	0.3%	0.5%
\$250,000 - \$499,999	0.4%	0.0%	0.7%	0.1%	0.0%	0.0%	0.0%
\$500,000+	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2006) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.



Age by Income Profile

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Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
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Radius: 1.0 mile

2013 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	251	714	810	1,214	1,480	1,229	1,821
<\$15,000	56	50	28	90	118	147	338
\$15,000 - \$24,999	32	83	38	140	188	178	297
\$25,000 - \$34,999	26	56	91	130	174	203	355
\$35,000 - \$49,999	54	70	140	156	293	152	296
\$50,000 - \$74,999	41	250	257	286	445	261	367
\$75,000 - \$99,999	11	104	160	243	97	123	114
\$100,000 - \$149,999	23	87	81	146	68	148	31
\$150,000 - \$199,999	3	9	3	12	75	4	8
\$200,000 - \$249,999	3	3	3	4	17	7	12
\$250,000 - \$499,999	1	1	7	6	4	5	2
\$500,000+	1	1	2	1	1	1	1
Median HH Income	\$37,254	\$56,564	\$57,392	\$55,671	\$47,708	\$42,417	\$32,102
Average HH Income	\$50,256	\$62,428	\$67,144	\$62,140	\$56,921	\$53,546	\$39,879

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	22.3%	7.0%	3.5%	7.4%	8.0%	12.0%	18.6%
\$15,000 - \$24,999	12.7%	11.6%	4.7%	11.5%	12.7%	14.5%	16.3%
\$25,000 - \$34,999	10.4%	7.8%	11.2%	10.7%	11.8%	16.5%	19.5%
\$35,000 - \$49,999	21.5%	9.8%	17.3%	12.9%	19.8%	12.4%	16.3%
\$50,000 - \$74,999	16.3%	35.0%	31.7%	23.6%	30.1%	21.2%	20.2%
\$75,000 - \$99,999	4.4%	14.6%	19.8%	20.0%	6.6%	10.0%	6.3%
\$100,000 - \$149,999	9.2%	12.2%	10.0%	12.0%	4.6%	12.0%	1.7%
\$150,000 - \$199,999	1.2%	1.3%	0.4%	1.0%	5.1%	0.3%	0.4%
\$200,000 - \$249,999	1.2%	0.4%	0.4%	0.3%	1.1%	0.6%	0.7%
\$250,000 - \$499,999	0.4%	0.1%	0.9%	0.5%	0.3%	0.4%	0.1%
\$500,000+	0.4%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2011) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.



Age by Income Profile

Prepared by

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 3.0 mile

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	86,648	87,119	87,374	255	0.06%
Households	40,400	40,628	40,817	189	0.09%
Median Age	46.3	49.7	51.7	2.0	0.79%

Census 2000 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	1,020	4,494	6,627	6,640	5,508	6,924	9,374
<\$10,000	152	413	349	456	535	786	1,244
\$10,000 - \$14,999	112	258	275	188	350	644	1,190
\$15,000 - \$24,999	196	636	847	821	990	1,432	2,348
\$25,000 - \$34,999	197	686	883	861	807	1,246	1,568
\$35,000 - \$49,999	190	905	1,267	1,296	911	1,086	1,429
\$50,000 - \$74,999	119	1,003	1,683	1,505	1,052	1,061	981
\$75,000 - \$99,999	51	359	766	766	401	360	341
\$100,000 - \$149,999	3	161	362	490	300	191	130
\$150,000 - \$199,999	0	55	75	142	69	58	57
\$200,000+	0	18	120	115	93	60	86
Median HH Income	\$26,965	\$40,483	\$46,523	\$46,240	\$36,124	\$29,684	\$24,472
Average HH Income	\$31,171	\$44,260	\$54,363	\$57,620	\$47,142	\$39,826	\$34,790

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	14.9%	9.2%	5.3%	6.9%	9.7%	11.4%	13.3%
\$10,000 - \$14,999	11.0%	5.7%	4.1%	2.8%	6.4%	9.3%	12.7%
\$15,000 - \$24,999	19.2%	14.2%	12.8%	12.4%	18.0%	20.7%	25.0%
\$25,000 - \$34,999	19.3%	15.3%	13.3%	13.0%	14.7%	18.0%	16.7%
\$35,000 - \$49,999	18.6%	20.1%	19.1%	19.5%	16.5%	15.7%	15.2%
\$50,000 - \$74,999	11.7%	22.3%	25.4%	22.7%	19.1%	15.3%	10.5%
\$75,000 - \$99,999	5.0%	8.0%	11.6%	11.5%	7.3%	5.2%	3.6%
\$100,000 - \$149,999	0.3%	3.6%	5.5%	7.4%	5.4%	2.8%	1.4%
\$150,000 - \$199,999	0.0%	1.2%	1.1%	2.1%	1.3%	0.8%	0.6%
\$200,000+	0.0%	0.4%	1.8%	1.7%	1.7%	0.9%	0.9%

Data Note: Census 2000 income is expressed in current (2008) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 3.0 mile

2008 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	1,206	3,785	5,518	6,949	7,137	6,109	9,924
<\$15,000	226	386	371	447	808	896	1,924
\$15,000 - \$24,999	142	381	395	558	859	962	1,942
\$25,000 - \$34,999	230	463	536	696	875	995	1,596
\$35,000 - \$49,999	171	593	1,006	1,209	1,100	914	1,580
\$50,000 - \$74,999	169	958	1,513	1,573	1,689	1,187	1,545
\$75,000 - \$99,999	142	570	941	1,296	781	519	723
\$100,000 - \$149,999	74	336	545	797	719	414	342
\$150,000 - \$199,999	30	68	74	158	131	97	102
\$200,000 - \$249,999	11	20	31	68	69	47	110
\$250,000 - \$499,999	7	7	87	123	87	61	43
\$500,000+	4	3	19	24	19	17	17
Median HH Income	\$35,314	\$51,103	\$55,055	\$56,585	\$48,662	\$37,506	\$31,139
Average HH Income	\$52,824	\$58,313	\$68,098	\$72,216	\$61,587	\$53,399	\$44,381

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	18.7%	10.2%	6.7%	6.4%	11.3%	14.7%	19.4%
\$15,000 - \$24,999	11.8%	10.1%	7.2%	8.0%	12.0%	15.7%	19.6%
\$25,000 - \$34,999	19.1%	12.2%	9.7%	10.0%	12.3%	16.3%	16.1%
\$35,000 - \$49,999	14.2%	15.7%	18.2%	17.4%	15.4%	15.0%	15.9%
\$50,000 - \$74,999	14.0%	25.3%	27.4%	22.6%	23.7%	19.4%	15.6%
\$75,000 - \$99,999	11.8%	15.1%	17.1%	18.7%	10.9%	8.5%	7.3%
\$100,000 - \$149,999	6.1%	8.9%	9.9%	11.5%	10.1%	6.8%	3.4%
\$150,000 - \$199,999	2.5%	1.8%	1.3%	2.3%	1.8%	1.6%	1.0%
\$200,000 - \$249,999	0.9%	0.5%	0.6%	1.0%	1.0%	0.8%	1.1%
\$250,000 - \$499,999	0.6%	0.2%	1.6%	1.8%	1.2%	1.0%	0.4%
\$500,000+	0.3%	0.1%	0.3%	0.3%	0.3%	0.3%	0.2%

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2006) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.



Dunedin
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Site Type: Radius

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Radius: 3.0 mile

2013 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	1,155	3,844	4,634	6,703	7,874	6,900	9,710
<\$15,000	207	334	252	335	748	831	1,700
\$15,000 - \$24,999	111	278	231	361	712	798	1,506
\$25,000 - \$34,999	186	346	353	518	827	946	1,434
\$35,000 - \$49,999	156	515	728	972	1,044	936	1,390
\$50,000 - \$74,999	179	1,112	1,385	1,671	2,099	1,603	1,892
\$75,000 - \$99,999	149	691	843	1,413	980	738	905
\$100,000 - \$149,999	98	422	572	961	931	697	529
\$150,000 - \$199,999	45	103	103	229	234	162	152
\$200,000 - \$249,999	11	23	54	71	121	70	112
\$250,000 - \$499,999	6	13	80	120	113	83	62
\$500,000+	7	7	33	52	65	36	28
Median HH Income	\$40,908	\$57,197	\$60,474	\$64,974	\$54,908	\$48,712	\$36,730
Average HH Income	\$59,289	\$65,220	\$76,593	\$80,896	\$71,802	\$63,160	\$51,196

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	17.9%	8.7%	5.4%	5.0%	9.5%	12.0%	17.5%
\$15,000 - \$24,999	9.6%	7.2%	5.0%	5.4%	9.0%	11.6%	15.5%
\$25,000 - \$34,999	16.1%	9.0%	7.6%	7.7%	10.5%	13.7%	14.8%
\$35,000 - \$49,999	13.5%	13.4%	15.7%	14.5%	13.3%	13.6%	14.3%
\$50,000 - \$74,999	15.5%	28.9%	29.9%	24.9%	26.7%	23.2%	19.5%
\$75,000 - \$99,999	12.9%	18.0%	18.2%	21.1%	12.4%	10.7%	9.3%
\$100,000 - \$149,999	8.5%	11.0%	12.3%	14.3%	11.8%	10.1%	5.4%
\$150,000 - \$199,999	3.9%	2.7%	2.2%	3.4%	3.0%	2.3%	1.6%
\$200,000 - \$249,999	1.0%	0.6%	1.2%	1.1%	1.5%	1.0%	1.2%
\$250,000 - \$499,999	0.5%	0.3%	1.7%	1.8%	1.4%	1.2%	0.6%
\$500,000+	0.6%	0.2%	0.7%	0.8%	0.8%	0.5%	0.3%

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2011) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.



Age by Income Profile

Prepared by

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Site Type: Radius

	Census 2000	2008	2013	2008-2013 Change	2008-2013 Annual Rate
Population	203,668	205,749	206,770	1,021	0.1%
Households	91,262	92,060	92,638	578	0.13%
Median Age	43.8	47.0	48.7	1.7	0.71%

Census 2000 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	2,618	11,190	17,254	16,074	12,464	13,777	17,924
<\$10,000	535	828	803	975	1,230	1,440	2,378
\$10,000 - \$14,999	263	606	605	457	727	1,233	2,190
\$15,000 - \$24,999	445	1,537	1,868	1,767	1,806	2,691	4,352
\$25,000 - \$34,999	497	1,762	2,140	1,862	1,746	2,242	3,026
\$35,000 - \$49,999	429	2,234	3,116	2,968	2,138	2,552	2,720
\$50,000 - \$74,999	301	2,607	4,215	3,212	2,121	2,233	1,867
\$75,000 - \$99,999	110	932	2,204	2,118	1,226	648	665
\$100,000 - \$149,999	28	461	1,506	1,549	854	480	405
\$150,000 - \$199,999	0	140	350	606	317	128	159
\$200,000+	10	83	447	560	299	130	162
Median HH Income	\$26,070	\$40,820	\$50,401	\$50,046	\$39,356	\$31,582	\$25,109
Average HH Income	\$30,777	\$46,832	\$61,343	\$66,165	\$55,253	\$42,314	\$36,428

