

Clearwater Downtown Redevelopment Plan

*A Special Area Plan & Community Redevelopment Plan
for the City of Clearwater*



Osceola
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Cleveland
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ACITOL
THEATRE



CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH

*City of Clearwater Planning & Development Department
Adopted March 2, 2018*

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Acknowledgements & Amendments

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Importance of Downtowns in the 21st Century

I do not know what the future of downtown is, but here is what I am certain of:

- If we are to have an effective environmental policy, downtowns are important.
- If we are to have an effective transportation policy, downtowns are important.
- If we are to have meaningful historic preservation, downtowns are important.
- If we want Smart Growth, downtown are not only important but also irreplaceable.
- If a local official wants to claim the treasured mantle of fiscal responsibility, downtown revitalization is imperative.
- If we want to avoid Generica, downtown is essential to establish differentiation.
- If the community is trying to compete in economic globalization without being swallowed by cultural globalization, downtown revitalization has to be central to the strategy.
- If new businesses, innovative businesses, and creative businesses are going to be fostered and encouraged, a community will need a downtown where that can take place.
- If we are able to have buildings with meanings, buildings with value, buildings with values, they will be downtown.
- If we are to have public places of expressing, we need a downtown.
- If a community is going to embrace diversity instead of hide from it, celebrate diversity instead of deny it, then that has to take place downtown, it ain't gonna happen anywhere else.

Donovan Rypkema, Journal of the American Planning Association, Winter 2003.



BILLIARDS
UPSTAIRS

HARDWARE

SUNSET
CAMERA
SHOP

WOMEN'S
CLOTHING

WESTERN
UNION

WESTERN
UNION

Federal
SHOP

PIGGY WIGGY

Introduction

Purpose | History | Plan for Downtown

Chapter 1. Introduction

PURPOSE OF THIS PLAN

This Plan lays the groundwork to reclaim Downtown as Clearwater's historic urban core and heart of the City. The success and health of Downtown is directly linked to the health and success of the overall City. Downtown must be revitalized for the benefit of the whole city and all citizens. Public spaces and community gathering places are integral to strong communities, positive interaction and sense of place and pride. The residents of Clearwater will have an inviting Downtown that enhances their quality of life. Revitalizing Downtown is not looking to the past to duplicate how our forefathers utilized it, but building on our history to position Clearwater to meet future demands.

This Plan serves as a Special Area Plan in accordance with the Countywide Rules of Pinellas County. As a Special Area Plan, this document is the land use plan for Downtown, guiding future development and redevelopment through goals, objectives and policies and by the establishment of development potential for five unique Character Districts. The Downtown Planning Area is delineated on the Countywide Plan Map as an Activity Center, and on the Transit Oriented Land Use Vision Map with the Special Center subcategory, a designation established in the updated Countywide Rules (adopted August 7, 2015) to recognize previously adopted Special Area Plans throughout Pinellas County. This Plan also serves as a Community Redevelopment Plan in accordance with Florida's Community Redevelopment Act for a portion of the Downtown Planning Area. As a Community Redevelopment Plan, this document is the Capital Improvement

Plan and also sets the policies that guide the future actions and projects of the City's Community Redevelopment Agency. This Plan is implemented through the Community Development Code and its Downtown Zoning District and Development Standards. Quality urban design required by the Code is imperative to meeting the goals of this Plan.

HISTORY OF CLEARWATER

John Nolen

Clearwater was one of the early Florida cities that recognized the need for a City plan, and in 1925 hired John Nolen, a nationally known planner, to prepare a plan for the City. Clearwater leaders determined that Nolen could provide the City with a competitive advantage: a comprehensive plan, a regional plan connecting the City with its environs, and a Downtown plan focused on the waterfront. Nolen's 1926 plan was comprised of a Comprehensive City Plan and included a street thoroughfare system, locations of schools, playgrounds and parks, a civic center and Downtown business district as well as industrial areas north and south of Downtown. It also suggested rerouting the railroad tracks from Downtown to the east and establishing a regional rail system, development of an airport and cemetery, and establishment of zoning and subdivision controls. Many of Nolen's concepts remain valid today, most importantly, the recognition of the waterfront as the City's premier natural asset, the significance of Downtown as the center of the City, and a multi-faceted park system to serve all citizens.

Growth of Florida

The growth and changes in Clearwater over the years can be attributed to major events that had a similar effect in other Florida cities. Florida's growth in the early 1800s had been primarily limited to the northern part of the State, with Pensacola, Tallahassee and St. Augustine being the main population centers. In 1842, the United States passed the Armed Occupation Act which granted 160 acres of land to any head of household or single man who would bear arms, live in Florida for five years and cultivate the land. This Act drew pioneers to settle the Clearwater area and central parts of Florida. During the decades of the 1880s and 1890s, the Victorian interest in healthful living enticed many tourists to Florida for the climate. The permanent population grew as many tourists made Clearwater their home.

During this same time period, railroad expansion and the development of resort hotels in Florida cities accommodated tourists in fine style. In 1888, Russian immigrant Peter Demens completed the Orange Belt Railway through Clearwater, connecting St. Petersburg with Oakland, Florida, a distance of 117 miles. The Orange Belt Railway had railroad depots in both Clearwater and Palm Harbor. Henry Bradley Plant purchased Demens' railway in 1897 and incorporated it into his existing railroad system which traversed the west coast of Florida. Due in part to the success of the 1888 Tampa Bay Hotel on the banks of the Hillsborough River, Plant decided to add another hotel to his Florida chain and selected the bluff in Belleair for the Belleview Biltmore Hotel. Opening in 1897 as the world's largest occupied wooden structure, the Belleview Biltmore Hotel delivered its guests

via private railroad tracks directly to the plush hotel. The success of the Belleview Biltmore Hotel assisted in the growth of both Belleair and Clearwater.

Florida Land Boom

Clearwater experienced significant growth and public investments during the 1910s and 1920s. With the separation of the Pinellas Peninsula from Hillsborough County in 1912, Clearwater gained another distinction by becoming the seat of Pinellas County government. The first wooden courthouse constructed in 1912 was replaced by the 1917 courthouse at its current location on Fort Harrison Avenue at Court Street. Although a fire in 1910 destroyed significant parts of Downtown Clearwater, the City quickly rebuilt under strict building codes that required brick construction.

Clearwater benefited from the Florida Land Boom during the 1920s, with the 1926 construction of the City's first skyscraper, the Fort Harrison Hotel, the completion in 1927 of the Million Dollar Causeway from Downtown to Clearwater Beach and significant residential development on the mainland and the Beach. Unfortunately, like other Florida cities, Clearwater also suffered the economic difficulties of the Florida Bust and subsequent nationwide Great Depression beginning in 1929. During this difficult economic time, the federal government commissioned the construction of the main Post Office on Cleveland Street which was completed in 1933. This Mediterranean Revival style building still occupies a prominent location Downtown at the intersection of Cleveland Street and East Avenue.

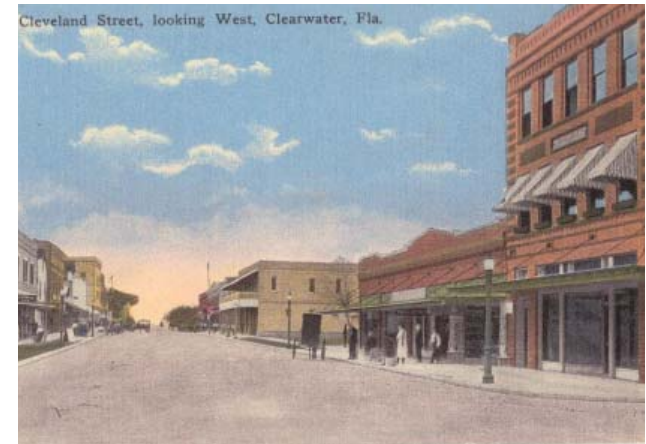
Post WWII Population Boom

National events of the 1940s through the 1960s affected Clearwater in many ways. From the 1940s through the 1950s, World War II and its aftermath consumed the City and nation. In Clearwater and in much of Florida, the military activity assisted the local economy. Military personnel occupied the Belleview Biltmore and the Fort Harrison Hotels. After the war ended, Florida experienced a population boom, as did Clearwater.

Another boon to Clearwater's local economy during this time was the City's selection as the spring training home of the Philadelphia Phillies baseball team in 1955. Also in the 1950s, the Chamber of Commerce started the Fun 'N Sun Parade and Festival which originated as a tourist draw and now provides recreational activities for residents and tourists alike over a one month period.

Movement out of Downtown

The opening of Clearwater's first shopping center in 1959 foreshadowed events to come. The Cleveland Plaza at the intersection of Cleveland Street and Missouri Avenue was constructed at a location relatively near but outside of the traditional Downtown. Unfortunately, other commercial businesses had already begun and continued their exodus from Downtown, with many locating to the "new" commercial centers along U.S. Highway 19 North.



In 1968, the Sunshine Mall opened as the City's first enclosed mall, closely followed by the Clearwater Mall in 1973 and the Countryside Mall in 1975. These three events symbolized two major changes in Clearwater: the movement of commercial activity out of Downtown to the east and the movement of the residential center from the center of town to the north as a result of the Countryside residential area created by national developer U.S. Home, Inc. While the new residential area was greatly needed and reflected the countywide northward growth trend, these events had a negative impact on Downtown. The decline of the traditional downtown occurred in Clearwater, as in many American cities, fueled by these changes and the increased availability of private cars and the lack of mass transit systems.

PLANNING FOR DOWNTOWN

First Downtown Plan and CRA

In 1970, Clearwater was an early leader in Florida's downtown revitalization field as demonstrated by the establishment of a Downtown Development Board (DDB) through a special act of the Florida Legislature. In 1971, Clearwater citizens approved special taxing district powers for the DDB. In 1976, the DDB and the Clearwater City Commission jointly commissioned a major Downtown planning study. The Plan for Downtown Clearwater was presented in 1977 to the City by the principal consulting firm RTKL Associates, Inc. The final Plan included an urban design component, policy direction through goals and objectives and an implementation program.

The City of Clearwater initially established a Community Redevelopment Agency for Downtown and adopted the Redevelopment Plan for Downtown Clearwater in 1981. The blighting factors identified for the Community Redevelopment Area (CRA) in 1981 included:

- A predominance of defective or inadequate street layout by modern standards;
- Faulty lot layout that limited the nature and extent of uses of properties;
- Deterioration of sites, buildings, and other improvements;
- Diversity of ownership which prevented the free alienability of economically feasibly sized properties;
- Unusual conditions of title based on large institutional holdings which restricted the market supply and size of private enterprise land; and
- A static tax base, with conditions of ownership which signified a continuing relative decline in the Downtown area's values.

At the original inception, the CRA comprised 247 acres stretching from Clearwater Harbor to the Cleveland Plaza shopping center vicinity and from Drew Street on the north to Chestnut Street on the south, and encompassed the traditional business district, Coachman Park, the Pinellas County Courthouse and government center, and significant vacant and underutilized land available for redevelopment.

Periphery Plans, Downtown Plan Updates and CRA Expansion

In 1993, the City adopted the Downtown Clearwater Periphery Plan which addressed planning issues for four areas adjacent to the Downtown. In 1995, the City approved a plan amendment to designate these four areas as Central Business District on the Future Land Use Map, thus linking the periphery areas to the traditional Downtown area. These actions recognized the integrated relationship between the core of Downtown and its surrounding residential areas.

In 1995, the City Commission also approved a major revision to the 1981 Redevelopment Plan for Downtown. While retaining the original boundaries of the 1981 Plan, the newly named Clearwater Downtown Redevelopment Plan significantly expanded the policies for Downtown. The 1995 Plan established a Land Use Plan Map for the Downtown that designated allowable uses on a parcel-by-parcel basis. The Plan also established development potential for properties, defining commercial intensity and residential density by sub-area for the Downtown through the creation of Districts. A major portion of the 1995 Plan was devoted to redevelopment projects with implementation to be accomplished by either the public or private sector.

In 2001, the City completed a major update to the Downtown Clearwater Periphery Plan, adopting it as a Special Area Plan for the periphery areas. This better defined the land use plan and development potential for the four periphery areas and provided policy guidance for private redevelopment. As

a Special Area Plan, it served the same land use planning function for the periphery areas that the Clearwater Downtown Redevelopment Plan did for the original Downtown boundaries.

In 2002, the City prepared a Findings and Declarations of Necessity Analysis for the 200-acre area generally east of the existing CRA, known as the “Gateway Expansion Area”, which included land governed by the Southeast and Northeast Expansion Areas of the Clearwater Downtown Periphery Plan. The study clearly demonstrated the need for revitalization outside of the existing CRA boundaries and documented the following conditions:

- Poor lot layout relating to size, accessibility and use;
- Site and environs deterioration;
- Inadequate and outmoded building density patterns;
- Defective or inadequate street configurations, transportation facilities and parking facilities;
- Excessive emergency calls;
- Unsanitary and unsafe environment;
- Excessive violations of the Florida Building Code;
- Diversity of ownership;
- Falling lease rates;
- High residential and commercial vacancy rates; and
- Lack of appreciable increase in the past five years of the aggregate assessed values.

These findings allowed the City to declare the Gateway Expansion Area to be a slum or blighted area, which the Board of County Commissioners approved that same year, thereby expanding the CRA boundaries in 2002, and bringing the total CRA size to 449 acres.

In 2004 a major update to the Clearwater Downtown Redevelopment Plan was completed which incorporated the Gateway Expansion Area (expanded CRA) and the Northwest and Southwest Areas of the Clearwater Downtown Periphery Plan which were not previously integrated into the CRA into the Plan and the Downtown Planning Area. With this expansion, the total Downtown Planning Area expanded to 545 acres, illustrated on the CRA Boundaries and Periphery Plans Map in Appendix 6. At this time six Character Districts were established, as well as the framework for development in each District. The Plan maintained the Downtown Core as the traditional City center and identified the gateways to Downtown, urban neighborhoods and opportunities for new residential, office and commercial development. The Plan established flexibility for future growth with site plan and design review to implement the design guidelines. The overall maximum development potential permitted within Downtown was reduced from the 1995 Plan. The City retained the balance of that excess potential to allocate to specific projects that make a major contribution to Downtown through the creation of the Public Amenities Incentive Pool for the life of the Plan.



New Bridge

In 2005 a new fixed span bridge replaced the existing drawbridge connecting mainland Clearwater with the Beach. Along with the benefit of improving vehicular circulation to the Beach, the bridge alignment and access has significantly impacted Downtown. Through-traffic was redirected from Cleveland Street to the one-way pair of Court and Chestnut Streets on the southern edge of Downtown. This allowed Cleveland Street to be reclaimed as a local street and regain its place as Downtown's premier shopping street. These changes also created a new eastern gateway into Downtown located at the intersection of Gulf to Bay Boulevard, Highland Avenue and Court Street (also known as Five Points).

Recent Plans and Studies

The Clearwater Downtown Redevelopment Plan has been amended several times since 2004 to address the changing conditions of Downtown and to further improve the effectiveness of the Plan. Additionally, the City has completed several plans for smaller areas within Downtown that need to have their vision and policies incorporated into the Clearwater Downtown Redevelopment Plan.

In 2011, the City hired Gensler to develop the East Gateway District Vision Plan. This plan utilized a neighborhood market/economic analysis to define the economic base for market-supportable revitalization efforts in the District. Community outreach and stakeholder involvement culminated in a community design charrette that provided a vision for the area and a concept plan and policy framework that identified specific implementation

actions and tools needed to achieve the vision over a 20-year horizon. In 2017, the East Gateway District was renamed the Downtown Gateway.

In 2014, the City contracted with the Urban Land Institute (ULI) to evaluate the City's vision and Downtown redevelopment strategies. The ULI Advisory Services Panel's final report recommended developing several additional plans including a comprehensive boating plan, a study of the "north marina area," and a master plan for the waterfront Bluff.

The ULI noted in their report that the Old Bay neighborhood has a unique mix of housing types that give a rare taste of "old Florida", and the City should invest and enhance the existing community fabric consisting largely of historic bungalows and shotgun-style houses. ULI recommended comprehensively planning for the area, including the Seminole Boat Ramp area, to provide value to both the residents of the neighborhood and the City. In 2016 the City worked with Stantec to prepare the North Marina Area Master Plan, with a study area consisting of a majority of the Old Bay Character District and land northward. The North Marina Area Master Plan's new vision for the area balances the needs of area residents and the boating community and also identifies appropriate redevelopment options. The public was engaged throughout the development of a preferred design concept for the area and implementation strategies for the plan. The plan identified eight key objectives: protecting views of water and bluff; improving connectivity to Downtown through roadway and trail improvements; creating a waterfront destination through the development of uses that attract visitors, residents and boaters,

such as a hotel and restaurants; enhancing the area's unique character through new development that is compatible in scale and form with the historic buildings; putting people first; establishing a cultural hub; promoting a better environment; and unlocking development potential.

Also in 2016 the Clearwater Comprehensive Boating Plan was developed by Moffatt & Nichol. ULI recommended the preparation of the plan as a first step in the long-range objective of making Clearwater, including its Downtown waterfront, the boating capital of the region, if not the State. At the Clearwater Harbor Marina, the plan recommended adding an attraction to draw boaters and non-boaters to the waterfront year-round, reorganizing parking, providing public restrooms, enhancing security, adding public art and artistic lighting, and providing wayfinding. Because the Comprehensive Boating Plan and the North Marina Area Master Plan were completed concurrently, the plan provided more detailed recommendations to improve facilities at the Seminole Boat Ramp and surrounding Marina, including: adding a waterfront hotel with boat slips for guests; enhancing the existing park and marina store; constructing additional staging docks and additional queuing docks to enhance the ramp's functionality; maintaining parking for cars/trailers, even if it is moved to adjacent properties; providing public restrooms; and enhancing security.

The 2014 ULI report identified the Bluff – the highest escarpment along the water’s edge in the State - as a prominent and exceptional asset on which the City could build its brand, and recommended that the City prepare a guiding vision for the area adjacent to the waterfront and Bluff. In 2017, the City completed Imagine Clearwater, which established a vision for Downtown’s waterfront as an active, authentic, iconic civic and open space that celebrates Clearwater’s history, natural beauty, culture and diversity and anchors an economically vibrant Downtown. The plan focused on developing a dynamic waterfront, an activated Bluff and a connected Downtown, and included a master plan for the area that proposed a redesigned waterfront park providing users a series of distinct experiences through several unique areas. To achieve a successful waterfront, the plan recognized that Coachman Park needs an active edge, and identified three City-owned parcels on the Bluff as important catalyst sites: the Main Library, to be activated with additional community uses to leverage its waterfront views; the Harborview Center, proposed to be demolished to create a civic gateway to the park and provide a location for private redevelopment – rental housing or a boutique hotel – to create more activity; and City Hall, to be relocated within Downtown to facilitate a mixed-use development or incorporate a cultural use on the prime waterfront property, to further activate Downtown. The plan identified that the corner of Cleveland Street and North Osceola must be 100% active and that pedestrian and bicyclist mobility is at the foundation of park activation and Downtown connectivity. Core elements of the master plan require charter referendum to accomplish. In November 2017,

City residents approved the first referendum to allow construction and maintenance of certain improvements to support active and passive uses of the Downtown waterfront.

2018 Downtown Plan Update

The 2018 update of the Downtown Redevelopment Plan reaffirms the vision for Downtown as the urban core and heart of the City. It simplifies properties’ development potential so it is not based on lot size, which eliminates the need for lot consolidation in certain Districts. The Plan increases development potential in all Character Districts. In those Character Districts that are primarily low-scale and/or single family residential, density is increased to 35 dwelling units per acre. The density of 35 dwelling units per acre has been identified as being conducive for “missing middle housing” consisting of multiplexes, townhouses and bungalow courts which offer a variety of needed housing types. This increase in density supports the desired residential infill development on small sites that is typical in these neighborhoods, compatible with the existing single family neighborhoods and consistent with urban downtowns. In some instances the density may allow for a single additional unit on an existing parcel and is a gentle way to add density to an urban neighborhood, while also making existing sites and buildings more viable for development.



More specifically, the 2018 update will expand the Old Bay Character District to include the North Marina Area Master Plan and six contiguous parcels to the north to eliminate bifurcation of ownership, particularly along North Fort Harrison Avenue. The Old Bay expansion will increase the Downtown Planning Area from 545 acres to 556 acres. The 2018 update also combines the Town Lake Residential and Town Lake Business Character Districts into one District, Prospect Lake, named for the re-named City stormwater pond and park. This reduces the number of Character Districts from six to five. The boundary revisions are illustrated on Map 1.1. Formerly, the Town Lake Business Park Character District encouraged suburban style office development, which, apart from Frank Crum, did not occur and is not anticipated to happen now. A new direction for the District is envisioned and is appropriate for all properties within the two former Town Lake Districts. Density is increased in the new Prospect Lake Character District. Previously, several developments in the area needed to utilize units from the Public Amenities Incentive Pool to obtain additional density, and where a higher density is appropriate and supported that density should be clear and accessible. The western edge of Prospect Lake Character District received the greatest increase in density to 75 dwelling units per acre, consistent with the Downtown Core Character District, to unify Myrtle Avenue as a corridor. Additionally, this area of the Prospect Lake Character District increased to 2.5 FAR to support office and commercial development. The update clearly defines the acceptable heights that were formerly hinted at in Plan policies, reflecting the importance of protecting the historic single-family character of the Grove Street neighborhood while supporting more intense and taller development

along more major streets.

And, as previously mentioned, the East Gateway District has been rebranded as the Downtown Gateway, this Plan updates the Character District name accordingly.

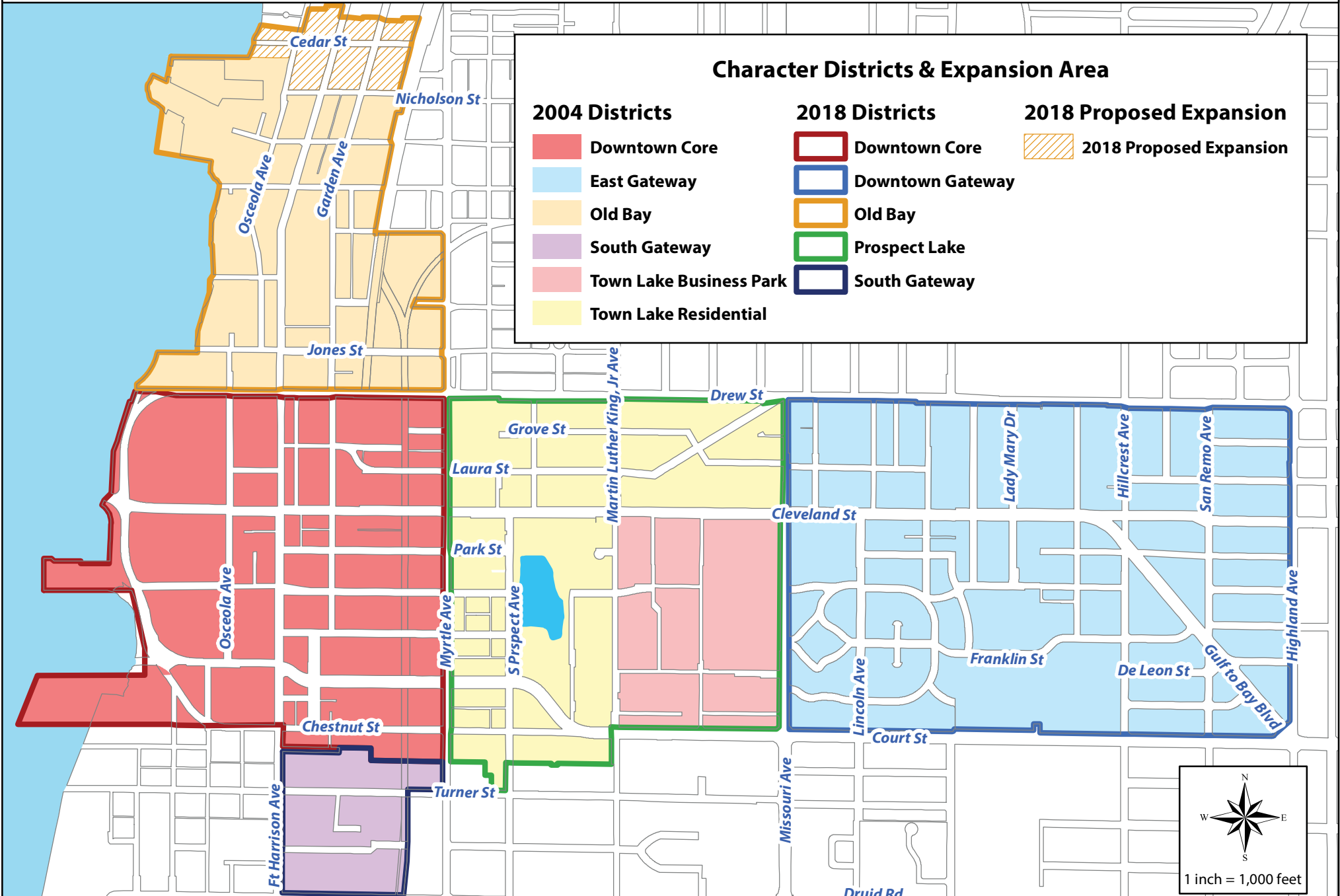
To implement many of the updated goals of the Plan, the Downtown zoning district in the Community Development Code must be updated to allow many uses by right and to establish design standards for Downtown properties. Implementation will also require Future Land Use Map and Zoning Atlas amendments to sections of the Old Bay, Prospect Lake, and Downtown Gateway Character Districts to reclassify them as Central Business District (CBD) future land use and Downtown (D) District, thereby unifying the entire Downtown Planning Area. The Design Guidelines have been removed from this Plan and will be incorporated in the Downtown (D) Zoning District in the Community Development Code as design standards.

Since the adoption of the 2004 Downtown Redevelopment Plan many notable goals have been achieved and projects developed including the Cleveland Streetscaping Phase I and II, Prospect Lake Park, Station Square Park, Main Library, Capital Theatre, Downtown Marina, Glen Oaks Stormwater Detention Facility and the Nolen apartments. Clearwater is poised for great accomplishments in Downtown. All of the elements are in place for success: a waterfront with exceptional natural beauty, locational advantages, committed citizens and determined elected officials. Let this Plan set the course towards the future success of Downtown.

Notes: The section on planning history is based on John Nolen's Comprehensive City Plan of 1926 and the research on Nolen by Bruce Stephenson, Rollins College. The Clearwater history section relied in great part on Michael Sanders' book Clearwater, A Pictorial History.

Map 1.1 Proposed Expansion & New Districts

Clearwater Downtown Redevelopment Plan



Character Districts & Expansion Area

2004 Districts	2018 Districts	2018 Proposed Expansion
Downtown Core	Downtown Core	2018 Proposed Expansion
East Gateway	Downtown Gateway	
Old Bay	Old Bay	
South Gateway	Prospect Lake	
Town Lake Business Park	South Gateway	
Town Lake Residential		

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



Existing Conditions

Planning Area | Land Use | Historic Resources | Demographics |
Transportation | Recreation | Investment

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.

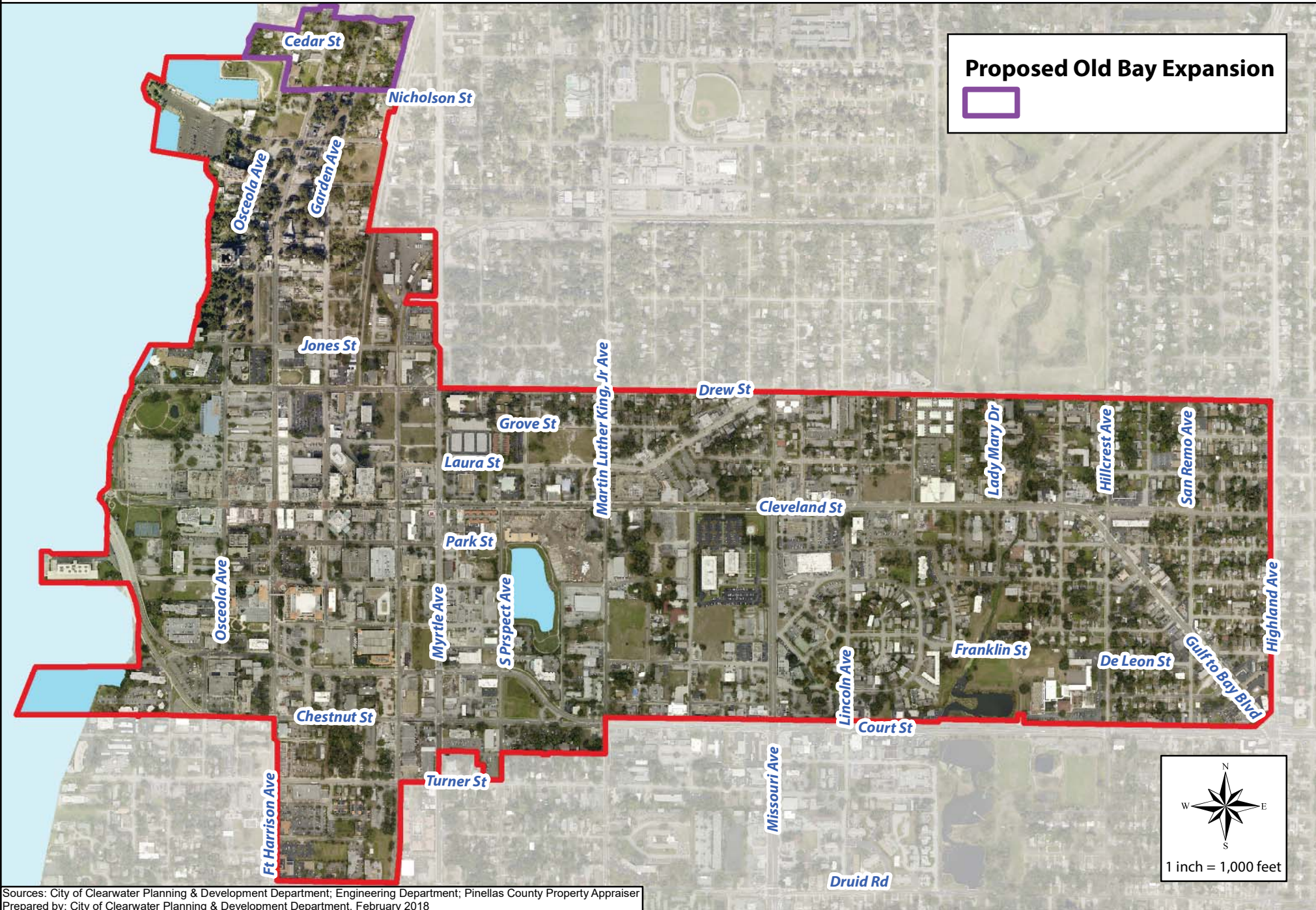
Further, from a land use perspective, the lack of available sites in Downtown that do not have other constraints, such as potential environmental contamination (e.g., brownfields), size constraints (e.g., previously platted residential parcels), or older infrastructure is a significant challenge for 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

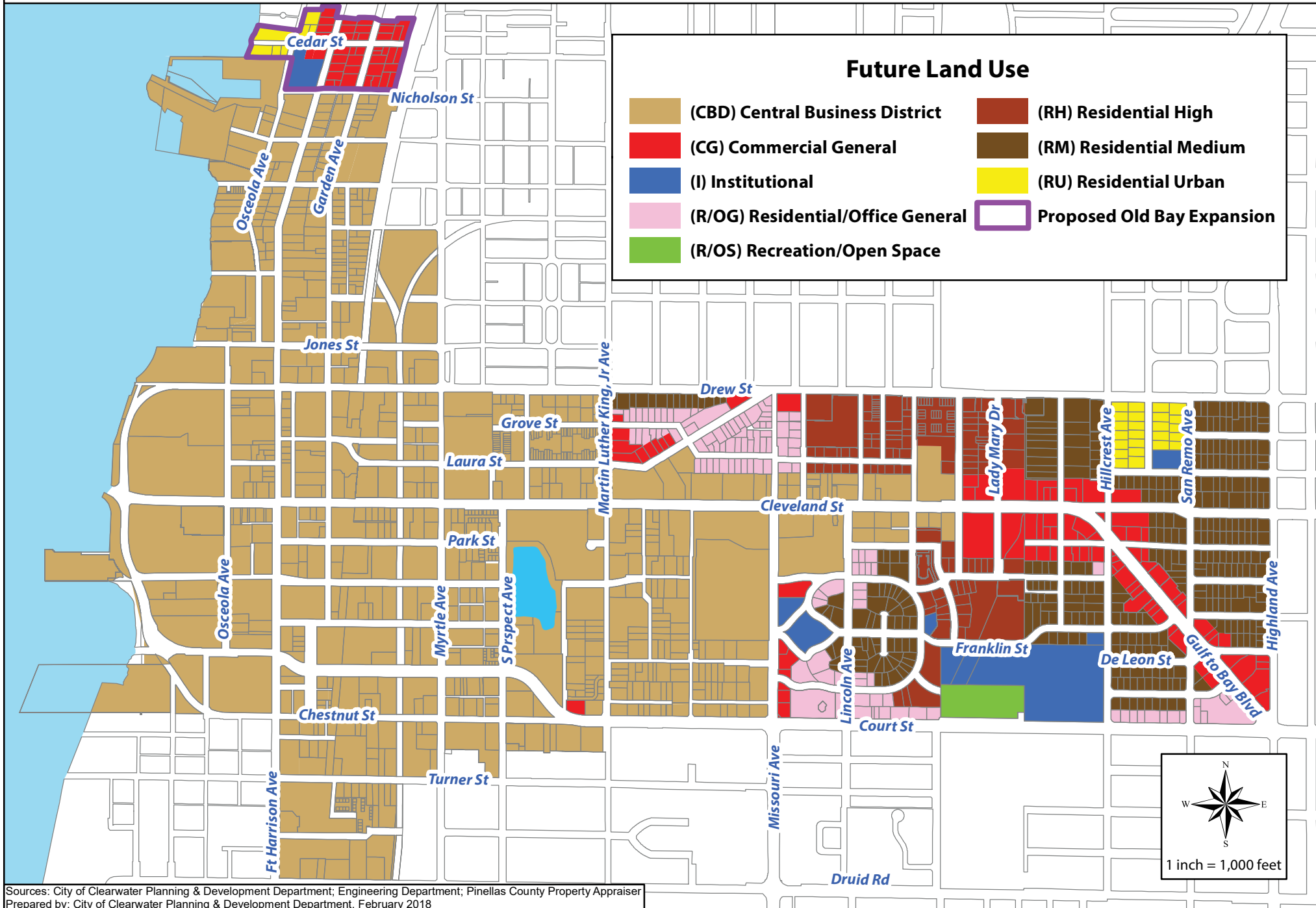
Clearwater Downtown Redevelopment Plan



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

Map 2.2 Future Land Use

Clearwater Downtown Redevelopment Plan



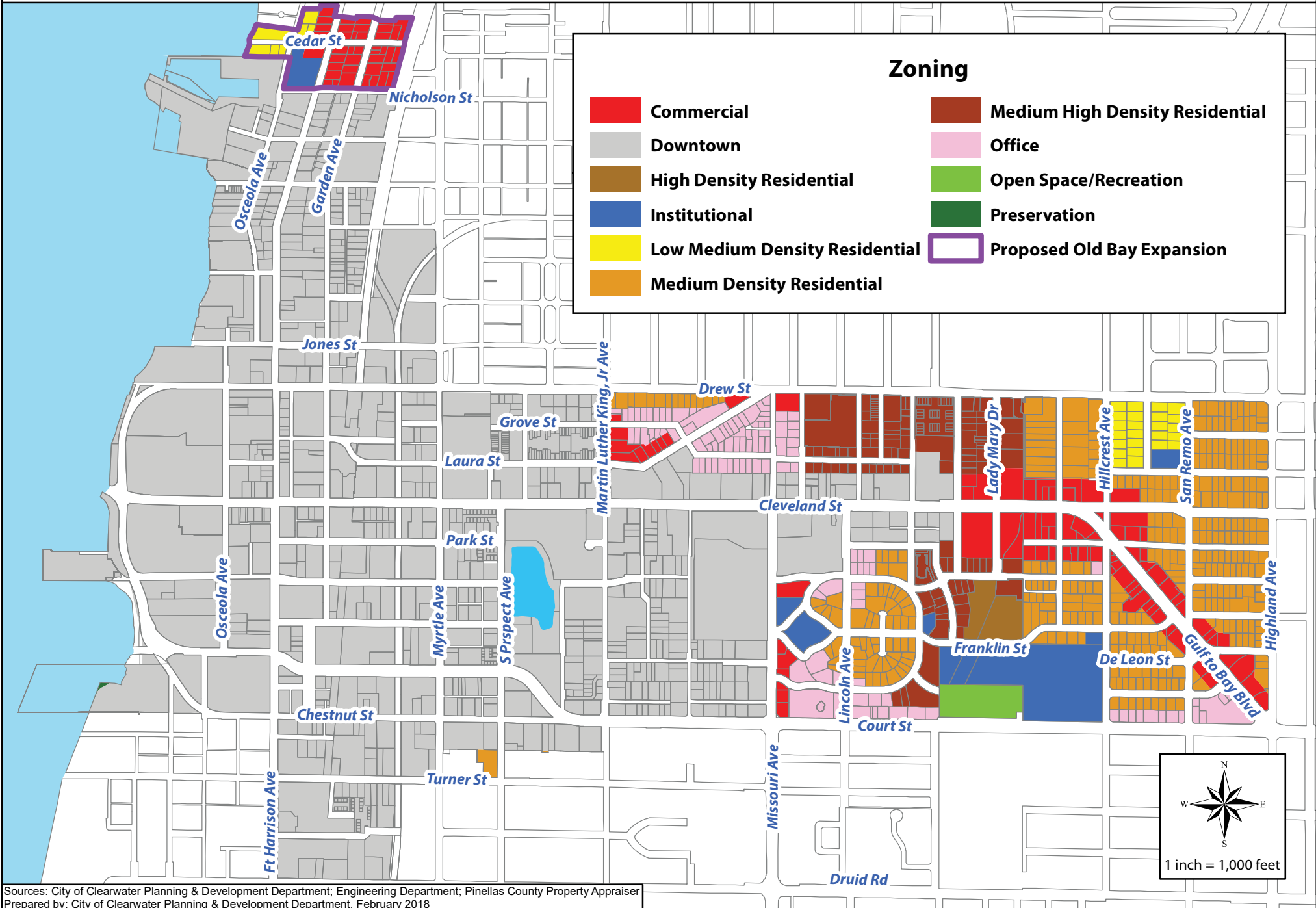
Future Land Use

 (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

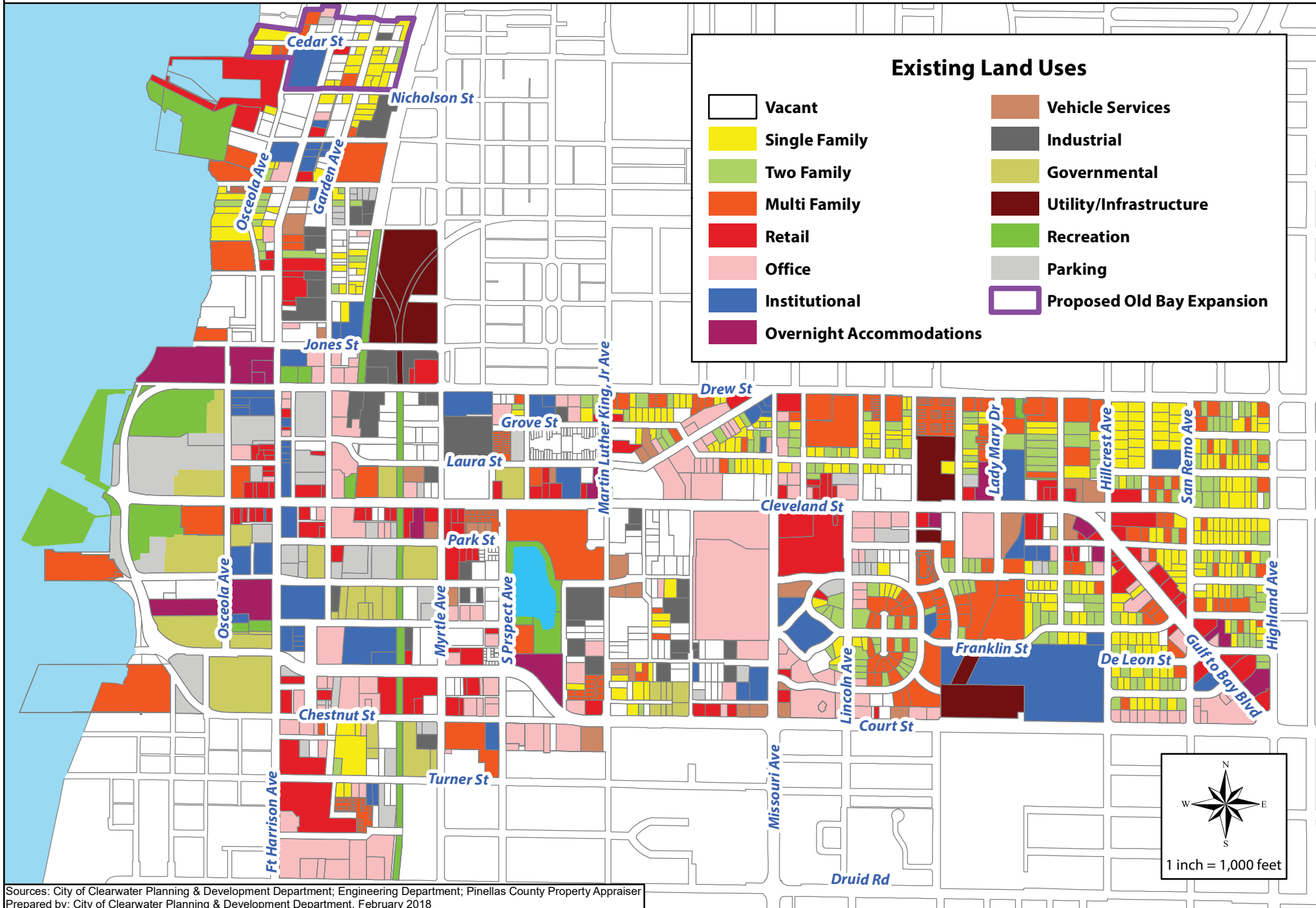
Map 2.3 Zoning

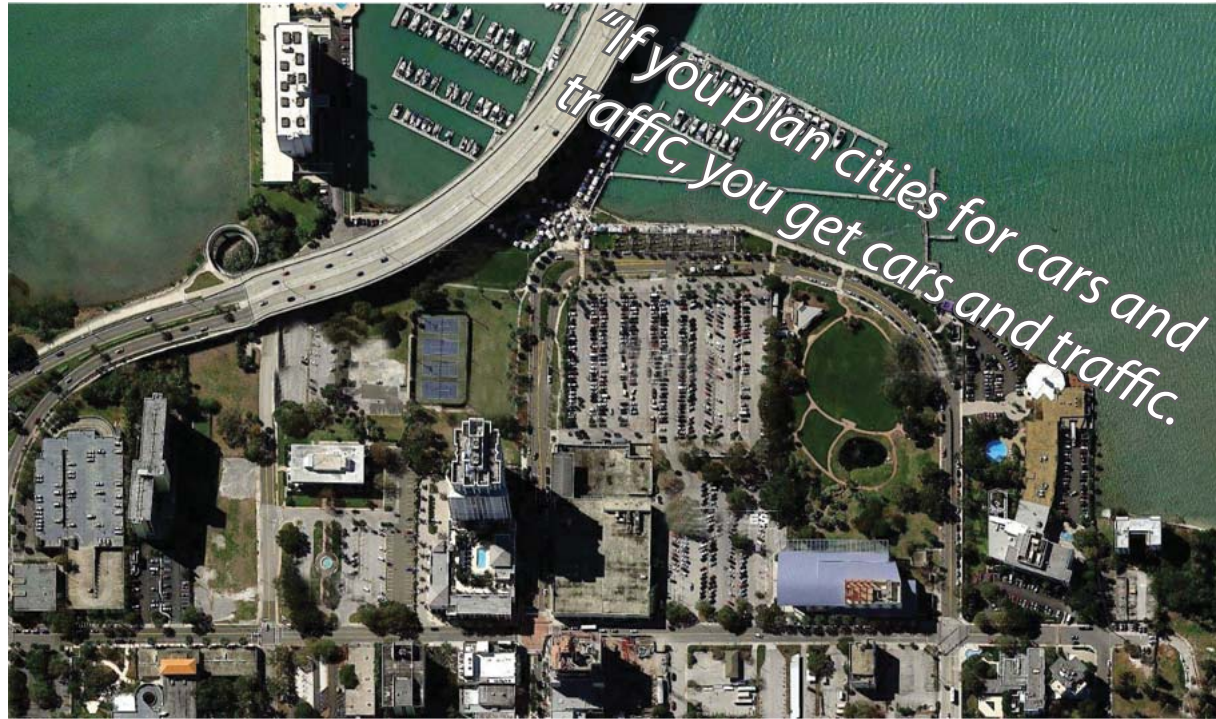
Clearwater Downtown Redevelopment Plan



Map 2.4 Existing Land Uses

Clearwater Downtown Redevelopment Plan





Fred Kent, Project for Public Spaces

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.

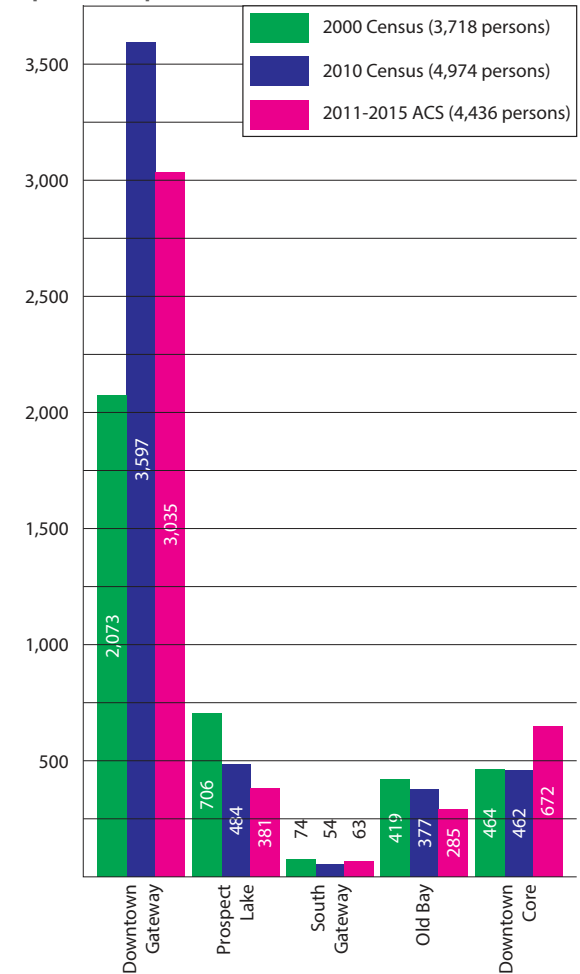
This growth did not result in a diversification of Downtown’s resident population, a fact reflected in the recent demographic data collected during the ACS 2011-2015 estimates. Graphs 2.2 and 2.3 summarize age, race and ethnicity of Downtown’s population.

