

Affordable Housing

The need for more affordable housing was a frequently mentioned concern in the 2020 Business Survey, with a 64.6% satisfaction rate of affordable housing availability.

Current Affordable Housing Projects ●

In addition to prior affordable housing projects completed, the City currently has one Senior Affordable Housing Project under discussion.

What Has Dunedin Done



Graphic from the Affordable Housing PPT for the 3/17/20 Commission Workshop

Affordable Housing Tool Kit ●

Following the USF Affordable Housing Study in 2017 and the Langton Consulting Affordable Housing Needs Assessment in 2019, staff was directed by the Commission to form a task force and prepare an action plan for implementation of an Affordable Housing Tool Kit. On January 9, 2020 staff held a task force workshop with affordable housing partners. The participants included staff members Jennifer Bramley, Bob Ironsmith, Lael Giebel, France Sharp, and Jeannie Garner; local developers Joe Kokolakis, Shaun Wilson, Jim Dyal, and Lowell Suplicki; affordable housing partners Anthony Jones (Brighthouse Community), Ken Rush and Mike Sutton (Habitat for Humanity); citizens Wendy Barmore (CRA Advisory Committee Chair) and Rhonda Neal; and Pinellas County staff member Sheri Harris (Pinellas County Community Development).

After considerable discussion on various aspects of affordable housing, the task force developed a list of top incentives. Based on the results of the 1/9/20 task force meeting and subsequent internal and City Attorney meetings, staff created a Tool Kit which was discussed at the March 17, 2020 Commission Workshop, where staff was directed to move forward with the following:

Affordable Housing Tool Kit - Program Assistance
Site/concept plan/Appraisal assistance
Demolition assistance up to \$20,000
Density bonus increase from 35% to 50% (Ord 20-26)
Reduce parking requirements to 1per residential unit as opposed to 1.5 (for Senior affordable housing) (Ord 20-26)
Waive (PIF) Parkland dedication fee (Ord 20-26)
Waive 50% Public Art fee (Ord 20-26)
Waive 50% Transportation impact fee
Waive 50% Fire/Law impact fee
Expedited permitting
Sale/disposition of property acquired through code enforcement process to affordable housing fund

The Affordable Housing Tool Kit just completed the approval process; Ordinance 20-26 (see exhibit B) was recommended for approval at the LPA on 7/8/20 and was heard and approved by the Commission on 8/6/20 and 9/3/20.

Financial Funds ●

As a part of the affordable housing toolkit, funds generated by specific code enforcement actions such as foreclosures are being allocated to an affordable housing fund.

Zoning/Permitting/Building

While overall the survey indicated a 94.2% satisfaction rate with the level of services received from the City, the permitting division received a 69.8% satisfaction rate. Of particular note at the 6/2/20 Workshop was the issue of perceived 'red tape' regarding permitting/zoning.

Prior to the COVID-19 pandemic, the average plan review time for residential permits was 3-5 business days and 5-8 business days for commercial/non-residential permits. This turn-around may not be readily apparent to business owners, who cannot apply for or pull permits on commercial buildings as State law requires that only licensed contractors can obtain permits to perform commercial construction activities. Since the pandemic, the plan review times have gotten longer but the City is still very efficient under these extraordinary circumstances. The City offers "next day" building inspections, regardless of the inspection volume. In fact, permit holders can request inspections online until 6 a.m. the day of the inspection.

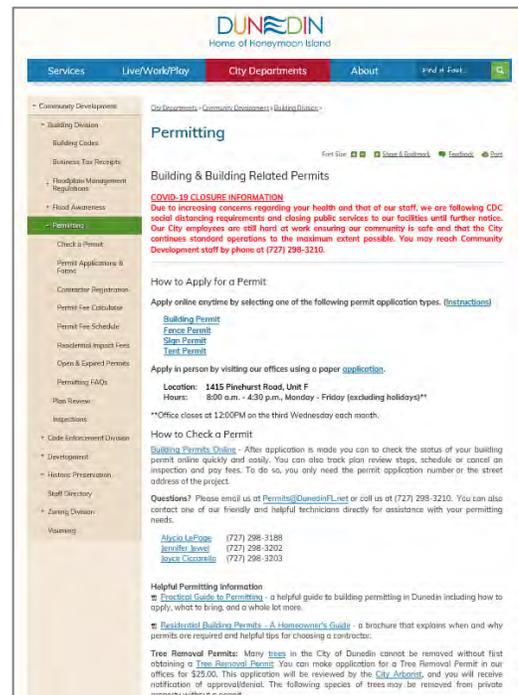
The City's permitting process is substantially similar to other communities in Florida. The Florida Building Code (FBC) is administered and enforced uniformly across the state, with the exception of Chapter 1. Chapter 1 governs the Administration of the FBC. Some communities amend this chapter to allow a more restrictive administration and enforcement of the FBC through permitting, but the City of Dunedin administers it as written, with no changes for consistency purposes.

For the convenience of our residents and business owners, we have a wealth of information about Permitting available in one central location on the City's website (see exhibit C) including contact information, applications, fees, plan review, inspections, guides, checklists, brochures, etc.

Having said all of this, the City can always do better. The City will soon be utilizing an updated software suite called EnerGov which will streamline plan review and allow customers direct access to information via the database. Following is how EnerGov will improve the permitting process.

EnerGov

The Community Development Department is scheduled to go-live in Fall 2020 with EnerGov's Community Development suite. Contractors, developers, business owners and residents will be able to do business with us online using Dunedin's Citizen Self Service (CSS) Portal.



The screenshot shows the City of Dunedin's permitting webpage. The header includes the city logo and navigation tabs for Services, Live/Work/Play, City Departments, and About. The main content area is titled 'Permitting' and features a sidebar with a navigation menu. The main text includes a 'COVID-19 CLOSURE INFORMATION' section, a 'How to Apply for a Permit' section with links for Building, Fence, Sign, and Tent permits, and a 'How to Check a Permit' section. Contact information for the Permitting Division is provided at the bottom.

City of Dunedin permitting webpage

What does this mean for our permitting customers?

- Existing permits will be converted from our current system into EnerGov so they can be completed by permit holders using the CSS Portal.
- Customers no longer need to visit our offices to apply for permits using a paper application.
- All new permit applications will be made online through the CSS Portal.
- Applications can be submitted in the CSS Portal anytime – 24 hours a day, 7 days a week.
- No more paper - to further our efforts to be the statewide model for environmental sustainability stewardship. Construction documents such as surveys, site plans and construction drawings will be submitted in electronic format with their application in the CSS Portal for review and approval by City staff. [GUIDE TO CREATING & PROCESSING ELECTRONIC CONSTRUCTION DOCUMENTS](#)
- Customers will be able to track their applications in real-time through the CSS Portal and communicate directly with staff via email about their projects.
- Once a permit is approved, the applicant is notified via email to pay any fees due online then permits are issued electronically.
- Approved drawings and plans are stamped electronically by our plans examiners for use in the field.
- Inspections are then requested using the CSS Portal and are automatically assigned to the appropriate building inspectors.
- Inspection results will occur in real-time by inspectors using laptops and tablets in the field.
- When permits are completed, certificates of occupancy are issued electronically as well.