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	20.4%	7.4%	4.7%	6.1%	9.9%	10.5%	13.3%
\$10,000 - \$14,999	10.0%	5.4%	3.5%	2.8%	5.8%	8.9%	12.2%
\$15,000 - \$24,999	17.0%	13.7%	10.8%	11.0%	14.5%	19.5%	24.3%
\$25,000 - \$34,999	19.0%	15.7%	12.4%	11.6%	14.0%	16.3%	16.9%
\$35,000 - \$49,999	16.4%	20.0%	18.1%	18.5%	17.2%	18.5%	15.2%
\$50,000 - \$74,999	11.5%	23.3%	24.4%	20.0%	17.0%	16.2%	10.4%
\$75,000 - \$99,999	4.2%	8.3%	12.8%	13.2%	9.8%	4.7%	3.7%
\$100,000 - \$149,999	1.1%	4.1%	8.7%	9.6%	6.9%	3.5%	2.3%
\$150,000 - \$199,999	0.0%	1.3%	2.0%	3.8%	2.5%	0.9%	0.9%
\$200,000+	0.4%	0.7%	2.6%	3.5%	2.4%	0.9%	0.9%

Data Note: Census 2000 income is expressed in current (2008) dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2008 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	3,043	9,844	14,008	17,523	16,354	12,587	18,699
<\$15,000	693	902	805	1,021	1,747	1,748	3,587
\$15,000 - \$24,999	397	939	958	1,256	1,549	1,824	3,468
\$25,000 - \$34,999	452	1,193	1,248	1,519	1,821	1,775	2,839
\$35,000 - \$49,999	423	1,675	2,268	2,778	2,383	2,200	2,964
\$50,000 - \$74,999	444	2,616	3,743	3,477	3,454	2,587	2,921
\$75,000 - \$99,999	308	1,372	2,245	3,087	2,243	965	1,372
\$100,000 - \$149,999	166	761	1,887	2,608	1,870	973	903
\$150,000 - \$199,999	80	233	344	724	531	205	310
\$200,000 - \$249,999	58	89	163	382	304	145	206
\$250,000 - \$499,999	17	54	283	530	357	124	91
\$500,000+	5	10	64	141	95	41	38
Median HH Income	\$34,398	\$51,221	\$58,641	\$63,342	\$53,370	\$40,178	\$32,561
Average HH Income	\$51,193	\$60,363	\$76,083	\$86,538	\$73,560	\$56,186	\$47,244

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	22.8%	9.2%	5.7%	5.8%	10.7%	13.9%	19.2%
\$15,000 - \$24,999	13.0%	9.5%	6.8%	7.2%	9.5%	14.5%	18.5%
\$25,000 - \$34,999	14.9%	12.1%	8.9%	8.7%	11.1%	14.1%	15.2%
\$35,000 - \$49,999	13.9%	17.0%	16.2%	15.9%	14.6%	17.5%	15.9%
\$50,000 - \$74,999	14.6%	26.6%	26.7%	19.8%	21.1%	20.6%	15.6%
\$75,000 - \$99,999	10.1%	13.9%	16.0%	17.6%	13.7%	7.7%	7.3%
\$100,000 - \$149,999	5.5%	7.7%	13.5%	14.9%	11.4%	7.7%	4.8%
\$150,000 - \$199,999	2.6%	2.4%	2.5%	4.1%	3.2%	1.6%	1.7%
\$200,000 - \$249,999	1.9%	0.9%	1.2%	2.2%	1.9%	1.2%	1.1%
\$250,000 - \$499,999	0.6%	0.5%	2.0%	3.0%	2.2%	1.0%	0.5%
\$500,000+	0.2%	0.1%	0.5%	0.8%	0.6%	0.3%	0.2%

Data Note: Income reported for July 1, 2008 represents annual income for the preceding year, expressed in current (2006) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2008.



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2013 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	3,028	10,029	12,010	17,017	18,168	14,112	18,280
<\$15,000	668	784	571	804	1,632	1,621	3,148
\$15,000 - \$24,999	329	719	607	868	1,269	1,522	2,640
\$25,000 - \$34,999	398	936	862	1,170	1,683	1,689	2,470
\$35,000 - \$49,999	380	1,337	1,528	2,065	2,075	2,082	2,535
\$50,000 - \$74,999	525	3,112	3,450	3,610	4,338	3,436	3,562
\$75,000 - \$99,999	314	1,656	2,085	3,258	2,702	1,326	1,718
\$100,000 - \$149,999	215	950	1,794	2,873	2,314	1,472	1,278
\$150,000 - \$199,999	103	323	475	1,062	922	419	482
\$200,000 - \$249,999	72	111	229	434	478	243	263
\$250,000 - \$499,999	16	77	293	581	499	198	118
\$500,000+	8	24	116	292	256	104	66
Median HH Income	\$38,754	\$56,941	\$65,033	\$74,914	\$61,241	\$50,626	\$39,174
Average HH Income	\$55,906	\$67,375	\$86,754	\$100,863	\$88,089	\$68,810	\$55,574

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	22.1%	7.8%	4.8%	4.7%	9.0%	11.5%	17.2%
\$15,000 - \$24,999	10.9%	7.2%	5.1%	5.1%	7.0%	10.8%	14.4%
\$25,000 - \$34,999	13.1%	9.3%	7.2%	6.9%	9.3%	12.0%	13.5%
\$35,000 - \$49,999	12.5%	13.3%	12.7%	12.1%	11.4%	14.8%	13.9%
\$50,000 - \$74,999	17.3%	31.0%	28.7%	21.2%	23.9%	24.3%	19.5%
\$75,000 - \$99,999	10.4%	16.5%	17.4%	19.1%	14.9%	9.4%	9.4%
\$100,000 - \$149,999	7.1%	9.5%	14.9%	16.9%	12.7%	10.4%	7.0%
\$150,000 - \$199,999	3.4%	3.2%	4.0%	6.2%	5.1%	3.0%	2.6%
\$200,000 - \$249,999	2.4%	1.1%	1.9%	2.6%	2.6%	1.7%	1.4%
\$250,000 - \$499,999	0.5%	0.8%	2.4%	3.4%	2.7%	1.4%	0.6%
\$500,000+	0.3%	0.2%	1.0%	1.7%	1.4%	0.7%	0.4%

Data Note: Income reported for July 1, 2013 represents annual income for the preceding year, expressed in current (2011) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2013.

home fixtures; electronics and appliance stores; gas stations; clothing stores; book and music stores, a variety store; and a family restaurant. These are clear opportunities – as the demand is greater than the current supply. However, a demand does not guarantee success, as in some cases small retailers cannot compete with larger ones regardless of location.

Businesses

- Strong, existing clusters
 - Restaurants (especially ethnic restaurants)
 - Convenience goods
 - Medical services
 - Professional services
- Emerging clusters
 - Retail shopping goods
- Mature clusters
 - Convenience goods
- Declining clusters
 - Personal services

Buildings

- Occupied
- Vacant
- Key buildings

PRIMARY RESEARCH

4Cs Exercise

To understand how local residents, business owners and public officials see the Patricia Avenue business district, Swan Development and WilsonMiller held two public meetings. Participants provided the following information about Patricia Avenue through an exercise called the 4Cs of Opportunity:

- **Customers** (current customers grouped by Swan) These customer groups can be cultivated individually to be customers of the business district at different time – thus erasing the seasonality and cyclicity of the district.
 - Retirees
 - Limited incomes
 - Difficulty walking
 - Patients
 - Visiting doctors
 - Diners
 - Variety of restaurants
 - Bowlers
 - Young families
 - Parents and kids
 - Thrifty shoppers
 - Outlet shoppers
 - Large quantity shoppers

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Summary Demographics

2008 Population	15,173
2008 Households	7,389
2008 Median Disposable Income	\$32,636
2008 Per Capita Income	\$24,780

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$143,351,153	\$113,606,231	\$29,744,922	11.6	157
Total Retail Trade (NAICS 44-45)	\$122,857,069	\$92,609,143	\$30,247,926	14.0	112
Total Food & Drink (NAICS 722)	\$20,494,084	\$20,997,088	\$-503,004	-1.2	45

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$30,423,836	\$4,159,635	\$26,264,201	75.9	7
Automobile Dealers (NAICS 4411)	\$25,388,483	\$621,202	\$24,767,281	95.2	1
Other Motor Vehicle Dealers (NAICS 4412)	\$2,911,516	\$1,662,054	\$1,249,462	27.3	3
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,123,837	\$1,876,379	\$247,458	6.2	3
Furniture & Home Furnishings Stores (NAICS 442)	\$4,436,124	\$3,090,572	\$1,345,552	17.9	5
Furniture Stores (NAICS 4421)	\$2,625,296	\$800,556	\$1,824,740	53.3	1
Home Furnishings Stores (NAICS 4422)	\$1,810,828	\$2,290,016	\$-479,188	-11.7	4
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$4,954,922	\$2,087,928	\$2,866,994	40.7	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,572,591	\$6,033,152	\$-1,460,561	-13.8	13
Building Material and Supplies Dealers (NAICS 4441)	\$4,450,947	\$5,708,670	\$-1,257,723	-12.4	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$121,644	\$324,482	\$-202,838	-45.5	6
Food & Beverage Stores (NAICS 445)	\$25,839,819	\$35,842,859	\$-10,003,040	-16.2	13
Grocery Stores (NAICS 4451)	\$24,647,776	\$30,950,639	\$-6,302,863	-11.3	6
Specialty Food Stores (NAICS 4452)	\$381,258	\$1,225,478	\$-844,220	-52.5	3
Beer, Wine, and Liquor Stores (NAICS 4453)	\$810,785	\$3,666,742	\$-2,855,957	-63.8	4
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$6,511,793	\$8,696,187	\$-2,184,394	-14.4	6
Gasoline Stations (NAICS 447/4471)	\$17,269,418	\$7,543,658	\$9,725,760	39.2	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$6,660,374	\$3,059,041	\$3,601,333	37.1	13
Clothing Stores (NAICS 4481)	\$5,333,316	\$2,534,825	\$2,798,491	35.6	9
Shoe Stores (NAICS 4482)	\$914,123	\$0	\$914,123	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$412,935	\$524,216	\$-111,281	-11.9	4
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$2,077,296	\$1,191,731	\$885,565	27.1	10
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,015,132	\$1,191,731	\$-176,599	-8.0	10
Book, Periodical, and Music Stores (NAICS 4512)	\$1,062,164	\$0	\$1,062,164	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