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

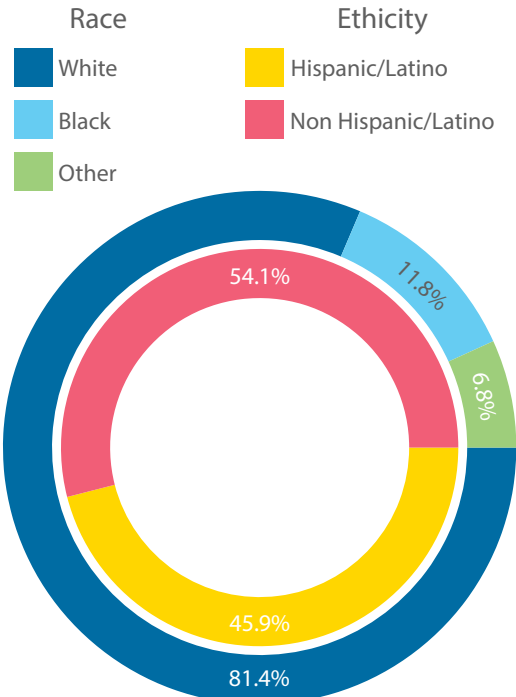
compared to the City as a whole (13.9%), and the majority of this population within Downtown (92.9%) lives in the Downtown Gateway District.

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



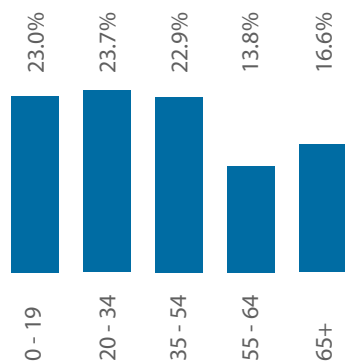
Source: mySidewalk.com; US Census 2011-2015 ACS

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.

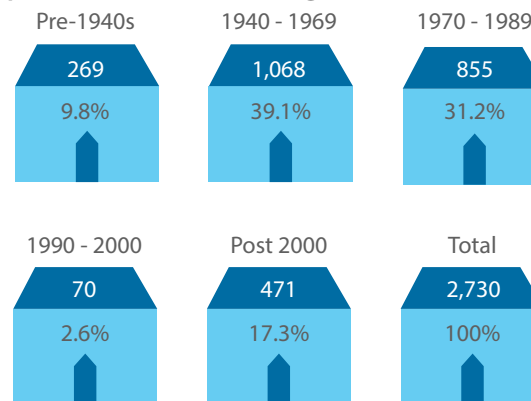


Graph 2.3. Downtown Age



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.

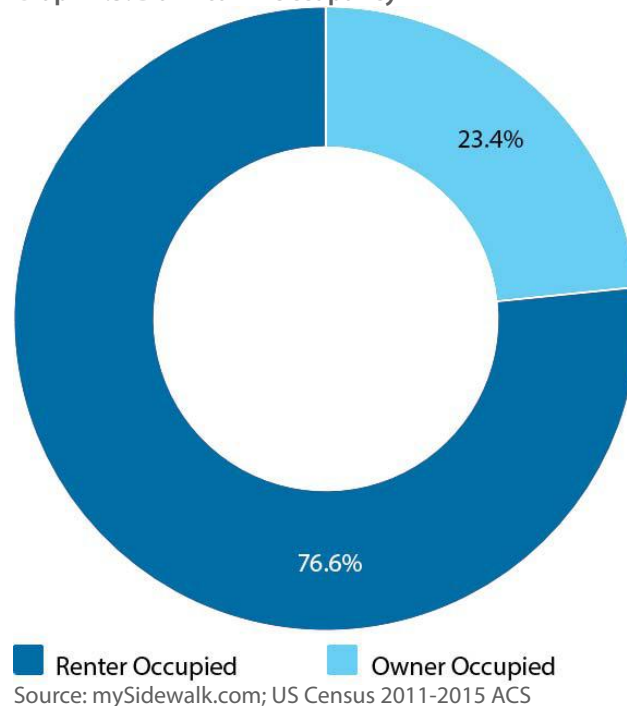
There is a much larger proportion of renters located within Downtown, compared to the City. According to the ACS 2011-2015 estimates, the total percentage of renters within the Downtown is 76.6%, versus 41.7% for the City as a whole. This translates into a larger proportion of owner-occupied houses in 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

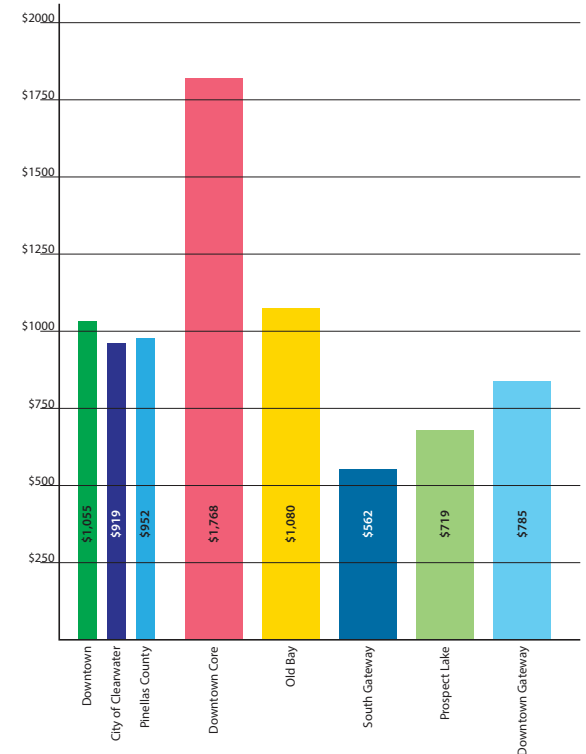
Downtown experienced a 4.6% increase in the number of households between 2000 and 2010, but since has experienced a 2.3% decline to 2,307 households overall. The average household size both Citywide and within Downtown specifically has increased since 2000, from 2.2 (Citywide) and 2.05 (Downtown) persons 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.

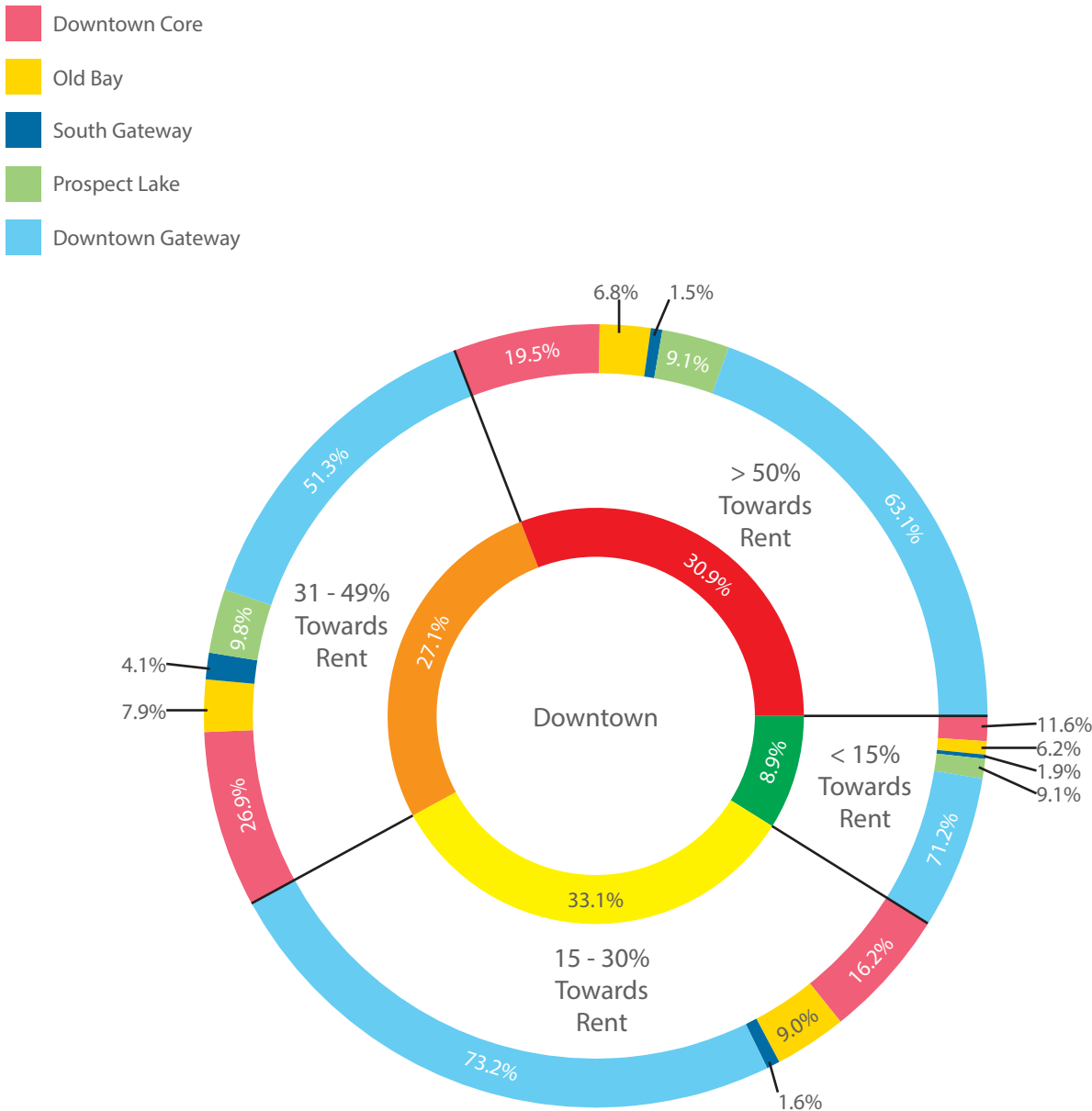
Demographic Synopsis

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.

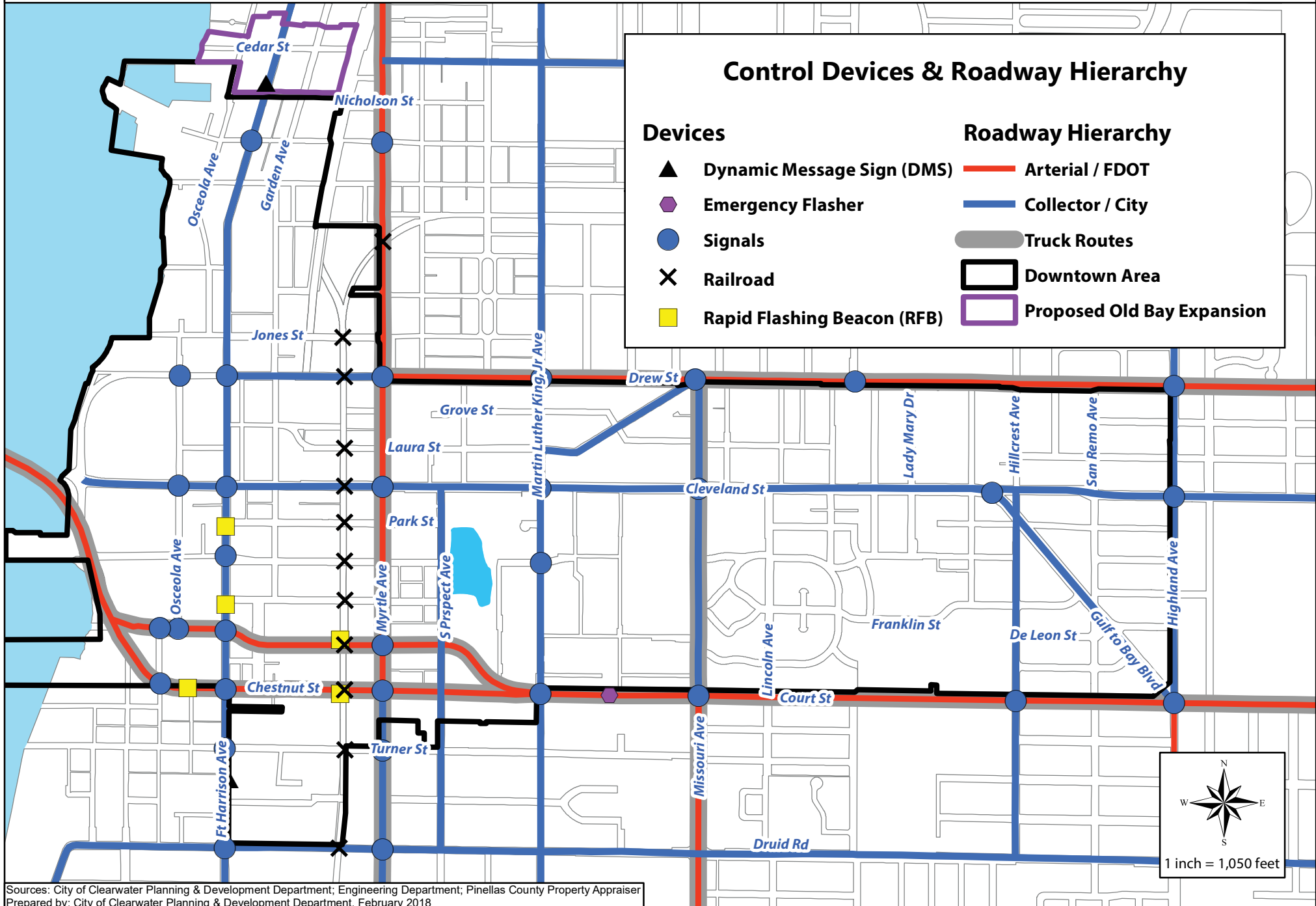
Table 2.3. Existing Parking Facilities

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 Osceola 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

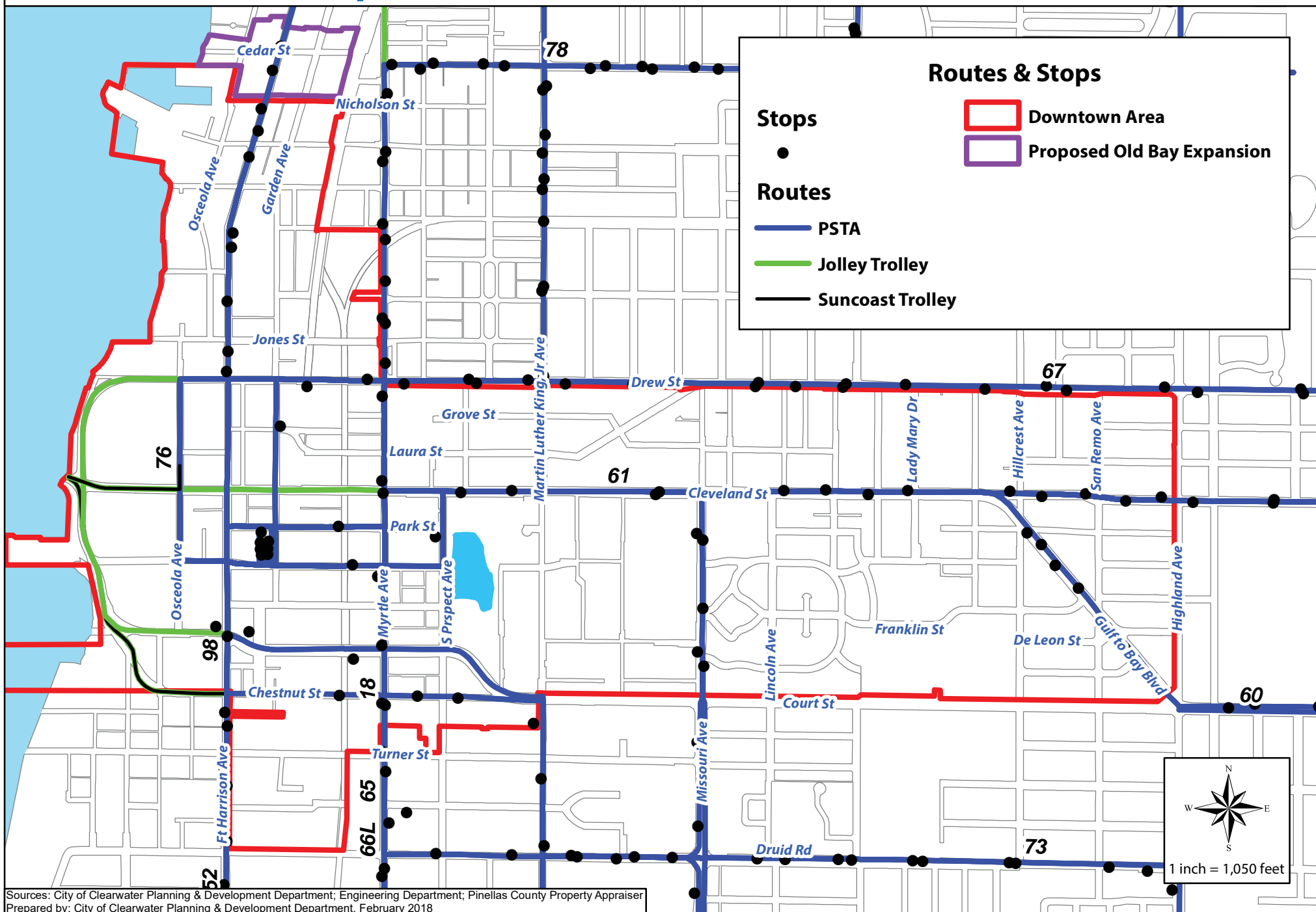
Clearwater Downtown Redevelopment Plan



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

Map 2.6 PSTA Routes & Stops

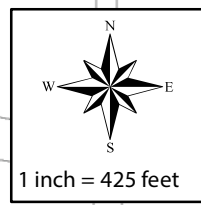
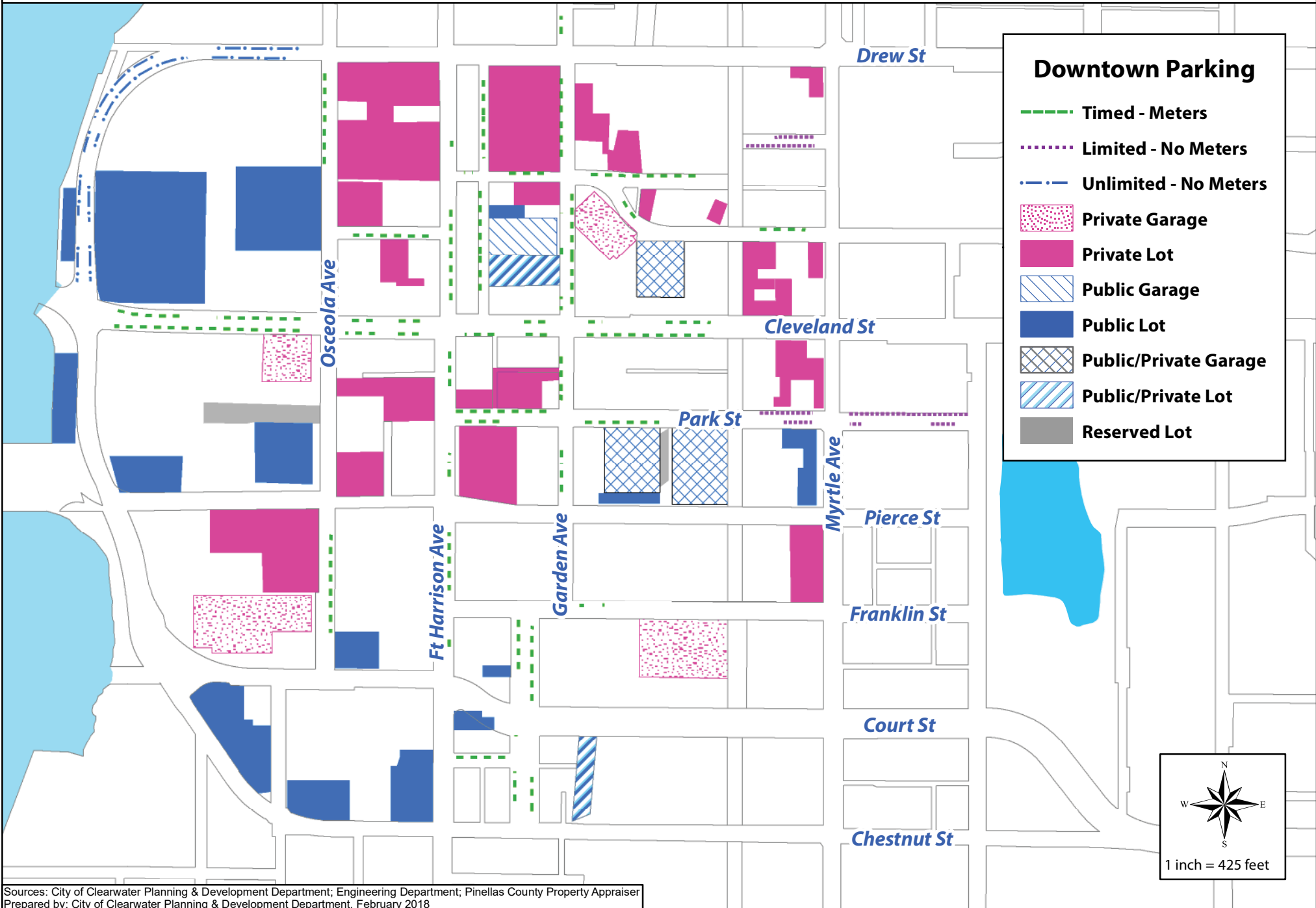
Clearwater Downtown Redevelopment Plan



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

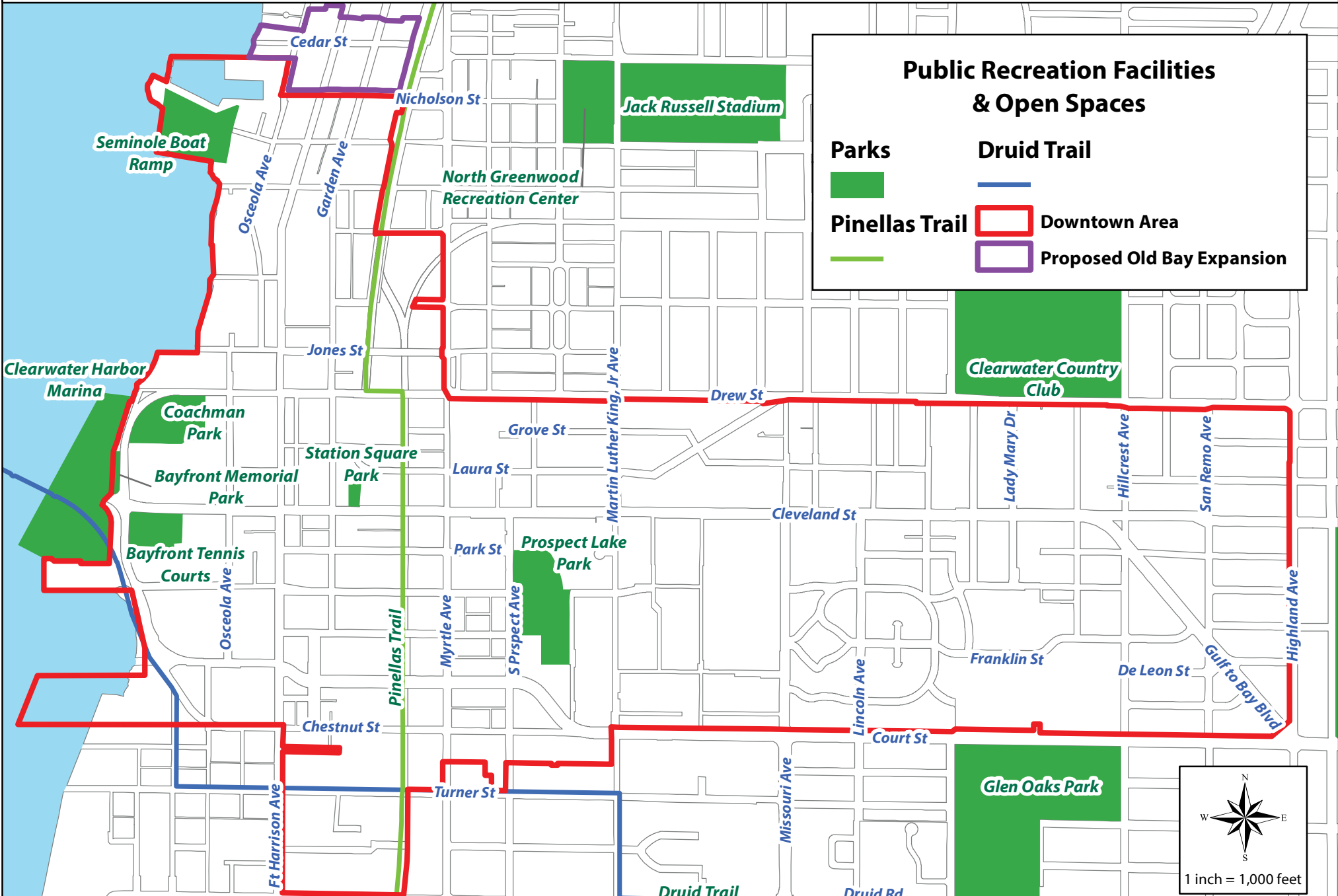
Clearwater Downtown Redevelopment Plan



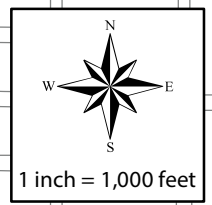
1 inch = 425 feet

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

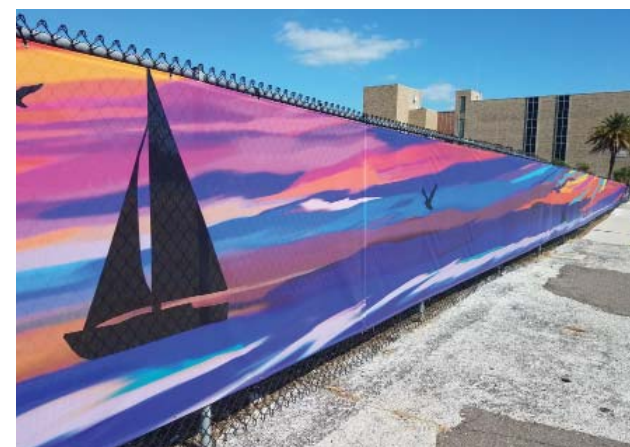
- \$4.25M purchase price
- Key property for Imagine Clearwater redevelopment

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

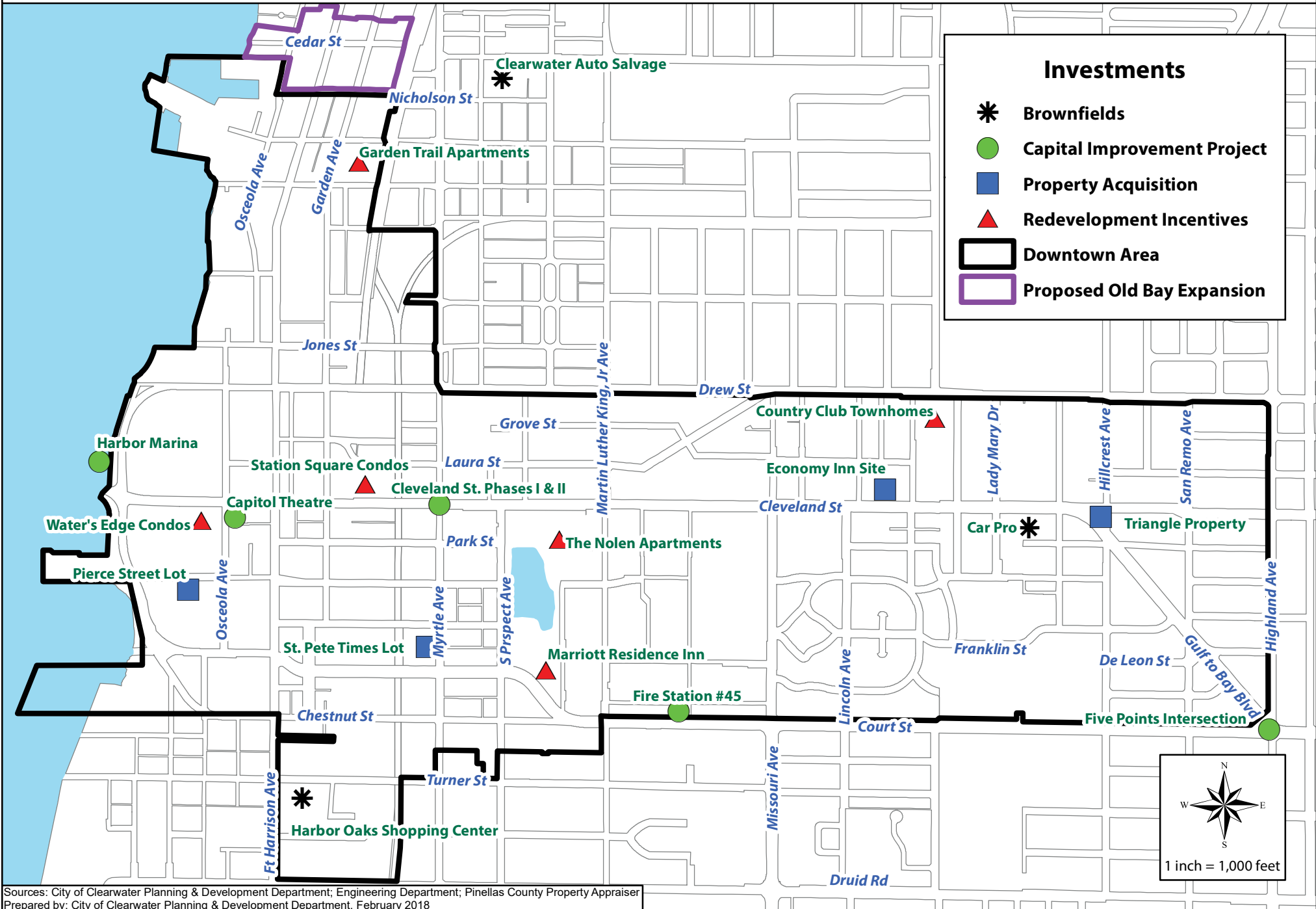
- 30-year agreement with Ruth Eckerd Hall for the operation of the Capitol Theatre
- Sculpture 360, rotating artwork in the median of Cleveland Street in the Downtown Core
- Second Century public Art Gallery
- Downtown waterfront markets
- El Dia del Nino (Children's Day), a neighborhood event to celebrate 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

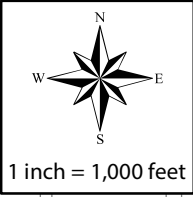
Map 2.9 Selected Downtown Investments

Clearwater Downtown Redevelopment Plan



Investments

- * Brownfields
- Capital Improvement Project
- Property Acquisition
- ▲ Redevelopment Incentives
- Downtown Area
- Proposed Old Bay Expansion



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



Land Use/ Redevelopment Plan

Vision & Guiding Principles | Goals, Objectives, Policies |
Character Districts

Chapter 3: Land Use / Redevelopment Plan

VISION & GUIDING PRINCIPLES

The Downtown Redevelopment Plan provides a flexible framework for the redevelopment of Downtown into a place that attracts people and businesses. This Plan establishes guiding principles that create the foundation for this planning effort and ensure that it reflects the goals and vision of the community. They also provide a means for guiding and evaluating the City's and CRA's future efforts and reinvestment. Future development, programs, funding initiatives, and City improvements should be evaluated on their success in achieving the following principles.

Guiding Principles

Authentic

The City will embrace an authentic urban environment focused on Downtown's heritage as the urban core and neighborhoods as the heart of the community. The City will celebrate the achievements of the first 100 years and Downtown will continue as a vibrant place for public expression and celebration of the diversity in the City's second century.

Economic Center

Downtown is a major center of activity, business and governments. The location of the Pinellas County seat within Downtown Clearwater is a point of civic pride and economic development opportunities. Downtown will continue to attract an array of innovative businesses, including the technology sector, by creating a welcoming business environment, by expanding the major retail core, and with its rich human capital and unique sense of place.

VISION

Downtown Clearwater will thrive as the urban core and heart of the City, as the center of business and government, and as an attractive place to live, work, shop and play. A revitalized Downtown will be achieved through quality urban design, continued creation of a high quality public realm, and a dense and livable pattern which will strengthen the overall health of the City.

Linked Success

The health and success of Downtown is linked to the health and success of the overall City. The City will utilize all tools and incentives available in the Community Redevelopment Agency to revitalize Downtown.

Integrated Variety

The Downtown will be a community with an integrated mix of retail, residential, office and recreation uses. The development of a variety of residential projects will support individuals and families with diverse social and economic backgrounds and encourage the resurgence of residences to Downtown.

Retail Grid

Cleveland Street is the spine of the Downtown street grid and retail network and is valued as the "Main Street" with historic character and setting. Active ground floor uses along North and South Osceola and North Fort Harrison Avenues will support the retail network.

Primarily Pedestrian

All of Downtown must be developed with streets that are safe and attractive places that balance walking, biking, transit and driving a car. The public right-of-way will address the needs of all users as Complete Streets. To promote pedestrian-oriented development some automobile-oriented uses will not be permitted. Walkable block sizes and street grids are key for walkability and livability and will be developed and maintained throughout the Downtown Planning Area.

Waterfront & Harbor

A redesigned waterfront will be a catalyst for a more vibrant Downtown providing residents, workers and visitors a welcoming and safe public access to unique and beautiful amenities. An active and inviting Osceola Avenue will firmly and permanently connect Downtown with the waterfront and Clearwater Harbor. Views of and access to the water will be promoted.

Urban Design

Quality urban site development patterns and architectural design will be achieved through design standards to encourage development and events that activate the public realm, including streetscaping and improvements to the public right-of-way. Open spaces should be the public “living rooms” that foster a vibrant community.

Pinellas Trail

The Pinellas Trail is a unique regional resource for recreation and economic development. Development abutting the Trail will be connected to and oriented towards the Trail. A multimodal network expanding from the Trail throughout Downtown and to the greater City will be promoted as an essential part of the mobility and livability of Clearwater.

Park Once

A park once management strategy will be developed by efficiently managing supply and demand for Downtown parking as a collective whole and encouraging an integrated transportation system throughout Downtown.

Arts

The visual, performing and public arts will be enabled, encouraged and expanded as a vital part of Downtown. The City will weave art and culture into the fabric of everyday life in Downtown.

Adaptive Reuse

The City will encourage adaptive reuse of properties, in addition to the redevelopment of buildings like the existing City Hall site, in order to continue the reinvestment and rehabilitation of Downtown into a place that is engaging and inviting to all people. The adaptive reuse of existing and underutilized buildings will enhance economic growth.

Environment

Downtown Clearwater will be competitive, vibrant, and green. The Downtown is interconnected and diverse and will promote sustainability by balancing the environment, economy and community. To achieve environmental stewardship and community vibrancy redevelopment should utilize green building practices including Low Impact Development (LID), Leadership in Energy and Environmental Design (LEED), and Florida Green Building Coalition (FGBC).

Resilience

Downtown will be economically, socially and environmentally resilient, so that rapid recovery from natural and man-made disasters, climate change, and economic shifts is possible. A strong vision of the future community and an action-oriented stance will prepare Downtown to positively adapt to a disruption.



GOALS, OBJECTIVES & POLICIES

Four goals have been established to guide the direction of development, redevelopment and public actions within Downtown. Multiple objectives establish how the City will achieve the goals. Collectively, the goals and objectives are organized into four categories: People, Accessibility, Amenities, and Urban Design. Listed afterwards, policies provide detailed direction towards attainment of the goals and objectives.

Goals & Objectives

1. People Goal

Downtown shall be a place that attracts residents, visitors, businesses and their employees and enables the development of community. The City shall encourage a vibrant and active public realm, recreation and entertainment opportunities, and support the community and neighborhoods.

Objective 1A:
Maintain Downtown as the City of Clearwater government center and encourage Pinellas County government to remain in Downtown.

Objective 1B:
Support the relocation of Clearwater City Hall to another location within Downtown Area Plan. Allowing the former City Hall site, which is in a prime waterfront location, to be utilized for mixed-use, high-rise development with residential and commercial ground floor uses. The location, placement and design of a new City Hall should reflect the building's civic importance as a community-gathering place.

Objective 1C:
Osceola Avenue should develop as an active street frontage. The pedestrian experience from Downtown to the waterfront will be active and engaging.

Objective 1D:
Encourage a variety of office-intensive businesses, including finance and insurance, IT/Software, professional services, data management, analytics and services, and medical to relocate and expand in Downtown to provide a stable employment center.

Objective 1E:
Maintain Cleveland Street as Downtown's Main Street which is valued for its historic character and pedestrian scale.

Objective 1F:
Allow for a variety of residential densities and housing types to provide for a range of affordability and mix of incomes consistent with the Character Districts.

Objective 1G:
Continue to utilize a variety of incentives to encourage the construction of new residential uses to locate Downtown.

Objective 1H:
Maintain, activate and program parks, plazas and recreational areas.

Objective 1I:
Create, facilitate and maintain a safe Downtown environment for all residents, visitors, businesses and their employees by addressing real and perceived public safety issues.

Objective 1J:
Recognize and celebrate the unique features of Downtown neighborhoods.

2. Accessibility Goal

Downtown will have a connected network with mobility choices.

Objective 2A:
Maintain and reclaim the Downtown street grid to provide multiple access points in and through Downtown. Vacations of streets and alleys are discouraged.

Objective 2B:
Strengthen Cleveland Street, Osceola and Fort Harrison Avenues as local, pedestrian oriented streets. Identify other local streets to be reinvigorated with active ground floor uses.

Objective 2C:
Continue to implement the Master Streetscape and Wayfinding Plan to support pedestrian and bicycle activity.

Objective 2D:

Maintain and improve the Pinellas Trail as both a recreational amenity and as a unique opportunity for economic development. Enhance Trail connectivity from the Downtown to the waterfront and Beach. Promote Downtown Clearwater as a destination accessible by the Pinellas Trail.

Objective 2E:

Implement Complete Streets on Downtown roadways.

Objective 2F:

Provide safer and more convenient bike facilities, including a bike share program.

Objective 2G:

Facilitate pedestrian and bicycle-friendly amenities along and expanding from the Pinellas Trail.

Objective 2H:

Support temporary techniques that improve the street environment such as murals, temporary planters, sharrows, bike lanes and painted intersections until permanent improvements are made.

Objective 2I:

Identify and reduce pedestrian and vehicle conflicts, focusing on multi-lane road crossings and areas of limited visibility.

Objective 2J:

Pursue a premium transit system between Downtown, Clearwater Beach, Tampa International Airport, and St. Pete/Clearwater International Airport.

Objective 2K:

Strengthen connections between Downtown and Clearwater Beach.

Objective 2L:

Coordinate with Pinellas County to improve the Pinellas Trail throughout Downtown.

Objective 2M:

Create parking as infrastructure through a park once strategy that utilizes consolidated parking to serve all of Downtown and reduces the requirement for use-by-use on-site parking.

Objective 2N:

Encourage development of joint use public/private parking with PSTA.

Objective 2O:

Support water taxis/ferries serving the Clearwater Harbor Marina.

3. Amenity Goal

Downtown will be a memorable place to be enjoyed that is enhanced by Clearwater's waterfront location, natural resources, built environment and history.

Objective 3A:

Redevelop and expand the Downtown waterfront as a park accessible to all residents and visitors functioning as a cohesive system that is dynamic, connected, well-designed, and economically productive.



Objective 3B:

Create a civic gateway to the Downtown waterfront. Promote Osceola Avenue as the active edge to the expanded Coachman Park.

Objective 3C:

Enhance public access to the intracoastal waters along the Downtown waterfront with interactive design features such as kayak launch and water step, as well as natural amenities and active family uses.

Objective 3D:

Utilize portions of the library for alternative uses that may include a restaurant, special events, group gathering, and expansion of art galleries.

Objective 3E:

Continue to promote and enhance the Clearwater Harbor Marina to establish Clearwater as the boating destination of the region.

Objective 3F:

Promote the visual and performing arts.

Objective 3G:

Create and activate space to work as signature destinations, including civic plazas, markets and retail gathering places that promote economic growth for Downtown.

Objective 3H:

Create a connection along Stevenson Creek with a trail and community amenities.

4. Urban Design Goal

Downtown will be a dynamic built environment of dense and livable patterns and active and attractive streets through the use of quality urban design and architecture.

Objective 4A:

Encourage redevelopment that contains a variety of building forms and styles.

Objective 4B:

Establish and utilize design standards and Character District requirements to ensure that development projects enhance the built environment.

Objective 4C:

Develop a plan that identifies street frontages and context sensitive development standards to create a livable and vibrant Downtown.

Objective 4D:

Encourage renovation, restoration and reuse of existing historic structures to maintain the character of Downtown's neighborhoods.

Objective 4E:

Provide shade trees as a critical element for walkable streets.

Policies

Policies are detailed actions to achieve the more broad goals and objectives. The policies do not correspond to one specific goal the way objectives do, but as a collective whole these policies support and help obtain all goals and objectives.

Policy 1:

The City shall prioritize sidewalk construction within Downtown that enhances pedestrian linkages and/or completes a continuous sidewalk system on all streets.

Policy 2:

Sidewalk easements will be supported to facilitate wide sidewalks in areas with limited rights of way.

Policy 3:

The City will develop Pinellas Trail spurs to connect the Trail to the waterfront and promote Downtown as a destination along the Pinellas Trail.

Policy 4:

Uses along the Pinellas Trail shall be oriented toward the Trail to take advantage of the people drawn to this recreational/transportation amenity. Connections to the Pinellas Trail are to be incorporated in site plans when property is adjacent to the Trail or when the proposed use would benefit through a connection.

Policy 5:

The City shall continue to provide bike parking and consider developing incentives to promote additional bike parking on private development, particularly those along the Pinellas Trail.

Policy 6:

Shared parking for commercial, office and mixed uses is encouraged wherever possible.

Policy 7:

The City shall evaluate the need, size and location for a parking garage(s) to support entertainment, retail, restaurant uses and large events.

Policy 8:

The CRA will develop property owner incentives for building improvements to support intensive office uses including IT/software, finance and insurance, professional and data management, analytics and services.

Policy 9:

Encourage internet service and telecommunications providers to continue upgrading and expanding infrastructure capacity and service area.

Policy 10:

The CRA may evaluate participating with the private sector in land assembly to facilitate projects consistent with this Plan.

Policy 11:

The CRA may consider reimbursement of impact fees and permit fees as an incentive for redevelopment projects that are consistent with this Plan.

Policy 12:

The City shall make use of Community Development Block Grant, HOME Investment Partnership Program, State Housing Initiatives Partnership program, and other federal, state, and county funds for Downtown infrastructure and increasing affordable housing options.

Policy 13:

The City will encourage non-conventional stormwater management practices including Low Impact Development (LID), Green Streets and alternative and integrated stormwater treatment systems.

Policy 14:

Encourage the use of solar panels above surface and structured parking and other structures as appropriate.

Policy 15:

The City and CRA will continue to partner with and promote groups and programs that create and provide public art.

Policy 16:

The City will establish minimum standard uses in the Downtown zoning district that can be approved through a building permit, provided all design standards and other requirements are met.

Policy 17:

The Downtown zoning district will establish the quality and design features expected for renovation, redevelopment and new construction in Downtown.



Policy 18:

The design of all projects in Downtown shall incorporate pedestrian-scale elements that create and maintain an inviting pedestrian environment.

Policy 19:

The City shall maintain the Public Amenities Incentive Pool, established in 2004, that provides density and intensity increases for projects in excess of the allowable maximum development potential. The Pool is allotted based on a provision of selected public amenities.

Policy 20:

Transfer of Development Rights is permitted for all projects to assist development provided that both the sending and receiving sites are located in the Downtown Plan Area. Approval of Transfer of Development Rights on a site may allow an increase in the development potential in excess of the maximum development potential of the applicable Character District. The number of development rights transferred to any site with a future land use designation of Central Business District (CBD) are not limited. All uses of transferred development rights shall ensure that the receiving site remains consistent with the vision of the applicable Character District.

Policy 21:

Projects located at or near the border of the Downtown Plan Area shall use effective site and building design features to ensure an appropriate transition and buffer to less intensive areas.

Policy 22:

The use of Termination of Status as a Nonconformity shall be limited to render nonconforming height and/or density and intensity conforming and shall not be used to legitimize nonconforming uses and site conditions.

Policy 23:

Drive-through facilities, where permitted, must be accessory to the primary use and be designed to minimize views of the facility from rights-of-way in order to maintain a pedestrian orientation and preserve the urban form of Downtown.

Policy 24:

To ensure balance among all users and modes of transportation certain automobile-oriented uses are not supported in the Downtown Plan Area.

Policy 25:

The City shall continue to encourage neighborhood associations that empower residents to improve their neighborhood and strengthen ties between residents and government.

Policy 26:

Property owners/developers are encouraged to meet with area neighborhood associations/business groups prior to submitting a major redevelopment project for City review.

Policy 27:

Prior to the disposition of City and/or CRA-owned properties, a determination shall be made regarding the most appropriate use consistent with this Plan and may require certain uses and site design requirements.

Policy 28:

Properties whose uses have resulted in a higher police level of service than typical properties are encouraged to redevelop with uses consistent with the applicable Character District; if a higher police level of service continues, the use will be the focus of nuisance abatement strategies and law enforcement.

Policy 29:

The City shall work to increase coordination and communication among residents, Police Officers and Code Compliance staff in an effort to proactively solve problems.

Policy 30:

Community policing innovations in the CRA shall continue to focus on a variety of policing strategies that increase police visibility and reduce opportunities for criminal activities. Such innovations include, but are not limited to, intensified motorized patrol, bicycle patrol, field interrogations, the establishment of a business and/or neighborhood block watch and the continued presence of a police substation in the CRA.