What does this mean for businesses?

- Existing Business Tax Receipts (BTR) will be converted from our current system into EnerGov.
- Customers no longer need to visit our offices to apply for a BTR using a paper application.
- New BTR applications will be made in the CSS Portal.
- New BTRs will be issued electronically.
- Annual BTR renewal notices will be delivered electronically to all receipt holders.
- BTR renewal payments are made online through the CSS Portal.
- BTR renewals will be issued electronically.

EnerGov and the CSS will provide greater efficiencies in the delivery of services, which in turn should increase customer satisfaction.

Focus Group ●

Staff will schedule a focus group with business owners regarding their permitting experience and/or concerns.

Sign Code ●

The City understands the business community's concerns regarding the sign ordinance; there is always a delicate balance between aesthetics and the needs of the business community. Sign clutter is a real problem, and the City is working to address that issue, but there are currently no plans to revise the sign ordinance.

Downtown vs. Outside Downtown

There was a distinct sentiment that the Downtown/Main Street segment gets more attention than businesses outside the downtown.

RDS Focus Group ●

The City engaged RDS to conduct a follow-up focus group drilldown to hear concerns from business owners located outside the downtown. This is similar to the resident survey focus group drilldown conducted in 2019 regarding traffic. The focus group was held on 8/27/20 (see exhibit D for full report). The following bulleted items were discussed by the focus group, with the main take away being a concern over special events:

- Best thing about operating a business in Dunedin (community)
- How have things changed over the past couple of years (downtown development)
- Special events (plan for *all* businesses re: parking, visibility/accessibility, traffic)
- Permitting (unsolicited positive feedback)
- The future (positive)

With this information, staff can expand the internal task force regarding special events parking (discussed below) to include general special events planning.

Citywide versus Downtown Projects ●

It is important to note that while Economic Development and Housing works on various initiatives both Citywide and Downtown, there is an in-place dedicated funding source to support Downtown enhancements. This funding comes from both Pinellas County and City of Dunedin and is directed to the City of Dunedin's Community Redevelopment Agency. The CRA mission is to build value Downtown and improve quality of life features for all Dunedin residents to enjoy. A strong Downtown also provides revenue to the general fund through sales tax revenue, along with utility and franchise fees.

The table on the next page shows the projects in the Economic Development & Housing/CRA Department Business Plan (*Please note that items mentioned in the table may not share equal weight with other items noted in the table as the amount of work to complete a referenced business plan initiative varies*):

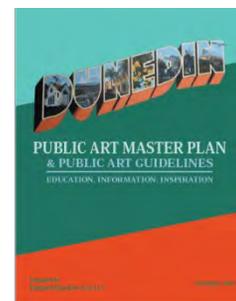
CITYWIDE	DOWNTOWN ONLY
Patricia Corridor Business Alliance Support	Pioneer Park
Patricia new entryway feature	City Hall
Patricia artistic benches	Gateway
Coca Cola property	Landscaping Master Plan & Project
Affordable Housing projects	DEEP – Downtown East End Plan
Dunedin Commons business incentive	DDMA Support
Wayfinding	Downtown Leased Parking
Public Art	Skinner Blvd Complete Streets
Sister City Program	Douglas Avenue Crosswalk
Citywide Marketing Plan	Downtown Pavers Replacement Project
Commercial Façade Grants	Downtown East End Bathrooms
Business Recovery Assistance	CRA supports Special Events
Business Summit 2022	Downtown Artistic Bus Shelters
Chamber of Commerce Support	
Affordable Housing Tool Kit	
Visit Dunedin Support	
Business recruitment and retention	
Updated Entryway Signage	



Graphic from CoD FB post



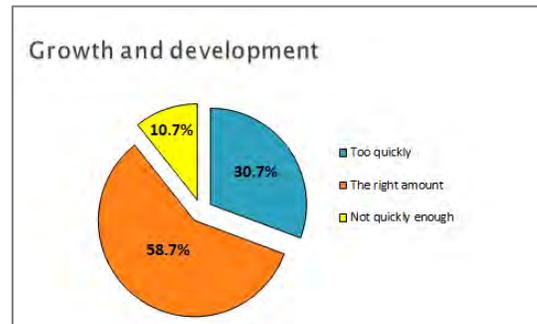
Graphic from the DEEP PPT for the 6/19/18 Commission WS



Graphic from the PAMP cover

Balance of Development

The Dunedin business community is more likely than the resident population to think that the City is growing and developing at a good pace. While less than one-third of businesses think that the City is growing too quickly, this was called out at the 6/2/20 Workshop as something to keep an eye on.



Graphic from CoD Business Opinion Survey 2020-RDS

Code Changes ●

Many respondents voiced concerns regarding overdevelopment in the 2019 Citizen Survey, resulting in the Commission having recently adopted the following changes:

- Created an Architectural Review Committee to ensure quality development projects.
- Codified the Cooper-Johnson Architectural Guidelines, requiring mandatory styles for Patricia Ave., Douglas Ave., the CRA, Causeway Blvd., and US Alt. 19.
- Reduced or eliminated incentives and discounts traditionally provided to developers.
- Eliminated the LDO (parkland dedication) discounts in the Downtown Core zoning district. The LDO has since been replaced by the PIF (parkland impact fee).
- Reduced maximum height allowances in three zoning districts (DC, PRD & FX-M).
- Eliminated bars, restaurants and hotels from the residential downtown “B” streets.
- Commercial buildings in special flood hazard zones now measured from grade instead of the base flood elevation (lowers maximum height 5 to 8 feet).

It is worth noting that these changes were made to address aesthetics and to control development, but not to stop development altogether, as that would be a violation of individual property rights.

Traffic/Parking

The survey reflected only a 56.6% satisfaction rating for traffic and parking, both of which were mentioned in the open-ended questions as concerns. Of particular note were safety concerns on Skinner Blvd.

Dunedin Resident Focus Group 2019 Report ●

In response to traffic concerns voiced in the 2019 Citizen Survey, RDS conducted a follow-up focus group to drill down on this issue. The Dunedin Resident Focus Group Report found that respondents' traffic frustrations were primarily associated with the City's arterial roadways, including Alternate 19, S.R. 580, and the Causeway to Honeymoon Island, all of which are out of the City's jurisdiction. In the minds of respondents, Dunedin's traffic issues primarily stem from congestion and too many cars sharing the roads. Traffic downtown was not perceived to be as much of a problem as parking.

Remote/Special Event Parking ●

In the spring of 2019 the City put together an internal task force to find alternative supplemental special events parking. This was prompted by multiple development plans such as the Gateway, the proposed Government Center, the Courtyard on Main and the at-risk parking lots the City leases, all of which would reduce the available parking spaces during special events. After holding stakeholder meetings with both the DDMA and the Chamber, it was determined to delay pursuing these remote lots for one year, waiting on some of the developments to begin.

Since that time, we have signed an agreement with Mease for 37 spaces on the corner of Milwaukee and Virginia that can be utilized for special event parking, and are currently revising and reviewing agreements with Achieva and Curtis Fundamental. Other potential parking lots are the Presbyterian Church on Highland and the Dunedin middle school on Patricia Avenue. Once these agreements are activated, the plan is to have the special event planners coordinate busing/shuttling visitors to and from the events Downtown to the appropriate parking lots. See exhibit E for map of potential lots.

