



Existing Conditions

Planning Area | Land Use | Historic Resources | Demographics |
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Chapter 2. Existing Conditions

THE PLANNING AREA

The Clearwater Downtown Redevelopment Plan currently governs 545 acres comprised of 2,374 parcels, however the proposed Old Bay Expansion area was included in the following analysis, bringing the total to 556 acres, as seen on Map 2.1. This Plan serves a dual function as both the Special Area Plan for the entire Downtown Planning Area and as the Community Redevelopment Plan for the City's Community Redevelopment Area (CRA) which comprises 79.5% (441 acres) of the Downtown Planning Area. Over the past 20 years, the CRA has had a positive impact on Downtown as evidenced by the public and private investment detailed in this Chapter. This Plan is intended to guide Downtown redevelopment for 20 years.

LAND USE

Downtown is characterized by a variety of uses with varying intensities and densities. Form and function vary depending on the specific location within the Downtown. The traditional business core is the most intensely developed area with a mix of historic buildings and new construction. Downtown enjoys a unique location on the Bluff overlooking Clearwater Harbor with a significant public park along that waterfront. There are also near-town neighborhoods rich in Florida vernacular architecture and neighborhood, supporting commercial areas.

Despite these amenities that should make Downtown Clearwater a desirable place to live, work and play, there are several challenges that have limited economic growth and development in Downtown. From an economic development

perspective, existing Class A office space does not meet the needs of local businesses and many property owners have failed to make improvements to existing structures that information technology, financial and professional services, headquarters, or other targeted industries require. To prevent existing businesses from leaving the City in search of preferable space and in order to create the conditions to attract new firms, higher intensity employment opportunities must be possible on new and existing sites. Establishing a stock of new and re-developed of the professional buildings will help the City attract target industries and accommodate higher wage jobs, which, in turn, will diversify the City's tax base and improve the demographic mix. To create a vibrant Downtown neighborhood, dense residential development is needed. Additional housing choices within the Downtown Core will strengthen it as an "18-hour" neighborhood, supporting nightlife, entertainment and restaurants and other late-night businesses. Throughout Downtown a variety of housing types, at varying scales and prices, is needed to attract all income groups and to contribute to the customer base for neighborhood commercial establishments.

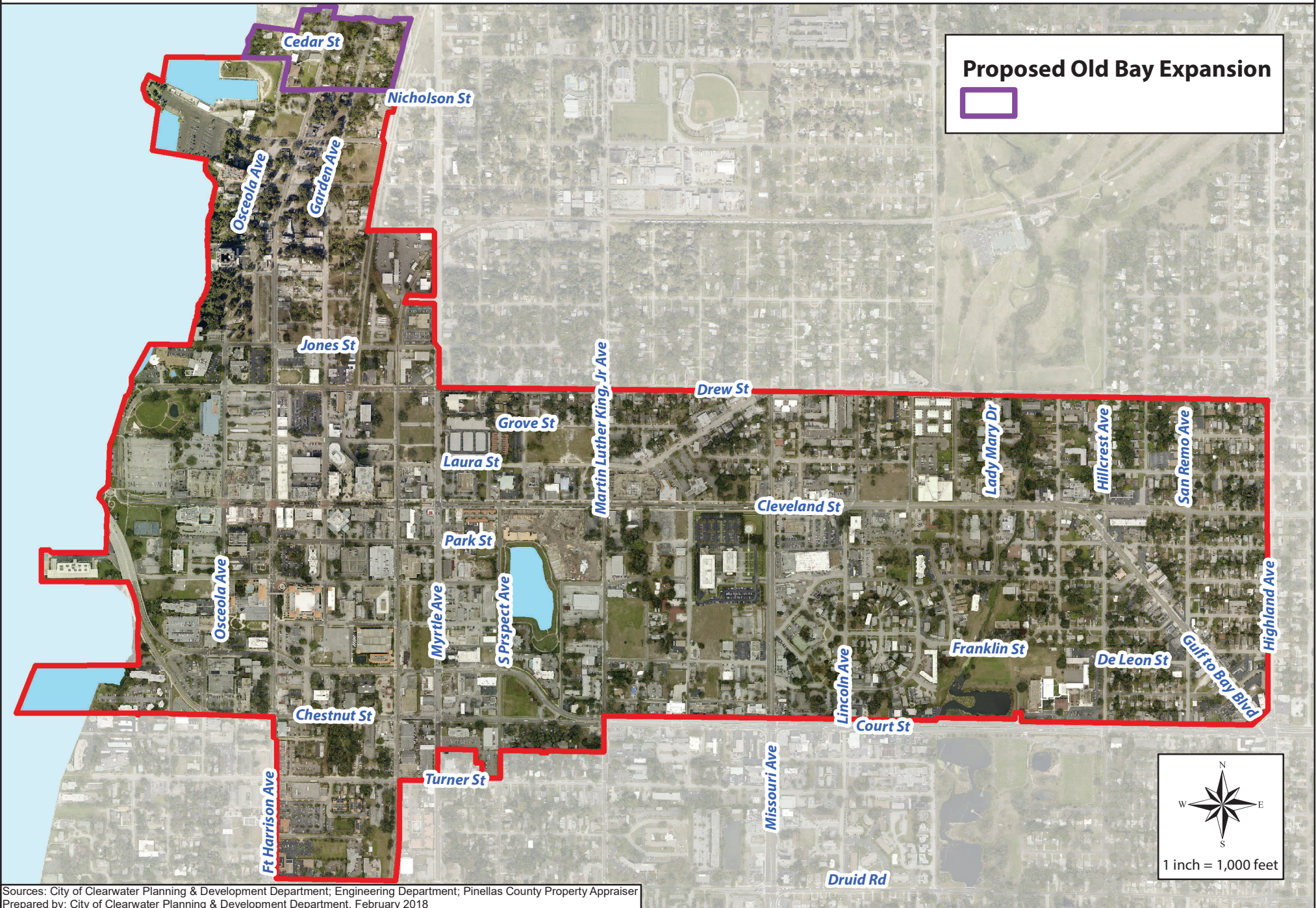
Further, from a land use perspective, the lack of available sites in Downtown that do not have other constraints, such as potential environmental contamination (e.g., brownfields), size constraints (e.g., previously platted residential parcels), or older infrastructure is a significant challenge for both office and residential development. Downtown has a wide variety of existing land uses, illustrated on Map 2.4, a quarter being residential (28.1%), followed by office (12.6%) and then retail (8.6%). There are many "greyfield" sites that are developed

but underutilized as a result of functional obsolescence. Outside of the Downtown Core, most commercial and office uses are in one story, surface parked buildings, which have the potential for profitable redevelopment as mixed-use, and could spur additional economic growth. Vacant land, which accounts for 13.2% of the Downtown, also presents opportunities for infill development but may have other actual or perceived challenges. The largest areas of vacant land are found within the Prospect Lake and Old Bay Character Districts, with a scattering found throughout the other Districts.

Governmental uses are found primarily concentrated within the Downtown Core and occupy 5% of the total land area. Institutional uses make up about 8% of the existing land use in Downtown, and include places of worship, schools, and other non-profit/charitable services. Vehicle service and industrial uses make up about 6% of Downtown's land area, and are generally distributed throughout the Character Districts. Prior to the 1999 Community Development Code, vehicle service and industrial uses were permitted uses; however, they are now nonconforming. Vehicle service uses can typically be found around the Martin Luther King, Jr. Avenue corridor within Prospect Lake; and the industrial uses can largely be found along the Pinellas Trail (old railroad corridor) in the Old Bay District and also in the Prospect Lake District.