DOWNTOWN CHARACTER DISTRICTS

The Downtown Planning Area is 556 acres and contains several unique commercial areas and residential neighborhoods. This Plan establishes development potential and policies guiding private development as well as City actions. Different areas of Downtown have different characteristics and functions; therefore, development potential, building heights and policies reflect those differences. The Downtown Planning Area is divided into five Character Districts to address each unique area, as shown on Map 3.1.

Each District contains a narrative on existing conditions, District vision, intensity, density and height, and development patterns, as well as policies specific to that area. Where applicable District specific criteria or completed plans are incorporated into the District's vision and policies and are described as supporting documents.

2018 Update on Character Districts

Since the adoption of the Plan many changes have occurred in the Downtown; however, there continues to be a lack of commercial development, erosion of neighborhood character, and limited new housing development. The 2018 update modifies District boundaries by consolidating two Districts into one and expanding another. Additionally, changes to properties' development potential are incorporated to allow for greater redevelopment opportunities of existing lots and structures and to encourage new residential development that is in character with existing neighborhoods. Previous policies encouraged lot consolidation for redevelopment which resulted

in the demolition of structures that contributed to the character and pattern of the neighborhood and these policies have been removed. These changes are coupled with new and revised policies for each Character District to provide further guidance to achieve their vision.

The 2018 update incorporates the goals and policies of several recently completed documents including the North Marina Area Master Plan, Imagine Clearwater and the East Gateway District Vision Plan. The North Marina Area Master Plan's study area included the northern portion of the Old Bay Character District and 41 parcels (9.671 acres) to the north, outside of the District. The 2018 update includes an expansion of the Old Bay Character District and Downtown Planning Area to include these properties and six contiguous parcels to the north, to eliminate bifurcation of ownership particularly along North Fort Harrison Avenue. This brings the Old Bay Expansion area to 47 parcels (10.911) acres. To fully integrate these properties into the Downtown Planning Area, additional steps will be necessary. The City's Future Land Use Map and Zoning Atlas will need to be amended to designate the parcels with the Central Business District (CDB) future land use category and the Downtown zoning district, which the majority of the Downtown Planning Area is currently designated.

The 2018 update also addresses those parcels in the Prospect Lake and Downtown Gateway Character Districts that were not amended when the Downtown Plan Area boundaries were previously expanded in 2004. Policies address the need to also amend these properties' future land use and zoning designations to Central

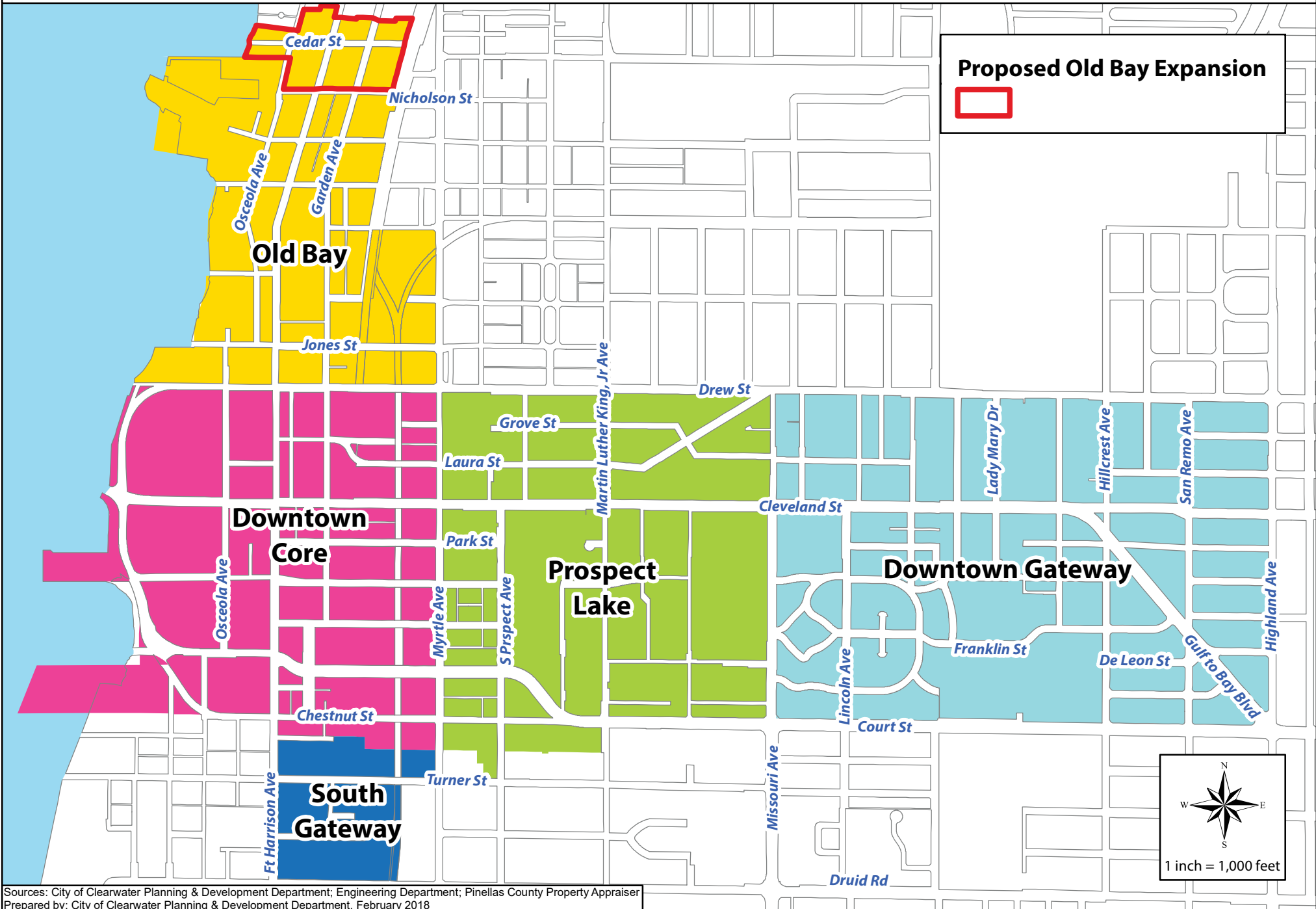
Business District (CBD) and Downtown (D) District, respectively, which will consolidate all parcels within these two Districts into the same category, providing clarity regarding development potential and future opportunities to residents and the development community.

Relationship to Community Development Code

While the Character Districts set the development potential and development policies, redevelopment must also be consistent with the zoning district provisions which include development standards in the Community Development Code. The review and approval process will be consistent and predictable. This will expedite developments which achieve the objectives of this Plan. The revitalization of Downtown Clearwater is critical to the City's overall success. The City will use all economic development and CRA tools and incentives available to revitalize the Downtown. These concepts guided the formation of the Plan's goals, objectives and policies and provided direction for the types of City strategies, public investments and development incentives that should be used to encourage and help facilitate private investment that will make Downtown a place in which all people can enjoy.

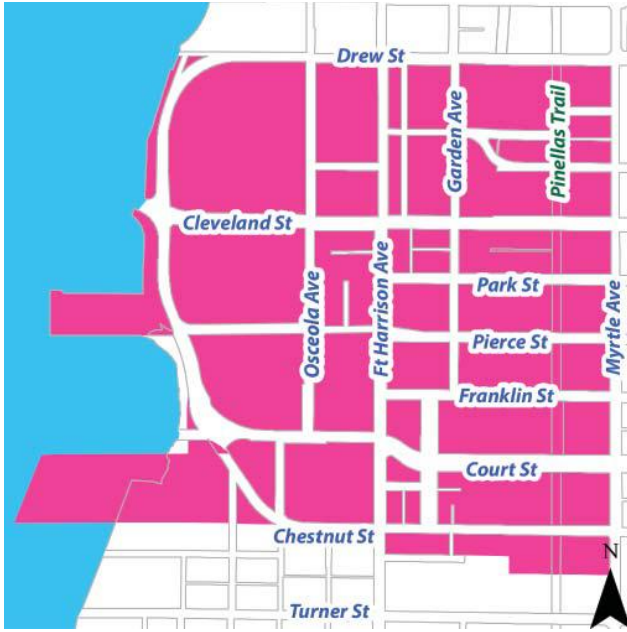
Map 3.1 Character Districts

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

DOWNTOWN CORE DISTRICT



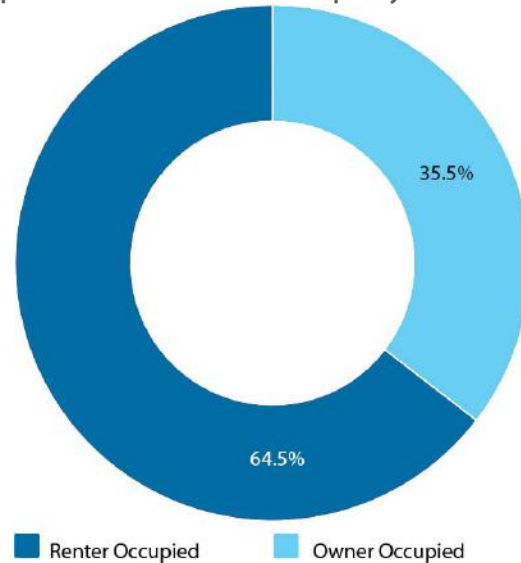
The Downtown Core is bounded by Drew Street on the north, Myrtle Avenue on the east, Clearwater Harbor on the west and Chestnut Street on the south as illustrated above. The Downtown Core is composed of 619 parcels totaling 128.9 acres in area and represents 23.2 % of the Downtown Plan Area.

Existing Conditions

The Downtown Core is the government center and an important employment area in the City. Many of the Pinellas County and City of Clearwater government offices are located in the Downtown Core as well as private offices and supporting uses. Since 2004 Technology and I/T businesses have expanded in the District and two large residential developments were completed: Station Square on Cleveland Street and Water's Edge on Osceola Avenue overlooking the waterfront. The Downtown Core is the outlier in several demographic categories. The District's residents are older on average (mean age 64.1 years) and have the smallest household sizes (mean people per

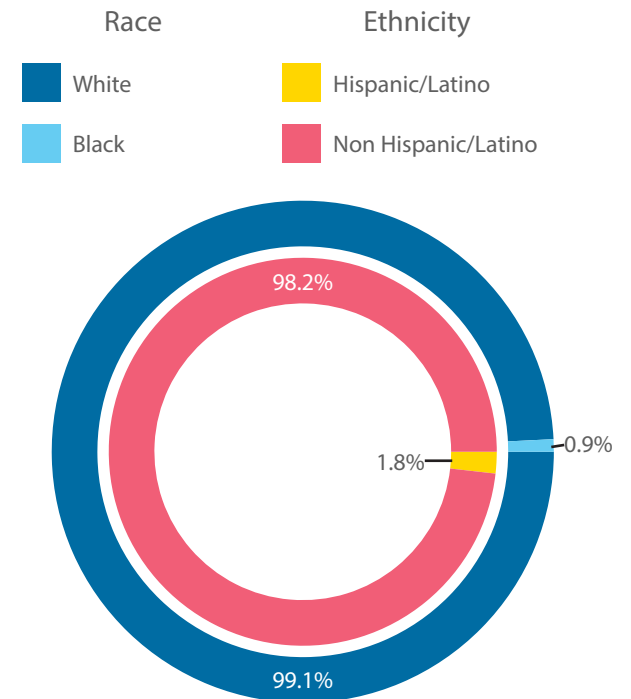
household 1.3 persons). Further, the District has the highest median home value at \$277,600 and the highest median home rents at \$1,768, as well as the highest median income at \$56,429. The District also has the highest concentration of white residents in the Downtown Planning Area at 97.3%.

Graph 3.1. Downtown Core Occupancy



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

Graph 3.2. Downtown Core Race/Ethnicity



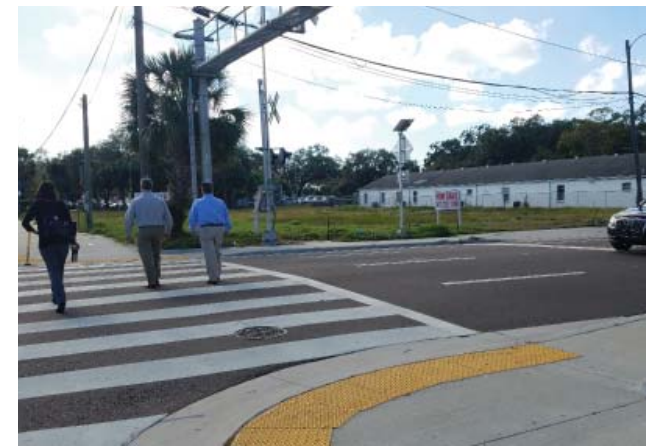
Source: mySidewalk.com; US Census 2011-2015 ACS

Cleveland Street is Downtown's "Main Street" and has a historic character/setting and functions as the major retail street within Downtown. On the eastern end of Cleveland Street is the U.S. Post Office and on the western end is the remodeled and reinvigorated Capitol Theatre, which attracts national musical and cultural acts. Cleveland Street has been improved with streetscaping, public art through Sculpture 360, Dolphin Trail, and the Clearwater Arts Alliance signal box art wraps, and with the renovation of Station Square Park into a plaza park with seating, programming and area for community activities. The Clearwater Main Library overlooks Coachman Park and provides events, programming, education and unique maker studios. Coachman Park is located directly on the beautiful intracoastal waterfront with the Downtown Marina and hosts many signature events including the Fourth of July and Clearwater Jazz Holiday. There is a significant amount of underutilized surface parking at the waterfront. At the prime corner of Osceola Avenue and Cleveland Street which overlooks Clearwater Harbor is the largely vacant Harborview Center. There are a number of institutional uses within the Downtown Core, as well as underdeveloped and vacant land.

Court and Chestnut Streets are important corridors to the Beach and City but create challenges for connectivity and balance among other users and modes of transportation due to some automobile-oriented development, pattern and speeds. Similarly, but less intensely, Myrtle Avenue is primarily utilized by through traffic and is uncomfortable for people walking. The Pinellas Trail runs north-south through the Core and connects the heart of Downtown to the City at large.

District Vision

The Downtown Core will continue as the center of local government including Pinellas County and City of Clearwater offices. As the historic urban center and heart of Clearwater, the Downtown Core will be characterized by a wide variety of permitted uses developed with the highest intensity of use in the City. The dense urban pattern will facilitate a walkable network oriented for all users. The Downtown Core will be an entertainment destination including an active waterfront, marina, cultural events and attractions, festivals, markets, restaurants, bars, brewpubs/microbreweries, theaters and shopping attractive to all ages. People are the heart of any thriving downtown and as such a key component to the revitalization of the Downtown Core is to attract residential uses, while allowing a variety of housing types and prices. Once a residential base is firmly in place, retail, restaurant and service uses will likely follow.



Intensity, Density & Height

Development potential and maximum permitted heights for all Character Districts are shown on Maps 3.2- 3.6. Downtown Core development potential is specified in Table 3.1. The Downtown Core allows for the highest density and intensity of development in the Downtown. The Downtown Core has no maximum height restriction; however the building height for properties along Cleveland Street must respect the historic building pattern through location, coverage and stepbacks.

Table 3.1. Downtown Core Development Potential

FAR	4.0
Density	75 dwelling units per acre or 95 hotel units per acre
Height	Unlimited*

* Policies direct height along Cleveland Street

Development Patterns

Among the Downtown Character Districts, the Downtown Core will have the highest density for residential and hotel uses and the highest intensity for non-residential uses and an integrated mix of uses. The Downtown Core shall be redeveloped as a pedestrian-friendly place achieved through a diversity of uses, walkable block sizes and an interconnected street grid, and streetscape improvements that balance the needs of all users. Parking for the majority of uses will be managed as infrastructure supporting the entire Downtown Core. Development and redevelopment along Osceola Avenue shall contribute to the active edge of the Downtown waterfront. The intersection of Osceola Avenue and Cleveland Street, the gateway

to the Downtown waterfront, shall have 100% activation on the ground floor of all four corners with commercial uses that generate customers and street activity and invite all people to gather and create community.

Cleveland Street will continue to be the spine of Downtown’s entertainment and retail network, and new construction and redevelopment will respect and be integrated with the existing predominant building height, placement and orientation. Additional attention and improvements in aesthetics, pedestrian crossings and active uses will be directed towards Fort Harrison, Osceola and Myrtle Avenues to improve the whole street network.

Success for a walkable downtown relies on a connected and expansive network of mobility options. Significant barriers and gaps such as multi-lane through roads with uninviting and limited pedestrian facilities undermine the network. Court and Chestnut Streets will be walkable urban corridors that are safe for people and will continue the urban and human-scale development patterns required throughout the District. The northwest corner of South Myrtle Avenue and Court Street, which has been identified as a possible intermodal site, will be a key corner requiring commercial ground floor uses oriented towards the street to facilitate safe pedestrian activity.

The Pinellas Trail will be integrated into the fabric of the Downtown Core by providing safe and convenient connections to the Downtown waterfront and to the Memorial Bridge and across to the Beach. Additionally improvements to the Trail within the Downtown Core and the

Druid Trail will connect the balance of the City with the Downtown. Development abutting the Pinellas Trail should be oriented towards the Trail, particularly with new ground up development on vacant lots north of Cleveland Street and along Court and Chestnut Streets.

Supporting Documents

Imagine Clearwater

In 2017, the City completed Imagine Clearwater, a vision plan for the Downtown waterfront that focused on how to better connect the waterfront with Downtown, how to draw residents and visitors there and how to catalyze greater activity and investment in Downtown. In order to achieve the vision of creating an active, authentic, iconic civic and open space that celebrates Clearwater’s history natural beauty, culture and diversity and anchors an economically vibrant downtown, the Plan is centered on the implementation of the following four key strategies:

- The waterfront must be anchored by a dynamic new open space
- Coachman Park needs an active edge
- An improved Osceola Avenue should complement Cleveland Street
- Access to the site should incorporate all modes of transportation

Imagine Clearwater envisions an enlarged and redesigned Coachman Park which currently extends from Drew Street to Cleveland Street and is open to the public and hosts dozens of public concerts and festivals each year. The waterfront park envisioned in Imagine Clearwater is one that includes five distinct areas - the Civic Gateway, Bluff Walk, the Green, Coachman Garden, and the Estuary. These areas will provide a variety of spatial experiences with opportunities for active and passive use. This variety, along with additional programming, is intended to accommodate people of all ages and interests, which will help draw people to the park. In addition to creating a unique and exciting waterfront, a central element of Imagine Clearwater is to activate the Bluff. Framing the park with active uses, such as residential, hotel, dining and cultural uses will increase activity and safety within the park and attract people to the area. An active Bluff will also better connect the waterfront with Downtown and leverage City investments, and create physical connections to attract people from Downtown to the waterfront and vice versa. Improved connectivity and access to the waterfront through a variety of modes is also central to the success of the Downtown waterfront/bluff area; therefore, Imagine Clearwater also includes a multimodal strategy that includes a variety of pedestrian routes, shared bicycle lanes, a Jolley Trolley route, the Clearwater Ferry and parking dispersed throughout the park. The referendum needed for these changes to the waterfront passed in November of 2017.

The Clearwater Comprehensive Boating Plan

The Downtown Marina should continue to be promoted to establish Clearwater as the boating destination of the region. The Clearwater Comprehensive Boating Plan (2016) identified specific implementation recommendations to achieve this goal: reorganize parking, provide public restrooms, enhance security, add public area wayfinding and add artistic lighting on the Clearwater Memorial Bridge.

Downtown Core District Policies

The following policies shall govern development within the Downtown Core, as well as City actions:

Policy 1:

Establish a time frame for the demolition of the Harborview Center and redevelopment of the site as a civic gateway to the Downtown waterfront.

Policy 2:

Redevelopment of all properties west of Osceola Avenue and south of Cleveland Street must consider natural features and be integrated into the Imagine Clearwater Master Plan.

Policy 3:

The City shall perform a parking needs analysis to establish priorities for parking solutions and consider the development of a parking structure that will support Downtown as a whole.



Policy 4:

To ensure a public realm that is friendly and safe for people walking, driveways and curb cuts shall be prohibited on Cleveland Street between Myrtle Avenue and Osceola Avenue and on Fort Harrison Avenue between Drew Street and Court Street where alternative access can be provided.

Policy 5:

Buildings and development should be people-oriented.

Policy 6:

Redevelopment and new construction along Cleveland Street shall be compatible with and contribute to pedestrian vitality, human scale and the historic fabric of Downtown through the use of build-to-lines, building stepbacks, active ground level uses and architectural features and details.

Policy 7:

Develop improved crossing at Court and Chestnut Streets for pedestrians and bicyclists for safety and to reinforce the existing urban development pattern.

Policy 8:

The City will coordinate with FDOT to ensure future designs of Alt. US-19 will balance the needs of all users and provide pedestrian connections to make a walkable Downtown.



The Downtown Clearwater waterfront will be an active, authentic, iconic civic and open space that celebrates Clearwater's history, natural beauty, culture, and diversity and anchors an economically vibrant downtown.

IMAGINE CLEARWATER VISION AND GUIDING PRINCIPLES



Clockwise from top left: City of Clearwater, iStock, Discover Los Angeles, Unsplash, St. Petersburg/Clearwater Film Commission, Flickr User: zinkster

Imagine Clearwater BY THE NUMBERS

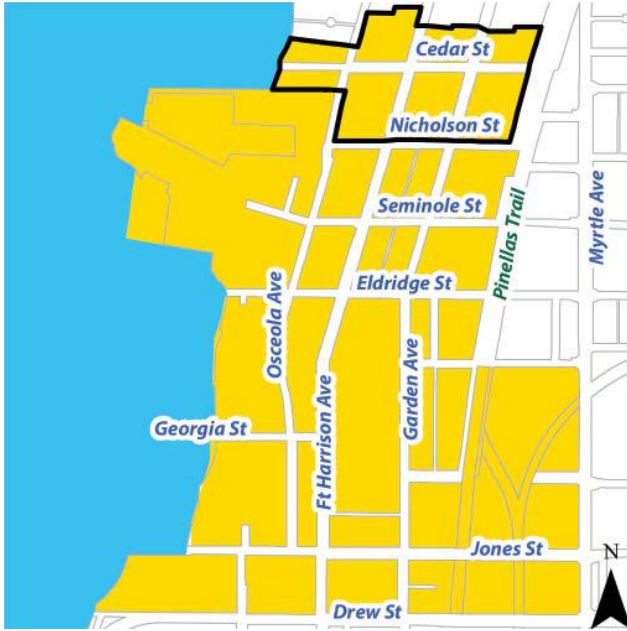
19.0 acres of
park space
(110% increase)

4.0 acres of
flexible even use
(25% increase)

0.3 miles of newly
pedestrianized
Intracoastal Edge

0.4 miles of
new Bluff Walk

OLD BAY DISTRICT



The Old Bay District is generally bounded by Blanche B. Littlejohn Trail and Myrtle Avenue on the east, Clearwater Harbor on the west, Drew Street to the south, and Cedar Street to the north as illustrated above. Also illustrated above is the Old Bay expansion area outlined in black. There are 349 parcels totaling 96.6 acres of land within the District representing 17.2 % of the land area within the Downtown Plan Area.

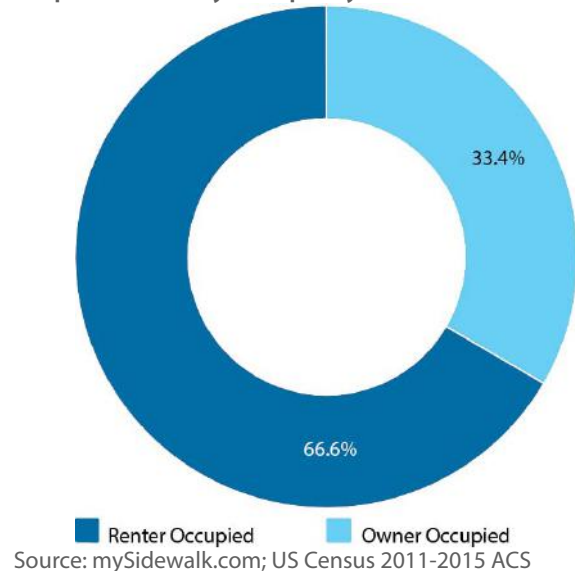
Existing Character

The Old Bay District is a transitional area between the Downtown Core to the south and the lower density residential areas to the north, outside of the Plan area. North Fort Harrison Avenue is the main commercial corridor in this District, and serves as the northernmost gateway into Downtown.

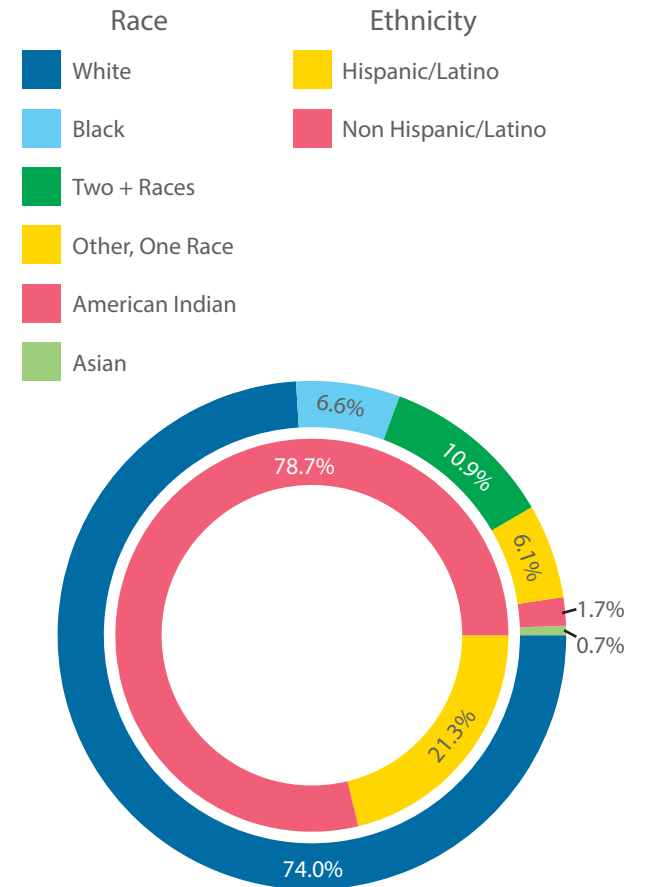
Many of the neighborhood roads are narrow, except for Drew Street which is a four lane undivided road. The Pinellas Trail crosses Drew Street at an unsignalized location. Drew Street also has limited pedestrian crossings from the District into the Downtown Core to the south. North Fort Harrison Avenue has narrow sidewalks and divides the District into two distinct sections

which contributes to the lack of a cohesive identity. Although the most eastern portion of the District does not enjoy close proximity to the waterfront it has the Pinellas Trail connecting it to the Downtown Core.

Graph 3.3. Old Bay Occupancy



Graph 3.4. Old Bay Race/Ethnicity



The Old Bay Character District has several unique demographic and housing statistics. The District has a high median home value at \$217,795, likely due to proximity along Clearwater Harbor, but with one of the oldest housing stocks (mean housing age 1964). This District has among the highest median home rent at \$1,080 which is greater than Downtown, City and County averages.

Old Bay is comprised of a mix of land uses including residential (single-family and attached dwellings), commercial, institutional, governmental, and recreational. This mix gives the District great diversity and contributes to its eclectic character. Many residential parcels are adjacent to non-conforming industrial and vehicle service uses.

The District's unique character is derived from its location on the Bluff and the significant number of older structures (greater than 50 years old). The water (west) side of North Fort Harrison is predominantly residential comprised of a mix of one and two story single family homes and attached dwellings as well as a few taller residential buildings. The majority of housing types are consistent with an urban neighborhood and create inviting streets that are people oriented. The North Ward Elementary School, the City of Clearwater's former Partnership School, is located on the northern edge of the District, but is now closed. A historic survey identified the school as being potentially eligible for the National Register of Historic Places. The District is also home to the Francis Wilson Playhouse, as well as the privately operated Clearwater Basin Marina, and the publicly operated Seminole Boat Ramp, both of which generate boat traffic. Clearwater Gas'

administrative offices and warehouse continue to be located within the District between North Myrtle Avenue and the Pinellas Trail. There are many underutilized and vacant properties scattered throughout the District.

District Vision

The Old Bay District will be a mixed-use neighborhood supporting the Downtown employment base with residential and limited neighborhood commercial and office uses. The District provides additional public waterfront access for boaters and non boaters outside of the Downtown Core. The unique and charming character will be preserved, and the District will be a safe and fun place to live, work, and play, day and night.

A hotel at the Clearwater Basin Marina and a restaurant by the Playhouse would both activate the waterfront area and bring more amenities for the boating community. Redevelopment at or near the Seminole Boat Ramp must balance the needs of the boating community and area residents. Dry boat storage was not found to be an essential commodity to enhance Clearwater as the boating destination of the region, and would not contribute to an active and pedestrian-oriented waterfront.



Reopening the North Ward School as a public school or marine/maritime school or visual and performing arts school is encouraged to enhance the neighborhood and utilize the unique structure. Additionally the North Ward School could be adapted to a community/cultural center, art gallery or museum and improved with publicly accessible amenities like a playground, garden, or space for outdoor events to expand the cultural attractions in the District. Historic designation of the North Ward School to preserve the structure while allowing for adaptive reuse is supported.

Renovations and adaptive reuse of existing older structures are encouraged in the District. Preserving the existing housing stock is essential to maintaining the neighborhood’s character, charm and appeal. Small infill redevelopment such as single family homes, townhomes, bungalow courts and duplexes that are typically found in urban neighborhoods are appropriate for the District as well. Infill developments on existing smaller lots will provide a needed variety of housing while limiting the visual impact of increased density often associated with large residential towers and surface parking. Creative workspaces and community-use facilities with reasonably priced housing will create a catalyst for economic development. Live-work bungalows are supported in the block south of Cedar to Nicholson Street between Fort Harrison and Garden Avenue. The development pattern in the balance of the District is expected to remain urban in character reflecting the low-rise scale (one to three stories) of the existing neighborhood with greater height and intensity along North Fort Harrison Avenue and at the southwestern edge adjacent to the Downtown.

The character of Old Bay should be strengthened through streetscape elements that identify the District as a Downtown neighborhood and promote pedestrian and bicyclist connectivity. Emphasis should be placed on tying the eastern and western areas of the District together by providing linkages between the waterfront and the Pinellas Trail. The City will coordinate with Pinellas County to improve the Pinellas Trail. The City rights-of-way that dead-end at the Harbor will be retained for public access. Public improvements to the Seminole Boat Ramp will enhance waterfront access and appearance and create inviting public access to the waterfront. Current planned improvements include additional parking, a pedestrian promenade through the marina, an elevated observation platform, new greenspace by the Playhouse, landscaping, and public restrooms. Redevelopment should provide opportunities for comfortable walking and access to public areas including the Seminole Boat Ramp and Pinellas Trail. The crossing of the Pinellas Trail on Drew Street will be improved for bicyclist and pedestrian safety. The District will be a place that facilitates a healthy, active, and social lifestyle. Views of and public access to the water offer a unique opportunity to create a special place. View corridors of the water from the bluff and specifically from Nicholson Street and across the School Board property will be required.

Intensity, Density & Height

Development potential and maximum permitted heights are shown in Map series 3.2-3.6. The Old Bay development potential is specified in Table 3.2. The Old Bay District is a transitional District and the development potential varies to provide a buffer from the most intense uses to the single family home neighborhoods, outside the District. Additionally the development potential supports a concentration of commercial uses along North Fort Harrison Avenue.

Table 3.2. Old Bay Development Potential

FAR	Fronting on N. Ft. Harrison Ave. & westward: 1.5
	Eastward of properties fronting on N. Ft. Harrison Ave.: 0.5
Density	35 dwelling units per acre or 50 dwelling units per acre for mixed use
	West of N. Osceola Ave. & north of Seminole St. & 2 acres or greater, excluding properties fronting on Cedar St.: 50 hotel units per acre
	Bed & Breakfasts: 35 rooms per acre, not to exceed 10 rooms
Height	West of N. Osceola Ave. & between Drew and Georgia Sts. or between N. Osceola & N. Ft. Harrison Aves. & between Jones & Drew Streets: 150 feet
	West of Garden Ave. & south of Nicholson St.: 55 feet
	East of Garden Ave. & south of Nicholson St., or north of Nicholson St. & between N. Ft. Harrison & Garden Aves., or north of Cedar St. & between N. Osceola & N. Ft. Harrison Aves.: 45 feet
	North of Nicholson St. & south of Cedar St. & west of N. Ft. Harrison Ave. & east of N. Osceola Ave, or west of N. Osceola Ave. & fronting on Cedar St., or north of Nicholson St. & east of Garden Ave.: 35 feet

Development Patterns

Redevelopment in the Old Bay District will provide a variety of housing types and densities, mixed use developments as well as neighborhood-scale retail and office development; however, the retention, renovation, and restoration of existing historic homes throughout the District is strongly encouraged. New development and redevelopment will be oriented towards the street. Wide sidewalks will enhance the walkability of the neighborhood. The development potential and height encourages a form of development that fills out a site and reduces vacant space around buildings. Bed and breakfasts may operate within the District; however hotel development may only occur in the area west of North Osceola Avenue, north of Seminole Street and excluding those properties fronting on Cedar Street. Height of development shall be conscious of the transition from the Downtown Core where height is unlimited to the established single family residential scale in the District.

North Fort Harrison Avenue is the main commercial area providing neighborhood commercial uses on properties on both sides of the street, but existing residential may remain and mixed-use is anticipated. Wide sidewalks with limited curb cuts are desired for a safe and comfortable experience. New development and redevelopment will contribute to an active and friendly place for walking and biking.

The Pinellas Trail is an economic opportunity for residential and commercial investment. The continuation of residential uses along the Trail is encouraged. The properties at the intersection

of the Pinellas Trail and Drew Street are the most appropriate for restaurant, brewpub or cultural uses; however, other sites along the Trail may be considered for compatible trail-oriented uses. While development adjacent to the Pinellas Trail may delineate the boundaries between the public and private realm, access should be provided so residents can enjoy this amenity and business can be supported by Trail users. The City's Gas Department administrative offices and warehouse shall remain at its location between Myrtle Avenue and the Trail.

Supporting Documents

North Marina Area Master Plan

The North Marina Area Master Plan was commissioned by the City of Clearwater in response to ULI recommendations which identified a variety of opportunities in the Old Bay District. At the time it was conducted the North Marina Area Master Plan boundary only partially overlapped with the northern area of the Old Bay District. This area of overlap constituted 103 parcels totaling 32 acres. The portion of the North Marina Area Master Plan boundary that extended north beyond the District included an additional 41 parcels totaling 9 acres. The Master Plan recommends the additional area be incorporated into the Old Bay Character District and Downtown Planning Area. The overall goals of the North Marina Area Master Plan are incorporated into the vision and policies of this District and are supported throughout the Downtown Redevelopment Plan.



The goals for the North Marina Area Master Plan are to: 1) balance the needs of the boating community, area residents, and the development community; and 2) provide the greatest value to the residents and the City. The plan also focuses on enhancing the publicly-accessible open space elements at the Seminole Boat Ramp. The Plan builds upon existing assets and establishes a vision that was defined through extensive public engagement to remedy existing deficiencies. Redevelopment in the area should include a connection to the Pinellas Trail, multimodal connections, and improvements to the Seminole Boat Ramp to enhance both waterfront access and appearance.

The Plan identifies North Fort Harrison Avenue as a mixed-use corridor, with mid-rise residential above active uses and parking or single story buildings with parking in rear, and reduced driveways to prevent conflicts with pedestrians. Historic houses along North Fort Harrison Avenue can remain and be compatible with the limited redevelopment anticipated.

Through the planning process the community indicated the greatest support for low-rise development (1 to 3 stories or up to 40 feet tall) on the waterside (west of North Fort Harrison Avenue). The community supported green space as an amenity within the North Marina Area. At the boat ramp the community supported a sit down casual restaurant, waterfront boardwalk and restrooms.

The Plan identifies key catalyst sites and uses for redevelopment including a hotel on the northeast portion of the Clearwater Basin Marina and tourism development along North Osceola Avenue near the boat ramp. The Plan includes

several suggestions for the North Ward School encouraging that it be reopened, and envisions a makers courtyard at the Cedar block with live-work bungalows with “makers” shops, galleries, and kitchen incubators.

Old Bay District Policies

The following policies shall govern development within the Old Bay District, as well as City actions.

Policy 1:
Amend the Future Land Use Map and Zoning Atlas to designate parcels in the Old Bay expansion area Central Business District (CBD) and Downtown (D) District, consistent with the remainder of properties in the Old Bay District.

Policy 2:
Conduct an updated historic survey to identify potential contributing structures to a historic district within the District.

Policy 3:
Pursue historic designation of the North Ward School.

Policy 4:
Establish a building renovation assistance program (e.g., low-interest loans or grants) to revitalize and retain the older housing stock in the District.

Policy 5:
Develop North Fort Harrison Avenue as a pedestrian-oriented gateway into the Downtown.

Policy 6:
Utilize sidewalk easements along North Fort Harrison Avenue to achieve wider sidewalks where existing public right-of-way is inadequate.

Policy 7:
Mixed-use development is encouraged along North Fort Harrison Avenue.

Policy 8:
Improve North Fort Harrison Avenue with streetcaping that incorporates lighting, Low Impact Development, and Green Streets to connect Old Bay to the Downtown Core.

Policy 9:
Connections from the Pinellas Trail to Clearwater Harbor and the Seminole Boat Ramp should be accomplished through signage, lighting, sidewalks and bicycle/pedestrian facilities.

Policy 10:
Limited commercial nodes that are compatible with the neighborhood and supports trail users may be permitted along the Pinellas Trail.

Policy 11:
Activate the Seminole Boat Ramp to be a recreation site and improve it with pedestrian paths, picnic areas, park benches, landscaping, lighting, and Low Impact Development (LID) techniques.

Policy 12:
Support the continuation of the Francis Wilson Playhouse.

Policy 13:
Protect view corridors from Nicholson Street through design standards, building placement, orientation.

Policy 14:
Coordinate with Pinellas County Schools to explore options to repurpose the North Ward School.

Policy 15:
Explore options to facilitate the development of affordable live/work bungalows with maker's shops, galleries, and restaurant startups.

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The North Marina Area is a vibrant waterfront community on Clearwater Harbor.

With a variety of uses, it attracts residents, businesses, visitors, and the boating community. It is unique, charming and peaceful, with historic character and culture. It promotes a healthy, active, social, family-friendly, and environmentally-responsible lifestyle. It is a safe and fun place to live, work and play, day and night.





SOUTH GATEWAY DISTRICT



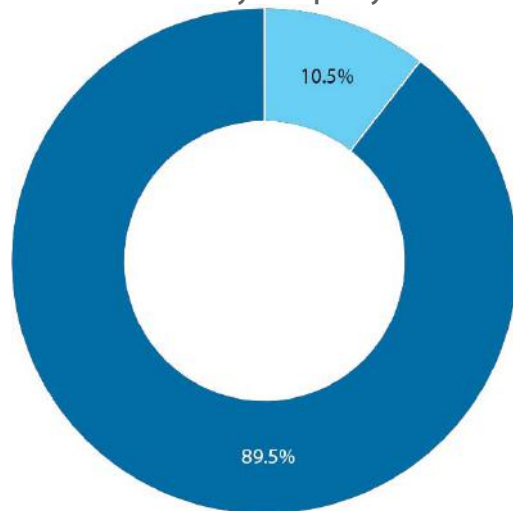
The South Gateway District is generally bounded by parcels fronting on Chestnut Avenue on the north, the Pinellas Trail on the east, South Fort Harrison Avenue on the west and Druid Road on the south as illustrated above. The District is comprised of 61 parcels of land totaling 23.1 acres and represents 4.2% of the total Downtown Plan Area.

Existing Conditions

The South Gateway is the principal entryway to Downtown from the south. It is also a transition area between the more intensely developed Downtown Core and the Harbor Oaks neighborhood to the southwest and to Morton Plant Hospital further south. Though it is a small area it is largely redeveloped with a mix of townhomes, retail, office, and County buildings, with some remaining vacant/underutilized parcels. The District has one of the three grocery stores serving the Downtown area and a retail center along the heavily-used commuter route of South Fort Harrison Avenue. The single family houses along Turner Street have largely been adapted to neighborhood scale office and residential. Two

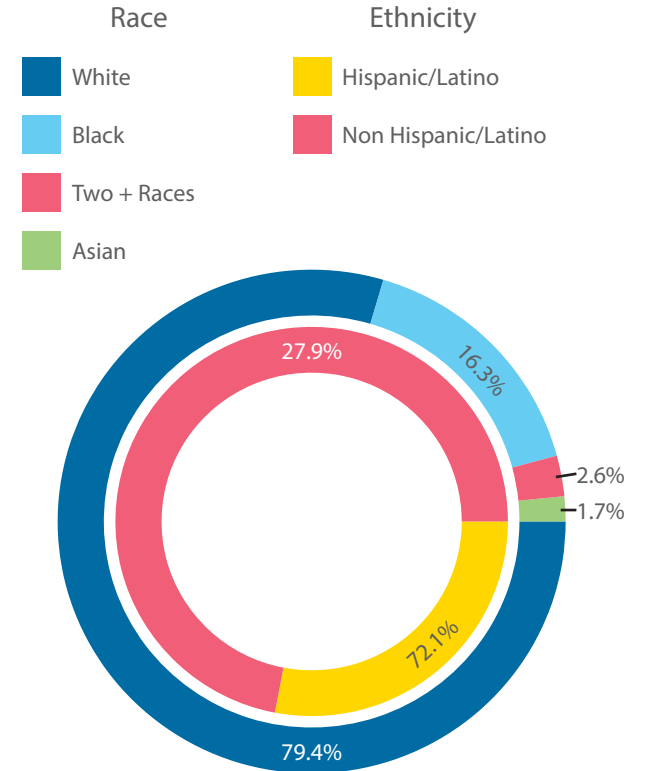
trails cross the District, the Pinellas Trail running north/south and the Druid Trail running east/west. According to the U.S. Census, the South Gateway Character District has the lowest median household income at \$17,167, but residents also have the lowest median home rent at \$562, so few are cost burdened (pay more than 50% of income towards rent). The District also has the highest renter occupancy at 89%. Because there are less

Graph 3.5. South Gateway Occupancy



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

Graph 3.6. South Gateway Race/Ethnicity



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

than 30 residential properties in this District, the majority of which are part of a newer townhouse complex with property values above the City and Downtown median home values and known rental values significantly higher, the apportioning of data for this small geographic area may have skewed the results in this District.

District Vision

The South Gateway will continue to provide a transition from the Downtown Core to the single family neighborhoods to the southeast and the Morton Plan Hospital medical area to the south. Adaptive reuse of single family houses into neighborhood scale office will characterize much of Turner Street and is encouraged. Community shopping uses that serve the nearby neighborhoods, employees and commuters and existing offices should remain. South Fort Harrison Avenue will continue to be ideal frontage for commercial, office, and medical uses due to its proximity to the Morton Plant Hospital campus. Curb cuts along South Fort Harrison Avenue are discouraged. The District is also envisioned to redevelop with residential uses such as townhomes and apartments. The South Gateway will be pedestrian friendly and support the multi-modal improvements and connections in Downtown.

Intensity, Density & Height

Development potential and maximum permitted heights are shown in Map series 3.2-3.6. The South Gateway development potential is specified in Table 3.3.

Table 3.3. South Gateway Development Potential

FAR	1.5
Density	35 dwelling units per acre or 50 dwelling units per acre for mixed-use
Height	55 feet

Development Patterns

Due to its adjacency with the Downtown Core and established development patterns, the scale and context of buildings are to be urban in nature and promote a pedestrian-friendly environment. Connections within the District to the Pinellas and Druid Trails are encouraged through site design, streetscape improvements and landscaping. While development adjacent to the Pinellas Trail may delineate the boundaries between the public and private realm, access should be provided so residents can enjoy this amenity and business can be supported by Trail users.



South Gateway District Policies

The following policies shall govern development within the South Gateway District, as well as City actions:

Policy 1:
The visual connection between the South Gateway and Harbor Oaks Historic District should be strengthened through streetscaping elements and building design.

Policy 2:
The intersection of the Pinellas Trail and the Druid Trail will be improved with wayfinding to promote the significance of the City's multimodal network. Uses that support the trail and its users are encouraged.

Policy 3:
Improve the identification and wayfinding of the Druid Trail as part of the regional network with signage and trail markings.





PROSPECT LAKE DISTRICT



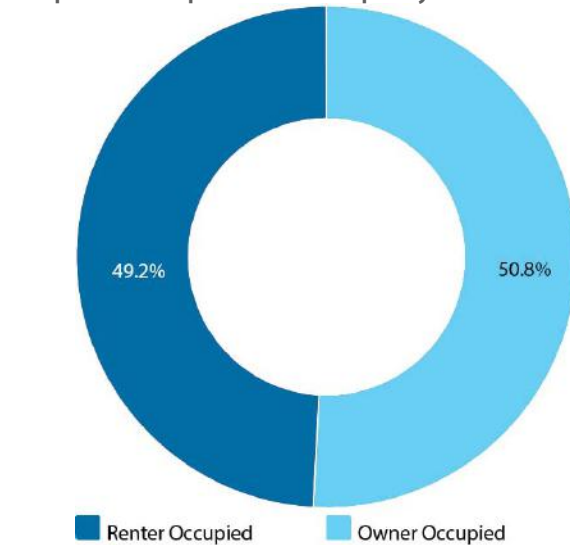
The Prospect Lake Character District is bounded by Drew Street on the north, Missouri Avenue on the east, Myrtle Avenue on the west and on the south by Court Street and parcels fronting on Chestnut Street as illustrated above. There are 440 parcels of land totaling 131.9 acres in this District. The Prospect Lake District represents 23.8% of the land area within the Downtown Plan Area.

Existing Conditions

This District includes a mix of retail, office, utility/ infrastructure, and residential uses as well as a significant amount of underutilized and vacant property, including the partially constructed 1100 Cleveland building. The Prospect Lake Character District has near even renter and owner occupancy rates and an older housing stock (median housing age 1964). The District has the largest concentration of black residents in the Downtown Planning Area at 23.1%.

Recent developments include Fire Station 45 and the Residence Inn both on Court Street, and the Tampa Bay Times building on Cleveland Street.