Additionally, we have had access to Mease Hospital for a portion (about 125 spaces) on the corner of Virginia and New York (used for some visitor parking but primarily for vendors) since 2016, as well as Hale Center and the Stadium, when available.

The City also contacted the major Rideshare companies and they agreed to drop off and pick up visitors at designated signed locations in and around special events. These signs were installed in December 2019. See exhibit F for map of rideshare locations.



Rideshare sign – design by Wayne Clark

Parking Leases ●

The CRA pays \$231,000.00 annually for parking leases downtown. The City continues to look for opportunities to create additional parking, and continues to provide multi-model forms of transportation (i.e. Jolley Trolley, etc).

Skinner ●

Beginning in May of 2018, the City initiated a Traffic Management study and an Enhancement Kickoff for Skinner Boulevard (from Bass Boulevard to Alternate 19). A common concern that came up during the three public input meetings (11/5/18, 1/7/19 and 2/4/19) is safety along Skinner Boulevard. To address this concern, safety improvements were installed at the trail crossing which included realignment of the trail at Skinner Boulevard and installation of a camera detection system in tandem with existing push buttons. A new thermal activated lighting system was also installed on the Skinner Boulevard Pinellas trail crossing as an extra safety measure.



Graphic from FB post for YSWL campaign



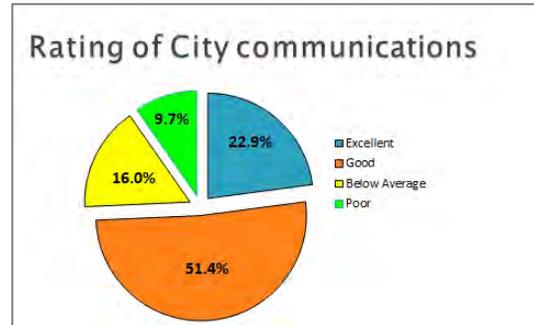
Golf Cart Map from CoD website

In an effort to address the importance of a safe golf cart crossing on Skinner Boulevard, the City's consultant along with City staff and a City Commissioner also made a trip to Tallahassee in March of 2019 in search of a solution concerning golf carts crossing illegally on Skinner Boulevard. The City's trip to Tallahassee was favorable and resulted in receiving a rare variance from the Department of Transportation for a golf cart crossing at the Main/Bass Boulevard traffic signal.

With safety concerns for an improved Skinner Boulevard addressed, the consultant and staff turned to seek input from stakeholders. Meetings took place with Fire, PSTA, Mease Manor, Coca Cola and local businesses to hear concerns and provide education and information. Several meetings with Florida Department of Transportation (FDOT) at the District Office in Tampa were also attended by City staff and the consultant to inform and take direction from FDOT on all aspects of this project. The City also applied for a Forward Pinellas planning construction grant for \$1 million dollar matching grant, which was awarded in 2020. City staff also applied for a Safety Grant in the amount of \$500,000 and is in Phase 2 of review by FDOT. The outcome of public and stakeholder input is the staff recommendation in the attached concept plan (see exhibit G for proposed concept plan), slated for implementation between 2023 and 2025, depending upon funding and DOT scheduling. Next steps are to issue a design consultant RFQ, then award survey and design.

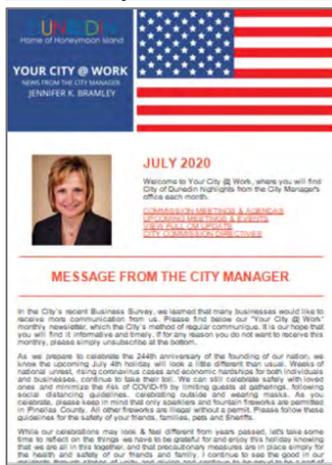
Regular Communication

Although three quarters of respondents say the City is doing a good job of communicating with the business community, finding more effective and diverse channels to communicate with businesses would help to alleviate some of the sources of concern. At the 6/2/20 Workshop, it was recommended that staff communicate on a regular basis with businesses.



Graphic from CoD Business Opinion Survey 2020-RDS

Your City @ Work Newsletter



Beginning with the July 2020 issue, the Your City @ Work Newsletter is now being sent to our list of businesses. The July issue was sent to 951 businesses on 7/3/20, and included the following verbiage:

In the City's recent Business Survey, we learned that many businesses would like to receive more communication from us. Please find below our "Your City @ Work" monthly newsletter, which is the City's method of regular communication. It is our hope that you will find it informative and timely. If for any reason you do not want to receive this monthly, please simply unsubscribe at the bottom.

Thanks to additional email address updates, the August issue will go out to 984 businesses.

YC@W July 2020 Newsletter

Communication of this Report

Once this report has been presented to the Commission, staff will send a summary to our business email list (currently 984 businesses).

23) What are the best ways for the City of Dunedin to communicate with you?

"Email is best..." – survey respondent

EXHIBITS

EXHIBIT B

ORDINANCE 20-26

AN ORDINANCE OF THE CITY OF DUNEDIN, FLORIDA, AMENDING THE CITY'S LAND DEVELOPMENT CODE TO EXEMPT AFFORDABLE HOUSING PROJECTS FROM A PARKLAND IMPACT FEE; TO PROVIDE FOR AN OFF-STREET PARKING SCHEDULE; TO INCREASE THE MAXIMUM DENSITY BONUS ALLOWED FOR AFFORDABLE HOUSING IN A MULTIFAMILY OR MIXED-USE ZONING DISTRICT FROM 35% TO 50%; TO PROVIDE THAT A DEVELOPMENT AGREEMENT IS REQUIRED, RATHER THAN A CONDITIONAL USE PERMIT, WHEN THE DENSITY BONUS REQUESTED IS ABOVE 20%; TO PROVIDE THAT AFFORDABLE HOUSING PROJECTS SHALL BE EXEMPT FROM PUBLIC ART PROGRAM REQUIREMENTS; AND PROVIDING FOR AN EFFECTIVE DATE THEREOF.

WHEREAS, City staff reviewed Chapters 104, 105 and 110 of the Land Development Code and has recommended that certain revisions are necessary; and

WHEREAS, the recommendations of staff have been found meritorious by the City Commission; and

WHEREAS, the City Commission has received input from the public at two public hearings.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA, IN SESSION DULY AND REGULARLY ASSEMBLED:

Section 1. That Section 104-26.2 of Chapter 104 of the Land Development Code is hereby amended to read as follows:

104-26•2 • Applicability

A Parkland Impact Fee is hereby imposed on the construction of any type of new residential dwelling unit whether single-family, duplex, triplex or multifamily, or the installation of manufactured or mobile homes. A residential use shall include the residential component of mixed-use developments, or the conversion of any existing non-residential use to a new residential use. This fee shall apply to new dwelling units whether individual or multiple building permits are applied for relative to construction on lots in existing subdivisions, parcels or tracts of property; as part of an existing approved Site Plan or new approved Subdivision or Site Plan. The provisions of this section however, shall not apply to accessory

dwelling units, bed and breakfast, hotel and motel establishments, and nursing homes (as defined by the state).