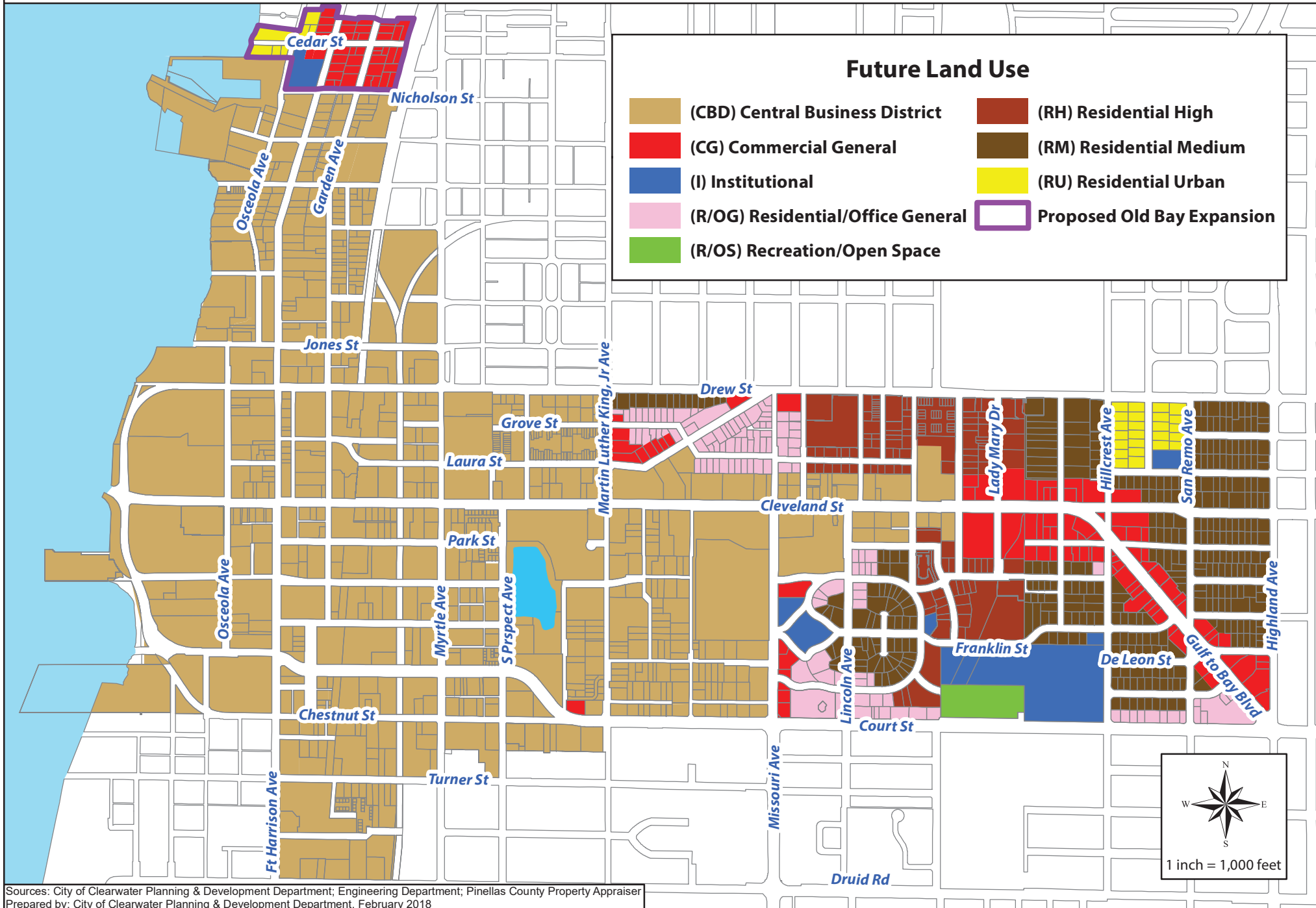
Map 2.1 Downtown Plan Overview

Clearwater Downtown Redevelopment Plan



Map 2.2 Future Land Use

Clearwater Downtown Redevelopment Plan



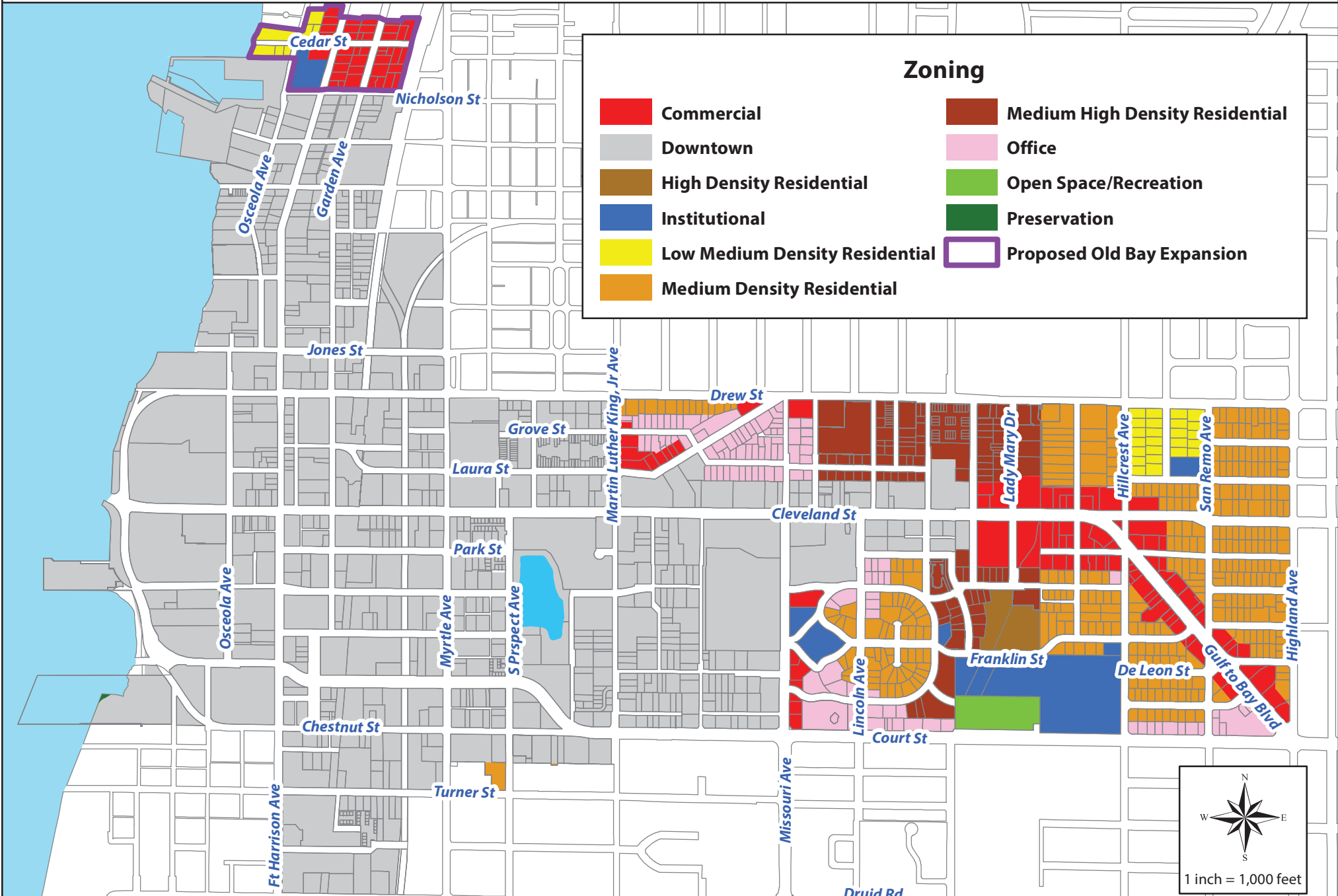
Future Land Use

 (CBD) Central Business District	 (RH) Residential High
 (CG) Commercial General	 (RM) Residential Medium
 (I) Institutional	 (RU) Residential Urban
 (R/OG) Residential/Office General	 Proposed Old Bay Expansion
 (R/OS) Recreation/Open Space	

Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
 Prepared by: City of Clearwater Planning & Development Department, February 2018

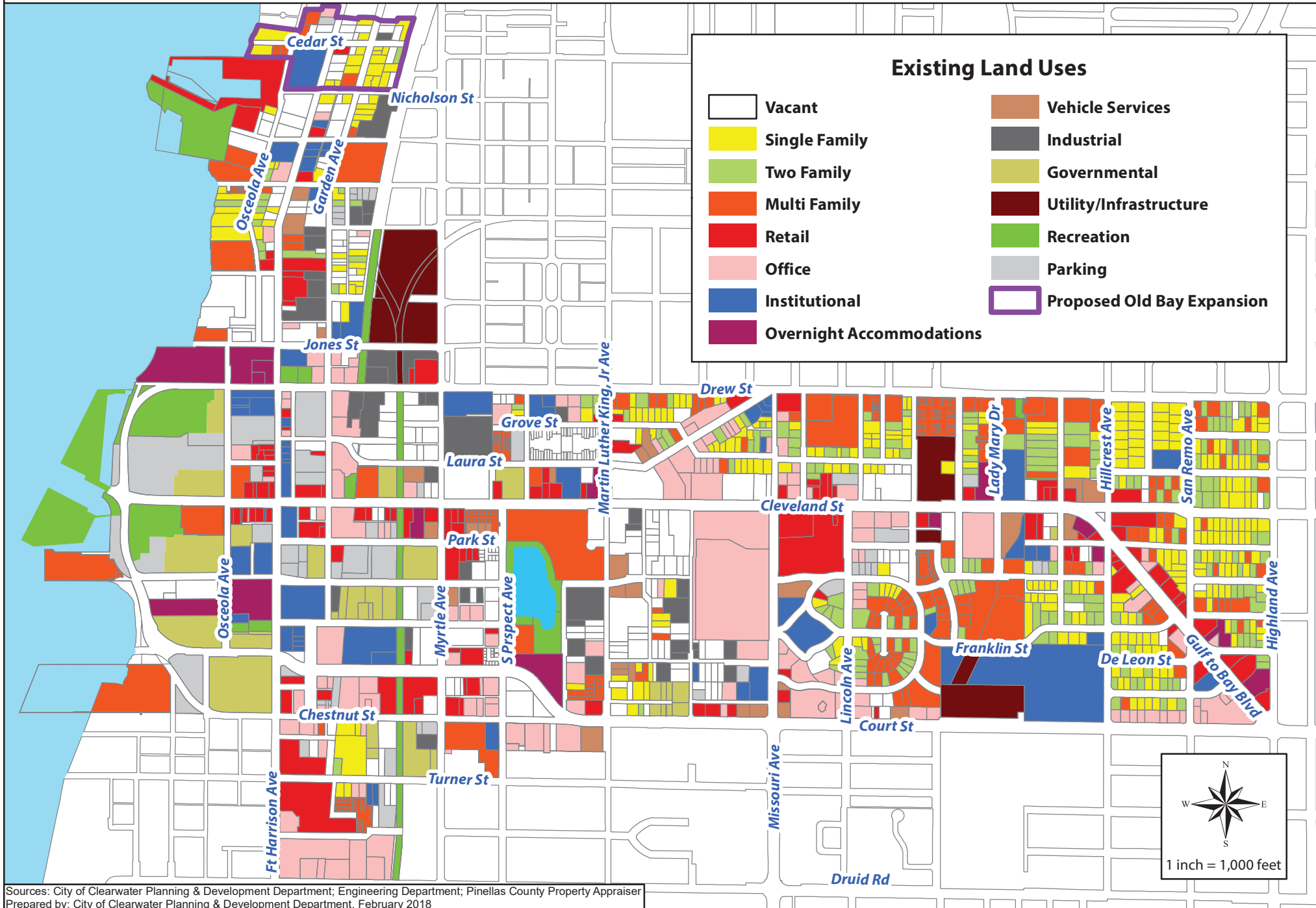
Map 2.3 Zoning

Clearwater Downtown Redevelopment Plan



Map 2.4 Existing Land Uses

Clearwater Downtown Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, February 2018



Surface and structured parking occupies about 5.5% of the land in Downtown, and is especially prevalent along the waterfront in the Downtown Core. Recreation and open space uses account for 6.6% of the land mostly found west of Myrtle Avenue. Rounding out the existing land uses are overnight accommodations (3.1%) and utility/infrastructure (3.4%).

The City's Future Land Use Map designates the majority of the land within Downtown as Central Business District (CBD) while the eastern section has a variety of future land use designations, as illustrated on Map 2.2. The most prevalent zoning district in the Downtown is the Downtown (D) District while the remaining zoning districts occupy a smaller portion of Downtown and are illustrated on Map 2.3. Existing Zoning Districts. The majority of properties not designated as Central Business District/Downtown are located in the Downtown Gateway Character District with small portions in the Prospect Lake Character District. Additionally there is an area proposed to be incorporated into the Downtown Plan Area in the Old Bay Character District that is currently not designated as Central Business District/Downtown District. The 2018 update proposes to amend the future land use and zoning designations of the proposed expansion area and all properties in the Downtown Planning Area not currently Central Business District (CBD) future land use and Downtown (D) Zoning district as such. This will unify the Downtown and bring the Downtown Planning Area under a consolidated regulatory framework which allows more flexibility in establishing entitlements to implement the vision of the Plan.

PROPERTY OWNERSHIP & TAX EXEMPTIONS

Because of the urban form and mix of uses generally found in downtowns, they typically contain the most economically productive parcels in a City, and provide the highest value per acre contribution to the tax base. As the government center for Pinellas County and the City of Clearwater, it is not unexpected that the County and City, in addition to the CRA, have larger property holdings in Downtown. The City and CRA's properties primarily include governmental uses, recreational uses, parking, and vacant land, whereas the County's properties are all governmental uses and parking. These properties are 100% tax-exempt, but future redevelopment of City/CRA-owned vacant parcels may result in these properties being added back to the tax rolls. Downtown Clearwater has a large number of properties that also receive tax exemptions from all or a portion of the taxable value. Several nonprofit organizations and non-governmental institutions, such as churches and schools, throughout Downtown utilize widely varying ad valorem tax exemptions (e.g. 0.24% to 100%). Such exemptions reduce the revenue collected through tax increment financing, thereby limiting the CRA's ability to reinvest in Downtown through this funding mechanism.

HISTORIC RESOURCES

Downtown Clearwater maintains much of its heritage through the existing buildings in the traditional Downtown and nearby residential neighborhoods. While the preservation of historic resources has been identified as a Downtown revitalization strategy, significant progress has not been made.

At present, three properties are listed in the National Register of Historic Places (NRHP):

- Cleveland Street Post Office - 650 Cleveland Street
- Old Pinellas County Courthouse - 315 Court Street
- Mount Olive African Methodist Episcopal Church - 600 Jones Street

Two studies documenting cultural resources have been conducted but at this time are outdated. In 1998, a historic preservation survey and planning project was conducted for the Clearwater Central Business District and Old Clearwater Bay Neighborhood. While the boundaries of that study are not coterminous with the current Downtown Plan Area, significant areas within the Plan area were surveyed. Concentrations of historic resources were identified in the Downtown Core, Old Bay, Prospect Lake and South Gateway Character Districts.

Most of the resources identified in the 1998 survey were either single family or multi-family buildings and were mainly constructed between 1920 – 1949. Over half of the buildings identified were considered “contributing” resources to a historic

district, meaning the building contributes to the historic and architectural character of a larger area but alone may not be eligible for inclusion in the NRHP. This survey identified the North Ward Elementary School as being potentially eligible for listing in the NRHP and noted that a previous survey work identified six other properties as eligible. The study also recommended targeting certain historic buildings in the Downtown Core for rehabilitation to help jumpstart revitalization efforts.

In 2005, a Historic Resource Reconnaissance Survey of the Downtown Core was prepared by Janus Research to identify historic resources that are potentially eligible for local designation or listing in the NRHP. The study also reevaluated conditions of properties that had previously been determined to be eligible for listing. Of the six resources that had been previously identified as eligible, only the Peace Memorial Presbyterian Church located at 110 South Fort Harrison Avenue remains eligible.

Several of the previously identified eligible buildings have been demolished including the Calvary Baptist Church, 331 Cleveland Street, the Seaboard Air Line Railroad Depot, 657 Court Street and the Haven Street House, 400 Pierce Boulevard. The remaining resources have been altered to such a degree that they no longer meet the strict criteria required for designation.

At this time the Pinellas County Courthouse is the only property designated as historic by the City of Clearwater. The other two National Register properties were identified by the 2005 report as eligible for local designation, along with the following properties:

- Coachman Building, 503 Cleveland Street
- Guaranty Title and Trust Building, 411 Cleveland Street
- Ft. Harrison Hotel, 210 South Fort Harrison Avenue
- Clearwater Masonic Lodge 127, 408 South Garden Avenue
- Bank of Clearwater Building, 500 Cleveland Street

The study also identified 21 resources concentrated on Cleveland Street and Fort Harrison Avenue that could be rehabilitated and/or restored to gain contributing status within a historic district.

