City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Meeting Agenda

Tuesday, February 13, 2018

6:00 PM

Council Chambers

City Council

Welcome. We are glad to have you join us. If you wish to speak, please wait to be recognized, then state your name and address. Persons speaking before the City Council shall be limited to three (3) minutes unless otherwise noted under Public Hearings. For other than Citizens to be heard regarding items not on the Agenda, a spokesperson for a group may speak for three (3) minutes plus an additional minute for each person in the audience that waives their right to speak, up to a maximum of ten (10) minutes. Prior to the item being presented, please obtain the needed form to designate a spokesperson from the City Clerk (right-hand side of dais). Up to sixty minutes of public comment will be allowed for an agenda item. No person shall speak more than once on the same subject unless granted permission by the City Council. The City of Clearwater strongly supports and fully complies with the Americans with Disabilities Act (ADA). Please advise us at least 48 hours prior to the meeting if you require special accommodations at 727-562-4090. Assisted Listening Devices are available. Kindly refrain from using cell phones and other electronic devices during the meeting.

1. Call to Order

2. Invocation

3. Pledge of Allegiance

4. Special recognitions and Presentations (Proclamations, service awards, or other special recognitions. Presentations by governmental agencies or groups providing formal updates to Council will be limited to ten minutes.)

5. Approval of Minutes

5.1 Approve the minutes of the February 1, 2018 City Council Meeting as submitted in written summation by the City Clerk.

6. Citizens to be heard re items not on the agenda

7. Consent Agenda

The Consent Agenda contains normal, routine business items that are very likely to be approved by the City Council by a single motion. These items are not discussed, and may all be approved as recommended on the staff reports. Council questions on these items were answered prior to the meeting. The Mayor will provide an opportunity for a Councilmember or a member of the public to ask that an item be pulled from the Consent Agenda for discussion. Items pulled will receive separate action. All items not removed from the Consent Agenda will be approved by a single motion of the council.

7.1 Approve a Revocable License Agreement between the City of Clearwater and Jolley Trolley Transportation of Clearwater Incorporated, for the exclusive use of city-owned property at 115 South Martin Luther King Jr Avenue and authorize the appropriate officials to execute same. (consent)

7.2 Approve the agreement between Phillies Florida LLC and the City of Clearwater Fire and Rescue Department to provide emergency medical services at Spectrum Field for 2018 baseball events as outlined in the agreement and authorize the appropriate officials to execute same. (consent)

7.3 Approve an agreement with Van Scoyoc Associates to provide lobbying services at the federal level from February 1, 2018 through December 31, 2022 at a cost of $7,500 per month, plus estimated expenses of $5,000, not to exceed $95,000 per year, and authorize the appropriate officials to execute same. (consent)

7.4 Approve a contingency contract with Motley Rice, LLC., for representation for claims arising out of the opioid epidemic and authorize the appropriate officials to execute same. (consent)

Public Hearings - Not before 6:00 PM

8. Administrative Public Hearings

- Presentation of issues by City staff
- Statement of case by applicant or representative (5 min.)
- Council questions
- Comments in support or opposition (3 min. per speaker or 10 min maximum as spokesperson for others that have waived their time)
- Council questions
- Final rebuttal by applicant or representative (5 min.)
- Council disposition

8.1 Approve amendments to the Clearwater Downtown Redevelopment Plan repealing and replacing Chapters 1-3 which update goals, objectives and policies; increase density and intensity and revise height; modify Character District boundaries; and expand the Old Bay Character District boundaries northward; and pass Ordinance 9103-18 on first reading.

9. Second Readings - Public Hearing

9.1 Continue to March 1, 2018: Adopt Ordinance 9103-18 on second reading, amending the Clearwater Downtown Redevelopment Plan, repealing and replacing Chapters 1-3 which update goals, objectives and policies; increasing density and intensity and revise height; modifying Character District boundaries; and expanding the Old Bay Character District boundaries northward.

10. City Manager Reports

11. City Attorney Reports

12. Other Council Action

12.1 Discussion regarding offshore oil drilling - Mayor Cretekos

13. Closing comments by Councilmembers (limited to 3 minutes)

14. Closing Comments by Mayor

15. Adjourn

City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Cover Memo

File Number: ID#18-4298

Agenda Date: 2/13/2018 **Version:** 1 **Status:** Agenda Ready

In Control: City Council **File Type:** Minutes

Agenda Number: 5.1

SUBJECT/RECOMMENDATION:

Approve the minutes of the February 1, 2018 City Council Meeting as submitted in written summation by the City Clerk.

SUMMARY:

APPROPRIATION CODE AND AMOUNT:

USE OF RESERVE FUNDS:

City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Meeting Minutes

Thursday, February 1, 2018

6:00 PM

Council Chambers

City Council

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Roll Call

Present: 5 - Mayor George N. Cretekos, Vice Mayor Hoyt Hamilton, Councilmember Doreen Caudell, Councilmember Bob Cundiff and Councilmember Bill Jonson

Also Present: William B. Horne II – City Manager, Jill Silverboard – Deputy City Manager, Micah Maxwell – Assistant City Manager, Pamela K. Akin - City Attorney, Rosemarie Call - City Clerk and Nicole Sprague – Official Records and Legislative Services Coordinator

To provide continuity for research, items are listed in agenda order although not necessarily discussed in that order.

Unapproved

1. Call to Order – Mayor Cretekos

The meeting was called to order at 6:00 p.m. at City Hall.

2. Invocation – Pastor Jeremy Westbrook from Calvary Baptist Church

3. Pledge of Allegiance – Councilmember Jonson

4. Special recognitions and Presentations (Proclamations, service awards, or other special recognitions. Presentations by governmental agencies or groups providing formal updates to Council will be limited to ten minutes.) – Given.

4.1 2017 Florida School Crossing Guard Program/Agency of the Year

The Clearwater Police Department Crossing Program was recognized as the 2017 Florida School Crossing Guard Program/Agency of the Year

4.2 Chi Chi Rodriguez Foundation - Tom James, Board Chair

4.3 USA Softball - Ken Ericksen, USA Softball National Team Head Coach

4.4 Outback Bowl Beach Day - Mike Schulze, Director of Communications and Sponsorships

Mr. Schulze thanked the City for their continued support and presented Council with an autographed commemorative football.

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5. Approval of Minutes

5.1 Approve the minutes of the January 18, 2018 City Council Meeting as submitted in written summation by the City Clerk.

Councilmember Jonson moved to approve the minutes of the January 18, 2018 City Council Meeting as submitted in written summation by the City Clerk. The motion was duly seconded and carried unanimously.

6. Citizens to be heard re items not on the agenda – None.

7. Consent Agenda – Approved as submitted.

7.1 Approve an agreement with Commercial Risk Management, Inc., of Tampa, Florida, for the management and administration of workers compensation claims, for a one-year term and three annual renewal terms, pursuant to City Code Section 2.564 (l) (i), services associated with Workers Compensation exempt from bidding; and authorize the appropriate officials to execute same. (consent)

7.2 Approve funds awarded to the City from Senior Citizens Services, Inc. in the amount of $8,000 to fund educational, cultural and recreational day trips and creative activities for older adults. (consent)

7.3 Approve an agreement between the City of Clearwater and the School Board of Pinellas County, Florida providing for the continuation of the School Resource Officer program at Clearwater High School, Countryside High School and Oak Grove Middle School for a one-year period, commencing July 1, 2017 through June 30, 2018, and authorize the appropriate officials to execute same. (consent)

7.4 Approve a proposal from Construction Manager at Risk Keystone Excavators Inc., of Oldsmar, Florida, in the amount of $104,555.00 for the construction of Arlie Avenue Stormwater Improvements (17-0068-EN) and authorize the appropriate officials to execute same. (consent)

7.5 Approve an Interlocal Agreement between the City of Clearwater and Pinellas County for Flow Monitoring Equipment and authorize the appropriate officials to execute same. (consent)

7.6 Approve a purchase order to Coastal Alternative Fuel Systems in Odessa, FL, in the

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amount of $130,000.00 for Ford vehicle up-fitting services (CNG Conversion); in accordance with City Code Section 2.564(b) Exceptions to Bid; and authorize the appropriate officials to execute same. (consent)

7.7 Approve the award of Invitation to Bid Number 27-17, Vehicle Upfitting Services to Enforcement One, Inc., of Oldsmar, Florida, in the amount of $250,000 for upfitting services; and authorize the appropriate officials to execute same. (consent)

Councilmember Caudell moved to approve the Consent Agenda and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.

Public Hearings - Not before 6:00 PM

8. Second Readings - Public Hearing

8.1 Adopt Ordinance 9092-18 on second reading, amending the future land use plan element of the Comprehensive Plan of the city to change the land use designation for certain real property whose post office address is 1005 Old Coachman Road, Clearwater, Florida 33765, from Recreation/Open Space (R/OS) to Transportation/Utility (T/U).

Ordinance 9092-18 was presented and read by title only. Councilmember Cundiff moved to adopt Ordinance 9092-18 on second and final reading. The motion was duly seconded and upon roll call, the vote was:

Ayes: 5 - Mayor Cretekos, Vice Mayor Hamilton, Councilmember Caudell, Councilmember Cundiff and Councilmember Jonson

8.2 Adopt Ordinance 9093-18 on second reading, amending the Zoning Atlas of the city by rezoning certain real property whose post office address is 1005 Old Coachman Road, Clearwater, Florida 33765, from Open Space/Recreation (OS/R) to Institutional (I).

One person spoke in support.

In response to a question, Deputy City Manager Jill Silverboard said this property is near the Solid Waste Transfer Station.

Ordinance 9093-18 was presented and read by title only. Vice Mayor Hamilton moved to adopt Ordinance 9093-18 on second

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and final reading. The motion was duly seconded and upon roll call, the vote was:

Ayes: 5 - Mayor Cretekos, Vice Mayor Hamilton, Councilmember Caudell, Councilmember Cundiff and Councilmember Jonson

8.3 Adopt Ordinance 9094-18 on second reading, amending the future land use plan element of the Comprehensive Plan of the city to change the land use designation for certain real property whose post office address is 1528 Lakeview Road, Clearwater, Florida 33756, from Residential Low (RL) and Residential High (RH) to Residential/Office General (R/OG).

Ordinance 9094-18 was presented and read by title only. Councilmember Jonson moved to adopt Ordinance 9094-18 on second and final reading. The motion was duly seconded and upon roll call, the vote was:

Ayes: 5 - Mayor Cretekos, Vice Mayor Hamilton, Councilmember Caudell, Councilmember Cundiff and Councilmember Jonson

8.4 Adopt Ordinance 9095-18 on second reading, amending the Zoning Atlas of the city by rezoning certain real property whose post office address is 1528 Lakeview Road, Clearwater, Florida 33756, from Low Medium Density Residential (LMDR) and High Density Residential (HDR) to Office (O).

Ordinance 9095-18 was presented and read by title only. Councilmember Caudell moved to adopt Ordinance 9095-18 on second and final reading. The motion was duly seconded and upon roll call, the vote was:

Ayes: 5 - Mayor Cretekos, Vice Mayor Hamilton, Councilmember Caudell, Councilmember Cundiff and Councilmember Jonson

8.5 Adopt Ordinance 9097-18 on second reading, amending the future land use plan element of the Comprehensive Plan of the city to change the land use designation for certain real property whose post office address is 720 Tuskawilla Street, Clearwater, Florida 33756, from Residential/Office General (R/OG) to Institutional (I).

Ordinance 9097-18 was presented and read by title only. Councilmember Cundiff moved to adopt Ordinance 9097-18 on second and final reading. The motion was duly seconded and upon roll call, the vote was:

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Ayes: 5 - Mayor Cretekos, Vice Mayor Hamilton, Councilmember Caudell, Councilmember Cundiff and Councilmember Jonson

8.6 Adopt Ordinance 9098-18 on second reading, amending the Zoning Atlas of the city by rezoning certain real property whose post office address is 720 Tuskawilla Street, Clearwater, Florida 33756, from Office (O) to Institutional (I).

Ordinance 9098-18 was presented and read by title only. Vice Mayor Hamilton moved to adopt Ordinance 9098-18 on second and final reading. The motion was duly seconded and upon roll call, the vote was:

Ayes: 5 - Mayor Cretekos, Vice Mayor Hamilton, Councilmember Caudell, Councilmember Cundiff and Councilmember Jonson

8.7 Adopt Ordinance 9099-18 on second reading, amending the future land use plan element of the Comprehensive Plan of the city to change the land use designation for certain real property whose post office address is 1524 South Highland Avenue, Clearwater, Florida 33756, from Residential Low (RL) to Residential/Office General (R/OG).

Ordinance 9099-18 was presented and read by title only. Councilmember Jonson moved to adopt Ordinance 9099-18 on second and final reading. The motion was duly seconded and upon roll call, the vote was:

Ayes: 5 - Mayor Cretekos, Vice Mayor Hamilton, Councilmember Caudell, Councilmember Cundiff and Councilmember Jonson

8.8 Adopt Ordinance 9100-18 on second reading, amending the Zoning Atlas of the city by rezoning certain real property whose post office address is 1524 South Highland Avenue, Clearwater, Florida 33756, from Low Medium Density Residential (LMDR) and Office (O) to Medium Density Residential (MDR).

Ordinance 9100-18 was presented and read by title only. Councilmember Caudell moved to adopt Ordinance 9100-18 on second and final reading. The motion was duly seconded and upon roll call, the vote was:

Ayes: 5 - Mayor Cretekos, Vice Mayor Hamilton, Councilmember Caudell, Councilmember Cundiff and Councilmember Jonson

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8.9 Continue second reading of Ordinance 9101-18 to April 19, 2018, relating to a Future Land Use Map Amendment from the Residential/Office General (R/OG) category to the Commercial General (CG) category for 300 South Duncan Avenue.

No Action Taken.

8.10 Continue second reading of Ordinance 9102-18 to April 19, 2018, relating to a Zoning Atlas Amendment from the Office (O) District to the Commercial (C) District for 300 South Duncan Avenue.

No Action Taken.

8.11 Continue second reading of Ordinance 9103-18 to March 1, 2018 making amendments to the Clearwater Downtown Redevelopment Plan repealing and replacing Chapters 1-3 which update goals, objectives and policies; increasing density and intensity and revise height; modifying Character District boundaries; and expanding the Old Bay Character District boundaries northward.

No Action Taken.

9. City Manager Reports

9.1 Ratify and confirm the City Manager's approval of a contract with Contractor-at-Risk Khors Construction, Inc. of Thonotosassa, FL, in the amount of $196,125.36 to complete the construction of the Jack Russell Memorial Park located at Jack Russell Memorial Stadium and authorize the appropriate officials to execute same.

On August 4, 2016, the Council approved the use of Construction Manager at Risk Services (CMR) for Continuing Contracts Biltmore Construction Co., Inc. of Belleair, FL; Cathey Construction and Development, LLC of Mexico Beach, FL; Certus Builders, Inc. of Tampa, FL; J. Kokolakis Contracting, Inc. of Tarpons Springs, FL; J.O. Delotto & Sons, Inc. of Tampa, FL; Keystone Excavators, Inc. of Oldsmar, FL; Khors Construction, Inc. of Thonotosassa, FL; and Wharton-Smith, Inc. of Sanford, FL for a period of four years.

These firms were selected in accordance with Florida Statutes 255.103 and 287.055 under Request for Qualifications 24-16 based upon construction experience, financial capability, availability of qualified staff, local knowledge and involvement in the community.

The City Council approved a capital improvement project in Fiscal Year 2017/18 to construct a memorial park at Jack Russell Stadium to honor the history of Jack Russell Stadium.

Unfortunately, the design for the memorial and research needed for the correct wording on the plaques took longer than anticipated therefore a contract needed to construct the park was delayed.

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City staff received a proposal for Contractor-at-Risk Khors during the first week in January. Since the dedication was tentatively scheduled for March 8, 2018 when the Philadelphia Phillies organization as well as MLB will be in town for the dedication, it became imperative to approve the contract with Khors to construct the memorial.

This contract consists of the installation of a walkway of brick pavers and concrete, seat wall and memorial plaques mounted on granite stones. Landscaping will be completed in house and/or by others.

Visitors to the site will be able to enjoy and be reminded of the individuals who have previously played at Jack Russell Memorial Stadium. A total of 10 bronze plaques including the History of the Stadium, History of Jack Russell, 5 Philadelphia Hall of Fame players, a list of all Hall of Fame players who played at Jack Russell, Hall of Fame players who were once Phillies but went in the Hall from another team and 1980 Worlds Series Plaque.

To stay on schedule and complete the project prior to the tentative dedication of March 8, 2018, the City Manager approved the contract with Khors.

APPROPRIATION CODE AND AMOUNT:
A first quarter budget amendment will provide a transfer of $45,000 from capital improvement project 315-93674, Jack Russel Stadium Practice Field Renovations, to capital improvement project 315-93673, Jack Russel Stadium Improvements, to fund this contract.

Councilmember Cundiff moved to ratify and confirm the City Manager's approval of a contract with Contractor-at-Risk Khors Construction, Inc. of Thonotosassa, FL, in the amount of $196,125.36 to complete the construction of the Jack Russell Memorial Park located at Jack Russell Memorial Stadium and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.

9.2 Approve a contract and work order to Stantec Consulting Services Inc., of Tampa, Florida, in the amount of $834,238 for Imagine Clearwater design Phase I (17-0031-EN), and authorize the appropriate officials to execute same.

The Imagine Clearwater master plan was commissioned by the City and work began in June 2016. Over the next six months, the City and the consultant team hosted numerous conversations with residents and stakeholders, including seven large-scale public workshops.

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February 2, 2017, City Council approved Imagine Clearwater master plan.

May16, 2017, the City of Clearwater issued a Request for Qualifications (RFQ #13-17) for Imagine Clearwater engineering design and consulting services.

October 19, 2017, City Council approved Stantec as design consultant of Imagine Clearwater at the recommendation of the City's selection committee consisting of the Assistant City Manager, CRA Director, Planning and Development Director, Parks and Recreation Director and Engineering Director following presentations from the top four ranked firms: Stantec, Sasaki and Associates, Wantman Group, and Cardno.

November 7, 2017, Citizens of Clearwater overwhelmingly approved the referendum to amend the city charter to allow for construction/improvements along the downtown waterfront.

This work order includes the necessary professional services needed to complete the Concept Validation of the Imagine Clearwater Master Plan and Pre-Design Plans (15% Plans). In addition, this work order will provide design investigation and costing needed to budget and schedule the implementation of the Phase 1 and 2 project improvements.

APPROPRIATION CODE AND AMOUNT:
0315-94892-561000-579-000-0000 $834,238

Funds are available in capital improvement project 315-94892, Imagine Clearwater Implementation, to fund this work order.

Vice Mayor Hamilton moved to approve a contract and work order to Stantec Consulting Services Inc., of Tampa, Florida, in the amount of $834,238 for Imagine Clearwater design Phase I (17-0031-EN), and authorize the appropriate officials to execute same. The motion was duly seconded and carried unanimously.

9.3 Approve a funding agreement between the City of Clearwater and the Pinellas Suncoast Transit Authority (PSTA) to provide enhanced Jolley Trolley service during Spring Break, for period February 19, 2018 through April 29, 2018, with the City contributing a lump sum not to exceed $65,000; and authorize the appropriate officials to execute same.

Alternatives for traveling to Clearwater Beach during the Spring Break season are critical to the economic vitality of Clearwater and our tourism industry. The City and PSTA propose utilizing the Harborview Center and City Hall parking lots as park and ride lots for the 70-day period commencing February 19, 2018 through April 29, 2018. City Hall parking meters will be suspended during this period. Users will have the option of taking the Clearwater Ferry Taxi Service or

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the Trolley service to and from the Beach instead of driving. Trolley service will be provided free to Clearwater Beach visitors.

PSTA currently provides several routes between Downtown and Clearwater Beach, as well as north and south along the Beach. PSTA operates the Suncoast Beach Trolley which runs from Downtown Clearwater south to St. Pete Beach, and has an agreement with the Jolley Trolley to operate a Beach circulator (North and South Beach routes) and the Coastal Route connecting to Tarpon Springs. PSTA has developed a service plan that will increase the number of vehicles that will serve the Beach during the Spring Break season The proposed agreement sets forth the City's commitment to contribute a lump sum not to exceed $65,000 towards PSTA's additional financial obligations, including PSTA's agreement with the Jolley Trolley to provide enhanced service on its Beach circulator routes during the Spring Break season.

Trolley services this season will be provided free of charge and riders who board at the two designated free Downtown parking lots will be provided a complimentary day-pass for their trip to the Beach. This complimentary day pass may be used all day - on and off the Beach. Riders will have significantly shorter wait times this season with a change in the service pulsing, as service headway is scheduled to be at 15-minute intervals (i.e., 4 vehicles per hour) at the City Hall lot, and every 10-15 minutes at the Harborview Center with 5 vehicles per hour. The free park and ride service is planned to start at 9:00 AM and end at the regular close of service (approximately 10:00 PM Sunday-Thursday and 12:00 AM Friday/Saturday). The City and PSTA have developed a marketing plan that includes a media campaign and promotional components. Directional signs for park and ride locations and variable sign massages will also be deployed. Coordination with, and information about, other transportation alternatives such as the Clearwater Ferry will be included in the materials developed.

APPROPRIATION CODE AND AMOUNT:
A first quarter budget amendment will increase cost code 435-01333-581000, Payment to Agencies, by $65,000 to fund this contract. This increase will be funded with available Parking fund operating revenues.

In response to questions, PSTA Chief Development Officer Cassandra Borchers said PSTA's intent is to provide a one-seat ride to any major destination; staff has been working very hard to get a one-seat ride to the beach. With the opening of the Clearwater Beach Transit Center, PSTA will be able to provide the ride to the beach as part of the February service change. As part of the regular service change, PSTA is

extending a number of services to provide a connection between Downtown and the beach. The Spring Break promotion was a demonstration project last year and being continued as a free a service during that peak period to attract individuals as an alternate form of transit to the beach; PSTA has not discussed providing that free service permanently.

One individual spoke in opposition.

In response to questions, Deputy City Manager Jill Silverboardsaid the former Marine and Aviation Director discussed having a dock used for a ferry terminus with the Clearwater Ferry but the idea was never vetted with other city staff that were engaged with the letting of the construction contract. When the East Shore Boardwalk was conceived, the Papaya Street Promenade was the first portion constructed, it was always anticipated to be for pedestrians; staff never anticipated a ferry service. Staff is aware of Clearwater Ferry's interest in stopping at that location. Assistant City Manager Micah Maxwell said the new Marine and Aviation Director, Ed Chesney, has looked at the request; there is a low chance that the request would be permitted by the State due to sea grass. Ms. Silverboard said staff has not analyzed the ability to implement an extended dock. The City Manager requested that the dock matter be considered as a separate matter and not part of the agenda item before Council.

It was suggested that staff pursue a ferry stop at the Promenade for future service.

In response to a question, Ms. Borchers said there a several partners on the beach who participate in the Corporate Pass Program, such as the Marriott Sand Key, to provide ride service throughout the entire PSTA system for employees. There is an early morning service on the Suncoast Beach Trolley; service is added as demand requires through the Jolley Trolley.

Concerns were expressed that the City is subsidizing a bus service when parking is also free. It was stated that last year's trolley Spring Break demonstration project was put together at the last minute and another year is needed to determine if the ridership supports future investment.

Councilmember Jonson moved to approve a funding agreement between the City of Clearwater and the Pinellas Suncoast Transit Authority (PSTA) to provide enhanced Jolley Trolley service during Spring Break, for period February 19, 2018 through April 29, 2018, with the City contributing a lump sum not to exceed $65,000; and authorize the appropriate officials to execute same. The motion was duly seconded and carried with the following vote:

Ayes: 4 - Mayor Cretekos, Vice Mayor Hamilton, Councilmember Caudell and Councilmember Jonson

Nays: 1 - Councilmember Cundiff

10. City Attorney Reports – None.

11. Closing comments by Councilmembers (limited to 3 minutes)

Councilmember Jonson said public transit lost a passionate advocate with the passing of Vivian Peters who served on PSTA advisory committees for years as well as the MPO. Pinellas County Schools Superintendent Dr. Grego made a presentation to Council at the work session and distributed copies of the district's strategic plan and their progress toward the strategic goals; he said he couldn't help but wonder if the City's progress would be faster if we had formerly adopted strategic plans tied to objectives and performance reporting publicly. Aligning the City in support with the most important strategies is the goal. A week ago he heard Tampa Bay Partnership Executive Director Rick Homans present their regional scorecard where he quoted, "if you can't measure it, you can't improve it." Mr. Jonson said he still does not understand the council decision in December 2016 to formally disconnect the Council's strategic planning requirements from the annual budget and to delete the requirement for City Manager objectives.

Vice Mayor Hamilton reported the St. Petersburg Clearwater Convention and Visitors Bureau Bestie awards were being presented tonight and Clearwater was doing well. He said Ruth Eckerd Hall was presented the award for best live music venue, Frency's won the best grouper sandwich, Sugar Sand Festival won the best festival, and the Palm Pavillion won the best beach bar.

Councilmember Cundiff said he serves on the Homeless Leadership Board of Directors and also attends the Pinellas Ex-Offender Re-entry Coalition. The homeless point-in-time count was held a week ago which counts the homeless in the county. He said he was out counting for a couple hours and counted 25-30 people at a bus station. He said the count helps determine what services are needed and being used.

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Councilmember Caudell thanked the City Manager and staff for cleaning up the brownfield location and the art pieces. She encouraged the two chambers to start concentrating on working together.

12. Closing Comments by Mayor

Mayor Cretekos reviewed recent and upcoming events and wished former Councilmember Brian Aungst a happy retirement.

13. Adjourn

The meeting adjourned at 7:33 p.m.

Mayor
City of Clearwater

Attest

City Clerk

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INDIVIDUAL SPEAKER

Citizen Comment Card

Name: Marita Lynch

Address: 1418 Tuscola Rd

City: Clearwater Zip: 33756

Telephone Number: 727-741-8891

Email Address: maritalynch@gmail.com

Speaking under citizens to be heard re items not on the agenda? ☑

Agenda item(s) to which you wish to speak: 6

What is your position on the item? For____ Against ____

City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Cover Memo

File Number: ID#18-4289

Agenda Date: 2/13/2018 **Version:** 1 **Status:** Consent Agenda

In Control: Engineering Department **File Type:** Action Item

Agenda Number: 7.1

SUBJECT/RECOMMENDATION:

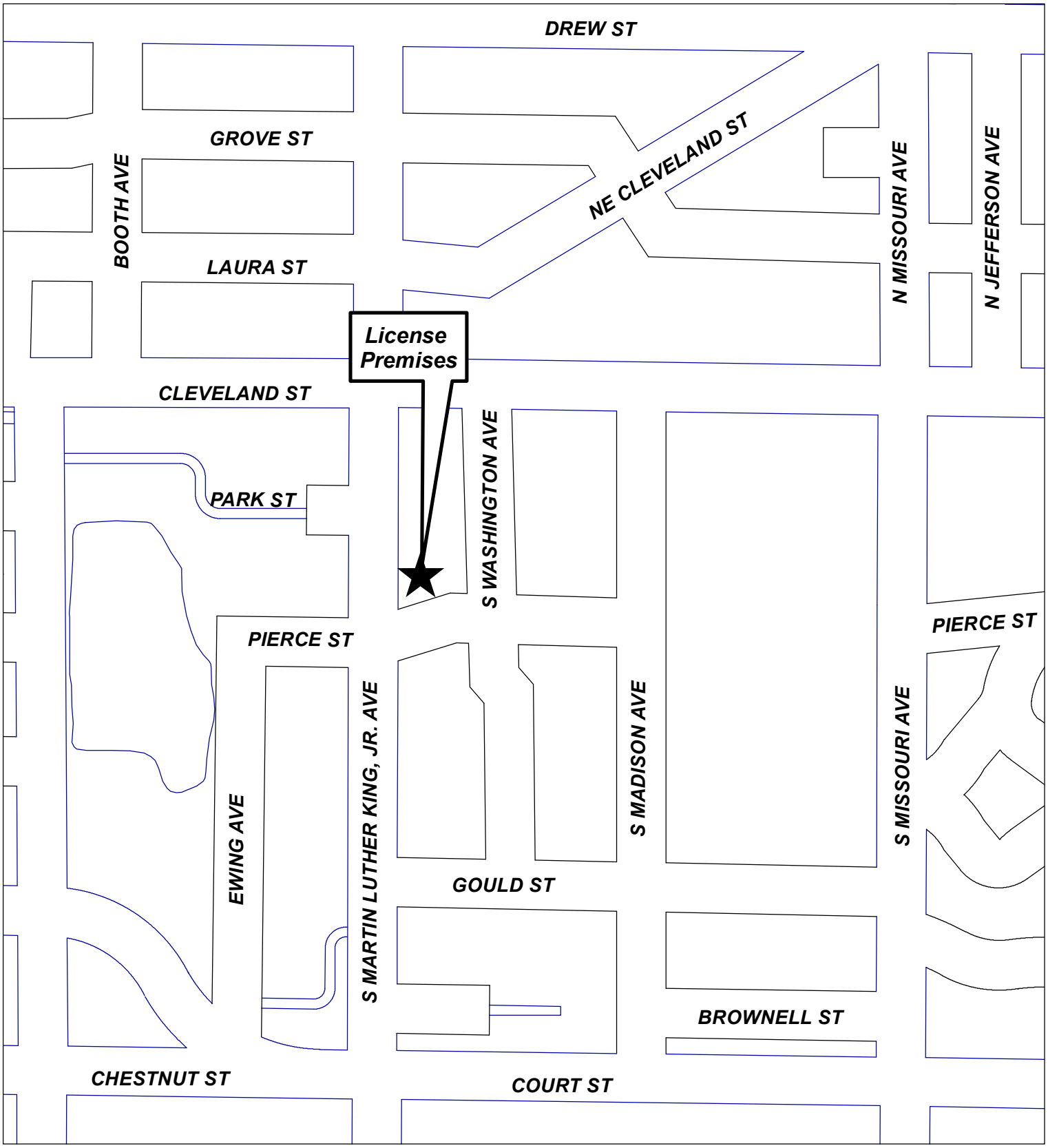
Approve a Revocable License Agreement between the City of Clearwater and Jolley Trolley Transportation of Clearwater Incorporated, for the exclusive use of city-owned property at 115 South Martin Luther King Jr Avenue and authorize the appropriate officials to execute same. (consent)

SUMMARY:

Jolley Trolley has requested the use of 115 South Martin Luther King Jr Avenue from the execution date of this agreement through September 30, 2018, at no cost, for the sole purpose of parking trolleys. Jolley Trolley, at their expense, will be allowed to fence the property for security purposes.

The City acquired this, roughly 28,000 sq. ft., property in October of 2003. This parcel was a part of the former Clearwater Automotive site. This License Agreement does not grant Jolley Trolley the occupation or use of the, approximately 13,000 sq. ft., warehouse structure that is located on the property.

Location Map



CLEARWATER
BRIGHT AND BEAUTIFUL · BAY TO BEACH

Prepared by:
Engineering Department
Geographic Technology Division
100 S. Myrtle Ave, Clearwater, FL 33756
Ph: (727)562-4750, Fax: (727)526-4755
www.MyClearwater.com

License Agreement between the City and Jolley Trolley
115 S Martin Luther King Jr Avenue
Parcel Number: 15/29/15/65214/002/0180

Map Gen By: **WD**	Reviewed By: **JCA**	Date: **1-24-2018**	Grid #: **287A**	S-T-R: **15-29s-15e**

N W E S

Scale: **N.T.S.**

Document Path: V:\GIS\Engineering\Location Maps\115 S MLKJ Ave.mxd

Aerial Map

CLEARWATER
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Prepared by:
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License Agreement between the City and Jolley Trolley
115 S Martin Luther King Jr Avenue
Parcel Number: 15/29/15/65214/002/0180

Map Gen By: **WD**	Reviewed By: **JCA**	Date: **1-24-2018**	Grid #: **287A**	S-T-R: **15-29s-15e**

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Scale: **N.T.S.**

Document Path: V:\GIS\Engineering\Location Maps\115 S MLKJ AveAerial .mxd

REVOCABLE LICENSE AGREEMENT

THIS LICENSE AGREEMENT (herein, “License”) is made and entered into this _____day of _____, 2018, by and between the CITY OF CLEARWATER, FLORIDA, a Florida Municipal Corporation, whose mailing address is 112 South Osceola Avenue, Clearwater, Florida 33756 (herein, "City" or Licensor), and JOLLEY TROLLEY TRANSPORTATION OF CLEARWATER, INC., a Florida non-profit corporation, whose mailing address is 410 Myrtle Avenue, Clearwater, Florida 33755 (herein, "Jolley Trolley" or “Licensee”);

(Whenever used herein the term “Licensor” and “Licensee” shall include all of the parties to this agreement and heirs, legal representatives and assigns of the parties, individuals, and the successors and assigns of corporations)

W I T N E S S E T H:

WHEREAS, the City owns fee title to that certain parcel of land identified as Pinellas County Parcel 15/29/15/65214/002/0180, located at 115 South Martin Luther King Jr. Avenue, hereafter the “Licensed Premises”; and

WHEREAS, Jolley Trolley desires to use, at no cost to Jolley Trolley, the Licensed Premises for parking purposes during all hours; and

NOW, THEREFORE, in consideration of the covenants herein contained, the City hereby grants a parking License to Jolley Trolley over the Licensed Premises.

LICENSED PREMISES: In consideration of Licensee timely and fully complying with the covenants and conditions herein contained, Licensor does hereby grant to Licensee and Licensee hereby accepts from Licensor, an exclusive License to occupy and utilize the surface parking to the west and south of the existing structure (“Licensed Premises”) on Pinellas County Parcel Identification Number 15/29/15/65214/002/0180 (“Parcel”) owned by Licensor Licensee *shall not* have access to or occupy the existing structure on the Parcel, as said structure is expressly excluded from this License.

This License is not coupled with an interest and conveys no interest in real property whatsoever.

TERM: This License is granted and shall extend from the execution hereof (Effective Date) through September 30, 2018, unless revoked or terminated by either party as provided for herein.

USE AND MAINTENANCE: Licensee accepts Licensed Premises “as is.” Licensor shall have no obligation whatsoever to make improvements to the Licensed Premises prior to, or during, the Licensee’s occupation. Licensee covenants and agrees with Licensor that

Licensee shall not use the Licensed Premises for any other purpose other than the exclusive right to park vehicles. Licensee further agrees that Licensee shall make no unlawful, improper or offensive use of the Licensed Premises, and shall always maintain the Licensed Premises in compliance with all applicable City of Clearwater codes; and shall quit and deliver up the said premises at the end of the License term, in as good condition as existed upon the Effective Date hereof. Other than the construction of a fence, at Licensee's own expense, Licensee shall make no improvements to the Licensed Premises, or otherwise encumber the Licensed Premises, without the express written consent of duly authorized Licensor officials.

LIABILITY AND INDEMNIFICATION: Licensor will not accept and explicitly renounces any liability of any nature for use of the Licensed Premises by the Licensee, its employees, agents, contractors, subcontractors or other invitees, approved or unapproved. Licensee agrees to assume all risks of use and occupation of the Licensed Premises and all liability therefore, and shall defend, indemnify, and hold harmless the Licensor, its officers, agents and employees from and against any and all loss, liability and damages of whatever nature, arising from injury to persons or property during the term hereof, occasioned by Licensee's negligent or willful misconduct, including, without limiting the generality of the foregoing, death of any person and loss of the use of any property except arising from the negligence or willful misconduct of Licensor or Licensor's agents or employees. This includes, but is not limited to, matters arising out of or claimed to have been caused by or in any manner related to the Licensed Premises or Licensee's activities or those of any approved or unapproved invitee, contractor, subcontractor, or other person approved, authorized, or permitted by Licensee on, in or about the Licensed Premises, whether or not based on negligence. Nothing contained herein shall be construed to waive or modify the provisions of Florida Statute 768.28 or the doctrine of sovereign immunity as to any party hereto. In addition, nothing contained herein shall be construed as creating third party beneficiaries or as consent by the Licensor to be sued by third parties in any manner arising from this grant of License. The previsions of this paragraph shall survive expiration or termination of this License.

INSURANCE: Licensee agrees to comply with all terms, provisions and requirements contained in Exhibit "A" attached hereto and by this reference, made a part hereof as if said document were fully set forth at length herein.

ENVIRONMENTAL RESPONSIBILITIES: Licensee, at its expense, shall comply with all applicable Federal, State and Local environmental laws, and shall not allow the storage, use, disposal, or discharge by itself or others, of any contaminants or hazardous materials on or about the Licensed Premises. However, Licensee shall have no liability or responsibility for removal or remediation of any hazardous or toxic substances or underground storage tanks or any underground structures or conditions, if any, existing prior to the grant of this License, or coming onto the Licensed Premises

by actions of parties other than Licensee, its agents, contractors, subcontractors, employees and invitees, during the term or any extension hereof.

DEFAULT / TERMINATION. Either party may revoke or terminate this License upon providing the other party not less than ten (10) days written notice of its intent to terminate. Such Notice shall be deemed to have been given when mailed, postage paid, personally delivered or sent via email.

NOTICE: Any notice shall be in writing and shall be delivered by hand or sent by United States certified mail, postage prepaid, by email or by overnight courier and addressed as follows:

Licensor	Licensee
City Manager City of Clearwater P. O. Box 4748 Clearwater, FL 33758-4748 William.Horne@myclearwater.com	Executive Director Rosemary Longenecker 410 Myrtle Avenue, Clearwater, FL 33755

With a copy to:
City Attorney
City of Clearwater
P. O. Box 4748
Clearwater, FL 33758-4748
Pam.Akin@MyClearwater.com

Such addresses may be changed from time to time by either party by giving notice as provided above. Notice shall be deemed given when delivered (if delivered by hand), when sent by email or when postmarked if sent U. S. Mail, certified, return receipt requested.

DISCLAIMER OF WARRANTIES: This License constitutes the entire agreement of the parties regarding the Licensed Premises described herein, and my not be changed, modified or discharged except by written amendment duly executed by both parties. Licensee agrees that no representations or warranties shall be binding upon Licensor unless expressed in writing herein or a duly executed amendment hereof. Further, Licensor does not warrant and hereby disclaims any and all liability and responsibility for or on account of the condition of the Licensed Premises, or any portions thereof, or for or on account of anything affecting such conditions.

ASSIGNMENT: This License, or any right or interest granted herein, may not be assigned, transferred or sub-licensed by Licensee without the consent of the Licensor, which may be granted or withheld at Licensor's sole discretion. It is mutually understood that Licensor may, at any time, with notice, assign or delegate any or all of its rights hereunder.

QUIET ENJOYMENT: Upon observing and performing the covenants, terms and conditions required by this License, the Licensee shall peaceably and quietly hold and enjoy the Licensed Premises for the term as stipulated herein, without hindrance or interruption by Licensor. It is expressly understood and agreed that all rights of ownership of the Licensed Premises not inconsistent with the license rights herein conveyed to Licensee are reserved to Licensor.

ENTIRE AGREEMENT: This License contains all of the terms, conditions and covenants binding the parties hereto. There are no other terms, conditions, covenants or understandings, either written or oral, binding upon the parties unless expressed herein in writing, or subsequently addended hereto by mutual agreement of the parties.

OTHER PROVISIONS: Integral to the rights and privileges herein granted, the parties further agree as follows:

a. Licensee shall at all times maintain the Licensed Premises in compliance with all applicable City of Clearwater codes.

b. Licensee shall be responsible for direct costs associated with the conducting of its activities, including but not limited to, all expenses for utilities required, if any, in the operation and any and all maintenance required on the Licensed Premises.

c. Licensee shall comply with all applicable Federal, State and Local law.

d. If this License, or its operation, shall create any ad valorem or other tax obligations, it shall be incumbent solely upon Licensee to timely discharge same.

[Signature pages to follow]

IN WITNESS WHEREOF, the parties hereto, being duly empowered and authorized, have set their hands and seals this _____ day of _____, 2018.

JOLLEY TROLLEY TRANS.
OF CLEARWATER, INC.,
a Florida non-profit corporation

Signed, sealed and delivered
In the presence of:

_____
WITNESS signature

_____ By:_____
Print Witness Name

_____ _____
WITNESS signature Print Name/Title

_____
Print Witness Name

Signature Page to Revocable License Agreement between Jolley Trolley Transportation of Clearwater, Inc. and the City of Clearwater

CITY OF CLEARWATER, FLORIDA

Countersigned:

_____
George N. Cretekos
Mayor

By: _____
William B. Horne II
City Manager

Approved as to form:

_____
Laura Lipowski Mahony
Assistant City Attorney

Attest:

_____
Rosemarie Call
City Clerk

_____
WITNESS signature as to Mayor

_____
Print witness name

_____
WITNESS signature as to Mayor

_____
Print witness name

REVOCABLE LICENSE AGREEMENT

THIS LICENSE AGREEMENT (herein, "License") is made and entered into this 5th day of Feb, 2018, by and between the CITY OF CLEARWATER, FLORIDA, a Florida Municipal Corporation, whose mailing address is 112 South Osceola Avenue, Clearwater, Florida 33756 (herein, "City" or Licensor), and JOLLEY TROLLEY TRANSPORTATION OF CLEARWATER, INC., a Florida non-profit corporation, whose mailing address is 410 Myrtle Avenue, Clearwater, Florida 33755 (herein, "Jolley Trolley" or "Licensee");

(Whenever used herein the term "Licensor" and "Licensee" shall include all of the parties to this agreement and heirs, legal representatives and assigns of the parties, individuals, and the successors and assigns of corporations)

WITNESSETH:

WHEREAS, the City owns fee title to that certain parcel of land identified as Pinellas County Parcel 15/29/15/65214/002/0180, located at 115 South Martin Luther King Jr. Avenue, hereafter the "Licensed Premises"; and

WHEREAS, Jolley Trolley desires to use, at no cost to Jolley Trolley, the Licensed Premises for parking purposes during all hours; and

NOW, THEREFORE, in consideration of the covenants herein contained, the City hereby grants a parking License to Jolley Trolley over the Licensed Premises.

LICENSED PREMISES: In consideration of Licensee timely and fully complying with the covenants and conditions herein contained, Licensor does hereby grant to Licensee and Licensee hereby accepts from Licensor, an exclusive License to occupy and utilize the surface parking to the west and south of the existing structure ("Licensed Premises") on Pinellas County Parcel Identification Number 15/29/15/65214/002/0180 ("Parcel") owned by Licensor Licensee *shall not* have access to or occupy the existing structure on the Parcel, as said structure is expressly excluded from this License.

This License is not coupled with an interest and conveys no interest in real property whatsoever.

TERM: This License is granted and shall extend from the execution hereof (Effective Date) through September 30, 2018, unless revoked or terminated by either party as provided for herein.

USE AND MAINTENANCE: Licensee accepts Licensed Premises "as is." Licensor shall have no obligation whatsoever to make improvements to the Licensed Premises prior to, or during, the Licensee's occupation. Licensee covenants and agrees with Licensor that

Licensee shall not use the Licensed Premises for any other purpose other than the exclusive right to park vehicles. Licensee further agrees that Licensee shall make no unlawful, improper or offensive use of the Licensed Premises, and shall always maintain the Licensed Premises in compliance with all applicable City of Clearwater codes; and shall quit and deliver up the said premises at the end of the License term, in as good condition as existed upon the Effective Date hereof. Other than the construction of a fence, at Licensee's own expense, Licensee shall make no improvements to the Licensed Premises, or otherwise encumber the Licensed Premises, without the express written consent of duly authorized Licensor officials.

LIABILITY AND INDEMNIFICATION: Licensor will not accept and explicitly renounces any liability of any nature for use of the Licensed Premises by the Licensee, its employees, agents, contractors, subcontractors or other invitees, approved or unapproved. Licensee agrees to assume all risks of use and occupation of the Licensed Premises and all liability therefore, and shall defend, indemnify, and hold harmless the Licensor, its officers, agents and employees from and against any and all loss, liability and damages of whatever nature, arising from injury to persons or property during the term hereof, occasioned by Licensee's negligent or willful misconduct, including, without limiting the generality of the foregoing, death of any person and loss of the use of any property except arising from the negligence or willful misconduct of Licensor or Licensor's agents or employees. This includes, but is not limited to, matters arising out of or claimed to have been caused by or in any manner related to the Licensed Premises or Licensee's activities or those of any approved or unapproved invitee, contractor, subcontractor, or other person approved, authorized, or permitted by Licensee on, in or about the Licensed Premises, whether or not based on negligence. Nothing contained herein shall be construed to waive or modify the provisions of Florida Statute 768.28 or the doctrine of sovereign immunity as to any party hereto. In addition, nothing contained herein shall be construed as creating third party beneficiaries or as consent by the Licensor to be sued by third parties in any manner arising from this grant of License. The previsions of this paragraph shall survive expiration or termination of this License.

INSURANCE: Licensee agrees to comply with all terms, provisions and requirements contained in Exhibit "A" attached hereto and by this reference, made a part hereof as if said document were fully set forth at length herein.

ENVIRONMENTAL RESPONSIBILITIES: Licensee, at its expense, shall comply with all applicable Federal, State and Local environmental laws, and shall not allow the storage, use, disposal, or discharge by itself or others, of any contaminants or hazardous materials on or about the Licensed Premises. However, Licensee shall have no liability or responsibility for removal or remediation of any hazardous or toxic substances or underground storage tanks or any underground structures or conditions, if any, existing prior to the grant of this License, or coming onto the Licensed Premises

by actions of parties other than Licensee, its agents, contractors, subcontractors, employees and invitees, during the term or any extension hereof.

DEFAULT / TERMINATION. Either party may revoke or terminate this License upon providing the other party not less than ten (10) days written notice of its intent to terminate. Such Notice shall be deemed to have been given when mailed, postage paid, personally delivered or sent via email.

NOTICE: Any notice shall be in writing and shall be delivered by hand or sent by United States certified mail, postage prepaid, by email or by overnight courier and addressed as follows:

Licensor

City Manager
City of Clearwater
P. O. Box 4748
Clearwater, FL 33758-4748
William.Horne@myclearwater.com

Licensee

Executive Director
Rosemary Longenecker
410 Myrtle Avenue,
Clearwater, FL 33755

With a copy to:
City Attorney
City of Clearwater
P. O. Box 4748
Clearwater, FL 33758-4748
Pam.Akin@MyClearwater.com

Such addresses may be changed from time to time by either party by giving notice as provided above. Notice shall be deemed given when delivered (if delivered by hand), when sent by email or when postmarked if sent U. S. Mail, certified, return receipt requested.

DISCLAIMER OF WARRANTIES: This License constitutes the entire agreement of the parties regarding the Licensed Premises described herein, and my not be changed, modified or discharged except by written amendment duly executed by both parties. Licensee agrees that no representations or warranties shall be binding upon Licensor unless expressed in writing herein or a duly executed amendment hereof. Further, Licensor does not warrant and hereby disclaims any and all liability and responsibility for or on account of the condition of the Licensed Premises, or any portions thereof, or for or on account of anything affecting such conditions.

ASSIGNMENT: This License, or any right or interest granted herein, may not be assigned, transferred or sub-licensed by Licensee without the consent of the Licensor,

which may be granted or withheld at Licensor's sole discretion. It is mutually understood that Licensor may, at any time, with notice, assign or delegate any or all of its rights hereunder.

QUIET ENJOYMENT: Upon observing and performing the covenants, terms and conditions required by this License, the Licensee shall peaceably and quietly hold and enjoy the Licensed Premises for the term as stipulated herein, without hindrance or interruption by Licensor. It is expressly understood and agreed that all rights of ownership of the Licensed Premises not inconsistent with the license rights herein conveyed to Licensee are reserved to Licensor.

ENTIRE AGREEMENT: This License contains all of the terms, conditions and covenants binding the parties hereto. There are no other terms, conditions, covenants or understandings, either written or oral, binding upon the parties unless expressed herein in writing, or subsequently addended hereto by mutual agreement of the parties.

OTHER PROVISIONS: Integral to the rights and privileges herein granted, the parties further agree as follows:

a. Licensee shall at all times maintain the Licensed Premises in compliance with all applicable City of Clearwater codes.

b. Licensee shall be responsible for direct costs associated with the conducting of its activities, including but not limited to, all expenses for utilities required, if any, in the operation and any and all maintenance required on the Licensed Premises.

c. Licensee shall comply with all applicable Federal, State and Local law.

d. If this License, or its operation, shall create any ad valorem or other tax obligations, it shall be incumbent solely upon Licensee to timely discharge same.

[Signature pages to follow]

IN WITNESS WHEREOF, the parties hereto, being duly empowered and authorized, have set their hands and seals this _____ day of _____, 2018.

JOLLEY TROLLEY TRANS.
OF CLEARWATER, INC.,
a Florida non-profit corporation

Signed, sealed and delivered
In the presence of:

Jeremy Williams
WITNESS signature

Jeremy Williams
Print Witness Name

Susan E Eaton
WITNESS signature

Susan E. Eaton
Print Witness Name

By: Rosemary P. Windsor

ROSEMARY P. WINDSOR, EXECUTIVE DIRECTOR
Print Name/Title

Signature Page to Revocable License Agreement between Jolley Trolley Transportation of Clearwater, Inc. and the City of Clearwater

CITY OF CLEARWATER, FLORIDA

Countersigned:

_____
George N. Cretekos
Mayor

By: _____
William B. Horne II
City Manager

Approved as to form:

_____
Laura Lipowski Mahony
Assistant City Attorney

Attest:

_____
Rosemarie Call
City Clerk

City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Cover Memo

File Number: ID#18-4290

Agenda Date: 2/13/2018 **Version:** 1 **Status:** Consent Agenda

In Control: Fire Department **File Type:** Action Item

Agenda Number: 7.2

SUBJECT/RECOMMENDATION:

Approve the agreement between Phillies Florida LLC and the City of Clearwater Fire and Rescue Department to provide emergency medical services at Spectrum Field for 2018 baseball events as outlined in the agreement and authorize the appropriate officials to execute same. (consent)

SUMMARY:

The Phillies Florida LLC (Phillies Florida) will enter into an agreement with Clearwater Fire & Rescue (CFR) for the provision of EMS services for the 2018 Philadelphia Phillies spring training game; every 2018 Clearwater Threshers game; and for 10 selected special events designated by Phillies Florida in 2018.

There will be a mutually agreed-upon method of checking in and checking out at each game/event for billing purposes at the rate established in the agreement. The minimum time for each event will be four hours. Any time spent at the ball park after those four hours will be compensated at the hourly rate set forth in the agreement and checked against the sign out time by the teams at the ballpark. CFR will provide monthly invoices to Phillies Florida for the services CFR provides pursuant to the agreement, which invoices will be paid within twenty days of receipt.

The City of Clearwater, to the extent permitted by applicable law, including, but not limited to Section 768.28, Florida Statutes, shall indemnify, defend and hold harmless Phillies Florida, and others noted in the agreement.

CFR will document any incidents that may occur during the course of the performance of its obligations hereunder and, subject to applicable law, including, but not limited to, the Health Insurance Portability and Accountability Act of 1996 (HIPAA) Privacy and Security Rules, and use best efforts to get those treated to sign a medical information disclosure form legally authorizing CFR to provide copies of such documentation to Phillies Florida upon request.

The term of the agreement shall be from the date it is signed through December 31, 2018; and either party may terminate as outlined in the agreement.

APPROPRIATION CODE AND AMOUNT: N/A

USE OF RESERVE FUNDS: N/A

CITY OF CLEARWATER
POST OFFICE BOX 4748, CLEARWATER, FLORIDA 33758-4748
TELEPHONE (727) 562-4334

FIRE & RESCUE

2018 Emergency Medical Services ("EMS") at Spectrum Field

This will confirm the terms and conditions of the agreement between Phillies Florida LLC ("Phillies Florida") and the City of Clearwater Fire & Rescue ("CFR") pursuant to which CFR will provide EMS services at Spectrum Field for 2018 Philadelphia Phillies spring training games, the 2018 Clearwater Threshers games and other 2018 special events:

1. CFR shall provide all emergency medical services required by persons present at Spectrum Field, with ambulance transportation to be provided by Sunstar Paramedics: for every 2018 Philadelphia Phillies spring training game; every 2018 Clearwater Threshers game; and for 10 selected special events designated by Phillies Florida during 2018. EMS services shall be performed in a diligent, competent, professional, courteous and caring manner and to high professional standards for safety and care, by persons who are neatly groomed and neatly dresses in an appropriate and recognizable uniform and who are each experienced, professionally qualified and (as and to the extent required by law) duly licensed and/or certified, all in a manner that complies with all applicable, legal and regulatory requirements and standards. More specifically, CFR shall provide the following services:

a) Spring Training Games

- CFR will provide three, two person Advanced Life Support ("ALS") teams for each game. The teams will report to Spectrum Field at 10:00 am and will stay until dismissed by ballpark staff.

- The hourly rate to be paid by the Phillies Florida to CFR for each person on these teams will be $40.00 per hour, with no different pay scale for different employees.

- CFR will provide an on-site supervisor for each game at $43.25 per hour. This person will coordinate EMS services and be in contact with ballpark staff and security for the entire event.

- CFR will provide an on-site transport capable ambulance at all games, along with a command vehicle. These units will be provided at no cost.

b) Clearwater Threshers Games

- CFR will provide one, two-person ALS team for each Clearwater Threshers game at Spectrum Field. They will report at the time designated by the Phillies Florida and will stay until dismisses by ballpark staff.

- The hourly rate to be paid by Phillies Florida to CFR for each person on this team will be $40.00 per hour with no different pay scale for different employees.

- CFR will provide an on-site transport capable ambulance at all games at no cost to the Phillies Florida.

c) Additional Special Events

- CFR will provide one, two-person ALS team for ten special events to be determined by the Phillies Florida.

- The hourly rate to be paid by the Phillies Florida to CFR for each person on this team will be $40.00 per hour, with no different pay scale for different employees.

- CFR will provide an on-site transport capable ambulance at each such event at no cost to Phillies Florida.

2. There will be a mutually agreed-upon method of checking in and checking out at each game/event for billing purposes, although the minimum time for each event will be four hours. Any time spent at the ballpark after those four hours will be compensated at the hourly rate set forth above and checked against the sign out time by the teams at the ballpark. CFR will provide monthly invoices to Phillies Florida for the services CFR provides pursuant to this letter agreement, which invoices will be paid within twenty days of receipt.

3. In the performance of its services under this letter agreement, CFR will not differentiate or discriminate in the basis of race, color, national origin, ancestry, religion, gender, marital status, sexual orientation/identity/preference, age, financial ability or any other legally protected category and agrees to render treatment and care to all persons in the same manner in accordance with the same standards as offered to other persons.

4. The City of Clearwater shall indemnify, defend and hold harmless Phillies Florida, The Phillies and each of their respective owners, affiliates, partners, officers, agents, employees, successors and assigns from and against any and all lawsuits, claims, damages, demands, suits, proceedings, causes of action, caused by the acts or omissions of CFR and/or its employees, agents or personnel arising out of or in connection with the performance of CFR's obligations pursuant to this letter agreement. Nothing herein shall be construed to waive or modify the provisions of section 768.28, Florida Statutes, or the doctrine of sovereign immunity. The Phillies Florida shall indemnify, defend and hold harmless CFR/the City of Clearwater and each of its respective employees, officers, and agents, from and against any and

all lawsuits, claims, damages, demands, suits, proceedings, causes of action, caused by the acts or omissions of Phillies Florida and/or its employees, agents or personnel arising out of or in connection with the performance of CFR's obligations pursuant to this letter agreement.

5. The City of Clearwater shall maintain insurance consistent with the insurance letter from Rick Osorio, the City's Risk Manager, dated January 16, 2018, which is attached hereto and incorporated herein by reference.

6. The term of this letter agreement shall be from the date it is signed by the Fire Chief through December 31, 2018. Either party may terminate this letter agreement before the end of the term by providing the other party with written notice upon any material breach by the other party, so long as the terminating party provides at least ten business days of advance written notice to the breaching party specifying the breach and gives the breaching party the opportunity to sure such breach. Failure to cure said breach within ten (10) days shall result in immediate termination.

7. The relationship of the parties is that of independent contractors and not of joint venturers, principal and agent or otherwise. None of the CFR's personnel shall be deemed to be an employee of Phillies Florida or The Phillies for any purpose and CFR will be solely responsible for any withholding, social security, workers compensation, use or sales taxes or other taxes, fee, permits and surcharges imposed by any federal, state or local government in connection with any of CFR's personnel and/or the performance of CFR's obligations hereunder.

8. CFR will fully and competently document any incidents that may occur during the course of the performance of its obligations hereunder and, subject to applicable law, including, but not limited to, the Health Insurance Portability and Accountability Act of 1996 (HIPAA) Privacy and Security Rules, use best efforts to get those treated to sign a medical information disclosure form legally authorizing CFR to provide copies of such documentation to Phillies Florida upon request.

9. CFR will maintain the confidentiality of any trade secret, proprietary or confidential information of Phillies Florida or The Phillies to which it may have access.

10. Neither party will be responsible for any failure or performance caused by force majeure or other causes not within reasonable control.

11. Either party may assign its rights or obligations under this letter agreement, with the other party's written consent, except that Phillies Florida may assign its rights and obligations under this letter agreement to The Phillies or to any affiliate or to any successor upon written notice to CFR.

12. This letter agreement contains the entire understanding and agreement of the parties with respect to its subject matter; shall be governed by Florida law (without regard to the law of conflicts of law); and may be modified or waived only in a writing signed by the party to be charged. Any waiver by either party shall not be deemed to be continuing.

By my signature below, I indicate that I am authorized to sign this letter agreement on behalf of CFR and that CFR intends to be legally bound by the terms and conditions in this letter agreement.

Clearwater Fire & Rescue

By: _____
Scott Ehlers
Fire Chief

Date: _____

AGREED:

Phillies Florida LLC

By: _____
Jay Warren
Ballpark Operations Manager

Date: Jan 30, 2018

Attachment

City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Cover Memo

File Number: ID#18-4315

Agenda Date: 2/13/2018 **Version:** 1 **Status:** Consent Agenda

In Control: Official Records & Legislative Services **File Type:** Report

Agenda Number: 7.3

SUBJECT/RECOMMENDATION:

Approve an agreement with Van Scoyoc Associates to provide lobbying services at the federal level from February 1, 2018 through December 31, 2022 at a cost of $7,500 per month, plus estimated expenses of $5,000, not to exceed $95,000 per year, and authorize the appropriate officials to execute same. (consent)

SUMMARY:

Lobbying services assist the City in pursuing funding and favorable legislation at the federal level. Request for Proposal 07-18 was released to select a provider of these services. Responses were received from Becker & Poliakoff P.A., Potomac Partners DC and Van Scoyoc Associates.

The evaluation committee, consisting of the City Clerk, City Attorney and Deputy City Manager, reviewed the written proposals on January 17, 2018. Selection criteria were: Demonstrated Experience, Qualifications of Team, Reference Reports and Cost of Services.

The committee determined Van Scoyoc Associates to be the most responsive to criteria established in the RFP. Van Scoyoc has been the City's federal lobbyist since 2013 and the City has been satisfied with their services. Van Scoyoc proposes the same rate as the previous contract. The agreement may be cancelled at any time with a 30-day notice.

APPROPRIATION CODE AND AMOUNT:

Annual costs for this contract will be included in the Officials Records & Legislative Services Operating budget under appropriation code 010-09700-530100-513-000.

USE OF RESERVE FUNDS:

N/A

LEGISLATIVE CONSULTANT SERVICES AGREEMENT

THIS AGREEMENT is made on the 1st day of February, 2018, by and between the CITY OF CLEARWATER, FLORIDA, P.O. Box 4748, Clearwater, Florida 34618, (the "City") and the lobbying firm of Van Scoyoc Associates, Inc., 800 Maine Avenue SW, Suite 800, Washington, D.C. 20024 ("Consultant").

WITNESSETH:

WHERAS, City issued a Request for Proposals to provide Legislative Consultant Services, attached as Exhibit A; and

WHERAS, Consultant agrees to provide Legislative Consultant Services to the City as described in Consultant's Response to Request for Proposal 07-18, attached as Exhibit B;

NOW, THEREFORE, in consideration of the promises and mutual covenants herein contained, the parties hereto do hereby agree as follows:

SECTION 1. AUTHORIZATION TO PROCEED AS CONSULTANT. Consultant is hereby authorized under the terms and conditions of this Agreement to provide Legislative Consultant Services to City as described in Exhibits A and B.

SECTION 2. SCOPE OF SERVICES. Consultant shall keep City informed and active in the federal legislative process by working with City staff to advocate the City's position regarding issues before the Federal Legislature.

Consultant agrees to organize a lobbying team led by Doug Gregory and Greg Burns, which shall include all the resources of the individual lobbyists of the consultant's firm to assist and represent the City on issues which shall include, but are not limited to the following:

A. Explore and recommend new areas of Federal advocacy.

B. Broaden business development efforts already initiated by the city to attract and enhance major corporate presence in the City of Clearwater.

C. Provide research and timely written and oral information to the City.

D. Monitor existing and proposed laws and regulations that affect the interests and priorities of the City.

E. Proactively recommend and develop legislative positions for proposed laws and regulations that affect the interests and priorities of the City.

F. Propose and develop opportunities that will access funding at the policy making level.

G. Research and identify grant funding or other opportunities for funds.

H. Arrange meetings for City elected officials and personnel with Congressional members and staff. Provide logistical support and attend those meetings when necessary.

I. Engage in advocacy to promote the City's position on priority issues, including appropriate interest groups, the National Association of Counties, the U.S. Conference of Mayors, and the National League of Cities.

J. Build long-term relationships and "brand" the City of Clearwater and its officials in the eyes of Congress and Federal Agencies.

SECTION 3. LOBBYING TEAM. It is understood and agreed between the City and Consultant that the responsibility for organization and leadership of the lobbying team will fall upon Doug Gregory and Greg Burns, but the consultant team will include all of the resources of the Consultant's individual lobbyists. The City reserves the right in its absolute discretion to cancel this Agreement if either Doug Gregory or Greg Burns are not responsible for the organization and leadership of the lobbying team.

SECTION 4. TERM. The initial term of this Agreement shall be from February 1, 2018 through December 31, 2022.

SECTION 5. PROFESSIONAL FEES FOR SERVICES. The City and Consultant agree to a monthly fee of $7,500.00, with such payments due at the first of each month. The City further agrees to pay all reasonable costs and expenses associated with pre-approved long distance travel, not to exceed $5,000.00 per year. Travel and per diem costs as well as automobile travel expenses shall not exceed that which is available to City of Clearwater employees. The City represents and warrants that these payments shall not be made with federally appropriated funds.

SECTION 6. INDEMNIFICATION AND INSURANCE. Consultant agrees to protect, defend, indemnify and hold the City and its officers, employees and agents free and harmless from and against any and all losses, penalties, damages, settlements, costs, charges, professional fees or other expenses or liabilities of every kind and character arising out of or due to any negligent act or omission of Consultant or its employees in connection with or arising directly or indirectly out of this Agreement and/or the performance hereof. Without limiting its liability under this Agreement, Consultant shall procure and maintain during the life of this Agreement professional liability insurance in a minimum amount of one million dollars ($1,000,000.00). This provision shall survive the termination of this Agreement.

SECTION 7. CONFLICT OF INTEREST. It is understood by the City and Consultant that Consultant is not aware of any clients of the firm that currently present any direct conflict between the interests of the City and other clients of Consultant. If any potential conflict of interest arises during the time Consultant is representing the City, Consultant will promptly inform the City. In that event, Consultant and City shall agree upon a lobbyist to represent the City on any issue in conflict and agree upon the appropriate fee for said services, which shall be deducted from Consultant fee.

SECTION 8. CONSTRUCTION AND AMENDMENTS. This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. This Agreement may be amended only by a writing duly entered into by the City and Consultant.

SECTION 9. CANCELLATION OF AGREEMENT. Either party may cancel this Agreement for any reason upon thirty (30) days advance written notice to the other party. In the event of cancellation, Consultant shall immediately cease work hereunder and shall be reimbursed for eligible and documented reimbursable expenses incurred prior to the date of cancellation.

SECTION 10. ATTORNEYS FEES. In the event that either party seeks to enforce this Agreement through attorneys at law, then the parties agree that each party shall bear its own costs and that jurisdiction for such an action shall be in a court of competent jurisdiction in Pinellas County, Florida.

IN WITNESS WHEREOF, the City and Consultant have executed this Agreement as of the date first written above.

VAN SCOYOC ASSOCIATES, INC.

By: _____

H. Stewart Van Scoyoc, President

Countersigned:

_____

George N. Cretekos
Mayor

CITY OF CLEARWATER

By: _____

William B. Horne II
City Manager

Approved as to form:

_____

Paul Richard Hull
Assistant City Attorney

Attest:

_____

Rosemarie Call
City Clerk

PROPOSAL TO PROVIDE FEDERAL GOVERNMENT RELATIONS CONSULTANT SERVICES TO:

City of Clearwater, Florida-Request for Proposals #07-18 Federal Lobbying Services

Submitted by:

Van Scoyoc Associates

Doug Gregory, Vice President
800 Maine Avenue SW
Suite 800
Washington, DC 20024
(202) 737-8179
dgregory@vsadc.com

Greg Burns, Vice President
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December 15, 2017

Ms. Alyce Benge, CPPO, C.P.M.
City Purchasing Manager
City of Clearwater
100 South Myrtle Avenue
Clearwater, FL 33756

Dear Ms. Benge:

Van Scoyoc Associates Inc. (VSA) is pleased to submit the attached response to the City of Clearwater's request for proposals to provide Federal Legislative Lobbyist Services. We look forward to continuing our partnership which has yielded significant and beneficial results to the City and your citizens. Among other things, we have successfully addressed pressing issues such as the Stevenson Creek Continuing Authorities Section 206 project, the Bayshore Boulevard Pedestrian Trail Permit, and the Clearwater Town Pond reimbursement issue with the Department of Housing and Urban Development.

As you know, Van Scoyoc Associates is a full-service, bi-partisan lobbying firm that was founded in 1990 and has grown to be one of the most successful independent firms in Washington, D.C. Our success is due to our principals, each of whom has been hired by VSA because of the quality of his or her knowledge, contacts, and skills.

Your VSA team that has worked on behalf of the City of Clearwater for the past four years has extensive federal experience that combines an insider's knowledge of Capitol Hill and the Executive Branch with an excellent record of representing Florida and other local governments in Washington, D.C. Our direct experience with the City of Clearwater makes us uniquely positioned to continue our record of success.

Your team has excellent working relationships with the Florida Congressional Delegation, other relevant members of Congress, and federal agencies. Our proven track on behalf of the City demonstrates that we understand the work that needs to be performed and are capable of delivering timely results. As the VSA team leaders, our contact information is:

Doug Gregory, Vice President
800 Maine Avenue SW
Suite 800
Washington, DC 20024
(202) 737-8179
dgregory@vsadc.com

Greg Burns, Vice President
800 Maine Avenue SW
Suite 800
Washington, DC 20024
(202) 737-8162
gburns@vsadc.com

Thank you very much for the opportunity to present this proposal. Please contact either of us if you need additional information or have questions.

Sincerely,

Doug Gregory
Vice President

Gregory D. Burns
Vice President

Demonstrated Experience Providing Federal Lobbying Services with Local Governments and/or Organizations; References

Firm Background

As the City is aware, Van Scoyoc Associates Inc. (VSA) is a bipartisan, full-service federal government relations firm that provides comprehensive Legislative and Executive Branch strategic advice, liaison services, and advocacy. VSA is known for the knowledge and experience of its principals, who develop and implement creative solutions to seemingly intractable problems. We achieve results.

VSA's clients include many public and private interests, such as city and county governments, water and flood control districts, public transportation agencies, major research universities, defense contractors, hospitals, health care and research consortia, economic development authorities, and Fortune 500 companies.

VSA is comprised of roughly 25 Vice Presidents, many of whom have held senior staff positions on Capitol Hill and in the Executive branch. The Vice Presidents are supported by more than 30 staff members, nearly all of whom have also held positions in Congressional offices and federal agencies. Including administrative and support staff, VSA currently has 65 full-time employees. The strengths of our team members, given their experience working with and in many federal agencies, will give the City an excellent opportunity to respond proactively to the changing climate in Washington and succeed via policy, programmatic, and other opportunities.

History: H. Stewart "Stu" Van Scoyoc established VSA in 1990 with "three employees, eight clients, a 5-pound cell phone, and the desire to compete," he likes to say. With annual client revenues in excess of $25 million, VSA is the foremost provider of federal representation in Washington that is independent of a larger law firm, public relations company, or other parent corporation.

Service: While our company is large, our core concepts make sure we tailor each government relations campaign to fit the client's needs and desires. VSA provides the human touch of a small entrepreneurial firm by assigning specific principals and staff to each client. In the case of Clearwater, Greg Burns and Doug Gregory will continue to serve as your main points of contact. However, the City will gain the resources and knowledge of the entire firm. If there is an issue for the City that demands the proficiency of other members of the firm, we will bring those experts to bear on your behalf. However, your day-to-day points of contacts within VSA will always remain the same. In addition, we do not charge hourly fees that might impede regular two-way communication with clients. We want to encourage innovation and preserve as much freedom as possible for both clients and staff.

Resources: VSA fosters a collaborative atmosphere, and several VSA principals have backgrounds that give our clients useful experience on which to draw. VSA's record of accomplishment, combined with our principals' hundreds of years of Legislative and Executive Branch experience make VSA a powerful advocate.

Balance: From its founding, VSA has carefully maintained a bipartisan balance. That commitment makes VSA unusually effective today, when the political process has become more polarized than ever. Democrats and Republicans in roughly equal numbers make up the staff and provide strong ties across party lines, in both Congress and the Executive Branch.

Skill: Gone are the days when Washington representation meant simply shepherding a client's proposal through the appropriations process. Building a case before the federal government now calls for action on a broad front. Long before the end of earmarks, we recognized that relevant policy issues, federal agency programs, relationship development, and agency grant and programmatic funding can have a bigger and longer lasting impact on a community than a simple federal earmark. While we sought earmarks in the past with considerable success, this new era has truly highlighted our strengths in the trenches, where legwork leads to real results for our clients.

Integrity: In today's political atmosphere, a company offering Washington representation must be above reproach. Van Scoyoc Associates and its affiliated companies will always represent the City in a dignified and ethical manner. We strictly abide by the provisions of the Honest Leadership and Open Government Act of 2007, including prohibitions on gifts, meals, and travel for elected officials and staff. We also closely adhere to the General Accountability Office's guidelines on registering our advocacy efforts with the House and Senate on behalf of our clients and have been commended for our compliance with the law.

Scope of Services and Experience

After working with the City of Clearwater for four years, we know the City has a sophisticated understanding of federal advocacy. We will build upon our accomplishments and pursue new and emerging opportunities for the City as they arise.

Over the past several years, much has changed in Washington. In the past, most local governments interacted with Congress to seek federal earmarks. With Congress having forgone earmarks and placed the authority for spending decisions in the hands of federal agencies, advocacy efforts have shifted similarly. However, many local governments have been reminded that Washington's actions can have a much larger effect on a community or its bottom line than a simple earmark.

With that in mind, we have proactively developed a comprehensive Federal Legislative Agenda, which is approved annually by the Council, to guide our efforts. Among the items outlined in the agenda are legislative and policy issues that have a significant impact on the City of Clearwater and your citizens from the reauthorization of the National Flood Insurance Program (NFIP), to the alternative fuels tax incentive used by Clearwater Gas, to ongoing efforts with the Army Corps of Engineers and several other issues of importance. We believe this document is valuable and unique; something no other firm in Washington truly offers.

VSA will continue to regularly study and assess the City's priorities and community assets in partnership with the Mayor, Council and City staff, and examine which needs and assets will create momentum and fit federal trends for the best chance of Congressional and Executive Branch success. VSA will work with City staff to evaluate how best to achieve the City's long-term goals and examine several methods for securing federal support for your policies and projects.

We are fully qualified to continue to fulfill the scope of work requested by the City. As outlined above, our offices are within Washington, D.C. and we will continue to actively maintain a presence for the City of Clearwater. As you are well aware, VSA prides itself on direct, frequent, and targeted communication with our clients. We will remain in consistent contact with the Council and City staff to ensure the City has necessary information in a timely manner. We will continue to communicate timely information to the City and provide monthly reports summarizing vital issues to the City of Clearwater and our work on your behalf although, these reports do not replace ongoing communication and counsel related to grant opportunities, legislative, executive and regulatory action.

VSA will continue to be the bridge between Clearwater and the Legislative and Executive Branch. VSA will ensure that members of the City's Congressional delegation, key committee members, members of

Congressional Leadership and federal agency staff are apprised of the City's priorities. Additionally, we will continue to provide strategic intelligence and counsel to best position the City to accomplish your goals. VSA will travel to Clearwater as needed to meet with the Council, Mayor and City staff.

VSA has been the City's "eyes and ears" in Washington, D.C. over the past four years, providing timely information on all legislative and budgetary issues of concern. We will continue to provide up-to-the-minute information and analysis. We will identify and define short and long-term funding trends well before they become apparent and identify the intersection of the City's priorities and federal opportunities and highlight those areas to maximize the City's success. We will work with the City's Congressional delegation and their staff, key authorizing committees, and officials at the federal departments and agencies to emphasize the City's budget and policy priorities, and help shape your legislative strategy. Additionally, we have an excellent working relationship with Dean Mead, the City's state lobbying team, and can assist in coordinating projects and funding requests that involve both the state and federal government.

As a brief illustration of our efforts on the City's behalf, a selection of key accomplishments over the past four years are outlined below.

Stevenson Creek Army Corps of Engineers Project

When we were first hired by the City, one of our intial main goals was assisting the City to finally bring the Stevenson Creek Army Corps of Engineers Continuing Authorities Program (CAP) Section 206 project, which had been mired in almost constant disarray since its initiation in 1999 to completion.

At the time of our hiring, two contractors had failed in their efforts to successfully complete the project, the project had reached its statutory $5 million limit on federal expenditures, and the Corps was asking the City to pay $1.3 million to address cost overruns. We advised the City to decline to repay the Corps at the time and wait for efforts to conclude on a Water Resources Development Act (WRDA) that in draft form, proposed to increase the federal expenditure limit from $5 million to $10 million for CAP 206 projects.

We immediately engaged your Congressional delegation and other key Congressional leaders to highlight the importance of the Section 206 project limit increase to the City and ensure its inclusion in the final WRDA bill. The WRDA provision was critical for the City because it offered an opportunity to seek relief from the Corps for the Stevenson Creek CAP 206 project's significant cost-overruns, for which the City would otherwise be responsible for because the Corps hit their $5 million Federal authorization limit. Additionally, we advocated for the passage of the WRDA bill. Thankfully, in 2014, Congress finally passed the WRDA bill with the necessary language included. Meanwhile, the City continued to heed our advice about not repaying the Corps the requested $1.3 million, despite consistent pressure from the Corps.

Next, we turned to the appropriations process to insert report language in the Fiscal Year (FY) 2016 Energy and Water appropriations bill that urged the Corps to consider policy exceptions to past projects that faced so-called "extraordinary circumstances." This language was necessary because we fully expected the Corps to claim that the WRDA 2014 project cost limit increase would not apply to Stevenson Creek because it was a project that began before the provision became law. We had to actively fight this approach and believed this language would provide additional weight to our request that the Corps grant Stevenson Creek a waiver on the cost-share.

With the new law allowing a higher per project federal contribution for Section 206 projects and language suggesting the Corps should grant policy exceptions when extraordinary circumstances presented themselves, we formally asked the Corps to increase the project cost limit for Stevenson Creek and therefore cost-share in the $1.3 million cost overrun. This included numerous conversations and meetings

with Corps Headquarters and the Assistant Secretary's office, who would ultimately make the decision on our policy exemption. After many months, in the summer of 2015, we learned that our efforts were successful, that the Secretary would grant the policy waiver, thereby saving the City nearly $1 million and pushing the project closer to successful completion, which finally occurred a few months later when construction of the project commenced with a third contractor.

Prospect Lake Development

Another issue on which we engaged shortly after our hiring was helping to resolve a problem with a Housing and Urban Development (HUD) earmark originally awarded to the City in 2000 for Prospect Lake property. Years after the earmark was spent, the City hoped to foster development of the Prospect Lake parcel, but before doing so needed to repay HUD a certain amount of money for a variety of reasons and get agreement from HUD to transfer the land to the Clearwater Community Redevelopment Agency. The amount of reimbursement required, as well as simply getting HUD to agree to the process, had been difficult for the City to resolve for years prior. Our understanding when we were hired is that the City and HUD had seemingly sent letters back and forth for years with no resolution of the issue.

We first engaged HUD via conference call with the City, after which we helped the City send another letter hoping to quickly resolve the impasse. Unfortunately, our phone call and letter did not resolve the problem, so we suggested an in-person meeting in Washington with HUD and former Congressman Jolly. That meeting took place in mid-2015 and almost single handedly resolved all the outstanding issues, providing the result we aimed for. The City simply had to provide one final letter to HUD outlining a few relatively minor details; after that, the situation was resolved and the project was under development within months. With targeted engagement, we were able to successfully resolve a situation that had lingered for years prior.

Bayshore Boulevard Pedestrian Trail Permit

In late February 2015, City staff needed assistance to ensure the City received an Army Corps of Engineers regulatory permit for the Bayshore Boulevard Pedestrian Trail, so that the City portion of the Trail could be opened at the same time as a Florida Department of Transportation (FDOT) portion of the Trail on May 5. Facing a tight timeline for resolution of this issue, VSA immediately began to work with the Corps of Engineers, the National Marine Fisheries Service (NMFS), and the office of former Representative Jolly to implore the parties to expeditiously provide the permit to the City, assuming any environmental issues were appropriately managed. In mid-April, we were informed that if the City's site visit with NMFS went well, the Corps would have no additional outstanding issues that would prevent them from offering the City its permit. Thankfully, the City's site visit went well, and the Corps issued the permit to the City on May 1. We were pleased to partner in this effort to ensure the City got the permit it needed for the Bayshore Pedestrian Trail prior to its goal of May 5.

Alternative Fuel Tax Incentive

Since we began working on behalf of the City, we proactively identified that Clearwater Gas benefits from a so-called "tax extender" provision due to its sale of natural gas as a motor vehicle fuel at its gas fueling station. In the fall of 2011, the City of Clearwater opened the first public natural gas filling station in the Tampa Bay area, and takes advantage of this tax incentive with every gallon of gas sold. In 2015, the rebate provided $150,263 to the City, nearly double the previous year.

An older transportation authorization bill, known as SAFETEA-LU, first provided a tax incentive for natural gas when used as a motor vehicle fuel. The $0.50 per gallon equivalent incentive, which is provided to businesses, individuals, and tax-exempt entities that sell the fuel, essentially serves as a rebate to the City.

Since our hiring, we have worked hard to ensure this provision in law is extended, most recently in December 2015. This extension was for two years, including a retroactive extension for 2015. The

incentive expired on December 31, 2016 and we continue to advocate that the provision be extended during year-end negotiations occurring now.

In addition to these accomplishments, VSA has worked on behalf of the City on many other issues of importance during our time working together. These include the following subject areas:

Transportation

Expanding transportation capacity and capabilities are key issues for the City. From the implementation of Intelligent Transportation Systems to transportation improvements to increased bicycle and pedestrian access, our VSA team has experience working these types of issues through TIGER grant applications or through the legislative process. The development of a federal infrastructure package is likely in early 2018 and it is important that Clearwater is a participant in that process and positioned to take advantage of relevant funding opportunities for transportation projects. This is legislation that could set federal infrastructure and transportation policy for the next decade or more.

With the broad array of transportation and infrastructure clients we represent, VSA principals and associates are well versed in developing a legislative appropriations and authorization strategy, as well as a plan to take advantage of Executive Branch grants and regulations that will have a positive impact in addressing Clearwater's transportation needs. The VSA team has extensive experience advocating to Congress and the Department of Transportation's (DOT) modal agencies, including the Federal Highway Administration (FHWA), Federal Transit Administration (FTA), Federal Railroad Administration (FRA), and Federal Aviation Administration (FAA) on behalf of transportation agencies around the nation. VSA has helped to secure federal funding and policies that have spurred highway, transit, and airport development.

Within its first year of service to the Pinellas Suncoast Transit Authority (PSTA), Van Scoyoc Associates help PSTA secure a $500,000 "Mobility On Demand Sandbox" grant from the FTA to establish an innovative on-demand paratransit service for disabled residents of Pinellas County. These services will be more cost effective and user friendly for PSTA customers.

During consideration of the FAST Act surface transportation bill that was enacted in 2015, VSA successfully advocated on issues such as higher funding levels for highways and transit, increased funding sub-allocated by population to local governments and Metropolitan Planning Organizations, new grant programs designed to reduce congestion and facilitate freight movement, and dedicated funding for intelligent transportation systems and other technological investments.

The VSA team also has extensive experience securing funds for local governments through competitive grants programs such as TIGER. Specifically, we have secured the following TIGER awards for our clients:

- $10,473,900 in TIGER competitive funding to Lee County, Florida to implement the $13,210,918 Lee County Complete Streets Initiative. This project provided bicycle and pedestrian transportation connections throughout the County's regional trail network: the Tour de Parks Loop, the University Loop, and the Bi-County Connector
- $10,125,000 in TIGER funding to Washington County, Oregon for an Active Transportation Management system, active traffic signal management, transit and truck signal priority improvements, bicycle detection and signal timing, and performance monitoring on arterials
- $11,397,120 in TIGER funding to Florida International University to support an innovative package of technology, streetscaping, and transit improvements to connect the University to the town of Sweetwater
- $26 million in grant funding to the Utah Transit Agency on behalf of the City of South Salt Lake from the TIGER grant program to construct the Sugar House Streetcar project, which will link a

thriving regional commercial center and redevelopment area to the highly successful regional TRAX light rail system

Public Safety and Emergency Response

Public safety and emergency response preparedness is essential to the City of Clearwater and safety of your citizens. VSA has extensive experience securing funding for communities to aide in these efforts. Examples of past success include $400,000 to the City of Lompoc, CA for its Gang Assistance Surveillance Program, which allowed for the purchase of a mobile surveillance command vehicle and the installation of closed circuit video in specific areas of the City; $200,000 to the City of Pismo Beach, CA for the installation of radio repeater towers throughout this long, mountainous community that removed dead spots faced by public safety officers throughout the City; $100,000 to Jefferson County, TX for law enforcement interoperability improvements; and $390,100 to the City of Flagler Beach, FL for emergency personnel technology improvements to improve the response to future hurricane events.

VSA has also successfully worked to help secure funding for Washington County, OR's Drug Court and the Recovery Mentors program. More recently, VSA has arranged meetings for the City's leaders at the Bureau of Justice Assistance (BJA) on ways in which the City can more effectively compete for Second Chance program and other BJA grants.

VSA has also demonstrated creative ways to secure funding for government entity crime prevention efforts by targeting education and recreation funding. These include $500,000 to the City of South Salt Lake, UT to improve after-school programs targeted at those who are susceptible to the allure of gangs; $476,000 to a California non-profit that provides free afterschool tutoring and recreation programs for at-risk students; and $100,000 to the City of South Salt Lake, UT to establish a new community center at a low-income, heavily minority population housing complex for job training and English as a second language classes.

VSA works closely with the Department of Justice's (DOJ) Community Oriented Policing Services (COPS), the Byrne Local Law Enforcement Assistance Program, the Juvenile Justice Grant program, and the Justice Assistance Grant program (JAG), all of which will help in securing discretionary grant funds to reinforce safer neighborhoods. With regard to these programs, we were successful in securing the following:

- $125,000 to Del Norte County, CA from the DOJ's COPS Hiring program to hire one police officer.
- $2 million for the City of Elk Grove, CA from the DOJ's COPS Hiring program to hire eight police officers.
- $900,000 to the City of Galt, CA from the DOJ's COPS Hiring program to hire five police officers.
- $375,000 to the City of Visalia, CA from the DOJ's COPS Hiring program to hire three police officers.
- $1.25 million to El Paso County, TX from the DOJ's COPS Hiring program to hire 10 police officers.

We also have extensive experience with many of the Federal Emergency Management Agency (FEMA) grant programs, including the Assistance to Firefighters Grants (AFG) and the Staffing for Adequate Fire and Emergency Response Grants (SAFER). VSA will provide expert guidance to the City of Clearwater on federal public safety programs that will protect your citizens.

Some of our recent FEMA grant successes include:

- $5.7 million to the City of Santa Maria, CA from two FEMA fire grant programs (SAFER and Fire Stations) to build both a new fire station and staff it with firefighters.

- $1,272,234 to the City of Manteca, CA through FEMA's SAFER program to allow the Manteca Fire Department to restore staffing levels to comply with National Fire Protection Association guidelines.
- $158,467 to the City of Manteca, CA from FEMA's AFG program to purchase new self-contained breathing apparatus equipment that meets current firefighting standards.
- $199,040 to the City of Visalia, CA from FEMA's AFG program to purchase cardiac monitors for their firefighters.

Water Resources and Quality

The availability of water and the maintenance and growth of water infrastructure and treatment services are major issues for all Florida communities, including Clearwater. VSA has long assisted water districts, cities, counties, and state agencies address water resource issues of water reuse, water supply, and water quality. VSA's services extend from regulatory intervention, to appropriations for local water and environmental infrastructure projects, to policy reform that improves and accelerates project delivery.

Recently, VSA helped organize a coalition of local government entities working with the National Association of Counties, the National League of Cities, and the U.S. Conference of Mayors to modify pending stormwater mandates for local governments. The success of this coalition effort resulted in Clean Water Act amendments and subsequent EPA regulations that established less costly requirements for municipalities whose separate storm sewer systems would be treated as industrial dischargers. Our efforts recently helped persuade EPA not to move forward with additional stormwater regulations that would have proven to be very costly to local governments. VSA is currently maintaining our lead role in addressing the rule to define waters of the U.S. subject to the Clean Water Act, a regulation that could potentially increase the cost of stormwater infrastructure, roadside ditches, flood control infrastructure, and water delivery systems, while also exposing local governments to a greater threat of litigation.

VSA has also been active in helping communities with public utility issues, including water quality monitoring, flood control, storm water management, and improvement of wastewater treatment systems. Over several years, VSA has secured more than $50 million for the City of Santa Maria, CA to rehabilitate old Corps of Engineers levees; $275,000 for Lee County, FL for the implementation of a wastewater improvement project to provide central sewers to septic-system communities that lie in environmentally sensitive watersheds; $300,000 to the County of South Salt Lake, UT for its waterline replacement project to increase capacity for fire protection and growth; $800,000 to the Southwest Water Management District, FL for a comprehensive regional water quality, storage, and environmental initiative; and $500,000 to the City of San Clemente, CA to expand their reclaimed water plant, which will reduce the County's reliance on surface water. VSA also advocates each year for strong funding for the Clean Water State Revolving Fund, the Drinking Water State Revolving Fund and the newly established Water Infrastructure Finance and Innovation Act (WIFIA) loan program.

Army Corps of Engineers Projects

Van Scoyoc Associates has had continued success over the years engaging with the Army Corps of Engineers on behalf of our clients. While continuously monitoring and influencing "big picture" developments, our team prefers to focus on clients' individual projects instead of overall national policy. Rather than hoping that overall policy efforts will raise the profile of individual projects, our team instead concentrates on the details of specific projects and then uses that information to pitch the project to Congress and the Corps.

The team has not only secured federal funding for projects or studies, but also works directly with the Corps of Engineers to solve problems with projects or studies, encourages the Corps' to take quick action on studies, and works proactively with the Corps to address potential problems. The team has dealt with the details of many Corps projects and studies, including reimbursable construction projects, feasibility studies, Post-Authorization Change Reports, General Reevaluation Reports, Limited Reevaluation Reports, Design Deficiency Reports, Project Cooperation Agreements, Project Implementation Reports, Dredged Material Management Studies, and Section 103 studies and projects. We remain ready to assist the City in any additional needs with the Army Corps of Engineers.

"I want to again thank you for coordinating the meeting [with the U.S. Army Corps of Engineers and Congressman Patrick Murphy]. It is incredible to see the vast degree of progress that was made. The cooperation from the Army Corps is great to see and to be able to move things along in an expedited fashion is unprecedented. We really appreciate your efforts." – Faye W. Outlaw, MPA, former County Administrator, St. Lucie County, Fla.

Specifically, VSA has had several successes in authorizing and funding projects through the Army Corps of Engineers. VSA team members have secured over *$150 million* in federal funding for federal shore protection projects over the past decade. Below are just a handful of examples of successes with the Corps:

- $36.9 million in federal funding for the Sand Key beach project in 2017, much of which does not require a match from local entities.
- $400,000 for a Section 1037 study to extend the authorization of the Treasure Island federally authorized beach project in Pinellas County.
- $9 million in Fiscal Year 2017 Work Plan funding for the deepening and widening of a new shipping channel for Port Tampa Bay
- $6 million in funding for the Fort Pierce beach project in the Fiscal Year 2017 Work Plan
- Continued funding for the Florida Keys Water Quality Improvement Program on behalf of Monroe County.
- Authorization of the Central Everglades Planning Project via the Water Resources Development Act of 2016.
- Over $5.7 million in funding to dredge the Crescent City Harbor on behalf of Del Norte County, California
- Nearly $1 million over two years for Sabine Pass to Galveston Bay, Texas

In addition to funding and authorization for projects, we remain engaged on several policy issues of importance to the City. Currently, the federally authorized Sand Key project does not have all of the easements required for construction. Although we have been able to secure nearly $37 million in federal funding for the project this year and the Corps has said that the current nourishment will move forward, they indicated that they may require a re-evaluation of the projects benefit cost ratio that takes into account the missing easements. We will remain engaged with the Corps and the members of your delegation to address this issue and assist in ensuring the Corps maintains the federal interest in the project moving forward.

Infrastructure

Infrastructure projects are of vital importance to Clearwater and are essential to the ongoing prosperity and redevelopment of the City. Traditionally, Congress has invested in infrastructure via a number of methods, primarily through legislation or programs like transportation authorizations, Federal Aviation Administration authorizations, revolving loan funds, through the tax code via bond programs, or earmarks prior to 2009. The last big influx of new and non-traditional investment in infrastructure occurred via the 2009 Stimulus bill, which, among other things provided $105.3 billion for infrastructure, including $48.1 billion on transportation, $18 billion on water, environment, and public lands, and the remainder on government buildings, telecommunications and broadband, and energy infrastructure.

Recently however, federal funding for infrastructure fell to a 30-year low as a share of Gross Domestic Product. The American Society of Civil Engineers said in its latest report that $3.6 trillion was needed to bring all segments of U.S. infrastructure up to a state of good repair.

In response, the Trump Administration has made bold promises to invest $1 trillion in infrastructure over ten years. President Trump provided a brief outline of his plan in his Fiscal Year 2018 Budget request to Congress. Overall there will be $200 billion in direct federal funding, provided over 10 years. The remaining $800 billion of the $1 trillion number will be made up of state and local match money and private investment. The President has also indicated funding could be available not just for roads and bridges, but also for airports, schools and hospitals.

An infrastructure package is expected to be released by the Administration in early 2018. With few details available at this point, it is essential to monitor the development of the infrastructure package closely and VSA would advocate on behalf of the City essential projects.

VSA will work closely with the City to identify priority projects that would be a natural fit for the developing infrastructure package and ensure the City is well positioned to take advantage of new funding opportunities. This infrastructure package could set the stage for infrastructure investment over the next several years.

National Flood Insurance Program

Flooding concerns and the National Flood Insurance Program (NFIP) are of vital interest to the City of Clearwater. With over 11,000 NFIP policies in-force in the City the continued stability of the program is essential. The NFIP is currently set to expire on December 22, 2017. In 1968, Congress established the National Flood Insurance Program (NFIP) to address the nation's flood exposure. A three-prong floodplain management and insurance program was created to (1) identify areas across the nation most at risk of flooding; (2) minimize the economic impact of flooding events through floodplain management ordinances; and (3) provide flood insurance to individuals and businesses. Until 2005, the NFIP was self-supporting, as policy premiums and fees covered expenses and claim payments. Today, the program is roughly $25 billion in debt due to several large storms. As a part of the last emergency supplemental bill approved by Congress, $16 billion in NFIP debt was forgiven. This is not expected to reduce the overall indebtedness of the program, but will simply prevent that number from growing as a result of this year's hurricanes.

In mid-2012, Congress passed, and the President signed, the Biggert-Waters Flood Insurance Act (BW12), a 5-year reauthorization of the NFIP that attempted to restore the program to firmer financial footing by making several changes to the program that impacts the City's residents. VSA was actively involved in working to address the issues created by Biggert-Waters on behalf of our clients.

"Working with Van Scoyoc on the Biggert-Waters [flood insurance] issue last year, I was completely blown away by their professionalism, their ability to know where things were going and how they were going, their behind the scenes intelligence, and I can't think of a better group to work with. I think [our success] had a lot to do with their ability to work with lots of different entities and to know exactly what was going on behind the walls of the Capitol. They, as opposed to other lobbyists that I saw, showed up, got meetings, and put together a coalition behind the scenes... that moved that issue [flood insurance] along faster and farther than anybody else." – Commissioner Heather Carruthers, Monroe County, Fla.

Then, in early 2014, the Homeowner Flood Insurance Affordability Act (HFIAA), was enacted to address some of the so-called unintended consequences of BW12. While HFIAA delayed many of the premium increases implemented by BW12, in the long run, the only real difference between rate increases envisioned by the two bills is that HFIAA reinstated grandfathering. This provision originally ended by BW12 allows property owners to pay flood insurance rates based on original risk, not that which is determined by new community flood maps.

The 115th Congress is currently in the process of considering legislation to reauthorize the program. A package of legislation by the House Financial Services Committee was combined into a single bill that passed the House in November. Some of the major issues in the bills are:

- **Increases costs for most policyholders**
- **Increases regulatory burdens, costs, and responsibilities for local governments**
- **Leads to fewer participants in the NFIP**

Although this bill has passed the House, we do not anticipate that the Senate will take up this bill and will most likely pursue their own path forward. Throughout the consideration of the House package, we worked closely with Representative Charlie Crist, who serves on the Financial Services Committee, to ensure he was aware of the City's concerns with the package as well as with other key committee members and members of the Florida delegation.

On the Senate side, several Senators, including Senators Nelson and Rubio have introduced their own version of flood insurance reauthorization entitled the SAFE National Flood Insurance Program Reauthorization Act, that includes beneficial provisions from a significantly more consumer-friendly perspective. Among them are efforts to further limit premium rate increases, create new means-tested mitigation and affordability provisions, expand the Increased Cost of Compliance program, focus on existing pre-disaster mitigation programs and developing accurate flood maps, cap Write-Your-Own compensation, and offer a policyholder credit if they secure an elevation certificate. We will continue to work with both Senators Nelson and Rubio as the Senate begins the process of considering a long-term reauthorization of the NFIP.

It is vital to the City of Clearwater that the NFIP continues to be authorized and that the reauthorization language does not include provisions that are detrimental to consumers or overly burdensome to local governments and assists in addressing current issue, such as increased mitigation assistance.

Land and Water Conservation Funds

The Land and Water Conservation Fund (LWCF) Act of 1965 was enacted to help preserve, develop, and ensure access to outdoor recreation facilities for our nation. The law created the Land and Water Conservation Fund (LWCF) in the U.S. Treasury as a funding source to implement outdoor recreation goals. Revenues for the fund are derived primarily from oil and gas leasing proceeds in the Outer Continental Shelf.

The LWCF has been the principal source of monies for land acquisition for outdoor recreation by four federal agencies—the National Park Service, Bureau of Land Management, Fish and Wildlife Service,

and Forest Service. The LWCF also funds a matching grant program via the National Park Service to assist states (and local governments as sub-recipients) in acquiring recreational lands and developing outdoor recreational facilities. A portion of the appropriation is divided equally among the states, with the remainder apportioned based on need, as determined by the Secretary of the Interior. The states award their grant money through a competitive selection process based on statewide recreation plans and establish their own priorities and criteria. Finally, beginning in Fiscal Year (FY) 1998, LWCF has been used to fund other federal programs with related purposes.

The LWCF is authorized at $900 million annually. However, Congress determines the level of appropriations each year, and yearly appropriations have fluctuated widely since the origin of the program. Of the total revenues that have accrued throughout the history of the program ($33.5 billion), less than half have been appropriated ($15.8 billion). FY 2001 marked the highest funding ever, with appropriations exceeding the authorized level by reaching nearly $1 billion. In FY 2002, Congress provided the most LWCF funding of the past twenty years for the state grant program: $144 million. For FY 2017, Congress provided $110 million to the state programs. The Administration has requested $93 million in FY 2018, with the House proposing $79 million and the Senate proposing $124 million.

In addition to yearly funding challenges, the current authorization for the LWCF is set to expire at the end of 2018. While this is still roughly two years away, the previous authorization was allowed to lapse for over two months when Congress failed to reauthorize the program after its expiration on October 1, 2015. A three-year reauthorization was finally included in the FY 2016 omnibus. There have been legislative attempts over the past few years to reauthorize the LWCF, on both a permanent and temporary basis. During the 115th Congress, Representatives Raul Grijalva (D-AZ) and Pat Meehan (R-PA) introduced legislation to permanently reauthorize the LWCF and direct a small amount of funding (1.5%) to opening up additional access to public lands for sportsmen and recreational users. This bill has 212 bipartisan cosponsors, including Representative Charlie Crist (D-FL). Similar legislation has been introduced in the Senate by Senators Richard Burr (R-NC) and Michael Bennet (D-CO) and has 11 bipartisan cosponsors. Neither bill has had a hearing in either chamber. Senators Richard Burr (R-NC) and Maria Cantwell (D-WA) have also introduced legislation that would permanently authorize the LWCF and provide full, dedicated funding that could not be siphoned off to other purposes during the appropriations process. This legislation has 36 bipartisan cosponsors, including Senator Bill Nelson.

Any reauthorization could reshape the program in the future and funnel significantly more money to the state and local programs which could improve the City's chances of seeing funding for community priorities for local park and recreation improvements

Federal Grants and Appropriations

VSA has been particularly successful in ensuring healthy funding for specific programs of importance to local governments, including the Economic Development Administration (EDA), Community Development Block Grants (CDBG), Community Services Block Grants (CSBG), COPS Hiring Grants, and FEMA Assistance to Firefighters Grants (AFG), among many others. Many of these programs have recently been proposed for drastic cuts or eliminations by the current Administration. Every year, and based off of the City's Federal agenda, we work with the City to determine Clearwater's appropriations priorities. We then draft programmatic requests letter that will go to each member of the City's delegation laying out programs of importance and requested funding levels. We will also work with your federal representatives to gather their signatures on "Dear Colleague" letters of support for those programs. "Dear Colleague" letters are letters sent by one or more members of Congress to all fellow members asking for cosponsors or seeking to influence the recipients' votes on an issue. In the case of appropriations, these letters go to the Appropriations Committees in support of funding programs at a certain level. If enough Members sign, it can have a strong effect on the Committees' decisions. VSA has an extremely high success rate with initiating "Dear Colleague" letters. This year, we have worked closely with the City's delegation to ensure continued funding of the CDBG program that was proposed for elimination by the

Trump Administration. The City receives a direct allocation through CDBG and was awarded over $650,000 in FY 2017. We worked with Representative Charlie Crist to gain his support and signature on a "Dear Colleague" letter supporting the program and with Senators Nelson and Rubio to gain support for the program. Although the FY 2018 appropriations process is not yet complete, at this point neither the House nor the Senate has gone along with the Administration's plan to eliminate the program.

As congressionally directed spending is on hold for the near future, more discretionary funding is left at the agency level to be awarded. This is why securing discretionary grant funding through federal agencies and Executive Branch departments is more important than ever. Along with our ability to navigate Washington, D.C. effectively and achieve success on behalf of our clients, VSA has the insight and experience in the agencies to help Clearwater produce competitive and compelling grant applications in almost every subject area. VSA's continued contact and close working relationships with federal agencies allow us to glean intelligence in advance of public announcements.

VSA will continue to work closely with the City's staff to provide early notice of impending grant competitions where the City has natural advantages. We will continue to explore and navigate the political calculations that sometimes underlie "objective" grant competitions. VSA will provide an experienced, outside critique and close reading of grant applications to make them as successful as possible. VSA will then work to target the correct grants opportunities, build the case for funding and develop targeted relationships with federal agency leaders and program managers in support of the City's efforts.

Client References

VSA's clients include many public and private interests, such as city and county governments, water and flood control districts, public transportation agencies, major research universities, defense contractors, hospitals, health care and research consortia, economic development authorities, and Fortune 500 companies.

Our representation of public and governmental entities, however, has proven to be one of the greatest strengths of the firm. Our clients have an array of unique needs and concerns, are geographically and politically diverse, and run the spectrum from some of the largest local governments to some of the smallest. Currently, VSA represents more than 30 million Americans in nearly every state in the country.

Many of our public entity clients have been with the firm for a decade or more; others, including several government entities, switched to VSA after using other advocacy firms for many years.

Due to the firm's large number of public sector clients, we have shared contact information for a handful of them. The City is welcome to reach out to any of our clients, however and we will provide contact information if necessary.

Pinellas County, Florida
Point of Contact: Janet C. Long, Chairman
Address: 315 Court Street
Clearwater, FL 33756
Telephone: (727) 464-3365
Email: JanetCLong@pinellascounty.org
VSA has provided comprehensive federal advocacy services to Pinellas County since 2014.

City of Coconut Creek, Florida
Point of Contact: Bernadette Hughes, Assistant to the City Manager
Address: 4800 W. Copans Road
Coconut Creek, FL 33063

Telephone: (954) 956-1520
Email: BHughes@coconutcreek.net
VSA has provided comprehensive federal advocacy services to the City of Coconut Creek since 2012.

Monroe County, Florida
Point of Contact: Lisa Tennyson, Legislative Affairs Director
Address: 100 Simonton Street, Room 2-213
Key West, FL 33040
Telephone: (305) 292-4444
Email: tennyson-lisa@monroecounty-fl.gov
VSA has provided comprehensive federal advocacy services to Monroe County since 2014.

Broward County, FL
Point of Contact: Marty Cassini, Director, Office of Intergovernmental Affairs
Address: 115 S. Andrews Avenue
Fort Lauderdale, FL 33301
Telephone: (954) 357-7575
Email: mcassini@broward.org
VSA has provided federal advocacy services to Broward County related to Port Everglades and shoreline restoration issues since 2015.

Selected Florida Delegation References

Member	Staff Contact
Rep. Charlie Crist	Austin Durrer, Chief of Staff, 202225-5961
Rep. Gus Bilirakis	Liz Hittos, Chief of Staff, 202-225-5755
Rep. Kathy Castor	Clay Phillips, Chief of Staff, 202-225-3376
Rep. Tom Rooney	Jessica Moore, Chief of Staff, 202-225-5792
Rep. John Rutherford	Jen Nawrocki, Legislative Director, 202-225-2501
Rep. Carlos Curbelo	Adam Wolf, Legislative Director, 202-225-2778
Rep. Lois Frankel	Kelsey Moran, Chief of Staff, 202-225-9890
Rep. Ted Deutch	Josh Lipman, Legislative Director, 202-225-3001
Rep. Debbie Wasserman Schultz	Rosalyn Kumar, Deputy Chief of Staff, 202-225-7931
Sen. Bill Nelson	Susie Perez-Quinn, Chief of Staff, 202-224-5274
Sen. Marco Rubio	Lauren Reamy, Legislative Director, 202-224-3041

Client List

VSA's other public sector clients include the following entities. A complete list of all VSA clients can be found at: **WWW.VSADC.COM/CLIENTS.**

- Alabama State Port Authority
- Alameda-Contra Costa Transit District, California
- Baldwin County Commission, Alabama
- Borough of Spring Lake, New Jersey
- Broward County, Florida
- Charlotte County, Florida
- City of Coconut Creek, Florida
- City of Dana Point, California
- City of East Point, Georgia
- City of Elk Grove, California
- City of Gadsden, Alabama
- City of Gainesville, Florida
- City of Gulf Shores, Alabama
- City of Iola, Kansas
- City of Irvine, California
- City of Manteca, California
- City of Norwalk, California
- City of Orange Beach, Alabama
- City of Palo Alto, California
- City of Pismo Beach, California
- City of Rancho Cucamonga, California
- City of Rio Rancho, New Mexico
- City of Santa Maria, California
- City of Tempe, Arizona
- City of Thousand Oaks, California
- City of Torrance, CA
- City of Visalia, California
- Clark County Public Transportation, Washington
- Clean Water Services, Oregon
- Dallas Area Rapid Transit, Texas
- Del Norte County, California
- Eastern Municipal Water District, California
- Galveston County, Texas
- Galveston Park Board of Trustees, Texas
- Martin County, Florida
- Memphis-Shelby County Airport Authority
- Mission Springs Water District, California
- Mobile Airport Authority, Alabama
- Mobile County, Alabama
- Monroe County, Florida
- Napa County, California
- Pasco County, Florida
- Pinellas County, Florida
- Pinellas Suncoast Transit Authority, Florida
- Port Tampa Bay, Florida
- Port of Virginia
- San Diego County, California
- San Joaquin Area Flood Control Agency, California
- San Joaquin Regional Rail Commission
- Santa Clara Valley Transportation Authority, California
- Sonoma-Marin Area Rail Transit District, California
- St. Lucie County, Florida
- St. Petersburg Downtown Partnership, Florida
- Washington County, Oregon
- Washington Metropolitan Area Transit Authority
- Wayne County Airport Authority, Michigan

Qualification- Education and Training of Lobbyist(s)

VSA Vice Presidents Doug Gregory and Greg Burns will lead the VSA team for the City of Clearwater, along with Mary Scott Hardwick, Manager, Government Relations and Lauren Cowles, Director, Government Relations.

Mr. Gregory provides strategic counsel to both large defense contractors fighting for critical dollars during constrained budgets, and small, entrepreneurial companies helping to revolutionize the way the Pentagon does business. Having served 36 years with Congressman Bill Young, working for the interests of the Sunshine State, Doug's relationships cover the state and cross party lines. A tireless advocate for the interests of all Floridians, Doug is a wealth of knowledge on local issues important to community leaders.

Mr. Burns began his career on Capitol Hill and since then has represented both large and small local government entities in Florida and elsewhere for more than 15 years. These include current clients in Florida such as the cities of Coconut Creek and Gainesville, the counties of Pinellas, Pasco, and Charlotte, as well as several more communities in Florida and cities and counties in California and Texas. Greg Burns has an intimate knowledge of Florida issues.

Lauren Cowles, Director of Government Relations, will work to advance the City of Clearwater's federal objectives. Mrs. Cowles brings over twelve years of experience as a Senate staffer and federal lobbyist advocating for municipal interests, emergency preparedness and public safety grants, transportation funding, the advancement of U.S. Army Corps of Engineers projects, and creative solutions to federal problems.

Mary Scott Hardwick, Manager, Government Relations, will support the team. Ms. Hardwick joined VSA earlier this year and previously served as in-house government relations staff for Pinellas County, Florida. Ms. Hardwick has experience working with Clearwater staff on a variety of projects and can bring direct local experience to the team's advocacy efforts.

The team will be overseen by VSA President and CEO "Stu" Van Scoyoc. All members of the team are registered lobbyists. VSA was established in 1990 and is comprised of 25 Vice Presidents who are supported by more than 40 staff members. Including administrative and support staff, VSA currently has 65 full-time employees.

Team Biographies

Doug Gregory, Vice President

When Doug Gregory joined Van Scoyoc Associates in 2007, he brought with him 36 years of experience working with Members and staff of the House of Representatives, including many years with the powerful House Appropriations Committee and its Defense Subcommittee.

Few people have deeper relationships in Congress or a truer sense of the United States' Legislative Branch than Mr. Gregory.

"The best thing I bring to the table for a client is knowledge of how Congress really works. Basically I've spent most of my adult life working there," Mr. Gregory said.

Mr. Gregory first came to Washington after graduating from Florida State University in 1970 to become the youngest Chief of Staff in the House of Representatives. When he left Congress to become a Vice President at Van Scoyoc Associates, he'd spent the last 36 years in increasingly powerful roles on the Hill.

He first served on the Congressional staff of Rep. C.W. Bill Young, and then as the Congressman moved up in seniority and eventually became Chairman of the vital Appropriations Committee, Mr. Gregory migrated to the staff of the Appropriations Committee and its Defense Subcommittee, where he worked in various senior positions.

For his final 12 years on the Hill, Mr. Gregory was the principal professional staff member responsible for appropriations for the Special Operations Command, drug interdiction and counter-drug activities, and procurement of equipment for the National Guard and Reserve. Some of the U.S. military's most important classified projects were entrusted to Mr. Gregory.

His signature service in military affairs has been repeatedly recognized. The Commander of Special Operations presented him with the United States Special Operations Command Medal; the Secretary of the Navy awarded him the Distinguished Public Service Award, and the Comptroller of the Department of Defense named him recipient of the Under Secretary of Defense Award for Excellence.

Since arriving at Van Scoyoc Associates, Mr. Gregory has continued his efforts in military affairs, representing large companies in the aerospace, ship building, and unmanned air vehicles industries, as well as smaller defense contractors with technological niches. His practice has expanded into related areas as well.

A native of St. Petersburg, Fla., Mr. Gregory attended St. Petersburg College before earning his Bachelor's in Business Administration from FSU.

Greg Burns is a Vice President at Van Scoyoc Associates with an extensive background in lobbying and politics, experience in a wide range of issues, an insider's view of the legislative process, and contacts throughout Washington.

Representing local and regional government entities and non-profits is a particular interest of Greg, and it fits well with his emphasis on forging personal connections with his clients and people in government.

"I like to spend a lot of time during the initial phases of a relationship, learning about my clients and their specific challenges. I need to know a community or non-profit well before representing it," he said.

That attention to detail pays off in many ways. "I value the personal ties with my clients that develop over time and generally become very strong," Greg said.

Greg lobbies Congress and the Executive Branch on issues such as federal funding, water resources, transportation, economic development, public safety, and not-for-profit issues. His clients come from states as diverse as Florida, California, Oregon, and Texas. Greg believes that policy or programmatic victories can often have a bigger impact on a community than a simple federal earmark. And over the last few years, as earmarks have fallen out of favor, Greg's approach has been validated.

For example, he worked with one client to secure a two-year extension of the Preferred Risk Policy (PRP) rate for residents who must purchase new federal flood insurance. With more than 8,000 new residences in the flood plain and PRP rates at least $1,000 lower than regular flood insurance rates, the community may save nearly $16 million in collective flood insurance premiums over two years. As another client said, their "successes with the federal government can be directly attributable to the efforts of Mr. Burns."

In the House of Representatives, Greg served on the legislative staff of former Rep. Darlene Hooley of Oregon, where he was responsible for telecommunications, health care, campaign finance reform, judiciary, and science. He also worked in the fields of financial services, transportation, foreign affairs, defense, and the environment during his time on the Hill.

Outside of Congress, Greg implemented and executed a lobbying agenda for the U.S. Public Interest Research Group in Washington, D.C. Before joining Van Scoyoc Associates, he was a lobbyist with Marlowe & Company, also in Washington. During his five-and-a-half year tenure with M&C, Greg was successful in helping that company grow substantially.

Greg graduated from the University of Virginia with a Bachelor of Arts in Government and English.

Lauren Cowles is a Director of Government Relations at VSA where she provides strategic advice to clients seeking government solutions. Mrs. Cowles helps clients develop and implement strategies to address federal needs before Members of Congress and federal agencies, coordinates efforts to address policy concerns with relevant stakeholder and interest groups and provides analysis of legislation pending before Congress.

Prior to joining VSA, Mrs. Cowles spent four years at McDonald Hopkins Government Strategies where she advised and executed federal strategies for a varied group of clients. Prior to that, she spent over eight years working in the U.S. Senate for Senator Mark Pryor (D-AR) on multiple legislative matters, including appropriations, transportation, budget, infrastructure, U.S. Army Corps of Engineers, homeland security, FEMA, flood insurance, and water resources.

As a federal lobbyist, Mrs. Cowles has developed strategies for achieving goals through the appropriations process, coordinated and conducted outreach to Members of Congress to gain support for funding and policy initiatives, produced briefing materials and messaging documents, secured meetings with Members of Congress and Federal agencies, and gathered intelligence from Congressional and Administrative contacts. Successful efforts include increased funding opportunities for clients in annual appropriations bills, the expanded reach of clients to relevant Members of Congress and Congressional Committees, demonstrations of support by Members of Congress for client priorities by signing letters to the Administration and/or Congressional colleagues, and increased visibility for clients with Administration officials through meetings and interaction with key Administration officials.

While working in the Senate, Mrs. Cowles managed the statewide appropriations portfolio, budget issues and special projects for Senator Pryor, a member of the Appropriations Committee and Chairman of the Agriculture, Rural Development and Food and Drug Administration Appropriations Subcommittee. In this role, Mrs. Cowles identified innovative solutions to funding challenges and advanced the Senator's priorities through legislative and administrative means. Mrs. Cowles handled all matters related to the Senator's work on the Senate Appropriations Committee, including matters related to public safety, water resources, defense and national security, agriculture, transportation, aviation, infrastructure, and U.S. Army Corps of Engineers.

Prior to working on appropriations matters, Mrs. Cowles served as a Professional Staff Member for the Senate Homeland Security and Governmental Affairs Committee where she was responsible for issues including flood insurance, disaster preparedness and response, immigration reform and national security.

Mrs. Cowles has significant experience working with local government entities. Mrs. Cowles has worked with counties, cities, non-profits and other entities to secure funding for infrastructure projects. Mrs. Cowles worked successfully to steer funding to local initiatives, drafted legislation to benefit cities, counties and other public entities, and resolved issues between public entities and Federal agencies. This includes working with applicants to secure USDA Rural Development grants, working with law enforcement entities to secure COPS and Byrne JAG funding, and working with FEMA to provide disaster mitigation assistance grants for public projects.

Mrs. Cowles holds a Bachelor of Arts degree in Political Science and Educational Studies from Emory University.

Mary Scott Hardwick serves as Manager of Government Relations for Van Scoyoc Associates, joining the firm in early 2017.

Prior to joining Van Scoyoc Associates, Ms. Hardwick worked for Pinellas County, Florida coordinating the County's government relations at the local, state and federal level. In this role she covered a wide range of issues such as, community development, transportation and public safety. This first-hand knowledge of the how local governments work and interact with Washington, D.C. provides her with the ability to relate to the needs of local government clients and unique insight into the issues facing local governments. In addition, this experience has given her first-hand knowledge of the City of Clearwater and the issues facing the area and has allowed her to build relationships with community stakeholders.

In addition, Ms. Hardwick has managed several electoral campaigns with responsibilities for crafting messaging, coordinating outreach and engaging community organizations.

Ms. Hardwick has a Bachelor of Arts in Political Science from Wake Forest University in Winston-Salem, N.C.

H. Stewart "Stu" Van Scoyoc is the President and Chief Executive Officer of the Van Scoyoc Companies. He has built his companies into Washington's foremost lobbying and consulting organization. The firm typically ranks fifth in lobbying revenue among Washington companies.

Along the way, Stu and his companies earned a reputation for care, results, and ethical behavior. Only a few years after the firm opened its doors, The National Journal noticed that "colleagues consider Van Scoyoc a brainy Washington insider who sweats the details."

Stu's business formula is built on "hiring smart, entrepreneurial people with plenty of energy, and then getting out of their way," he said. His staff's professional development tends to parallel his own evolution, starting with mastery of one technical field, and then expanding from there.

Stu earned a Bachelor of Science in Chemical Engineering from Lehigh University in 1969, where he also received the Alpha Phi Omega Award for Leadership and Outstanding Service to the University. For several years, he worked as an engineer for the DuPont Company, while earning a law degree at night from the University of Maryland.

Stu came to Washington and joined DuPont's government affairs office handling legislative and regulatory issues. He then spent eight years as Vice President at Charles Walker Associates, a well-known lobbying company, where he focused on tax, energy, insurance, and environmental policy and legislation. Striking out on his own, he became a founder of the Winburn, Van Scoyoc & Hooper government relations firm.

In 1990, Stu created Van Scoyoc Associates Inc., with a focus on Congressional appropriations and taxation. That company quickly developed more than 20 practice areas, ranging from agriculture, biotechnology, defense and foreign affairs, and education, to financial services, energy, homeland security, transportation, and telecommunications.

Cost for Services

Van Scoyoc Associates structures its relationships with our clients in a way that ensures complete and open communication. We charge a flat fee for services on a monthly retainer basis. We do not charge by the hour, so that communications are open and not hindered, and our client knows exactly what our services are going to cost.

For the City of Clearwater, VSA proposes maintaining our current rate for full and complete Federal Lobbying Services for a monthly retainer of $7,500 per month, with the addition of reasonable costs for directly related, pre-approved long-distance business travel, which VSA would continue to cap at $5,000 over the course of a 12-month contract.

Payments are due monthly and generally in advance. Sums owed by the City to VSA shall accrue interest at a rate of 1.5 percent per month if unpaid after ninety (90) days. The City will understand that these payments shall not be made with federally appropriated funds. The City will understand that VSA may be required to register for work performed on behalf of the City under the terms of the Lobbying Disclosure Act of 1995, as amended (2 USC §1601 et seq.) and any subsequent laws or regulations.

EXCEPTIONS / ADDITIONAL MATERIAL / ADDENDA

Proposers shall indicate any and all exceptions taken to the provisions or specifications in this solicitation document. Exceptions that surface elsewhere and that do not also appear under this section shall be considered invalid and void and of no contractual significance.

Exceptions (mark one):

****Special Note – Any material exceptions taken to the City's Terms and Conditions may render a Proposal non-responsive.**

__X__ No exceptions

_____ Exceptions taken (describe--attach additional pages if needed)

Additional Materials submitted (mark one):

__X__ No additional materials have been included with this proposal

_____ Additional Materials attached (describe--attach additional pages if needed)

Acknowledgement of addenda issued for this solicitation:

Prior to submitting a response to this solicitation, it is the vendor's responsibility to confirm if any addenda have been issued.

Addenda Number	Initial to acknowledge receipt

Vendor Name Van Scoyoc Associates, Inc. Date: December 15, 2017

VENDOR INFORMATION

Company Legal/Corporate Name: Van Scoyoc Associates, Inc.

Doing Business As (if different than above): _____

Address: 800 Maine Avenue, SW, Suite 800

City: Washington State: DC Zip: 20024 -

Phone: (202) 638-1950 Fax: (202) 638-7714

E-Mail Address: gburns@vsadc.com Website: www.vsadc.com

DUNS # 78-897-3717

Remit to Address (if different than above):

Address: _____

City: _____ State: ____ Zip: _____

Order from Address (if different from above):

Address: _____

City: _____ State: ____ Zip: _____

Contact for Questions about this proposal:

Name: Greg Burns Fax: (202) 638-7714

Phone: (202) 638-1950 E-Mail Address: gburns@vsadc.com

Day-to-Day Project Contact (if awarded):

Name: Greg Burns Fax: (202) 638-7714

Phone: (202) 638-1950 E-Mail Address: gburns@vsadc.com

N/A
_____ Certified Small Business

Certifying Agency: _____

N/A
_____ Certified Minority, Woman or Disadvantaged Business Enterprise

Certifying Agency: _____

By signing and submitting this Proposal, the Vendor certifies that:

a) It is under no legal prohibition to contract with the City of Clearwater.
b) It has read, understands, and is in compliance with the specifications, terms and conditions stated herein, as well as its attachments, and any referenced documents.
c) It has no known, undisclosed conflicts of interest.
d) The prices offered were independently developed without consultation or collusion with any of the other respondents or potential respondents or any other anti-competitive practices.
e) No offer of gifts, payments or other consideration were made to any City employee, officer, elected official, or consultant who has or may have had a role in the procurement process for the services and or goods/materials covered by this contract.
f) It understands the City of Clearwater may copy all parts of this response, including without limitation any documents and/or materials copyrighted by the respondent, for internal use in evaluating respondent's offer, or in response to a public records request under Florida's public records law (F.S. 119) or other applicable law, subpoena, or other judicial process.
g) Respondent hereby warrants to the City that the respondent and each of its subcontractors ("Subcontractors") will comply with, and are contractually obligated to comply with, all Federal Immigration laws and regulations that relate to their employees.
h) Respondent certifies that they are not in violation of section 6(j) of the Federal Export Administration Act and not debarred by any Federal or public agency.
i) It will provide the materials or services specified in compliance with all Federal, State, and Local Statutes and Rules if awarded by the City.
j) It is current in all obligations due to the City.
k) It will accept such terms and conditions in a resulting contract if awarded by the City.
l) The signatory is an officer or duly authorized agent of the respondent with full power and authority to submit binding offers for the goods or services as specified herein.

ACCEPTED AND AGREED TO:

Company Name: Van Scoyoc Associates, Inc.

Signature: H. Stewart Van Scoyoc

Printed Name: H. Stewart Van Scoyoc

Title: President

Date: December 15, 2017

Form **W-9**
(Rev. November 2017)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ Go to *www.irs.gov/FormW9* for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Van Scoyoc Associates, Inc.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☑ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any)

Exemption from FATCA reporting code (if any)

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
800 Maine Avenue, SW, Suite 800

Requester's name and address (optional)
City of Clearwater

6 City, state, and ZIP code
Washington, DC 20024

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number
☐☐☐ – ☐☐ – ☐☐☐☐

or

Employer identification number
5 2 – 1 7 1 0 9 2 3

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here **Signature of U.S. person ▶** **Date ▶**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9.*

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, *later.*

City of Clearwater, Florida
2017 Federal Legislative Agenda

CLEARWATER
BRIGHT AND BEAUTIFUL · BAY TO BEACH

Prepared by Van Scoyoc Associates for the

Clearwater City Council

Mayor George Cretekos
Vice Mayor Bill Jonson
Councilmember Doreen Caudell
Councilmember Bob Cundiff
Councilmember Hoyt Hamilton

Bill Horne, City Manager

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March 2017

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City of Clearwater
2017 Federal Legislative Agenda

Water Resources

National Flood Insurance Program

Support efforts to improve the National Flood Insurance Program for the benefit of all participants. ***Monitor*** FEMA's implementation of the Homeowner Flood Insurance Affordability Act.