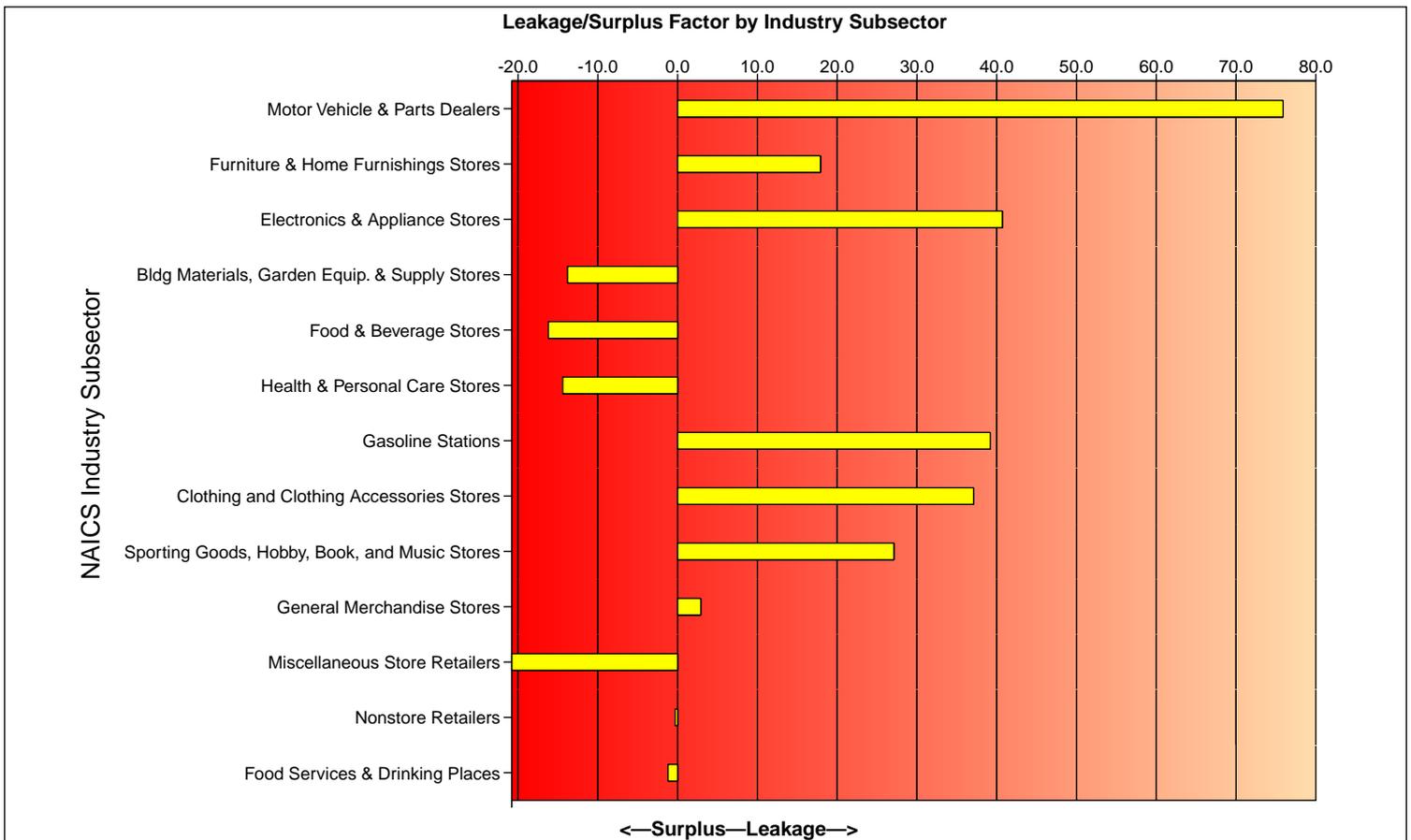
Source: ESRI and infoUSA®

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Dunedin, FL 34698

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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$12,587,138	\$11,882,128	\$705,010	2.9	4
Department Stores Excluding Leased Depts.(NAICS 4521)	\$8,550,021	\$259,411	\$8,290,610	94.1	2
Other General Merchandise Stores (NAICS 4529)	\$4,037,117	\$11,622,717	-\$7,585,600	-48.4	2
Miscellaneous Store Retailers (NAICS 453)	\$2,794,613	\$4,266,785	-\$1,472,172	-20.8	32
Florists (NAICS 4531)	\$331,659	\$758,148	-\$426,489	-39.1	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,311,277	\$1,147,405	\$163,872	6.7	10
Used Merchandise Stores (NAICS 4533)	\$251,100	\$807,789	-\$556,689	-52.6	8
Other Miscellaneous Store Retailers (NAICS 4539)	\$900,577	\$1,553,443	-\$652,866	-26.6	8
Nonstore Retailers (NAICS 454)	\$4,729,145	\$4,755,467	-\$26,322	-0.3	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$1,915,048	\$4,702,794	-\$2,787,746	-42.1	1
Vending Machine Operators (NAICS 4542)	\$231,297	\$52,673	\$178,624	62.9	0
Direct Selling Establishments (NAICS 4543)	\$2,582,800	\$0	\$2,582,800	100.0	0
Food Services & Drinking Places (NAICS 722)	\$20,494,084	\$20,997,088	-\$503,004	-1.2	45
Full-Service Restaurants (NAICS 7221)	\$9,153,663	\$14,552,104	-\$5,398,441	-22.8	32
Limited-Service Eating Places (NAICS 7222)	\$9,366,629	\$3,228,476	\$6,138,153	48.7	6
Special Food Services (NAICS 7223)	\$662,546	\$2,342,460	-\$1,679,914	-55.9	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,311,246	\$874,048	\$437,198	20.0	5



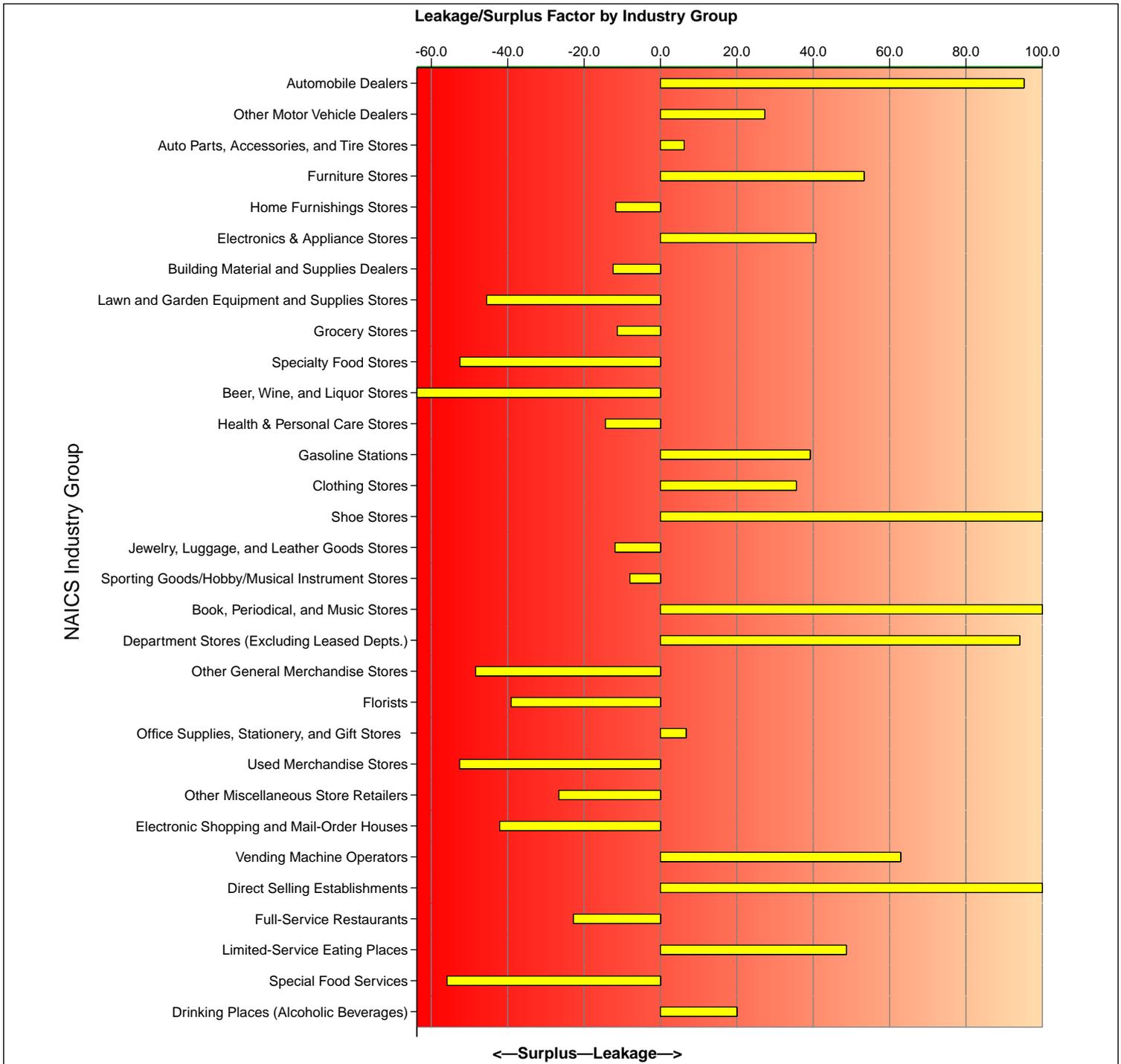
Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Latitude: 28.012169
Longitude: -82.775545
Radius: 1.0 mile

Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
 Longitude: -82.775545
 Radius: 3.0 mile

Summary Demographics

2008 Population	87,119
2008 Households	40,628
2008 Median Disposable Income	\$37,395
2008 Per Capita Income	\$27,604

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$936,502,423	\$1,175,670,506	\$-239,168,083	-11.3	783
Total Retail Trade (NAICS 44-45)	\$801,495,640	\$1,061,106,262	\$-259,610,622	-13.9	593
Total Food & Drink (NAICS 722)	\$135,006,783	\$114,564,244	\$20,442,539	8.2	190

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$199,067,673	\$391,236,351	\$-192,168,678	-32.6	56
Automobile Dealers (NAICS 4411)	\$165,852,031	\$296,739,642	\$-130,887,611	-28.3	20
Other Motor Vehicle Dealers (NAICS 4412)	\$19,303,305	\$83,689,201	\$-64,385,896	-62.5	16
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$13,912,337	\$10,807,508	\$3,104,829	12.6	20
Furniture & Home Furnishings Stores (NAICS 442)	\$30,479,403	\$42,504,540	\$-12,025,137	-16.5	48
Furniture Stores (NAICS 4421)	\$17,996,636	\$16,426,022	\$1,570,614	4.6	17
Home Furnishings Stores (NAICS 4422)	\$12,482,767	\$26,078,518	\$-13,595,751	-35.3	31
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$32,612,075	\$28,189,609	\$4,422,466	7.3	44
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$31,926,268	\$55,743,866	\$-23,817,598	-27.2	58
Building Material and Supplies Dealers (NAICS 4441)	\$31,088,875	\$55,115,892	\$-24,027,017	-27.9	46
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$837,393	\$627,974	\$209,419	14.3	12
Food & Beverage Stores (NAICS 445)	\$166,482,960	\$189,348,059	\$-22,865,099	-6.4	55
Grocery Stores (NAICS 4451)	\$158,787,193	\$179,863,826	\$-21,076,633	-6.2	31
Specialty Food Stores (NAICS 4452)	\$2,452,011	\$3,384,766	\$-932,755	-16.0	15
Beer, Wine, and Liquor Stores (NAICS 4453)	\$5,243,756	\$6,099,467	\$-855,711	-7.5	9
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$42,417,676	\$42,233,447	\$184,229	0.2	39
Gasoline Stations (NAICS 447/4471)	\$110,412,858	\$67,087,865	\$43,324,993	24.4	16
Clothing and Clothing Accessories Stores (NAICS 448)	\$43,558,132	\$83,291,484	\$-39,733,352	-31.3	85
Clothing Stores (NAICS 4481)	\$34,903,112	\$68,288,588	\$-33,385,476	-32.4	55
Shoe Stores (NAICS 4482)	\$5,824,934	\$8,814,425	\$-2,989,491	-20.4	11
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,830,086	\$6,188,471	\$-3,358,385	-37.2	19
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$13,384,246	\$15,761,731	\$-2,377,485	-8.2	42
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$6,631,689	\$12,038,692	\$-5,407,003	-29.0	39
Book, Periodical, and Music Stores (NAICS 4512)	\$6,752,557	\$3,723,039	\$3,029,518	28.9	3