Exemption: -Affordable housing projects, as defined by this code pursuant to a Development Agreement and City Commission approval.

Section 2. That Section 105-24.3.6 of Chapter 105 of the Land Development Code is hereby amended to read as follows:

105-24.3.6 Parking within Rights of Way

Parking within the right-of-way is deemed excess parking and does not count toward meeting minimum off-street parking requirements. Unless otherwise expressly stated, all required parking must be located on the project site of the use or development that the parking is required to serve.

Section 3. That a new Section 105-24.3.7 of Chapter 105 of the Land Development Code is hereby created to read as follows:

105-24.3.7 Off-Street Parking Schedules

Use/Activity	Minimum Requirement		Maximum Allowed	
Residential				
Dwelling, single-family detached	d.u.	2	d.u.	N/A
Dwelling, two family (duplex)	d.u.	2	d.u.	N/A
Multifamily dwelling (condo, townhome, apartment)	d.u.	1.5	d.u.	N/A
<u>Multifamily dwelling</u> (affordable unit for seniors)	d.u.	1	d.u.	N/A
Live-work unit	d.u.	1	d.u.	N/A
Manufactured/mobile home	d.u.	1	d.u.	N/A
Group living home (6 or fewer residents/live-in care)	room	1	room	1
Community residential home (7 to 14 residents)	room	0.3	room	1
Assisted living facility	room	0.3	room	1
Congregate care facility	room	0.3	room	1
Transient Use				
Bed-and-breakfast inn	1	1 per room+ 2 owner	1	1 per room + 2 owner
Hotel, motel, condo-hotel	0.8	0.8 per room + 1 per 800 sf mtg space	1	0.8 per room + 1 per 400 sf mtg space

Commercial				
Shop, store or bank building	Gfa	1 per 300	gfa	1 per 200
Shop, store or bank building with drive-through facility	Gfa	1 per 250	gfa	1 per 150
Convenience store w/o gas	Gfa	6 per 1,000	gfa	10 per 1,000
Beer, wine, and liquor store (off-premises consumption of alcohol)	Gfa	1 per 300	gfa	1 per 200
Bars, taverns, nightclubs, close before 10:00 p.m. no amplified music.	Gfa	1 per 200	gfa	1 per 50
Bars, taverns, and nightclubs, close after 10:00 p.m.	Gfa	1 per 200	gfa	1 per 50
Craft /micro brewery, winery or distillery	Gfa	1 per 400	gfa	1 per 200
Restaurant	Gfa	1 per 75	gfa	1 per 50
Department store	Gfa	1 per 300	gfa	1 per 200
Grocery store	Gfa	1 per 200	gfa	1 per 200
Warehouse discount store/superstore/home improvement store	Gfa	1 per 300	gfa	1 per 200
Gasoline station with or without convenience store	Gfa	1 per 500	gfa	1 per 375
Automobile repair and service structures (enclosed)	Gfa	1 per 500	gfa	1 per 375
Motor vehicle dealer	Gfa	1 per 375	gfa	1.5 per 375
Motor vehicle rental and leasing	Gfa	1 per 1,000	gfa	1 per 200
Parts, accessories or tires	Gfa	1 per 500	gfa	1 per 375
Car wash	Gfa	1 per 500	gfa	1 per 375
Boat or marine craft dealer	Gfa	1 per 375	gfa	1.5 per 375
Office Building	Gfa	1 per 250	gfa	1 per 150
Service industry/maintenance contractor	Gfa	1 per 1,000	gfa	1 per 200
Dry cleaning facilities (hazardous chemicals on site)	Gfa	1 per 500	gfa	1 per 375

Industrial				
Cottage industry	gfa	1 per 1,000	gfa	1 per 200
Light/clean manufacturing	gfa	1 per 600	gfa	1 per 350
Target employment industry (see definition)	gfa	1 per 600	gfa	1 per 350
Heavy manufacturing facilities	gfa	1 per 600	gfa	1 per 350
Industrial parks	gfa	1 per 600	gfa	1 per 350
Laboratory facility	gfa	1 per 600	gfa	1 per 350
Recycling business	employ ee	1	gfa	N/A
Warehouse or storage facility	gfa	1 per 600	gfa	1 per 350
Wholesale trade	gfa	1 per 600	gfa	1 per 350
Public ,assembly				
Performance arts facility	seats	1 per6	seats	1 per4
Movie theater	seats	1 per6	seats	1 per4
Cultural facility (library, museum, zoo, others)	gfa	1 per 300	gfa	1 per 125
Amusement, sports, or recreation establishment	seats	1 per6	seats	1 per4
Fitness, recreational sports, gym, or athletic club	gfa	1.5 per 1,000	gfa	5 per 1,000
Exhibition, convention, or conference structure	seats	1 per6	seats	1 per4
Religious facilities	seats	1 per8	seats	1 per4
Active open space/athletic fields/golf courses		N/A		N/A
Institutional or community facilities				
Hospital	gfa	1 per 400	gfa	1 per 100
Clinic	gfa	1 per 400	gfa	1 per 100
Municipal service building (fire, law enforcement, city hall, other)	gfa	1 per 300	gfa	1 per 125
School, public or private	classrm	1.5 per classrm	classrm	3 per classrm

Day care center	gfa	1 per 375	gfa	1.5 per 375
Social services	gfa	1 per 400	gfa	1 per 100
Emergency and relief services	gfa	1 per 400	gfa	1 per 100
Animal hospitals	gfa	1 per 200	gfa	1 per 100
Funeral homes	seats	1 per 4	seats	1 per 2
Cremation facilities	gfa	1 per 1,000	gfa	N/A
Post offices	—	1 per empl + 1 per 200 sf	—	N/A
Fraternal organizations	—	1 per 3 members	—	N/A
Transportation-related facilities				
Surface Parking	N/A		N/A	
Parking structure	N/A		N/A	
Transit station	N/A		N/A	
Bus or truck maintenance facility	gfa	1 per 1,000	gfa	1 per 200
Truck and freight transportation services	gfa	1 per 1,000	gfa	1 per 200
Taxi and limousine service	gfa	1 per 1,000	gfa	1 per 200
Towing and other road services	gfa	1 per 1,000	gfa	1 per 200
Courier and messenger services	gfa	.1 per 1,000	gfa	1 per 200
Communication towers	N/A		N/A	
Food trucks, roadside stands, pushcarts, kiosk, etc.	N/A		N/A	
Agriculture, forestry, fishing, and hunting				
Urban greenhouses/nurseries	gfa	1 per 375	gfa	1.5 per 375
Commercial nursery	gfa	1 per 375	gfa	1.5 per 375
Equine related activities	gfa	1 per 1,500	gfa	1 per 300
Kennels and other canine-related facilities	gfa	1 per 1,500	gfa	1 per 300

Marina Facilities				
Transient Use	ea	1 per 3 wet slips or dry storage bunk	ea	1 per 3 wet slips or dry storage bunk
Commercial Use	ea	1 per 3 wet slips or dry storage bunk	ea	1 per 3 wet slips or dry storage bunk

Section 4. That Section 105-27.2 of Chapter 105 of the Land Development Code is hereby amended to read as follows:

105-27.2- MULTIFAMILY RESIDENTIAL DESIGN STANDARDS

(a) Site Design and Building Organization.