Waters of the United States

Monitor activity related to the implementation of the EPA's rule on Waters of the U.S. ***Oppose*** any aspects of the proposed rule that could lead to unrealistic and over-burdensome regulations that would negatively affect the City of Clearwater.

Water Conservation Financing

Monitor implementation of the Water Infrastructure Finance and Innovation Act (WIFIA). ***Support*** adequate funding of the WIFIA program***.*** ***Support*** any applications submitted by the City for a WIFIA-backed loan.

Clearwater Pass Maintenance Dredging

Support adequate annual funding for the Corps of Engineers Operations & Maintenance account, including additional funding for dredging not identified in the annual Administration budget. ***Support*** additional funding specifically provided for "Small, Remote, or Subsistence Navigation" dredging activities.

Sand Key Beach Nourishment Project

Support adequate annual funding for the Shore Protection projects under the Construction General account for the Army Corps of Engineers. ***Support*** the inclusion of funding of the Sand Key project in the Army Corps of Engineers Work Plan.

Local Government Issues

Tax-Exempt Bonds

Oppose legislation that would threaten the tax exemption on state and local bonds, including a 28 percent cap on tax-exempt municipal bonds.

Remote Sales-Tax Legislation

Support legislation that requires companies making catalog and internet sales to collect and remit the associated taxes. ***Support*** federal tax policies that maintain revenue streams to local governments.

Transient Occupancy Taxes

Oppose legislation that would exempt online travel brokers from paying taxes on the full room rate paid by the consumer, thereby costing Pinellas County the opportunity to collect appropriate Transient Occupancy Taxes from visitors to the region.

Proposed Spending Reductions

Monitor proposed cuts to non-defense discretionary programs of importance to the City of Clearwater.

Transportation

Infrastructure Investment

Support new federal investment in infrastructure. ***Support*** all opportunities to secure funding for Clearwater's infrastructure priorities.

Alternative Fuels Tax Incentives

Support the retroactive extension of a $0.50 per gallon equivalent tax incentive for natural gas when used as a motor fuel.

Metropolitan Planning Organization Coordination and Planning Area Reform

Monitor implementation of the Metropolitan Planning Organization Coordination and Planning Area Reform rule by the Federal Highway Administration and Federal Transit Administration.

Public Safety

Public Safety Programs

Support continued adequate funding for a wide variety of Department of Justice and Department of Homeland Security grants, e.g., Community Oriented Policing Services, Byrne Justice Assistance Grants, Assistance to Firefighters Grants, Staffing for Adequate Fire and Emergency Response Grants, and the Urban Area Security Initiative. ***Support*** any City of Clearwater applications for these funds.

Economic Development & Social Services

Department of Housing and Urban Development Formula Programs (CDBG & HOME)

Support adequate funding for future fiscal years for both the Community Development Block Grant and the HOME Investment Partnerships programs because of their critical role in Clearwater's overall efforts to support those that are least fortunate.

Environmental Protection Agency's Brownfields Program

Support continued adequate annual funding for the Environmental Protection Agency's brownfields program, including at least $90 million for the Section 104(k) competitive grant program. ***Support*** legislation to reauthorize the Environmental Protection Agency's brownfields program. ***Support*** any City of Clearwater applications for brownfields funding assistance.

Supportive Housing for the Elderly and for Persons with Disabilities - Department of Housing and Urban Development's Section 202 and 811 Programs

Support continued adequate annual federal funding for the Department of Housing and Urban Development's Supportive Housing for the Elderly program (Section 202) and Supportive Housing for Persons with Disabilities program (Section 811).

Homeless Assistance – Continuum of Care Program

Support continued adequate annual funding for Department of Housing and Urban Development Homeless Assistance Grants, particularly for the Continuum of Care Program.

Economic Development Administration

Support continued adequate funding of the Economic Development Administration. ***Support*** City of Clearwater grant applications through EDA programs.

Energy & Environment

Offshore Energy Exploration

Monitor the potential expansion of offshore energy exploration in Florida's federal waters.

Land and Water Conservation Fund

Support an annual appropriation of at least $110 million for the state conservation grant program of the Land and Water Conservation Fund. ***Support*** legislation reauthorizing the Land and Water Conservation Fund, including an increased authorization for the state conservation grant program, both of which would better position the City of Clearwater for parks and recreation development projects.

FEDERAL ISSUE: National Flood Insurance Program

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: In 1968, Congress established the National Flood Insurance Program (NFIP) to address the nation's flood exposure and challenges inherent in financing and managing flood risks in the private sector. Private insurance companies at the time claimed that the flood peril was uninsurable and, therefore, could not be underwritten in the private insurance market. A three-prong floodplain management and insurance program was created to (1) identify areas across the nation most at risk of flooding; (2) minimize the economic impact of flooding events through floodplain management ordinances; and (3) provide flood insurance to individuals and businesses.

Until 2005, the NFIP was self-supporting, as policy premiums and fees covered expenses and claim payments. Today, the program is roughly $25 billion in debt due to several large storms.

In mid-2012, Congress passed, and the President signed, the Biggert-Waters Flood Insurance Act (BW12), a 5-year reauthorization of the NFIP that attempted to restore the program to firmer financial footing by making several changes to the program that impacts the City's residents. Then, in early 2014, the Homeowner Flood Insurance Affordability Act (HFIAA), was enacted in an attempt to address some of the so-called unintended consequences of BW12.

While HFIAA delayed many of the premium increases implemented by BW12, in the long run, the only real difference between rate increases envisioned by the two bills is that HFIAA reinstated grandfathering. This provision originally ended by BW12 allows property owners to pay flood insurance rates based on original risk, not that which is determined by new community flood maps.

Authorization of the NFIP expires September 30, 2017, which means the 115th Congress will need to address the program this year. Reauthorization will likely include reforms to the NFIP.

There are 12,148 NFIP policies in Clearwater for both homes and commercial properties.

HFIAA Implementation

While it is unclear if Congress can successfully address the shortcomings in HIFIAA during the remainder of the 114th Congress, FEMA will continue to spend significant time implementing the legislation. This includes creating a Flood Insurance Advocate, allowing for option high-deductible policies for residential properties, communicating full flood risk determinations to property owners regardless of whether their premiums reflect such risk, implementing changes to how FEMA handles map revisions, completing a study of community-based flood insurance options, attempting to secure reinsurance of coverage provided by the NFIP from private markets, providing refunds to pre-FIRM primary homeowners who overpaid due to BW12, providing guidelines for property owners describing alternative means of flood mitigation, other than elevation, that can reduce flood risk and inform property owners about how mitigation can lower premiums, completing an Affordability Study and a "Draft Affordability Framework," allowing for the monthly payment of flood insurance premiums, and reporting to Congress on the number of annual policy premiums that exceed one percent of the total coverage provided by the policy.

Meanwhile, effective April 1, 2016, the first significant wave of NFIP rate increases resulting from HFIAA were instituted. As noted above, HFIAA called for the NFIP to limit rate increases to no more than 18 percent for any one policy with exceptions. However, FEMA has interpreted HFIAA to allow for

the total amount charged to the policyholder to increase an average of 19.8 percent for all 5.5 million FEMA policies and an increase of 37 percent for certain policies.

The most notable exception is that older non-primary residences and older business properties will continue to see annual increases of up to 25 percent. However, because of a new mandatory $250 surcharge on certain properties, some may see a premium increase of 37 percent as of April 1, 2015.

This new mandatory surcharge and the Federal Policy fee found on every FEMA flood insurance policy are not considered premiums by FEMA, and thus are not subject to the limitations described in the HFIAA. FEMA has admitted that as a result, the increase in the total amount charged to a policy may exceed 18 percent.

Affordability Study
In 2015, the National Academy of Sciences released two reports on Affordability of National Flood Insurance Program Premiums. Overall the reports unfortunately left many questions unanswered, indicating that many decisions must be made by policy makers (Congress, in this case) and that the report's specific and clear guidance is limited due to a lack of data.

The reports focus in a highly technical manner on examining options for providing premium assistance to certain NFIP policyholders and suggest tying such assistance to mitigation grants or loans. Specifically, the second report found that "linking mitigation with premium assistance can lead to property owners having a cost effective combination of mitigation and insurance coverage." The reports do not simply suggest ways to arbitrarily lower flood insurance policy costs across the board.

Now that the affordability study is complete, FEMA is expected to propose an affordability framework to Congress within 18 months (by the summer of 2017). Based on these reports, that framework will likely include some form of premium assistance and mitigation efforts.

City of Clearwater Position
The City of Clearwater supports reauthorization of the National Flood Insurance Program (NFIP) with legislative, policy and programmatic modifications to improve the affordability and transparency of the program through reforms in the following areas:

1) Affordability/Rate Structure
    a. Maintain a focus on affordability; however, if rates must rise, provide a more reasonable glide path for all properties
    b. Ensure rates are consistent for all properties, including second homes and businesses
    c. Ensure NFIP rates are not excessive or unfair by making the rate-setting process more transparent to the public
2) Programmatic Modifications to Enhance NFIP's Financial Sustainability
    a. Consider Write-Your-Own reforms including reducing commissions while further incentivizing NFIP policy sales efforts
    b. Encourage greater participation by those outside of the 100-year floodplain via expanded use of the Preferred Risk Policy
    c. Further strengthen enforcement responsibilities to ensure those in the 100-year floodplain have and maintain flood insurance
    d. Privatization that maintains affordability and requires whole profile of risk (no cherry picking)
3) Mitigation
    a. Increase funding for existing flood mitigation programs
    b. Establish tax credits for mitigation efforts

c. Consider voucher/loan programs to further emphasize mitigation, particularly for lower-income participants

RECOMMENDED POSITION: ***Support*** efforts to improve the National Flood Insurance Program for the benefit of all participants. ***Monitor*** FEMA's implementation of the Homeowner Flood Insurance Affordability Act.

FEDERAL ISSUE: Waters of the United States

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: A series of decisions by the U.S. Supreme Court over the past decade imposed restrictions on the scope of wetland regulation governed by Section 404 of the Clean Water Act (CWA), which regulates "dredge and fill" activities in navigable waters and their adjacent wetlands. Opponents of these restrictions have urged Congress to redefine Waters of the U.S. (WOTUS), and apply that definition to all aspects of the CWA.

As legislation along those lines failed to pass previous Congresses, the Environmental Protection Agency (EPA) and U.S. Army Corps of Engineers (ACOE) during the Obama Administration developed guidance and a final rule to redefine WOTUS. There is concern that this effort significantly expanded the definition of WOTUS to include tributaries, ditches, canals, and other water bodies that can potentially drain into navigable waters, interstate waters, or the territorial seas. These water bodies would be subject to new requirements, and some waters currently covered by a permit would be subject to additional monitoring and regulation when those permits are renewed.

Meanwhile, President Trump signed an executive order in February to begin the process of reversing the WOTUS rule.

While the executive order cannot itself repeal WOTUS, which was finalized in May 2015, the order directs EPA and the Army Corps to begin a formal review of the regulation, a likely first step to dismantling it.

The executive order also signals a significant change in the government's legal strategy for deciding which wetlands and streams are protected under the Clean Water Act. For more than a decade, federal agencies have relied on Justice Anthony Kennedy's opinion in the 2006 wetland-permitting case, Rapanos v. United States, in determining where the federal reach over waterways begins. The court ruled in favor of Rapanos, but in a 4-1-4 vote, the majority split on what approach to use to define government jurisdiction.

The order specifically asks the agencies to consider the late Supreme Court Justice Antonin Scalia wrote in the 2006 case Rapanos v. United States, saying the Clean Water Act ought only to cover navigable waters and waterways "with a continuous surface connection" to them — a far more restrictive definition than what the Obama EPA put into its rule. Relying on Scalia's opinion would likely restrict federal jurisdiction.

Because the WOTUS rule already is final, the Administration would also have to follow the Administrative Procedures Act, meaning it will need scientific backing to dispute, among other things, the 408-page technical report that accompanied the Obama regulation.

The rule is currently on hold. The Court of Appeals for the Sixth Circuit, based in Cincinnati, ordered it halted in 2015 while numerous lawsuits challenging the rule wind their ways through the court system. The executive order instructed the EPA to ask the Sixth Circuit court to put the litigation against WOTUS on hold while the administration reviews it.

RECOMMENDED POSITION: ***Monitor*** activity related to the Waters of the U.S. rule. ***Oppose*** any aspects of the proposed rule that could lead to unrealistic and over-burdensome regulations that would negatively affect the City of Clearwater.

FEDERAL ISSUE: Water Conservation Financing

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: In an effort to respond to the lack of federal funding opportunities for new water infrastructure projects, Congress created a five-year pilot program called the Water Infrastructure Finance and Innovation Act (WIFIA) in the Water Resources Reform and Development Act (WRRDA) of 2014 (H.R. 3080). WRRDA was signed into law in June 2014. Under WIFIA, eligible entities, including local governments, may apply for a low-cost, long-term secured loan from the Army Corps of Engineers and the Environmental Protection Agency (EPA) to finance eligible water infrastructure projects. Loans may be used for clean water and drinking water projects through the EPA, as well as water resources projects (e.g., flood control and navigation) through the Corps. Eligible activities include: planning, feasibility studies, environmental review, permitting, engineering and design, construction, rehabilitation, and property acquisition.

WIFIA would access funds from the U.S. Treasury at long-term Treasury rates and use those funds to provide loans or other credit support for water projects. Funds would flow from the Treasury, through WIFIA, to larger water projects (projects must cost at least $20 million) or to State Revolving Funds wishing to borrow to enlarge their pool of capital. By being able to access funds at Treasury rates, communities receiving WIFIA loans can save up to 20 percent compared with current borrowing rates, significantly accelerating water infrastructure investment. WIFIA backed-loans would have a 35-year repayment period, with no payment obligations until five years after completion of the project.

When originally written, the law prohibited the use of tax-exempt bonds to pay for the non-federal portions of the project, effectively taking away the most cost-effective tool for local governments that might seek WIFIA loans. However, the FAST Act, the five-year surface transportation bill passed by Congress in December 2015 includes a provision to lift the ban on using tax-exempt bonds for WIFIA loans. This may provide the City with an attractive funding stream for future water resource efforts.

Congress provided WIFIA with $2.2 million in both FY 2015 and FY 2016 for implementation purposes. The Administration then requested $20 million ($15 million for loans; $5 million for administrative purposes) in its FY 2017 budget request. In the FY 2017 Continuing Resolution, which was passed in December of 2016, Congress included $20 million for the WIFIA program in FY 2017. According to the EPA, this should allow the agency to leverage $1 billion in loan capacity.

On December 6, 2016, the EPA published a final interim rule establishing guidelines for the program, the application and administration process, and a proposed fee structures for assistance under WIFIA. The funding process established by the EPA has three phases. The first phase is Project Selection; this requires applicants to submit letters of interest that the EPA will evaluate and select projects to move forward. The second phase is Project Approval which will involve the submission of an application and the EPA will conduct a financial and engineering review. A non-refundable application fee to cover the cost of this review has been set at $100,000 for large communities and $25,000 for small communities. The results of the review will form the basis for negotiation with the borrower on the terms and conditions related to the project. The final phase is Negotiation and Closing which will conclude with the execution of the credit agreement, allowing the borrower to access the WIFIA funds. The applicant will be responsible for covering the credit processing fees to bring the project to closing, with the application fee offsetting a portion of the costs.

The Environmental Protection Agency has recently begun the first step of the funding process and is currently accepting letters of interest through April 10, 2017.

RECOMMENDED POSITION: ***Monitor*** implementation of the Water Infrastructure Finance and Innovation Act (WIFIA). ***Support*** any applications submitted by the City for a WIFIA-backed loan.

FEDERAL ISSUE: Clearwater Pass Maintenance Dredging

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: As a federal navigation channel, the Army Corps of Engineers is supposed to be 100 percent responsible for the cost of maintenance dredging of Clearwater Pass. The Pass requires maintenance dredging about every 5 years due to shoaling, which cuts off an important navigation channel for local commercial fishermen, charter boats, and other recreational vessels. However, due to budget constraints, this only occurs about every 10 years.

Clearwater Pass was last dredged and fully paid for by the Corps in 2001. The Pass was again dredged in 2012, but the City of Clearwater paid the entire $750,000 cost of the project, as it was uncertain when the Corps may have funding available to complete the dredging. Eventually, the Corps did reimburse the City for about a third of the cost of that dredging operation.

The dredging project has a double benefit, as the sand that is removed is then used to renourish North Clearwater Beach.

To fund dredging projects that are not generally budgeted for by the Administration due to the difficult competition for funds from the Army Corps of Engineers, Congress has adjusted their funding strategy in the age of no-earmarks to add additional funding for what Congress terms "Additional Funding for Ongoing Work." Among these amounts, Congress in Fiscal Year (FY) 2015 provided $42.5 million in additional funding to the Corps for "Small, Remote, or Subsistence Navigation" operations and maintenance (O&M) activities. In FY 2016, Congress provided an increase in funding to $48 million. This is the funding from which the Clearwater Pass must compete in the future to maintain the channel.

RECOMMENDED POSITION: ***Support*** adequate annual funding for the Corps of Engineers Operations & Maintenance account, including additional funding for dredging not identified in the annual Administration budget. ***Support*** additional funding specifically provided for "Small, Remote, or Subsistence Navigation" dredging activities.

FEDERAL ISSUE: Sand Key Beach Nourishment

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: Pinellas County has partnered with the Army Corps of Engineers to nourish Sand Key, located within the City of Clearwater, since 1988. The Federal Authorization for this project expires in December of 2043.

The Sand Key project is scheduled for nourishment in 2017. In addition, as a result of the erosion due to the hurricanes and storms of the 2016 season, the County requested funding for the rehabilitation of the shore protection project at Sand Key and executed an agreement for just under $13 million in federal funding for the project in February of 2017. The project design and construction activities will be managed through the Army Corps of Engineers. Though this funding will mitigate recent storm damage, the project still requires additional funding for a full nourishment to take place. It is estimated that to complete a full nourishment of Sand Key will require an additional $19 million, with just under $12 million coming from the federal share and approximately $7 million from state and county resources. It is essential that the funding for this nourishment project and the other Pinellas County authorized projects is included in the 2017 Work Plan.

To fund beach nourishment projects and studies that are generally not budgeted for by the Administration, Congress has appropriated additional funding for what Congress terms "Additional Funding for Ongoing Work." In Fiscal Year (FY) 2016, Congress provided $40 million in additional funding to the Corps for "shore protection" construction activities. This funding allows the Corps to develop its Work Plan and provide money for additional projects not originally budgeted for by the Administration. This is the funding source from which Pinellas County shore protection project must compete.

Additionally, the Sand Key nourishment project does require the acquisition of perpetual easements, to allow for construction and public access, from property owners in the project area. City and County staff have been engaged in securing the easements and are working closely with the Army Corps of Engineers to ensure property owners are well informed and can easily execute the documents needed to provide the easements.

RECOMMENDED POSITION: ***Support*** adequate annual funding for the Shore Protection projects under the Construction General account for the Army Corps of Engineers. ***Support*** the inclusion of funding of the entire Pinellas County shore protection project in the Army Corps of Engineers Work Plan.

FEDERAL ISSUE: Tax-Exempt Bonds

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: Although municipal bonds have been tax-exempt for almost 100 years, a number of federal proposals have been offered over the past few years that target this exemption, particularly as part of the debate to end the sequester or reduce federal spending. With local governments facing severe budget difficulties, any proposal to limit the tax exemption would put more pressure on local finances by reducing demand for tax-exempt bonds and increase borrowing costs for state and local governments, ultimately leading to higher taxes or reduced services.

It is estimated that the difference in the rate of earnings the City and other local governments would need to offer prospective buyers for their taxable bonds would depend on the market, but typically would range from 1.5 to 2 percent more for those offerings. On $1 million borrowed, this would likely cost $20,000 more in interest per year. Taking this further, if the City were to amortize a $100 million loan over 30 years at taxable bond rates two percent higher than if the bonds were tax-exempt, the additional cost to taxpayers over those 30 years could be roughly $30 million.

As in previous years, the Obama Administration proposed a 28 percent limit on all itemized deductions for high-income individuals in its Fiscal Year (FY) 2017 budget. If accepted by Congress, this would apply to all new and outstanding municipal bonds. According to a study conducted by the National Association of Counties, if this 28 percent cap had been in place over the past decade, borrowing costs to state and local governments would have increased by over $173 billion, while a full repeal would have cost nearly $500 billion over the same time period.

Meanwhile, the Trump Administration and the 115th Congress are expected to focus on comprehensive tax reform in 2017, making it a top priority. Among many other provisions, and to generate revenue to cover the cost of legislation, the Trump Administration has suggested its tax reform agenda will "reduce or eliminate most deductions and loopholes available to the very rich."

This almost surely would include municipal bond deductions, meaning that bond issuers would have to offer higher rates to attract investors. It is estimated that the difference in the rate of earnings the City and other local governments would need to offer prospective buyers for their taxable bonds would depend on the market, but typically would range from 1.5 to 2 percent more for those offerings. On $1 million borrowed, this would likely cost $20,000 more in interest per year. Taking this further, if the City were to amortize a $100 million loan over 30 years at taxable bond rates two percent higher than if the bonds were tax-exempt, the additional cost to taxpayers over those 30 years could be roughly $30 million.

RECOMMENDED POSITION: ***Oppose*** legislation that would threaten the tax exemption on state and local bonds, including a 28 percent cap on tax-exempt municipal bonds.

FEDERAL ISSUE: Remote Sales-Tax Legislation

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: With some limited exceptions, retailers are only required to collect sales tax in states where they have brick-and-mortar stores. The burden then falls to consumers to report to state tax departments any sales taxes they owe for online purchases. Often, due to complex reporting requirements, consumers do not report those purchases when completing their tax returns. As a result, local retailers can be at a competitive disadvantage because they must collect sales taxes while out-of-state retailers, including many large online and catalog retailers, often offer their customers a discount by collecting no state or local sales taxes.

Therefore, the current sales tax system is perceived as being unfair to brick-and-mortar retailers that employ local residents, including local stores as well as national chains like Best Buy or Home Depot. The lost revenue is also a drain on local governments. In 2014, uncollected sales tax was estimated to have cost local governments $23 billion nationwide.

To correct this inequity across the country, Congress introduced the Marketplace Fairness Act in both the House and Senate during the 113th Congress. The bill would have created two systems from which states could choose to facilitate the process of collecting these taxes. The first would have been the already established Streamlined Sales and Use Tax Agreement (SSUTA), which would have simplified state and local sales and use tax laws. Twenty-four states have already signed this agreement, which is also supported by the National League of Cities and the U.S. Conference of Mayors. The second alternative would have allowed for states to meet minimum requirements for their state tax laws and administration thereof. To protect small, online retailers, this legislation would have also exempted sellers who make less than $1,000,000 in total remote sales from the requirement to collect taxes.

In 2013, the Senate passed the Marketplace Fairness Act with bipartisan support by a vote of 70-24, with Senator Nelson voting for the measure and Senator Rubio against it. In the House, companion legislation was not considered, although it had 67 cosponsors, including Florida Representatives Deutch, Ross, Wilson, and Diaz-Balart, and former Rep. Crenshaw.

The issue reemerged in the 114th Congress. Most recently, in August 2016, House Judiciary Committee Chairman Bob Goodlatte (R-VA) released a discussion draft known as the Online Sales Simplification Act (OSSA), which would implement a hybrid-approach to taxing purchases made remotely. Under the draft, states would be able to impose sales tax on remote sales if the state first participates in a clearinghouse established under the OSSA. Then, remote sales would be taxable if the origin state collects sales taxes, yet at a rate adopted by the destination state. The sales tax rate would be a single state-wide rate determined by each participating state. This is significant as it would eliminate the option for many communities to add additional sales taxes for various local needs.

The increasing pressure to pass remote sales tax legislation may have something to do with court cases in South Dakota and Alabama that are challenging a 1992 Supreme Court decision holding that states cannot require retailers with no in-state presence to collect sales tax. Both states have recently enacted rules requiring all retailers who sell more than a certain dollar amount of goods annually in the state to collect sales tax, regardless of physical presence. Overturning the 1992 decision would require the Supreme Court to take up at least one of the cases (and rule in favor of the state) or an act of Congress.

Given this, and the reluctance of many Republicans to pass such a law, the issue may remain in the courts for the next several years. However, there is still a small a possibility that remote sales tax language could be included in a broader tax reform package that could be considered in the 115th Congress.

RECOMMENDED POSITION: ***Support*** legislation that requires companies making catalog and internet sales to collect and remit the associated taxes. ***Support*** federal tax policies that maintain revenue streams to local governments.

FEDERAL ISSUE: Transient Occupancy Taxes

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: In the 111th and 113th Congresses, attempts were made to insert language into various pieces of legislation that would have exempted online travel brokers (Expedia, Travelocity, etc.) from remitting the full bed tax rate collected from consumers to the appropriate local government. For instance, if an online travel broker were to pay $60 for a room in the City of Clearwater and then sell that room to a consumer for $100, they would be able to, under the proposal, only remit $6 dollars to the local government, in this case Pinellas County, instead of $10 (using a 10 percent bed tax for illustrative purposes).

In late 2009, seventeen Florida counties, including Pinellas County, filed an action against a number of online travel companies (OTC's) alleging that the companies have failed to collect and/or pay taxes under the respective tourist development tax ordinances. Those 17 counties agreed to settle with the online travel companies for $6.1 million in 2010. During 2012, there were several Florida State Circuit Court cases that ruled in favor of the online travel brokers. Two cases, including the 17 county case, cited that Florida law is not clear on the issue, while a Circuit Court Judge ruled more directly in July that the OTC's only owe local tourist taxes on the discounted rates they paid for the rooms. Then, in June of 2015, the Florida Supreme Court affirmed the lower court rulings, stating that online travel companies are not hotels and, therefore, do not have to pay occupancy fees.

Meanwhile, in 2012, the District of Columbia government won a suit where a judge ruled that online travel firms should repay back taxes on the full retail price of hotel rooms they sold to consumers in the years after the D.C. City Council passed legislation mandating they do so. In 2014, a conditional settlement was reached in this case with six online travel firms. Although they have a right to appeal the D.C Superior Court decision, they agreed to pay $60.9 million in back taxes to the D.C. government. Between 1998 and 2010, the amount owed in the lawsuit was estimated to be over $200 million.

By 2015, local governments had reportedly filed 88 lawsuits against Expedia and others for tax underpayment. The company won dismissal in 23 cases, while 35 remain active. The remainder of the cases have been settled, put on hold, referred to administrative proceedings, or otherwise resolved. A 2011 estimate by the Center for Budget and Policy Priorities suggests that state and local governments lose as much as $396 million a year due to such remittance practices by online hotel purveyors.

These examples demonstrate how courts across the country have ruled differently on this issue over the past few years, which has led online travel purveyors to continue to seek federal legislation that would codify their goal of not remitting taxes on the price of the hotel room paid by the consumer. In 2012, several of these online discount travel brokers (including Expedia, Orbitz, and Priceline) organized and registered to lobby under a new organization called the "Interactive Travel Services Association," whose purpose is to advocate on several issues, including "taxes and fees related to travel."

In May 2013, Expedia and other online hotel room purveyors attempted to amend the Marketplace Fairness Act to achieve their transient occupancy tax objectives. Ultimately, this effort was unsuccessful and the bill was passed out of the Senate without this language.

In FY 2016, Pinellas County collected a record $49.5 million in transient occupancy taxes, a 25.9 percent increase over the previous year. This increase was partially fueled a one percent increase in the Tourist Development Tax rate and by Pinellas County's agreement with AirBnB to collect and remit taxes on

their rentals. These taxes are used to support the tourism industry in the region as well as to fund certain capital projects, as defined by Florida Statute. The City of Clearwater submitted three applications for funding with the Tourist Development Council for the 2017 round of capital funding. Additionally, the Clearwater Marine Aquarium has also applied for funding. The importance of these projects to the City of Clearwater underscores the significance of this revenue source and the need to ensure it is not constrained by detrimental legislation.

RECOMMENDED POSITION: ***Oppose*** legislation that would exempt online travel brokers from paying taxes on the full room rate paid by the consumer, thereby costing Pinellas County the opportunity to collect appropriate Transient Occupancy Taxes from visitors to the region.

FEDERAL ISSUE: Proposed Spending Reductions

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: In mid-March, the Trump Administration released its so-called Fiscal Year (FY) 2018 "skinny" budget, a 62-page document that very generally proposes overall spending levels for the federal government for the next fiscal year. Among those agencies that fare best include the departments of Defense (10% increase), Homeland Security (6.8% increase), Veterans Affairs (5.9% increase), and the National Nuclear Security Administration (an 11% increase - imbedded in the Energy Department budget, which gets an overall decrease of 5.6%). Meanwhile, those agencies that face the most significant budget reductions include the following: EPA (31.4%), HHS (16.2%), State/U.S. AID (28%), Labor (20+%), Agriculture (21%), Transportation (12%), Commerce (16%), Education (13%), HUD (13.2%), Interior (12%). The President is expected to release a full FY 2018 budget in May that will provide much more detail than we have now.

Furthermore, the Administration released a supplemental spending request for FY 2017 that proposes to also cut a number of key City programs. Congress ultimately funds the government and can ignore much of what the President has recommended, but the FY 2017 supplemental and FY 2018 budget proposes so many reductions or whole elimination of programs while significantly boosting spending in other areas (defense, a southern wall, for instance) that many members of Congress support and will therefore be difficult to restore all funding to domestic agencies or programs of importance. If a piece of the pie gets bigger, the entire pie is not likely to grow – instead other pieces will get smaller.

Among other things, following are a number of areas of concern with the FY 2017 supplemental and FY 2018 budget. They include:

- The proposal to cut funding in half for the Community Development Block Grant (CDBG) program in FY 2017 and then to proceed to eliminate the program entirely in FY 2018 would prevent the City from addressing essential community development needs and serving the less fortunate in our community. The City receives a direct allocation through the program and we request that the funding level for the program remain at least level with the FY 2016 amount of $3 billion. In FY 2016, the City received $667,634 in CDBG funds.
- Elimination of the HOME Investment Partnership (HOME) program would greatly impact the City's ability to connect our citizens with affordable, accessible housing. We support maintaining the current funding level of $950 million. In FY 2016, the City received $285,328 in HOME funds.
- The drastic cuts of $310 million in FY 2017 and $490 million in FY 2018 in Department of Justice grant programs would impact the City's ability to keep our citizens safe. Programs such as the Byrne Justice Assistance Grants (JAG) allow the City to address public safety needs.
- The National Flood Insurance Program (NFIP) is impacted in two ways by the Administration's proposal. The first is a suggestion to restructure the program "to ensure that the cost of Government services is not subsidized by taxpayers who do not directly benefit from those programs". Although there is no additional detail provided, it is essential that flood insurance remain affordable for our citizens.
- The second change to the NFIP is a proposal to eliminate the appropriation for the NFIP's Flood Hazard Mapping Program and potentially pay for these activities by adding another surcharge onto NFIP policies. With over 12,000 NFIP policies in force in Clearwater on both commercial

and residential properties, the affordability and stability of the NFIP is of vital importance to the City.

- Reduced funding to the Army Corps of Engineers by over $100 million for FY 2017 and by $1 billion in FY 2018 will directly impact projects important to the City, such as the nourishment of Sand Key.
- The proposal for FY 2017 to cut funding for the Economic Development Administration in half and then eliminate all remaining funding in FY 2018 would be detrimental to the City's ongoing economic development efforts. It is essential to support continued economic vitality and job opportunities in our community.

Many of these programs have been targeted before, often most recently by President Obama's Deficit Commission from 2010. While it is hard to know exactly how seriously to take these proposed cuts, it is clear there is significant pressure to reduce domestic discretionary spending (as opposed to military or non-discretionary programs like Social Security). Also, even if President Trump proposed these types of cuts, Congress would have to agree with them, which is far from a certainty.

Another threat to discretionary spending is sequestration. The Budget Control Act (passed in 2011) established budgetary caps in law for discretionary spending – one cap for defense accounts and another for non-defense accounts – through FY 2021. The penalty for spending over the caps is a sequestration of funds to ensure spending is in line with the budgetary caps established in law. Sequestration would result in a percentage-based cut to every account, program and project funded by discretionary spending.

For FY 2018, many Members of Congress are concerned about the discretionary spending caps being too restrictive. Since the budget caps are established by law, Congress does have the power to change the law to allow for higher spending levels. They did this in October 2015 when they reached a budget deal for FY 2016 and FY 2017 for new top-line spending levels.

Some lawmakers believe the best path forward for FY 2018 is to pass a budget resolution and write appropriations bills to the sequestration spending levels established in law and negotiate a "better" budget deal later in the year when it becomes obvious that the spending bills don't have the votes to pass Congress, similar to what happened in FY 2016.

Another concern regarding sequestration and spending caps is the potential for the Administration and some Members of Congress to attempt to violate the "firewall" between defense and non-defense spending. The rationale for creating separate top-line spending levels for defense and non-defense programs was to mitigate concerns that there would be attempts to skew the spending allocation in favor of defense. While the "firewall" is established in law, that doesn't mean that some won't try to enact changes to allow for a boost to our military budget at the expense of non-defense discretionary spending.

RECOMMENDED POSITION: ***Monitor*** proposed cuts to non-defense discretionary programs of importance to the City of Clearwater.

FEDERAL ISSUE: Infrastructure Investment

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: Traditionally, Congress has invested in infrastructure via a number of methods, primarily through legislation or programs like transportation authorizations, Federal Aviation Administration authorizations, revolving loan funds, through the tax code via bond programs, or earmarks prior to 2009. The last big influx of new and unexpected investment in infrastructure occurred via the 2009 Stimulus bill, which, among other things provided $105.3 billion for infrastructure, including $48.1 billion on transportation, $18 billion on water, environment, and public lands, and the remainder on government buildings, telecommunications and broadband, and energy infrastructure.

Recently however, federal funding for infrastructure still fell to a 30-year low as a share of Gross Domestic Product. The American Society of Civil Engineers said in its latest report that $3.6 trillion was needed to bring all segments of U.S. infrastructure up to a state of good repair.

In response, the Trump Administration has made bold promises to invest $1 trillion in infrastructure over ten years. President Trump has given few details about his plans, but has said he would like the private sector to provide much of the funding. He has also indicated funding could be available not just for roads and bridges, but also for airports, schools and hospitals.

The most detailed plan, authored by Wilbur Ross, the nominee for Secretary of Commerce, and economist Peter Navarro, suggests there will be $1 trillion in "cost-neutral" investment funded mostly with repatriated foreign corporate income. More specifically, Trump has proposed reducing the rate companies would pay to bring cash held overseas by U.S. corporations to 10 percent, down from 35 percent. Those companies then could invest in infrastructure projects, benefit from a new 82 percent tax credit and effectively erase their 10 percent repatriation tax.

However, lowering the cost of money with tax credits to investors may not entice the kind of investment suggested because local governments already have access to the municipal bond market, which benefits from the lowest financing costs in more than 50 years. The Congressional Budget Office reported in 2015 that just 26 private-investment projects were completed or underway nationwide.

Meanwhile, the Trump Administration and Congress will also have to decide whether to allow investment in new projects or upgrade existing infrastructure. Private investors are more likely to invest if they can make a profit. That often means tolls on roads and bridges, rate increases on water infrastructure, or property taxes on other projects. That becomes more difficult for environmental improvements or projects located in more rural areas. Also, voters have shown a reluctance to accept tolling on existing infrastructure.

With regard to specific infrastructure projects, in late January 2017, a list of 50 infrastructure projects was circulated. The origin of the list is somewhat unclear with conflicting reports that it was compiled by the Trump transition team or by the National Governor's Association for the Trump transition team. The list mentions that the projects would be funded with 50% private investment. However, there is no additional public discussion regarding projects or a more formal plan, including how to pay for it using either public or private funds. These projects may be reflective of the type of infrastructure investment that will be supported by the Trump Administration.

Lastly, during his first week in office, Senate Democrats called President Trump's bluff (so to speak) and outlined an ambitious proposal to spend $1 trillion on a broad range of infrastructure projects over the next ten years. Since the announcement, neither the President nor Republican members of Congress have responded in any significant way to the Democrats' offer.

The proposal suggests the following investments:

Reconstruct Roads & Bridges $100B	Improve Airports $30B
Revitalize Main Street $100B	Address Ports & Waterways $10B
Expand TIGER $10B	Build Resilient Communities $25B
Rehabilitate Water and Sewer $110B	21st Century Energy Infrastructure $100B
Modernize Rail Infrastructure $50B	Expand Broadband $20B
Repair & Expand Transit $130B	Invest in Public Lands & Tribal Infrastructure $20B
Vital Infrastructure Program $200B	Modernize VA Hospitals $10B
Rebuild Public Schools $75B	Provide Innovative Financing Tools $10B

Congressional Republicans on the other hand, continue to discuss a desire to provide more funding for infrastructure, but have not offered a formal proposal or a specific time as to when they may be able to tackle the issue given other priorities. Some continue to look at repatriation of corporate foreign income as an at least partial funding source, while others suggest those funds should be used for tax reform. There is little to no talk of Congress simply using deficit spending to fund infrastructure.

While it is unclear how this discussion will progress during the 115th Congress, it is possible that new infrastructure investment opportunities could be created and used to fund projects in Clearwater.

RECOMMENDED POSITION: ***Support*** new federal investment in infrastructure. ***Support*** all opportunities to secure funding for Clearwater's infrastructure priorities.

FEDERAL ISSUE: Alternative Fuel Tax Incentives

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: An older transportation authorization bill, known as SAFETEA-LU, provided a tax incentive for natural gas when used as a motor vehicle fuel. The $0.50 per gallon equivalent incentive, which is provided to businesses, individuals, and tax-exempt entities that sell the fuel, essentially serves as a rebate.

In the fall of 2011, the City of Clearwater opened the first public natural gas filling station in the Tampa Bay area, and takes advantage of this tax incentive with every gallon of gas sold. In 2015, the rebate provided $150,263 to the City, nearly double the previous year. In addition, the City recently dropped its station full price to $1.17 per gasoline gallon equivalent (GGE) and $0.98 per GGE for government vehicles, which is the lowest price in Florida and possibly the southeastern United States.

The $0.50 incentive originally expired at the end of Fiscal Year 2009, and has been extended five times, most recently as part of a broad "tax extenders" package passed in December 2015. This extension is for two years, including a retroactive extension for 2015. The incentive expired on December 31, 2016. Various industry organizations will continue to pursue the extension in the 115th Congress.

RECOMMENDED POSITION: ***Support*** the retroactive extension of a $0.50 per gallon equivalent tax incentive for natural gas when used as a motor fuel.

FEDERAL ISSUE: Metropolitan Planning Organization Coordination and Planning Area Reform

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: In the summer of 2016, the Federal Highway Administration (FHWA) and Federal Transit Administration's (FTA) issued a joint Notice of Proposed Rulemaking (NPRM) for "Metropolitan Planning Organization Coordination and Planning Area Reform." At the time, there were concerns that the NPRM could make significant changes to the structure and functioning of roughly one-third of the nation's Metropolitan Planning Organizations (MPOs), potentially including the Pinellas County MPO, Forward Pinellas. Subsequently, a final rule on the subject was released in January 2017.

The final rule does a few things. First, it changes the regulatory definition of a Metropolitan Planning Area (MPA) to require that a MPA include the entire urbanized area (UZA), as well as the contiguous area expected to become urbanized in the next 20 years. For clarification purposes, UZA is a census-designated term given to an area when it reaches 50,000 in population. This may mean merging existing MPAs when multiple exist within a UZA. Under prior regulations, MPA boundaries were determined largely by the MPO and Governor's criteria. However, boundaries will now be established by federal regulation while making MPA boundaries the defining basis for developing a likely single transportation plans.

Therefore, if there are multiple MPOs within each new MPA, the relevant Governor(s) and MPOs would determine whether or not a merger of the existing MPOs is appropriate. If they jointly determine that is not appropriate to have more than one MPO in a MPA, the MPOs have the choice of: 1) merging; or 2) changing the MPO boundaries so there is only one MPO in the new MPA. However, if they jointly determine that it is appropriate to have more than one MPO (assuming the "size and complexity of the MPA makes the designation of multiple MPOs appropriate"), then the MPOs must jointly: 1) produce one set of planning documents for each MPA; and 2) establish a written agreement that defines procedures for joint decision making between the multiple MPOs. In either case, planning agreements would be required under this proposal to include coordination and dispute resolution strategies between the state and the MPO, as well as MPO to MPO.

The final rule establishes criteria under which MPOs may seek an exception from the requirement that each MPA have only one set of planning documents. This exception, if approved by the Secretary, would allow multiple MPOs in an MPA to continue to exist separately and generate separate planning documents in cases where it is not feasible for MPOs to prepare unified planning products. In order to gain an exception, all MPOs in the MPA and their Governor(s) must submit a joint written request and justification to the Secretary. The submittal must: (1) explain why it is not feasible, for reasons beyond the control of the Governor(s) and MPOs, for the multiple MPOs in the MPA to produce unified planning products; and (2) demonstrate how the multiple MPOs in the MPA are already coordinating with each other and producing consistent planning documents and performance targets.

If the Secretary does not approve the request, the Governors and the MPOs will be given written notice as to why the exception was denied and will be able to submit supplemental information to address the deficiencies. The Secretary will then make a final determination based on that information. An approved exception is permanent, but FHWA and FTA will routinely perform reviews to ensure the coordination requirements are being met. Lastly, FHWA and FTA will produce guidance outlining situations where exceptions may be appropriate, as well as suggestions as to how Governors and MPOs can best demonstrate that their current coordination efforts meet the exception requirements.

The final rule also phases in implementation of the coordination requirements and the requirements for MPA boundary and MPO jurisdiction agreements. Under the final rule, compliance is required within two years after the date the Census Bureau releases its notice of Qualifying Urban Areas following each decennial census (with 2020 being the next decennial census). This is a significant change from the original proposed timeline for compliance, which was within two years of the rule going into effect.

FHWA and FTA claim the goal of the rule is to promote more effective regional planning. However, there are concerns surrounding the agencies' approach, including:

- Complexity and Cost: Merging MPOs would seemingly be a complex process, even when the parties are willing participants. This could also be the case in developing unified planning documents between two or more organizations.
- One Size Fits All - Each region is unique and should take a localized approach to planning. This proposal, however, seems to suggest taking a one-size-fits-all approach, which could possibly hinder, more than help, regional planning. It certainly also could remove local control from a variety of decisions.
- Uncertainty: There is uncertainty surrounding the impact on Transportation Management Areas (TMAs), which are areas with a population of 200,00 or more; and the potential for creation of new MPOs in the future. There is also significant concern as to how the disruption caused by this rule may impact both short- and long-term planning efforts.
- Question of Necessity: Many MPOs are already working across jurisdictional lines to coordinate planning efforts. This suggests there may be no need for a new federal regulation. A better option may be for the agencies to develop incentives that would encourage greater collaboration among existing MPOs.

On March 8, 2017, the Senate passed S. 496 by Unanimous Consent. This bill repealed the rule. A similar bill has been introduced in the House, H.R. 1346, by Congressman Lipinski. The bill has 26 bipartisan co-sponsors including Congressmen Webster and Mast from Florida.

RECOMMENDED POSITION: ***Monitor*** implementation of the Metropolitan Planning Organization Coordination and Planning Area Reform rule by the Federal Highway Administration and Federal Transit Administration.

FEDERAL ISSUE: Public Safety Programs

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: Federal grant funding for many Department of Justice (DOJ) and Department of Homeland Security (DHS) programs are provided as block grants with each state receiving a certain amount of funding, generally linked to population. That funding is then passed through to local jurisdictions to help support police, fire, emergency management, and homeland security functions of government. The Byrne Justice Assistance Grant (JAG) is an example of this.

In other instances, funding from federal programs is made available to local governments via competitive grant solicitations. Specifically, program funds can be used to hire police officers through Community Oriented Policing Services (COPS) or firefighters through Staffing for Adequate Fire & Emergency Response Grants (SAFER), and purchase equipment through the Assistance to Firefighters Grant (AFG). There is also another category of grants that are distributed to specific recipients based on certain criteria, such as the Urban Area Security Initiative (UASI), which provides funds to eligible regions to help communities prepare for, prevent, respond to and recover from potential attacks and other hazards.

The City of Clearwater benefits from both direct and indirect annual allocations from several of these federal programs, while other programs offer competitive grant opportunities from which the City has traditionally sought funds.

In FY 2015, Congress provided level funding for the COPS and JAG programs at $180 million and $376 million, respectively. Both the AFG and SAFER fire-related grants each received $340 million, and UASI received $600 million.

For FY 2016, COPS and JAG were provided with $187 million and $476 million, respectively. Congress provided $345 million each for AFG and SAFER, $600 million for UASI, and $350 million for EMPG.

For FY 2017, the Senate included $389 million for the JAG program and $187 million for the COPS program while the House included $425 million for the JAG program and $0 for the COPS program in their versions of the FY 2017 Commerce, Justice and Science Appropriations bill. With regard to the homeland security programs, the House and Senate included $340 million for each of the SAFER and AFG programs, $350 million for EMPG, and $600 million for UASI in their respective versions of the FY 2017 Homeland Security Appropriations bill. The federal government is currently operating under a Continuing Resolution through April 28, 2017. The FY 2017 appropriations process is not expected to be completed until that time.

The Trump Administration's FY 2018 budget proposal includes cuts of $490 million to Department of Justice grant programs and cuts of $667 million in FEMA and Homeland Security grant programs. Little detail is available at this time as to which specific programs would be cut or eliminated under the proposal.

RECOMMENDED POSITION: ***Support*** continued adequate funding for a wide variety of Department of Justice and Department of Homeland Security grants, e.g., Community Oriented Policing Services, Byrne Justice Assistance Grants, Assistance to Firefighters Grants, Staffing for Adequate Fire and Emergency Response Grants, and the Urban Area Security Initiative. ***Support*** any City of Clearwater applications for these funds.

FEDERAL ISSUE: Department of Housing and Urban Development Formula Programs (CDBG & HOME)

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: The City of Clearwater receives direct allocations of funding from two Department of Housing and Urban Development (HUD) formula programs: HOME Investment Partnerships (HOME) and the Community Development Block Grant (CDBG) program.

HOME funds are designed to create affordable housing for low-income households and are awarded annually as formula grants to participating jurisdictions, including the City of Clearwater. HUD establishes HOME Investment Trust Funds for each grantee, providing a line of credit that the jurisdiction may draw upon as needed. The program allows local governments to use HOME funds for grants, direct loans, loan guarantees or other forms of credit enhancement, rental assistance, or security deposits.

Meanwhile, CDBG is a flexible grant program that provides communities with federal funding to address a wide range of unique community development needs. The CDBG program provides annual grants on a formula basis to units of local government and states, including the City of Clearwater.

Since Fiscal Year (FY) 2010, nationwide funding for the HOME and CDBG programs has been cut by 48 percent and 25 percent, respectively, with varying changes to individual recipients. In FY 2016, $3 billion was provided for the CDBG program, which was a decrease in funding from FY 2015 of less than one percent. HOME, meanwhile, received a small increase from $900 million to $950 million. In FY 2016, Clearwater received $667,634 in CDBG funds and $285,328 in HOME funding.

For FY 2017, both the House and Senate have proposed continuing to fund the CDBG and HOME at the levels of $3 million and $950 million respectively.

The budget proposal released by the Trump administration eliminates both CDBG and the HOME program. This would have a detrimental impact to the City. Although it remains to be seen whether the 115th Congress will agree with this proposal, an elimination of the programs or a reduction in their funding levels is now a part of the discussion in the formation of the FY 2018 budget.

RECOMMENDED POSITION: ***Support*** adequate funding for future fiscal years for both the Community Development Block Grant and the HOME Investment Partnerships programs because of their critical role in the City's overall efforts to support those that are least fortunate.

FEDERAL ISSUE: Environmental Protection Agency's Brownfields Program

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: The Environmental Protection Agency (EPA) administers a cleanup program to provide financial assistance to state, local, and tribal governmental entities for certain types of contaminated industrial sites, referred to as "brownfields." Sites eligible for this assistance tend to be where the known or suspected presence of contamination may present an impediment to economic development, but where the risks generally are not high enough for the site to be addressed under the Superfund program or other related cleanup authorities. The brownfields program focuses on providing federal financial assistance for "orphan" sites at which the potential need for cleanup remains unaddressed.

EPA's brownfields program awards two different categories of grants: one competitive and one formula-based. The City of Clearwater is only eligible for the former of the two. Within the competitive grant program, the EPA offers assessment, cleanup, and revolving loan fund grants. An eligible entity may apply for up to $200,000 for a site contaminated by hazardous substances, pollutants, or contaminants; and up to $200,000 for a site contaminated by petroleum. However, applicants can seek a waiver and request up to $350,000 for assessments in certain cases.

In the near future, Clearwater may have a need to obtain additional cleanup funding for various sites. Unfortunately, the current limitation of $200,000 per project is extremely restrictive, as many site cleanups exceed $1 million. To facilitate site remediation and reuse, the funding maximum should be increased to allow for necessary resources to remediate orphan brownfield sites.

Clearwater's Brownfields Area (CBA) covers 1,842 acres and includes over 250 regulatory listed sites in over 7,000 properties. Over 125 of these sites have reported contamination. These sites range in size from less than one acre to greater than 40 acres. The CBA economic development potential has greatly decreased over the past 30 years. Private disinvestment combined with environmental decline has left an indelible mark on the area, characterized by business and job loss, impacting the CBA by leaving a legacy of abandoned lands tainted by former gas stations, dry cleaning facilities, print shops, and other similar uses. As a result of crime, distress, and economic deterioration, the CBA was designated a U.S. Department of Justice Operation Weed & Seed site in 1996, and a portion of the area has also been designated a Historically Underutilized Business Zone (HUBZone) by the U.S. Small Business Administration.

The City of Clearwater has implemented one of the most successful brownfields programs in the country, having completed over 100 assessment projects. The City, however, continues to have significant health, welfare, and environmental issues that need to be addressed. Clearwater has identified more than 125 additional contaminated sites in the CBA that may require environmental assessment. The City will need federal funding for these and previously assessed sites to complete reuse planning and cleanup.

In January of 2013, the City applied for an FY 2014 EPA Brownfields Assessment Grant in the amount of $400,000 ($200,000 each to assess potential hazardous substances and petroleum or petroleum product impacted properties within the CBA).

In FY 2014, the Section 104(k) competitive grant program received $90 million, but saw a reduction in funding to $80 million in FY 2015. Meanwhile, in the FY 2016 omnibus appropriations bill, Congress maintained funding for the Section 104(k) competitive grant program at $80 million. Congress currently

proposes maintaining the same funding level of $80 million for FY 2017, however the appropriations process is still ongoing at this time.

In June 2015, Senator Jim Inhofe (R-OK), along with five other bipartisan Senators, reintroduced the Brownfields Utilization, Investment, and Local Development (BUILD) Act to reauthorize the brownfields program through 2018. The bill would maintain the current authorization level of $250 million per year; increase the previously mentioned $200,000 funding limit per project to $500,000, while giving the EPA the discretion to raise the limit to $650,000 if necessary; and provide for the creation of multipurpose grants, allowing local governments to obtain up to $950,000 to do site inventory, assessments, planning, or remediation for one or more brownfields sites.

RECOMMENDED POSITION: ***Support*** continued adequate annual funding for the Environmental Protection Agency's brownfields program, including at least $90 million for the Section 104(k) competitive grant program. ***Support*** legislation to reauthorize the Environmental Protection Agency's brownfields program. ***Support*** any City of Clearwater applications for brownfields funding assistance.

FEDERAL ISSUE: Supportive Housing for the Elderly and for Persons with Disabilities - Department of Housing and Urban Development's Section 202 and 811 Programs

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: The Housing and Urban Development (HUD) Section 202 program helps expand the supply of affordable housing with supportive services for the elderly by providing interest-free capital advances to private, nonprofit sponsors to finance the development of housing. The capital advance does not have to be repaid as long as the project serves very low-income elderly persons for 40 years.

The Section 202 program also provides project rental assistance funds to cover the difference between the HUD-approved operating cost for the project and the tenants' contribution towards rent. Project rental assistance contracts are approved initially for three years and are renewable based on the availability of funds.

Meanwhile, the HUD Section 811 program is authorized to provide funding to develop and subsidize rental housing with an availability of supportive services for very low-income adults with disabilities. Traditionally, the Section 811 program provided interest-free capital advances and operating subsidies to nonprofit developers of affordable housing for persons with disabilities, in a similar manner to the Section 202 program. However, in Fiscal Year 2012, Congress chose not to fund these activities, and instead has moved toward providing funding for rental assistance. These funds go to state housing agencies that have entered into partnerships with state health and human services and Medicaid agencies, and are distributed to multifamily housing complexes that provide a range of services for the disabled.

In Pinellas County, the non-profit Boley Centers, Inc. receives HUD Section 202 and 811 funding to distribute to several housing complexes throughout the County, including the Jerry Howe Transitional Apartments in Clearwater, which provides housing for disabled veterans.

In the FY 2015 omnibus appropriations bill, both the Supportive Housing for the Elderly program and the Supportive Housing for Persons with Disabilities program received increases to $420 million and $135 million, respectively. For FY 2016, the Administration's budget proposed an increase in funding for the Section 202 and 811 programs to $455 million and $177 million, respectively. Congress, however, appropriated $433 million for Section 202 and $151 for Section 811 in the FY 2016 omnibus. For FY 2017, Congress has proposed and increase in funding to $505 million for Section 202 and $154 million for Section 811.

RECOMMENDED POSITION: ***Support*** continued adequate annual federal funding for the Department of Housing and Urban Development's Supportive Housing for the Elderly program (Section 202) and Supportive Housing for Persons with Disabilities program (Section 811).

FEDERAL ISSUE: Homeless Assistance Competitive Grants – Continuum of Care Program

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: In 1987, Congress passed the McKinney-Vento Homeless Assistance Act, as a response to the increase in homelessness in the United States. It originally created several programs within the Department of Housing and Urban Development (HUD) that focused on combating the root causes of homelessness. The McKinney-Vento Act has been amended many times, most recently in 2009, when President Obama signed the Homeless Emergency Assistance and Rapid Transition to Housing (HEARTH) Act, which updated and expanded the definition of homelessness and made changes to existing programs under McKinney-Vento. Under the HEARTH Act, three previously separate HUD homeless assistance programs, the Supportive Housing Program (SHP), Shelter Plus Care program (S+C), and Single Room Occupancy (SRO) program, were grouped under the single umbrella Continuum of Care (CoC) program.

The CoC program provides competitive grant funding to local governments and non-profits, and requires communities seeking funds to develop a Continuum of Care system designed to address the critical problem of homelessness through a coordinated community-based process of identifying needs and building a system to address them. The approach is predicated on the understanding that homelessness is not caused merely by a lack of shelter, but involves a variety of underlying, unmet needs, including physical, economic, and social.

Under the CoC program, the SHP provides assistance to help the homeless transition from their current state to a more stable living situation. The goals of the program are to provide assistance to help the homeless achieve residential stability and foster independence through programs that increase their skill and/or income levels.

The S+C program provides rental assistance that, when combined with social services, provides supportive housing for homeless people with disabilities and their families. The program allows for a variety of housing choices, such as group homes or individual units, coupled with a range of supportive services.

The SRO was created to expand suitable residential opportunities for homeless individuals. This has been accomplished through compensating owners of eligible SRO residences, for a period of 10 years, for improvements made to kitchen and bathroom facilities in eligible SRO residences, as well as providing rental assistance for the residents that occupy those units.

Under the HEARTH Act, HUD also added 12 new eligible activities for funding under the single CoC program, which include the following: housing search mediation or outreach to property owners; credit repair; provision of security or utility deposits; rental assistance for a final month at a location; assistance with moving costs; and/or other activities that help homeless individuals move immediately into housing or would benefit individuals who have moved into permanent housing in the last 6 months. In addition, the HEARTH Act requires established CoC's to rank their projects for funding into two categories: Tier I new or renewal projects, which are most likely to receive funding; and Tier II new or renewal projects, whose funding is dependent on the resources still available and the strength of the CoC's application.

The Homeless Leadership Board (HLB) is the CoC for Pinellas County and is responsible for the annual HUD CoC Program Combined Application on behalf of its member agencies.

The CoC competitive grants are funded through the Homeless Assistance Grants account for HUD. Congress provided $2.135 billion in the omnibus appropriations bill for Homeless Assistance Grants in FY 15 and $2.25 billion in the FY 2016 omnibus appropriations bill. For FY 17, the Administration proposed an increase in funding to $2.664 billion. The Senate recommends $2.33 billion and the House recommends $2.487 billion in their respective versions of the FY 17 Transportation, Housing and Urban Development Appropriations bill.

RECOMMENDED POSITION: ***Support*** continued adequate annual funding for Department of Housing and Urban Development Homeless Assistance Grants, particularly for the Continuum of Care Program.

FEDERAL ISSUE: Economic Development Administration

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: The Economic Development Administration (EDA) is primarily a granting agency that funds economic development projects throughout the country. Local governments or non-profits, such as the City of Clearwater, are local sponsors of the projects.

Funding from the EDA is used to support private investment and generally funds projects such as road and water infrastructure improvements that can help reinvigorate areas and lead to additional reinvestment in homes and businesses. Successful projects usually leverage roughly 200 new jobs and $24 million in private investment for every $1 million of EDA investment.

The City of Clearwater has identified information technology and software as one of its industry clusters with the highest growth potential. The City has been working to develop a coordinated approach to meet the needs of pre-venture, start up, and small-to-medium sized business enterprises. Using the resources and capabilities of local and regional partners, including public, private and non-profit organizations, the initiative envisions the delivery of programs, services, and facilities to help foster and grow this promising industry in Clearwater. Should this prove to be a successful endeavor, it may be possible for the City to work with the EDA to fund a co-location space, and transition the City's program to a "bricks and mortar" center that allows all partners the opportunity to meet with clients in a centralized location.

Congressional initiatives and a 2016 Heritage Foundation report have proposed the elimination of the EDA, as its mission is seen as duplicative by some. In June 2012, the Senate failed to pass the "Economic Development Revitalization Act," which would have reauthorized the Economic Development Administration (EDA) through 2015. EDA's authorization expired in September 2008, but funding via the appropriations process has kept it functioning without an authorization.

The FY 2016 omnibus appropriations bill provided a slight boost in funding from the prior fiscal year to $261 million. In the FY 2017 budget request, the President proposed to slightly reduce funding for the EDA to $258 million. In their respective FY 2017 appropriations bills, the House has proposed $264.5 million in funding while the Senate has suggested $254 million for the EDA.

The budget proposal release by the Trump administration for FY 2018 eliminates funding for the EDA.

RECOMMENDED POSITION: ***Support*** continued funding of the Economic Development Administration. ***Support*** City of Clearwater grant applications through EDA programs.

FEDERAL ISSUE: Offshore Energy Exploration

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: Active energy drilling currently occurs in both the western and central Gulf of Mexico, while nearly the entire eastern Gulf is protected from drilling until 2022 by the Gulf of Mexico Energy Security Act of 2006 (GOMESA). Drilling does not currently occur off of the Atlantic coast of Florida.

Efforts are frequently made in Congress to open up new areas of the Outer Continental Shelf (OCS) for additional offshore energy exploration. The Senate Energy and Natural Resources Committee approved a bill titled the Offshore Production and Energizing National Security (OPENS) Act that would allow new energy production on the OCS in the eastern Gulf of Mexico, the South Atlantic, and in the waters off of Alaska. The OPENS Act would also expand offshore revenue sharing to Florida in 2017 for leases in the eastern Gulf of Mexico. Currently, only Texas, Louisiana, Mississippi, and Alabama receive revenue from offshore drilling activities in the Gulf of Mexico. The bill would also direct the Interior Department to hold lease sales in the eastern Gulf in 2018, 2019, 2020, and after 2022.

In response to the Committee's approval of the OPENS Act, Senator Bill Nelson sent a letter to Majority Leader Mitch McConnell (R-KY) and Minority Leader Harry Reid (D-NV) saying he would use "all available procedural options to block it." Full consideration of the bill on the Senate floor remains uncertain. In the House, meanwhile, members approved an amendment from (former) Rep. David Jolly (R-FL, Pinellas County) to the Fiscal Year (FY) 2016 Interior and Environment Appropriations bill that would prohibit spending FY 2016 dollars on researching, investigating, or studying drilling in the eastern Gulf of Mexico. This amendment, however, was not included in the final FY 2016 omnibus.

In early January 2017, Senator Bill Nelson re-introduced his Marine Oil Spill Prevention Act (S. 74). The purpose of the bill is to protect Florida from the threat of offshore drilling until at least 2027. The legislation amends the Gulf of Mexico Energy Security Act of 2006 to extend the moratorium on oil and gas leasing in certain areas in the Gulf of Mexico until June 30, 2027. It sets forth provisions concerning Coast Guard responsibilities, including designating areas that are at heightened risk of oil spills and implementing measures to ameliorate that risk. This bill also amends the Oil Pollution Act of 1990 to establish a Gulf Coast Regional Citizens' Advisory Council to advise on facilities and tank vessels, among other things.

President Trump, however, has stated that he intends to open additional onshore and offshore leasing on federal lands and in federal waters, particularly in the Atlantic and the Arctic. It is unclear if he intends to open leases in other areas - and doing so could take up to two years - but the 115th Congress will likely be supportive of attempts to open additional lands and waters to energy exploration and harvesting.

RECOMMENDED POSITION: ***Monitor*** the potential expansion of offshore energy exploration in Florida's federal waters.

FEDERAL ISSUE: Land and Water Conservation Fund

BACKGROUND; HOW IT MAY AFFECT THE CITY OF CLEARWATER: The Land and Water Conservation Fund (LWCF) Act of 1965 was enacted to help preserve, develop, and ensure access to outdoor recreation facilities for our nation. The law created the Land and Water Conservation Fund (LWCF) in the U.S. Treasury as a funding source to implement outdoor recreation goals. Revenues for the fund are derived primarily from oil and gas leasing proceeds in the Outer Continental Shelf.

The LWCF has been the principal source of monies for land acquisition for outdoor recreation by four federal agencies—the National Park Service, Bureau of Land Management, Fish and Wildlife Service, and Forest Service. The LWCF also funds a matching grant program via the National Park Service to assist states (and local governments as sub-recipients) in acquiring recreational lands and developing outdoor recreational facilities. A portion of the appropriation is divided equally among the states, with the remainder apportioned based on need, as determined by the Secretary of the Interior. The states award their grant money through a competitive selection process based on statewide recreation plans and establish their own priorities and criteria. Finally, beginning in Fiscal Year (FY) 1998, LWCF has been used to fund other federal programs with related purposes.

The LWCF is authorized at $900 million annually. However, Congress determines the level of appropriations each year, and yearly appropriations have fluctuated widely since the origin of the program. Of the total revenues that have accrued throughout the history of the program ($33.5 billion), less than half have been appropriated ($15.8 billion). FY 2001 marked the highest funding ever, with appropriations exceeding the authorized level by reaching nearly $1 billion. In FY 2002, Congress provided the most LWCF funding of the past twenty years for the state grant program: $144 million. For FY 2016, Congress provided a huge boost to the state programs, funding them at $110 million. The Administration then requested level funding in its FY 2017 budget, which the Senate also included in its version of the FY 2017 Interior and Environment Appropriations bill. The House, however, has included $71.8 million in its version of the bill. The federal government is currently operating under a Continuing Resolution through April 28, 2017, and the FY 2017 appropriations process is not expected to be completed until that time.

In addition to yearly funding challenges, the current authorization for the LWCF is set to expire at the end of 2018. While this is still roughly two years away, the previous authorization was allowed to lapse for over two months when Congress failed to reauthorize the program after its expiration on October 1, 2015. A three-year reauthorization was finally included in the FY 2016 omnibus.

There have been legislative attempts over the past few years to reauthorize the LWCF, on both a permanent and temporary basis. These attempts have often included provisions to reform the program, such as requirements related to how the money is allocated. For example, the Senate version of an energy reform bill Congress worked on for much of 2016 would have permanently reauthorized the program. That bill was not passed prior to the end of session, however, due to timing conflicts, as well as disagreements over a number of provisions, including the language related to the LWCF.

Looking ahead, the Chairman of the House Natural Resources Committee, Rob Bishop (R-UT), unveiled draft legislation called the Protecting America's Recreation and Conservation (PARC) Act in November 2015, which would reauthorize the LWCF for seven years at $900 million annually, but would also significantly reform the LWCF. The legislation would provide 45 percent of LWCF funds to the State Assistance Grant Program, 15 percent to fully fund the Payments in Lieu of Taxes program, 20 percent to

fund offshore energy exploration, and 3.5 percent on federal land acquisition. The bill would also require a certain amount of that 3.5 percent to be focused east of the 100th meridian (a north-south line running through the Dakotas and into Texas) in order to prevent the purchase of much more land in the west.

As a starting point for the future of the LWCF, it could drastically reshape the program in the future and funnel significantly more money to the state and local programs which could improve the City's chances of seeing funding for community priorities.

RECOMMENDED POSITION: ***Support*** an annual appropriation of at least $110 million for the state conservation grant program of the Land and Water Conservation Fund. ***Support*** legislation reauthorizing the Land and Water Conservation Fund, including an increased authorization for the state conservation grant program, both of which would better position the City of Clearwater for parks and recreation development projects.

City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Cover Memo

File Number: ID#18-4291

Agenda Date: 2/13/2018 **Version:** 1 **Status:** Consent Agenda

In Control: Legal Department **File Type:** Action Item

Agenda Number: 7.4

SUBJECT/RECOMMENDATION:

Approve a contingency contract with Motley Rice, LLC., for representation for claims arising out of the opioid epidemic and authorize the appropriate officials to execute same. (consent)

SUMMARY:

The City Attorney recommends that the City hire Motley Rice, LLC. to perform the following activities: to investigate, litigate, or negotiate for settlement, actionable claims that may be pursued by the City against individuals and entities related to the marketing, prescribing, distribution, or sale of opioids. The remedies sought may include monetary compensation, injunction, declaratory judgment, damages, restitution, payment of penalties as authorized by law, or other remedies.

The City agrees to pay, as compensation for attorneys' services, 20% of all claims or recoveries from and against all sources, persons, or entities recovered prior to trial, or 25% of all claims or recoveries from and against all sources, persons, or entities recovered after trial has begun. All costs and expenses related to the investigation and litigation shall be advanced by the Firm and will be recovered by the Firm from any monetary recovery. Under no circumstances shall the City be liable for any costs, expenses, or attorney fees incurred by the Firm in preparing and conducting this investigation and/or litigation. All expenses, costs and attorneys' fees, if any, shall be paid from the proceeds of the investigation and/or litigation. If the Firm is terminated by the City or otherwise withdraws from the investigation or litigation, it shall be entitled to a share of any recovery (including injunctive relief) on a *quantum meruit* basis, as agreed to by the parties or determined by an arbitration panel.

Motley Rice has contracted with Kwall, Showers and Barack to be their local counsel for this and any similar claims in the Clearwater area. Motley Rice would pay Kwall, Showers and Barack a percentage of the fees they receive.

APPROPRIATION CODE AND AMOUNT: N/A

CONTRACT FOR LEGAL SERVICES

The City of Clearwater (the "City") and Motley Rice LLC (the "Firm") in consideration of the terms and conditions set forth herein, enter into this Contract for Legal Services.

1. Scope of engagement: The City requests, and the Firm wishes to perform, the following activities: to investigate, litigate, or negotiate for settlement, actionable claims that may be pursued by the City against individuals and entities related to the marketing, prescribing, distribution, or sale of opioids. The remedies sought may include monetary compensation, injunction, declaratory judgment, damages, restitution, payment of penalties as authorized by law, or other remedies.

2. Terms of engagement: The parties understand that under no circumstances shall the City be liable for any costs, expenses, or attorney fees incurred by the Firm in preparing and conducting this investigation and/or litigation. All expenses, costs and attorneys' fees, if any, shall be paid from the proceeds of the investigation and/or litigation, as a portion of the recovery in the suit after trial or settlement, from an award by the Court to be imposed upon the defendants, by agreement with the defendants, or some combination thereof. The City shall be ultimate decision maker on all matters relating to the investigation and/or litigation, including whether to file litigation and whether and on what terms to settle such litigation. The Firm shall consult with and obtain the approval of the City concerning important issues regarding the investigation, litigation, and any settlement, including but not limited to the complaint and dispositive motions, selection of consultants, experts and other professional services, discovery, pre-trial proceedings, trial, and settlement offers, demands, or negotiations. All draft filings shall be provided to the City sufficiently in advance of filing to permit the City's review. Regular status meetings shall be held as requested by the City. The City also shall designate a point of contact from within the City to be available to any defendants as appropriate.

3. Attorneys' expenses and fees:

a. The Firm shall only be entitled to recover such fees, costs, and expenses as are incurred in the investigation and/or litigation from any monetary recovery after judgment or settlement, from an award by the Court to be imposed upon the defendants, by agreement with the defendants, or some combination thereof. In the event there is a judgment or settlement without a monetary payment to the City, the City will not owe anything for costs, expenses, or attorneys' fees, but the Firm may seek attorneys' fees, costs, and expenses from the Court or from defendants. Expenses and costs shall include, but not be limited to, pre-litigation investigation, discovery, pre-trial proceedings, experts, investigators, consultants and other contractors, travel, copying, freight and postage, communications charges, and any other necessary expenses related to the investigation or litigation. Costs and expenses will be deducted from any monetary recovery remaining after subtracting the contingency fee. All costs and expenses related to the investigation and litigation shall be advanced by the Firm and will be recovered by the Firm from any monetary recovery. Expenses of more than $25,000 must be approved in advance by the City.

b. The City agrees to pay, as compensation for attorneys' services, twenty percent (20%) of all claims or recoveries from and against all sources, persons, or entities recovered prior to trial, or twenty-five percent (25%) of all claims or recoveries from and against all sources, persons, or entities recovered after trial has begun. The percentage referenced in this paragraph will be calculated on and subtracted from the gross amount of any recovery obtained before any outstanding expenses incurred by the Firm or other costs have been deducted. The City agrees that the Firm may bring in additional lawyers or law firms to assist in handling this matter, though the City must approve the selection of additional counsel. The Firm will be responsible for arranging the division of expenses and fees, if any, with such additional counsel, and the City will not have any role or liability regarding the division of such fees and expenses.

c. The value of any injunctive relief, both presently and in the future, shall be included in the value of the recovery for which a contingent fee is paid. However, nothing in this provision will require the City to pay the contingency fee except from a financial recovery or as awarded by the Court or negotiated with the defendants. In other words, while the value of injunctive relief will be considered part of the total recovery, the contingency fee will still only be paid pursuant to the terms outlined above. The City and the Firm shall use their best efforts to agree on the value of injunctive relief obtained. In the absence of an agreement between the parties as to the value of relief, the value of such relief shall be determined by consideration of economic models used in the suit, the cost of remediation imposed on the defendants by the Court or the jury, or by other methods agreed upon by the parties. Should the parties fail to agree on the value of the relief obtained, the value shall be determined by a three member arbitration panel whose decision shall be final and non-appealable. Each party shall choose one member of the panel and the two members shall choose the third who shall be the chairperson. The arbitration shall be conducted under the rules of the American Arbitration Association.

d. In the event the investigation or litigation results in an award of monetary recovery, declaratory relief, or injunctive relief or any combination of these awards through judgment or settlement the total amount of the costs, expenses and fees to be paid to the Firm shall not exceed 50% of the amount of the monetary recovery (the fee cap), except under circumstances set forth in subparagraph (g) below. In the event that the litigation does not result in an award of monetary recovery, attorneys' fees, costs, and expenses shall only be recoverable through a court award or settlement.

e. Should the Court award the City as prevailing party attorneys' fees, costs, and expenses to be paid by the defendants, the City shall support as an award of reasonable attorneys' fees in an amount not less than the contingency fee amount required by this contract. Any costs, expenses, or fees due the lawyers under this contract shall first be satisfied from funds awarded by the Court from the defendants. Such an award of costs, expenses, and fees shall not be considered as part of monetary recovery and shall not be subject to the lawyers' contingency fee described in subparagraph b above.

f. Nothing in this Contract shall limit, and the City shall be entitled to seek, from the Court and/or the defendants its own costs, expenses, and fees in pursuing this investigation or litigation.

g. If the Firm is terminated by the City or otherwise withdraws from the investigation or

litigation, it shall be entitled to a share of any recovery (including injunctive relief) on a *quantum meruit* basis, as agreed to by the parties or determined by an arbitration panel, selected and operating as laid out above.

h. The Firm shall use best efforts to maximize the ultimate net recovery for the City, including using best efforts to recover costs, expenses, and fees in the first instance from defendants, either through settlement or by petitioning the Court. In the event that attorneys' fees, costs, and expenses are paid directly to the Firm, the City will receive an equal credit against the contingency fee, costs, and expenses due the lawyers under this Contract. If the Court awards attorneys' fees, expenses, and costs, the City shall be entitled to that portion of the award that is based on services provided by the City.

4. Referral fee: Twenty-five percent (25%) of any contingency fee or attorneys' fees (but not expenses or costs) paid to the Firm will be paid by the Firm as a referral fee to Louis Kwall, Kwall Barack Nadeau PLLC, 304 S. Belcher Rd; Clearwater, FL 33765.

5. The City shall handle public statements.

6. Confidentiality: The Firm agrees to keep all information gained in the course of representation confidential to the full extent allowed by law, including, but not limited to, information pertaining to the investigation or litigation, the City and its officers and employees. The Firm will not use such information to the detriment of the City nor its officers and employees at any time. It is understood and agreed that any agreement between the Firm and others providing professional services to the lawyers relating to the suit shall contain a confidentiality clause that conforms to the requirements of this paragraph.

7. Malpractice Insurance: The Firm maintains reasonable malpractice insurance and agrees to maintain such insurance during the term of this Contract, which shall begin upon execution of the contract by all parties and end upon completion of the litigation.

8. Modification: This Contract may be modified at any time, in whole or in part, by consent of the City and the Firm. Such modification shall be in writing and signed by all parties to the Contract.

Countersigned:

CITY OF CLEARWATER, FLORIDA

By:

_____
George N. Cretekos
Mayor

_____
William B. Horne II
City Manager

Approved as to form:

Pamela K. Akin
City Attorney

Attest:

Rosemarie Call
City Clerk

MOTLEY RICE LLC

1/30/2018
Dated

Linda Singer
Attorney at Law/Member

City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Cover Memo

File Number: ID#18-4207

Agenda Date: 2/13/2018 **Version:** 1 **Status:** Public Hearing

In Control: Planning & Development **File Type:** Action Item

Agenda Number: 8.1

SUBJECT/RECOMMENDATION:

Approve amendments to the Clearwater Downtown Redevelopment Plan repealing and replacing Chapters 1-3 which update goals, objectives and policies; increase density and intensity and revise height; modify Character District boundaries; and expand the Old Bay Character District boundaries northward; and pass Ordinance 9103-18 on first reading.

SUMMARY:

The Clearwater Downtown Redevelopment Plan serves as a Special Area Plan for the Downtown Planning Area and as a Community Redevelopment Plan for the Community Redevelopment Area. 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. This update is primarily focused on the land use components of the Plan, with additional updates to incorporate current data. Chapter 4, Implementation Plan, is not being amended at this time; however, it is incorporated into the updated document and reformatted to be consistent with the Plan as a whole. Chapter 4 is anticipated to be updated concurrently with the 15-year review of the Community Redevelopment Area Plan by Pinellas County in 2018.

The Planning and Development Department is recommending amendments to the *Clearwater Downtown Redevelopment Plan* to increase development potential, support preservation of neighborhood character, eliminate the need for lot consolidation in certain Districts, support variety of housing types, and encourage a multimodal Downtown.

Ordinance No. 9103-18 proposes to:

- Reaffirm and update the Vision, Guiding, Principles, Goals, Objectives and Policies;
- Expand the Old Bay Character District boundary and subsequently the Downtown Planning Area boundary;
- Consolidate two Character District Boundaries into one;
- Increase intensity and density throughout;
- Revise maximum permitted height to provide for transitions and consistency between standards and policy;
- Revise Character District policies;
- Incorporate the visions of recently completed supporting documents including Imagine Clearwater, North Marina Area Master Plan, Clearwater Comprehensive Boating Plan, and East Gateway District Vision Plan;
- Add density specific to overnight accommodations functioning as bed and breakfasts in the Old Bay and Prospect Lake Character Districts; and

- Remove the Design Guidelines.

The Community Development Board, in its capacity as the Local Planning Agency (LPA), will review the proposed amendments to the *Clearwater Downtown Redevelopment Plan* at a special public hearing on January 9, 2018, and make a recommendation to City Council. The Planning and Development Department will report the recommendation at the City Council meeting.

The Community Redevelopment Agency will review the proposed amendments to the *Clearwater Downtown Redevelopment Plan* at its meeting on January 16, 2018 and make a recommendation to the Council. The Planning and Development Department will report the recommendation at the City Council meeting.

At the February 16, 2018 work session, there was council consensus to continue first reading to February 12, 2018.

APPROPRIATION CODE AND AMOUNT: N/A

USE OF RESERVE FUNDS: N/A

PLANNING & DEVELOPMENT DEPARTMENT
COMMUNITY DEVELOPMENT BOARD STAFF REPORT

MEETING DATE:	January 9, 2018
AGENDA ITEM:	D.1.
CASE:	Ordinance No. 9103-18
ORDINANCE NO.:	9103-18
REQUEST:	Review and recommendation to the City Council on amendments to the *Clearwater Downtown Redevelopment Plan* repealing and replacing Chapters 1-3 which update goals, objectives and policies; increase density and intensity and revise height; modify Character District boundaries; and expand the Old Bay Character District boundaries northward.
INITIATED BY:	City of Clearwater, Planning and Development Department

BACKGROUND:

History of Downtown Planning

The City of Clearwater (City) has been active in its pursuit of Downtown revitalization since the 1970s. The first planning study for Downtown Clearwater was released in 1977. In 1981, the City established a Community Redevelopment Agency (CRA) and created the Community Redevelopment Area that stretched from Clearwater Harbor to east of Missouri Avenue. At this time, the City also approved Downtown's first plan known as the *Redevelopment Plan*.

In 1993, the City Commission approved the *Downtown Clearwater Periphery Plan*, which addressed the development potential of four areas located on the edges of Downtown identified as important to the success of overall downtown redevelopment (i.e., Northwest, Southwest, Northeast and Southeast Expansion Areas). In 1995, the City Commission approved a major revision to the *Redevelopment Plan*, establishing five overall goals for Downtown and renaming it the *Clearwater Downtown Redevelopment Plan* (the Plan).

In 2004 a major update to the Plan was completed which incorporated the four periphery areas and the new eastern gateway to Downtown and expanded the Community Redevelopment Area into the Plan and the Downtown Planning Area. With this expansion, the total Downtown Planning Area expanded to almost 545 acres, inclusive of two areas that were within the *Downtown Clearwater Periphery Plan* that were not otherwise integrated into the CRA. This update also included the formation of six Character Districts and created flexibility for future growth with site plan and design review to implement design guidelines. The City also established the Public Amenities Incentive Pool, which can be allocated to specific projects that make a major contribution to Downtown.

Clearwater Downtown Redevelopment Plan Update Overview

Since the adoption of the Plan some redevelopment has occurred in the Downtown; however, there continues to be a lack of commercial development, erosion of neighborhood character, and limited new housing development. This update is primarily focused on the land use components of the Plan, with additional updates to incorporate current data. Chapter 4, Implementation Plan, is not proposed to be amended at this time; however, it is incorporated into the updated document and reformatted to be consistent with the Plan as a whole.

This update of the Plan reaffirms the vision for Downtown as the urban core and heart of the City, and incorporates the goals and policies of several recently completed documents including the North Marina Area Master Plan, Clearwater Comprehensive Boating Plan, Imagine Clearwater, and the East Gateway District Vision Plan. Several changes to the Character Districts are proposed, including combining the Town Lake Residential and Town Lake Business Character Districts into one District, Prospect Lake, named for the City stormwater pond and park. This would reduce the number of Character Districts from six to five. A new direction for the District is envisioned and is appropriate for all properties within the two former Town Lake Districts. The East Gateway District has been rebranded as the Downtown Gateway, so the Character District name is updated accordingly. Additionally, this update proposes to expand the Old Bay Character District to include 9.671 acres that were included in the study area of the North Marina Area Master Plan but were not already in the Downtown Plan Area. The boundary revisions are illustrated on Map 1. (See page 4)

To increase overall housing production, which is a component of addressing housing affordability concerns, development potential is proposed to be increased in all Character Districts. Additionally, changes are proposed to simplify properties' development potential so it is not based on lot size, which eliminates the need for lot consolidation in certain Districts. In those Character Districts that are primarily low-scale and/or single family residential (i.e.,

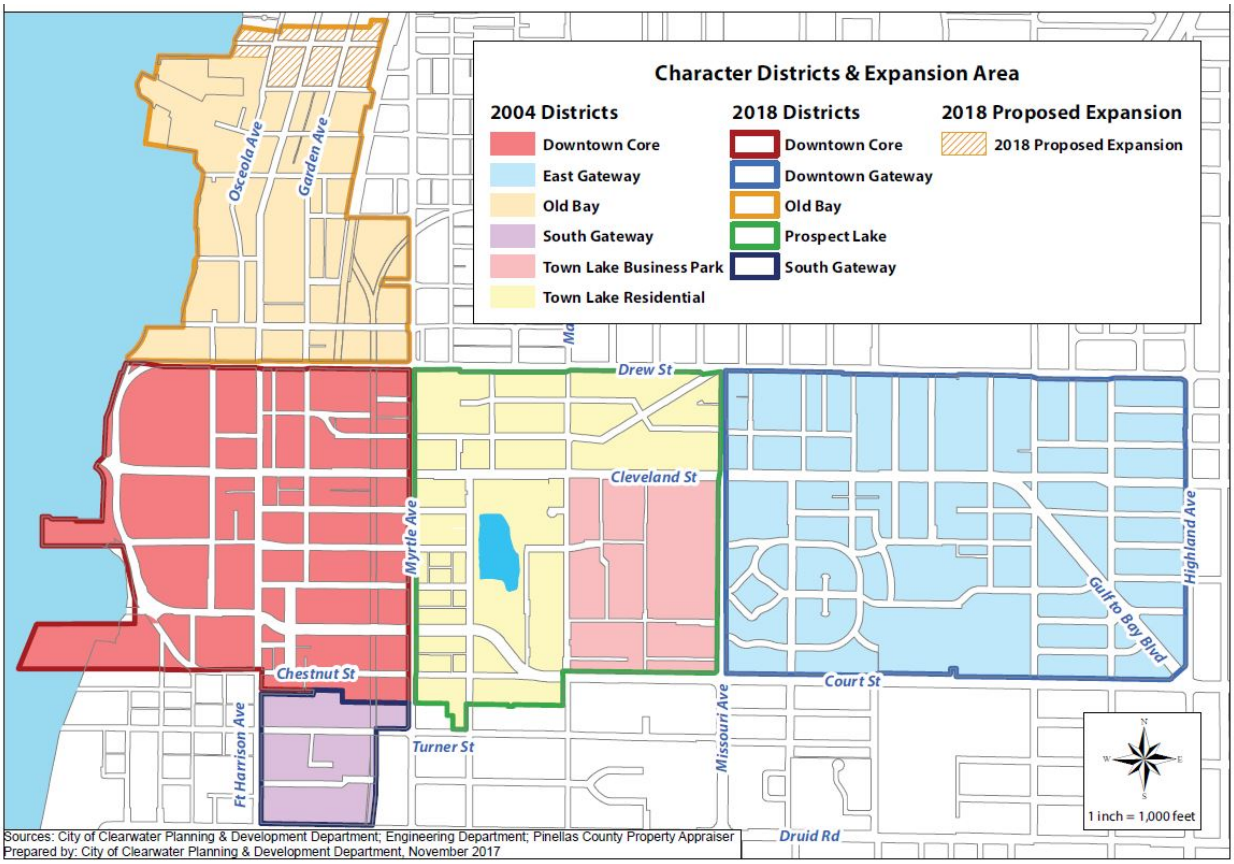
Downtown Gateway and Old Bay Districts), density is proposed to be increased to 35 dwelling units per acre, which has been identified as being conducive for "missing middle housing" consisting of single-family houses, multiplexes, townhouses and bungalow courts which offer a variety of needed housing 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 home 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.

In certain Districts, an increase to nonresidential development potential (floor area ratio) is also proposed to support the vision of multi-story buildings with structured parking along Downtown's commercial corridors. Where nonresidential development potential was previously 1.0 FAR, it is proposed to be increased to 1.5 FAR to enable this transition. The western edge of the Prospect Lake District is proposed to receive the greatest increase in development potential (75 dwelling units per acre or 2.5 FAR) which would allow redevelopment that supports the eastern edge of the Downtown Core District. The update proposes changes to maximum heights within certain Character Districts that were formerly hinted at in Plan policies, which, coupled with the floor area ratio changes, reflects the importance of protecting the historic single-family character of certain Downtown neighborhoods (e.g., the Grove Street neighborhood) while supporting more intense and taller development along major streets.

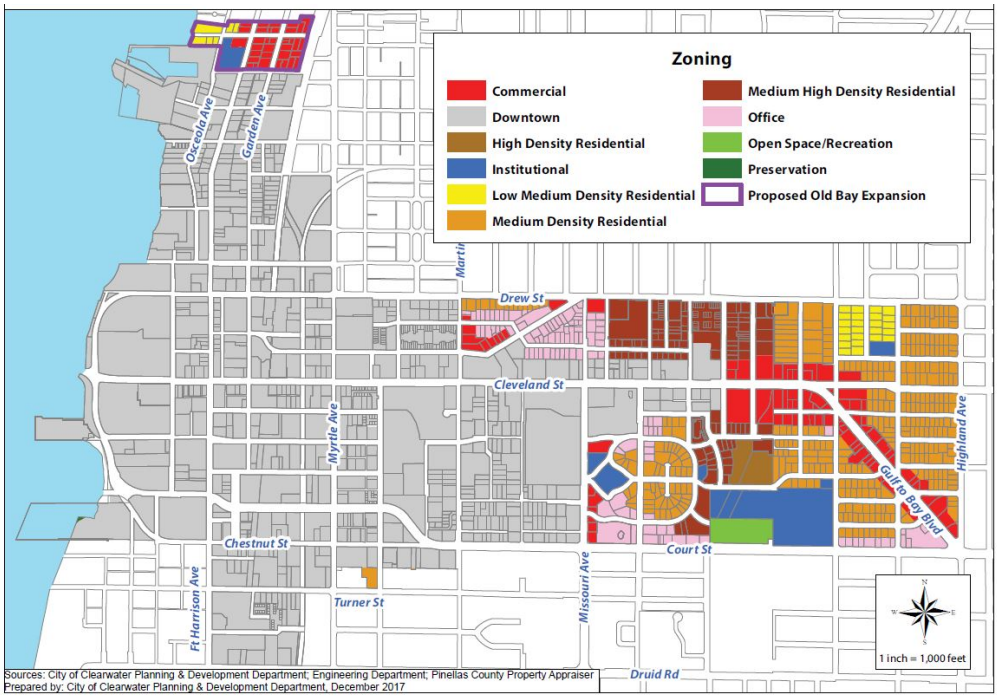
To fully integrate the properties in the proposed Old Bay Expansion Area into the Downtown Planning Area, additional steps will be necessary. The City's Future Land Use Map and Zoning Atlas will need to be amended to designate these parcels with the Central Business District (CDB) future land use category and the Downtown (D) zoning district, consistent with the majority of the Downtown Planning Area. Similarly, those areas in the Prospect Lake and Downtown Gateway Character Districts that are not designated as Central Business District (CBD) future land use and Downtown (D) District would not be provided the same development potential proposed within the Plan unless the City processes Future Land Use Map and Zoning Atlas amendments to designate them accordingly. This would unify all of Downtown within the same category and allow the increased development potential proposed in the Plan to be applied to all properties in the Downtown Planning Area. The Plan proposes policy to support unification of the designations. The variety of existing future land use designations and zoning districts are shown on Maps 2 and 3. (See page 5)

Additionally, to implement the updated vision and 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. The Design Guidelines are proposed to be removed from this Plan and relocated to the Downtown (D) District in the Community Development Code in the form of design standards.

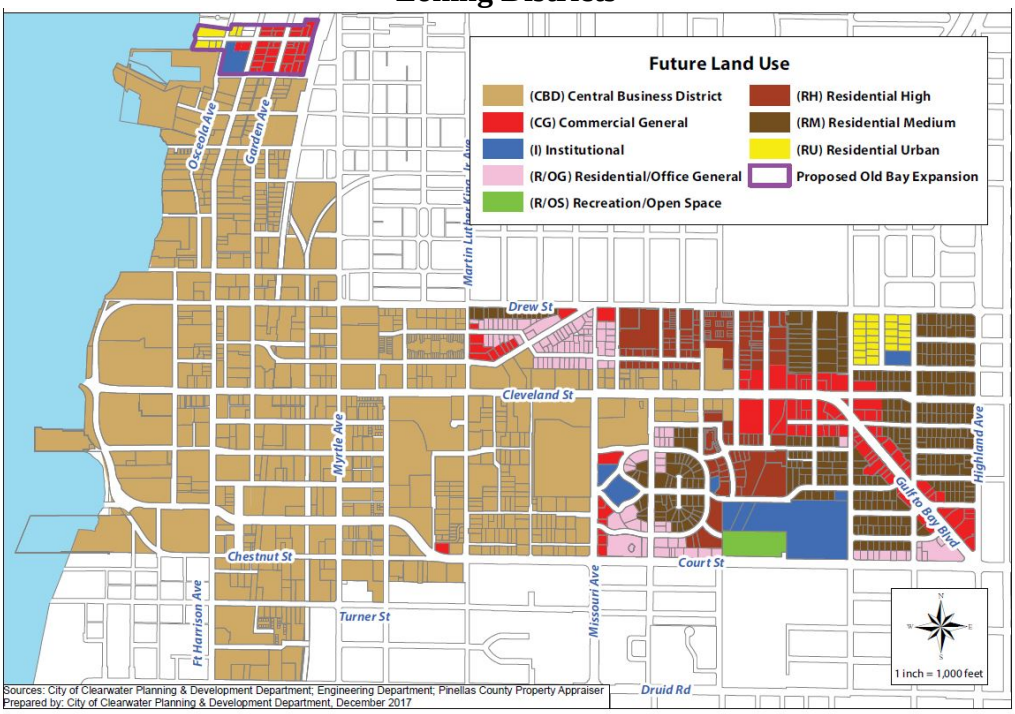
Generally the updated goals, objectives, policies and development potential support a multimodal Downtown, preservation of neighborhood character, allow for greater development opportunities for existing lots, and encourage a variety of housing types.



Map 1
Proposed Expansion & New Districts



Map 2
Zoning Districts



Map 3
Future Land Use Designations

Community Meetings

Outreach to the various Downtown business and resident groups provided opportunities to review proposed changes throughout the planning process. Staff presented six times to the Downtown groups and organizations in 2016. Additionally, community meetings were held at the Clearwater Main Library where feedback display boards utilizing emojis and visual preference voting gathered public feedback on the Vision, Goals, and Guiding Principles and the proposed changes to the Character Districts. The goal was to reaffirm the vision for Downtown and the responses were very positive.

ANALYSIS:

The Plan has two purposes. It serves as a Special Area Plan in accordance with the Countywide Rules of Pinellas County, guiding development through goals, objectives and policies and regulating uses and development potential within the Character Districts. It also is the Community Redevelopment Plan for the 449 acres contained in the CRA, establishing policies that guide future actions and projects of the City's Community Redevelopment Agency.

Proposed Ordinance No. 9103-18 repeals and replaces Chapters 1 through 3 of the Plan (Exhibit A of ordinance). Chapter 4 is not being amended through this ordinance, but is anticipated to be updated concurrently with the 15-year review of the CRA Plan by Pinellas County in 2018. Below is a summary of the proposed amendments, the majority of which are within Chapter 3.

Chapter 1 Introduction, History & Planning for Downtown (Pages 2-9 of Plan)
The Introduction Chapter identifies the purpose of the Plan, provides a brief history Clearwater and details planning efforts for Downtown. This section is proposed to be reorganized and updated for clarity and succinctness.

Chapter 2 Existing Conditions (Pages 12-41 of Plan)
The Existing Conditions Chapter is a collection of data on the existing conditions of the Downtown Planning Area including land uses, historic resources, demographics, transportation, parking infrastructure, public recreation facilities, and existing City and/or CRA redevelopment programs and completed projects. Generally, data was updated and demographics utilized the 2010 U.S. Census and American Community Survey (ACS) 2011-2015 estimates.

Chapter 3 Land Use /Redevelopment Plan (Pages 44-125 of Plan)

The Land Use/Redevelopment Plan Chapter establishes the goals, objectives and policies for Downtown and its Character Districts, as well as the development potential and height for properties within the Downtown Planning Area.

Downtown Goals

In addition to minor modifications to the original three goals within the Downtown Plan i.e., People, Accessibility (renamed from Movement), and Amenity, a fourth goal is proposed, Urban Design, to emphasize the importance of quality urban design in revitalizing Downtown.

Guiding Principles

The original Guiding Principles have been revised with three significant changes. The Plan proposes to view parking as infrastructure that supports Downtown as a collective whole and encourages integrated transportation options. Two additional Guiding Principles are proposed: Environment and Resilience. They emphasize the importance of incremental improvements and that Downtown will be prepared to positively adapt to a disruption.

Character Districts, Generally

As previously mentioned, this update modifies the Character Districts by combining two Character Districts into one (Prospect Lake) and proposes to expand the Old Bay District boundary, and subsequently the Downtown Planning Area. These modifications are based on expanded vision of development opportunities and change from 2004 within these areas, and incorporate recently completed supporting documents.

Each District includes a vision for future development, as well as description of uses, function, development patterns, and policies that are specific to implementing the District's vision. The amount of nonresidential or residential development (floor area ratio [FAR] or density) that can be built and any limitations on overall height are also specified and are illustrated on Maps 4 through 7. See paged 14-15. The proposed revisions include changes to permitted density, intensity and maximum heights in several Districts to support their individual visions, provide further redevelopment opportunities, facilitate transitions, and allow for additional infill housing and neighborhood redevelopment. However, it remains consistent that the most intensive development should occur in the Downtown Core and generally become less intensive to the north, south and east. A brief description of the vision and changes proposed within each Character District follow. Maps 4 through 7 show the proposed development potential.

Downtown Core District

The Downtown Core District is envisioned to be the most dense and intense District and should continue to be a center for government and office uses with walkable block sizes and an interconnected street grid that make it pedestrian-friendly and balance the needs of all users. Development and redevelopment along Osceola Avenue is envisioned to be the active edge of the Downtown waterfront. Key components of the redevelopment strategy are to attract residential development to the Downtown Core and to implement Imagine Clearwater, which is addressed by including appropriate language within the vision and development patterns sections, as well as in District-specific policies.

The Plan proposes a density increase of 5 dwelling units per acre (du/ac) which is the maximum able to be requested under the Countywide Rules. A summary of the proposed development potential for the Downtown Core is included in Table 1.

Table 1. Downtown Core Development Potential

	EXISTING	**PROPOSED**	**CHANGE**
FAR	4.0	4.0	no change
Density	70 du/ac or 95 hotel units/ac	75 du/ac or 95 hotel units/ac	+ 5 du/ac increase, no change in hotel units/ac
Height	Unlimited*	Unlimited*	no change

*Policies direct height along Cleveland Street to be consistent with historic building patterns.

Old Bay District

The Old Bay District is a mixed-use neighborhood that supports the Downtown employment base with residential uses, limited neighborhood commercial uses and office uses. The District is envisioned to remain low-rise and promote pedestrian and bicyclist connectivity. The Plan supports an activated waterfront area that balances the needs of the boating community and area residents and values views of and public access to the water. The boundary of the District is proposed to be expanded to include the 41 parcels to the north, totaling 9.671 acres that were part of the North Marina Area Master Plan. This will increase the size of the Downtown Planning Area from 544.929 acres to 554.6 acres.

The Plan proposes increased nonresidential development potential for properties fronting on and westward of North Fort Harrison Avenue. Generally, the Plan proposes a density increase of 10 to 27.5 dwelling units per acre depending on property size and location, as well as simplification of density allocation. Currently the maximum permitted height varies by location to facilitate a transition in scale of development, and a similar transition at a lower height is proposed in the

Plan. The Plan proposes certain reductions in height to be more consistent with the neighborhood character, the preservation of which was already envisioned through District specific policies and supported by the 2014 ULI Advisory Services Panel Report. Reduced height with increased density supports development that fills out a site in an urban form, rather than a tower surrounded by parking. Additionally the changes in maximum permitted height are supported by the North Marina Area Master Plan's vision for the area. The Plan also proposes to establish the maximum height in the Old Bay expansion area as 30 feet, which is consistent with the current allowable height. Table 2 compares the change in development potential, excluding properties with other zoning and future land use designations.

Table 2. Old Bay Development Potential

	EXISTING	PROPOSED	CHANGE
FAR	Fronting on N. Ft. Harrison Ave. and westward: 1.0	Fronting on N. Ft. Harrison Ave. and westward: 1.5	+0.5 increase for properties fronting on and westward of N. Ft. Harrison Ave.
	Eastward of properties fronting on N. Ft. Harrison Ave.: 0.5	Eastward of properties fronting on N. Ft. Harrison Ave.: 0.5	no change for properties eastward of properties fronting on N. Ft. Harrison Ave.
Density	Fronting on N. Ft. Harrison Ave. and less than 2 acres: 25 du/ac, or greater than 2 acres: 50 du/ac	35 du/ac or 50 du/ac for mixed use	+10 du/ac increase for parcels less than 2 acres -15 du/ac decrease for properties 2 acres or larger **
	Eastward of properties front on N. Ft. Harrison Ave. and less than 1 acre: 7.5 du/ac, or greater than 1 acre: 25 du/ac		+27.5 du/ac increase for parcels less than 2 acres +10 du/ac increase for parcels 2 acres or larger
	West of N. Osceola Ave. and north of Seminole St. and equal 2 acres or greater: 50 hotel units/ac	West of N. Osceola Ave. and north of Seminole St. and 2 acres or greater, excluding properties fronting on Cedar St.: 50 hotel units/ac	Clarification that the hotel development potential does not apply within the Old Bay expansion area
	Bed and Breakfasts not permitted	Bed and Breakfasts: 35 rooms/ac, not to exceed 10 rooms	Bed and Breakfast density established
Height	Between N. Osceola Ave. and Ft. Harrison Ave. and between Jones and Drew St., and properties west of N. Osceola Ave. and between Drew and Georgia Sts.: 150 ft.	West of N. Osceola Ave. and between Drew and Georgia Sts., or between N. Osceola and N. Ft. Harrison Aves. and between Jones and Drew Sts.: 150 ft.	No changes for properties with a max height of 150 ft.
	West of N. Osceola Ave. between Georgia and Eldridge Sts.: 120 ft.	West of Garden Ave. and south of Nicholson St.: 55 ft.	-65 foot reduction in height for properties between Georgia and Eldridge Sts. *** -45 foot reduction in height for properties between Eldridge and Nicholson Sts.***
	West of N. Osceola Ave. between Eldridge St. and northern boundary: 100 ft.		
	East of Osceola Ave.: 40 ft.	East of Garden Ave. and south of Nicholson St.: 45 ft.	+15 foot increase for properties between N. Osceola and Garden Aves. +5 foot increase for properties east of Garden Ave.
	North of Nicholson St. not included in the Old Bay Character District, height varies by current zoning district	North of Nicholson St.: 30 ft.	Properties north of Nicholson Street included in the Old Bay Character District and height established at 30 ft.

** Staff research found there are 3 properties that would be impacted, one City-owned.
*** Height reductions are supported by the North Marina Area Master Plan and current District policies.

South Gateway District

The South Gateway District provides a transition from the Downtown Core District to the single family neighborhoods southeast of Downtown. The Plan envisions that South Fort Harrison will continue to be ideal frontage for commercial, office, and medical uses due to its proximity to the Morton Plan Hospital campus. Connections to the Pinellas and Druid Trails are encouraged. The District is largely redeveloped with commercial uses along South Fort Harrison Avenue. Along Turner Street many offices converted from homes and there are limited remaining residential uses. The Plan proposes development potential increases throughout the entire District. Table 3 compares the change in development potential for this District.

Table 3. South Gateway Development Potential

	EXISTING	**PROPOSED**	**CHANGE**
FAR	1.0	1.5	+0.5 increase
Density	Less than 2 ac: 25 du/ac or 2 acres and greater: 35 du/ac. 2 acres and greater, mixed use: 50 du/ac	35 du/ac or 50 du/ac for mixed use	+10 du/ac increase for parcels less than 2 acres no change for parcels 2 acres or greater
Height	50 feet	55 feet	+5 foot increase

Prospect Lake District

This District is proposed to be formed by combining the Town Lake Residential District and the Town Lake Business Park District. Generally both Districts have the same development potential; however, Town Lake Business Park District is supportive of large scale suburban style office development which has not occurred and is not anticipated to develop in the future. When analyzing the development potential, goals, patterns and envisioned development of the two Districts they were consistent and compatible.

As previously mentioned, the Plan proposes a substantial increase in development potential for properties west of South Prospect Avenue and Knights Alley. This increase is compatible with the adjacent Downtown Core District to the west and will allow both sides of Myrtle Avenue to develop at an appropriate scale and intensity. The Plan envisions Myrtle Avenue as a walkable urban street and new residents in the District will enliven Downtown. Within the areas generally north of Laura Street and east of Martin Luther King, Jr. Avenue reductions in height are proposed that establishes a standard consistent with the height limitations supported by existing policies. Some properties in the District are not currently zoned Downtown (D) and designated Central Business District (CBD) on the future land use map (See Maps 2 and 3 on page 5) therefore, the proposed development potential shown in the table will not apply to them unless their designations are amended. Table 4 compares the changes in development potential, excluding properties with other zoning and future land use designations.

Table 4. Prospect Lake Development Potential

Character Districts	**EXISTING**		**PROPOSED Prospect Lake**		**CHANGE**
Town Lake Residential	FAR	1.0	FAR	West of S. Prospect Ave. and Knights Alley: 2.5	+1.5 increase for properties near Myrtle Ave.
	Density	30 du/ac or 40 hotel units/ac, Bed and Breakfasts not permitted		Remainder of District: 1.5	+0.5 increase in remainder of District
	Height	75 ft.	Density	West of S. Prospect Ave. and Knights Alley: 75 du/ac or 40 hotel units/ac	+45 du/ac increase for properties near Myrtle Ave.
Town Lake Business Park	FAR	1.0		Remainder of District 50 du/ac or 40 hotel units/ac, Bed and Breakfasts: 35 rooms/ac not to exceed 10 rooms	+20 du/ac increase for remainder of District, Bed and Breakfasts added as a use and density established No change for hotel units/ac
	Density	30 du/ac or 40 hotel units/ac Bed and Breakfasts not permitted	Height:	South of Laura St., fronting on or south of Cleveland St.: 75 ft.	no change for properties south of Laura St., fronting on or south of Cleveland St.
	Height	75 ft.		Properties north of Laura St. and west of Martin Luther King, Jr. Ave.: 55 ft.	-20 foot reduction in height for properties north of Laura St. and west of Martin Luther King, Jr Ave. *****
				North of and not fronting on Cleveland St. and east of Martin Luther King, Jr. Ave.: 30 ft.	-45 foot reduction in height for properties north of and not fronting on Cleveland St. ****

**** Height previously reduced through policy.

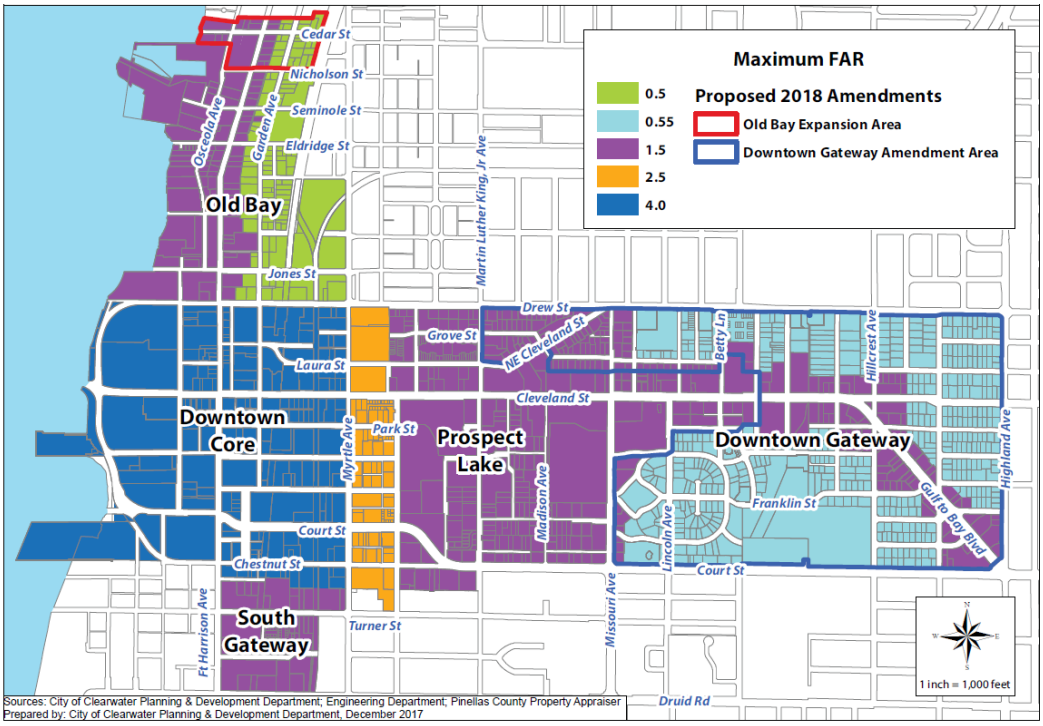
Downtown Gateway District

This District was formerly called the East Gateway Character District and at the recommendation of the East Gateway District Vision Plan (2011) it was rebranded as the Downtown Gateway District. This District has a diverse neighborhood with a rich cultural base that creates a unique sense of place. This District is largely residential with commercial along Cleveland Street, Missouri Avenue and Gulf to Bay Boulevard. The growth and facility needs of medical office and small business provide a wide range of skilled and professional employment opportunities. The Plan proposes an increase in development potential for properties fronting on Cleveland Street between Missouri and Hillcrest Avenues or on Gulf to Bay Boulevard to support a concentration of multi-story buildings along these streets. Currently maximum height varies by use and the Plan proposes to regulate height by location. Generally, the proposed maximum height is a 5 to 30 foot increase from the current maximum height. Some properties in the District are not currently zoned Downtown (D) and designated Central Business District (CBD)

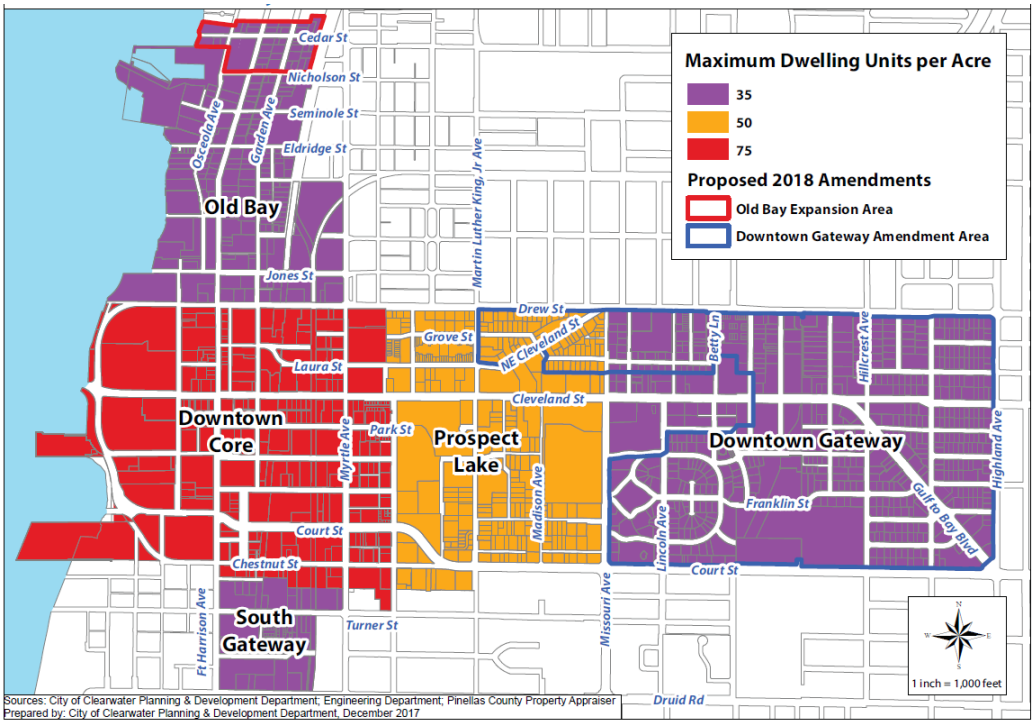
on the future land use map (See Maps 2 and 3 on page 5) therefore, the proposed development potential shown in the table will not apply to them unless their designations are amended. Table 5 compares the changes in development potential, excluding properties with other zoning and future land use designations.

Table 5. Downtown Gateway Development Potential

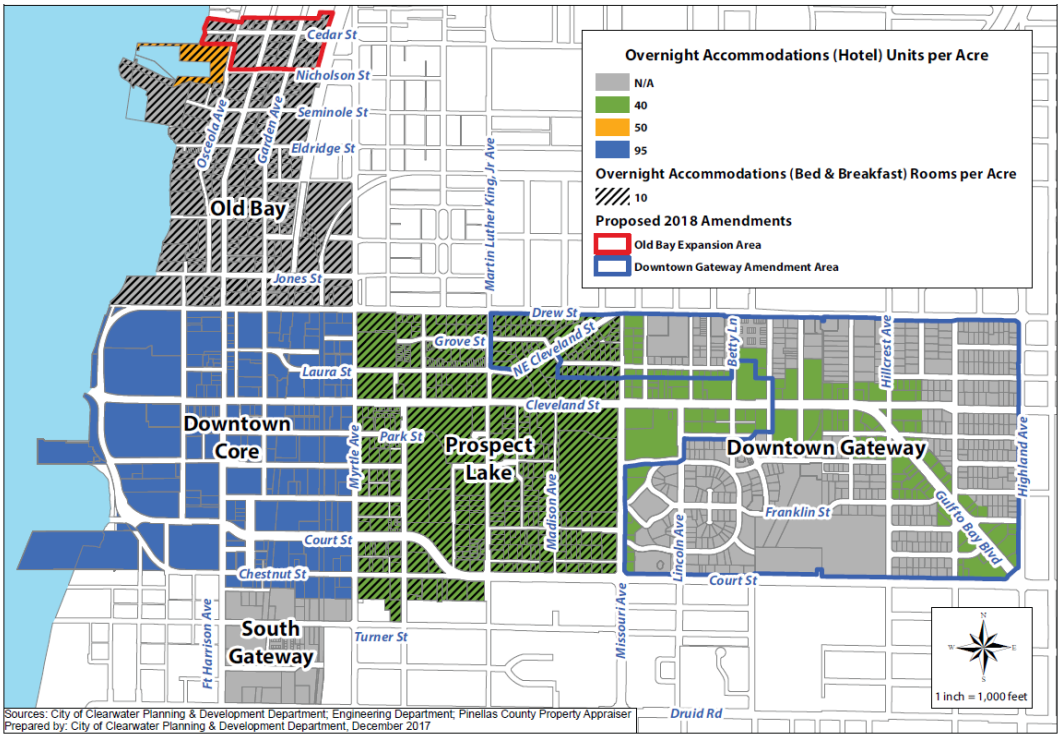
	EXISTING	**PROPOSED**	**CHANGE**
FAR	0.55	Fronting on Cleveland St. between Missouri and Hillcrest Aves. or fronting on Gulf to Bay Blvd.: 1.5	+0.95 increase for properties fronting on Cleveland St. between Missouri to Hillcrest Aves. or on Gulf to Bay blvd.
		Remainder of District: 0.55	no change
Density	30 du/ac or 40 hotel units/ac	35 du/ac or generally, fronting on Missouri Ave., Cleveland St., Gulf to Bay Blvd. more specifically as shown on Map 6, Maximum Hotel Density,: 40 hotel units/ac	+ 5 du/ac increase, Clarifying appropriate hotel locations eluded to in District vision, no change in hotel units/ac
Height	Office: 50 ft. Commercial: 25-35 ft. Multifamily: 50 ft.	South of Grove St., fronting on or south of Cleveland St. between Missouri and N. San Remo Aves., south of Laura St between Hillcrest and N. San Remo Aves., and eastward of Gulf to Bay Blvd. and south of De Leon St.: 55 feet. South of Drew St. between Missouri and Hillcrest Aves.: 45 feet South of Drew St. between N. Hillcrest and N. Highland Aves.: 30 feet	Criteria for maximum height changed from by use to by location. + 5 to +30 foot increase in height compared to ranges permitted for different uses.



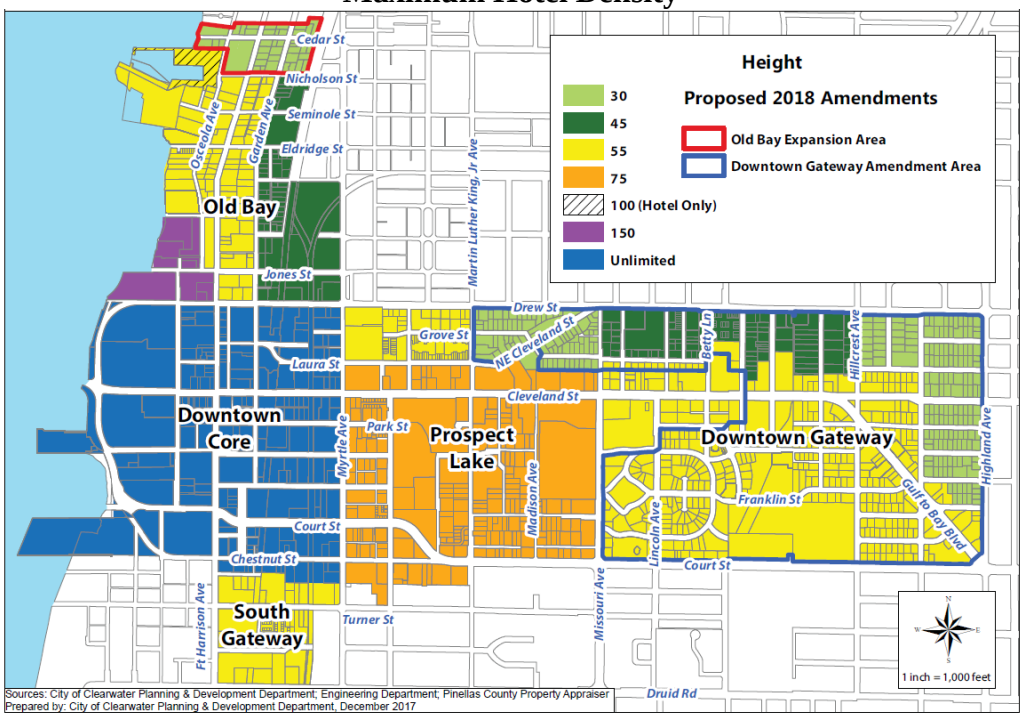
Map 4
Maximum Floor Area Ratio



Map 5
Maximum Dwelling Units per Acre



Map 6
Maximum Hotel Density



Map 7
Maximum Height

Future Elements

Chapter 3 also includes sections that address recreation and open space, housing, transportation, streetscaping and wayfinding. The proposed amendments update these sections to reflect more current data and to incorporate future projects or improvements, many of which were identified in supporting documents (e.g., Imagine Clearwater, North Marina Area Master Plan, East Gateway District Vision Plan) and transportation plans. The Design Guidelines are proposed to be removed from the Plan, and will be integrated into the updated Downtown zoning district which is currently being drafted by staff and will be brought forward for City Council consideration in the near future.

Chapter 4 Plan Implementation (Pages 128-163 of Plan)

Chapter 4 sets forth how the Plan is to be implemented. Sections include Downtown Strategies, Capital Improvement Plan, and Tax Increment Revenue Projects, and the majority of the Chapter supports the Community Redevelopment Plan in accordance with Florida's Community Development Redevelopment Act. At this time no amendments are proposed to Chapter 4; however, it has been reformatted and provided as part of the complete Plan document. Chapter 4 is anticipated to be updated concurrently with the 15 year review of the CRA Plan by Pinellas County in 2018.

Appendix

The Appendix provides supporting information that is too cumbersome to be incorporated into the body of the Plan. Several appendices are proposed to be repealed and replaced through Ordinance No. 9103-18, but Appendices 1, Expanded CRA Legal Description, and 8, Downtown-Gateway Strategic Action Plan, are unchanged. Generally, maps, data and methodologies have been updated to reflect current conditions and any changes between 2004 and the proposed amendments. Existing Appendix 9, The Design Guidelines Glossary, is proposed to be removed as the Design Guidelines contained within Chapter 3 are proposed to be removed. Additionally Appendix 10, Representative Downtown Architecture is proposed to be deleted.

CONSISTENCY WITH COMPREHENSIVE PLAN

A review of the Clearwater Comprehensive Plan identified the following Goal, Objectives and Policies which will be furthered by the proposed amendments to the *Clearwater Downtown Redevelopment Plan*:

Goal A.1. The City of Clearwater shall continue to protect natural resources and systems throughout the City and ensure that these resources are

successfully integrated into the urban environment through land development regulation, management programs and coordination with future land use intensities and categories.

Objective A.5.5 Promote high quality design standards that support Clearwater's image and contribute to its identity.

Policy A.5.5.1 Development should be designed to maintain and support the existing or envisioned character of the neighborhood.

Policy A.5.5.2. Preserve the unique qualities of Clearwater and its cultural heritage as exemplified by historic buildings, landmarks, landscapes, streetscapes, lighting, and building design.

Goal A.6 The City of Clearwater shall utilize innovative and flexible planning and engineering practices, and urban design standards in order to protect historic resources, ensure neighborhood preservation, redevelop blighted areas, and encourage infill development.

Objective A.6.1 The redevelopment of blighted, substandard, inefficient and/or obsolete areas shall be a high priority and promoted through the implementation of redevelopment and special area plans, the construction of catalytic private projects, city investment, and continued emphasis on property maintenance standards.

Policy A.6.1.8 The City shall continue to support and implement approved community redevelopment area plans, such as the Clearwater Downtown Redevelopment Plan adopted in 2004 and Beach by Design adopted in 2001.

Policy A.6.1.10 Clearwater will continue to support the tax increment financing program and redevelopment efforts of the downtown area through activities of the economic development office and actions of the City Council as the Community Redevelopment Agency.

Objective A.6.2. The City of Clearwater shall continue to support innovative planned development and mixed land use development techniques in order to promote infill development that is consistent and compatible with the surrounding environment.

Policy A.6.3.3.	Consider conducting surveys to identify and evaluate potential historic resources for designation.
Policy A.6.5.1	The City shall support the Pinellas Trail and examine opportunities for Trail extensions or spurs to connect regional attractions and employers
Objective A.6.6	Tourism is a substantial element of the City's economic base and as such the City shall continue to support the maintenance and enhancement of this important economic sector.
Policy A.6.6.1	The City supports and encourages the continued development and redevelopment of overnight accommodation uses.
Objective A.6.7.	Redevelopment activities shall be sensitive to the city's waterfront and promote appropriate public access to the city's waterfront resources.
Policy A.6.8.1.	Build active, attractive communities that are designed at a human scale and encourage walking, cycling and use of mass transit.
Policy A.6.8.3	Where appropriate, development shall provide a sense of pedestrian scale on streets through minimal front setbacks, similar building heights, street trees and proportionality of building heights to street widths.
Policy A.6.8.6	Encourage the development of interconnected systems of natural areas, parks, sidewalks, greenways, trails and open spaces.
Policy A.6.8.8.	Design and construct pedestrian-oriented streets to include continuous tree-lined sidewalks buffered from traffic by on-street parking and/or landscaping and that include pedestrian amenities such as benches, trash receptacles, bus shelters and lighting.
Policy A.6.8.9	Promote a variety of transportation modes such as walking, bicycling, ride sharing and mass transit to increase transportation choices and decrease dependence on the single-occupancy automobile.
Objective B.1.2	Future improvements to arterial and collector streets shall be context sensitive by planning and designing the roadway based on the existing context of the surrounding built environment and the planned land use vision.

Policy B.1.2.7	The City shall install landscaping along sidewalks using tree canopy, where feasible, to provide shaded areas for pedestrians.
Objective B.3.2	The City of Clearwater shall encourage and promote mass transit with appropriate land use, zoning and land development policies.
Objective B.4.4	The City shall participate and cooperate with agencies and committees to enhance and promote the public transportation system.
Goal C.1.	An affordable variety of standard housing units in decent and safe neighborhoods to meet the needs of current and future residents regardless of race, nationality, age, marital status, handicap, or religion.
Objective C.1.1	Assure an adequate supply of housing in Clearwater by providing for additional new dwelling units in a variety of types, costs, and locations to meet the needs of the residents of the City of Clearwater.
Objective C.1.2	The City of Clearwater shall continue to provide assistance and incentives for the development of housing that is affordable to very low, low, and moderate income households, including those with special needs, consistent with the level of growth in these income categories.
Objective C.1.6	Through both private and public resources, the City of Clearwater shall encourage the conservation, rehabilitation, and preservation of the existing housing stock, including historically significant housing.
Objective G.1.5	Enhance and maintain the City's unique physical characteristics by making the best use of existing and potential recreation lands and open spaces.

The Plan is consistent with the Clearwater Comprehensive Plan as evidenced by the numerous goals, objectives and policies identified above. The Plan establishes goals, objectives and policies that will ensure neighborhood preservation, redevelop blighted areas, protect historic resources, and support a multimodal Downtown. The Plan proposes to increase the intensity and density to create greater redevelopment opportunities, and modifies maximum height to clarify policies and be consistent with current and proposed policies. The Plan maintains the redevelopment strategy for the CRA that supports the elimination of blighting influences in the neighborhood through strategies and capital projects. It also supports a variety of housing in Downtown including market rate and affordable units. Existing redevelopment incentives are maintained in the Plan and include transfer of development rights and the allocation of the Public Amenities Incentives Pool.