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

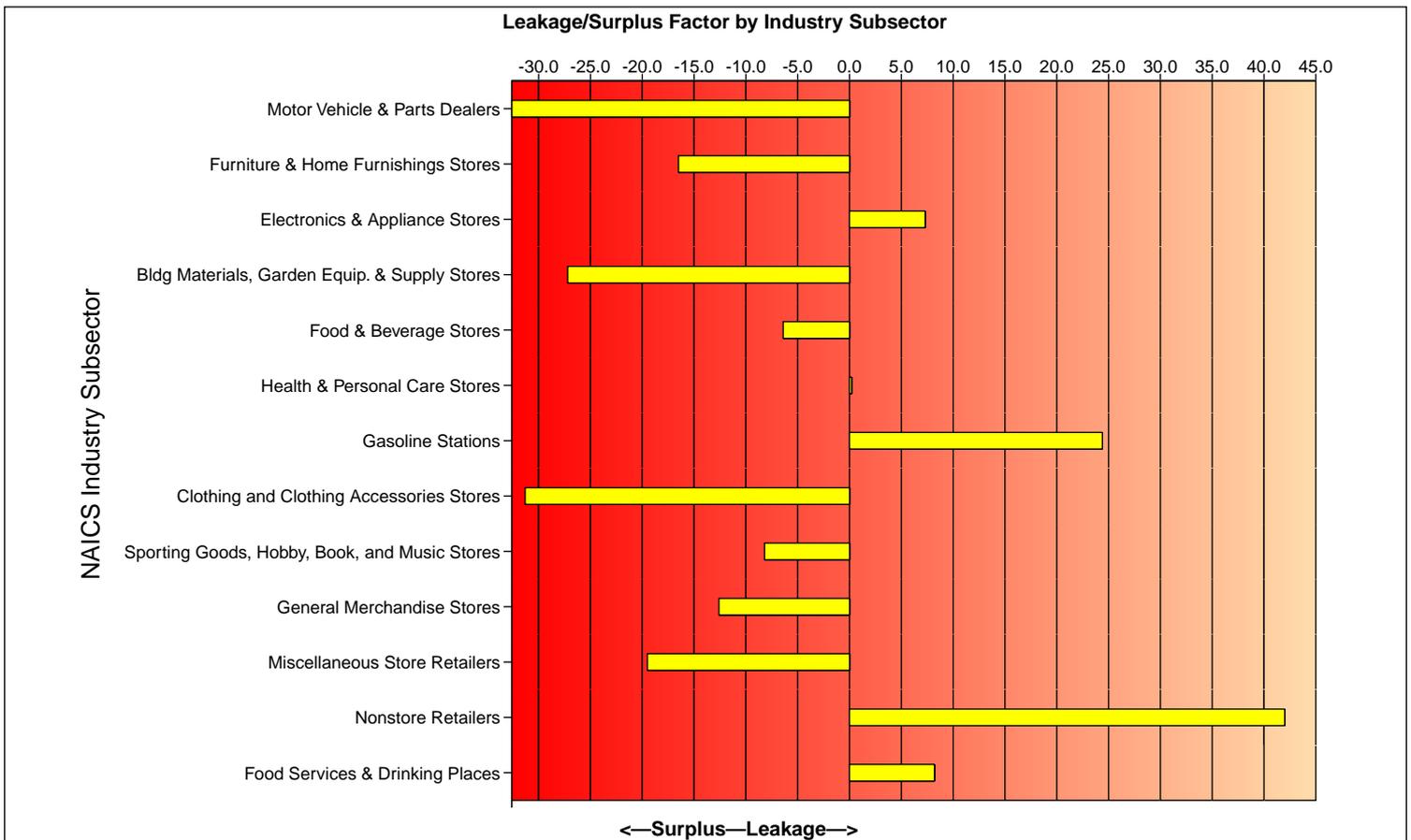
Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 3.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$82,224,898	\$105,926,010	\$-23,701,112	-12.6	20
Department Stores Excluding Leased Depts.(NAICS 4521)	\$56,165,368	\$70,733,513	\$-14,568,145	-11.5	11
Other General Merchandise Stores (NAICS 4529)	\$26,059,530	\$35,192,497	\$-9,132,967	-14.9	9
Miscellaneous Store Retailers (NAICS 453)	\$18,390,832	\$27,294,714	\$-8,903,882	-19.5	122
Florists (NAICS 4531)	\$2,291,194	\$1,452,086	\$839,108	22.4	14
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$8,707,091	\$15,173,444	\$-6,466,353	-27.1	40
Used Merchandise Stores (NAICS 4533)	\$1,653,254	\$2,607,351	\$-954,097	-22.4	25
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,739,293	\$8,061,833	\$-2,322,540	-16.8	43
Nonstore Retailers (NAICS 454)	\$30,538,619	\$12,488,586	\$18,050,033	42.0	8
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$12,564,864	\$9,618,224	\$2,946,640	13.3	3
Vending Machine Operators (NAICS 4542)	\$1,489,562	\$1,264,452	\$225,110	8.2	2
Direct Selling Establishments (NAICS 4543)	\$16,484,193	\$1,605,910	\$14,878,283	82.2	3
Food Services & Drinking Places (NAICS 722)	\$135,006,783	\$114,564,244	\$20,442,539	8.2	190
Full-Service Restaurants (NAICS 7221)	\$60,321,183	\$53,731,394	\$6,589,789	5.8	119
Limited-Service Eating Places (NAICS 7222)	\$61,402,563	\$51,771,427	\$9,631,136	8.5	47
Special Food Services (NAICS 7223)	\$4,340,738	\$5,354,612	\$-1,013,874	-10.5	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$8,942,299	\$3,706,811	\$5,235,488	41.4	16



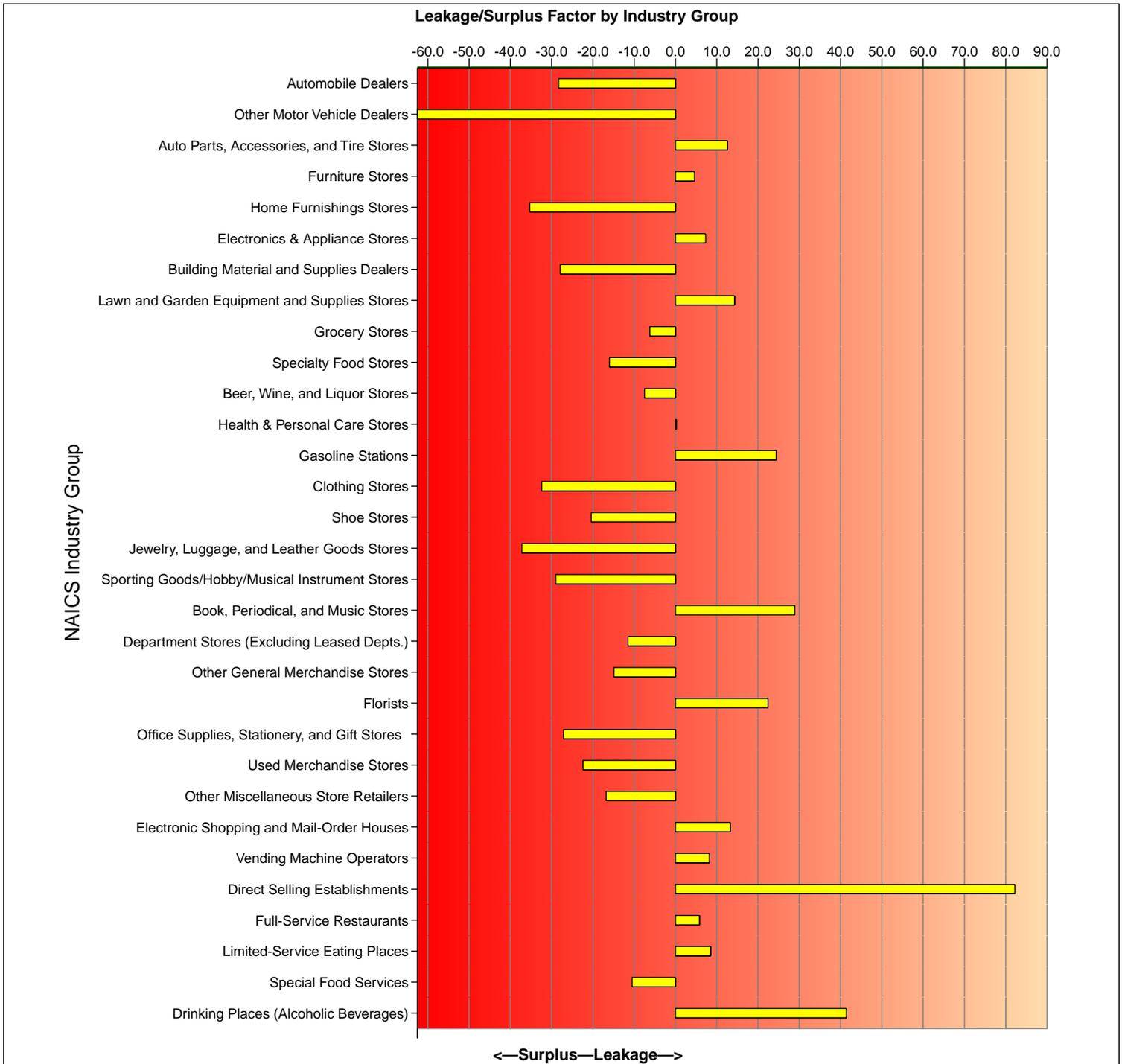
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Radius: 3.0 mile

Site Type: Radius

Leakage/Surplus Factor by Industry Group



Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 5.0 mile

Summary Demographics

2008 Population	205,749
2008 Households	92,060
2008 Median Disposable Income	\$40,578
2008 Per Capita Income	\$30,271

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$2,411,212,342	\$3,201,085,861	\$-789,873,519	-14.1	1,944
Total Retail Trade (NAICS 44-45)	\$2,061,683,042	\$2,872,253,531	\$-810,570,489	-16.4	1,412
Total Food & Drink (NAICS 722)	\$349,529,300	\$328,832,330	\$20,696,970	3.1	532

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$514,723,450	\$1,148,413,654	\$-633,690,204	-38.1	137
Automobile Dealers (NAICS 4411)	\$429,379,957	\$1,003,757,612	\$-574,377,655	-40.1	59
Other Motor Vehicle Dealers (NAICS 4412)	\$49,646,047	\$115,503,151	\$-65,857,104	-39.9	37
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$35,697,446	\$29,152,891	\$6,544,555	10.1	41
Furniture & Home Furnishings Stores (NAICS 442)	\$79,683,827	\$117,840,633	\$-38,156,806	-19.3	113
Furniture Stores (NAICS 4421)	\$47,104,971	\$60,508,985	\$-13,404,014	-12.5	52
Home Furnishings Stores (NAICS 4422)	\$32,578,856	\$57,331,648	\$-24,752,792	-27.5	61
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$84,565,428	\$94,403,918	\$-9,838,490	-5.5	108
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$83,354,228	\$107,211,750	\$-23,857,522	-12.5	138
Building Material and Supplies Dealers (NAICS 4441)	\$81,198,717	\$106,003,523	\$-24,804,806	-13.3	117
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,155,511	\$1,208,227	\$947,284	28.2	21
Food & Beverage Stores (NAICS 445)	\$424,983,898	\$528,473,506	\$-103,489,608	-10.9	140
Grocery Stores (NAICS 4451)	\$405,217,762	\$508,930,473	\$-103,712,711	-11.3	84
Specialty Food Stores (NAICS 4452)	\$6,265,051	\$7,236,285	\$-971,234	-7.2	36
Beer, Wine, and Liquor Stores (NAICS 4453)	\$13,501,085	\$12,306,748	\$1,194,337	4.6	20
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$106,305,355	\$143,705,554	\$-37,400,199	-15.0	114
Gasoline Stations (NAICS 447/4471)	\$282,909,392	\$170,316,890	\$112,592,502	24.8	38
Clothing and Clothing Accessories Stores (NAICS 448)	\$113,295,974	\$159,934,827	\$-46,638,853	-17.1	193
Clothing Stores (NAICS 4481)	\$90,762,975	\$128,170,738	\$-37,407,763	-17.1	131
Shoe Stores (NAICS 4482)	\$15,045,785	\$19,559,623	\$-4,513,838	-13.0	24
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$7,487,214	\$12,204,466	\$-4,717,252	-24.0	38
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$34,848,095	\$44,893,197	\$-10,045,102	-12.6	96
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$17,322,345	\$25,576,657	\$-8,254,312	-19.2	82
Book, Periodical, and Music Stores (NAICS 4512)	\$17,525,750	\$19,316,540	\$-1,790,790	-4.9	14