Due to the fact that properties have been demolished, renovated and deteriorated, since the time of both studies and new properties have become eligible to be considered historic (50 years old), a new planning and eligibility study is warranted.



DEMOGRAPHICS

Population

Downtown experienced a significant increase in population between 2000 and 2010, from 1,256 residents to 4,974 residents, which was primarily concentrated in the Downtown Gateway District (formerly the East Gateway). Current population estimates are slightly lower at 4,430 residents, where limited population growth has occurred since 2010 in the Downtown Core and South Gateway Districts, but the remaining Districts have shown declines. Graph 2.1 summarizes population in the Character Districts.

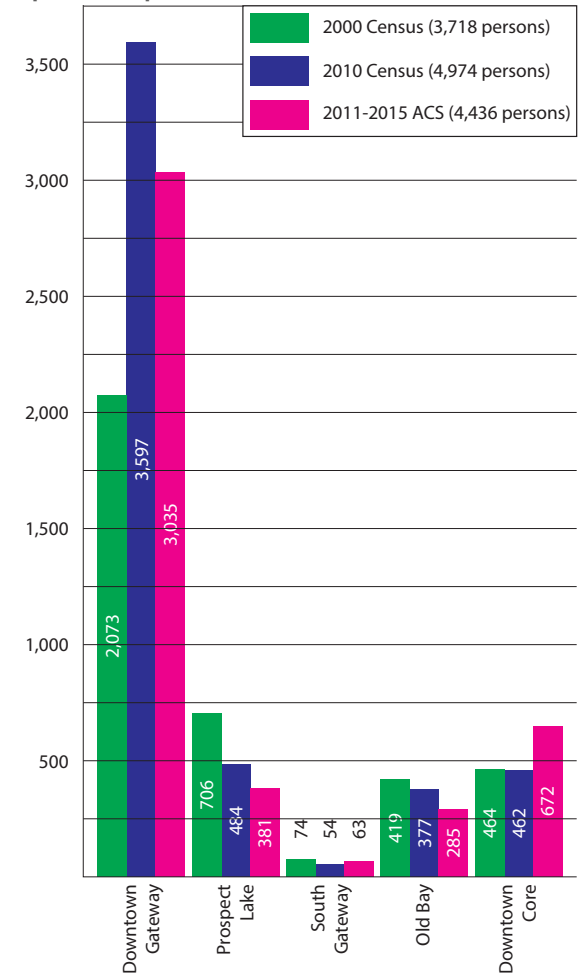
This growth did not result in a diversification of Downtown’s resident population, a fact reflected in the recent demographic data collected during the ACS 2011-2015 estimates. Graphs 2.2 and 2.3 summarize age, race and ethnicity of Downtown’s population.

According to the ACS 2011-2015 estimates, Downtown has seen an increase, as a percentage of the population, in the proportion of white residents since 2000 (from 73.8% to 81.5%), while the proportion of black or African American residents declined slightly (11.9% to 11.8%) and the other racial populations, including Asian, American Indian, and those identifying as two or more races or some other race, declined more significantly (14.3% to 7.3%). However, during this same timeframe, Downtown saw an increase in its Hispanic, Latino or Spanish origin population from 28.2% in 2000 to 46%. Downtown has a significantly higher percent of population identifying as Hispanic, Latino or Spanish origin

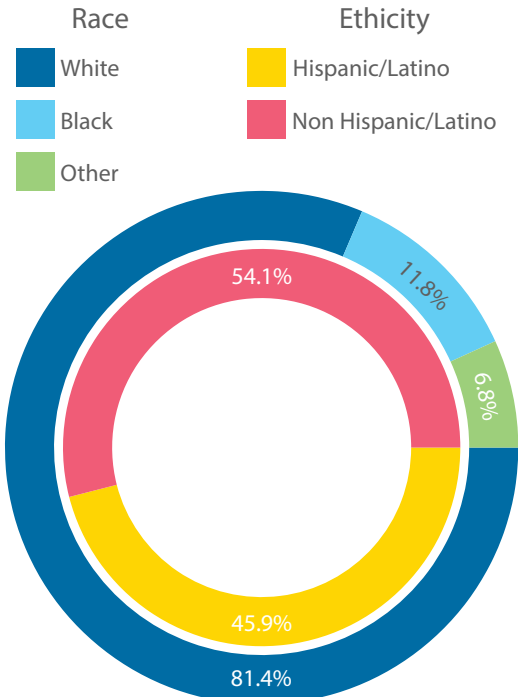
compared to the City as a whole (13.9%), and the majority of this population within Downtown (92.9%) lives in the Downtown Gateway District.

Downtown residents are younger on average compared to the City (median ages of 38.2 years and 44.8 years, respectively). This demographic varies by Character District. The Downtown Gateway has the youngest median age (31.7 years), whereas both Prospect Lake and the Downtown Core Districts have relatively older populations with median ages of 61.1 years and 64.1 years respectively. Generally, throughout Downtown there is a slightly higher percentage of males, although the Downtown Core’s population is 63.1% female.

Graph 2.1. Population



Graph 2.2. Downtown Race/Ethnicity



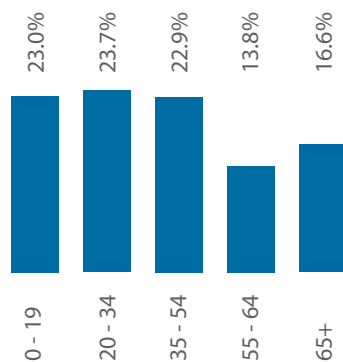
Source: mySidewalk.com; US Census 2011-2015 ACS

Housing

Between 2000 and 2010 the City saw a very modest 1.8% increase in the number of housing units, whereas Downtown experienced more substantial growth (12.8%) during the same time period, increasing to 3,159 units overall. Between 2010 and 2015, Downtown experienced a slight (0.9%) decrease in the overall number of housing units, where new units were constructed within the Downtown Core (114 units) and Prospect Lake (43 units), while the Old Bay District and Downtown Gateway both lost units (63 housing units and 122 housing units respectively). Recent figures are ACS 2011-2015 estimates that include units demolished within the time period but not new housing units that have been constructed since 2015 (e.g., Garden Trail and The Nolen apartments). On average, however, the housing available in Downtown is older, with the majority being constructed between 1940 and 1989 (70.4%), as depicted in Graph 2.4.

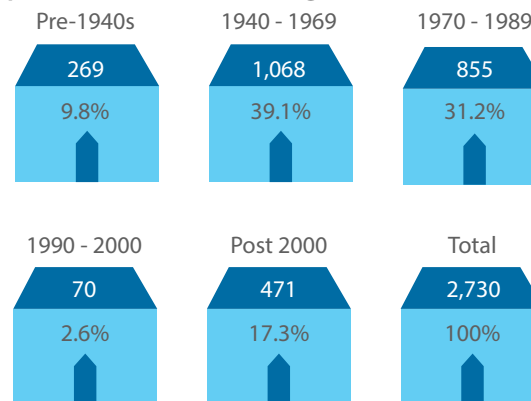


Graph 2.3. Downtown Age



Source: mySidewalk.com; US Census 2011-2015 ACS

Graph 2.4. Downtown Housing Stock



Source: mySidewalk.com; US Census 2011-2015 ACS



Median home value has risen Citywide by 43.1% since 2000, to \$162,285 in recent estimates, while the Downtown median home value increased by 111.3% to \$183,676 during this same time (ACS 2011-2015). The Downtown Core and Old Bay Districts have the highest median home values within the Downtown, at \$277,600 and \$217,795 respectively; however, for the Downtown Core this reflects a decrease on average by 20.7% (down from \$350,000 in 2000) whereas for the Old Bay District this is an increase of 123.4% (up from \$97,500 in 2000). For greater analysis on housing see Housing and Neighborhoods in Chapter 3.

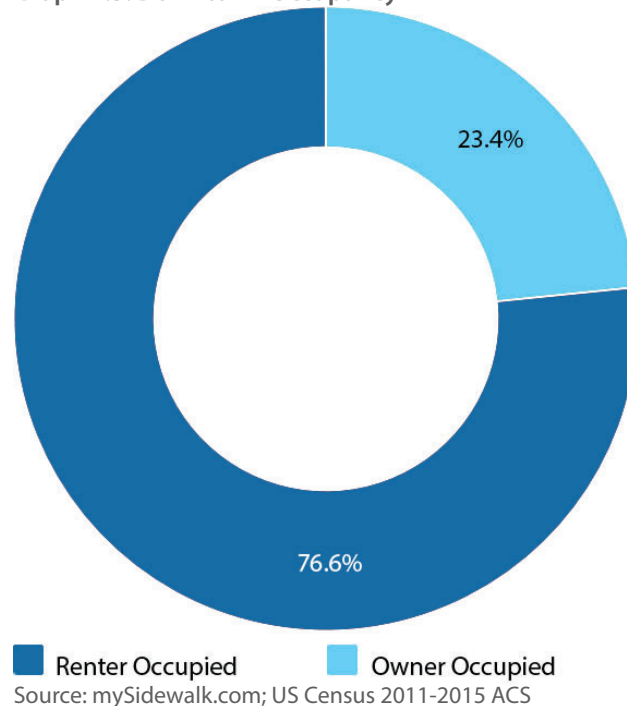
There is a much larger proportion of renters located within Downtown, compared to the City. According to the ACS 2011-2015 estimates, the total percentage of renters within the Downtown is 76.6%, versus 41.7% for the City as a whole. This translates into a larger proportion of owner-occupied houses in the City (61.6% versus 23.4% in Downtown). Within the Character Districts this pattern is consistent except within the Prospect Lake District, which has nearly an even split of owner occupied and renter occupied housing units. Graph 2.5 shows the percentages of owner vs. renter occupancy in the Downtown.

Because the majority of housing units are renter occupied throughout most of Downtown, it is important to note the median home rent. Citywide median home rent is \$919, while the Downtown median rent is slightly more at \$1,055. The Downtown Core median home rents are the highest at \$1,768. Graph 2.6 shows the breakdown of median home rents.

Households

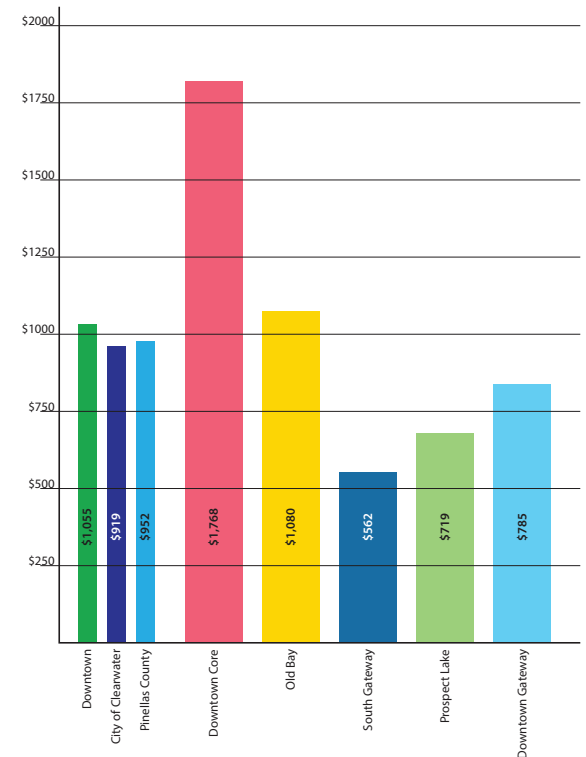
Downtown experienced a 4.6% increase in the number of households between 2000 and 2010, but since has experienced a 2.3% decline to 2,307 households overall. The average household size both Citywide and within Downtown specifically has increased since 2000, from 2.2 (Citywide) and 2.05 (Downtown) persons per household in 2000 to 2.34 and 2.36 persons per household in 2010 respectively. Within the Character Districts, Downtown Gateway saw an increase in average household size of 17.9% to 2.7 persons per household, contributing to the Downtown-wide population increase, while the other Districts remained close to their 2000 average household sizes.

Graph 2.5. Downtown Occupancy



Citywide, median household income has increased 9.2% from \$40,480 in 2000 to \$44,198 based on current estimates. Although current estimates of Downtown residents' median household income is less (\$35,427), it also grew during the same time. Within the Character Districts, the Old Bay and Downtown Gateway Districts are the closest to the Downtown average at \$35,606 and \$31,382 respectively. The South Gateway has the lowest median household income at \$17,167, and the Downtown Core has the highest at \$56,426.