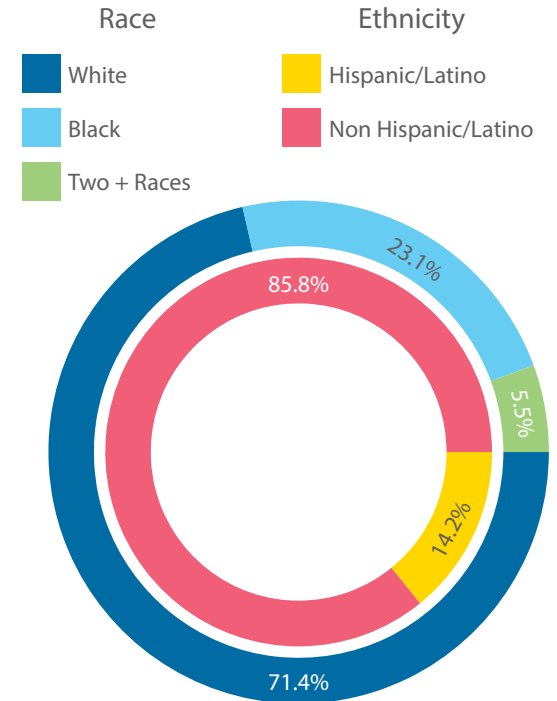
Graph 3.7. Prospect Lake Occupancy



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

There are also non-conforming vehicle service and industrial uses. There is a concentration of residential housing with historic character along Grove Street between Martin Luther King, Jr. Avenue and Cleveland Street. Parcels in the northeast corner of the District are not designated Central Business District future land use or Downtown zoning district, as shown on Maps 2.2 -2.3. Additional single family homes are scattered throughout the area west of Madison Avenue. Northeast Cleveland Street has small office and commercial buildings. Small portions

Graph 3.8. Prospect Lake Race/Ethnicity



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

of the District contain a street grid, but the grid is lacking in other areas of the District. In 2003 the City completed construction of Prospect Lake Park in the vicinity south of Park Street between Prospect and Ewing Avenues which provides an alternative to on-site stormwater retention for properties within the watershed area as shown in Map 14 in Chapter 4. In addition, Prospect Lake Park functions as a passive park with pedestrian pathways surrounding the perimeter of the lake. The Nolen, a mixed use development at the southeast corner of Cleveland Street and South Prospect Avenue and along Prospect Lake Park was mostly completed in 2017. The 1100 Cleveland building is redeveloping as a multi-story apartment building with commercial business on the first floor. The parcels between Myrtle Avenue and Prospect Avenue are underutilized, primarily with one- to two-story buildings, vacant lots, and some of the aforementioned vehicle service uses. At the southwest corner of Cleveland Street and North Missouri Avenue, along the eastern edge of the District, is the corporate headquarters of FrankCrum. This large parcel is suburban in character, whereas the remainder of the District is more urban.

District Vision

The Prospect Lake District is a transitional area between the Downtown Core with the highest intensity of development and Downtown Gateway District which is primarily a mix of low scale housing and commercial development. This District is an emerging residential district, and further growth is anticipated and desired. The significant amount of vacant and nonconforming properties provide opportunity, and the allowable density will facilitate a variety of residential development ranging from large-scale multi-family to smaller infill projects. The addition of new residents in the Prospect Lake District will enliven Downtown and provide a market for new retail developments and food and drink establishments. A variety of office and commercial uses currently exist and are encouraged to continue, and in specific areas more intense commercial and office development is envisioned.

Alternate U.S. Highway 19 (Alt. US-19) has been re-designated from South Fort Harrison Avenue to Myrtle Avenue and functions as the primary north-south through route. Challenges to walkability and crossing due to traffic volume must be mitigated by design to facilitate Myrtle Avenue as a walkable urban street. Additionally, while Myrtle Avenue serves as the dividing line between the Downtown Core and the Prospect Lake District, where a transition in intensity of development is appropriate the area between Myrtle and Prospect Avenues shall support a higher intensity and density than the remainder of the District.



Intensity, Density & Height

Development potential and maximum permitted heights are shown in Maps 3.2-3.6. Prospect Lake development potential is specified in Table 3.4. Greater development potential along the western edge of the District allows for development of Myrtle Avenue as a cohesive corridor.

Table 3.4. Prospect Lake Development Potential

FAR	West of S. Prospect Ave. & Knights Alley: 2.5
	Remainder of District: 1.5
Density	West of S. Prospect Ave. & Knights Alley: 75 dwelling units per acre
	Remainder of District: 50 dwelling units per acre
	Entire District: 40 hotel units per acre, Bed and Breakfasts: 35 rooms per acre, not to exceed 10 rooms
Height	South of Laura St. & fronting on or south of Cleveland St.: 75 feet
	North of Laura St. & west of Martin Luther King, Jr. Ave.: 55 feet
	North of & not fronting on Cleveland St. & east of Martin Luther King, Jr. Ave.: 35 feet

Development Patterns

Supporting more intense development along the eastern frontage of Myrtle Avenue that is balanced and in character with the Downtown Core is important to bridge the current divide that exists between the east and west sides of the corridor. The blocks east of Myrtle Avenue have the potential to develop at scales that support the eastern edge of the Downtown Core and provide a more active and urban setting around Prospect Lake, which serves as a natural transition to less intensive development to the east. Properties fronting on Cleveland Street and northward will be lower in scale and height to transition to the existing single-family development pattern in the Grove Street neighborhood. Renovation of small historic single-family homes in this area is encouraged while new construction in the vicinity should respect the height and scale of the Grove Street neighborhood. Residential development south of Cleveland Street or along South Prospect Avenue adjacent to Prospect Lake Park should be oriented toward the park and Cleveland Street.

Commercial uses of the type and scale to serve local residential areas are permitted and encouraged along Northeast Cleveland Street, Cleveland, Court and Chestnut Streets and Myrtle and Martin Luther King, Jr. Avenues. However, more intense non-residential development may be considered along Myrtle and Missouri Avenues and Court and Chestnut Streets. Hotels, in particular, are permitted on property fronting Cleveland, Court and Chestnut Streets. Existing residential scale offices along Northeast Cleveland Street and Grove

and Gould Streets are encouraged to remain and improve. Furthermore, adapting these structures into mixed use or live/work arrangements is permitted and encouraged. Generally, live/work arrangements are permitted throughout the District as are bed and breakfasts.

Development throughout the District (residential and nonresidential) shall be designed to create an urban environment that is comfortable and safe for people walking while accommodating vehicles where appropriate.

Prospect Lake District Policies

The following policies shall govern development within the Prospect Lake District, as well as City actions:

Policy 1:
Preferred housing styles north of Laura Street are a variety of small scale residential including but not limited to quads, multi-plexes, bungalow courts, townhouses and single family houses of a size and scale consistent with the neighborhood.

Policy 2:
Explore options to centrally locate parking to serve the District's commercial uses as infrastructure.

Policy 3:
Existing neighborhood scale office and commercial uses north of Laura Street are encouraged to remain and be renovated.

Policy 4:

The City will coordinate with FDOT to ensure future designs of Alt. US-19/Myrtle Avenue, will incorporate complete streets design.

Policy 5:

The City will coordinate with FDOT to improve pedestrian and bicyclist crossing north and south of Court and Chestnut Streets.

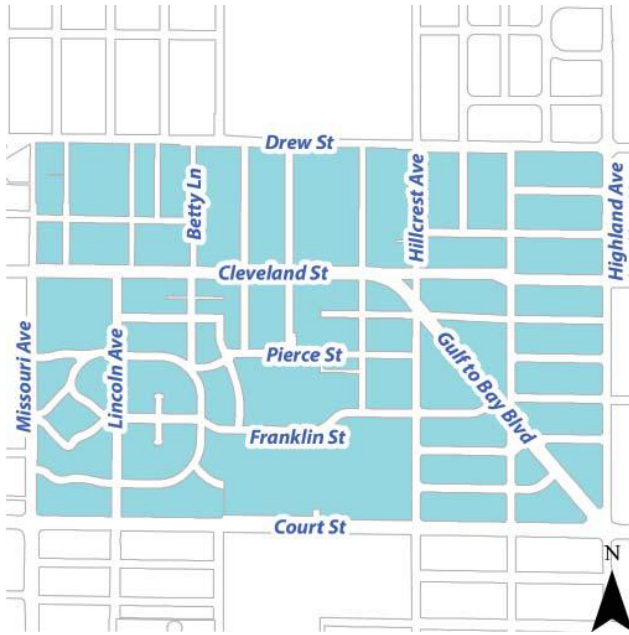
Policy 6:

Amend the Future Land Use Map and Zoning Atlas to designate all parcels in the Prospect Lake Character District as Central Business District (CBD) and Downtown (D) District, consistent with the remainder of properties in Prospect Lake.

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DOWNTOWN GATEWAY DISTRICT



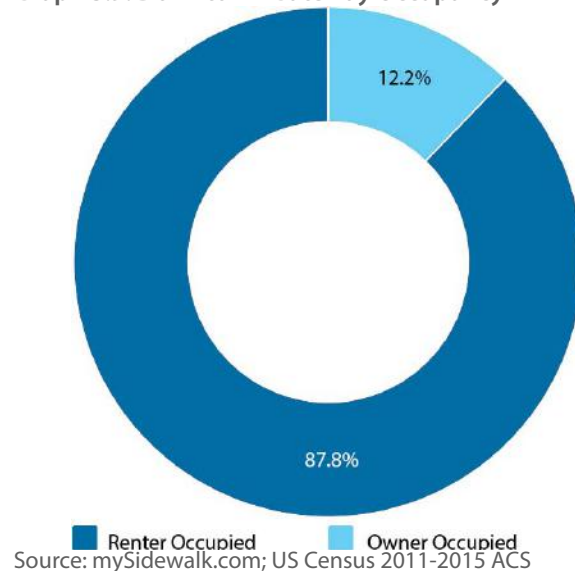
The Downtown Gateway District is generally bounded by Drew Street on the north, Highland Avenue on the east, Missouri Avenue on the west and Court Street on the south as illustrated above. This District is comprised of 914 parcels totaling 175.3 acres and represents 31.6% of the total Downtown Plan Area.

Existing Conditions

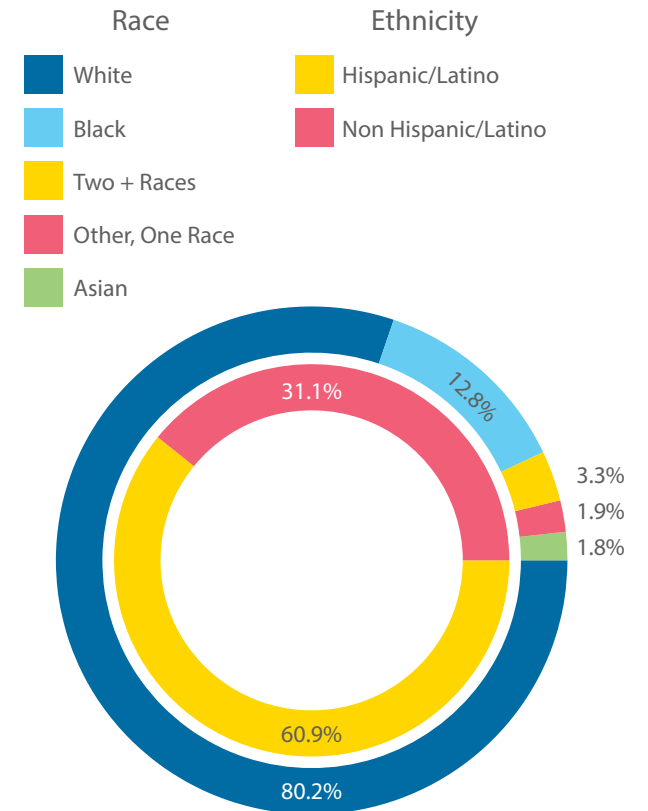
The Downtown Gateway District is a predominantly residential district with limited low scale commercial buildings along Missouri Avenue, Court and Cleveland Streets and Gulf to Bay Boulevard. This area of Clearwater is known for its large Hispanic population, primarily from the Hidalgo region of Mexico, which brings a unique culture and a variety of businesses not found in other areas of the Downtown or City. The Downtown Gateway is the outlier in several demographics categories. It was one of the only Districts to see population growth between 2000 and 2010. The District has 92.8%

of the Downtown's total Hispanic population, the youngest median age in the Downtown Planning Area at 31.7 years, and the highest average persons per household at 2.7 persons. In addition to having a high percentage of rental units (88% of housing units), this District also has the highest percent of cost burdened persons spending more than 50% of income on rent.

Graph 3.9. Downtown Gateway Occupancy



Graph 3.10. Downtown Gateway Race/Ethnicity



The intersection of Missouri Avenue and Cleveland Street is a major entry node, but the main entrance to the District and Downtown is at Five Points, the intersection of Gulf to Bay Boulevard, Court Street, and Highland Avenue. This intersection was enhanced in 2012 with streetscaping and a stone obelisk gateway feature. When the Memorial Bridge Causeway opened in 2005 and routed traffic from Gulf to Bay and Cleveland Street to SR- 60/ Court Street it emphasized the street's wide and underutilized rights-of-way with low traffic counts. Several streets in the District are narrow and have limited space in the right-of-way for sidewalks. Many properties have non-conforming parking in the right-of-way that backs out into the road. Phase III of the Cleveland Streetscaping Project is anticipated to improve the public realm with pavers or painted concrete, lighting, benches, additional shade from trees, on-street parking, expanded outdoor café opportunities and will enhance an already walkable environment with wider sidewalks. The natural amenity of Stevenson Creek runs south-north, entering Clearwater Harbor near Sunset Point Road, and is largely inaccessible as a source of recreation or beauty.

Within the Downtown Gateway there is a mix of businesses and some notable reinvestment in the District. The District contains two of the Downtown's grocery stores, a medical training facility and a community of Hispanic businesses. A large private school is located on Court Street, just west of Five Points. An institutional use on Park Street provides community services including feeding and assistance for the homeless. Notable reinvestment includes the office and retail properties on the east and west side of the obelisk that renovated at a similar time as when the

City improvements were completed. The former Economy Inn site was purchased and demolished by the Community Redevelopment Agency and now a portion of the site is a community garden. The development of 33 affordable townhouses located at the corner of Drew Street and North Betty Lane was completed in 2014.



District Vision

The Downtown Gateway will be a walkable, vibrant, stable, and diverse neighborhood defined by its unique cultural base and mixed land uses. Cultural events and attractions, festivals, markets, restaurants, and shopping will be integrated into the neighborhood. The function and aesthetics of the gateway to Downtown will be improved with attractive streetscape and landscaping elements with appropriate wayfinding signage that identify the District as a Downtown neighborhood and promote pedestrian and bicyclist connectivity. Phase III of the Cleveland Streetscaping Project is anticipated to provide much of this. A unique sense of place will be created with a destination market place and festival core along Cleveland Street and/or Gulf to Bay Boulevard that will foster multi-cultural community gathering. Stevenson Creek will be improved to connect the District to Glen Oaks Park across Court Street to the south and the Clearwater Country Club across Drew Street to the north. The residential neighborhoods will remain as traditional urban neighborhoods with a mix of low-rise housing types. Small infill redevelopment such as single family homes, townhomes, bungalow courts and duplexes that are compatible with single family neighborhoods and typically found in an urban downtown are appropriate for the neighborhood.

Intensity, Density & Height

Development potential and maximum permitted heights are shown in Maps 3.2-3.6. Downtown Gateway development potential is specified in Table 3.5. A concentration of commercial uses is supported along Cleveland Street and Gulf to Bay Boulevard.

Table 3.5. Downtown Gateway Development Potential

FAR	Fronting on Cleveland St. between Missouri & Hillcrest Aves. or fronting on Gulf to Bay Blvd.: 1.5
	Remainder of District: 0.55
Density	35 dwelling units per acre
	Generally, fronting on Missouri Ave., Cleveland St., Gulf to Bay Blvd. more specifically as shown on Map 3.4, Maximum Hotel Density: 40 hotel units per acre
Height	South of Grove St. & fronting on or south of Cleveland St. between Missouri & N. San Remo Aves., or south of Laura St. between Hillcrest & N. San Remo Aves., & properties eastward of Gulf to Bay Blvd. & south of De Leon St.: 55 feet
	South of Drew St. & between Missouri & Hillcrest Aves.: 45 feet
	South Drew St. between Hillcrest & N. Highland Aves.: 35 feet

Development Patterns

The existing residential areas should retain their scale and development patterns, with infill developments that gently increase intensity while maintaining the scale and character of the neighborhood. New commercial development is supported along Missouri Avenue, Cleveland Street and Gulf to Bay Boulevard and should provide employment opportunities for the District’s residents as well as serve the daily commercial and service-oriented needs of the neighborhood. The growth and facility needs of medical offices and small businesses that contribute to the local and regional economy and provide a wide range of skilled and professional employment options will be supported. Where commercial and office development abut residential areas, primarily along the northern and eastern edges of the District, redevelopment should be at a scale compatible with those areas. Consolidation of small obsolete development parcels/buildings may be needed for an adequate lot size to accommodate redevelopment. Pedestrian and bicycle access and connectivity will be included in developments and are critical for livable and walkable communities.

Supporting Documents

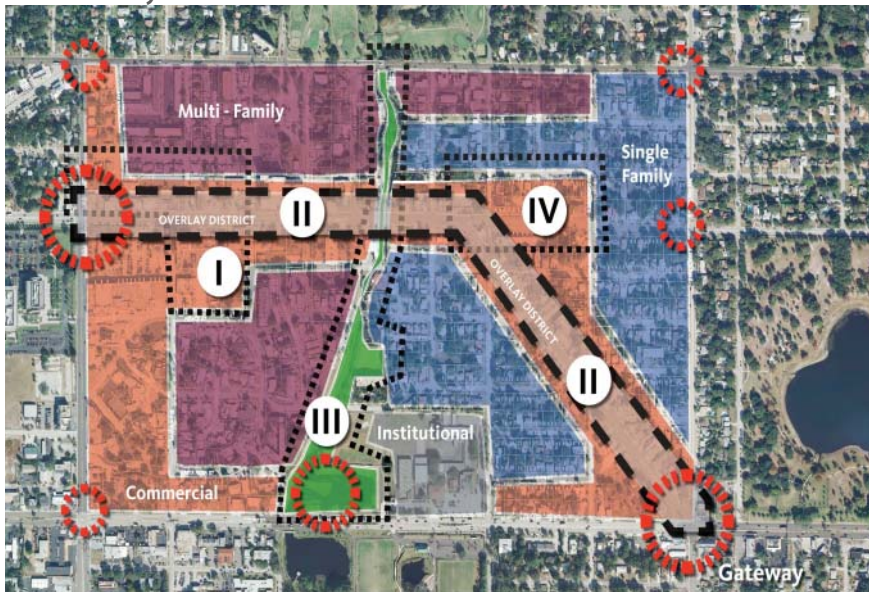
East Gateway District Vision Plan

In January 2012 the City engaged the residents, business and property owners in the District and surrounding neighborhoods to develop the East Gateway District Vision Plan. The Vision Plan recognized that the District has all the offerings of a traditional neighborhood development: live, work, play and educate, and is uniquely located on the urban edge of the world class destination beaches of Clearwater. The Vision Plan focuses on the creation of a “place” centered on a walkable destination corridor and recognizes four zones to achieve these goals (shown on the inset map below).

Zone I West Commercial Anchor is the major entry node at the intersection of Missouri Avenue and Cleveland Street. It is anticipated that this area will serve as an “attractor” from the region for a variety of commercial activities.

Zone II Corridor Development identifies the opportunity to re-create Cleveland Street and Gulf to Bay Boulevard as a destination marketplace. This opportunity was created by the re-routing of beach traffic onto Court Street with the opening of the Memorial Causeway Bridge. The Cleveland Streetscape Phase III is a crucial component of the revitalization process and will accelerate neighborhood improvements.

East Gateway Vision Plan Zones



Source: Gensler & Social Compact, 2012



Zone III Open Space is defined as the natural amenity of Stevenson Creek running through the center of the community. The Vision Plan identifies the creek as a connector to the peripheral community park amenities of Glen Oaks Park and the Clearwater Country Club, and envisions the Creek's transformation into a community amenity through simple trail/boardwalk and pavilion offerings, and community gardens. A children's playground in this area would minimize the need to cross Court Street. As a community on the "urban edge", the offering of open space not only makes it an attractive alternative to the "urban core", but becomes the differentiator that can distinguish the community.

Zone IV Festival Core relies upon the establishment of a core gathering place to foster community identity, pride and ownership. The Vision Plan identifies the intersection of Gulf to Bay Boulevard, Hillcrest Avenue and Cleveland Street as the District's "Main and Main" as an appropriate location for a Festival Core.

The community vision, organized around the four development zones, supports the Downtown Gateway vision, development patterns and District policies contained within.

Downtown Gateway District Policies

Policy 1:

Encourage a mix of affordable and market-rate housing options.

Policy 2:

Prohibit the rehabilitation of existing motels into residential apartments.

Policy 3:

Support the assembly of vacant and underutilized properties, as well as the demolition of deteriorated buildings to accommodate redevelopment projects.

Policy 4:

Encourage the adaptive re-use of underutilized buildings.

Policy 5:

Transform Stevenson Creek drainage canal into a north-south linear greenway trail.

Policy 6:

Create a Market/Mercado and/or Festival Core.

Policy 7:

Encourage community-led public art.

Policy 8:

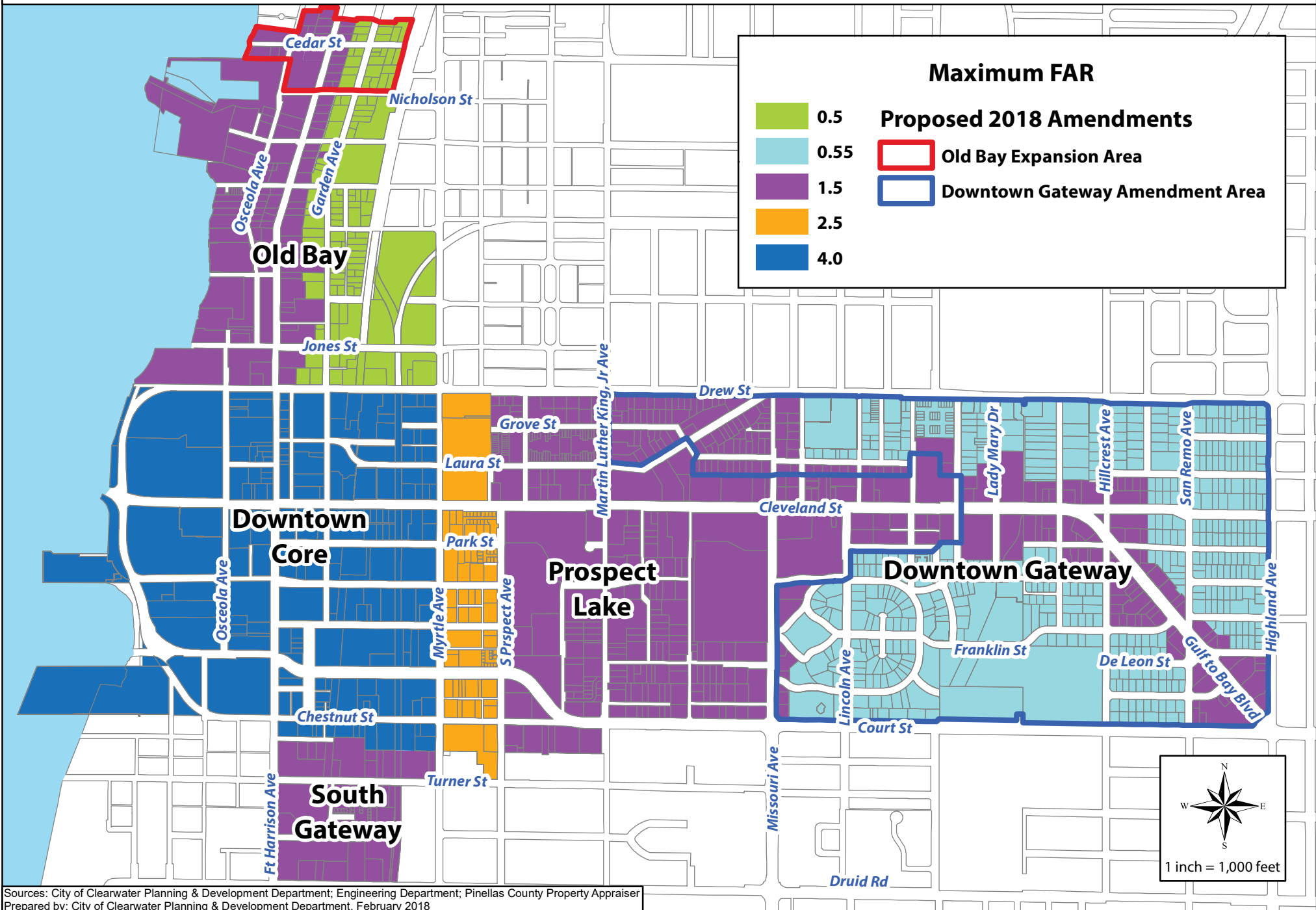
Amend the Future Land Use Map and Zoning Atlas to designate all parcels in the Downtown Gateway Character District as Central Business District (CBD) and Downtown (D) District, consistent with the remainder of properties in the Downtown Gateway.

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Map 3.2 Maximum FAR

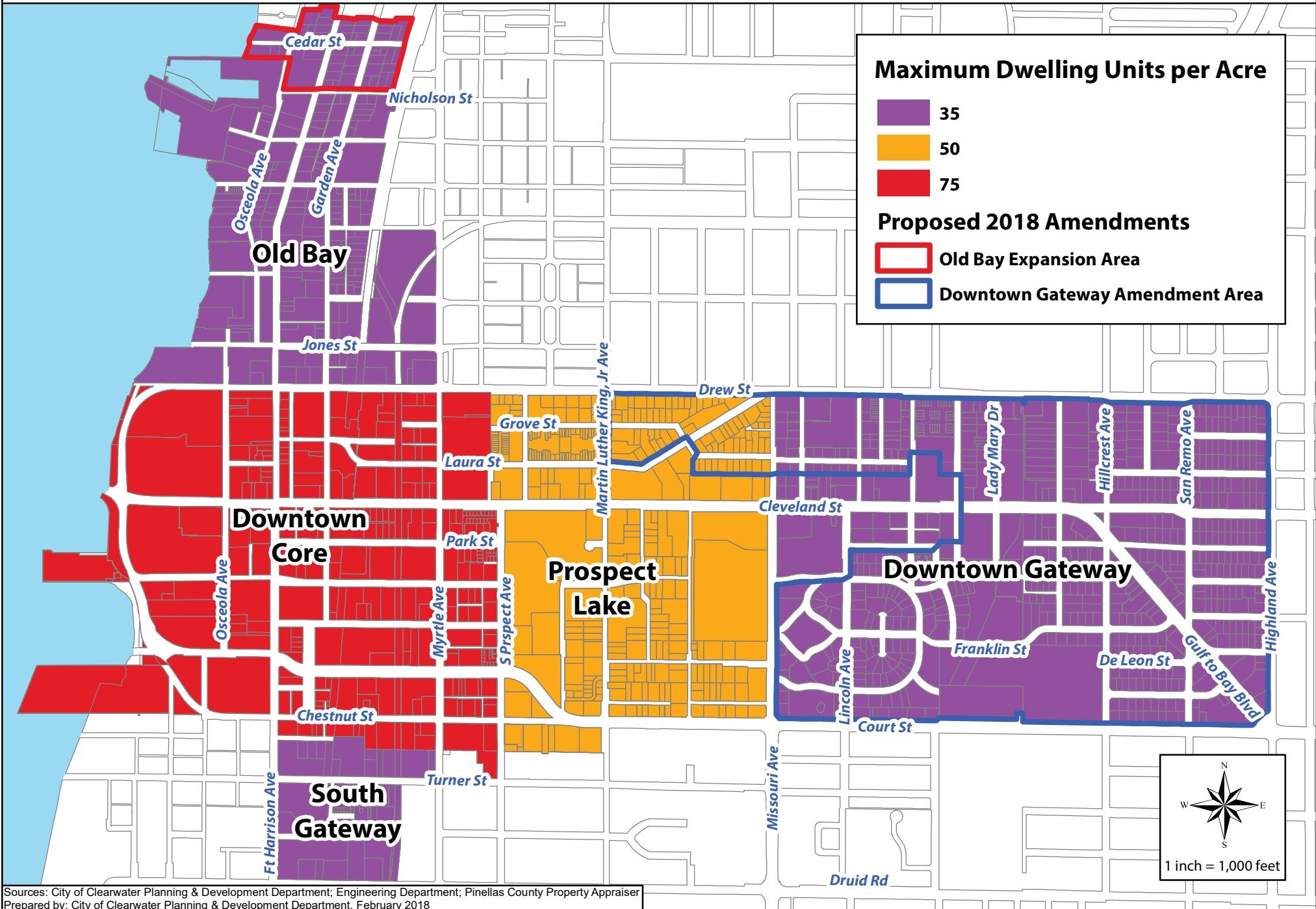
Clearwater Downtown Redevelopment Plan



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

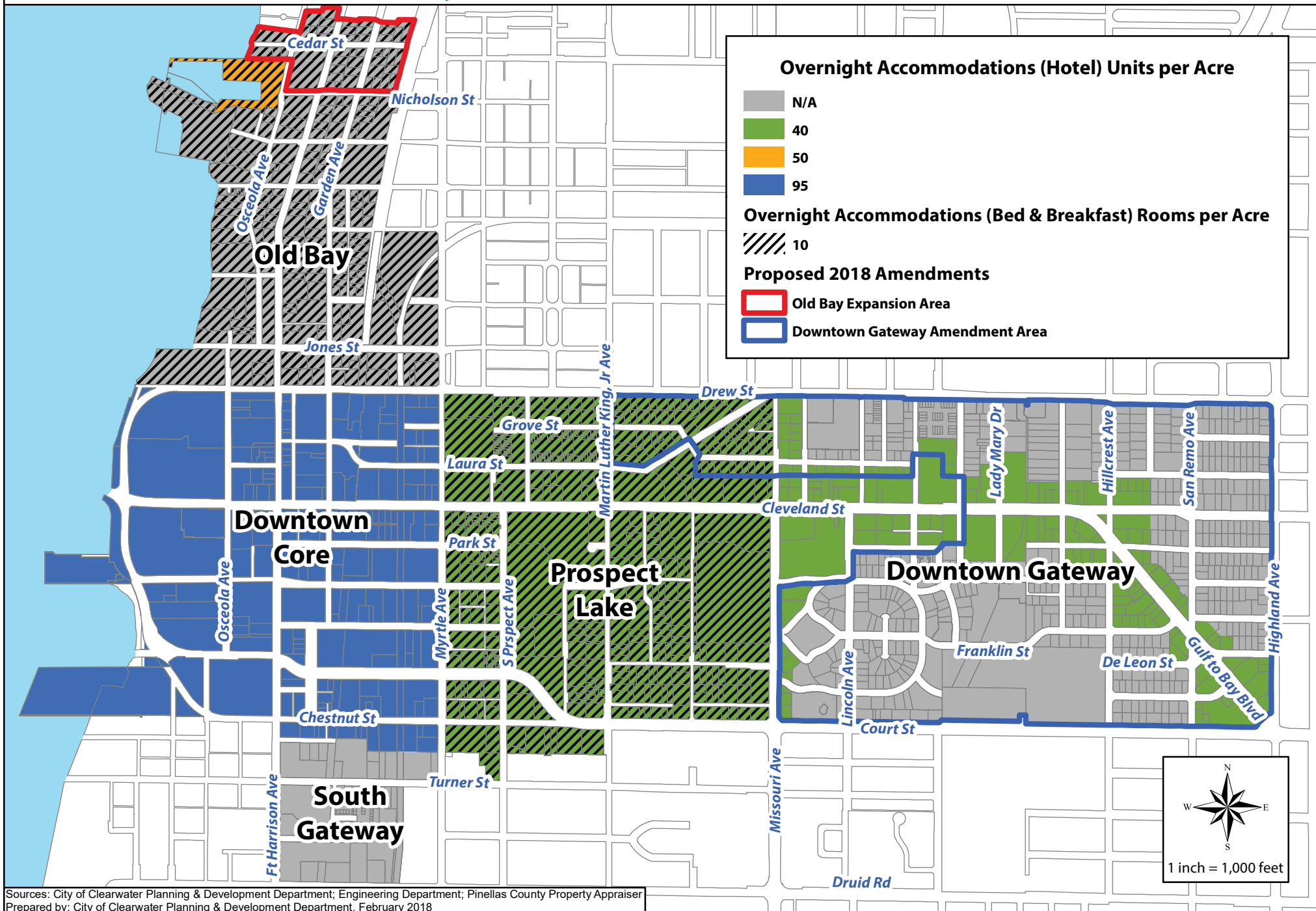
Map 3.3 Maximum Density

Clearwater Downtown Redevelopment Plan

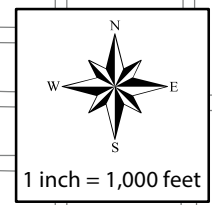


Map 3.4 Maximum Hotel Density

Clearwater Downtown Redevelopment Plan

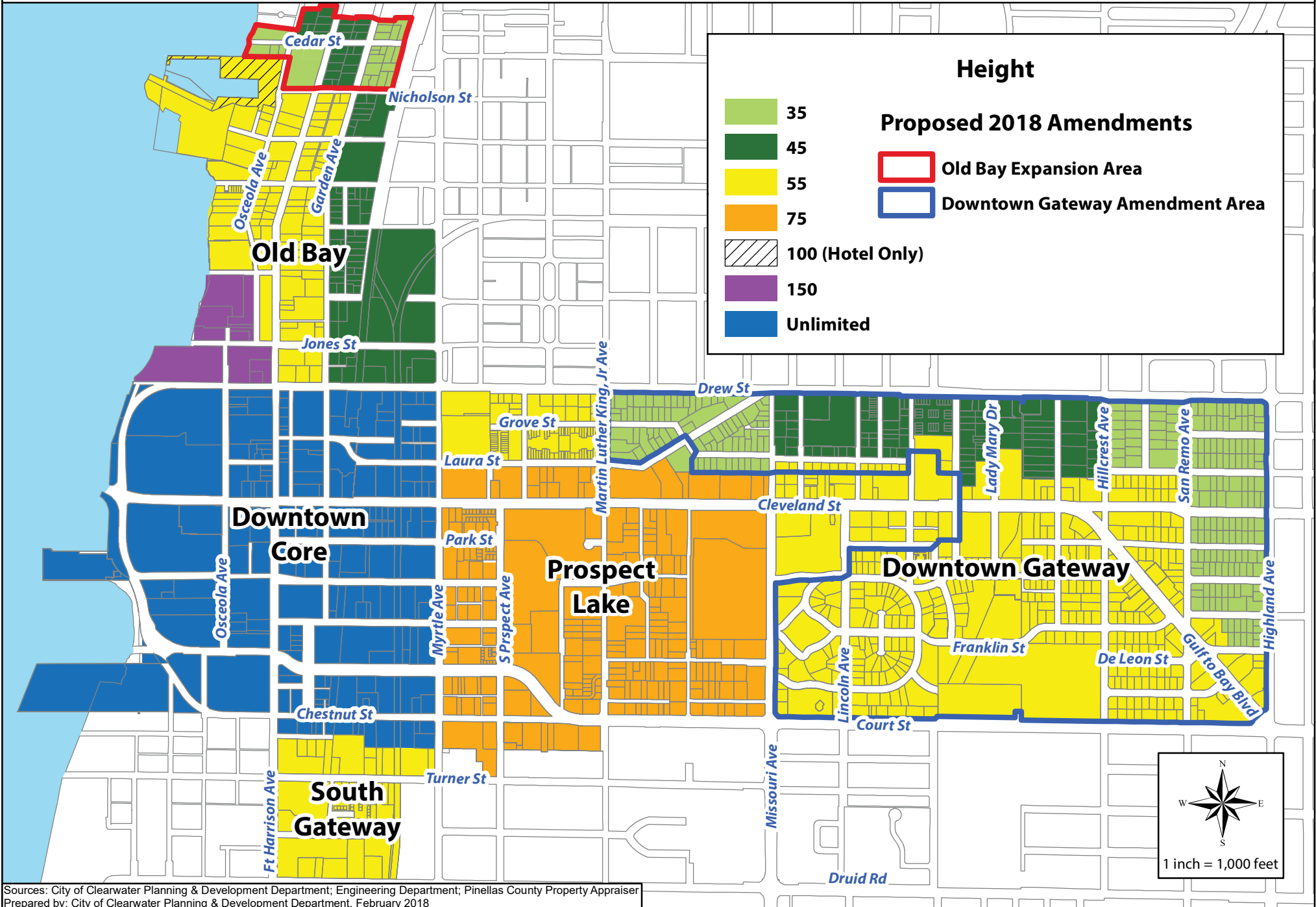


Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, February 2018



Map 3.6 Maximum Height

Clearwater Downtown Redevelopment Plan

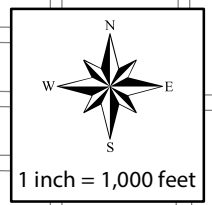


Height

	35
	45
	55
	75
	100 (Hotel Only)
	150
	Unlimited

Proposed 2018 Amendments

- Old Bay Expansion Area
- Downtown Gateway Amendment Area



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



WELCOME BACK
Phillies

BOILED PEANUTS

WELCOME BACK
Phillies

Local

HOUSING & NEIGHBORHOOD ELEMENT

Residential Use

The following analysis utilizes data from the 2000 and 2010 U.S. Censuses and the 2011-2015 American Community Survey (ACS) to track growth and changes. Due to the ACS being an on-going, but randomly selected analysis, residential units that were constructed after 2010 are not included in this review. Character District boundaries do not always follow Census Tract boundaries; therefore data available at the Census Tract level was apportioned using MySidewalk.

Existing Residential Conditions

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 555 acres. Of the 555 acres, approximately 28% or 148.8 acres are devoted to residential land uses as follows: 13% multi-family; 5% two-family or duplex; and 9% single-family dwellings. In 2010 there were a total of 2,864 housing units in Downtown, a 9% increase since 2000. During this same period, Downtown's population increased almost 34%, from 3,718 people in 2000 to 4,974 persons in 2010. Although the median age of the housing units in Downtown is 1974, 47% were constructed pre-1969. Renters primarily occupy housing in Downtown. According to the 2011-2015 ACS, approximately 77% of the total housing stock was renter-occupied whereas the rental rate for the City as a whole was only

41.7%. This is quite similar to the rental rates in 2000, which were 75% and 38% respectively. The median home value in Downtown has risen significantly since 2000, from \$48,154 to \$203,325 (+322%). Downtown housing values are higher than the City's median home value of \$175,272, which also saw increases (+84%). For a better understanding of the location and types of housing located in Downtown, a detailed review of each Character District follows.

Downtown Core District

In the Downtown Core only 8.8% of the land area is developed as residential, there are two parcels of single-family dwellings and there are no duplexes. There are several large multi-family developments, some of which are age-restricted to 55 and above including the Oaks of Clearwater and Prospect Towers of Clearwater. Nine percent (9%) of the housing units were built prior to 1969, while the majority of housing units (45%) were constructed between 2000 and 2009. The large multi-family projects are either located on Clearwater Harbor, directly across the street from it or along Cleveland Street. According to the 2011-2015 ACS, only 20% of housing is owner-occupied, a number that has declined since 2000 when 33% of units were owner-occupied. As of the 2011 – 2015 ACS, the median home value is \$316,163, which is 43% greater than the Downtown Plan Area's median value and 57% than the City's overall median housing value.

Old Bay District

Approximately 23.5% of the land area in the Old Bay District is used for residential purposes. The majority of these properties are located west of Osceola Avenue and between Garden Avenue and Blanche B. Littlejohn Trail. Old Bay is characterized by a variety of housing types ranging from small older single-family homes to newer multi-family housing located along Clearwater Harbor, but on average the housing stock is 10 years older (median age 1964) than in Downtown generally. Seventeen percent (17%) of the housing units were constructed before 1940 and another 25% were constructed between 1940 and 1959. The home ownership rate in Old Bay is 33%, which is greater than in the Downtown as a whole (23%). Home values are slightly higher with the median home value at \$240,644 compared to \$203,325 in the entire Downtown. The majority of higher home values are concentrated west of North Fort Harrison Avenue along the waterfront and the remainder of the District has more modest housing values. Garden Trail Apartments, a new affordable housing development was recently completed and is not included the 2010 U.S.Census data used above.

South Gateway District

Although there are still very few housing units (39) in South Gateway occupying only 14.8% of the District's land area, this is an increase in 22 units since 2003. The Harold Court 24-unit townhome development was constructed in 2006 and is the District's largest residential development. Over the years some of the District's housing stock, mainly along Turner Street, has been converted to office

uses. According to the 2011-2015 ACS, only 11% of the housing in South Gateway is owner-occupied and has a median value of \$280,371, which is 32% more than the Downtown median housing value.

Prospect Lake District

Most of the residential uses located in the Prospect Lake Character District are located in the vicinity of Drew and Grove Streets with some additional units scattered throughout the area between Court and Pierce Streets, Martin Luther King, Jr. and Madison Avenues. Single-family and multi-family dwellings comprise the majority of housing in this District and 49% are renter-occupied. The median home value is \$151,600, which is less than the median value of the Downtown Plan Area. Housing stock in the District is older (median age 1964), with the largest percentage of residential units built before 1939 (31.8%). The Nolen, a recently completed large mixed use development, represents some of the newer housing construction. Additionally the long delayed Strand development at 1100 Cleveland Street is now under permitting review for mixed use.

Downtown Gateway District

The majority of land (53.8%) in the Downtown Gateway District is devoted to residential uses. Twenty-one percent of the area is occupied by multi-family uses, while two-family dwellings occupy almost 15% and single-family dwellings occupy just over 18%. Cleveland Street and Gulf to Bay Boulevard are primarily commercial corridors, while the remainder of the District is residential. The housing in Downtown Gateway is similar in age to that found in other Character Districts.

Almost 66% was constructed before 1969. Like the majority of Downtown, this District has a high percentage of rental units approaching 88% of the total. The median home value is \$147,626 which is almost 32% less than the median for the Downtown Plan area.

Existing Income Conditions

In addition to the high renter-occupancy rate and an aging housing stock, an important factor affecting housing in Downtown is low income levels. The median household income in Downtown is \$43,259, which represents a 64% increase since 2000 but still remains less than the current estimates for the City as a whole (\$49,749 median). Large concentrations of low- and moderate-income persons are found in all Character Districts, with the exception of the Downtown Core. In fact, all but two Census block groups located in Downtown have been classified by the Department of Housing and Urban Development (HUD) as low and moderate income.

Table 3.6. Median Household Income

Character District	Median Income
Downtown Core	\$56,426
Old Bay	\$35,606
South Gateway	\$17,167
Prospect Lake	no data
Downtown Gateway	\$31,382
Downtown	\$35,427
City of Clearwater	\$44,198

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



This means that at least 51% of the household incomes are less than 80% of the median income for the City. Following is a breakdown of median income by each Character District.

Existing Housing Programs

The City of Clearwater Economic Development and Housing Department provides a variety of housing programs to assist very low- to moderate-income residents. These programs are funded by two federal, one state and one county program. From the federal government, the City receives Community Development Block Grant (CDBG) and Home Investment Partnership (HOME) funds. From the state, the City receives State Housing Initiatives Partnership (SHIP) funds and from the County, the City utilizes Program Income from the Pinellas County Housing Trust Fund (PCHTF). These programs are made available to Clearwater residents directly from the City or through community non-profit partners, to which the City provides funds for specific projects. Loans are provided to homeowners for rehabilitation and down payment and closing cost assistance. Loans are also provided to developers, community housing development organizations and non-profit organizations for land acquisition, new construction and rehabilitation of affordable housing. Grants are available to social service agencies that provide services to the homeless and other low- to moderate-income individuals and families.

“Missing Middle” Infill Housing Options

There is a large portion of the housing spectrum that is traditionally found in downtowns, but less prevalent in the existing Downtown Clearwater districts. With single-family detached dwelling units on one end of this range and large-scale apartment complexes on the other, the types of “missing” housing in the middle of this spectrum include multiplexes, courtyard apartments, townhouses, live/work units, and other variations of clustered single- and multi-family units, which are typically compatible in scale with single-family homes. Providing these housing options throughout the Downtown area will generate a gentle increase in density without altering the character of a neighborhood by utilizing underused spaces. “Missing middle” homes are an ideal redevelopment strategy to address changing demographics which include increasing numbers or households led by single persons, those without children and empty nesters.

Because Clearwater has an assortment of family and income types, the City wants to ensure everyone has access to an array of quality housing they can afford, while maintaining neighborhood character and improving community relations. “Missing middle” homes create more diverse communities with a stronger sense of place, help meet the growing demand for walkable urban living and can help restore living standards for all family types.



Homeless Issues

Like many downtowns, especially those located in warmer climates, the City of Clearwater faces an ongoing challenge with homeless persons. There are several thousand homeless persons in Pinellas County and the City relies on the results of an annual Point in Time count. In 2017, 20% of the 2,831 individuals self reported Clearwater as the place where they stayed. Agencies providing temporary shelter for this population, however, indicate there are not enough beds to accommodate the need. It is evident that the City's responsibilities for the homeless will continue to grow. In 2017, the City received increasing complaints of aggressive homeless individuals in downtown. The Clearwater Police Department (CPD) identified a high concentration of Spice (a dangerous synthetic drug) users among the homeless community. The CPD was able to target these offenders and eliminate the Spice problem in a matter of weeks. Also in 2017, the City hired a consultant to evaluate homelessness in Clearwater and to provide direction for staff.

There are several components of the homeless population. There are those homeless persons seeking to improve their status and seek assistance. These persons work every day but still need a place to live. There are also those homeless persons who elect not to seek public assistance and choose to live on the street. This group may include the mentally ill, addicted individuals or those who prefer no structured environment or those who may use feeding programs or no assistance at all. It is this latter group of homeless that is particularly visible in Downtown and surrounding areas creating concerns for those working, living and

patronizing the area. Issues associated with this homeless group include intimidation, panhandling, crime, use of outdoor spaces for personal hygiene, and others. This homeless group is attracted to Downtown for many reasons including the location of the PSTA bus terminal, the Post Office, access to social services, day labor establishments, bars and inexpensive motels.