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

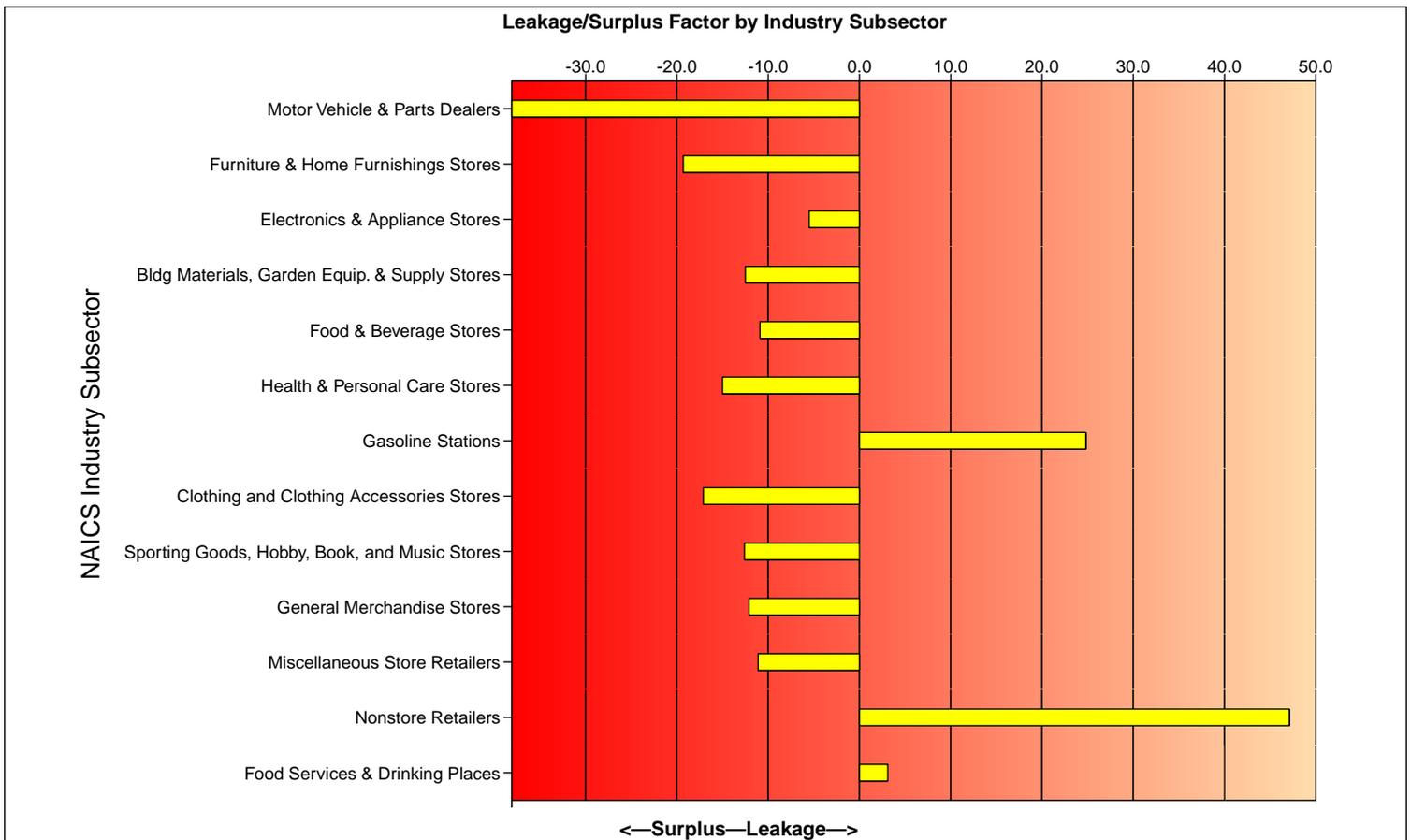
Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Site Type: Radius

Latitude: 28.012169
Longitude: -82.775545
Radius: 5.0 mile

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$211,727,388	\$269,882,505	\$-58,155,117	-12.1	50
Department Stores Excluding Leased Depts.(NAICS 4521)	\$145,066,903	\$181,371,887	\$-36,304,984	-11.1	28
Other General Merchandise Stores (NAICS 4529)	\$66,660,485	\$88,510,618	\$-21,850,133	-14.1	22
Miscellaneous Store Retailers (NAICS 453)	\$47,350,550	\$59,148,695	\$-11,798,145	-11.1	266
Florists (NAICS 4531)	\$5,897,958	\$6,382,231	\$-484,273	-3.9	36
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$22,399,510	\$30,438,889	\$-8,039,379	-15.2	83
Used Merchandise Stores (NAICS 4533)	\$4,306,155	\$4,239,906	\$66,249	0.8	45
Other Miscellaneous Store Retailers (NAICS 4539)	\$14,746,927	\$18,087,669	\$-3,340,742	-10.2	102
Nonstore Retailers (NAICS 454)	\$77,935,457	\$28,028,402	\$49,907,055	47.1	19
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$32,038,909	\$10,766,417	\$21,272,492	49.7	4
Vending Machine Operators (NAICS 4542)	\$3,815,854	\$2,327,329	\$1,488,525	24.2	4
Direct Selling Establishments (NAICS 4543)	\$42,080,694	\$14,934,656	\$27,146,038	47.6	11
Food Services & Drinking Places (NAICS 722)	\$349,529,300	\$328,832,330	\$20,696,970	3.1	532
Full-Service Restaurants (NAICS 7221)	\$156,191,768	\$164,301,725	\$-8,109,957	-2.5	333
Limited-Service Eating Places (NAICS 7222)	\$158,880,957	\$134,658,422	\$24,222,535	8.3	144
Special Food Services (NAICS 7223)	\$11,230,197	\$17,034,464	\$-5,804,267	-20.5	19
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$23,226,378	\$12,837,719	\$10,388,659	28.8	36

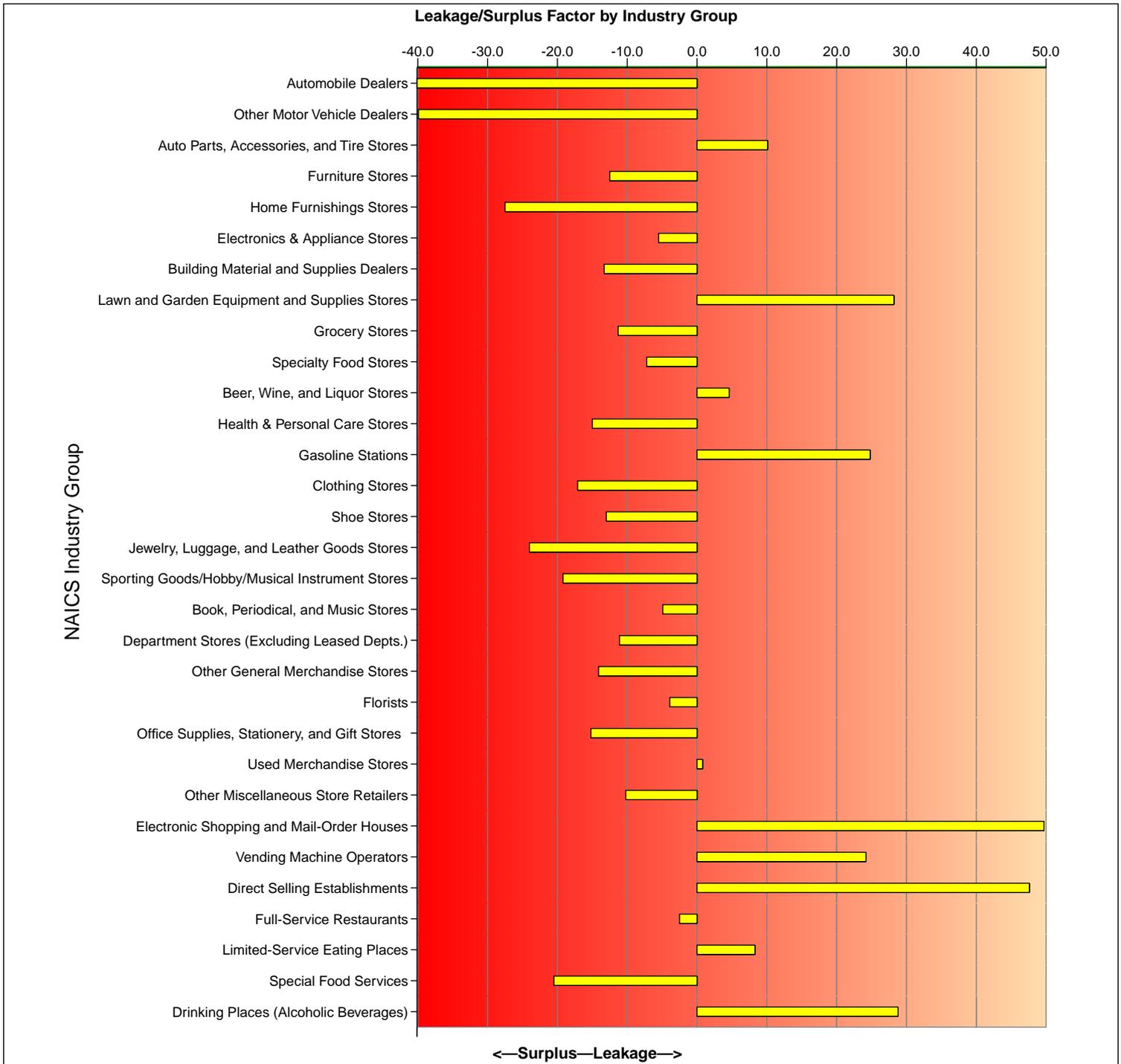


Source: ESRI and infoUSA®

Dunedin
800 Patricia Ave
Dunedin, FL 34698

Latitude: 28.012169
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Radius: 5.0 mile

Site Type: Radius



Source: ESRI and infoUSA®

- **Competitors** (current competitors grouped by Swan) These competitors and other must be monitored for what they do well – and to identify where they are weak.
 - Retirees
 - Limited incomes
 - Difficulty walking
 - Patients
 - (not mentioned)
 - Diners
 - Downtown – Main Street
 - County Road 1
 - U.S. 19
 - Young families
 - Malls
 - Douglas Avenue
 - Thrifty shoppers and retirees
 - U.S. 19
 - U.S. 580
 - Sam's Club
 - Costco