Graph 2.6. Median Home Rent



The majority of renters in Downtown pay over 15% of their income on average towards rent, with 33.2% of renters spending between 15% and 30% of their income towards rent. Over 27% of renters spend between 31% and 49% of their income towards rent, which meets HUD's definition of being "cost-burdened", while an additional 30.9% spend over 50% of their income towards rent, which HUD defines as having "severe rent burden". Graph 2.7 shows both the percentage of income towards rent for all of Downtown as well as how that percentage is distributed through the Character Districts.

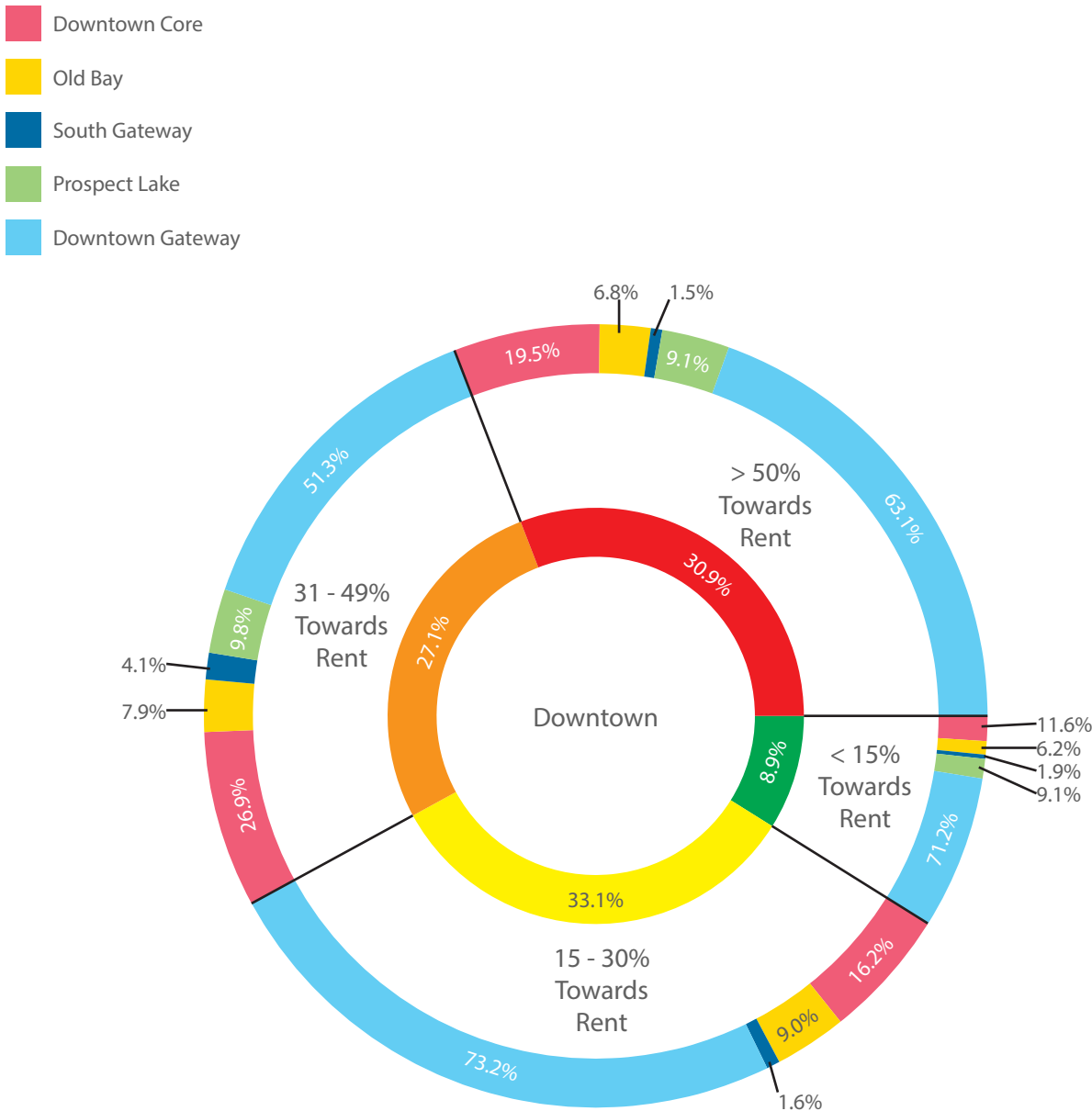
Demographic Synopsis

When compared to the City of Clearwater, Downtown is demographically different in many areas; however, the Downtown Planning Area is not homogenous and has areas of concentrated extremes within its boundary. Downtown residents are more ethnically diverse and younger on average than the City. This can be attributed to residents in the Downtown Gateway District where a high proportion of younger residents, as well as residents of Hispanic, Latino or Spanish origin live. Conversely, the other extreme is concentrated in the Downtown Core which is the least ethnically diverse and also has the oldest mean age. The Downtown Core is also the outlier with the smallest household size, and the highest median income, rent and home values. The concentration of high-rise condominium buildings in this District, some with water views, is consistent with this analysis. Similarly, the Old Bay Character District which has waterfront homes has the second highest median home values in Downtown. Though the Downtown's median home value is higher than

that of the City, there is a wide range of median home values across the Character Districts. However, a lack of recent data from the ACS for two Districts may contribute to the Downtown Core's high values inflating the overall median home value for Downtown. The pattern of many Downtown residents spending more than 30% of their income towards rent, which is higher than the City as a whole, may be exacerbated by Downtown's median income, which is less than the City's.



Graph 2.7. Percentage of Income Spent Towards Rent



Source: mySidewalk.com; US Census 2011-2015 ACS

INFRASTRUCTURE

Water

The Downtown Planning Area is served by the City of Clearwater water system as illustrated on Appendix Map 5.A. The system receives water from City-owned wells, in addition to water purchased from Pinellas County Utilities. Additionally, Pinellas County does not limit the amount of water the City can purchase at this time. Adequate water transmission and distribution pipelines are currently in place.

Wastewater

Downtown Clearwater is served by the City's Marshall Street Water Reclamation Facility (WRF), which has a permitted capacity of 10 million gallons per day (MGD). Current average flows are 5.4 MGD. The City is actively implementing capital improvement projects developed from comprehensive evaluations of the sanitary sewer collection system (SSCS) and WRFs. These include Cleveland Streetscaping Phase III project which will upgrade sewer and stormwater lines and multiple projects at the Marshall Street WRF. Typical CIP projects vary from feasibility studies/evaluations, SSCS and WRF upgrades/improvements, to routine preventative maintenance and replacement of pipelines and structures. Clearwater is also actively attempting to reduce inflow and infiltration (I&I), a significant factor in preventing sanitary sewer overflows. Appendix Map 5.B, portrays sanitary sewer service within Downtown.

Stormwater

There are two main drainage basins in the Downtown area: the Coastal Basin, which includes the Prospect Lake regional drainage facility, and the Stevenson Creek Basin. Both the Coastal Basin and the Stevenson Creek Basin drain to Clearwater Harbor.

The western part of the Coastal Basin drains directly to Clearwater Harbor through many outfalls along existing seawalls. These storm systems, depicted in Appendix Map 5.C, have been in place for many years. Future redevelopment and streetscape projects can be designed and constructed to improve water quality and maintain drainage.

The eastern part of the Coastal Basin is within the Prospect Lake regional stormwater detention and water quality facility which was completed in 2003. It provides stormwater attenuation and treatment for an approximately 150-acre drainage basin, eliminating the need for on-site stormwater facilities on adjacent properties. The outfall from the Prospect Lake facility was a part of the Myrtle Avenue Improvements project completed in 2004.

The eastern part of the Downtown Planning Area lies within the Stevenson Creek watershed. The 2002 Stevenson Creek Watershed Master Plan identified areas within the 100- and 500-year floodplains adjacent to the creek, as well as projects that would reduce the size of the Special Flood Hazard Areas. The Glen Oaks Stormwater Detention Facility, a 20-acre flood control and water quality project, was completed in 2006. A portion of the project has reduced the size of area

within below the 100-year floodplain between Drew and Court Streets and positively impacted properties located in the CRA. A total of nine structures containing 19 dwelling units are no longer located in the Special Flood Hazard Area. This reduction has also decreased flood levels on Cleveland, Court and Drew Streets and Lady Mary Drive.

Currently under construction, the East Gateway Stormwater and Sanitary Sewer Improvements Project is upgrading stormwater, sanitary sewer, and potable water lines near the end of their design life. Water quality benefits of the project include removal of over 7,200 pounds per year of suspended solids, 26 pounds per year of total phosphorus, and 69 pounds per year of total nitrogen. Water quantity benefits include reductions in flood depths at several locations. The project will complete construction by late 2018.

Trees & Green Infrastructure

Green infrastructure is an approach to water management that protects, restores, or mimics the natural water cycle. Green infrastructure is effective, economical, and enhances community safety and quality of life. Examples include pervious surfaces, grass parking, bioswales, Greenstreets, and Low Impact Development (LID) that combines landscaping and stormwater. Trees provide benefits in reducing air pollution, removing excess nutrients in storm water, reducing and delaying stormwater runoff, reducing heat island effect and creating a more welcoming and walkable environment. The City has invested in street trees with the planting and maintenance of trees and landscaping in the Downtown Planning Area and has planned for



additional green infrastructure, most notably the Cleveland Streetscaping Phase III. In addition to planting trees, the City inventories the trees on City property including within the right-of-way to better manage the urban forest. The majority of trees are comprised of three main species: oak (*Quercus* species); Crape Myrtle (*Lagerstroemia* species) and Phoenix palms (*Phoenix dactylifera*) which is illustrated on Appendix Map 5.F.

Reclaimed Water

Reclaimed water service has been greatly expanded since the initial adoption of this Plan. While still not providing service to the entire Downtown Planning Area, reclaimed water service is available to many of the residential properties, specifically those in the northeast corner of the Downtown Gateway north of Cleveland Street between Hillcrest Avenue and Highland Avenue. Reclaimed water service is also available along: Pierce Street through the Downtown Gateway; Cleveland Street through the Prospect Lake District; and properties fronting Drew Street. Also, a small portion of the Old Bay District is served by reclaimed water. Reclaimed water lines are shown on Appendix Map 5.D.

Gas

Clearwater Gas has a natural gas distribution system throughout the Downtown Planning Area, which is illustrated on Appendix Map 5.E. Underground gas mains are located on most streets and alleys and service lines exist throughout the area.

Sidewalks & Streetscaping

The Downtown Planning Area has a fairly complete sidewalk network; however, many in the Downtown Core are narrow. The Character Districts with residential neighborhoods including the Downtown Gateway and Old Bay have narrow rights-of-way that limit the addition of new sidewalks or the expansion of existing narrow ones. The commercial corridor of North Fort Harrison has been identified as an area in need of wider sidewalks to accommodate pedestrian activity and future development.

Permanent and temporary streetscape improvements have been utilized to enhance and balance the public right-of-way for all users. Phases I and II of the Cleveland Streetscape project are complete and Phase III is anticipated to start in 2018. Temporary “pop-up” improvements including re-striping the road, adding temporary planters and benches, and painting a mural crosswalk were implemented along North Fort Harrison Avenue in the Old Bay Character District. These temporary improvements showcased possible options for permanent streetscape improvements and allowed the City to measure the treatments’ effectiveness in reducing speeding.

Downtown Connectivity

A fiber optic loop connects major City and some County facilities, helping to meet citizens’ and businesses’ service requirements. The fiber ring supports all voice, data and video needs between the facilities located on the loop. This loop currently connects the Municipal Services Building, the Main Police Station, City Hall, the Harborview

Center, the Main Library, Clearwater Gas, a few Pinellas County offices, and several other City facilities located outside of the Downtown Core. Private businesses are supported by four business-class Internet Service Providers (ISPs) (i.e., WOW!, Level 3, Fiberdirect and Spectrum).

The City also offers free wi-fi to the public at several City facilities (i.e., City libraries, City Hall, and the Municipal Services Building). Additionally, wi-fi is available at Coachman Park and Station Square Park. The City will continue to evaluate opportunities to provide wi-fi at additional City facilities.