Through the City Manager's Homeless Initiative the City provides funding to the Homeless Leadership Board (HLB) and five Continuum of Care providers: Homeless Empowerment Program (HEP), Pinellas Hope, Pinellas Safe Harbor, Religious Community Services (RCS) and the Salvation Army of Upper Pinellas County.

Other agencies and religious organizations located in Clearwater also provide assistance to the homeless: Pinellas County Social Services, St. Vincent de Paul soup kitchen, Peace Memorial Presbyterian Church, and The Refuge Outreach Church.

The City of Clearwater in partnership with Directions for Living and with the assistance of the Clearwater Police Department Downtown Bike Team provides outreach and referral services to homeless individuals and families.



Housing Policies

As described above, Downtown does not lack land devoted to residential purposes nor does the area have a housing shortage for existing residents. However, there are issues affecting Downtown's desirability as a place to live including significantly high rental occupancies, absentee landlords, overcrowding in certain areas, a relatively old housing stock, deferred housing maintenance, and a disproportionate number of low- to moderate-income residents. Left in its current state, it is likely that the existing housing in Downtown will only continue to attract those who do not have other housing choices and these conditions continue to intensify. While the general economy has improved and market rate housing is strong, conditions for low- to moderate-income households have worsened.

An important aspect of the People Goal established for Downtown (see Goals, Objectives, and Policies in Chapter 3) is to make Downtown a place that attracts people to live. In order to reach this goal, the Objectives support encouraging residential uses with a variety of densities, housing types and costs and making available incentives to gain more residential uses Downtown. Due to its location as the employment and government center, its base of potential redevelopment infill parcels, its views of Clearwater Harbor and close proximity to Clearwater Beach, and lack of significant crime, Downtown is an excellent location for new and rehabilitated housing.

The following policies support improving the condition of the existing Downtown housing stock, construction of new housing and strategies for improving the situation for the homeless.

Policy 1:

Support increased home ownership and improved housing maintenance by targeting low- to moderate-income areas including Downtown for the use of CDBG, HOME, SHIP and PCHTF programs.

Policy 2:

Continue and expand housing rehabilitation programs for very low- to moderate-income persons with relaxed underwriting guidelines to facilitate a comprehensive impact.

Policy 3:

Continue to increase down payment and closing cost assistance for very low- to moderate-income persons to encourage potential homeowners to purchase in Downtown.

Policy 4:

Provide assistance for the acquisition, development and rehabilitation of affordable and mixed-income multi-family properties.

Policy 5:

Target the Downtown Gateway and Old Bay Districts for housing rehabilitation, down payment assistance and new infill construction benefitting income qualifying homeowners. The desired outcome of this strategy is to create mixed-income neighborhoods.

Policy 6:

Provide funds to for-profit and non-profit housing developers to acquire vacant lots and/or construct single-family dwellings in the Old Bay and Downtown Gateway Districts.

Policy 7:

Target the existing single-family and two-family areas in the Prospect Lake District for housing rehabilitation and increased home ownership.

Policy 8:

Target the Downtown Core, South Gateway and Prospect Lake District for new multi-family owner and renter-occupied development.

Policy 9:

Encourage additional non-profit agencies to work in Downtown to provide additional housing.

Policy 10:

Support non-profit agencies that assist the Hispanic population, especially in the Downtown Gateway Character District.

Policy 11:

Support neighborhood outreach activities that teach property owners housing maintenance skills.

Policy 12:

Continue to support Paint Your Heart Out program and inclusion of properties in the Downtown.

Policy 13:

Continue to work with the Homeless Leadership Board, Continuum of Care providers and other coordinating organizations to address the root causes of homelessness.

Policy 14:

Continue to support the Homeless Leadership Board, Continuum of Care providers and the City Manager's Homeless Initiative to identify and implement short and long term solutions to the homeless issues.

Policy 15:

Increase lobbying efforts to obtain more appropriations for housing programs and to secure new sources of funding.

Housing Strategies

In order to implement the above policies, the following strategies should be pursued.

Strategy 1:

Continue to provide a "local contribution" to developers who are applying for low-income housing tax credits (LIHTC) and/or state or local multi-family bonds for projects in Downtown.

Strategy 2:

Continue to work with Community Housing Development Organizations to identify properties suitable for acquisition, construction, or rehabilitation of affordable housing.

Strategy 3:

Evaluate the feasibility of assisting potential low- to moderate-income homebuyers to purchase two-family dwellings so that they can occupy one unit and rent the other to assist in the mortgage payment.

Strategy 4:

Evaluate amending the Comprehensive Plan and Community Development Code to allow accessory dwelling units as well as specifically encouraging them for affordable housing.

Strategy 5:

Evaluate impediments to developing missing middle housing such as parking requirements, and develop necessary amendments to the Community Development Code.

Neighborhood Impact Assessment

According to Florida's Community Redevelopment Act, Florida Statutes Chapter 163, Part III, a neighborhood impact assessment is required for a Redevelopment Plan if the Redevelopment Area contains low- and moderate-income housing. Clearwater's original Community Redevelopment Area and Plan were approved in 1981; the statutory regulations at the time required a "neighborhood impact element" only if a project of the redevelopment plan contained and would affect low or moderate-income housing. Amendments to the Community Redevelopment Act in 1983 and again in 1984 revised the neighborhood impact element to be required if a redevelopment area contained low- or moderate-income housing and if the redevelopment would affect the residents in the redevelopment area.



The eastern portion of the Community Redevelopment Area, as expanded in 2004, does contain low- to moderate-income housing or residents. The following neighborhood impact assessment was conducted for the expansion area only, and has been updated to address current (2017) conditions and planned improvements. The statute establishes six elements that should be reviewed as part of the neighborhood impact assessment:

- Relocation
- Traffic circulation
- Environmental quality
- Availability of community facilities and services
- Effect on school population
- Other matters affecting the physical and social quality of the neighborhood.

Relocation

In the event that relocation of existing residents is proposed to implement this Plan, the City of Clearwater Community Redevelopment Agency (CRA) will comply with the Tenant Relocation Plan provisions of Pinellas County Code (Sec. 38 - 81 through 38 - 86, as amended). In accordance with Pinellas County regulations, the CRA will provide relocation assistance if the CRA sponsors or assists redevelopment involving the acquisition of land. The CRA staff will ensure consistency with the relocation and compensation program. At a minimum, the relocation assistance will include advance written notice to tenants, advisory services to assist tenants in finding appropriate replacement housing, and payment of relocation expenses.

Although not contemplated by the Plan, should relocation of existing residents be proposed using federal funds, the project shall comply with the federal Uniform Relocation Act of 1970, (Public Law 91 - 646).

Traffic Circulation

Since the incorporation of the Downtown Gateway (2004 expansion area) into the Community Redevelopment Area, one significant change in the traffic circulation pattern within the Downtown has occurred. The City and FDOT constructed a fixed-span bridge replacing the drawbridge that previously connected the mainland with the Beach. As part of the bridge replacement, access to and from the bridge was moved to Court and Chestnut Streets which are a one-way pair and are designated as State Road 60. Gulf to Bay Boulevard from Highland Street to Cleveland Street and the entire length of Cleveland Street have been reclaimed as local streets. The primary entry to Downtown from the eastern sections of the City is now Gulf to Bay Boulevard and Cleveland Street at their intersection with Highland Street (Five Points).

The Master Streetscape Plan, incorporated into the Downtown Redevelopment Plan in 2004, envisioned improving the transition of Gulf to Bay Boulevard, Highland Avenue and Court Street as well as the length of Cleveland Street through Downtown. These improvements, several of which have been constructed, recognize the importance of the eastern gateway into Downtown. Gulf to Bay Boulevard and Cleveland Street serve as local streets for the adjacent residential neighborhoods incorporated into Downtown with the 2004 expansion as well as the neighborhood commercial

focus for those neighborhoods.

Construction will begin in 2018 on the last phase of the Cleveland Streetscape project (Phase III) within the Downtown Gateway, from Missouri Avenue on the west to just west of San Remo Avenue on the east, in addition to Gulf to Bay Boulevard from Cleveland Street/Evergreen Avenue on the north to Court Street on the south. City plans call for a festival zone and/or Mercado to be incorporated at the intersection of Cleveland Street, Gulf to Bay Boulevard, and Evergreen Avenue, which will require a reconfiguring of the intersection. This will complete the transition of these roadways after the shift in Beach related traffic to Court and Chestnut Streets from former State roads with excess capacity to local roads that provide improved areas for people walking and biking east-west within Downtown. No changes in the secondary street pattern are planned and those streets will continue to serve as local streets for the Downtown Gateway.

The planned traffic circulation changes described above will not negatively impact the Downtown Gateway (2004 expansion area).

Environmental Quality

This impact assessment evaluated three areas of environmental quality: potable water, wastewater and stormwater management. The entirety of the Downtown Gateway has access to the City's potable water system and is served by the City's wastewater system. Capacity is available for each of these utilities to meet the anticipated redevelopment needs. Therefore, there is no expected negative impact to the 2004 expansion area with regard to potable water and wastewater

services.

With regard to the stormwater management, several major projects have been completed that address stormwater within the 2004 expansion area and in the areas west and south. In 2003 the City constructed Prospect Lake Park, a regional stormwater management retention area located south of Cleveland Street and between Prospect and Ewing Avenues in the Prospect Lake District. For development within selected stormwater basins, stormwater is directed to Prospect Lake Park and treated in a wet retention pond. New development within the service area has the option of discharging their stormwater into this system rather than constructing an on-site stormwater retention pond. This regional stormwater pond is intended to improve water quality system-wide as well as reduce the number of unsightly and poorly maintained individual stormwater facilities. Map 14 in Chapter 4 identifies the Prospect Lake Regional Stormwater District.

The 2006 Glen Oaks Stormwater project reduced flooding along Stevenson Creek while improving stormwater quality. Additionally, the City is currently upgrading stormwater, sanitary sewer, and potable water lines near the end of their design life within the Downtown Gateway District. The East Gateway Stormwater and Sanitary Sewer Capital Improvement Project provides water quality benefits of 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 be completed by late 2018.

Availability of Community Facilities and Services

Within the greater Downtown, there are a variety of community facilities and services available to residents. Existing community facilities include a variety of parks and recreational facilities, governmental offices, social service agencies, churches and community clubs. The Plan recognizes the importance of these facilities in the life of residents and the Plan supports the retention of these facilities in the area.

Effect on School Population

There are no public schools located in the 2004 expansion area. However, there are several elementary schools in close proximity to serve the existing and new school age children. St. Cecilia School is located on Court Street at Hillcrest Avenue and is the sole private, parochial school in the expansion area drawing students from throughout the City. The redevelopment plan will not have a detrimental effect on providing school facilities to the anticipated new students in the area.



Other Matters Affecting the Physical and Social Quality of the Neighborhood

The proposed redevelopment activities are intended to provide stability to both the residential area as well as the commercial uses within the expansion area. The planned infrastructure projects will enhance the image of the neighborhood and serve to attract new businesses including retail and office development. The improved maintenance of streets, sidewalks, and landscaping as well as housing rehabilitation will improve the quality of the neighborhood. Overall, the proposed redevelopment strategies will serve to increase the quality of life for all expansion area residents.

In summary, the proposed strategies in this Community Redevelopment Plan are not expected to negatively impact the expanded Community Redevelopment Area.





FUTURE PUBLIC RECREATION FACILITIES & OPEN SPACE

The Downtown park system and location of the heart of Downtown overlooking Clearwater Harbor are major assets to Downtown Clearwater. Many of the previously identified enhancements are complete; however, continuing to enhance the park system elevates the quality of these facilities and contributes to making Downtown a destination attracting both residents and visitors. Additional projects are planned within Downtown and these improvements are described below and illustrated on Map 3.7. In addition to constructing physical improvements, programming and events are important for activation of public park space.

Downtown Waterfront Park

Currently the Downtown waterfront park is comprised of multiple parks, open spaces and recreation amenities. An enlarged and redesigned Downtown waterfront park will be comprised of five distinct areas - the Civic Gateway, Bluff Walk, the Green, Coachman Garden, and the Estuary - which, when complete, will increase the park and open space to 19 acres. These areas will provide a variety of spatial experiences with opportunities for active and passive use. This variety, along with additional programming, is intended to accommodate people of all ages and interests, which will help draw people to the park.

The distinct zones are designed to provide more human scale and a variety of open space experiences. The Estuary will be a functional and aesthetic highlight of Florida's coastal ecology with boardwalks and stormwater improvements,

and the Coachman Garden will increase day-to-day activities with a state-of-the-art playground, children's water feature, slides in the natural slope and access to the water. The Green will be a central gathering space offering a variety of passive and active uses, including a four-acre lawn designed to be flexible for a variety of activities, and a new bandshell. The Civic Gateway will connect the Downtown to Coachman Park at the corner of Osceola Avenue and Cleveland Street and is envisioned to include features like a shaded rain catcher pavilion and fountain, splash pad, and upper and lower plazas.

Improved connectivity and access to the waterfront through a variety of modes is also central to the success of the Downtown waterfront/bluff area; therefore, the new park design also includes a variety of pedestrian routes and shared bicycle lanes, some of which are part of the Bluff Walk. South of Cleveland Street, the pedestrian and bicycle trails will traverse a more natural landscape, with scenic overlooks and a spiral access ramp connecting to the east-bound Memorial Causeway Bridge sidewalk. Headed north, a pedestrian bridge over Cleveland Street will connect to a more urban section of the park while still providing outlook opportunities and access to Drew Street.

Clearwater Harbor Marina

Future areas of improvement for the Clearwater Harbor Marina include construction of public restrooms, a new dock master building, and a Ferry Landing alongside the promenade and lighting of the bridge and enhanced security.

Seminole Boat Ramp

The existing Seminole Boat Ramp has eight boat ramps and a small picnic area, and several improvements are planned to enhance this public amenity. In 2017 the City initiated design and permitting work for certain improvements, including reconfigured paved parking, additional overflow parking, and additional stormwater management utilizing low impact development methods. A pedestrian promenade, an elevated observation platform and new greenspace by the Francis Wilson Playhouse are also part of the design. Additionally a multi-use path providing connections between the surrounding neighborhood and the waterfront is also included and detailed below under Trails subsection.

Stevenson Creek Linear Greenway

The utilitarian and currently underutilized Stevenson Creek drainage canal that runs north/south through the center of the Downtown Gateway is proposed to be turned into a natural amenity for Gateway residents. Many residents use this area as a path on a regular basis and establishing a linear greenway will formalize those connections in a safe and responsive way. Additionally, the creation of a pedestrian trail and linear greenspace between Court Street and Pierce Street will provide needed open space in the District.

Mercado

A Mercado, a multi-cultural Market inspired by the Hispanic heritage of the community will create a “place” for community gathering and cultural significance, and will be constructed in the vicinity of Downtown Gateway’s (formerly East Gateway) “main & main” which occurs at the intersection of Cleveland Street and Gulf to Bay Boulevard. The Mercado will be a multi-use space suitable for open space with a runnel (channeled water feature), as well as events and markets with pop-up tents and also permanent building structures for small retail or restaurant. The final design and construction of the Mercado is anticipated to start in 2018.

Trails

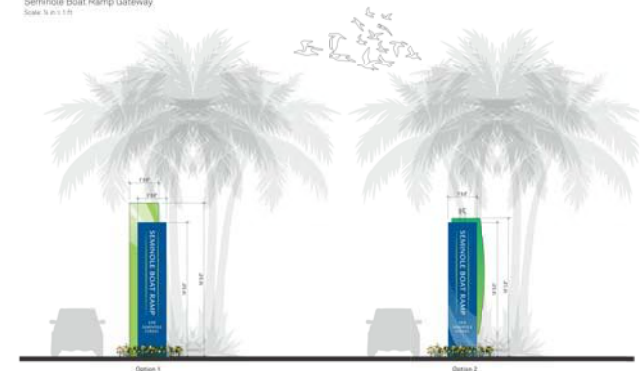
An extension of the Fred E. Marquis Pinellas Trail is proposed through the redesigned Downtown waterfront park that will connect the Pinellas Trail with the waterfront and park. The additional route may include a pedestrian bridge over Cleveland Street and a spiral ramp onto the Memorial Causeway Bridge. Additional improvements to Pinellas Trail crossings could make the Trail more pedestrian/bicycle friendly and safe. The Trail crosses several high-volume roadways where people walking and biking the Trail do not have the support of lights to stop traffic for safe passage and must use their judgment to safely cross. Continuation of the City and Pinellas County partnership for Trail maintenance and improvements will enhance the Pinellas Trail.

The recently completed Beach Connector portion of the Druid Trail provides a critical route for users traveling to the Beach. Additionally the east-west Druid Trail connects to the north-south Pinellas Trail in the South Gateway Character District. The remaining phases of the Druid Trail will connect to the Duke Energy Trail near US Highway 19. Though the final phases are outside of the Downtown Planning Area, by connecting these two important north-south Trails, the Druid Trail substantially increases the Trail network’s usefulness and enhances Trails within the Downtown. The Druid Trail is anticipated to be complete in 2018/19.

Additional multi-use paths and the City’s first cycle tracks will enhance biking connectivity to neighborhoods and area attractions in the Downtown Planning Area. Multiuse paths are proposed on portions of Nicholson Street and North Osceola Avenue in the Old Bay Character District to connect the Pinellas Trail, the waterfront and neighborhoods. Two cycle tracks, which are wide bike lanes physically separated from traffic by a buffer of landscaping, are proposed on each side of the Cleveland Street from Missouri Avenue to Five Points.

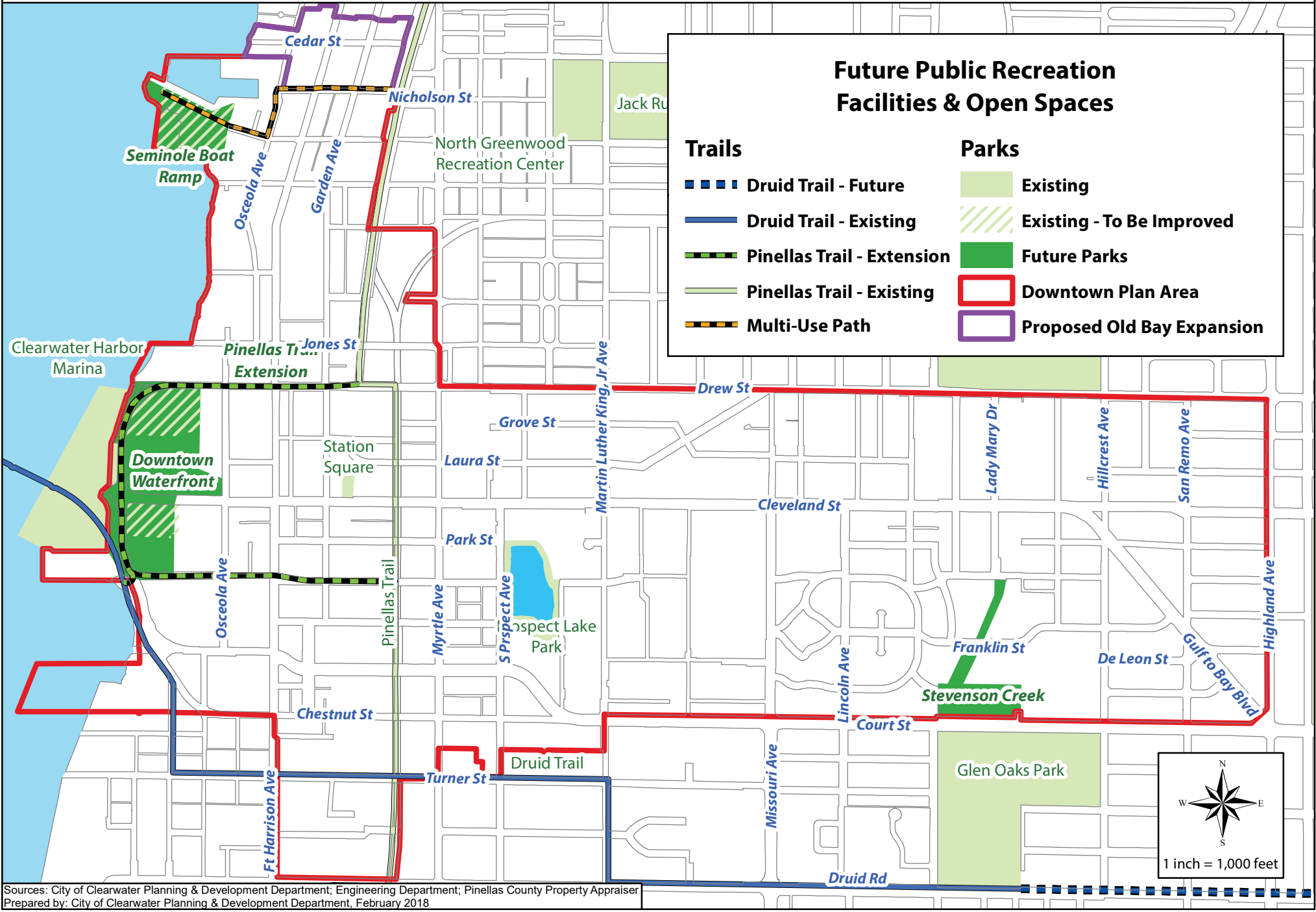


Seminole Boat Ramp Gateway
Scale: 1/8" = 1'-0"



Map 3.7 Future 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



The Estuary: A lush respite for visitors in search of a quiet waterfront experience a short walk from the rest of downtown, the Estuary will also provide a safe and convenient natural experience for Clearwater's young people to enjoy and study for generations to come. The Estuary will replace the previous stormwater pond in Coachman Park and serve as a water quality control device for stormwater runoff.

The Green: Proceeding down an iconic staircase, visitors will be greeted by the sweeping Green, lined with native shade trees and anchored by a state-of-the-art new bandshell that will dramatically improve the event-going experience at the park.

Coachman Garden: Featuring a modern new playground, with play equipment designed in collaboration with local artists, Coachman Garden will be located steps from the Main Library, providing families with another reason to visit and spend time downtown.

The Civic Gateway: A grand entry gateway at the site of the existing Harborview Center will invite pedestrians into the waterfront from Cleveland Street - downtown's 'main street.'

The Bluff Walk: Tying these sets of diverse experiences together will be the park's Bluff Walk, an active linear promenade that utilizes Clearwater's unique topography, provides unparalleled views, and stitches together the waterfront and downtown.

FUTURE TRANSPORTATION & PARKING

As discussed in Chapter 2, there are many users of the Downtown roadway network, all competing for a limited amount of right-of-way. Previous plans and infrastructure projects have concentrated on improving efficiencies for vehicles while starting to enhance the sidewalk system through streetscape projects and completing sidewalk networks. Future projects will continue “completing” the City’s streets for all modes and users, including transit, people riding bikes and walking.

Several plans have been prepared by the City of Clearwater, Florida Department of Transportation (FDOT), and Forward Pinellas analyzing various aspects of the Downtown roadway system and making recommendations for mid-term and long-term roadway improvements to the existing roadway network to promote safe and sustainable pedestrian and bicycle mobility within the Downtown area. These studies include:

- Imagine Clearwater (City of Clearwater, 2017)
- North Marina Area Master Plan (City of Clearwater, 2016)
- SR 60 Preliminary Screening Corridor Study (FDOT, 2017)
- SR 60 Corridor Multimodal Implementation Strategies (Forward Pinellas, 2017)
- Intelligent Transportation Systems Advanced Traffic Management Systems (ITS ATMS) Master Plan (Pinellas County, 2009) and Improvements

The following projects’ support the Guiding Principle of being “primarily pedestrian” and address many of the Plan’s accessibility objectives.

Pedestrian & Bicycle System

Providing a network of safe and comfortable bicycle facilities for people of all ages and abilities is the first step toward encouraging people to walk and bike in Downtown. The future bicycle and pedestrian plan for the Downtown area focuses on two major principles: utilizing the existing facilities and removing barriers in the existing bicycle network system. There are opportunities to improve the bicycle and pedestrian system through other design features and non-capital improvement projects in addition to more substantial projects.

Waterfront & Beach Connections

An additional extension of the Pinellas Trail would connect the Trail to the waterfront via Drew Street. This extension would also provide a direct connection to the Clearwater Beach Connector Trail on the Memorial Causeway Bridge by providing paths through the waterfront park. The Druid Trail is part of the Clearwater Beach Connector Trail and connects to the Memorial Causeway Bridge from Court Street and will connect to the Progress Energy Trail when completed.

Bikeway Connections

A number of local on-street bike facilities that would significantly increase bike accessibility are in the planning stages. Bike lanes, sharrows, and buffered bikeways would function to complete the system and provide even more options for connectivity.

Sidewalk Network Improvements

While Downtown’s sidewalk network is thorough, a few areas still lack consistent sidewalks. The construction of sidewalks in these remaining areas would complete the City’s network and provide continuous pedestrian access.

Streetscape Projects

Several corridors through the Downtown area are identified for potential streetscape and landscape projects. While the primary benefit of streetscapes may be beyond the scope of conventional transportation projects, these projects do have an important role in public works improvements for maturing neighborhoods, especially neighborhood commercial areas with a need for revitalization, and provide opportunities to improve the environment for pedestrians and bicyclists. See Streetscapes in Chapter 3 for more detail.

Bike Parking

The provision of secure bicycle parking facilities is a needed amenity which will support bicycling to and among Downtown businesses, employment, destinations, entertainment, and recreational areas.

Urban Design Features

Bicycle lanes should have unique signage and uniform striping throughout the City to signalize the alternative use of these pathways and the presence of non-vehicular traffic. This will also help to create a safe system for people biking within the Downtown area.

Integration of Bicycling with Transit Services

Bicycles can increase the effective service area of transit; similarly, transit with bicycle access can increase bicycles activities. There are various interventions that could contribute to greater integration of walking and cycling with public transport, including:

- Improve bicycle facilities at Park Street Terminal and bus stops
- Provide bicycle parking facilities at bus stops
- Provision for secure bicycle parking at public transit nodes (e.g., bike racks, covered bike parking, and bike lockers)
- Provide bicycle rental systems at the vicinity of transit centers

Bicycle Sharing Program

Bicycle sharing programs allow someone wanting to ride a bike to pick up a bicycle at one hub station or public bike rack and drop it off at another for a small fee. The objective of such programs is to provide an affordable and convenient alternative to the motor vehicle for short trips. The improvement of Downtown's bike facilities especially the Memorial Causeway Trail connection would facilitate the implementation of a successful bike share program.

Jurisdictional Coordination

Because of the multijurisdictional nature of the Downtown area street network, expansion of the on-street bike facility network will require coordination with FDOT and Pinellas County. On-street bicycle facilities such as bicycle lanes, sharrows and buffered bike ways that originate on a road segment under one jurisdiction should connect and be continued on road segments

under other jurisdictions.

Pedestrian Safety

Visual features to signify drivers of pedestrian activity should be implemented within the City. Options include special crosswalk treatments (e.g., special markings, alternative paving, raised crosswalks/speed tables), subtle flashing lights at key intersections that lack other traffic calming devices, pedestrian refuge islands in the median of wide intersections, and curb bump-outs on local streets. Several areas in Downtown would require pedestrian safety improvements including the Drew Street section between Myrtle Avenue and the waterfront. In this section traffic calming measures are recommended as traffic speed changes just before the Pinellas Trail intersection.

Green Colored Pavement

In 2011 Federal Highway Administration (FHWA) approved the use of green-colored pavement in bike lanes and in extensions of bike lanes through intersections to make bike lanes or potential bicycle/motor vehicle crossing points more visible. The green-colored pavement could be applied to entire segments of bike lanes or only to potential conflict areas such as intersections or the beginning of right-turn lanes. The use of this technique within Downtown roadway segments with high bicycle conflict is recommended (i.e., Pinellas and Druid Trails intersections).



Public Transportation System

PSTA has several capital and transit service projects that will significantly impact the accessibility and mobility in the Downtown area.

Clearwater Intermodal Center

The Clearwater Intermodal Center will replace the currently over capacity Park Street Terminal in Downtown to accommodate local and regional bus services, trolleys, premium transit, and complementary transportation modes. PSTA has identified a preferred site on the northwest corner of Court Street and Myrtle Avenue. PSTA developed a scope of work in partnership with City of Clearwater staff to complete preliminary engineering. The site selection process will be followed by environmental analysis and design.

Clearwater Beach to Tampa International Airport Express

The Clearwater Beach to Tampa International Airport (TIA) Express bus service would provide regional connectivity between Pinellas County beaches and TIA, with stops in Downtown Clearwater, the Clearwater Mall area, and Rocky Point (Tampa), supporting both tourism and regional economic development. This express bus service will complement local service provided by the existing and highly successful Route 60, the most productive local route in the PSTA system. The Clearwater Beach to TIA Express is expected to attract new ridership with expedited, limited stop service seven days a week. Currently, the TIA Express project is on the PSTA legislative priority list to secure an ongoing source of funds.

Trolley Services

Since 2010, PSTA has partnered with the Jolley Trolley Group and local jurisdictions to provide trolley services between Clearwater Beach, Downtown Clearwater, and north coastal communities including Dunedin, Palm Harbor, and Tarpon Springs. Imagine Clearwater recommended an extension of the existing Jolley Trolley service to connect the waterfront and downtown destinations along Cleveland Street and Pierce Street. The plan also recommended improving coordination between trolley, ferry, and PSTA operators to synchronize service (i.e., minimize transfer time and integrate fare payment) and enhance coordination with parking facilities during events.

Waterborne Transportation

The City of Clearwater provides waterborne transportation service to residents, tourists, and employees through Clearwater Ferry Service, Inc. which connects the Downtown Harbor Marina, Clearwater Beach Marina, North Beach and Island Estates. Ferry service currently operates on one hour frequency. The Ferry's ridership records for 2017 shows more than 70,000 riders from Downtown Clearwater to Clearwater Beach. This number is expected to grow in the coming years. Forward Pinellas has identified "Waterborne Transportation Priority Projects" on its Multimodal Priority List (2016/2017) and is currently evaluating waterborne operations to help facilitate a countywide framework to guide local governments in planning suitable waterborne facilities and aligning transportation networks. Clearwater has been a leader in this area.

Special Events Park-and-Ride Program

The City partnered with PSTA and other community partners to implement a temporary Park-and-Ride program for the 2017 Spring Break season. The program provided free rides to/from Clearwater Beach from three locations in Downtown Clearwater. Based upon the success of the 2017 Park-and-Ride program, the City will continue supporting the program in future years.

Future Regional Transit System

The Tampa Bay Regional Transit Feasibility Plan is an effort to evaluate opportunities for premium transit within the urbanized areas of Pinellas, Hillsborough, and Pasco Counties and will identify projects that have the greatest potential to be funded by federal grants. The study has identified the Gulf to Bay/SR 60 transit corridor as one of the major corridors in the regional network. The final plan will also identify the best premium transit system to efficiently serve this corridor.

Parking & Traffic Management System

Parking Management

Imagine Clearwater recommended a parking strategy that focuses on providing sufficient onsite parking distributed in several locations to meet the daily needs of waterfront users (i.e., Marina, ferry, playground, Library, etc.). Because there is plentiful and underutilized parking offsite, Imagine Clearwater supports the use of offsite parking in Downtown to accommodate increases in parking caused by the park's expansion and programming. The strategy would encourage visitors of large events to park their cars away from the waterfront and walk to their destinations. Park-and-walk signage should be implemented to lead visitors to

the most appropriate parking facilities depending on their entry routes. Single-use parking lots and reserved spaces should be discouraged in the core area. Public and shared parking should be encouraged.

Downtown Special Events Management Plan

A traffic plan for special events should be developed to manage the distribution of inbound and outbound events' traffic based on the available Downtown roadway network, access points, and parking facilities. The plan would focus on minimizing travel delays and detrimental impacts of traffic flows on pedestrian movements by applying the following:

- Managing pedestrian and bicycle movements in traffic control, when possible;
- Optimizing parking garages and lots entry and exit time delays;
- Minimizing impacts to businesses and residents;
- Maintaining a positive experience for event goers; and
- Utilizing available technologies to enhance plan efficiency (e.g., signs, information regarding events parking and routing during roadways closure).

Additionally, as part of the process, impacts to PSTA service should be considered and evaluated as well as opportunities to support economic activities around the major venues.

Railways Network

The railway's "Quiet Zone" policy is expected to be implemented once two crossings are closed (i.e., Hendricks Street/Grove Street) according to Supplementary Safety Measures (SSM) recommendations. A quiet zone is a Federal Railroad Administration exemption to the rule requiring trains to sound their horns when approaching public crossings. The closure of these two road segments at East Avenue will result in two dead-end streets; however it was determined to be the most efficient way to achieve the desired "Quiet Zone" through Downtown.

Capital Needs

A number of the recommendations outlined would require local capital project funding sources in order to be implemented, including the connection or expansion of bicycle and pedestrian networks, roadway improvements, and the Clearwater Intermodal Center. Some recommendations could be potentially funded with state or federal money, but others, specifically related to City-owned streets, would require City funding. The City should prioritize capital needs specified in this section and integrate them into the next Capital Improvement Plan. The City should also seek other funding resources to actively advance the City projects into MPO's (Forward Pinellas) priority list for State and Federal funds.



MASTER STREETSCAPE PLAN

Streets comprise a large portion of land dedicated for public use. Streetscapes constitute the public realm everyone sees, shares and uses daily. The best streetscapes put people first, because people are key to a vibrant economy. Through great design, streets can meet the needs of people while also considering landscaping, stormwater management, utilities, vehicular circulation and parking. Beautiful streetscapes create places where people want to be and attract private investment, and are an essential part of the City's revitalization strategy.

The Master Streetscape Plan provides guidance for improvements within rights-of-way and sets standards for the quality of the public realm which also establishes a standard for private development.

Objectives & Street Types

Through continued investment in streetscapes in the Downtown Plan Area, the City will:

- Strengthen the identity of Downtown through a visually attractive environment
- Make Downtown streets comfortable public spaces for social interaction and community life
- Create memorable places that also reflect local context and character
- Support local businesses by providing outdoor seating and spaces for dining
- Improve pedestrian connections and linkages throughout Downtown

- Create a street environment that supports a high level of pedestrian safety and security
- Integrate human scale, pedestrian, bicycle, and transit-oriented features into the Downtown
- Promote healthy lifestyles by encouraging walking and biking to destinations
- Enhance people's connections to the natural environment through landscaping and street trees
- Design neighborhood streets to provide opportunities for interactions with neighbors
- Ensure Downtown is accessible for all populations

The City has classified certain Downtown streets according to the following street types to provide additional guidance regarding their general function and preferred character within the Downtown network as shown on Map 3.8.

Downtown Corridor

This street type is applied to Cleveland Street, Fort Harrison Avenue, and portions of Osceola Avenue. The Plan specifies a significantly high level of streetscape treatment for these streets because of their function as the major pedestrian streets within the Downtown Plan Area. Improvements include a variety of paving materials, medians, palm and oak trees, decorative lighting fixtures that can support banners and hanging plants, a fountain plaza and street furnishings.

Beach Access Corridor

This street type addresses the Court and Chestnut Streets one-way pair between Martin Luther King, Jr. Avenue and the Memorial Causeway Bridge. These highly visible corridors are the major link between the mainland and the Beach.

The streetscape treatment along these streets will consist of sidewalks, palm trees, decorative lighting, benches and painted intersections.

Commercial A

This street type includes the remainder of Court Street, and Drew Street, and Myrtle and Missouri Avenues. Although these streets carry significant thru traffic, they also serve as key connectors to Downtown from the rest of the County. They are also critical for pedestrian linkages and crossings as they bifurcate the Downtown Planning Area. The Streetscape Plan specifies that date palms will line the streets with oaks located in landscape islands in the center of the street where right-of-way widths permit. Street furnishings, decorative lights and pavers are also included in this design.

Commercial B

This street type is comprised of the secondary streets within the plan area including Prospect Avenue, South Garden Avenue, Laura Street, Pierce Street, etc. Design elements for this street type include large canopy trees with palms located at intersections, decorative lighting, sidewalks and benches.

The City has completed additional work identifying several streetscape improvements to be completed on certain street or trail segments within the Old Bay Character District:

North Fort Harrison Avenue

The wider sidewalks of South Fort Harrison Avenue should be continued along North Fort Harrison Avenue to accommodate the various streetscape amenities and people walking. Both a “road diet” where lanes are narrowed and a five-foot easement from properties on the east side of North Fort Harrison Avenue are needed to implement this. Additionally on-street parking, street trees and “sharrow” markings are recommended.

Pinellas Trail

Conditions of the trail segment within the Old Bay Character District connecting south to the Downtown Core should be improved with curbs, landscaping, and other aesthetic improvements in lieu of the existing guardrails which are in place to prevent entry from side streets. A gateway at Nicholson Street will create a “place” and provide connection from the Trail to the waterfront.

Nicholson Street

This street is identified to be a connector from the Pinellas Trail to the waterfront. To accomplish this a reduction in travel lane width and reconstruction of the curb is envisioned to provide for a multiuse path on the north side of the street and additional street trees and lighting added on the south side.

North Osceola Avenue

To better facilitate pedestrians and bicyclists, reduced travel lanes and constructed curbs for a multi-use path on the west side of the street is recommended. Additionally, on street parking south of the multi-use path is also encouraged.

Gateways into Downtown will have a specialized treatment that includes a historic pillar that is rooted in similar pillars once located on Cleveland Street just west of Osceola Avenue. Additionally, gateways will include enhanced levels of landscaping and identification signage.

Streetscape treatments are illustrated at the end of this section.



Evolution of Street Types

Historically, the City's Downtown Redevelopment Plan has established street typologies and included conceptual streetscape plans (e.g., cross sections, site furnishing details) for prototypical Downtown streets. Prior to 2004, the Downtown Redevelopment Plan included a street regulating plan with seven defined street typologies, from regional serving to alleyways. The 2004 Downtown Redevelopment Plan incorporated an updated Master Streetscape Plan, prepared by Bellomo-Herbert and Shaughnessy Hart, which reduced the hierarchy of streets to four types within Downtown. The City has completed additional plans for areas outside of the CRA which also include cross sections for certain streetscape improvements (i.e., North Marina Area Master Plan), which have not been otherwise integrated into the Master Streetscape Plan.

Future Refinement

Since 2004, several streetscape projects have been constructed - most notably Phases I and II of the Cleveland Streetscape. Changes in community preferences and a desire to achieve more within the City's limited rights-of-way, including supporting multimodal travel, providing shade for people through additional street trees, and capturing and treating stormwater using green streets techniques, have already resulted in streets being designed and constructed which differ from the original concepts in the 2004 Master Streetscape Plan (e.g., Cleveland Street Phase III, Gulf to Bay Boulevard to the Court Street/Highland Avenue intersection and the Five Points Gateway).

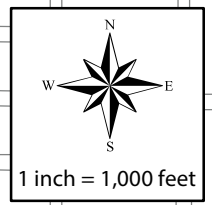
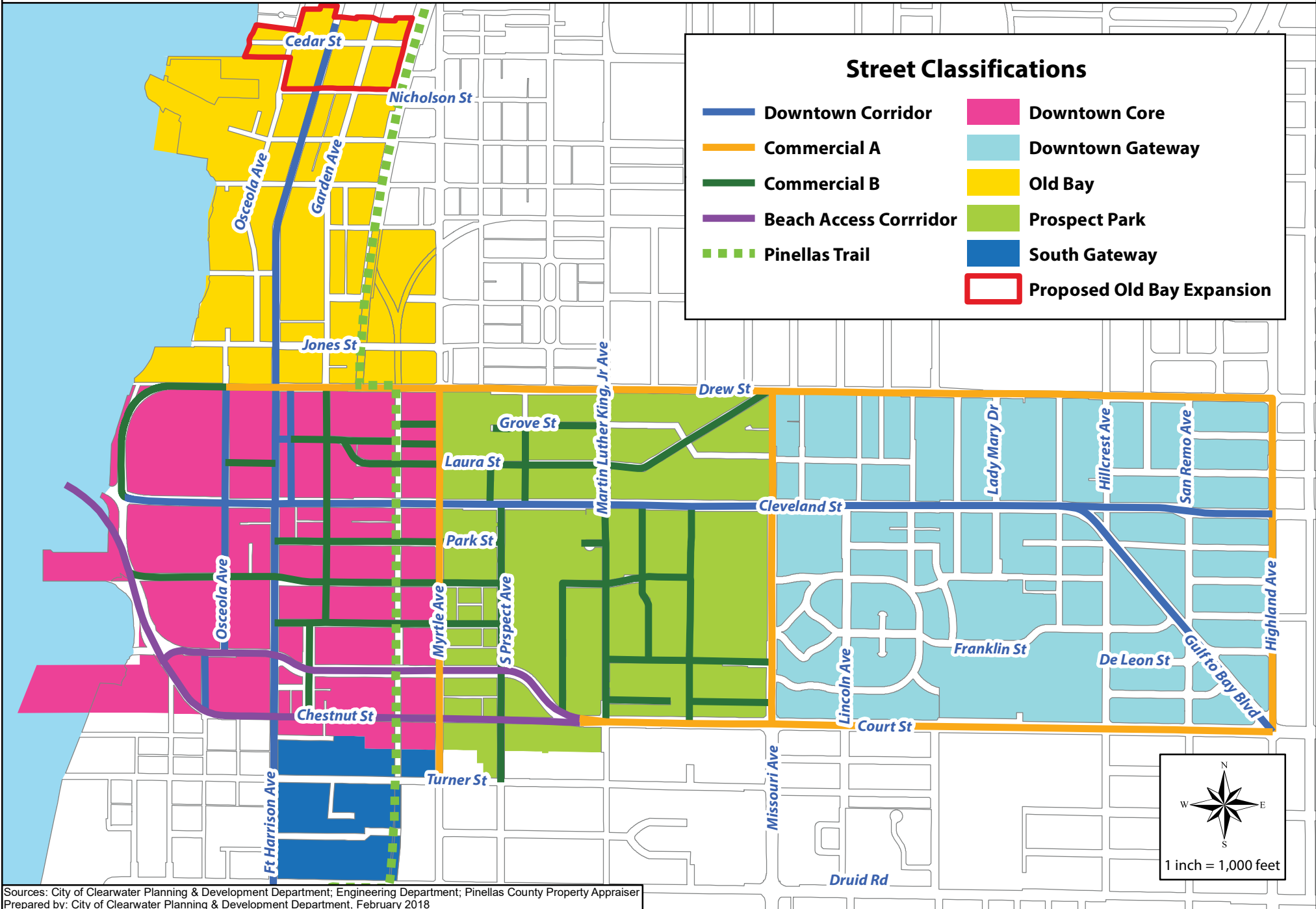
Additionally, this update to the Plan sets forth the transition from design guidelines incorporated in the Plan to a form-based zoning code. As part of that process there is a need to consider rights-of-way typologies and future improvements throughout all of Downtown. For example, currently there is no street type established for streets within the Downtown's residential neighborhoods, nor are street types assigned for more significant roads within the Old Bay and South Gateway Districts.

To update and consolidate the various completed streetscapes and identify prototypical street types for the remaining streets throughout the Downtown Plan Area will be a significant project. Revised designs and drawings will be needed for any substantial update of this section.