1. Access:

a. If possible, no vehicular access from a multifamily development shall be provided on a local street serving existing single-family detached development; however, emergency vehicle access may be provided, as appropriate.

2 Site Layout - Multifamily development is expected to follow a consistent visual theme in terms of architecture, plantings, and site layout in accordance with the following standards:

a. Household-related services or amenities, such as storage, laundry, trash, and parking, shall be within a 300-linear-foot distance of each dwelling unit.

b. Structures containing multiple units can be grouped more closely around amenity areas. Less dense buildings shall be located toward the site's perimeter to take advantage of spaciousness provided by landscaping and parking buffers.

c. Clusters of buildings containing 50 or more units shall be arranged around an open space or recreational amenity and separated from other building groupings by distances of 50 linear feet or more.

3. Primary Entrance Orientation - Building entries shall comply with at least two of the following requirements:

a. At least one main building entry shall face an adjacent street;

- b. Building entrances shall face a courtyard or common open space that has a direct and visible connection to an adjacent street;
 - c. Building entries are connected to a public sidewalk by a system of interior walkways; or
 - d. The pedestrian entries to the site from the public right-of-way are emphasized with enhanced landscaping, special paving, gateways, arbors, or similar features.
4. Off-Street Surface Parking Location:
- a. No more than 25 percent of the total off-street surface parking may be located between the structures and adjacent streets.
 - b. Off-street surface parking located on the side of a building shall not occupy more than 50 percent of the lot's street frontage along the primary street. In making that calculation, associated driving areas and driveways shall be included as part of such off-street surface parking.
5. Access to Units:
- a. Shared front entries or stairways shall be permitted only for groupings of two to four units. Long, exterior balconies served by one or two stairways in a single, continuous path are prohibited.
6. Garage and Carport Standards:
- a. Location - To the maximum extent feasible, detached garages, carports, and garage entries shall not be located between a multiple-family building and an adjacent perimeter street, but shall instead be internalized in building groups so that they are not visible from adjacent perimeter streets.
 - b. Design - Detached garages shall be integrated in design with the principal building architecture, and shall incorporate similar and compatible forms, scale, materials, color, and details.
 - c. Carports shall be painted a color from the color palette of the development. Lights shall be shielded from spilling onto adjacent property.
7. CPTED Design Requirements - To meet the City's adopted Crime Prevention Through Environmental Design Standards (CPTED), all multifamily development shall comply with the following standards:
- a. Mailboxes shall be located in high-visibility and/or well-lit areas.

- b. Community laundry rooms shall be visible from common, walking, and driving areas. All laundry rooms shall have vision panels to view into the room before entering.
 - c. The community laundry room shall have a minimum of five minimum maintainable foot candles (MMFC) at all times and not have an interior light switch.
 - d. Any wall or fence serving as a barrier for an existing or future swimming pool or spa must comply with the Building Code and CPTED requirements at time of construction, regardless of when the swimming pool or spa may have been constructed. Pool areas shall provide a minimum of ten MMFC from dusk to dawn.
8. Density Bonus: An increase in the maximum density allowed in a multifamily or mixed-use zoning district may be requested if the proposed development is considered affordable (units affordable to households earning less than 120% of the Pinellas County Area Median Income) and/or an age-restricted senior multifamily development, pursuant to the following:
- a. Up to 20% density bonus: Amount of affordable housing provided must be equal to or greater than the density bonus requested.
 - b. Above 20% up to 50% density bonus: Amount of affordable housing provided must be equal to or greater than the density bonus requested. *A Development Agreement is required only when the bonus requested is above 20%.

Section 5. That Section 110-21 of Chapter 110 of the Land Development Code is hereby amended to read as follows:

110-21 - EXEMPTIONS TO PUBLIC ART PROGRAM REQUIREMENTS

- A. Street, alley, sidewalk or sewer projects conceived and executed as projects independent of any other projects which may qualify as a public works project.
- B. Stormwater management projects or any portion of a water or storm sewer project that is built below ground level.
- C. The purchase and installation of equipment that is not attached to, or is not an integral part of, the facility and could be easily removed.
- D. Affordable housing projects, as defined by this code, are eligible for up to a 50% reduction in the required contribution set forth in 110-30 pursuant to a Development Agreement and City Commission approval.

Section 6. That this Ordinance shall take effect immediately upon its passage and adoption.

PASSED AND ADOPTED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA, THIS 3rd day of September, 2020.



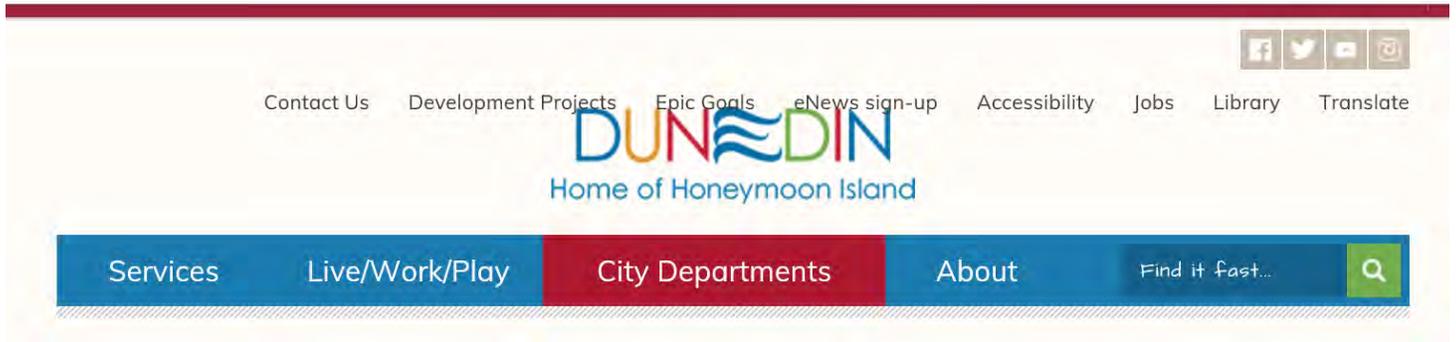

Julie Ward Bujalski
Mayor


Rebecca Schlichter
City Clerk

READ FIRST TIME AND PASSED: August 6, 2020

READ SECOND TIME AND ADOPTED: September 3, 2020

Exhibit C



Permitting

Building & Building Related Permits

COVID-19 CLOSURE INFORMATION

Due to increasing concerns regarding your health and that of our staff, we are following CDC social distancing requirements and closing public services to our facilities until further notice. Our City employees are still hard at work ensuring our community is safe and that the City continues standard operations to the maximum extent possible. You may reach Community Development staff by phone at (727) 298-3210.

How to Apply for a Permit

Apply online anytime by selecting one of the following permit application types. ([Instructions](#))

[Building Permit](#)

[Fence Permit](#)

[Sign Permit](#)

[Tent Permit](#)

Apply in person by visiting our offices using a paper [application](#).