TRANSPORTATION & PARKING

Downtown Roadway Network

Downtown's roadway network structure is based on a rectilinear grid system. This grid network pattern provides maximum connectivity, efficiency in infrastructure layout, and opportunities for creating expandable block systems. The Downtown roadway network is intended to accommodate pedestrians, cyclists, transit, motorists and goods movement.

There are several jurisdictional entities that govern the roadway network within and through Downtown, including the Florida Department of Transportation (FDOT) and the City of Clearwater. Pinellas County governs some adjacent roadways just outside of the Downtown Planning Area. Three major State routes serve Downtown Clearwater (i.e., State Road 60 (SR-60), State Road 590 (SR-590), and Alternate US Highway 19 (Alt. US-19)). With several roadway segments outside of the City jurisdiction, the City's ability to make improvements, control access, or unify roadway character is limited. In light of this, coordination and cooperation between the governing agencies is needed to implement this Plan.

An important part of a well-planned roadway network system is the relationship between the hierarchy of roads and land uses and the balance between mobility and access. Following is a brief description of the Downtown area roadways' functional classifications, which are shown on Map 2.5.

Local Streets

Local streets provide direct property access and accommodate shorter, local trips to adjoining collector or arterial streets. Most are narrow with slower speeds and are often residential in nature. Local streets are under City jurisdiction.

Collectors

Collectors have an even distribution of mobility and access functions. Residential properties may have direct access to collectors. They can be continuous through a community and their function is to connect arterials to local roadways. Travel on collectors occurs at relatively lower speeds and for shorter distances than on arterials. Some examples of collector streets in Downtown are: Fort Harrison Avenue, Cleveland Street, and Druid Road. Collector streets are under City jurisdiction.

Arterials

Arterials are high volume streets that place a greater emphasis on mobility (i.e., through traffic) rather than access to land use. These roadways have a range of design characteristics that affect operating speeds and access to the adjacent property. Arterials are continuous and regional in nature, providing connections to regional expressways as well as important centers of activity in a metropolitan area. Arterials serving the Downtown area are: SR-60, Drew Street, and Alt. US-19. Within the City, arterials are under the jurisdiction of FDOT and Pinellas County.



Downtown Area Major East-West Roadways

SR-60 Corridor

The SR-60 Corridor is the main east-west corridor through the City of Clearwater. Locally, it is called Gulf to Bay Boulevard for most of its length. SR-60 is primarily a commercial corridor connecting Tampa International Airport, Downtown Clearwater, and Clearwater Beach and provides direct access to businesses along it. In the Downtown area, Court Street from the intersection of Gulf to Bay Boulevard and Highland Avenue (Five Points) is designated as SR-60. This designation continues west until the Beach roundabout. Court Street from Highland Avenue to Martin Luther King Jr. Boulevard is a four-lane divided arterial with limited access. West of Martin Luther King Jr. Boulevard SR-60 is split into two one-way streets. Court Street carries westbound traffic, and Chestnut Street carries eastbound traffic. In this westbound segment, Court Street

varies from three lanes to two through lanes with right and left turn lanes until just west of Osceola Avenue, where it tapers to two travel lanes across the bridge to the Beach. Similarly, eastbound Chestnut Street starts as two lanes, widening to as many as four through lanes before narrowing again east of Prospect Avenue and merging with Court Street near Martin Luther King Jr. Boulevard. The eastern section of SR-60, Memorial Causeway, is considered the route bottleneck where roadway capacity drops to a two-lane section. The impact of reduced capacity causes a significant delay on the Court Street segment in Downtown during daily peak-hours, weekends, and the Spring Break season. State Road 60 (SR-60) is designated as an unrestricted truck route. The entire length is automobile-centric and functions as a dangerous barrier for pedestrians and bicyclists rather than part of a well-balanced connective system.

Cleveland Street

Cleveland Street is a major east-west City collector and is Downtown's Main Street that has been invested in with streetscaping and traffic calming. This prioritized much of the street's public right-of-way for pedestrians. In the eastern portion of Downtown, Cleveland Street is a four-lane undivided collector from Highland Avenue to Missouri Avenue, whereas west of Missouri Avenue into the Downtown Core Cleveland Street becomes a two-lane divided urban collector with on-street parking and traffic calming measures.

Table 2.1. Downtown Main Roadways, Selected Data

Street Name	Classification	Jurisdiction	Travel Lanes	Accessibility	2009 ADT	2015 ADT	2016 ADT	% Growth
<i>North-South Corridors</i>								
Fort Harrison Avenue	Collector	City	2	Center Turn Lane	16,500	14,300	15,400	8%
Myrtle Avenue	Minor Arterial	FDOT	4	Undivided	15,300	15,300	16,500	8%
Martin Luther King, Jr. Avenue	Collector	City	2	Undivided	3,800	4,100	4,200	2%
Missouri Avenue	Minor Arterial	City	4	Undivided	11,200	12,100	13,300	10%
Highland Avenue	Collector	City	2	Undivided	n/a	12,700	13,000	2%
<i>East-West Corridors</i>								
Drew Street	Minor Arterial	FDOT/City	4	Undivided	18,400	20,000	20,000	0%
Cleveland Street	Collector	City	2	Raised Median	7,200	8,800	4,900	-44%
Court Street (2-way)	Principal Arterial	FDOT	4	Raised Median	27,500	34,000	35,000	3%
Chestnut Street (1-way)	Principal Arterial	FDOT	4	One Way	14,000	18,500	19,000	3%
Memorial Causeway	Principal Arterial	FDOT	4	Raised Median	34,500	36,500	39,500	8%

Source: Clearwater Traffic Engineering and Forward Pinellas, 2017

Drew Street

Drew Street is a primary east-west arterial connecting Downtown Clearwater with US Highway 19 North. The portion of Drew Street east of Fort Harrison Avenue is designated as SR-590. In the Downtown area, Drew Street is a four-lane undivided arterial with narrow travel lanes from North Osceola Avenue to Highland Avenue. West of North Osceola Avenue, Drew Street becomes a two-lane undivided roadway with on-street parking on both sides. There are several multimodal opportunities and initiatives to account for along the corridor in the Downtown area.

Downtown Area Major North-South Roadways

Fort Harrison Avenue

Fort Harrison Avenue is a major north-south collector. This commercial corridor consists of a two-lane roadway with a near-continuous center turning lane through Downtown. To the south, Fort Harrison Avenue connects Downtown with Clearwater's Morton Plant Hospital and surrounding medical uses. To the north, Fort Harrison Avenue merges with Myrtle Avenue (Alt. US-19) at Pleasant Street connecting the Downtown area with the City of Dunedin.

Myrtle Avenue

Myrtle Avenue is a north-south arterial through Downtown, forming the boundary between the Downtown Core and Prospect Lake Districts. Myrtle Avenue provides an alternative travel option to Fort Harrison Avenue through the Downtown area. Myrtle Avenue is a four-lane undivided roadway under State jurisdiction, and on the north end is

designated as U.S. Alt.-19 between Fort Harrison Avenue and Chestnut Street. To the south of Chestnut Street, outside of Downtown, Myrtle Avenue is under the City's jurisdiction.

Missouri Avenue

Missouri Avenue is a north-south corridor in the central portion of Downtown. Missouri Avenue is a four-lane undivided city collector in the Downtown Plan Area. Missouri Avenue is designated as Alt. U.S. 19 south of Court Street. The corridor connects Downtown with the southern parts of Pinellas County.

The majority of roadway speeds are designed for 25 mph travel unless they are posted differently. Arterial roadways such as Court Street, Drew Street, and Myrtle Avenue are posted at higher speeds ranging from 35 to 45 mph.

Traffic Control

Intelligent Transportation Systems (ITS) are advanced information and communications technology that are applied to surface transportation in order to achieve enhanced safety and mobility and to reduce the environmental impact of transportation.



Downtown roadway signals are maintained and operated by the City's Traffic Operations Division. Currently, the City of Clearwater uses Metropolitan Traffic Control System (MTCS) software for controlling the timing of traffic signals. The City is currently replacing the existing MTCS system with CENTRACS which will provide an integrated platform for traffic signal control, ITS field device monitoring/control, information management, and graphical data display. The goal of a traffic signal interconnect is to synchronize and coordinate the intersections in a specific corridor, allowing for large amounts of traffic to travel more smoothly and efficiently with maximum green-light time. While SR-60 is currently an ITS/ATMS corridor, the Pinellas County ATMS Master Plan identified Drew Street and Myrtle Avenue as ITS/ATMS corridors. Map 2.5 shows the locations of the traffic signals within the Downtown Planning Area including the following types:

- Intersections – 35 locations
- Trail crossings – 10 locations
- Railway crossings – 15 locations
- Rapid flashing beacon, pedestrian crossing signs – 4 locations
- Fire station emergency flasher – 1 location

Existing Traffic Volumes

Traffic counts are used to reflect the existing level of automobile usage on a street. Average Daily Traffic (ADT), is regularly calculated for several roadways in Clearwater based on the number of vehicles that pass along a road over an average 24-hour weekday period. Table 2.1 provides current and historical ADT records of Downtown major roadways where FDOT performed traffic counts. As anticipated, the streets carrying the highest

volumes of vehicles include: SR-60; Alt. US-19; and Drew Street. Many of the major area roadways have experienced growth in traffic volume over the past years with exception of Cleveland Street.

Bicycle Facilities

On-street bike facilities are very limited on arterial and collector streets. Shared bike lanes (sharrows) exist on Cleveland Street east of Missouri Avenue where the City has completed two phases of the Cleveland Streetscape project. Court Street from Hillcrest Avenue to Missouri Avenue also has sharrows, while bike lanes are formally designated with striping only on Court Street from Highland Avenue to Hillcrest Avenue. Both types of bike lanes were added to Court Street as part of FDOT resurfacing, restoration and rehabilitation (RRR) projects. Through the Pop-Up North Marina Project sharrows were added to Nicholson and Eldridge Streets. Additionally a dedicated bike lane was created in the Old Bay Character District along North Osceola Avenue north of Seminole Street.

The Pinellas Trail is the primary off-street multimodal path in Pinellas County, running north-south through the Old Bay, Downtown Core, and South Gateway Districts. The trail provides regional access to the areas' beaches and to the Sun Coast Regional Trail. The Pinellas Trail is considered the backbone of the City of Clearwater's bicycle facilities infrastructure. Spanning approximately four miles through the City, it connects the City with the northern communities of Dunedin, Palm Harbor, Tarpon Springs and beyond, while its southern portion connects the City with Largo, Seminole, and St. Petersburg. The Pinellas Trail segment that passes through Downtown is

approximately 1.5 miles in length. Where the trail crosses heavily-used roadways in Downtown (i.e., Drew, Court, and Chestnut Streets), trail users are required to yield to vehicular traffic.

The Druid Trail is an east-west multiuser path which currently connects the Beach to the mainland. It extends from the Memorial Causeway Bridge eastward to the Pinellas Trail at Turner Street and continues eastward to South Betty Lane. The last phase of the Druid Trail connecting the Duke Energy Trail is anticipated to be completed in 2018. The Druid Trail primarily runs along Druid Street providing alternative access to retail along SR-60 and to the Beach through the Memorial Causeway.

The Memorial Causeway Bridge provides a multimodal path that accommodates pedestrians and bicyclists and connects the mainland with the Beach.

Bicycle parking facilities are available throughout the Downtown including the City's first two bike corrals on Cleveland Street which were added in 2017.

Freight Network

Freight and goods movement is a vital and often underappreciated element of the transportation system. Everyone is directly impacted by how goods are delivered to distribution centers, stores and their homes. Downtown Clearwater has over 70 acres of land utilizing industrial and commercial uses and many of these uses employ sizeable numbers of people making efficient and safe freight movement an important component of the City's economy. Alternate US-19, SR-60, and SR-590

routes provide trucks with access to Downtown and connect with the national highway system and the area's intermodal logistics facilities.

The City does not restrict goods' delivery times, allowing trucks to take advantage of the roads during off-peak travel times, and therefore, potentially reducing the costs of congestion on travel. The City allows truck parking on any public roads if they have a delivery on that roadway. The City imposes a weight restriction of 80,000 pounds and height restriction of 14.5 feet on vehicles without a FDOT oversized/overweight permit.