SUMMARY AND RECOMMENDATION:

The Community Development Board is reviewing the Plan in its capacity as the Local Planning Agency (LPA) and should make a recommendation regarding the updated Plan to the City Council. Additionally, the CRA should make a recommendation to the City Council regarding this document as the Redevelopment Plan for the CRA. Once the City Council approves the Plan, it will be submitted to the Board of County Commissioners for approval as the Community Redevelopment Plan for the CRA. The Plan will also be submitted to Forward Pinellas and the Countywide Planning Authority for review and approval as the Special Area Plan governing Downtown.

The proposed amendments to the Plan implement the City Council's desire to provide greater opportunities for redevelopment. These provisions confirm and reinforce the City's commitment to implementing the strategies developed from the ULI study. In addition, the proposed amendments are consistent with and will further the goals of the Clearwater Comprehensive Plan. Further, the proposed ordinance establishes five character districts that regulate land use, density and intensity and design and increases the maximum floor area ratio and dwelling units per acre in certain areas, revises maximum height to clearly convey policy and provides language in support of the desired primarily pedestrian and multimodal Downtown. The proposed amendments to the Plan incorporate major policy provisions on Imagine Clearwater, North Marina Area Master Plan, and East Gateway District Vision Plan. The proposed amendments to the Old Bay District, as outlined above, will align the Plan with the North Marina Area Master Plan providing a unified vision for the area. Based upon the above, the Planning and Development Department recommends **APPROVAL** of Ordinance No. 9103-18 which replaces the 2004 *Clearwater Downtown Redevelopment Plan*

Prepared by Planning and Development Department Staff: _____

Ellen Crandall
Senior Planner

ATTACHMENTS: Ordinance No. 9103-18
2018 Clearwater Downtown Redevelopment Plan (Exhibit A)
Resume

ORDINANCE NO. 9103-18

AN ORDINANCE OF THE CITY OF CLEARWATER, FLORIDA, RELATING TO THE CLEARWATER DOWNTOWN REDEVELOPMENT PLAN REPEALING CHAPTER 1 INTRODUCTION, CHAPTER 2 EXISTING CONDITIONS, CHAPTER 3 LAND USE/REDEVELOPMENT PLAN, APPENDIX 2 DOWNTOWN MILESTONES, APPENDIX 3 EXISTING LAND USE CLASSIFICATIONS AND METHODOLOGY, APPENDIX 4 DEMOGRAPHICS METHODOLOGY AND ESTIMATES, APPENDIX 5 UTILITIES MAPS, APPENDIX 6 LAND USE DISTRIBUTION BY CHARACTER DISTRICT, APPENDIX 7 BUILD-OUT SCENARIOS, APPENDIX 9 DESIGN GUIDELINES GLOSSARY, APPENDIX 10 REPRESENTATIVE DOWNTOWN ARCHITECTURE; AND ADOPTING NEW CHAPTER 1 INTRODUCTION; ADOPTING NEW CHAPTER 2 EXISTING CONDITIONS, UPDATING DATA AND ANALYSIS OF EXISTING CONDITIONS AND IMPLEMENTATION OF PROJECTS; ADOPTING NEW CHAPTER 3 LAND USE/REDEVELOPMENT PLAN, UPDATING THE VISION, GUIDING PRINCIPLES, GOALS, OBJECTIVES, AND POLICIES, CONSOLIDATING DOWNTOWN CHARACTER DISTRICT BOUNDARIES, EXPANDING THE DOWNTOWN PLANNING AREA BOUNDARY NORTHWARD OF THE OLD BAY CHARACTER DISTRICT, AND AMENDING DENSITY, INTENSITY AND HEIGHT ENTITLEMENTS; ADOPTING NEW APPENDIX 2 DOWNTOWN MILESTONES AND NEW APPENDIX 7 BUILD-OUT SCENARIOS, UPDATING VERBIAGE; ADOPTING NEW APPENDIX 3 EXISTING LAND USE CLASSIFICATIONS, METHODOLOGY AND DISTRIBUTION BY CHARACTER DISTRICT, UPDATING DATA AND METHODOLOGY; ADOPTING NEW APPENDIX 4 DEMOGRAPHICS METHODOLOGY AND ESTIMATES, UPDATING DATA, METHODOLOGY AND MAPS AND ADOPTING NEW MAP; ADOPTING NEW APPENDIX 5 UTILITIES MAPS AND NEW APPENDIX 6 COMMUNITY REDEVELOPMENT AREA BOUNDARIES AND PERIPHERY PLANS MAP, UPDATING MAPS AND ADOPTING NEW MAPS; AND PROVIDING FOR SEVERABILITY AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Forward Pinellas, in its role as the Pinellas Planning Council, has recognized the Clearwater Downtown Redevelopment Plan as an adopted Special Area Plan, pursuant to Section 6.5.4.3 of The Countywide Rules and the City of Clearwater ("the City") has the authority pursuant to The Countywide Rules to amend a Special Area Plan adopted prior to August 7, 2015; and

WHEREAS, Resolution No. 81-67, adopted on August 6, 1981, declared that a blighted area exists within a specified boundary in Downtown Clearwater and that there is a need for a Community Redevelopment Agency to carry out redevelopment activities in this blighted area; and

WHEREAS, the City Commission, via Ordinance No. 2576-81, adopted a Community Redevelopment Plan for the Community Redevelopment Area on December 17, 1981; and

WHEREAS, the City Commission approved a major revision to the Clearwater Downtown Redevelopment Plan in 1995; and

WHEREAS, the Clearwater Downtown Redevelopment Plan, which serves as both Special Area Plan and Community Redevelopment Plan for the City's Community Redevelopment Area, was amended to expand the geographic scope of the City's Community Redevelopment Area via Ordinance No. 7153-03, which was adopted on September 18, 2003 and has subsequently approved amendments thereto; and

WHEREAS, the Pinellas County Board of County Commissioners approved the City's Community Redevelopment Plan adopted by Ordinance No. 7231-04 on December 16, 2003 and has subsequently approved amendments thereto; and

WHEREAS, the Countywide Planning Authority approved the updated and amended Clearwater Downtown Redevelopment Plan as the Special Area Plan for Downtown Clearwater on February 3, 2004 and has subsequently approved amendments thereto; and

WHEREAS, the requirements of Florida Statutes, Chapter 163, have been met; and

WHEREAS, the City has invested significant time and resources in studying Downtown Clearwater; and

WHEREAS, a revitalized Downtown must be achieved to maintain a strong and healthy City; and

WHEREAS, Downtown Clearwater is still in need of revitalization; and

WHEREAS, Downtown is desired to be a place for people, with accessibility choices, with memorable and dynamic attractions and a built environment of high quality design; and

WHEREAS, the City desires to draw residents and visitors to the Downtown waterfront, catalyze greater Downtown activity and investment and better connect the waterfront to the rest of Clearwater; and

WHEREAS, the Clearwater Downtown Redevelopment Plan is the guiding plan and regulatory document for the Downtown Planning Area and recently completed supporting documents such as Imagine Clearwater, the North Marina Area Master Plan, the Comprehensive Boating Plan, and the East Gateway District Vision Plan need to be integrated into the Clearwater Downtown Redevelopment Plan; and

WHEREAS, it is advisable to reaffirm and update the Vision, Guiding Principles, Goals, Objectives and Policies of the Clearwater Downtown Redevelopment Plan to capture the intent of the recently completed supporting documents; and

WHEREAS, recent developments have demonstrated the need for additional entitlements, to make redevelopment more economically feasible; and

WHEREAS, the need to create additional opportunities for commercial and office development and to allow for unified corridors with similar intensity and density support an increase of intensity in key areas of Downtown; and

WHEREAS, the City desires to increase overall housing production in Downtown, which is a component of addressing housing affordability concerns; and

WHEREAS, the City desires to encourage additional diversity in the Downtown housing stock in order to create more options for home buyers, particularly first-time home owners or seniors looking to downsize or for more affordable price points, while preserving neighborhood character and compatibility with a downtown neighborhood; and

WHEREAS, these proposed amendments to the Clearwater Downtown Redevelopment Plan will afford greater redevelopment opportunity through increased density and intensity for the continued revitalization of the Downtown Planning Area by private enterprise and is consistent with the needs of the City as a whole; and

WHEREAS, the North Marina Area Master Plan study area included both the northern portion of the Old Bay Character District and 41 parcels (9.671 acres) northward of the district, which are outside of the Old Bay Character District and Downtown Planning Area; and

WHEREAS, it is advisable to expand the Downtown Planning Area and the Old Bay Character District to be inclusive of the entire North Marina Area Master Plan study area upon adoption of the Clearwater Downtown Redevelopment Plan; and

WHEREAS, these proposed amendments repeal and replace Chapters 1 through 3 and appendices 2 through 6, and delete appendices 9 and10 from the Clearwater Downtown Redevelopment Plan; Chapter 4 and appendices 1, 7 and 8 are substantively unaffected by this ordinance, other than reformatting, and could be updated when the Board of County Commissioners completes its Tax Increment Finance 15-year review around October 2018; and

WHEREAS, the Community Redevelopment Agency has reviewed the proposed amendments to the Clearwater Downtown Redevelopment Plan, as detailed in Exhibit “A,” and recommends approval to the City Council; and

WHEREAS, the proposed amendments to the Clearwater Downtown Redevelopment Plan, as detailed in Exhibit “A,” were reviewed by the Community Development Board, which is the local planning agency for the City of Clearwater for purposes of the Local Government Comprehensive Planning and Land Development Regulation Act, and the Community Development Board found the Proposed Plan to be consistent with the Comprehensive Plan of the City; and

WHEREAS, the proposed amendments to the Clearwater Downtown Redevelopment Plan conform to the City’s general comprehensive plan; and

WHEREAS, public input was gained through presentations and discussions in 2016 with Downtown Boards, organizations, and citizens; and at community meetings on April 26, 2017 and May 31, 2017, where attendees reaffirmed the proposed vision, guiding principles and increased entitlements for Downtown; now, therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. Delete Appendices 9 and 10 from the current Clearwater Downtown Redevelopment Plan, and Chapters 1 through 3 and Appendices 2 through 6 of the current Clearwater Downtown Redevelopment Plan are repealed and shall be replaced by Exhibit "A," which is hereby adopted; Chapter 4 and Appendices 1, 7 and 8 are substantively unaffected by this ordinance other than their reformatting and are included in Exhibit "A."

Section 2. The City Manager or designee shall forward the proposed Clearwater Downtown Redevelopment Plan amendments, as detailed in Exhibit "A," to any agency required by law or rule to review or approve same.

Section 3. Should any part or provision of this Ordinance be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the Ordinance as a whole, or any part thereof other than the part declared to be invalid.

Section 4. This ordinance shall take effect immediately upon adoption, subject to the approval by the Pinellas County Board of County Commissioners and the Countywide Planning Authority.

PASSED ON FIRST READING _____

PASSED ON SECOND AND FINAL READING AND ADOPTED _____

_____
George N. Cretekos
Mayor

Approved as to form:

_____
Camilo Soto
Assistant City Attorney

Attest:

_____
Rosemarie Call
City Clerk

ORDINANCE NO. 9103-18

AN ORDINANCE OF THE CITY OF CLEARWATER, FLORIDA, RELATING TO THE CLEARWATER DOWNTOWN REDEVELOPMENT PLAN REPEALING CHAPTER 1 INTRODUCTION, CHAPTER 2 EXISTING CONDITIONS, CHAPTER 3 LAND USE/REDEVELOPMENT PLAN, APPENDIX 2 DOWNTOWN MILESTONES, APPENDIX 3 EXISTING LAND USE CLASSIFICATIONS AND METHODOLOGY, APPENDIX 4 DEMOGRAPHICS METHODOLOGY AND ESTIMATES, APPENDIX 5 UTILITIES MAPS, APPENDIX 6 LAND USE DISTRIBUTION BY CHARACTER DISTRICT, APPENDIX 7 BUILD-OUT SCENARIOS, APPENDIX 9 DESIGN GUIDELINES GLOSSARY, APPENDIX 10 REPRESENTATIVE DOWNTOWN ARCHITECTURE; AND ADOPTING NEW CHAPTER 1 INTRODUCTION; ADOPTING NEW CHAPTER 2 EXISTING CONDITIONS, UPDATING DATA AND ANALYSIS OF EXISTING CONDITIONS AND IMPLEMENTATION OF PROJECTS; ADOPTING NEW CHAPTER 3 LAND USE/REDEVELOPMENT PLAN, UPDATING THE VISION, GUIDING PRINCIPLES, GOALS, OBJECTIVES, AND POLICIES, CONSOLIDATING DOWNTOWN CHARACTER DISTRICT BOUNDARIES, EXPANDING THE DOWNTOWN PLANNING AREA BOUNDARY NORTHWARD OF THE OLD BAY CHARACTER DISTRICT, AND AMENDING DENSITY, INTENSITY AND HEIGHT ENTITLEMENTS; ADOPTING NEW APPENDIX 2 DOWNTOWN MILESTONES AND NEW APPENDIX 7 BUILD-OUT SCENARIOS, UPDATING VERBIAGE; ADOPTING NEW APPENDIX 3 EXISTING LAND USE CLASSIFICATIONS, METHODOLOGY AND DISTRIBUTION BY CHARACTER DISTRICT, UPDATING DATA AND METHODOLOGY; ADOPTING NEW APPENDIX 4 DEMOGRAPHICS METHODOLOGY AND ESTIMATES, UPDATING DATA, METHODOLOGY AND MAPS AND ADOPTING NEW MAP; ADOPTING NEW APPENDIX 5 UTILITIES MAPS AND NEW APPENDIX 6 COMMUNITY REDEVELOPMENT AREA BOUNDARIES AND PERIPHERY PLANS MAP, UPDATING MAPS AND ADOPTING NEW MAPS; AND PROVIDING FOR SEVERABILITY AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Forward Pinellas, in its role as the Pinellas Planning Council, has recognized the Clearwater Downtown Redevelopment Plan as an adopted Special Area Plan, pursuant to Section 6.5.4.3 of The Countywide Rules and the City of Clearwater ("the City") has the authority pursuant to The Countywide Rules to amend a Special Area Plan adopted prior to August 7, 2015; and

WHEREAS, Resolution No. 81-67, adopted on August 6, 1981, declared that a blighted area exists within a specified boundary in Downtown Clearwater and that there is a need for a Community Redevelopment Agency to carry out redevelopment activities in this blighted area; and

WHEREAS, the City Commission, via Ordinance No. 2576-81, adopted a Community Redevelopment Plan for the Community Redevelopment Area on December 17, 1981; and

WHEREAS, the City Commission approved a major revision to the Clearwater Downtown Redevelopment Plan in 1995; and

WHEREAS, the Clearwater Downtown Redevelopment Plan, which serves as both Special Area Plan and Community Redevelopment Plan for the City's Community Redevelopment Area, was amended to expand the geographic scope of the City's Community Redevelopment Area via Ordinance No. 7153-03, which was adopted on September 18, 2003 and has subsequently approved amendments thereto; and

WHEREAS, the Pinellas County Board of County Commissioners approved the City's Community Redevelopment Plan adopted by Ordinance No. 7231-04 on December 16, 2003 and has subsequently approved amendments thereto; and

WHEREAS, the Countywide Planning Authority approved the updated and amended Clearwater Downtown Redevelopment Plan as the Special Area Plan for Downtown Clearwater on February 3, 2004 and has subsequently approved amendments thereto; and

WHEREAS, the requirements of Florida Statutes, Chapter 163, have been met; and

WHEREAS, the City has invested significant time and resources in studying Downtown Clearwater; and

WHEREAS, a revitalized Downtown must be achieved to maintain a strong and healthy City; and

WHEREAS, Downtown Clearwater is still in need of revitalization; and

WHEREAS, Downtown is desired to be a place for people, with accessibility choices, with memorable and dynamic attractions and a built environment of high quality design; and

WHEREAS, the City desires to draw residents and visitors to the Downtown waterfront, catalyze greater Downtown activity and investment and better connect the waterfront to the rest of Clearwater; and

WHEREAS, the Clearwater Downtown Redevelopment Plan is the guiding plan and regulatory document for the Downtown Planning Area and recently completed supporting documents such as Imagine Clearwater, the North Marina Area Master Plan, the Comprehensive Boating Plan, and the East Gateway District Vision Plan need to be integrated into the Clearwater Downtown Redevelopment Plan; and

WHEREAS, it is advisable to reaffirm and update the Vision, Guiding Principles, Goals, Objectives and Policies of the Clearwater Downtown Redevelopment Plan to capture the intent of the recently completed supporting documents; and

WHEREAS, recent developments have demonstrated the need for additional entitlements, to make redevelopment more economically feasible; and

WHEREAS, the need to create additional opportunities for commercial and office development and to allow for unified corridors with similar intensity and density support an increase of intensity in key areas of Downtown; and

WHEREAS, the City desires to increase overall housing production in Downtown, which is a component of addressing housing affordability concerns; and

WHEREAS, the City desires to encourage additional diversity in the Downtown housing stock in order to create more options for home buyers, particularly first-time home owners or seniors looking to downsize or for more affordable price points, while preserving neighborhood character and compatibility with a downtown neighborhood; and

WHEREAS, these proposed amendments to the Clearwater Downtown Redevelopment Plan will afford greater redevelopment opportunity through increased density and intensity for the continued revitalization of the Downtown Planning Area by private enterprise and is consistent with the needs of the City as a whole; and

WHEREAS, the North Marina Area Master Plan study area included both the northern portion of the Old Bay Character District and 41 parcels (9.671 acres) northward of the district, which are outside of the Old Bay Character District and Downtown Planning Area; and

WHEREAS, it is advisable to expand the Downtown Planning Area and the Old Bay Character District to be inclusive of the entire North Marina Area Master Plan study area upon adoption of the Clearwater Downtown Redevelopment Plan; and

WHEREAS, these proposed amendments repeal and replace Chapters 1 through 3 and appendices 2 through 6, and delete appendices 9 and10 from the Clearwater Downtown Redevelopment Plan; Chapter 4 and appendices 1, 7 and 8 are substantively unaffected by this ordinance, other than reformatting, and could be updated when the Board of County Commissioners completes its Tax Increment Finance 15-year review around October 2018; and

WHEREAS, the Community Redevelopment Agency has reviewed the proposed amendments to the Clearwater Downtown Redevelopment Plan, as detailed in Exhibit "A," and recommends approval to the City Council; and

WHEREAS, the proposed amendments to the Clearwater Downtown Redevelopment Plan, as detailed in Exhibit "A," ~~was~~ were reviewed by the Community Development Board, which is the local planning agency for the City of Clearwater for purposes of the Local Government Comprehensive Planning and Land Development Regulation Act, and the Community Development Board found the Proposed Plan to be consistent with the Comprehensive Plan of the City; and

WHEREAS, the ~~Plan conforms~~ proposed amendments to the Clearwater Downtown Redevelopment Plan conform to the City's general comprehensive plan; and

WHEREAS, public input was gained through presentations and discussions in 2016 with Downtown Boards, organizations, and citizens; and at community meetings on April 26, 2017 and May 31, 2017, where attendees reaffirmed the proposed vision, guiding principles and increased entitlements for Downtown; now, therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. Delete Appendices 9 and 10 from the current Clearwater Downtown Redevelopment Plan, and Chapters 1 through 3 and Appendices 2 through 6 of the ~~The~~ current Clearwater Downtown Redevelopment Plan ~~is~~ are repealed and shall be replaced by Exhibit "A," which is hereby adopted; Chapter 4 and Appendices 1, 7 and 8 are substantively unaffected by this ordinance other than their reformatting and are included in Exhibit "A." ~~the Clearwater Downtown Redevelopment Plan, which is attached hereto as Exhibit "A," and is hereby adopted~~

Section 2. The City Manager or designee shall forward ~~said~~ the proposed Clearwater Downtown Redevelopment Plan amendments, as detailed in Exhibit "A," to any agency required by law or rule to review or approve same.

Section 3. Should any part or provision of this Ordinance be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the Ordinance as a whole, or any part thereof other than the part declared to be invalid.

Section 4. This ordinance shall take effect immediately upon adoption, subject to the approval by the Pinellas County Board of County Commissioners and the Countywide Planning Authority.

PASSED ON FIRST READING _____

PASSED ON SECOND AND FINAL READING AND ADOPTED _____

_____
George N. Cretekos
Mayor

Approved as to form:

_____
Camilo Soto
Assistant City Attorney

Attest:

_____
Rosemarie Call
City Clerk

Clearwater Downtown Redevelopment Plan

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

CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH

City of Clearwater Planning & Development Department

DRAFT: December 29, 2017

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Cover Photo Source: Mike Sanders, Bayview Hotel & Capitol Theatre, 1935

Acknowledgements & Amendments

CLEARWATER CITY COUNCIL
George Cretekos, Mayor
Hoyt Hamilton, Vice Mayor
Doreen Caudell
Bob Cundiff
Bill Jonson

CLEARWATER COMMUNITY REDEVELOPMENT AGENCY
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Doreen Caudell, Trustee
Bob Cundiff, Trustee
Hoyt Hamilton, Trustee
Bill Jonson, Trustee

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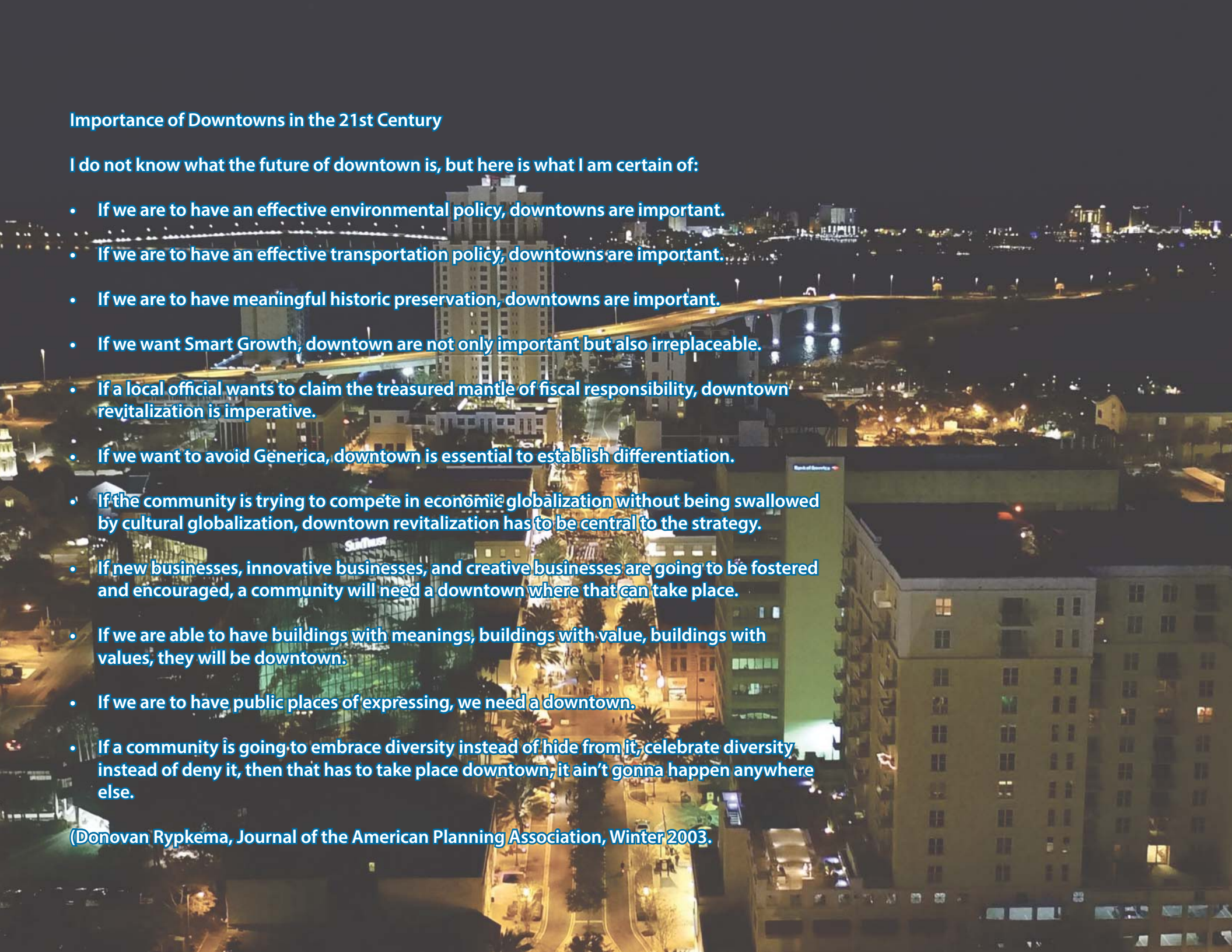
Laura Canary, Economic Development Coordinator

Adopted: September 18, 2003; Ordinance 7153-03

Amended	
November 20, 2003	Ordinance 7231-03
November 4, 2004	Ordinance 7343-04
February 3, 2005	Ordinance 7367-05
January 15, 2009	Ordinance 8014-09
September 9, 2010	Ordinance 8192-10
June 1, 2016	Ordinance 8885-16



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.

SUNSET
CAMERA
SHOP
HARDWARE
CLOTHING
WESTERN
UNION
SHOES
Federal
BILLIARDS
UPSTAIRS
PIGGLY WIGGL

Introduction

Purpose | History | Plan for Downtown

Photo Source: (Left) Mike Sanders, Cleveland Street Businesses, 1934

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.

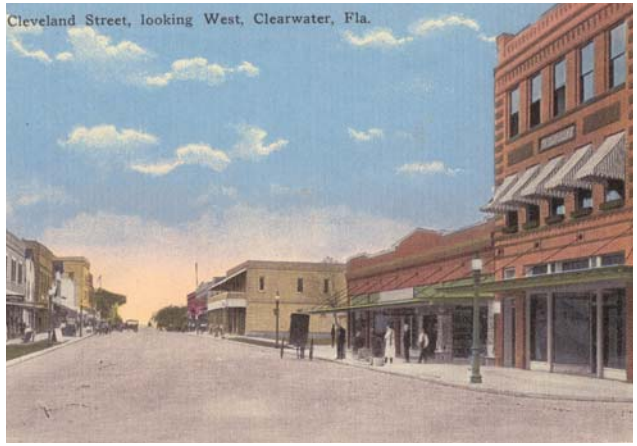


Photo Sources (Top to Bottom): Unknown, Postcard View, 1940s; Mike Sanders, Cleveland St. Army, 1940s; Unknown, Bank of Clearwater, 1940s

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 Southwest 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.

Photo Sources (Top to Bottom): Unknown, Cleveland St., 1940s; Maryce Garber, Cleveland St., 1950; Patti Bianco, Royal Palms Motel, 1950s

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.

Photo Sources (Top to Bottom): Maryce Garber, Memorial Causeway, unknown; Unknown, Post Office, 2000s; Pinellas County Economic Development, Capitol Theatre, 2014

More specifically, the 2018 update will expand the Old Bay Character District to include 9.671 acres that were included in the study area of the North Marina Area Master Plan, but not in the Downtown Plan Area. The Old Bay expansion will increase the Downtown Planning Area from 545 acres to 555 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.

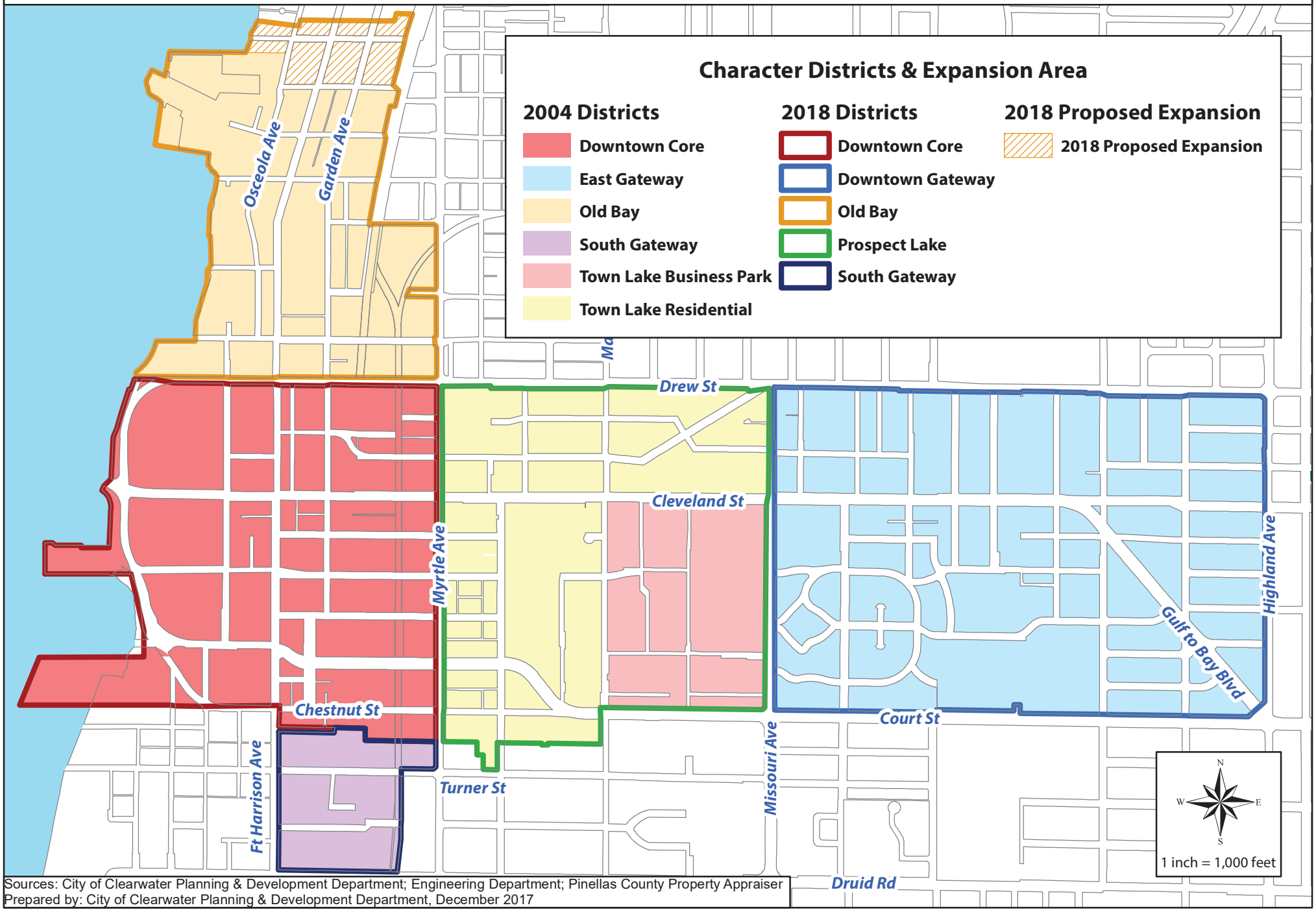
To implement many of the updated goals of the Plan, the Downtown zoning district in the Community Development Code must be updated to allow many uses by right and to establish design standards for Downtown properties. Implementation will also require Future Land Use Map and Zoning Atlas amendments to 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



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

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 555 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.

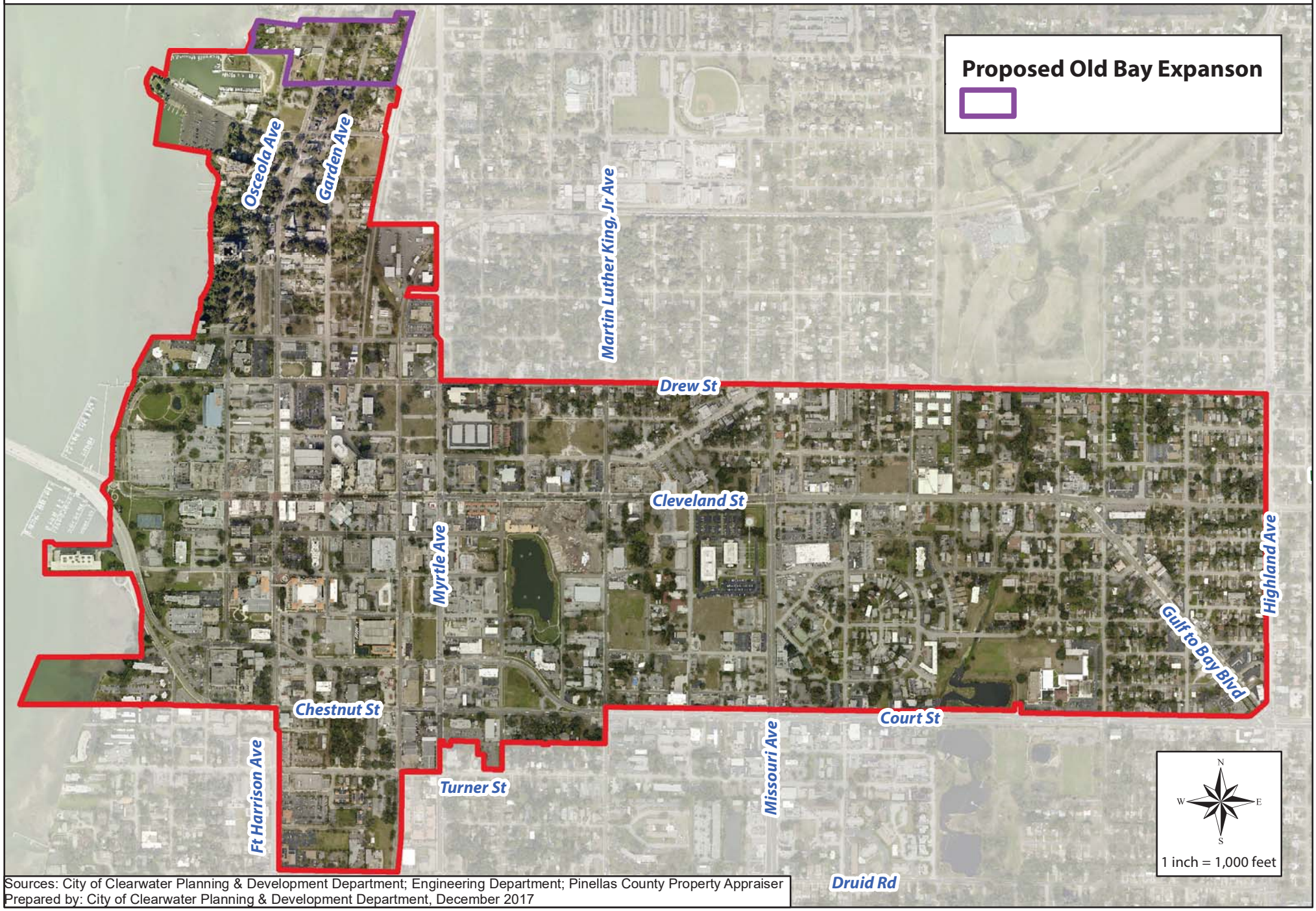
Despite these amenities that should make Downtown Clearwater a desirable place to live, work and play, there are several challenges that have limited economic growth and development in Downtown. From an economic development perspective, existing Class A office space does not meet the needs of local businesses 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

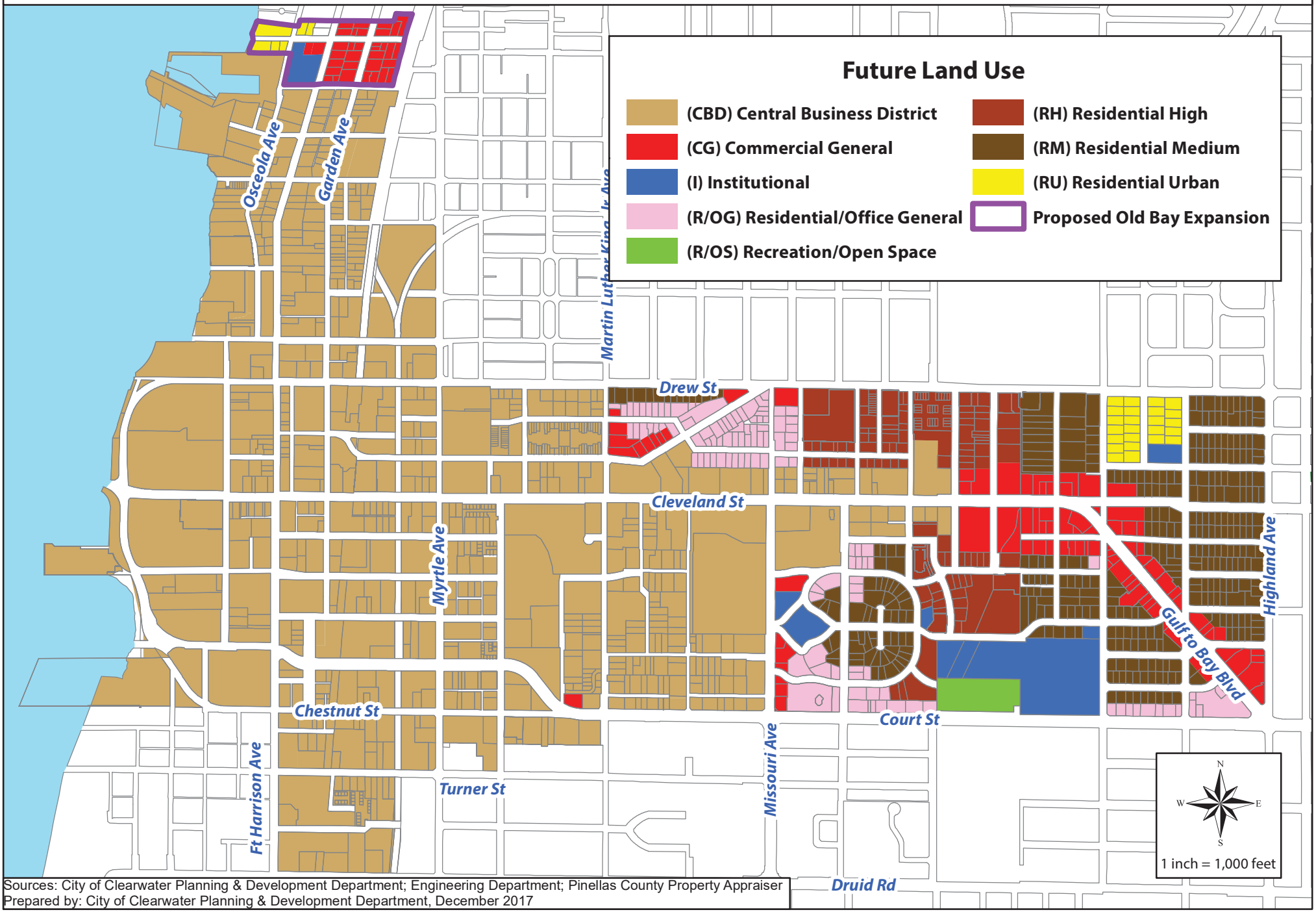
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.2
Future Land Use

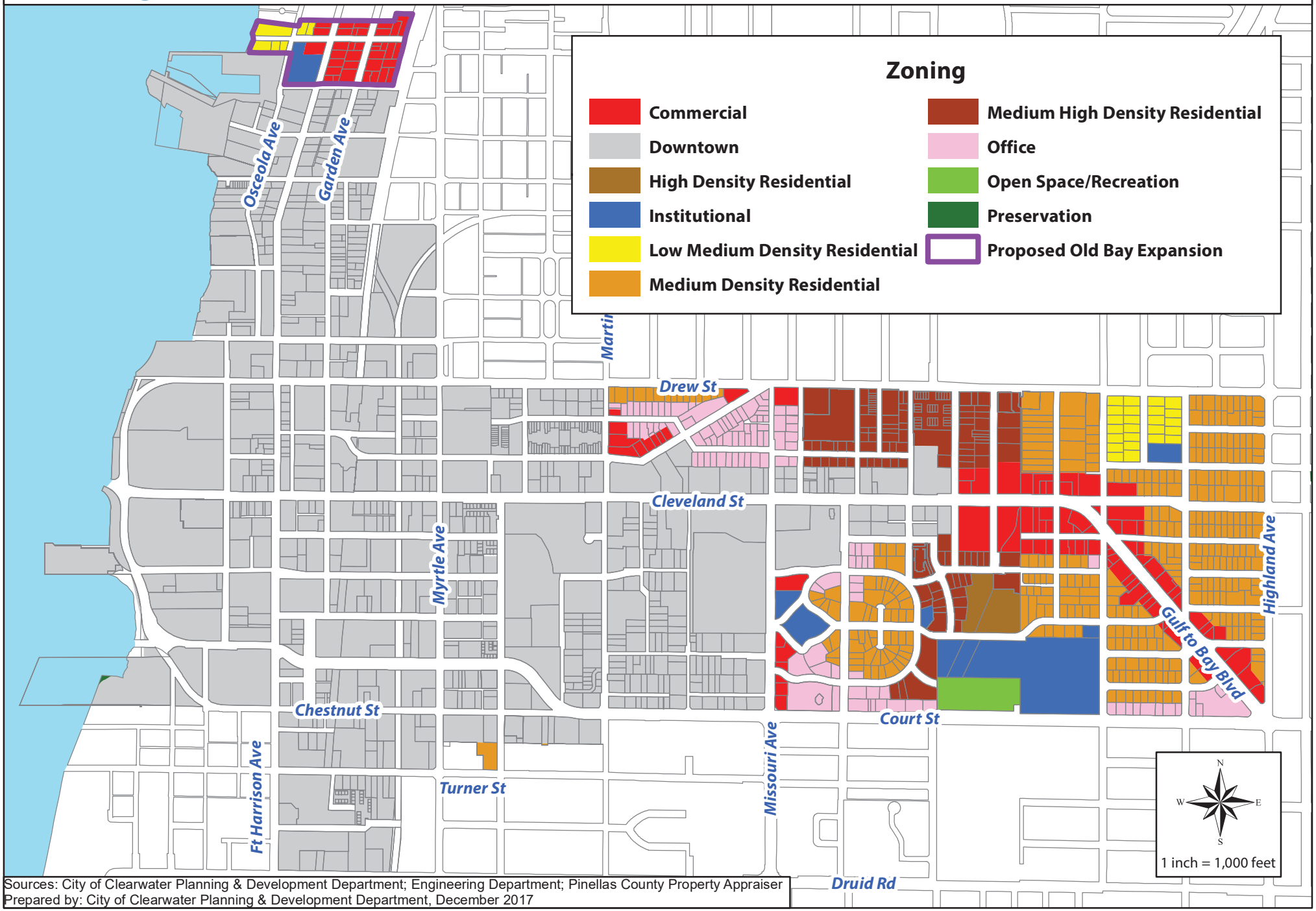
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.3
Zoning

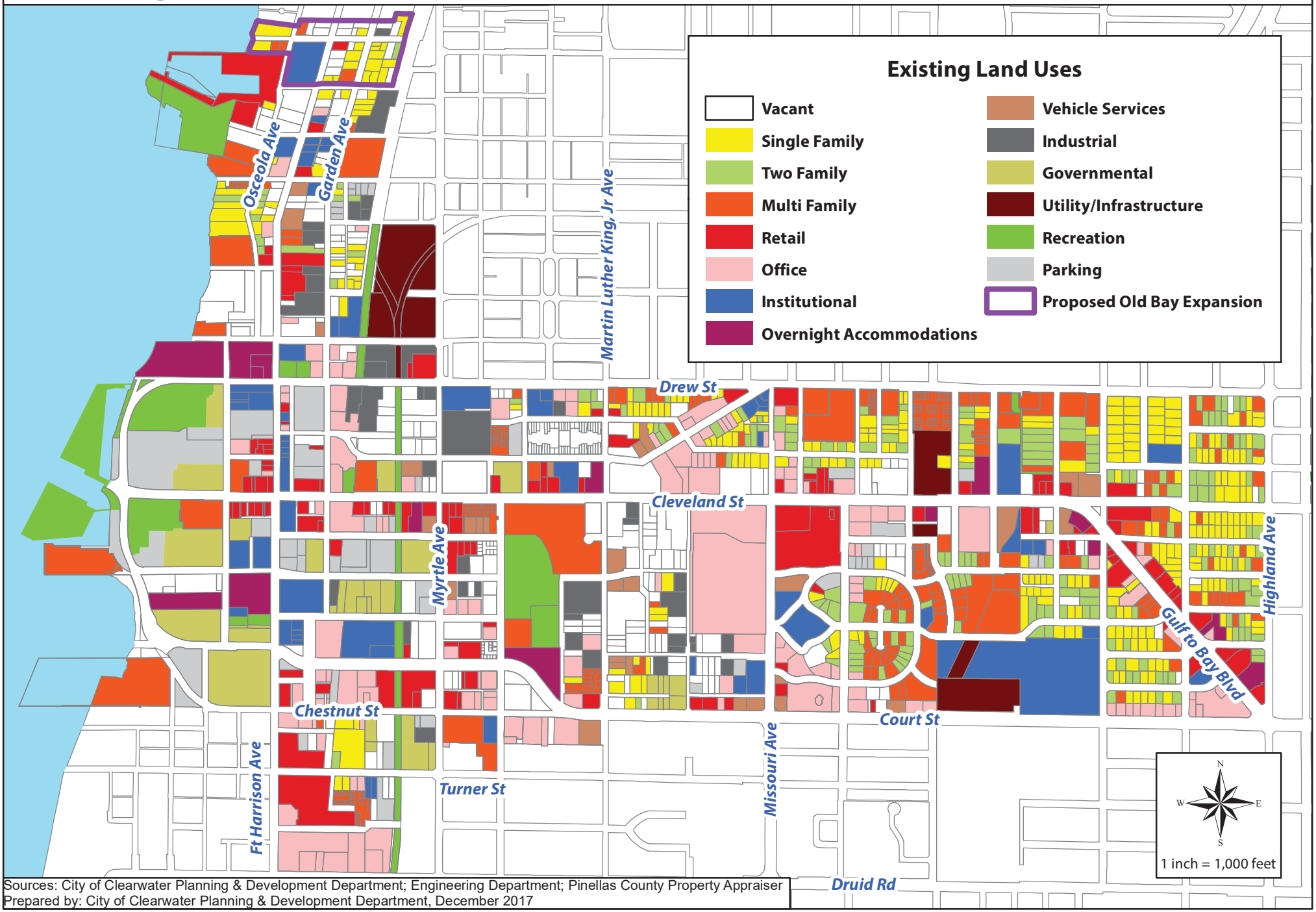
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.4
Existing Land Uses

Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

"If you plan cities for cars and traffic, you get cars and traffic.
If you plan for people and places, you get people and places."
CAPITOL
–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.

Photo Source (Bottom): Buell & Elligett, P.A.

DEMOGRAPHICS

Population

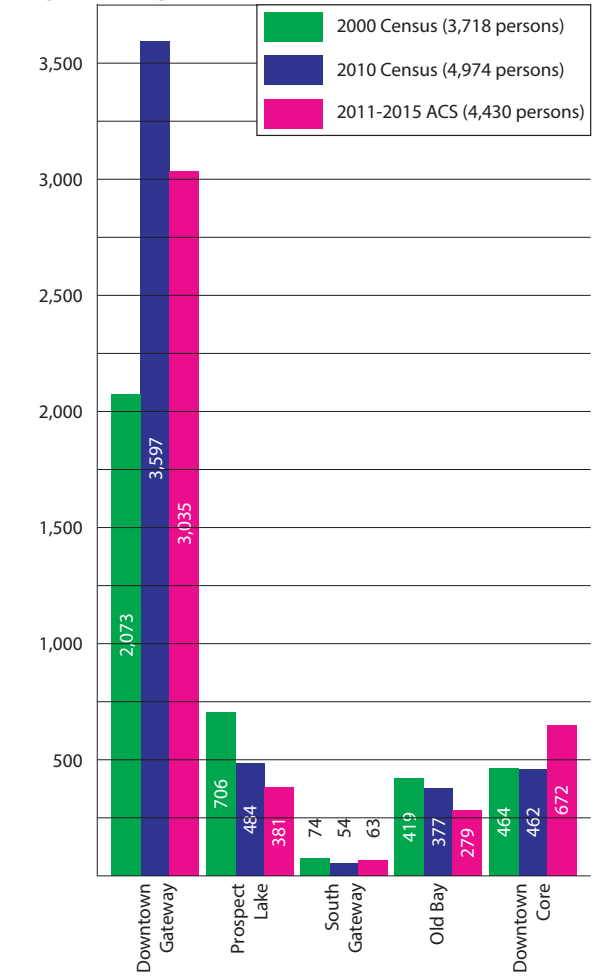
Downtown experienced a significant increase in population between 2000 and 2010, from 1,256 residents to 4,974 residents, which was primarily concentrated in the Downtown Gateway District (formerly the East Gateway). Current population estimates are slightly lower at 4,430 residents, where limited population 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.

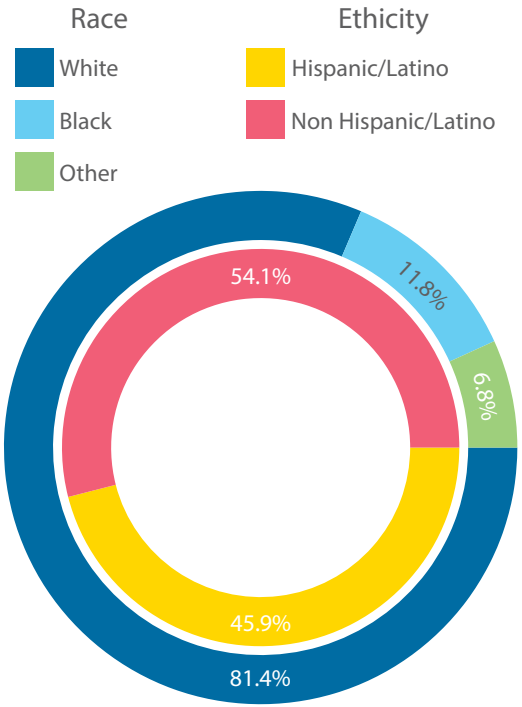
According to the ACS 2011-2015 estimates, Downtown has seen an increase, as a percentage of the population, in the proportion of white residents since 2000 (from 73.8% to 81.5%), while the proportion of black or African American residents declined slightly (11.9% to 11.8%) and the other racial populations, 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

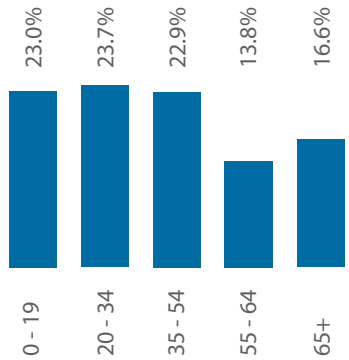


Graph 2.2. Downtown Race/Ethnicity



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

Graph 2.3. Downtown Age

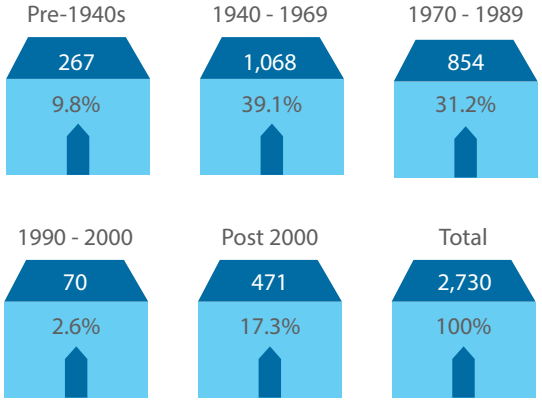


Source: mySidewalk.com; US Census 2011-2015 ACS

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 and122 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 2.4. 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.

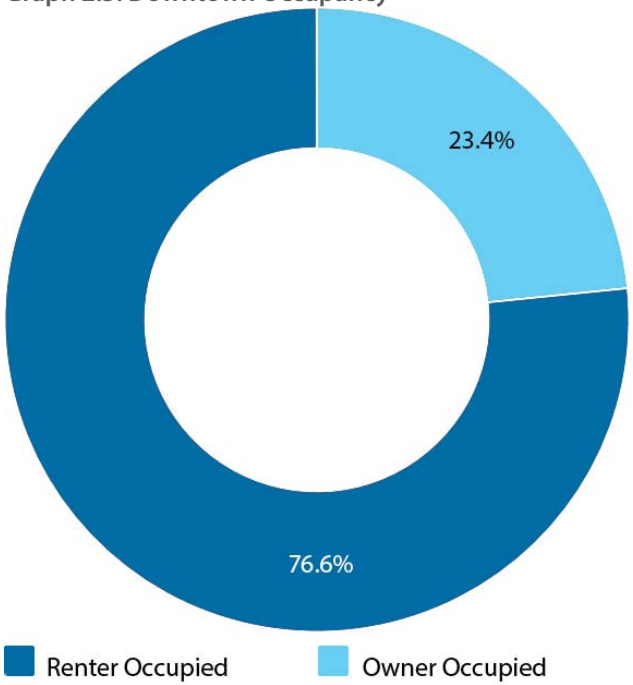
There is a much larger proportion of renters located within Downtown, compared to the City. According to the ACS 2011-2015 estimates, the total percentage of renters within the Downtown is 76.6%, versus 41.7% for the City as a whole. This translates into a larger proportion of owner-occupied houses in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

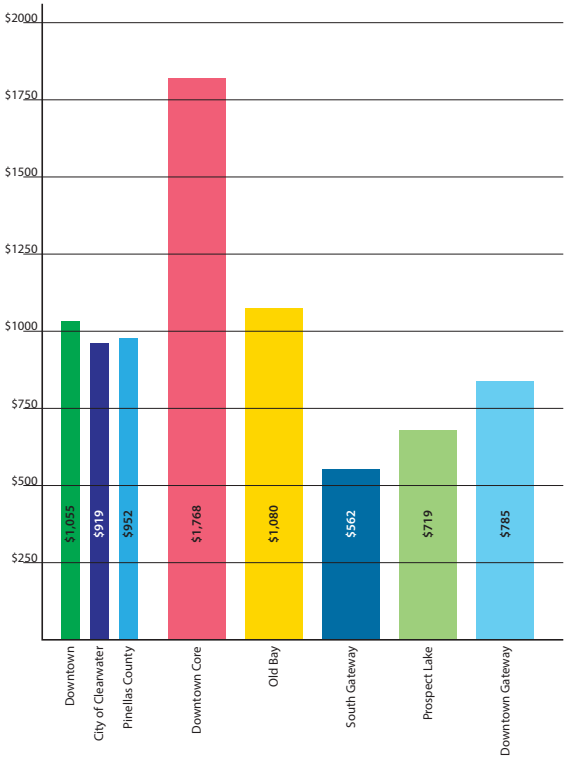
Graph 2.5. Downtown Occupancy



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

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



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

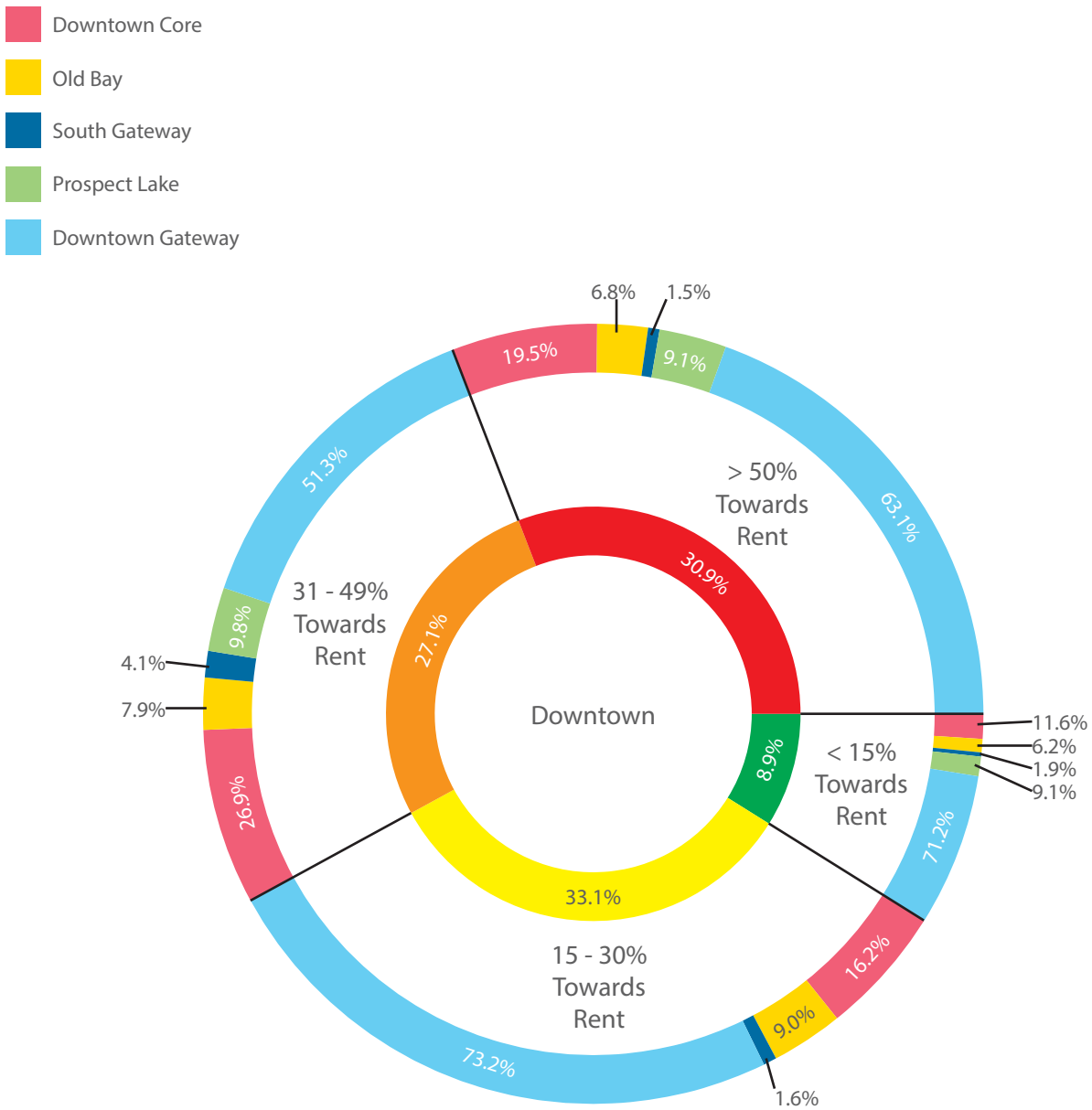
The majority of renters in Downtown pay over 15% of their income on average towards rent, with 33.2% of renters spending between 15% and 30% of their income towards rent. Over 27% of renters spend between 31% and 49% of their income towards rent, which meets HUD's definition of being "cost-burdened", 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.

Photo Source: (Center) Asplan Viak, Battery Park

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
North-South Corridors								
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%
East-West Corridors								
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	22nd Ave & 68th St St. Petersburg	Tyrone Square Mall	6am - 7pm	60	75	102,471
76	Westfield Countryside Mall	St. Pete College - Clearwater	6am - 7pm	60	60	107,747
78	Westfield Countryside Mall	Dunedin City Hall	6am - 10pm	30	45	241,312
98	Carillon Office Complex	Criminal Justice Center	5:45am - 8am 3:45pm - 5:45pm	N/A	N/A	28,108
JT	Beach Route*	Park Street Terminal	10am - 10pm	30	30	150,072
JT	Coastal	Park Street Terminal	8:30am -12am	60	60	105,905
SBT	75th Ave & Gulf Blvd, St. Pete Beach	Pier 60	5am - 11pm	30	30	579,681

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

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

The following is the parking supply for the Downtown Core:

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

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

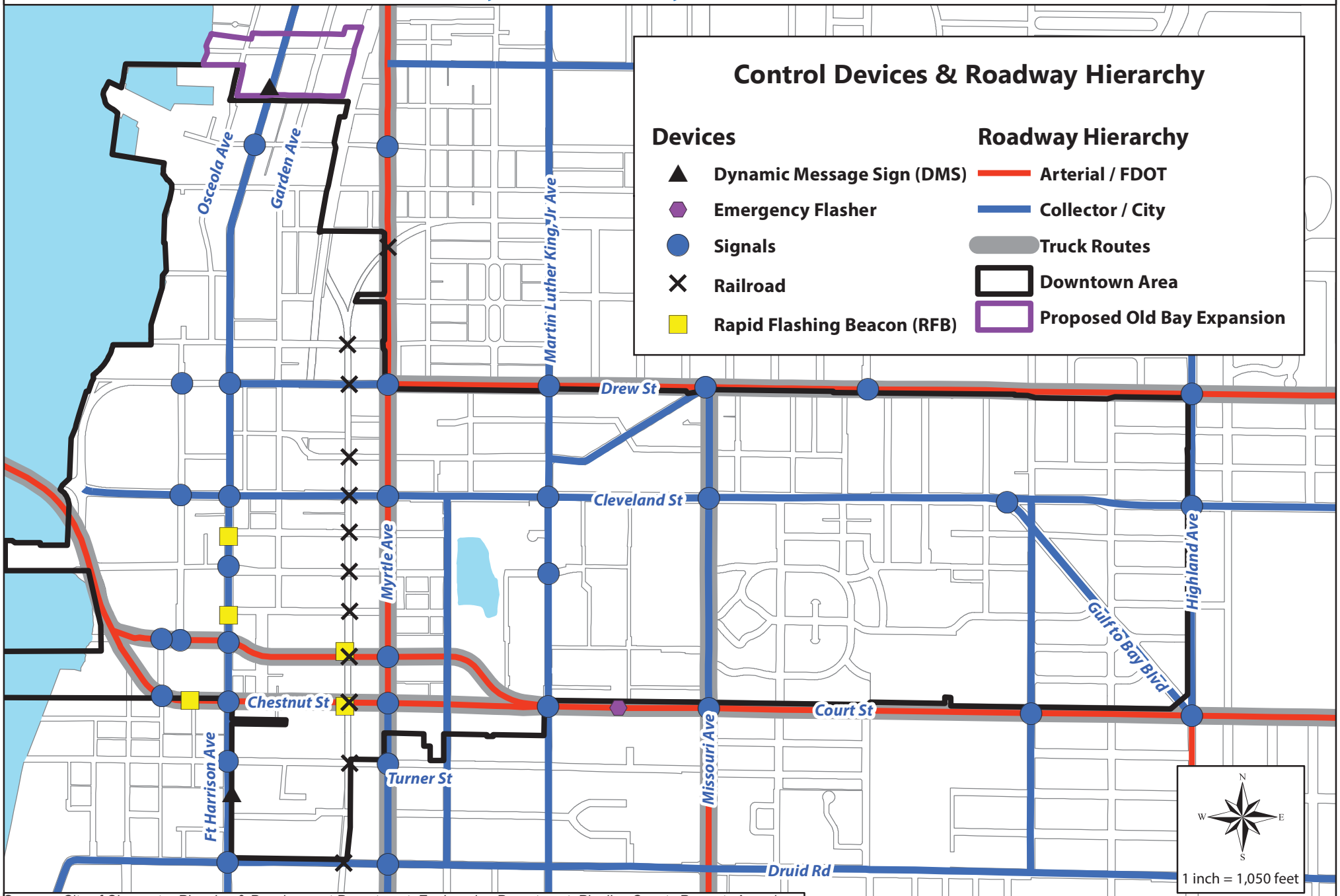
Table 2.3. Existing Parking Facilities

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

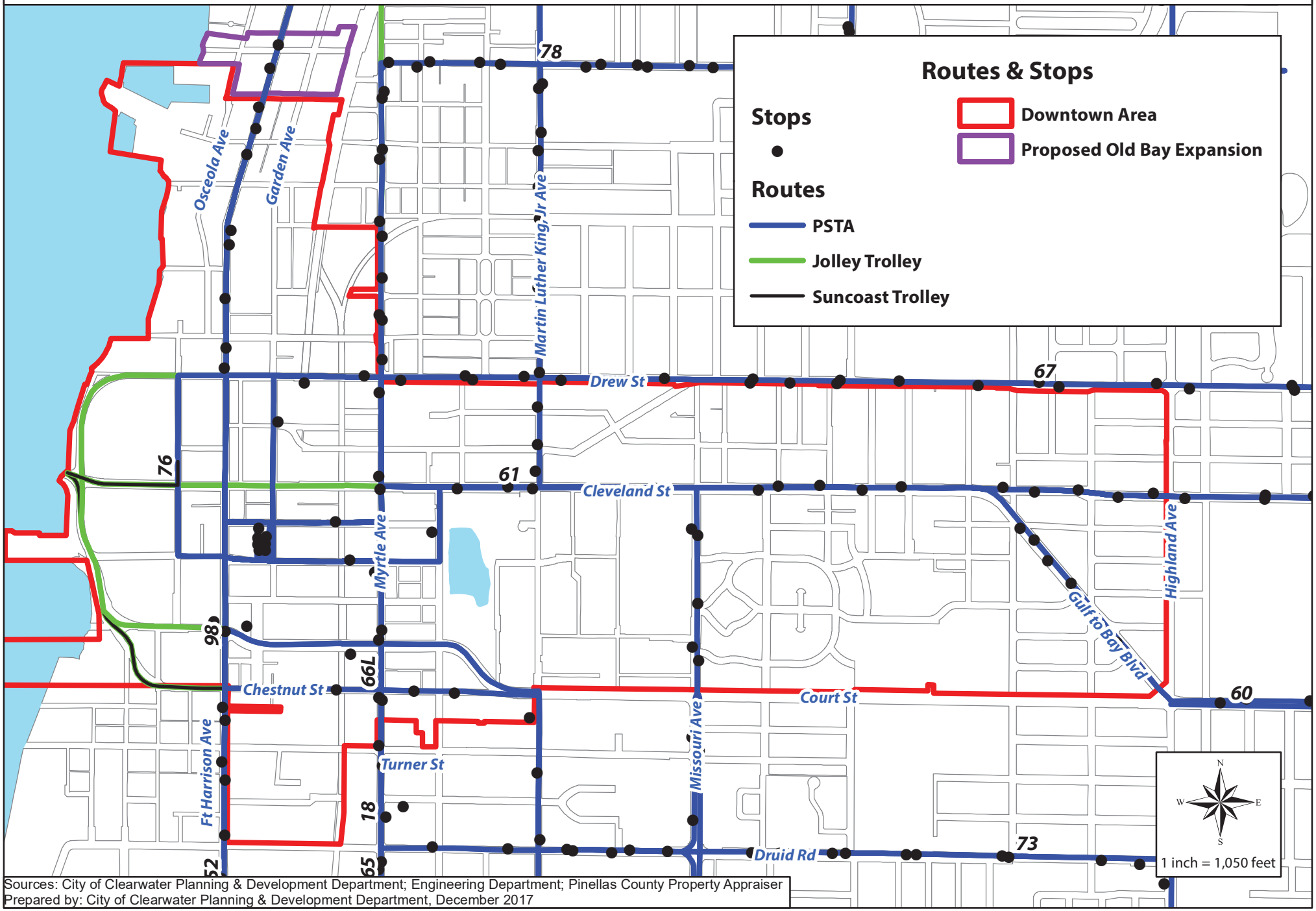
Clearwater Downtown Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.6
PSTA Routes & Stops

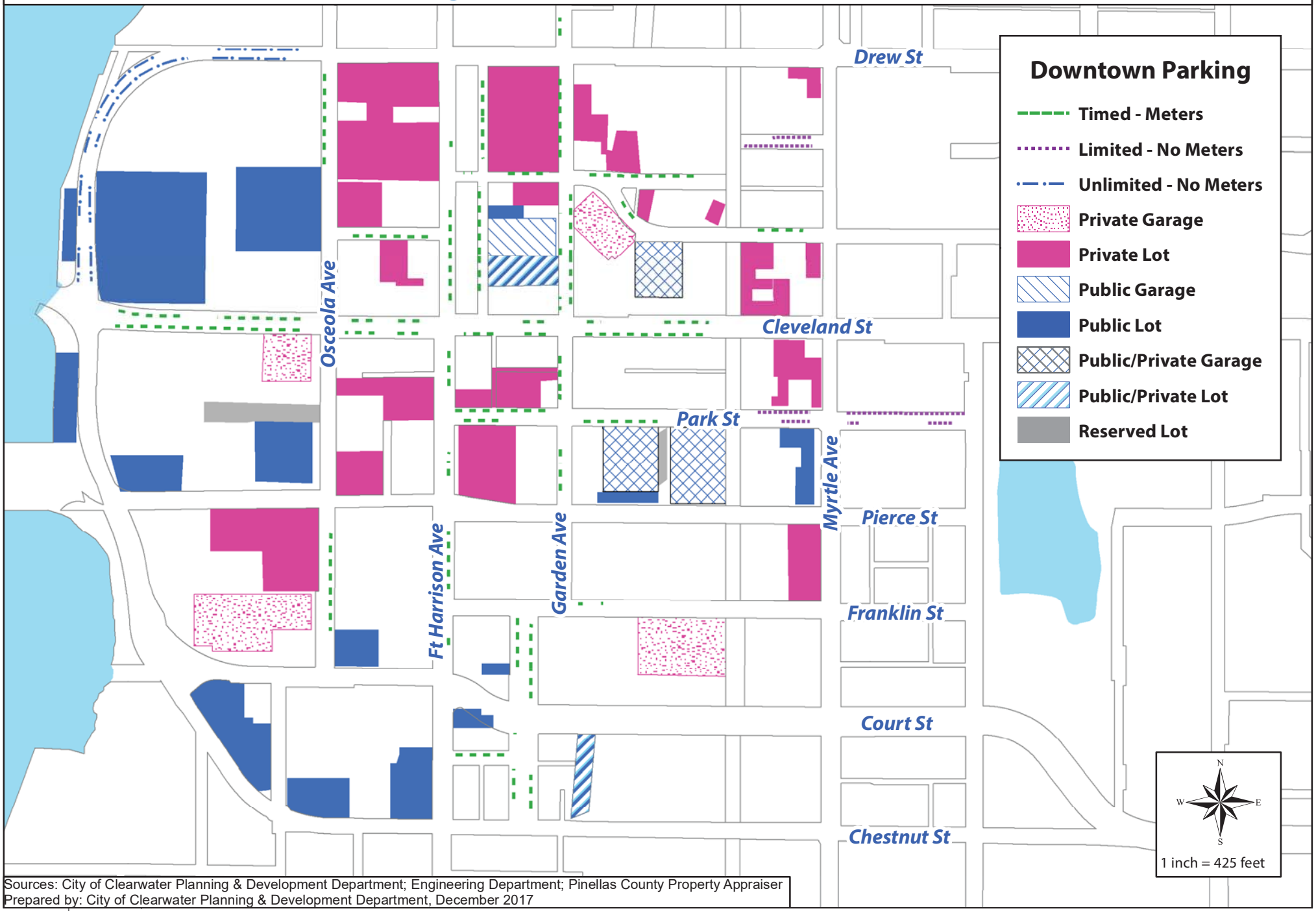
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.7
Downtown Core Parking

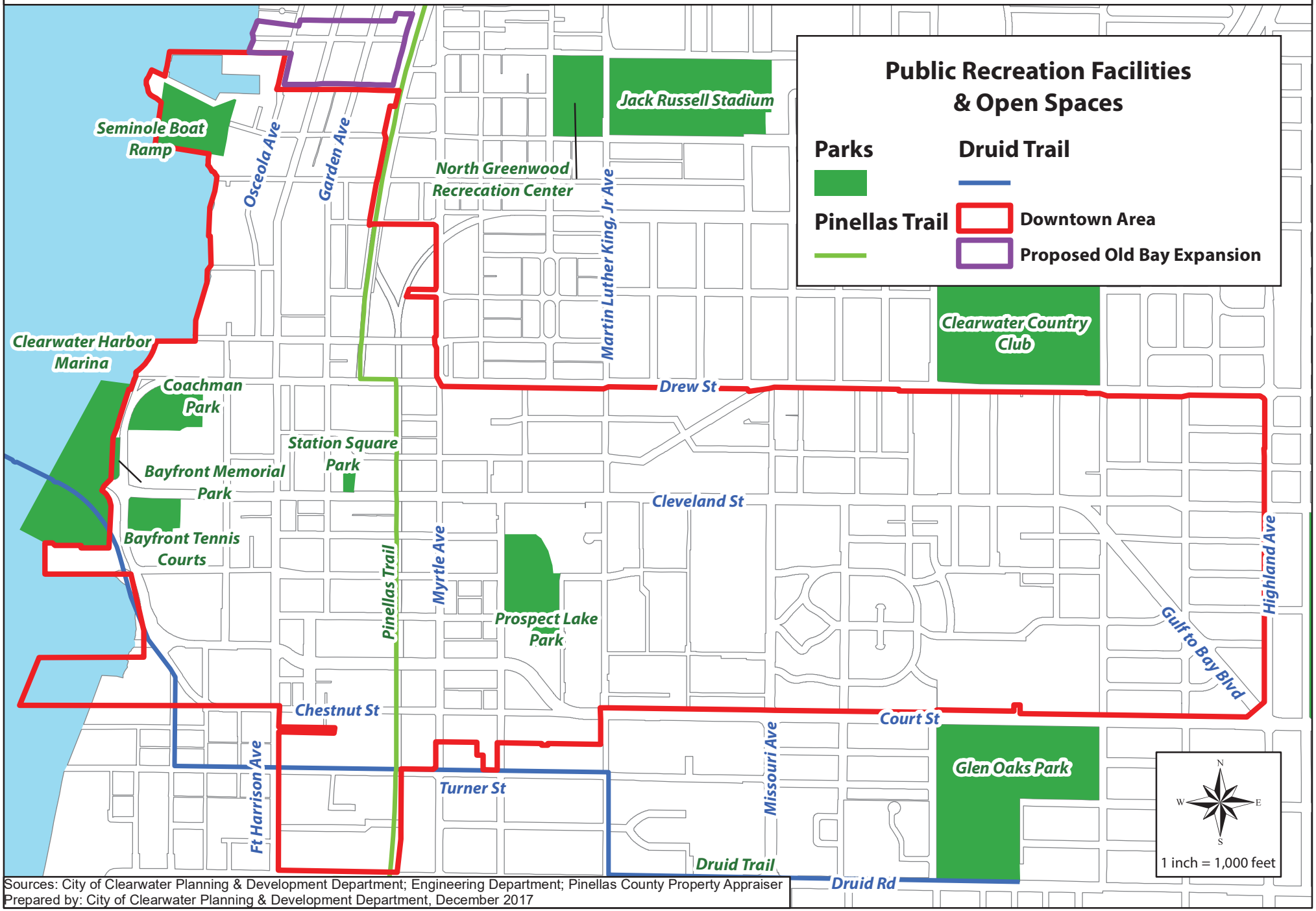
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

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, December 2017

PUBLIC RECREATION FACILITIES & OPEN SPACE

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

The Bayfront Tennis Complex, also within the Downtown Core, is located to the west of City Hall on the lower end of the Bluff and is the City's first tennis complex. One urban pocket park, Station Square Park, is located in the center of the historic commercial core on Cleveland Street and is used by many Downtown workers. The CRA programs various activities at Station Square Park (e.g., lunchtime music, yoga) and a variety of special events take place in the park.

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

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

The Seminole Boat Ramp is located in the northwestern section of the Old Bay District and functions as the City's main boat launching facility. It has eight boat ramps, as well as a picnic area. The facility accommodates approximately 25,000 launches per year, and offers monthly and yearly launch passes. In 2017, the City initiated work to design and permit significant improvements to the property and ramp, including: reconfigured paved parking; additional overflow parking utilizing low impact development methods to manage stormwater and improve water quality; a pedestrian promenade and an elevated observation platform to enhance waterfront access for non-boaters; new greenspace by the Francis Wilson Playhouse located on adjacent City-owned property; additional landscaping improvements; and the consideration for adding public restrooms.

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

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

EXISTING DOWNTOWN REDEVELOPMENT PROGRAMS

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

Downtown Development Board

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

Brownfields Program

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

INVESTMENT IN DOWNTOWN

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

Property Acquisitions

Pierce Street Lot, 301 Pierce Street

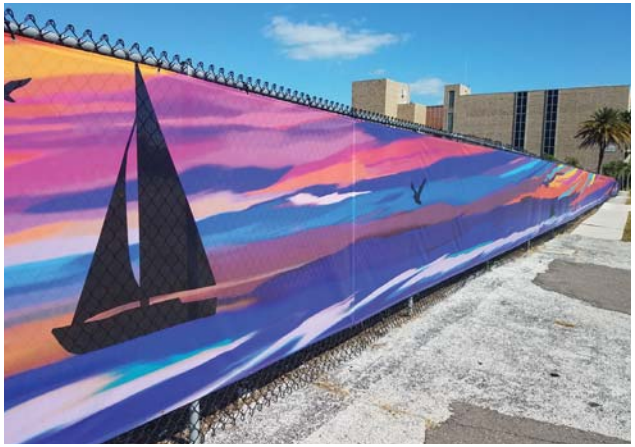
- $4.25M purchase price
- Key property for Imagine Clearwater redevelopment

Triangle Property, 1384 Gulf to Bay Boulevard

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

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

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



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

Economy Inn Redevelopment Site, 1274 Cleveland Street, and adjacent parcel 1247 Grove Street
- $1.6M and $67.5k purchase prices, respectively

Capital Improvement Projects

Clearwater Harbor Marina, 210 Drew Street
- $1.2M assistance for a 126 boat slip project and fishing pier

Capitol Theatre, 405 Cleveland Street
- $8.8M renovation project

Cleveland Streetscape Phase I &II, Osceola to Missouri Avenues
- $.1M for Phase I, $2.5M for Phase II
- New sidewalks, stormwater, electrical improvements, street amenities, a wayfinding signage master plan and new plantings

Main Fire Station #45, 1140 Court Street
- $10.3M construction funding

Five Points Intersection, Gulf to Bay Boulevard, Court Street, and Highland Avenue
- $728k in improvements and landscaping

Redevelopment Incentives

Garden Trail Apartments, 609 Seminole Street
- $354k in acquisition and environmental remediation

Country Club Townhomes, 1273 Drew Street
- $700k towards acquisition
- $449k for construction
- $320k for down payment assistance

Marriott Residence Inn, 940 Court Street
- $227k in impact fee, permit fee, and a portion of City TIF reimbursement

Cleveland Street and Fort Harrison Avenue Façade Improvement Grants
- 50+ buildings
- More than $279,933 since 1996

The Nolen Apartments, 949 Cleveland Street
- $700k fees reimbursed, 257 market rate units and 13,000 square feet of retail/restaurant space
- $725k to address soil condition and $485k to reduce stormwater fees and relocate utilities

Water's Edge Condominiums, 391 Cleveland Street
- $1M reimbursement of impact fees, portion of sidewalks costs and site improvements paid from Ad Valorem taxes
- 153 units with 10,000 square feet of retail space

Station Square Condominiums, 628 Cleveland Street
- $1.2M for 99 public parking spaces

Business Development

Business SPARK, 112 South Osceola Avenue
- Network of programs, services and facilities provided by public and private partners to support businesses and entrepreneurs in every stage of development

The Ring Workspaces, 600 Cleveland Street
- $600k investment in a private, state-of-the-art coworking office facility

Clearwater Main Library, 100 N. Osceola Avenue
- Interlocal agreement with the Clearwater Main Library to conduct activities that support community learning in the areas of STEM (science, technology, engineering and math), entrepreneurship and small business development

Community Arts, Culture & Events

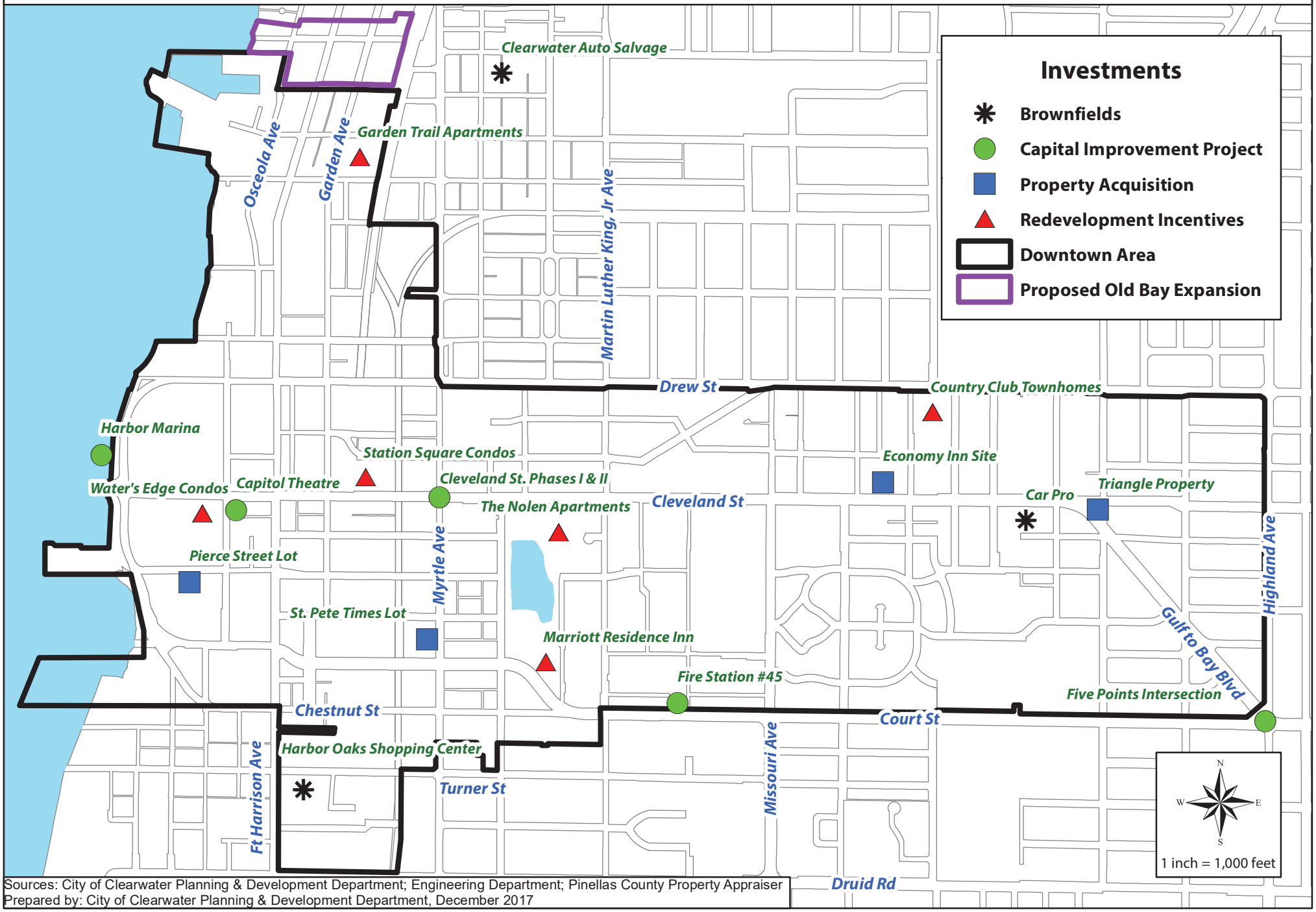
- 30-year agreement with Ruth Eckerd Hall for the operation of the Capitol Theatre
- Sculpture 360, rotating artwork in the median of Cleveland Street in the Downtown Core
- Second Century public Art Gallery
- Downtown waterfront markets
- El Dia del Nino (Children's Day), a neighborhood event to celebrate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

Transportation & Mobility

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

Map 2.9
Selected Downtown Investments

Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

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.

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.

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.

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.

Photo Sources: (Top) WalkableWPB.com, Green Street, 2017; (Center) Chris Whitis, Parking Garage Art Studios, 2017

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.

Objective2K:
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.

Photo Sources: (Center) Ella Crandall, Safety Harbor Boardwalk

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.

POLICE
POLICE
POLICE

DOWNTOWN CHARACTER DISTRICTS

The Downtown Planning Area is 555 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. 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.

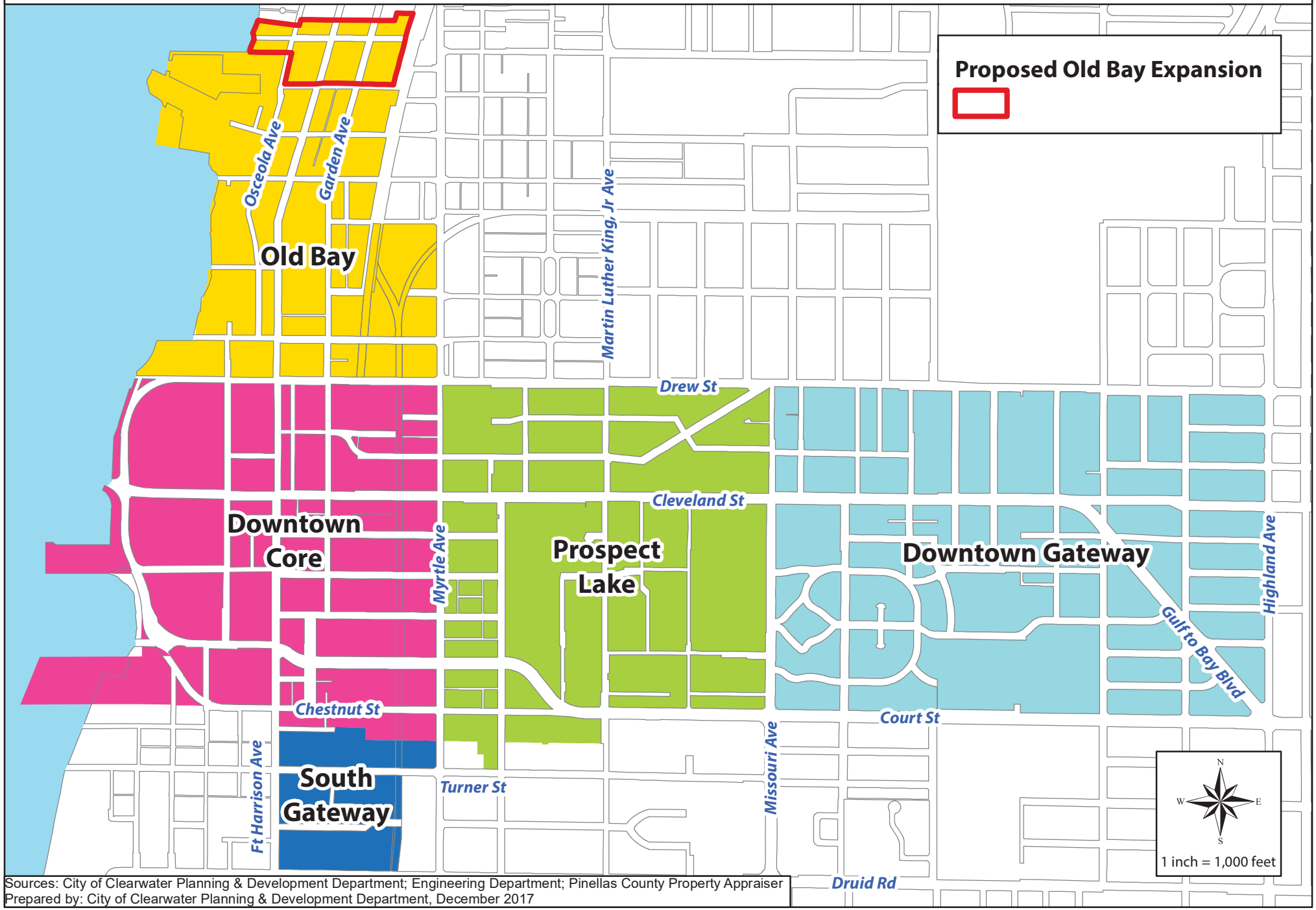
The 2018 update also addresses those parcels in the Prospect Lake and Downtown Gateway Character Districts that were not amended when the Downtown Plan Area boundaries were previously expanded in 2004. Policies address the need to also amend these properties' future land use and zoning designations to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

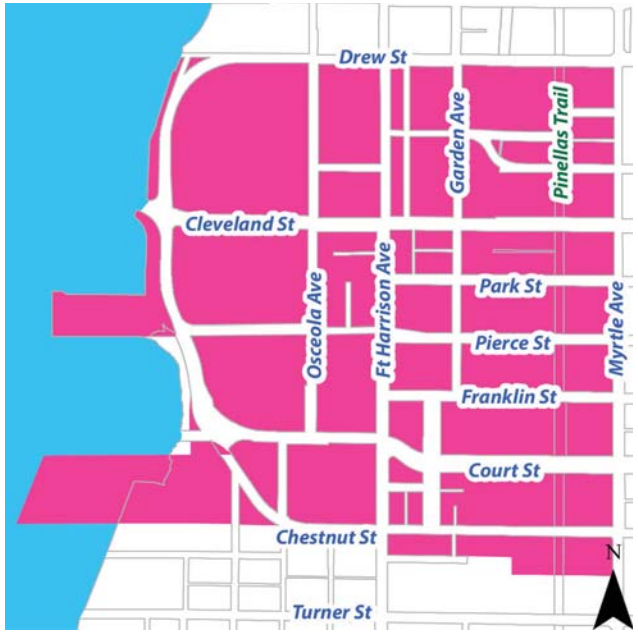
Map 3.1
Character Districts

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, December 2017

DOWNTOWN CORE DISTRICT

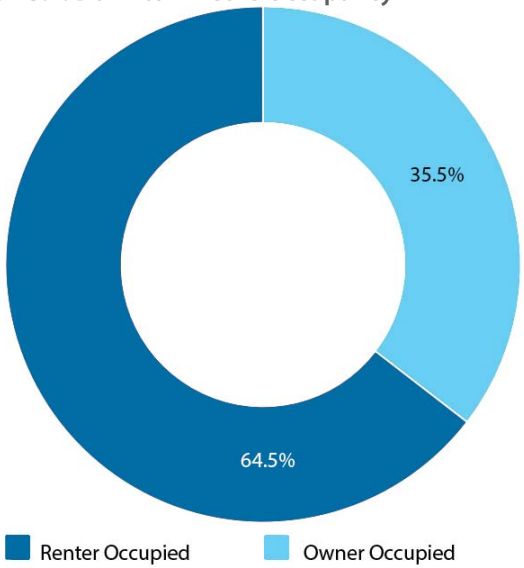


The Downtown Core is bounded by Drew Street on the north, Myrtle Avenue on the east, Clearwater Harbor on the west and Chestnut Street on the south as illustrated above. The Downtown Core is composed of 619 parcels totaling 128.9 acres in area and represents 23.2 % of the Downtown Plan Area.

Existing Conditions

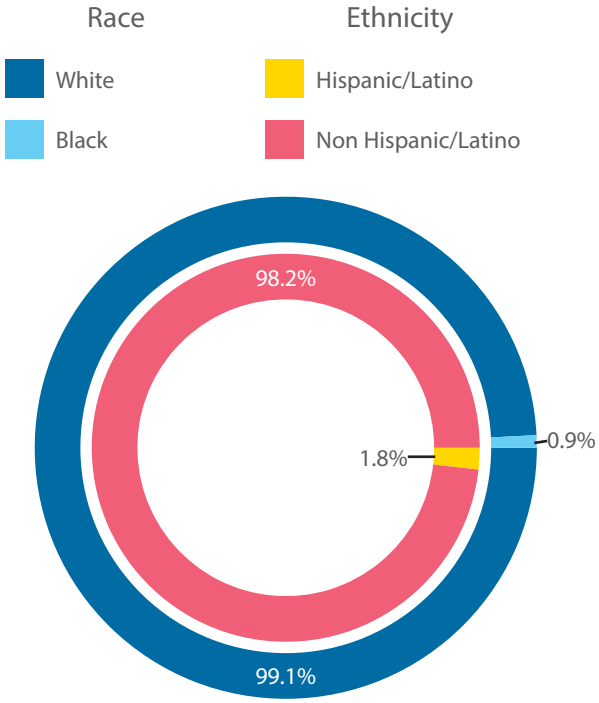
The Downtown Core is the government center and an important employment area in the City. Many of the Pinellas County and City of Clearwater government offices are located in the Downtown Core as well as private offices and supporting uses. Since 2004 Technology and I/T businesses have expanded in the 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



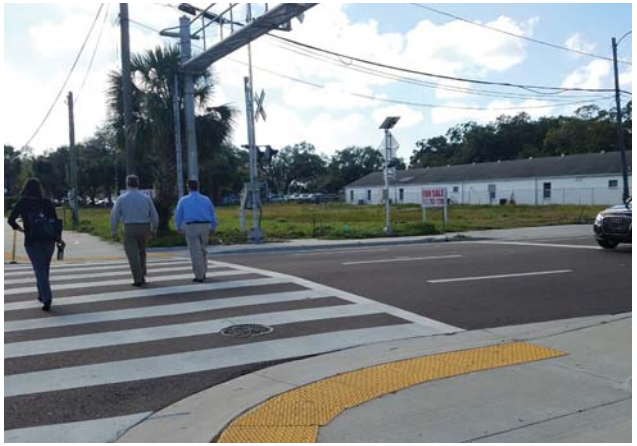
Source: mySidewalk.com; US Census 2011-2015 ACS

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.

Photo Source: (Top) Crandall, Outdoor Dining, 2017

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.

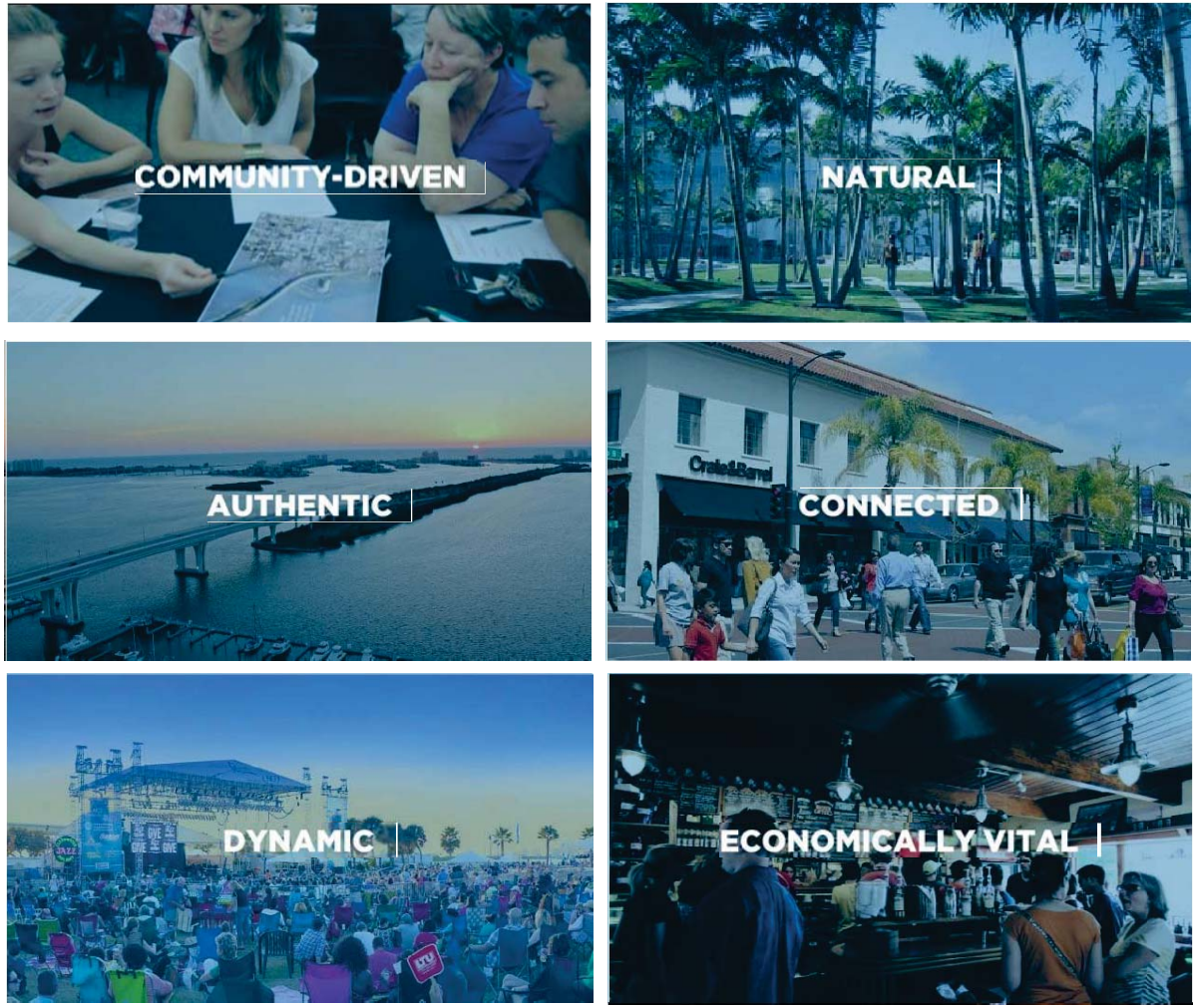
Policy 6:
Redevelopment and new construction along Cleveland Street shall be compatible with and contribute to pedestrian vitality, human scale and the historic fabric of Downtown through the use of build-to-lines, building stepbacks, active ground level uses and architectural features and details.

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 anchores an economically vibrant downtown.

IMAGINE CLEARWATER VISION AND GUIDING PRINCIPLES



Clockwise from top left: City of Clearwater, west8, Discover Los Angeles, Unsplash, St. Petersburg/Clearwater Film Commission, Flickr User: minkstr

Imagine Clearwater
BY THE NUMBERS

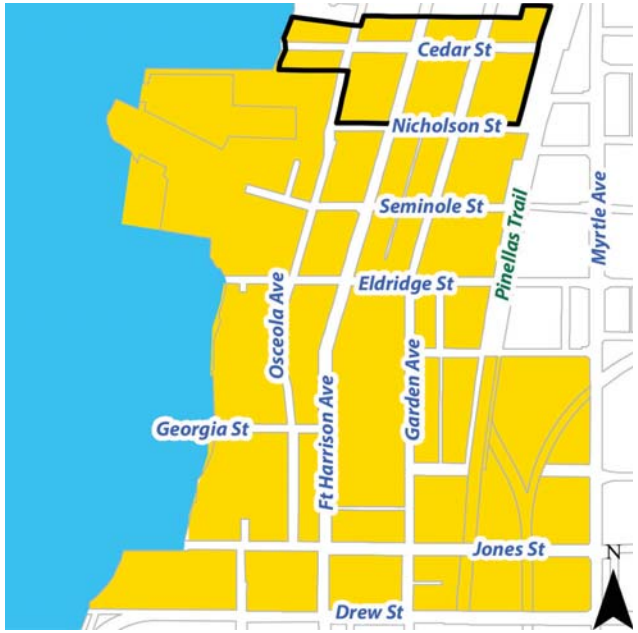
19.0 acres of park space *(110% increase)*

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



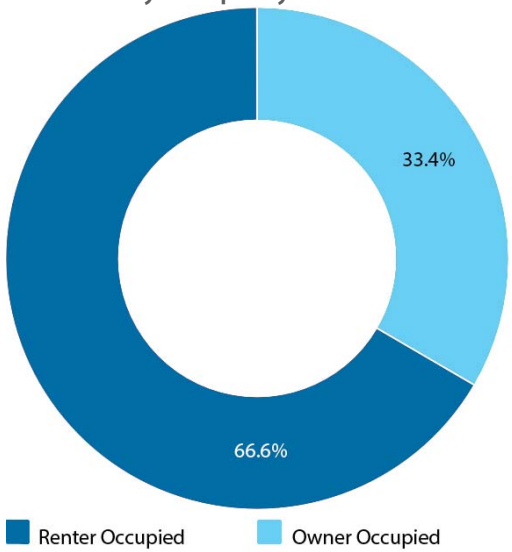
The Old Bay District is generally bounded by Blanche B. Littlejohn Trail and Myrtle Avenue on the east, Clearwater Harbor on the west, Drew Street to the south, and Cedar Street to the north as illustrated above. Also illustrated above is the Old Bay expansion area outlined in black. There are 342 parcels totaling 95.4 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.

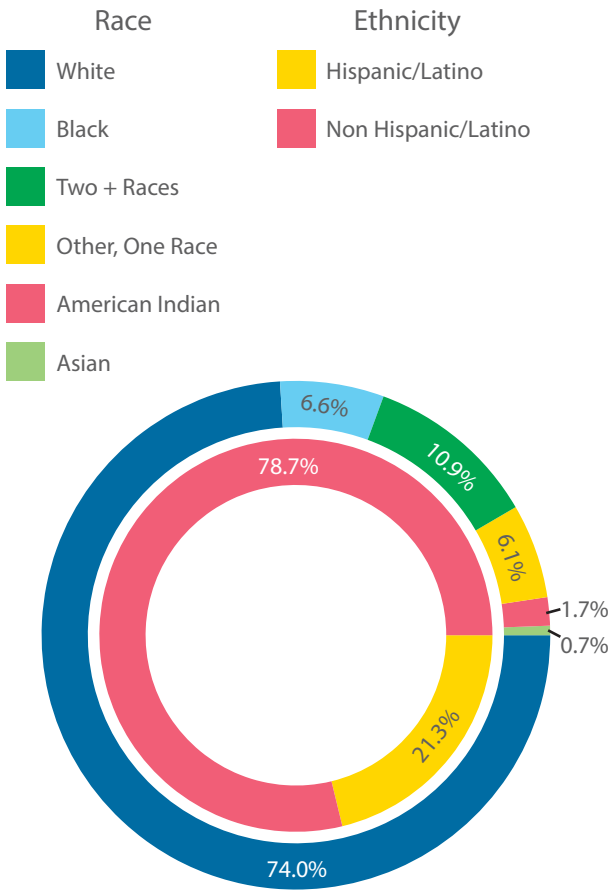
Many of the neighborhood roads are narrow, except for Drew Street which is a four lane undivided road. The Pinellas Trail crosses Drew Street at an unsignalized location. Drew Street also has limited pedestrian crossings from the District into the Downtown Core to the south. North Fort Harrison Avenue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



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

Graph 3.4. Old Bay Race/Ethnicity



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

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 and Breakfasts: 35 rooms per acre, not to exceed 10 rooms
Height	West of N. Osceola Ave. & between Drew and Georgia Sts. & properties 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.: 45 feet
	North of Nicholson St.: 30 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 streetstcaping 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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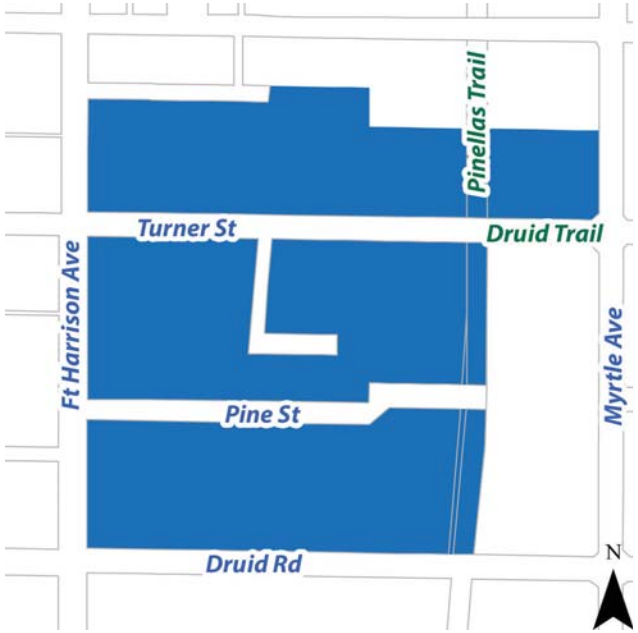
The North Marina Area is a vibrant waterfront community on Clearwater Harbor

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.

GO

SOUTH GATEWAY DISTRICT

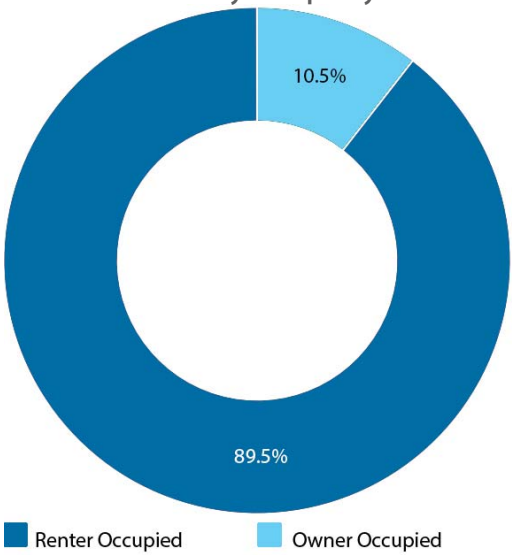


The South Gateway District is generally bounded by parcels fronting on Chestnut Avenue on the north, the Pinellas Trail on the east, South Fort Harrison Avenue on the west and Druid Road on the south as illustrated above. The District is comprised of 61 parcels of land totaling 23.1 acres and represents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

Existing Conditions

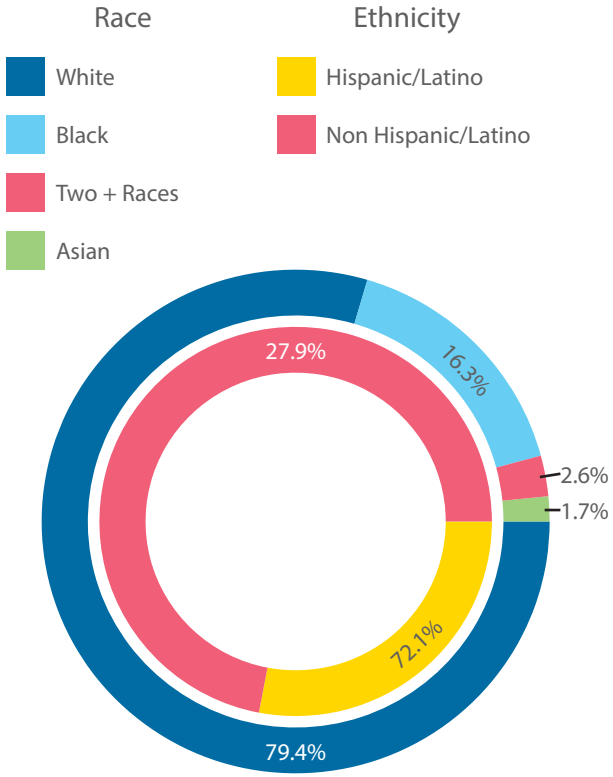
The South Gateway is the principal entryway to Downtown from the south. It is also a transition area between the more intensely developed Downtown Core and the Harbor Oaks neighborhood to the southwest and to Morton Plant Hospital further south. Though it is a small area it is largely redeveloped with 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

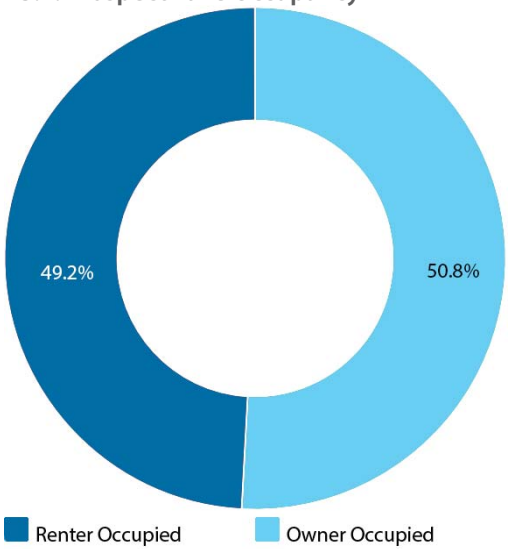
The Prospect Lake Character District is bounded by Drew Street on the north, Missouri Avenue on the east, Myrtle Avenue on the west and on the south by Court Street and parcels fronting on Chestnut Street as illustrated above. There are 440 parcels of land totaling 131.9 acres in this District. The Prospect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

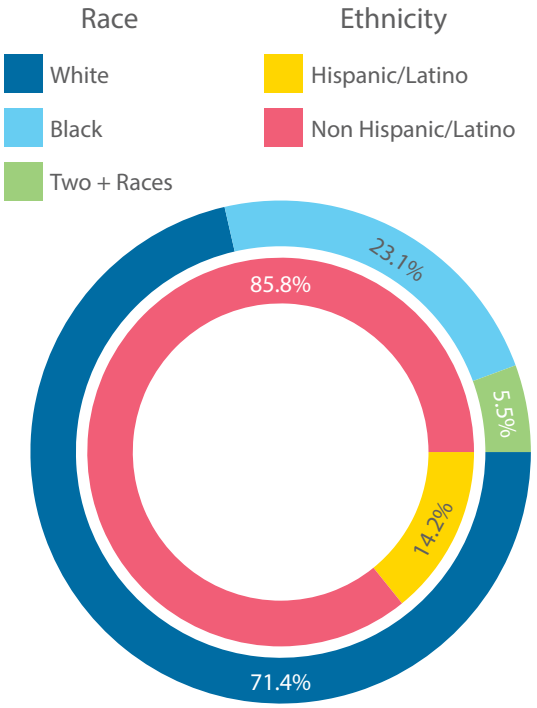
Graph 3.7. Prospect Lake Occupancy



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.: 30 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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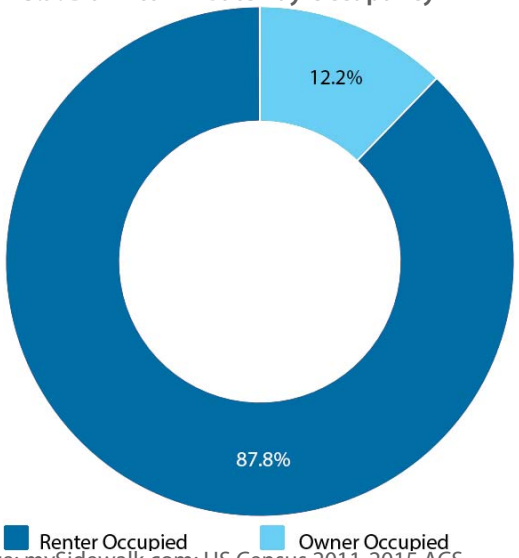
DOWNTOWN GATEWAY DISTRICT

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

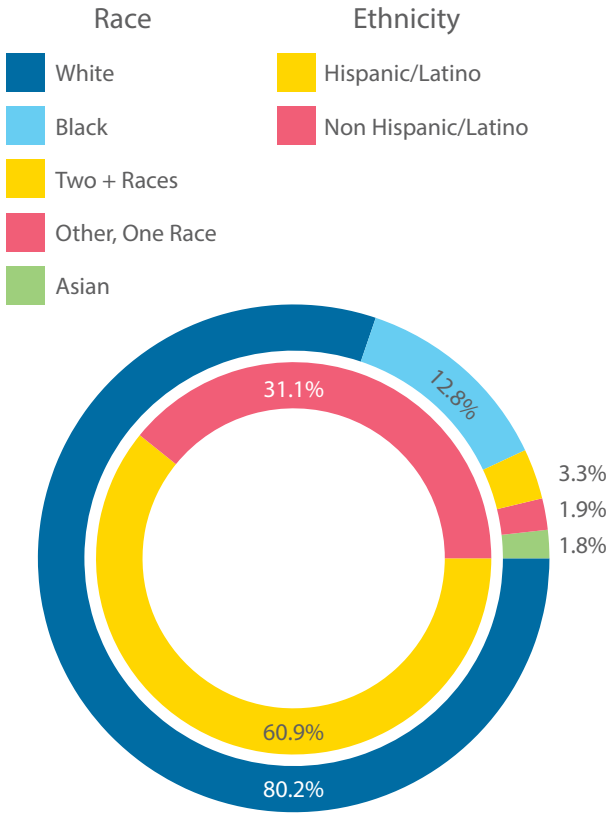
The Downtown Gateway District is a predominantly residential district with limited low scale commercial buildings along Missouri Avenue, Court and Cleveland Streets and Gulf to Bay Boulevard. This area of Clearwater is known for its large Hispanic population, primarily from the Hidalgo region of Mexico, 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



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

Graph 3.10. Downtown Gateway Race/Ethnicity



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

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.