Location: 1415 Pinehurst Road, Unit F

Hours: 8:00 a.m. - 4:30 p.m., Monday - Friday (excluding holidays)**

**Office closes at 12:00PM on the third Wednesday each month.

How to Check a Permit

[Building Permits Online](#) - After application is made you can to check the status of your building permit online quickly and easily. You can also track plan review steps, schedule or cancel an inspection and pay fees. To do so, you only need the permit application number or the street address of the project.

Questions? Please email us at Permits@DunedinFL.net or call us at (727) 298-3210. You can also contact one of our friendly and helpful technicians directly for assistance with your permitting needs.

[Alycia LePage](#) (727) 298-3188

Jennifer Jewel (727) 298-3202

[Joyce Ciccarello](#) (727) 298-3203

Helpful Permitting Information  [Practical Guide to Permitting](#) - a helpful guide to building permitting in Dunedin including how to apply, what to bring, and a whole lot more.

 [Residential Building Permits - A Homeowner's Guide](#) - a brochure that explains when and why permits are required and helpful tips for choosing a contractor.

Tree Removal Permits: Many [trees](#) in the City of Dunedin cannot be removed without first obtaining a [Tree Removal Permit](#). You can make application for a Tree Removal Permit in our offices for \$25.00. This application will be reviewed by the [City Arborist](#), and you will receive notification of approval/denial. The following species of trees may be removed from private property without a permit.

- Australian pine (Casuarina spp.)
- Brazilian pepper (Schinus terebinthifolius)
- Carrotwood (Cupaniopsis anacardiopsis)
- Chinaberry (Melia azedarach)
- Chinese tallow (Sapium sebiferum)
- Citrus (Citrus spp.)
- Ear tree (Enterolobium cyclocarpa)
- Eucalyptus (Eucalyptus spp., except Eucalyptus cinerea)
- Fig trees (Ficus spp.)
- Indian rosewood (Dalbergia sissoo)
- Norfolk Island pine (Araucaria hetrophylla)
- Orchid (Bauhinia variegata)
- All Palm species except cabbage palm with 6' of clear trunk or greater (Sabal palmetto)
- Paper mulberry (Broussonetia papyrifera)
- Punk (Melaleuca quinquinervia)
- Silk oak (Grevillea robusta)
- Toog (Bischofia spp.)
- Woman's tongue (Albizia lebbeck)

Free viewers are required for some of the attached documents.

They can be downloaded by clicking on the icons below.



2020

Exploratory Group Research:
Dunedin Business Owners

Prepared for:
City of Dunedin

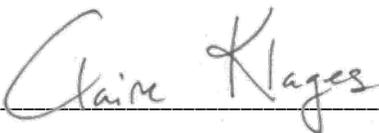
Prepared by:
Research Data Services, Inc.
www.ResearchDataLLC.com

August 28, 2020

CERTIFICATION

Research Data Services, Inc. hereby certifies that, except as otherwise noted in this report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. To the best of our knowledge and belief, the statements of fact contained in this report, upon which the analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. Our findings are based on the attitudes and preferences of a limited group of participants and should not be taken as fully representative of the attitudes and opinions of the research population at large. Also, the underlying assumptions are based on present circumstances and information currently available.
6. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing.



Claire Klages, Chief Executive Officer

August 28, 2020

Date

PREFACE

The following report details the findings and conclusions of the business owner focus group research conducted on behalf of the **City of Dunedin** by Research Data Services, Inc. (RDS) on August 27, 2020. The session was designed and implemented to explore the opinions, perceptions, and suggestions of Dunedin business owners particularly regarding the issue of differences in experience between businesses located on Main Street downtown and the rest of Dunedin's business community. To this end, RDS recruited a group of ten business owners, with seven participating in the virtual Zoom group discussion.

INTRODUCTION

Advantages and Limitations of Focus Group Interviews

Focus group interviews are an extensively used form of qualitative market research. The typical focus group interview is structured as a free-flowing discussion among a small group of people (ideally 6 - 10 participants) whose selection is based on specific predetermined demographic, socio-economic, or geographic characteristics. Focus group interviews provide the researcher the opportunity to learn directly from consumers, in their own words, their reasons for choosing a product or service and their performance/benefit expectations. This technique enables the researcher to:

- Generate hypotheses about products or services that can be further tested quantitatively.
- Get feedback on new trends for which there is little information available.
- Stimulate new ideas about the marketing of existing products or services.
- Generate ideas for new creative concepts and advertising/promotional platforms.
- Uncover overwhelming group responses, i.e., concepts that are perceived so negatively that further development is precluded, short of total redesign, or so positively that further research seems unwarranted.
- Interpret previously obtained quantitative results.

It must be noted that a focus group is, by design, a limited representation of the research population because its membership is selected in accordance with ad hoc, pre-defined demographic and socio-economic variables. The opinions of the participants, therefore, are not entirely projectable to the population which they represent.

METHODOLOGY

The research method used for the extant study is that of a moderated group interview or focus group. As practiced at Research Data Services, Inc., focus groups involve discussions that typically:

- Last from 1 to 2 hours.
- Include 6 - 10 participants.
- Are led by a moderator qualified and experienced in both behavioral science and market research.

The moderator leads the group through a series of agenda topics and encourages interaction and discussion among participating consumers.

The sessions are video recorded and analyzed in the preparation of the report. Findings and consensus-based conclusions are highlighted in the *Key Findings* section of this report.

The research findings summarized in the following reflect the protocols of the focus group session. The group was structured to obtain information regarding Dunedin business owners' experiences, perceptions, and opinions of the City, specifically related to their locational experiences and challenges. For this purpose, business owners were invited to join a Zoom conference call based on their locations and their responses to the quantitative study completed earlier this year to discuss the subject matter at length and in-depth.

KEY FINDINGS

The 2020 Dunedin focus group was developed to explore the perceptions, images, opinions, and experiences prevalent among the City's business owners and to provide an in-depth drill-down on the topics of locational challenges. The following, in summary, are top line findings and conclusions drawn from the August 27, 2020 focus group session. Please note that where it makes sense for context, input and comments included in this report are also drawn from these specific business owners' quantitative survey responses.

BEST THING ABOUT OPERATING A BUSINESS IN DUNEDIN

“Community.”

