

# The Little Downtown that Could.....

*How Dunedin captured the  
Pinellas Trail to revitalize  
its Downtown*

# CITY OF DUNEDIN

- Located on west coast of Florida
  - North of Clearwater
- 10 square miles
- 39,000 people
- Scottish Heritage
- Built out – prime for redevelopment

# CITY OF DUNEDIN

- Attractions
  - Caladesi Island Beach
  - Pinellas Trail
  - Quaint downtown
  - Great special events
  - Culture and Art Center
  - Home of Toronto Blue Jays

# BACK IN TIME

- 1880's to 1950's Downtown the heart beat of the city
- A place to work and shop
- A place to be and to be seen

“The Place”





# DOWNTOWN DUNEDIN 1980's

- Traffic moves but not much else
- Not a special place
- Vacancy rate at 30%
- Declining tax base
- SOS-Help

# DOWNTOWNS ARE AILING

- Infrastructure degraded
- Little private investment
- No charm or ambience
- Happening across the country





# HOW DO YOU FIX A DOWNTOWN

- Mobilize the stakeholders
  - Chamber
  - Merchants
  - City
  - Property Owners
  - Citizens
  - Media

# CREATE A REDEVELOPMENT DISTRICT

- Emphasize pedestrian walk ability
- Offer flexible zoning
- Commit funds toward public infrastructure
- Build on your assets
- Do deals
- Start slow but continue incrementally



# DUNEDIN'S STRATEGY

- Embrace the Pinellas Trail
- Foster adaptive reuse
- Slow traffic – pedestrian is #1
- Beautify, beautify, beautify
- Build a sense of place
- Do small projects every year



Pinellas Trail

A photograph of a trail sign. The sign is rectangular with a dark border and a light brown background. It is mounted on a dark blue metal post. The text on the sign is "PINELLAS TRAIL" in white, bold, sans-serif capital letters. The background of the image is a dense thicket of green trees and bushes under a clear blue sky.

PINELLAS TRAIL

# Trail at Main Street





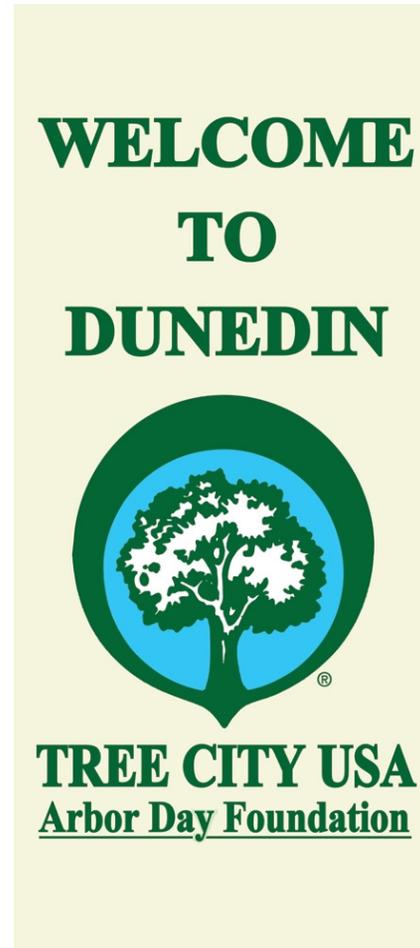
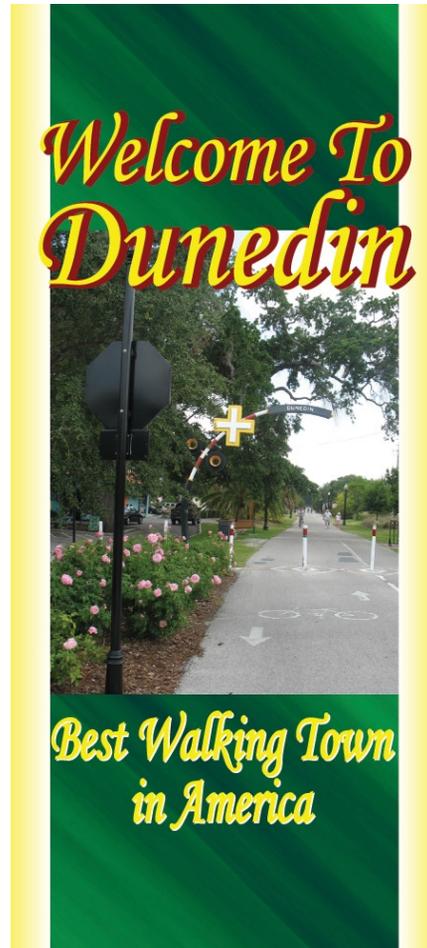