Railway Network

CSX Transportation owns the rail line that bisects Downtown. The line runs from Gary to St. Petersburg for a total of approximately 50 miles. The rail line has a single track line that runs on East Avenue in Downtown and has more than 15 at-grade level crossings in the Downtown Planning Area. Most of the railway crossings are equipped with automatic grade crossing warning devices (flashing lights, gates, etc). Currently CSX runs few trips through Clearwater.

Public Transportation

Public transit is a major transportation element in Downtown Clearwater that connects Clearwater residents with employment centers, public places and regional destinations. The transit services in the City are provided by the Pinellas Suncoast Transit Authority (PSTA). PSTA provides scheduled, fixed-route bus and trolley services within Pinellas County limits, including express routes across Tampa Bay connecting Pinellas County

with Downtown Tampa. Eleven bus routes and three trolley routes (Jolley and Suncoast Beach Trolleys) serve Park Street Terminal in Downtown Clearwater. In Fiscal Year 2017 the average daily weekday ridership on these routes combined was more than 17,800. Currently, the majority of the routes serving Downtown Clearwater operate seven days a week. Routes 67, 73, and 76 operate Monday through Saturday, and routes 66L and 98 operate Monday through Friday. Table 2.2 and Map 2.6 summarize and show the PSTA transit routes serving Downtown Clearwater.



Parking

An adequate and convenient supply of parking is essential for the success of Downtown Clearwater. According to a 2009 Downtown Parking Study, the existing parking supply is expected to be sufficient to support the anticipated future retail and restaurant growth both during typical weekdays and weekends. However, the existing parking supply is not expected to be sufficient to support anticipated future office parking demand based on higher occupancy rates for Class A office buildings. Currently, the City requires uses in Downtown to provide sufficient off-street parking to support the use(s) on site. Generally, parking

for properties with frontage on Cleveland Street between Osceola Avenue and Myrtle Avenue is managed as infrastructure where surrounding parking garages and on-street parking support the businesses on Cleveland Street that do not have parking or space for parking are allowed to change uses without adding parking on site. However, there are many other areas of Downtown where the historic development patterns common in traditional downtowns otherwise make it difficult to incorporate off-street parking on site without compromising the urban form of development.

While some parking areas are heavily utilized during the weekday daytime hours, those same parking areas may not be heavily utilized during weekend and evening hours (with the exception of during special events and holidays). Large events at Coachman Park significantly impact the Downtown parking system. However, these events do not occur more than 36 days per year.

Table 2.2. PSTA Routes

Route	Destination(s)	Through	Hours	Headway (Min)		Ridership FY-16
				Peak	Off-Peak	
18	Downtown St. Petersburg	Largo Mall	5:30am - 11pm	20	30	1,138,145
52	Grand Central Station, Pinellas Park	Largo Transit Center	5am - 12am	20	30	1,206,022
60	McMullen Booth Road	Clearwater Mall	5am - 11pm	20	20	458,325
61	Indian Rocks Shopping Center & Westfield Countryside Mall	Park Street Terminal	5:30am - 8:30pm	60	60	187,078
65	Seminole Mall	Largo Diagnostic Clinic	6am - 7pm	60	60	95,207
66L	Tarpon Mall & Morton Plant Hospital	Park Street Terminal	5:30am - 9:30am 2:30pm - 6:30pm	N/A	N/A	57,589
67	Tampa Road	Westfield Countryside Mall	6am - 7pm	60	60	110,879
73	22 nd Ave & 68 th St St. Petersburg	Tyrone Square Mall	6am - 7pm	60	75	102,471
76	Westfield Countryside Mall	St. Pete College - Clearwater	6am - 7pm	60	60	107,747
78	Westfield Countryside Mall	Dunedin City Hall	6am - 10pm	30	45	241,312
98	Carillon Office Complex	Criminal Justice Center	5:45am - 8am 3:45pm - 5:45pm	N/A	N/A	28,108
JT	Beach Route*	Park Street Terminal	10am - 10pm	30	30	150,072
JT	Coastal	Park Street Terminal	8:30am -12am	60	60	105,905
SBT	75th Ave & Gulf Blvd, St. Pete Beach	Pier 60	5am - 11pm	30	30	579,681

* Service change February 2018 to go to Downtown Clearwater
Source: Pinellas Suncoast Transit Authority, 2017

The Downtown Core is the urban heart of the City and of Downtown and parking garages and public lots are concentrated in this area. The City continues to explore ways to improve the efficiency of the existing public parking supply through parking time limit restrictions, enforcement, permitting, wayfinding, and marketing. Phase III of the Cleveland Streetscape project will provide additional on-street parking in the form of reverse angle parking, the first of its kind in the City of Clearwater.

The following is the parking supply for the Downtown Core:

- Parking lots: 1,223 spaces
- Parking Garages: 1,339 spaces
- On-street Parking: 379 spaces

Table 2.3 and Map 2.7 summarize and show parking facilities, locations, types, number of spaces, and restrictions in the Downtown Core. Generally private lots are only for users of a specific business or property, public parking is available for any user in Downtown and combined public/private parking have specific limitations on the number of parking spaces or hours parking can be used by the public.

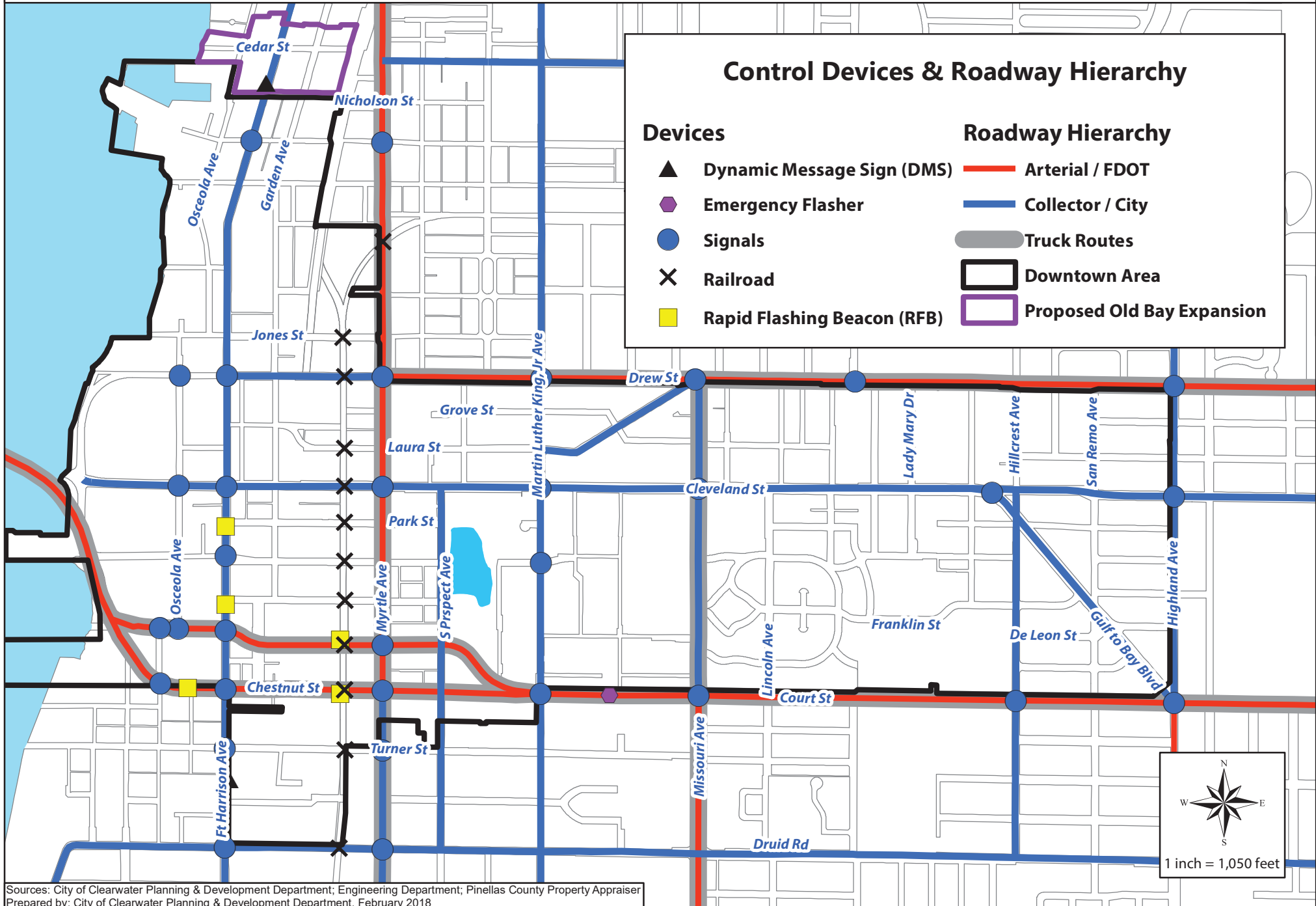
Table 2.3. Existing Parking Facilities

Facility	Facility Type	Location	Capacity	Restrictions
Garden Avenue	Garage	28 North Garden Avenue	250	None
Municipal Services Building	Garage	640 North Pierce Street	474	Employee Mon - Fri
Station Square	Garage	628 Cleveland Street	96	None
County Garage	Lot	310 Court Street	11	3 Hours
Coachman Park	Lot	101 Drew Street	261	None
City Hall	Lot	112 South Osceola Avenue	51/66	3 Hours
City Hall Overflow	Lot	220 Pierce Street	63	None
Downtown Marina North	Lot	100 Drew Street	19	None
Downtown Marina South	Lot	150 Pierce Street	42	None
Main Library	Lot	100 North Osecola Avenue	76	Restricted
Dolphin Tale Adventure	Lot	36 North Osceola Avenue	50	Restricted
North Garden Avenue	Lot	35 North Watterson Avenue	9	None
Harborview Center	Lot	300 Cleveland Street	168	None
Courthouse	Lot	475 Oak Avenue	35	3 Hours
Court Street & Garden Avenue	Lot	318 South Garden Avenue	7	Permit Only / 3 Hours
Court Street & Fort Harrison Avenue	Lot	351 South Fort Harrison Avenue	20	Permit Only / 3 Hours
Court Street & Osceola Avenue	Lot	311 Osceola Avenue	39	3 Hours
Oak Avenue	Lot	450 Oak Avenue	85/39	3 Hours
Park / Pierce Streets	Lot	620 Pierce Street	18/12	10 Hours
Chestnut Street	Lot	615 Court Street	37	Permit Only
Fort Harrison Ave	Lot	420 South Fort Harrison	26	3 Hours
Pinellas County	Lot	Pierce Street & Fort Harrison Avenue	105	Permit Only