Photo Sources: (Center) Howard Warshauer, Community Garden, 2017

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 N. Hillcrest & N. Highland Aves.: 30 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

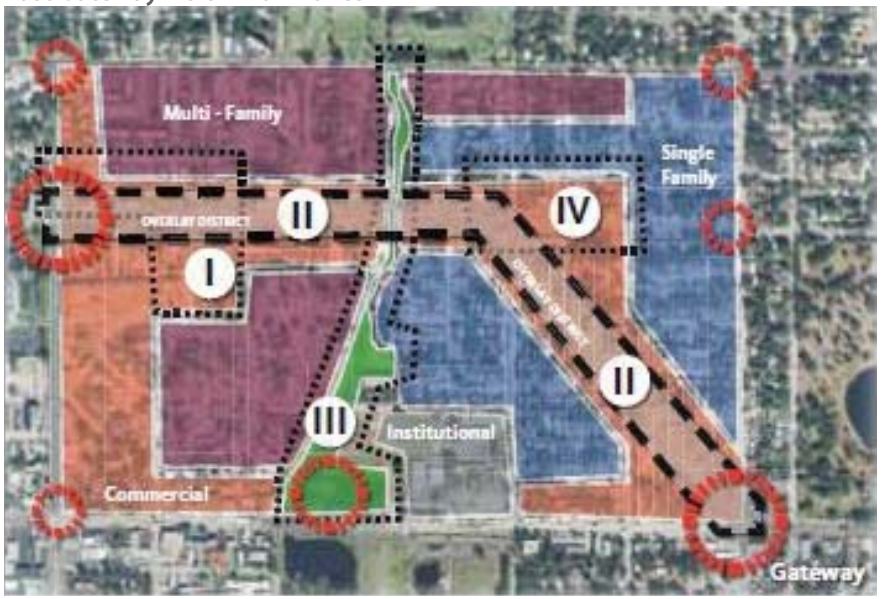
East Gateway District Vision Plan

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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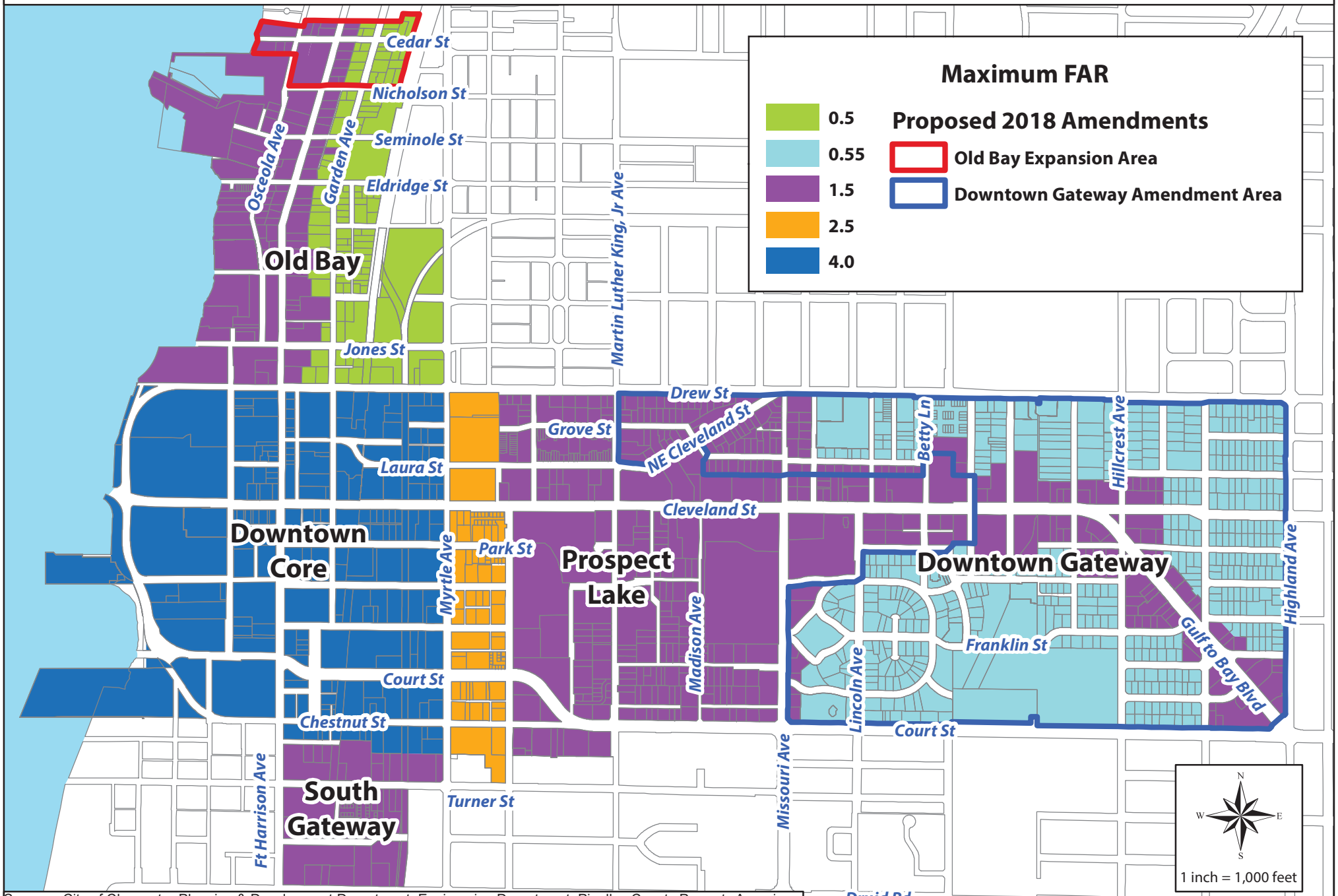
Map 3.2
Maximum FAR

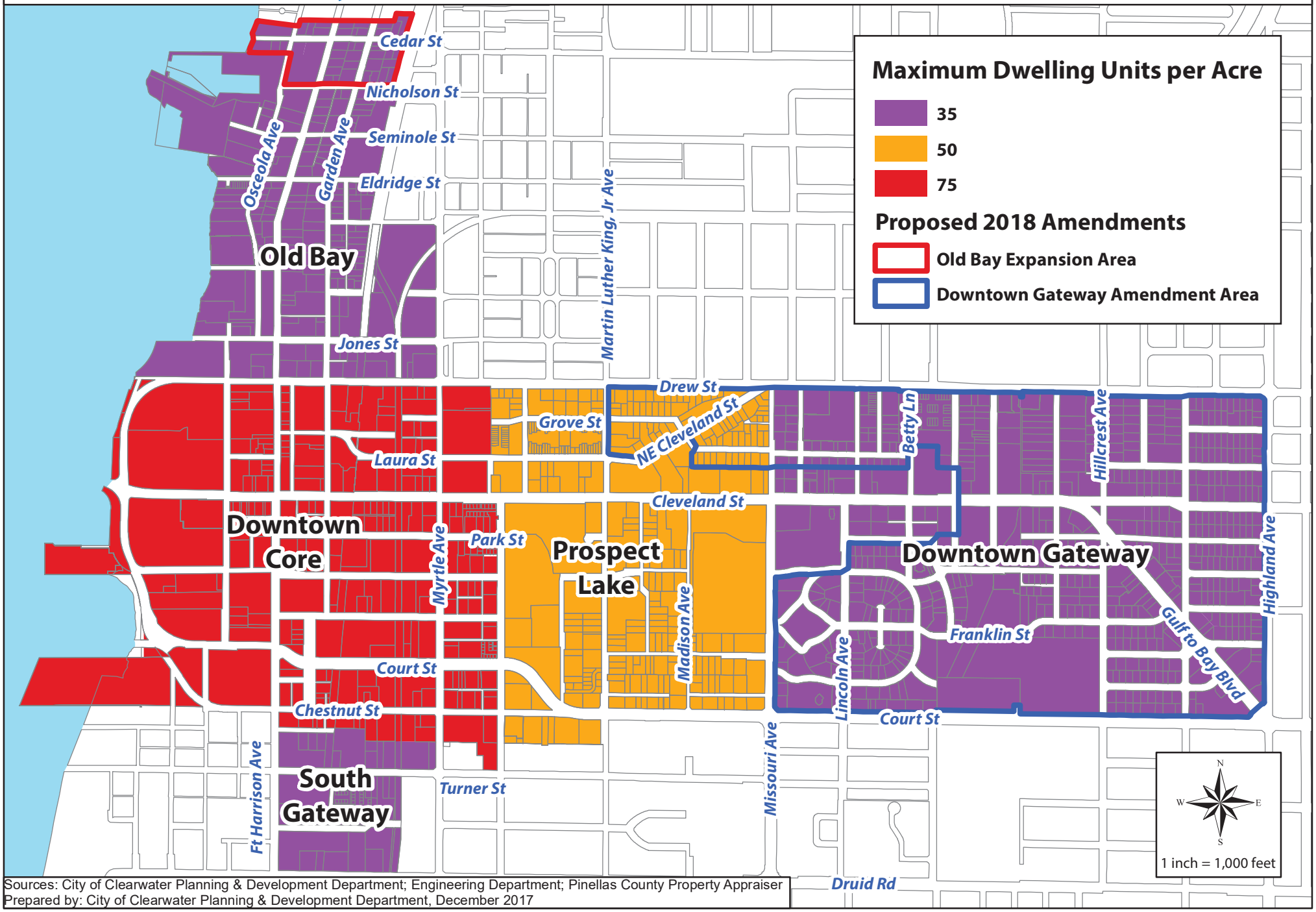
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 3.3
Maximum Density

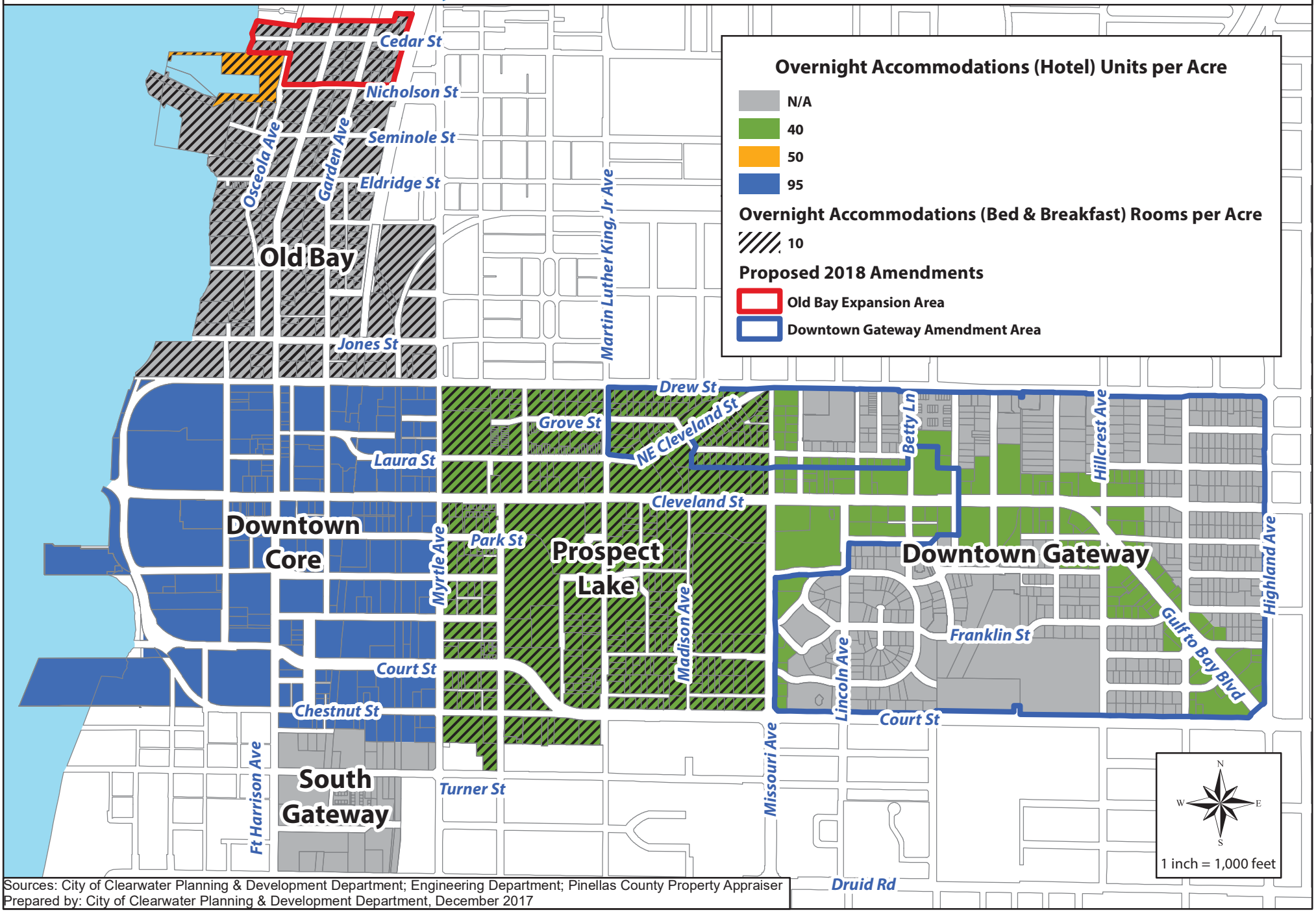
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 3.4
Maximum Hotel Density

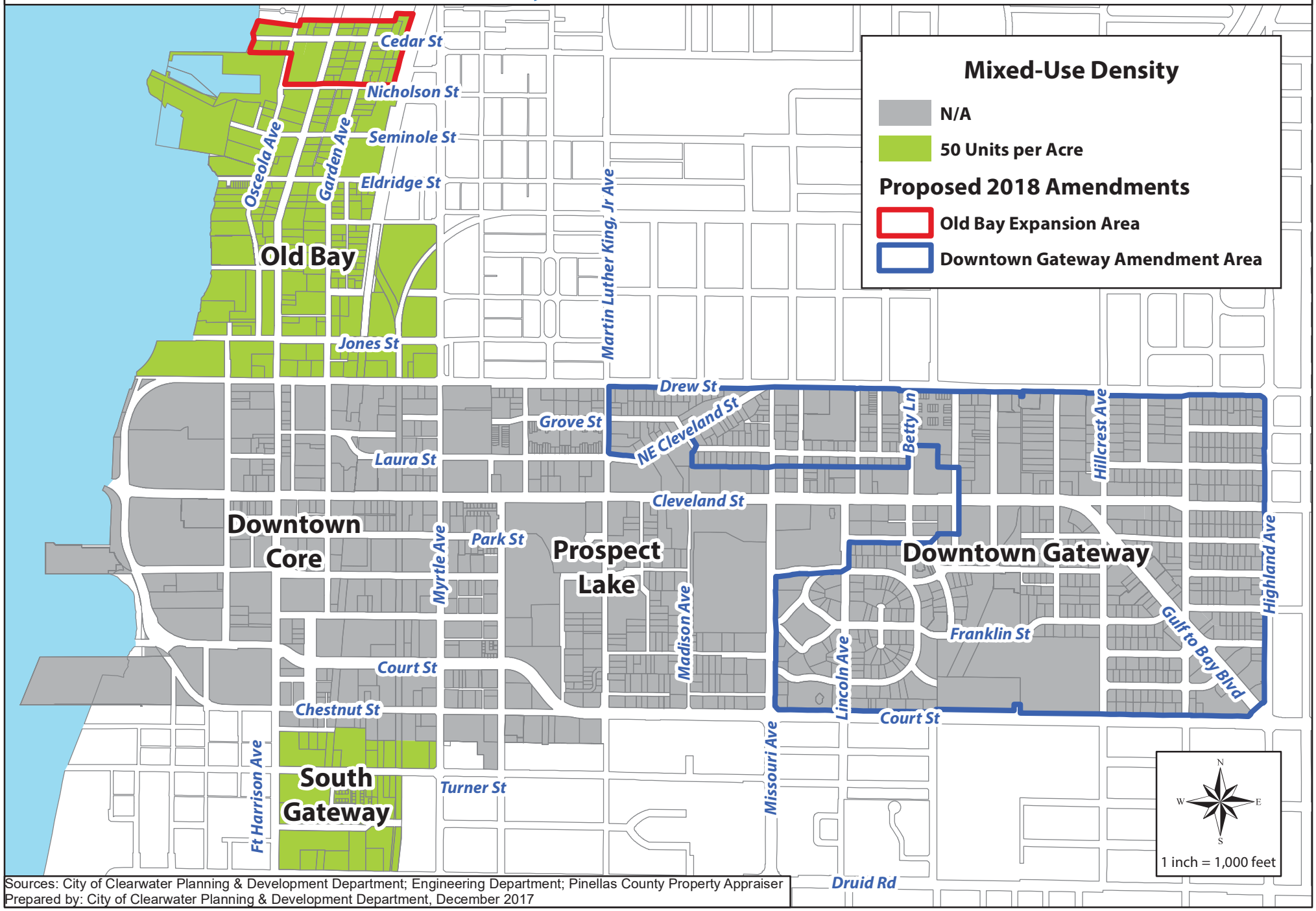
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 3.5
Maximum Mixed-Use Density

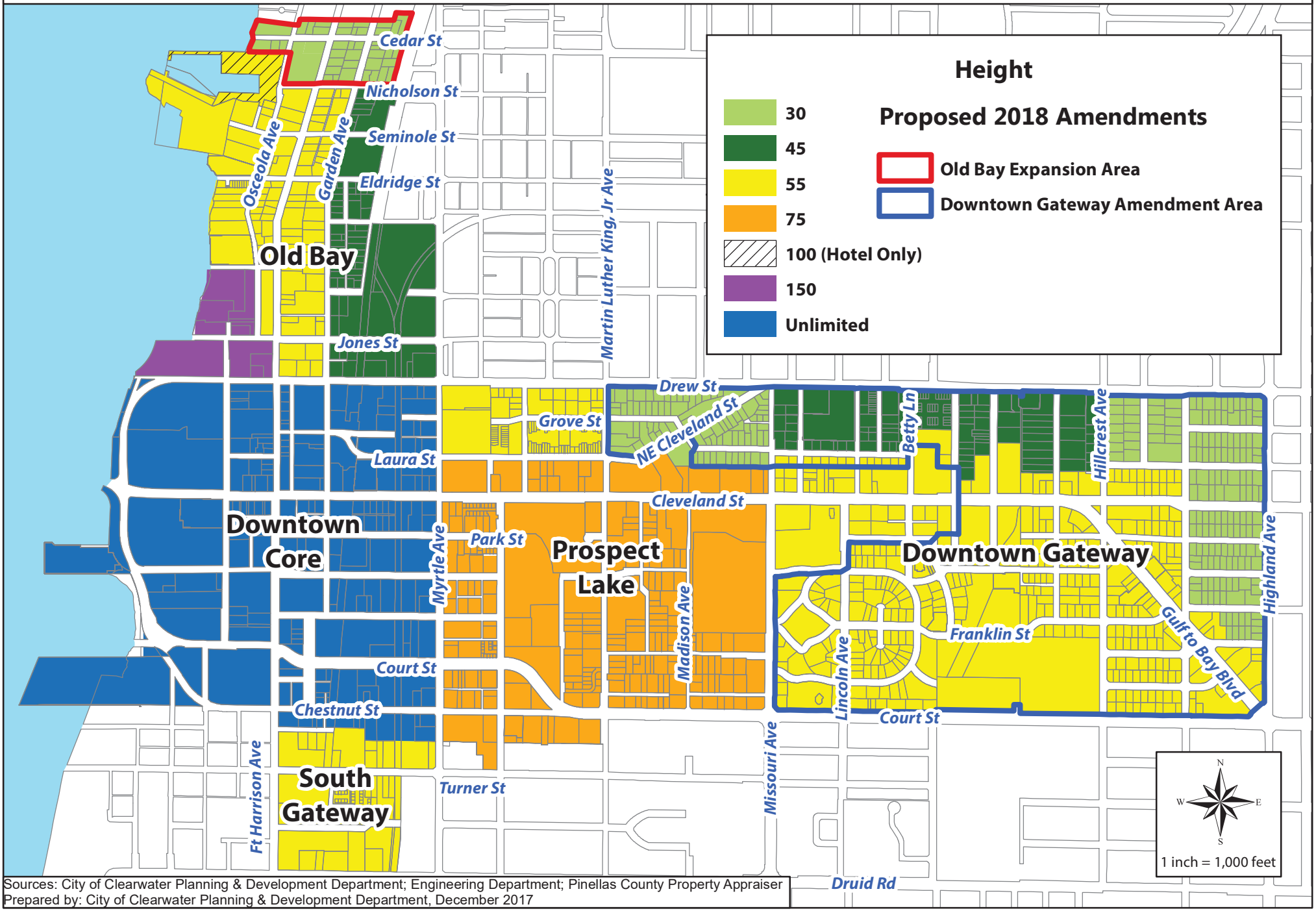
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 3.6
Maximum Height

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, December 2017

WELCOME BACK
Phillips
BOILED PEANUTS

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 Pinellas County and other coordinating organizations to address the problem with the chronic homeless population.

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 pubic amenity. In 2017 the City initiated design and permitting work for certain improvements, including reconfigured paved parking, additional overflow parking, and additional storwmater 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

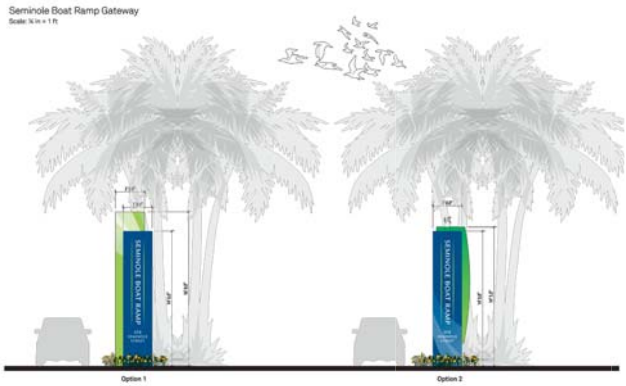
A Mercado, a multi-cultural Market inspired by the Hispanic heritage of the community will create a "place" for community gathering and cultural significance, and will be constructed in the vicinity of Downtown Gateway's (formerly East Gateway) "main & main" which occurs at the intersection of Cleveland 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.

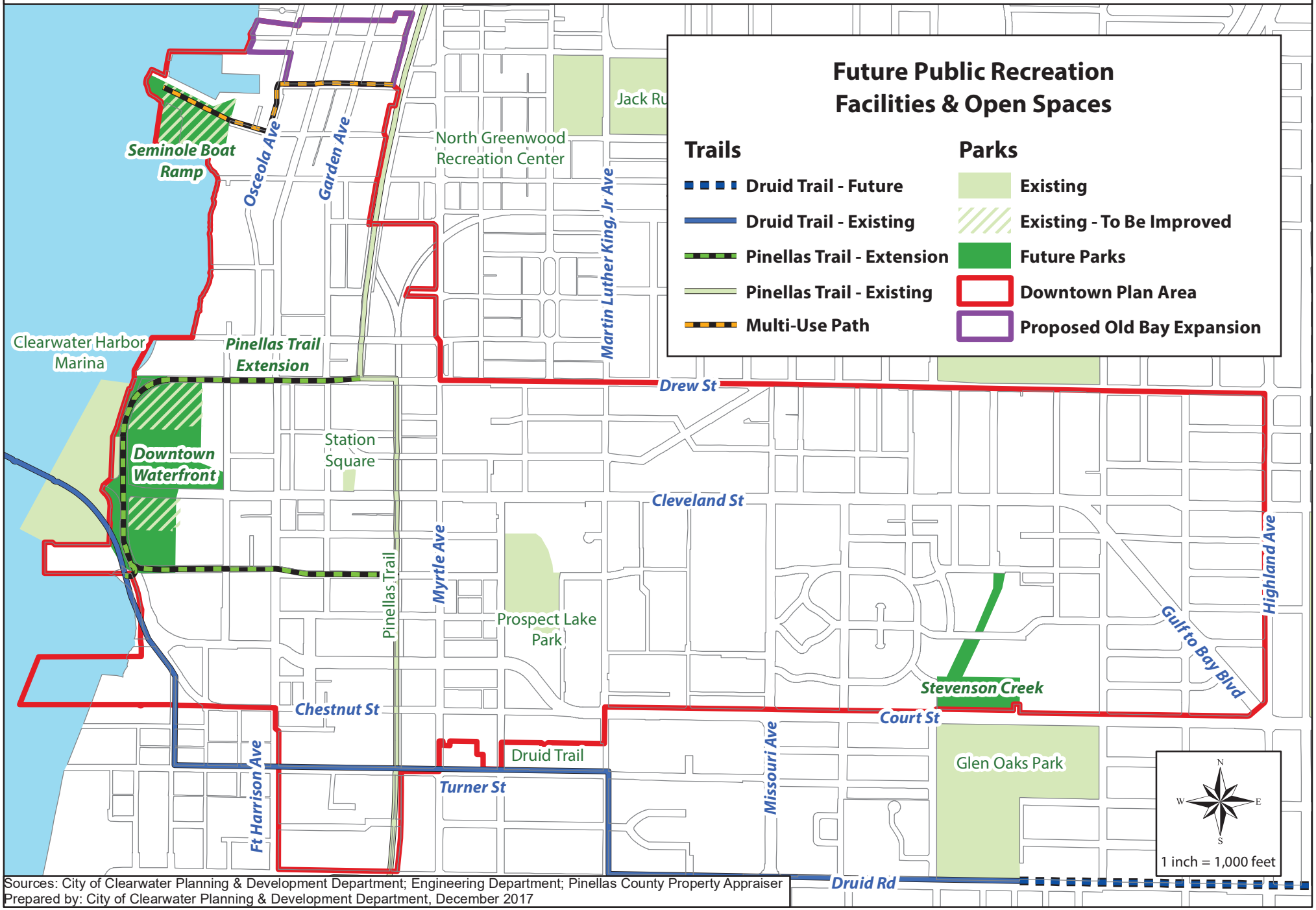
The recently completed Beach Connector portion of the Druid Trail provides a critical route for users traveling to the Beach. Additionally the east-west Druid Trail connects to the north-south Pinellas Trail in the South Gateway Character District. The remaining phases of the Druid Trail will connect 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.



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, December 2017

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 ESTUARY
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 GREEN
COACHMAN GARDEN
BLUFF WALK
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.
BLUFF WALK
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.'
CIVIC GATEWAY
OSCEOLA AVENUE

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).

Photo Source: (Bottom) Lucas Cruse, City of St. Petersburg, Green Painted Bicycle Crossing

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.

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 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 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.

Photo Source: (Center) Indianapolis Star, Indy Culture Trail, 2015

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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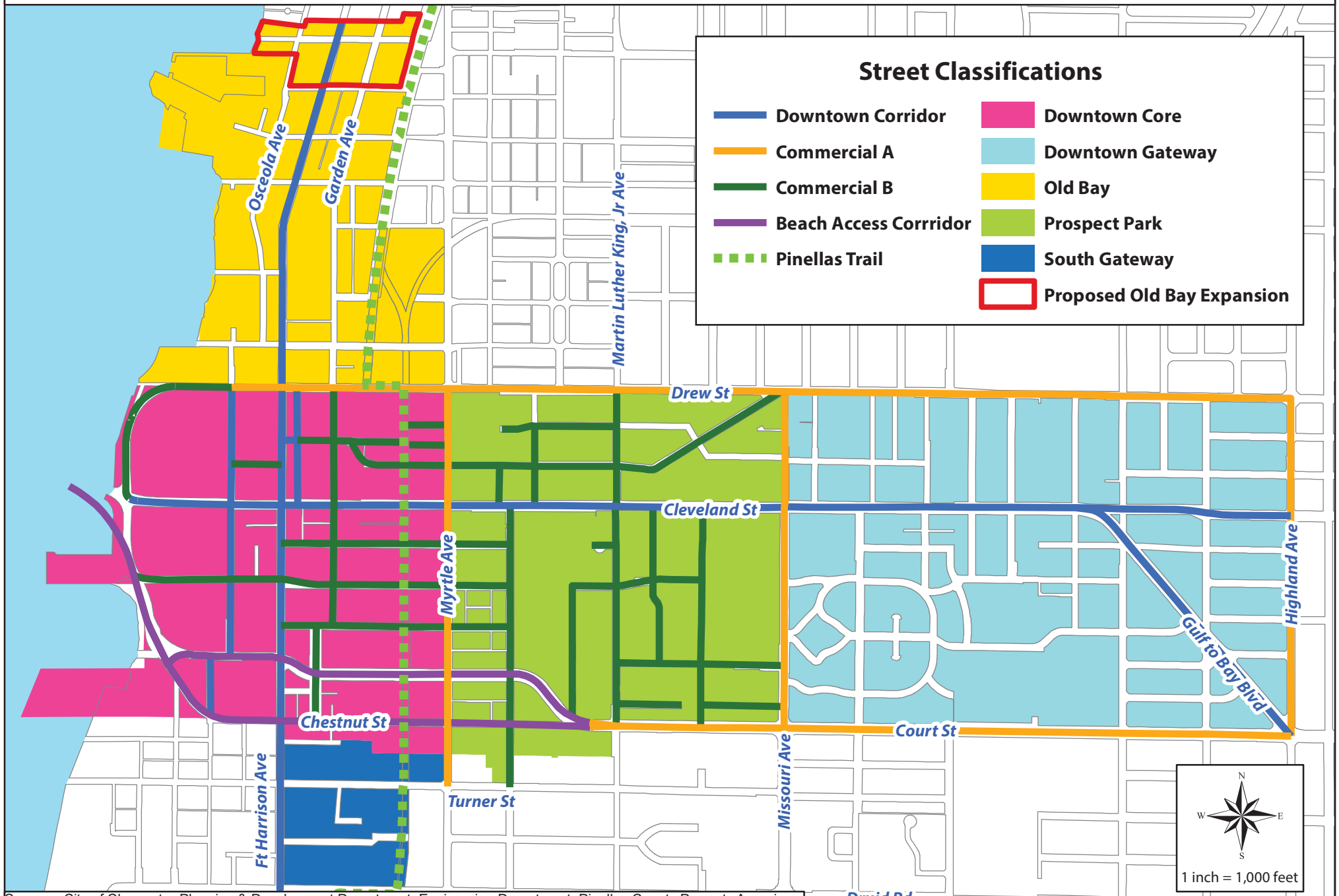
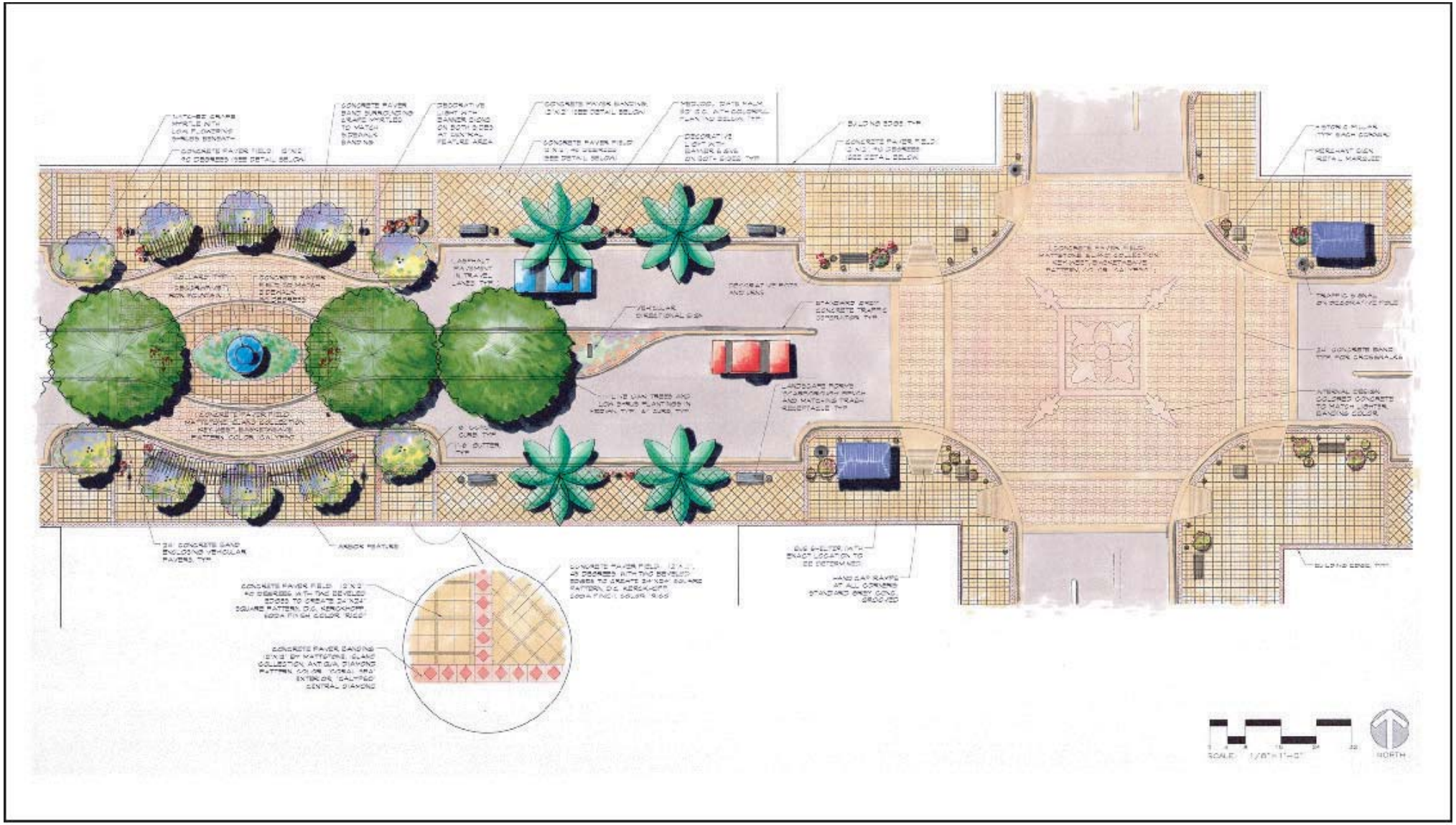
Map 3.8
Street Classifications

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, December 2017

Downtown Corridor (Implemented)



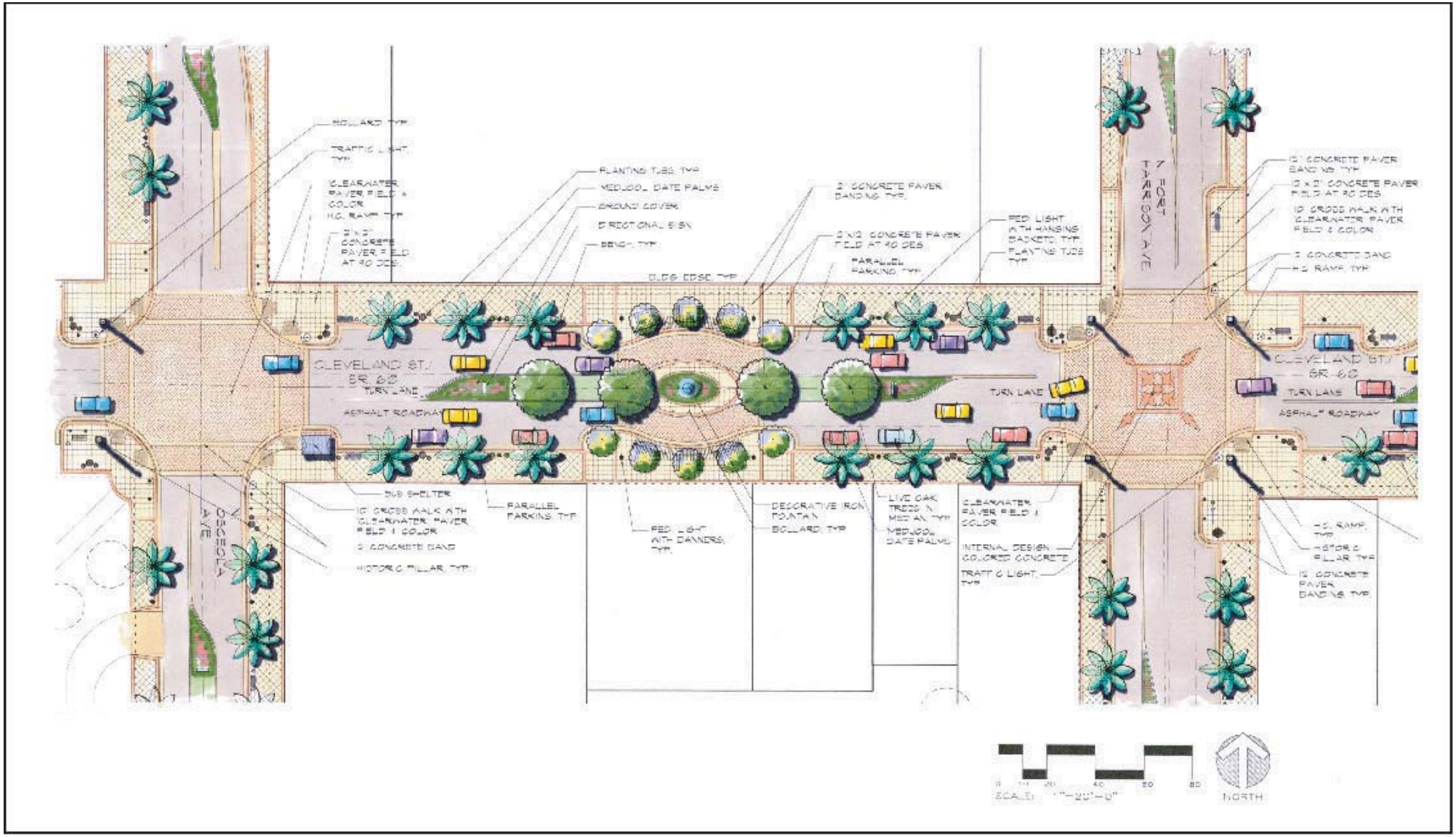
CITY OF CLEARWATER

DOWNTOWN CORRIDOR

CLEVELAND STREET

TYPICAL PAVING DETAILS

Downtown Corridor (Implemented)



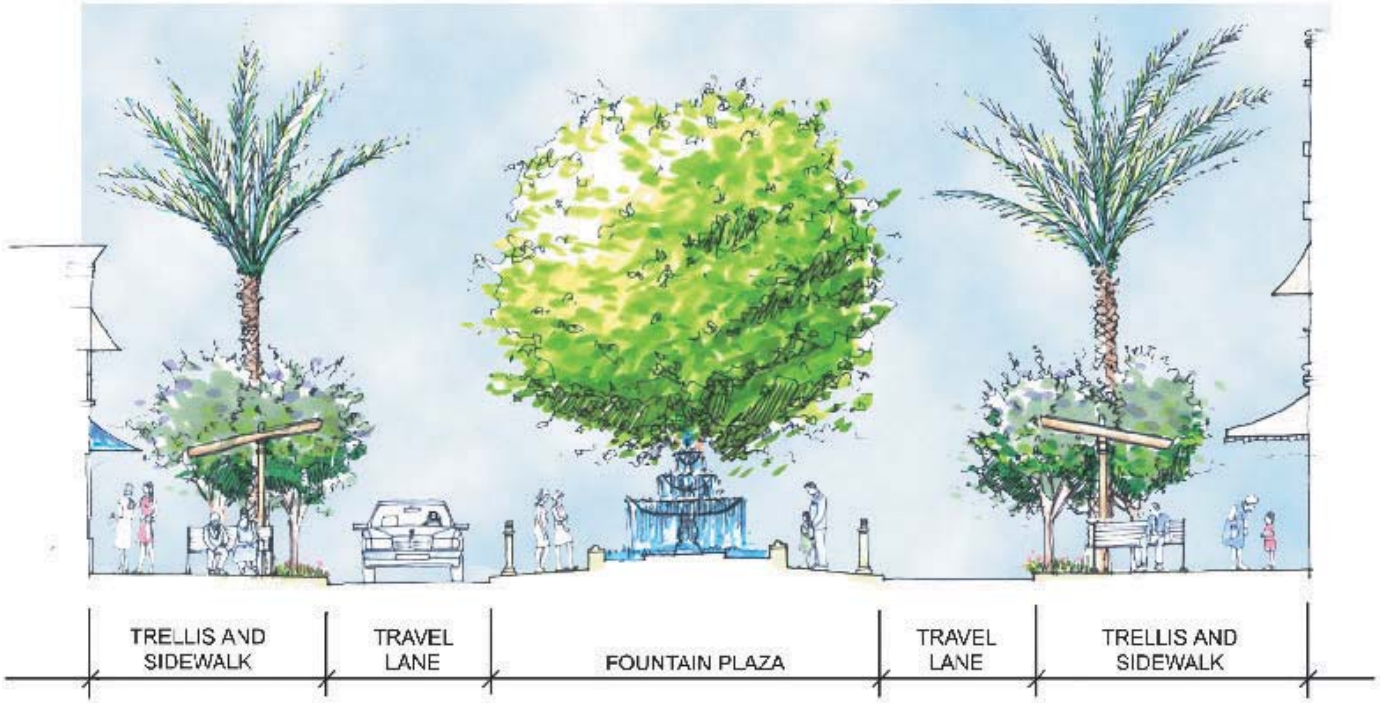
CITY OF CLEARWATER

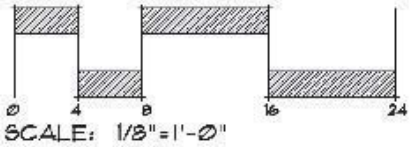
DOWNTOWN CORRIDOR

CLEVELAND STREET

TYPICAL STREETSCAPE

Downtown Corridor (Implemented)

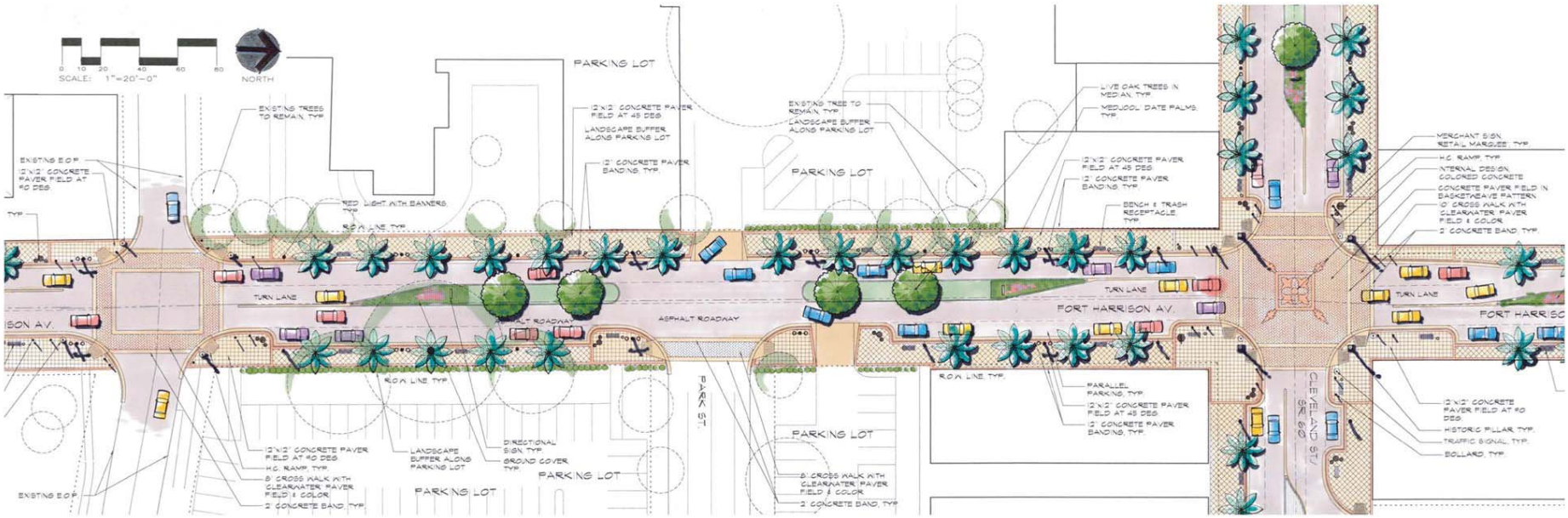




CITY OF CLEARWATER

CLEVELAND STREET

PROPOSED STREETSCAPE SECTION



CITY OF CLEARWATER

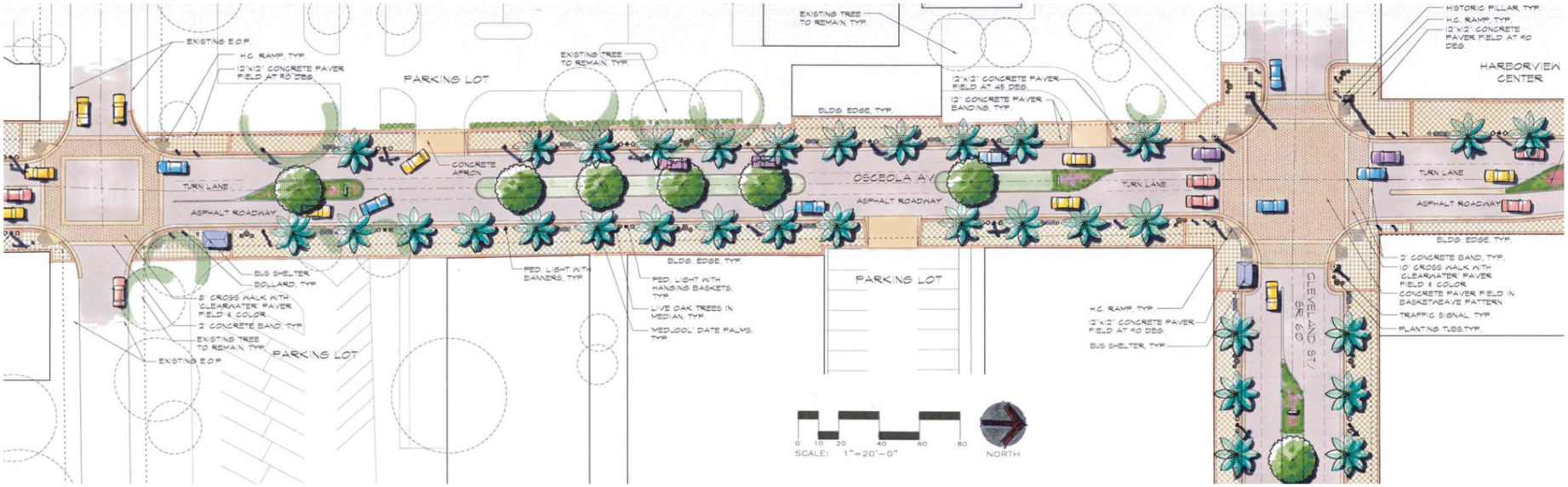
DOWNTOWN CORRIDOR

FT. HARRISON AVENUE

TYPICAL STREETSCAPE

BELLOMO · HERBERT AND COMPANY, INC.
LANDSCAPE ARCHITECTS

Downtown Corridor



CITY OF CLEARWATER

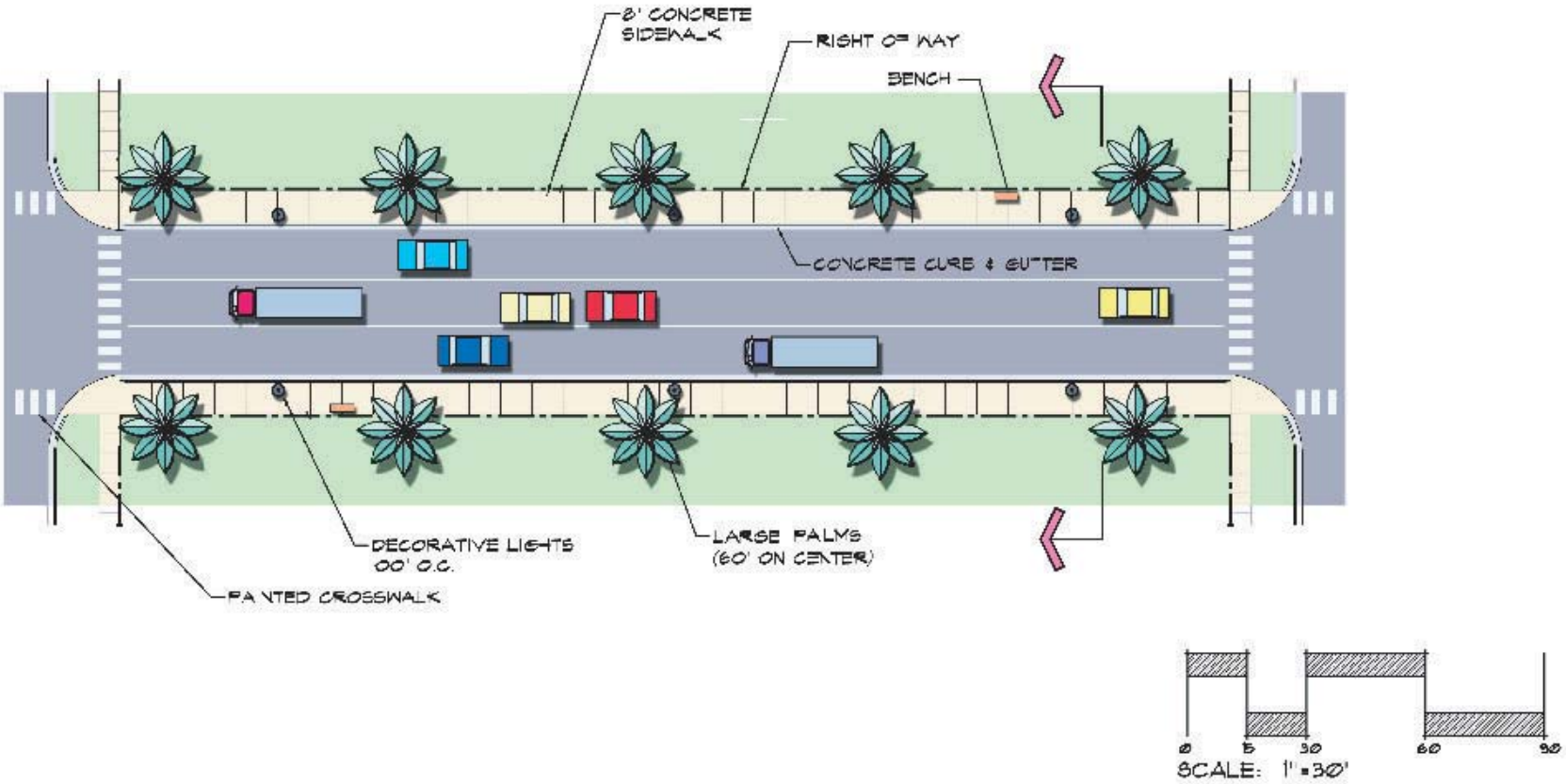
DOWNTOWN CORRIDOR

OSCEOLA AVENUE

TYPICAL STREETSCAPE

BELLOMO · HERBERT AND COMPANY, INC.
LANDSCAPE ARCHITECTS

Beach Access Corridor



CITY OF CLEARWATER

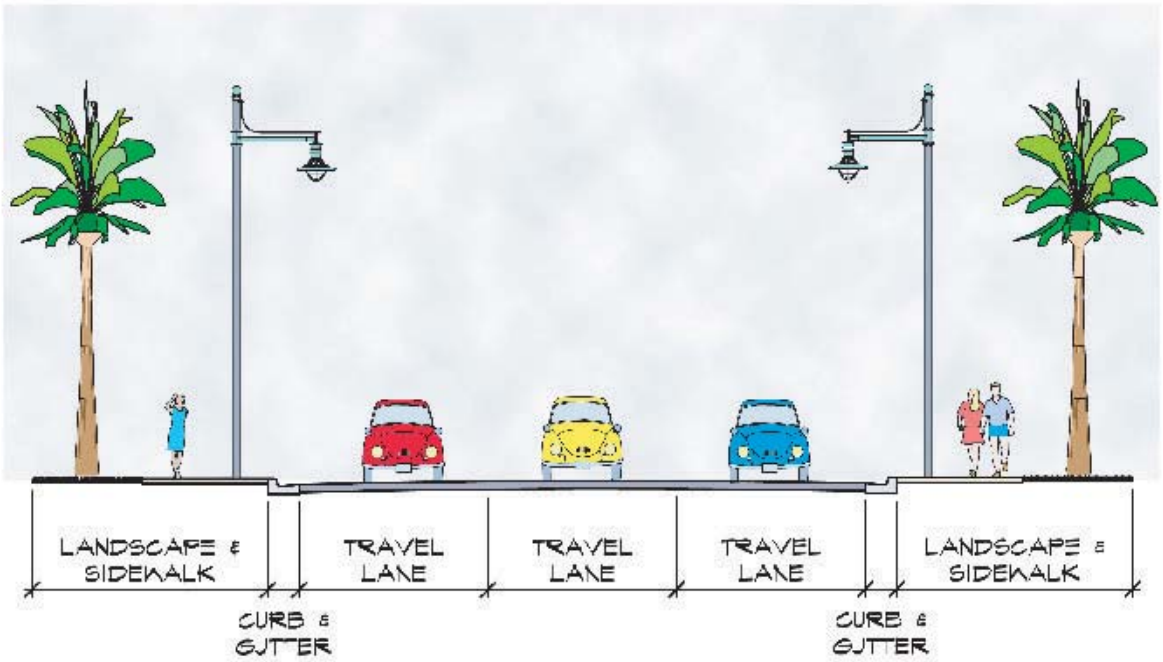
BEACH ACCESS CORRIDOR

PROPOSED STREETSCAPE

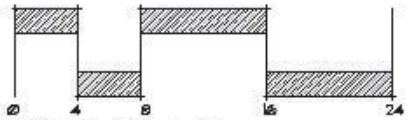
DESIGN OBJECTIVES

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.

Beach Access Corridor



CROSS SECTION



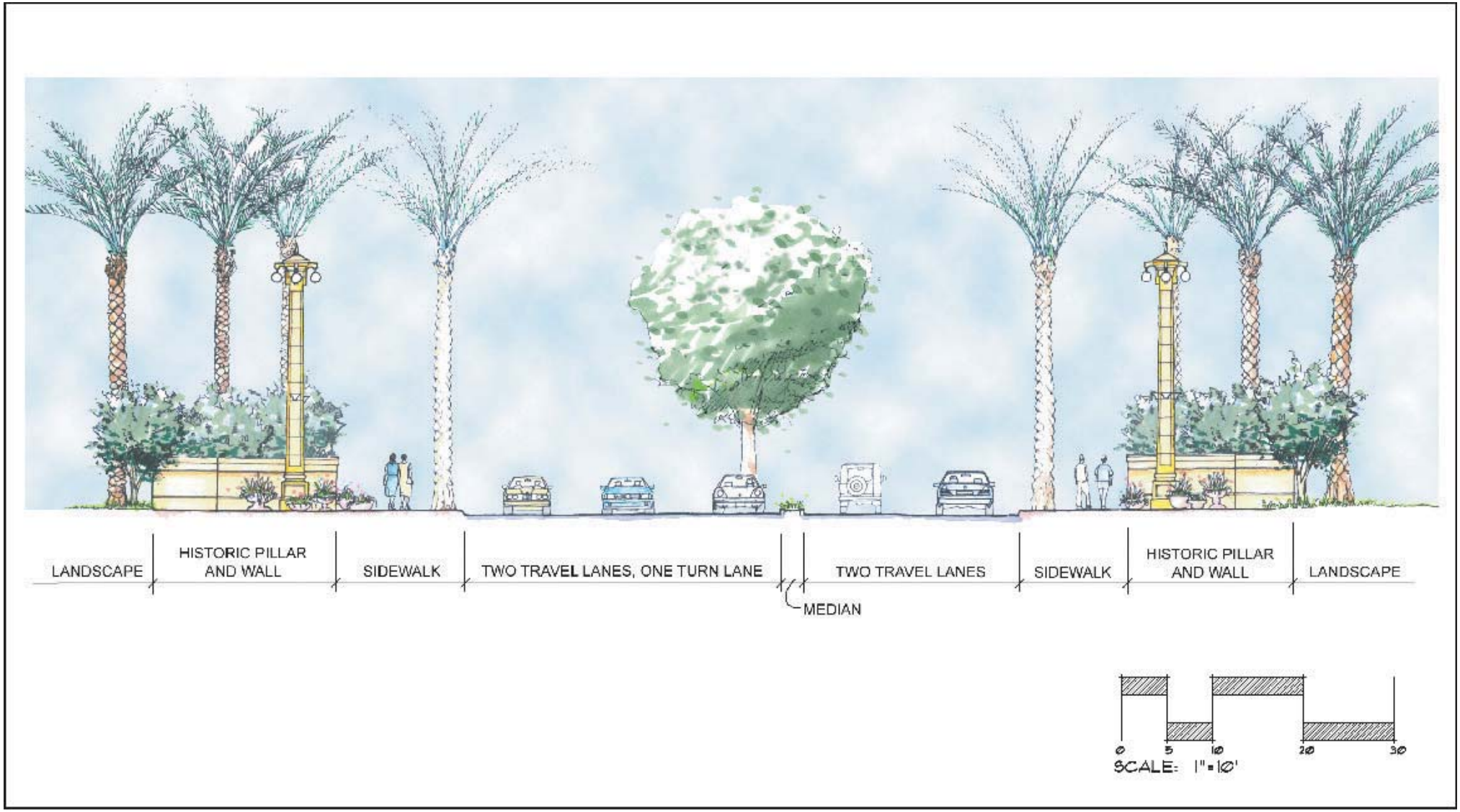
SCALE: 1/8"=1'-0"

CITY OF CLEARWATER

BEACH ACCESS CORRIDOR

PROPOSED STREETSCAPE

Commercial A

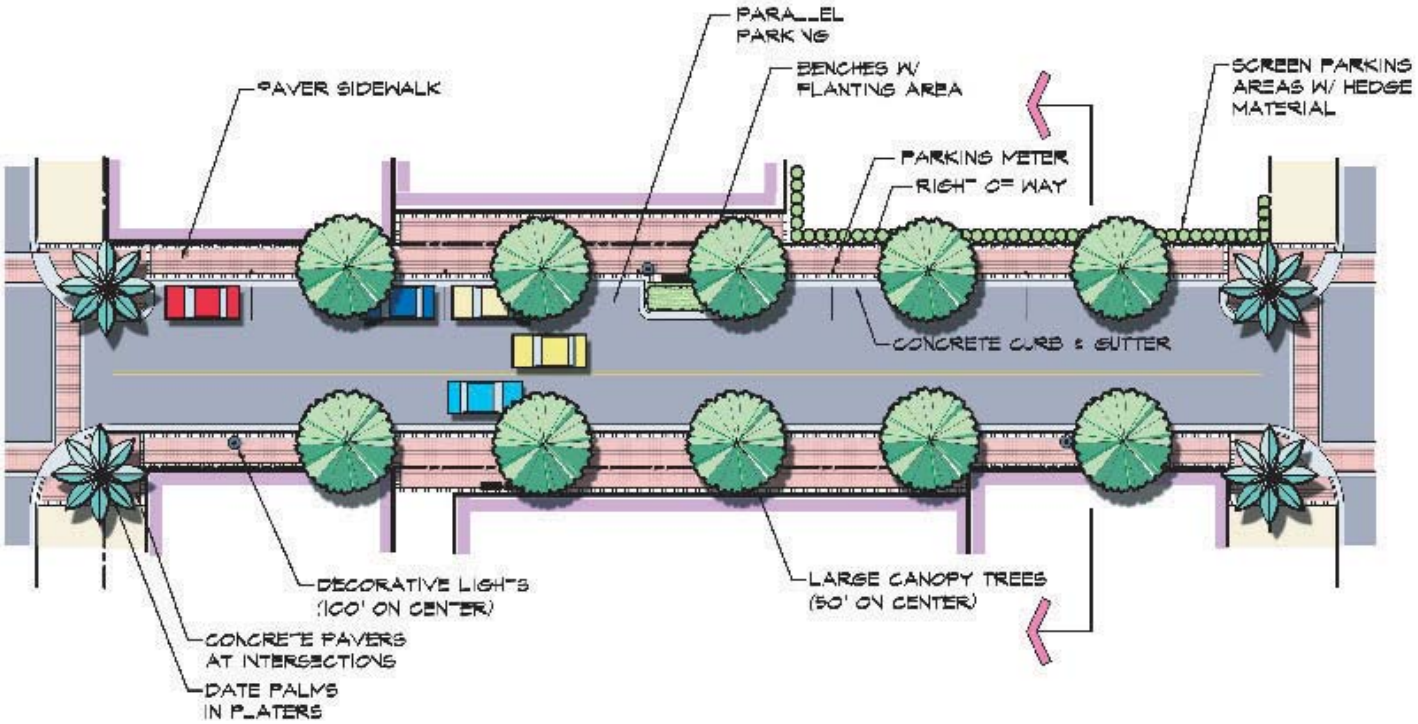


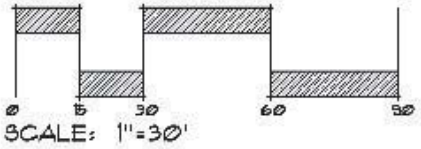
CITY OF CLEARWATER

COMMERICAL A

PROPOSED GATEWAY SECTION

Commercial B





CITY OF CLEARWATER

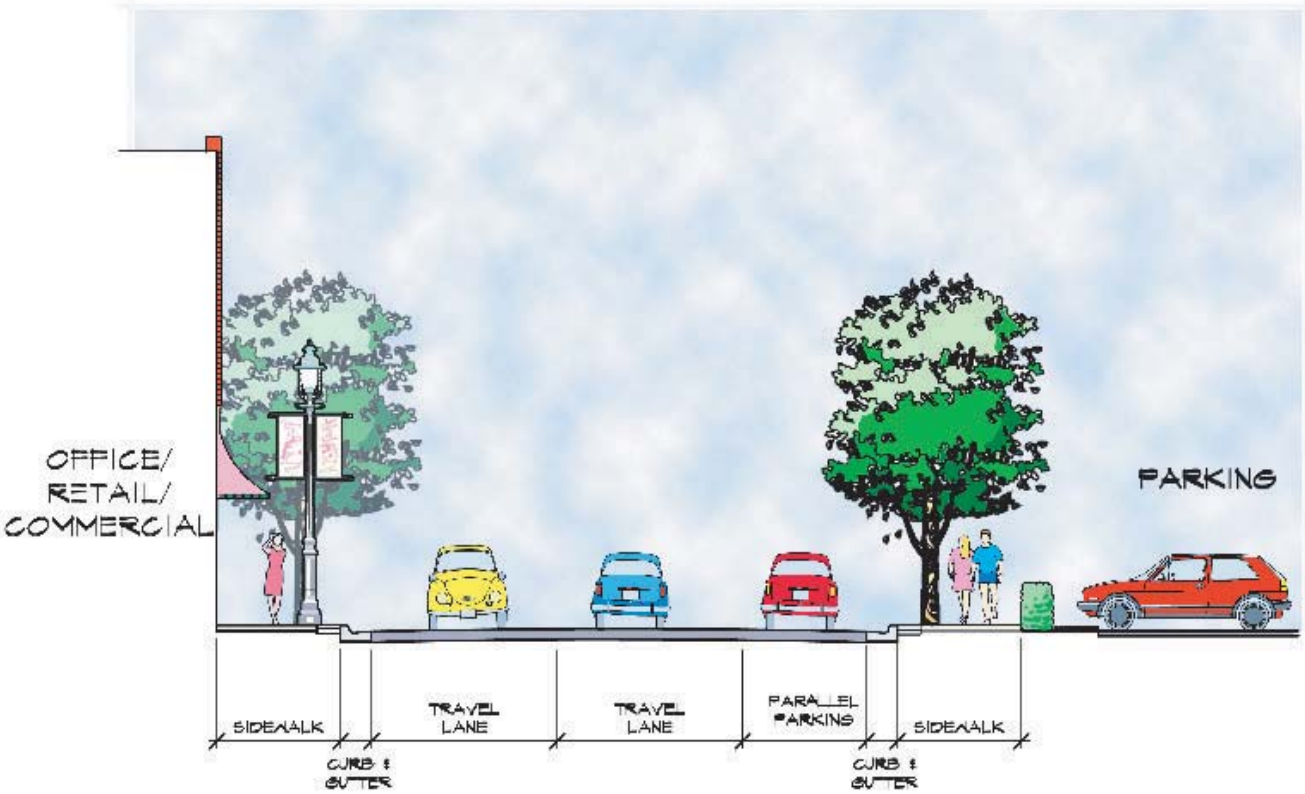
COMMERCIAL B

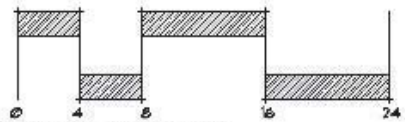
PROPOSED STREETSCAPE

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.

Commercial B





SCALE: 1/8"=1'-0"

CROSS SECTION

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
Srap Panel
Grotto Powder Coat
30 Gallon

Gramercy Bike Rack
by Madrax
up to 9 Bikes

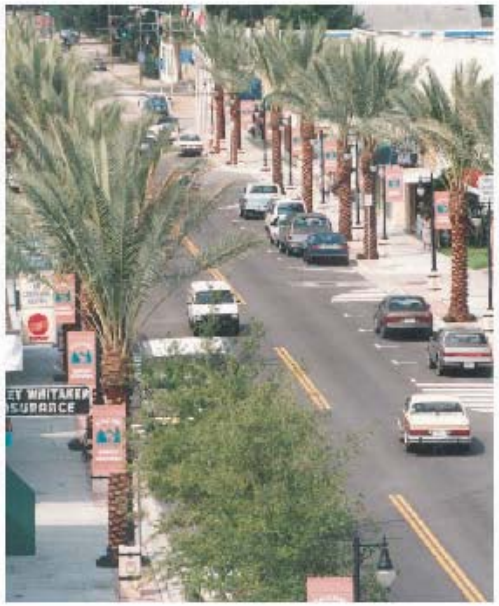
Decorative Newspaper Rack
by Spencer Fabrications

CITY OF CLEARWATER

SITE FURNISHINGS

Standard Details

Live Oak



'Medjool' Date Palm

Crape Myrtle
'Natchez'

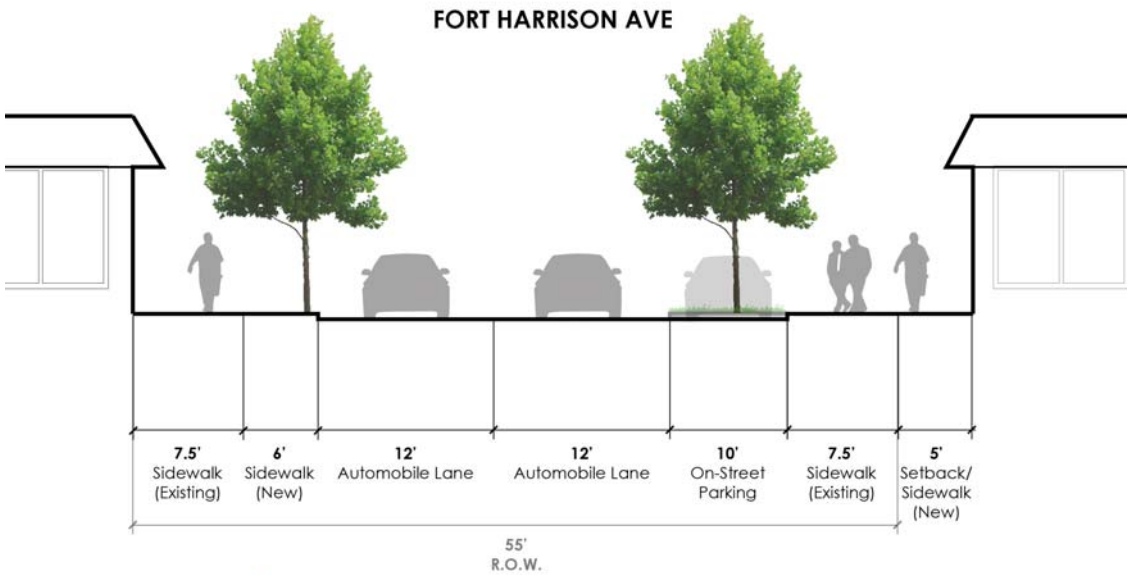
Steel Bar
Landscape Fence
by A&T Ironworks, Inc.

CITY OF CLEARWATER

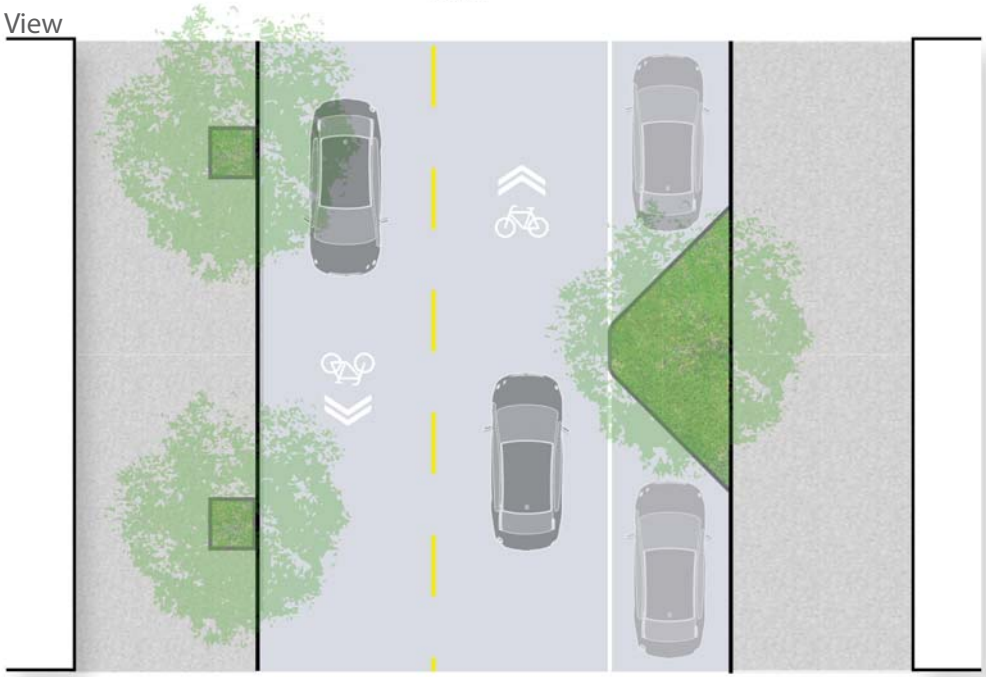
LANDSCAPE

North Marina Area Master Plan

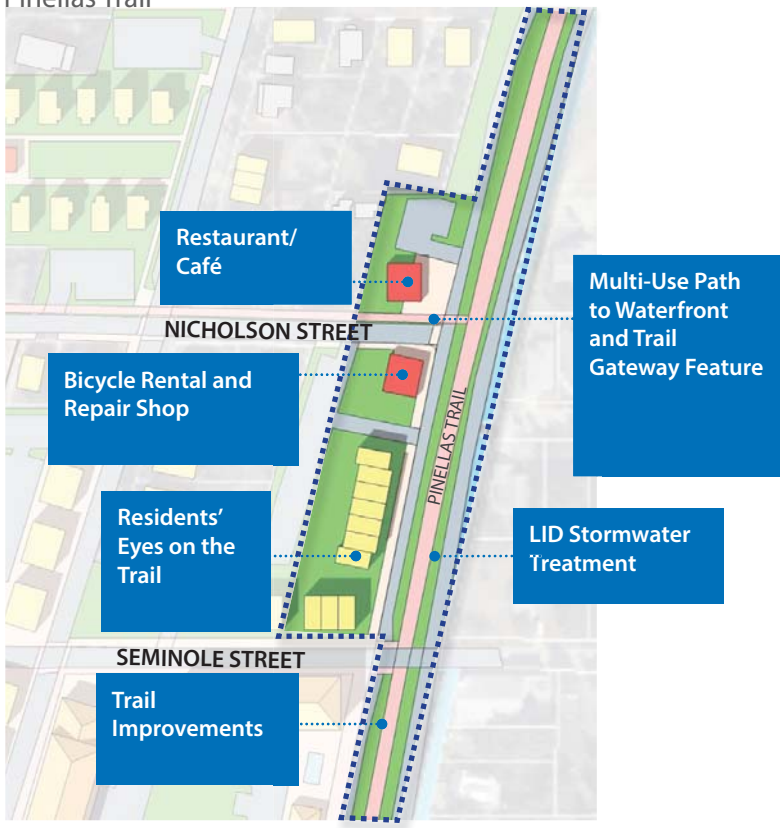
Cross-Section



Plan View

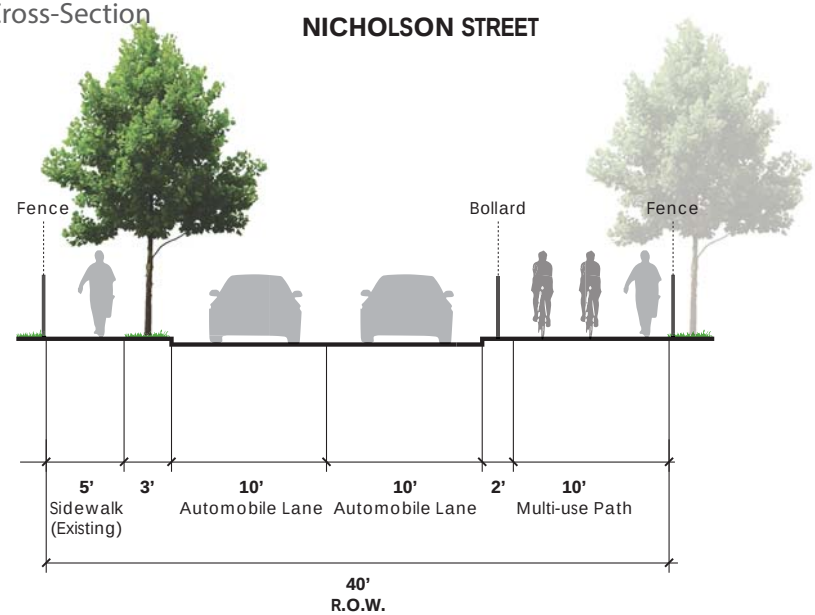


Pinellas Trail

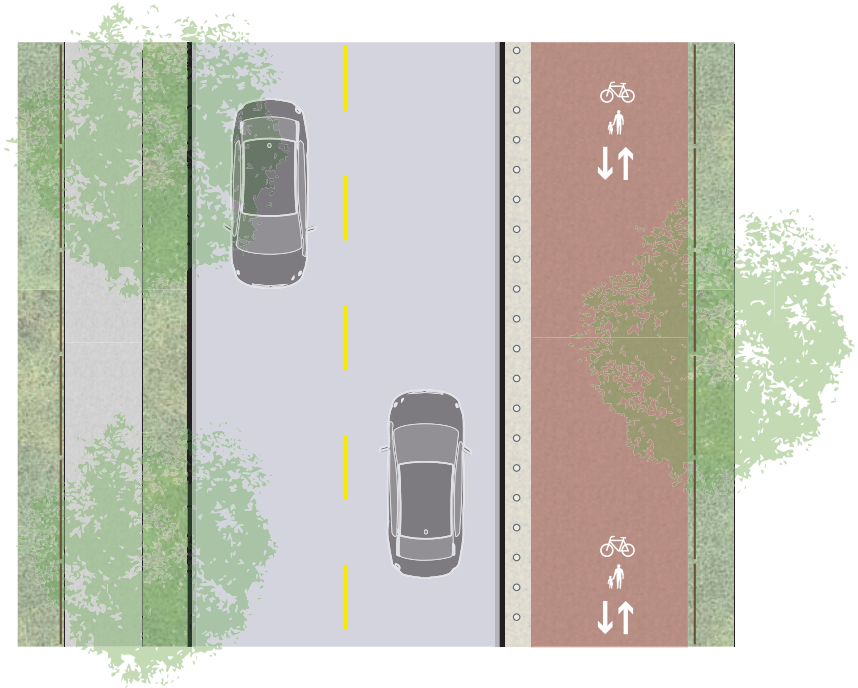


Cross-Section

NICHOLSON STREET



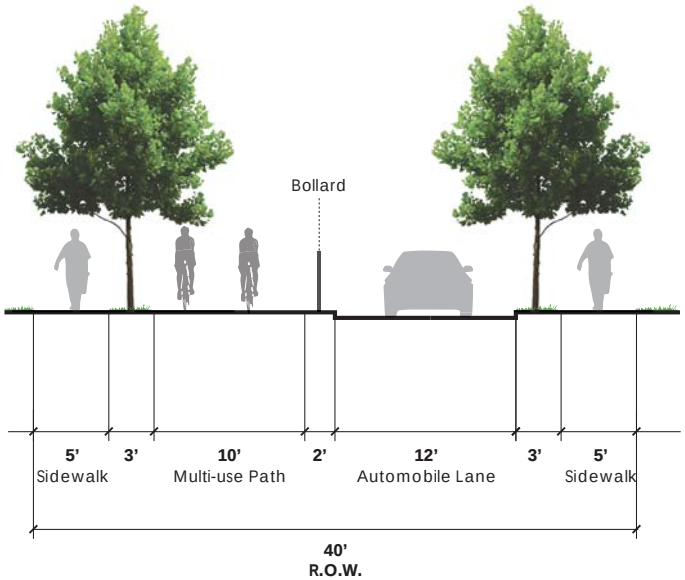
Plan View



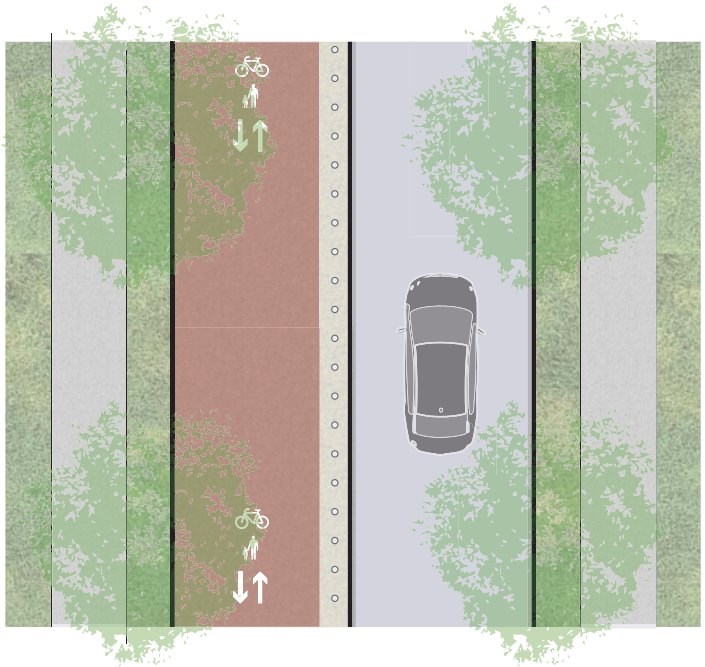
Cross-Section

OSCEOLA AVENUE

BETWEEN NICHOLSON STREET AND SEMINOLE STREET



Plan View



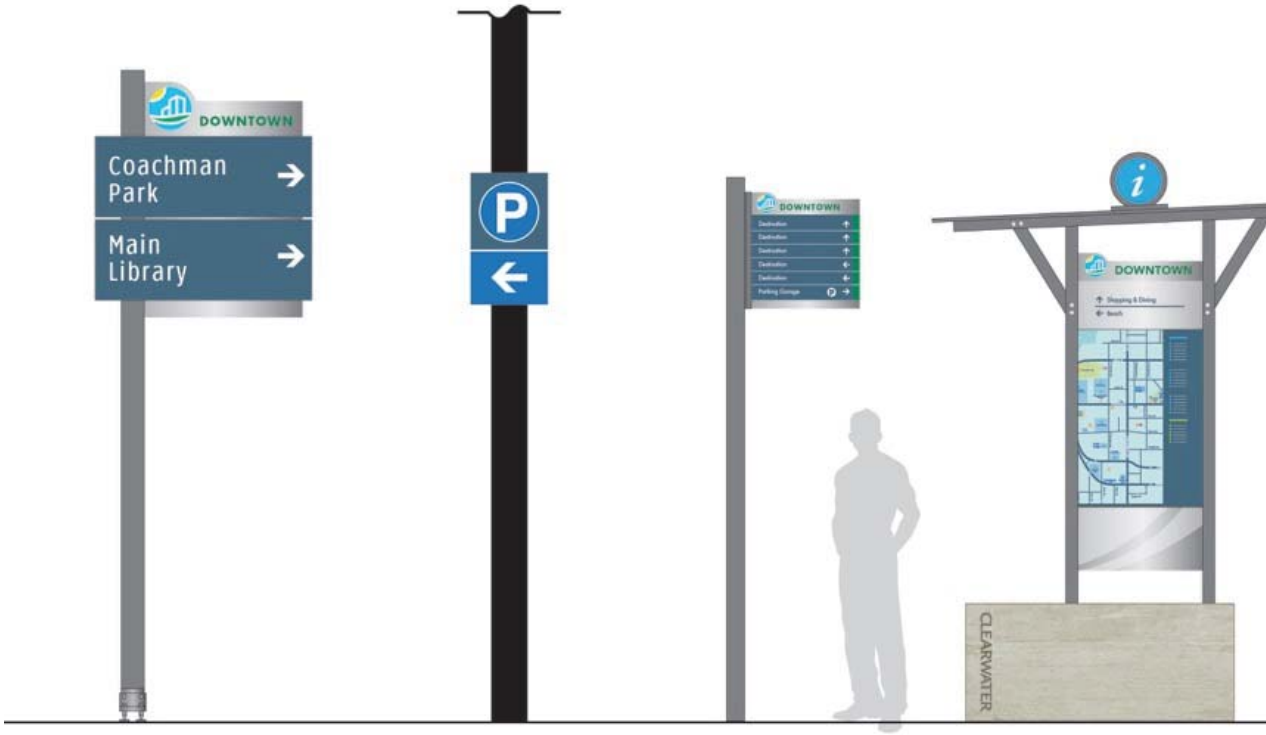
MASTER WAYFINDING PLAN

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 an 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.

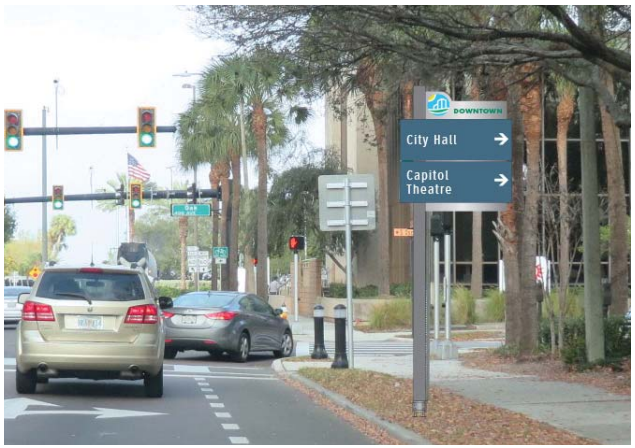
- City Gateways (Secondary Entry Points) (existing obelisks will remain)
- Vehicular Directional Signs
- District Identification / Landmark Pylons
- District Identification / Banners
- Pedestrian Directional
- Kiosks
- Orientation Maps (for use on kiosk)



Vehicular Directional | Parking Trailblazer | Pedestrian Directional | Pedestrian Kiosk

Banners

Trail Directional



Merje Design; Wayfinding and Signage; 2017

Plan Implementation

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

Chapter 4: Plan Implementation

INTRODUCTION

This Plan will be implemented in four major ways: through the application of Plan objectives, policies and design guidelines to specific redevelopment projects during the site plan review process, the use of the Public Amenities Incentive Pool, public strategies and capital improvements to the Downtown. Compliance with Plan objectives, policies and design guidelines will ensure that private development results in a development pattern consistent with the vision for Downtown. The Public Amenities Incentive Pool provides a powerful tool to assist the private sector and the public attain the Plan vision. The public strategies are actions to be taken to implement the goals, objectives and policies of the Downtown Plan. In some cases, the action is very specific, i.e., to amend the Community Development Code on a specific topic that implements a Downtown goal. In other cases, implementation of the Downtown Plan requires that the City study effective ways to address the issue. Through a study and/or comparison of innovative techniques used by other cities, Clearwater can learn from other examples and glean the most relevant actions for Clearwater. The majority of the strategies are applicable to the entire Downtown; there are a few strategies specific to character districts. In addition to the description of each strategy, the strategies are summarized in a table including the lead department and timing for the strategy.

The Capital Improvement Plan (CIP) establishes the major improvements that are needed Downtown and is the most visible way that the Downtown Plan will be implemented. The Capital Improvement Plan includes five general types of improvements:

- Street Repaving/Resurfacing
- Utilities and Infrastructure
- Streetscape Improvements/Landscaping
- Parks and Recreation Facilities
- Public Uses

The CIP includes the project name, fiscal year of planned construction, the location, existing and potential funding sources, and estimated cost. It should be noted that the existing and potential funding sources identify that a project is eligible for funding through that source, not that funding is guaranteed or already obtained for the project. The CIP lists the project by funding priority in fiscal year order and, in a second table, organized by the five general types of construction. A description of each project is also included.

The fifth section of the Implementation Chapter lists the existing Redevelopment Incentives currently available to development. Detailed information on each incentive is listed, including the program goal, eligibility of projects, funding source, award ranges, sample projects and a contact for more information. It is hoped that this section will be a resource for the private sector during the development of a project.

The final section of the Implementation Chapter is the Tax Increment Revenue Projections. The City has estimated the revenues to be available through the tax increment in the Community Redevelopment Area. This estimate will assist the City in planning and budgeting for capital improvements and other expenditures of the Community Redevelopment Agency.

RELATIONSHIP OF DOWNTOWN PLAN TO COMMUNITY DEVELOPMENT CODE

In addition to the Clearwater Comprehensive Plan, the Downtown Plan is the official statement of policy regarding the Downtown and in particular with regard to the use of land and public policies. 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 categories of permitted uses and prohibited uses; based on this Plan, the Community Development Code will enumerate the specific types of permitted and prohibited uses and their related development standards consistent with this Plan. The Plan establishes development potential and height for each character district that will govern all redevelopment activity. The tools identified in this Plan to consider additional development potential (Transfer of Development Rights and the Public Amenities Incentive Pool) may be used to increase the development potential in excess of that specified in the Character District upon a determination that the increase is consistent with and furthers the goals of this Plan. The Public Amenities Incentive Pool is the only tool identified to consider building height in excess of that set by the character districts. Other than those two tools specified above, the Plan's statements regarding development potential, allowable and prohibited uses and, maximum height shall not be varied except through an amendment to this Plan. Although the maximum height established by the Plan cannot be varied, except as described above,

the process to reach maximum permitted heights within the allowable range is governed by the Community Development Code.

Any development regulation not specifically addressed in the Plan objectives, policies, character districts and design guidelines shall be governed by the Community Development Code. However, should there be any discrepancy between this Plan and the Community Development Code, the goals and policies of this Plan shall govern.

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. There shall be a correlation between the amount of the bonus and the incentive provided and the actual bonus amounts shall be set forth in the Community Development Code. 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 Core Character District;
- 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 Coachman Park or Station Square Master Plan;
- Contributions to Pinellas Trail or connector trails;
- Contributions to public parking facility; or
- As determined by the City Commission.

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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 total of the potential prescribed by the 1995 Clearwater Downtown Redevelopment Plan, Downtown Clearwater Periphery Plan Update, 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. The methodology used to determine the amount of the Pool is contained in the Appendix 7. The amount of density/intensity available in the Pool is as follows:

- 2,326 dwelling units and
- 2,119,667 square feet of floor area for non-residential uses.

In the event that 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 of 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 the review of the Pinellas Planning Council 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.

DOWNTOWN STRATEGIES

Strategy 1:
Prepare a study evaluating effective incentives to encourage residential and commercial uses Downtown.

Strategy 2:
Prepare a zoning study to evaluate the appropriate zoning district boundaries for the following areas:

- Areas with inconsistent zoning and land use plan designation.
- East Gateway District-evaluate expansion of the Commercial district in certain locations along Gulf to Bay Boulevard to facilitate consolidated redevelopment sites.
- Evaluate Downtown (zoning) and Central Business District (land use) (D/CDB) area along both sides of Cleveland Street from Missouri Avenue to the existing eastern border at (approximately) Fredrica Avenue. The purpose of the evaluation is to determine whether D/CBD is appropriate at that location or if the more appropriate zoning is Commercial District and varied residential districts.

Strategy 3:
Amend the Community Development Code, Downtown District, to allow certain uses to be minimum standard development to streamline the development review process; amend the Downtown District to be consistent with this Plan.

Strategy 4:
Amend the Community Development Code to establish the Public Amenities Incentives Pool.

Strategy 5:
Amend the Community Development Code regarding Transfer of Development Rights to be consistent with this Plan, including removal of the 20 percent limit transferred to a receiving site for property located within the Central Business District Future Land Use category.

Strategy 6:
Evaluate the potential and owner interest for a National Register or local historic district in these areas: Cleveland Street from Myrtle to Osceola Avenues; Old Bay character district; and Grove Street in the Town Lake Residential Character District. The study shall be based on the National Register of Historic Places standards and shall be conducted by a firm or individuals qualified in historic preservation, architectural history, architecture, or other qualified field.

Strategy 7:
Evaluate the implementation of incentives for preservation of historic resources, i.e., local ad valorem tax abatement pursuant to Florida Statutes, historic Building Code, etc.

Strategy 8:
Enhance existing or develop new programs to educate residents and business owners on the importance of building and property maintenance.

Strategy 9:
Increase the funds available for the façade grant program. Develop funding priorities for Cleveland Street in the Downtown Core, Cleveland Street Northeast in Town Lake Residential and Gulf-to-Bay Boulevard in the East Gateway. Within each target area, funding priorities may emphasize the local critical issues.

Strategy 10:
Review the existing transportation impact fee ordinance, open space and recreation impact fee ordinance, and payment in-lieu of providing parking ordinance to determine applicability in the expanded Downtown Plan area.

Strategy 11:
Amend the Clearwater Comprehensive Plan to designate Downtown as an urban redevelopment area, as described in Florida Statutes. Once approved by the Department of Community Affairs (DCA), work through the Metropolitan Planning Organization (MPO) to designate all or portions of Downtown as a Transportation Concurrency Exception Area (TCEA).

Strategy 12:
Prepare a traffic analysis to evaluate traffic operations and make intersection improvements subject to that evaluation, after the new bridge opens.

Strategy 13:
Prepare a traffic analysis to evaluate the ability to designate all or parts of Downtown as a No-Fee Transportation Zone after the new bridge opens.

Strategy 14:
Evaluate whether or not there are any active septic tanks within the Downtown. If active septic tanks exist, develop program to eliminate the tank and connect the property to City sewer system. The City shall prioritize the use of CDBG and any other available funds to accomplish eliminating the septic tanks.

Strategy 15:
Identify needed improvements to the sidewalk system within Downtown and incorporate those improvements into the Capital Improvement Budget beginning in Fiscal Year 2004/2005.

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Strategy 16:
Continue to market redevelopment sites and develop targeted markets or sites within each character district to encourage their redevelopment.

Strategy 17:
Evaluate and develop a flexible Building Code that addresses the special challenges of redeveloping/retrofitting old structures while maintaining the goals of health, safety and welfare.

Strategy 18:
Evaluate implementation of the State legislation establishing a Nuisance Abatement Board to address serious and recurring Code violations and criminal activity.

Strategy 19:
Continue to implement the Downtown-Gateway Strategic Action program and update on a yearly basis.

Strategy 20:
Support the location of a movie theater and/or performing arts theater in Downtown and provide assistance, as needed, with land acquisition, land assembly, building rehabilitation and parking facilities development to support the use.

Downtown Core Character District Strategies

Strategy 21:
Continue to support community policing innovations in the CRA.

Strategy 22:
Continue to implement the agreement with the Florida Department of Transportation (FDOT) to redesignate Alternate U.S. Highway 19 from Fort Harrison Avenue to Myrtle Avenue. The City shall also continue to implement the agreement with the FDOT to redesignate State Road 60 from the existing Cleveland Street to the Court/Chestnut Streets pair.

Strategy 23:
Amend the Community Development Code to revise the payment in-lieu of parking provision. The amendment shall define the applicable geographic area, establish the fee amount by type of use, establish uses that shall not be eligible for the payment in-lieu of fee and establish the allowable uses of the collected fees.

Old Bay Character District Strategies

Strategy 24:
Coordinate with the Salvation Army to ensure that the future redevelopment of the site is compatible with the surrounding areas and at an appropriate scale.

Town Lake Residential Character District Strategies

Strategy 25:
Evaluate engineering alternatives to the stormwater system to effect the elimination of the existing stormwater pond located on the south side of Gould Street midway between Missouri and Madison Avenues.

East Gateway Character District Strategies

Strategy 26:
Evaluate the ability to amortize problematic uses, develop and implement an amortization schedule within the legal framework.

Strategy 27:
Evaluate the potential public/open space use of the triangular property bounded by Gulf to Bay Boulevard, Cleveland Street and Hillcrest Avenue. The site's prime location could serve as both a gateway for the East Gateway District and as a significant component of the Cleveland Street Streetscape Improvements. The City may consider vacation of Hillcrest Avenue to consolidate the site.

Strategy 28:
Explore creative solutions to provide a playground to serve the area generally located south of Cleveland Street and southwest of Gulf to Bay Boulevard.

Strategy 29:
Continue to assist the Clearwater Homeless Intervention Project (CHIP) in its mission to serve the homeless population in Downtown.

Strategy 30:
Assist the business owners in creating a Merchants Association to work with the City on marketing and neighborhood employment issues which would improve communications between the City and business owners.

Strategy 31:
Assist the residents of the East Gateway in creating a Neighborhood Association to serve as the neighborhood's voice, improve communications between the neighborhood and the City and help foster neighborhood-based solutions to local problems.

Strategy 32:
Assist the residents of the East Gateway residential areas in the formation of one or more neighborhood crime watch associations.

Strategy 33:
Provide a more visible community policing presence within the East Gateway neighborhood.

Strategy 34:
Continue to support the Police Department's Hispanic Outreach Program and Apoyo Center. The Apoyo Center addresses many of the service needs of the neighborhood through partnering with other organizations and businesses. Programs of the Apoyo Center include interpretation services, recruitment of bilingual officers, a victim advocacy outreach program, a domestic violence program, crime prevention and drug and alcohol education.

Strategy 35:
Continue to support the YWCA/City of Clearwater Hispanic Outreach Center and emphasize continuing and enhanced partnerships with social service agencies to assist East Gateway residents. Programs include childcare, diplomatic intervention, adult education, English classes, GED instruction, computer and job training and other related services as the need arises.

Strategy 36:
Research implementing a low-interest loan program to assist businesses with a variety of activities including the acquisition of buildings and/or properties and the rehabilitation or new construction of new office or commercial space.

Strategy 37:
Work with the Clearwater Regional Chamber of Commerce to target small business needs.

Strategy 38:
Establish partnerships with local banks to facilitate conventional loans to businesses in the area.

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Table 7. Summary of Public Strategies

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#	Strategy	Lead Department	Timing
1a	Residential Incentives Study	Planning/Economic Development	Within one year of Plan adoption
1b	Commercial Incentives Study	Economic Development	Within one year of Plan adoption
2	Zoning Study	Planning/Economic Development	FY 04/05
3	Code Amendment on Minimum Standard Uses and Plan Consistency	Planning	Within one year of Plan adoption
4	Code Amendment on Public Amenities Incentives Pool	Planning	Within one year of Plan Adoption
5	Code Amendment on TDRs	Planning	Within one year of Plan Adoption
6	Evaluation of Historic District Potential	Planning	FY 03/04
7	Historic Preservation Incentives Study	Planning	FY 03/04
8	Educational Program for Owners	Neighborhood Services Division	Within one year of Plan Adoption
9	Facade Grant Program Expansion	Economic Development	FY 03/04
10	Impact Fee Ordinances & Payment In-Lieu of Providing Parking Review	Planning	FY 03/04
11	Designate Downtown as Urban Redevelopment Area	Planning	FY 03/04
12	Traffic Analysis on Intersection Improvements	Public Works/Engineering	FY 03/04
13	Traffic Analysis on Concurrency Management Area	Public Works/Engineering	FY 03/04
14	Septic Tank Study	Public Works/Utilities	FY 03/04
15	Sidewalk Improvements Study	Public Works/Engineering	FY 03/04 Study FY 04/05 Begin Incorporation into Capital Improvement Budget
16	Market Redevelopment Sites	Economic Development	FY 03/04
17	Evaluate Flexible Building Code for Old Buildings	Development Services/Planning/ Economic Development	FY 03/04
18	Evaluate Established of Nuisance Abatement Board	Development Services/Police/ Legal	FY 03/04
19	Downtown-Gateway Strategic Action Program	Economic Development	Ongoing Strategy
20	Movie Theater/Performing Arta Theater Support	Economic Development	Ongoing Strategy
21	Community Policing Innovations	Police Department	Ongoing Strategy
22	Redesignations of Alternate U.S. Highway 19 (*Downtown Core)*	Public Works/Engineering	By Mid-2004

Table 7. Summary of Public Strategies, cont'd

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#	Strategy	Lead Department	Timing
23	Code Amendment on Payment in lieu of Parking (*Downtown Core)*	Planning	Within one year of Plan adoption
24	Coordinate with Salvation Army (*Old Bay)*	Planning/Economic Development	Ongoing
25	Stormwater Pond Evaluation (*Town Lake Residential)*	Public Works/Engineering	FY 03/04
26	Amortization of Problematic Uses Study (*East Gateway)*	Economic Development/Legal	FY 03/04
27	Gateway/Public Use Site Study (*East Gateway)*	Economic Development/Planning	FY 04/05
28	Playground Evaluation (*East Gateway)*	Parks	FY 03/04
29	Assist CHIP (*East Gateway)*	Economic Development	Ongoing Strategy
30	Merchants Association Creation (*East Gateway)*	Neighborhood Services/Economic Development	Monitor and assist upon critical mass of business activity
31	Neighborhood Association Creation (*East Gateway)*	Neighborhood Services/Economic Development	Within one year of Plan adoption
32	Neighborhood Crime Watch Association Creation (*East Gateway)*	Neighborhood Services/Police	Within one year of Plan adoption
33	Continue Community Policing (*East Gateway)*	Police	Begin within six month of Plan adoption; Ongoing Strategy
34	Hispanic Outreach Program and Apoyo Center *(East Gateway)*	Police	Ongoing Strategy
35	YWCA/City of Clearwater Hispanic Outreach Center (*East Gateway)*	YWCA, Social Service Agencies	Ongoing Strategy
36	Loan Interest Loan Study (*East Gateway)*	Economic Development and Housing	FY 04/05
37	Small Business Parnership (*East Gateway)*	Economic Development and Housing	Ongoing Strategy
38	Local Bank Partnerships (*East Gateway)*	Economic Development and Housing	Ongoing Strategy

CAPITAL IMPROVEMENT PLAN (CIP)

To implement the Downtown Plan, the City is committed to investing in the Downtown. Below are a variety of significant Capital Improvement Projects, short- to long-term in nature, addressing streetscape, road improvements, public uses, utilities and parks (Map 12, page 157). The costs of projects identified range between $158 million to $162 million.

This Capital Improvement Plan was based on several assumptions: the cost for each capital project is based on the best estimate available during development of this plan; all costs are shown in 2003 dollars; project scope and funding sources may vary as determined during specific project budget and planning phase; Penny for Pinellas funding is assumed to be extended and will be based on the City's priorities as determined at time of extension. Revisions to the Downtown Capital Improvement Plan may be made by the City Commission during their annual budget process and all changes shall be reflected in the City's adopted Annual Operating and Capital Improvement Budget. All changes shall be consistent with the goals, objectives and policies of this Plan.

Table 8. Redevelopment Projects/CIP

Project Name	FY	Location	Existing/ Potential Funding Source	Cost
Wayfinding Sign Package	2003/2004	S.R. 60 & Highland Avenue intersection directing traffic to Downtown; Court & Chestnut Streets at their intersections with Missouri, Myrtle, Osceola & Fort Harrison Avenues; Drew Street at its intersection with Missouri, Fort Harrison, Osceola & Myrtle Avenues	CDBG*, TIF**, General Fund	$750,000
Fort Harrison Avenue/ Alternative U.S. Highway 19 Resurfacing	2003/2004	The entire length of Fort Harrison Avenue within Clearwater	FDOT***	$8.6M
Pump Station #16	2003/2004	Southside of the west end of Pierce Street	Water and Sewer Bond	$698,500
Pump station #12	2003/2004	900 North Osceola Avenue (in front of Clearwater Bay Marina)	Water and Sewer Bond	$186,000
Cleveland Street Streetscape	2004-2006	Between Osceola and Myrtle Avenues	Penny for Pinellas, TIF and Private	$3.7M
Myrtle Avenue Reconstruction and Streetscape	2004/2005	Myrtle Avenue between North Fort Harrison & Lakeview Road (including all stormwater outfall from Prospect Lake Park to Clearwater Harbor)	Stormwater Utility TIF	$12M $1M
Station Square Park Redevelopment	2005/2006	The north side of Cleveland Street between East & Garden Avenues	Private and TIF	$1M
Clearwater Beach Connector Spur (Pinellas Trail)	2004/2005	Turner Street to Oak Avenue to beach (2,000 feet within Downtown)	Pinellas County, Penny for Pinellas, CMAQ****	$1.2M (includes entire project)
Gulf to Bay Boulevard and Highland Avenue Gateway Intersection Improvement	2004-2006	Gulf to Bay Boulveard & Highland Avenue Intersection	FDOT (for paving only), TIF and CDBG, Penny for Pinellas	$1.5M
Fort Harrison Avenue Streetscape	2004-2006	Nicholson Street to Court/Chestnut Streets	Private, Pinellas County, Grants and TIF	$4.7M
Glen Oaks Park Stormwater Retention Facility	2004/2005	Immediately south of the Downtown area at the intersection of Court Street & Betty Lane	Stormwater Utility, SWFWMD	$4.3M

Table 8. Redevelopment Projects/CIP, cont'd

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Project Name	FY	Location	Existing/ Potential Funding Source	Cost
Memorial Causeway Bridge Landscaping	2004-2006	Chestnut Street to the east end of the Memorial Causeway Bridge	FDOT, Grant and Special Development Fund	$500,000
Cleveland Street and Gulf to Bay Boulevard Repaving	2005	Between Fredrica & Highland Avenues	FDOT	$870,000
Cleveland Street & Memorial Causeway Repaving	2005	Between Island Way & Fort Harrison Avenue	FDOT	$960,000
Main Fire Station	2005/2006	Originally planned to rebuild on existing site. Currently reviewing available property on the S. Fort Harrison Avenue corridor between Court Street & Lakeview Road	Penny for Pinellas	$4.6M
Osceola Avenue Parking Garage (app. 375-500 spaces)*****	2005-2007	East side of North Osceola Avenue between Drew & Cleveland Streets	Parking fund, Private, TIF and Bonds	$5.5-7.5M
Redevelopment Garage (app. 375-500 spaces)*****	2005-2010	To be determined based on location of major entertainment and/or restaurant/retail uses	Parking fund, Private, TIF and Bonds	$5.5-7.5M
Reuse of Existing Main Fire Station	2006/2007	Current site of Downtown Main Fire Station	Penny for Pinellas, TIF and Grant	TBD
Coachman Park Redevelopment ($7.5M) and 450 space Garage ($7)	2005-2008	Coachman Park - expanded to include the existing park site and the area on the south side of Cleveland Street	Park portion: General Fund, Private, Penny for Pinellas and TIF Garage Portion: Private, Parking System and TIF	$14.5M
Downtown Marina	2006/2007	Coachman Park on the north and south sides of the bridge	Revenue Bond, Private and TIF	$5M

Table 8. Redevelopment Projects/CIP, cont'd

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Project Name	FY	Location	Existing/ Potential Funding Source	Cost
Pinellas Trail and East Avenue widening	2006/2007	East Avenue between Drew Street & Druid Road	Grants and Penny for Pinellas	$3M
New City Hall and associated parking	2006/2007	Vacant site to the south of the MSB along Pierces Street between South Myrtle & East Avenues	Sale revenue from existing site and Bonds	$13.5M
Osceola Avenue Streetscape	2005-2010	Osceola between Drew & Court	Private, Pinellas County and TIF	$3M
Cleveland Street and Gulf to Bay Boulevard Streetscape	2007-2015	Between Highland & Myrtle Avenues	TIF, Private and CDBG	$8.6M
Commercial Streets "A" and "B"	2010+	Per Master Streetscape Plan	TIF, Bond, Private and Penny for Pinellas	$5M
Court/Chestnut Beach Corridors Streetscape	2010+	Per Master Streetscape Plan (from bridge to SR 60 & Highland Avenue intersection	TIF, Private Bond and Penny for Pinellas	$5M
Beach to Bluff Guideway	2010+	Along the Memorial Bridge between the Downtown and the Marina area of the Beach	Federal Grant, Private, FDOT, Federal Transit Authority	$40M
New PSTA Multi-modal transportation center	2010+	Existing PSTA Site at the SW corner of Pierce Street and Garden Avenue	PSTA, Penny for Pinellas, Pinellas County, Parking Fund, TIF	$3M, City Share

* Community Development Block Grant;
** Tax Increment Financing;
*** Florida Department of Transportation;
**** Congestion Mitigation and Air Quality Improvement.
***** The specific size of the two garages will be determined at the time of project planning based on redevelopment activity and intensities; the sizes of the two garages may vary from sizes stated to accommodate the parking demand up to a maximum of $15 million combined cost for the two garages.

Table 9. Redevelopment Projects/CIP Arranged by Type of Project

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Project Name	FY	Cost
Street Repaving/Resurfacing ***(total $24.43 M)***		
Fort Harrison Avenue/Alt. U.S. Highway 19 Resurfacing *(FDOT)* *	2003/2004	$8.6M
Myrtle Avenue Reconstruction * and Streetscape	2005	$13M
Cleveland Street and Gulf to Bay Boulevard Repaving *(FDOT)* *	2005	$870,000
Cleveland Street & Memorial Causeway Repaving *(FDOT)* *	2005	$960,000
Intersection Improvements*	2004/2005	$1M
Utilities and Infrastructure ***(total $16.184M - $20.184 M)***		
Osceola Avenue Parking Garage (375 - 500 spaces)	2005-2007	$5.5 - $7.5M
Redevelopment Garages (375 - 500 spaces)	2005-2010	$5.5 - $7.5M
Pump Station #16*	2003/2004	$698,500
Pump Station #12*	2003/2004	$186,000
Glen Oaks Park Stormwater Retention Facility*	2004/2005	$4.3M
Streetscape Improvements/Landscaping ***(total $32.75 M **)***		
Wayfinding Sign Package	2003/2004	$750,000
Gulf to Bay Boulevard and Highland Avenue Gateway Intersection Improvement	2004-2006	$1.5M
Fort Harrison Avenue Streetscape	2004-2006	$3.7M
Memorial Causeway Bridge Landscaping	2004-2006	$500,000
Cleveland Street Streetscape *Funding available upon approval of revised Penny for Pinellas list during FY 03/04 Budget approval process*	2004-2006	$3.7M
Osceola Avenue Streetscape	2005-2010	$3M
Cleveland Street and Gulf to Bay Boulevard Streetscape	2007-2015	$8.6M
Commercial Streets "A" and "B"*	2010+	$5**
Court/Chestnut Streets Beach Corridors Streetscape*	2010+	$5**
Parks and Recreation Facilities ***(total $24.7 M)***		
Clearwater Beach Connector Spur (Pinellas Trail)*	2004/2005	$1.2M (includes entire project)
Coachman Park Redevelopment ($7.5M) and 450 space Garage ($7M)	2005-2008	$14.5M
Downtown Marina	2006/2007	$5M
Station Square Park Redevelopment	2005/2006	$1M
Pinellas Trail and East Avenue widening	2006/2007	$3M
Public Uses ***(total $61.1 M**)***		
New City Hall and Associated Parking	2006/2007	$13.5M

Table 9. Redevelopment Projects/CIP Arranged by Type of Project, cont'd

Project Name	FY	Cost
Main Fire Station*	2005/2006	$4.6M
Reuse of Existing Main Fire Station	2006/2007	TBD**
Beach to Bluff Guideway	2010+	$40M
New PSTA Multi-modal transportation center	2010+	$3M

* *Funding approved in adopted CIP or awarded grant*

** *Total does not include those projects the costs of which are to be determined at a future date*

Capital Project Descriptions

Wayfinding Sign Package:

In anticipation of the 2004 opening of the Memorial Causeway Bridge, the City is pursuing the preparation of construction drawings and specifications for the Wayfinding Signage component of the overall Downtown streetscape package. It is anticipated that these new directional and informational signs would be in place by February 2004.

Fort Harrison Avenue/Alt. U.S. Highway 19 Resurfacing:

A FDOT resurfacing project is currently underway on Fort Harrison Avenue from Drew Street south to the City of Largo and will be completed by late 2003. This will be followed by a FDOT Fort Harrison Avenue resurfacing project from Drew Street north to the City of Dunedin to be completed by mid-2004. At that time, the northern phase of the Fort Harrison Avenue resurfacing project and the Myrtle Avenue project will have been completed and the State Road 595 (Alternate U.S. Highway 19) designation will be reassigned from Fort Harrison Avenue to Missouri Avenue, Court Street and Myrtle Avenue. Concurrently, the western terminus of the S.R. 590 designation on Drew Street will move from Fort Harrison Avenue east to Myrtle Avenue.

Intersection Improvements:

Various improvements to Downtown intersections, primarily signal timing modifications and/or turn lanes are proposed. The location of the actual intersections will be determined following a traffic analyses to be conducted subsequent to the opening of the new Memorial Causeway Bridge and transference of the State Road 595 (Alternate U.S. Highway 19) designation from Fort Harrison Avenue to Missouri Avenue, Court Street and Myrtle Avenue.

Pump Station #16:

The City will replace and relocate the sanitary pump station currently located on the Bluff behind City Hall. The City is currently evaluating the final location of the pump, which will most likely be on the south side of the west end of Pierce Street. The project is scheduled to go to construction in August 2003 and be completed in August 2004.

Pump Station #12:

The City will replace and relocate the sanitary pump station currently located at 900 North Osceola Avenue (on the east side of Clearwater Bay Marina). The City is currently finalizing the new location in coordination with Clearwater Bay Marina development (under review). Construction estimated to take place in late 2003 to be completed four months later.

Cleveland Street Streetscape:

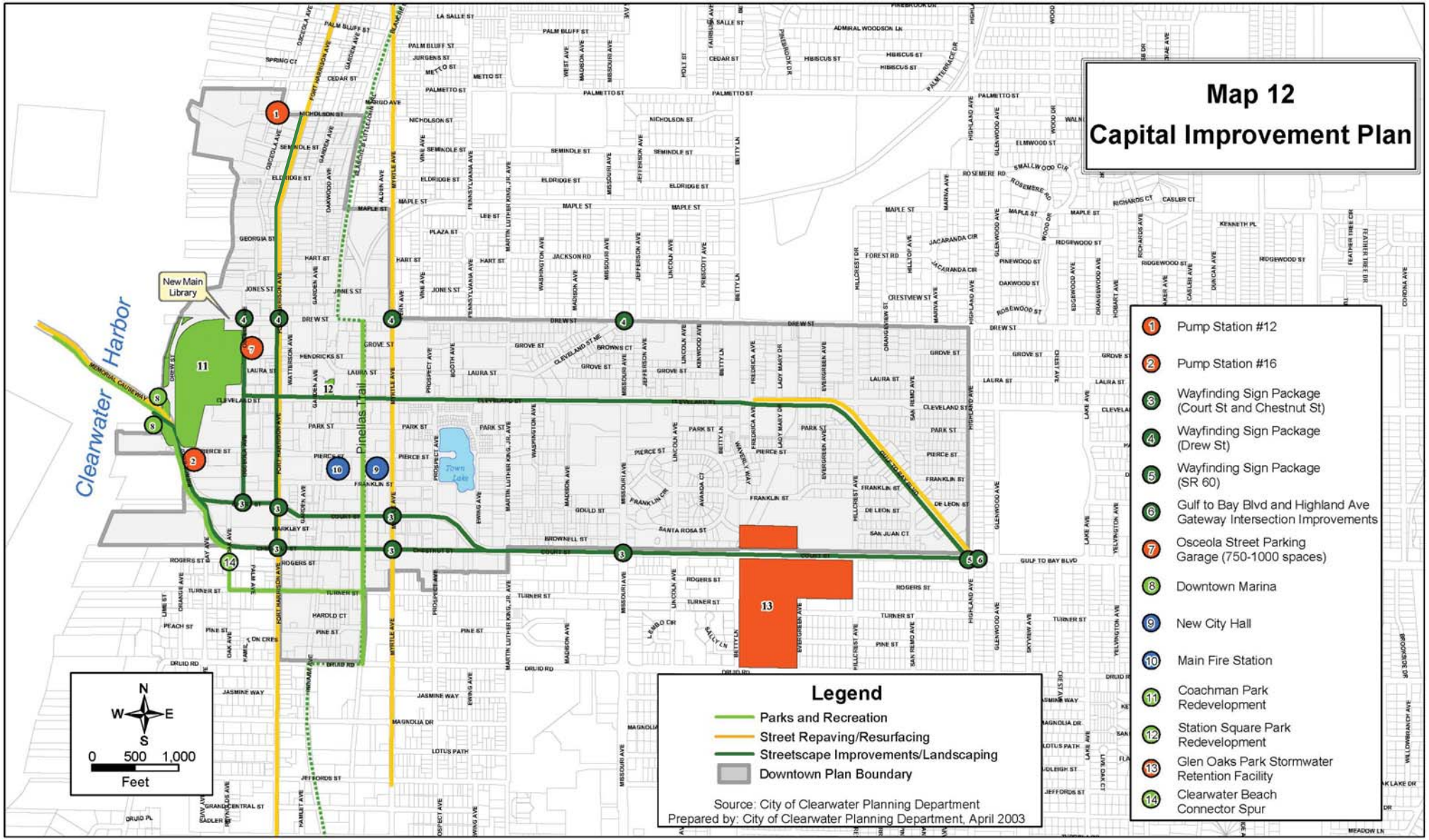
As the primary "Main Street" within our Downtown, the City intends to implement the construction of the Downtown streetscape for Cleveland Street from Myrtle to Osceola Avenues as soon as possible. To that end, the City will be initiating the preparation of construction drawings, specifications, and the partial construction of this segment in 2004 - 2006.

Myrtle Avenue Reconstruction:

The City is finalizing plans to reconstruct and resurface Myrtle Avenue throughout the Downtown area. Construction is scheduled to be complete in mid-2004 at which time the State Road 595 (Alternate U.S. Highway 19) designation will be reassigned from Fort Harrison Avenue to Missouri Avenue, Court Street and Myrtle Avenue. In addition, the western terminus of the S.R. 590 designation on Drew Street will move from Fort Harrison Avenue east to Myrtle Avenue.

Station Square Park Redevelopment:

As part of the Cleveland Street streetscape and wayfinding signage improvements, it is the intention of the City to encourage the redevelopment of this important Downtown urban space. It may be possible to initiate this project concurrent with the proposed redevelopment of the Station Square parking lot as part of a significant, mixed land use project.


Map 12
Capital Improvement Plan
Clearwater Harbor
New Main Library
Pinellas Trail
Town Lake
1 Pump Station #12
2 Pump Station #16
3 Wayfinding Sign Package (Court St and Chestnut St)
4 Wayfinding Sign Package (Drew St)
5 Wayfinding Sign Package (SR 60)
6 Gulf to Bay Blvd and Highland Ave Gateway Intersection Improvements
7 Osceola Street Parking Garage (750-1000 spaces)
8 Downtown Marina
9 New City Hall
10 Main Fire Station
11 Coachman Park Redevelopment
12 Station Square Park Redevelopment
13 Glen Oaks Park Stormwater Retention Facility
14 Clearwater Beach Connector Spur
Legend
Parks and Recreation
Street Repaving/Resurfacing
Streetscape Improvements/Landscaping
Downtown Plan Boundary
Source: City of Clearwater Planning Department
Prepared by: City of Clearwater Planning Department, April 2003
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Clearwater Beach Connector Spur (Pinellas Trail):
The Clearwater Beach Connector Spur will provide a multi-use trail facility connecting Clearwater Beach, Downtown and the Pinellas Trail. Approximately 2,000 feet of the Connector Spur is located within the Downtown area between the intersection of Turner Street and East Avenue (part of the proposed Pinellas Trail and East Avenue Widening project) and the new Memorial Causeway Bridge (presently under construction).

Gulf to Bay Boulevard and Highland Avenue Gateway Intersection Improvement:
Once the Memorial Causeway Bridge is open in 2004, a substantial portion of existing traffic utilizing Cleveland Street will move onto Court Street resulting in a significant reduction in traffic Downtown. This reduction may result in certain negative impacts on Downtown businesses. In addition, future traffic might mistakenly utilize Cleveland Street, which will terminate at Osceola Avenue, as a route to the beach.

Therefore, the City, acknowledging the level of importance of this "Gateway" intersection, will implement this portion of the Downtown streetscape indicating the correct routes to either the Downtown or Beach to motorists.

Fort Harrison Avenue Streetscape:
As a major "Gateway" thoroughfare within the Downtown, the City intends to implement this portion of the Downtown streetscape as soon as possible. To that end, the City will initiate the preparation of construction drawings, specifications, and partial construction of this segment in 2004 - 2006.

Glen Oaks Park Stormwater Detention Facility:
Located immediately south of the Downtown area at the intersection of Court Street and Betty Lane, the Glen Oaks Park Stormwater Detention Facility is a 20-acre flood control and water quality project, which will remove 78 residences from the 100-year floodplain. Approximately one-half of these residences are located within the Downtown area. In addition, 100-year flood levels will be reduced on streets within this area. The project will also include amenities including two multi-purpose ball fields, restrooms, playground, walking trails and associated parking.

Memorial Causeway Bridge (landscaping):
In early 2004, when construction is complete on the new Memorial Causeway Bridge, the S.R. 60 designation will be reassigned from Cleveland Street to Court and Chestnut Streets. Extensive landscaping will be located along Court Street up to the waterfront and will continue on the west end of the bridge along the causeway to the beach. The landscaping will be coordinated with existing landscaping along the sides of and within islands on Court Street and the beach roundabout.

Cleveland Street and Gulf to Bay Boulevard Repaving:
FDOT is currently preparing plans to resurface Cleveland Street between Frederica Avenue and Highland Avenue. The construction date is in Fiscal Year (FY) 2005.

Cleveland Street and Memorial Causeway Repaving:
FDOT is currently preparing plans to resurface Cleveland Street between Fort Harrison Avenue and its western terminus.

Main Fire Station:
Funded by Penny for Pinellas, this project encompasses the renovation and modernization of the main fire station located Downtown. The improved and expanded facility will meet current standards and better provide for the needs of a diverse population. In addition, a review of possible alternate locations farther to the south is being considered in order to provide a consistent standard of coverage for the entire Clearwater community. Funding for the project will be partially reimbursed by Pinellas County since these resources will also serve the unincorporated areas of the Clearwater Fire District.

Osceola Avenue Parking Garage (375 - 500 spaces):
Due to the strategic location of this prime redevelopment site "Superblock", a public/private partnership may enable the construction of a major Downtown parking garage to service the block's redevelopment potential, and the redevelopment activities which might occur on the parcels lying west of Osceola Avenue. This parking garage will also provide additional parking for the new Main Library, currently under construction.

Redevelopment Garage (375 – 500 spaces):
As major redevelopment occurs, it is anticipated that one or more major entertainment and restaurant mixed use project(s) will be developed Downtown. Due to the high parking demand of these types of uses, this garage would be sited and constructed to support the entertainment activity. The specific location of the garage will be determined based on the location of the entertainment project(s) and will provide parking for it and other planned/approved downtown redevelopment projects.

Reuse of Existing Main Fire Station:
Should the existing Fire Station facility be relocated to an alternative site, the existing Fire Station may be reused to store a variety of Police Department or Parks and Recreation Department equipment and vehicles.

Coachman Park Redevelopment and Garage:
As part of the future redevelopment of the prime Downtown parcels lying adjacent to Osceola Avenue, the City is planning to construct a park which will act as a significant Downtown waterfront destination. The Coachman Park Amphitheater will be enlarged and relocated on site and Drew Street will terminate at the water providing for a pedestrian promenade along the waters edge and waterfront restaurant which could be leased to a private operator. A unique interactive fountain would be built as a major focal point. Cleveland Street, west of Osceola Avenue, would be closed and converted into a meandering pedestrian pathway between Downtown and the water. As part of this project, the City may construct or enter into a public-private partnership to construct a garage in the less appealing southern portion of this 18-acre site near the start of the new bridge. In addition, the current surface parking would be removed in favor of a large "great lawn."

Downtown Marina:
The City has awarded a consulting contract for the purpose of analyzing the regulatory process for permitting the future construction of a 150 - 200 slip waterfront marina. The marina would be publicly-owned and operated accommodating both power and sail crafts with a mix of permanent and transient slips. A limited number of tourist related ferries and pleasure crafts would be allowed, however, commercial fishing operations would be prohibited.

Pinellas Trail and East Avenue Widening:
The portion of the Fred E. Marquis Pinellas Trail along East Avenue constitutes the last remaining unimproved segment of the trail. The project provides for the addition of a multi-use trail facility and roadway improvements for approximately 0.7 miles within the East Avenue right-of-way between Drew Street and Druid Road. This includes the replacement of the southbound lane of East Avenue and the sidewalk on the west side of East Avenue with a landscaped, asphalt surface consistent with the Pinellas Trail standards in 2006/2007. Between Turner and Drew Streets the southbound traffic lane of East Avenue and the sidewalk on the west side of East Avenue will be removed. The Pinellas Trail will be reconstructed in the center of this area with landscaping on either side.

New City Hall and associated parking:
Recently the City Commission has made the decision to make available the City Hall site for redevelopment if it is made part of a larger site in concert with the two adjoining properties owned by the Calvary Baptist Church. Making the City Hall site available for private development would require a referendum. At this time, it is anticipated that a new City Hall would be largely funded from the proceeds of a future sale.

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Osceola Avenue Streetscape:
Due to the array of prime redevelopment parcels along Osceola Avenue (Calvary Baptist Church, City Hall, Harborview, and the Superblock), it is expected that this streetscape segment would be implemented as projects come on line.

Cleveland Street and Gulf to Bay Boulevard Streetscape:
This segment of Cleveland Street from Myrtle Avenue east to Gulf to Bay Boulevard will be improved in future years as new developments are implemented.

Commercial Streets "A" and "B":
These constitute secondary local streets, which will be improved subsequent to new infill redevelopment projects built adjacent to them.

Court/Chestnut Streets Beach Corridors Streetscape:
With the opening of the Memorial Causeway Bridge, these east-west major arterials will become the primary route to and from the beaches. It is anticipated that, as new infill projects are developed on the parcels adjacent to these streets, the City and potential developers of these properties would participate in the implementation of a new streetscape.

Beach to Bluff Guideway:
An elevated, light rail system is proposed to run along the Memorial Bridge (currently under construction and scheduled for completion in mid-2003) and Causeway between the Bluff on the western edge of Downtown and the Marina area on the Beach.

New PSTA Multi-modal transportation center:
The redevelopment of the existing PSTA site may include a new PSTA transfer station, public parking for the Downtown and a possible light rail station.

REDEVELOPMENT INCENTIVES

The City of Clearwater and Community Redevelopment Agency offer numerous incentives to businesses located, or interested in locating, in the Downtown. Much of the area contained in the overall boundaries of the Downtown is part of several programs including the City's Brownfields Area, Enterprise Zone and Clearwater Main Street. These programs provide qualified business and property owners located within the specified boundaries with numerous financial incentives that make doing business in Clearwater prosperous for the community as a whole. Additionally, the City offers incentives that are applicable to certain impact fees, allows the use of transfer of development rights and designates Downtown as a Regional Activity Center.

The following is a list of the significant incentive programs that are available to qualified property owners, businesses and developers within the Community Redevelopment Area (CRA) and Downtown. For more information on a specific incentive, please contact the City department indicated.

Incentive: Brownfields Program

Program Goal/Brief Description:
To assist businesses and development projects in assessing and safely cleaning a tract of land that may have the presence or potential presence of an environmentally unsafe substance remaining from a previous use. The primary grant program offered by the City is a Phase I assessment grant for a non-intrusive evaluation of a particular property, and associated regulatory records to determine the existence of potential environmental impacts and liabilities. If the environmental assessment identifies potential problematic conditions, a 50/50 grant match can be awarded to assist in the actual "testing" of a particular property and to determine the proper mitigation strategy and the associated costs involved in future abatement and remediation. Other incentives that may be available for properties located within the Brownfields area are: the Brownfields Redevelopment Bonus Refund; the Brownfields Property Ownership Clearance Assistance Trust Fund; a Property Clearance Loan; the Brownfields Area Loan Guarantee Program; Brownfields Revolving Loan; Brownfields Site Rehabilitation Agreement; and Voluntary Cleanup Tax Credit.

Eligibility:
Projects located within the Downtown Plan area, between Missouri Avenue and Fort Harrison Avenue (See Map 13, page 165).

Funding Source:
U.S. Environmental Protection Agency, Florida Department of Environmental Protection and Florida Office of Tourism, Trade and Economic Development, City of Clearwater and Pinellas County Economic Development.

Award Ranges:
Grants range from up to $5,000 for a Phase I assessment and match up to $10,000 for Phase II assessment.

Sample Projects:
EEI ModTech; Harbor Oaks, LLC; Jiffy Reprographics; Mediterranean Village; Prospect Lake Park; Postcardmania.

Contact:
Economic Development & Housing Department - (727) 562-4054.

Incentive: Clearwater Downtown Stormwater Service District (Prospect Lake Park Regional Stormwater District)

Program Goal/Brief Description:
The program allows projects within the specified district to pay into a general fund in place of providing the required stormwater treatment controls. Projects that occur within the service district are able to use the Town Pond for stormwater treatment instead of on-site controls. Projects that utilize this development incentive will be required to pay a one-time fee to the City that will be used for water quality treatment purposes.

Eligibility:
All potential projects located within the Stormwater Service
District boundaries (See Map 14, page 169).

Funding Source:
Not Applicable.

Award Ranges:
For projects smaller than 1.5 acres, the fee is $18,595.00 per acre of project land; and for projects larger than 1.5 acres, the fee is $75,000 + $25,000 per acre of project land.

Sample Project:
Mediterranean Village.

Contact:
Public Works Administration, Environmental and Stormwater Management - (727) 562-4742.

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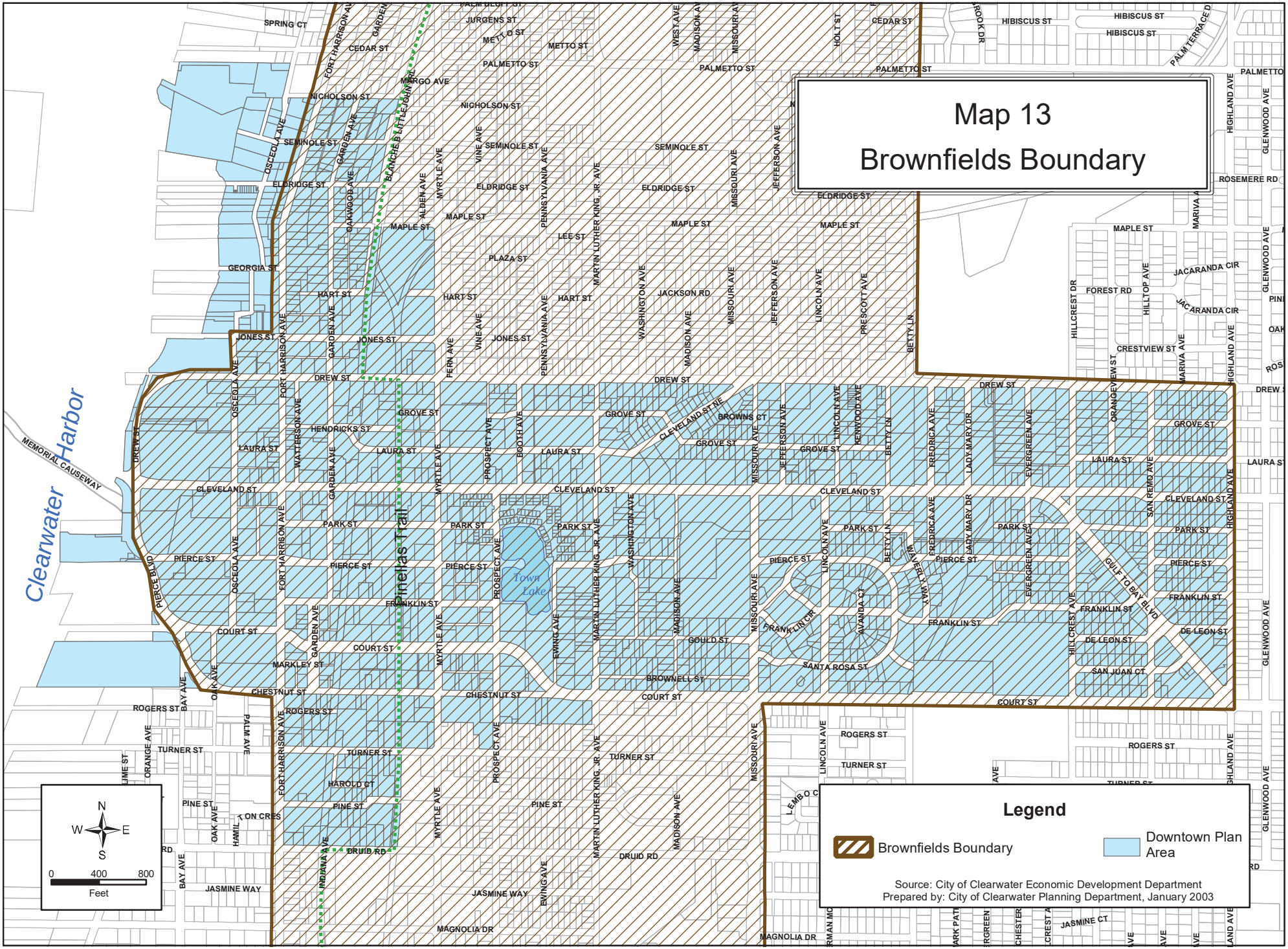
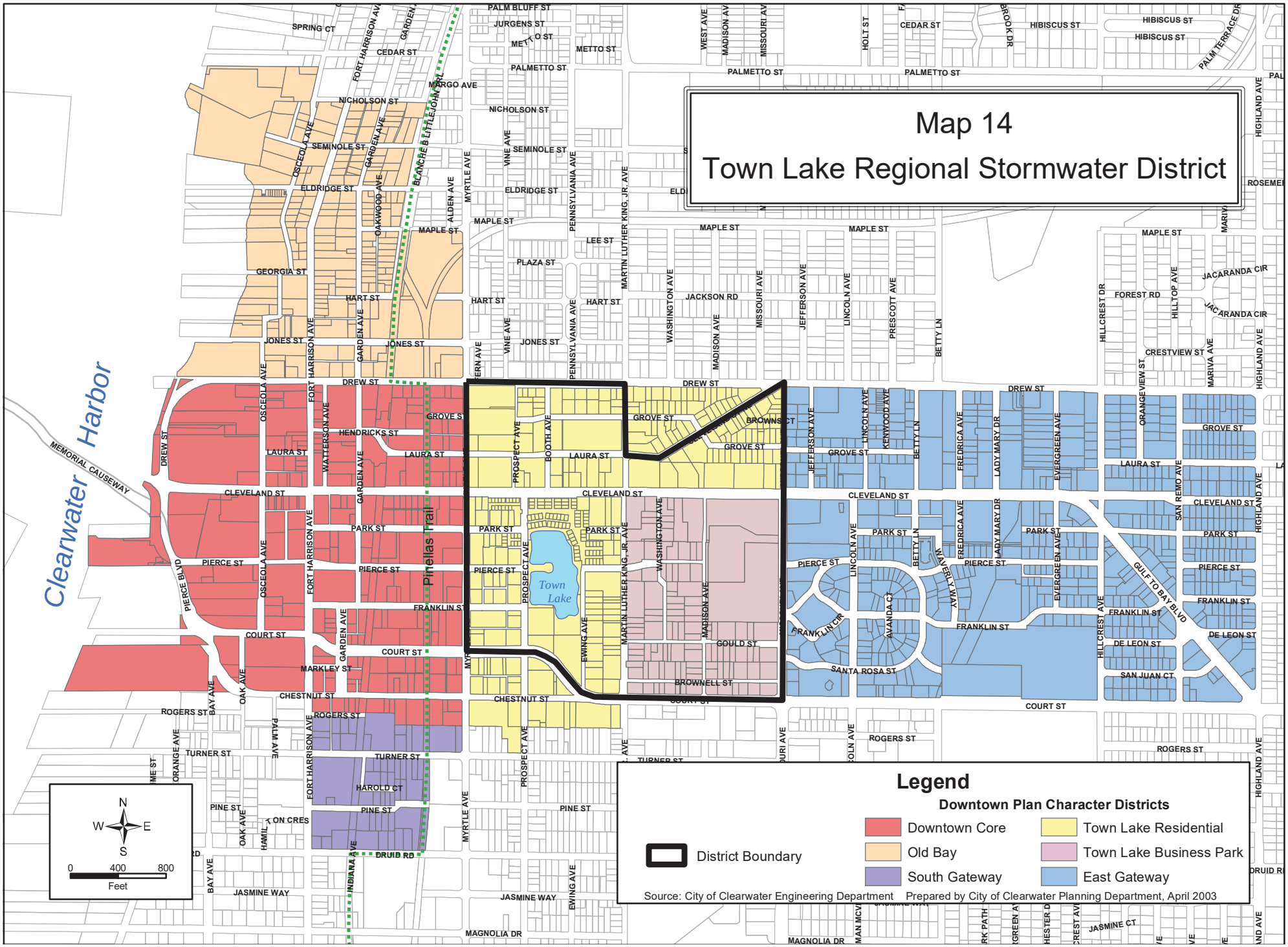

Map 13
Brownfields Boundary
Legend
Brownfields Boundary
Downtown Plan Area
Source: City of Clearwater Economic Development Department
Prepared by: City of Clearwater Planning Department, January 2003
Clearwater Harbor
Pinellas Trail
Town Lake
MEMORIAL CAUSEWAY
GULF TO BAY BLVD
N
W
E
S
0
400
800
Feet


Map 14
Town Lake Regional Stormwater District
Clearwater Harbor
Town Lake
Pinellas Trail
Legend
Downtown Plan Character Districts
District Boundary
Downtown Core
Old Bay
South Gateway
Town Lake Residential
Town Lake Business Park
East Gateway
Source: City of Clearwater Engineering Department
Prepared by City of Clearwater Planning Department, April 2003
N
W
E
S
0
400
800
Feet

Incentive: Community Development Block Grants (CDBG)

Program Goal/Brief Description:
CDBG funds are provided to the City by the federal government to help revitalize neighborhoods, expand affordable housing and economic opportunities and improve community facilities and services, primarily for the benefit of low- and moderate-income persons. Activities that can benefit from this type of funding include:

- Acquiring land for public purposes;
- Reconstructing/rehabilitating housing and other property;
- Building public facilities and improvements such as streets, sidewalks, sewers, water systems, community and senior citizen centers and recreational facilities;
- Assisting people in preparing for and obtaining employment through education and job training, welfare-to-work activities, and other services;
- Providing public services for youths, seniors, and/or the disabled; and
- Assisting low-income homebuyers directly through, for example, down payment assistance, subsidizing interest rates or helping with closing costs for first-time buyers.