- **Channel Partners** (potential channel partners organized by customer group). These groups can be instrumental in promoting the business district, introducing new customers to the district's shops and attracting new businesses.
 - Retirees
 - Condo associations
 - Homeowners associations: Sky Lock Villas, Scottsdale Civic Association
 - Garden clubs
 - Drug stores
 - Patients
 - Hospital or health care system
 - Diners
 - La La's Donuts
 - Lueken's wine tastings
 - Other restaurants
 - Young families
 - Schools
 - Day care centers
 - Children's clothing consignment shop
 - PTA and teachers
 - Nail salon
 - Thrifty shoppers and retirees
 - Gas stations

- **Community/Corridor Assets** (assets that can be used to draw consumers) They should be used to attract new customers and complementary businesses.
 - Retirees
 - Fresh fruit and vegetable stand

- Retirement homes
- Patients
 - Walgreen's
 - Doctors
- Diners
 - Mexican ethnic restaurant/grocer
 - Lueken's Liquors
 - Italian restaurant
 - Greek restaurant
 - Cuban restaurant
 - Fritzee Freeze
 - Dodge's Chicken
- Young families
 - Fresh fruit and vegetable stand
 - Elementary and middle schools
 - Beltrees Corridor to the Pinellas Trail
 - Bowling alley
 - Hair salon
 - Pet groomers and vet
- Thrifty shoppers and retirees
 - Fresh fruit and vegetable stand
 - Dollar store
 - Beall's Outlet

Appendix 2-9 – Transportation

This section is a summary assessment of the current traffic and roadway conditions within the Patricia Avenue Corridor study area. The ±1.47-mile section of Patricia Avenue (from Main Street (SR 580) to the north, Union Street to the south) is functionally classified as an arterial facility or a major thoroughfare. Arterials are the highest classification of streets and highways, meaning the streets serve to move a large volume of traffic at a faster rate than other smaller streets. The existing condition of the Patricia Avenue roadway segment within the study area is described in the table below.

Patricia Avenue Existing Roadway Conditions									
Roadway	Segment		Facility Type	Existing Lanes	LOS Standard	AADT Volumes	Volume	Physical Capacity	Facility LOS
	From	To							
Patricia Avenue	Union St.	Main St.	Signalized Arterial	2D	D	11,534	603	848	D

Physical and Operational Characteristics

The physical characteristics of Patricia Avenue are typical of many arterial streets. Two lanes of travel provided in each direction, and a shared center turn lane serve traffic. With travel lanes approximately 10 feet wide, the total cross section measures approximately 30 feet from the back of curb to the back of curb on the opposite side. The right-of-way (R/W), however, varies from 50 feet to 100 feet, with a majority of this facility within a 100-foot R/W. Due to the traffic volumes and other operational conditions; on-street parking is not permitted. These physical conditions typically lend the road to facilitating higher traffic volumes at a higher rate of speed.

The Corridor has a posted speed limit of 35 miles per hour (mph) throughout the entire study area except for a small portion at the southern end of the Corridor where there is a posted speed limit of 15 mph during certain school hours. However, the frequency of intersections and driveways significantly affects the motorist's ability to maintain the posted speed limit. The study section of Patricia Avenue includes seventeen intersections or nodes (the crossing of two or more transportation links). Existing conditions of the intersections within the study area are detailed in the table below.

Patricia Avenue Existing Intersections Conditions				
Roadway	Intersecting Roadway	Facility Type	Major Node Y/N	Signalized Y/N
Patricia Avenue	Main Street (SR 590)	Major Arterial	Y	Y
	Union Street	Major Collector	Y	Y
	Virginia Street	Collector	N	Y
	Beltrees Street	Collector	N	Y
	Angle Road	Local	N	N
	Admiral Road	Local	N	N
	Desoto Road	Local	N	N
	LeLeon Drive	Local	N	N
	Joan Street	Local	N	N
	Manor Drive / Knollwood Drive	Local	N	N
	James Street	Local	N	N
	Lyndhurst Street	Local	N	N
	Cedarwood Street	Local	N	N
	Dunnegan Drive	Local	N	N
	Scotsdale Street	Local	N	N
	Willow Tree Trail	Local	N	N
Lexington Drive	Local	N	N	

Multi-modal Features

There are sidewalks the entire length of the study area. However, a significant portion of the sidewalks are in substandard condition. The lack of a quality sidewalk makes walking along portions of Patricia Avenue challenging, and crossing Patricia Avenue is more difficult at the intersections without marked crosswalks or pedestrian crossing signals. At Patricia Avenue and Union Street and Patricia Avenue and Lexington Drive along the southern portion of the Corridor in front of school property there are marked crosswalks, which serve the students walking to and from both public schools. Additionally, there are marked crosswalks at the following streets that intersect with Patricia Avenue: Main Street, Admiral Road, Virginia Street, Beltrees Street,

The Pinellas Suncoast Transit Authority (PSTA) provides public transit service to the entire study area. PSTA operates route 66 that provides transit service coverage to all segments of the Corridor seven days per week and on holidays.

Given the importance of this Corridor as a major north/south connection it is important for PSTA to have comprehensive coverage of all residents, major employment centers and traffic generators. PSTA has also provided bus shelters on Patricia Avenue in the central portion of the North End sub area, just north of the intersection at Virginia Street, and two shelters near the north and south portion of the former Nielsen Media site. In addition, there are numerous stops along the Corridor indicated by either signage or signage and benches.

The bicycle is another mode of travel and represents another user of Patricia Avenue. Patricia Avenue is not designated as a bike route, and thus this Corridor does not include signage, pavement markings, or a wide lane to facilitate bicycle use.

Pinellas Trail

The Pinellas Trail, which opened in 1990, is a greenway corridor linking many of Pinellas County's municipalities. The 34-mile long trail serves an average of 90,000 people each month. The Northern segment of, which passes through this section of Dunedin, is the most heavily used of the entire 34 miles. From the Patricia Avenue Corridor, there are through connections to the Trail from Main Street, Beltnes Street, and Union Street.

The table below details the monthly usage of the Northern section of the Pinellas Trail.

Pinellas Trail Users - Northern Section October 2007 - June 2008					
Month	Low	High	Daily Mean	Daily Median	Total
October	264	4,800	1,074	984	33,300
November	300	1,650	1,020	980	30,600
December	150	1,820	1,047	980	32,460
January	320	4,500	1,151	790	35,670
February	220	2,300	958	860	27,780
March	506	2,387	1,298	1,122	40,249
April	540	3,900	1,518	1,128	45,540
May	858	3,874	1,711	1,274	53,027
June	1,008	2,758	1,367	1,211	41,020
Total				Total	339,646

Appendix 3-1 – North End Sub-Area District

Aerial:

Single Family Residential

Main Street/
Intersection

Neighborhood
Commercial
Center



Limits:

From the north side of the DeSoto Drive intersection to the signalized Main Street/SR 580 intersection (1,000 ± linear feet).

Character:

The west side of the Corridor is occupied by an aged but active neighborhood strip commercial center with limited out-parcel frontages. The east side of the Corridor is occupied by single family residential and commercial conversions on small, shallow depth parcels.

Street
Conditions:

The Corridor contains varying rural cross-sections. At the northern signalized Main Street/SR 580 intersection, a 5-lane cross-section (2-lane southbound and 3-lane northbound) exists with high speed turn movements. This configuration transitions southward to a 3-lane cross-section with a continuous center turn lane.

Pedestrian
Systems:

A continuous 5 foot wide sidewalk exists along the east and west sides of the Corridor. A striped pedestrian crossing exists at the Main Street/SR 580 intersection. A retrofitted mid block crossing exists south of the Admiral Road intersection.

Real Estate:

Taxable property values vary widely from \$0 to over \$5.5 million though only two exceed \$300,000, all but two are locally owned. The median sale date, meaning the mid-point of all sales dates to current owners is 1991 with the average sale date 1991 as well. Properties under \$200,000 in taxable value generate only 16% of ad valorem tax revenue. This area is dominated by the shopping center which services locals well with a variety of stores. This area overall is has not been aesthetically improved, though the level of commerce and occupancy at the shopping center is impressive.

Identified
Needs:

- Pedestrian safety
- Existing Building Façade Improvements (Eastside)
- Potential for additional out parcel commercial buildings (Westside)

Current Development Character from North End Sub-Area



Dunedin Plaza from SW



Residential Across from Dunedin Plaza



**SE Corner of Dunedin Plaza
Including Out Parcel**



**Pedestrian Crossing SE of
Dunedin Plaza**

Appendix 3-2 – Age Restricted Sub-Area District

Aerial:



Multi-Family Residential

Assisted Living Facilities

Limits: From the north side of the signalized Virginia Street intersection northward to the north side of Desoto Drive (1,300 ± linear feet).

Character: The east and west sides of the Corridor are occupied by multi-family assisted care retirement residential on large parcels with extensive tree canopy.

Street Conditions: The Corridor contains varying rural cross-sections, but the configuration is typically a 3-lane cross-section with a continuous center turn lane until the Virginia Street intersection where a 4-lane cross-section occurs with dedicated turn lanes.

Pedestrian Systems: A continuous sidewalk varying in width between 4' and 5' exists along the east and west sides of the Corridor. A striped pedestrian crossing exists at the Virginia Street intersection. No other pedestrian crossings exist in this section of the Corridor, including at DeSoto Drive and DeLeon Drive intersections.

Real Estate: Taxable property values range from zero to over \$4 million with 71% under \$200,000. All but two owners are located in the Tampa Bay area. The median sale date, meaning the mid-point of all sales dates to current owners is 2006 with the average sale date 1998. Properties under \$300,000 in taxable value generate 3% of ad valorem tax revenue. Properties in this area are generally well maintained. The landscaping and maintenance is overall, better than average.

- Identified Needs:**
- Corridor lighting
 - Pedestrian accommodation / street crossings
 - Improved sidewalk conditions and pedestrian safety

Current Development Character from Age Restricted Sub-Area



Sidewalk Conflict – Near Deleon Dr.



Near Virginia –Looking North



Multi-family at Virginia St. Intersection



Looking East onDesoto Dr.

Appendix 3-3 – Mid Block Residential Sub-Area District

Aerial:

Single Family Residential

Commercial Conversions



Limits:

From the north side of the Grovewood Drive, northward to the signalized Virginia Street intersection (2,000 ± linear feet).

Character:

The east and west sides of the Corridor are occupied by primarily single family residential on small, shallow depth parcels. There are a minimum number of commercial conversions within the area.

Street Conditions:

The Corridor contains varying rural cross-sections, but the configuration is typically a 3-lane cross-section with a continuous center turn lane until the Virginia Street intersection where a 4-lane cross-section occurs with dedicated turn lanes.

Pedestrian Systems:

A continuous 5 foot wide sidewalk exists along the east and west sides of the Corridor. A striped pedestrian crossing exists at Virginia Street intersection. No other pedestrian crossings exist in this section of the Corridor, including at James Street, Knollwood Street/Manor Drive, and Joan Street intersections.