The strong group consensus is that it is the small town feel and sense of community that makes Dunedin a special place to run a business. Based on the group's comments that “sense of community” includes the support, cooperation, and camaraderie among Dunedin businesses, their collaborative working relationship with the City staff and departments, and their appreciation of the friendly and loyal Dunedin residents who they recognize as their core customers. As one respondent put it, *“It is tight knit. Everybody really does know everybody.”*

More than half of the respondents mentioned the importance and their appreciation of the support of the City, the Chamber, and the Downtown Dunedin Merchants Association. One respondent said it is truly amazing what the City leadership and boards can do for you if you get involved. According to another, it is, *“Knowing if we did have a problem or we weren't certain of the direction the City was moving, as a resident and as a business, we can go to the meetings and our voice really is heard. It is nice to see that they absorb the feedback that they get and make decisions with us in mind.”* Another respondent concurred, *“In general, doing business in the City of Dunedin has been remarkably consistent despite different City Managers, different Commissions, and Mayors. The one thing that I would say is consistent is dealing with the City has always been very good.”*

According to the group, Dunedin residents make great customers and are helping to support them through COVID. Several respondents said they personally prioritize frequenting other Dunedin merchants and feel their neighbors do the same. One respondent explained, *“There's a lot of tourist business to be had in downtown Dunedin, but if that is the only thing that you are relying on you really aren't going to make it because there are too many things*

that impact tourists coming here that we have no ability to shift ... Our surrounding groups of people are coming into downtown constantly. They are coming downtown to shop. They don't really want to go out into the world. They want to see what we have to offer and they are thrilled with what they are finding downtown ... The tourists are the plus business. The locals are the necessary business to keep us going." A number of other participants concurred with this sentiment.

One respondent mentioned that the ability to take a pleasant walk from their office to Main Street restaurants or the book store makes Dunedin a positive place to do business and that they have noticed that, to access the same kinds of amenities, most of their colleagues in neighboring cities have to get in their cars. Other participants echoed the idea of Dunedin's downtown corridor offering a unique walkable "bubble" both in the group and in their survey responses.

Based on what the respondents said, Dunedin businesses *"get along really well"* and refer business to each other. *"Almost all of us are quite positive about Dunedin."*

As one respondent who grew up in Dunedin put it, *"Despite more population, more cars, more houses, it seems to stay the same. Everybody still kind of acts the same."*

HOW HAVE THINGS CHANGED OVER THE PAST COUPLE OF YEARS

"Downtown Development"

Business owners cite the following as the most notable changes the Dunedin has experienced:

- Changes in the area of Douglas and Monroe from abandoned warehouses to new development. Now there is a lot more activity, more congestion, and more parking issues. *"Building the Artisan and all that that entailed. They had to tear out cement floors and move tons of dirt. There were dump trucks for months. But now that it is done, it is great."*
- Parking has become more of an issue. A respondent located north of Main Street said, *"I have to constantly sort of keep people away."*
- There is now less need, in the minds of respondents, to encourage development in the downtown Dunedin corridor. *"It encourages itself."*
- Traffic has increased, particularly during season, which impacts businesses that maintain fleets to operate. *"I'm paying my guys to sit in traffic for 30 minutes and wait so that's disappointing."*

- Starting about five years ago, as vacant lots that were used for parking have been redeveloped, events have gone from being business generators to impacting Dunedin businesses located off Main Street negatively. *“Now it kills my business ... Seven years ago it wasn’t that way. Events were great for us ... Now any time we shut down that Main Street, it’s not helping all of us; it’s hindering all of us.”* According to the respondents, now, there is less walking traffic and the side streets are frequently used for staging areas for trucks or the sheriff’s office, blocking businesses from their regular customers. Several businesses said that they might as well close during certain events. One said that events nearly forced them out of business until they figured out that by staying open after event hours, attendees flock to their shop. *“We might as well not open until 2:00 ... But when they start going home, it’s ‘Katie bar the door.’ We’ll make three days of business within a few hours because we are still open.”*
- From what these business owners say they are hearing from their colleagues, events are starting to negatively affect the businesses on Main Street as well. Tents being moved closer to the businesses to open up the road for safety vehicles have diverted foot traffic from the sidewalks and impaired the visibility of the permanent stores. This sentiment was also echoed in the survey from Main Street businesses. *“It does feel really counter intuitive that those of us paying a high rent to be downtown are being pushed to the side, so that vendors who are popping up on a weekend can operate right in our busy season.”*
- Downtown has grown and is much more vibrant and busy. The respondents feel there is not as much of a need to pull people downtown with events because people are coming downtown anyway. According to the group, you now see people walking around downtown year round and in all types of weather.
- There used to be events off Michigan which benefited businesses located further north in Dunedin. According to a north City respondent whose business is a restaurant located on Alternate 19, events like the Dunedin Midnight Run on the Causeway are great for their business and their neighbors. *“I love going there after work. I’d see crowds and crowds of people. And all those crowds of people, they find out there’s other business off the Causeway. I’m not that close to the Causeway, but people still stop at our restaurant ... and then go up there and park.”*
- One of the most surprising findings from the group’s discussion is how much downtown events impact the businesses that are quite remote from downtown. The restaurant participant located near the Causeway said that they are very slow during the event and then slammed for the last business hour after, making it hard to operate on event days. They also said that during events they find that they need to tell

customers that it will take their drivers up to an hour and a half to deliver an order. Another respondent whose business is located in the far south of the city and who operates a fleet primarily serving local customers in their homes and businesses, concurred saying that downtown events make it much harder for their trucks to get around.

- According to respondents, downtown businesses are referring customers to businesses on the side streets which is gradually extending the impact of downtown redevelopment. One of the participants said that last October they moved their business a half a mile closer to downtown and that location change has doubled their rent, but tripled their business. They said they were told before they originally located near Skinner and Milwaukee that if they didn't invest in a downtown location they would have to invest in advertising. They said they thought they knew better, but the advice was correct and that, in their opinion, it is either better to be in the downtown corridor or far from downtown, i.e., near the beach or 19.
- Although they did not mention it in the group, the respondent located on Alternate 19 near the Causeway said in their survey responses that businesses located downtown effectively get free advertising while businesses located outside do not. They said their area isn't even included in the Dunedin maps. They also said that the chalkboard signage regulations do not help their business that attracts drive by customers and sign ordinances should be evaluated in terms of business location.

SUGGESTIONS TO KEEP THE EVENTS BUT DO THEM BETTER

“Plan them with all the businesses in mind.”

Respondents offer a number of well thought out and very specific suggestions for making events work better for all Dunedin businesses:

- Need remote parking. Otherwise, side streets and neighborhoods become parking lots. One respondent suggested that remote parking could be offered at the schools with parents offering golf cart shuttle service as a fund raiser. They further advised that shuttle drop off and pick up stops be located on the side streets increasing the visibility and foot traffic for off Main Street businesses.
- The owner of a professional office located in the Douglas and Monroe area said that since their business is not open on the weekends they have already offered their lot for fire and EMS staging during events. They said that because their entrance is near the parking garage they had noticed that event goers would get confused and pull into

their lot and wind up double parking or blocking entrances, creating safety and liability issues. Perhaps Sun Trust or other professional businesses would be open to similar arrangements for police or truck staging. This would greatly improve customer access to off Main Street retail businesses.

- Offer a free event booth to businesses off Main.
- Fleet/contracting businesses plan and schedule around the posted street closures. Coordinate with the Sheriff's Department to ensure that streets are not closed early. *"I love to see the festivals, but at least let me stay open until 5:00 like you told me you would."*
- Based on what participants said, earlier event ending times might help to drive more customers to permanent businesses throughout the City.
- Have fewer events and curate the events to be a good demographic fit for Dunedin businesses. The city and event organizers need to be sensitive to understanding that certain types of events negatively impact different business sectors, e.g., events featuring alcohol like Mardi Gras and Wines the Blues negatively impact the breweries and bars, arts and craft events negatively impact boutique retail shops, etc. *"Craft fairs, we might as well be closed and it's happening every week, right in the busiest season."* The consensus of respondents is that events like the Antique Festival do not benefit the business community. *"That was just junk. Glad it's gone."*
- Spread events throughout the City utilizing other venues like Michigan and Patricia Avenue near Dunedin Middle School to create more visibility for business located in other areas of the City.