Eligibility:
Eligible residents must be in the low- to moderate-income category (generally defined as members of a family earning no more than 80 percent of the area median income) and projects must be located within a low to moderate-income census tract as defined by HUD.

Funding Source:
U.S. Department of Housing and Urban Development.

Award Ranges:
Dependent on project size and type.

Sample Project:
Greenwood Apartments.

Contact:
Economic Development & Housing Department - (727) 562-4031.

Incentive: Community Redevelopment Agency (CRA) Incentives

Program Goal/Brief Description:
The CRA is a tax increment financed district. The agency works closely with developers and coordinates projects that impact the Downtown. It also combines efforts and resources with the Brownfields and Enterprise Zone projects in order to spur catalytic development with the CRA district. The CRA can offer a variety of incentives depending on the project size and type. The CRA can participate in land acquisition, the payment of impact/permit fees, façade improvement grants, and other public infrastructure projects such as streetscape improvements and parking garages.

Eligibility:
Projects and businesses within the CRA district.

Funding Source:
Tax Increment Financing.

Award Ranges:
Dependent on project size and type.

Sample Projects:
IMR/CGI; Mediterranean Village; Cleveland Street Streetscape.

Contact:
Economic Development & Housing Department - (727) 562-4220.

Incentive: Enterprise Zone (EZ)

Program Goal/Brief Description:
Newly expanded or redeveloped businesses located in the Enterprise Zone (Map 15, page 173), who collect or pay Florida sales and use tax and Florida Corporate Income Tax, may be eligible for tax incentives for promoting private sector investments and providing job opportunities for Enterprise Zone residents. The following are incentives available for businesses: Property tax credit (corporate income tax); jobs tax credit (corporate income tax); jobs tax credit (sales and use tax); sales tax refund for building materials used in rehabilitation of real property; sales tax refund for business machinery and equipment.

Eligibility:
The zone encompasses the current and expanded Community Redevelopment Area; it has the same boundaries as the Brownfields program.

Funding Source:
Department of Revenue.

Award Ranges:
Varies according to incentive.

Sample Projects:
Harbor Oaks, LLC; Walgreens; Publix.

Contact:
Economic Development & Housing Department - (727) 562-4054.

Incentive: Regional Activity Center (RAC)

Program Goal/Brief Description:
The RAC designation increases the thresholds for hotel and office uses that would trigger Development of Regional Impact review.

Eligibility:
The RAC encompasses the boundaries of the Central Business District plan category as indicated in the Downtown Redevelopment Plan 1995.

Funding Source:
Not applicable.

Award Ranges:
Hotel threshold increases from 350 rooms to 750 rooms; office threshold increases from 300,000 square feet of floor area to 600,000 square feet.

Sample Projects:
None.

Contact:
Planning Department - (727) 562-4579.

Incentive: Exemption of Open Space, Recreation Land and Recreation Facility Impact Fees

Program Goal/Brief Description:
Redevelopment or the expansion of currently developed properties located within the Community Redevelopment Area are exempt from the required Open Space impact fee and the Recreation Land and Recreation Facility impact fees. In addition, City park projects that have been deemed to provide Citywide service and are located within the CRA are eligible to receive funding that has been collected as Open Space, Recreation Land and Recreation Facility Impact Fees from projects outside of the CRA.

Eligibility:
All projects located within the CRA boundaries.

Funding Source:
City of Clearwater.

Award Ranges:
Dependent on project type and size.

Sample Projects:
Laura Street Townhomes; Mediterranean Village; Church of Scientology Ministerial Training & Pastoral Counseling Center.

Contact:
Parks and Recreation Department - (727) 562-4823.

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Incentive: Florida Main Street Community Program

Program Goal/Brief Description:
In 1998, Clearwater was named a Main Street community to help in the revitalization of the Downtown area. The program assists in the recruitment of retail businesses to the Downtown corridor and provides funding for Downtown promotions, special events and Downtown building façade rehabilitation, through the CRA façade grant program. Four committees have been created to support the public–private partnerships within the Downtown. The Joint Venture is the organizational committee and develops strategies for the program. The Design Committee provides advice and assistance to preserve the historical character of buildings along Cleveland Street. The Economic Development Committee concentrates on a business recruitment, retention, and expansion campaign within the CRA, while the Promotions Committee capitalizes on major events to bring economic benefit to the Downtown commercial district.

Eligibility:
Projects must be located within the CRA boundaries.

Funding Source:
Community Redevelopment Agency, Downtown Development Board.

Award Ranges:
Dependent on project type and size.

Sample Projects:
Gaslight Alley; Park Jewelers; Downtown Clearwater Arts Stroll; Main Street Update - Quarterly Newsletter; Post Office Landscaping.

Contact:
Economic Development & Housing Department - (727) 562-4044.

Incentive: HUBZone

Program Goal/Brief Description:
The Small Business Administration HUBZone Empowerment Contracting Program provides federal contracting assistance by setting aside a specified number of federal contracts for small businesses located in census tract 259.02 or 262.00, which are historically underutilized business zones. Fostering the growth of these federal contractors as viable businesses, for the long term, helps to empower communities, create jobs and attract private investment. The program benefits are available for eligible HUBZone businesses: Federal contract assistance, including Competitive, Sole-Source, Full and Open and Subcontracting contracts and specialized assistance including SBA-guaranteed surety bonds and employer tax credits, tax-free facility bonds, and investment tax deductions.

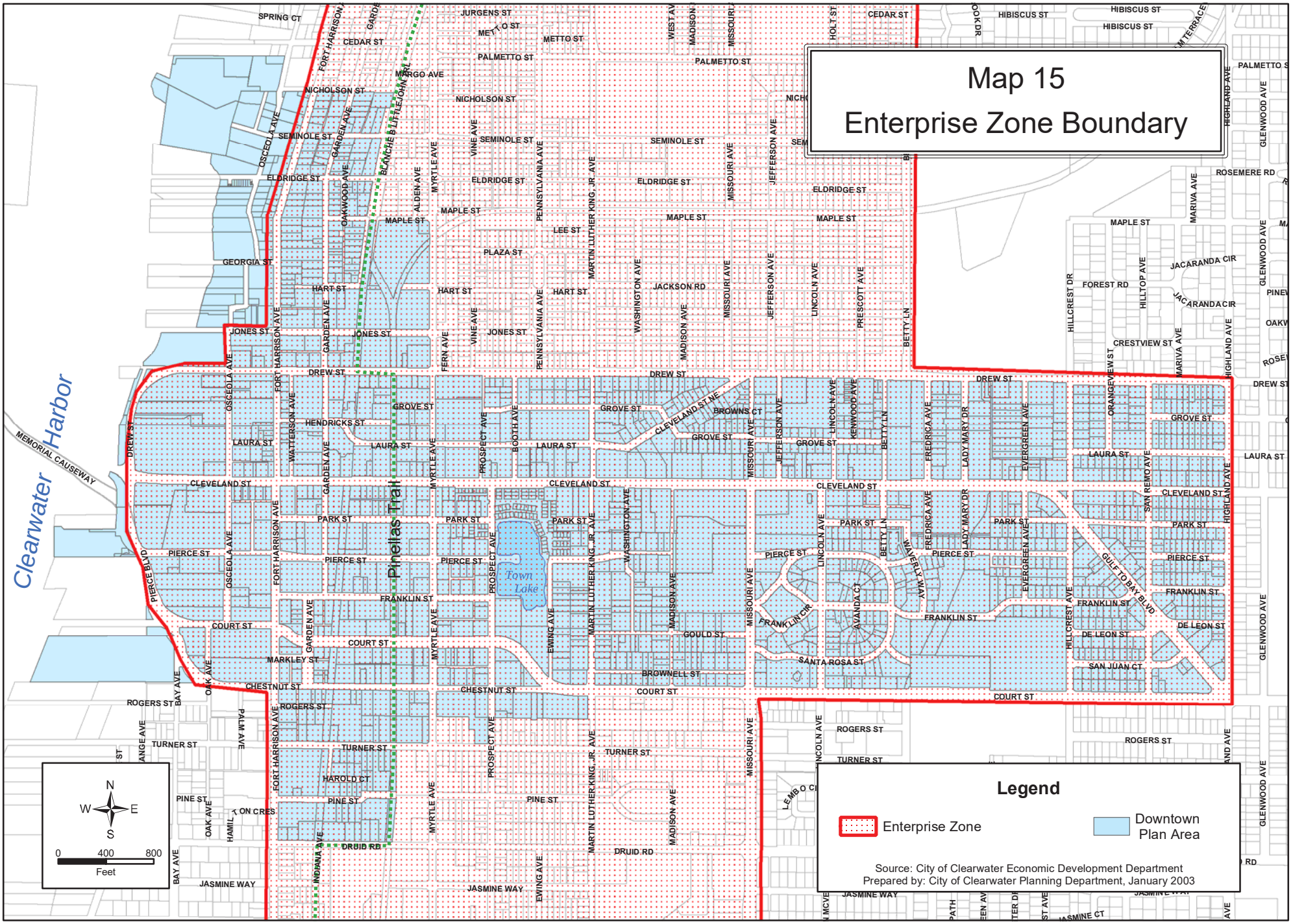
Eligibility:
Businesses must be located in census tract 259.02 or 262.00 (see Appendix Map 4A), be owned and controlled by one or more U.S. citizens and have at least 35 percent of its employees residing in a HUBZone.

Source:
U.S. Small Business Administration (SBA).

Award Ranges:
Dependent on business and contract request.

Sample Projects:
EEI ModTech.

Contact:
Economic Development & Housing Department - (727) 562-4054.


Map 15
Enterprise Zone Boundary
Legend
Enterprise Zone
Downtown Plan Area
Source: City of Clearwater Economic Development Department
Prepared by: City of Clearwater Planning Department, January 2003
N
W
E
S
0
400
800
Feet
Clearwater Harbor
Pinellas Trail
Town Lake
MEMORIAL CAUSEWAY
SPRING CT
CEDAR ST
JURGENS ST
METTO ST
PALMETTO ST
MARGO AVE
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
GEORGIA ST
HART ST
JONES ST
DREW ST
GROVE ST
HENDRICKS ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
MARKLEY ST
CHESTNUT ST
ROGERS ST
TURNER ST
HAROLD CT
PINE ST
DRUID RD
JASMINE WAY
LEE ST
PLAZA ST
JACKSON RD
BROWNS CT
GOULD ST
BROWNELL ST
SANTA ROSA ST
SAN JUAN CT
DE LEON ST
ROSEMERE RD
JACARANDA CIR
FOREST RD
CRESTVIEW ST
HIBISCUS ST
CLEVELAND ST NE
GULF TO BAY BLVD
FRANKLIN CIR
AVANDA CT
WAVERLY WAY
LEMBO CIR
INDIANA AVE
PIERCE BLVD
FORT HARRISON AVE
OSCEOLA AVE
GARDEN AVE
BLANCHE BUTTLEJOHN
ALDEN AVE
MYRTLE AVE
VINE AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
WASHINGTON AVE
MADISON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
BETTY LN
FREDRICA AVE
LADY MARY DR
EVERGREEN AVE
KENWOOD AVE
ORANGEVIEW ST
MARIVA AVE
HIGHLAND AVE
HILLCREST DR
HILLTOP AVE
GLENWOOD AVE
SAN REMO AVE
WATTERSON AVE
PROSPECT AVE
BOOTH AVE
EWING AVE
OAKWOOD AVE
OAK AVE
BAY AVE
PALM AVE
HAMILTON CRES
ANGE AVE
HOLT ST
WEST AVE
MADISON ST
MISSOURI ST
JEFFERSON AVE
BOOK DR
HIBISCUS ST
PALMETTO ST
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
DREW ST
GROVE ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
ROGERS ST
TURNER ST
PINE ST
DRUID RD
JASMINE WAY
JASMINE CT
PATH
MCVE
GLENWOOD AVE
HIGHLAND AVE
ROSEMERE RD
MARIVA AVE
JACARANDA CIR
FOREST RD
CRESTVIEW ST
HILLCREST DR
HILLTOP AVE
ORANGEVIEW ST
SAN REMO AVE
DE LEON ST
SAN JUAN CT
GULF TO BAY BLVD
FRANKLIN CIR
AVANDA CT
WAVERLY WAY
LEMBO CIR
INDIANA AVE
PIERCE BLVD
FORT HARRISON AVE
OSCEOLA AVE
GARDEN AVE
BLANCHE BUTTLEJOHN
ALDEN AVE
MYRTLE AVE
VINE AVE
PENNSYLVANIA AVE
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HIGHLAND AVE
HILLCREST DR
HILLTOP AVE
GLENWOOD AVE
SAN REMO AVE
WATTERSON AVE
PROSPECT AVE
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EWING AVE
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BAY AVE
PALM AVE
HAMILTON CRES
ANGE AVE
HOLT ST
WEST AVE
MADISON ST
MISSOURI ST
JEFFERSON AVE
BOOK DR
HIBISCUS ST
PALMETTO ST
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
DREW ST
GROVE ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
ROGERS ST
TURNER ST
PINE ST
DRUID RD
JASMINE WAY
LEE ST
PLAZA ST
JACKSON RD
BROWNS CT
GOULD ST
BROWNELL ST
SANTA ROSA ST
SAN JUAN CT
DE LEON ST
ROSEMERE RD
JACARANDA CIR
FOREST RD
CRESTVIEW ST
HIBISCUS ST
CLEVELAND ST NE
GULF TO BAY BLVD
FRANKLIN CIR
AVANDA CT
WAVERLY WAY
LEMBO CIR
INDIANA AVE
PIERCE BLVD

Incentive: Payment-in-Lieu of Parking

Program Goal/Brief Description:
To address the need for flexible parking standards within the City's Downtown, the City Commission made available a payment in-lieu of required off-street parking program. The program permits a project owner to pay a $4,500 per space fee into an established account that is used to fund parking improvement projects that add to the supply of public parking in the identified district. This incentive allows a project to utilize the space required to accommodate parking for building, landscaping or open space.

Eligibility:
Any property located within the original CRA boundary.

Funding Source:
Not Applicable.

Award Ranges:
Not Applicable.

Sample Projects:
Church of Scientology Ministerial Training & Pastoral Counseling Center.

Contact:
Public Works Administration, Traffic Operations - (727) 562-4750.

Incentive: Traffic Impact Fee (TIF) Reduction

Program Goal/Brief Description:
To assist in the promotion of revitalization, the program designates all residential and non-residential development that locates within the boundaries of the CRA as eligible for a Transportation Impact Fee reduction. The 1990 Pinellas County Transportation Impact Fee Study indicated that projects developed within the CRA would generate significantly fewer new vehicle trips per each unit of development, making them eligible for a reduced Traffic Impact Fee.

Eligibility:
All business located within the original CRA boundary.

Funding Source:
Not Applicable.

Award Ranges:
Dependent on project type and size.

Sample Projects:
CGI/IMR; Harbor Oaks LLC; Mediterranean Village; Valone's Vacuum.

Contact:
Public Works Administration, Traffic Operations - (727) 562-4750.

Incentive: Transfer of Development Rights (TDR)

Program Goal/Brief Description:
Property owners having extra density units or floor area ratio (FAR) available from a project within the Downtown Plan area may be permitted to convey the development rights of that non-used development potential by deed, easement, or other legal instrument authorized by the City of Clearwater to another project within the Downtown Plan area that requests an increase above the maximum permitted development potential.

Eligibility:
Projects located within the Downtown Plan area may be used as "sending sites" and "receiving sites".

Funding Source:
Not Applicable.

Award Ranges:
Not Applicable.

Sample Projects:
New incentive program made available at the inception of this Plan.

Contact:
Planning Department - (727) 562-4579.

Incentive: Qualified Target Industry (QTI) Tax Refund Program

Program Goal/Brief Description:
The main tool of this program is to encourage quality job growth in targeted high value-added businesses, and more specifically within an Enterprise Zone or Brownfields Area. The program provides tax refunds to pre-approved applicants for $3,000 per new job created and $6,000 in an Enterprise Zone, $2,500 bonus in a designated Brownfields; plus, there is an increased award per job for extremely high paying wages. A company has to prove that they would have considered other locations but chose Florida, among other reasons, because of this incentive program.

Eligibility:
Only businesses serving multi-state and international markets are targeted. Business must be able to locate to other states. Retail activities, utilities, mining and other extraction or processing businesses and activities regulated by the Division of Hotel and Restaurants of the Department of Business and Professional Regulation are statutorily excluded from consideration. Average annual wage of all new hires, as of March 1, 2003 must be at least $36,049. Please check for updated wage information as these requirements are revised annually.

Funding Source:
State of Florida, City of Clearwater and Pinellas County Economic Development.

Award Ranges:
$3,000 to $10,500 per new job created, depending on the location and average annual wage.

Sample Projects:
CGI/IMR; Lincare Holdings; NexTrade Holdings, Inc.

Contact:
Economic Development & Housing Department - (727) 562-4054.

TAX INCREMENT REVENUE PROJECTIONS

Introduction

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. These revenues may be used to purchase property, improve property, or used as security for bonds.

In the case of the City of Clearwater's recently approved expanded CRA, the County must first approve the CRA's Redevelopment Plan, and upon adoption of this Plan by the City and County, a request can be made to the County by the CRA for the creation of a Redevelopment Trust Fund.

Prior to establishing a Redevelopment Trust Fund, the CRA must (according to Florida State Statute 163.386) submit a list of each parcel, by parcel I.D. number that lies within the CRA district to the Pinellas County Appraiser's office. The Appraiser's office will certify the list and prepare to code each parcel for the base year to be established when a trust fund is approved.

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Historical Overview

In its 20-year history, the CRA has been a critically effective tool in positioning downtown for redevelopment. In the 1980s, the tool was heavily used to purchase key real estate properties and conduct multiple capital projects. A slowing real estate market in the 1990s combined with the loss of several properties from the tax roll due to institutional investment produced a dramatic drop in the tax increment affecting the CRA's ability to implement major projects. However, during this time, the CRA continued to facilitate projects downtown concentrating on parking alternatives and beautification projects. The CRA is currently seeing visible signs of improvement with increases in property values in each of the last three years. Planned and future redevelopment projects coupled with the City's infrastructure improvements will serve to develop the tax base further.

The City of Clearwater's CRA was established in 1981, with the taxable property value totaling $84,658,490 frozen in 1982. Tax Increment Financing (TIF) revenues commenced in 1983 with approximately $56,000. The CRA increment increased quite rapidly through 1989 with revenue at approximately $801,000. The tax increment peaked during the period 1989 through 1991 and fell quite dramatically through to 1998 with revenue down to $251,000. Since 1999, the increment has continued to rise. Most recently, tax increment in 2003 rose to $840,549.

Between its peak in 1989 and its low in 1998, the tax roll lost roughly $54 million in value. This period of decline may be explained by the fact that multiple buildings within the CRA were taken off the tax roll, including the original Mass Brothers Department Store (now the Harborview Center), the Fortune Federal Savings and Loan Building purchased by Pinellas County, and the Oaks of Clearwater Retirement Center and Nursing Facility. These transactions alone accounted for over $22 million dollars of valuation. Additionally, in 1993, many Church of Scientology properties totaling roughly $24 million were taken off the tax roll. Overall, throughout the last 20 years, the tax roll experienced an average annual increase of 3.21 percent.

The benefits of having TIF in place during these years cannot be overlooked, as it allowed the CRA to spend the ensuing years stabilizing the Downtown area in preparation for a major redevelopment program which is now underway. The CRA has collected a cumulative total of $9.9 million in increment revenues since its inception in 1982. The majority of these funds ($7.9 million) were used for capital projects and improvements including land acquisitions. Administration costs have totaled $1.6 million (16% of revenues) with revenues from the sale of properties funding parking, beautification, and other incentive programs.

Many of the CRA's capital projects occurred in the 1980s. During these years, the CRA concentrated on acquiring properties to eliminate slum and blight conditions downtown as well as finding viable uses for properties that became vacant. The CRA was instrumental in acquiring key parcels such as the City's Municipal Services Building and Harborview Center sites. In addition, the CRA played a major role in advancing parking alternatives including the Station Square parking lot and Park Street Garage. Table 10 below identifies the CRA's Capital Improvement Projects over the first twenty years of its history.

In the 1990s, the CRA focused its efforts on investments that spurred private development especially by providing parking solutions for downtown. The CRA has reimbursed the City parking system so that free parking in two city lots and on weekends was provided. The CRA has also offered parking incentives that have been successful in retaining high profile companies with over 100 employees. Furthermore, the CRA has subsidized the Jolley Trolley, a non-profit trolley system, to provide reduced rate service between the downtown and the beach.

The CRA has also been actively involved in the beautification of downtown. The CRA has coordinated a Façade Improvement Grant Program that has provided over $100,000 worth of exterior improvements to 36 buildings in the Downtown. Additionally, the CRA provided funding for the Cleveland Street Streetscape in past years as well as the renovation and beautification of downtown parks.

In the last four years, the CRA has paved the way for significant private investment. Two examples include the CGI complex and Mediterranean Village Towhomes. The construction of the 50,907 square foot CGI (formerly IMR) office building with a 77,889 research and development facility reflects a $50 million investment. Similarly, with the Mediterranean Village in the Park Townhomes, the CRA purchased the land and is paying impact fees, permit fees, utility connections fees and

stormwater fees for this 100-unit residential project worth $18 million next to the City's Prospect Lake Park. These are examples of CRA funds strategically used to eliminate slum and blight conditions and redevelop these sites into viable properties.

The redevelopment of downtown Clearwater is at a critical point in its history. In order to revitalize downtown, additional housing units and infrastructure improvements are needed. CRA tax increment revenues are crucial to entice private investment and provide incentives that make a project feasible. A example is the City's recent selection of a developer for an infill condominium and retail project adjacent to Station Square Park. The CRA plans to use TIF funds to assist this project. In conjunction with the City's capital improvement program, these investments will encourage private development and pave the way for continued downtown redevelopment. TIF will be one of the tools that will make these projects successful

Table 10. Community Redevelopment Agency Schedule of Capital Outlay and Improvements Fiscal Years 1982 - 2001

Project	Time Period	Cost
Enhancement and beautification of downtown parks including parking area west of City Hall, Bayfront Tennis Complex, and Coachman Park	FY 1984-1986	$9,989
Acquisition of property for JK Financial project, Clearwater Square complex, S.E. Corner of Garden Ave. and Cleveland Street (Atrium)	FY 1985	$1,083,362
Construction of Park Street parking garage with 195 public parking spaces	FY 1985-1986	$1,241,057
Revision of dowtown redevelopment plan	FY 1986	$5,825
Landscaping of Park Street parking garage	FY 1986	$23,375
Acquisition of Bilgore property bounded by East Aenue, Pierce Street, Myrtle Avenue, and Park Street (Locatin of new MSB Building)	FY 1986	$691,852
Coachman Park Improvements - extensive renovation including terrain modification, brick walkways, landscape materials, and irrigation.	FY 1987	$100,011
Cleveland Street streetscape project - oak trees, decorative brick, tree gates and guards for the 500, 600, and 700 street blocks, Phase 1	FY 1987	$27,000
Coachman Park bandshell project - CRA portion of entire project	FY 1987	$12,061
Acquisition of CETA building site - 1180 Cleveland	FY 1988	$450,000
Downtown sidewalk project - antique lamp pole lighting fixtures	FY 1988	$17,647
Cleveland Street streetscape project - decorative brick, planters, trees - the 400 through 700 street blocks, Phase 2	FY 1988-1990	$342,555
Downtown electrical improvements	FY 1988	$7,500
Acquisition of Clearwater Towers MAS1 project site (Station Sq. Park)	FY 1989	$229,278
Development of Cleveland Street minipark adjacent to new Clearwater Towers Building (Station Square Park)	FY 1989-1990	$230,000
Purchase of Maas Brother property (Harborview/Steinmart)	FY 1992	$1,926,710
Purchase of Kravis property (Station Square Parking Lot)	FY 1992	$357,058
Parking lot expansion - Kravis property (Station Square Parking Lot)	FY 1993	$67,518
Dimmitt property purchase (Mediterranean Village Townhomes)	FY 2000	$1,171,328
		$7,994,126

Redevelopment Objectives

On a very conservative basis, the original and expanded CRA district is projected to increase in value substantially over the next 20 to 30 years. This is driven primarily by the accelerating demand for new urban housing within the Downtown and adjacent beaches, and the strategic economic development goals and objectives of the City Commission. The Commission envisions a "destination" Downtown to be enjoyed by both residents in the region and tourists to our beaches.

This redevelopment strategy was implemented by the City in 2002, and details the investment opportunities now available on several key redevelopment parcels and a large array of prime infill parcels. Several potential projects are described below:

- Calvary Baptist Church "Bluff" Parcels on Osceola Avenue - Accounts for 137,510 square feet or 3.16 acres, this parcel is designated in the Downtown Core District for a FAR of 4.0 or 70 units per acre, which would generate up to 550,040 square feet of redevelopment or over 220 residential units. Additional square footage of retail uses and residential units may be available through the Public Amenities Incentive Pool.
- City Hall on Osceola Avenue - Contains approximately 130,000 square feet or 2.98 acres, this parcel currently houses City Hall, but the Commission has indicated that it would be made available for redevelopment if it were a key component of a quality redevelopment proposal with the adjacent parcels. This parcel could be developed with up to 520,000 square feet or over 208 housing units. Additional square footage of retail uses and residential units may be available through the Public Amenities Incentive Pool. Sale of the City Hall site will require approval of a referendum by Clearwater voters.
- Arnold/Brown Parcel at Drew Street/Fort Harrison and Osceola Avenues - An announced redevelopment site containing 70,131 square feet or 1.61 acres. According to published reports, the developer envisions a high-rise condominium, a boutique hotel and ground floor retail uses. Potential for development on this site is over 280,000 square feet, 112 units, or 152 hotel rooms.
- AmSouth Block between Osceola Avenue, Fort Harrison Avenue, Cleveland Street and Drew Street or "Superblock" Parcel - Contains one large parcel, along with a few smaller properties. In total, the greater parcel could ultimately contain approximately 178,000 square feet or 4.1 acres. Development potential at this site could be over 712,000 square feet or 287 units.
- Harborview Parcel at Cleveland Street and Osceola Avenue - This City-owned 77,000 square foot or 1.8-acre parcel, currently houses a 54,000 square foot Stein Mart Department Store, the City's civic and conference center space, the Pickles Plus Restaurant along with an adjoining small parking lot. It is envisioned that some time in the future, Stein Mart would be relocated to another Downtown site, and the structure demolished for redevelopment as a major mixed-use development with a combination of retail, entertainment, hotel, and conference destination space. The Commission has interest in redeveloping the parcel if a quality developer can be identified who would meet the stringent requirements for redevelopment on this critical parcel. Sale of the Harborview site will require approval of a referendum by Clearwater voters.
- Station Square Parking Lot Infill Parcel on Cleveland Street - Currently used as a City surface parking lot, this prime redevelopment parcel is owned by the CRA and has been offered to the public for redevelopment. The parcel contains 42,124 square feet or 0.97 acres, and is envisioned as a site for a garage structure (including public parking), retail, restaurant, and residential units. Development potential at this site could be over 168,000 square feet or 67 units.
- Prospect Lake Park Area between Myrtle and Missouri Avenues - This Downtown area surrounds the new urban Prospect Lake Park that has recently been completed by the City. The initial private redevelopment project in the area under construction is the 100-unit Mediterranean Village in the Park townhouse project. This area has been identified by developers as a prime location for future infill townhouse and apartment projects due to its proximity to the beaches, regional employment centers, and the fact that a housing product can still be developed at a $150,000 to $300,000 price range, which accommodates the needs of many young professionals, young families and empty nesters.
- It is also envisioned that the adjacent Town Lake Business Park District might attract additional professional office users to expand the campus office setting now in place at the CGI office complex.

- East Gateway - Between Missouri and Highland Avenues and lying within the recently expanded CRA district are multiple infill parcels that over time will become attractive for redevelopment.

Tax Increment Revenue Projections

Based on this overview, it is evident that the CRA has the potential for developing several million square feet of development over the next two decades, including the attraction of up to 1,000 new urban housing units in the next five to ten years in the downtown core which will act as a catalyst for a substantial amount of new office use, retail and entertainment establishments. If all of these projects described above are realized, the increase in the tax roll could be upwards of $390 million.

However, while opportunities are outstanding, it is the intent of the CRA to proceed forward cautiously with our TIF projections. The TIF projections are calculated separately for the original CRA and the expanded CRA because the base years for the property values are different.

The CRA envisions continuing to use both the City's and the County's share of Tax Increment Financing dollars for capital projects in the original and expanded CRA. TIF is identified as one of the funding sources for several capital and infrastructure improvement projects outlined in the Capital Improvement Projects (CIP) section of this plan. These projects include the Cleveland Street, Fort Harrison, and Gulf to Bay Streetscapes and the Gulf to Bay Boulevard and Highland Avenue Gateway Intersection. In addition, TIF will be used for paying impact fees, "buying in" of public parking in private projects, assembling redevelopment sites, purchasing land and/or buildings, affordable and transitional housing projects, façade improvement grants and providing additional community policing presence above and beyond current activity levels. Below is a summary of the programs and initiatives that will use TIF as well as the estimated costs associated with each. The County's share of TIF shall only be used for the capital projects included in the table below. The City's share of TIF may be used for any initiative listed in the table.

Summary Table of CRA Programs and Initiatives, Timing, and Estimated Costs

CRA Programs and Initiatives	Timing	Estimated Cost
CRA Area Brownfields Environmental Cleanup *	Ongoing	$5,000,000
CRA Building Facade Improvement Program*	Ongoing	$1,000,000
Downtown Land Acquisition *	Ongoing	$21,000,000
CRA Redevelopment Incentive Funding	Ongoing	$10,000,000
Retail Lease/Location Incentives	Ongoing	$5,000,000
CRA Affordable and Transitional Housing Projects*	Ongoing	$5,000,000
CRA Revolving Loan Fund	Ongoing	$1,000,000
CRA Community Policing Innovations	Ongoing	$1,000,000
Total		$49,000,000

* Capital projects and initiatives - County TIF shall only be used for these programs

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CRA Area Brownfields Environmental Cleanup Projects

Due to the limited availability of state and federal environmental cleanup funds, TIF dollars will be required for environmental remediation for multiple projects, particularly those that have a history of petroleum contamination. A case in point is the Clearwater Auto Salvage Yard that is being acquired by the City, as well as a number of sites lying adjacent to the CGI (formerly IMRglobal) Campus west of Missouri.

Project Cost: $5.0 million
Time Frame: Ongoing

CRA Building Façade Improvement Program

This is an ongoing program funded by the CRA in concert with our Main Street Program. The Façade Improvement Program provides grants and loans to eligible business property owners and tenants who wish to upgrade their exterior building facades.

Project Cost: $1.0 million
Time Frame: Ongoing

Downtown Land Acquisition

A critical function of the CRA is to assemble property for resale and redevelopment by the private sector. The principal purpose of property assembly is to assist in eliminating the slum and blight conditions that exist within the CRA by facilitating private redevelopment of these under-performing sites. This program enables the CRA to assemble, purchase and option property and structures within the CRA for redevelopment purposes consistent with this Plan.

Examples of property acquisitions anticipated by this program include but are not limited to: acquiring property in the Town Lake Business Park Character District to facilitate the development of a suburban office campus; acquiring property in the East Gateway Character District to eliminate the problematic uses and/or contaminated sites, to improve the substandard housing conditions and to consolidate obsolescent and/or sites undersized as compared to current zoning requirements to allow commercial redevelopment; acquiring property within the Downtown to assist in the development of a major entertainment attraction including a movie theater, entertainment, retail and/or restaurant uses. Other property acquisitions that implement the goals, objectives and policies of this Plan may be achieved through the use of this CRA program.

Total Cost: $21.0 million
Time Frame: Ongoing

CRA Redevelopment Incentive Funding

Historically, the CRA has utilized TIF revenues to assist redevelopment efforts in a variety of ways, such as: landscape and streetscape improvements, property acquisition, construction of public parking garages, payment of project permit and impact fees, payment of project utility connection and stormwater fees, parking incentives to retain downtown businesses, subsidy to the Jolley Trolley operations and the façade improvement program.

Downtown redevelopment is generally considered to be more expensive and risky in an unproven market than development in other areas of a city and especially when compared to development in greenfields. This situation currently exists in Downtown Clearwater as demonstrated by the lack of substantial new private redevelopment with few exceptions. The lack of investment in Downtown has resulted in the poor economic health of Downtown to which the City is responding with this Plan. This program will provide financial incentives to developers to offset the high land, development and construction costs within the Downtown and to encourage investment in Downtown that will revitalize the center city with people, employees, businesses and activities. The types of incentives contemplated by this program include, but are not limited to: payment of project permit and impact fees; payment of project utility connection and stormwater fees; parking and other financial incentives to retain and attract downtown businesses; and contributions for parking facilities.

Total Cost: $10.0 million
Time Frame: Ongoing

Retail Lease/Location Incentives

In order to achieve the concentration and/or location of the desired retail market in the Downtown, it may be necessary to negotiate with existing tenants in regard to existing leases or terms for relocation. This consideration may require significant cost to achieve a desired mix and physical orientation/location for these businesses.

Total Cost: $5.0 million
Time Frame: Ongoing

CRA Affordable and Transitional Housing Projects

The development of one or more mixed-income housing projects within the CRA has been identified as a necessary strategy due to the need to retain affordable housing options in this environment. Typically, the CRA would leverage its position in a public-private partnership by contributing funds to effectuate the lower income criteria in a new project.

A major component of the rehabilitation of the CRA Expansion Area and the need for affordable housing is the redevelopment of the Clearwater Homeless Intervention Project (CHIP) site into a "transitional" and "permanent" housing campus. The campus concept for CHIP would entail assembling property between Park Street, the Stevenson Creek channel, Evergreen Avenue, and Cleveland Street into a self-contained and secure campus.

TIF funding would be used to assist in the purchase of properties, while other state and federal funds would be used for housing construction and operations.

Total Cost: $5.0 million
Time Frame: Ongoing

CRA Revolving Loan Fund

A key component of our future redevelopment strategy for the downtown is the implementation of a public-private revolving loan program with local financial institutions. Modeled after successful programs in other cities, a joint pool would be
established and loans provided for expanding businesses, building improvements, relocation costs, etc. The CRA would provide seed capital to the pool, along with private capital from the banks.

Total Cost: $1.0 million
Time Frame: Ongoing

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CRA Community Policing Innovations

The City of Clearwater Police Department has employed a community policing philosophy for over 20 years. Its first focused efforts in the Downtown area came in 1998 when a police substation was co-located in the Clearwater Homeless Intervention Program (CHIP) shelter in the East Gateway Character District in response to resident concerns about the crime potential associated with the shelter. Another community policing team, the Downtown Bicycle Team, was established for the Downtown Core of the CRA in 2005 in anticipation of additional demands on the Police Department as a result of redevelopment. Additionally AmeriCorps Clearwater members have supplemented the activities of the Downtown Bicycle Team by acting as ambassadors of the City by assisting visitors and businesses.

The intent of the community policing innovations in Downtown is for police officers to be a visible deterrent of crime as well as an approachable source of assistance and information. The officers act as liaisons to downtown visitors, businesses, employees and residents and work to build partnerships through daily visibility and community involvement and organization. They also help solve neighborhood problems and work to foster a sense of safety and security in public as well as private spaces.

Community policing innovations focus on a variety of issues including those that are unique to the CRA such as homelessness, prostitution, drugs and street crimes, and a large immigrant population. A key component of the City's redevelopment strategy is to reduce crime in the CRA and improve the quality of life of residents, businesses and visitors. In order to achieve this goal, additional community policing presence is needed. Through the use of TIF funds an enhanced level of community policing can be achieved.

Total Cost: $1 million
Time Frame: Ongoing

Tax Increment Revenue Projections for the Original CRA District

The tax increment projections for the original CRA district are based on a yearly variable percentage increase of the tax roll valuation over a 30-year period. Increases in annual percentages reflect estimates of when major projects, described above, come on line. For the purposes of these projections, the city and county millage rates remain constant. The base year for calculating this increment is 1982.

An estimate from 2004 through 2033 projects that property values will rise and that new projects will come on line resulting in $195 million in property value added to the tax roll. This corresponds to a cumulative tax increment of over $64 million over 30 years. Again, millage increases, additional new development, and increases in assessed property values may result in greater returns.

A summary table of the tax increment financing projections follows detailing the city and county portions of the revenues.

Tax Increment Revenue Projections for the Expanded CRA District

Similar to the original CRA district, the expanded CRA district TIF estimate is based on a yearly variable percentage increase of the tax roll valuation over a 30-year period. Given that this area is predominantly residential, it is not expected that the values in the area will rise significantly. In fact, the estimated annual average increase of the tax roll is 1.42 percent. Property values are expected to rise and new projects will come on line resulting in a $37.9 million in property value added to the tax roll. This corresponds to a cumulative tax increment of over $7 million over 30 years.

The key to successfully redeveloping and stabilizing the new CRA Expansion District is to maintain the city's and county's TIF allocation at the 100% level. The CRA anticipates needing to allocate TIF dollars from the original district to "leverage" redevelopment in the expansion area. Any reduction in county TIF allocation would negatively impact the success of downtown Clearwater.

A summary table of the tax increment financing projections follows detailing the city and county portions of the revenues (pages 188 - 186).

Table 11. Tax Increment Revenue Projects Original Community Redevelopment Area 30-Year Projection from 2003-2033

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Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	DDB Taxes	Total Tax Increment (95% of Taxes)
2003	$153,278,680	$394,772	$421,397	$68,620	$840,549
2004	$157,877,040	$421,226	$449,635	$73,219	$896,876
2005	$163,402,737	$453,016	$483,568	$78,744	$964,562
2006	$169,938,846	$490,618	$523,707	$85,280	$1,044,625
2007	$177,586,094	$534,613	$570,668	$92,928	$1,138,298
2008	$186,465,399	$585,695	$625,196	$101,807	$1,247,063
2009	$196,720,996	$644,696	$688,176	$112,063	$1,372,687
2010	$208,524,256	$712,600	$760,660	$123,866	$1,517,269
2011	$218,950,469	$772,582	$824,687	$134,292,	$1,644,983
2012	$227,708,487	$822,967	$878,470	$143,050	$1,752,262
2013	$234,539,742	$862,267	$920,421	$149,881	$1,835,940
2014	$239,230,537	$889,253	$949,227	$154,572	$1,893,399
2015	$244,015,148	$916,779	$978,609	$159,357	$1,952,008
2016	$248,895,450	$944,855	$1,008,579	$164,237	$20,11,788
2017	$253,873,359	$973,493	$1,039,149	$169,215	$2,072,764
2018	$258,950,827	$1,002,704	$1,070,329	$174,292	$2,134,959
2019	$264,129,843	$1,032,499	$1,102,134	$179,471	$2,198,398
2020	$269,412,440	$1,062,889	$1,134,574	$184,754	$2,263,107
2021	$274,800,689	$1,093,888	$1,167,663	$190,142	$2,329,109
2022	$280,296,703	$1,125,507	$1,201,414	$195,638	$2,396,431
2023	$285,902,637	$1,157,758	$1235,840	$201,244	$2,465,100
2024	$291,620,689	$1,190,654	$1,270,955	$206,962	$2,535,142
2025	$297,453,103	$1,224,207	$1,306,772	$212,795	$2,606,585
2026	$303,402,165	$1,258,432	$1,343,305	$218,744	$2,679,457
2027	$309,470,209	$1,293,342	$1,380,569	$224,812	$2,753,786
2028	$315,659,613	$1,328,949	$1,418,578	$231,001	$2,829,602
2029	$321,972,805	$1,365,269	$1,457,347	$237,314	$2,906,934

Table 11. Tax Increment Revenue Projects Original Community Redevelopment Area 30-Year Projection from 2003-2033, cont'd

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Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	DDB Taxes	Total Tax Increment (95% of Taxes)
2030	$328,412,261	$1,402,315	$1,469,892	$243,754	$2,985,813
2031	$334,980,506	$1,440,103	$1,537,228	$250,322	$3,066,269
2032	$341,680,116	$1,478,645	$1,578,370	$257,022	$3,148,335
2033	$348,513,719	$1,517,959	$1,620,335	$263,855	$3,232,042
Cumulative Total		$30,394,551	$32,444,453	$5,253,252	**$64,716,143**
Addition in Tax Roll Value since 2003					**$195,235,039**
Average Yearly Increase in Value					**2.78%**

Assumptions
1. Base year is 1982 at $84,658,490
2. County and City millage rate is constant

Table 12. Tax Increment Revenue Projects Expanded Community Redevelopment Area 30-Year Projection from 2003-2033

Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	Total Tax Increment (95% of Taxes)
2003	$72,258,935			Base Year
2004	$72,981,524	$4,157	$4,437	$8,165
2005	$73,711,340	$8,356	$8,919	$16,411
2006	$75,185,566	$16,837	$17,972	$33,069
2007	$76,689,278	$25,488	$27,207	$50,060
2008	$78,989,956	$38,724	$41,335	$76,056
2009	$81,359,655	$52,356	$55,888	$102,832
2010	$82,986,848	$61,718	$65,880	$121,218
2011	$84,646,585	$71,266	$76,073	$139,972
2012	$85,916,284	$78,571	$73,870	$154,318
2013	$87,205,025	$85,985	$91,784	$168,880
2014	$88,513,103	$93,510	$99,817	$183,661
2015	$89,840,800	$101,148	$107,970	$198,663
2016	$91,188,412	$108,901	$116,246	$213,890
2017	$92,556,238	$116,770	$124,646	$229,345
2018	$93,944,582	$124,758	$133,172	$245,033
2019	$85,353,750	$132,864	$141,825	$260,955
2020	$96,784,056	$141,093	$150,609	$277,117
2021	$87,751,897	$146,661	$156,552	$288,053
2022	$98,729,416	$152,285	$162,555	$299,098
2023	$99,716,710	$157,965	$168,618	$310,254
2024	$100,713,877	$163,701	$174,742	$321,521
2025	$101,721,016	$169,495	$180,927	$332,901
2026	$102,738,226	$175,347	$187,173	$344,395
2027	$103,765,608	$181,258	$193,482	$356,003
2028	$204,803,265	$187,228	$199,855	$367,728
2029	$105,851,297	$193,257	$206,291	$379,570
2030	$106,909,810	$199,346	$212,791	$391,531
2031	$107,978,908	$205,497	$219,356	$403,611
2032	$109,058,697	$211,709	$225,987	$415,812
2033	$110,149,284	$217,983	$232,685	$428,134
Cumulative Total		$3,624,234	$3,868,664	**$7,118,254**
Additional Tax Roll Value since 2003				**$37,890,349**
Average Yearly Increase in Value				**1.42%**

Assumptions
1. Base year is 2003
2. County and city millage rate is constant

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

1970
Downtown Development Board (DDB) created by Special Act of Florida Legislature

1971
City referendum approves special taxing district powers for DDB

1977
First modern plan adopted for Downtown

1981
Establishment of Community Redevelopment Agency (CRA)

1981
Adoption of first Redevelopment Plan for Downtown

1981
Base year for Clearwater Tax Increment Financing (TIF) District (original CRA)

1993
Periphery Plan adopted for four areas surrounding Downtown

1995
Major revision to Redevelopment Plan

1996
Design Guidelines adopted for Downtown

1998
Clearwater Designated *Main Street Community* by Florida Department of State

1999
Redevelopment Plan amended to allow mixed use around Town Pond (now Prospect Lake)

2000
Periphery Plan update approved

2002
Findings of Necessity for expanded CRA approved

2002
Pinellas County Commission authorized preparation of Redevelopment Plan for CRA Expansion Area

2003
Major revision to the Clearwater Downtown Redevelopment Plan to encompass land previously governed by the Downtown Clearwater Periphery Plan and newly expanded CRA

2004
Downtown Redevelopment Plan approved as a Special Area Plan by the Pinellas Planning Council

2004
Board of County Commissioners authorize the City to use the County's portion of the TIF

2004
Redevelopment Trust Fund/TIF established

2004
Base year for Clearwater TIF District (expanded CRA)

2005
Downtown Plan amended to incorporate Design Guidelines

2005
Downtown Plan amended to extend the scope of the Fort Harrison Streetscape Project from Drew Street to Nicholson Street

2009
Clearwater Downtown Redevelopment Plan amended to support CRA funds for community policing

2009
Designation of *Main Street Community* removed

2010
Clearwater Downtown Redevelopment Plan amended to support outdoor display of bicycles and expanding allowable uses in the Old Bay Character District

2016
Clearwater Downtown Redevelopment Plan amended to add capacity for hotel development in the Old Bay Character District

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

	Downtown Core			Old Bay			South Gateway			Prospect Lake			Downtown Gateway			Downtown		
Land Use	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%
Vacant	32	12.1	9.2	63	17.5	19.4	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	49	9.7	10.8	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	2.7	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	10.0	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	10.0	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	11	2.9	3.3	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	6.9	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	7.1	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	8.1	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	11.4	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	8.0	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	8	0.8	0.9	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	343	89.8	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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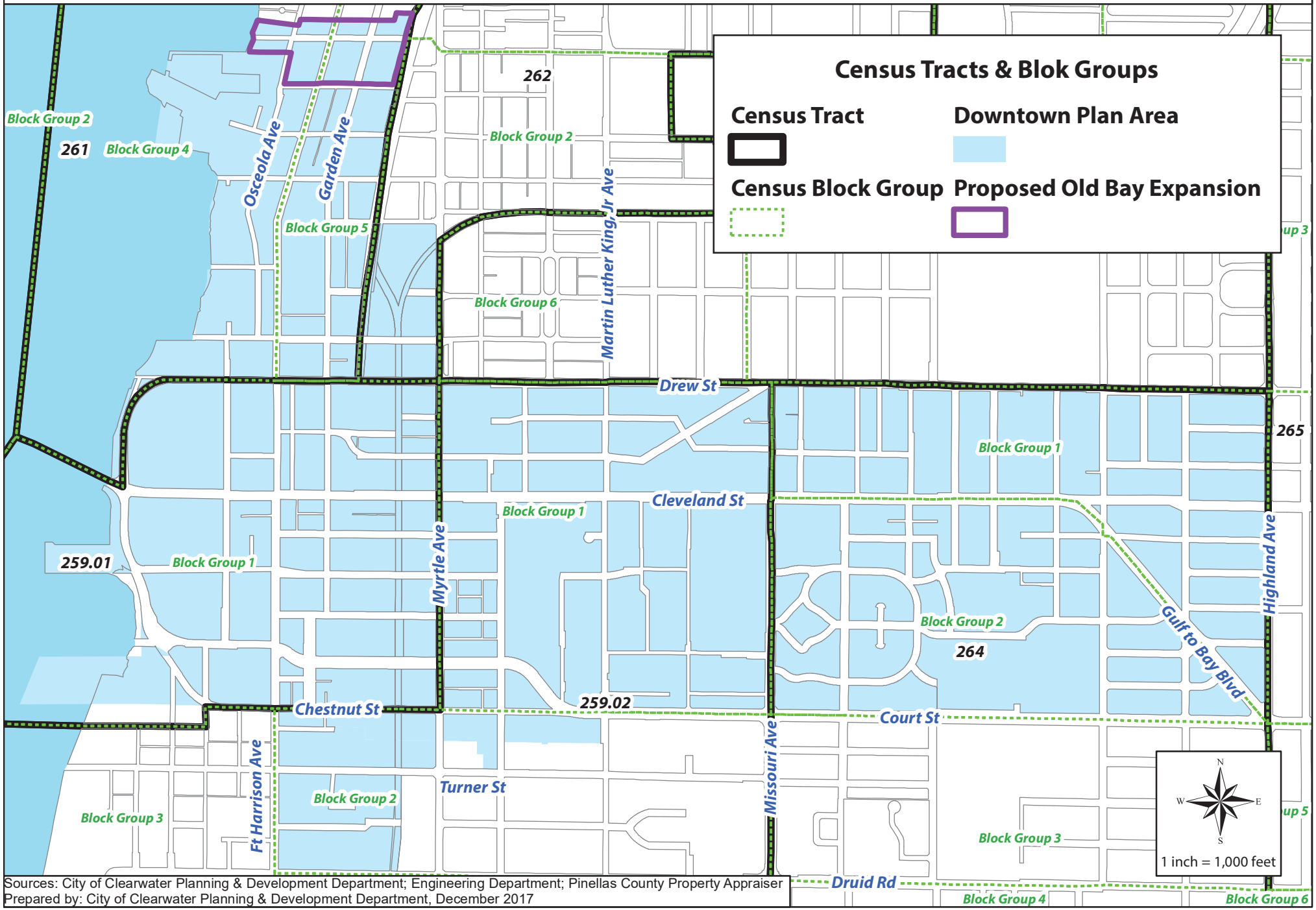
The demographic profile included in this plan utilized the 2000 and 2010 Census data, as well as 2011-2015 American Community Survey estimates, which were released in December of 2016. Because the Character District lines are not positioned along Census Block Group boundaries, all data was apportioned 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.

Clearwater Downtown Redevelopment Plan

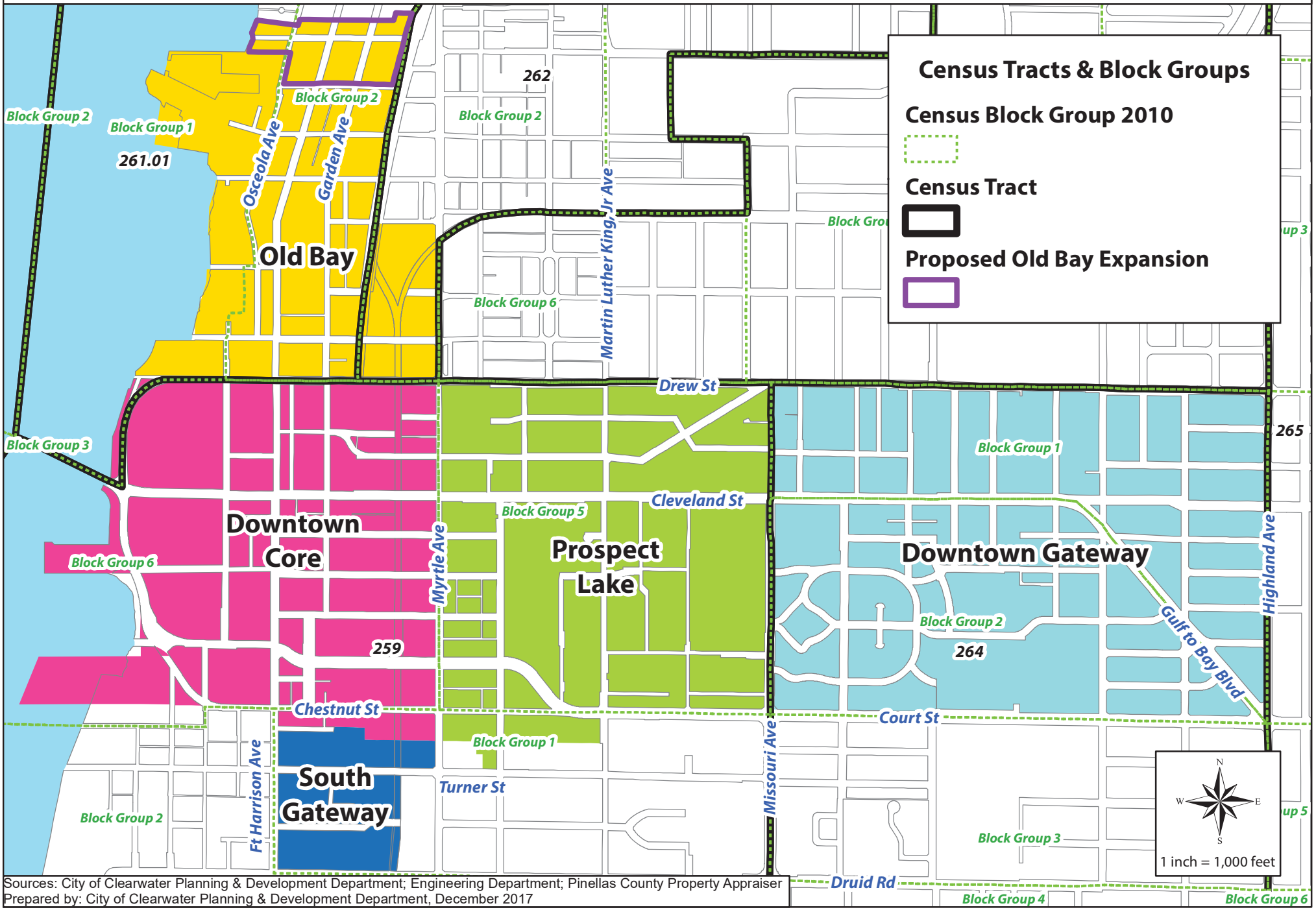
Appendix Map 4.A
2000 Census Tracts & Block Groups



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

Appendix Map 4.B
2010 Census Tracts & Block Groups



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

APPENDIX 5 UTILITIES MAPS

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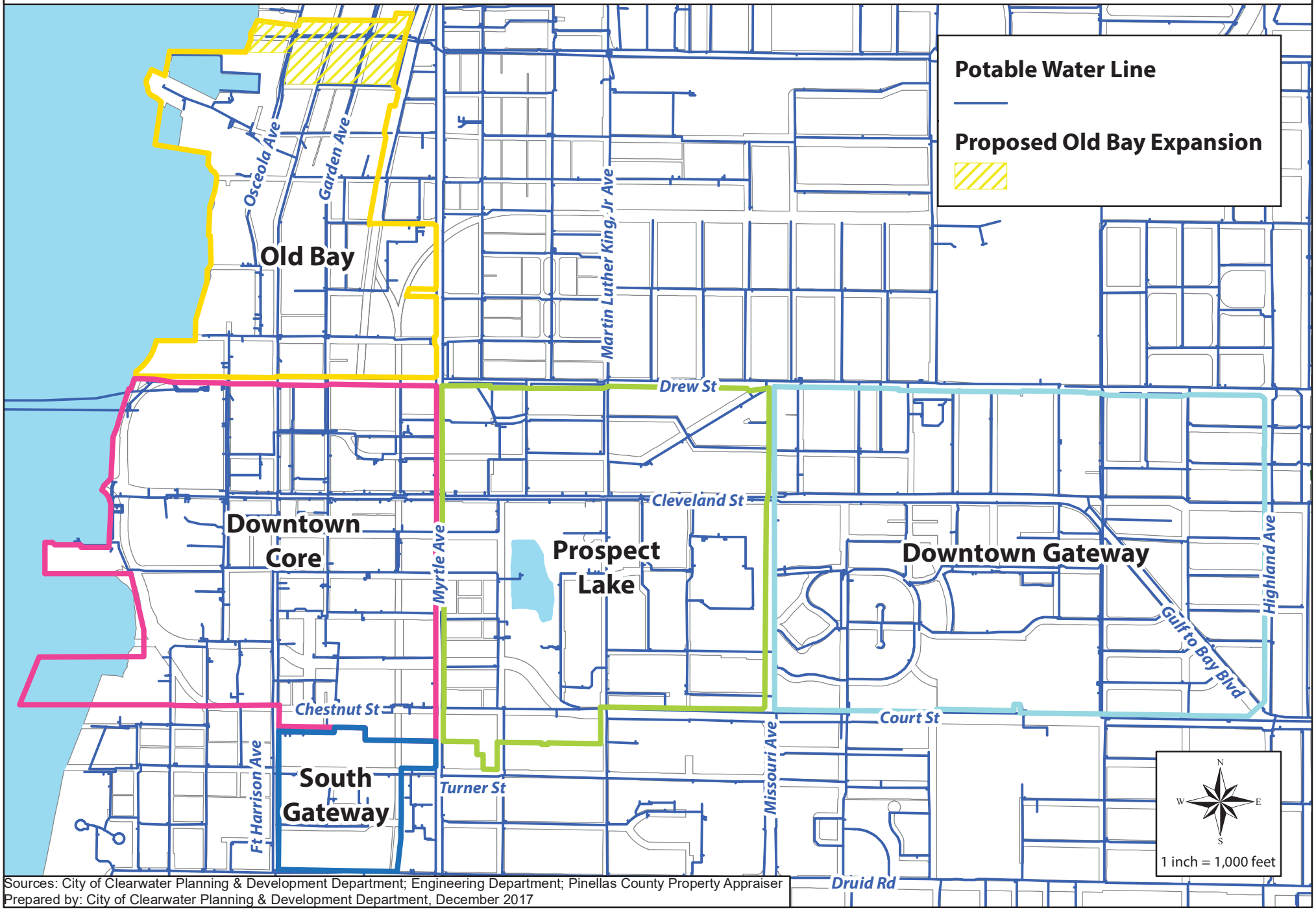
Clearwater Downtown Redevelopment Plan

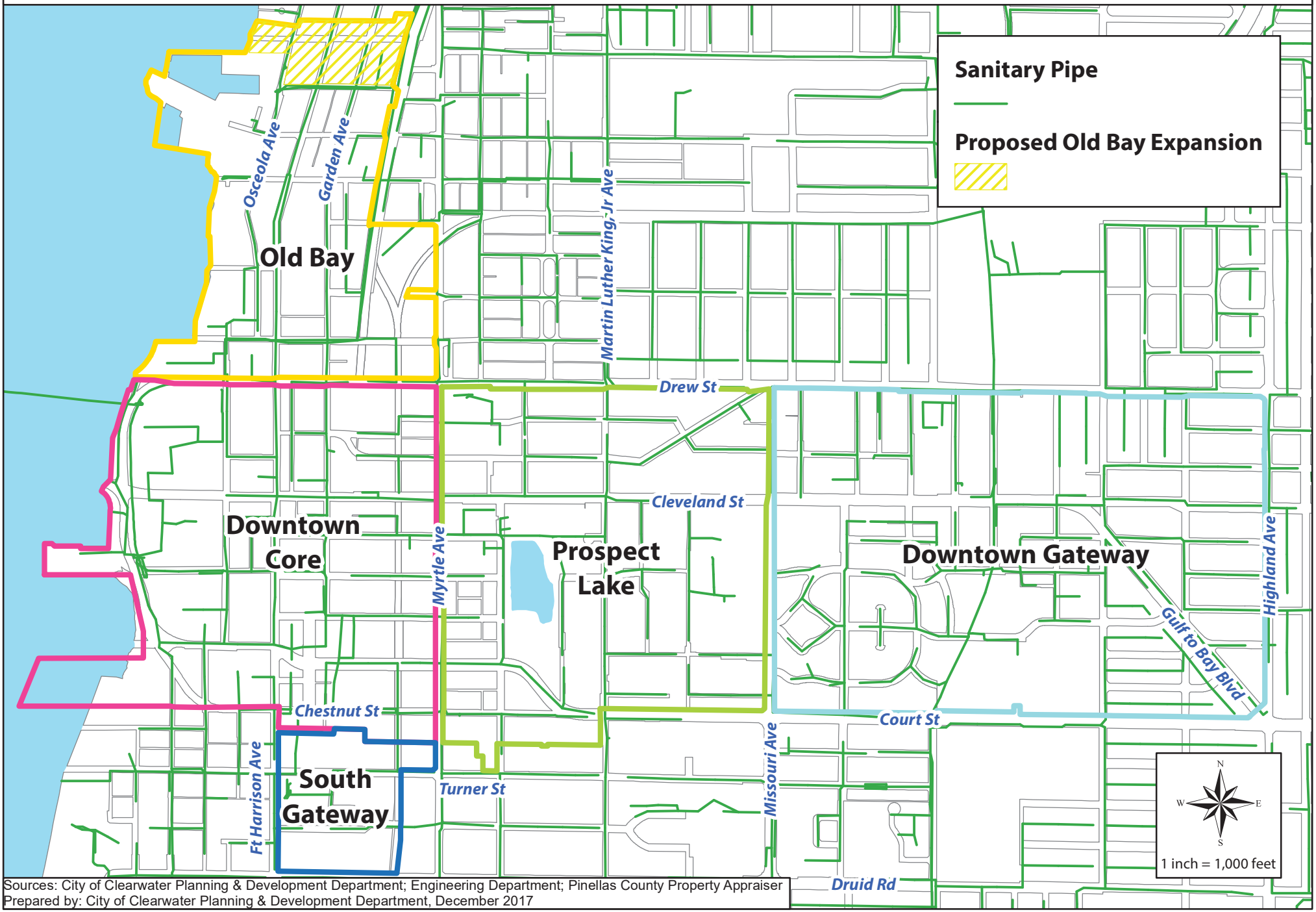
Appendix Map 5.A
Potable Water



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

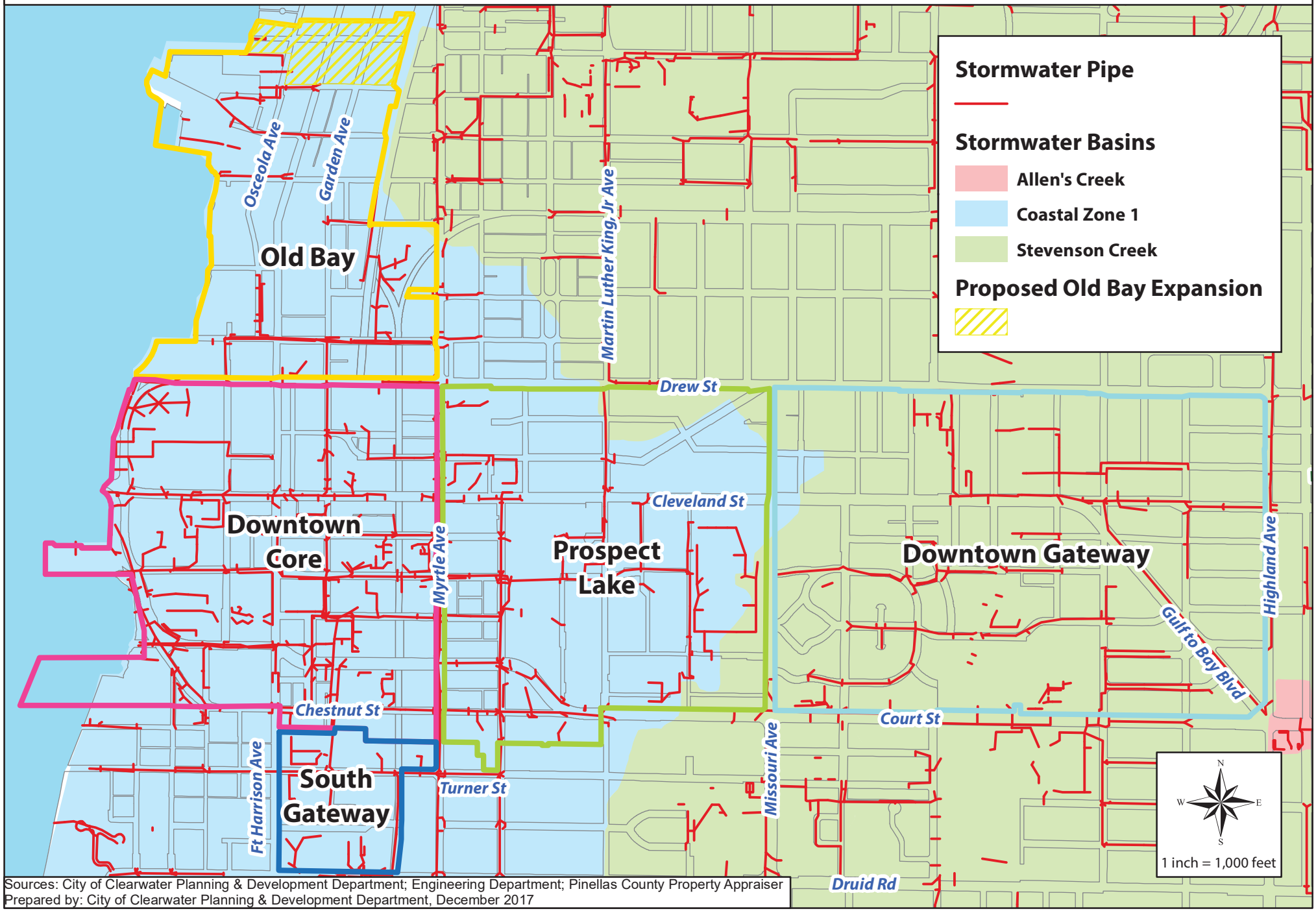
Appendix Map 5.B
Sanitary Sewer



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

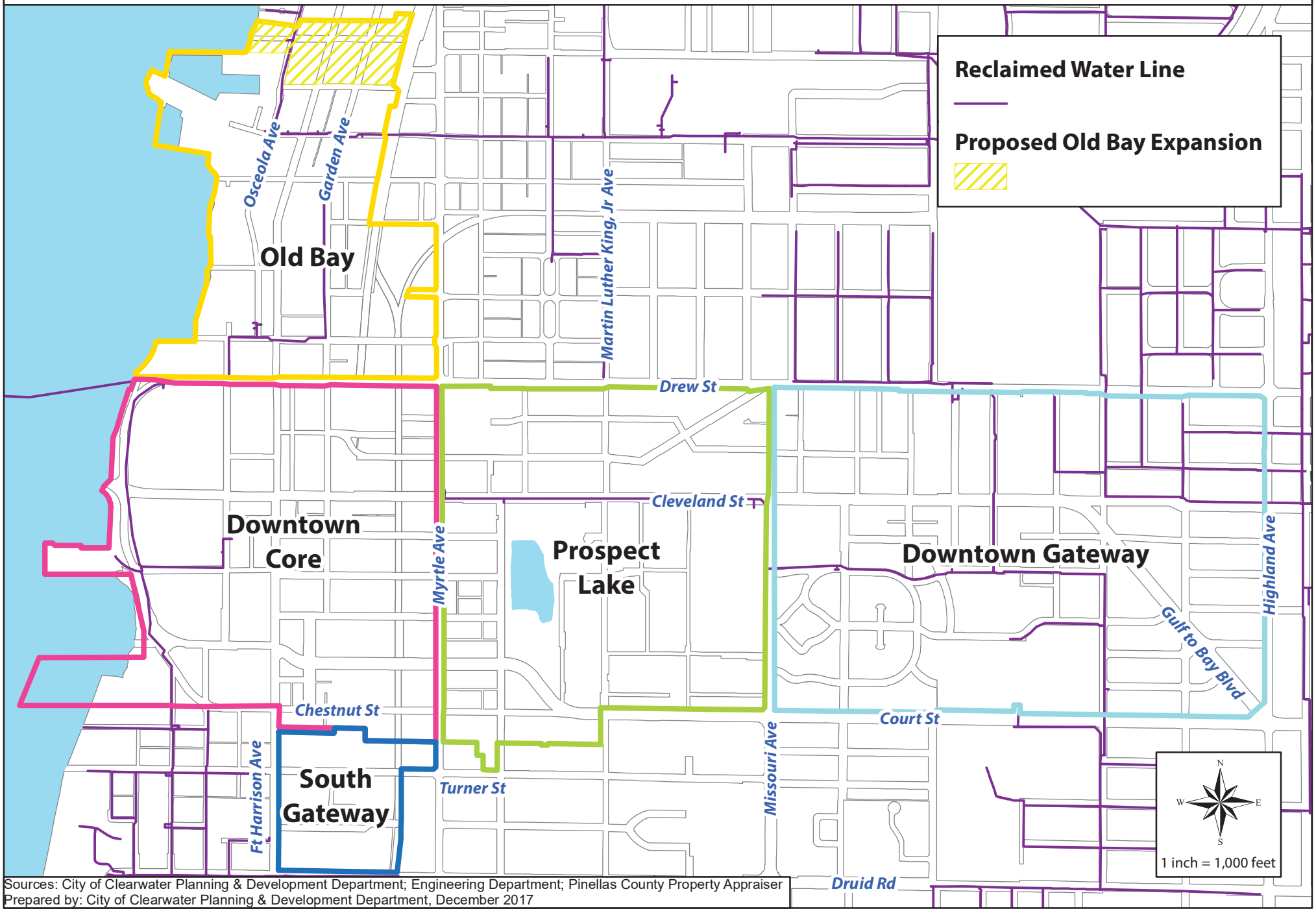
Appendix Map 5.C
Stormwater System



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

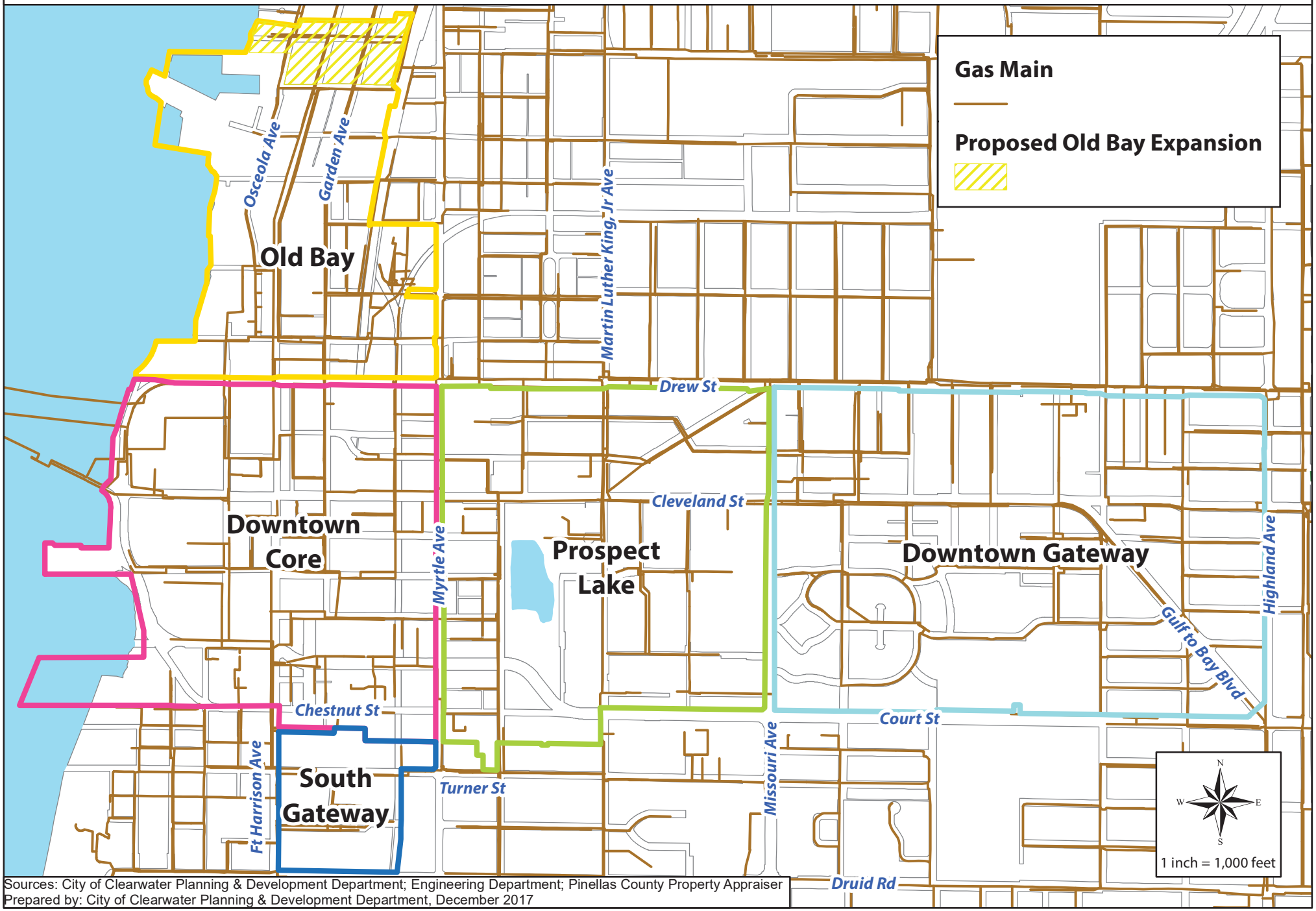
Appendix Map 5.D
Reclaimed Water



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

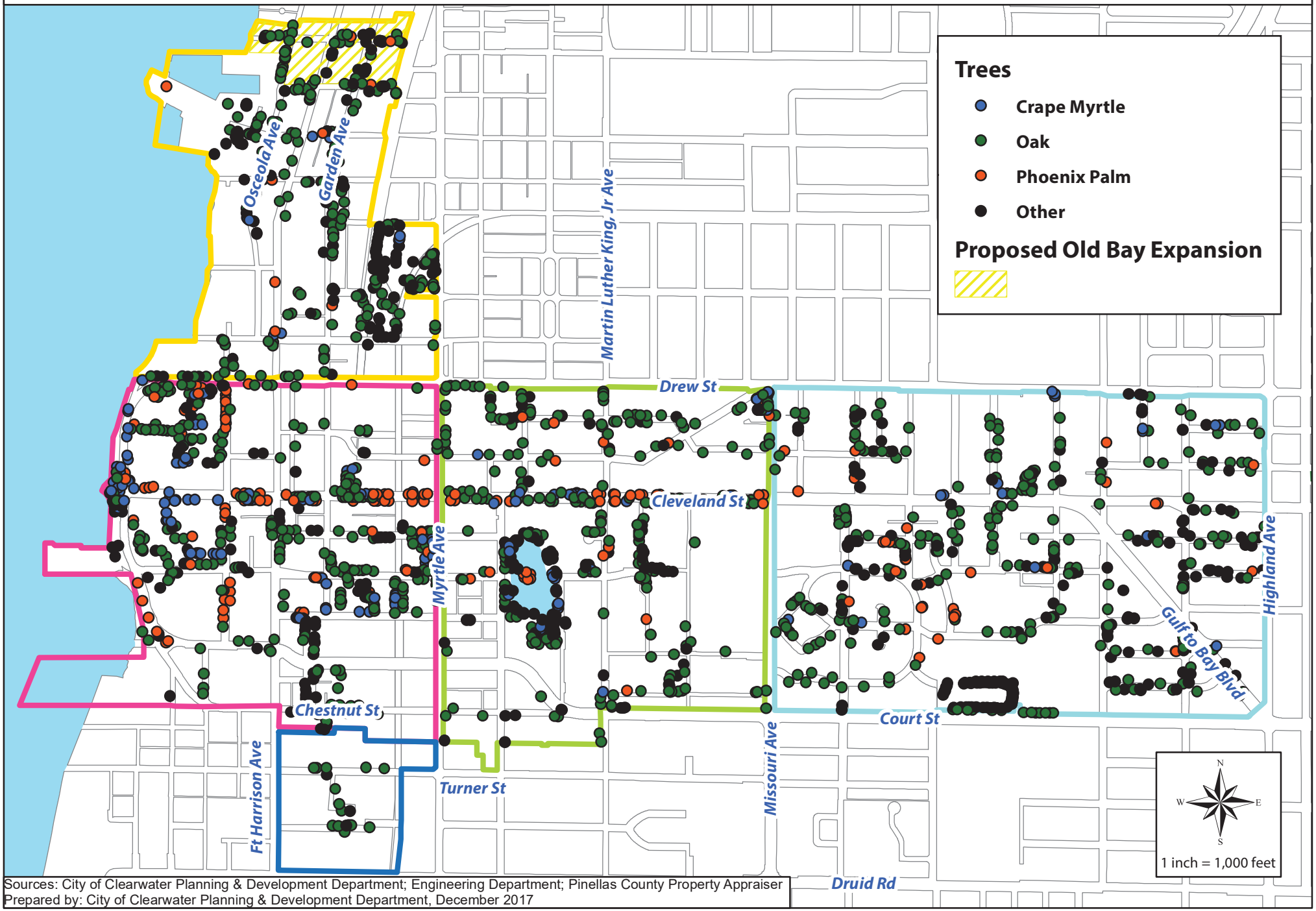
Appendix Map 5.E
Gas System



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

Appendix Map 5.F
Downtown Trees



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

APPENDIX 6 COMMUNITY REDEVELOPMENT AREA BOUNDARIES AND PERIPHERY PLAN MAP

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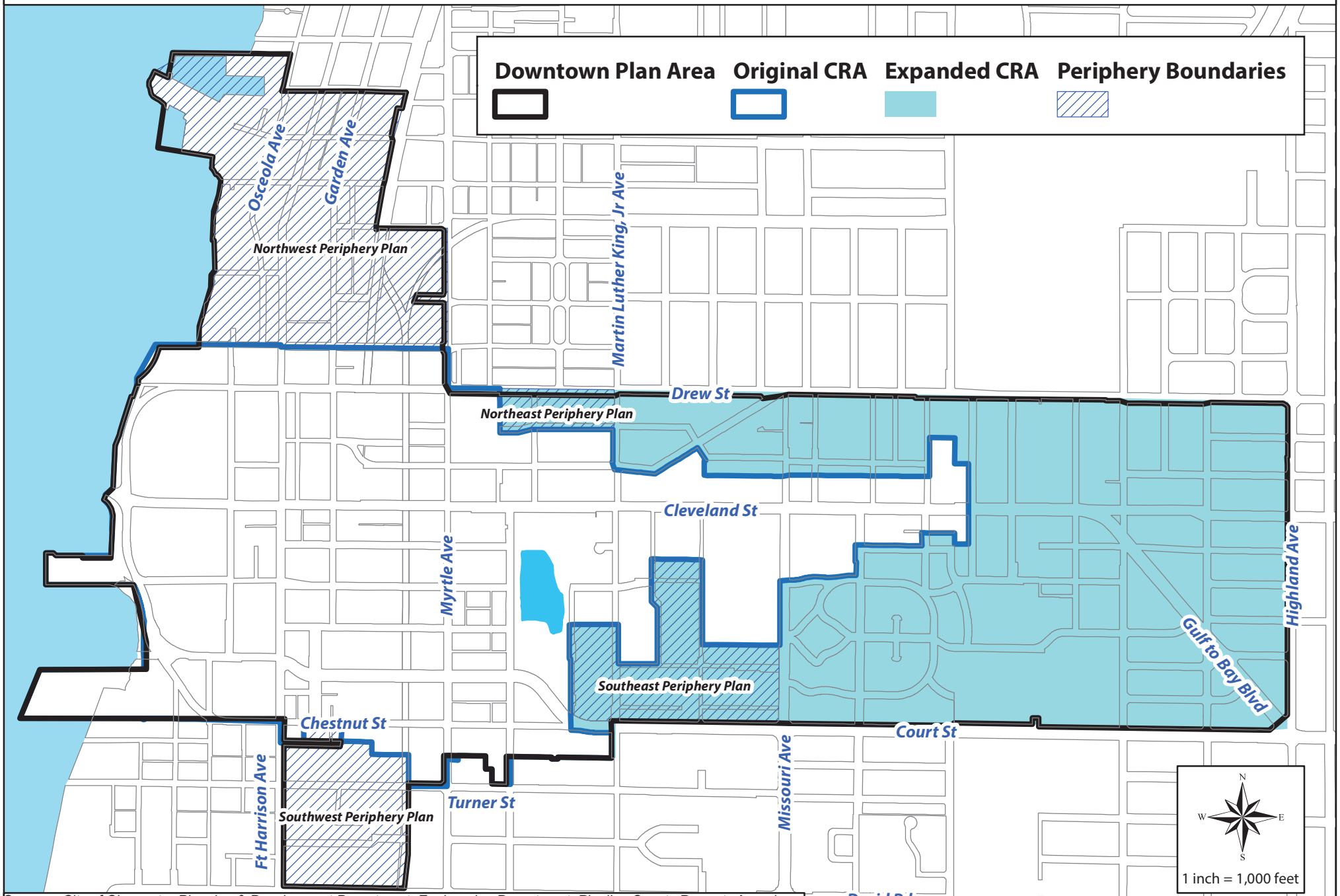
Clearwater Downtown Redevelopment Plan

Appendix Map 6
CRA Boundaries & Periphery Plans



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, November 2017

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

	Existing Plan		Proposed Plan		Development Potential (Proposed - Existing)	
District	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 complettion 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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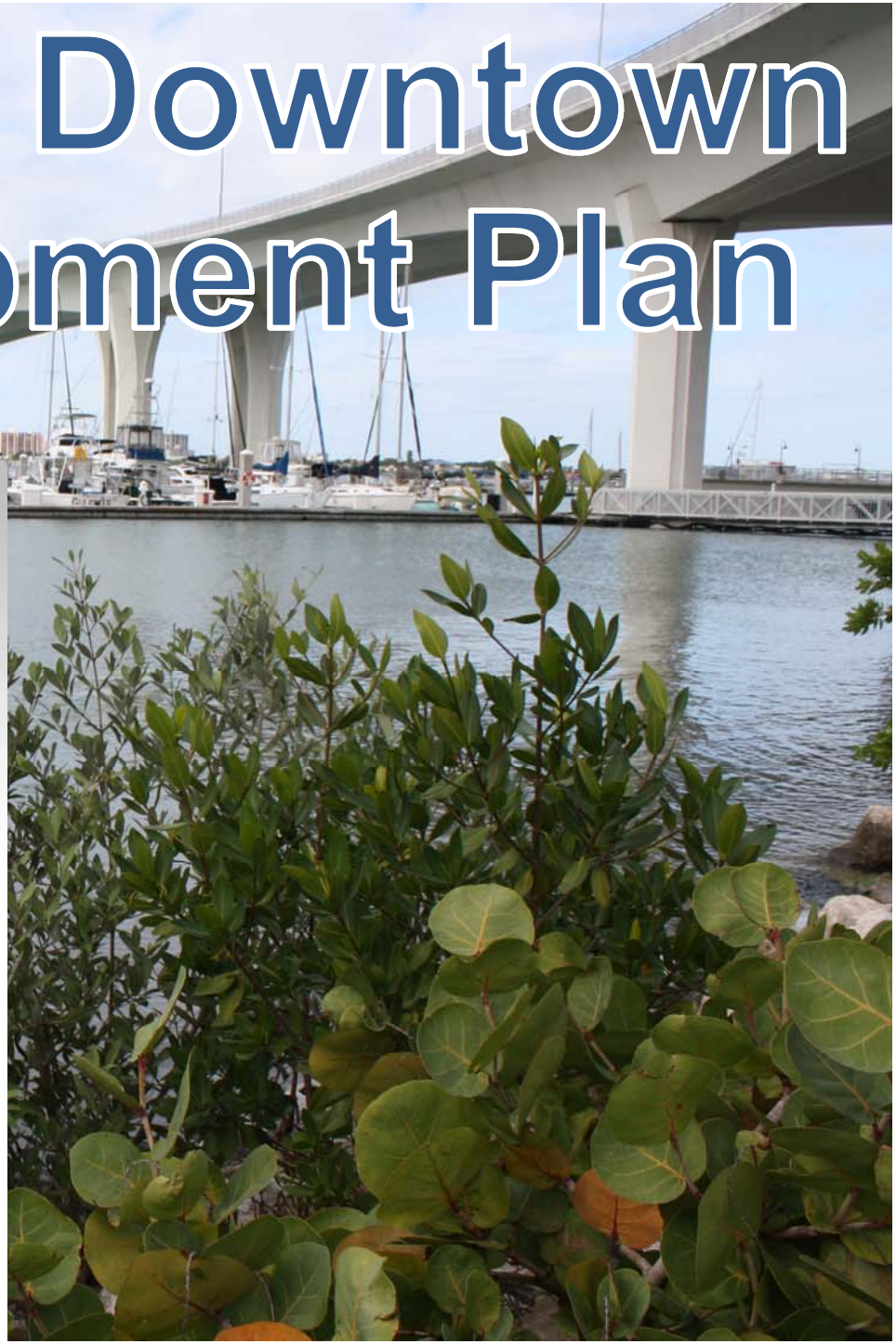
Clearwater Downtown Redevelopment Plan



Community Development Board
January 9, 2018

Community Redevelopment Agency
January 16, 2018

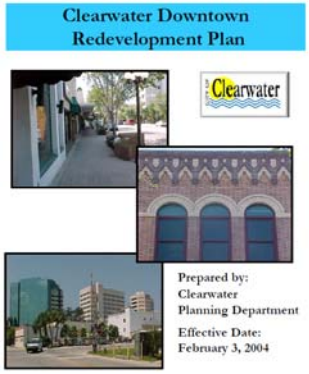
City of Clearwater Council
January 18, 2018

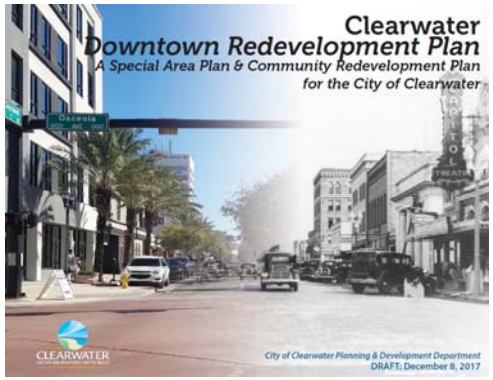
CLEARWATER
BRIGHT AND BEAUTIFUL · BAY TO BEACH

Planning & Development Department

What is the Downtown Redevelopment Plan?

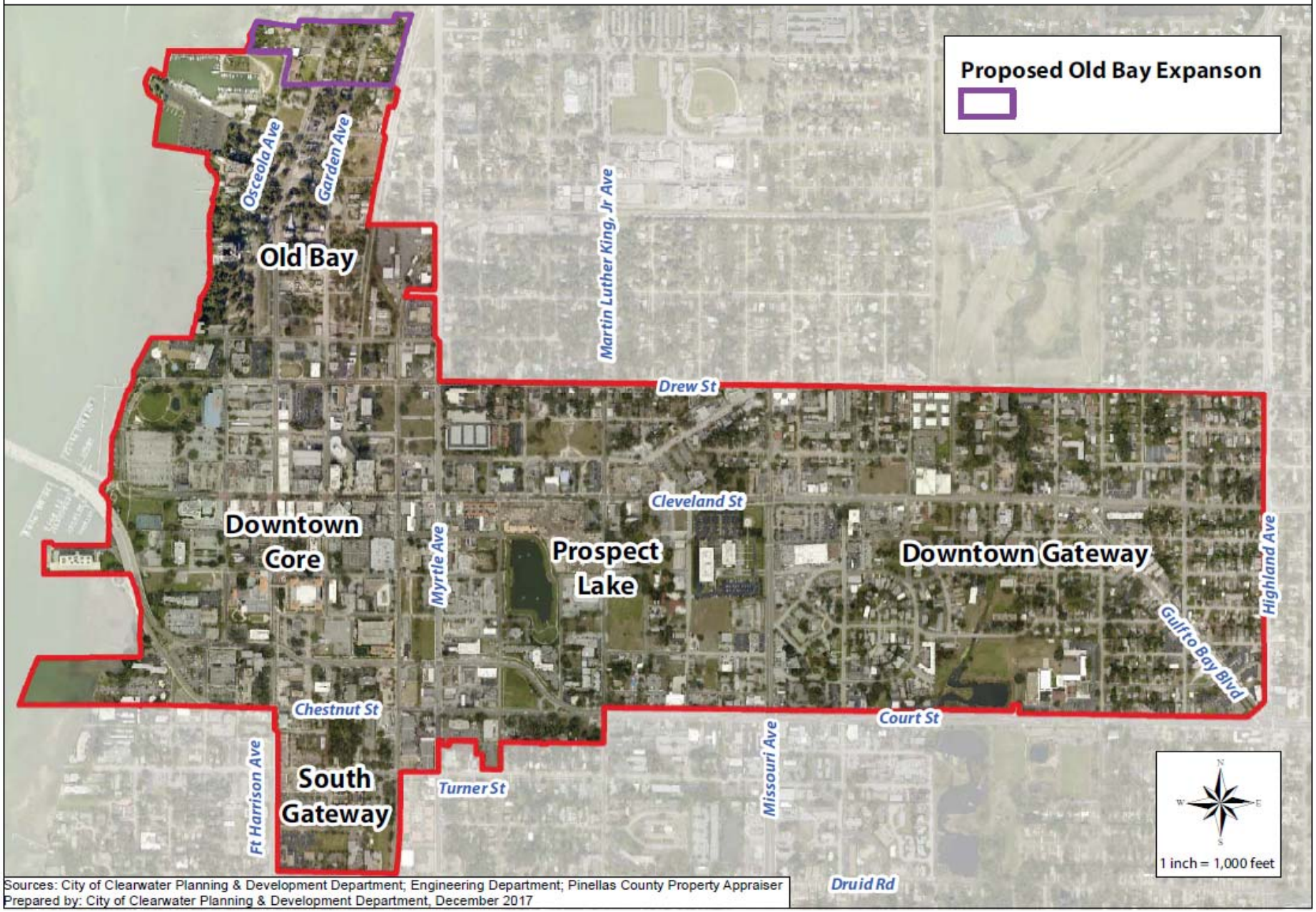
- Current version was adopted in 2004
- Special Area Plan & Community Redevelopment Area Plan
- Sets the Goals & Vision for the Downtown
- Establishes the Development Potential & Height
- Directs Private Development & City Actions





Clearwater Downtown Redevelopment Plan

Map 2.1
Downtown Plan Overview



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Organization of the Document

Chapter 1 – Introduction

Chapter 2 – Existing Conditions

Updated Data & Analysis

Chapter 3 – Land Use / Redevelopment Plan

Reaffirm Plan Vision, Guiding Principles, Goals, Objectives and Policies, Combine & Expand Character District Boundaries, Amend Density, Intensity and Height, Remove Design Guidelines

Chapter 4 – Plan Implementation *(No changes)*

Appendices

Integration of Supporting Documents

Imagine Clearwater

North Marina Area Master Plan

Clearwater Comprehensive Boating Plan

East Gateway District Vision Plan

Economic Development Strategic Plan

Chapter 3 – 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.

Chapter 3 – Guiding Principles

Authentic

Economic Center

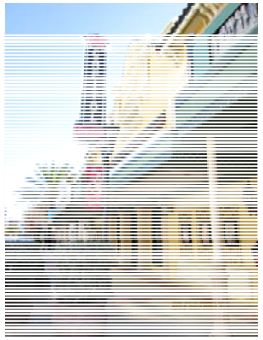
Linked Success

Integrated Variety

Retail Grid

Primarily Pedestrian

Waterfront & Harbor



Urban Design

Pinellas Trail

Park Once

Arts

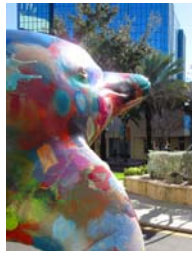
Adaptive Reuse

Environment

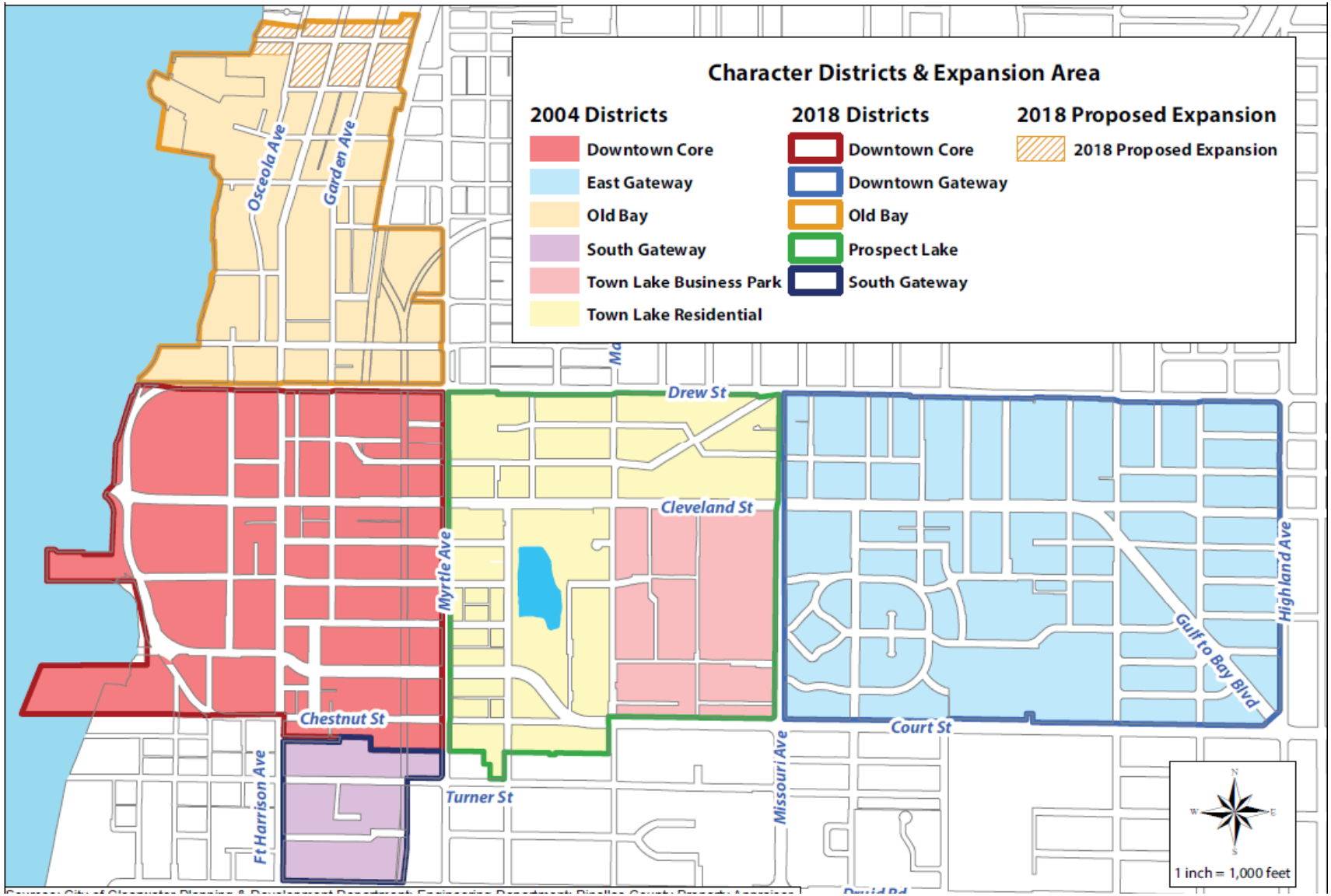
Resilience

Chapter 3 – Goals

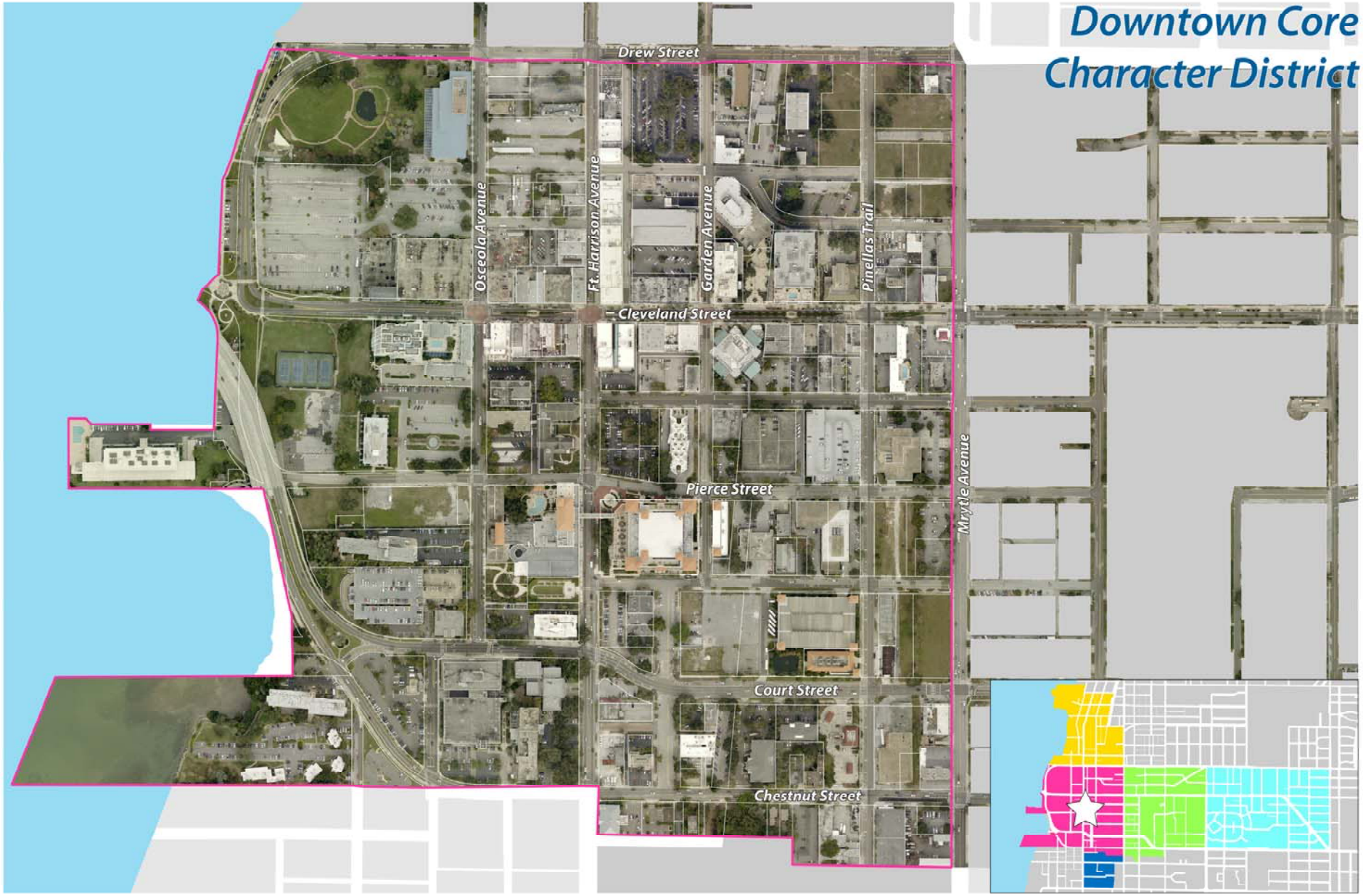
People
Accessibility
Amenities
Urban Design



Chapter 3 – Character Districts



Downtown Core Character District



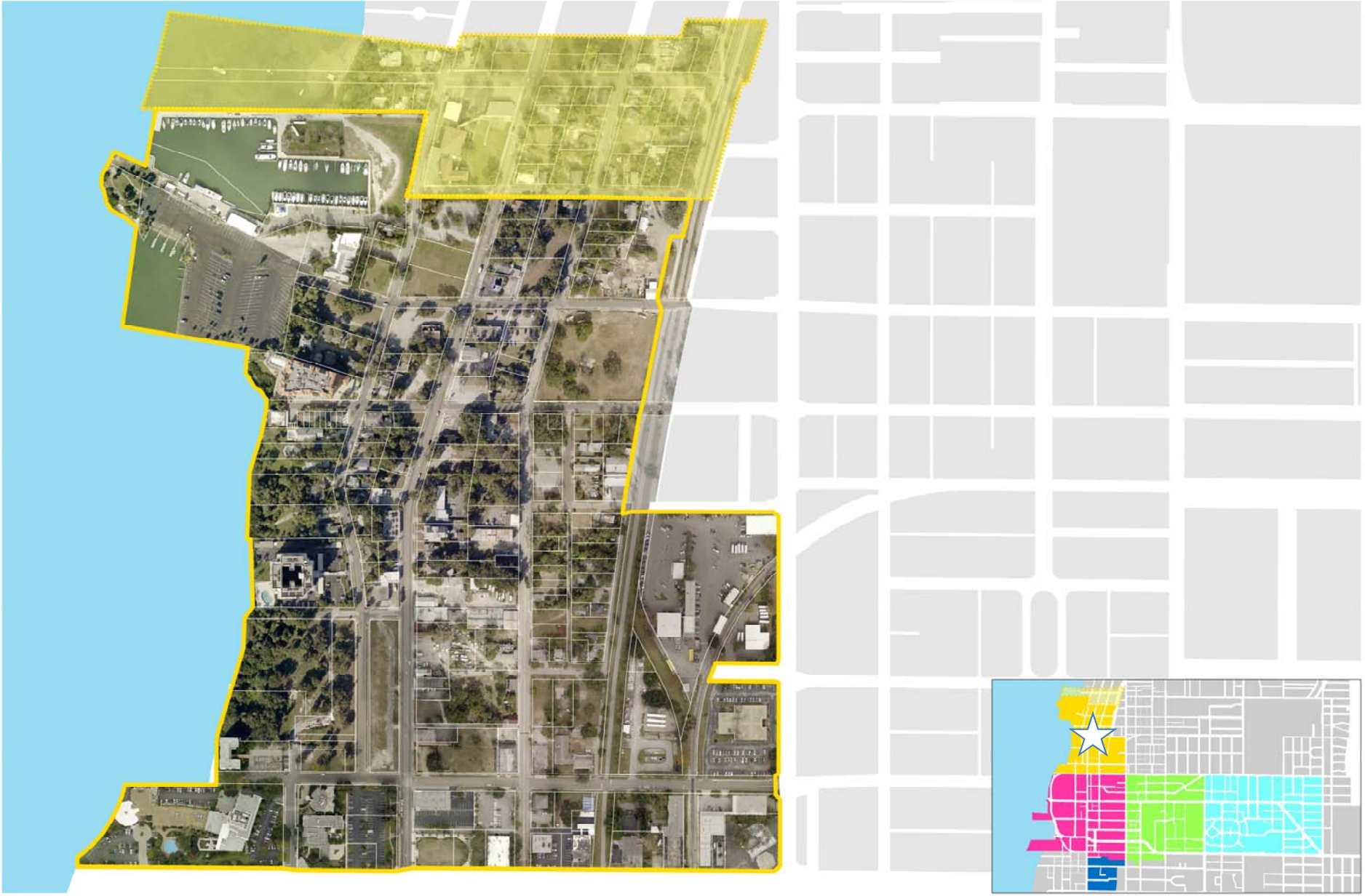
Downtown Core Character District

- Height, unlimited
- FAR 4.0
- 70 du/ac
- 95 ov/ac

Proposed:

- ***Height, unlimited***
- ***FAR 4.0***
- ***75 du/ac***
- ***95 ov/ac***

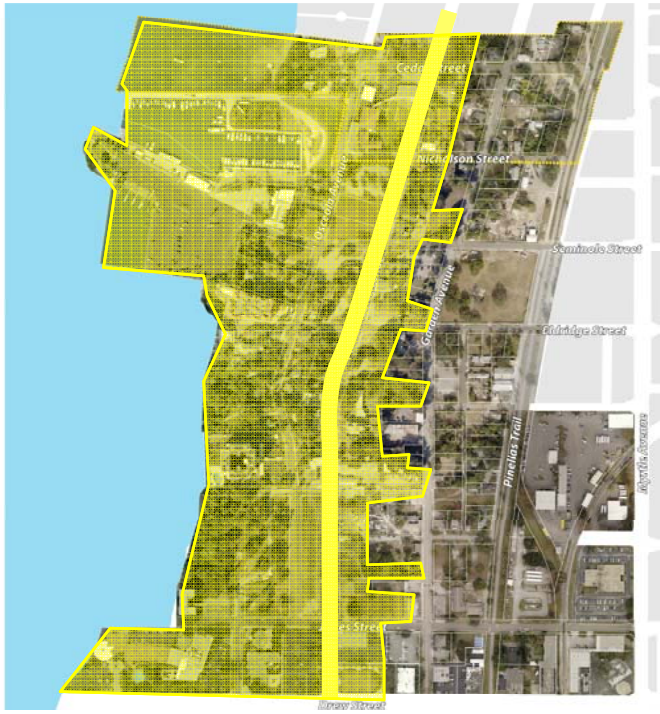
Old Bay Character District



Old Bay Character District

- Parcels Fronting on N. Ft. Harrison and Westward
- FAR 1.0
- < 2 Acres 25 du/ac
- ≥ 2 Acres 50 du/ac

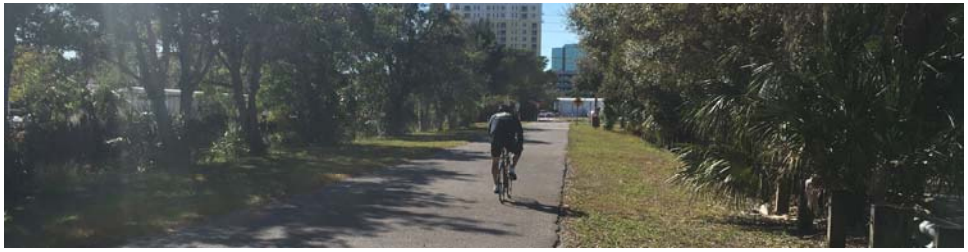
Proposed:
FAR 1.5
35 du/ac
B&B, 35 rms/ac, Max 10 rms.
50 du/ac for Mixed Use

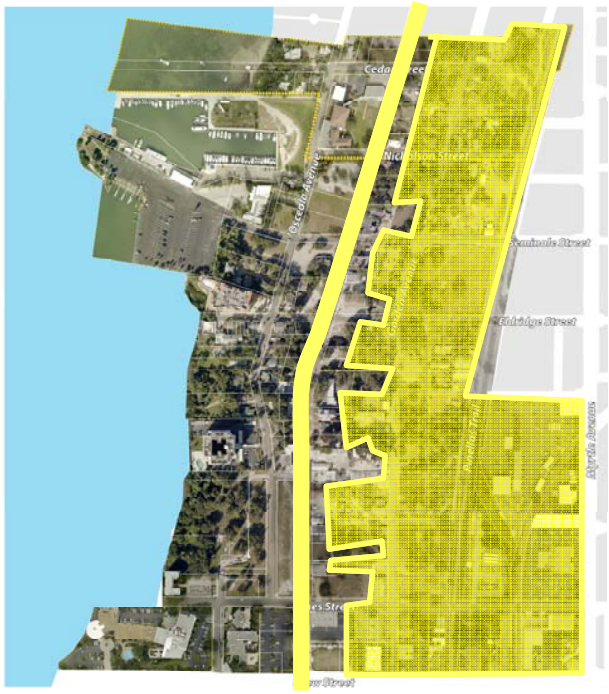


Old Bay Character District

- Parcels Eastward of N. Ft. Harrison Ave.
- FAR 0.5
- <1 Acre 7.5 du/ac
- ≥ 1 Acres 25 du/ac

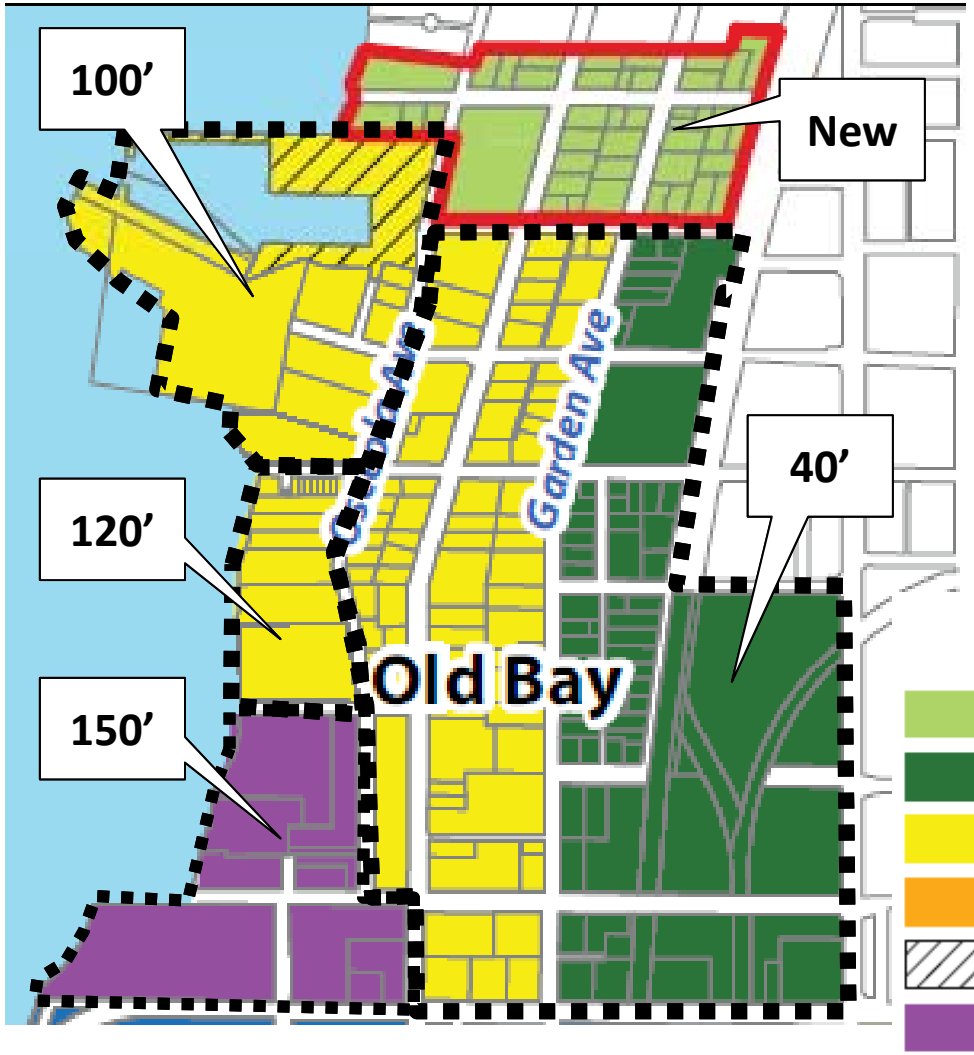
- ***Proposed:***
- ***FAR 0.5***
- ***35 du/ac***
- ***B&B 35 rms/ac, Max 10 rms***





Old Bay Character District

- Height



Currently, Height is Disconnected from Entitlements & Existing Character.

Proposed Height Supports Neighborhood Character.

Height

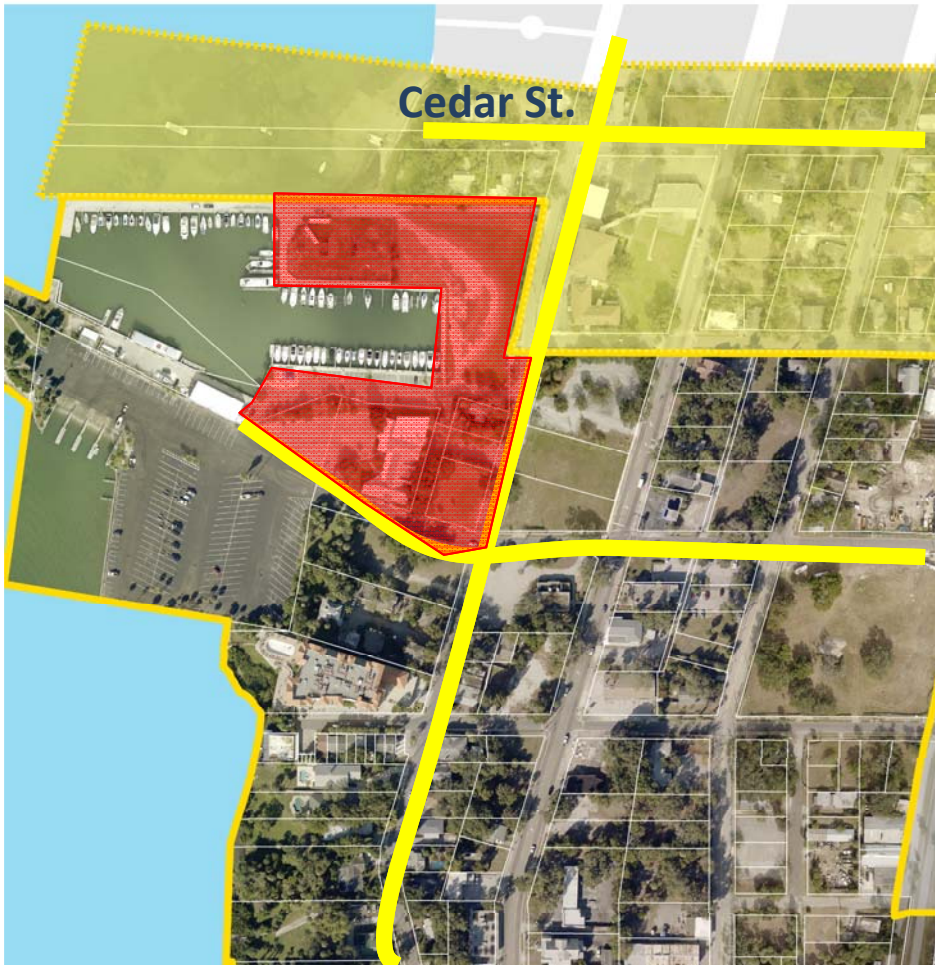
Proposed 2018 Amendments

- 30
- 45
- 55
- 75
- 100 (Hotel Only)
- 150

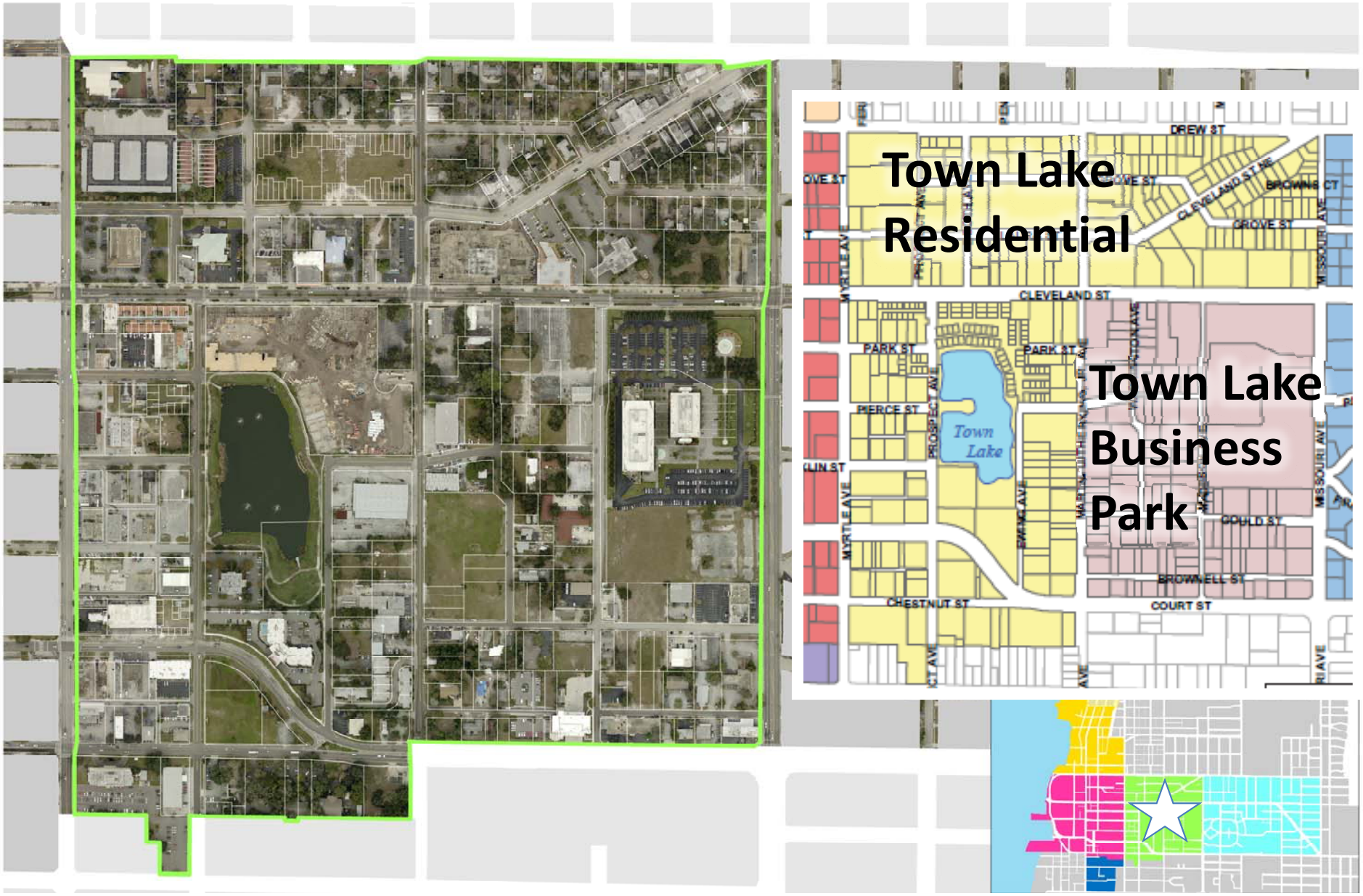
- Old Bay Expansion Area
- Downtown Gateway Amendment Area

Old Bay Character District

- West of N. Osceola Ave. and North of Seminole Blvd.
- 2 acres or greater : 50 Overnight Units Per Acre
  - ***Excluding Properties Fronting on Cedar St.***



Prospect Lake Character District



Prospect Lake Character District

- FAR 1.0
- 30 du/ac
- 40 hotel units

Proposed:

- ***1.5 FAR, 2.5 FAR***
- ***50 du/ac, 75 du/ac***
- ***B&B 35 rooms/ac, Max of 10***

Prospect Lake Character District

Maximum FAR

- 0.5
- 0.55
- 1.5
- 2.5

Proposed 2018 Amendments

- Old Bay Expansion Area
- Downtown Gateway Amendment Area

Maximum Dwelling Units per Acre

- 35
- 50
- 75

Prospect Lake Character District

- Height

Currently, Max 75 Feet, Not Consistent with Policies.

Proposed, Clear and Appropriate Maximum Heights.