Real Estate:

Taxable property values range from zero to less than \$300,000 with 93% under \$200,000. All owners are located in the Tampa Bay area. The median sale date, meaning the mid-point of all sales dates to current owners is 2001 with the average sale date 1998. Properties under \$300,000 in taxable value generate 100% of ad valorem tax revenue with properties whose taxable value is between \$100,000 - \$200,000 generating 64% of ad valorem tax revenue. Nearly every property appears to be owner-occupied which typically creates a stable and interested resident population. Many properties in this area are well kept, while others could benefit from improved landscaping, paint and general clean-up. Many, if not most, will likely remain single-family for an extended period.

Identified Needs:

- Corridor lighting
- Pedestrian accommodation / street crossings
- Bike lanes
- Existing building façade improvements

Current Development Character from Mid Block Sub-Area



Residential – Near James Street



Existing Sidewalk – Near Lyndhurst



Pedestrian Crossing at Manor Dr.



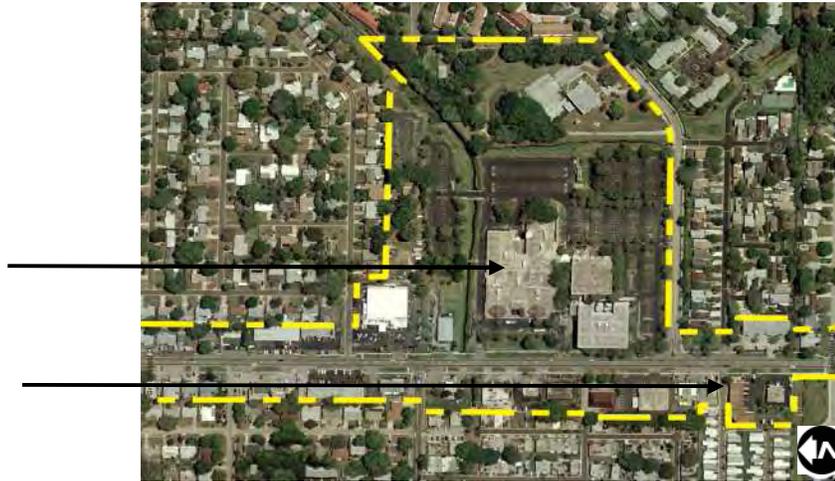
Residential – Near Manor Dr.

Appendix 3-4 – Neighborhood Center Sub-Area District

Aerial:

Nielsen
Media Site

Restaurant



Limits:

From the north side of the Lexington Drive intersection, northward to the Grovewood Drive intersection (2,000 ± linear feet).

Character:

The east side of the Corridor, north of Scotsdale Street is occupied by the former Nielsen Media site, a large vacant office and former employment generator for the City. The west side of the Corridor contains primarily restaurant and retail uses that have declined. Between Beltrees Street and Grovewood Drive, the Corridor is occupied on both sides by retail uses that have wide driveway aprons and parking areas occupying the public street right-of-way.

Street
Conditions:

The Corridor contains varying rural cross-sections. At the southern end a 3-lane cross-section with a continuous center turn lane transitions northward into a 4-lane intersection at the Scotsdale Street intersection. At the Beltrees Street signalized intersection a striped northbound turn lane is provided. North of this intersection the Corridor returns to its typical 3-lane cross-section with a continuous center turn lane.

Pedestrian
Systems:

A continuous 5 foot wide sidewalk exists along the west and east sides of the Corridor. The sidewalks are periodically interrupted by wide driveway aprons and parking areas occupying the public street right-of-way. 2002-03 County pedestrian incident data includes a mid block pedestrian crossing accident in this area.

Real Estate:

Taxable property values range from zero to over \$7.8 million with 31% from \$0-\$200,000 and 73% valued below \$500,000. All but four owners are located in the Tampa Bay area; the four are out of state. The median sale date, meaning the mid-point of all sales dates to current owners is 1999 with the average sale date 1993. Properties under \$300,000 in taxable value generate 11% of ad valorem tax revenue with one property generating 48%. Many properties in this area are functionally obsolete yet contain active and successful businesses. The apparent success of the businesses, despite the appearance of the buildings, indicates the businesses are successfully fulfilling a need in the community.

Identified
Needs:

- Neighborhood supportive mixed-use development pattern
- New employment and residential that supports retail uses
- Unified streetscape, pedestrian accommodation & street crossings
- Existing building façade improvements

Current Development Character from Neighborhood Center Sub-Area



Medical Office – Near Dunnegan Dr.



Former Nielsen Site



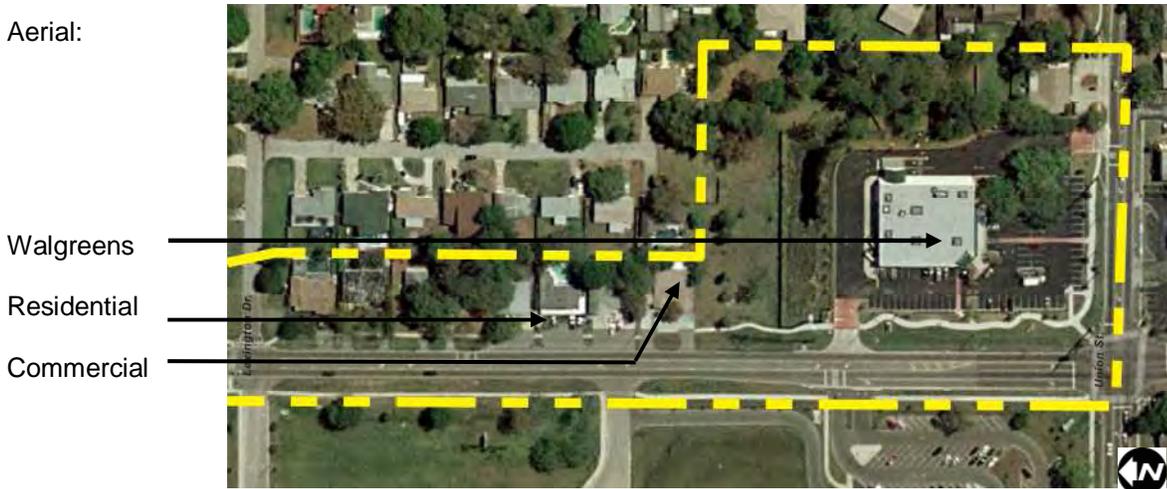
Medical Office – Near Scottsdale St.



Restaurant and outdoor Dining Near Willow Creek Tr.

Appendix 3-5 – South End Gateway Sub-Area District

Aerial:



Limits: From the north side of Union Street, northward to the north side of Lexington Drive intersection (1,300 ± linear feet).

Character: The east side of the Corridor is occupied by single family residential and commercial conversions on small, shallow depth parcels. The southern end includes a recently developed Walgreen's drugstore. The west side of the Corridor contains the Dunedin Elementary and Dunedin Highland Middle School campus which dominates traffic movements during the school year in the AM and PM peak periods.

Street Conditions: The Corridor contains varying rural cross-sections. At the southern signalized Union Street intersection, a 3-lane southbound (2 dedicated turn lanes and 1 through lane) and 1-lane northbound through lane section exists. This configuration transitions in the northern half of this sub-area to a 3-lane cross-section with a continuous center turn lane.

Pedestrian Systems: A continuous 5 foot wide sidewalk exists along the west side of the Corridor. A meandering 5 foot wide sidewalk exists from Union Street intersection northward for 500 feet of the east side of the Corridor. This sidewalk is then periodically interrupted by converted residential vehicular use areas in the central portion of the sub-area.

Real Estate: Taxable property values range from zero to over \$2.8 million with 80% below \$200,000. All but one owner is located in the Tampa Bay area. The median sale date, meaning the mid-point of all sales dates to current owners is 2002 with the average sale date 1998. Properties under \$300,000 in taxable value generate 28% of ad valorem tax revenue while one property generates 72% of ad valorem tax revenue. Many of the privately owned properties in this area are visually displeasing. The schools and Walgreens are well maintained and inviting.

Identified Needs:

- Way finding signs identifying local businesses
- Enhanced City entrance sign / landscape treatment
- Better pedestrian accommodation / street crossings
- Corridor lighting

Current Development Character from South End Gateway Sub-Area



Dunedin Highland Middle School



Dunedin Elementary School



Commercial Near Walgreens



Walgreens at Intersection of Union St

Appendix 4-1 – Land Use and Zoning / Form-Base Regulations

Sub-Area Zoning (e.g. Character) Districts

The following five sets of sub-area specific overlay guidelines have been developed to assist the City in drafting future form-based land development regulations. These guidelines are followed by photographs of real, built examples of neighborhood form and density.

An important note regarding permitted residential densities and building floor area ratio (FAR):

Where a combination of both residential and non-residential uses is permitted, there are both standards for maximum permitted **residential** densities and a maximum permitted **non-residential** FAR, either of which cannot be exceeded. In addition, there is a maximum permitted **total building** FAR, regardless of the mix of uses on site. While this allows for numerous development combinations, what is important to understand is that none of the three maximums for **residential** density, **non-residential** FAR or **total building** FAR can be exceeded.

As an example, assume there is a one-acre property within an overlay district that permits 15 dwelling units per acre AND up to a 0.50 FAR for non-residential uses. Also assume that the overlay district permits a maximum total building FAR of up to 0.60, regardless of whether or not the use is exclusively residential or a mix of both residential and non-residential.

A developer would like to build 6,000 square feet of office space and 4,000 square feet of retail space (for a total of 10,000 square feet of non-residential uses), and complete the rest of the project with residential condominiums. The property is permitted a maximum building FAR of 0.60, which would equal 26,136 feet. [43,560 square feet (1 acre) x 0.60 = 26,136 square feet of building area.] After including 10,000 square feet of non-residential building area, there is 16,136 square feet of area remaining to include residential dwelling units. [26,136 square feet total permitted – 10,000 square feet used for non-residential = 16,136 square feet remaining for residential.] If the developer wanted the dwelling units to average 2,000 square feet per unit, they could build a total of 8 dwelling units. [8 units x 2,000 square feet = 16,000 square feet.]

In this case, the developer has adhered to all three maximums:

8 dwelling units [15 dwelling units per acre maximum]
0.23 FAR (10,000 square feet) non-residential [non-residential 0.50 FAR maximum]
0.60 FAR (26,000 square feet) total building [total building 0.60 FAR maximum]

As an alternative, if the developer wanted to build only 5,000 square feet of non-residential uses and the rest with dwelling units averaging 1,000 square feet per unit, they could build a maximum of 15 units. [15 dwelling units per acre maximum permitted.]

In this case, the developer still adheres to all three maximums:

15 dwelling units [15 dwelling units per acre maximum]

0.11 FAR (5,000 square feet) non-residential [non-residential 0.50 FAR maximum]

0.46 FAR (20,000 square feet) total building [total building 0.60 FAR maximum]

Again, while there are any number of development use-combination options, what is important to understand is that none of the three maximums for **residential** density, **non-residential** FAR or **total building** FAR can be exceeded.

North End Sub-Area

Permitted Uses: Retail, office, professional services, and residential duplexes, townhomes and multi-family, including residential 'live-work' units. No additional single family should be permitted in this area.

Density & FAR:

- 15 dwelling units per gross acre maximum PLUS
- Non-residential 0.70 FAR maximum.
- Total building 0.80 FAR maximum regardless of uses.

ISR: Non-Residential: 0.90 max / Residential: 0.75 max

Setbacks:

- Apply a required front yard building setback (including exterior side yard corners) range between 0' and 20'. Front yard setbacks greater than 10' must include active front yard elements such as porches, outdoor seating, plazas and public art, for example.
- Interior Side yard 0' minimum / Rear yard 20' minimum
- Allow for variations in limited instances displaying unique circumstances or creativity.