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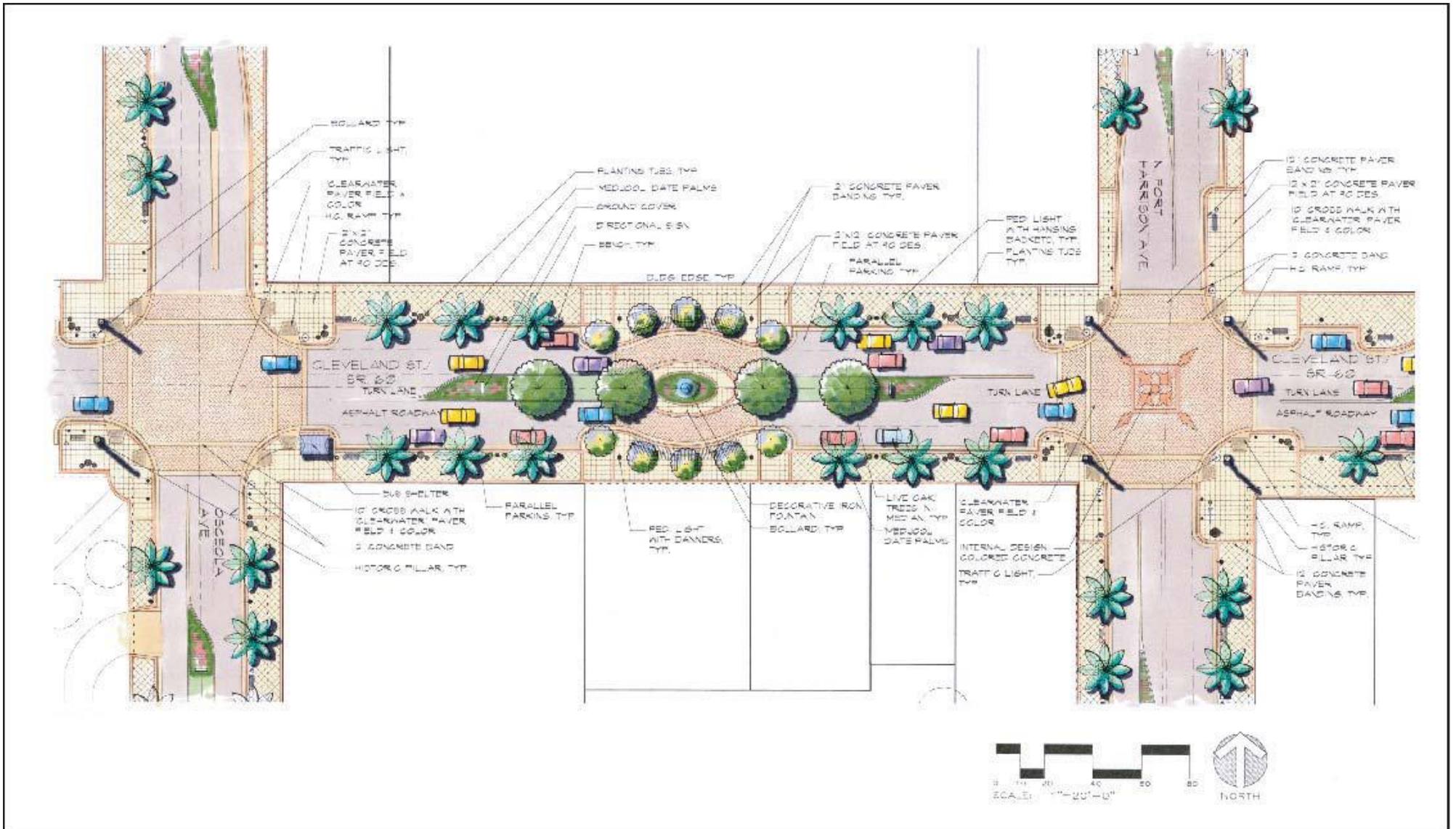
Map 3.8 Street Classifications

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

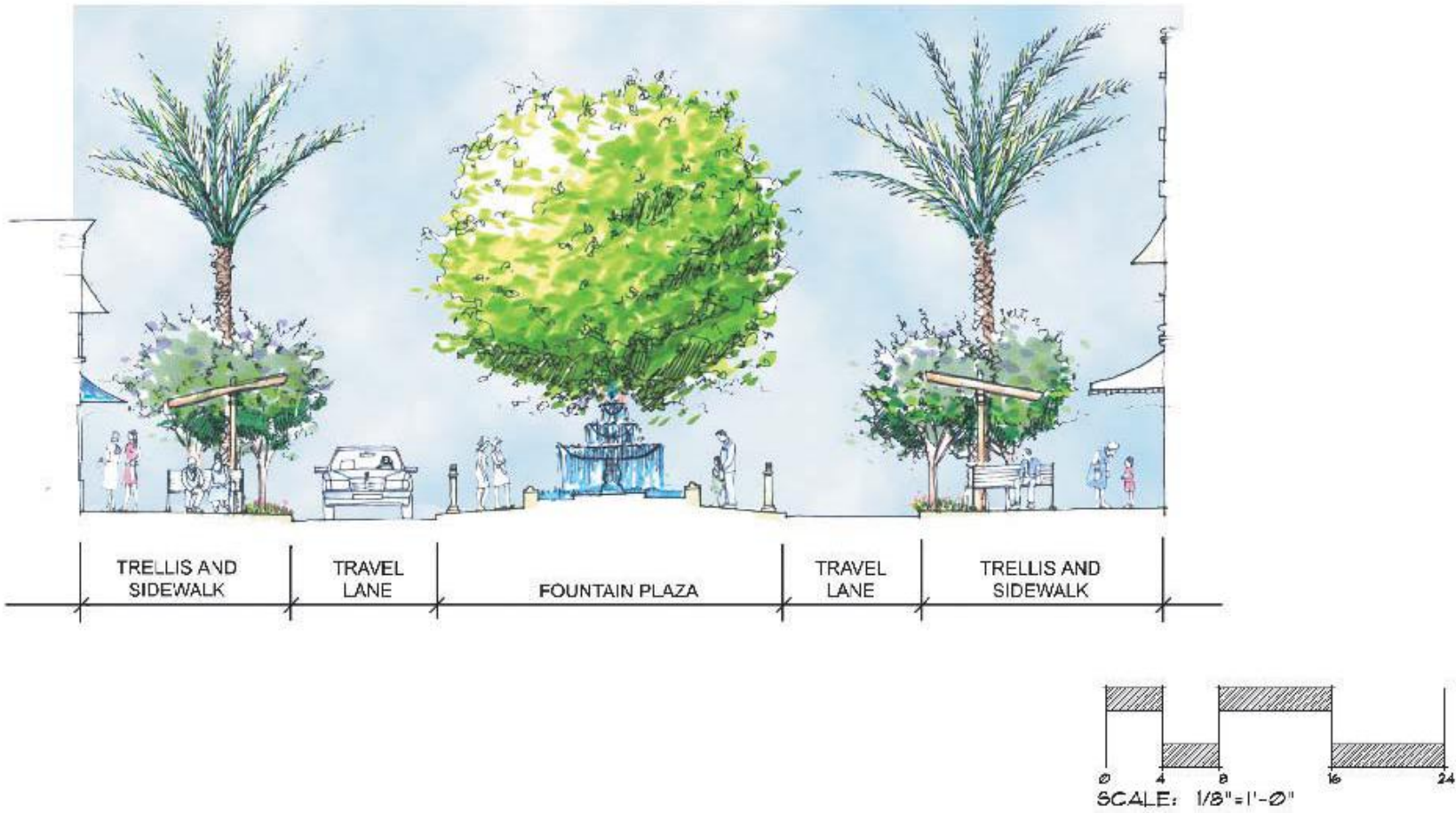
Downtown Corridor (Implemented)



CITY OF CLEARWATER
DOWNTOWN CORRIDOR ■
CLEVELAND STREET
 TYPICAL STREETSCAPE

BECKLEY HICKNER
 AN ARCHITECTURAL
 LANDSCAPE ARCHITECTS

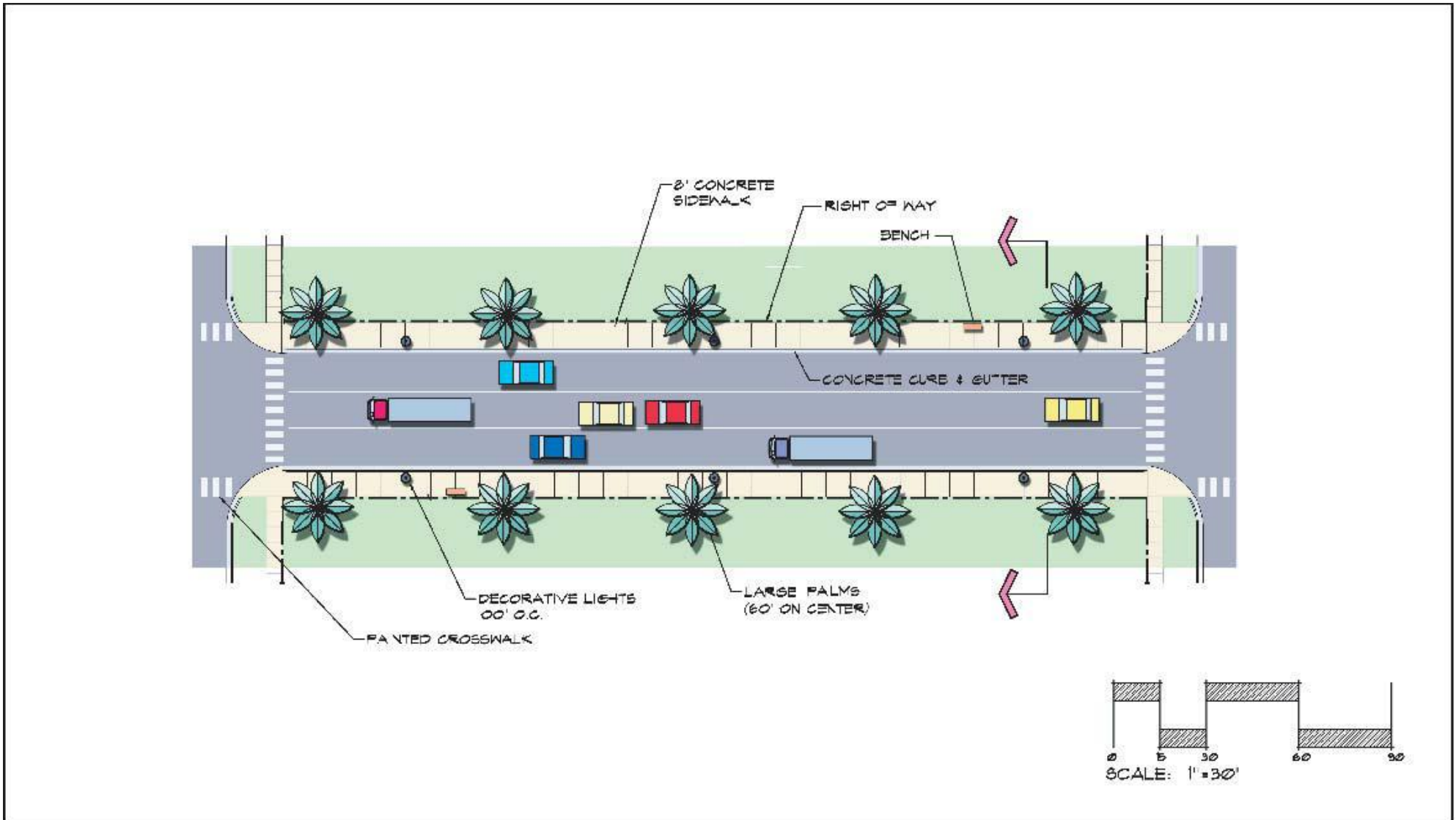
Downtown Corridor (Implemented)



 **CITY OF CLEARWATER**
 CLEVELAND STREET 
 PROPOSED STREETScape SECTION

BE LEROY HERBERT
 ARCHITECTS, INC.
 (305) 461-2222

Beach Access Corridor



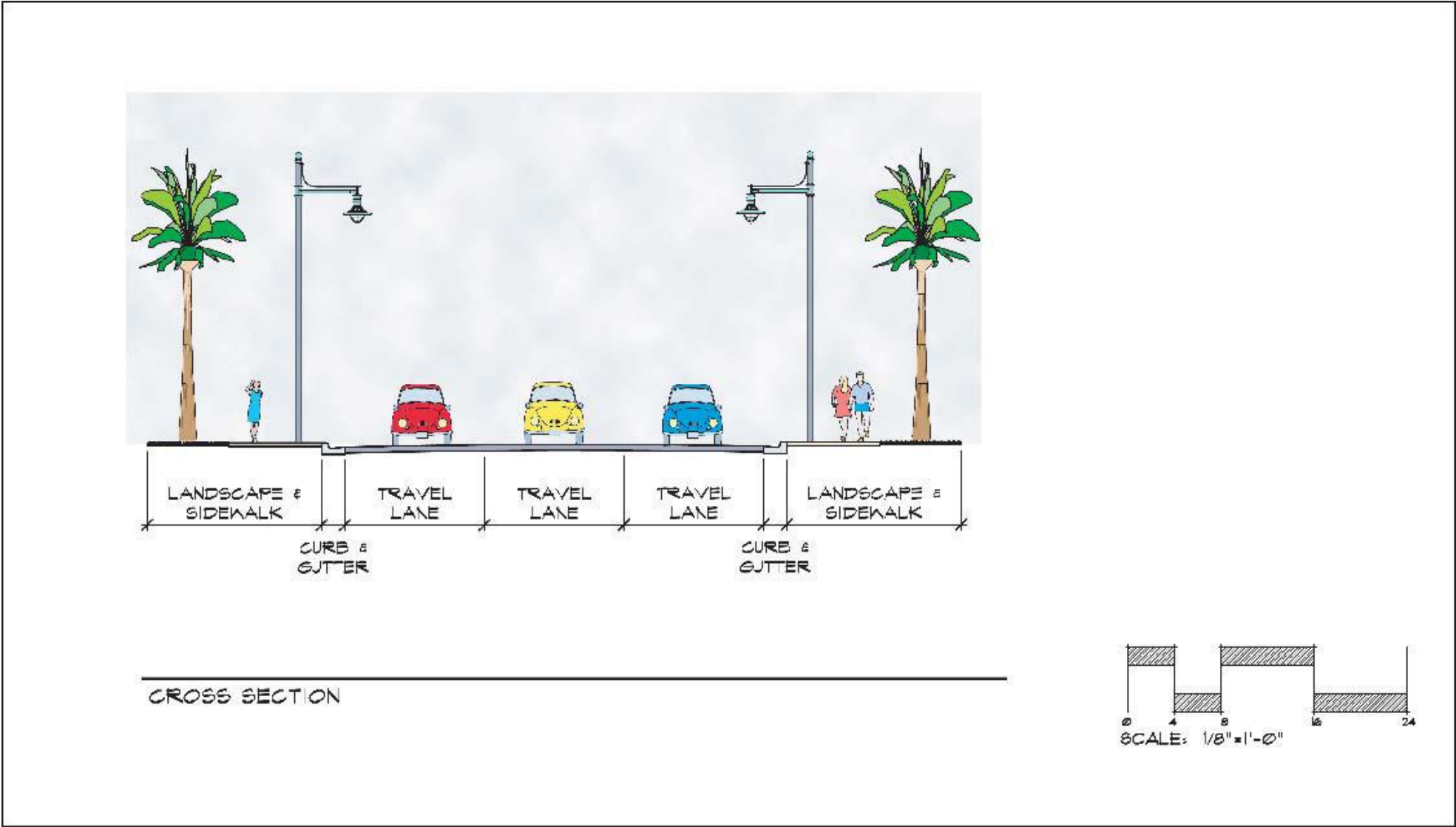
 **CITY OF CLEARWATER**
BEACH ACCESS CORRIDOR ■
 PROPOSED STREETScape

DESIGN OBJECTIVES

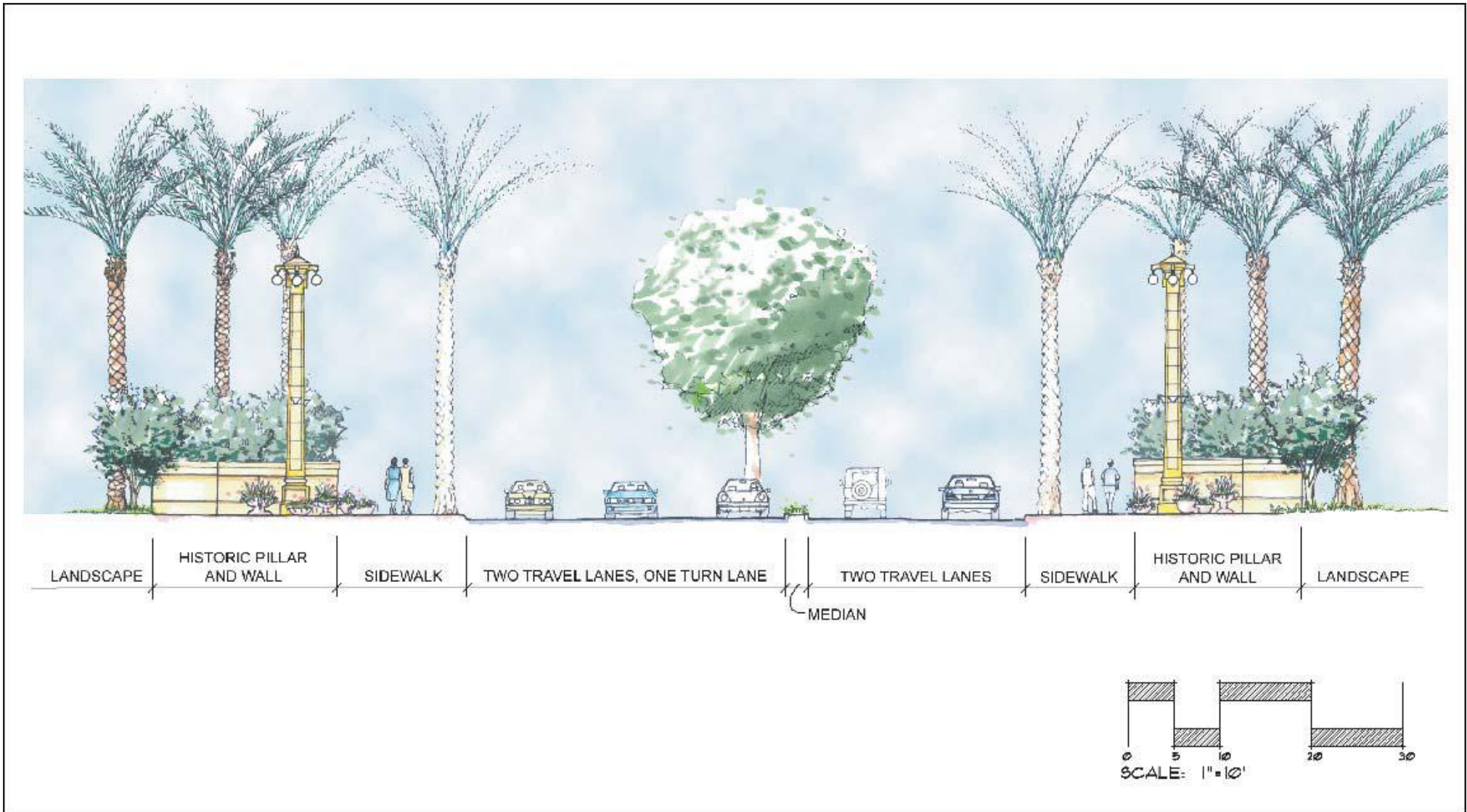
- To create a corridor which provides for the safety of motorists and pedestrians alike.
- To create a sense of place with the use of lighting, banners, and landscape.

BEERRY HERBERT
 ARCHITECTS, INC.
 1000 1ST AVENUE, SUITE 200
 CLEARWATER, FL 34615

Beach Access Corridor



Commercial A

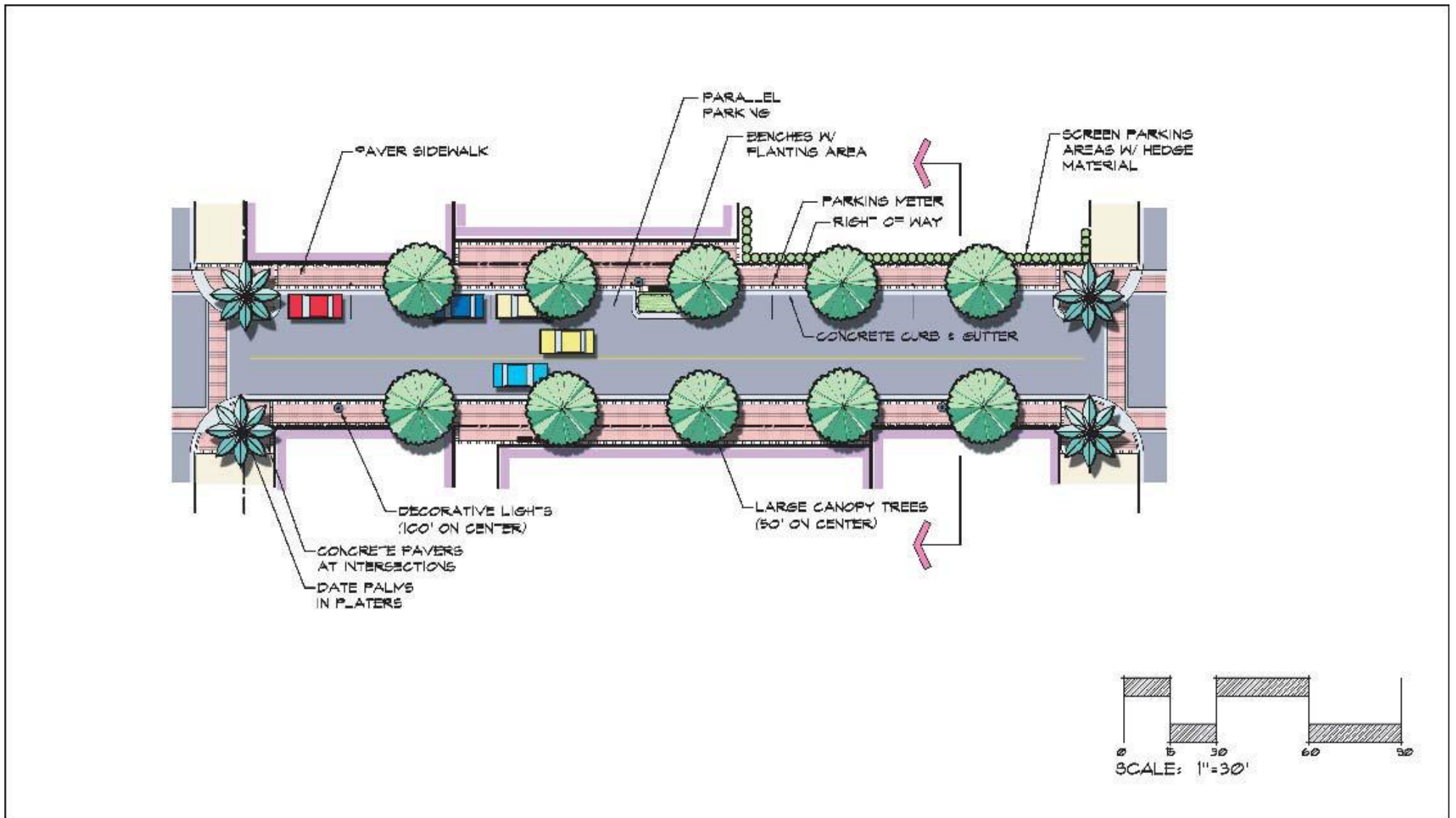


CITY OF CLEARWATER
COMMERCIAL A

PROPOSED GATEWAY SECTION

BLOOMER HUBBARD
ARCHITECTS
LANDSCAPE ARCHITECTS

Commercial B



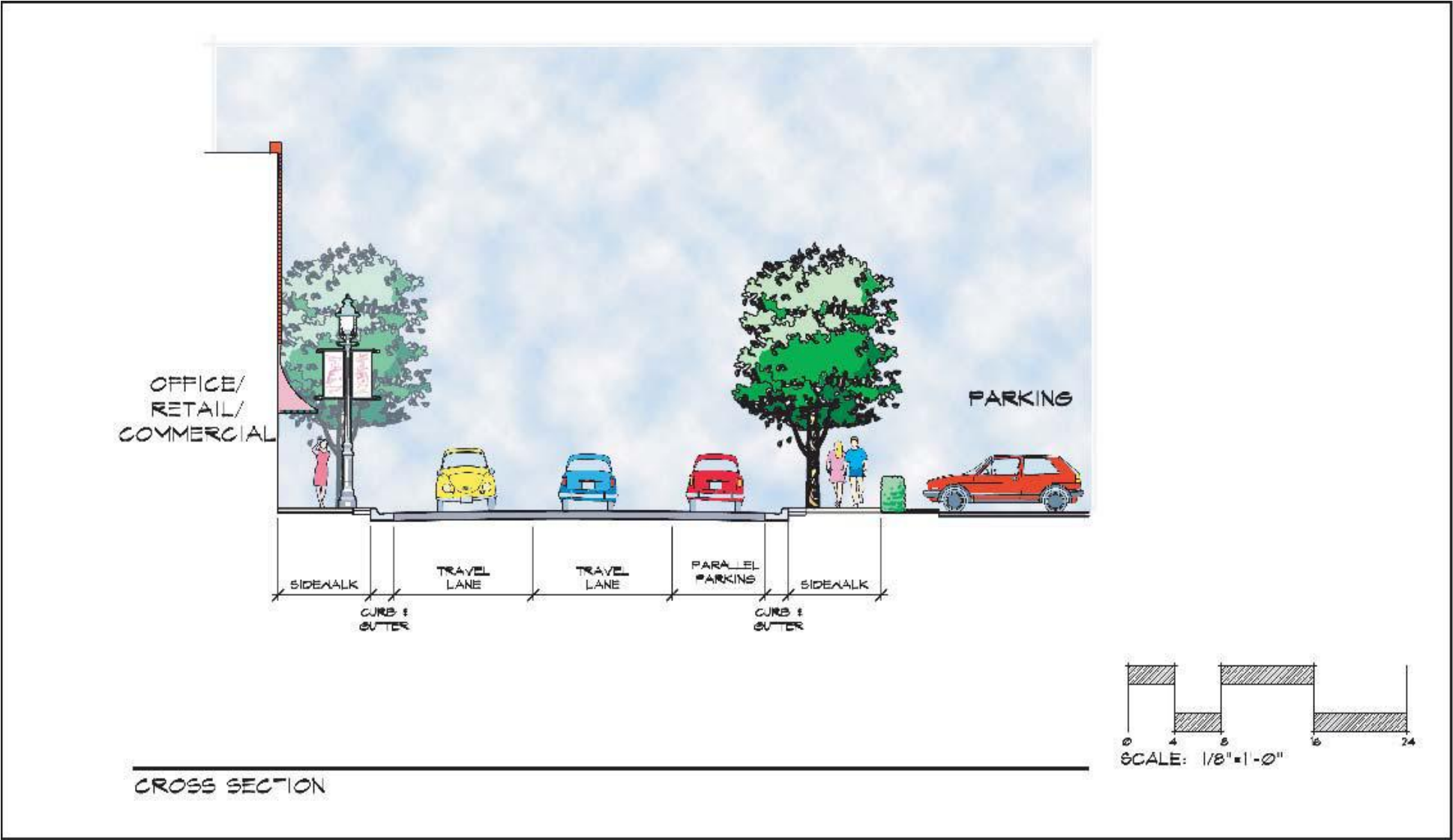
 **CITY OF CLEARWATER**
COMMERCIAL B 
PROPOSED STREETScape

DESIGN OBJECTIVES

Provide similar design elements to unify these Commercial B streets with the Downtown Core streets. Install pavement, lighting, street furniture, and plantings as well as implement traffic calming techniques, where possible, to enhance the streets' pedestrian spaces.

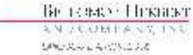
HELMUTH OBERTH
ARCHITECTS, INC.
LANDSCAPE ARCHITECTS

Commercial B



CITY OF CLEARWATER
COMMERCIAL B

PROPOSED STREETScape



Standard Details



Scarborough Bench
by Landscape Forms
Horizontal Strap Seat w/ Center Arm
Black Powder Coat
72"



Old Hyde Park Fountain
by Robinson Iron
Ht. 9'-6"
B.D. 9'-6", 5'-0", 1'-6"



Decorative
Info Kiosk
by Spencer
Fabrications



Scarborough
Litter Receptacle
by Landscape Forms
Strap Panel
Grotto Powder Coat
30 Gallon

Gramercy Bike Rack
by Madrax
up to 9 Bikes



Decorative Newspaper Rack
by Spencer Fabrications



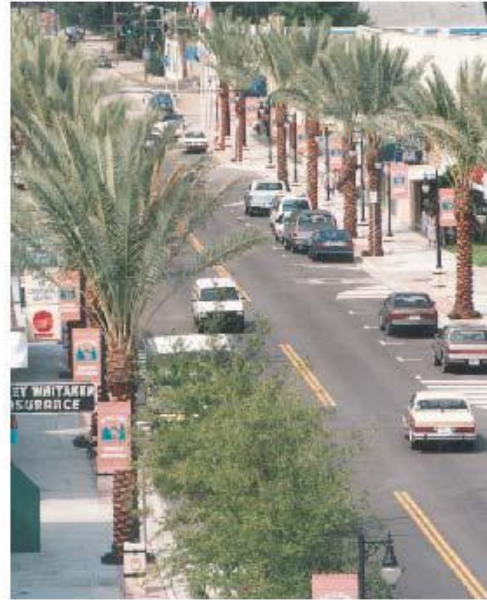
CITY OF CLEARWATER

SITE FURNISHINGS

Standard Details



Live Oak



'Medjool' Date Palm



Crape Myrtle
'Natchez'



Steel Bar
Landscape Fence
by A&T Ironworks, Inc.



CITY OF CLEARWATER

LANDSCAPE

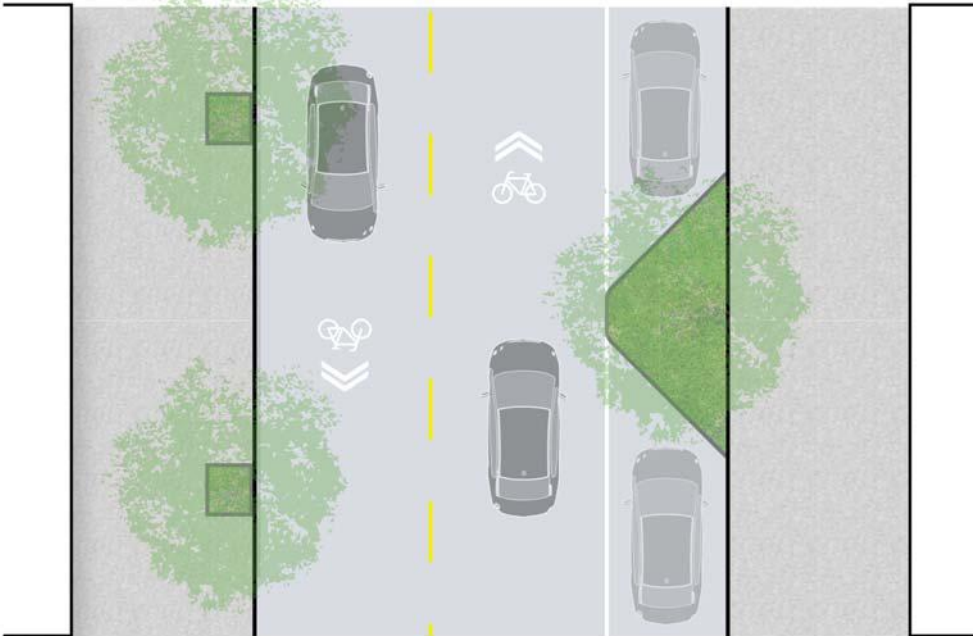


North Marina Area Master Plan

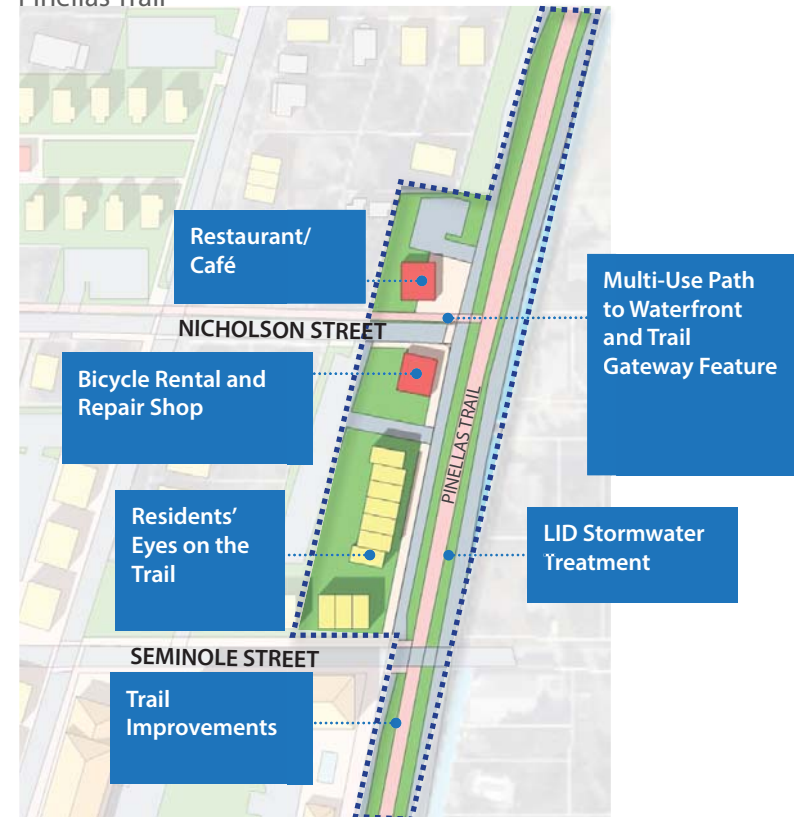
Cross-Section



Plan View



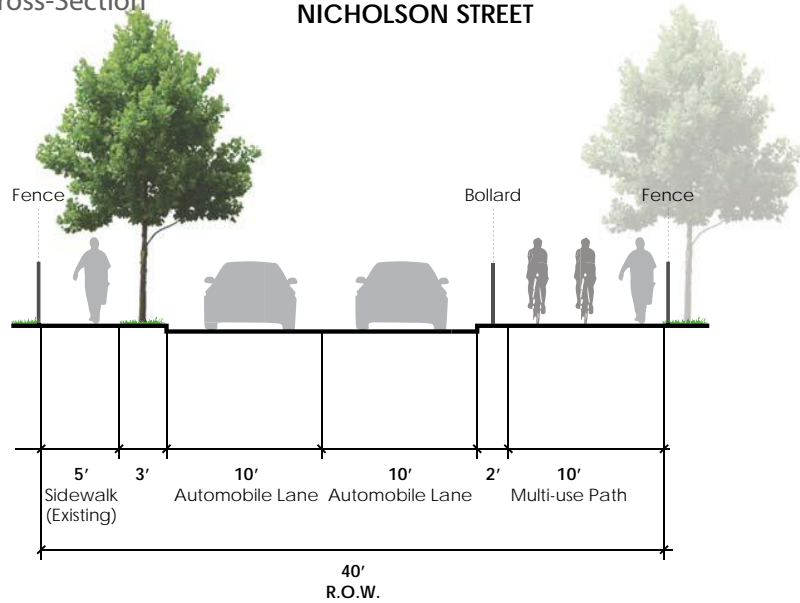
Pinellas Trail



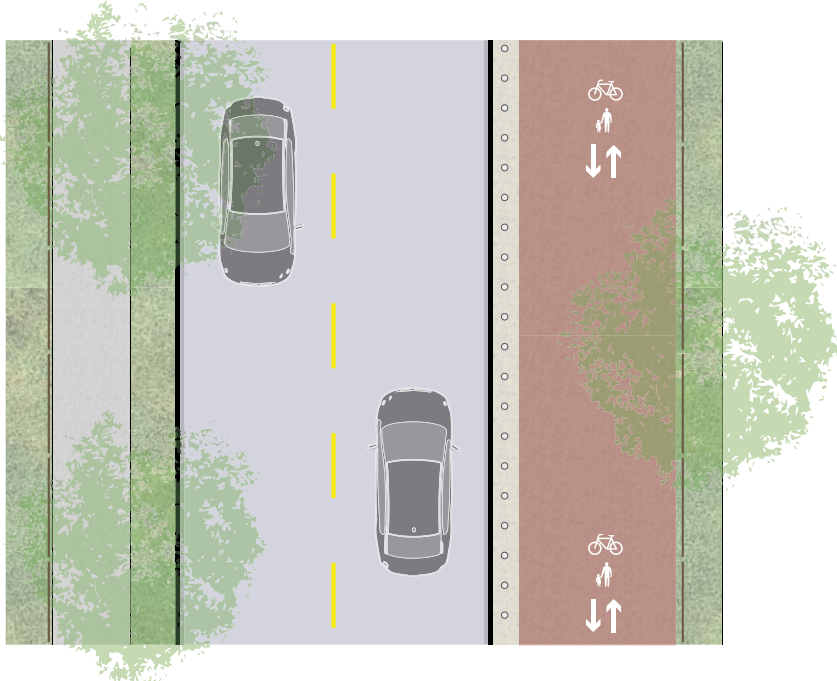
North Marina Area Master Plan

Cross-Section

NICHOLSON STREET

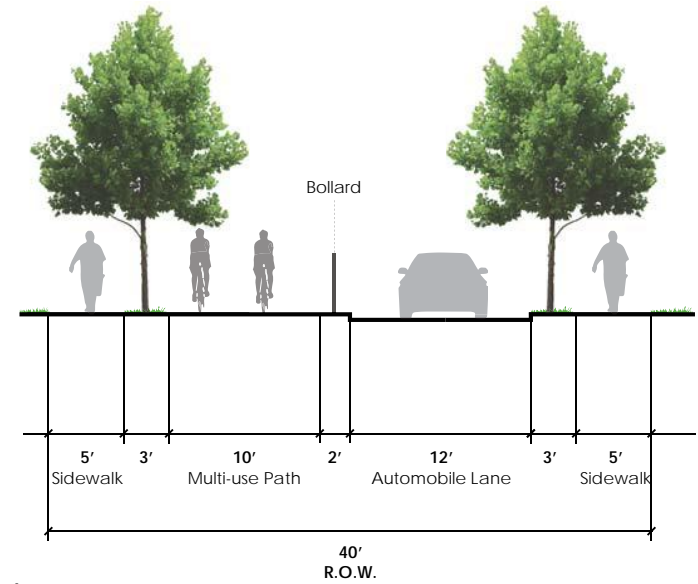


Plan View

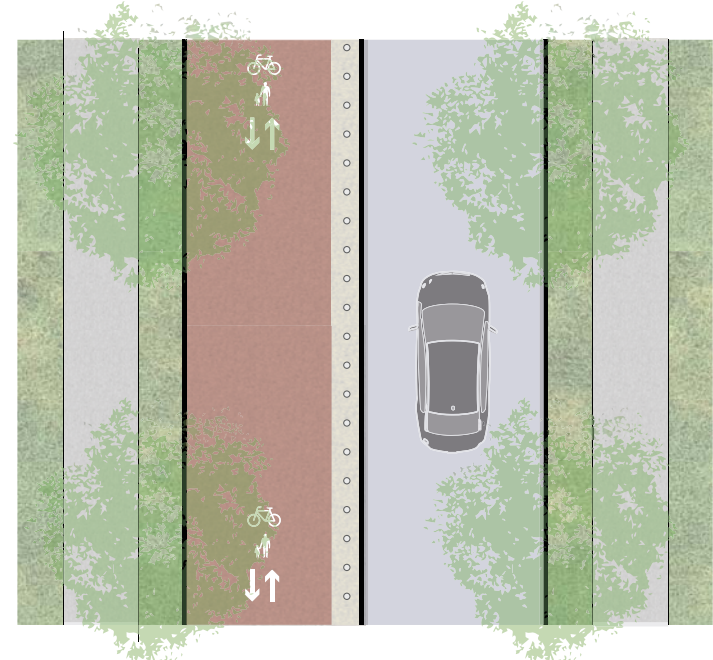


Cross-Section

**OSCEOLA AVENUE
BETWEEN NICHOLSON STREET AND SEMINOLE STREET**



Plan View



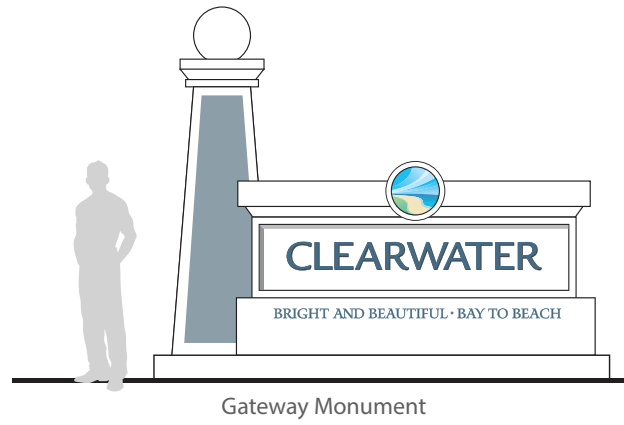
MASTER WAYFINDING PLAN

Wayfinding is a wholistic system that helps people navigate the built environment. While most people associate wayfinding with signs, it also employs a variety of elements such as gateway features, banners, and public art, and technology such as interactive maps, website, mobile apps and visitor guides. A wayfinding system promotes an area's identity and is also an invaluable tool for marketing, tourism and economic development efforts.

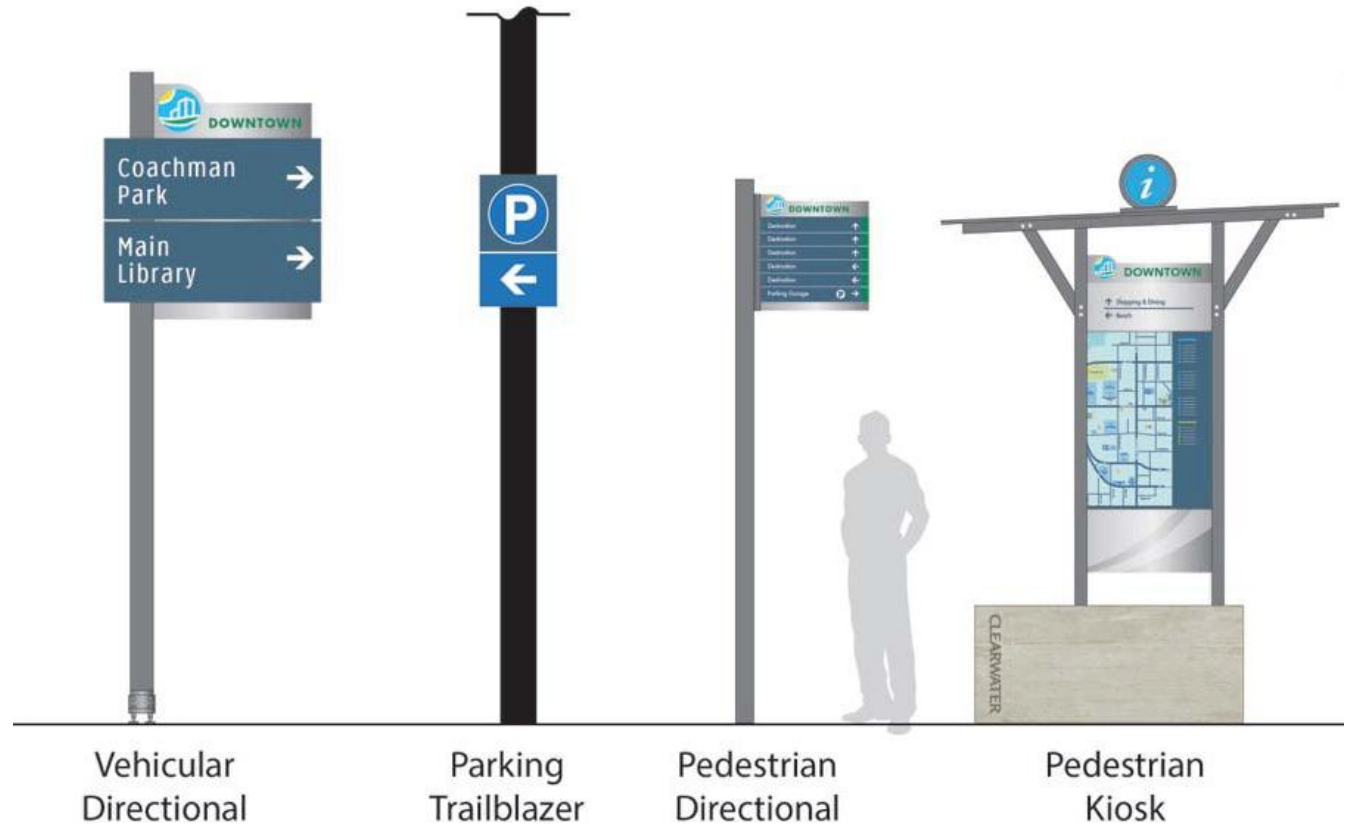
The City adopted a new brand in 2015. In order to present an image more consistent with that brand, a new logo was developed for Downtown in 2016 that incorporates colors and the shape used in the new brand. During this same time a citywide wayfinding system was being developed to create a seamless system that would communicate a consistent identity throughout the city, while allowing for unique elements for the various identified districts in the City. Wayfinding for Downtown will reflect the design of the broader citywide system and incorporate the new Downtown logo.

The following signs and streetscape features comprise the Downtown wayfinding system.

- City Gateways (Secondary Entry Points) (existing obelisks will remain)
- Vehicular Directional Signs
- District Identification / Landmark Pylons
- District Identification / Banners
- Pedestrian Directional
- Kiosks
- Orientation Maps (for use on kiosk)



Gateway Monument

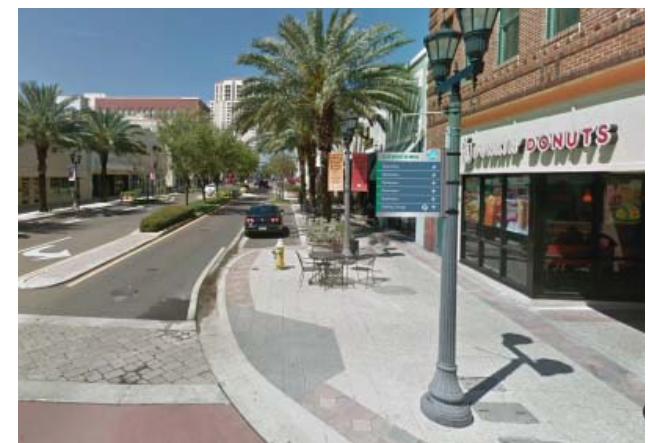
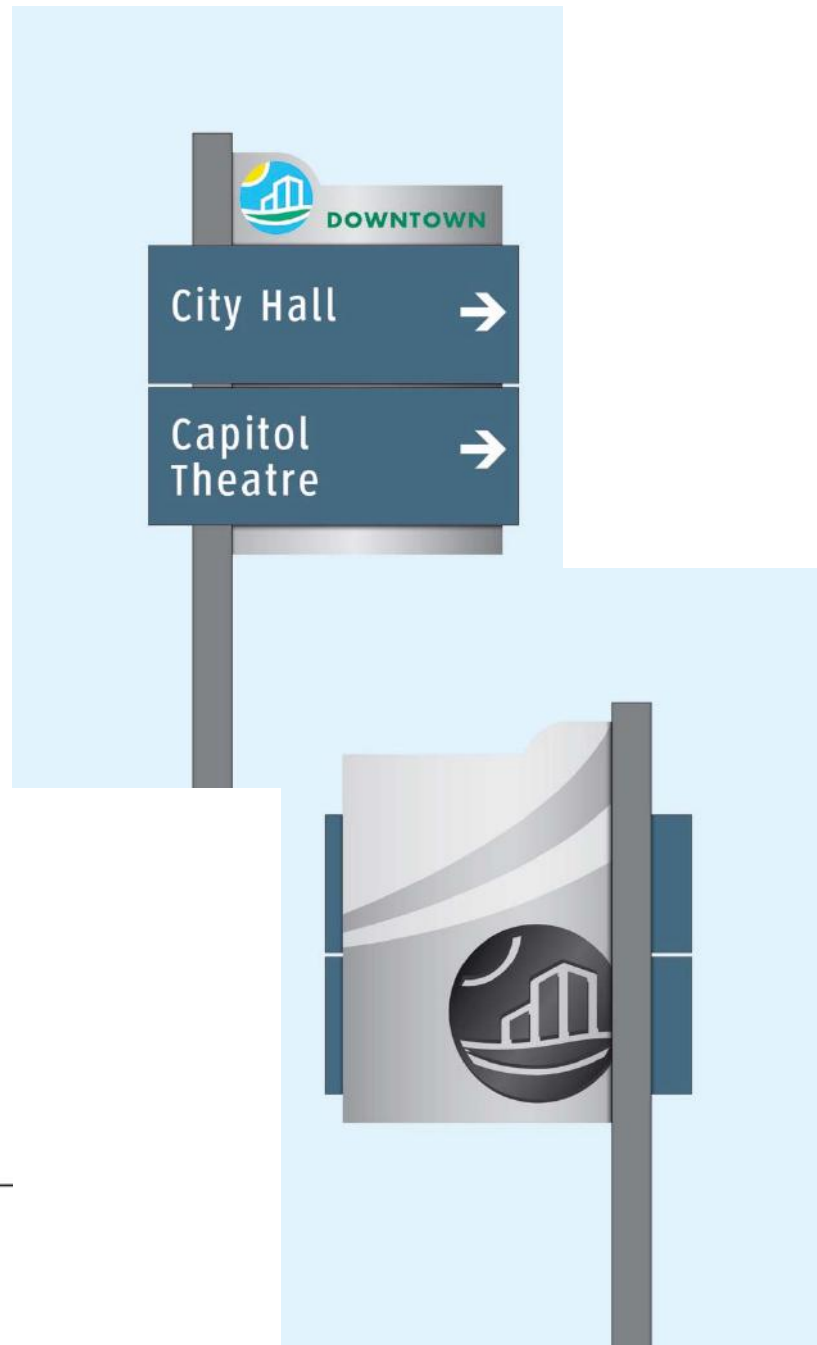


Vehicular Directional

Parking Trailblazer

Pedestrian Directional

Pedestrian Kiosk





Plan Implementation

Public Amenities Incentive Pool | Capital Improvement Plan |
Incentives | TIF Projections

Chapter 4: Plan Implementation

INTRODUCTION

As stated in the Plan’s introduction it, “lays the groundwork to reclaim Downtown as Clearwater’s historic urban core and the heart of the city.” The implementation of this vision will require the active participation of every public, private and non-profit organization located in downtown and the residents of Clearwater over the next decade. The primary focus of this chapter is to provide a summary of the major activities and capital improvements that will be completed by the City and the Community Redevelopment Agency over the next five years. This Plan serves as a Special Area Plan in accordance with the County Rules of Pinellas County. It also serves as the Community Redevelopment Plan in accordance with Florida’s Community Redevelopment Act.