Source: Clearwater Parking Division, Engineering Department, 2017

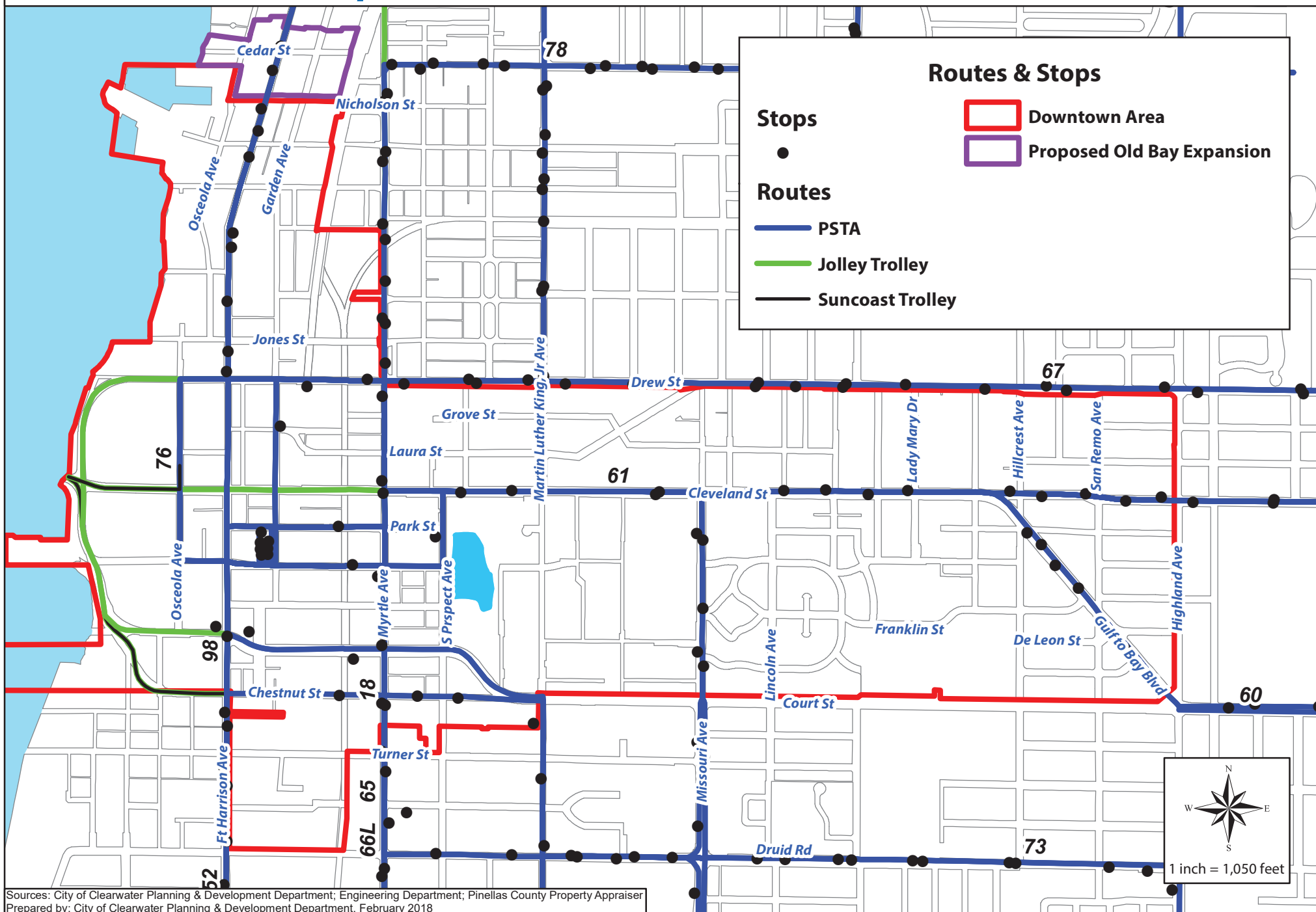
Map 2.5 Traffic Control & Roadway Hierarchy

Clearwater Downtown Redevelopment Plan

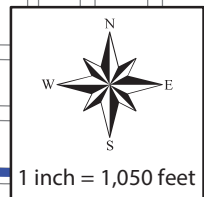


Map 2.6 PSTA Routes & Stops

Clearwater Downtown Redevelopment Plan

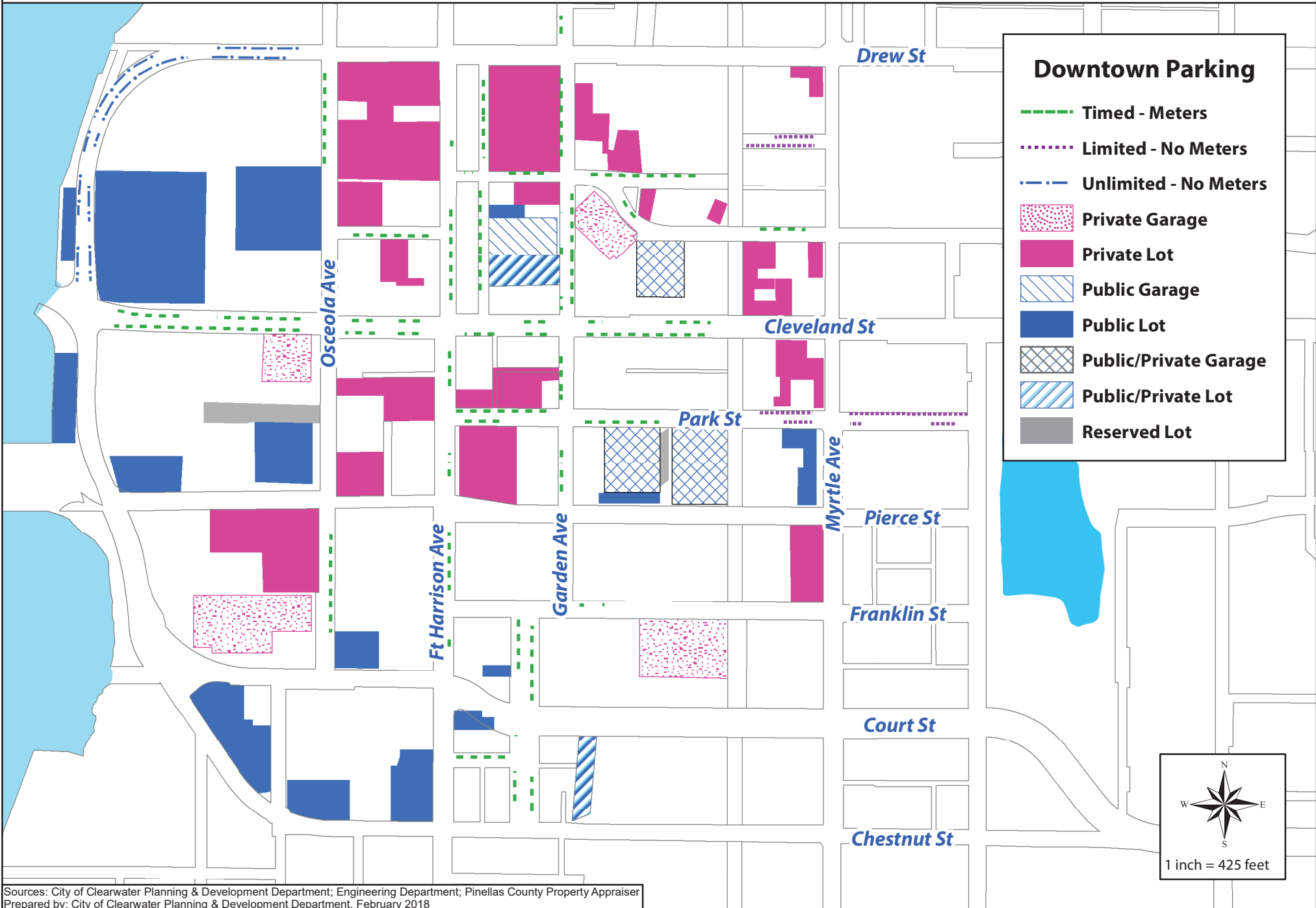


Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
 Prepared by: City of Clearwater Planning & Development Department, February 2018



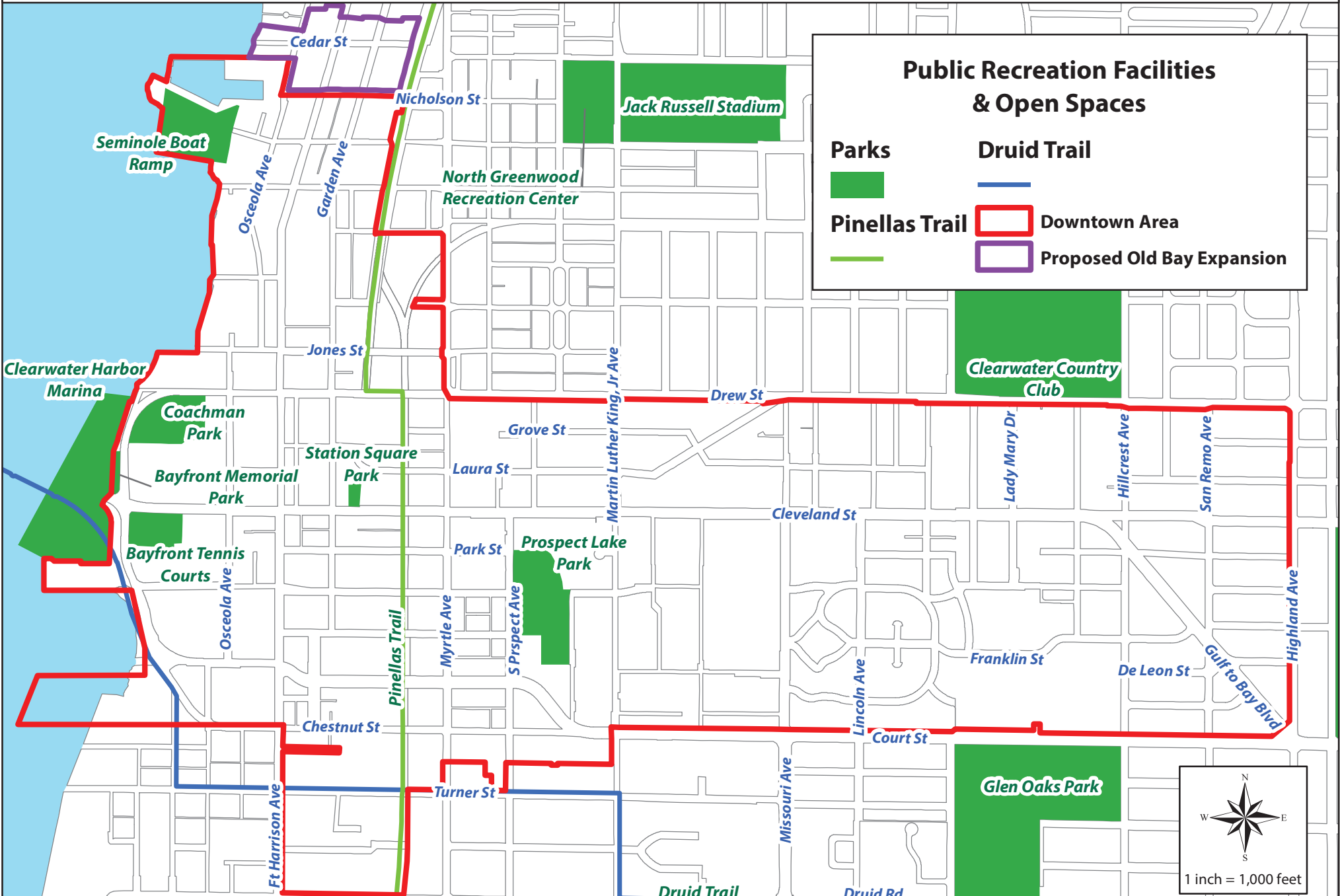
Map 2.7 Downtown Core Parking

Clearwater Downtown Redevelopment Plan

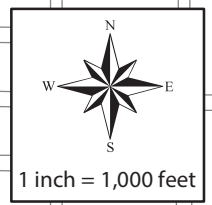


Map 2.8 Public Recreation Facilities & Open Spaces

Clearwater Downtown Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, February 2018



PUBLIC RECREATION FACILITIES & OPEN SPACE

A total of 36.2 acres or 6.6% of the total land within Downtown is City-owned parkland as illustrated on Map 2.8. In addition, there are 1.5 miles of trails including the Pinellas Trail and the Druid Trail. There are a variety of recreational facilities within Downtown and several in close proximity to the Plan boundaries. The majority of parks are concentrated in the Downtown Core. Coachman Park, located in the western-most portion of the Core along Clearwater Harbor, is currently less than seven acres. The park is primarily passive; however, it has an amphitheater that attracts nationally-known artists and serves as a regional entertainment venue. Bayfront Memorial Park is west of Coachman Park, adjacent to Clearwater Harbor. This small passive park provides parking along the water and with the small pier, is used for markets. It also used to be home to sculptures which paid tribute to the World War I American Doughboys and the World War I Navy. These sculptures have been relocated to a landscape island on the Memorial Bridge. Currently Bayfront Memorial Park houses “The Middens”, a stainless shells sculpture that echo the region’s history of the native Tocobaga tribes and nod to the local estuary located just off the Harbor seawall. The Middens are illuminated at night with full-spectrum LEDs.

The Bayfront Tennis Complex, also within the Downtown Core, is located to the west of City Hall on the lower end of the Bluff and is the City’s first tennis complex. One urban pocket park, Station Square Park, is located in the center of the historic commercial core on Cleveland Street and is used by many Downtown workers. The CRA programs

various activities at Station Square Park (e.g., lunchtime music, yoga) and a variety of special events take place in the park.

The Clearwater Harbor Marina is a beautiful marina with state-of-the-art concrete floating docks located just across from Coachman Park. The boat slips are accessible from the Intracoastal Waterway at the Memorial Causeway Bridge. There are 126 boat slips as well as over 1,000 feet of overnight side-tie mooring for visitors and over 600 feet of side-tie mooring for daytime visits and special events. The boat slip lengths range in size from 30 feet to 55 feet.