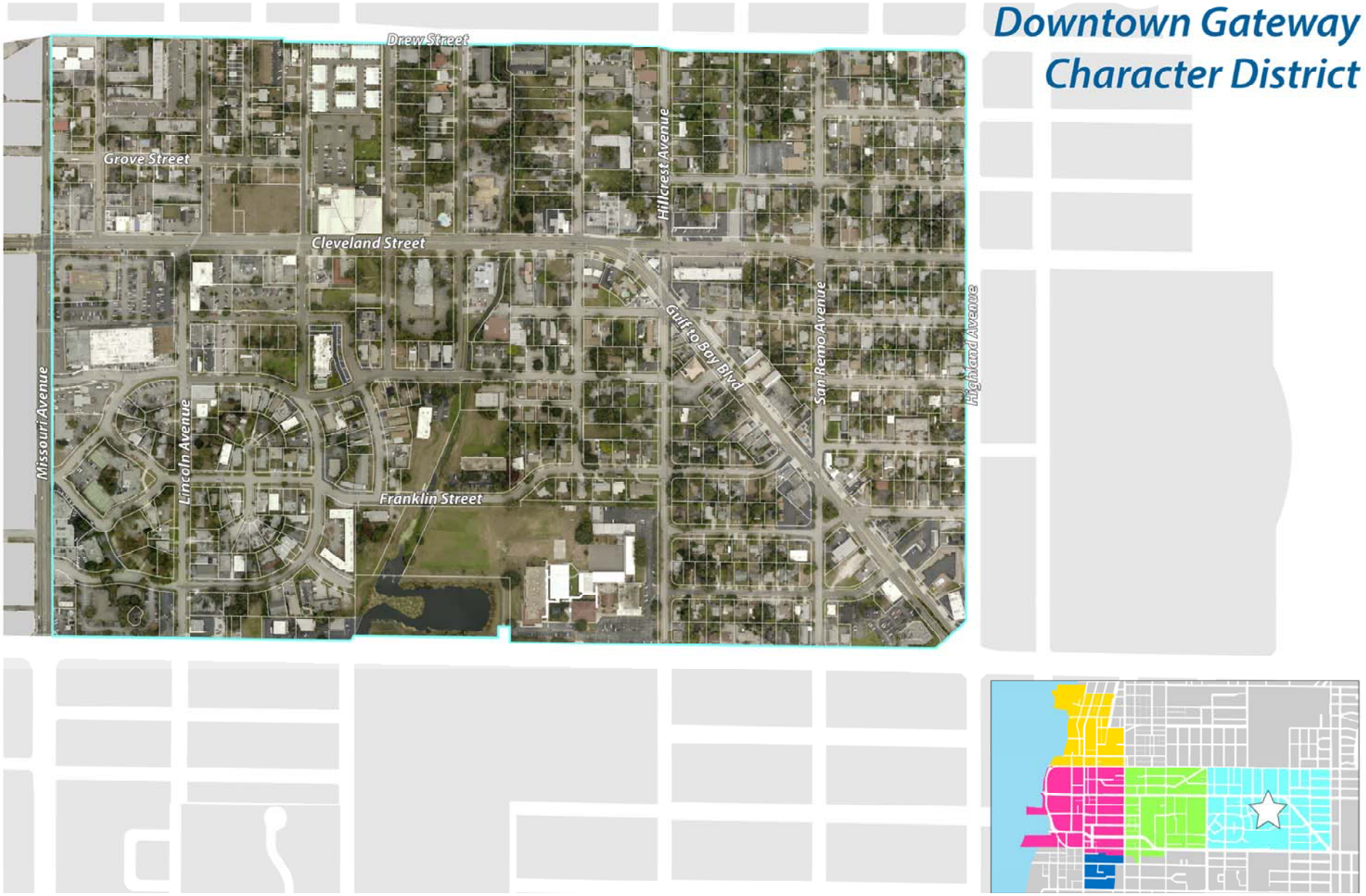
Height

Proposed 2018 Amendments

- 30
- 45
- 55
- 75

- Old Bay Expansion Area
- Downtown Gateway Amendment Area

Downtown Gateway Character District



Downtown Gateway Character District

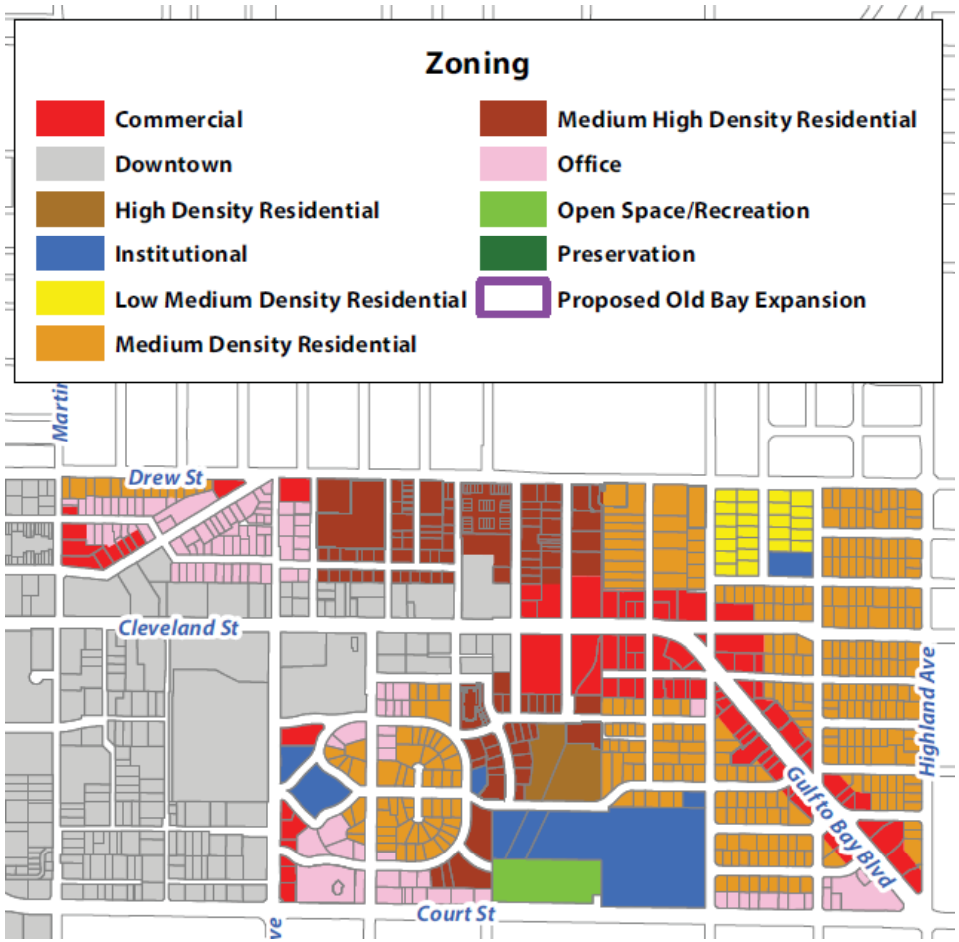
- Intensity and Density
  - FAR 0.55
  - 30 Dwelling Units Per Acre
  - 40 Overnight Units Per Acre
  - Or Per Future Land Use Category

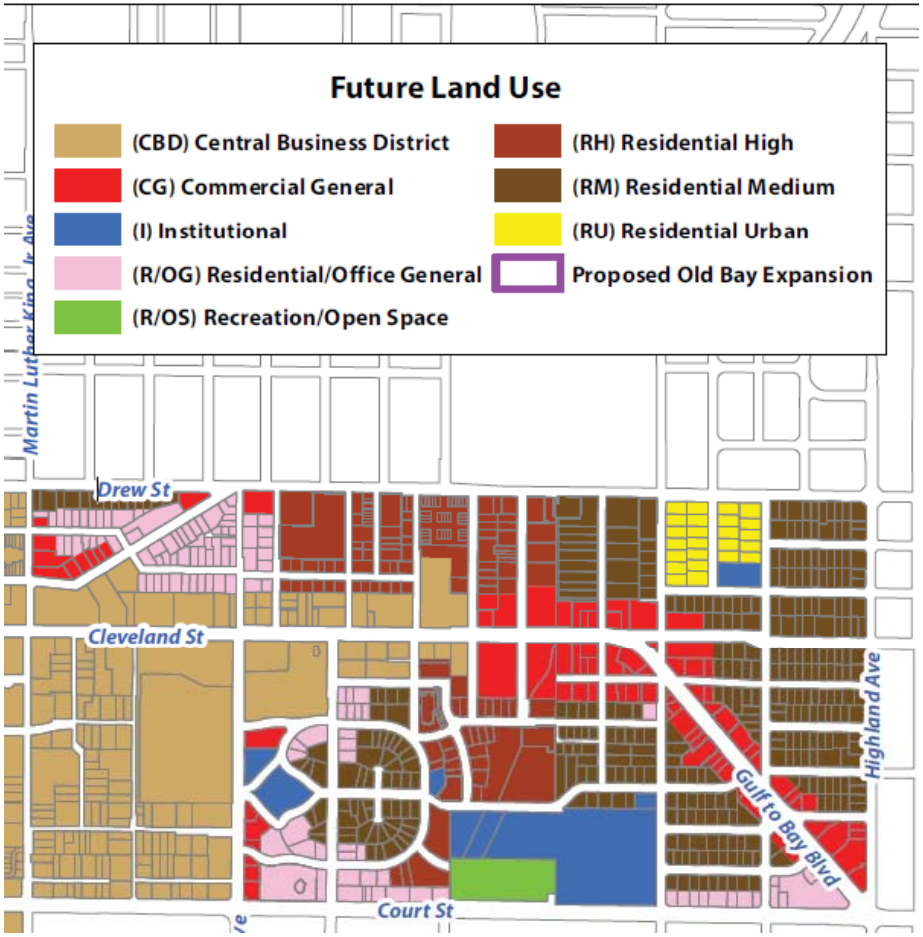
Proposed

- ***FAR 1.5, .55***
- ***35 du/ac***
- ***40 ov/ac***

Downtown Gateway Character District

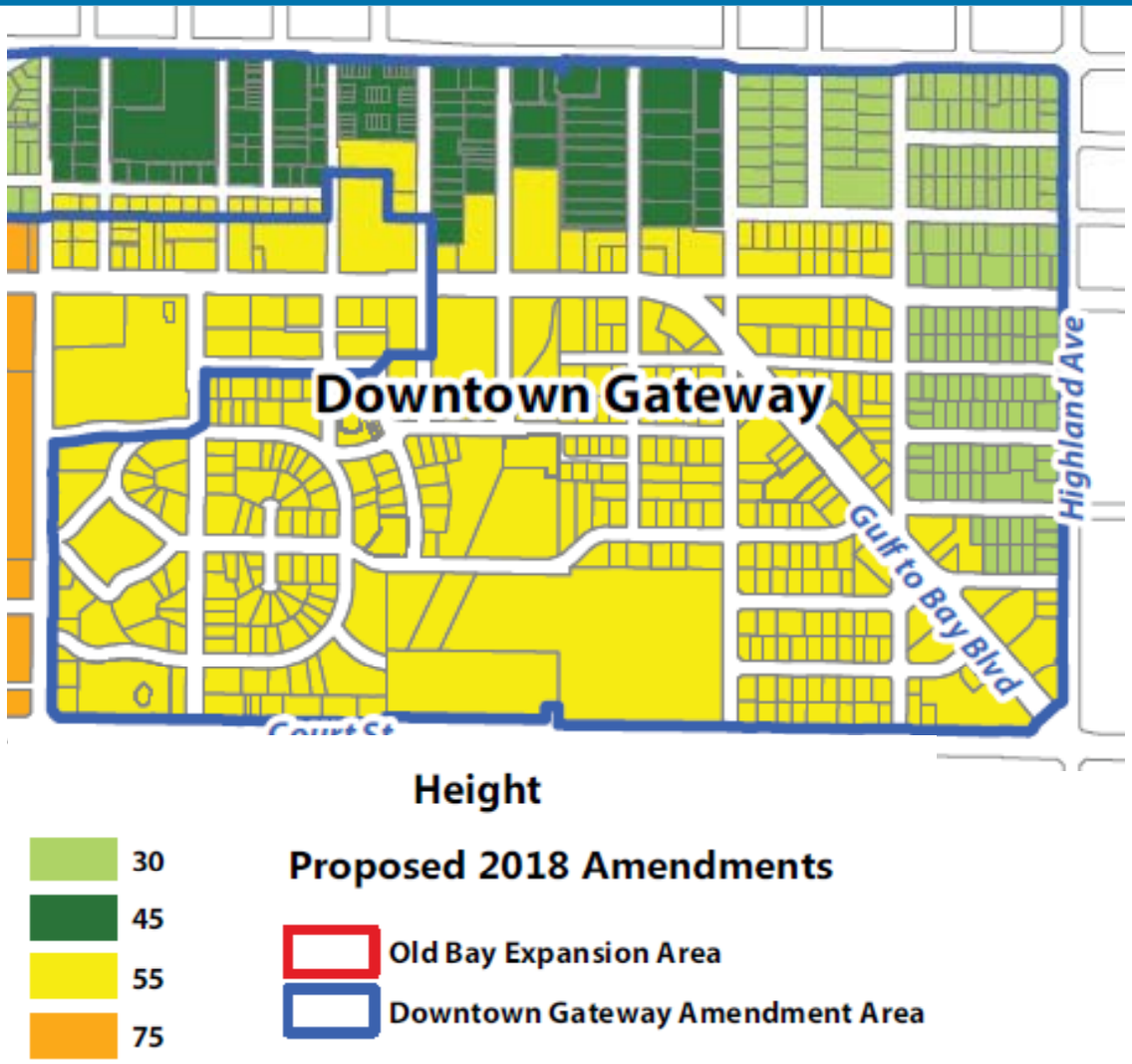
- Intensity and Density





Downtown Gateway Character District

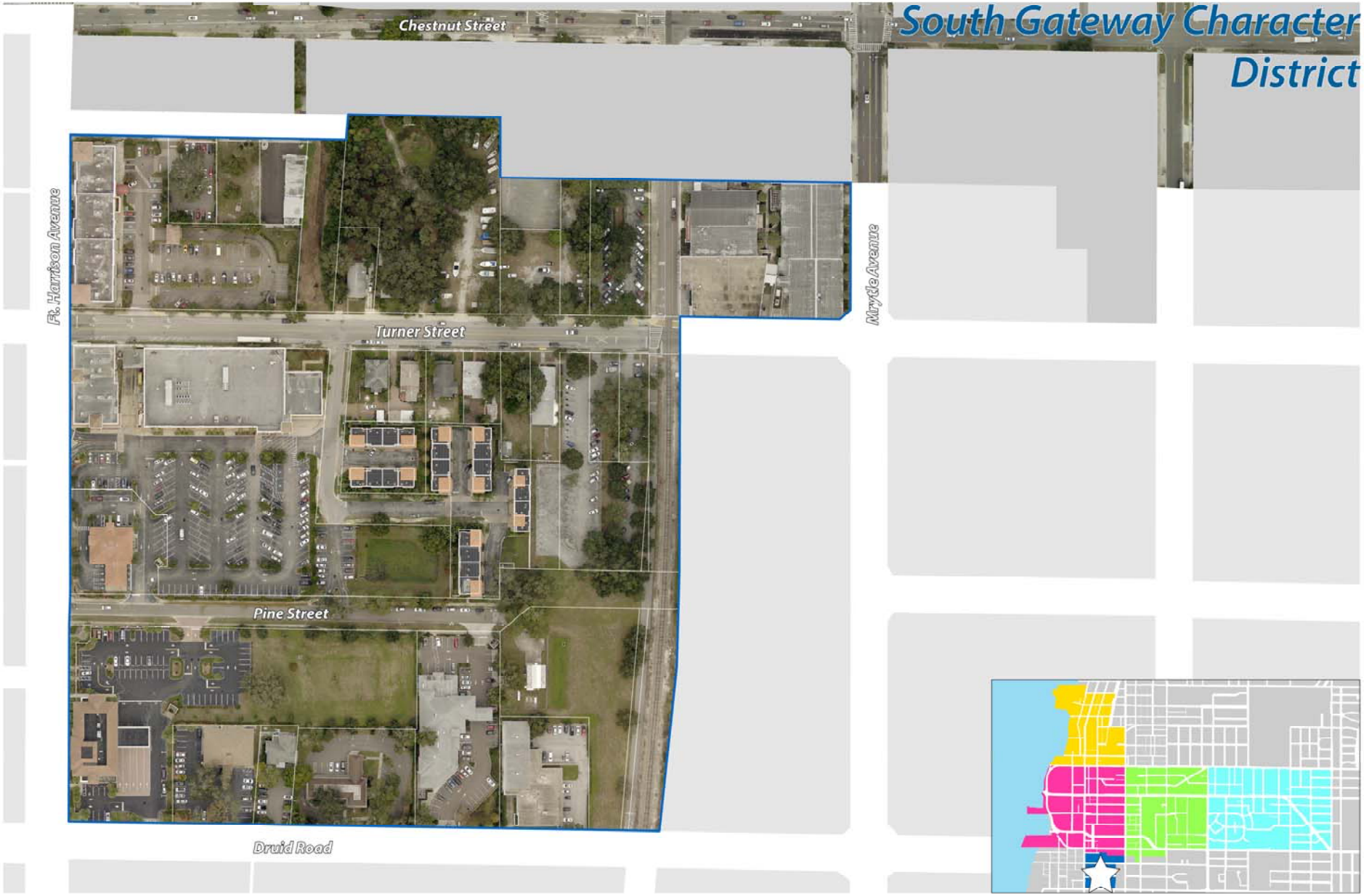
- Height



Currently Varies by Use and Zoning.

Proposed, Clear and Appropriate Maximum Heights.

South Gateway Character District



South Gateway Character District

- Height 50 Feet
- FAR 1.0
- <2 Acres 25 du/ac
- ≥ 2 Acres 35 du/ac, Residential
- ≥ 2 Acres 50 du/ac, Mixed Use

Proposed:

- ***FAR 1.5***
- ***35 du/ac***
- ***Mixed Use 50 du/ac***

Summary of Plan Update

- *Reaffirm Vision and Principles*
- *Incorporate Plans*
- *Expand Old Bay*
- *Combine Prospect Lake*
- *Eliminate Lot Consolidation Requirements and Increase Density & Intensity*

Make Existing Properties and Buildings More Viable and Better Preserve Neighborhood Character

Schedule of Adoption:

- Jan. 9, Community Development Board
- Jan. 16, Community Redevelopment Agency
- Jan. 18, City Council First Reading
- Feb. 1, City Council Second Reading
- March 14, Forward Pinellas Board Meeting
- April 10, CPA/Board of County Commissioners

Next Steps in the 2018 Update:

- Two Land Use Plan Amendments
- Two Companion Rezoning Amendments
- CDC Downtown Zoning District Amendment
- Chapter 4 Update with 15-Year Review

Thank you

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Planning & Development Department

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CLEARWATER

City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Cover Memo

File Number: 9103-18 2nd rdg cont'd

Agenda Date: 2/13/2018 **Version:** 1 **Status:** Second Reading

In Control: Legal Department **File Type:** Ordinance

Agenda Number: 9.1

SUBJECT/RECOMMENDATION:

Continue to March 1, 2018: Adopt Ordinance 9103-18 on second reading, amending the Clearwater Downtown Redevelopment Plan, repealing and replacing Chapters 1-3 which update goals, objectives and policies; increasing density and intensity and revise height; modifying Character District boundaries; and expanding the Old Bay Character District boundaries northward.

SUMMARY:

APPROPRIATION CODE AND AMOUNT:

USE OF RESERVE FUNDS:

PLANNING & DEVELOPMENT DEPARTMENT
COMMUNITY DEVELOPMENT BOARD STAFF REPORT

MEETING DATE:	January 9, 2018
AGENDA ITEM:	D.1.
CASE:	Ordinance No. 9103-18
ORDINANCE NO.:	9103-18
REQUEST:	Review and recommendation to the City Council on amendments to the *Clearwater Downtown Redevelopment Plan* repealing and replacing Chapters 1-3 which update goals, objectives and policies; increase density and intensity and revise height; modify Character District boundaries; and expand the Old Bay Character District boundaries northward.
INITIATED BY:	City of Clearwater, Planning and Development Department

BACKGROUND:

History of Downtown Planning

The City of Clearwater (City) has been active in its pursuit of Downtown revitalization since the 1970s. The first planning study for Downtown Clearwater was released in 1977. In 1981, the City established a Community Redevelopment Agency (CRA) and created the Community Redevelopment Area that stretched from Clearwater Harbor to east of Missouri Avenue. At this time, the City also approved Downtown's first plan known as the *Redevelopment Plan*.

In 1993, the City Commission approved the *Downtown Clearwater Periphery Plan*, which addressed the development potential of four areas located on the edges of Downtown identified as important to the success of overall downtown redevelopment (i.e., Northwest, Southwest, Northeast and Southeast Expansion Areas). In 1995, the City Commission approved a major revision to the *Redevelopment Plan*, establishing five overall goals for Downtown and renaming it the *Clearwater Downtown Redevelopment Plan* (the Plan).

In 2004 a major update to the Plan was completed which incorporated the four periphery areas and the new eastern gateway to Downtown and expanded the Community Redevelopment Area into the Plan and the Downtown Planning Area. With this expansion, the total Downtown Planning Area expanded to almost 545 acres, inclusive of two areas that were within the *Downtown Clearwater Periphery Plan* that were not otherwise integrated into the CRA. This update also included the formation of six Character Districts and created flexibility for future growth with site plan and design review to implement design guidelines. The City also established the Public Amenities Incentive Pool, which can be allocated to specific projects that make a major contribution to Downtown.

Clearwater Downtown Redevelopment Plan Update Overview

Since the adoption of the Plan some redevelopment has occurred in the Downtown; however, there continues to be a lack of commercial development, erosion of neighborhood character, and limited new housing development. This update is primarily focused on the land use components of the Plan, with additional updates to incorporate current data. Chapter 4, Implementation Plan, is not proposed to be amended at this time; however, it is incorporated into the updated document and reformatted to be consistent with the Plan as a whole.

This update of the Plan reaffirms the vision for Downtown as the urban core and heart of the City, and incorporates the goals and policies of several recently completed documents including the North Marina Area Master Plan, Clearwater Comprehensive Boating Plan, Imagine Clearwater, and the East Gateway District Vision Plan. Several changes to the Character Districts are proposed, including combining the Town Lake Residential and Town Lake Business Character Districts into one District, Prospect Lake, named for the City stormwater pond and park. This would reduce the number of Character Districts from six to five. A new direction for the District is envisioned and is appropriate for all properties within the two former Town Lake Districts. The East Gateway District has been rebranded as the Downtown Gateway, so the Character District name is updated accordingly. Additionally, this update proposes to expand the Old Bay Character District to include 9.671 acres that were included in the study area of the North Marina Area Master Plan but were not already in the Downtown Plan Area. The boundary revisions are illustrated on Map 1. (See page 4)

To increase overall housing production, which is a component of addressing housing affordability concerns, development potential is proposed to be increased in all Character Districts. Additionally, changes are proposed to simplify properties' development potential so it is not based on lot size, which eliminates the need for lot consolidation in certain Districts. In those Character Districts that are primarily low-scale and/or single family residential (i.e.,

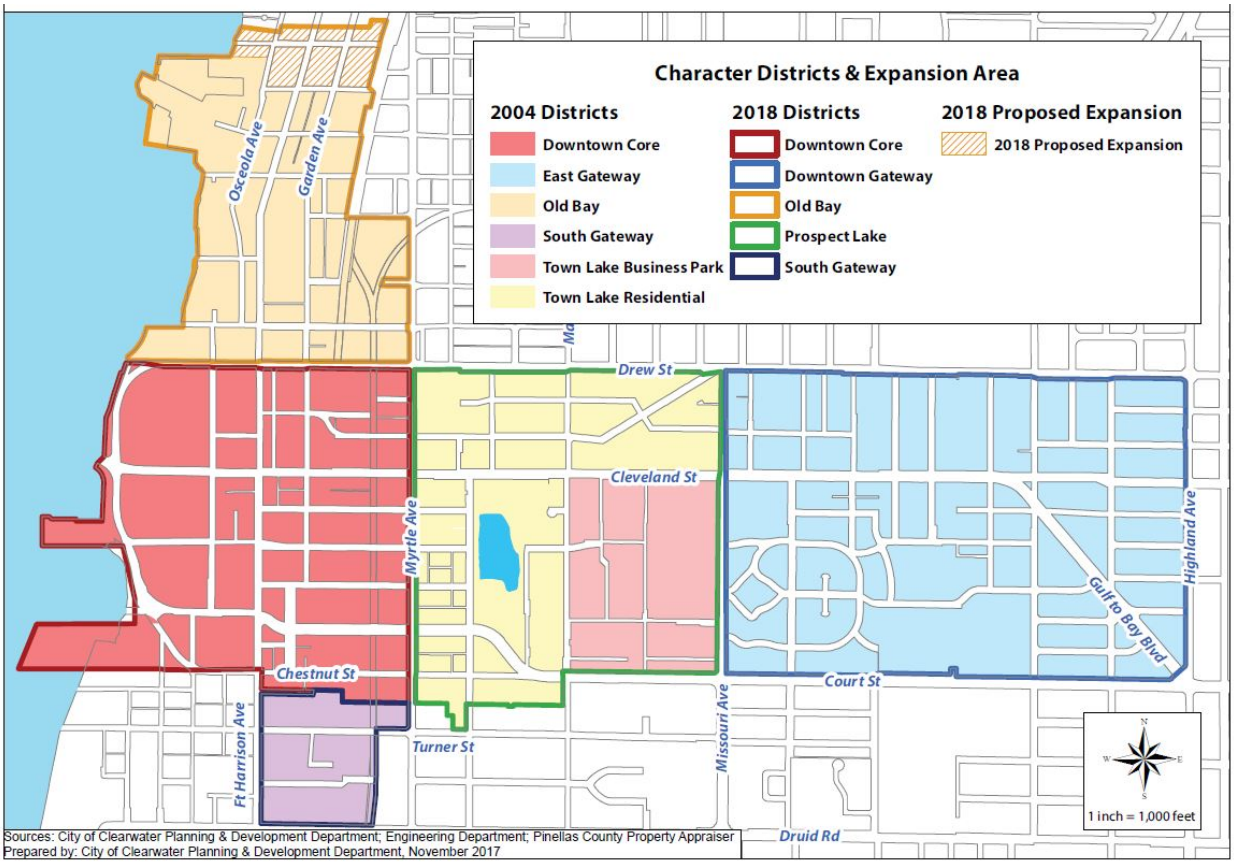
Downtown Gateway and Old Bay Districts), density is proposed to be increased to 35 dwelling units per acre, which has been identified as being conducive for "missing middle housing" consisting of single-family houses, multiplexes, townhouses and bungalow courts which offer a variety of needed housing 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 home 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.

In certain Districts, an increase to nonresidential development potential (floor area ratio) is also proposed to support the vision of multi-story buildings with structured parking along Downtown's commercial corridors. Where nonresidential development potential was previously 1.0 FAR, it is proposed to be increased to 1.5 FAR to enable this transition. The western edge of the Prospect Lake District is proposed to receive the greatest increase in development potential (75 dwelling units per acre or 2.5 FAR) which would allow redevelopment that supports the eastern edge of the Downtown Core District. The update proposes changes to maximum heights within certain Character Districts that were formerly hinted at in Plan policies, which, coupled with the floor area ratio changes, reflects the importance of protecting the historic single-family character of certain Downtown neighborhoods (e.g., the Grove Street neighborhood) while supporting more intense and taller development along major streets.

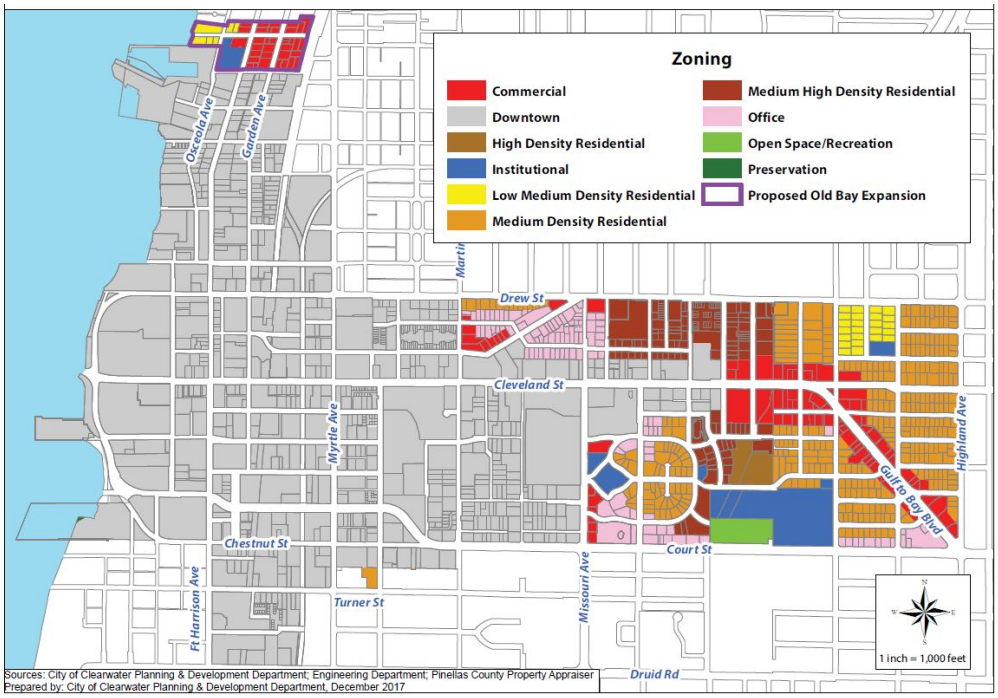
To fully integrate the properties in the proposed Old Bay Expansion Area into the Downtown Planning Area, additional steps will be necessary. The City's Future Land Use Map and Zoning Atlas will need to be amended to designate these parcels with the Central Business District (CDB) future land use category and the Downtown (D) zoning district, consistent with the majority of the Downtown Planning Area. Similarly, those areas in the Prospect Lake and Downtown Gateway Character Districts that are not designated as Central Business District (CBD) future land use and Downtown (D) District would not be provided the same development potential proposed within the Plan unless the City processes Future Land Use Map and Zoning Atlas amendments to designate them accordingly. This would unify all of Downtown within the same category and allow the increased development potential proposed in the Plan to be applied to all properties in the Downtown Planning Area. The Plan proposes policy to support unification of the designations. The variety of existing future land use designations and zoning districts are shown on Maps 2 and 3. (See page 5)

Additionally, to implement the updated vision and 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. The Design Guidelines are proposed to be removed from this Plan and relocated to the Downtown (D) District in the Community Development Code in the form of design standards.

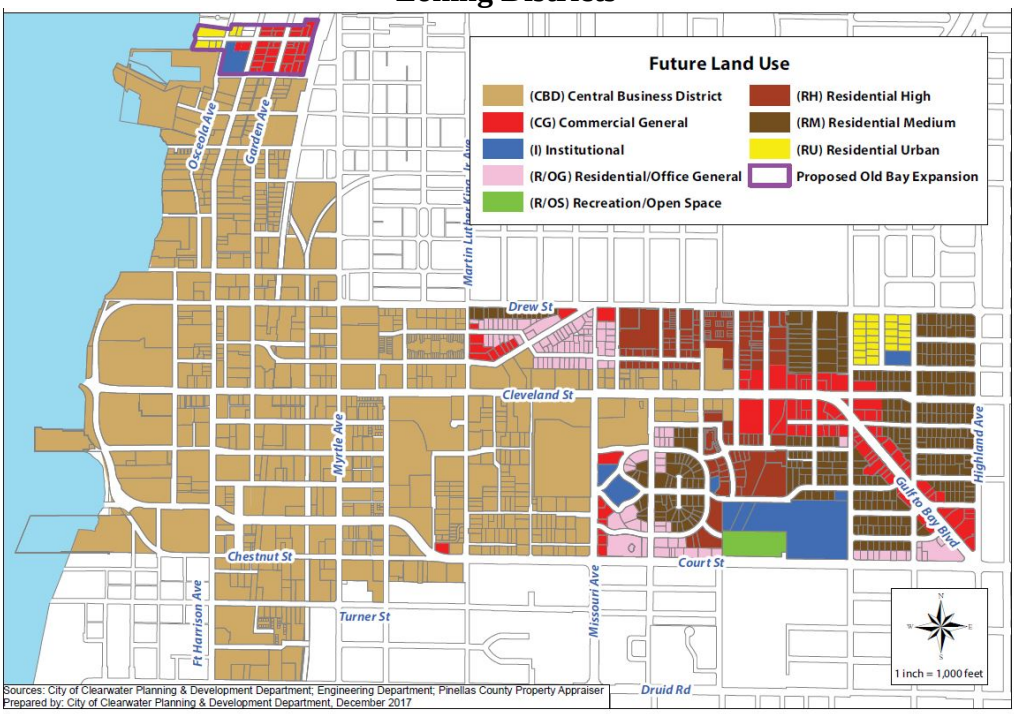
Generally the updated goals, objectives, policies and development potential support a multimodal Downtown, preservation of neighborhood character, allow for greater development opportunities for existing lots, and encourage a variety of housing types.



Map 1
Proposed Expansion & New Districts



Map 2
Zoning Districts



Map 3
Future Land Use Designations

Community Meetings

Outreach to the various Downtown business and resident groups provided opportunities to review proposed changes throughout the planning process. Staff presented six times to the Downtown groups and organizations in 2016. Additionally, community meetings were held at the Clearwater Main Library where feedback display boards utilizing emojis and visual preference voting gathered public feedback on the Vision, Goals, and Guiding Principles and the proposed changes to the Character Districts. The goal was to reaffirm the vision for Downtown and the responses were very positive.

ANALYSIS:

The Plan has two purposes. It serves as a Special Area Plan in accordance with the Countywide Rules of Pinellas County, guiding development through goals, objectives and policies and regulating uses and development potential within the Character Districts. It also is the Community Redevelopment Plan for the 449 acres contained in the CRA, establishing policies that guide future actions and projects of the City's Community Redevelopment Agency.

Proposed Ordinance No. 9103-18 repeals and replaces Chapters 1 through 3 of the Plan (Exhibit A of ordinance). Chapter 4 is not being amended through this ordinance, but is anticipated to be updated concurrently with the 15-year review of the CRA Plan by Pinellas County in 2018. Below is a summary of the proposed amendments, the majority of which are within Chapter 3.

Chapter 1 Introduction, History & Planning for Downtown (Pages 2-9 of Plan)
The Introduction Chapter identifies the purpose of the Plan, provides a brief history Clearwater and details planning efforts for Downtown. This section is proposed to be reorganized and updated for clarity and succinctness.

Chapter 2 Existing Conditions (Pages 12-41 of Plan)
The Existing Conditions Chapter is a collection of data on the existing conditions of the Downtown Planning Area including land uses, historic resources, demographics, transportation, parking infrastructure, public recreation facilities, and existing City and/or CRA redevelopment programs and completed projects. Generally, data was updated and demographics utilized the 2010 U.S. Census and American Community Survey (ACS) 2011-2015 estimates.

Chapter 3 Land Use /Redevelopment Plan (Pages 44-125 of Plan)

The Land Use/Redevelopment Plan Chapter establishes the goals, objectives and policies for Downtown and its Character Districts, as well as the development potential and height for properties within the Downtown Planning Area.

Downtown Goals

In addition to minor modifications to the original three goals within the Downtown Plan i.e., People, Accessibility (renamed from Movement), and Amenity, a fourth goal is proposed, Urban Design, to emphasize the importance of quality urban design in revitalizing Downtown.

Guiding Principles

The original Guiding Principles have been revised with three significant changes. The Plan proposes to view parking as infrastructure that supports Downtown as a collective whole and encourages integrated transportation options. Two additional Guiding Principles are proposed: Environment and Resilience. They emphasize the importance of incremental improvements and that Downtown will be prepared to positively adapt to a disruption.

Character Districts, Generally

As previously mentioned, this update modifies the Character Districts by combining two Character Districts into one (Prospect Lake) and proposes to expand the Old Bay District boundary, and subsequently the Downtown Planning Area. These modifications are based on expanded vision of development opportunities and change from 2004 within these areas, and incorporate recently completed supporting documents.

Each District includes a vision for future development, as well as description of uses, function, development patterns, and policies that are specific to implementing the District's vision. The amount of nonresidential or residential development (floor area ratio [FAR] or density) that can be built and any limitations on overall height are also specified and are illustrated on Maps 4 through 7. See paged 14-15. The proposed revisions include changes to permitted density, intensity and maximum heights in several Districts to support their individual visions, provide further redevelopment opportunities, facilitate transitions, and allow for additional infill housing and neighborhood redevelopment. However, it remains consistent that the most intensive development should occur in the Downtown Core and generally become less intensive to the north, south and east. A brief description of the vision and changes proposed within each Character District follow. Maps 4 through 7 show the proposed development potential.

Downtown Core District

The Downtown Core District is envisioned to be the most dense and intense District and should continue to be a center for government and office uses with walkable block sizes and an interconnected street grid that make it pedestrian-friendly and balance the needs of all users. Development and redevelopment along Osceola Avenue is envisioned to be the active edge of the Downtown waterfront. Key components of the redevelopment strategy are to attract residential development to the Downtown Core and to implement Imagine Clearwater, which is addressed by including appropriate language within the vision and development patterns sections, as well as in District-specific policies.

The Plan proposes a density increase of 5 dwelling units per acre (du/ac) which is the maximum able to be requested under the Countywide Rules. A summary of the proposed development potential for the Downtown Core is included in Table 1.

Table 1. Downtown Core Development Potential

	EXISTING	**PROPOSED**	**CHANGE**
FAR	4.0	4.0	no change
Density	70 du/ac or 95 hotel units/ac	75 du/ac or 95 hotel units/ac	+ 5 du/ac increase, no change in hotel units/ac
Height	Unlimited*	Unlimited*	no change

*Policies direct height along Cleveland Street to be consistent with historic building patterns.

Old Bay District

The Old Bay District is a mixed-use neighborhood that supports the Downtown employment base with residential uses, limited neighborhood commercial uses and office uses. The District is envisioned to remain low-rise and promote pedestrian and bicyclist connectivity. The Plan supports an activated waterfront area that balances the needs of the boating community and area residents and values views of and public access to the water. The boundary of the District is proposed to be expanded to include the 41 parcels to the north, totaling 9.671 acres that were part of the North Marina Area Master Plan. This will increase the size of the Downtown Planning Area from 544.929 acres to 554.6 acres.

The Plan proposes increased nonresidential development potential for properties fronting on and westward of North Fort Harrison Avenue. Generally, the Plan proposes a density increase of 10 to 27.5 dwelling units per acre depending on property size and location, as well as simplification of density allocation. Currently the maximum permitted height varies by location to facilitate a transition in scale of development, and a similar transition at a lower height is proposed in the

Plan. The Plan proposes certain reductions in height to be more consistent with the neighborhood character, the preservation of which was already envisioned through District specific policies and supported by the 2014 ULI Advisory Services Panel Report. Reduced height with increased density supports development that fills out a site in an urban form, rather than a tower surrounded by parking. Additionally the changes in maximum permitted height are supported by the North Marina Area Master Plan's vision for the area. The Plan also proposes to establish the maximum height in the Old Bay expansion area as 30 feet, which is consistent with the current allowable height. Table 2 compares the change in development potential, excluding properties with other zoning and future land use designations.

Table 2. Old Bay Development Potential

	EXISTING	PROPOSED	CHANGE
FAR	Fronting on N. Ft. Harrison Ave. and westward: 1.0	Fronting on N. Ft. Harrison Ave. and westward: 1.5	+0.5 increase for properties fronting on and westward of N. Ft. Harrison Ave.
	Eastward of properties fronting on N. Ft. Harrison Ave.: 0.5	Eastward of properties fronting on N. Ft. Harrison Ave.: 0.5	no change for properties eastward of properties fronting on N. Ft. Harrison Ave.
Density	Fronting on N. Ft. Harrison Ave. and less than 2 acres: 25 du/ac, or greater than 2 acres: 50 du/ac	35 du/ac or 50 du/ac for mixed use	+10 du/ac increase for parcels less than 2 acres -15 du/ac decrease for properties 2 acres or larger **
	Eastward of properties front on N. Ft. Harrison Ave. and less than 1 acre: 7.5 du/ac, or greater than 1 acre: 25 du/ac		+27.5 du/ac increase for parcels less than 2 acres +10 du/ac increase for parcels 2 acres or larger
	West of N. Osceola Ave. and north of Seminole St. and equal 2 acres or greater: 50 hotel units/ac	West of N. Osceola Ave. and north of Seminole St. and 2 acres or greater, excluding properties fronting on Cedar St.: 50 hotel units/ac	Clarification that the hotel development potential does not apply within the Old Bay expansion area
	Bed and Breakfasts not permitted	Bed and Breakfasts: 35 rooms/ac, not to exceed 10 rooms	Bed and Breakfast density established
Height	Between N. Osceola Ave. and Ft. Harrison Ave. and between Jones and Drew St., and properties west of N. Osceola Ave. and between Drew and Georgia Sts.: 150 ft.	West of N. Osceola Ave. and between Drew and Georgia Sts., or between N. Osceola and N. Ft. Harrison Aves. and between Jones and Drew Sts.: 150 ft.	No changes for properties with a max height of 150 ft.
	West of N. Osceola Ave. between Georgia and Eldridge Sts.: 120 ft.	West of Garden Ave. and south of Nicholson St.: 55 ft.	-65 foot reduction in height for properties between Georgia and Eldridge Sts. *** -45 foot reduction in height for properties between Eldridge and Nicholson Sts.***
	West of N. Osceola Ave. between Eldridge St. and northern boundary: 100 ft.		
	East of Osceola Ave.: 40 ft.	East of Garden Ave. and south of Nicholson St.: 45 ft.	+15 foot increase for properties between N. Osceola and Garden Aves. +5 foot increase for properties east of Garden Ave.
	North of Nicholson St. not included in the Old Bay Character District, height varies by current zoning district	North of Nicholson St.: 30 ft.	Properties north of Nicholson Street included in the Old Bay Character District and height established at 30 ft.

** Staff research found there are 3 properties that would be impacted, one City-owned.
*** Height reductions are supported by the North Marina Area Master Plan and current District policies.

South Gateway District

The South Gateway District provides a transition from the Downtown Core District to the single family neighborhoods southeast of Downtown. The Plan envisions that South Fort Harrison will continue to be ideal frontage for commercial, office, and medical uses due to its proximity to the Morton Plan Hospital campus. Connections to the Pinellas and Druid Trails are encouraged. The District is largely redeveloped with commercial uses along South Fort Harrison Avenue. Along Turner Street many offices converted from homes and there are limited remaining residential uses. The Plan proposes development potential increases throughout the entire District. Table 3 compares the change in development potential for this District.

Table 3. South Gateway Development Potential

	EXISTING	**PROPOSED**	**CHANGE**
FAR	1.0	1.5	+0.5 increase
Density	Less than 2 ac: 25 du/ac or 2 acres and greater: 35 du/ac. 2 acres and greater, mixed use: 50 du/ac	35 du/ac or 50 du/ac for mixed use	+10 du/ac increase for parcels less than 2 acres no change for parcels 2 acres or greater
Height	50 feet	55 feet	+5 foot increase

Prospect Lake District

This District is proposed to be formed by combining the Town Lake Residential District and the Town Lake Business Park District. Generally both Districts have the same development potential; however, Town Lake Business Park District is supportive of large scale suburban style office development which has not occurred and is not anticipated to develop in the future. When analyzing the development potential, goals, patterns and envisioned development of the two Districts they were consistent and compatible.

As previously mentioned, the Plan proposes a substantial increase in development potential for properties west of South Prospect Avenue and Knights Alley. This increase is compatible with the adjacent Downtown Core District to the west and will allow both sides of Myrtle Avenue to develop at an appropriate scale and intensity. The Plan envisions Myrtle Avenue as a walkable urban street and new residents in the District will enliven Downtown. Within the areas generally north of Laura Street and east of Martin Luther King, Jr. Avenue reductions in height are proposed that establishes a standard consistent with the height limitations supported by existing policies. Some properties in the District are not currently zoned Downtown (D) and designated Central Business District (CBD) on the future land use map (See Maps 2 and 3 on page 5) therefore, the proposed development potential shown in the table will not apply to them unless their designations are amended. Table 4 compares the changes in development potential, excluding properties with other zoning and future land use designations.

Table 4. Prospect Lake Development Potential

Character Districts	**EXISTING**		**PROPOSED Prospect Lake**		**CHANGE**
Town Lake Residential	FAR	1.0	FAR	West of S. Prospect Ave. and Knights Alley: 2.5	+1.5 increase for properties near Myrtle Ave.
	Density	30 du/ac or 40 hotel units/ac, Bed and Breakfasts not permitted		Remainder of District: 1.5	+0.5 increase in remainder of District
	Height	75 ft.	Density	West of S. Prospect Ave. and Knights Alley: 75 du/ac or 40 hotel units/ac	+45 du/ac increase for properties near Myrtle Ave.
Town Lake Business Park	FAR	1.0		Remainder of District 50 du/ac or 40 hotel units/ac, Bed and Breakfasts: 35 rooms/ac not to exceed 10 rooms	+20 du/ac increase for remainder of District, Bed and Breakfasts added as a use and density established No change for hotel units/ac
	Density	30 du/ac or 40 hotel units/ac Bed and Breakfasts not permitted	Height:	South of Laura St., fronting on or south of Cleveland St.: 75 ft.	no change for properties south of Laura St., fronting on or south of Cleveland St.
	Height	75 ft.		Properties north of Laura St. and west of Martin Luther King, Jr. Ave.: 55 ft.	-20 foot reduction in height for properties north of Laura St. and west of Martin Luther King, Jr Ave. *****
				North of and not fronting on Cleveland St. and east of Martin Luther King, Jr. Ave.: 30 ft.	-45 foot reduction in height for properties north of and not fronting on Cleveland St. ****

**** Height previously reduced through policy.

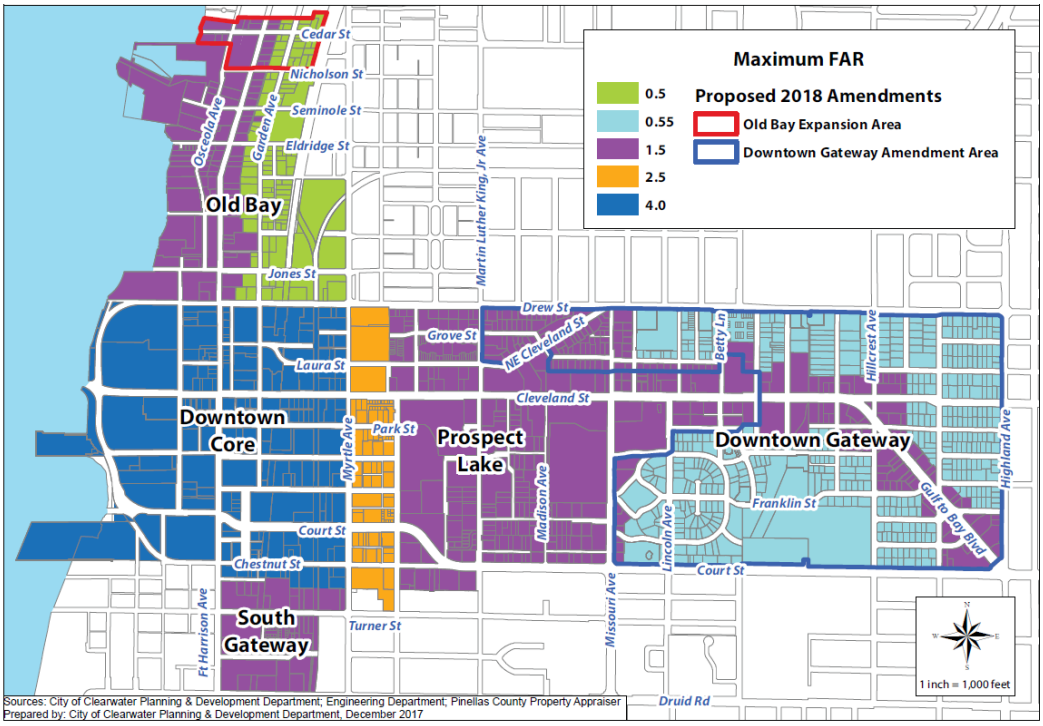
Downtown Gateway District

This District was formerly called the East Gateway Character District and at the recommendation of the East Gateway District Vision Plan (2011) it was rebranded as the Downtown Gateway District. This District has a diverse neighborhood with a rich cultural base that creates a unique sense of place. This District is largely residential with commercial along Cleveland Street, Missouri Avenue and Gulf to Bay Boulevard. The growth and facility needs of medical office and small business provide a wide range of skilled and professional employment opportunities. The Plan proposes an increase in development potential for properties fronting on Cleveland Street between Missouri and Hillcrest Avenues or on Gulf to Bay Boulevard to support a concentration of multi-story buildings along these streets. Currently maximum height varies by use and the Plan proposes to regulate height by location. Generally, the proposed maximum height is a 5 to 30 foot increase from the current maximum height. Some properties in the District are not currently zoned Downtown (D) and designated Central Business District (CBD)

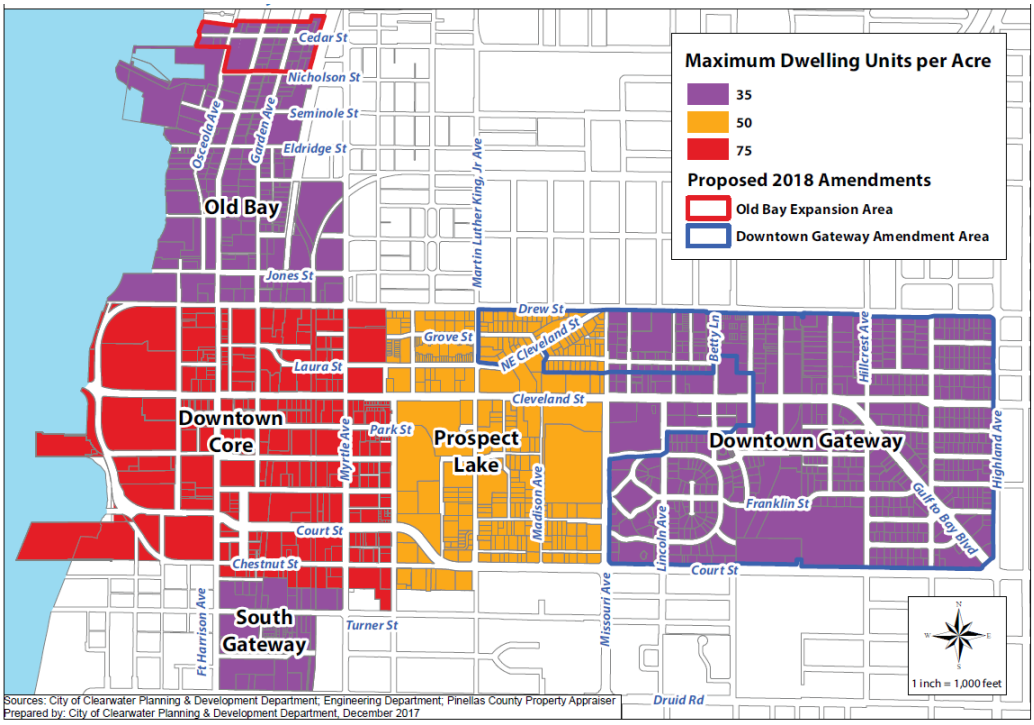
on the future land use map (See Maps 2 and 3 on page 5) therefore, the proposed development potential shown in the table will not apply to them unless their designations are amended. Table 5 compares the changes in development potential, excluding properties with other zoning and future land use designations.

Table 5. Downtown Gateway Development Potential

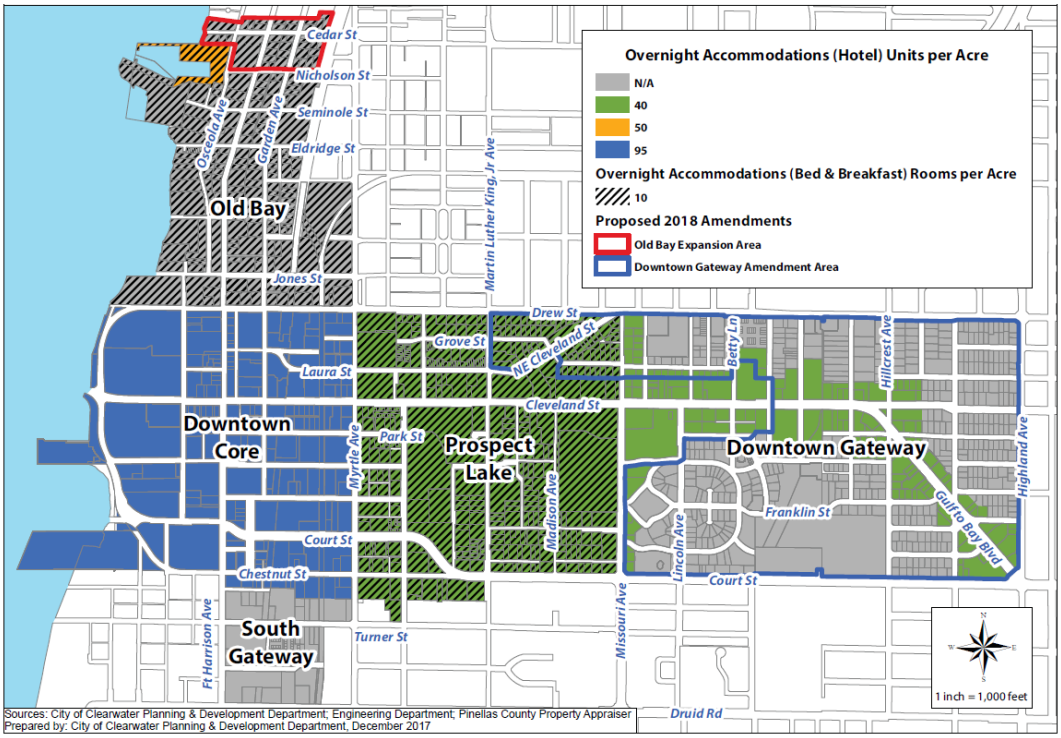
	EXISTING	**PROPOSED**	**CHANGE**
FAR	0.55	Fronting on Cleveland St. between Missouri and Hillcrest Aves. or fronting on Gulf to Bay Blvd.: 1.5	+0.95 increase for properties fronting on Cleveland St. between Missouri to Hillcrest Aves. or on Gulf to Bay blvd.
		Remainder of District: 0.55	no change
Density	30 du/ac or 40 hotel units/ac	35 du/ac or generally, fronting on Missouri Ave., Cleveland St., Gulf to Bay Blvd. more specifically as shown on Map 6, Maximum Hotel Density,: 40 hotel units/ac	+ 5 du/ac increase, Clarifying appropriate hotel locations eluded to in District vision, no change in hotel units/ac
Height	Office: 50 ft. Commercial: 25-35 ft. Multifamily: 50 ft.	South of Grove St., fronting on or south of Cleveland St. between Missouri and N. San Remo Aves., south of Laura St between Hillcrest and N. San Remo Aves., and eastward of Gulf to Bay Blvd. and south of De Leon St.: 55 feet. South of Drew St. between Missouri and Hillcrest Aves.: 45 feet South of Drew St. between N. Hillcrest and N. Highland Aves.: 30 feet	Criteria for maximum height changed from by use to by location. + 5 to +30 foot increase in height compared to ranges permitted for different uses.



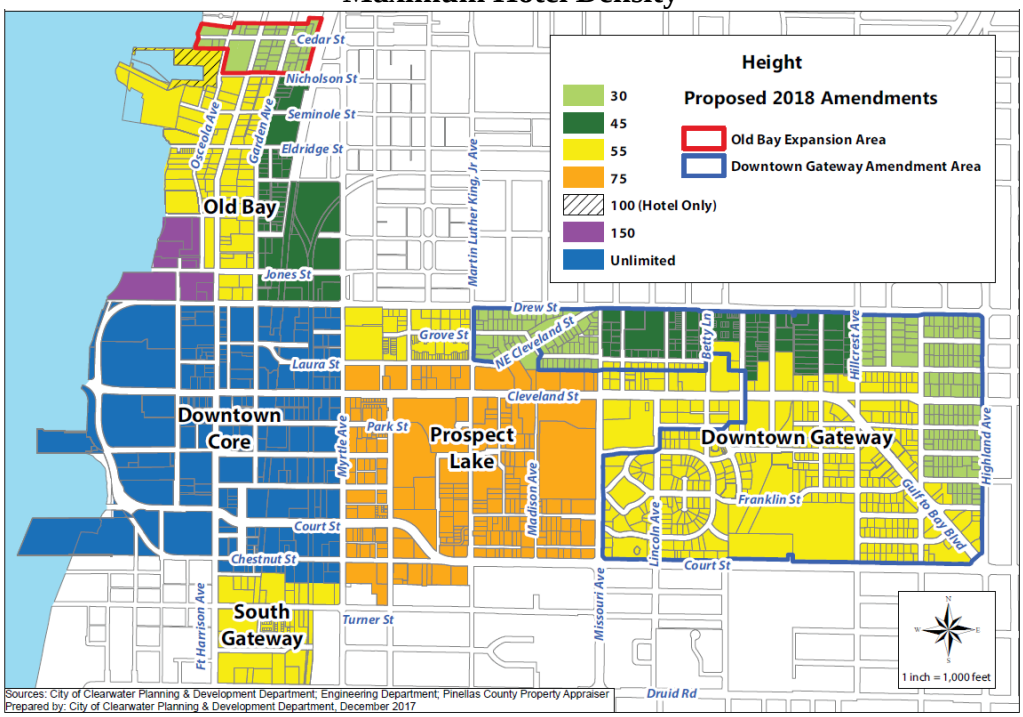
Map 4
Maximum Floor Area Ratio



Map 5
Maximum Dwelling Units per Acre



Map 6
Maximum Hotel Density



Map 7
Maximum Height

Future Elements

Chapter 3 also includes sections that address recreation and open space, housing, transportation, streetscaping and wayfinding. The proposed amendments update these sections to reflect more current data and to incorporate future projects or improvements, many of which were identified in supporting documents (e.g., Imagine Clearwater, North Marina Area Master Plan, East Gateway District Vision Plan) and transportation plans. The Design Guidelines are proposed to be removed from the Plan, and will be integrated into the updated Downtown zoning district which is currently being drafted by staff and will be brought forward for City Council consideration in the near future.

Chapter 4 Plan Implementation (Pages 128-163 of Plan)

Chapter 4 sets forth how the Plan is to be implemented. Sections include Downtown Strategies, Capital Improvement Plan, and Tax Increment Revenue Projects, and the majority of the Chapter supports the Community Redevelopment Plan in accordance with Florida's Community Development Redevelopment Act. At this time no amendments are proposed to Chapter 4; however, it has been reformatted and provided as part of the complete Plan document. Chapter 4 is anticipated to be updated concurrently with the 15 year review of the CRA Plan by Pinellas County in 2018.

Appendix

The Appendix provides supporting information that is too cumbersome to be incorporated into the body of the Plan. Several appendices are proposed to be repealed and replaced through Ordinance No. 9103-18, but Appendices 1, Expanded CRA Legal Description, and 8, Downtown-Gateway Strategic Action Plan, are unchanged. Generally, maps, data and methodologies have been updated to reflect current conditions and any changes between 2004 and the proposed amendments. Existing Appendix 9, The Design Guidelines Glossary, is proposed to be removed as the Design Guidelines contained within Chapter 3 are proposed to be removed. Additionally Appendix 10, Representative Downtown Architecture is proposed to be deleted.

CONSISTENCY WITH COMPREHENSIVE PLAN

A review of the Clearwater Comprehensive Plan identified the following Goal, Objectives and Policies which will be furthered by the proposed amendments to the *Clearwater Downtown Redevelopment Plan*:

Goal A.1. The City of Clearwater shall continue to protect natural resources and systems throughout the City and ensure that these resources are

successfully integrated into the urban environment through land development regulation, management programs and coordination with future land use intensities and categories.

Objective A.5.5 Promote high quality design standards that support Clearwater's image and contribute to its identity.

Policy A.5.5.1 Development should be designed to maintain and support the existing or envisioned character of the neighborhood.

Policy A.5.5.2. Preserve the unique qualities of Clearwater and its cultural heritage as exemplified by historic buildings, landmarks, landscapes, streetscapes, lighting, and building design.

Goal A.6 The City of Clearwater shall utilize innovative and flexible planning and engineering practices, and urban design standards in order to protect historic resources, ensure neighborhood preservation, redevelop blighted areas, and encourage infill development.

Objective A.6.1 The redevelopment of blighted, substandard, inefficient and/or obsolete areas shall be a high priority and promoted through the implementation of redevelopment and special area plans, the construction of catalytic private projects, city investment, and continued emphasis on property maintenance standards.

Policy A.6.1.8 The City shall continue to support and implement approved community redevelopment area plans, such as the Clearwater Downtown Redevelopment Plan adopted in 2004 and Beach by Design adopted in 2001.

Policy A.6.1.10 Clearwater will continue to support the tax increment financing program and redevelopment efforts of the downtown area through activities of the economic development office and actions of the City Council as the Community Redevelopment Agency.

Objective A.6.2. The City of Clearwater shall continue to support innovative planned development and mixed land use development techniques in order to promote infill development that is consistent and compatible with the surrounding environment.

Policy A.6.3.3.	Consider conducting surveys to identify and evaluate potential historic resources for designation.
Policy A.6.5.1	The City shall support the Pinellas Trail and examine opportunities for Trail extensions or spurs to connect regional attractions and employers
Objective A.6.6	Tourism is a substantial element of the City's economic base and as such the City shall continue to support the maintenance and enhancement of this important economic sector.
Policy A.6.6.1	The City supports and encourages the continued development and redevelopment of overnight accommodation uses.
Objective A.6.7.	Redevelopment activities shall be sensitive to the city's waterfront and promote appropriate public access to the city's waterfront resources.
Policy A.6.8.1.	Build active, attractive communities that are designed at a human scale and encourage walking, cycling and use of mass transit.
Policy A.6.8.3	Where appropriate, development shall provide a sense of pedestrian scale on streets through minimal front setbacks, similar building heights, street trees and proportionality of building heights to street widths.
Policy A.6.8.6	Encourage the development of interconnected systems of natural areas, parks, sidewalks, greenways, trails and open spaces.
Policy A.6.8.8.	Design and construct pedestrian-oriented streets to include continuous tree-lined sidewalks buffered from traffic by on-street parking and/or landscaping and that include pedestrian amenities such as benches, trash receptacles, bus shelters and lighting.
Policy A.6.8.9	Promote a variety of transportation modes such as walking, bicycling, ride sharing and mass transit to increase transportation choices and decrease dependence on the single-occupancy automobile.
Objective B.1.2	Future improvements to arterial and collector streets shall be context sensitive by planning and designing the roadway based on the existing context of the surrounding built environment and the planned land use vision.

Policy B.1.2.7	The City shall install landscaping along sidewalks using tree canopy, where feasible, to provide shaded areas for pedestrians.
Objective B.3.2	The City of Clearwater shall encourage and promote mass transit with appropriate land use, zoning and land development policies.
Objective B.4.4	The City shall participate and cooperate with agencies and committees to enhance and promote the public transportation system.
Goal C.1.	An affordable variety of standard housing units in decent and safe neighborhoods to meet the needs of current and future residents regardless of race, nationality, age, marital status, handicap, or religion.
Objective C.1.1	Assure an adequate supply of housing in Clearwater by providing for additional new dwelling units in a variety of types, costs, and locations to meet the needs of the residents of the City of Clearwater.
Objective C.1.2	The City of Clearwater shall continue to provide assistance and incentives for the development of housing that is affordable to very low, low, and moderate income households, including those with special needs, consistent with the level of growth in these income categories.
Objective C.1.6	Through both private and public resources, the City of Clearwater shall encourage the conservation, rehabilitation, and preservation of the existing housing stock, including historically significant housing.
Objective G.1.5	Enhance and maintain the City's unique physical characteristics by making the best use of existing and potential recreation lands and open spaces.

The Plan is consistent with the Clearwater Comprehensive Plan as evidenced by the numerous goals, objectives and policies identified above. The Plan establishes goals, objectives and policies that will ensure neighborhood preservation, redevelop blighted areas, protect historic resources, and support a multimodal Downtown. The Plan proposes to increase the intensity and density to create greater redevelopment opportunities, and modifies maximum height to clarify policies and be consistent with current and proposed policies. The Plan maintains the redevelopment strategy for the CRA that supports the elimination of blighting influences in the neighborhood through strategies and capital projects. It also supports a variety of housing in Downtown including market rate and affordable units. Existing redevelopment incentives are maintained in the Plan and include transfer of development rights and the allocation of the Public Amenities Incentives Pool.

SUMMARY AND RECOMMENDATION:

The Community Development Board is reviewing the Plan in its capacity as the Local Planning Agency (LPA) and should make a recommendation regarding the updated Plan to the City Council. Additionally, the CRA should make a recommendation to the City Council regarding this document as the Redevelopment Plan for the CRA. Once the City Council approves the Plan, it will be submitted to the Board of County Commissioners for approval as the Community Redevelopment Plan for the CRA. The Plan will also be submitted to Forward Pinellas and the Countywide Planning Authority for review and approval as the Special Area Plan governing Downtown.

The proposed amendments to the Plan implement the City Council's desire to provide greater opportunities for redevelopment. These provisions confirm and reinforce the City's commitment to implementing the strategies developed from the ULI study. In addition, the proposed amendments are consistent with and will further the goals of the Clearwater Comprehensive Plan. Further, the proposed ordinance establishes five character districts that regulate land use, density and intensity and design and increases the maximum floor area ratio and dwelling units per acre in certain areas, revises maximum height to clearly convey policy and provides language in support of the desired primarily pedestrian and multimodal Downtown. The proposed amendments to the Plan incorporate major policy provisions on Imagine Clearwater, North Marina Area Master Plan, and East Gateway District Vision Plan. The proposed amendments to the Old Bay District, as outlined above, will align the Plan with the North Marina Area Master Plan providing a unified vision for the area. Based upon the above, the Planning and Development Department recommends **APPROVAL** of Ordinance No. 9103-18 which replaces the 2004 *Clearwater Downtown Redevelopment Plan*

Prepared by Planning and Development Department Staff: _____

Ellen Crandall
Senior Planner

ATTACHMENTS: Ordinance No. 9103-18
2018 Clearwater Downtown Redevelopment Plan (Exhibit A)
Resume

ORDINANCE NO. 9103-18

AN ORDINANCE OF THE CITY OF CLEARWATER, FLORIDA, RELATING TO THE CLEARWATER DOWNTOWN REDEVELOPMENT PLAN REPEALING CHAPTER 1 INTRODUCTION, CHAPTER 2 EXISTING CONDITIONS, CHAPTER 3 LAND USE/REDEVELOPMENT PLAN, APPENDIX 2 DOWNTOWN MILESTONES, APPENDIX 3 EXISTING LAND USE CLASSIFICATIONS AND METHODOLOGY, APPENDIX 4 DEMOGRAPHICS METHODOLOGY AND ESTIMATES, APPENDIX 5 UTILITIES MAPS, APPENDIX 6 LAND USE DISTRIBUTION BY CHARACTER DISTRICT, APPENDIX 7 BUILD-OUT SCENARIOS, APPENDIX 9 DESIGN GUIDELINES GLOSSARY, APPENDIX 10 REPRESENTATIVE DOWNTOWN ARCHITECTURE; AND ADOPTING NEW CHAPTER 1 INTRODUCTION; ADOPTING NEW CHAPTER 2 EXISTING CONDITIONS, UPDATING DATA AND ANALYSIS OF EXISTING CONDITIONS AND IMPLEMENTATION OF PROJECTS; ADOPTING NEW CHAPTER 3 LAND USE/REDEVELOPMENT PLAN, UPDATING THE VISION, GUIDING PRINCIPLES, GOALS, OBJECTIVES, AND POLICIES, CONSOLIDATING DOWNTOWN CHARACTER DISTRICT BOUNDARIES, EXPANDING THE DOWNTOWN PLANNING AREA BOUNDARY NORTHWARD OF THE OLD BAY CHARACTER DISTRICT, AND AMENDING DENSITY, INTENSITY AND HEIGHT ENTITLEMENTS; ADOPTING NEW APPENDIX 2 DOWNTOWN MILESTONES AND NEW APPENDIX 7 BUILD-OUT SCENARIOS, UPDATING VERBIAGE; ADOPTING NEW APPENDIX 3 EXISTING LAND USE CLASSIFICATIONS, METHODOLOGY AND DISTRIBUTION BY CHARACTER DISTRICT, UPDATING DATA AND METHODOLOGY; ADOPTING NEW APPENDIX 4 DEMOGRAPHICS METHODOLOGY AND ESTIMATES, UPDATING DATA, METHODOLOGY AND MAPS AND ADOPTING NEW MAP; ADOPTING NEW APPENDIX 5 UTILITIES MAPS AND NEW APPENDIX 6 COMMUNITY REDEVELOPMENT AREA BOUNDARIES AND PERIPHERY PLANS MAP, UPDATING MAPS AND ADOPTING NEW MAPS; AND PROVIDING FOR SEVERABILITY AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Forward Pinellas, in its role as the Pinellas Planning Council, has recognized the Clearwater Downtown Redevelopment Plan as an adopted Special Area Plan, pursuant to Section 6.5.4.3 of The Countywide Rules and the City of Clearwater ("the City") has the authority pursuant to The Countywide Rules to amend a Special Area Plan adopted prior to August 7, 2015; and

WHEREAS, Resolution No. 81-67, adopted on August 6, 1981, declared that a blighted area exists within a specified boundary in Downtown Clearwater and that there is a need for a Community Redevelopment Agency to carry out redevelopment activities in this blighted area; and

WHEREAS, the City Commission, via Ordinance No. 2576-81, adopted a Community Redevelopment Plan for the Community Redevelopment Area on December 17, 1981; and

WHEREAS, the City Commission approved a major revision to the Clearwater Downtown Redevelopment Plan in 1995; and

WHEREAS, the Clearwater Downtown Redevelopment Plan, which serves as both Special Area Plan and Community Redevelopment Plan for the City's Community Redevelopment Area, was amended to expand the geographic scope of the City's Community Redevelopment Area via Ordinance No. 7153-03, which was adopted on September 18, 2003 and has subsequently approved amendments thereto; and

WHEREAS, the Pinellas County Board of County Commissioners approved the City's Community Redevelopment Plan adopted by Ordinance No. 7231-04 on December 16, 2003 and has subsequently approved amendments thereto; and

WHEREAS, the Countywide Planning Authority approved the updated and amended Clearwater Downtown Redevelopment Plan as the Special Area Plan for Downtown Clearwater on February 3, 2004 and has subsequently approved amendments thereto; and

WHEREAS, the requirements of Florida Statutes, Chapter 163, have been met; and

WHEREAS, the City has invested significant time and resources in studying Downtown Clearwater; and

WHEREAS, a revitalized Downtown must be achieved to maintain a strong and healthy City; and

WHEREAS, Downtown Clearwater is still in need of revitalization; and

WHEREAS, Downtown is desired to be a place for people, with accessibility choices, with memorable and dynamic attractions and a built environment of high quality design; and

WHEREAS, the City desires to draw residents and visitors to the Downtown waterfront, catalyze greater Downtown activity and investment and better connect the waterfront to the rest of Clearwater; and

WHEREAS, the Clearwater Downtown Redevelopment Plan is the guiding plan and regulatory document for the Downtown Planning Area and recently completed supporting documents such as Imagine Clearwater, the North Marina Area Master Plan, the Comprehensive Boating Plan, and the East Gateway District Vision Plan need to be integrated into the Clearwater Downtown Redevelopment Plan; and

WHEREAS, it is advisable to reaffirm and update the Vision, Guiding Principles, Goals, Objectives and Policies of the Clearwater Downtown Redevelopment Plan to capture the intent of the recently completed supporting documents; and

WHEREAS, recent developments have demonstrated the need for additional entitlements, to make redevelopment more economically feasible; and

WHEREAS, the need to create additional opportunities for commercial and office development and to allow for unified corridors with similar intensity and density support an increase of intensity in key areas of Downtown; and

WHEREAS, the City desires to increase overall housing production in Downtown, which is a component of addressing housing affordability concerns; and

WHEREAS, the City desires to encourage additional diversity in the Downtown housing stock in order to create more options for home buyers, particularly first-time home owners or seniors looking to downsize or for more affordable price points, while preserving neighborhood character and compatibility with a downtown neighborhood; and

WHEREAS, these proposed amendments to the Clearwater Downtown Redevelopment Plan will afford greater redevelopment opportunity through increased density and intensity for the continued revitalization of the Downtown Planning Area by private enterprise and is consistent with the needs of the City as a whole; and

WHEREAS, the North Marina Area Master Plan study area included both the northern portion of the Old Bay Character District and 41 parcels (9.671 acres) northward of the district, which are outside of the Old Bay Character District and Downtown Planning Area; and

WHEREAS, it is advisable to expand the Downtown Planning Area and the Old Bay Character District to be inclusive of the entire North Marina Area Master Plan study area upon adoption of the Clearwater Downtown Redevelopment Plan; and

WHEREAS, these proposed amendments repeal and replace Chapters 1 through 3 and appendices 2 through 6, and delete appendices 9 and10 from the Clearwater Downtown Redevelopment Plan; Chapter 4 and appendices 1, 7 and 8 are substantively unaffected by this ordinance, other than reformatting, and could be updated when the Board of County Commissioners completes its Tax Increment Finance 15-year review around October 2018; and

WHEREAS, the Community Redevelopment Agency has reviewed the proposed amendments to the Clearwater Downtown Redevelopment Plan, as detailed in Exhibit “A,” and recommends approval to the City Council; and

WHEREAS, the proposed amendments to the Clearwater Downtown Redevelopment Plan, as detailed in Exhibit “A,” were reviewed by the Community Development Board, which is the local planning agency for the City of Clearwater for purposes of the Local Government Comprehensive Planning and Land Development Regulation Act, and the Community Development Board found the Proposed Plan to be consistent with the Comprehensive Plan of the City; and

WHEREAS, the proposed amendments to the Clearwater Downtown Redevelopment Plan conform to the City’s general comprehensive plan; and

WHEREAS, public input was gained through presentations and discussions in 2016 with Downtown Boards, organizations, and citizens; and at community meetings on April 26, 2017 and May 31, 2017, where attendees reaffirmed the proposed vision, guiding principles and increased entitlements for Downtown; now, therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. Delete Appendices 9 and 10 from the current Clearwater Downtown Redevelopment Plan, and Chapters 1 through 3 and Appendices 2 through 6 of the current Clearwater Downtown Redevelopment Plan are repealed and shall be replaced by Exhibit "A," which is hereby adopted; Chapter 4 and Appendices 1, 7 and 8 are substantively unaffected by this ordinance other than their reformatting and are included in Exhibit "A."

Section 2. The City Manager or designee shall forward the proposed Clearwater Downtown Redevelopment Plan amendments, as detailed in Exhibit "A," to any agency required by law or rule to review or approve same.

Section 3. Should any part or provision of this Ordinance be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the Ordinance as a whole, or any part thereof other than the part declared to be invalid.

Section 4. This ordinance shall take effect immediately upon adoption, subject to the approval by the Pinellas County Board of County Commissioners and the Countywide Planning Authority.

PASSED ON FIRST READING _____

PASSED ON SECOND AND FINAL READING AND ADOPTED _____

_____
George N. Cretekos
Mayor

Approved as to form:

_____
Camilo Soto
Assistant City Attorney

Attest:

_____
Rosemarie Call
City Clerk

ORDINANCE NO. 9103-18

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WHEREAS, Downtown Clearwater is still in need of revitalization; and

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WHEREAS, the ~~Plan conforms~~ proposed amendments to the Clearwater Downtown Redevelopment Plan conform to the City's general comprehensive plan; and

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Section 2. The City Manager or designee shall forward ~~said~~ the proposed Clearwater Downtown Redevelopment Plan amendments, as detailed in Exhibit "A," to any agency required by law or rule to review or approve same.

Section 3. Should any part or provision of this Ordinance be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the Ordinance as a whole, or any part thereof other than the part declared to be invalid.

Section 4. This ordinance shall take effect immediately upon adoption, subject to the approval by the Pinellas County Board of County Commissioners and the Countywide Planning Authority.

PASSED ON FIRST READING _____

PASSED ON SECOND AND FINAL READING AND ADOPTED _____

_____
George N. Cretekos
Mayor

Approved as to form:

_____
Camilo Soto
Assistant City Attorney

Attest:

_____
Rosemarie Call
City Clerk

Clearwater Downtown Redevelopment Plan

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

CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH

City of Clearwater Planning & Development Department

DRAFT: December 29, 2017

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Cover Photo Source: Mike Sanders, Bayview Hotel & Capitol Theatre, 1935

Acknowledgements & Amendments

CLEARWATER CITY COUNCIL
George Cretekos, Mayor
Hoyt Hamilton, Vice Mayor
Doreen Caudell
Bob Cundiff
Bill Jonson

CLEARWATER COMMUNITY REDEVELOPMENT AGENCY
George Cretekos, Chair
Doreen Caudell, Trustee
Bob Cundiff, Trustee
Hoyt Hamilton, Trustee
Bill Jonson, Trustee

CITY ADMINISTRATION
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Jill Silverboard, Deputy City Manager
Micah Maxwell, Assistant City Manager
Pamela K. Akin, City Attorney

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Michael Boutzoukas, Vice-Chair
David E. Allbritton
Christopher Anuszkiewicz
Darrell Michael Flanery
Mary A. Lau
John Quattrocki
Charles Reed Haydon, Alternate

PLANNING & DEVELOPMENT DEPARTMENT
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Gina L. Clayton, Assistant Director
Lauren Matzke, AICP, Long Range Planning Manager
Ellen "Ella" Crandall, ISA Certified Arborist, Senior Planner, Project Manager
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With Assistance From:

ECONOMIC DEVELOPMENT & HOUSING DEPARTMENT
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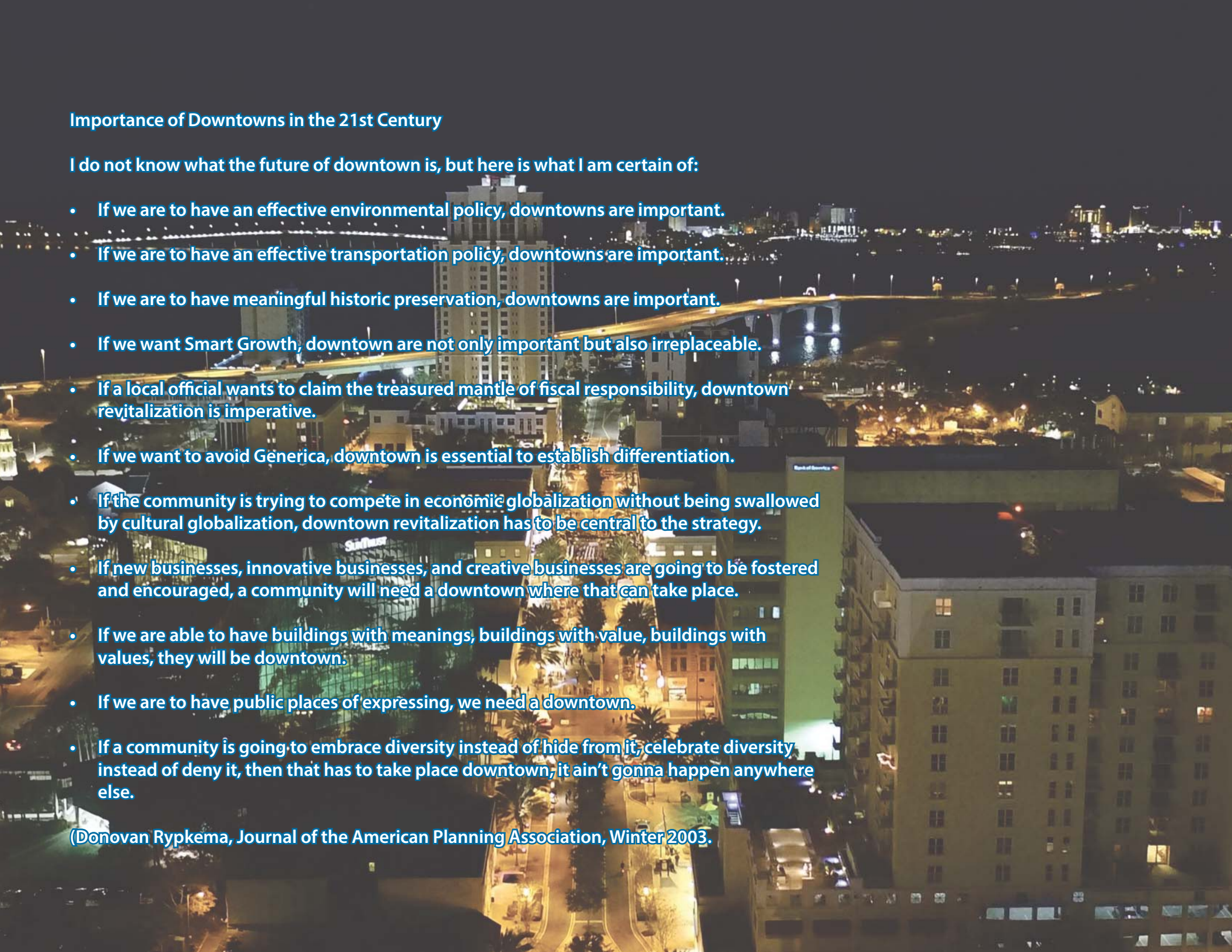
COMMUNITY REDEVELOPMENT AGENCY STAFF
Anne Fogarty-France, Downtown Manager
Laura Canary, Economic Development Coordinator

Adopted: September 18, 2003; Ordinance 7153-03

Amended	
November 20, 2003	Ordinance 7231-03
November 4, 2004	Ordinance 7343-04
February 3, 2005	Ordinance 7367-05
January 15, 2009	Ordinance 8014-09
September 9, 2010	Ordinance 8192-10
June 1, 2016	Ordinance 8885-16



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.

SUNSET
CAMERA
SHOP
HARDWARE
CLOTHING
WESTERN
UNION
SHOES
Federal
BILLIARDS
UPSTAIRS
PIGGLY WIGGL

Introduction

Purpose | History | Plan for Downtown

Photo Source: (Left) Mike Sanders, Cleveland Street Businesses, 1934

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.

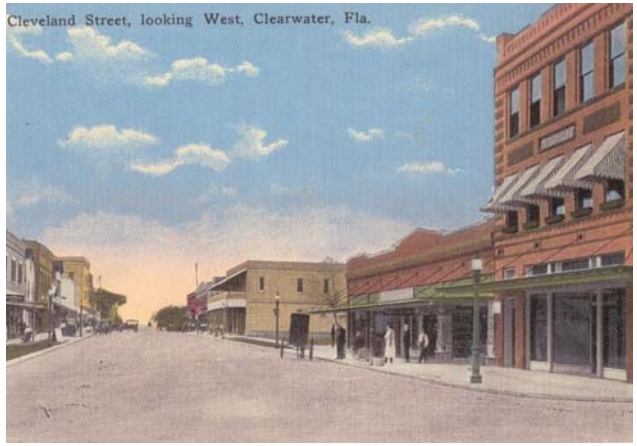


Photo Sources (Top to Bottom): Unknown, Postcard View, 1940s; Mike Sanders, Cleveland St. Army, 1940s; Unknown, Bank of Clearwater, 1940s

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 Southwest 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.

Photo Sources (Top to Bottom): Unknown, Cleveland St., 1940s; Maryce Garber, Cleveland St., 1950; Patti Bianco, Royal Palms Motel, 1950s

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.

Photo Sources (Top to Bottom): Maryce Garber, Memorial Causeway, unknown; Unknown, Post Office, 2000s; Pinellas County Economic Development, Capitol Theatre, 2014

More specifically, the 2018 update will expand the Old Bay Character District to include 9.671 acres that were included in the study area of the North Marina Area Master Plan, but not in the Downtown Plan Area. The Old Bay expansion will increase the Downtown Planning Area from 545 acres to 555 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.

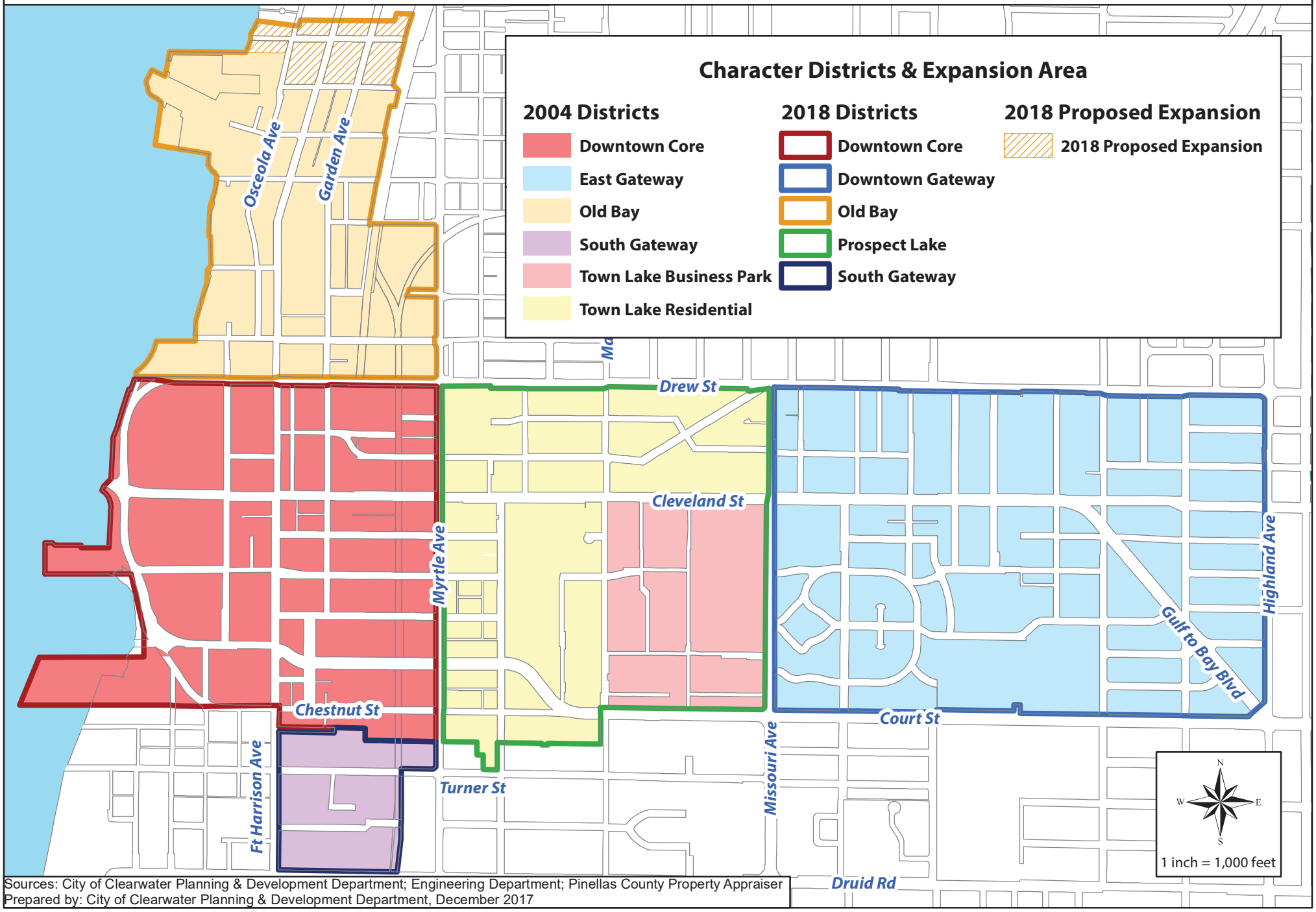
To implement many of the updated goals of the Plan, the Downtown zoning district in the Community Development Code must be updated to allow many uses by right and to establish design standards for Downtown properties. Implementation will also require Future Land Use Map and Zoning Atlas amendments to 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



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

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 555 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.

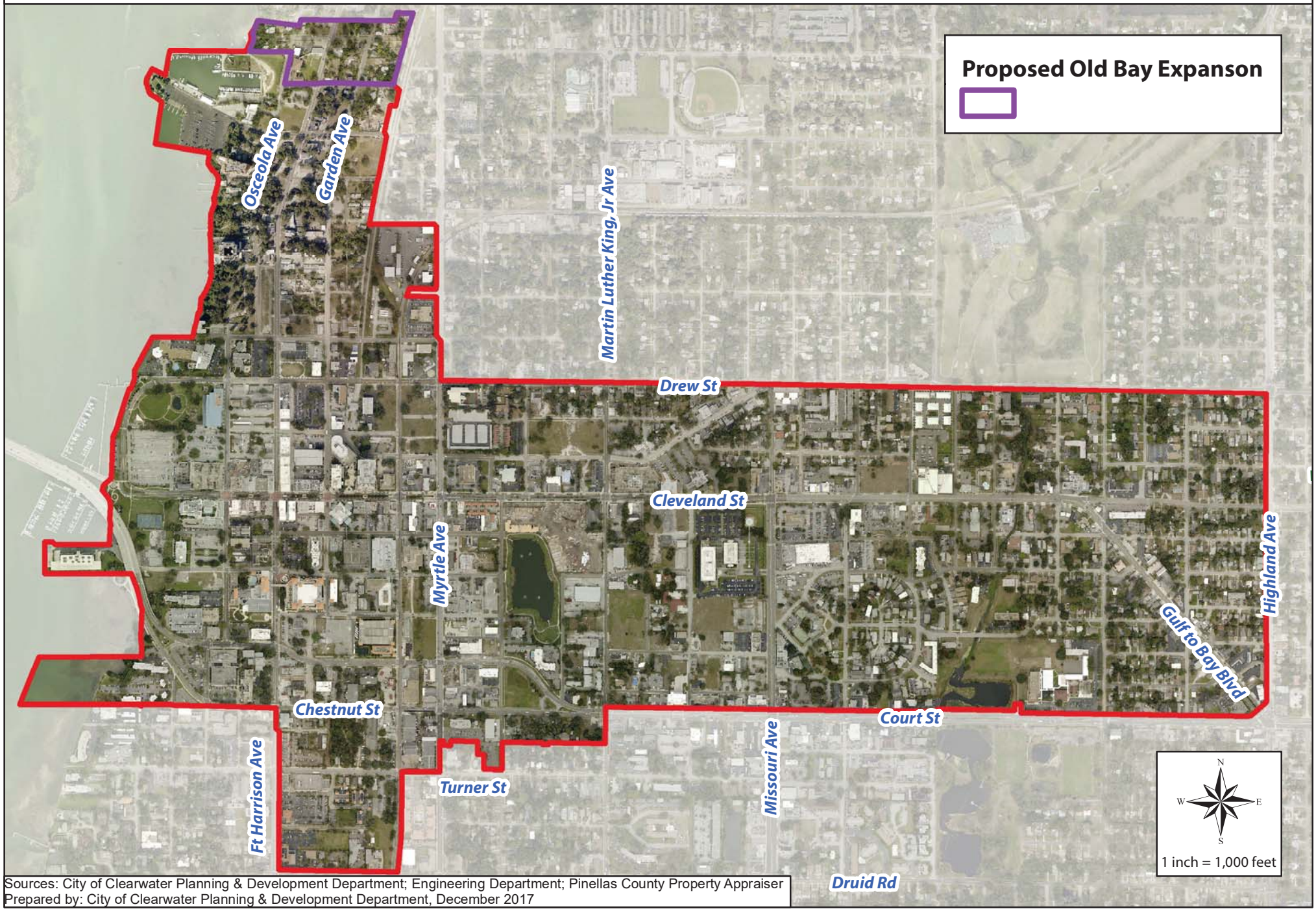
Despite these amenities that should make Downtown Clearwater a desirable place to live, work and play, there are several challenges that have limited economic growth and development in Downtown. From an economic development perspective, existing Class A office space does not meet the needs of local businesses 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

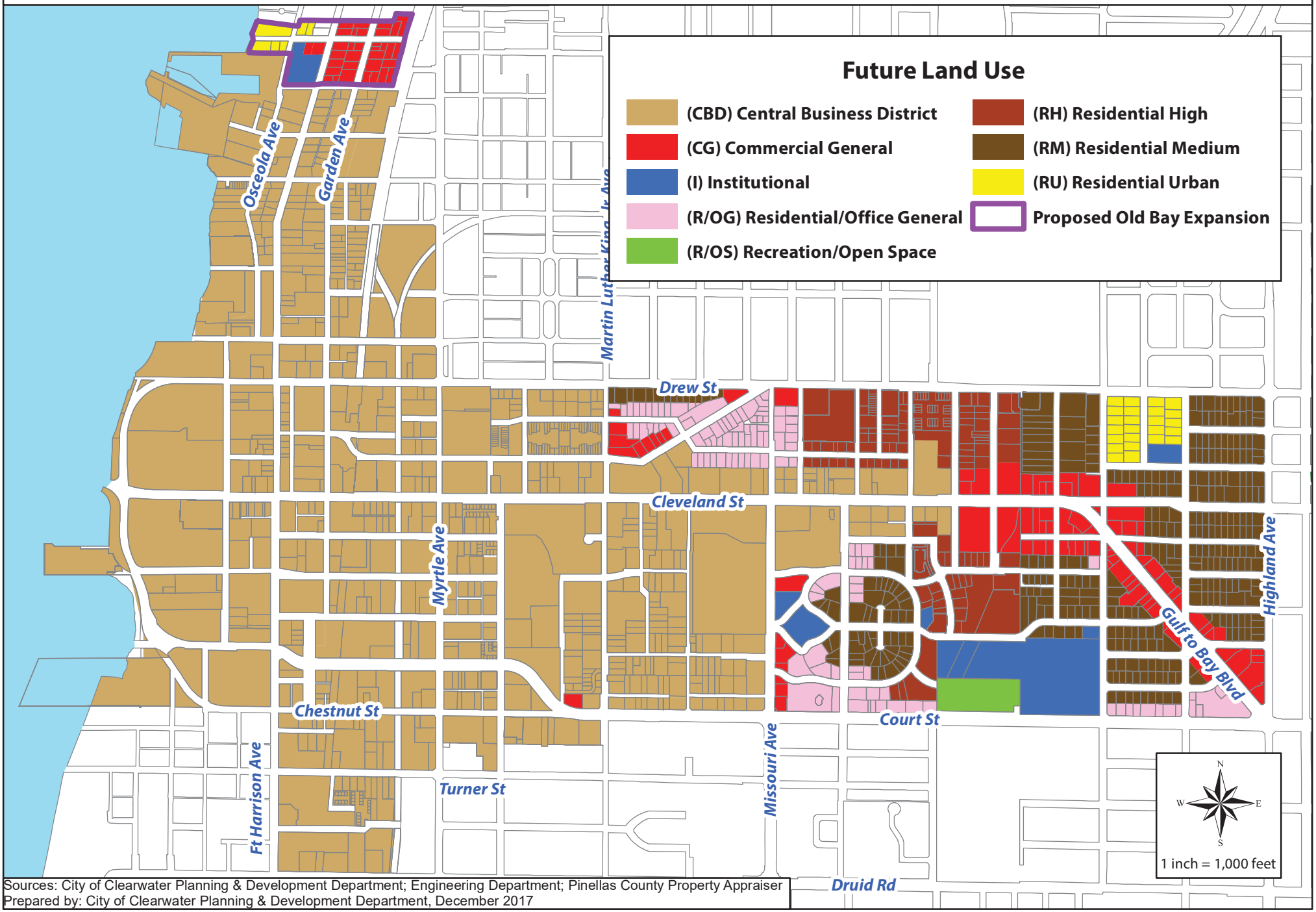
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.2
Future Land Use

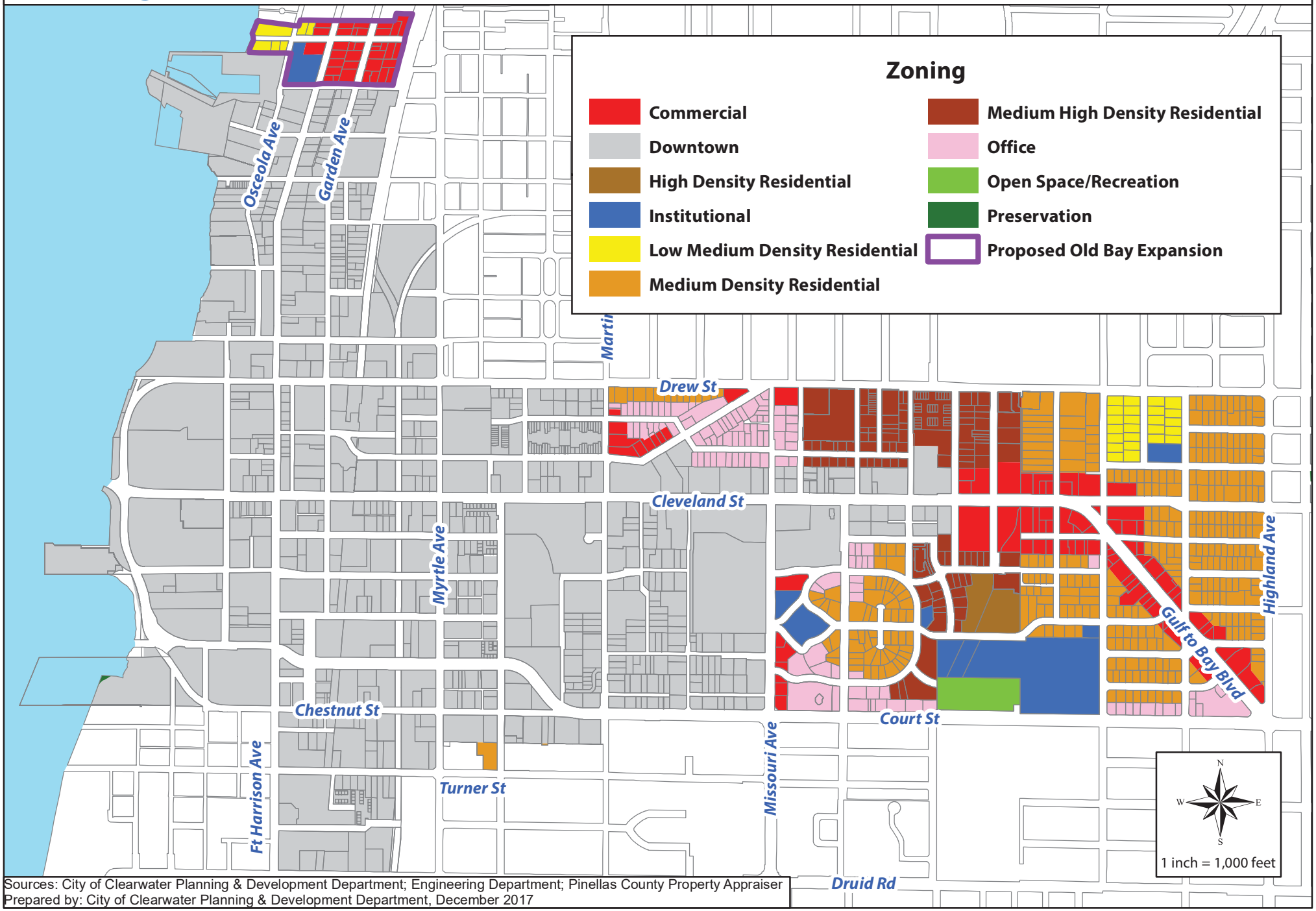
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.3
Zoning

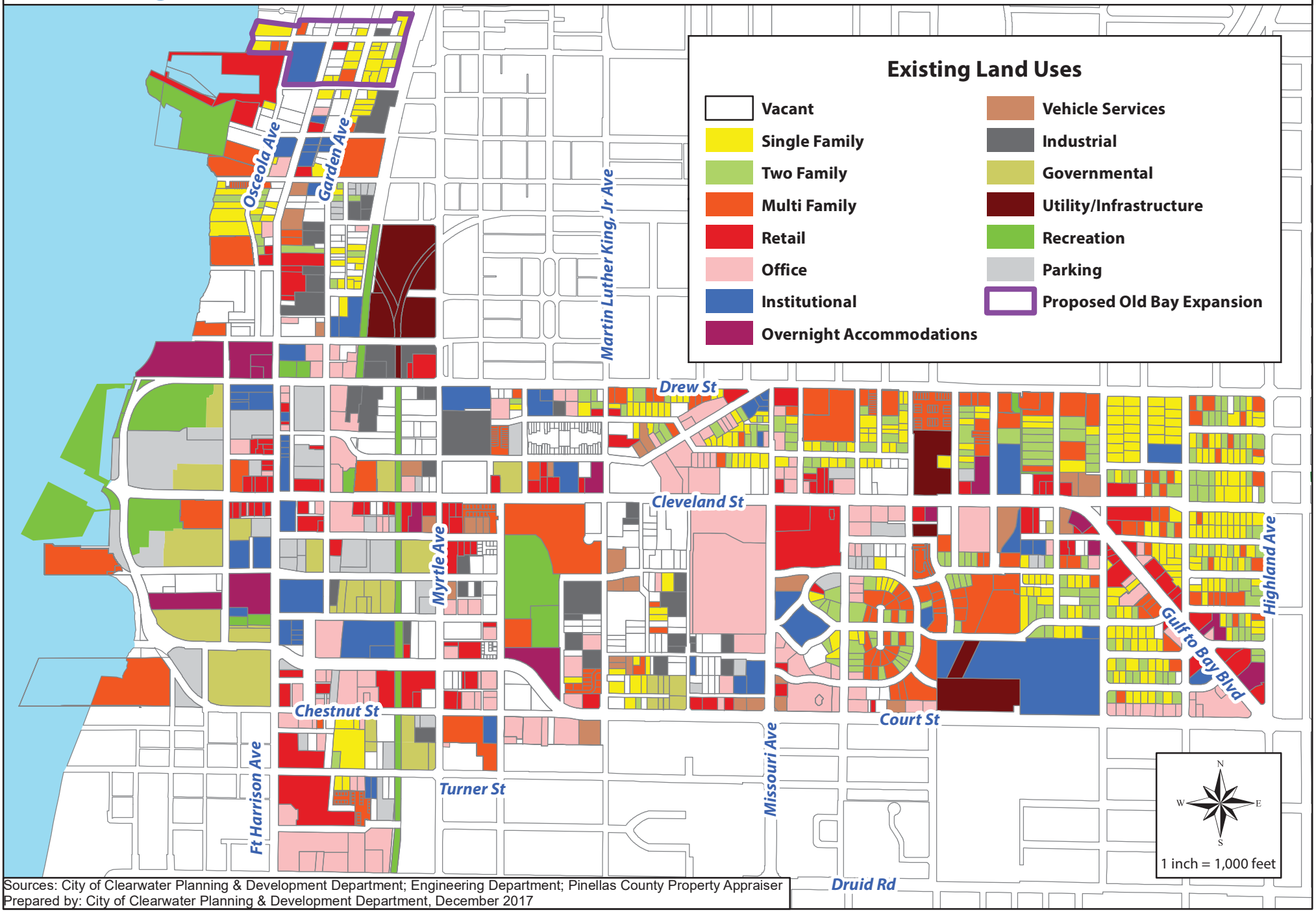
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.4
Existing Land Uses

Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

"If you plan cities for cars and traffic, you get cars and traffic.
If you plan for people and places, you get people and places."
CAPITOL
–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.

Photo Source (Bottom): Buell & Elligett, P.A.

DEMOGRAPHICS

Population

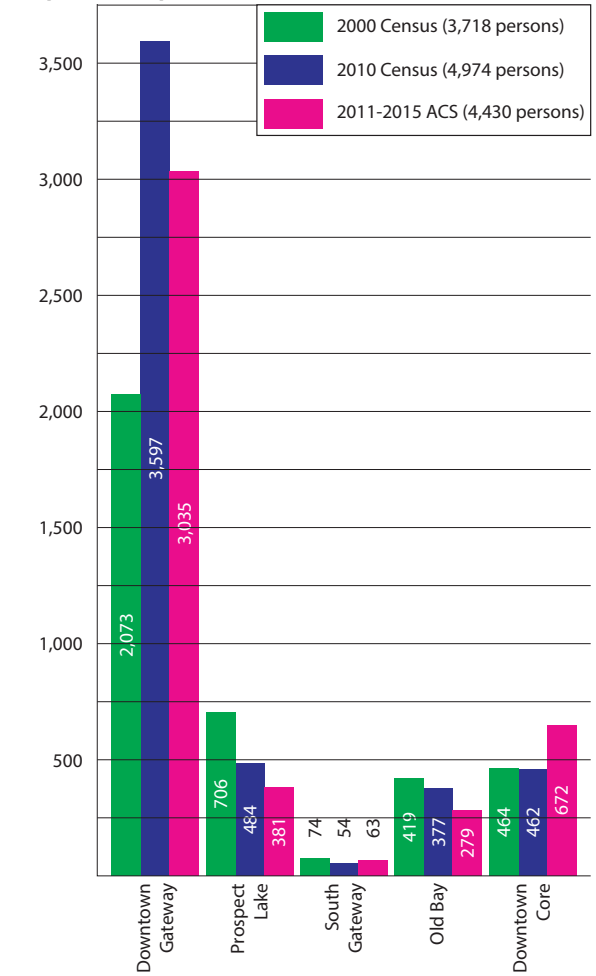
Downtown experienced a significant increase in population between 2000 and 2010, from 1,256 residents to 4,974 residents, which was primarily concentrated in the Downtown Gateway District (formerly the East Gateway). Current population estimates are slightly lower at 4,430 residents, where limited population 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.

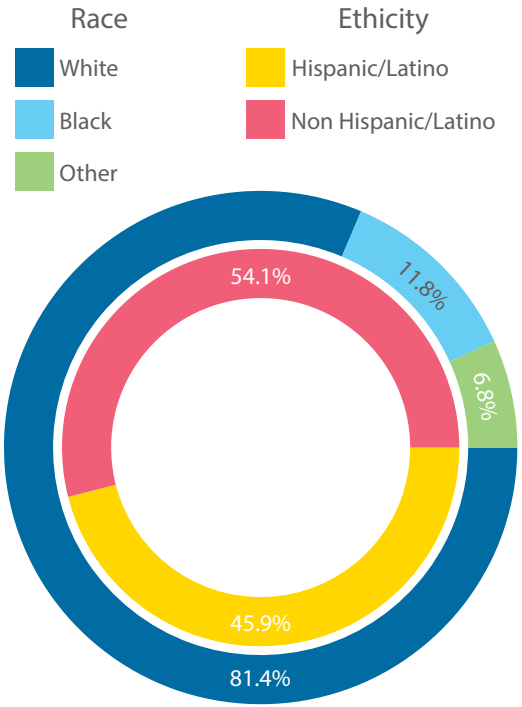
According to the ACS 2011-2015 estimates, Downtown has seen an increase, as a percentage of the population, in the proportion of white residents since 2000 (from 73.8% to 81.5%), while the proportion of black or African American residents declined slightly (11.9% to 11.8%) and the other racial populations, 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

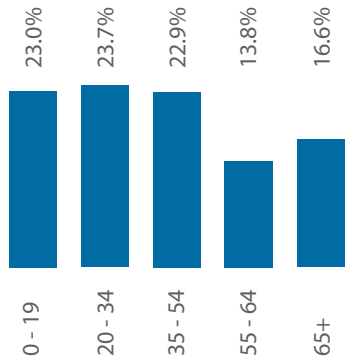


Graph 2.2. Downtown Race/Ethnicity



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

Graph 2.3. Downtown Age

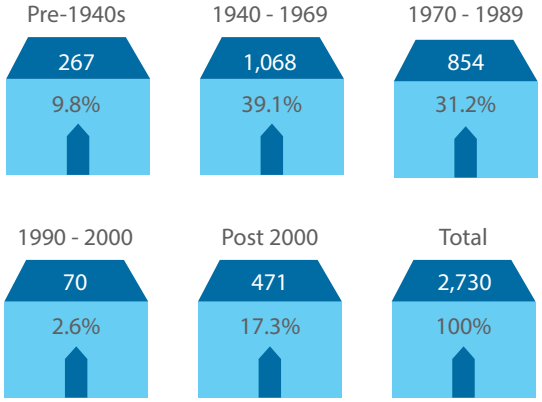


Source: mySidewalk.com; US Census 2011-2015 ACS

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 and122 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 2.4. 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.

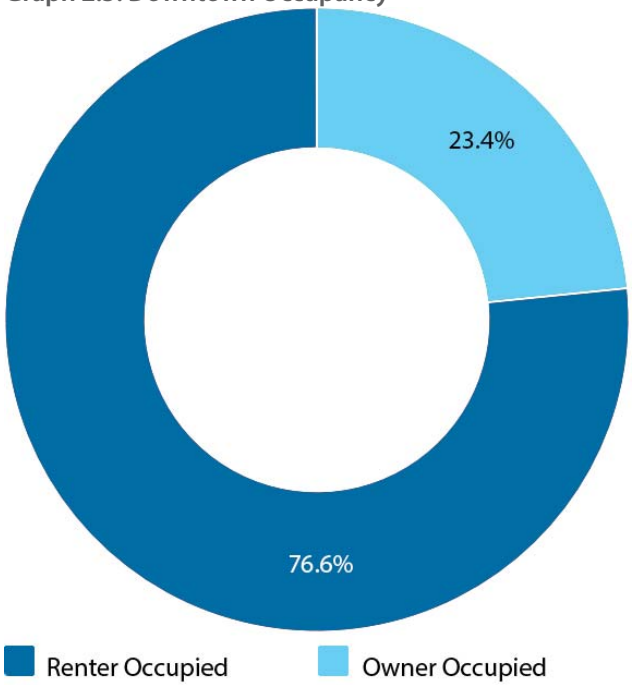
There is a much larger proportion of renters located within Downtown, compared to the City. According to the ACS 2011-2015 estimates, the total percentage of renters within the Downtown is 76.6%, versus 41.7% for the City as a whole. This translates into a larger proportion of owner-occupied houses in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

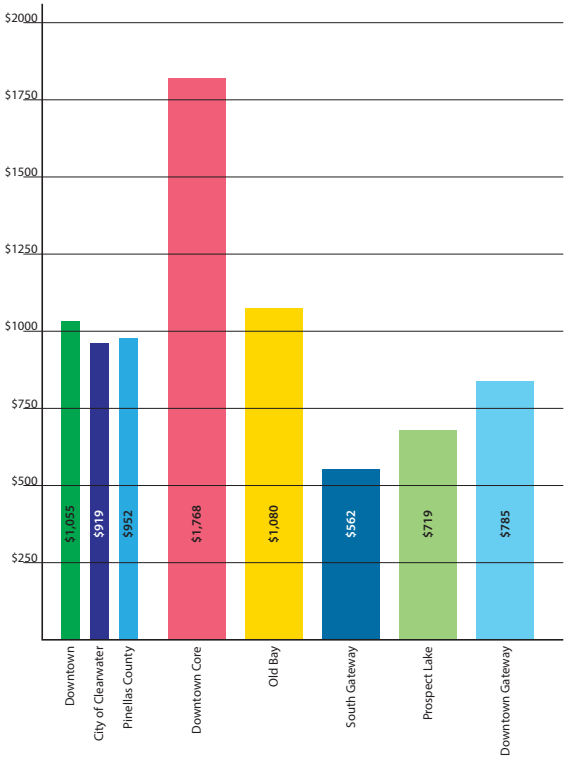
Graph 2.5. Downtown Occupancy



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

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



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

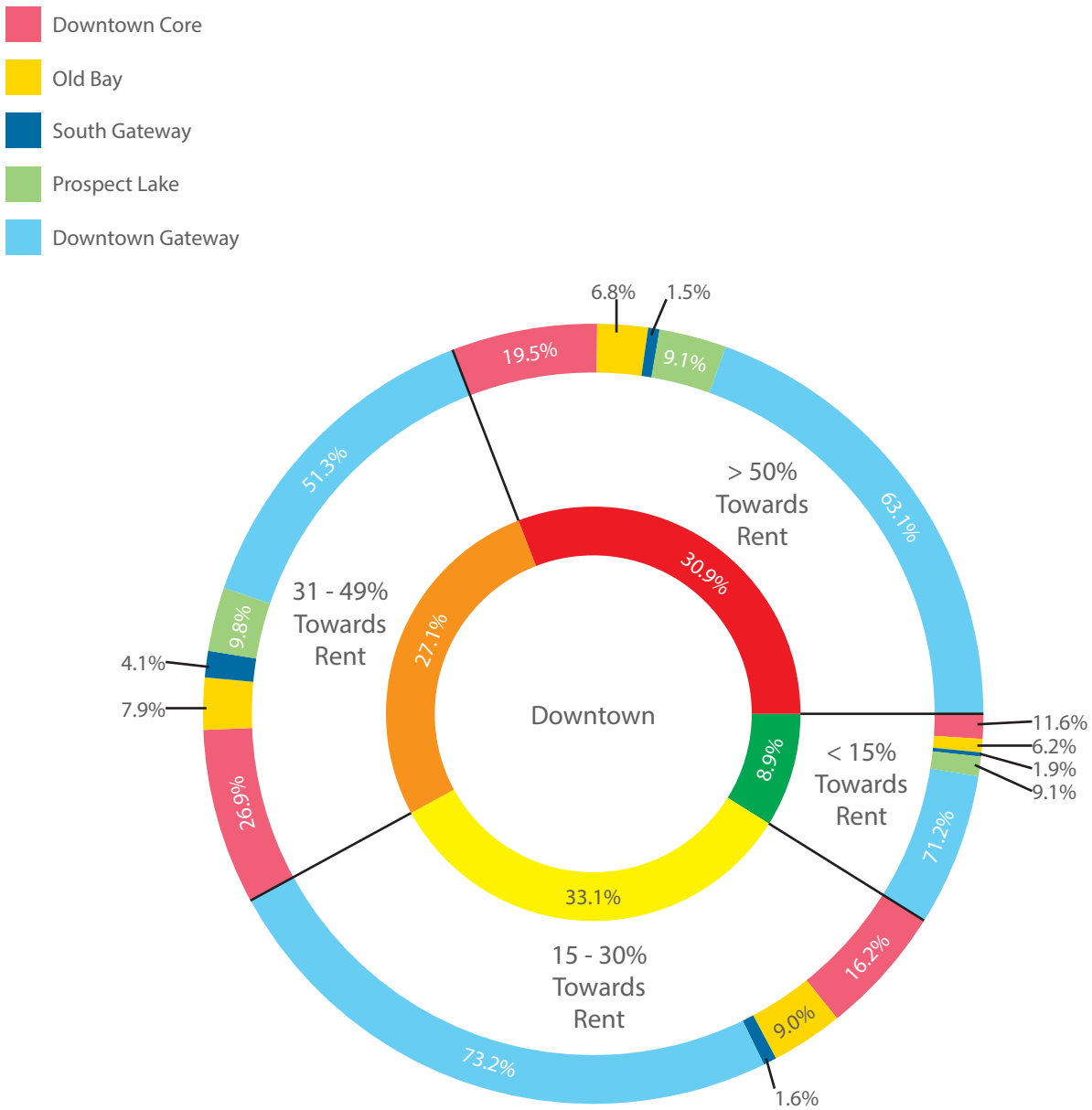
The majority of renters in Downtown pay over 15% of their income on average towards rent, with 33.2% of renters spending between 15% and 30% of their income towards rent. Over 27% of renters spend between 31% and 49% of their income towards rent, which meets HUD's definition of being "cost-burdened", 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.

Photo Source: (Center) Asplan Viak, Battery Park

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
North-South Corridors								
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%
East-West Corridors								
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	22nd Ave & 68th St St. Petersburg	Tyrone Square Mall	6am - 7pm	60	75	102,471
76	Westfield Countryside Mall	St. Pete College - Clearwater	6am - 7pm	60	60	107,747
78	Westfield Countryside Mall	Dunedin City Hall	6am - 10pm	30	45	241,312
98	Carillon Office Complex	Criminal Justice Center	5:45am - 8am 3:45pm - 5:45pm	N/A	N/A	28,108
JT	Beach Route*	Park Street Terminal	10am - 10pm	30	30	150,072
JT	Coastal	Park Street Terminal	8:30am -12am	60	60	105,905
SBT	75th Ave & Gulf Blvd, St. Pete Beach	Pier 60	5am - 11pm	30	30	579,681

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

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

The following is the parking supply for the Downtown Core:

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

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

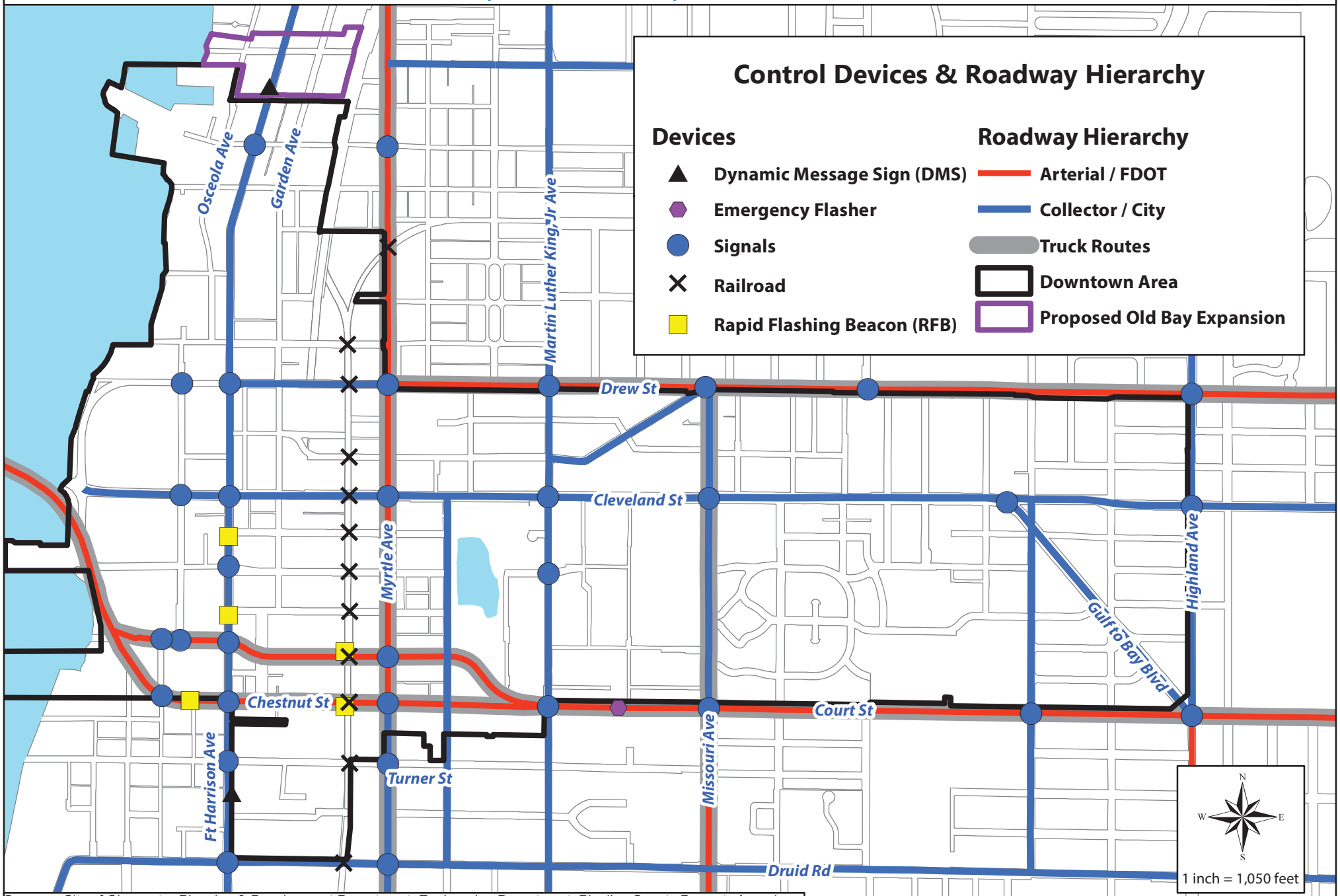
Table 2.3. Existing Parking Facilities

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

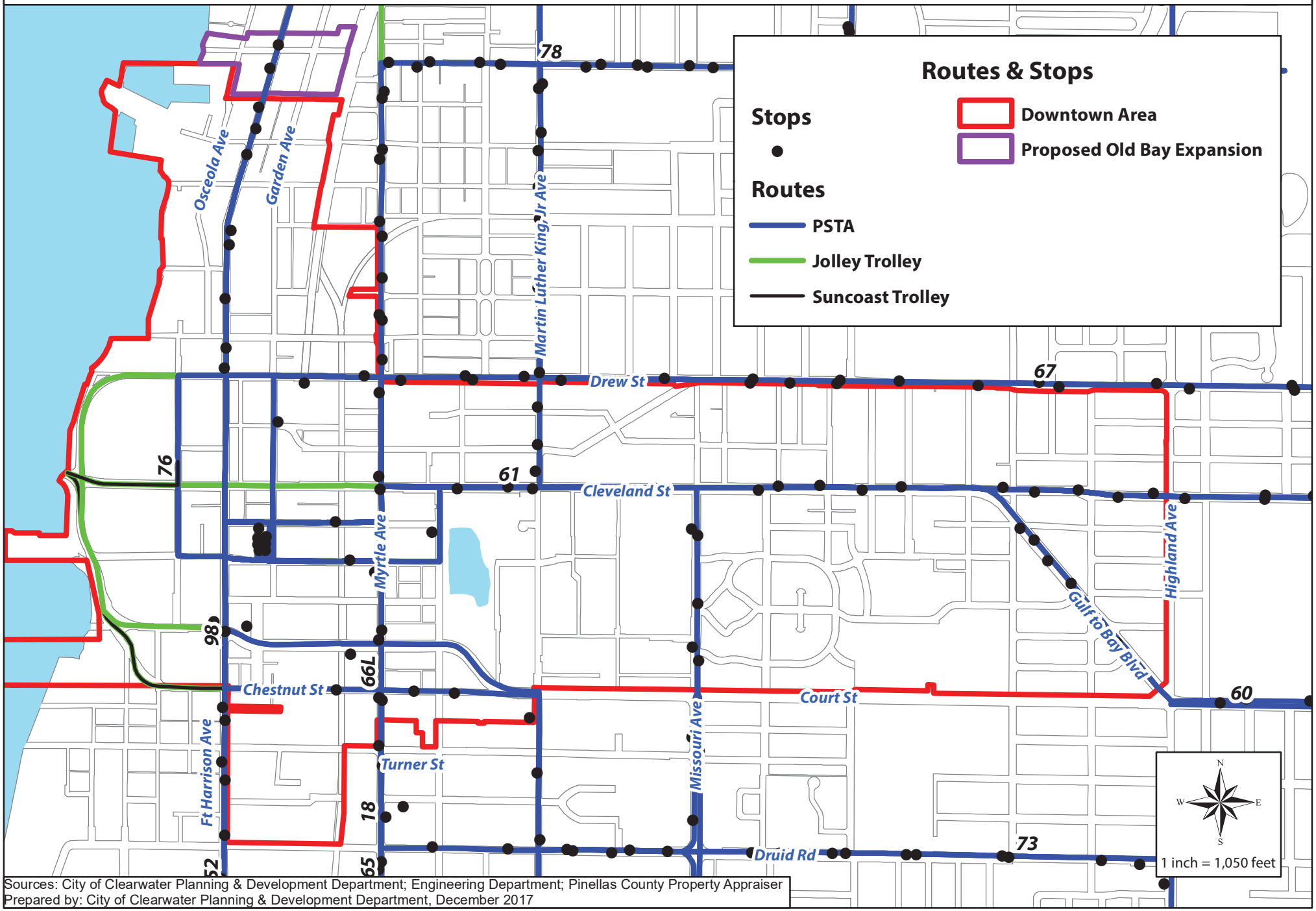
Clearwater Downtown Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.6
PSTA Routes & Stops

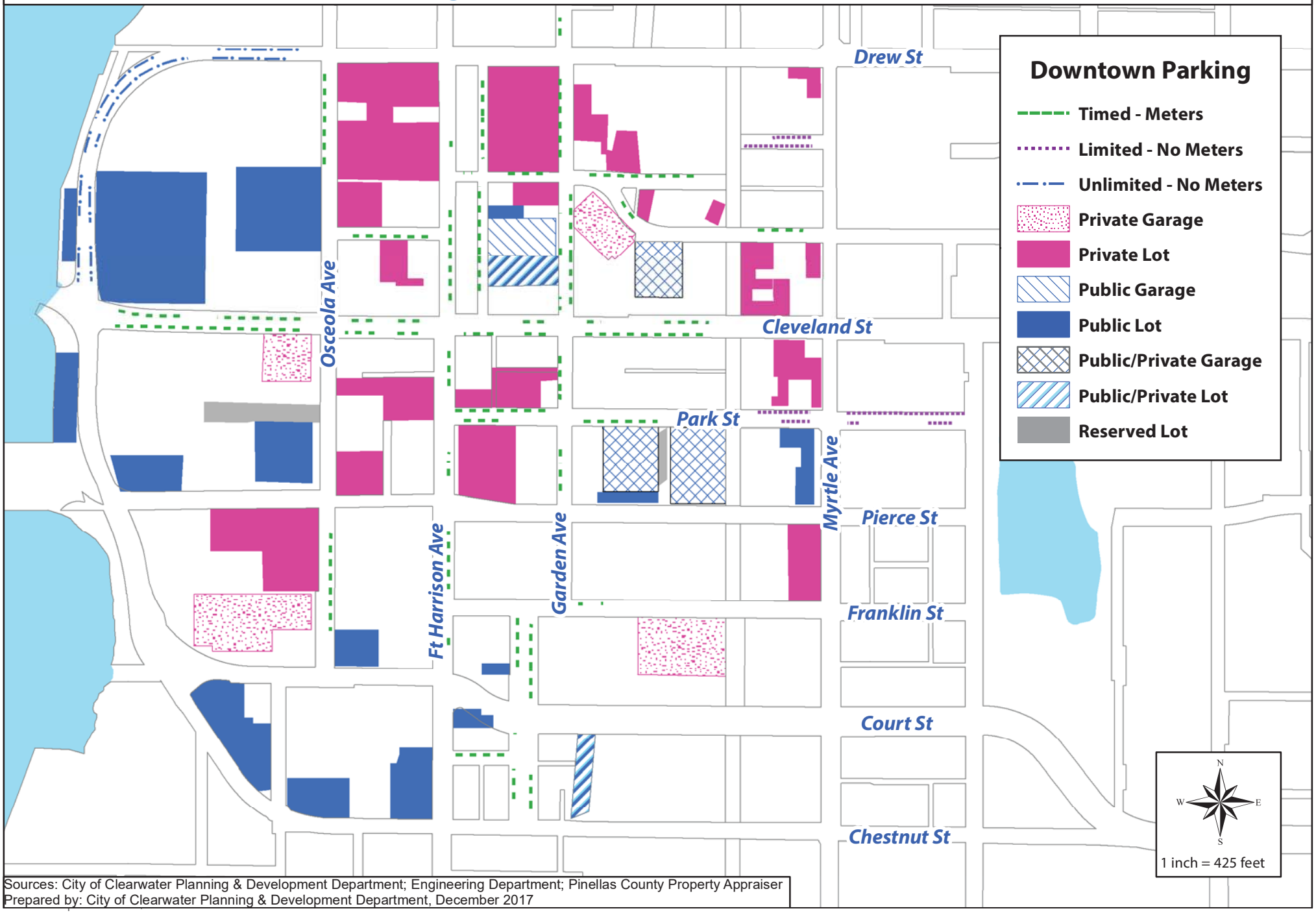
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 2.7
Downtown Core Parking

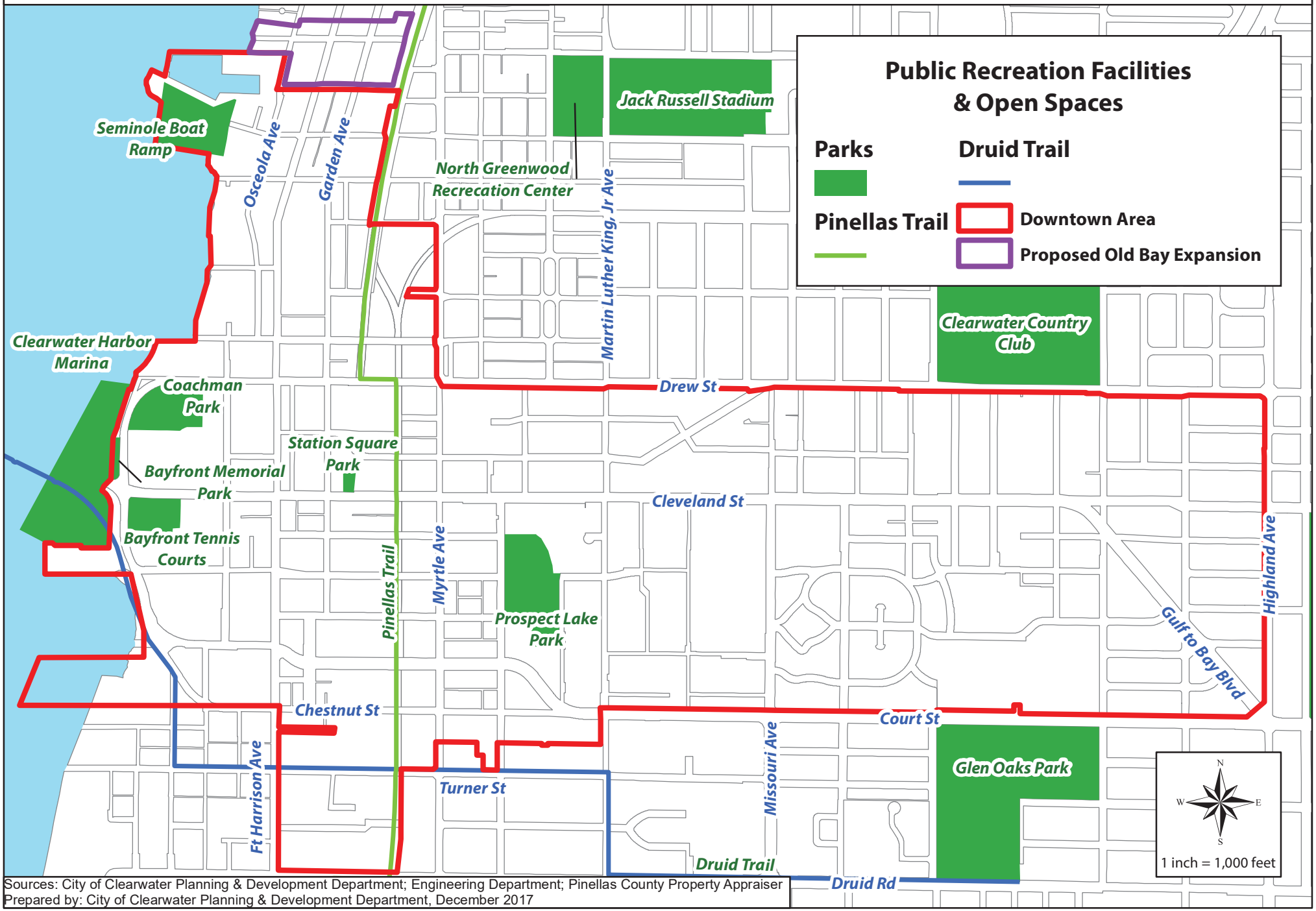
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

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, December 2017

PUBLIC RECREATION FACILITIES & OPEN SPACE

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

The Bayfront Tennis Complex, also within the Downtown Core, is located to the west of City Hall on the lower end of the Bluff and is the City's first tennis complex. One urban pocket park, Station Square Park, is located in the center of the historic commercial core on Cleveland Street and is used by many Downtown workers. The CRA programs various activities at Station Square Park (e.g., lunchtime music, yoga) and a variety of special events take place in the park.