# Banners on Trails



# Light Poles off Trail Decorated for Halloween and Christmas







DUNEDIN

NO MOTOR VEHICLE

NO PARKING ON TRAIL

SPEED LIMIT 20

NO LEFT TURN

# Trail at SR 580



# Special Events

- Dunedin Wines the Blues
- Mardi Gras
- St. Patty's Day
- Cinco de Mayo
- Friday Morning Green Market
- 2<sup>nd</sup> Saturday Green Market (June through October)
- Friday Night Films in Pioneer (April and October)
- Downtown Summer Theater
- Noon Tunes (Wednesdays in March)
- Arts & Crafts Festival
- Antique Fair
- Taste of Dunedin – coming in 2010
- 2<sup>nd</sup> Friday Wine and Art Walk
- Old Fashion Christmas/Holiday Parade
- Holiday Boat Parade



# Friday Night Movies in Pioneer Park





# 1<sup>st</sup> Purple Heart City in America Purple Heart Park



# DOWNTOWN BY THE NUMBERS

- Occupancy 95%
- Assessed taxable value \$97,952,967 in 2009 vs. \$35,411,500 in 1988
- Grants secured \$4,300,000
- Other funds to CRA: Penny for Pinellas, Gas Tax, State Grant, Transportation Impact, DOT enhancement

# DOWNTOWN VALUE

- Identity for Dunedin

Strong core has spurred economic opportunities elsewhere in the city

- SR 580 Corridor
- Dunedin Causeway
- Southside Neighborhood
- Douglas and Patricia Corridors

# TREMENDOUS POSITIVE MEDIA

- **Caladesi - # 1 Beach in America (2008)**
- **“Best walking town in America” ...*Where to Retire Magazine***
- **“One of the Best Places to Live on the Coast” ...*Money Magazine***
- **“The most walkable small community in America”  
...*Runtheplanet.com***

# TREMENDOUS POSITIVE MEDIA

- “...Main Street ends at the glorious blue waters of the Gulf of Mexico.....a laid-back Florida beach community, you never want to leave” ...*Southern Living Magazine*
- “Dunedin may be the Tampa Bay area’s best-kept secret” ...*Coastal Living Magazine*
- 1 of 6 terrific towns to retire ...*CNNMoney.com (2008)*
- Dunedin Main Street - 2<sup>nd</sup> Greatest Street in the Tampa Bay Area ...*American Planning Association (2008)*
- *Florida’s 2008 “City of Excellence” ...Florida League of Cities*

# CITY OF DUNEDIN

## Upcoming Trail enhancements

- Additional decorative signage
- Entry way enhancements
- Street furniture
- City wide bike plan
- Branding and marketing
- More linkage

# CITY OF DUNEDIN

- Make the trail a unique experience
- Start and end your trip along the trail
- Have people wanting to come back
- Embrace the trail, great engine
- Provide convenient parking along trail

# CITY OF DUNEDIN

## *The “Trail”*

- Keep adding to it year after year
- Educate the businesses
- Partner with various players
- Offer perhaps packages

# CITY OF DUNEDIN

- Pinellas Trail info
- Great ULI book
  - “Urban Parks & Open Space”
  - Pinellas Trail by Peter Harnik

Go to [dunedingov.com](http://dunedingov.com), economic development  
Community Redevelopment Agency

# Caladesi

## # 1 Beach in America in 2008