Planning documents are static, but plan implementation is dynamic. Changes in technology, unanticipated funding opportunities or restrictions and demographic changes will inevitably impact the process of downtown revitalization and public investment. However, all changes to work programs and capital improvements must remain in alignment with the Plan’s goals and objectives.

The Plan will be implemented in four major ways:

- Plan goals, objectives and design standards are applied through the site plan review process
- The Public Amenities incentive pool program
- The Capital Improvements Program
- Policy implementation through City led projects and programs

There are four sections in this Chapter:

- Role of the Community Redevelopment Agency
- Funding Sources
- Incentives
- Capital Improvement Program and Policy Implementation Projects

The Community Redevelopment Agency (CRA) section outlines the role of the CRA in downtown revitalization. The Funding Sources section contains all the identified and potential sources of revenue for implementation as well as tax increment projects for the CRA districts. The Incentives section provides information on available incentive programs for the downtown area. It also includes the relationship of this plan to the Community Development Code and Public Amenities Incentive Pool. The Capital Improvement Program and Policy Implementation Projects section lists planned improvements for the entire downtown plan area as well as each character district.

ROLE OF THE COMMUNITY REDEVELOPMENT AGENCY

Downtown is a complex environment with a variety of stakeholders who each play a role in implementing the community’s vision and goals for downtown. The City Council recognized the need for a dedicated focus on downtown redevelopment through the establishment of the Community Redevelopment Agency as an independent department in 2016. The CRA is at the nexus of all the public entities, citizen boards, non-profit organizations, institutional organizations and the private sector who have an interest in Downtown. It will play a critical role over the next ten years in ensuring that each of these stakeholders are contributing to a shared vision and using TIF revenue to leverage additional investment towards Plan implementation.

CRA’s were originally established to reduce blight and spur economic investment in cities where the private market was not functioning. In 2018, the market in Downtown Clearwater has stabilized, yet many properties remain vacant and underutilized. It has yet to fully realize the 2018 Plan’s vision of a live, work and play community.

The CRA will continue its historic pattern of investment in public infrastructure, reducing the costs of developing housing and land acquisition to assemble property for redevelopment. Under the umbrella of the Plan’s guiding principles, there will be an expanded focus on placemaking. Placemaking activities include designing Complete Streets, support for public art and funding activities and program that bring public spaces to life. The CRA will also take a key role in creating

a Downtown that is an inclusive and welcoming environment. We recognize that Downtown must serve Clearwater residents, the larger region and tourists.

The CRA uses the following framework to guide how TIF funds are invested, to design programs and to establish partnerships.

The CRA invests in the expansion and strengthening of networks of residents, business owners and investors who help implement the Downtown vision. Examples of this include producing special events targeted to specific businesses that the CRA would like to bring to Clearwater, like museums and craft breweries.

The CRA invests in the reduction of barriers to establishing businesses and building housing in Downtown. Examples of this include reducing the cost of land acquisition for developers and adopting a new zoning code for Downtown.

The CRA provides platforms, real and virtual, that support the implementation of the vision for Downtown. Examples of this include the www.downtownclearwater.com website and Second Century Studios.

The CRA creates and promotes a positive brand for Downtown. Examples of this include the public mural project and the new Downtown Clearwater logo.

Coordination with other plans and agencies
In addition to the projects and programs outlined in this Chapter, the CRA will coordinate with other City departments, County organizations and the Downtown Development Board to implement common goals from adopted plans.

The Downtown Development Board has adopted a new strategic plan in 2018 with a focus on promoting Imagine Clearwater to leverage new investments in housing and businesses, promoting high tech jobs and creating a streamlined permitting process.

The Planning and Development Department will update the City's Comprehensive Plan, administer Special Area Plans, like the North Marina Master Plan, that are adjacent to the CRA and bike and pedestrian safety studies.

The Economic Development and Housing Department has identified economic development goals for downtown including creating a technology district to attract and retain software IT companies, creating a medical overlay to encourage new healthcare sector employment adjacent to the Morton Plant hospital and to update federally required housing plans to include a focus on workforce housing.

Forward Pinellas and PSTA will continue to participate in the implementation of an expanded regional transit system, trail network and arts amenities like the proposed Cultural Trail on Alternate 19/Myrtle Avenue.



FUNDING SOURCES

The planned improvements in the Downtown will require multiple funding sources. Each project has an identified source of funding, unless To Be Determined (TBD) is listed. Capital improvements and programs that are funded through the City's General Fund are verified and updated each year through the annual budget process. Community Redevelopment Agency funds are verified and updated each year through an annual budget adopted by the CRA Trustees. Grant programs, like SHIP, CDBG and HOME, are contingent on state and federal allocations on a yearly basis. Private investment includes the use of Public/Private partnerships, including P3 projects, that are used to share the cost of new or upgraded infrastructure between public and private entities. The City will continue to explore a variety of funding sources to offset the cost of redevelopment projects.

Table 4.1 summarizes funding sources that are identified in this chapter.

TAX INCREMENT REVENUE PROJECTIONS

Chapter 163, Part III, Florida Statutes, authorizes the County to approve the use of tax increment revenues for community redevelopment. According to the statute, the assessed valuation of the parcels noted on a certified tax roll within the CRA is "frozen" as of a specified date; after this base year, all future increase in tax revenues may be used by the CRA for approved redevelopment projects. The County has approved the majority of the 2018 Clearwater Downtown Redevelopment Plan. The CRA will submit a comprehensive TIF report with a request for the extension of the

Table 4.1. Funding Sources

Name of Funding Source	Funding Entity	Likelihood of Funding Availability [1=Strong, 2=Moderate, 3=Limited]
General Fund	City of Clearwater unrestricted tax dollars	1
Enterprise Funds (Parking, Gas, Solid Waste, Water/Sewer, Stormwater, Special Program)	City of Clearwater restricted tax dollars	1
Pinellas for Pinellas	Sales Tax	2
CRA TIF	Designated City tax increment funds from the CRA district	1
County TIF	Designated County tax increment funds from the CRA district	1
Downtown Development Board	Designated City tax funds from the DDB district	1
HOME/SHIP/CDBG	Federal and State program funds	2
Forward Pinellas	County tax dollars	2
Pinellas Suncoast Transit Authority	Tax dollars generated through a special district, fares	3
Grants	This is funding from a variety of public and non-profit sources that is typically limited to a specific project or program	3
Private Investment	Funds from non-governmental entities	2

County's portion of the TIF in October 2018. TIF funding is the primary source of CRA revenue for its operations and redevelopment projects.

There are two sets of TIF projections – the original CRA area established in 1981 and the expanded area established in 2004. The CRA collects 95% of the total tax roll valuation that is generated above the base year amount from the City and the County. The City's portion has been adjusted for senior exemptions. For the purposes of this plan, we have not included the Downtown Development Board's (DDB) contribution since the CRA merely acts as a pass through entity for the funds and the DDB members are elected and adopt their

own budget. Table 4.2 illustrates the tax revenues from the base year of the CRA, at the time of the 2004 plan, the 2018 projections and the 2023 projections assuming no change in the millage rate and a 3% increase in property values.

The years 2019-2023 will include the start of several significant projects including the implementation of the Imagine Clearwater, two large housing developments, the Festival Market in the Downtown Gateway district and Pinellas Trail improvements. We anticipate that tax revenue may increase greater than 3% annually as those large public improvements are substantially underway. However, there are still significant

Table 4.2. TIF Projections

CRA Base Year Tax Roll Valuation		1981 CRA Area	2004 CRA Area			
		\$84,658,490	\$88,234,600			
Year	Total Tax Roll Valuation	City TIF Contribution "Original" Area	City TIF Contribution "Expanded" Area	County TIF Contribution "Old" Area	County TIF Contribution "New" Area	Total
2004	\$157,877,040	\$421,226	\$4,157	\$421,397	\$4,437	\$851,217
2018	\$475,989,561	\$1,402,091	\$80,751	\$1,457,704	\$85,374	\$3,025,922
2023	\$551,802,357					\$3,539,858

challenges, outlined in Chapter 3, that will need to be addressed that will require maintaining the full contribution of the City and County TIF revenues.

INCENTIVES

The City of Clearwater and Community Redevelopment Agency offer a variety of incentive programs to reduce the cost of redevelopment and establishing new businesses in Downtown Clearwater. Qualifying for an incentive is a competitive process and each program has unique guidelines. Potential applicants are strongly encouraged to contact the City/CRA early in their decision process to determine which incentive program could work for their idea.

Planning and Development Department Incentives

Relationship of the Downtown Plan to Community Development Code

The strongest incentive a city can offer to private development is a zoning code and design standards that support the adopted vision for

redevelopment to reduce risk and increase predictability to redevelopment projects. In 2018, Clearwater will update the downtown zoning regulations to better align with the goals and objectives of this Plan. In addition to the Clearwater Comprehensive Plan, the Downtown Plan is the official statement of policy regarding the Downtown's use of land. All development of land, both public and private, undertaken within the Downtown shall be consistent with and further the goals of the Plan. All new or amended development regulations for Downtown shall be consistent with and further the goals of this Plan. The Plan establishes development potential and height for each character district that will govern all redevelopment activity. This Plan considers additional development potential through two tools - Transfer of Development Rights and the Public Amenities Incentive Pool – that may be used to increase the development potential in excess of the amount specified in the Character District upon a determination that the increase is consistent with and furthers the goals of this Plan.



Public Amenities Incentive Pool

Purpose

To overcome the numerous constraints affecting redevelopment, the Downtown Plan establishes the Public Amenities Incentive Pool to provide an opportunity for the private sector to gain additional development potential while assisting the public to achieve its redevelopment goals for Downtown Clearwater.

Eligible Amenities

All property within the Downtown Plan boundaries will be eligible to use the Public Amenities Incentive Pool. Allocations from the Pool will be available to projects that provide one or more improvements and/or fees in-lieu of certain improvements that provide a direct benefit to Downtown revitalization. The allocation of increased density or intensity through the Pool shall be at the discretion of the City as determined through the Community Development Code site plan review process. The types of amenities eligible for density/intensity bonuses may include, but are not limited to:

- Residential uses in the Downtown Plan area;
- Ground floor retail in the Downtown Plan area;
- Uses in particular locations and/or mixed use projects that further the Plan's major redevelopment goals and character district vision;
- Day care facility;
- Portion of project reserved for Affordable Housing;
- Significant Public Space on site;
- Public Art on site;
- Preservation of a historic building to the Secretary of Interior's Standards;

- Construction of public parking on site;
- Cultural or Performing Arts Facility on site;
- Contributions to Master Streetscape and Wayfinding Plan;
- Contributions to Imagine Clearwater or Station Square Master Plan;
- Contributions to Pinellas Trail or connector trails;
- Contributions to public parking facility; or
- As determined by the City Council.

Amount of Development Potential in Pool

The amount of floor area and dwelling units available in the Pool is created by the difference between the development potential allowed by the sum of the potential prescribed by the 2018 Clearwater Downtown Redevelopment Plan and the underlying land use categories of areas not governed by one of these Plans as compared to the development potential permitted in this Plan. As of July 2018, there are 2,088 residential units available and 2,095,667 square feet of floor area available.

If either the total number of dwelling units or non-residential square feet available in the Pool is substantially or completely allocated, the City shall determine whether or not to allow a conversion of all or part of the remaining potential between dwelling units and non-residential floor area. In its sole discretion, the City shall establish the conversion methodology. When all the development potential in the Pool has been allocated, the Pool will cease to exist. Upon the Pool's termination, the only tool to increase density and intensity that will remain available is the use of Transfer of Development Rights.

If the Pool is completely allocated during the valid term of this Plan, the City may elect to study alternatives to replenish the Pool. The alternatives studied may include, but are not limited to, a reduction in all or parts of this Downtown Plan area to create development potential or an evaluation of available facility capacity which would facilitate increased development potential in all or parts of the Downtown Plan area. It is recognized that replenishing the Incentives Pool may require review by Forward Pinellas and the Board of County Commissioners in their capacity as the Countywide Planning Authority.

Pool Allocation Process

The allocation of additional density/intensity shall be made in conjunction with a site plan application reviewed by the Community Development Board (CDB) through a process defined in the Community Development Code. The CDB will be responsible for ensuring that all projects utilizing the Pool meet the goals, objectives and policies of the Plan and is in keeping with the vision established for the character district in which the project is located. The CDB may consider granting an increase in the maximum building height specified in a character district if the developer of a site plan application provides a major public amenity as defined in the Community Development Code, and the increase in height does not exceed 20% of the maximum permitted height or a minimum of ten feet. Development potential obtained through the Pool shall not be transferred to any other site under any circumstance.

Transfer of Development Rights (TDRs)

Property owners with extra density or floor area ratio (FAR) available from a project within the Downtown Plan area may be permitted to convey the development rights of the non-used area development potential by deed, easement or other legal instrument authorized by the City to another project within the Downtown Plan area that requests an increase above the maximum permitted development potential. TDRs cannot be used as a means to exceed the maximum building heights.

Please visit the Planning and Development Department's website at www.myclearwater.com to learn more about these programs.

Economic Development and Housing Incentives

The Economic Development and Housing Department manages a wide range of federal, state and local funding that support environmental remediation, affordable housing and job creation. Programs include:

- Qualified Target Industry (QTI) Tax Refund
- Economic Development Ad Valorem Tax Exemption
- Incumbent Worker Training (IWT)
- Florida Flex
- Brownfields Incentives
- HUBZone Program
- Community Development Block Grant (CDBG), HOME Investment Partnership Program (HOME), State Housing Initiatives Partnership (SHIP) Program

Please visit the Economic Development & Housing Department's website at www.myclearwater.com to learn more about these programs.

Engineering Department Incentives

Redevelopment projects in the Prospect Park character district are eligible to buy into a regional stormwater pond instead of providing on site detention. The buy in fees vary according to project size.

Please visit the Engineering Department's website at www.myclearwater.com to learn more about these programs.

Community Redevelopment Agency Incentives

The CRA is a tax increment financed district. The agency can offer a variety of incentives depending on the project size and type within state regulations. The CRA can participate in land acquisition, the payment of impact fees, façade improvement grants and the extension or provision of infrastructure for public utilities. Additional public infrastructure projects include streetscape improvements, public art, park improvements and parking garages. CRAs are established because the current property values and environmental conditions in the area hinder private investment. Incentives are designed for catalytic investments that help prove the area is capable of increased private investment. They can also help a business or developer "close the gap" in their financial ability to meet the goals of this Plan.



When considering providing an incentive the CRA will consider the following questions:

- Is the proposed incentive compliant with federal, state and local laws?
- Is the proposed incentive aligned with the Vision and Goals of the 2018 Downtown Redevelopment Plan?
- Has the private sector attempted to implement this project without an incentive?
- What is the expected return on investment from a financial and public benefit perspective?
- Does the site/building under consideration have adequate access to the required public infrastructure and/or public utilities to support the proposed use?

The CRA currently offers a façade grant program that will match dollar for dollar up to 50% of the total costs for renovating a façade in the CRA in accordance with the provisions of the Downtown design standards. There is also a sidewalk café furniture grant program that provides up to \$2,500 towards the cost of outdoor furniture. Please visit the CRA’s website at www.downtownclearwater.com to learn more about these programs.

CAPITAL IMPROVEMENT PROGRAM AND POLICY IMPLEMENTATION PROJECTS

A table of capital improvement projects and policy implementation programs has been created for the entire plan area and each character district. Table 4.4 lists activities that will happen throughout the entire downtown. There is a table for each character district, Tables 4.5 through 4.9, for projects and programs that will occur exclusively in that district. When there is a direct connection between a goal or objective in Chapter 3 and a capital improvement project or program that connection is documented by including the goal/objective number next to the item. For example, “Implement a bike share program (O.2F)” refers to Objective 2F: Provide safer and more convenient bike facilities, including a bike share program under the Accessibility Goals in the downtown plan.

The table includes a brief description of the Project/Action, the project lead, the total cost, the funding source and the year(s) when the action will take place. Some projects and programs will span more than one year. The table for the entire downtown area is organized by policy recommendations in housing, transportation, community engagement, public safety, economic development and infrastructure.

The character district tables are organized by the goals adopted in Chapter 3 including the People, Accessibility, Amenity and Urban Design goals. This organizing framework ensures that the City’s implementation actions are aligned with the adopted goals, policies and objectives of the Plan. This plan has a ten-year horizon with a detailed

five-year action plan. Table 4.3 summarizes the total public investment in plan implementation identified at the time of Plan publication. County TIF funds are restricted to Capital Improvement Projects.

Table 4.3. Funding Totals

Funding Total for all Projects and Programs 2018 - 2023	
Total Public Investment	\$82,639,000
CRA TIF Funds	\$12,155,000
County TIF Funds	\$6,650,000

Table 4.4. Downtown Area Implementation

Downtown Redevelopment Area									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Special Events Equipment	Parks and Recreation	\$170,000	Special Program Fund		X	X	X	X	X
New Sidewalk Construction	Engineering	\$450,000	Penny for Pinellas	X	X	X			
Replace Downtown Trash Cans	Solid Waste	\$300,000	Solid Waste/Recycling	X	X	X	X	X	X
Enlarge and New Water/Sewer Pipelines	Public Utilities	\$2,000,000	Water/Sewer Fund		X	X	X		
Wayfinding in CRA Area (O.2C)	Planning; CRA; Engineering	\$500,000	CRA; County TIF	X	X				
Expanded High Pressure Gas Lines	Gas System	TBD	Gas Fund		X	X	X	X	
Policy Implementation: Housing									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Conduct a housing market analysis to determine which housing products are in high demand/low supply in Downtown	CRA; Economic Development and Housing	\$25,000	CRA	X	X				
Conduct an employer survey of housing needs	CRA; Economic Development and Housing	\$25,000	CRA	X	X				
Identify existing duplexes worth rehabilitating for low income housing (Housing Strategy 3)	Economic Development and Housing; CRA	N/A	N/A				X	X	
Update the HUD Consolidated Plan to address Housing Policies 1, 2, 4 and 11	Economic Development and Housing	N/A	N/A			X			
Update the Local Housing Assistance Plan to address Housing Policies 1, 2, 4 and 11	Economic Development and Housing	N/A	N/A				X		
Research feasibility of relaxing underwriting standards (Housing Policy 2)	Economic Development and Housing	N/A	N/A		X				
Coordinate on land acquisition and RFP issuances for multi-family redevelopment projects to incorporate workforce housing	CRA; Economic Development and Housing	TBD	HOME; CDBG; SHIP; CRA; County TIF	X	X	X	X	X	X
Continue to work with private developers to rehabilitate and construct affordable housing (Housing Strategies 1 and 2)	Economic Development and Housing	\$100,000	SHIP; CDBG; HOME	X	X	X	X	X	X
Provide a designated staff person to serve on the Homeless Leadership Board and coordinate with local agencies on how best to care for the homeless population (Housing Policies 13 and 14)	Economic Development and Housing	N/A	General Fund	X	X	X	X	X	X

Table 4.4. Downtown Area Implementation, con't

Downtown Redevelopment Area									
Policy Implementation: Transportation									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Coordinate with all transportation service providers on infrastructure and program improvements including the water taxi, trolley, bus system, rail, elevated transit, bike share and others (Accessibility Goal)	Planning; CRA; Engineering; PSTA; Forward Pinellas; TBARTA	N/A	CRA	X	X	X	X	X	X
Conduct a parking needs analysis (P.3)	CRA; Engineering	\$50,000	CRA; Parking Fund	X					
Update the Master Streetscape Plan (Accessibility Goal O.2C)	Planning; CRA	\$100,000	CRA		X	X			
Coordinate with Forward Pinellas to implement a bike share program (O.2F)	Planning; Forward Pinellas; CRA	\$250,000	CRA; General Fund; Forward Pinellas		X	X	X	X	X
Develop a bicycle parking plan and incorporate bicycle parking into streetscape standards and site plan review. Install additional bicycle parking in Downtown (Downtown Policy 5)	Planning; CRA	\$50,000	General Fund; CRA		X	X	X		
Redesign and construct Ft. Harrison as a Complete Street (Accessibility Goal O.2B)	Planning; CRA; Engineering	\$1,000,000	\$250,000 design CDBG funds; CRA, County TIF & General Fund for Construction		X	X	X		
Study how to reduce barriers to private transportation service for on demand mobility (Accessibility Goal)	Planning; CRA; Engineering; PSTA	N/A	N/A	X	X				
Policy Implementation: Community Engagement									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Provide annual funding for public art projects (O.3F)	CRA; Parks and Recreation	\$1,250,000	CRA; General Fund		X	X	X	X	X
The City and CRA will continue to partner with and promote groups and programs that create and provide public art (Downtown Policy 15)	CRA; Parks and Recreation	\$500,000	CRA; County TIF; General Fund	X	X	X	X	X	X
The CRA will create a placemaking strategy to activate key public spaces in Downtown to engage the community on a regular basis (Amenity Goal O.3G)	CRA	\$250,000	CRA	X	X	X	X	X	X
The CRA will meet with Downtown neighborhood associations on a regular basis (Downtown Policy 25)	CRA	N/A	N/A	X	X	X	X	X	X
Provide activities and events on a monthly basis in parks, plazas and recreational area. Create events, like El Dia Del Nino, that celebrate unique features of Downtown neighborhoods (O.1H, O.1J)	Parks and Recreation	\$250,000	General Fund; CRA; DDB	X	X	X	X	X	X

Table 4.4. Downtown Area Implementation, con't

Downtown Redevelopment Area									
Policy Implementation: Public Safety									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Conduct a monthly review of properties that require a higher level of police service and follow the nuisance abatement process (Downtown Policy 28)	Police	N/A	N/A	X	X	X	X	X	X
Attend neighborhood association meetings and meet with city departments as needed to address code complaints (Downtown Policy 29)	Planning; Police	N/A	N/A	X	X	X	X	X	X
Continue CRA Interlocal agreement with Police to provide community policing services, including officers on bicycles, in Downtown (Downtown Policy 30)	CRA; Police	\$1,200,000	CRA	X	X	X	X	X	X
Policy Implementation: Economic Development									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Survey property owners to determine the best incentives for building improvements to support intensive office uses including IT/software, finance and insurance, professional and data management, analytics and services (Downtown Policy 8)	CRA; Economic Development and Housing	\$10,000	CRA		X	X			
Develop targeted marketing campaigns to attract new residents, visitors and businesses to Downtown	CRA; Economic Development and Housing	\$150,000	CRA		X	X	X		
Research how to connect with all types of sports tourism audiences to bring them Downtown	CRA; Parks and Recreation	N/A	N/A		X	X	X	X	
Create a Downtown Communications plan	CRA; Public Communications	\$25,000	CRA		X				
Establish a bike/ped/transit Cultural Trail in coordination with all 24 cities in Pinellas County and the larger region	CRA; Parks and Recreation; Forward Pinellas; Creative Pinellas	\$25,000	CRA		X	X			
Attract a cultural institution to serve as an anchor tenant	CRA	\$50,000	CRA		X	X	X	X	

Table 4.4. Downtown Area Implementation, con't

Downtown Redevelopment Area									
Policy Implementation: Infrastructure									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Plant shade trees on an annual basis (O.4E)	Parks and Recreation	\$10,000	Tree Fund	X	X	X	X	X	X
Conduct a public utilities study to determine water and sewer capacity in Downtown	Public Utilities	N/A	N/A	X	X	X			
Study how fire codes are impacting the redevelopment of historic commercial sites	Fire	N/A	N/A	X	X				
Study how to expand recycling services for multi-family residential developments	Solid Waste	N/A	N/A		X	X			
Implement a pilot project to showcase how solar panels can work on parking structures (Downtown Policy 14)	Planning; CRA; Engineering	TBD	General Fund; CRA			X			
Provide an assessment of the existing public utility infrastructure in Downtown and the system's ability to support a variety of land uses	Public Utilities; CRA	N/A	N/A		X				

Table 4.5. Downtown Core Implementation

Downtown Core District									
People Goal									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Renovate the Library's facade on Osceola to create a pedestrian friendly experience (O.1C)	Library	\$2,000,000	General Fund; CRA	X	X				
Clearwater Harbor Marina Maintenance and Attenuation Project (O.1H)	Marine and Aviation	\$800,000	Clearwater Harbor Marina Fund	X	X	X	X	X	X
Policy Implementation									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Establish a timeline for the demolition of the Harborview Center (P.1)	City Manager	TBD	General Fund	X	X				
Coordinate with Pinellas County to build a joint use administrative and/or transportation facility in Downtown (O.1A)	City Manager	\$100,000	General Fund	X	X	X			
Establish a timeline for the demolition of City Hall and redevelopment of the site (O.1B)	City Manager	TBD	General Fund	X	X				
Update the zoning code to provide form based codes and context sensitive street design standards (O.1C, O.1E-G)	Planning and Development	N/A	General Fund	X					
Conduct a targeted marketing campaign to attract office intensive businesses to downtown (O.1D)	Economic Development & Housing	\$25,000	General Fund; CRA		X	X	X	X	X
Determine the best use for Fire Station 45 as a redevelopment site	City Manager; CRA; Economic Development	N/A	N/A		X				
Accessibility Goal									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Design and Construct Downtown Streetscaping (O.2B, O.2C)	Engineering	\$4,000,000	Penny for Pinellas III; County TIF	X	X				
Build Downtown Parking Garage (O.2M)	Engineering	\$10,500,000	Parking Fund						X
Design and Construct Pinellas Trail Improvements	Pinellas County; Parks and Recreation	\$500,000	County TIF; CRA		X	X			

Table 4.5. Downtown Core Implementation, con't

Downtown Core District									
Policy Implementation									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Design Downtown Intermodal Facility (O.2J, O.2N)	Engineering; CRA; PSTA	\$500,000	PSTA; CRA; County TIF			X	X		
Building a pedestrian and bicyclist friendly crossing at Court and Chestnut (P.7)	Engineering	TBD	TBD						X
Conduct and implement a bike/ped safety study (O.G and O.2I)	Planning	\$150,000	General Fund			X			
Work with the County to create a comprehensive transit plan (O.2J and O.2O)	Planning; CRA	\$100,000	CRA; Forward Pinellas; PSTA		X				
Design dedicated ferry landings (O.2K)	Marine and Aviation	\$50,000	Marine and Aviation Fund		X				
Amenity Goal									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Library Maker Space Maintenance and Upgrade (O.3D)	Library	\$204,000	General Fund	X	X	X	X	X	X
Imagine Clearwater: Waterfront/Bluff Master Plan (O.3A, O.3B)	City Manager	\$5,000,000	Penny for Pinellas III	X	X	X	X		
Imagine Clearwater: Future Phases (O.3C, O.3E, O.3G)	City Manager	\$8,000,000	Penny for Pinellas IV			X	X		
Station Square Improvements	CRA	\$500,000	CRA; County TIF		X	X			
Policy Implementation									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Establish a non-profit Imagine Clearwater Conservancy (O.3A)	City Manager	N/A	General Fund	X	X	X			
Update the Imagine Clearwater Phasing Plan	City Manager	N/A	N/A	X	X				
Urban Design Goal									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Commission a signature art project for the Gateway bridge	CRA	\$500,000	CRA; grant funds		X	X			
Construct new City Hall building (O.1B)	City Manager	\$5,000,000	Penny for Pinellas IV						X

Table 4.6. Downtown Core Implementation, con't

Downtown Core District									
<i>Policy Implementation</i>									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Establish and utilize design standards and Character District requirements to ensure that development projects enhance the built environment (O.4B)	Planning	N/A	General Fund	X					
Develop a plan that identifies street frontages and context sensitive development standards to create a livable and vibrant Downtown (O.4C)	Planning	N/A	General Fund	X					
Determine eligibility of downtown properties for historic preservation tax freeze (O.4D)	Planning; CRA	N/A	N/A		X	X			
Expand Facade Incentive grant program (O.4D)	CRA	\$1,000,000	CRA	X	X	X	X	X	

Table 4.6. Old Bay Implementation

Old Bay District									
People Goal									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Seminole Boat Launch Maintenance (P.11)	Marine and Aviation	\$40,000	General Fund		X	X	X	X	
Policy Implementation									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Amend the Future Land Use Map and Zoning Atlas to designate parcels in the Old Bay expansion area Central Business District (CBD) and Downtown (D) District (P.1)	Planning	N/A	General Fund	X					
Establish a building renovation assistance program (e.g., low-interest loans or grants) to revitalize and retain the older housing stock in the District (P.4)	Economic Development	\$500,000	CDBG; HOME; SHIP		X	X	X	X	X
Facilitate the development of affordable live/work bungalows with maker's shops, galleries, and restaurant startups through marketing new zoning standards (P.15)	Economic Development	\$25,000	General Fund		X	X	X	X	X
Accessibility Goal									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Construct Trail Upgrades (P.9)	Parks and Recreation	TBD	TBD			X			
Policy Implementation									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Design trail connections from Pinellas Trail to the Seminole Boat Ramp (P.9)	Parks and Recreation	\$25,000	General Fund		X				
Coordinate with PSTA to locate new shelters and services (P.5)	Planning	N/A	N/A		X				
Amenity Goal									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Seminole Boat Launch Improvements (P.11)	Marine and Aviation	\$5,000,000	Penny for Pinellas III	X	X	X			

Table 4.6. Old Bay Implementation, con't

Old Bay District									
<i>Policy Implementation</i>									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Support the continuation of the Francis Wilson Playhouse (P.12)	Parks and Recreation	TBD	General Fund	X	X	X	X	X	X
Program with the waterfront in accordance with the North Marina Area Master Plan (P.11)	Marina and Aviation	TBD	General Fund		X	X	X	X	X
Coordinate with Pinellas County Schools to explore options to repurpose the North Ward School (P.14)	Economic Development and Housing	N/A	N/A	X	X				
Urban Design Goal									
<i>Capital Improvement Projects</i>									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Acquire North Ward School for public/private redevelopment	Economic Development and Housing	\$1,200,000	TBD	X	X				
<i>Policy Implementation</i>									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Conduct an updated historic survey to identify potential contributing structures to a historic district within the District (P.2)	Planning	\$75,000	CDBG; General Fund; SHPO	X	X				
Pursue historic designation of the North Ward School (P.3)	Planning	TBD	CDBG/General Fund	X					
Expand Facade Loan Program	Economic Development and Housing	\$500,000	CDBG		X	X	X	X	X

Table 4.7. South Gateway Implementation

South Gateway District									
Accessibility Goal									
Policy Implementation									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Create marketing materials and signage that promote the use of the Druid Trail and Pinellas Trail (P.2-3)	Parks and Recreation in coordination with Pinellas County	\$25,000	General Fund		X	X			

Table 4.8. Prospect Lake Implementation

Prospect Lake District									
People Goal									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Land acquisition for housing redevelopment (O.1G)	CRA; Economic Development and Housing	\$3,000,000	CRA; RLF; County TIF		X	X	X	X	X
Policy Implementation									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Amend the Future Land Use Map and Zoning Atlas to designate all parcels in the Prospect Lake Character District as Central Business District (CBD) and Downtown (D) District consistent with the remainder of the properties in Prospect Lake (P.6)	Planning	N/A	General Fund	X					
Issues RFPs for the redevelopment of CRA owned sites to build housing and/or mixed use developments (O.1G)	CRA	\$15,000	CRA	X	X				
Accessibility Goal									
Policy Implementation									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Explore and design options to centrally locate parking to serve the District's commercial uses as infrastructure (P.2)	CRA; Engineering	TBD	CRA; Parking Fund	X	X				
The City will coordinate with FDOT to ensure future designs of Alt. US 19/Myrtle Avenue will incorporate complete streets designs (P.4)	Planning; Engineering	N/A	N/A	X	X	X	X	X	X
Amenity Goal									
Capital Improvement Projects									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Building improvements for 111 S. MLK Jr. site to support a restaurant use	CRA	\$500,000	CRA		X	X			
Land acquisition for parks, plazas and other public amenities (O.3G)	CRA	\$1,000,000	CRA		X	X	X	X	
Design and build a Neighborhood Art Park	CRA	\$750,000	CRA; County TIF		X	X			

Table 4.8. Prospect Lake Implementation, con't

Prospect Lake District									
<i>Policy Implementation</i>									
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Survey property owners to develop a retail/office incentive strategy (O.1D)	CRA	\$10,000	CRA		X				
Recruit a restaurant and/or retail use to activate the City owned 111 S. MLK Jr. site (O.3G)	CRA	\$10,000	CRA	X	X				
Urban Design Goal									
<i>Policy Implementation</i>									
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+
Expand Facade Grant Program to include eligible commercial properties in the Prospect Lake District (P.3)	CRA	N/A		X					.
Fund facade grant improvements for commercial buildings (P.3)	CRA	\$250,000	CRA		X	X	X	X	X

Table 4.9. Downtown Gateway Implementation

Downtown Gateway District										
People Goal										
Capital Improvement Projects										
Policy Implementation										
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+	
Amend the Future Land Use Map and Zoning Atlas to designate all parcels in the Prospect Lake Character District as Central Business District (CBD) and Downtown (D) District consistent with the remainder of the properties in Prospect Lake (P.8)	Planning	N/A	General Fund	X						
Incorporate workforce housing into redevelopment projects (P.3)	Economic Development and Housing	\$1,000,000	CDBG; SHIP; HOME; NSP3		X	X	X	X	X	
Update Downtown Gateway Implementation Plan	CRA	\$25,000	CRA		X					
Accessibility Goal										
Capital Improvement Projects										
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+	
Cleveland Streetscape Phase III	Engineering	\$11,000,000	General Fund; CRA	X	X					
Policy Implementation										
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+	
Connect Jolley Trolley to Downtown Gateway	Planning	TBD	TBD		X	X				
Amenity Goal										
Capital Improvement Projects										
Project Title	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+	
Festival Core(P.6)	CRA	\$1 million	CRA; County TIF		X	X				
Stevenson Creek Greenway Trail (P.5)	CRA; Parks and Recreation; Engineering	\$8,800,000	CRA; Stormwater Utility Fund; County TIF				X	X		
Policy Implementation										
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+	
Support an annual community-led art project (P.7)	CRA	\$60,000	CRA	X	X	X	X	X	X	
Urban Design Goal										
Policy Implementation										
Action	Project Lead	Total Cost	Funding Source	2018	2019	2020	2021	2022	2023+	
Support the assembly of vacant and underutilized properties, as well as the demolition of deteriorated buildings to accommodate redevelopment projects (P.3)	CRA	\$2,000,000	CRA; County TIF	X	X	X	X	X	X	



Appendices

Appendices

APPENDIX 1 EXPANDED CRA LEGAL DESCRIPTION

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Beginning at the intersection of the centerline of Jones Street and the waters of Clearwater Bay, thence easterly along the centerline of Jones Street to the centerline of Myrtle Avenue; thence southerly along the centerline of Myrtle Avenue to the centerline of Drew Street; thence easterly along the centerline of Drew Street to the centerline of Highland Avenue; thence southerly along the centerline of Highland Avenue to the centerline of Court Street; thence westerly along the centerline of Court Street to the centerline of Martin Luther King, Jr. Avenue; thence southerly along the centerline of Martin Luther King, Jr. Avenue to the easterly extension of the south line of Lots 8 through 16, Block 16, of Magnolia Park, as recorded in Plat Book 1, Page 70, of the Public Records of Pinellas County, Florida; thence westerly along said south line and its easterly extension, to the southwest corner of Lot 8, Block 16, of said Magnolia Park; thence south 13 feet; thence west 50 feet; thence north 13 feet, to the southeast corner of Lot 6, Block 16, of said Magnolia Park; thence westerly along the south line of Lots 1 through 6, Block 16, of said Magnolia Park; and its westerly extension to the centerline of Prospect Avenue; thence southerly along the centerline of Prospect Avenue to the easterly extension of the south line of Lots 9 and 10, Block 17, of said Magnolia Park; thence westerly along said line and its easterly extension 142 feet; thence northerly 118 feet; thence westerly 50 feet; thence northerly 102 feet to the southeast corner of Lot 5, Block 17, of said Magnolia Park; thence westerly along the south line of Lots 1 through 5, Block 17, of said Magnolia Park and its westerly extension to the centerline of Myrtle Avenue; thence southerly

along the centerline of Myrtle Avenue to the centerline of Turner Street; thence westerly along the centerline of Turner Street to the east right-of-way line of the C.S.X. Railroad; thence northerly along said east right-of-way line to the easterly extension of the south line of Lots 1 through 5, Block 19, of said Magnolia Park; thence westerly along said south line and its westerly extension to the southwest corner of Lot 1, Block 19, of said Magnolia Park; thence northerly along the west line of said Lot 1 to the southeast corner of Block 5, Wallace Addition To Clearwater, as recorded in Plat Book 3, Page 6, of the Public Records of Hillsborough County, Florida, of which Pinellas County was once a part; thence westerly along the south line of said Block 5 to the southwest corner of Block 5 of said Wallace Addition To Clearwater; thence northeasterly along the west line of Block 5 of said Wallace Addition To Clearwater and its northeasterly extension to the centerline of Court Street; thence westerly along the centerline of Court Street to the northerly extension of a 15 foot alley in Block 1 of said Wallace Addition To Clearwater; thence southerly along the centerline of said 15 foot alley and its northerly and southerly extensions, to the centerline of Rogers Street; thence westerly along the centerline of Rogers Street to the centerline of Fort Harrison Avenue; thence northerly along the centerline of Fort Harrison Avenue to the north line of the south ½ of Section 16, Township 29 South, Range 15 East; thence westerly along said south line to the waters of Clearwater Harbor; thence meander northerly along the waters of Clearwater Harbor to the Point Of Beginning.

APPENDIX 2 DOWNTOWN MILESTONES

1926 Nolen Plan for City and Downtown approved	1998 Clearwater Designated <i>Main Street Community</i> by Florida Department of State	2004 Base year for Clearwater TIF District (expanded CRA)
1970 Downtown Development Board (DDB) created by Special Act of Florida Legislature	1999 Redevelopment Plan amended to allow mixed use around Town Pond (now Prospect Lake)	2005 Downtown Plan amended to incorporate Design Guidelines
1971 City referendum approves special taxing district powers for DDB	2000 Periphery Plan update approved	2005 Downtown Plan amended to extend the scope of the Fort Harrison Streetscape Project from Drew Street to Nicholson Street
1977 First modern plan adopted for Downtown	2002 Findings of Necessity for expanded CRA approved	2009 Clearwater Downtown Redevelopment Plan amended to support CRA funds for community policing
1981 Establishment of Community Redevelopment Agency (CRA)	2002 Pinellas County Commission authorized preparation of Redevelopment Plan for CRA Expansion Area	2009 Designation of <i>Main Street Community</i> removed
1981 Adoption of first Redevelopment Plan for Downtown	2003 Major revision to the Clearwater Downtown Redevelopment Plan to encompass land previously governed by the Downtown Clearwater Periphery Plan and newly expanded CRA	2010 Clearwater Downtown Redevelopment Plan amended to support outdoor display of bicycles and expanding allowable uses in the Old Bay Character District
1981 Base year for Clearwater Tax Increment Financing (TIF) District (original CRA)	2004 Downtown Redevelopment Plan approved as a Special Area Plan by the Pinellas Planning Council	2016 Clearwater Downtown Redevelopment Plan amended to add capacity for hotel development in the Old Bay Character District
1993 Periphery Plan adopted for four areas surrounding Downtown	2004 Board of County Commissioners authorize the City to use the County's portion of the TIF	
1995 Major revision to Redevelopment Plan	2004 Redevelopment Trust Fund/TIF established	
1996 Design Guidelines adopted for Downtown		

2018

Major revision to the Clearwater Downtown Redevelopment Plan repealing and replacing Chapters 1-3, updating goals, objectives and policies; increasing density and intensity and revising allowable height throughout the plan area; modifying Character District boundaries; expanding the Old Bay Character District boundaries northward to include an additional 9.671 acres.

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APPENDIX 3 EXISTING LAND USE CLASSIFICATIONS, METHODOLOGY & DISTRIBUTION BY CHARACTER DISTRICT

Data Collection

Land use data for the Downtown Planning Area was compiled through a series of field surveys conducted between May and November 2017. The survey was supplemented by data obtained from the Pinellas County Property Appraiser and the City of Clearwater Building permit records.

The Pinellas Trail, which occupies current and former CSX and railroad right-of-way parcels, was removed from the future land use and zoning calculations as these parcels have no inherent development potential. The Pinellas Trail equates to about 5.3 acres through the Downtown Plan Area. Additionally, the Downtown Marina, which doesn't have a parcel, equates to roughly 7.7 acres of land that is considered to be Recreation.

The following assumptions were made in order to best accurately present existing land uses:

- Private parking lots (paved) and parking garages located on separate parcels that are accessory to the main use are categorized as Parking;
- Buildings that were vacant at the time of field surveys are classified as Vacant;
- Stevenson's Creek west of St. Cecilia's School is classified as Utility/Infrastructure;
- Parcels containing a multi-tenant building where least one of the tenants was a Retail use was are classified as Retail;
- Parcels containing a multi-tenant building with at least one Office use and no Retail uses are classified as Office.

While every effort was made to ensure that the existing land use map was as accurate as possible, it's imperative to understand that the data reflects a "snapshot in time" as uses can change after data was collected. It should also be noted that some parcels can contain more than one land use.

Use Classifications

The preceding table describes the assumptions made in order to re-categorize the specific uses into the generalized categories listed above.

Existing Land Use Tables

The following tables show the distribution of different land uses in each of the five character districts.