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

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

The Seminole Boat Ramp is located in the northwestern section of the Old Bay District and functions as the City's main boat launching facility. It has eight boat ramps, as well as a picnic area. The facility accommodates approximately 25,000 launches per year, and offers monthly and yearly launch passes. In 2017, the City initiated work to design and permit significant improvements to the property and ramp, including: reconfigured paved parking; additional overflow parking utilizing low impact development methods to manage stormwater and improve water quality; a pedestrian promenade and an elevated observation platform to enhance waterfront access for non-boaters; new greenspace by the Francis Wilson Playhouse located on adjacent City-owned property; additional landscaping improvements; and the consideration for adding public restrooms.

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

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

EXISTING DOWNTOWN REDEVELOPMENT PROGRAMS

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

Downtown Development Board

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

Brownfields Program

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

INVESTMENT IN DOWNTOWN

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

Property Acquisitions

Pierce Street Lot, 301 Pierce Street

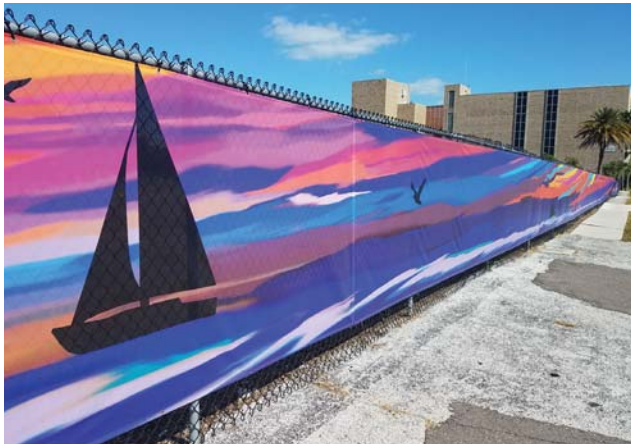
- $4.25M purchase price
- Key property for Imagine Clearwater redevelopment

Triangle Property, 1384 Gulf to Bay Boulevard

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

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

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



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

Economy Inn Redevelopment Site, 1274 Cleveland Street, and adjacent parcel 1247 Grove Street
- $1.6M and $67.5k purchase prices, respectively

Capital Improvement Projects

Clearwater Harbor Marina, 210 Drew Street
- $1.2M assistance for a 126 boat slip project and fishing pier

Capitol Theatre, 405 Cleveland Street
- $8.8M renovation project

Cleveland Streetscape Phase I &II, Osceola to Missouri Avenues
- $.1M for Phase I, $2.5M for Phase II
- New sidewalks, stormwater, electrical improvements, street amenities, a wayfinding signage master plan and new plantings

Main Fire Station #45, 1140 Court Street
- $10.3M construction funding

Five Points Intersection, Gulf to Bay Boulevard, Court Street, and Highland Avenue
- $728k in improvements and landscaping

Redevelopment Incentives

Garden Trail Apartments, 609 Seminole Street
- $354k in acquisition and environmental remediation

Country Club Townhomes, 1273 Drew Street
- $700k towards acquisition
- $449k for construction
- $320k for down payment assistance

Marriott Residence Inn, 940 Court Street
- $227k in impact fee, permit fee, and a portion of City TIF reimbursement

Cleveland Street and Fort Harrison Avenue Façade Improvement Grants
- 50+ buildings
- More than $279,933 since 1996

The Nolen Apartments, 949 Cleveland Street
- $700k fees reimbursed, 257 market rate units and 13,000 square feet of retail/restaurant space
- $725k to address soil condition and $485k to reduce stormwater fees and relocate utilities

Water's Edge Condominiums, 391 Cleveland Street
- $1M reimbursement of impact fees, portion of sidewalks costs and site improvements paid from Ad Valorem taxes
- 153 units with 10,000 square feet of retail space

Station Square Condominiums, 628 Cleveland Street
- $1.2M for 99 public parking spaces

Business Development

Business SPARK, 112 South Osceola Avenue
- Network of programs, services and facilities provided by public and private partners to support businesses and entrepreneurs in every stage of development

The Ring Workspaces, 600 Cleveland Street
- $600k investment in a private, state-of-the-art coworking office facility

Clearwater Main Library, 100 N. Osceola Avenue
- Interlocal agreement with the Clearwater Main Library to conduct activities that support community learning in the areas of STEM (science, technology, engineering and math), entrepreneurship and small business development

Community Arts, Culture & Events

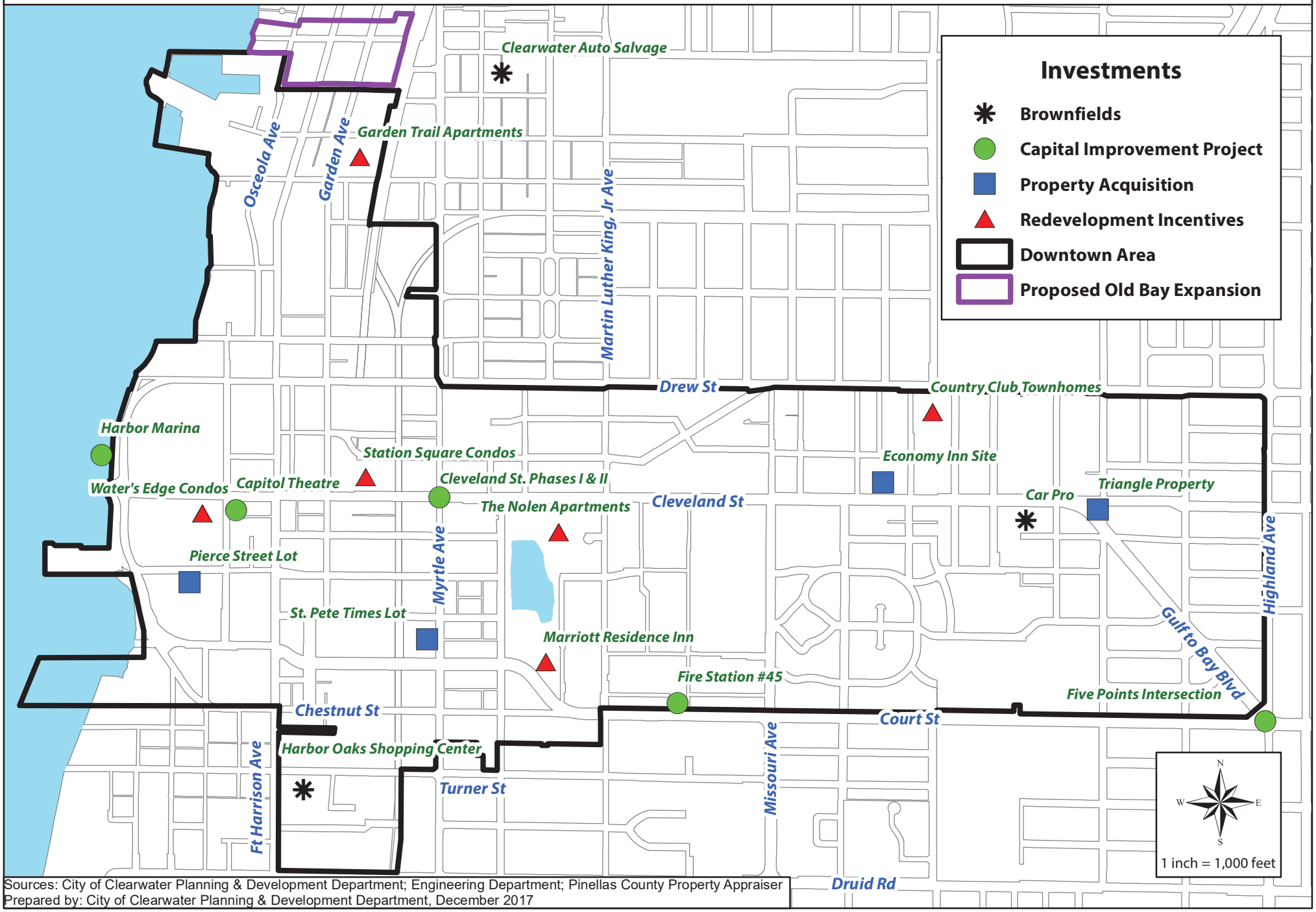
- 30-year agreement with Ruth Eckerd Hall for the operation of the Capitol Theatre
- Sculpture 360, rotating artwork in the median of Cleveland Street in the Downtown Core
- Second Century public Art Gallery
- Downtown waterfront markets
- El Dia del Nino (Children's Day), a neighborhood event to celebrate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

Transportation & Mobility

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

Map 2.9
Selected Downtown Investments

Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

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.

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.

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.

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.

Photo Sources: (Top) WalkableWPB.com, Green Street, 2017; (Center) Chris Whitis, Parking Garage Art Studios, 2017

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.

Objective2K:
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.

Photo Sources: (Center) Ella Crandall, Safety Harbor Boardwalk

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.

POLICE
POLICE
POLICE

DOWNTOWN CHARACTER DISTRICTS

The Downtown Planning Area is 555 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. 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.

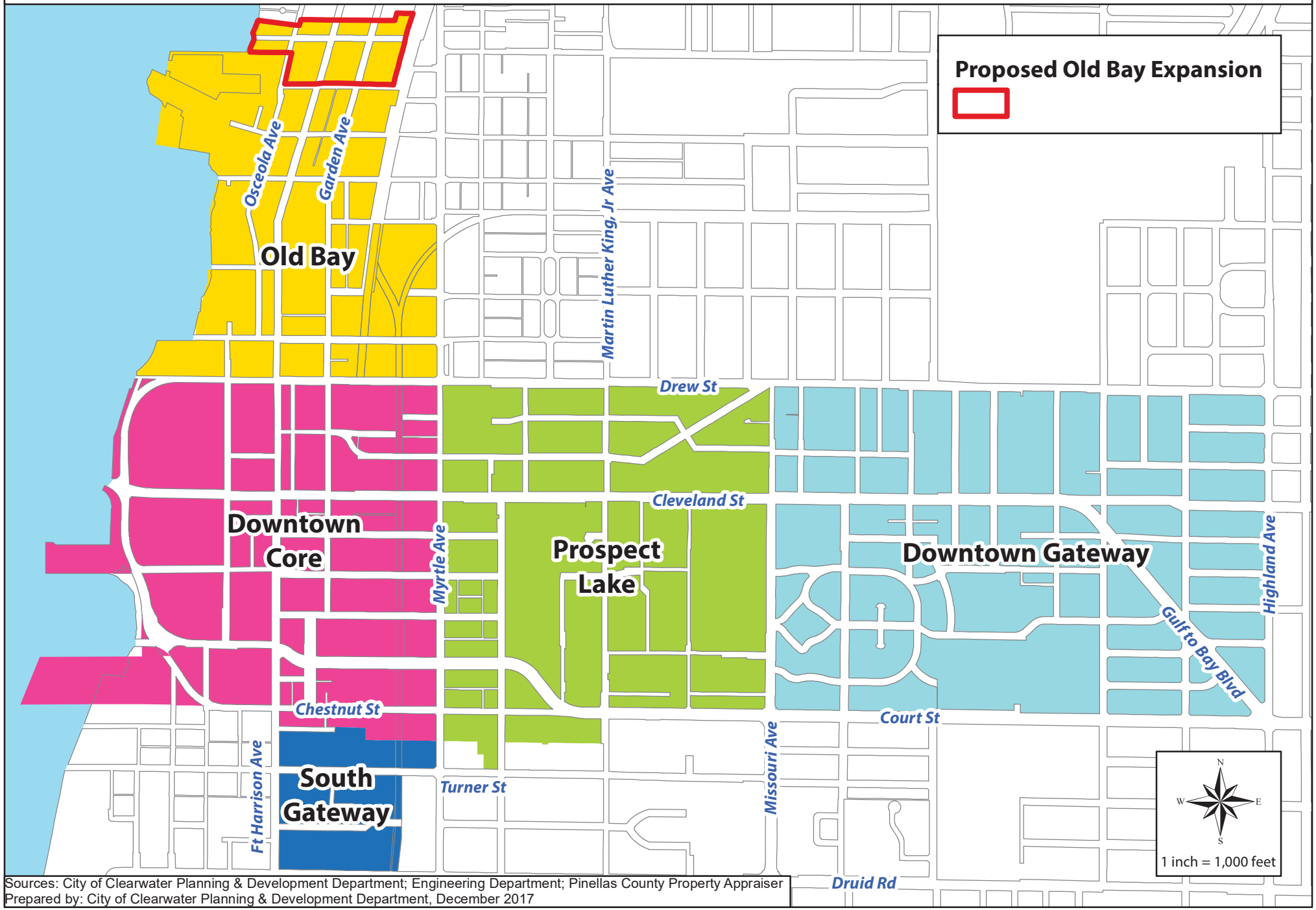
The 2018 update also addresses those parcels in the Prospect Lake and Downtown Gateway Character Districts that were not amended when the Downtown Plan Area boundaries were previously expanded in 2004. Policies address the need to also amend these properties' future land use and zoning designations to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

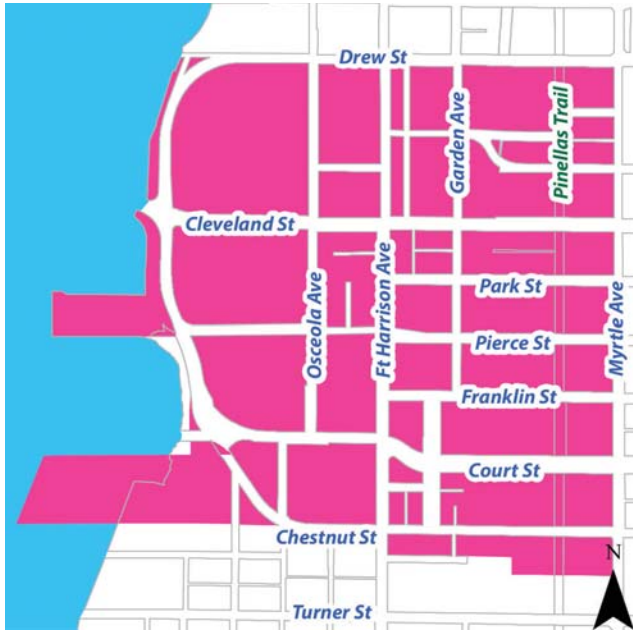
Map 3.1
Character Districts

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, December 2017

DOWNTOWN CORE DISTRICT

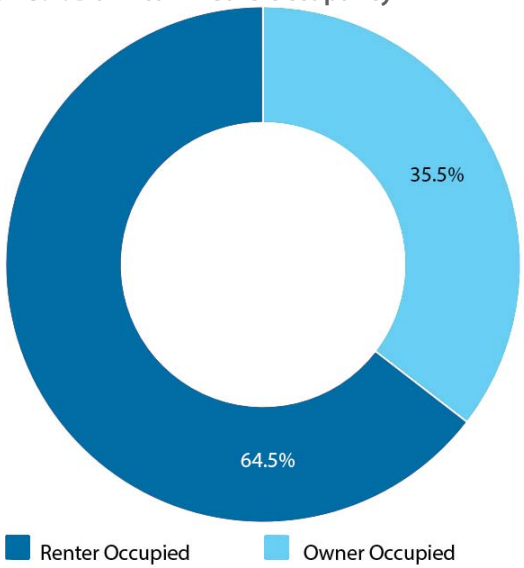


The Downtown Core is bounded by Drew Street on the north, Myrtle Avenue on the east, Clearwater Harbor on the west and Chestnut Street on the south as illustrated above. The Downtown Core is composed of 619 parcels totaling 128.9 acres in area and represents 23.2 % of the Downtown Plan Area.

Existing Conditions

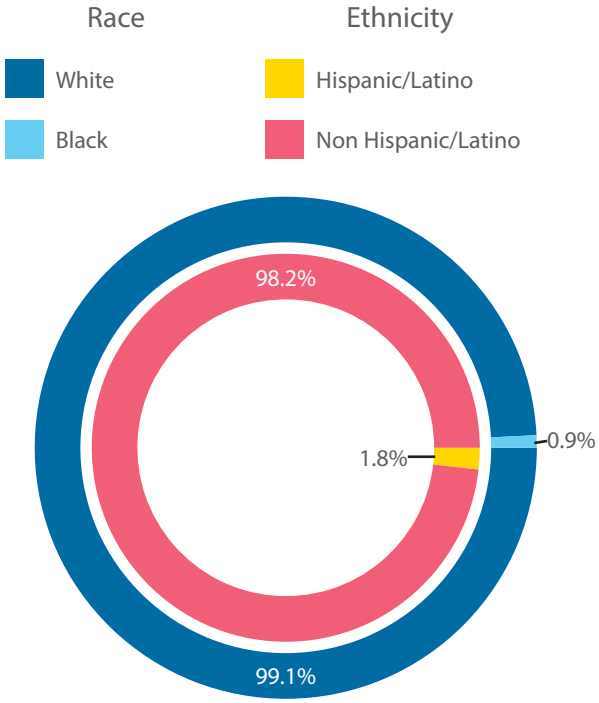
The Downtown Core is the government center and an important employment area in the City. Many of the Pinellas County and City of Clearwater government offices are located in the Downtown Core as well as private offices and supporting uses. Since 2004 Technology and I/T businesses have expanded in the 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



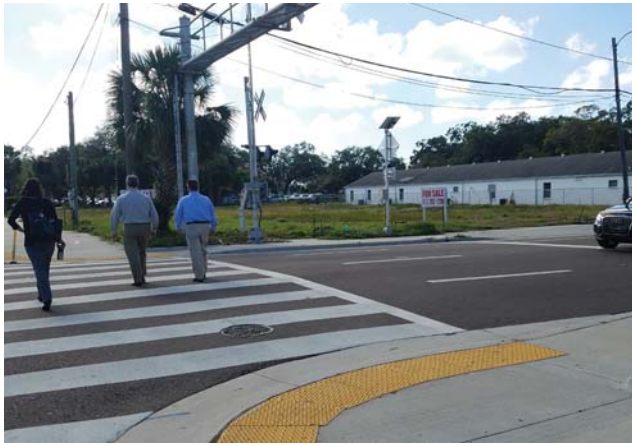
Source: mySidewalk.com; US Census 2011-2015 ACS

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.

Photo Source: (Top) Crandall, Outdoor Dining, 2017

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.

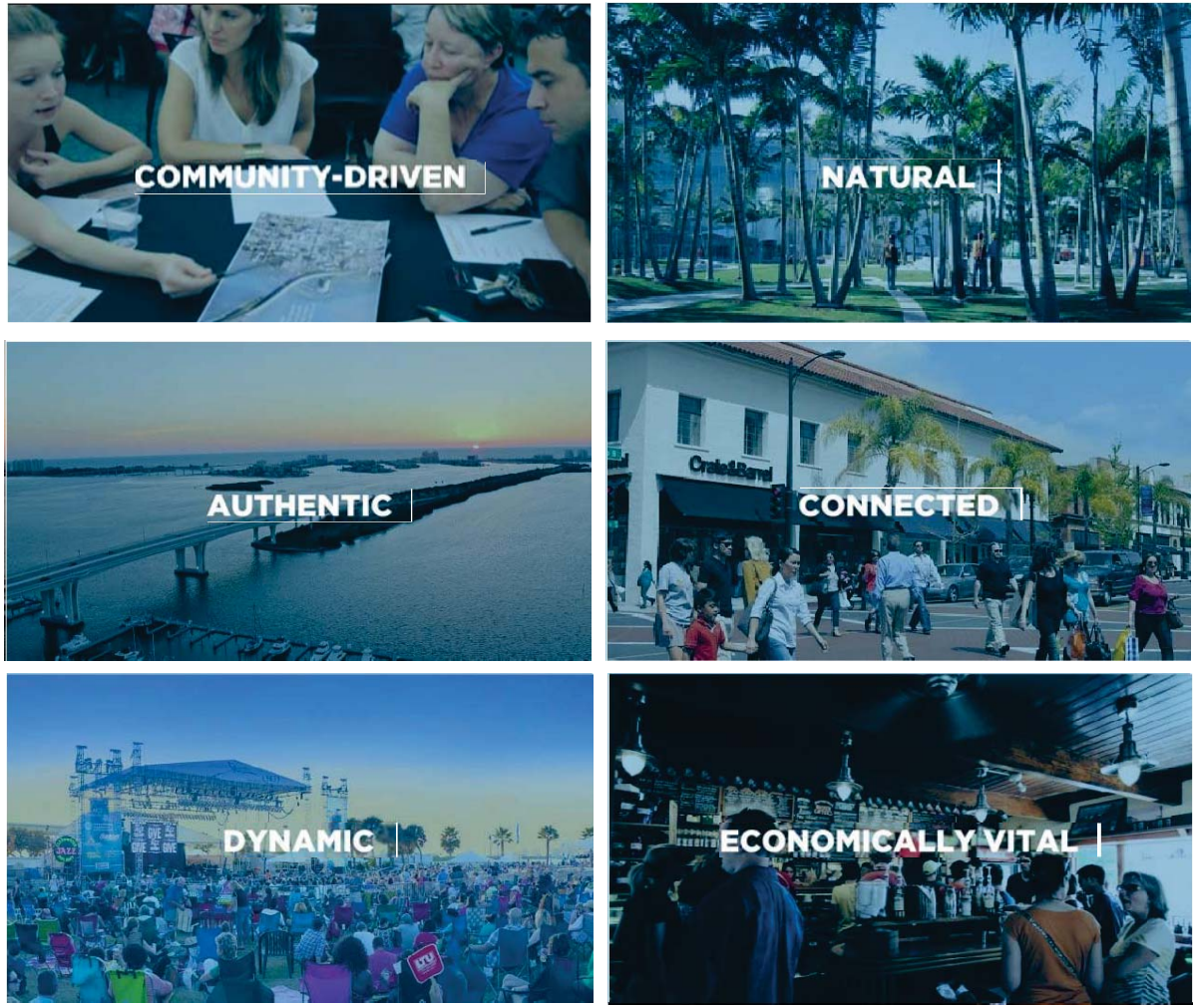
Policy 6:
Redevelopment and new construction along Cleveland Street shall be compatible with and contribute to pedestrian vitality, human scale and the historic fabric of Downtown through the use of build-to-lines, building stepbacks, active ground level uses and architectural features and details.

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 anchores an economically vibrant downtown.

IMAGINE CLEARWATER VISION AND GUIDING PRINCIPLES



Clockwise from top left: City of Clearwater, west8, Discover Los Angeles, Unsplash, St. Petersburg/Clearwater Film Commission, Flickr User: minkstr

Imagine Clearwater
BY THE NUMBERS

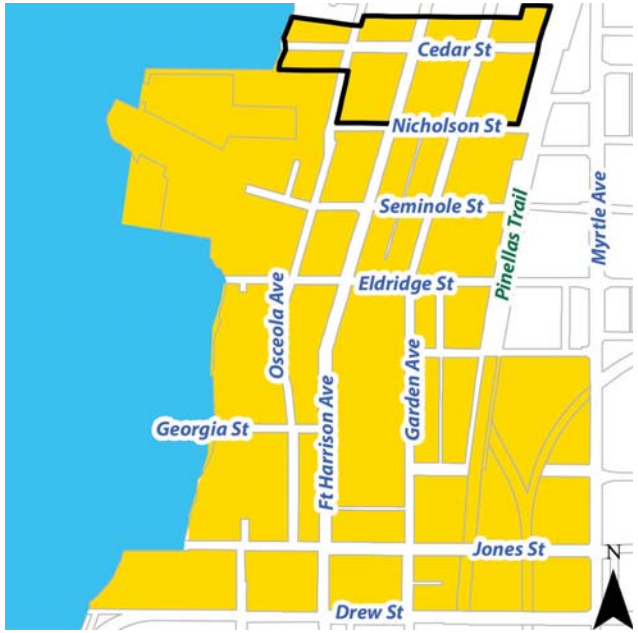
19.0 acres of park space *(110% increase)*

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



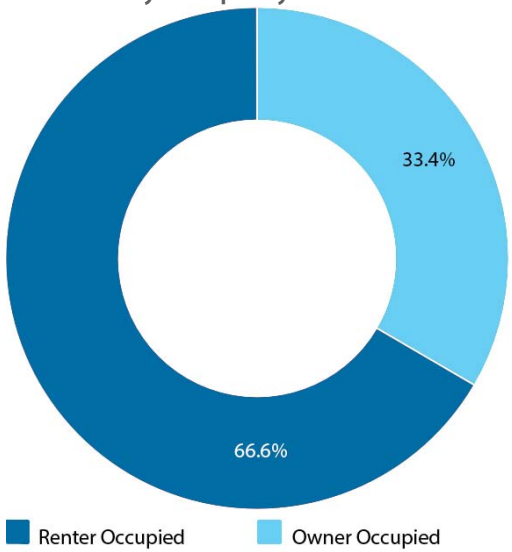
The Old Bay District is generally bounded by Blanche B. Littlejohn Trail and Myrtle Avenue on the east, Clearwater Harbor on the west, Drew Street to the south, and Cedar Street to the north as illustrated above. Also illustrated above is the Old Bay expansion area outlined in black. There are 342 parcels totaling 95.4 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.

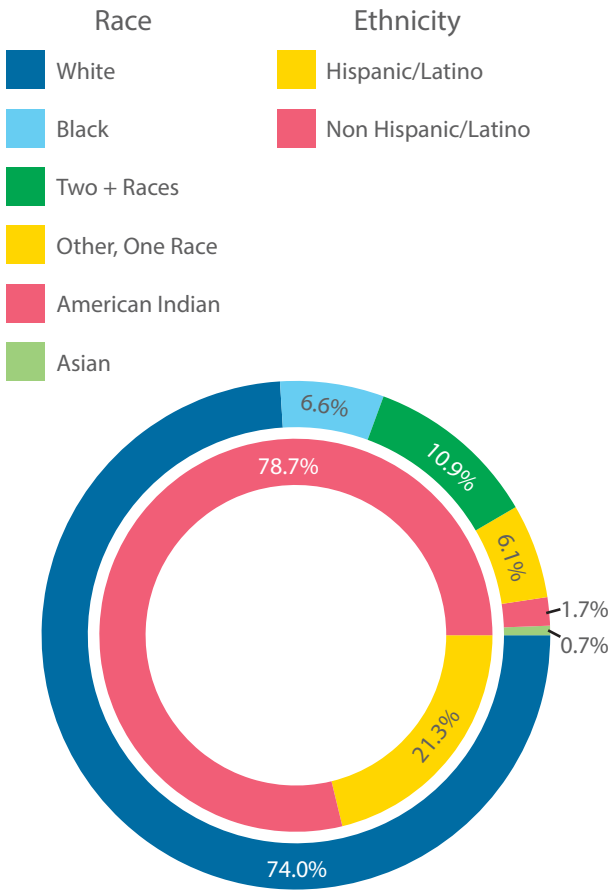
Many of the neighborhood roads are narrow, except for Drew Street which is a four lane undivided road. The Pinellas Trail crosses Drew Street at an unsignalized location. Drew Street also has limited pedestrian crossings from the District into the Downtown Core to the south. North Fort Harrison Avenue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



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

Graph 3.4. Old Bay Race/Ethnicity



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

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 and Breakfasts: 35 rooms per acre, not to exceed 10 rooms
Height	West of N. Osceola Ave. & between Drew and Georgia Sts. & properties 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.: 45 feet
	North of Nicholson St.: 30 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 streetstcaping 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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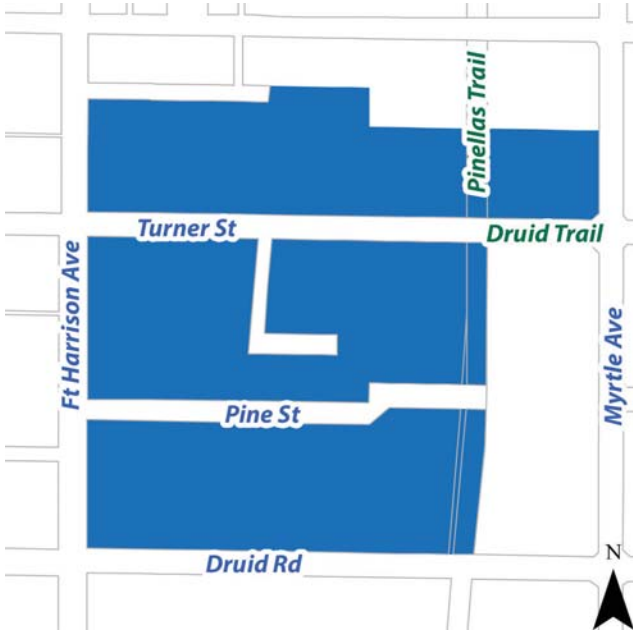
The North Marina Area is a vibrant waterfront community on Clearwater Harbor

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.

GO

SOUTH GATEWAY DISTRICT

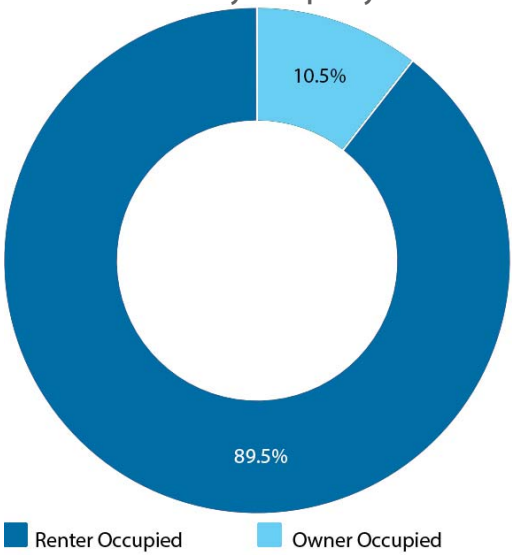


The South Gateway District is generally bounded by parcels fronting on Chestnut Avenue on the north, the Pinellas Trail on the east, South Fort Harrison Avenue on the west and Druid Road on the south as illustrated above. The District is comprised of 61 parcels of land totaling 23.1 acres and represents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

Existing Conditions

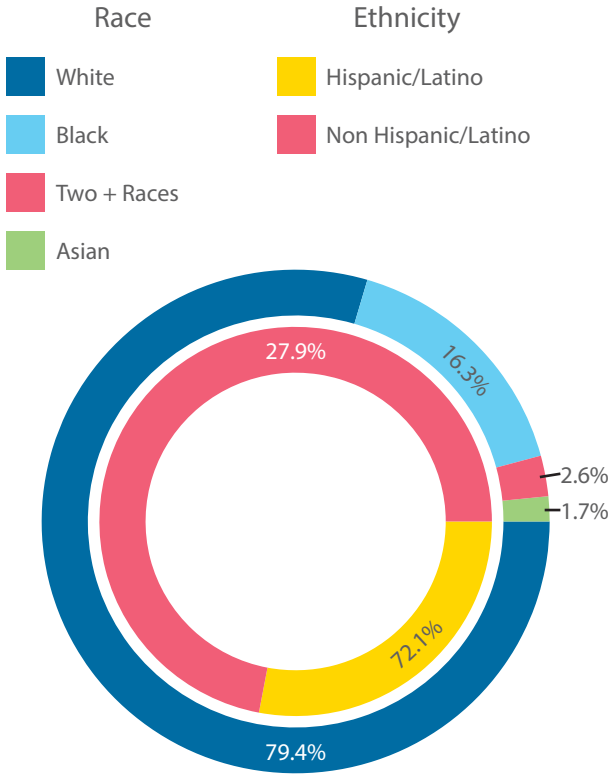
The South Gateway is the principal entryway to Downtown from the south. It is also a transition area between the more intensely developed Downtown Core and the Harbor Oaks neighborhood to the southwest and to Morton Plant Hospital further south. Though it is a small area it is largely redeveloped with 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

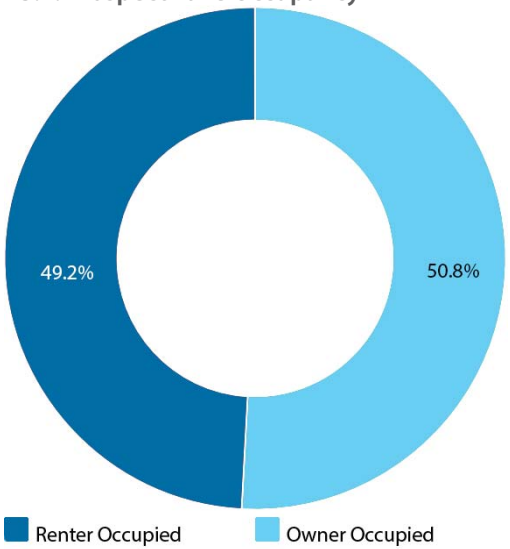
The Prospect Lake Character District is bounded by Drew Street on the north, Missouri Avenue on the east, Myrtle Avenue on the west and on the south by Court Street and parcels fronting on Chestnut Street as illustrated above. There are 440 parcels of land totaling 131.9 acres in this District. The Prospect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

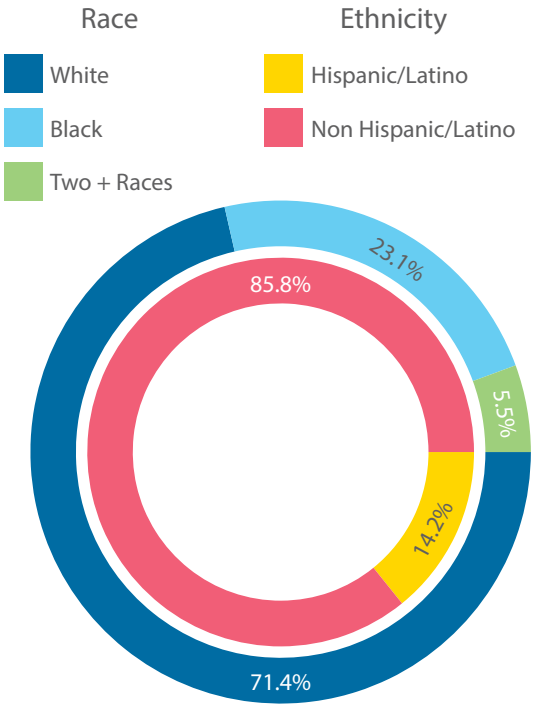
Graph 3.7. Prospect Lake Occupancy



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.: 30 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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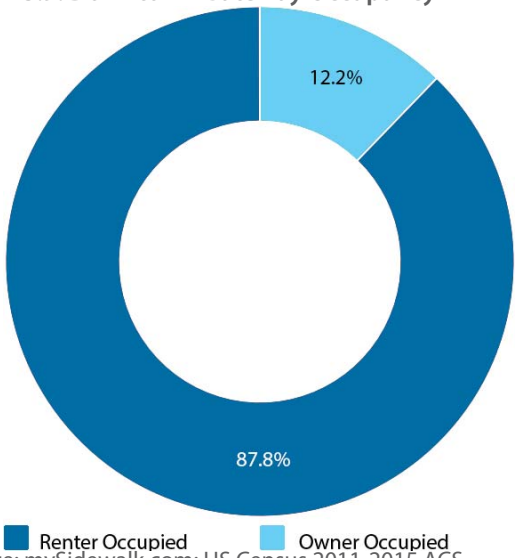
DOWNTOWN GATEWAY DISTRICT

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

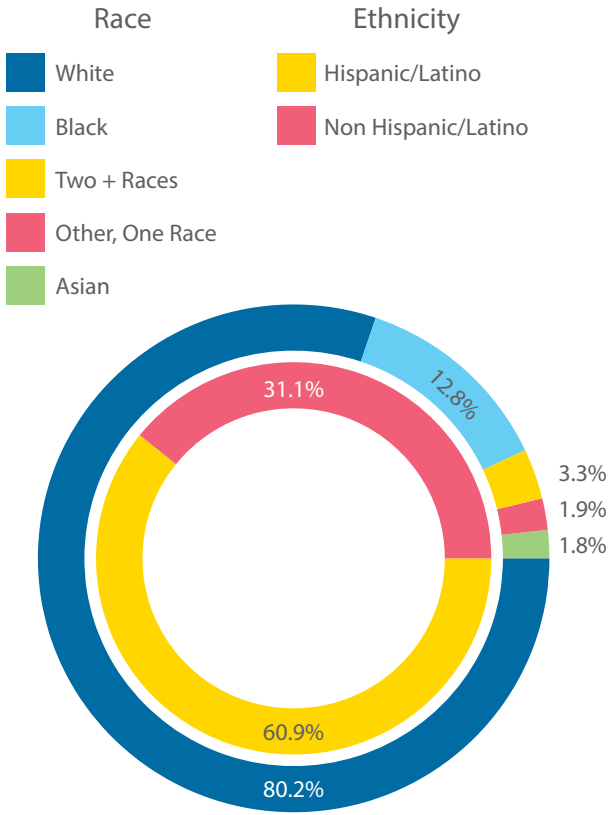
The Downtown Gateway District is a predominantly residential district with limited low scale commercial buildings along Missouri Avenue, Court and Cleveland Streets and Gulf to Bay Boulevard. This area of Clearwater is known for its large Hispanic population, primarily from the Hidalgo region of Mexico, 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



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

Graph 3.10. Downtown Gateway Race/Ethnicity



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

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.

Photo Sources: (Center) Howard Warshauer, Community Garden, 2017

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 N. Hillcrest & N. Highland Aves.: 30 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

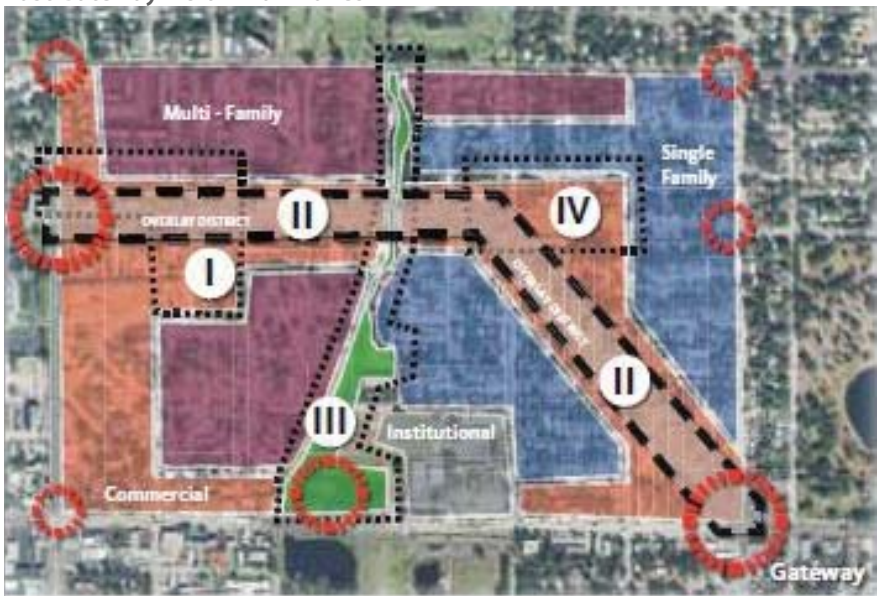
East Gateway District Vision Plan

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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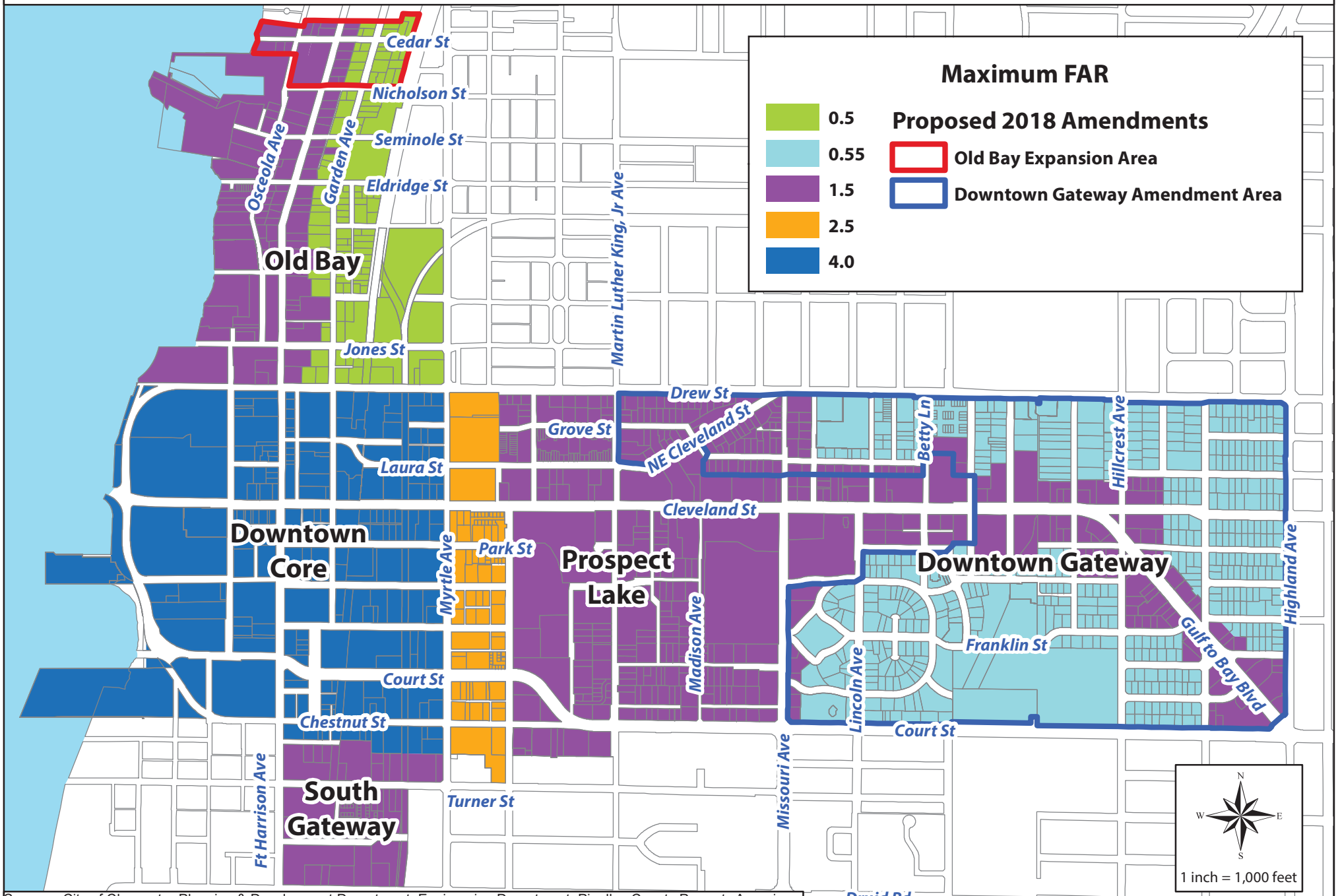
Map 3.2
Maximum FAR

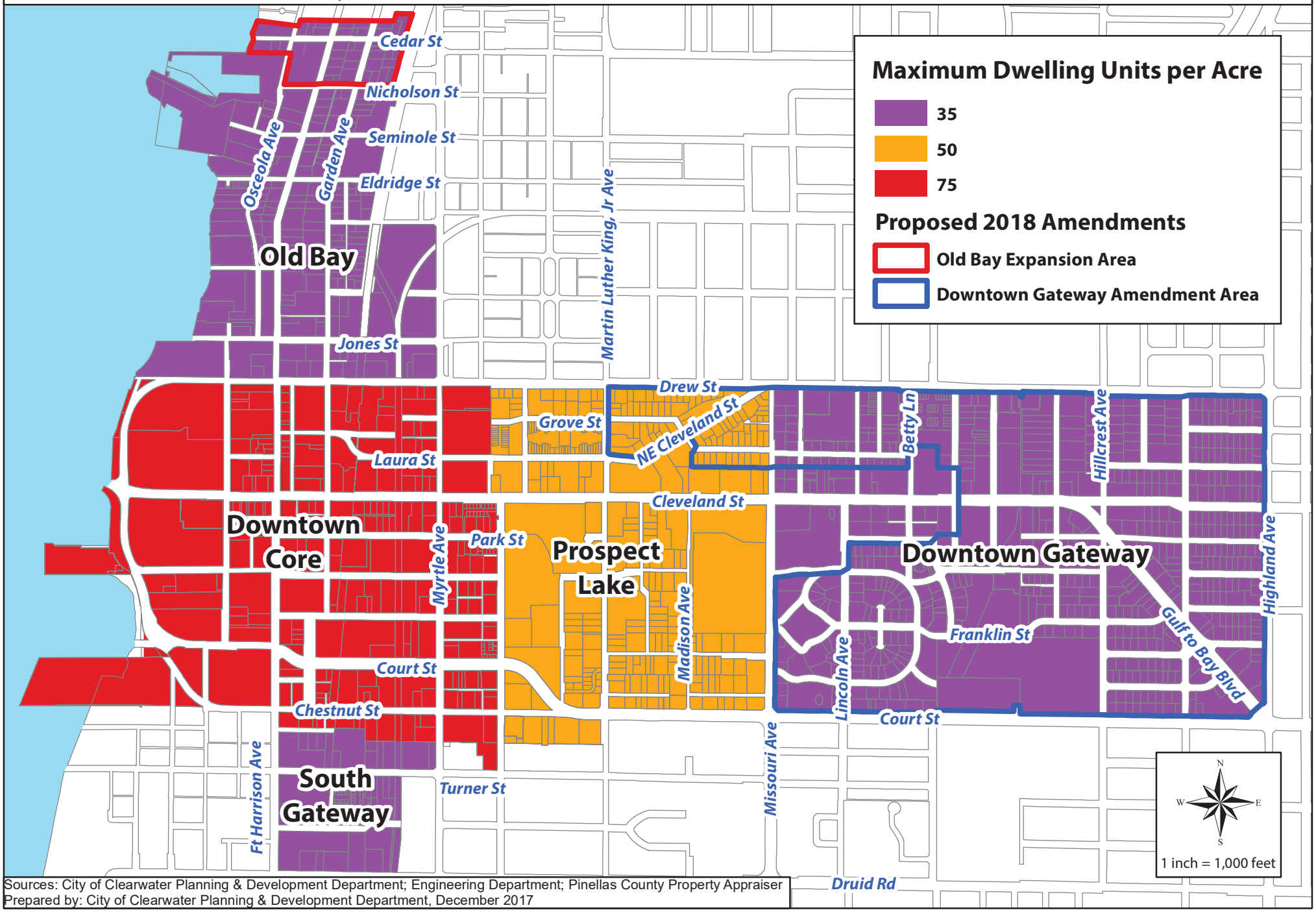
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 3.3
Maximum Density

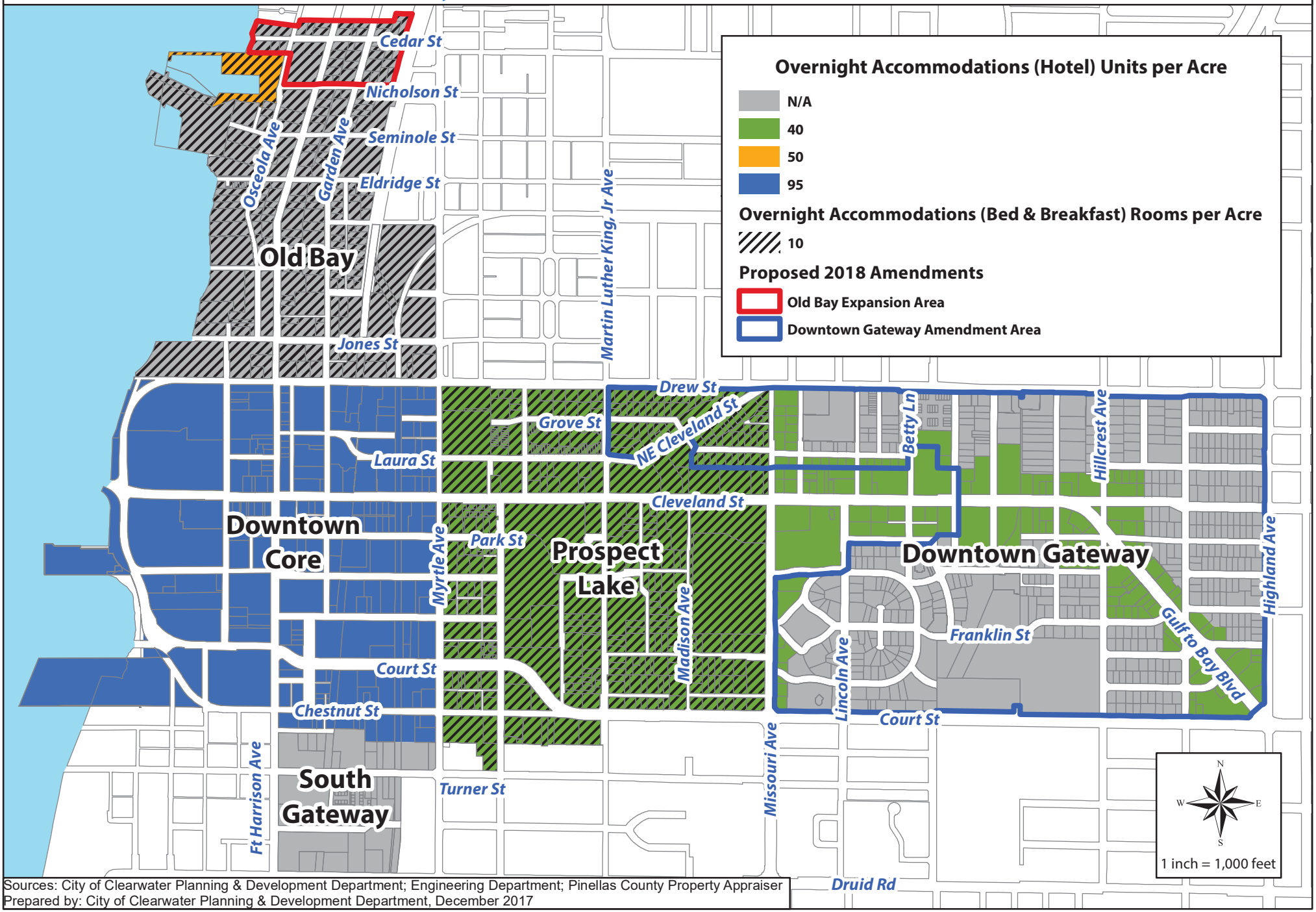
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 3.4
Maximum Hotel Density

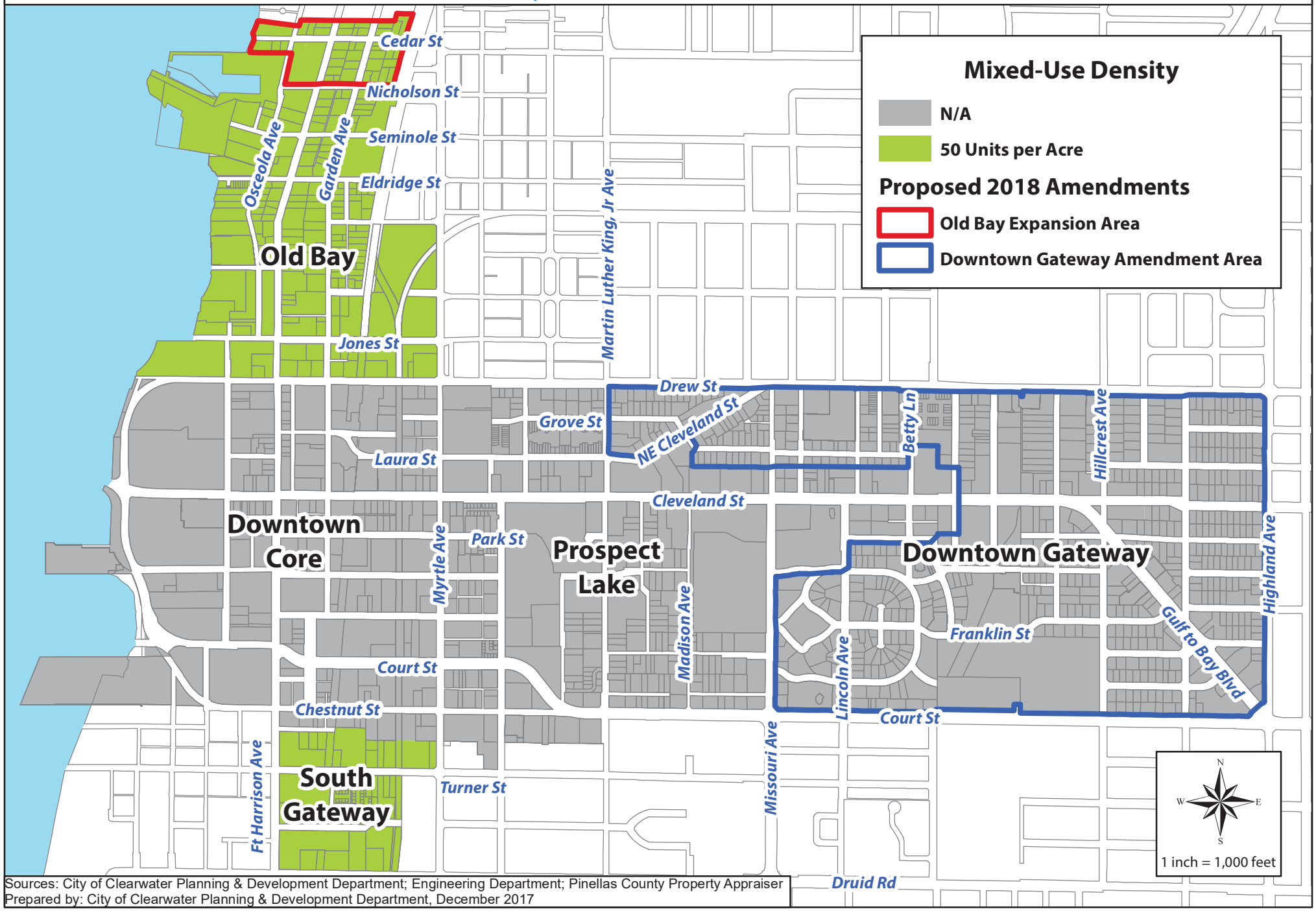
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 3.5
Maximum Mixed-Use Density

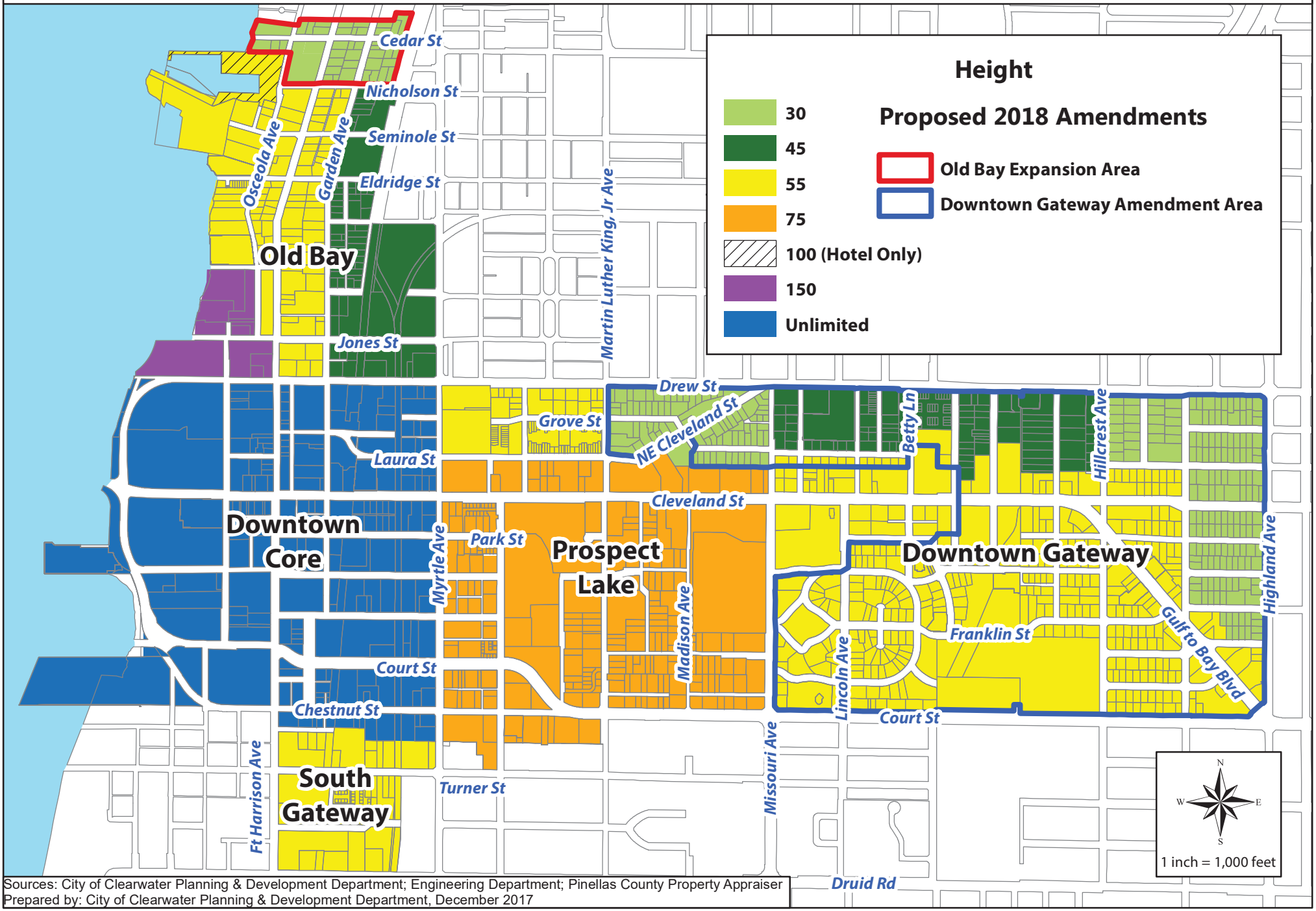
Clearwater Downtown
Redevelopment Plan



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Map 3.6
Maximum Height

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, December 2017

WELCOME BACK
Phillips
BOILED PEANUTS

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 Pinellas County and other coordinating organizations to address the problem with the chronic homeless population.

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 pubic amenity. In 2017 the City initiated design and permitting work for certain improvements, including reconfigured paved parking, additional overflow parking, and additional storwmater 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

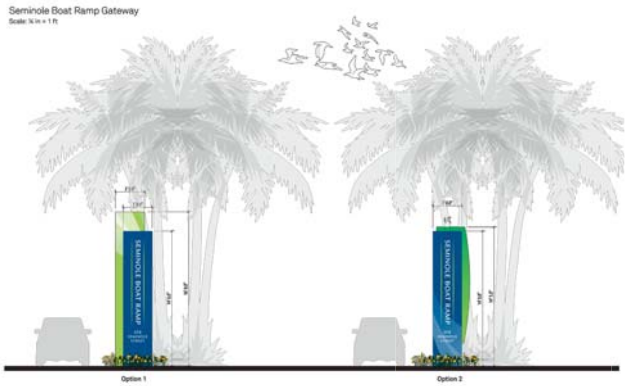
A Mercado, a multi-cultural Market inspired by the Hispanic heritage of the community will create a "place" for community gathering and cultural significance, and will be constructed in the vicinity of Downtown Gateway's (formerly East Gateway) "main & main" which occurs at the intersection of Cleveland 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.

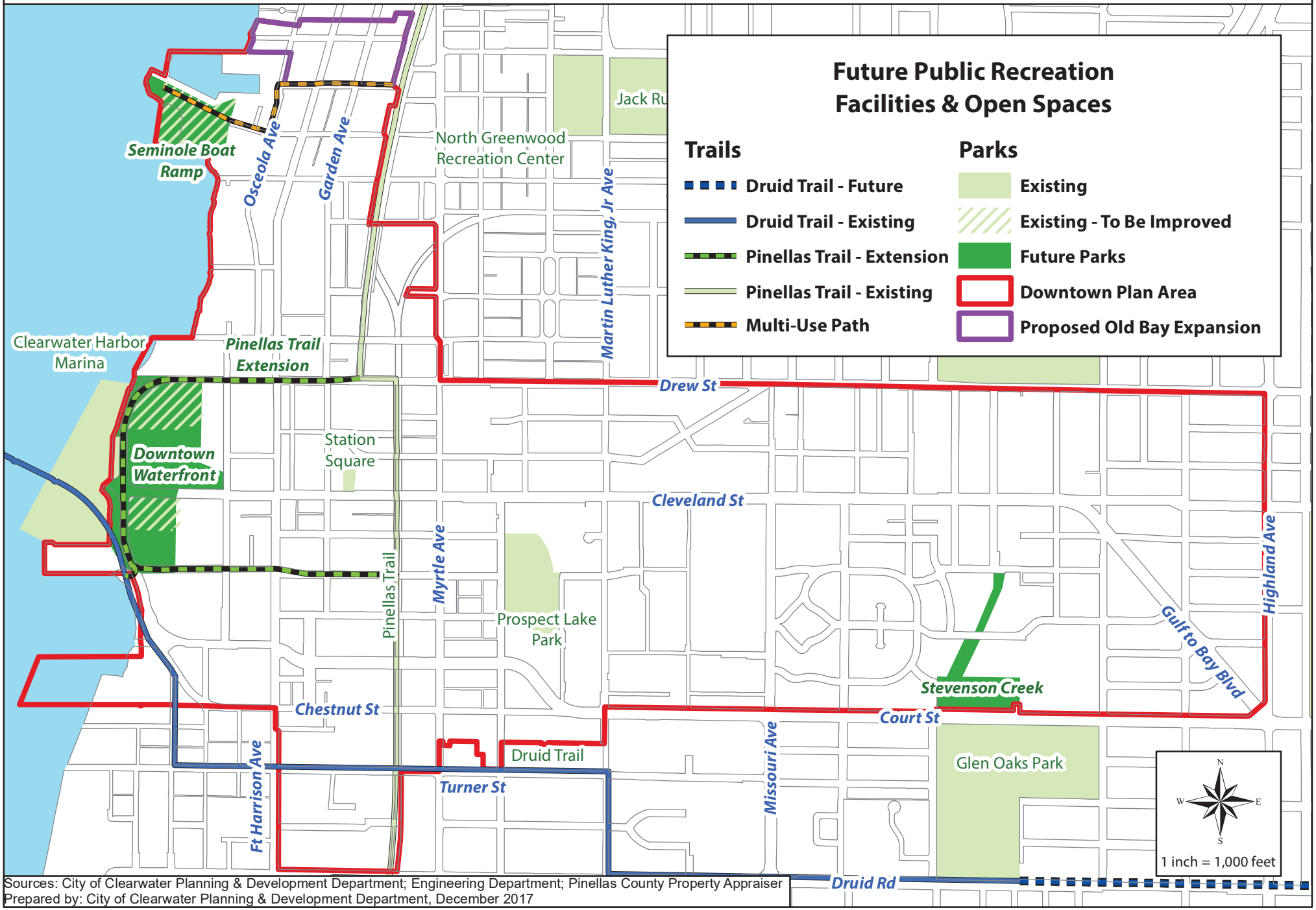
The recently completed Beach Connector portion of the Druid Trail provides a critical route for users traveling to the Beach. Additionally the east-west Druid Trail connects to the north-south Pinellas Trail in the South Gateway Character District. The remaining phases of the Druid Trail will connect 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.



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, December 2017

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 ESTUARY
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 GREEN
COACHMAN GARDEN
BLUFF WALK
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.
BLUFF WALK
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.'
CIVIC GATEWAY
OSCEOLA AVENUE

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).

Photo Source: (Bottom) Lucas Cruse, City of St. Petersburg, Green Painted Bicycle Crossing

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.

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 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 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.

Photo Source: (Center) Indianapolis Star, Indy Culture Trail, 2015

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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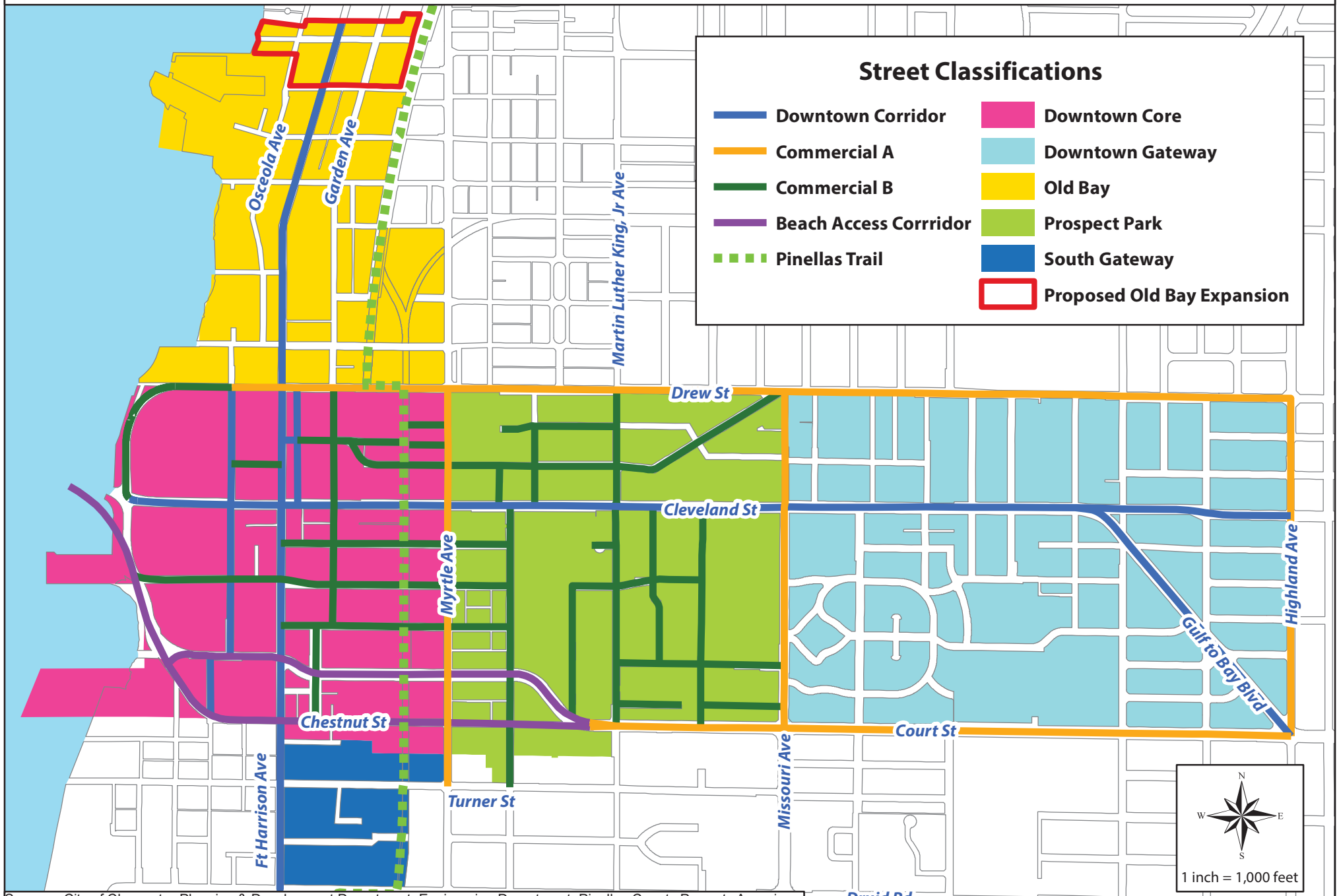
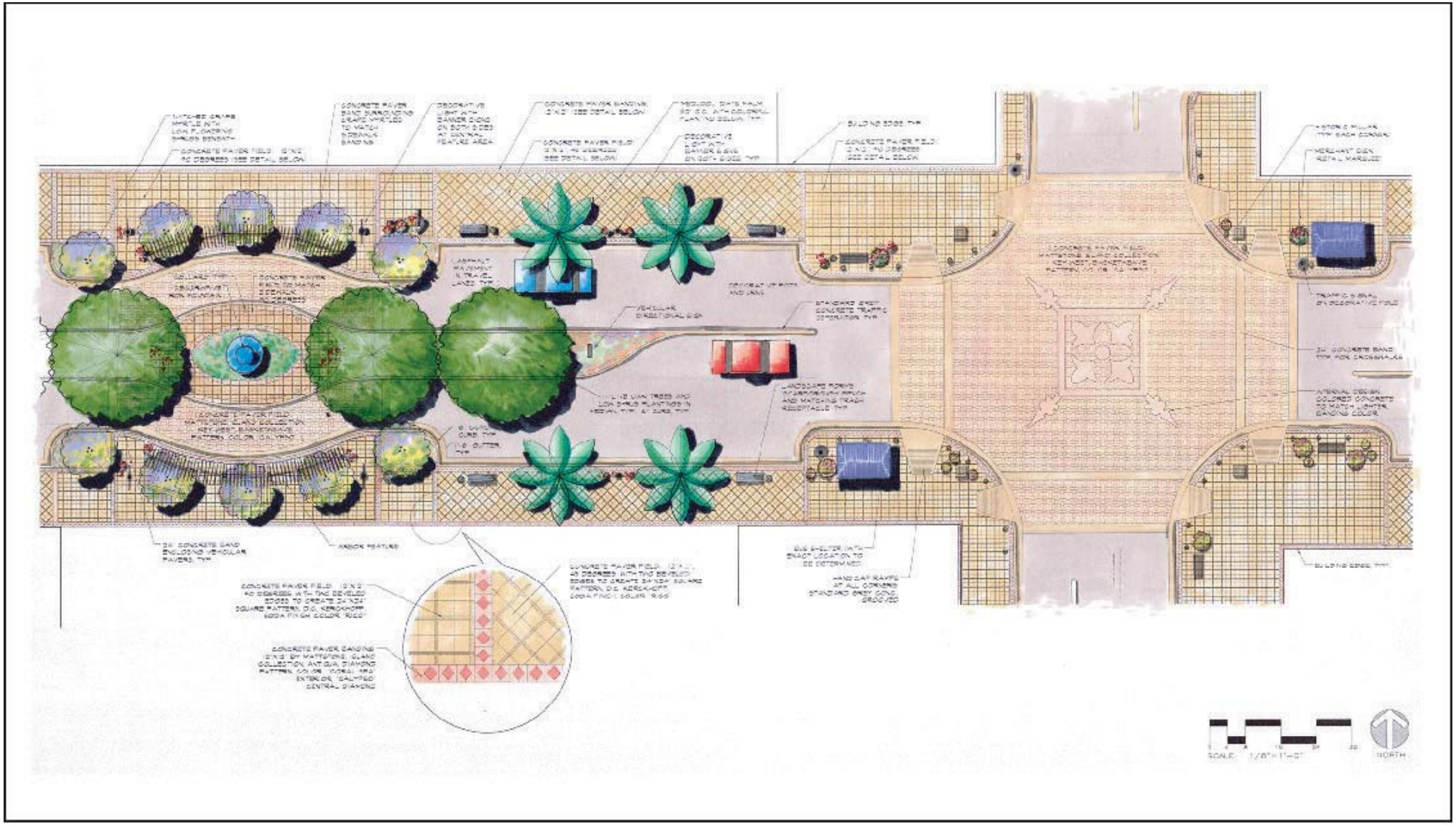
Map 3.8
Street Classifications

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, December 2017

Downtown Corridor (Implemented)



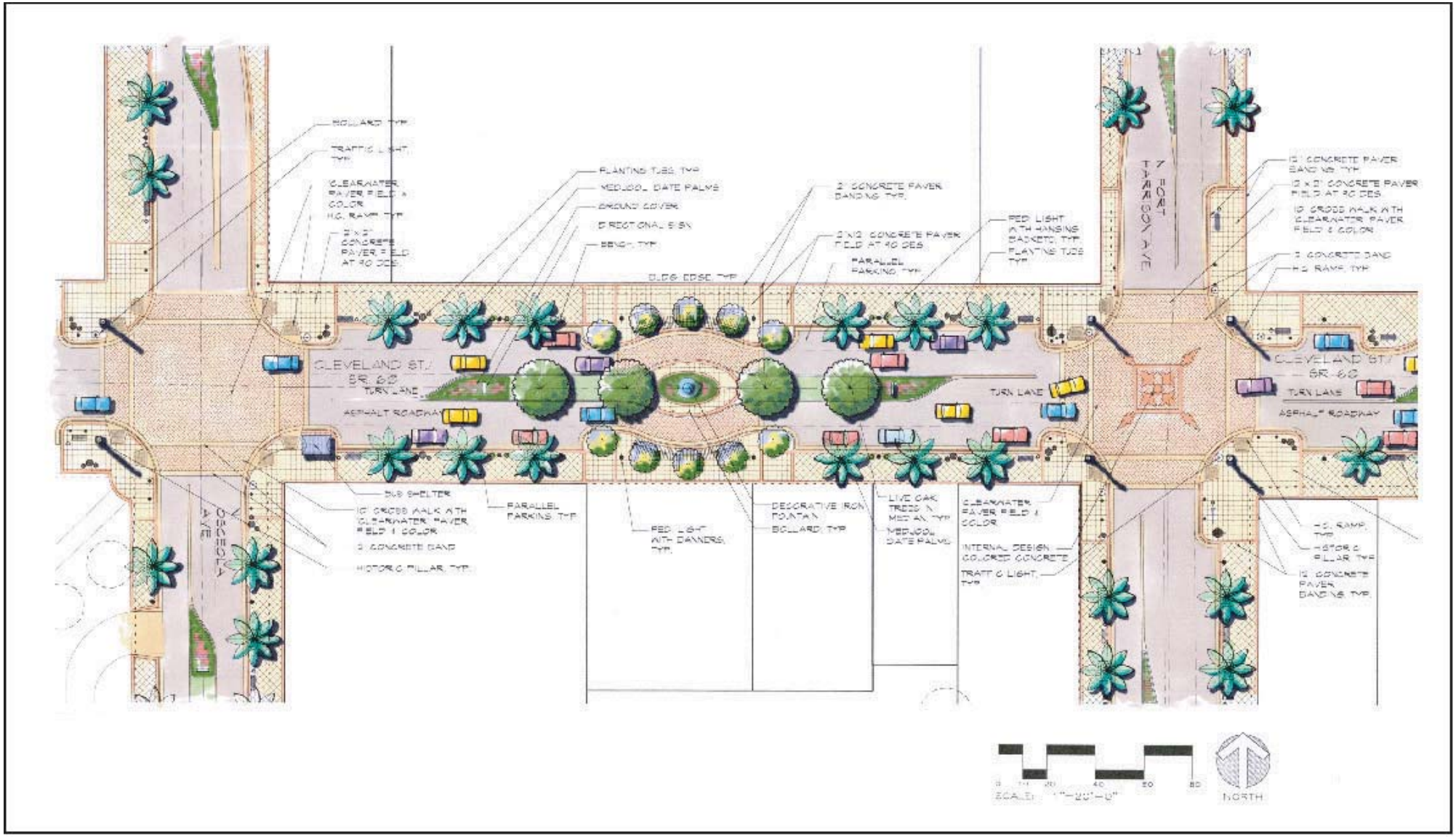
CITY OF CLEARWATER

DOWNTOWN CORRIDOR

CLEVELAND STREET

TYPICAL PAVING DETAILS

Downtown Corridor (Implemented)



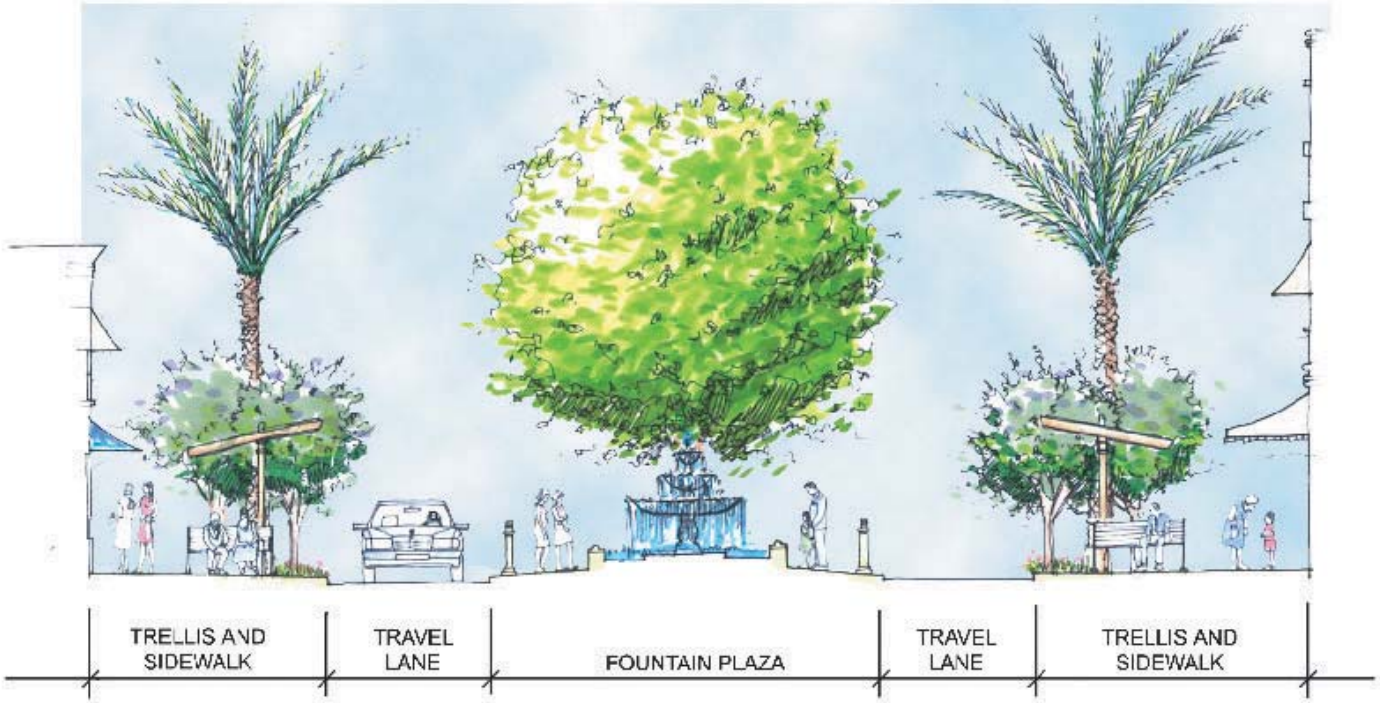
CITY OF CLEARWATER

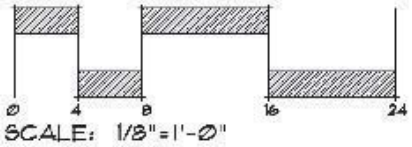
DOWNTOWN CORRIDOR

CLEVELAND STREET

TYPICAL STREETSCAPE

Downtown Corridor (Implemented)

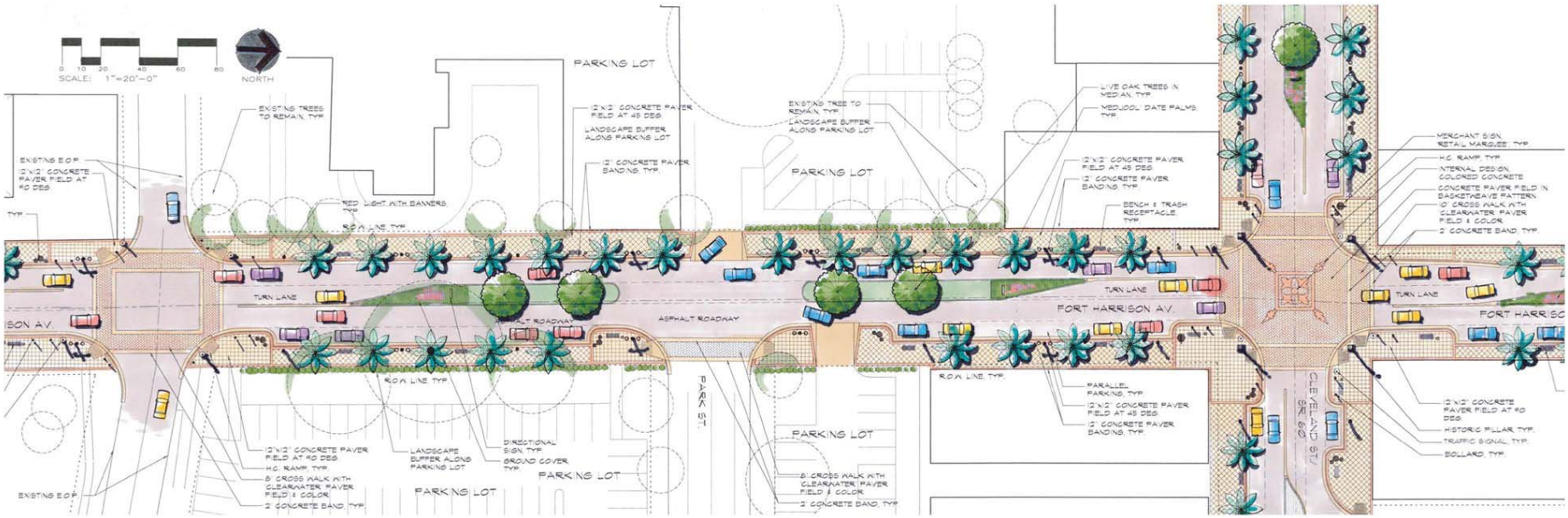




CITY OF CLEARWATER

CLEVELAND STREET

PROPOSED STREETSCAPE SECTION



CITY OF CLEARWATER

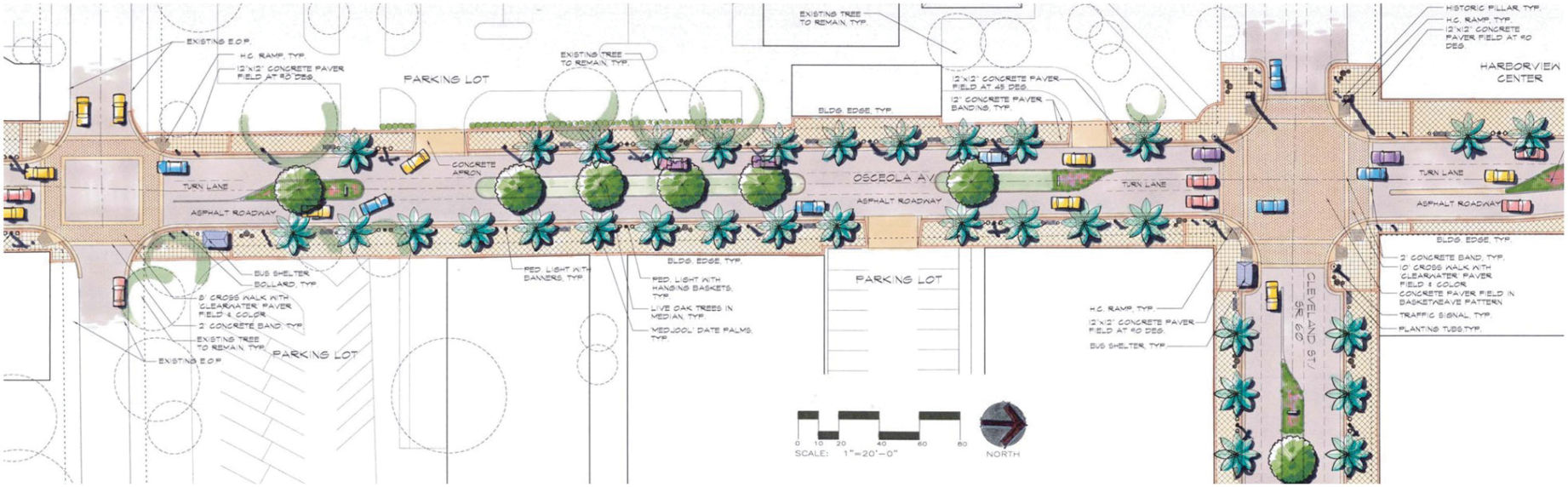
DOWNTOWN CORRIDOR

FT. HARRISON AVENUE

TYPICAL STREETSCAPE

BELLOMO · HERBERT AND COMPANY, INC.
LANDSCAPE ARCHITECTS

Downtown Corridor



CITY OF CLEARWATER

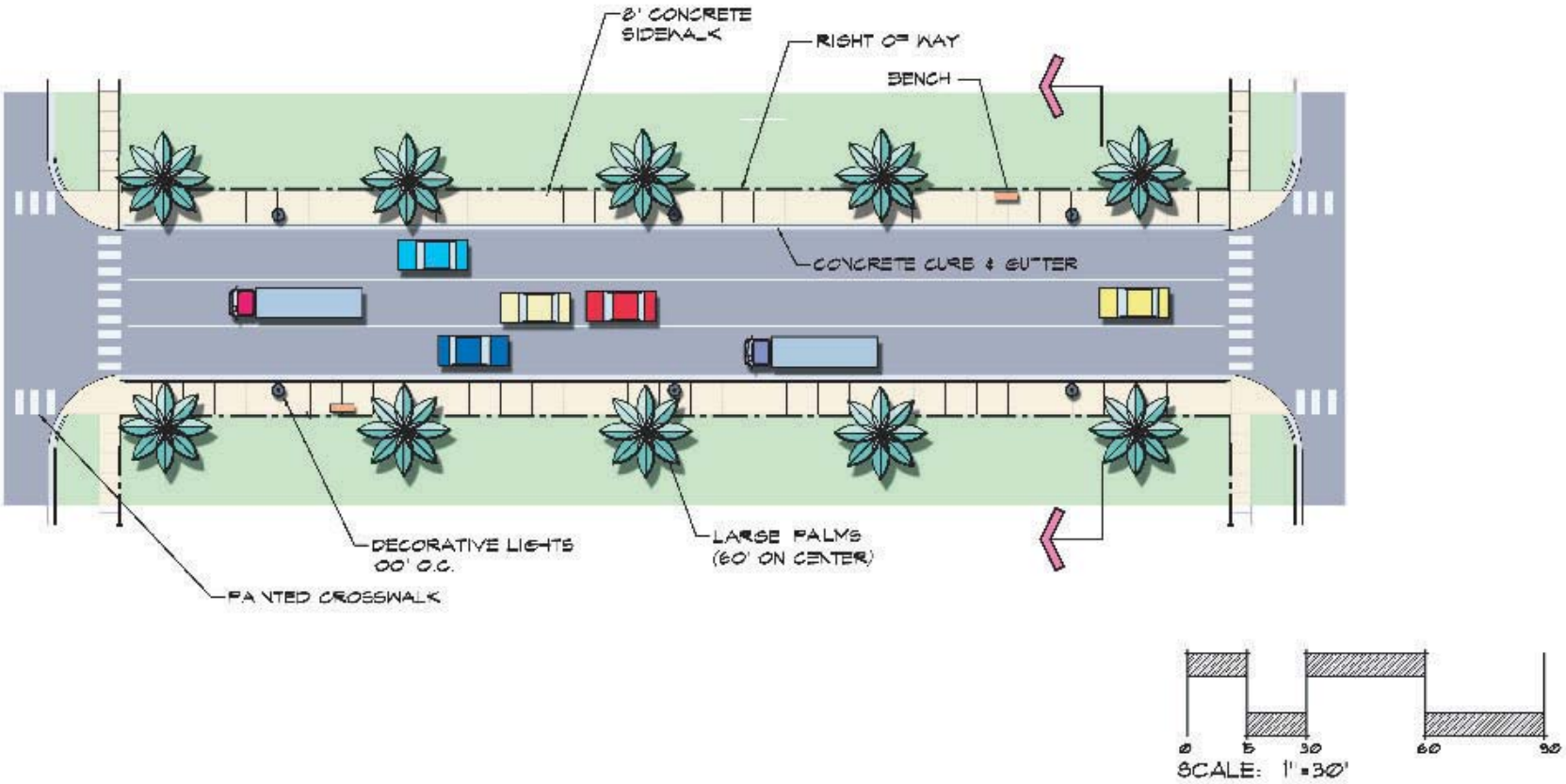
DOWNTOWN CORRIDOR

OSCEOLA AVENUE

TYPICAL STREETSCAPE

BELLOMO · HERBERT AND COMPANY, INC.
LANDSCAPE ARCHITECTS

Beach Access Corridor



CITY OF CLEARWATER

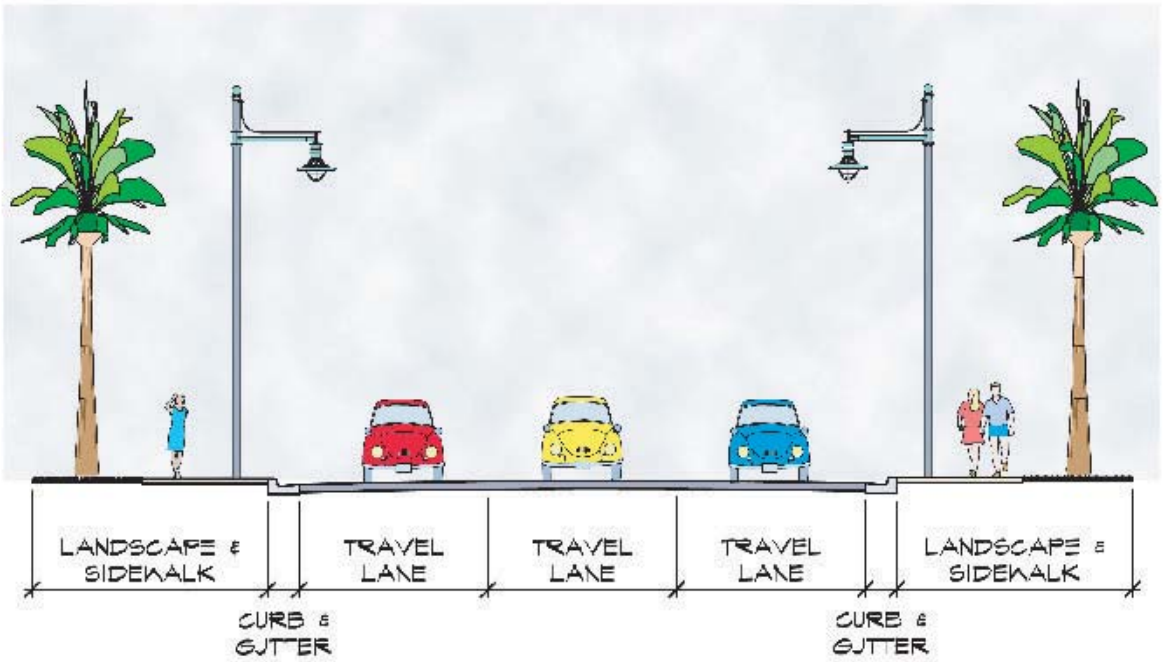
BEACH ACCESS CORRIDOR

PROPOSED STREETSCAPE

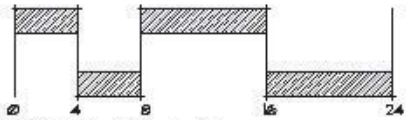
DESIGN OBJECTIVES

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.

Beach Access Corridor



CROSS SECTION



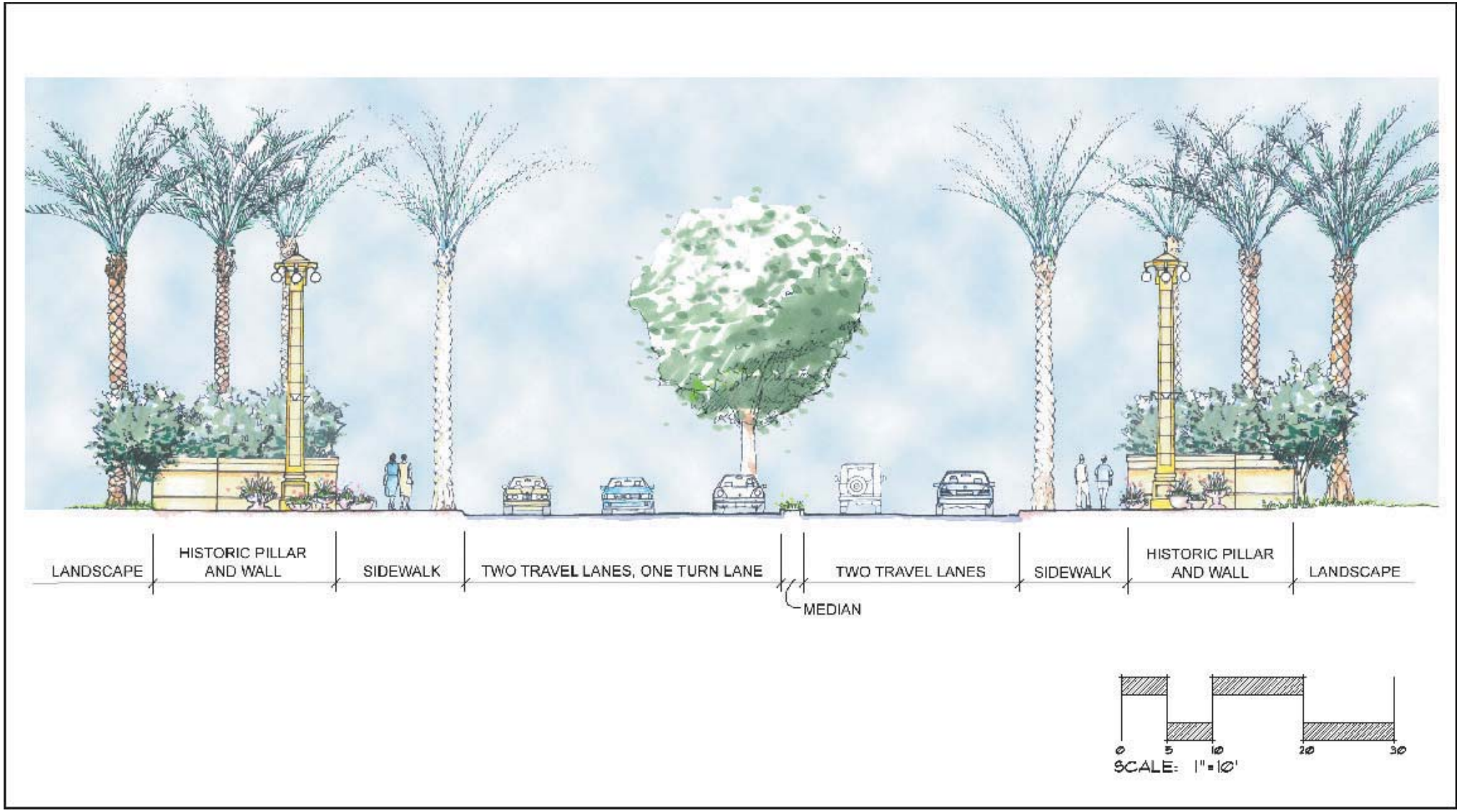
SCALE: 1/8"=1'-0"

CITY OF CLEARWATER

BEACH ACCESS CORRIDOR

PROPOSED STREETSCAPE

Commercial A

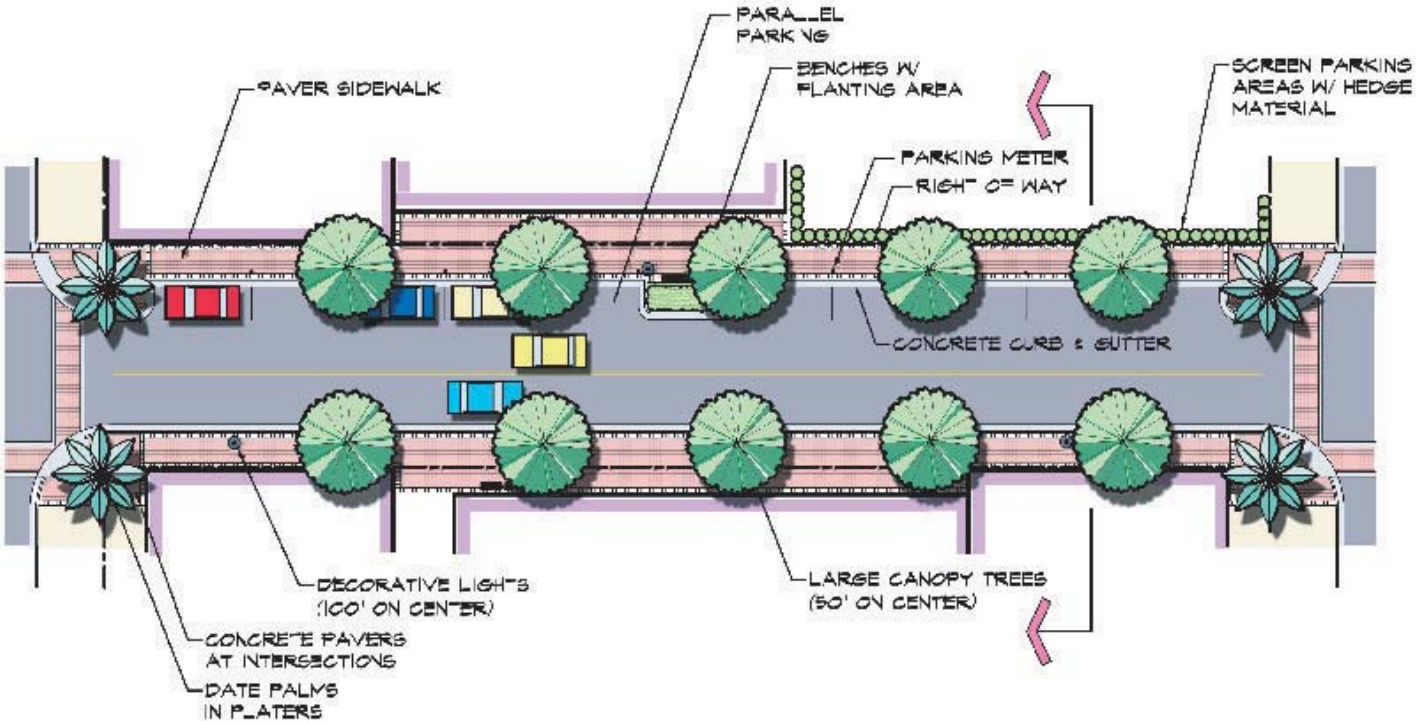


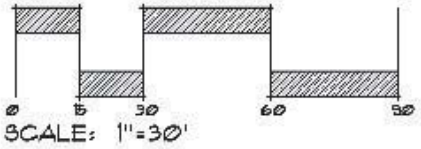
CITY OF CLEARWATER

COMMERICAL A

PROPOSED GATEWAY SECTION

Commercial B





CITY OF CLEARWATER

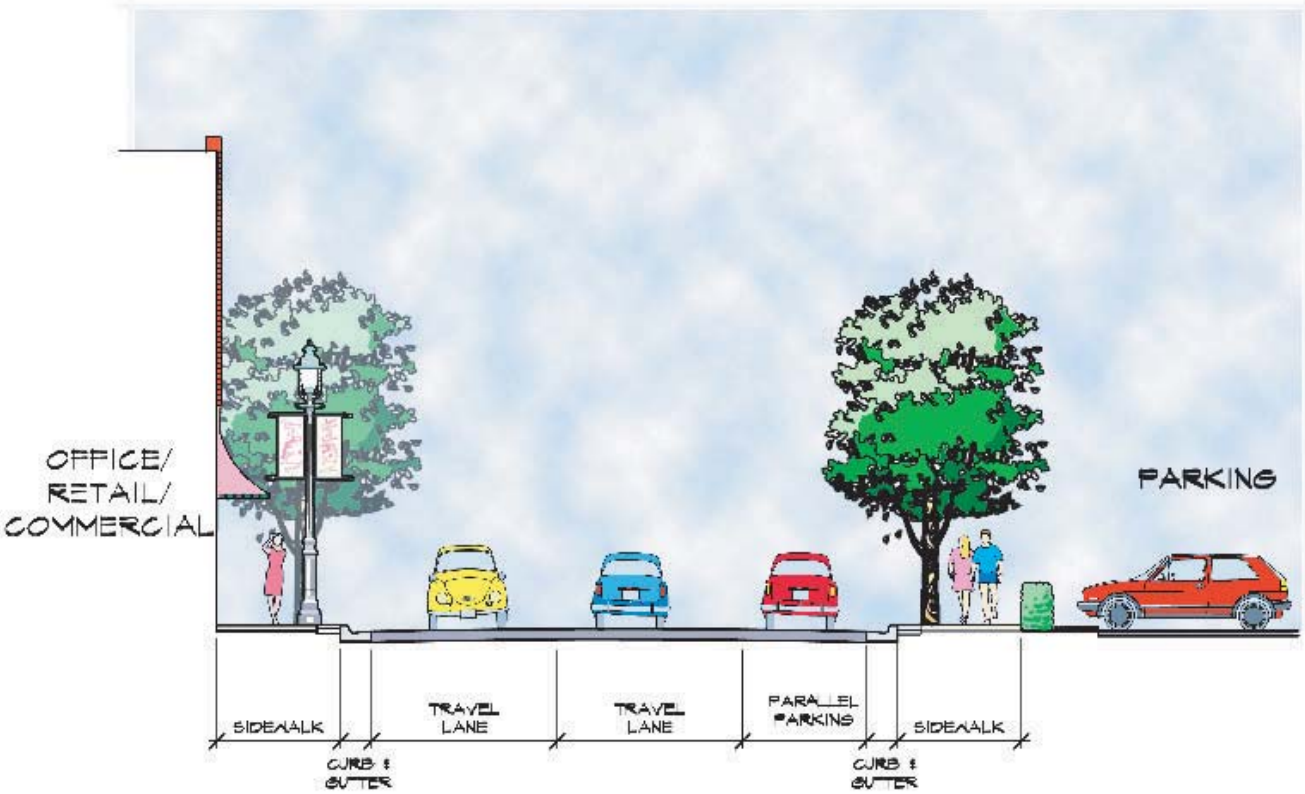
COMMERCIAL B

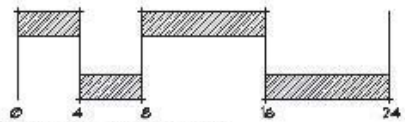
PROPOSED STREETSCAPE

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.

Commercial B





SCALE: 1/8"=1'-0"

CROSS SECTION

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
Srap Panel
Grotto Powder Coat
30 Gallon

Gramercy Bike Rack
by Madrax
up to 9 Bikes

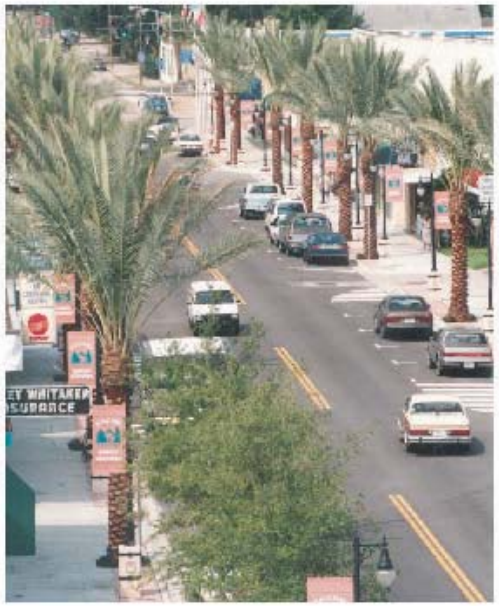
Decorative Newspaper Rack
by Spencer Fabrications

CITY OF CLEARWATER

SITE FURNISHINGS

Standard Details

Live Oak



'Medjool' Date Palm

Crape Myrtle
'Natchez'

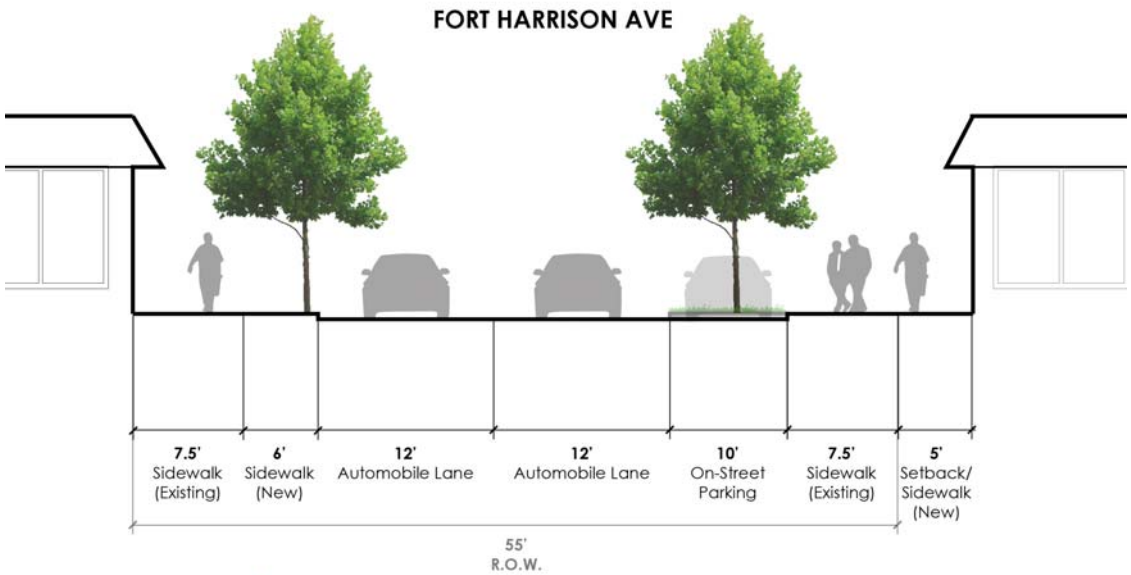
Steel Bar
Landscape Fence
by A&T Ironworks, Inc.

CITY OF CLEARWATER

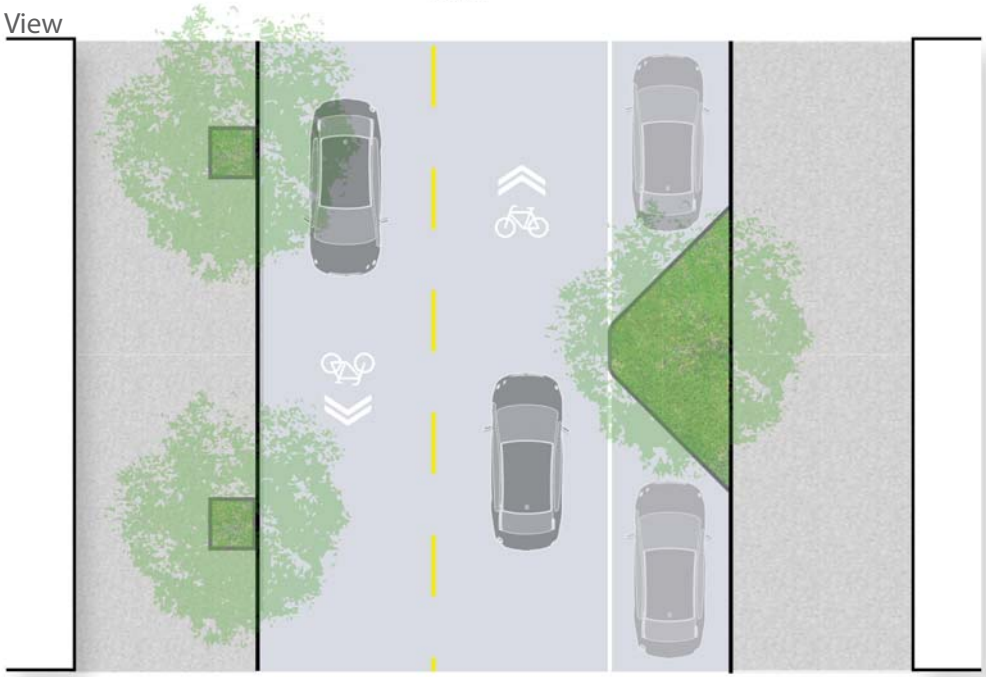
LANDSCAPE

North Marina Area Master Plan

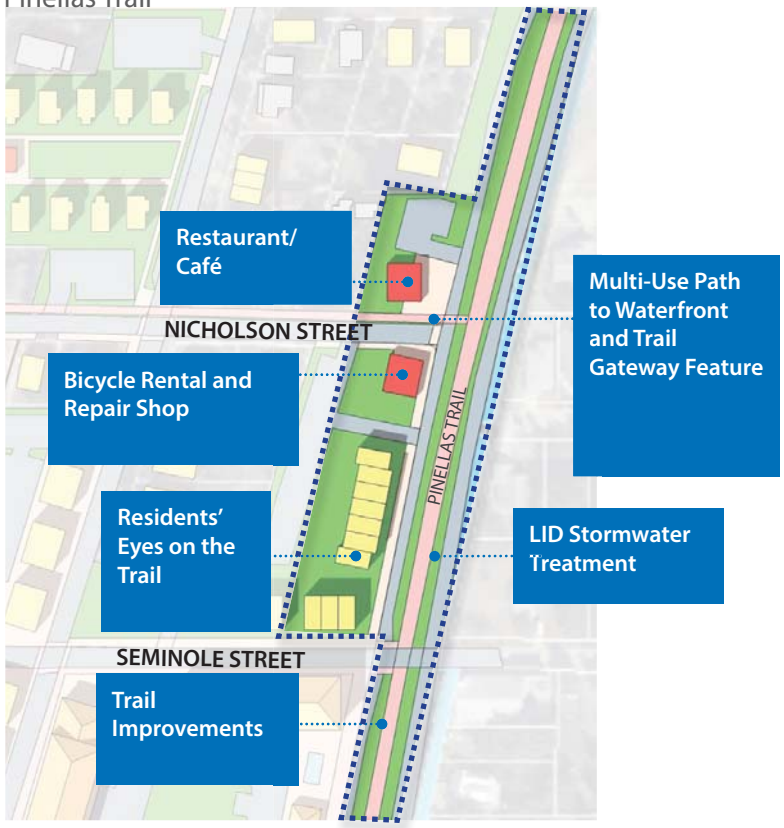
Cross-Section



Plan View

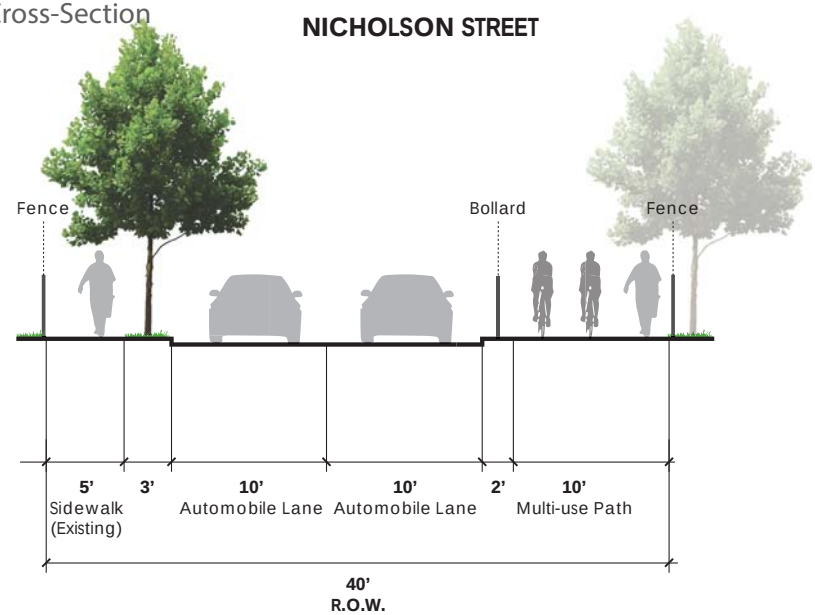


Pinellas Trail

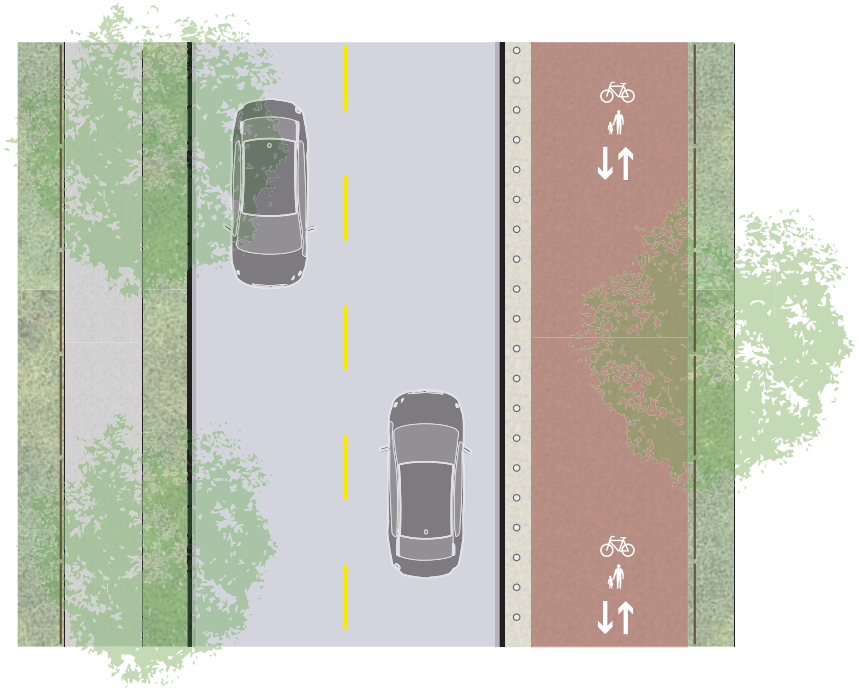


Cross-Section

NICHOLSON STREET



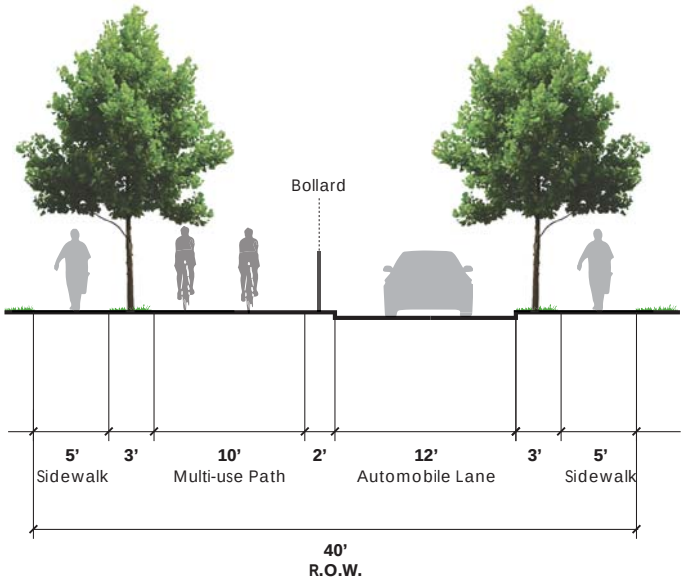
Plan View



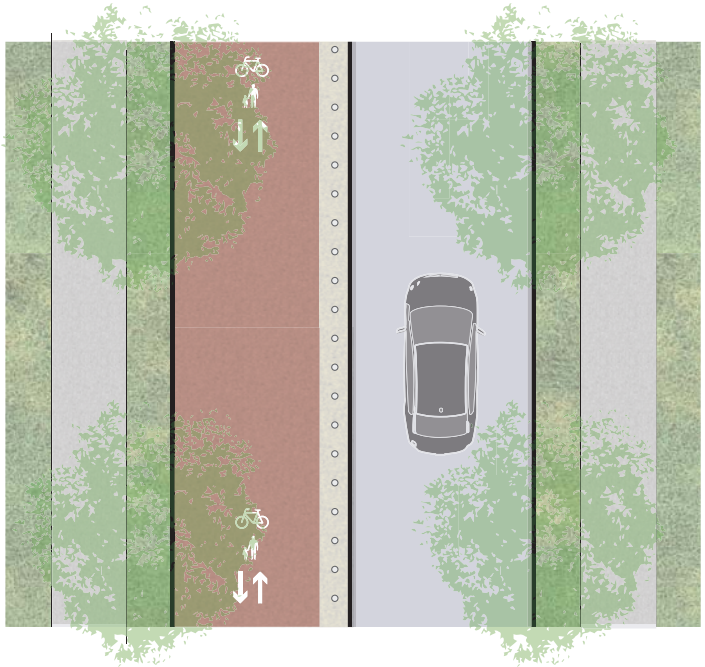
Cross-Section

OSCEOLA AVENUE

BETWEEN NICHOLSON STREET AND SEMINOLE STREET



Plan View



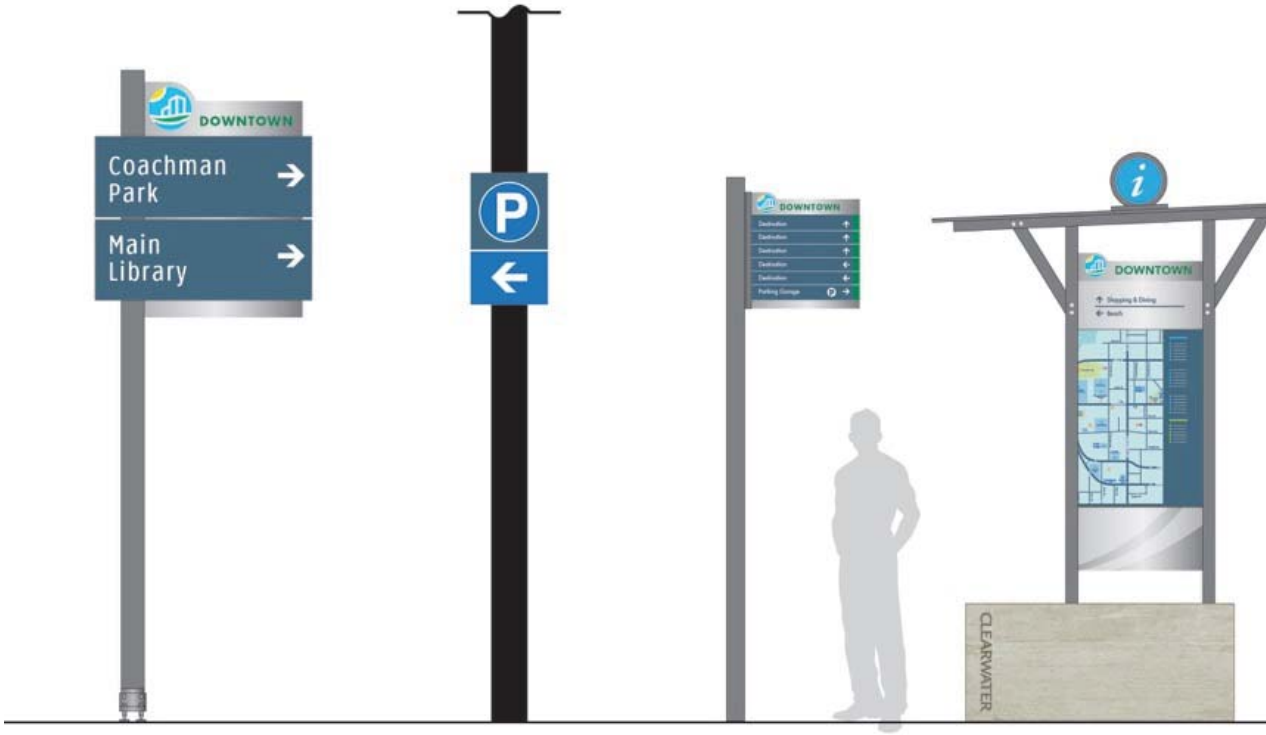
MASTER WAYFINDING PLAN

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 an 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.