Buffering: Enhanced buffering standards and requirements including elements such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential outside of the zoning overlay area.

Height: Three story maximum (Two story maximum for non-residential only buildings)

Access:

- Pedestrian access to buildings should be provided directly from public sidewalks.
- Vehicular access drives from Patricia Avenue should be limited.
- Utilize shared adjacent property vehicular access drives from Patricia Avenue. Cross access drives between properties should be installed to connect existing parking areas for easier access and circulation between uses.
- Vehicular access should be focused to utilize rear and interior side yards.

Parking: Reductions to the minimum required number of parking spaces should be considered in the following instances:

- Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street
- Provision of bicycle parking
- Within immediate proximity to a bus stop
- Shared off-street parking between properties
- Within close proximity to off-street public parking
- Within immediate proximity to on-street parking

Joint parking areas should be created that serve multiple properties.

Parking areas should be designed to utilize rear and interior side yards.

In instances where it is necessary to locate parking within the front yard (including exterior side yard corners), adjacent to Patricia Avenue, screening techniques should be applied such as a low masonry wall and/or opaque shrubbery between the property line and the parking area.

Age Restricted Sub-Area

Permitted Uses: Age-restricted multi-family residential and associated elderly care services and facilities.

Density & FAR:

- 20 dwelling units per gross acre maximum PLUS
- Non-residential 0.60 FAR maximum.
- Total building 0.60 FAR maximum regardless of uses.

ISR: 0.85 max

Setbacks:

- Front yard 25' minimum / Side yard 20' minimum / Rear yard 20' minimum
- Allow for variations in limited instances displaying unique circumstances or creativity.

Buffering: Enhanced buffering standards and requirements including elements such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential outside of the zoning overlay area.

Height: Four story maximum (Three story maximum for non-residential only buildings)

Access:

- Adequate pedestrian access to buildings should be provided directly from public sidewalks.
- Vehicular access drives from Patricia Avenue should be limited to that which is absolutely necessary.
- Wherever possible, vehicular access drives from Patricia Avenue should be consolidated and shared between adjacent properties. Vehicular cross access drives between properties should be installed to connect existing parking areas for easier access and circulation between uses.
- Also, wherever possible, vehicular access should be designed and focused to utilize rear and interior side yards instead of front and exterior side yards.

Parking: Reductions to the minimum required number of parking spaces should be considered in the following instances:

- Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street
- Provision of bicycle parking
- Within immediate proximity to a bus stop
- Shared off-street parking between properties
- Within close proximity to off-street public parking
- Within immediate proximity to on-street parking

Joint parking areas should be created that serve multiple properties.

Parking areas should be designed to utilize rear and interior side yards.

In instances where it is necessary to locate parking within the front yard (including exterior side yard corners), adjacent to Patricia Avenue, screening techniques should be applied such as a low masonry wall and/or opaque shrubbery between the property line and the parking area.

Mid Block Residential Sub-Area

Permitted Uses:	Residential single family, duplexes, and townhomes, including residential 'live-work' units. Office and professional services may be permitted on a case-by-case basis, where appropriate, at the discretion of the Planning and Development Department.
Density & FAR:	<ul style="list-style-type: none">• 15 dwelling units per gross acre maximum.• Non-residential 0.50 FAR maximum, when permitted.
ISR:	0.75 max
Setbacks:	<ul style="list-style-type: none">• Apply a required front yard building setback range between 10' and 30'. Front yard setbacks greater than 15' must include a front porch and/or balcony.• Side yard 5' minimum / Rear yard 20' minimum• Allow for variations in limited instances displaying unique circumstances or creativity.
Buffering:	Enhanced buffering standards and requirements including elements such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential.
Height:	<ul style="list-style-type: none">• Two-story permitted within generally required setbacks.• A third story may be permitted when such story (measured horizontally) is set back a minimum of 10 feet from the front wall of the first story, below, and is set back a minimum of 30 feet from the rear property line.
Access:	<ul style="list-style-type: none">• Pedestrian access to buildings should be provided directly from public sidewalks.• Vehicular access drives from Patricia Avenue should be limited to that which is absolutely necessary.• For uses other than single family residential, vehicular access drives from Patricia Avenue should be consolidated and shared between adjacent properties. Vehicular cross access drives between such properties should be installed to connect existing parking areas for easier access and circulation between uses.• Also, wherever possible, vehicular access should be designed and focused to utilize rear and interior side yards instead of front and exterior side yards.
Parking:	<p>For office and professional services uses, when permitted, reductions to the minimum required number of parking spaces should be considered in the following instances:</p> <ul style="list-style-type: none">• Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street• Provision of bicycle parking• Within immediate proximity to a bus stop• Shared off-street parking between properties• Within close proximity to off-street public parking• Within immediate proximity to on-street parking <p>For uses other than single family residential, joint parking areas should be created that serve multiple properties in a given area.</p> <p>Parking areas should be designed to utilize rear and interior side yards.</p> <p>Where necessary to locate parking within the front yard (including exterior side yard corners), screening techniques should be applied such as a low masonry wall and/or opaque shrubbery between the property line and the parking area.</p>

Neighborhood Center Sub-Area

Permitted Uses:	Retail, office, professional services, institutional, light industrial and residential duplexes, townhomes and multi-family, including residential 'live-work' units. No additional single family should be permitted in this area.
Density & FAR:	<ul style="list-style-type: none">• Up to 15 dwelling units per gross acre (standard); up to 30 dwelling units per gross acre (bonus) if ground-floor retail, office or professional service uses are included PLUS• Non-residential 0.70 FAR maximum.• Total building 0.90 FAR maximum regardless of uses (standard); up to a 1.2 FAR (bonus) if ground-floor retail, office or professional services uses are included.
ISR:	Non-Residential: 0.90 max / Residential: 0.75 max
Setbacks:	<ul style="list-style-type: none">• Apply a required front yard building setback (including exterior side yard corners) range between 0' and 20'. Front yard setbacks greater than 10' must include active front yard elements such as porches, outdoor seating, plazas and public art, for example.• Interior Side yard 0' minimum / Rear yard 20' minimum• Allow for variations in limited instances displaying unique circumstances or creativity.
Buffering:	Enhanced buffering standards and requirements including elements such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential outside of the zoning overlay area.
Height:	<ul style="list-style-type: none">• Three-story permitted within generally required setbacks.• A fourth story may be permitted when such story (measured horizontally) is set back a minimum of 10 feet from the front wall of the first story, below, and is set back a minimum of 30 feet from the rear property line.
Access:	<ul style="list-style-type: none">• Pedestrian access to buildings should be provided directly from public sidewalks.• Vehicular access drives from Patricia Avenue should be limited to that which is absolutely necessary.• Vehicular access drives from Patricia Avenue should be consolidated and shared between adjacent properties.• Vehicular cross access drives between properties should be installed to connect existing parking areas for easier access and circulation between uses.• Vehicular access should be designed to utilize rear and interior side yards.
Parking:	<p>Reductions to the minimum required number of parking spaces should be considered in the following instances:</p> <ul style="list-style-type: none">• Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street• Provision of bicycle parking• Within immediate proximity to a bus stop• Shared off-street parking between properties• Within close proximity to off-street public parking• Within immediate proximity to on-street parking <p>Joint parking areas should be created that serve multiple properties in a given area.</p> <p>Parking areas should be designed and focused to utilize rear and interior side yards.</p> <p>In instances where it is necessary to locate parking within the front yard (including exterior side yard corners), adjacent to Patricia Avenue, screening techniques should be applied such as a low masonry wall and/or opaque shrubbery between the property line and the parking area.</p>

South End Gateway Sub-Area

Permitted Uses:	Office, professional services and residential duplexes, townhomes and multi-family, including residential 'live-work' units. No additional single family should be permitted in this area.
Density & FAR:	<ul style="list-style-type: none">• 15 dwelling units per gross acre maximum.OR• Non-residential 0.55 FAR maximum.
ISR:	Non-Residential: 0.90 max / Residential: 0.65 max
Setbacks:	<ul style="list-style-type: none">• Apply a required front yard building setback (including exterior side yard corners) range between 0' and 20'. Front yard setbacks greater than 10' must include active front yard elements such as porches, outdoor seating, plazas and public art, for example.• Interior Side yard 0' minimum / Rear yard 20' minimum• Allow for variations in limited instances displaying unique circumstances or creativity.
Buffering:	Enhanced buffering standards and requirements including elements such as masonry walls, evergreen trees and/or hedge rows should be utilized along property lines adjacent to existing residential.
Height:	Three story maximum (Two story maximum for non-residential only buildings)
Access:	<ul style="list-style-type: none">• Adequate pedestrian access to buildings should be provided directly from public sidewalks.• Vehicular access drives from Patricia Avenue should be limited to that which is absolutely necessary.• Vehicular access drives from Patricia Avenue should be consolidated and shared between adjacent properties.• Vehicular cross access drives between properties should be installed to connect existing parking areas for easier access and circulation between uses.• Vehicular access should be designed and focused to utilize rear and interior side yards instead of front and exterior side yards.
Parking:	<p>Reductions to the minimum required number of parking spaces should be considered in the following instances:</p> <ul style="list-style-type: none">• Uses that directly service the needs of the adjacent residential neighborhoods and are within close proximity to a neighborhood connecting street• Provision of bicycle parking• Within immediate proximity to a bus stop• Shared off-street parking between properties• Within close proximity to off-street public parking• Within immediate proximity to on-street parking <p>Joint parking areas should be created that serve multiple properties in a given area.</p> <p>Parking areas should be designed and focused to utilize rear and interior side yards.</p> <p>In instances where it is necessary to locate parking within the front yard (including exterior side yard corners), adjacent to Patricia Avenue, screening techniques should be applied such as a low masonry wall and/or opaque shrubbery between the property line and the parking area.</p>

Neighborhood Form and Density Examples



Huntersville, NC 8.4 units / acre



Longmont, CO 8.8 units / acre



Lake Oswego, OR 10.0 units / acre



Tampa, FL 15.2 units / acre



Denver, CO 15.5 units / acre



Mtn. View, CA 16.3 units / acre

Images taken from "Visualizing Density" by Julie Campoli and Alex S. MacLean 2007 by the Lincoln Institute of Land Policy



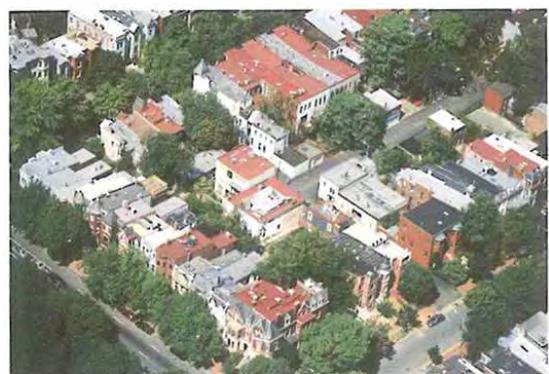
Oakland, CA 17.0 units / acre



San Francisco, CA 17.4 units / acre



Portland, OR 21.0 units / acre



Washington, DC 21.8 units / acre



Baltimore, MD 28.6 units / acre



Dorchester, MA 29.0 units / acre

*Images taken from "Visualizing Density" by Julie Campoli and Alex S. MacLean
2007 by the Lincoln Institute of Land Policy*



Phoenix, AZ 31.5 units / acre



Santa Monica, CA 32.6 units / acre

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