The Fred E. Marquis Pinellas Trail, a countywide trail system, traverses Downtown running north/south and the Druid Trail traverses east/west. A significant portion of the Pinellas Trail in the Downtown Core shares the East Avenue right-of-way which was modified to one-way north-bound vehicular traffic to allow for wider trail area on the west side of the right-of-way. South East Avenue terminates at Turner Street in the South Gateway Character District where the Pinellas Trail continues southward along the CSX rail line. North of Drew Street in the Old Bay District, the Trail is located within a dedicated greenway corridor. The Druid Trail is largely in the right of way of Turner Street in the South Gateway. Shared bike lanes or “sharrows” support trail connectivity and have been implemented on Cleveland Street and North Osceola Avenue.

The Seminole Boat Ramp is located in the northwestern section of the Old Bay District and functions as the City’s main boat launching facility. It has eight boat ramps, as well as a picnic area.

The facility accommodates approximately 25,000 launches per year, and offers monthly and yearly launch passes. In 2017, the City initiated work to design and permit significant improvements to the property and ramp, including: reconfigured paved parking; additional overflow parking utilizing low impact development methods to manage stormwater and improve water quality; a pedestrian promenade and an elevated observation platform to enhance waterfront access for non-boaters; new greenspace by the Francis Wilson Playhouse located on adjacent City-owned property; additional landscaping improvements; and the consideration for adding public restrooms.

Prospect Lake Park is located in the Prospect Lake District, east of the Downtown Core. It is a passive urban park providing a unique amenity within Downtown, including trails and benches around the lake.

Even though Downtown has a significant amount of parkland, it lacks small pocket parks and playgrounds. Several recreation facilities are located along the perimeter of the Downtown including the Clearwater Country Club golf course, and Crest Lake Park, which is a community park with playground facilities, a lake and the City’s first dog park. David Martin Soccer Field was the only active recreation facility in Downtown, but it was relocated south of the Downtown Planning Area and incorporated into Glen Oaks Park in 2006.

EXISTING DOWNTOWN REDEVELOPMENT PROGRAMS

In addition to the CRA, several programs have been established to support Downtown redevelopment efforts. A description of the main programs is listed below and a more comprehensive listing of incentives available to the private sector is provided in Chapter 4, Plan Implementation.

Downtown Development Board

Pursuant to Florida Statutes, the Downtown Development Board (DDB) was established in 1970. In 1971, Downtown property owners approved a referendum that created a Special Downtown Tax District to assist in revitalization efforts of Downtown and preserve property values. The DDB has seven elected board members and two ex-officio members from the CRA and represents the interests of Downtown property owners within the original CRA. The CRA provides professional staff support to the DDB.

Brownfields Program

In order to assist in the redevelopment or reuse of abandoned, idled, or underutilized industrial and commercial properties that have, or are perceived to have, environmental contamination, the City of Clearwater established a Federal and State Brownfields program in 1996. This program provides environmental site assessment and analysis to identify potential presence of hazardous substances, petroleum, or other types of contamination. The documentation of the absence or presence of environmental impacts is of utmost

importance to all parties affected.

INVESTMENT IN DOWNTOWN

Since the inception of the original Downtown CRA in 1981, considerable public and private investment has been made in the Downtown area. Often the first step in large investment projects is property acquisition and then remediation, assemblage, marketing and redevelopment. The City and CRA also provide incentives and investment in programs that support business development. Capital Improvement Projects and transportation comprise a large portion of investment in the Downtown Planning Area that enhances necessary infrastructure as well as quality of life. Investments in arts, culture and programming also improve quality of life and desirability of Downtown. Often a significant project will span multiple categories of investment. Selected investments are shown on Map 2.9. Below is a list of some recent and significant programs and projects undertaken by the City and/or CRA:

Property Acquisitions

Pierce Street Lot, 301 Pierce Street

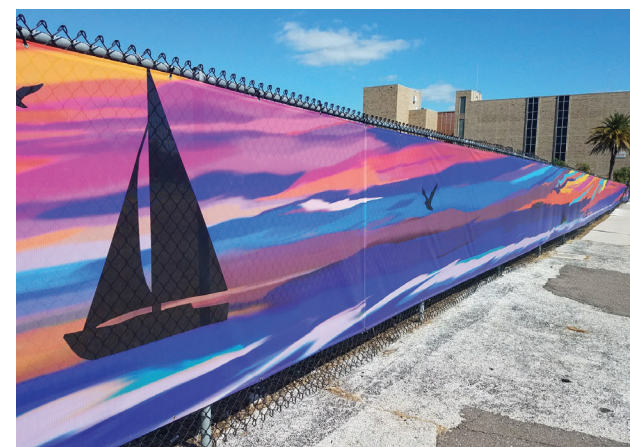
- \$4.25M purchase price
- Key property for Imagine Clearwater redevelopment

Triangle Property, 1384 Gulf to Bay Boulevard

- \$160k purchase price
- Key property for Cleveland Streetscaping Phase III and Mercado

Former St. Pete Times Lot, 704 and 710 Court Street

- \$2.4M purchase price
- Key properties for future Intermodal Center



Multiple Brownfields Sites

- Harbor Oaks Shopping Plaza, \$110k for remediation
- Clearwater Automobile Salvage Yard, \$1.2M purchase price and \$648k for remediation
- Car Pro Site, \$296k purchase price and \$661k assessment and remediation

Economy Inn Redevelopment Site, 1274 Cleveland Street, and adjacent parcel 1247 Grove Street

- \$1.6M and \$67.5k purchase prices, respectively

Capital Improvement Projects

Clearwater Harbor Marina, 210 Drew Street

- \$1.2M assistance for a 126 boat slip project and fishing pier

Capitol Theatre, 405 Cleveland Street

- \$8.8M renovation project

Cleveland Streetscape Phase I & II, Osceola to Missouri Avenues

- \$.1M for Phase I, \$2.5M for Phase II
- New sidewalks, stormwater, electrical improvements, street amenities, a wayfinding signage master plan and new plantings

Main Fire Station #45, 1140 Court Street

- \$10.3M construction funding

Five Points Intersection, Gulf to Bay Boulevard, Court Street, and Highland Avenue

- \$728k in improvements and landscaping

Redevelopment Incentives

Garden Trail Apartments, 609 Seminole Street

- \$354k in acquisition and environmental remediation

Country Club Townhomes, 1273 Drew Street

- \$700k towards acquisition
- \$449k for construction
- \$320k for down payment assistance

Marriott Residence Inn, 940 Court Street

- \$227k in impact fee, permit fee, and a portion of City TIF reimbursement

Cleveland Street and Fort Harrison Avenue Façade Improvement Grants

- 50+ buildings
- More than \$279,933 since 1996

The Nolen Apartments, 949 Cleveland Street

- \$700k fees reimbursed, 257 market rate units and 13,000 square feet of retail/restaurant space
- \$725k to address soil condition and \$485k to reduce stormwater fees and relocate utilities

Water's Edge Condominiums, 391 Cleveland Street

- \$1M reimbursement of impact fees, portion of sidewalks costs and site improvements paid from Ad Valorem taxes
- 153 units with 10,000 square feet of retail space

Station Square Condominiums, 628 Cleveland Street

- \$1.2M for 99 public parking spaces

Business Development

Business SPARK, 112 South Osceola Avenue

- Network of programs, services and facilities provided by public and private partners to support businesses and entrepreneurs in every stage of development

The Ring Workspaces, 600 Cleveland Street

- \$600k investment in a private, state-of-the-art coworking office facility

Clearwater Main Library, 100 N. Osceola Avenue

- Interlocal agreement with the Clearwater Main Library to conduct activities that support community learning in the areas of STEM (science, technology, engineering and math), entrepreneurship and small business development

Community Arts, Culture & Events

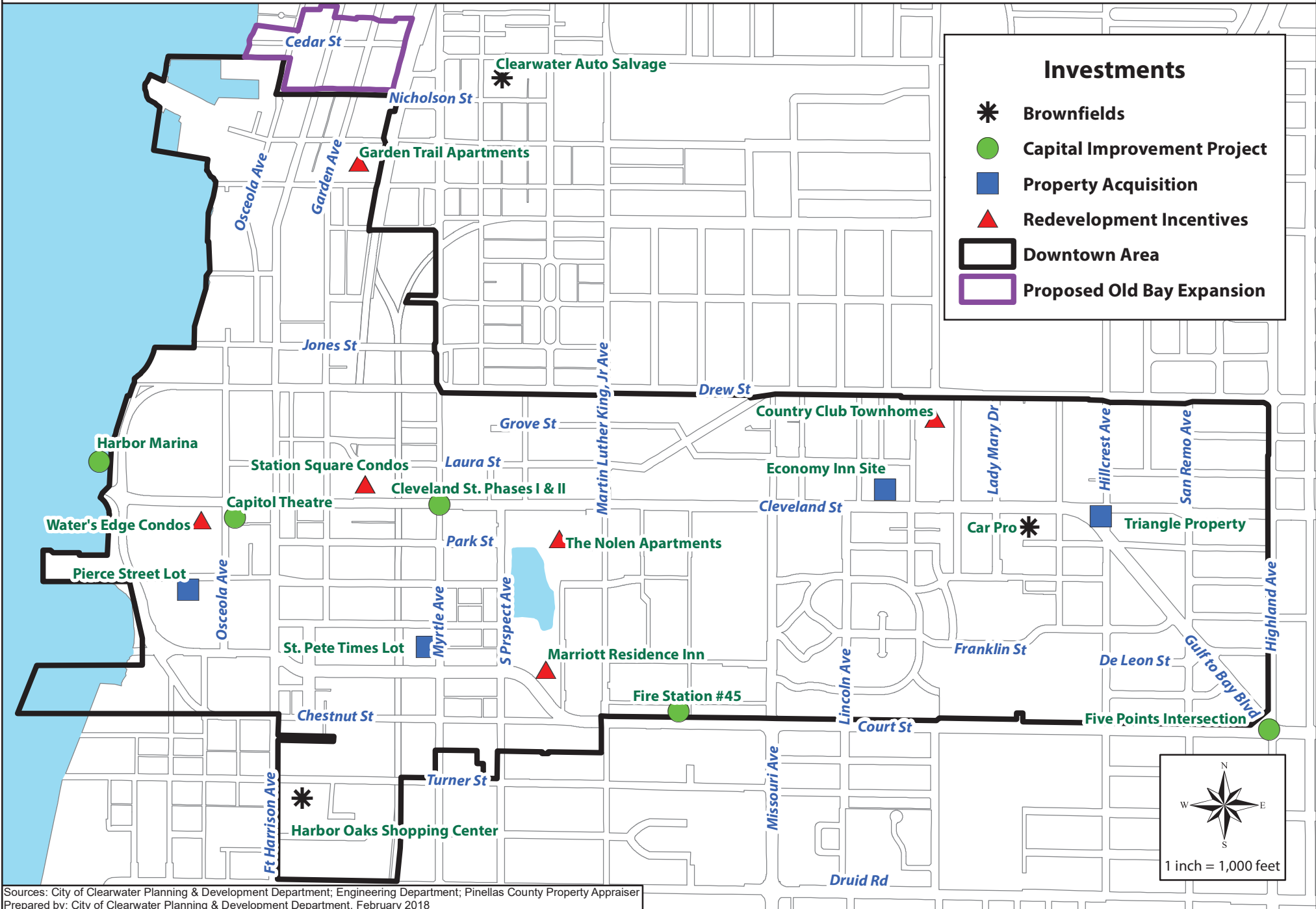
- 30-year agreement with Ruth Eckerd Hall for the operation of the Capitol Theatre
- Sculpture 360, rotating artwork in the median of Cleveland Street in the Downtown Core
- Second Century public Art Gallery
- Downtown waterfront markets
- El Dia del Nino (Children's Day), a neighborhood event to celebrate the Downtown Gateway community
- Public art banners and art wraps on utility signal boxes
- Programming, events and activation of parks (Station Square) and public spaces
- Interlocal agreement with Clearwater Police Department for Community Policing in Downtown Gateway which has decreased drug dealing, prostitution and street crime

Transportation & Mobility

- Jolley Trolley (non-profit trolley system) and Water Taxi/Ferry subsidies
- Beach Connector Trail portion of the Druid Trail
- Downtown Wayfinding

Map 2.9 Selected Downtown Investments

Clearwater Downtown Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, February 2018