PERMITTING

"The process for getting open was super quick."

Two of the respondents volunteered in the group that they have had very good experiences with the Dunedin Permitting Department. A contractor who says they pull 12 – 18 permits per week during the summer and has to set up numerous inspections, said that the City is always good to work with and better than all the surrounding cities in that regard. An owner who opened their company four years ago said that the City was very helpful to them in the construction and renovation process and helped them to be able to open within six months of moving to the area. The respondent characterized the experience as "miraculous" and said that working with the City was great.

A retail business that relocated last October, however, said in their survey responses that their experiences with the City's Permitting Department have not been as positive. *"The amount of time it takes to pull permits, have permits approved, and the amount of hoops one must jump through to do things 'right' is terrible... it builds a sense of distrust with the Permit Department. Not enough can be done over the internet/with email. One small example: to change the address on a business license must be done in person, but you can't make an appointment, so you have to show up, and hope that someone is available. This leads to extensive delays in proper paperwork being filed from a person willing to get it done. Another example: the ridiculous delays caused by waiting on signage to be approved and the delays and miscommunication for any and all permitting especially as it pertains to food service."*

NON HOSPITALITY BUSINESSES

"Can't really promote my type of business."

Respondents representing residential services oriented businesses are happy with the level of support that they get from the City.

THE FUTURE

"Big thumbs up."

From the respondents' perspectives, for the most part, despite COVID, the future for Dunedin's business community is bright. They say:

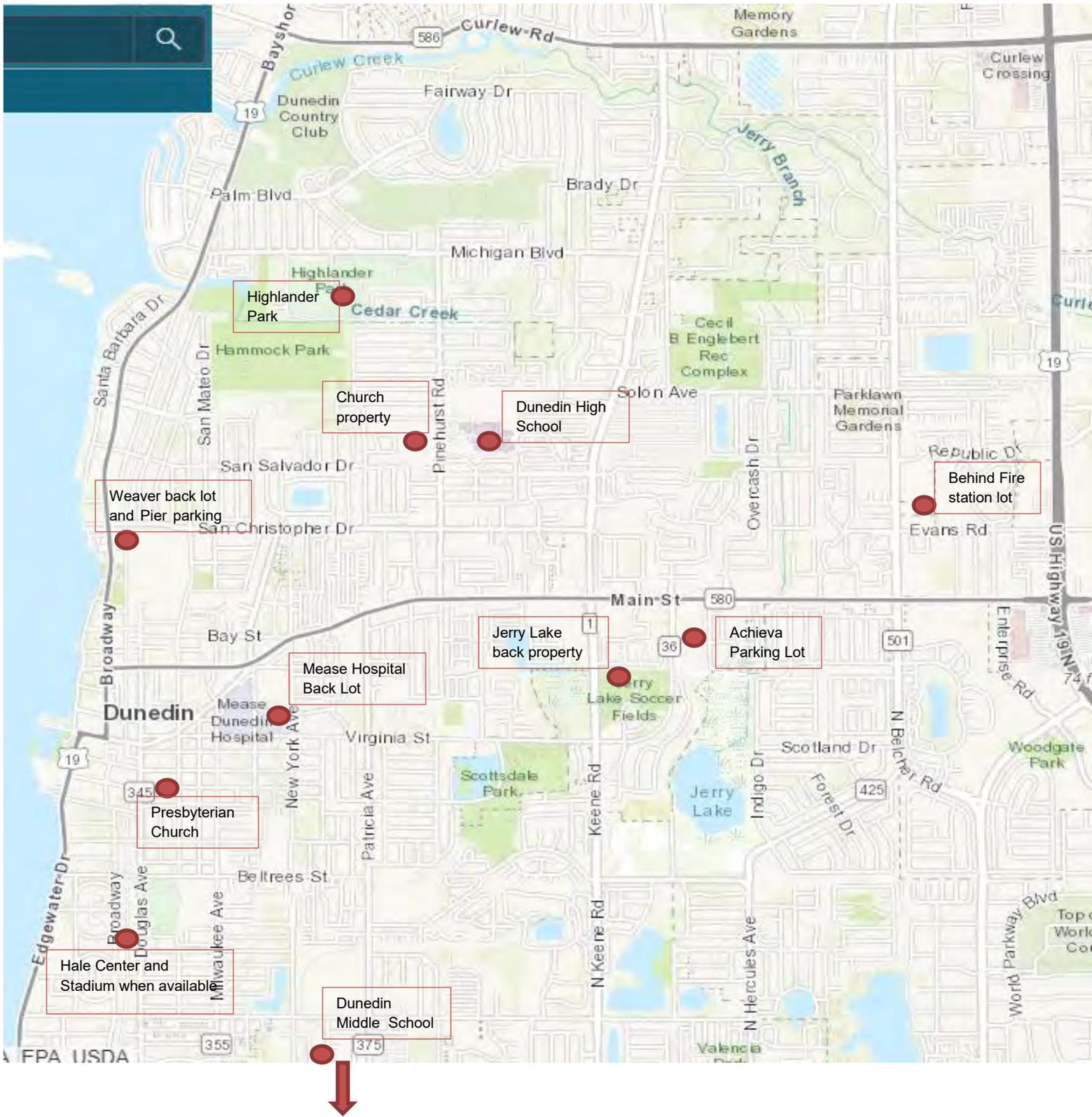
- *"We have opened more gratitude (loyalty) cards for locals in the past three months since COVID than in the nine months previous."*
- *"With the events, we can figure it out, but unless we adapt or change, it could be rather bleak. We have to get through the growing pains ... We can't keep doing the same things we have always done. It doesn't fit anymore."*
- *"Once the City Hall is built and we don't have that parking, will we have more people parking on the residents' streets and have more people become frustrated with downtown? It is a concern to me that we are still building the large building and they recognized that they have to save money so they have tabled the parking and are*

continuing with the building. I don't understand why we aren't waiting for the offices and continuing with the parking. I think we need to prioritize a little bit where we are putting our money and how we are deciding the future and I think parking is a part of that."

- *"Parking garages are not the total solution. From what I notice looking out my window, people go in and look for spots in the open part of the lot and won't go into the actual underground garage and then come out and park across the street at Ocean Optics. I don't understand it, because it seems like in summer if you can park out of the sun, it would be great, but there seems to be a hesitancy ... Human nature. It's weird to see."*

The respondents did point out the bars and breweries have been perhaps the most severely affected by COVID restrictions and closures and that with the recent announcement that those restrictions will probably remain unchanged for the rest of the year, they are concerned that some of those businesses will not be able to survive the pandemic.

Exhibit E



Also some Church properties in the city have large vacant land that might be used as overflow parking.



Legend

- ! Event Rideshare
- ! Anytime Rideshare

Exhibit F

Exhibit G

Skinner Concept Plan