Table 3.A. Existing Land Use General Descriptions

Use Code	Use	General Description
1	Single Family	A building containing one residential unit
2	Two Family	A building containing two residential units or two buildings on a property each containing one residential unit
3	Multi-Family	A building containing three residential units or a combination of buildings containing at least three residential units on the property
4	Retail	Establishments engaged in selling or leasing goods, services or merchandise; including funeral homes and problematic uses
5	Office	General business or medical/dental establishments
6	Institutional	Any private non-profit organizations including places of worship, social service agencies, halfway houses, garden clubs, etc.
7	Overnight Accommodations	A building designed and used primarily to provide sleeping accommodations for transient guests for a daily or weekly rental charge and including interval ownership and such office, meeting, restaurant facilities as are integral to its primary function
8	Vehicle Services	Establishments that sell, repair, service, tow or store vehicles or marine vessels
9	Industrial	Establishments that warehouse, wholesale, manufacture or distribute good; including businesses that store significant amounts of goods and equipment
10	Governmental Facilities	Any facility owned and operated by a governmental agency excluding utility/infrastructure uses
11	Utility/Infrastructure	Any public utility facility including drainage, cable, electrical and gas facilities
12	Recreation/Open Space	Any public or private recreation facility
13	Parking	Any stand-alone parcel devoted to parking including paved lots and grassed areas with wheel stops
0	Vacant	Any undeveloped land or land with a vacant building or storefront

Table 3.B. Land Use Distribution by Character District

Land Use	Downtown Core			Old Bay			South Gateway			Prospect Lake			Downtown Gateway			Downtown		
	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%
Vacant	32	12.1	9.2	66	17.6	20.1	8	1.7	7.6	160	32.1	24.3	31	7.5	4.3	294	73.0	13.2
Single Family	2	0.5	0.4	50	9.7	10.7	3	2.0	8.8	45	6.5	4.9	202	31.7	18.1	301	50.4	9.2
Two Family	0	0.0	0.0	15	2.4	2.6	1	0.2	0.9	18	2.6	2.0	149	26.2	14.9	184	31.4	5.7
Multi-Family	428	10.9	8.4	141	9.0	10.2	27	1.2	5.1	65	15.5	11.8	370	36.5	20.8	1028	73.1	13.3
Retail	40	8.9	6.8	14	9.0	9.8	2	5.4	23.6	29	9.2	7.0	53	17.0	9.7	138	47.4	8.6
Office	28	11.1	8.5	12	2.9	3.5	11	7.9	34.3	58	30.0	22.7	64	17.3	9.9	175	69.2	12.6
Institutional	22	11.1	8.5	11	6.2	6.7	2	0.4	1.7	13	6.4	4.9	12	19.8	11.3	59	44.0	8.0
Overnight Accommodations	3	4.7	3.6	4	6.4	7.0	0	0.0	0.0	2	2.8	2.1	6	3.2	1.8	15	17.1	3.1
Vehicle Services	2	0.8	0.6	3	1.2	1.3	0	0.0	0.0	16	4.8	3.7	9	4.0	2.3	30	10.8	2.0
Industrial	8	3.6	2.8	13	7.3	8.0	0	0.0	0.0	20	10.5	7.9	0	0.0	0.0	40	21.4	3.9
Governmental	21	23.0	17.5	0	0.0	0.0	3	1.6	6.9	10	3.0	2.3	1	0.1	0.1	31	27.7	5.0
Utility/Infrastructure	0	0.0	0.0	5	10.3	11.2	0	0.0	0.0	0	0.0	0.0	5	8.6	4.9	8	18.9	3.4
Recreation	7	20.2	15.4	6	7.2	7.9	1	1.1	4.7	2	7.3	5.5	2	0.5	0.3	16	36.2	6.6
Parking	32	24.0	18.3	9	0.8	1.1	3	1.5	6.4	3	1.1	0.8	11	2.9	1.6	56	30.3	5.5
Totals:	619	130.9	100.0	349	91.7	100.0	61	23.0	100.0	441	131.9	100.0	914	175.3	100.0	2,378	550.9	100.0

APPENDIX 4 DEMOGRAPHICS METHODOLOGY AND ESTIMATES

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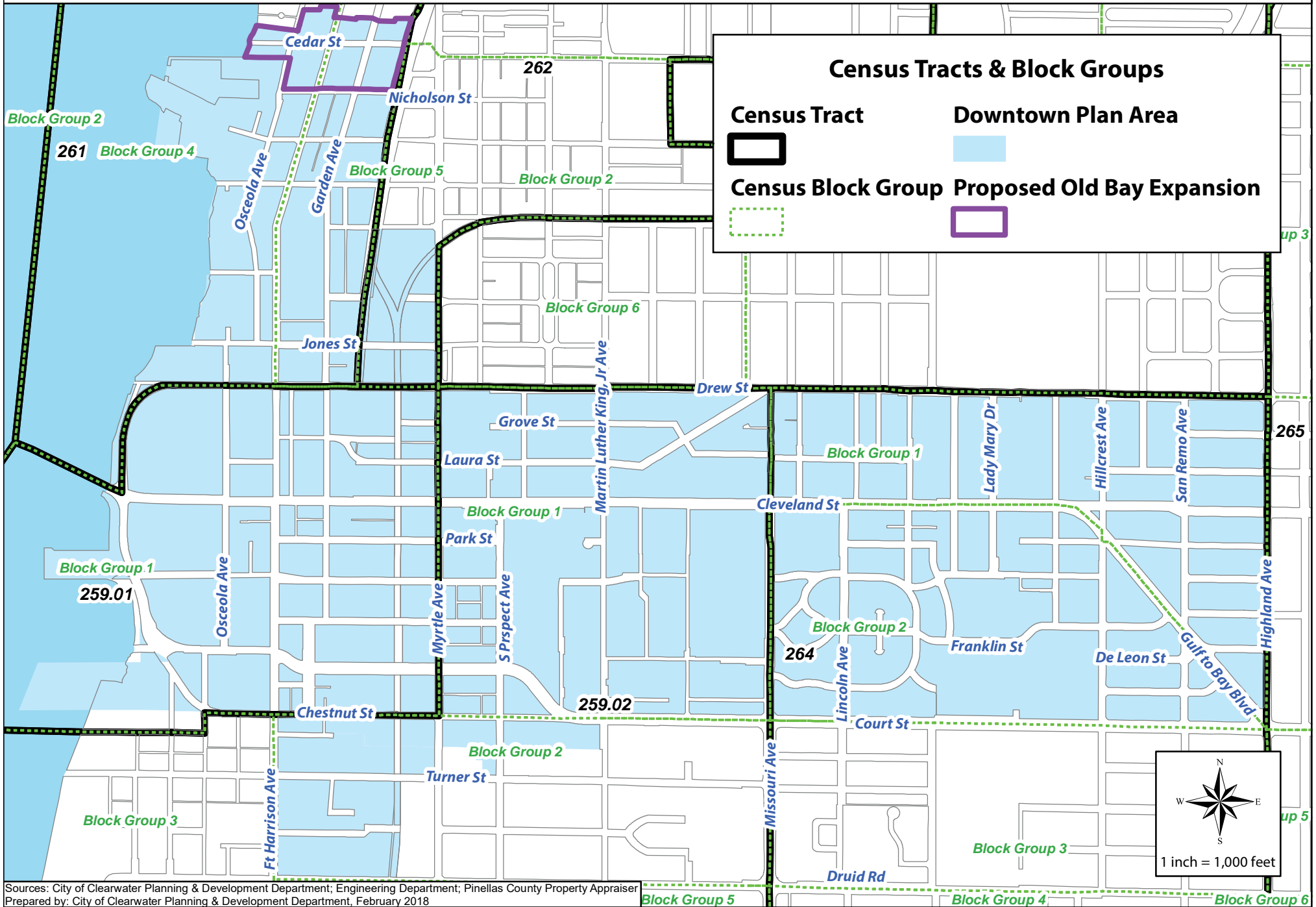
The demographic profile included in this plan utilized the 2000 and 2010 Census data, as well as 2011-2015 American Community Survey estimates, which were released in December of 2016. Because the Character District lines are not positioned along Census Block Group boundaries, all data was apportioned using an innovative software tool, MySidewalk. The demographic data utilized within the Plan include the following:

- Population;
- Population by Race/Ethnicity;
- Population by Gender and Age;
- Median Age;
- Households;
- Median Household Income;
- Housing Units;
- Median Value Owner-Occupied Units;
- Median Rent;
- Percentage of Income Spent Towards Rent; and
- Housing Units By Year Built

Appendix Map 4A shows the Census Tracts from the 2000 Census and Map 4B shows the Tracts as they were during the 2010 Census.

Appendix Map 4.A 2000 Census Tracts & Block Groups

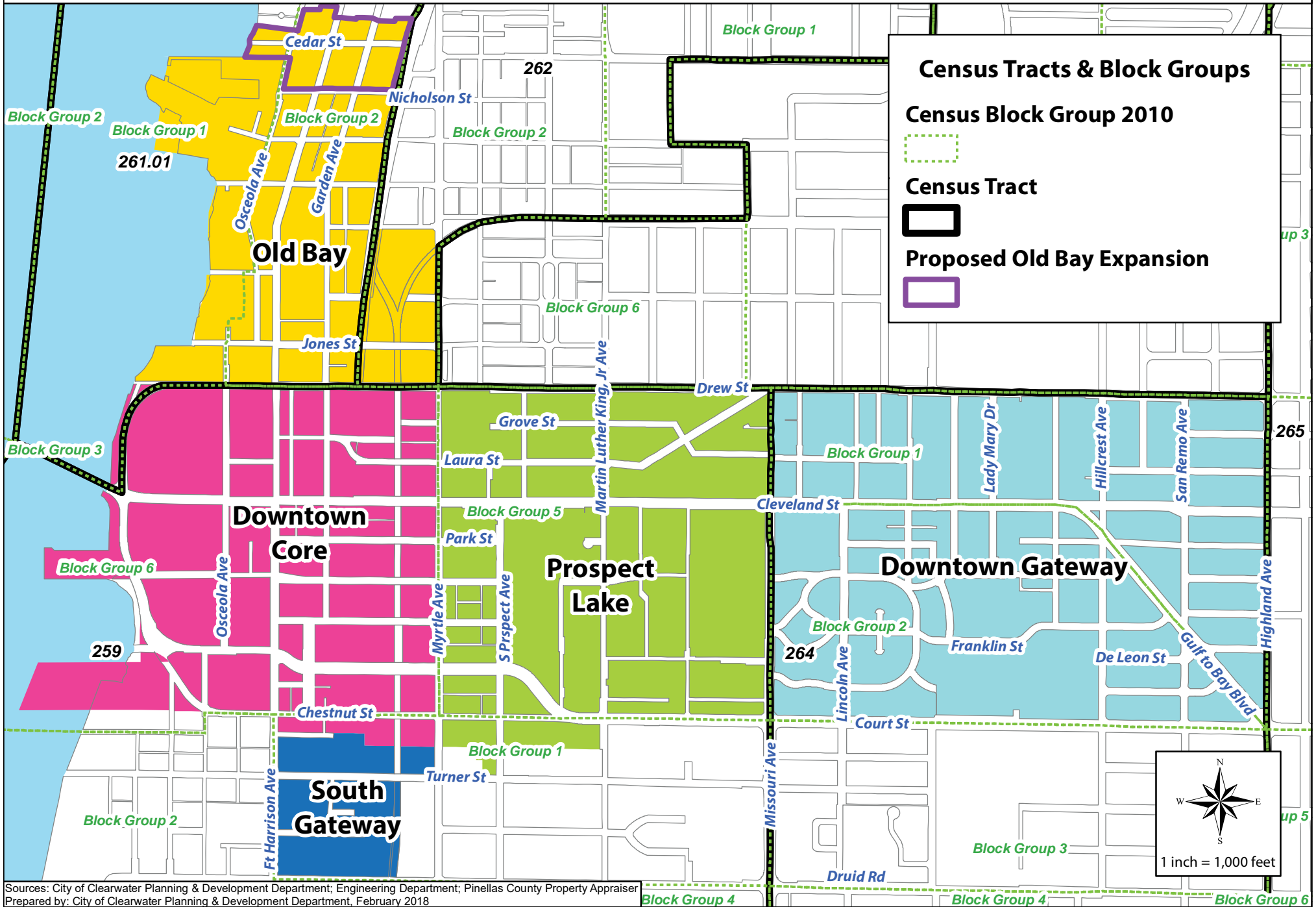
Clearwater Downtown Redevelopment Plan



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

Appendix Map 4.B 2010 Census Tracts & Block Groups

Clearwater Downtown Redevelopment Plan



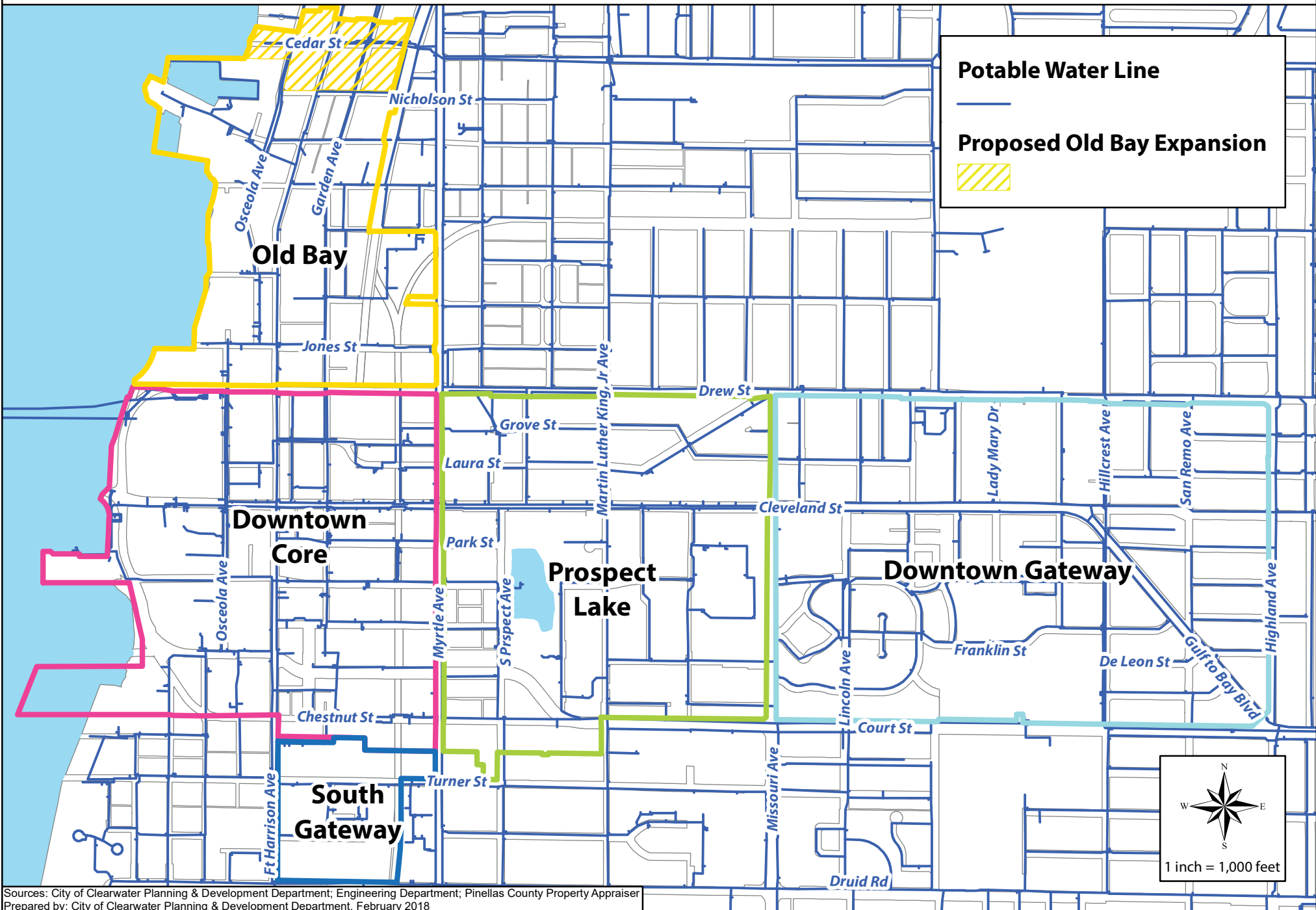
Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, February 2018

APPENDIX 5 UTILITIES MAPS

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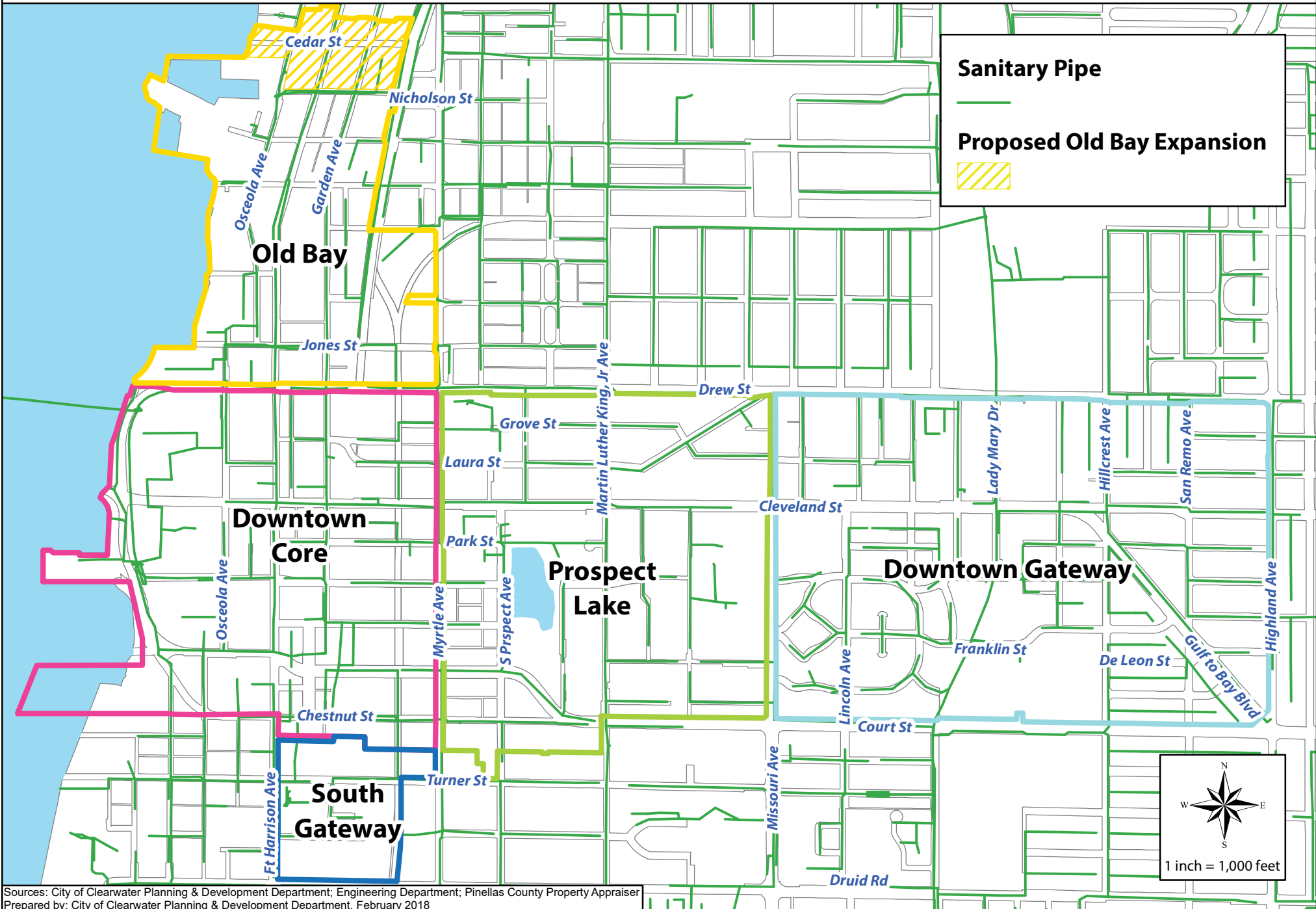
Appendix Map 5.A Potable Water

Clearwater Downtown Redevelopment Plan



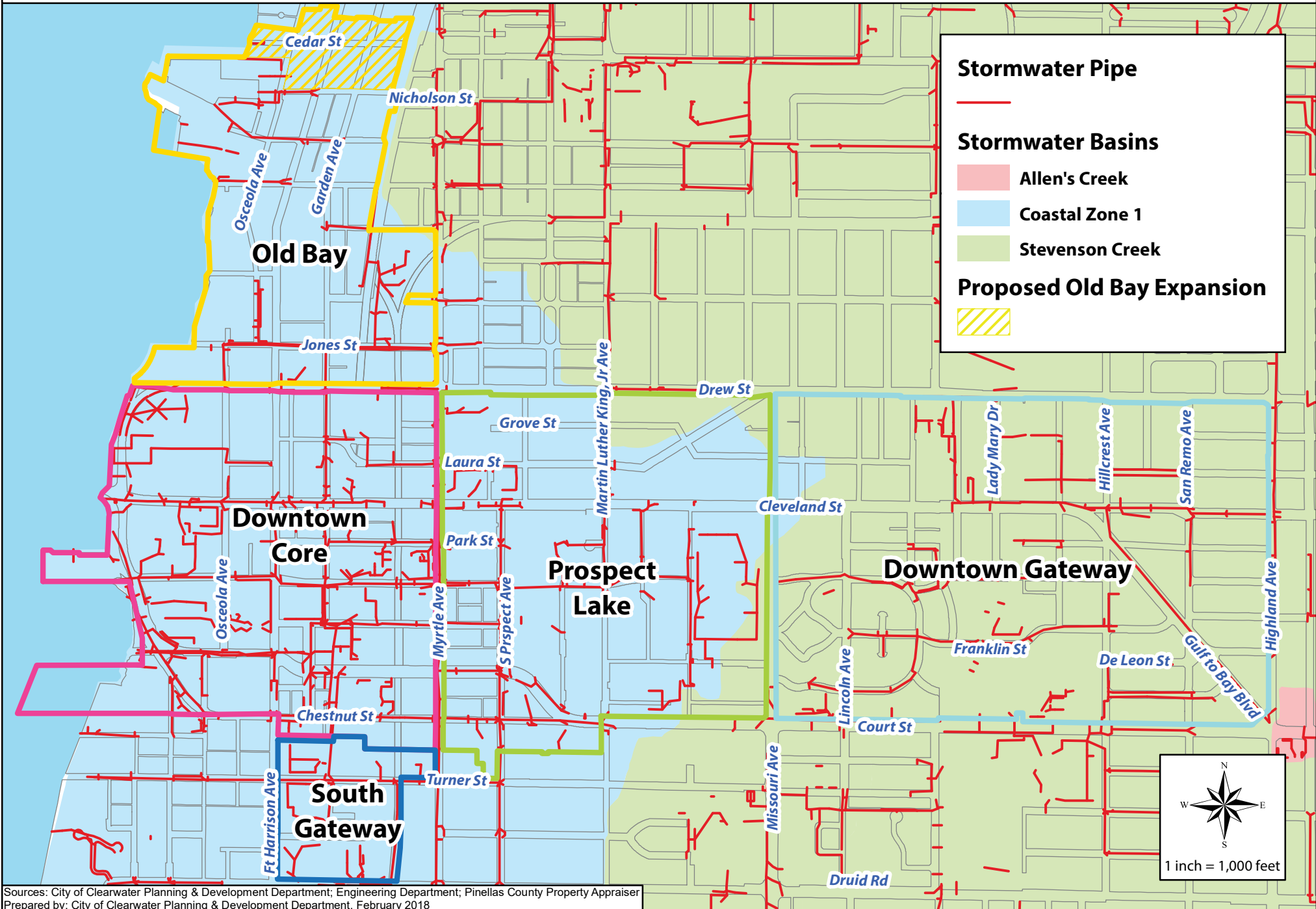
Appendix Map 5.B Sanitary Sewer

Clearwater Downtown Redevelopment Plan



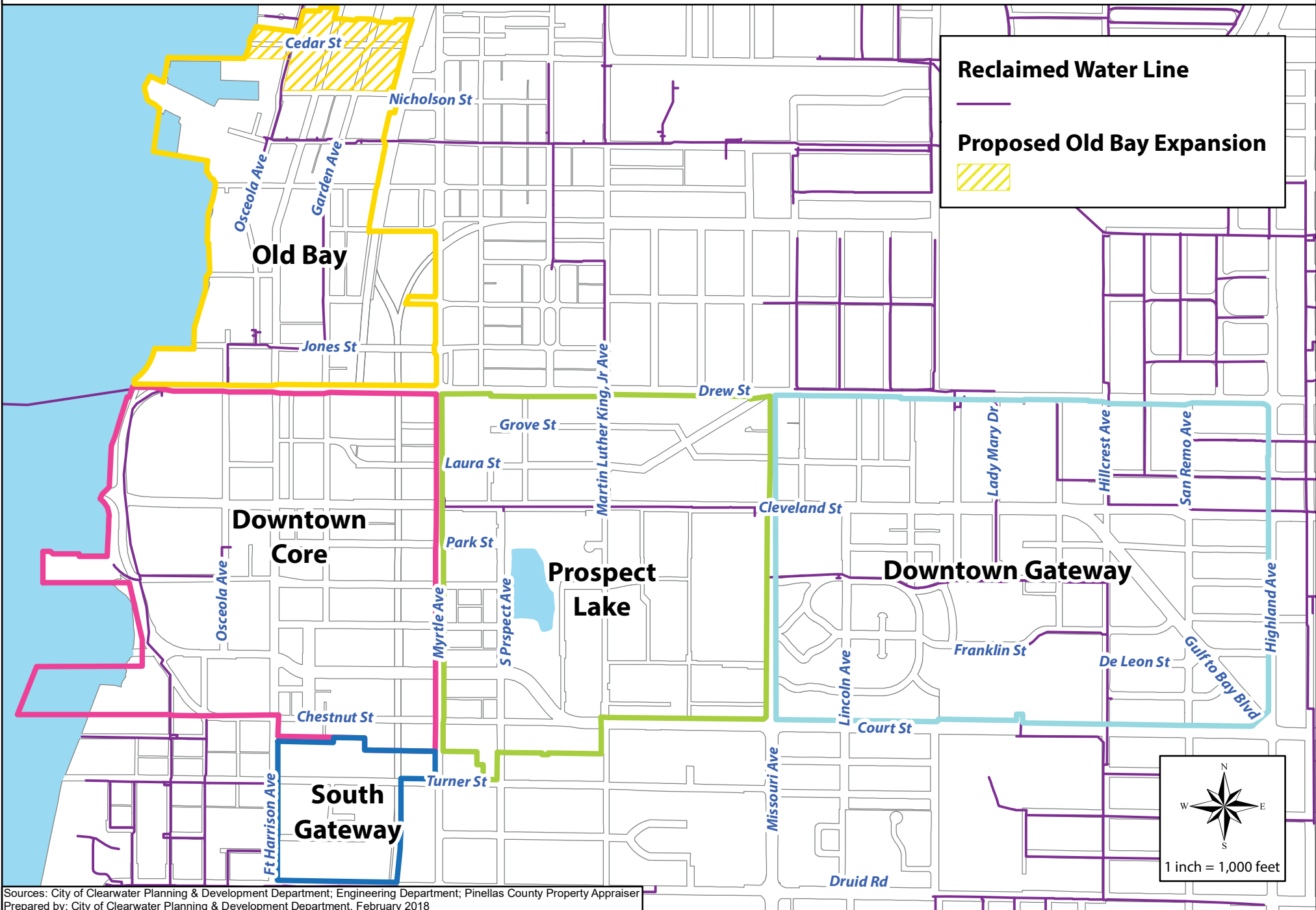
Appendix Map 5.C Stormwater System

Clearwater Downtown Redevelopment Plan



Appendix Map 5.D Reclaimed Water

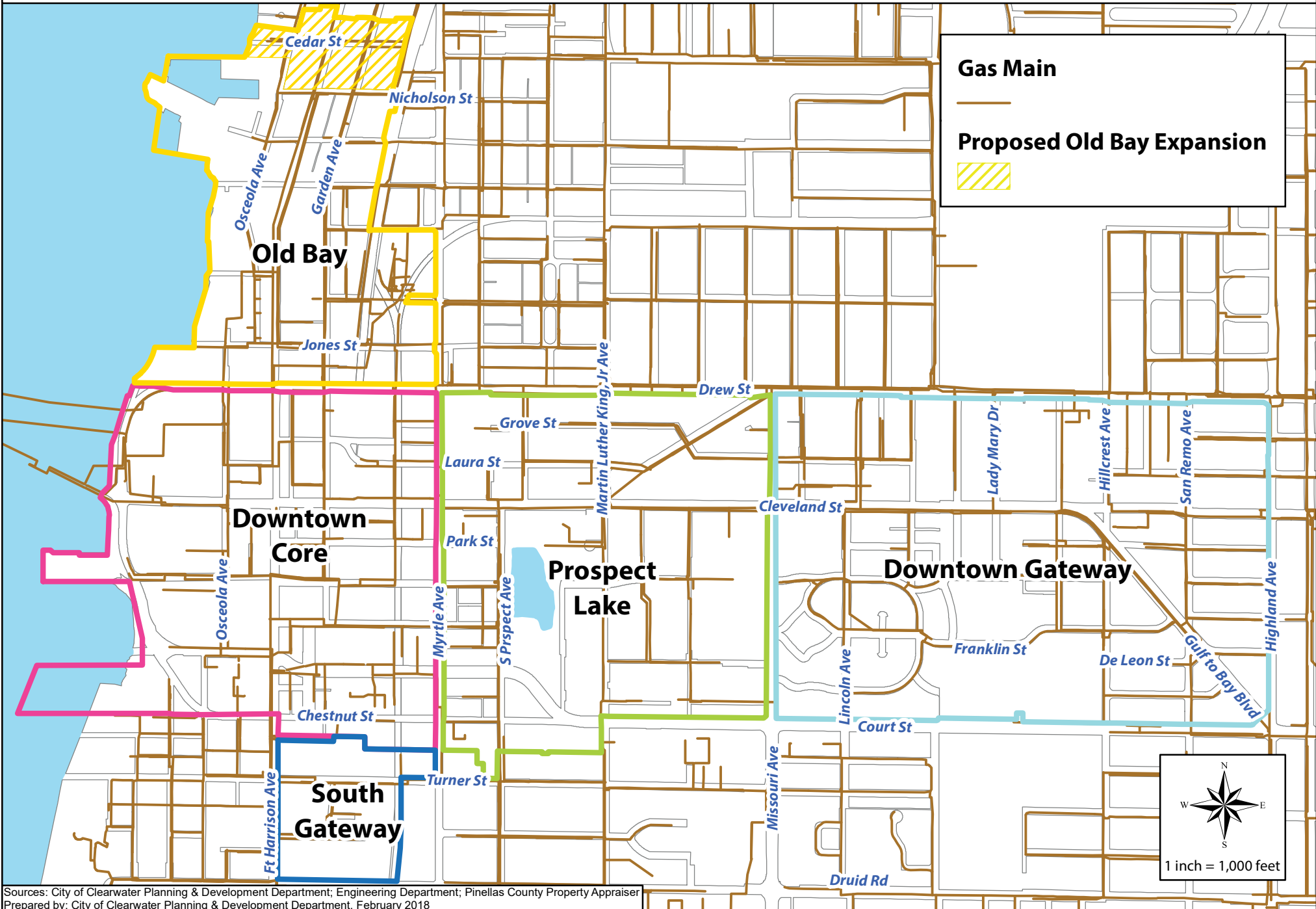
Clearwater Downtown Redevelopment Plan



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

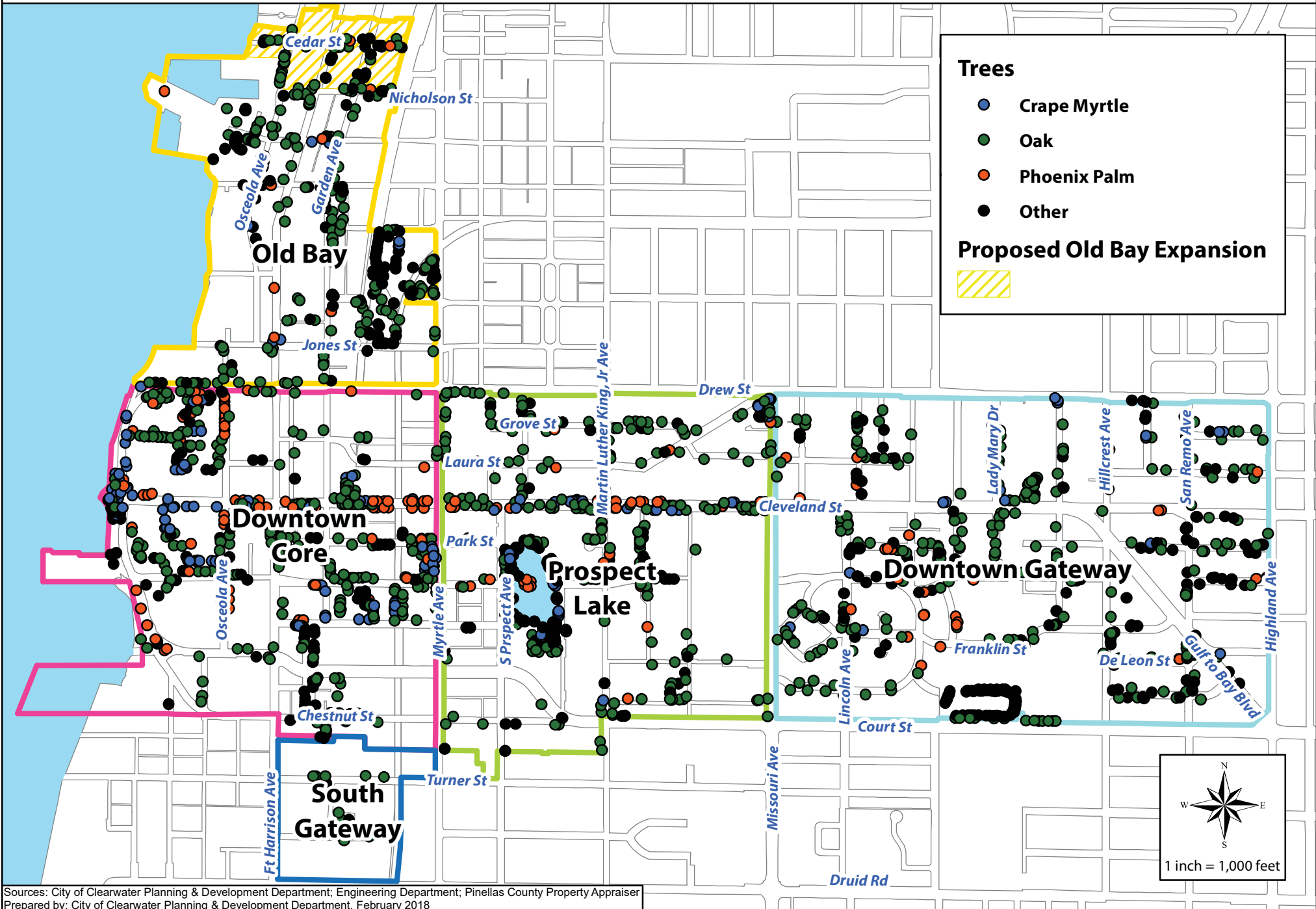
Appendix Map 5.E Gas System

Clearwater Downtown Redevelopment Plan



Appendix Map 5.F Downtown Trees

Clearwater Downtown Redevelopment Plan



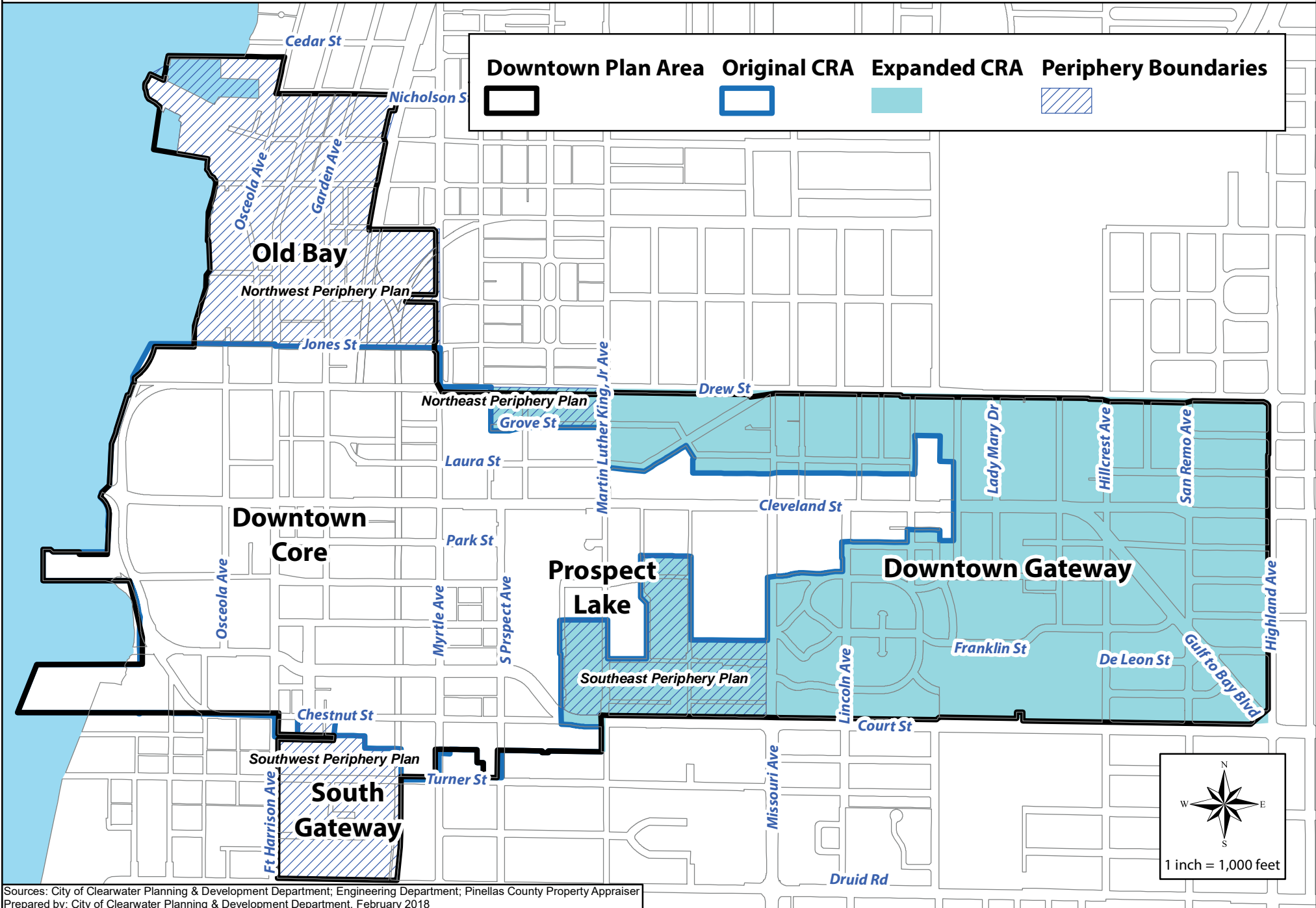
Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, February 2018

APPENDIX 6 COMMUNITY REDEVELOPMENT AREA BOUNDARIES AND PERIPHERY PLAN MAP

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Appendix Map 6 CRA Boundaries & Periphery Plans

Clearwater Downtown Redevelopment Plan



APPENDIX 7 BUILD-OUT SCENARIOS (2004)

To compare the pre-2004 Plan development potential of the Downtown to the development potential proposed in the 2004 Plan, the City of Clearwater hired Tampa Bay Engineering to prepare a detailed comparison of them. The methodology and all assumptions were reviewed and approved by the City’s Planning Department. This appendix explains the methodology used to prepare those buildout scenarios.

The development potential that existed prior to the 2004 Plan was based on several adopted documents that established the maximum development potential for areas that comprised the expanded Downtown Plan Area. The existing potential was based on these specific documents:

For the old Downtown Plan Area:
1995 Clearwater Downtown Redevelopment Plan

For the four Periphery Areas:
Downtown Clearwater Periphery Plan, 2000 Update

For the Eastern CRA Expansion Area:
Land Use Plan categories of the Clearwater Comprehensive Plan

The proposed development potential was based on the density and intensity measures for each Character District as contained in the revised 2004 Plan. During the preparation of that Plan, it was determined that most of the CRA Expansion area would not be re-designated with the Central Business District plan category nor would the areas be rezoned to the Downtown zoning district. Those parcels retained their current

land use plan categories and zoning districts that are used throughout the City. For the parcels in this expansion area, the maximum development potential was based on the density and intensity measures in their respective land use plan categories.

There were five parcels excluded from the Buildout scenarios for two reasons: their development as a public park or public facility was unlikely to change during the life of the Plan; and, secondly, the Plan and previous City actions did not allow the redevelopment of these parcels. The parcels excluded from the build-out scenarios were:

- Coachman Park (17.8 acres in the Downtown Core District)
- New Main Library site (2.1 acres in the Downtown Core District)
- Station Square Park (0.42 acres in the Downtown Core District)
- Seminole Street Launching Facility (5.74 acres in the Old Bay District)
- Prospect Lake Park (4.93 in the Town Lake Residential District)

The three parcels excluded from the Downtown Core District total 20.32 acres; the sizes of the other two parcels are shown above. All other parcels within the Downtown Plan Area were included in the buildout scenarios since the purpose was to estimate the maximum development potential during the life of the Plan.

A ratio of expected development was applied to both the existing and proposed buildout scenarios. The ratios reflected the goals, objectives and policies governing development in the current plan and the proposed plan. The land use ratio for each Character District is shown in the table below.

The steps in the methodology along with an example of each step is shown below.

1. The total acreage for each Character District was calculated based on the boundaries provided by the Clearwater Planning Department using GIS software.

EXAMPLE: District A = 50 acres

Table 7.A. Land Use Ratios by Character District

District	Existing Scenario		Proposed Scenario	
	Residential	Commercial	Residential	Commercial
Downtown Core	20%	80%	20%	80%
Old Bay	60%	40%	60%	40%
South Gateway	33%	66%	50%	50%
Town Lake Residential	80%	20%	80%	20%
Town Lake Business	33%	66%	20%	80%
East Gateway	66%	33%	66%	33%

2. Within each Character District, the size of each plan category was calculated using GIS software.

EXAMPLE: District A

Residential = 25 acres
Commercial = 25 acres

3. Parcels developed with major public facilities (parks and library) were noted for exclusion from the acreage of the applicable Character District.

EXAMPLE: District A

Parcel 1 = 5 acres with 25 dwelling units (FLU = RES)

Parcel 2 = 5 acres with 50,000 square feet shopping center (FLU = COM)

4. Excluded parcels were subtracted from the appropriate land use plan category acreages.

EXAMPLE: District A

Residential 25 acres – 5 acre (Parcel 1) = 20 acres

Commercial 25 acres – 5 acres (Parcel 2) = 20 acres

5. The total acreage for each plan category was then multiplied by the maximum density/intensity as dictated by the governing plan.

EXAMPLE: District A

Residential 20 acres @ 6 d.u./acre = 120 dwelling units

OR

20 acres @ 0.25 FAR = 217,800 square feet

Commercial 20 acres @ 10 d.u./acre = 200 dwelling units

OR

20 acres @ 0.50 FAR = 435,600 square feet

6. The resulting density/intensity, both residential and commercial, for each category were totaled for each character district.

EXAMPLE: District A

i. Total maximum residential density = 395 dwelling units

OR

ii. Total commercial density = 757,851 square feet

OR

iii. Some combination of i and ii

7. A ratio of allowable land use allocations (residential and commercial) was then applied to the resulting total dwelling units and total commercial square footage to determine the overall buildout. The allowable land use mix permitted within the applicable Character District determined these ratios (See Table below for specific land use allocations).

**Table 7.B. Summary of Maximum Development Potential by Character District
Current Development Potential Compared to Proposed Development Potential**

District	Existing Plan		Proposed Plan		Development Potential (Proposed - Existing)	
	Dwelling Units	Commercial Sq. Ft.	Dwelling Units	Commercial Sq. Ft.	Dwelling Units	Commercial Sq. Ft.
Downtown Core	1,324	13,299,784	1,508	15,051,085	+184	+1,751,301
Old Bay	2,367	1,900,142	1,838	660,021	-529	-1,240,121
South Gateway	386	795,214	573	498,762	+187	-296,452
Town Lake Residential	3,105	1,187,207	1,998	732,493	-1,107	-454,714
Town Lake Business	882	3,050,372	262	1,519,373	-620	-1,530,999
East Gateway	3,361	1,001,242	2,920	652,560	-441	-348,682
TOTAL	11,425	21,233,961	9,099	19,114,294	2,326 Available Units	2,119,667 Available Sq. Ft.

APPENDIX 8 DOWNTOWN-GATEWAY STRATEGIC ACTION PLAN

Downtown-Gateway Strategic Action Program

Fiscal Year 2002-2003	Program	Project	Evaluation	\$ (e)	Status
Memorial Causeway Bridge		x		64.2M	Open to traffic 1Q 2004
Main Library		x		20.2M	Opening Early 2004
Prospect Lake Park Construction		x		7.3M	Suggestions for names being accepted/Grand Open Fall 2003
Fort Harrison Avenue Improvements		x		5.397M	Constructoin started from project's southern boundary. DOT working with the city to ensure night lane closure doesn't impact traffic
East Street Railroad Tracks		x		CSX 2.5M	Completed
Mediterranean Village (Public Investment)		x		1M	Phase I broke ground 8/02, expected completion of Phase I - 10/03
Calvary Property		x			Inquiries being received
Super Block Property		x			AmSouth building purchased by 400 Cleveland LLC in 3/03. Earlier this year, the Commission agreed to sell the city owned parking lots on Drew between Ft. Harrison & Osceola to Colliers Arnold if they moved forward with their mixed use project at corner of Drew & Osceola. The Commission will be asked to approve the contract for the sale of this property on 7/17.
Update Downtown Redevelopment Plan	x				Draft released for public input. Presentations scheduled to DDB 7/2/03, CDB 7/15/03, CRA 8/18 & Commission 9/4/03
Character District/Urban Design Guidelines		x			Part of Downtown Plan
Streetscape and Wayfinding Signage		x		28K	Commission approve contract to Bellemo-Herbert for construction drawings for wayfinding signage. Drawings to be complete 9/03. Signage to be installed by 1/04 (750K).
Gateway Redevelopment Findings of Necessity Study	x				BCC approved 10/29/02

Fiscal Year 2002-2003	Program	Project	Evaluation	\$ (e)	Status
Gateway CRA Expansion Redevelopment Plan	x				Presented to Commission. Part of Downtown Plan above.
Downtown and Bluff Parking Study	x			98K	Completed. Report received & presented to Commission in June 2002. Commission endorsed the implementation of the recommendations. reduced meter times, reorganized & increased enforcement, Streetscape Plan add estimated 75 spaces. Looking at options.
Downtown Property Maintenance	x			37K	On-going
Marketing	x			20K	2,500 copies of the Marketing brochure distributed. Follow-up calls to be made to developers. Attending ICSC Conference in August 2003.
Downtown Business Retention	x				Ongoing. City staff coordinating Business Growth Meetings. Downtown Forum created with Chamber, City, Main Street & Downtown Merchants Assoc. Main Street volunteers visiting businesses.
Homeless Alternatives	x				On-going. Public/private Task Force created 10/02. Working with Pinellas County Homeless Coalition on a proposed North County Inebriate Family Care/Emergency Center.
Support Guideway Phase II		x			Commission approved contract to Grimail Crawford for Phase II of the Study
Waterfront Marina			x	99K	Consultant hired to assess the feasibility and permitting process associated with the future design and development of a waterfront marina. Proposed schedule for permit in 2004 and construction in 2005.
Multiplex Theater			x		Ongoing
TOTAL 2002				100.8M	

Fiscal Year 2003-2004	Program	Project	Evaluation	\$ (e)	Status
Parking Garage Location		x			Under analysis.
Myrtle Avenue Reconstruction		x		13.3M	Contract award expected in September 2003.
Clearwater West End Connection (DOT)		x		DOT 3M	Underway by staff.
Pinellas Trail Connection					
Define Marketable Properties for Lease	x				Under analysis.
Retail Expertise/Storefront Workshop	x			10K	Planned for late summer.
On Street Parking by Employees	x				Enforcement increased.
Develop Connection with:	x				
Pinellas County Government					Meeting held 3/03. City Proclamation presented to County in May 2003.
Faith Based Organizations					
Banks					Work with local bank seeking downtown space.
Main Street Retail Signage	x			24K	
Downtown Publication (quarterly Main Street Update)	x				On-going
Station Square Parking Lot Mixed Use Infill Project (Public Investment)	x			1M	Two RFP proposals received. Selection made and commission will be asked for approval to negotiate with The Beck Group (18M)
Art District	x				Steering Group formed with artists. Planning Department preparing Art District ordinance 10/03.

Fiscal Year 2003-2004	Program	Project	Evaluation	\$ (e)	Status
Charter Review			x		Underway by Charter Review Committee.
Quality Evening Restaurant(s)			x		
Property Owners Association			x		
Public Art Ordinance	x				Cultural Arts Division preparing Public Art Ordinance.
Waterfront Design		x			Conceptual design of future waterfront park approved by Commission in June 2003.
TOTAL 2003				17.3M	

Fiscal Year 2004-2005	Program	Project	Evaluation	\$ (e)	Status
Public Art Project(s)		x			
Remove Industrial Properties		x			
Key Real Estate Development Opportunities/Strategies	x				
Drew Street Corridor Study	x				
Harborview Long Range Options		x			
Alleys for Pedestrian Connection		x			

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