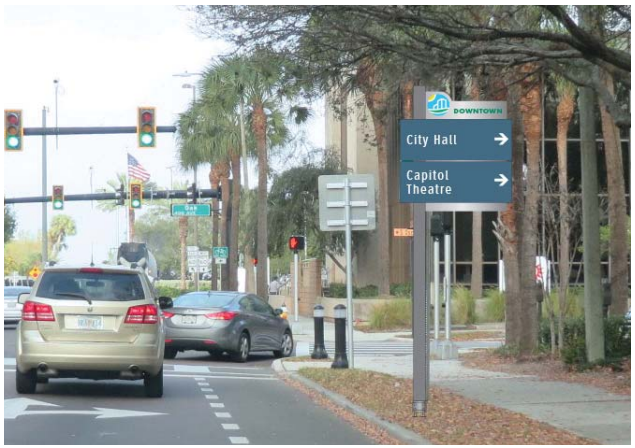
- City Gateways (Secondary Entry Points) (existing obelisks will remain)
- Vehicular Directional Signs
- District Identification / Landmark Pylons
- District Identification / Banners
- Pedestrian Directional
- Kiosks
- Orientation Maps (for use on kiosk)



Vehicular Directional | Parking Trailblazer | Pedestrian Directional | Pedestrian Kiosk

Banners

Trail Directional



Merje Design; Wayfinding and Signage; 2017

Plan Implementation

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

Chapter 4: Plan Implementation

INTRODUCTION

This Plan will be implemented in four major ways: through the application of Plan objectives, policies and design guidelines to specific redevelopment projects during the site plan review process, the use of the Public Amenities Incentive Pool, public strategies and capital improvements to the Downtown. Compliance with Plan objectives, policies and design guidelines will ensure that private development results in a development pattern consistent with the vision for Downtown. The Public Amenities Incentive Pool provides a powerful tool to assist the private sector and the public attain the Plan vision. The public strategies are actions to be taken to implement the goals, objectives and policies of the Downtown Plan. In some cases, the action is very specific, i.e., to amend the Community Development Code on a specific topic that implements a Downtown goal. In other cases, implementation of the Downtown Plan requires that the City study effective ways to address the issue. Through a study and/or comparison of innovative techniques used by other cities, Clearwater can learn from other examples and glean the most relevant actions for Clearwater. The majority of the strategies are applicable to the entire Downtown; there are a few strategies specific to character districts. In addition to the description of each strategy, the strategies are summarized in a table including the lead department and timing for the strategy.

The Capital Improvement Plan (CIP) establishes the major improvements that are needed Downtown and is the most visible way that the Downtown Plan will be implemented. The Capital Improvement Plan includes five general types of improvements:

- Street Repaving/Resurfacing
- Utilities and Infrastructure
- Streetscape Improvements/Landscaping
- Parks and Recreation Facilities
- Public Uses

The CIP includes the project name, fiscal year of planned construction, the location, existing and potential funding sources, and estimated cost. It should be noted that the existing and potential funding sources identify that a project is eligible for funding through that source, not that funding is guaranteed or already obtained for the project. The CIP lists the project by funding priority in fiscal year order and, in a second table, organized by the five general types of construction. A description of each project is also included.

The fifth section of the Implementation Chapter lists the existing Redevelopment Incentives currently available to development. Detailed information on each incentive is listed, including the program goal, eligibility of projects, funding source, award ranges, sample projects and a contact for more information. It is hoped that this section will be a resource for the private sector during the development of a project.

The final section of the Implementation Chapter is the Tax Increment Revenue Projections. The City has estimated the revenues to be available through the tax increment in the Community Redevelopment Area. This estimate will assist the City in planning and budgeting for capital improvements and other expenditures of the Community Redevelopment Agency.

RELATIONSHIP OF DOWNTOWN PLAN TO COMMUNITY DEVELOPMENT CODE

In addition to the Clearwater Comprehensive Plan, the Downtown Plan is the official statement of policy regarding the Downtown and in particular with regard to the use of land and public policies. 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 categories of permitted uses and prohibited uses; based on this Plan, the Community Development Code will enumerate the specific types of permitted and prohibited uses and their related development standards consistent with this Plan. The Plan establishes development potential and height for each character district that will govern all redevelopment activity. The tools identified in this Plan to consider additional development potential (Transfer of Development Rights and the Public Amenities Incentive Pool) may be used to increase the development potential in excess of that specified in the Character District upon a determination that the increase is consistent with and furthers the goals of this Plan. The Public Amenities Incentive Pool is the only tool identified to consider building height in excess of that set by the character districts. Other than those two tools specified above, the Plan's statements regarding development potential, allowable and prohibited uses and, maximum height shall not be varied except through an amendment to this Plan. Although the maximum height established by the Plan cannot be varied, except as described above,

the process to reach maximum permitted heights within the allowable range is governed by the Community Development Code.

Any development regulation not specifically addressed in the Plan objectives, policies, character districts and design guidelines shall be governed by the Community Development Code. However, should there be any discrepancy between this Plan and the Community Development Code, the goals and policies of this Plan shall govern.

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. There shall be a correlation between the amount of the bonus and the incentive provided and the actual bonus amounts shall be set forth in the Community Development Code. 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 Core Character District;
- 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 Coachman Park or Station Square Master Plan;
- Contributions to Pinellas Trail or connector trails;
- Contributions to public parking facility; or
- As determined by the City Commission.

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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 total of the potential prescribed by the 1995 Clearwater Downtown Redevelopment Plan, Downtown Clearwater Periphery Plan Update, 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. The methodology used to determine the amount of the Pool is contained in the Appendix 7. The amount of density/intensity available in the Pool is as follows:

- 2,326 dwelling units and
- 2,119,667 square feet of floor area for non-residential uses.

In the event that 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 of 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 the review of the Pinellas Planning Council 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.

DOWNTOWN STRATEGIES

Strategy 1:
Prepare a study evaluating effective incentives to encourage residential and commercial uses Downtown.

Strategy 2:
Prepare a zoning study to evaluate the appropriate zoning district boundaries for the following areas:

- Areas with inconsistent zoning and land use plan designation.
- East Gateway District-evaluate expansion of the Commercial district in certain locations along Gulf to Bay Boulevard to facilitate consolidated redevelopment sites.
- Evaluate Downtown (zoning) and Central Business District (land use) (D/CDB) area along both sides of Cleveland Street from Missouri Avenue to the existing eastern border at (approximately) Fredrica Avenue. The purpose of the evaluation is to determine whether D/CBD is appropriate at that location or if the more appropriate zoning is Commercial District and varied residential districts.

Strategy 3:
Amend the Community Development Code, Downtown District, to allow certain uses to be minimum standard development to streamline the development review process; amend the Downtown District to be consistent with this Plan.

Strategy 4:
Amend the Community Development Code to establish the Public Amenities Incentives Pool.

Strategy 5:
Amend the Community Development Code regarding Transfer of Development Rights to be consistent with this Plan, including removal of the 20 percent limit transferred to a receiving site for property located within the Central Business District Future Land Use category.

Strategy 6:
Evaluate the potential and owner interest for a National Register or local historic district in these areas: Cleveland Street from Myrtle to Osceola Avenues; Old Bay character district; and Grove Street in the Town Lake Residential Character District. The study shall be based on the National Register of Historic Places standards and shall be conducted by a firm or individuals qualified in historic preservation, architectural history, architecture, or other qualified field.

Strategy 7:
Evaluate the implementation of incentives for preservation of historic resources, i.e., local ad valorem tax abatement pursuant to Florida Statutes, historic Building Code, etc.

Strategy 8:
Enhance existing or develop new programs to educate residents and business owners on the importance of building and property maintenance.

Strategy 9:
Increase the funds available for the façade grant program. Develop funding priorities for Cleveland Street in the Downtown Core, Cleveland Street Northeast in Town Lake Residential and Gulf-to-Bay Boulevard in the East Gateway. Within each target area, funding priorities may emphasize the local critical issues.

Strategy 10:
Review the existing transportation impact fee ordinance, open space and recreation impact fee ordinance, and payment in-lieu of providing parking ordinance to determine applicability in the expanded Downtown Plan area.

Strategy 11:
Amend the Clearwater Comprehensive Plan to designate Downtown as an urban redevelopment area, as described in Florida Statutes. Once approved by the Department of Community Affairs (DCA), work through the Metropolitan Planning Organization (MPO) to designate all or portions of Downtown as a Transportation Concurrency Exception Area (TCEA).

Strategy 12:
Prepare a traffic analysis to evaluate traffic operations and make intersection improvements subject to that evaluation, after the new bridge opens.

Strategy 13:
Prepare a traffic analysis to evaluate the ability to designate all or parts of Downtown as a No-Fee Transportation Zone after the new bridge opens.

Strategy 14:
Evaluate whether or not there are any active septic tanks within the Downtown. If active septic tanks exist, develop program to eliminate the tank and connect the property to City sewer system. The City shall prioritize the use of CDBG and any other available funds to accomplish eliminating the septic tanks.

Strategy 15:
Identify needed improvements to the sidewalk system within Downtown and incorporate those improvements into the Capital Improvement Budget beginning in Fiscal Year 2004/2005.

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Strategy 16:
Continue to market redevelopment sites and develop targeted markets or sites within each character district to encourage their redevelopment.

Strategy 17:
Evaluate and develop a flexible Building Code that addresses the special challenges of redeveloping/retrofitting old structures while maintaining the goals of health, safety and welfare.

Strategy 18:
Evaluate implementation of the State legislation establishing a Nuisance Abatement Board to address serious and recurring Code violations and criminal activity.

Strategy 19:
Continue to implement the Downtown-Gateway Strategic Action program and update on a yearly basis.

Strategy 20:
Support the location of a movie theater and/or performing arts theater in Downtown and provide assistance, as needed, with land acquisition, land assembly, building rehabilitation and parking facilities development to support the use.

Downtown Core Character District Strategies

Strategy 21:
Continue to support community policing innovations in the CRA.

Strategy 22:
Continue to implement the agreement with the Florida Department of Transportation (FDOT) to redesignate Alternate U.S. Highway 19 from Fort Harrison Avenue to Myrtle Avenue. The City shall also continue to implement the agreement with the FDOT to redesignate State Road 60 from the existing Cleveland Street to the Court/Chestnut Streets pair.

Strategy 23:
Amend the Community Development Code to revise the payment in-lieu of parking provision. The amendment shall define the applicable geographic area, establish the fee amount by type of use, establish uses that shall not be eligible for the payment in-lieu of fee and establish the allowable uses of the collected fees.

Old Bay Character District Strategies

Strategy 24:
Coordinate with the Salvation Army to ensure that the future redevelopment of the site is compatible with the surrounding areas and at an appropriate scale.

Town Lake Residential Character District Strategies

Strategy 25:
Evaluate engineering alternatives to the stormwater system to effect the elimination of the existing stormwater pond located on the south side of Gould Street midway between Missouri and Madison Avenues.

East Gateway Character District Strategies

Strategy 26:
Evaluate the ability to amortize problematic uses, develop and implement an amortization schedule within the legal framework.

Strategy 27:
Evaluate the potential public/open space use of the triangular property bounded by Gulf to Bay Boulevard, Cleveland Street and Hillcrest Avenue. The site's prime location could serve as both a gateway for the East Gateway District and as a significant component of the Cleveland Street Streetscape Improvements. The City may consider vacation of Hillcrest Avenue to consolidate the site.

Strategy 28:
Explore creative solutions to provide a playground to serve the area generally located south of Cleveland Street and southwest of Gulf to Bay Boulevard.

Strategy 29:
Continue to assist the Clearwater Homeless Intervention Project (CHIP) in its mission to serve the homeless population in Downtown.

Strategy 30:
Assist the business owners in creating a Merchants Association to work with the City on marketing and neighborhood employment issues which would improve communications between the City and business owners.

Strategy 31:
Assist the residents of the East Gateway in creating a Neighborhood Association to serve as the neighborhood's voice, improve communications between the neighborhood and the City and help foster neighborhood-based solutions to local problems.

Strategy 32:
Assist the residents of the East Gateway residential areas in the formation of one or more neighborhood crime watch associations.

Strategy 33:
Provide a more visible community policing presence within the East Gateway neighborhood.

Strategy 34:
Continue to support the Police Department's Hispanic Outreach Program and Apoyo Center. The Apoyo Center addresses many of the service needs of the neighborhood through partnering with other organizations and businesses. Programs of the Apoyo Center include interpretation services, recruitment of bilingual officers, a victim advocacy outreach program, a domestic violence program, crime prevention and drug and alcohol education.

Strategy 35:
Continue to support the YWCA/City of Clearwater Hispanic Outreach Center and emphasize continuing and enhanced partnerships with social service agencies to assist East Gateway residents. Programs include childcare, diplomatic intervention, adult education, English classes, GED instruction, computer and job training and other related services as the need arises.

Strategy 36:
Research implementing a low-interest loan program to assist businesses with a variety of activities including the acquisition of buildings and/or properties and the rehabilitation or new construction of new office or commercial space.

Strategy 37:
Work with the Clearwater Regional Chamber of Commerce to target small business needs.

Strategy 38:
Establish partnerships with local banks to facilitate conventional loans to businesses in the area.

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Table 7. Summary of Public Strategies

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#	Strategy	Lead Department	Timing
1a	Residential Incentives Study	Planning/Economic Development	Within one year of Plan adoption
1b	Commercial Incentives Study	Economic Development	Within one year of Plan adoption
2	Zoning Study	Planning/Economic Development	FY 04/05
3	Code Amendment on Minimum Standard Uses and Plan Consistency	Planning	Within one year of Plan adoption
4	Code Amendment on Public Amenities Incentives Pool	Planning	Within one year of Plan Adoption
5	Code Amendment on TDRs	Planning	Within one year of Plan Adoption
6	Evaluation of Historic District Potential	Planning	FY 03/04
7	Historic Preservation Incentives Study	Planning	FY 03/04
8	Educational Program for Owners	Neighborhood Services Division	Within one year of Plan Adoption
9	Facade Grant Program Expansion	Economic Development	FY 03/04
10	Impact Fee Ordinances & Payment In-Lieu of Providing Parking Review	Planning	FY 03/04
11	Designate Downtown as Urban Redevelopment Area	Planning	FY 03/04
12	Traffic Analysis on Intersection Improvements	Public Works/Engineering	FY 03/04
13	Traffic Analysis on Concurrency Management Area	Public Works/Engineering	FY 03/04
14	Septic Tank Study	Public Works/Utilities	FY 03/04
15	Sidewalk Improvements Study	Public Works/Engineering	FY 03/04 Study FY 04/05 Begin Incorporation into Capital Improvement Budget
16	Market Redevelopment Sites	Economic Development	FY 03/04
17	Evaluate Flexible Building Code for Old Buildings	Development Services/Planning/ Economic Development	FY 03/04
18	Evaluate Established of Nuisance Abatement Board	Development Services/Police/ Legal	FY 03/04
19	Downtown-Gateway Strategic Action Program	Economic Development	Ongoing Strategy
20	Movie Theater/Performing Arta Theater Support	Economic Development	Ongoing Strategy
21	Community Policing Innovations	Police Department	Ongoing Strategy
22	Redesignations of Alternate U.S. Highway 19 (*Downtown Core)*	Public Works/Engineering	By Mid-2004

Table 7. Summary of Public Strategies, cont'd

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#	Strategy	Lead Department	Timing
23	Code Amendment on Payment in lieu of Parking (*Downtown Core)*	Planning	Within one year of Plan adoption
24	Coordinate with Salvation Army (*Old Bay)*	Planning/Economic Development	Ongoing
25	Stormwater Pond Evaluation (*Town Lake Residential)*	Public Works/Engineering	FY 03/04
26	Amortization of Problematic Uses Study (*East Gateway)*	Economic Development/Legal	FY 03/04
27	Gateway/Public Use Site Study (*East Gateway)*	Economic Development/Planning	FY 04/05
28	Playground Evaluation (*East Gateway)*	Parks	FY 03/04
29	Assist CHIP (*East Gateway)*	Economic Development	Ongoing Strategy
30	Merchants Association Creation (*East Gateway)*	Neighborhood Services/Economic Development	Monitor and assist upon critical mass of business activity
31	Neighborhood Association Creation (*East Gateway)*	Neighborhood Services/Economic Development	Within one year of Plan adoption
32	Neighborhood Crime Watch Association Creation (*East Gateway)*	Neighborhood Services/Police	Within one year of Plan adoption
33	Continue Community Policing (*East Gateway)*	Police	Begin within six month of Plan adoption; Ongoing Strategy
34	Hispanic Outreach Program and Apoyo Center *(East Gateway)*	Police	Ongoing Strategy
35	YWCA/City of Clearwater Hispanic Outreach Center (*East Gateway)*	YWCA, Social Service Agencies	Ongoing Strategy
36	Loan Interest Loan Study (*East Gateway)*	Economic Development and Housing	FY 04/05
37	Small Business Parnership (*East Gateway)*	Economic Development and Housing	Ongoing Strategy
38	Local Bank Partnerships (*East Gateway)*	Economic Development and Housing	Ongoing Strategy

CAPITAL IMPROVEMENT PLAN (CIP)

To implement the Downtown Plan, the City is committed to investing in the Downtown. Below are a variety of significant Capital Improvement Projects, short- to long-term in nature, addressing streetscape, road improvements, public uses, utilities and parks (Map 12, page 157). The costs of projects identified range between $158 million to $162 million.

This Capital Improvement Plan was based on several assumptions: the cost for each capital project is based on the best estimate available during development of this plan; all costs are shown in 2003 dollars; project scope and funding sources may vary as determined during specific project budget and planning phase; Penny for Pinellas funding is assumed to be extended and will be based on the City's priorities as determined at time of extension. Revisions to the Downtown Capital Improvement Plan may be made by the City Commission during their annual budget process and all changes shall be reflected in the City's adopted Annual Operating and Capital Improvement Budget. All changes shall be consistent with the goals, objectives and policies of this Plan.

Table 8. Redevelopment Projects/CIP

Project Name	FY	Location	Existing/ Potential Funding Source	Cost
Wayfinding Sign Package	2003/2004	S.R. 60 & Highland Avenue intersection directing traffic to Downtown; Court & Chestnut Streets at their intersections with Missouri, Myrtle, Osceola & Fort Harrison Avenues; Drew Street at its intersection with Missouri, Fort Harrison, Osceola & Myrtle Avenues	CDBG*, TIF**, General Fund	$750,000
Fort Harrison Avenue/ Alternative U.S. Highway 19 Resurfacing	2003/2004	The entire length of Fort Harrison Avenue within Clearwater	FDOT***	$8.6M
Pump Station #16	2003/2004	Southside of the west end of Pierce Street	Water and Sewer Bond	$698,500
Pump station #12	2003/2004	900 North Osceola Avenue (in front of Clearwater Bay Marina)	Water and Sewer Bond	$186,000
Cleveland Street Streetscape	2004-2006	Between Osceola and Myrtle Avenues	Penny for Pinellas, TIF and Private	$3.7M
Myrtle Avenue Reconstruction and Streetscape	2004/2005	Myrtle Avenue between North Fort Harrison & Lakeview Road (including all stormwater outfall from Prospect Lake Park to Clearwater Harbor)	Stormwater Utility TIF	$12M $1M
Station Square Park Redevelopment	2005/2006	The north side of Cleveland Street between East & Garden Avenues	Private and TIF	$1M
Clearwater Beach Connector Spur (Pinellas Trail)	2004/2005	Turner Street to Oak Avenue to beach (2,000 feet within Downtown)	Pinellas County, Penny for Pinellas, CMAQ****	$1.2M (includes entire project)
Gulf to Bay Boulevard and Highland Avenue Gateway Intersection Improvement	2004-2006	Gulf to Bay Boulveard & Highland Avenue Intersection	FDOT (for paving only), TIF and CDBG, Penny for Pinellas	$1.5M
Fort Harrison Avenue Streetscape	2004-2006	Nicholson Street to Court/Chestnut Streets	Private, Pinellas County, Grants and TIF	$4.7M
Glen Oaks Park Stormwater Retention Facility	2004/2005	Immediately south of the Downtown area at the intersection of Court Street & Betty Lane	Stormwater Utility, SWFWMD	$4.3M

Table 8. Redevelopment Projects/CIP, cont'd

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Project Name	FY	Location	Existing/ Potential Funding Source	Cost
Memorial Causeway Bridge Landscaping	2004-2006	Chestnut Street to the east end of the Memorial Causeway Bridge	FDOT, Grant and Special Development Fund	$500,000
Cleveland Street and Gulf to Bay Boulevard Repaving	2005	Between Fredrica & Highland Avenues	FDOT	$870,000
Cleveland Street & Memorial Causeway Repaving	2005	Between Island Way & Fort Harrison Avenue	FDOT	$960,000
Main Fire Station	2005/2006	Originally planned to rebuild on existing site. Currently reviewing available property on the S. Fort Harrison Avenue corridor between Court Street & Lakeview Road	Penny for Pinellas	$4.6M
Osceola Avenue Parking Garage (app. 375-500 spaces)*****	2005-2007	East side of North Osceola Avenue between Drew & Cleveland Streets	Parking fund, Private, TIF and Bonds	$5.5-7.5M
Redevelopment Garage (app. 375-500 spaces)*****	2005-2010	To be determined based on location of major entertainment and/or restaurant/retail uses	Parking fund, Private, TIF and Bonds	$5.5-7.5M
Reuse of Existing Main Fire Station	2006/2007	Current site of Downtown Main Fire Station	Penny for Pinellas, TIF and Grant	TBD
Coachman Park Redevelopment ($7.5M) and 450 space Garage ($7)	2005-2008	Coachman Park - expanded to include the existing park site and the area on the south side of Cleveland Street	Park portion: General Fund, Private, Penny for Pinellas and TIF Garage Portion: Private, Parking System and TIF	$14.5M
Downtown Marina	2006/2007	Coachman Park on the north and south sides of the bridge	Revenue Bond, Private and TIF	$5M

Table 8. Redevelopment Projects/CIP, cont'd

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Project Name	FY	Location	Existing/ Potential Funding Source	Cost
Pinellas Trail and East Avenue widening	2006/2007	East Avenue between Drew Street & Druid Road	Grants and Penny for Pinellas	$3M
New City Hall and associated parking	2006/2007	Vacant site to the south of the MSB along Pierces Street between South Myrtle & East Avenues	Sale revenue from existing site and Bonds	$13.5M
Osceola Avenue Streetscape	2005-2010	Osceola between Drew & Court	Private, Pinellas County and TIF	$3M
Cleveland Street and Gulf to Bay Boulevard Streetscape	2007-2015	Between Highland & Myrtle Avenues	TIF, Private and CDBG	$8.6M
Commercial Streets "A" and "B"	2010+	Per Master Streetscape Plan	TIF, Bond, Private and Penny for Pinellas	$5M
Court/Chestnut Beach Corridors Streetscape	2010+	Per Master Streetscape Plan (from bridge to SR 60 & Highland Avenue intersection	TIF, Private Bond and Penny for Pinellas	$5M
Beach to Bluff Guideway	2010+	Along the Memorial Bridge between the Downtown and the Marina area of the Beach	Federal Grant, Private, FDOT, Federal Transit Authority	$40M
New PSTA Multi-modal transportation center	2010+	Existing PSTA Site at the SW corner of Pierce Street and Garden Avenue	PSTA, Penny for Pinellas, Pinellas County, Parking Fund, TIF	$3M, City Share

* Community Development Block Grant;
** Tax Increment Financing;
*** Florida Department of Transportation;
**** Congestion Mitigation and Air Quality Improvement.
***** The specific size of the two garages will be determined at the time of project planning based on redevelopment activity and intensities; the sizes of the two garages may vary from sizes stated to accommodate the parking demand up to a maximum of $15 million combined cost for the two garages.

Table 9. Redevelopment Projects/CIP Arranged by Type of Project

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Project Name	FY	Cost
Street Repaving/Resurfacing ***(total $24.43 M)***		
Fort Harrison Avenue/Alt. U.S. Highway 19 Resurfacing *(FDOT)* *	2003/2004	$8.6M
Myrtle Avenue Reconstruction * and Streetscape	2005	$13M
Cleveland Street and Gulf to Bay Boulevard Repaving *(FDOT)* *	2005	$870,000
Cleveland Street & Memorial Causeway Repaving *(FDOT)* *	2005	$960,000
Intersection Improvements*	2004/2005	$1M
Utilities and Infrastructure ***(total $16.184M - $20.184 M)***		
Osceola Avenue Parking Garage (375 - 500 spaces)	2005-2007	$5.5 - $7.5M
Redevelopment Garages (375 - 500 spaces)	2005-2010	$5.5 - $7.5M
Pump Station #16*	2003/2004	$698,500
Pump Station #12*	2003/2004	$186,000
Glen Oaks Park Stormwater Retention Facility*	2004/2005	$4.3M
Streetscape Improvements/Landscaping ***(total $32.75 M **)***		
Wayfinding Sign Package	2003/2004	$750,000
Gulf to Bay Boulevard and Highland Avenue Gateway Intersection Improvement	2004-2006	$1.5M
Fort Harrison Avenue Streetscape	2004-2006	$3.7M
Memorial Causeway Bridge Landscaping	2004-2006	$500,000
Cleveland Street Streetscape *Funding available upon approval of revised Penny for Pinellas list during FY 03/04 Budget approval process*	2004-2006	$3.7M
Osceola Avenue Streetscape	2005-2010	$3M
Cleveland Street and Gulf to Bay Boulevard Streetscape	2007-2015	$8.6M
Commercial Streets "A" and "B"*	2010+	$5**
Court/Chestnut Streets Beach Corridors Streetscape*	2010+	$5**
Parks and Recreation Facilities ***(total $24.7 M)***		
Clearwater Beach Connector Spur (Pinellas Trail)*	2004/2005	$1.2M (includes entire project)
Coachman Park Redevelopment ($7.5M) and 450 space Garage ($7M)	2005-2008	$14.5M
Downtown Marina	2006/2007	$5M
Station Square Park Redevelopment	2005/2006	$1M
Pinellas Trail and East Avenue widening	2006/2007	$3M
Public Uses ***(total $61.1 M**)***		
New City Hall and Associated Parking	2006/2007	$13.5M

Table 9. Redevelopment Projects/CIP Arranged by Type of Project, cont'd

Project Name	FY	Cost
Main Fire Station*	2005/2006	$4.6M
Reuse of Existing Main Fire Station	2006/2007	TBD**
Beach to Bluff Guideway	2010+	$40M
New PSTA Multi-modal transportation center	2010+	$3M

* *Funding approved in adopted CIP or awarded grant*

** *Total does not include those projects the costs of which are to be determined at a future date*

Capital Project Descriptions

Wayfinding Sign Package:

In anticipation of the 2004 opening of the Memorial Causeway Bridge, the City is pursuing the preparation of construction drawings and specifications for the Wayfinding Signage component of the overall Downtown streetscape package. It is anticipated that these new directional and informational signs would be in place by February 2004.

Fort Harrison Avenue/Alt. U.S. Highway 19 Resurfacing:

A FDOT resurfacing project is currently underway on Fort Harrison Avenue from Drew Street south to the City of Largo and will be completed by late 2003. This will be followed by a FDOT Fort Harrison Avenue resurfacing project from Drew Street north to the City of Dunedin to be completed by mid-2004. At that time, the northern phase of the Fort Harrison Avenue resurfacing project and the Myrtle Avenue project will have been completed and the State Road 595 (Alternate U.S. Highway 19) designation will be reassigned from Fort Harrison Avenue to Missouri Avenue, Court Street and Myrtle Avenue. Concurrently, the western terminus of the S.R. 590 designation on Drew Street will move from Fort Harrison Avenue east to Myrtle Avenue.

Intersection Improvements:

Various improvements to Downtown intersections, primarily signal timing modifications and/or turn lanes are proposed. The location of the actual intersections will be determined following a traffic analyses to be conducted subsequent to the opening of the new Memorial Causeway Bridge and transference of the State Road 595 (Alternate U.S. Highway 19) designation from Fort Harrison Avenue to Missouri Avenue, Court Street and Myrtle Avenue.

Pump Station #16:

The City will replace and relocate the sanitary pump station currently located on the Bluff behind City Hall. The City is currently evaluating the final location of the pump, which will most likely be on the south side of the west end of Pierce Street. The project is scheduled to go to construction in August 2003 and be completed in August 2004.

Pump Station #12:

The City will replace and relocate the sanitary pump station currently located at 900 North Osceola Avenue (on the east side of Clearwater Bay Marina). The City is currently finalizing the new location in coordination with Clearwater Bay Marina development (under review). Construction estimated to take place in late 2003 to be completed four months later.

Cleveland Street Streetscape:

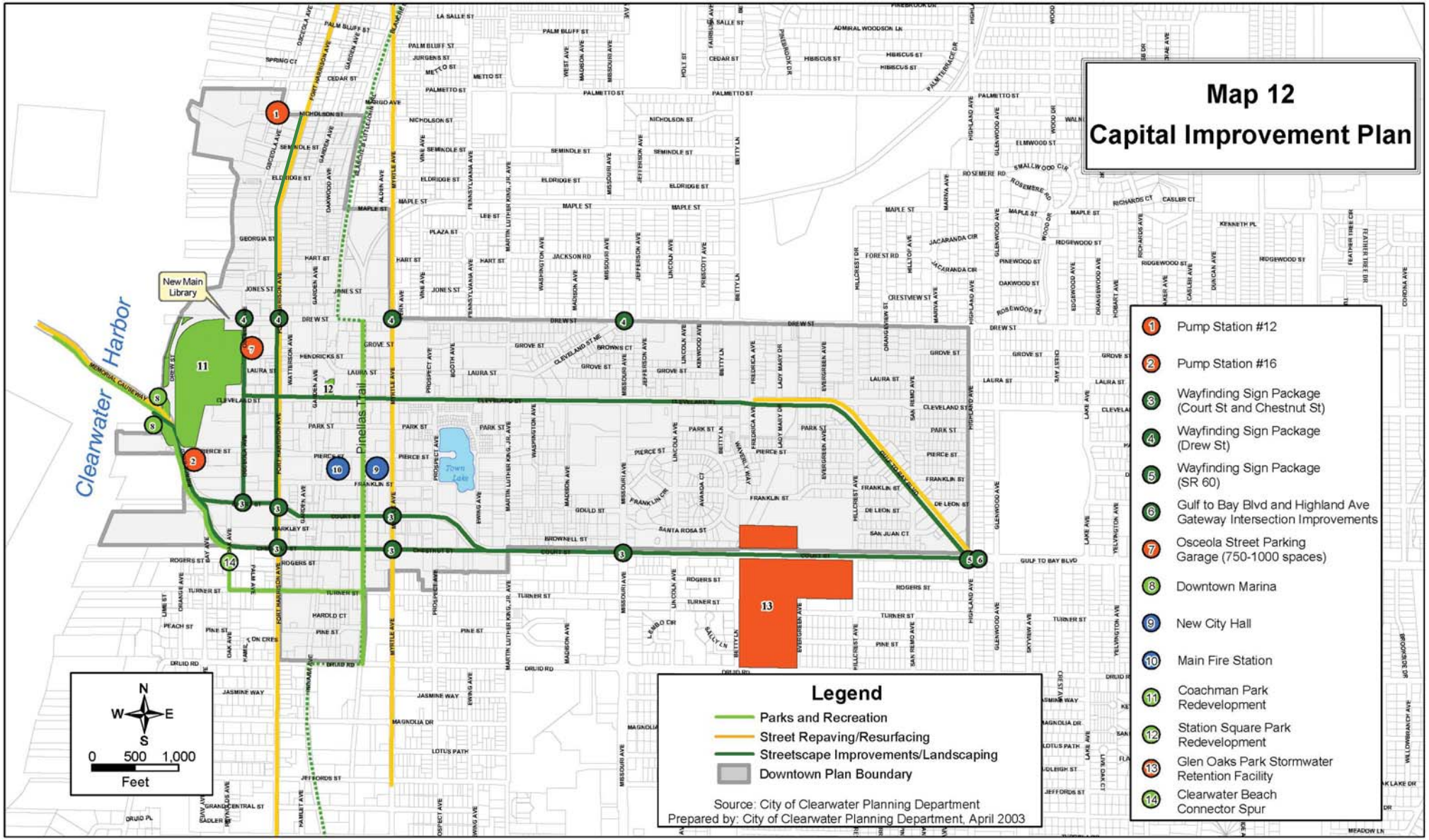
As the primary "Main Street" within our Downtown, the City intends to implement the construction of the Downtown streetscape for Cleveland Street from Myrtle to Osceola Avenues as soon as possible. To that end, the City will be initiating the preparation of construction drawings, specifications, and the partial construction of this segment in 2004 - 2006.

Myrtle Avenue Reconstruction:

The City is finalizing plans to reconstruct and resurface Myrtle Avenue throughout the Downtown area. Construction is scheduled to be complete in mid-2004 at which time the State Road 595 (Alternate U.S. Highway 19) designation will be reassigned from Fort Harrison Avenue to Missouri Avenue, Court Street and Myrtle Avenue. In addition, the western terminus of the S.R. 590 designation on Drew Street will move from Fort Harrison Avenue east to Myrtle Avenue.

Station Square Park Redevelopment:

As part of the Cleveland Street streetscape and wayfinding signage improvements, it is the intention of the City to encourage the redevelopment of this important Downtown urban space. It may be possible to initiate this project concurrent with the proposed redevelopment of the Station Square parking lot as part of a significant, mixed land use project.


Map 12
Capital Improvement Plan
Clearwater Harbor
New Main Library
Pinellas Trail
Town Lake
1 Pump Station #12
2 Pump Station #16
3 Wayfinding Sign Package (Court St and Chestnut St)
4 Wayfinding Sign Package (Drew St)
5 Wayfinding Sign Package (SR 60)
6 Gulf to Bay Blvd and Highland Ave Gateway Intersection Improvements
7 Osceola Street Parking Garage (750-1000 spaces)
8 Downtown Marina
9 New City Hall
10 Main Fire Station
11 Coachman Park Redevelopment
12 Station Square Park Redevelopment
13 Glen Oaks Park Stormwater Retention Facility
14 Clearwater Beach Connector Spur
Legend
Parks and Recreation
Street Repaving/Resurfacing
Streetscape Improvements/Landscaping
Downtown Plan Boundary
Source: City of Clearwater Planning Department
Prepared by: City of Clearwater Planning Department, April 2003
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Clearwater Beach Connector Spur (Pinellas Trail):
The Clearwater Beach Connector Spur will provide a multi-use trail facility connecting Clearwater Beach, Downtown and the Pinellas Trail. Approximately 2,000 feet of the Connector Spur is located within the Downtown area between the intersection of Turner Street and East Avenue (part of the proposed Pinellas Trail and East Avenue Widening project) and the new Memorial Causeway Bridge (presently under construction).

Gulf to Bay Boulevard and Highland Avenue Gateway Intersection Improvement:
Once the Memorial Causeway Bridge is open in 2004, a substantial portion of existing traffic utilizing Cleveland Street will move onto Court Street resulting in a significant reduction in traffic Downtown. This reduction may result in certain negative impacts on Downtown businesses. In addition, future traffic might mistakenly utilize Cleveland Street, which will terminate at Osceola Avenue, as a route to the beach.

Therefore, the City, acknowledging the level of importance of this "Gateway" intersection, will implement this portion of the Downtown streetscape indicating the correct routes to either the Downtown or Beach to motorists.

Fort Harrison Avenue Streetscape:
As a major "Gateway" thoroughfare within the Downtown, the City intends to implement this portion of the Downtown streetscape as soon as possible. To that end, the City will initiate the preparation of construction drawings, specifications, and partial construction of this segment in 2004 - 2006.

Glen Oaks Park Stormwater Detention Facility:
Located immediately south of the Downtown area at the intersection of Court Street and Betty Lane, the Glen Oaks Park Stormwater Detention Facility is a 20-acre flood control and water quality project, which will remove 78 residences from the 100-year floodplain. Approximately one-half of these residences are located within the Downtown area. In addition, 100-year flood levels will be reduced on streets within this area. The project will also include amenities including two multi-purpose ball fields, restrooms, playground, walking trails and associated parking.

Memorial Causeway Bridge (landscaping):
In early 2004, when construction is complete on the new Memorial Causeway Bridge, the S.R. 60 designation will be reassigned from Cleveland Street to Court and Chestnut Streets. Extensive landscaping will be located along Court Street up to the waterfront and will continue on the west end of the bridge along the causeway to the beach. The landscaping will be coordinated with existing landscaping along the sides of and within islands on Court Street and the beach roundabout.

Cleveland Street and Gulf to Bay Boulevard Repaving:
FDOT is currently preparing plans to resurface Cleveland Street between Frederica Avenue and Highland Avenue. The construction date is in Fiscal Year (FY) 2005.

Cleveland Street and Memorial Causeway Repaving:
FDOT is currently preparing plans to resurface Cleveland Street between Fort Harrison Avenue and its western terminus.

Main Fire Station:
Funded by Penny for Pinellas, this project encompasses the renovation and modernization of the main fire station located Downtown. The improved and expanded facility will meet current standards and better provide for the needs of a diverse population. In addition, a review of possible alternate locations farther to the south is being considered in order to provide a consistent standard of coverage for the entire Clearwater community. Funding for the project will be partially reimbursed by Pinellas County since these resources will also serve the unincorporated areas of the Clearwater Fire District.

Osceola Avenue Parking Garage (375 - 500 spaces):
Due to the strategic location of this prime redevelopment site "Superblock", a public/private partnership may enable the construction of a major Downtown parking garage to service the block's redevelopment potential, and the redevelopment activities which might occur on the parcels lying west of Osceola Avenue. This parking garage will also provide additional parking for the new Main Library, currently under construction.

Redevelopment Garage (375 – 500 spaces):
As major redevelopment occurs, it is anticipated that one or more major entertainment and restaurant mixed use project(s) will be developed Downtown. Due to the high parking demand of these types of uses, this garage would be sited and constructed to support the entertainment activity. The specific location of the garage will be determined based on the location of the entertainment project(s) and will provide parking for it and other planned/approved downtown redevelopment projects.

Reuse of Existing Main Fire Station:
Should the existing Fire Station facility be relocated to an alternative site, the existing Fire Station may be reused to store a variety of Police Department or Parks and Recreation Department equipment and vehicles.

Coachman Park Redevelopment and Garage:
As part of the future redevelopment of the prime Downtown parcels lying adjacent to Osceola Avenue, the City is planning to construct a park which will act as a significant Downtown waterfront destination. The Coachman Park Amphitheater will be enlarged and relocated on site and Drew Street will terminate at the water providing for a pedestrian promenade along the waters edge and waterfront restaurant which could be leased to a private operator. A unique interactive fountain would be built as a major focal point. Cleveland Street, west of Osceola Avenue, would be closed and converted into a meandering pedestrian pathway between Downtown and the water. As part of this project, the City may construct or enter into a public-private partnership to construct a garage in the less appealing southern portion of this 18-acre site near the start of the new bridge. In addition, the current surface parking would be removed in favor of a large "great lawn."

Downtown Marina:
The City has awarded a consulting contract for the purpose of analyzing the regulatory process for permitting the future construction of a 150 - 200 slip waterfront marina. The marina would be publicly-owned and operated accommodating both power and sail crafts with a mix of permanent and transient slips. A limited number of tourist related ferries and pleasure crafts would be allowed, however, commercial fishing operations would be prohibited.

Pinellas Trail and East Avenue Widening:
The portion of the Fred E. Marquis Pinellas Trail along East Avenue constitutes the last remaining unimproved segment of the trail. The project provides for the addition of a multi-use trail facility and roadway improvements for approximately 0.7 miles within the East Avenue right-of-way between Drew Street and Druid Road. This includes the replacement of the southbound lane of East Avenue and the sidewalk on the west side of East Avenue with a landscaped, asphalt surface consistent with the Pinellas Trail standards in 2006/2007. Between Turner and Drew Streets the southbound traffic lane of East Avenue and the sidewalk on the west side of East Avenue will be removed. The Pinellas Trail will be reconstructed in the center of this area with landscaping on either side.

New City Hall and associated parking:
Recently the City Commission has made the decision to make available the City Hall site for redevelopment if it is made part of a larger site in concert with the two adjoining properties owned by the Calvary Baptist Church. Making the City Hall site available for private development would require a referendum. At this time, it is anticipated that a new City Hall would be largely funded from the proceeds of a future sale.

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Osceola Avenue Streetscape:
Due to the array of prime redevelopment parcels along Osceola Avenue (Calvary Baptist Church, City Hall, Harborview, and the Superblock), it is expected that this streetscape segment would be implemented as projects come on line.

Cleveland Street and Gulf to Bay Boulevard Streetscape:
This segment of Cleveland Street from Myrtle Avenue east to Gulf to Bay Boulevard will be improved in future years as new developments are implemented.

Commercial Streets "A" and "B":
These constitute secondary local streets, which will be improved subsequent to new infill redevelopment projects built adjacent to them.

Court/Chestnut Streets Beach Corridors Streetscape:
With the opening of the Memorial Causeway Bridge, these east-west major arterials will become the primary route to and from the beaches. It is anticipated that, as new infill projects are developed on the parcels adjacent to these streets, the City and potential developers of these properties would participate in the implementation of a new streetscape.

Beach to Bluff Guideway:
An elevated, light rail system is proposed to run along the Memorial Bridge (currently under construction and scheduled for completion in mid-2003) and Causeway between the Bluff on the western edge of Downtown and the Marina area on the Beach.

New PSTA Multi-modal transportation center:
The redevelopment of the existing PSTA site may include a new PSTA transfer station, public parking for the Downtown and a possible light rail station.

REDEVELOPMENT INCENTIVES

The City of Clearwater and Community Redevelopment Agency offer numerous incentives to businesses located, or interested in locating, in the Downtown. Much of the area contained in the overall boundaries of the Downtown is part of several programs including the City's Brownfields Area, Enterprise Zone and Clearwater Main Street. These programs provide qualified business and property owners located within the specified boundaries with numerous financial incentives that make doing business in Clearwater prosperous for the community as a whole. Additionally, the City offers incentives that are applicable to certain impact fees, allows the use of transfer of development rights and designates Downtown as a Regional Activity Center.

The following is a list of the significant incentive programs that are available to qualified property owners, businesses and developers within the Community Redevelopment Area (CRA) and Downtown. For more information on a specific incentive, please contact the City department indicated.

Incentive: Brownfields Program

Program Goal/Brief Description:
To assist businesses and development projects in assessing and safely cleaning a tract of land that may have the presence or potential presence of an environmentally unsafe substance remaining from a previous use. The primary grant program offered by the City is a Phase I assessment grant for a non-intrusive evaluation of a particular property, and associated regulatory records to determine the existence of potential environmental impacts and liabilities. If the environmental assessment identifies potential problematic conditions, a 50/50 grant match can be awarded to assist in the actual "testing" of a particular property and to determine the proper mitigation strategy and the associated costs involved in future abatement and remediation. Other incentives that may be available for properties located within the Brownfields area are: the Brownfields Redevelopment Bonus Refund; the Brownfields Property Ownership Clearance Assistance Trust Fund; a Property Clearance Loan; the Brownfields Area Loan Guarantee Program; Brownfields Revolving Loan; Brownfields Site Rehabilitation Agreement; and Voluntary Cleanup Tax Credit.

Eligibility:
Projects located within the Downtown Plan area, between Missouri Avenue and Fort Harrison Avenue (See Map 13, page 165).

Funding Source:
U.S. Environmental Protection Agency, Florida Department of Environmental Protection and Florida Office of Tourism, Trade and Economic Development, City of Clearwater and Pinellas County Economic Development.

Award Ranges:
Grants range from up to $5,000 for a Phase I assessment and match up to $10,000 for Phase II assessment.

Sample Projects:
EEI ModTech; Harbor Oaks, LLC; Jiffy Reprographics; Mediterranean Village; Prospect Lake Park; Postcardmania.

Contact:
Economic Development & Housing Department - (727) 562-4054.

Incentive: Clearwater Downtown Stormwater Service District (Prospect Lake Park Regional Stormwater District)

Program Goal/Brief Description:
The program allows projects within the specified district to pay into a general fund in place of providing the required stormwater treatment controls. Projects that occur within the service district are able to use the Town Pond for stormwater treatment instead of on-site controls. Projects that utilize this development incentive will be required to pay a one-time fee to the City that will be used for water quality treatment purposes.

Eligibility:
All potential projects located within the Stormwater Service
District boundaries (See Map 14, page 169).

Funding Source:
Not Applicable.

Award Ranges:
For projects smaller than 1.5 acres, the fee is $18,595.00 per acre of project land; and for projects larger than 1.5 acres, the fee is $75,000 + $25,000 per acre of project land.

Sample Project:
Mediterranean Village.

Contact:
Public Works Administration, Environmental and Stormwater Management - (727) 562-4742.

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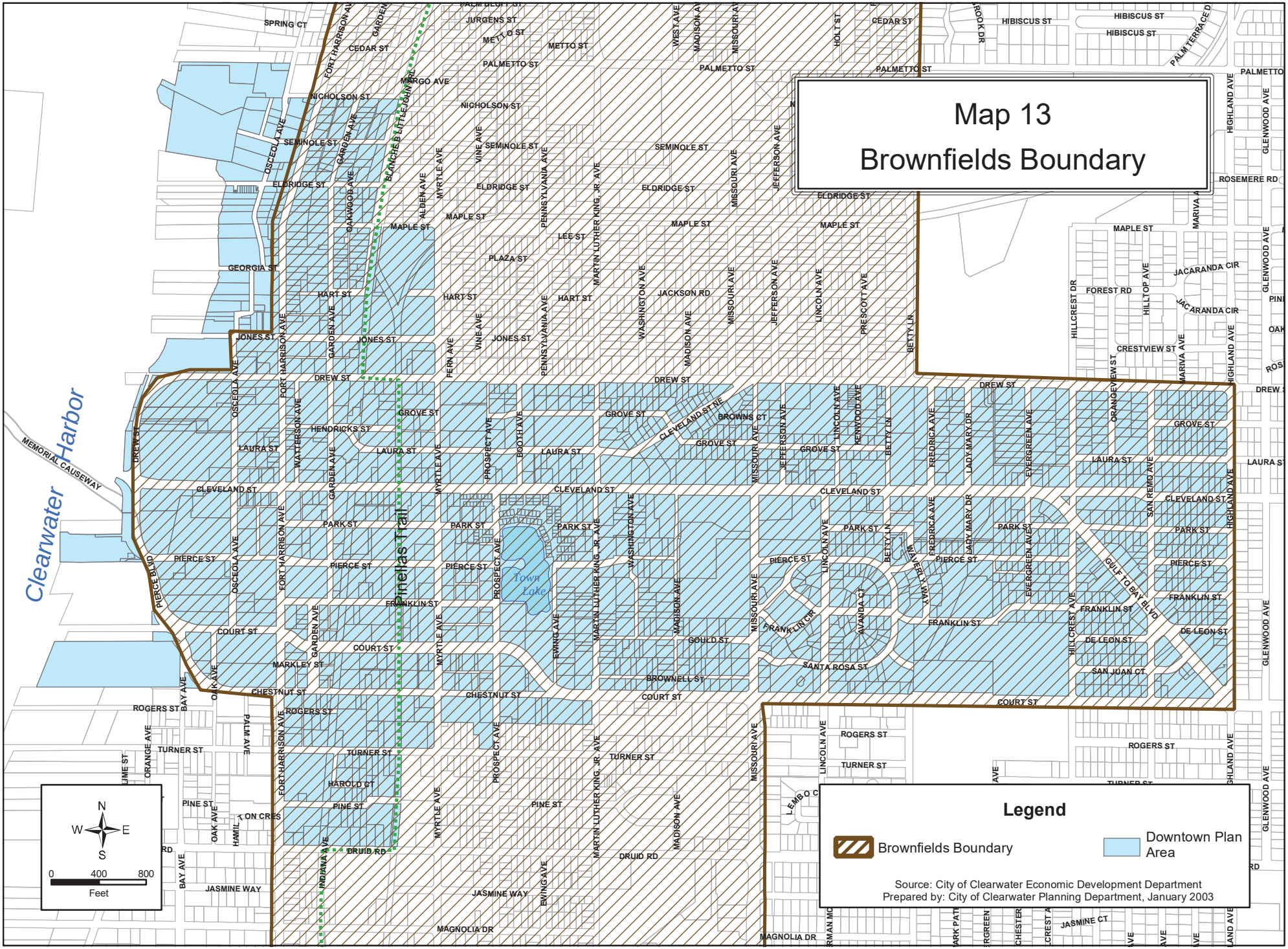
Map 13
Brownfields Boundary
Legend
Brownfields Boundary
Downtown Plan Area
Source: City of Clearwater Economic Development Department
Prepared by: City of Clearwater Planning Department, January 2003
Clearwater Harbor
Pinellas Trail
Town Lake
MEMORIAL CAUSEWAY
GULF TO BAY BLVD
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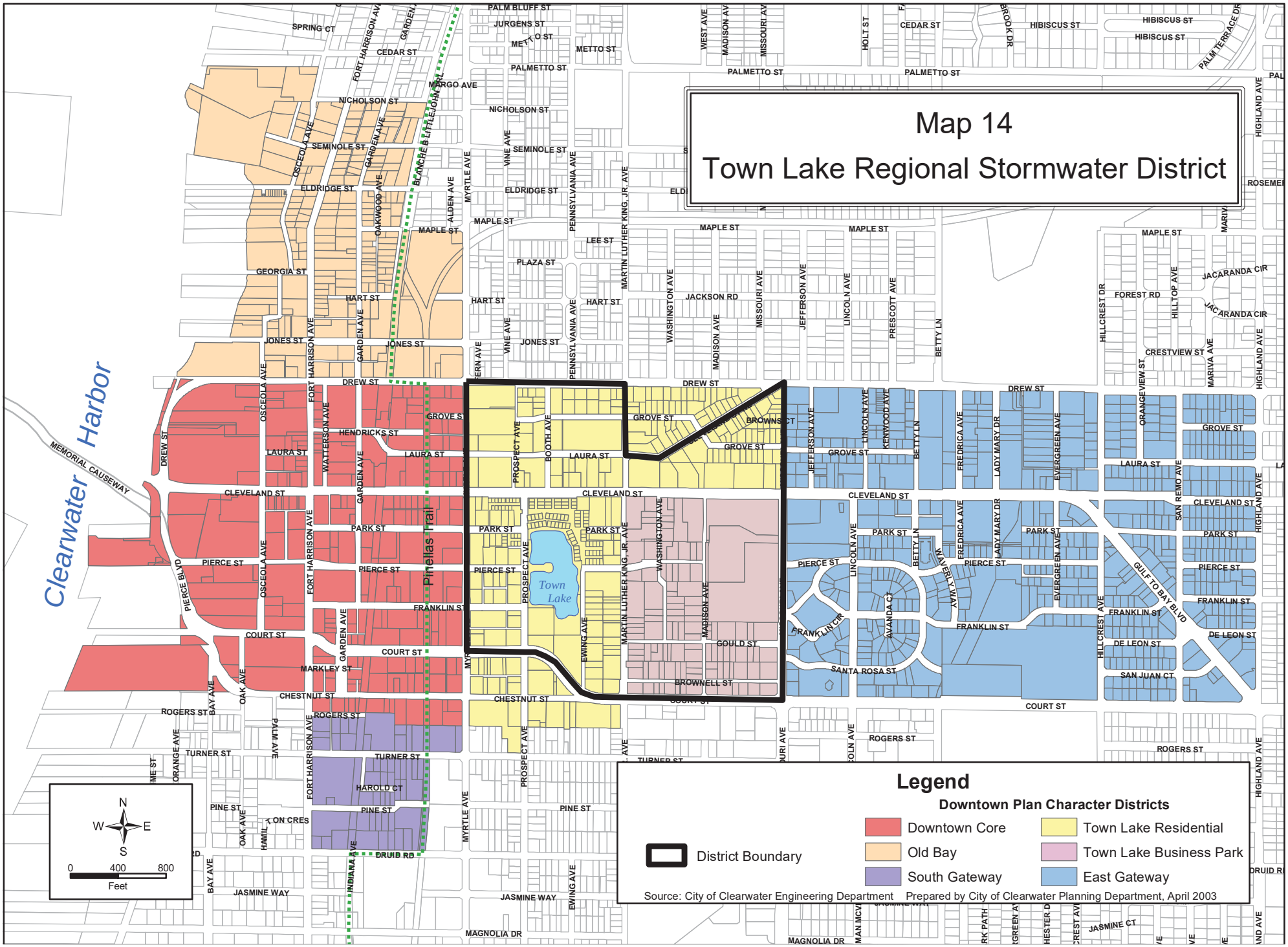
Map 14
Town Lake Regional Stormwater District
Clearwater Harbor
Town Lake
Pinellas Trail
Legend
Downtown Plan Character Districts
District Boundary
Downtown Core
Old Bay
South Gateway
Town Lake Residential
Town Lake Business Park
East Gateway
Source: City of Clearwater Engineering Department
Prepared by City of Clearwater Planning Department, April 2003
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Incentive: Community Development Block Grants (CDBG)

Program Goal/Brief Description:
CDBG funds are provided to the City by the federal government to help revitalize neighborhoods, expand affordable housing and economic opportunities and improve community facilities and services, primarily for the benefit of low- and moderate-income persons. Activities that can benefit from this type of funding include:

- Acquiring land for public purposes;
- Reconstructing/rehabilitating housing and other property;
- Building public facilities and improvements such as streets, sidewalks, sewers, water systems, community and senior citizen centers and recreational facilities;
- Assisting people in preparing for and obtaining employment through education and job training, welfare-to-work activities, and other services;
- Providing public services for youths, seniors, and/or the disabled; and
- Assisting low-income homebuyers directly through, for example, down payment assistance, subsidizing interest rates or helping with closing costs for first-time buyers.

Eligibility:
Eligible residents must be in the low- to moderate-income category (generally defined as members of a family earning no more than 80 percent of the area median income) and projects must be located within a low to moderate-income census tract as defined by HUD.

Funding Source:
U.S. Department of Housing and Urban Development.

Award Ranges:
Dependent on project size and type.

Sample Project:
Greenwood Apartments.

Contact:
Economic Development & Housing Department - (727) 562-4031.

Incentive: Community Redevelopment Agency (CRA) Incentives

Program Goal/Brief Description:
The CRA is a tax increment financed district. The agency works closely with developers and coordinates projects that impact the Downtown. It also combines efforts and resources with the Brownfields and Enterprise Zone projects in order to spur catalytic development with the CRA district. The CRA can offer a variety of incentives depending on the project size and type. The CRA can participate in land acquisition, the payment of impact/permit fees, façade improvement grants, and other public infrastructure projects such as streetscape improvements and parking garages.

Eligibility:
Projects and businesses within the CRA district.

Funding Source:
Tax Increment Financing.

Award Ranges:
Dependent on project size and type.

Sample Projects:
IMR/CGI; Mediterranean Village; Cleveland Street Streetscape.

Contact:
Economic Development & Housing Department - (727) 562-4220.

Incentive: Enterprise Zone (EZ)

Program Goal/Brief Description:
Newly expanded or redeveloped businesses located in the Enterprise Zone (Map 15, page 173), who collect or pay Florida sales and use tax and Florida Corporate Income Tax, may be eligible for tax incentives for promoting private sector investments and providing job opportunities for Enterprise Zone residents. The following are incentives available for businesses: Property tax credit (corporate income tax); jobs tax credit (corporate income tax); jobs tax credit (sales and use tax); sales tax refund for building materials used in rehabilitation of real property; sales tax refund for business machinery and equipment.

Eligibility:
The zone encompasses the current and expanded Community Redevelopment Area; it has the same boundaries as the Brownfields program.

Funding Source:
Department of Revenue.

Award Ranges:
Varies according to incentive.

Sample Projects:
Harbor Oaks, LLC; Walgreens; Publix.

Contact:
Economic Development & Housing Department - (727) 562-4054.

Incentive: Regional Activity Center (RAC)

Program Goal/Brief Description:
The RAC designation increases the thresholds for hotel and office uses that would trigger Development of Regional Impact review.

Eligibility:
The RAC encompasses the boundaries of the Central Business District plan category as indicated in the Downtown Redevelopment Plan 1995.

Funding Source:
Not applicable.

Award Ranges:
Hotel threshold increases from 350 rooms to 750 rooms; office threshold increases from 300,000 square feet of floor area to 600,000 square feet.

Sample Projects:
None.

Contact:
Planning Department - (727) 562-4579.

Incentive: Exemption of Open Space, Recreation Land and Recreation Facility Impact Fees

Program Goal/Brief Description:
Redevelopment or the expansion of currently developed properties located within the Community Redevelopment Area are exempt from the required Open Space impact fee and the Recreation Land and Recreation Facility impact fees. In addition, City park projects that have been deemed to provide Citywide service and are located within the CRA are eligible to receive funding that has been collected as Open Space, Recreation Land and Recreation Facility Impact Fees from projects outside of the CRA.

Eligibility:
All projects located within the CRA boundaries.

Funding Source:
City of Clearwater.

Award Ranges:
Dependent on project type and size.

Sample Projects:
Laura Street Townhomes; Mediterranean Village; Church of Scientology Ministerial Training & Pastoral Counseling Center.

Contact:
Parks and Recreation Department - (727) 562-4823.

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Incentive: Florida Main Street Community Program

Program Goal/Brief Description:
In 1998, Clearwater was named a Main Street community to help in the revitalization of the Downtown area. The program assists in the recruitment of retail businesses to the Downtown corridor and provides funding for Downtown promotions, special events and Downtown building façade rehabilitation, through the CRA façade grant program. Four committees have been created to support the public–private partnerships within the Downtown. The Joint Venture is the organizational committee and develops strategies for the program. The Design Committee provides advice and assistance to preserve the historical character of buildings along Cleveland Street. The Economic Development Committee concentrates on a business recruitment, retention, and expansion campaign within the CRA, while the Promotions Committee capitalizes on major events to bring economic benefit to the Downtown commercial district.

Eligibility:
Projects must be located within the CRA boundaries.

Funding Source:
Community Redevelopment Agency, Downtown Development Board.

Award Ranges:
Dependent on project type and size.

Sample Projects:
Gaslight Alley; Park Jewelers; Downtown Clearwater Arts Stroll; Main Street Update - Quarterly Newsletter; Post Office Landscaping.

Contact:
Economic Development & Housing Department - (727) 562-4044.

Incentive: HUBZone

Program Goal/Brief Description:
The Small Business Administration HUBZone Empowerment Contracting Program provides federal contracting assistance by setting aside a specified number of federal contracts for small businesses located in census tract 259.02 or 262.00, which are historically underutilized business zones. Fostering the growth of these federal contractors as viable businesses, for the long term, helps to empower communities, create jobs and attract private investment. The program benefits are available for eligible HUBZone businesses: Federal contract assistance, including Competitive, Sole-Source, Full and Open and Subcontracting contracts and specialized assistance including SBA-guaranteed surety bonds and employer tax credits, tax-free facility bonds, and investment tax deductions.

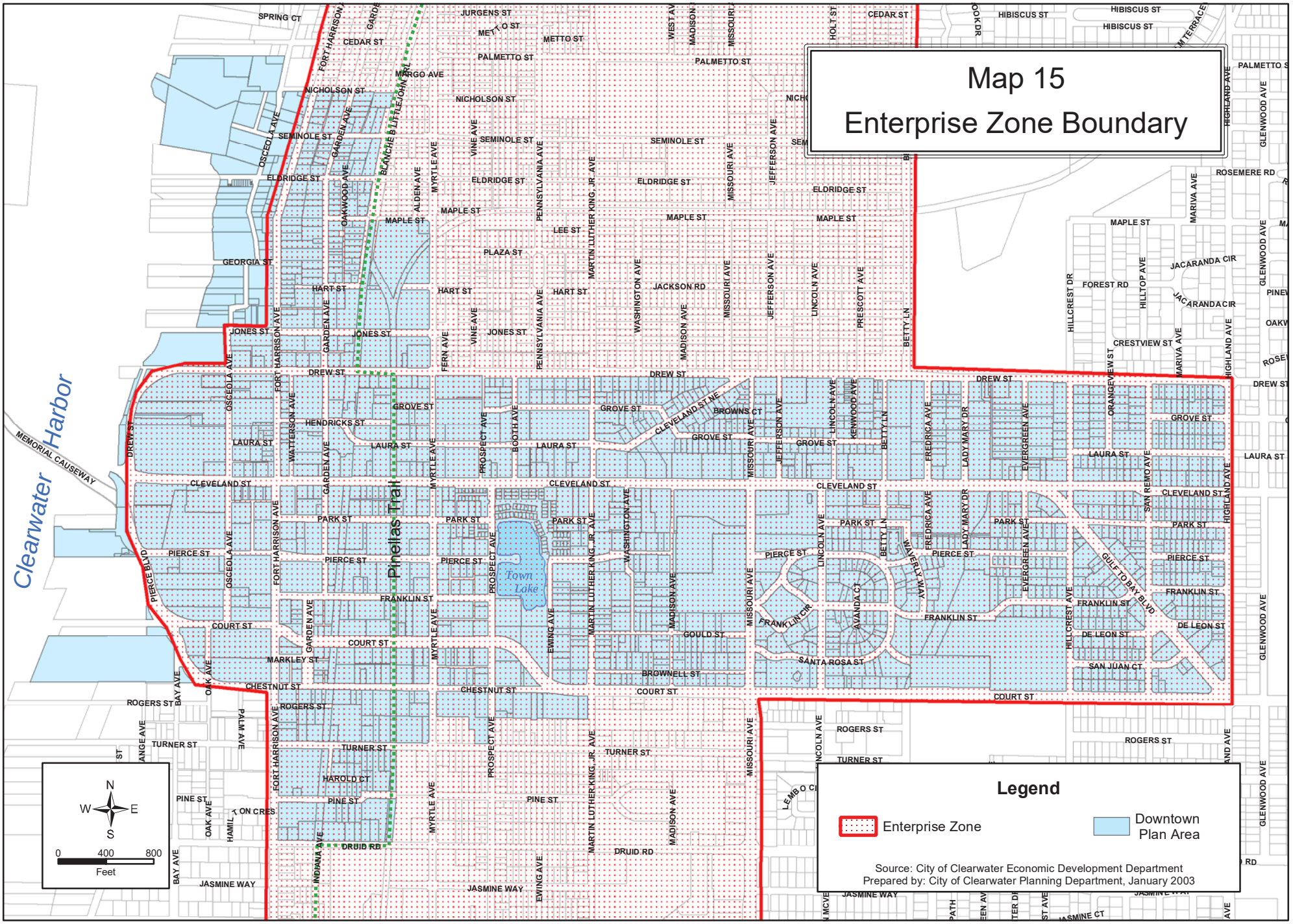
Eligibility:
Businesses must be located in census tract 259.02 or 262.00 (see Appendix Map 4A), be owned and controlled by one or more U.S. citizens and have at least 35 percent of its employees residing in a HUBZone.

Source:
U.S. Small Business Administration (SBA).

Award Ranges:
Dependent on business and contract request.

Sample Projects:
EEI ModTech.

Contact:
Economic Development & Housing Department - (727) 562-4054.


Map 15
Enterprise Zone Boundary
Legend
Enterprise Zone
Downtown Plan Area
Source: City of Clearwater Economic Development Department
Prepared by: City of Clearwater Planning Department, January 2003
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Clearwater Harbor
Pinellas Trail
Town Lake
MEMORIAL CAUSEWAY
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CEDAR ST
JURGENS ST
METTO ST
PALMETTO ST
MARGO AVE
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
GEORGIA ST
HART ST
JONES ST
DREW ST
GROVE ST
HENDRICKS ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
MARKLEY ST
CHESTNUT ST
ROGERS ST
TURNER ST
HAROLD CT
PINE ST
DRUID RD
JASMINE WAY
LEE ST
PLAZA ST
JACKSON RD
BROWNS CT
GOULD ST
BROWNELL ST
SANTA ROSA ST
SAN JUAN CT
DE LEON ST
ROSEMERE RD
JACARANDA CIR
FOREST RD
CRESTVIEW ST
HIBISCUS ST
CLEVELAND ST NE
GULF TO BAY BLVD
FRANKLIN CIR
AVANDA CT
WAVERLY WAY
LEMBO CIR
INDIANA AVE
PIERCE BLVD
FORT HARRISON AVE
OSCEOLA AVE
GARDEN AVE
BLANCHE BUTTLEJOHN
ALDEN AVE
MYRTLE AVE
VINE AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
WASHINGTON AVE
MADISON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
BETTY LN
FREDRICA AVE
LADY MARY DR
EVERGREEN AVE
KENWOOD AVE
ORANGEVIEW ST
MARIVA AVE
HIGHLAND AVE
HILLCREST DR
HILLTOP AVE
GLENWOOD AVE
SAN REMO AVE
WATTERSON AVE
PROSPECT AVE
BOOTH AVE
EWING AVE
OAKWOOD AVE
OAK AVE
BAY AVE
PALM AVE
HAMILTON CRES
ANGE AVE
HOLT ST
WEST AVE
MADISON ST
MISSOURI ST
JEFFERSON AVE
BOOK DR
HIBISCUS ST
PALMETTO ST
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
DREW ST
GROVE ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
ROGERS ST
TURNER ST
PINE ST
DRUID RD
JASMINE WAY
JASMINE CT
PATH
MCVE
GLENWOOD AVE
HIGHLAND AVE
ROSEMERE RD
MARIVA AVE
JACARANDA CIR
FOREST RD
CRESTVIEW ST
HILLCREST DR
HILLTOP AVE
ORANGEVIEW ST
SAN REMO AVE
DE LEON ST
SAN JUAN CT
GULF TO BAY BLVD
FRANKLIN CIR
AVANDA CT
WAVERLY WAY
LEMBO CIR
INDIANA AVE
PIERCE BLVD
FORT HARRISON AVE
OSCEOLA AVE
GARDEN AVE
BLANCHE BUTTLEJOHN
ALDEN AVE
MYRTLE AVE
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PENNSYLVANIA AVE
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ELDRIDGE ST
MAPLE ST
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PIERCE ST
FRANKLIN ST
COURT ST
ROGERS ST
TURNER ST
PINE ST
DRUID RD
JASMINE WAY
LEE ST
PLAZA ST
JACKSON RD
BROWNS CT
GOULD ST
BROWNELL ST
SANTA ROSA ST
SAN JUAN CT
DE LEON ST
ROSEMERE RD
JACARANDA CIR
FOREST RD
CRESTVIEW ST
HIBISCUS ST
CLEVELAND ST NE
GULF TO BAY BLVD
FRANKLIN CIR
AVANDA CT
WAVERLY WAY
LEMBO CIR
INDIANA AVE
PIERCE BLVD

Incentive: Payment-in-Lieu of Parking

Program Goal/Brief Description:
To address the need for flexible parking standards within the City's Downtown, the City Commission made available a payment in-lieu of required off-street parking program. The program permits a project owner to pay a $4,500 per space fee into an established account that is used to fund parking improvement projects that add to the supply of public parking in the identified district. This incentive allows a project to utilize the space required to accommodate parking for building, landscaping or open space.

Eligibility:
Any property located within the original CRA boundary.

Funding Source:
Not Applicable.

Award Ranges:
Not Applicable.

Sample Projects:
Church of Scientology Ministerial Training & Pastoral Counseling Center.

Contact:
Public Works Administration, Traffic Operations - (727) 562-4750.

Incentive: Traffic Impact Fee (TIF) Reduction

Program Goal/Brief Description:
To assist in the promotion of revitalization, the program designates all residential and non-residential development that locates within the boundaries of the CRA as eligible for a Transportation Impact Fee reduction. The 1990 Pinellas County Transportation Impact Fee Study indicated that projects developed within the CRA would generate significantly fewer new vehicle trips per each unit of development, making them eligible for a reduced Traffic Impact Fee.

Eligibility:
All business located within the original CRA boundary.

Funding Source:
Not Applicable.

Award Ranges:
Dependent on project type and size.

Sample Projects:
CGI/IMR; Harbor Oaks LLC; Mediterranean Village; Valone's Vacuum.

Contact:
Public Works Administration, Traffic Operations - (727) 562-4750.

Incentive: Transfer of Development Rights (TDR)

Program Goal/Brief Description:
Property owners having extra density units or floor area ratio (FAR) available from a project within the Downtown Plan area may be permitted to convey the development rights of that non-used development potential by deed, easement, or other legal instrument authorized by the City of Clearwater to another project within the Downtown Plan area that requests an increase above the maximum permitted development potential.

Eligibility:
Projects located within the Downtown Plan area may be used as "sending sites" and "receiving sites".

Funding Source:
Not Applicable.

Award Ranges:
Not Applicable.

Sample Projects:
New incentive program made available at the inception of this Plan.

Contact:
Planning Department - (727) 562-4579.

Incentive: Qualified Target Industry (QTI) Tax Refund Program

Program Goal/Brief Description:
The main tool of this program is to encourage quality job growth in targeted high value-added businesses, and more specifically within an Enterprise Zone or Brownfields Area. The program provides tax refunds to pre-approved applicants for $3,000 per new job created and $6,000 in an Enterprise Zone, $2,500 bonus in a designated Brownfields; plus, there is an increased award per job for extremely high paying wages. A company has to prove that they would have considered other locations but chose Florida, among other reasons, because of this incentive program.

Eligibility:
Only businesses serving multi-state and international markets are targeted. Business must be able to locate to other states. Retail activities, utilities, mining and other extraction or processing businesses and activities regulated by the Division of Hotel and Restaurants of the Department of Business and Professional Regulation are statutorily excluded from consideration. Average annual wage of all new hires, as of March 1, 2003 must be at least $36,049. Please check for updated wage information as these requirements are revised annually.

Funding Source:
State of Florida, City of Clearwater and Pinellas County Economic Development.

Award Ranges:
$3,000 to $10,500 per new job created, depending on the location and average annual wage.

Sample Projects:
CGI/IMR; Lincare Holdings; NexTrade Holdings, Inc.

Contact:
Economic Development & Housing Department - (727) 562-4054.

TAX INCREMENT REVENUE PROJECTIONS

Introduction

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. These revenues may be used to purchase property, improve property, or used as security for bonds.

In the case of the City of Clearwater's recently approved expanded CRA, the County must first approve the CRA's Redevelopment Plan, and upon adoption of this Plan by the City and County, a request can be made to the County by the CRA for the creation of a Redevelopment Trust Fund.

Prior to establishing a Redevelopment Trust Fund, the CRA must (according to Florida State Statute 163.386) submit a list of each parcel, by parcel I.D. number that lies within the CRA district to the Pinellas County Appraiser's office. The Appraiser's office will certify the list and prepare to code each parcel for the base year to be established when a trust fund is approved.

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Historical Overview

In its 20-year history, the CRA has been a critically effective tool in positioning downtown for redevelopment. In the 1980s, the tool was heavily used to purchase key real estate properties and conduct multiple capital projects. A slowing real estate market in the 1990s combined with the loss of several properties from the tax roll due to institutional investment produced a dramatic drop in the tax increment affecting the CRA's ability to implement major projects. However, during this time, the CRA continued to facilitate projects downtown concentrating on parking alternatives and beautification projects. The CRA is currently seeing visible signs of improvement with increases in property values in each of the last three years. Planned and future redevelopment projects coupled with the City's infrastructure improvements will serve to develop the tax base further.

The City of Clearwater's CRA was established in 1981, with the taxable property value totaling $84,658,490 frozen in 1982. Tax Increment Financing (TIF) revenues commenced in 1983 with approximately $56,000. The CRA increment increased quite rapidly through 1989 with revenue at approximately $801,000. The tax increment peaked during the period 1989 through 1991 and fell quite dramatically through to 1998 with revenue down to $251,000. Since 1999, the increment has continued to rise. Most recently, tax increment in 2003 rose to $840,549.

Between its peak in 1989 and its low in 1998, the tax roll lost roughly $54 million in value. This period of decline may be explained by the fact that multiple buildings within the CRA were taken off the tax roll, including the original Mass Brothers Department Store (now the Harborview Center), the Fortune Federal Savings and Loan Building purchased by Pinellas County, and the Oaks of Clearwater Retirement Center and Nursing Facility. These transactions alone accounted for over $22 million dollars of valuation. Additionally, in 1993, many Church of Scientology properties totaling roughly $24 million were taken off the tax roll. Overall, throughout the last 20 years, the tax roll experienced an average annual increase of 3.21 percent.

The benefits of having TIF in place during these years cannot be overlooked, as it allowed the CRA to spend the ensuing years stabilizing the Downtown area in preparation for a major redevelopment program which is now underway. The CRA has collected a cumulative total of $9.9 million in increment revenues since its inception in 1982. The majority of these funds ($7.9 million) were used for capital projects and improvements including land acquisitions. Administration costs have totaled $1.6 million (16% of revenues) with revenues from the sale of properties funding parking, beautification, and other incentive programs.

Many of the CRA's capital projects occurred in the 1980s. During these years, the CRA concentrated on acquiring properties to eliminate slum and blight conditions downtown as well as finding viable uses for properties that became vacant. The CRA was instrumental in acquiring key parcels such as the City's Municipal Services Building and Harborview Center sites. In addition, the CRA played a major role in advancing parking alternatives including the Station Square parking lot and Park Street Garage. Table 10 below identifies the CRA's Capital Improvement Projects over the first twenty years of its history.

In the 1990s, the CRA focused its efforts on investments that spurred private development especially by providing parking solutions for downtown. The CRA has reimbursed the City parking system so that free parking in two city lots and on weekends was provided. The CRA has also offered parking incentives that have been successful in retaining high profile companies with over 100 employees. Furthermore, the CRA has subsidized the Jolley Trolley, a non-profit trolley system, to provide reduced rate service between the downtown and the beach.

The CRA has also been actively involved in the beautification of downtown. The CRA has coordinated a Façade Improvement Grant Program that has provided over $100,000 worth of exterior improvements to 36 buildings in the Downtown. Additionally, the CRA provided funding for the Cleveland Street Streetscape in past years as well as the renovation and beautification of downtown parks.

In the last four years, the CRA has paved the way for significant private investment. Two examples include the CGI complex and Mediterranean Village Towhomes. The construction of the 50,907 square foot CGI (formerly IMR) office building with a 77,889 research and development facility reflects a $50 million investment. Similarly, with the Mediterranean Village in the Park Townhomes, the CRA purchased the land and is paying impact fees, permit fees, utility connections fees and

stormwater fees for this 100-unit residential project worth $18 million next to the City's Prospect Lake Park. These are examples of CRA funds strategically used to eliminate slum and blight conditions and redevelop these sites into viable properties.

The redevelopment of downtown Clearwater is at a critical point in its history. In order to revitalize downtown, additional housing units and infrastructure improvements are needed. CRA tax increment revenues are crucial to entice private investment and provide incentives that make a project feasible. A example is the City's recent selection of a developer for an infill condominium and retail project adjacent to Station Square Park. The CRA plans to use TIF funds to assist this project. In conjunction with the City's capital improvement program, these investments will encourage private development and pave the way for continued downtown redevelopment. TIF will be one of the tools that will make these projects successful

Table 10. Community Redevelopment Agency Schedule of Capital Outlay and Improvements Fiscal Years 1982 - 2001

Project	Time Period	Cost
Enhancement and beautification of downtown parks including parking area west of City Hall, Bayfront Tennis Complex, and Coachman Park	FY 1984-1986	$9,989
Acquisition of property for JK Financial project, Clearwater Square complex, S.E. Corner of Garden Ave. and Cleveland Street (Atrium)	FY 1985	$1,083,362
Construction of Park Street parking garage with 195 public parking spaces	FY 1985-1986	$1,241,057
Revision of dowtown redevelopment plan	FY 1986	$5,825
Landscaping of Park Street parking garage	FY 1986	$23,375
Acquisition of Bilgore property bounded by East Aenue, Pierce Street, Myrtle Avenue, and Park Street (Locatin of new MSB Building)	FY 1986	$691,852
Coachman Park Improvements - extensive renovation including terrain modification, brick walkways, landscape materials, and irrigation.	FY 1987	$100,011
Cleveland Street streetscape project - oak trees, decorative brick, tree gates and guards for the 500, 600, and 700 street blocks, Phase 1	FY 1987	$27,000
Coachman Park bandshell project - CRA portion of entire project	FY 1987	$12,061
Acquisition of CETA building site - 1180 Cleveland	FY 1988	$450,000
Downtown sidewalk project - antique lamp pole lighting fixtures	FY 1988	$17,647
Cleveland Street streetscape project - decorative brick, planters, trees - the 400 through 700 street blocks, Phase 2	FY 1988-1990	$342,555
Downtown electrical improvements	FY 1988	$7,500
Acquisition of Clearwater Towers MAS1 project site (Station Sq. Park)	FY 1989	$229,278
Development of Cleveland Street minipark adjacent to new Clearwater Towers Building (Station Square Park)	FY 1989-1990	$230,000
Purchase of Maas Brother property (Harborview/Steinmart)	FY 1992	$1,926,710
Purchase of Kravis property (Station Square Parking Lot)	FY 1992	$357,058
Parking lot expansion - Kravis property (Station Square Parking Lot)	FY 1993	$67,518
Dimmitt property purchase (Mediterranean Village Townhomes)	FY 2000	$1,171,328
		$7,994,126

Redevelopment Objectives

On a very conservative basis, the original and expanded CRA district is projected to increase in value substantially over the next 20 to 30 years. This is driven primarily by the accelerating demand for new urban housing within the Downtown and adjacent beaches, and the strategic economic development goals and objectives of the City Commission. The Commission envisions a "destination" Downtown to be enjoyed by both residents in the region and tourists to our beaches.

This redevelopment strategy was implemented by the City in 2002, and details the investment opportunities now available on several key redevelopment parcels and a large array of prime infill parcels. Several potential projects are described below:

- Calvary Baptist Church "Bluff" Parcels on Osceola Avenue - Accounts for 137,510 square feet or 3.16 acres, this parcel is designated in the Downtown Core District for a FAR of 4.0 or 70 units per acre, which would generate up to 550,040 square feet of redevelopment or over 220 residential units. Additional square footage of retail uses and residential units may be available through the Public Amenities Incentive Pool.
- City Hall on Osceola Avenue - Contains approximately 130,000 square feet or 2.98 acres, this parcel currently houses City Hall, but the Commission has indicated that it would be made available for redevelopment if it were a key component of a quality redevelopment proposal with the adjacent parcels. This parcel could be developed with up to 520,000 square feet or over 208 housing units. Additional square footage of retail uses and residential units may be available through the Public Amenities Incentive Pool. Sale of the City Hall site will require approval of a referendum by Clearwater voters.
- Arnold/Brown Parcel at Drew Street/Fort Harrison and Osceola Avenues - An announced redevelopment site containing 70,131 square feet or 1.61 acres. According to published reports, the developer envisions a high-rise condominium, a boutique hotel and ground floor retail uses. Potential for development on this site is over 280,000 square feet, 112 units, or 152 hotel rooms.
- AmSouth Block between Osceola Avenue, Fort Harrison Avenue, Cleveland Street and Drew Street or "Superblock" Parcel - Contains one large parcel, along with a few smaller properties. In total, the greater parcel could ultimately contain approximately 178,000 square feet or 4.1 acres. Development potential at this site could be over 712,000 square feet or 287 units.
- Harborview Parcel at Cleveland Street and Osceola Avenue - This City-owned 77,000 square foot or 1.8-acre parcel, currently houses a 54,000 square foot Stein Mart Department Store, the City's civic and conference center space, the Pickles Plus Restaurant along with an adjoining small parking lot. It is envisioned that some time in the future, Stein Mart would be relocated to another Downtown site, and the structure demolished for redevelopment as a major mixed-use development with a combination of retail, entertainment, hotel, and conference destination space. The Commission has interest in redeveloping the parcel if a quality developer can be identified who would meet the stringent requirements for redevelopment on this critical parcel. Sale of the Harborview site will require approval of a referendum by Clearwater voters.
- Station Square Parking Lot Infill Parcel on Cleveland Street - Currently used as a City surface parking lot, this prime redevelopment parcel is owned by the CRA and has been offered to the public for redevelopment. The parcel contains 42,124 square feet or 0.97 acres, and is envisioned as a site for a garage structure (including public parking), retail, restaurant, and residential units. Development potential at this site could be over 168,000 square feet or 67 units.
- Prospect Lake Park Area between Myrtle and Missouri Avenues - This Downtown area surrounds the new urban Prospect Lake Park that has recently been completed by the City. The initial private redevelopment project in the area under construction is the 100-unit Mediterranean Village in the Park townhouse project. This area has been identified by developers as a prime location for future infill townhouse and apartment projects due to its proximity to the beaches, regional employment centers, and the fact that a housing product can still be developed at a $150,000 to $300,000 price range, which accommodates the needs of many young professionals, young families and empty nesters.
- It is also envisioned that the adjacent Town Lake Business Park District might attract additional professional office users to expand the campus office setting now in place at the CGI office complex.

- East Gateway - Between Missouri and Highland Avenues and lying within the recently expanded CRA district are multiple infill parcels that over time will become attractive for redevelopment.

Tax Increment Revenue Projections

Based on this overview, it is evident that the CRA has the potential for developing several million square feet of development over the next two decades, including the attraction of up to 1,000 new urban housing units in the next five to ten years in the downtown core which will act as a catalyst for a substantial amount of new office use, retail and entertainment establishments. If all of these projects described above are realized, the increase in the tax roll could be upwards of $390 million.

However, while opportunities are outstanding, it is the intent of the CRA to proceed forward cautiously with our TIF projections. The TIF projections are calculated separately for the original CRA and the expanded CRA because the base years for the property values are different.

The CRA envisions continuing to use both the City's and the County's share of Tax Increment Financing dollars for capital projects in the original and expanded CRA. TIF is identified as one of the funding sources for several capital and infrastructure improvement projects outlined in the Capital Improvement Projects (CIP) section of this plan. These projects include the Cleveland Street, Fort Harrison, and Gulf to Bay Streetscapes and the Gulf to Bay Boulevard and Highland Avenue Gateway Intersection. In addition, TIF will be used for paying impact fees, "buying in" of public parking in private projects, assembling redevelopment sites, purchasing land and/or buildings, affordable and transitional housing projects, façade improvement grants and providing additional community policing presence above and beyond current activity levels. Below is a summary of the programs and initiatives that will use TIF as well as the estimated costs associated with each. The County's share of TIF shall only be used for the capital projects included in the table below. The City's share of TIF may be used for any initiative listed in the table.

Summary Table of CRA Programs and Initiatives, Timing, and Estimated Costs

CRA Programs and Initiatives	Timing	Estimated Cost
CRA Area Brownfields Environmental Cleanup *	Ongoing	$5,000,000
CRA Building Facade Improvement Program*	Ongoing	$1,000,000
Downtown Land Acquisition *	Ongoing	$21,000,000
CRA Redevelopment Incentive Funding	Ongoing	$10,000,000
Retail Lease/Location Incentives	Ongoing	$5,000,000
CRA Affordable and Transitional Housing Projects*	Ongoing	$5,000,000
CRA Revolving Loan Fund	Ongoing	$1,000,000
CRA Community Policing Innovations	Ongoing	$1,000,000
Total		$49,000,000

* Capital projects and initiatives - County TIF shall only be used for these programs

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CRA Area Brownfields Environmental Cleanup Projects

Due to the limited availability of state and federal environmental cleanup funds, TIF dollars will be required for environmental remediation for multiple projects, particularly those that have a history of petroleum contamination. A case in point is the Clearwater Auto Salvage Yard that is being acquired by the City, as well as a number of sites lying adjacent to the CGI (formerly IMRglobal) Campus west of Missouri.

Project Cost: $5.0 million
Time Frame: Ongoing

CRA Building Façade Improvement Program

This is an ongoing program funded by the CRA in concert with our Main Street Program. The Façade Improvement Program provides grants and loans to eligible business property owners and tenants who wish to upgrade their exterior building facades.

Project Cost: $1.0 million
Time Frame: Ongoing

Downtown Land Acquisition

A critical function of the CRA is to assemble property for resale and redevelopment by the private sector. The principal purpose of property assembly is to assist in eliminating the slum and blight conditions that exist within the CRA by facilitating private redevelopment of these under-performing sites. This program enables the CRA to assemble, purchase and option property and structures within the CRA for redevelopment purposes consistent with this Plan.

Examples of property acquisitions anticipated by this program include but are not limited to: acquiring property in the Town Lake Business Park Character District to facilitate the development of a suburban office campus; acquiring property in the East Gateway Character District to eliminate the problematic uses and/or contaminated sites, to improve the substandard housing conditions and to consolidate obsolescent and/or sites undersized as compared to current zoning requirements to allow commercial redevelopment; acquiring property within the Downtown to assist in the development of a major entertainment attraction including a movie theater, entertainment, retail and/or restaurant uses. Other property acquisitions that implement the goals, objectives and policies of this Plan may be achieved through the use of this CRA program.

Total Cost: $21.0 million
Time Frame: Ongoing

CRA Redevelopment Incentive Funding

Historically, the CRA has utilized TIF revenues to assist redevelopment efforts in a variety of ways, such as: landscape and streetscape improvements, property acquisition, construction of public parking garages, payment of project permit and impact fees, payment of project utility connection and stormwater fees, parking incentives to retain downtown businesses, subsidy to the Jolley Trolley operations and the façade improvement program.

Downtown redevelopment is generally considered to be more expensive and risky in an unproven market than development in other areas of a city and especially when compared to development in greenfields. This situation currently exists in Downtown Clearwater as demonstrated by the lack of substantial new private redevelopment with few exceptions. The lack of investment in Downtown has resulted in the poor economic health of Downtown to which the City is responding with this Plan. This program will provide financial incentives to developers to offset the high land, development and construction costs within the Downtown and to encourage investment in Downtown that will revitalize the center city with people, employees, businesses and activities. The types of incentives contemplated by this program include, but are not limited to: payment of project permit and impact fees; payment of project utility connection and stormwater fees; parking and other financial incentives to retain and attract downtown businesses; and contributions for parking facilities.

Total Cost: $10.0 million
Time Frame: Ongoing

Retail Lease/Location Incentives

In order to achieve the concentration and/or location of the desired retail market in the Downtown, it may be necessary to negotiate with existing tenants in regard to existing leases or terms for relocation. This consideration may require significant cost to achieve a desired mix and physical orientation/location for these businesses.

Total Cost: $5.0 million
Time Frame: Ongoing

CRA Affordable and Transitional Housing Projects

The development of one or more mixed-income housing projects within the CRA has been identified as a necessary strategy due to the need to retain affordable housing options in this environment. Typically, the CRA would leverage its position in a public-private partnership by contributing funds to effectuate the lower income criteria in a new project.

A major component of the rehabilitation of the CRA Expansion Area and the need for affordable housing is the redevelopment of the Clearwater Homeless Intervention Project (CHIP) site into a "transitional" and "permanent" housing campus. The campus concept for CHIP would entail assembling property between Park Street, the Stevenson Creek channel, Evergreen Avenue, and Cleveland Street into a self-contained and secure campus.

TIF funding would be used to assist in the purchase of properties, while other state and federal funds would be used for housing construction and operations.

Total Cost: $5.0 million
Time Frame: Ongoing

CRA Revolving Loan Fund

A key component of our future redevelopment strategy for the downtown is the implementation of a public-private revolving loan program with local financial institutions. Modeled after successful programs in other cities, a joint pool would be
established and loans provided for expanding businesses, building improvements, relocation costs, etc. The CRA would provide seed capital to the pool, along with private capital from the banks.

Total Cost: $1.0 million
Time Frame: Ongoing

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CRA Community Policing Innovations

The City of Clearwater Police Department has employed a community policing philosophy for over 20 years. Its first focused efforts in the Downtown area came in 1998 when a police substation was co-located in the Clearwater Homeless Intervention Program (CHIP) shelter in the East Gateway Character District in response to resident concerns about the crime potential associated with the shelter. Another community policing team, the Downtown Bicycle Team, was established for the Downtown Core of the CRA in 2005 in anticipation of additional demands on the Police Department as a result of redevelopment. Additionally AmeriCorps Clearwater members have supplemented the activities of the Downtown Bicycle Team by acting as ambassadors of the City by assisting visitors and businesses.

The intent of the community policing innovations in Downtown is for police officers to be a visible deterrent of crime as well as an approachable source of assistance and information. The officers act as liaisons to downtown visitors, businesses, employees and residents and work to build partnerships through daily visibility and community involvement and organization. They also help solve neighborhood problems and work to foster a sense of safety and security in public as well as private spaces.

Community policing innovations focus on a variety of issues including those that are unique to the CRA such as homelessness, prostitution, drugs and street crimes, and a large immigrant population. A key component of the City's redevelopment strategy is to reduce crime in the CRA and improve the quality of life of residents, businesses and visitors. In order to achieve this goal, additional community policing presence is needed. Through the use of TIF funds an enhanced level of community policing can be achieved.

Total Cost: $1 million
Time Frame: Ongoing

Tax Increment Revenue Projections for the Original CRA District

The tax increment projections for the original CRA district are based on a yearly variable percentage increase of the tax roll valuation over a 30-year period. Increases in annual percentages reflect estimates of when major projects, described above, come on line. For the purposes of these projections, the city and county millage rates remain constant. The base year for calculating this increment is 1982.

An estimate from 2004 through 2033 projects that property values will rise and that new projects will come on line resulting in $195 million in property value added to the tax roll. This corresponds to a cumulative tax increment of over $64 million over 30 years. Again, millage increases, additional new development, and increases in assessed property values may result in greater returns.

A summary table of the tax increment financing projections follows detailing the city and county portions of the revenues.

Tax Increment Revenue Projections for the Expanded CRA District

Similar to the original CRA district, the expanded CRA district TIF estimate is based on a yearly variable percentage increase of the tax roll valuation over a 30-year period. Given that this area is predominantly residential, it is not expected that the values in the area will rise significantly. In fact, the estimated annual average increase of the tax roll is 1.42 percent. Property values are expected to rise and new projects will come on line resulting in a $37.9 million in property value added to the tax roll. This corresponds to a cumulative tax increment of over $7 million over 30 years.

The key to successfully redeveloping and stabilizing the new CRA Expansion District is to maintain the city's and county's TIF allocation at the 100% level. The CRA anticipates needing to allocate TIF dollars from the original district to "leverage" redevelopment in the expansion area. Any reduction in county TIF allocation would negatively impact the success of downtown Clearwater.

A summary table of the tax increment financing projections follows detailing the city and county portions of the revenues (pages 188 - 186).

Table 11. Tax Increment Revenue Projects Original Community Redevelopment Area 30-Year Projection from 2003-2033

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Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	DDB Taxes	Total Tax Increment (95% of Taxes)
2003	$153,278,680	$394,772	$421,397	$68,620	$840,549
2004	$157,877,040	$421,226	$449,635	$73,219	$896,876
2005	$163,402,737	$453,016	$483,568	$78,744	$964,562
2006	$169,938,846	$490,618	$523,707	$85,280	$1,044,625
2007	$177,586,094	$534,613	$570,668	$92,928	$1,138,298
2008	$186,465,399	$585,695	$625,196	$101,807	$1,247,063
2009	$196,720,996	$644,696	$688,176	$112,063	$1,372,687
2010	$208,524,256	$712,600	$760,660	$123,866	$1,517,269
2011	$218,950,469	$772,582	$824,687	$134,292,	$1,644,983
2012	$227,708,487	$822,967	$878,470	$143,050	$1,752,262
2013	$234,539,742	$862,267	$920,421	$149,881	$1,835,940
2014	$239,230,537	$889,253	$949,227	$154,572	$1,893,399
2015	$244,015,148	$916,779	$978,609	$159,357	$1,952,008
2016	$248,895,450	$944,855	$1,008,579	$164,237	$20,11,788
2017	$253,873,359	$973,493	$1,039,149	$169,215	$2,072,764
2018	$258,950,827	$1,002,704	$1,070,329	$174,292	$2,134,959
2019	$264,129,843	$1,032,499	$1,102,134	$179,471	$2,198,398
2020	$269,412,440	$1,062,889	$1,134,574	$184,754	$2,263,107
2021	$274,800,689	$1,093,888	$1,167,663	$190,142	$2,329,109
2022	$280,296,703	$1,125,507	$1,201,414	$195,638	$2,396,431
2023	$285,902,637	$1,157,758	$1235,840	$201,244	$2,465,100
2024	$291,620,689	$1,190,654	$1,270,955	$206,962	$2,535,142
2025	$297,453,103	$1,224,207	$1,306,772	$212,795	$2,606,585
2026	$303,402,165	$1,258,432	$1,343,305	$218,744	$2,679,457
2027	$309,470,209	$1,293,342	$1,380,569	$224,812	$2,753,786
2028	$315,659,613	$1,328,949	$1,418,578	$231,001	$2,829,602
2029	$321,972,805	$1,365,269	$1,457,347	$237,314	$2,906,934

Table 11. Tax Increment Revenue Projects Original Community Redevelopment Area 30-Year Projection from 2003-2033, cont'd

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Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	DDB Taxes	Total Tax Increment (95% of Taxes)
2030	$328,412,261	$1,402,315	$1,469,892	$243,754	$2,985,813
2031	$334,980,506	$1,440,103	$1,537,228	$250,322	$3,066,269
2032	$341,680,116	$1,478,645	$1,578,370	$257,022	$3,148,335
2033	$348,513,719	$1,517,959	$1,620,335	$263,855	$3,232,042
Cumulative Total		$30,394,551	$32,444,453	$5,253,252	**$64,716,143**
Addition in Tax Roll Value since 2003					**$195,235,039**
Average Yearly Increase in Value					**2.78%**

Assumptions
1. Base year is 1982 at $84,658,490
2. County and City millage rate is constant

Table 12. Tax Increment Revenue Projects Expanded Community Redevelopment Area 30-Year Projection from 2003-2033

Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	Total Tax Increment (95% of Taxes)
2003	$72,258,935			Base Year
2004	$72,981,524	$4,157	$4,437	$8,165
2005	$73,711,340	$8,356	$8,919	$16,411
2006	$75,185,566	$16,837	$17,972	$33,069
2007	$76,689,278	$25,488	$27,207	$50,060
2008	$78,989,956	$38,724	$41,335	$76,056
2009	$81,359,655	$52,356	$55,888	$102,832
2010	$82,986,848	$61,718	$65,880	$121,218
2011	$84,646,585	$71,266	$76,073	$139,972
2012	$85,916,284	$78,571	$73,870	$154,318
2013	$87,205,025	$85,985	$91,784	$168,880
2014	$88,513,103	$93,510	$99,817	$183,661
2015	$89,840,800	$101,148	$107,970	$198,663
2016	$91,188,412	$108,901	$116,246	$213,890
2017	$92,556,238	$116,770	$124,646	$229,345
2018	$93,944,582	$124,758	$133,172	$245,033
2019	$85,353,750	$132,864	$141,825	$260,955
2020	$96,784,056	$141,093	$150,609	$277,117
2021	$87,751,897	$146,661	$156,552	$288,053
2022	$98,729,416	$152,285	$162,555	$299,098
2023	$99,716,710	$157,965	$168,618	$310,254
2024	$100,713,877	$163,701	$174,742	$321,521
2025	$101,721,016	$169,495	$180,927	$332,901
2026	$102,738,226	$175,347	$187,173	$344,395
2027	$103,765,608	$181,258	$193,482	$356,003
2028	$204,803,265	$187,228	$199,855	$367,728
2029	$105,851,297	$193,257	$206,291	$379,570
2030	$106,909,810	$199,346	$212,791	$391,531
2031	$107,978,908	$205,497	$219,356	$403,611
2032	$109,058,697	$211,709	$225,987	$415,812
2033	$110,149,284	$217,983	$232,685	$428,134
Cumulative Total		$3,624,234	$3,868,664	**$7,118,254**
Additional Tax Roll Value since 2003				**$37,890,349**
Average Yearly Increase in Value				**1.42%**

Assumptions
1. Base year is 2003
2. County and city millage rate is constant

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

1970
Downtown Development Board (DDB) created by Special Act of Florida Legislature

1971
City referendum approves special taxing district powers for DDB

1977
First modern plan adopted for Downtown

1981
Establishment of Community Redevelopment Agency (CRA)

1981
Adoption of first Redevelopment Plan for Downtown

1981
Base year for Clearwater Tax Increment Financing (TIF) District (original CRA)

1993
Periphery Plan adopted for four areas surrounding Downtown

1995
Major revision to Redevelopment Plan

1996
Design Guidelines adopted for Downtown

1998
Clearwater Designated *Main Street Community* by Florida Department of State

1999
Redevelopment Plan amended to allow mixed use around Town Pond (now Prospect Lake)

2000
Periphery Plan update approved

2002
Findings of Necessity for expanded CRA approved

2002
Pinellas County Commission authorized preparation of Redevelopment Plan for CRA Expansion Area

2003
Major revision to the Clearwater Downtown Redevelopment Plan to encompass land previously governed by the Downtown Clearwater Periphery Plan and newly expanded CRA

2004
Downtown Redevelopment Plan approved as a Special Area Plan by the Pinellas Planning Council

2004
Board of County Commissioners authorize the City to use the County's portion of the TIF

2004
Redevelopment Trust Fund/TIF established

2004
Base year for Clearwater TIF District (expanded CRA)

2005
Downtown Plan amended to incorporate Design Guidelines

2005
Downtown Plan amended to extend the scope of the Fort Harrison Streetscape Project from Drew Street to Nicholson Street

2009
Clearwater Downtown Redevelopment Plan amended to support CRA funds for community policing

2009
Designation of *Main Street Community* removed

2010
Clearwater Downtown Redevelopment Plan amended to support outdoor display of bicycles and expanding allowable uses in the Old Bay Character District

2016
Clearwater Downtown Redevelopment Plan amended to add capacity for hotel development in the Old Bay Character District

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

	Downtown Core			Old Bay			South Gateway			Prospect Lake			Downtown Gateway			Downtown		
Land Use	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%	Parcels	Acres	%
Vacant	32	12.1	9.2	63	17.5	19.4	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	49	9.7	10.8	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	2.7	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	10.0	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	10.0	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	11	2.9	3.3	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	6.9	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	7.1	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	8.1	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	11.4	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	8.0	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	8	0.8	0.9	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	343	89.8	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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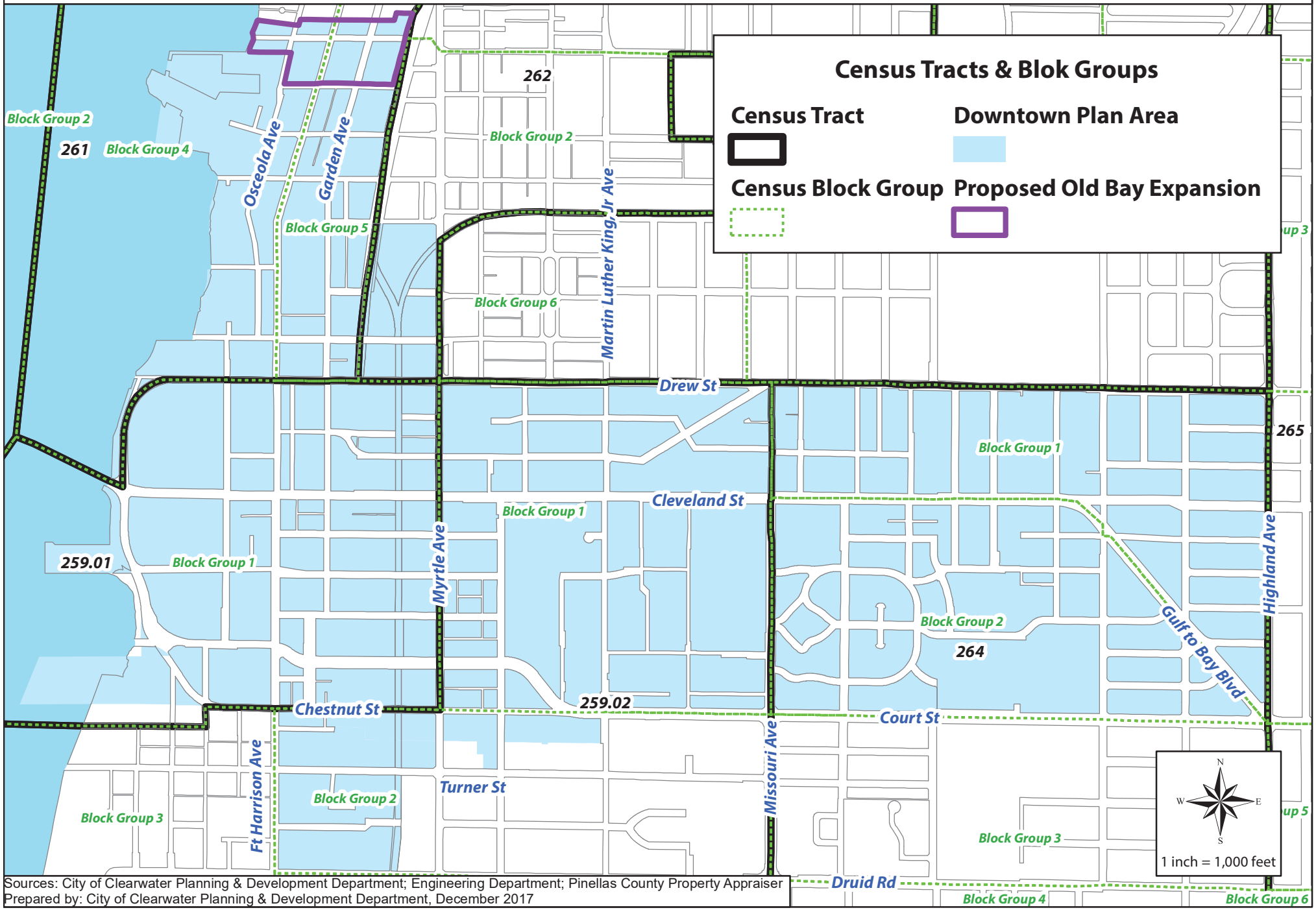
The demographic profile included in this plan utilized the 2000 and 2010 Census data, as well as 2011-2015 American Community Survey estimates, which were released in December of 2016. Because the Character District lines are not positioned along Census Block Group boundaries, all data was apportioned 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.

Clearwater Downtown Redevelopment Plan

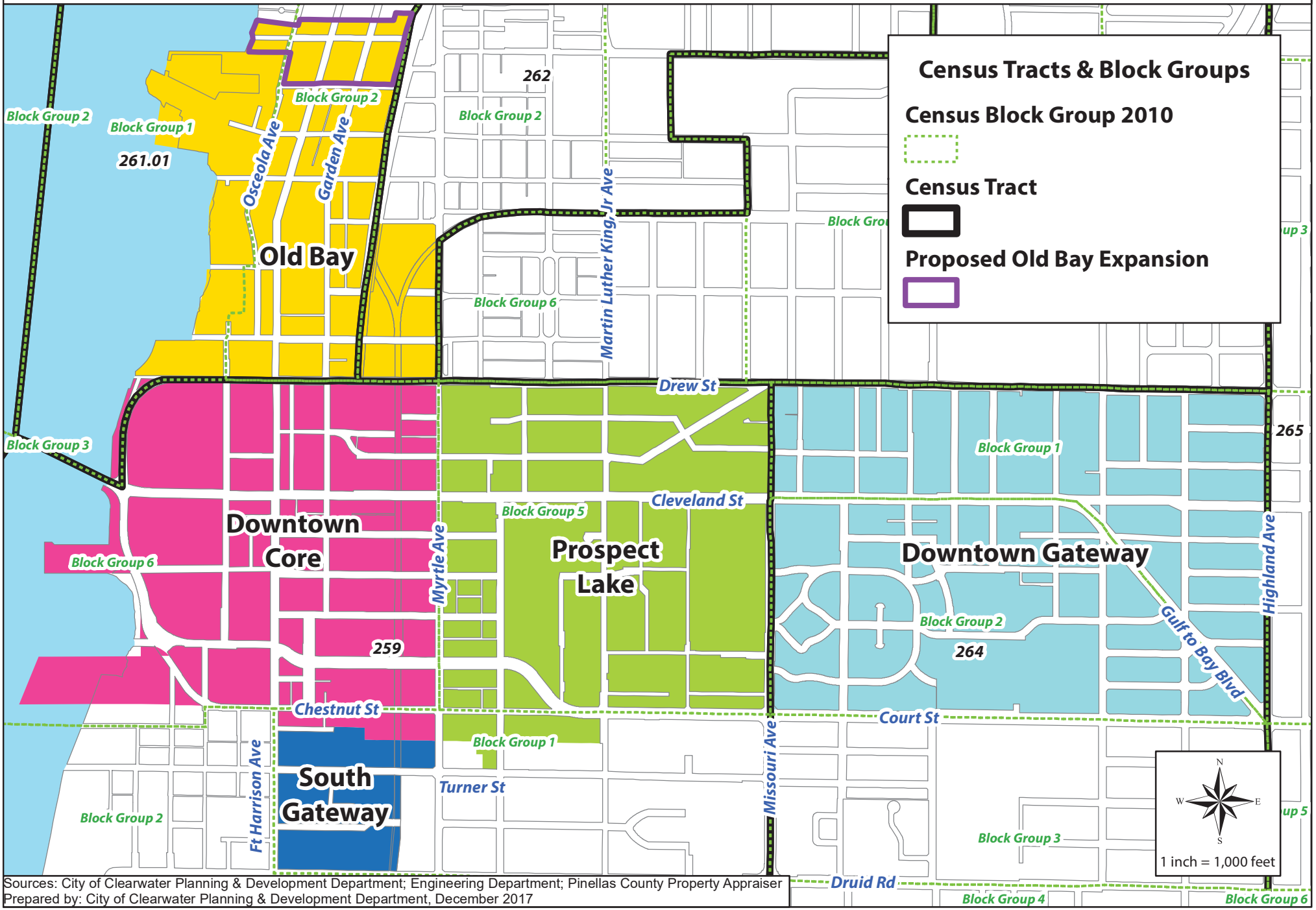
Appendix Map 4.A
2000 Census Tracts & Block Groups



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

Appendix Map 4.B
2010 Census Tracts & Block Groups



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

APPENDIX 5 UTILITIES MAPS

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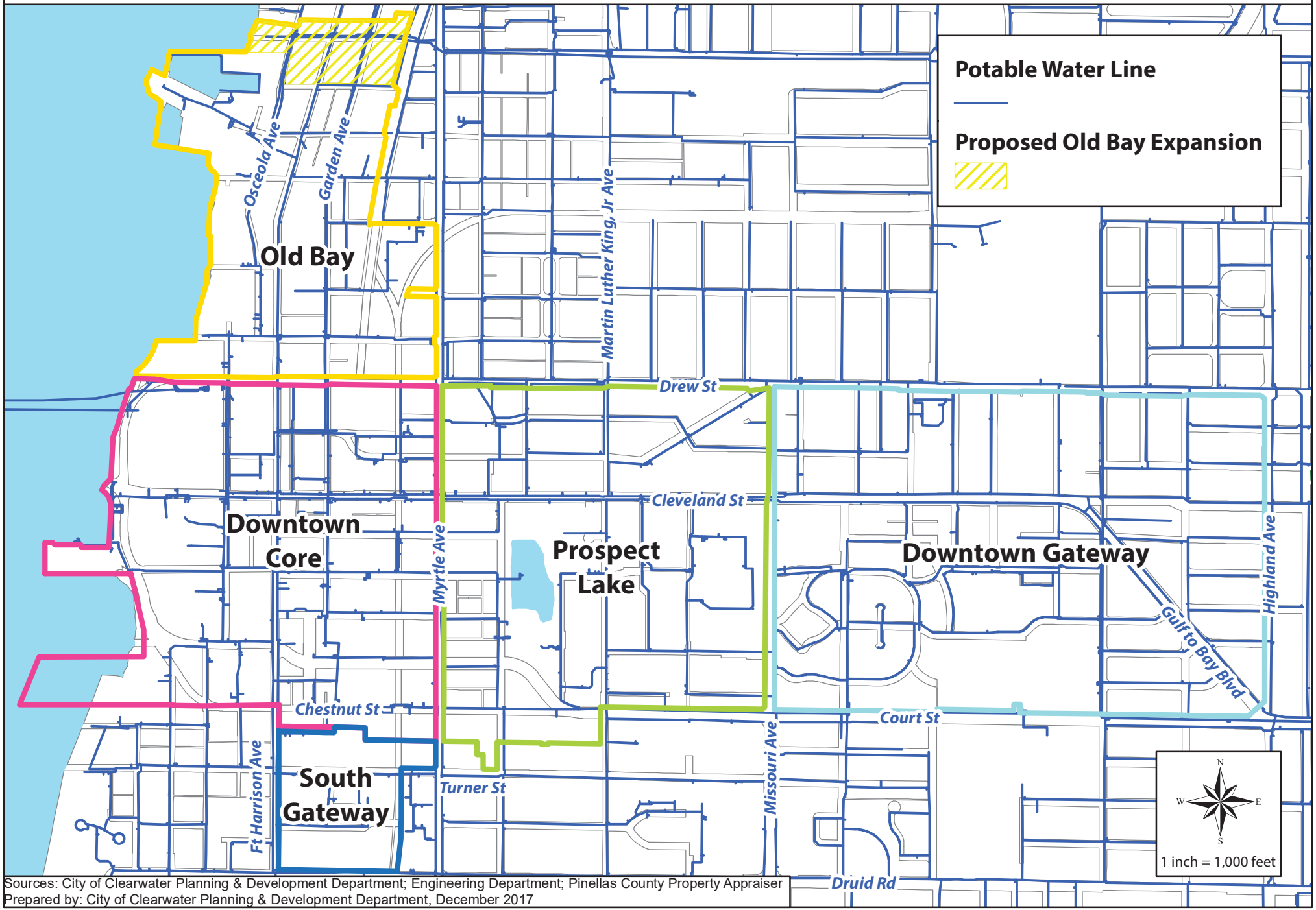
Clearwater Downtown Redevelopment Plan

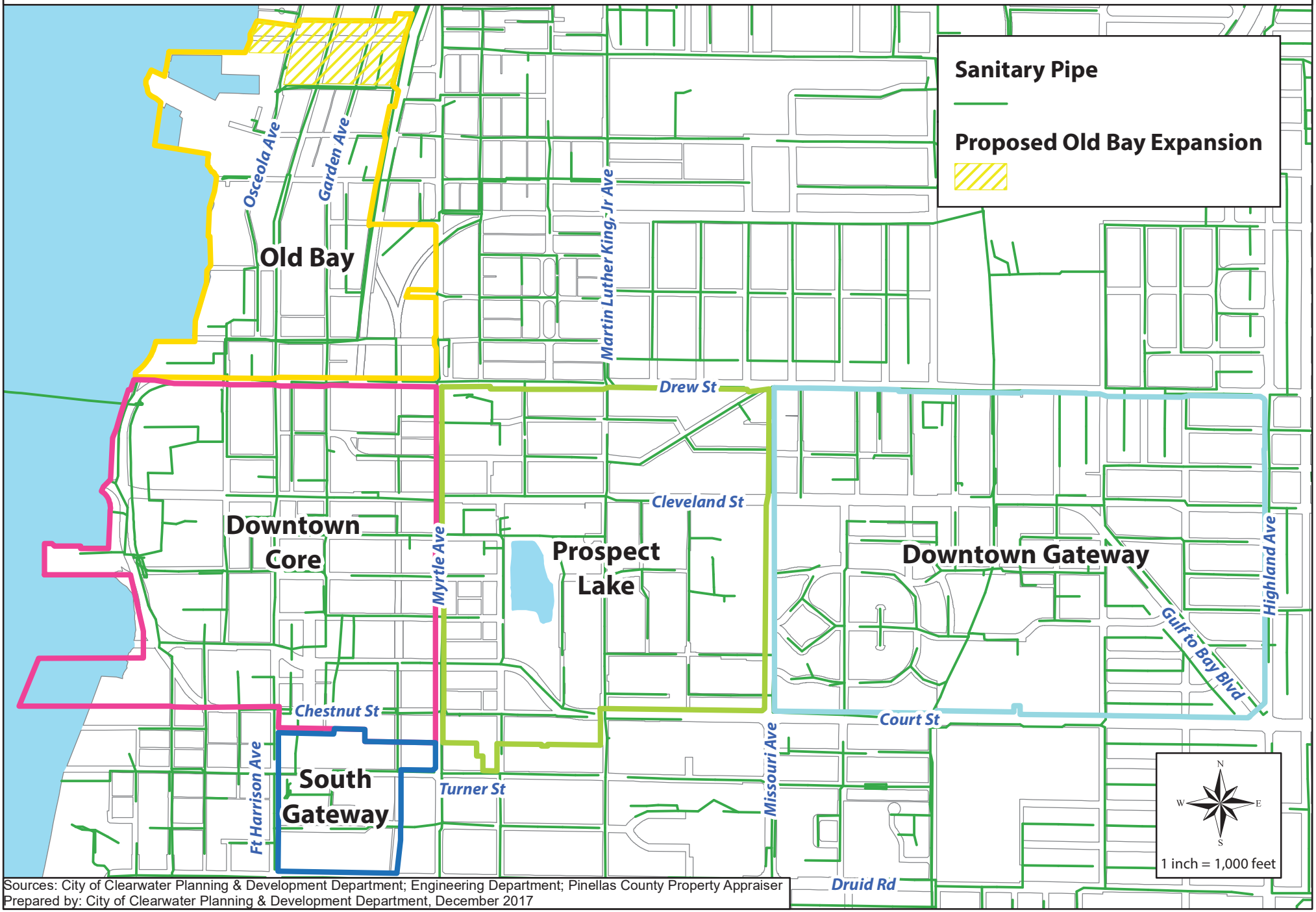
Appendix Map 5.A
Potable Water



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

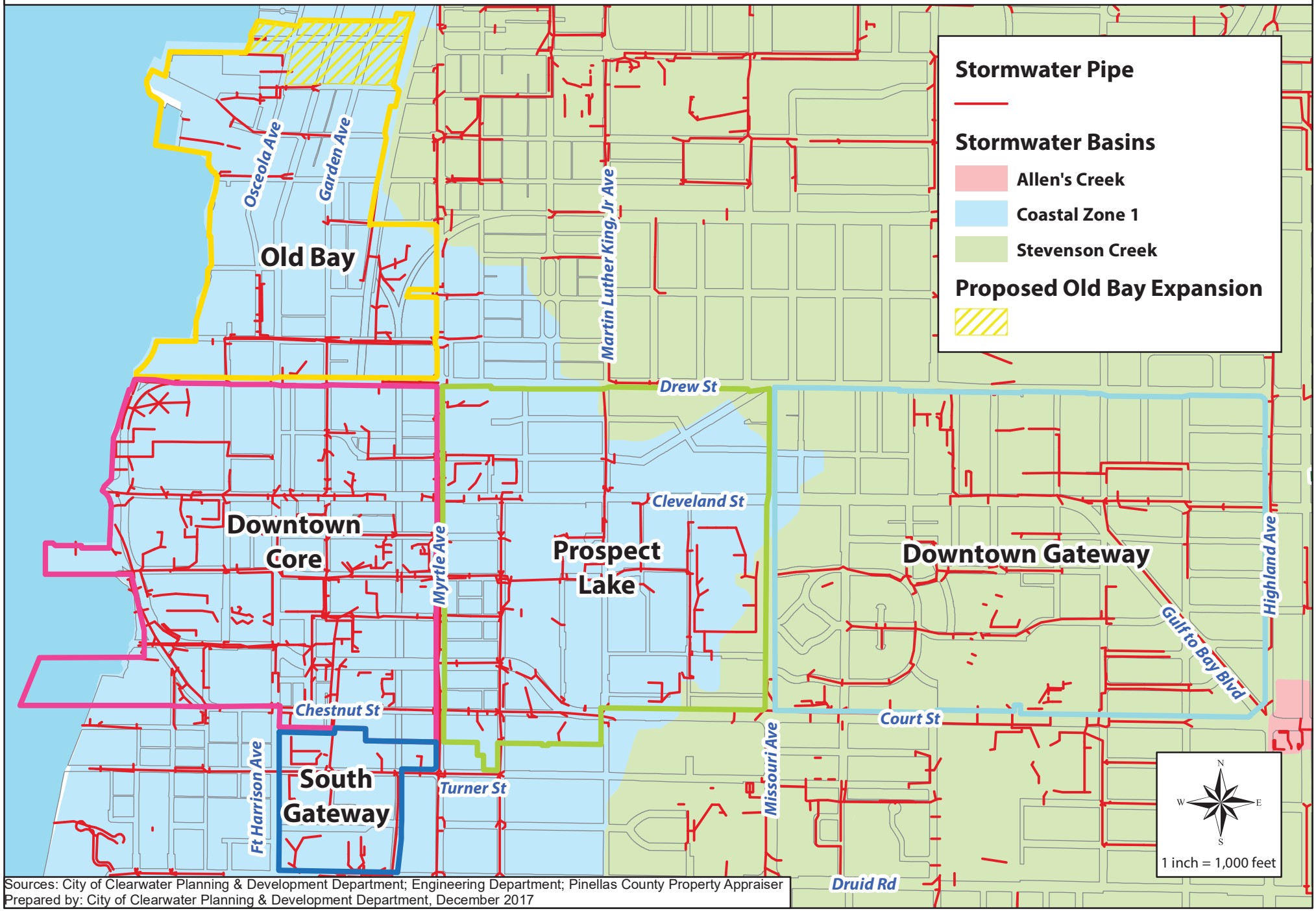
Appendix Map 5.B
Sanitary Sewer



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

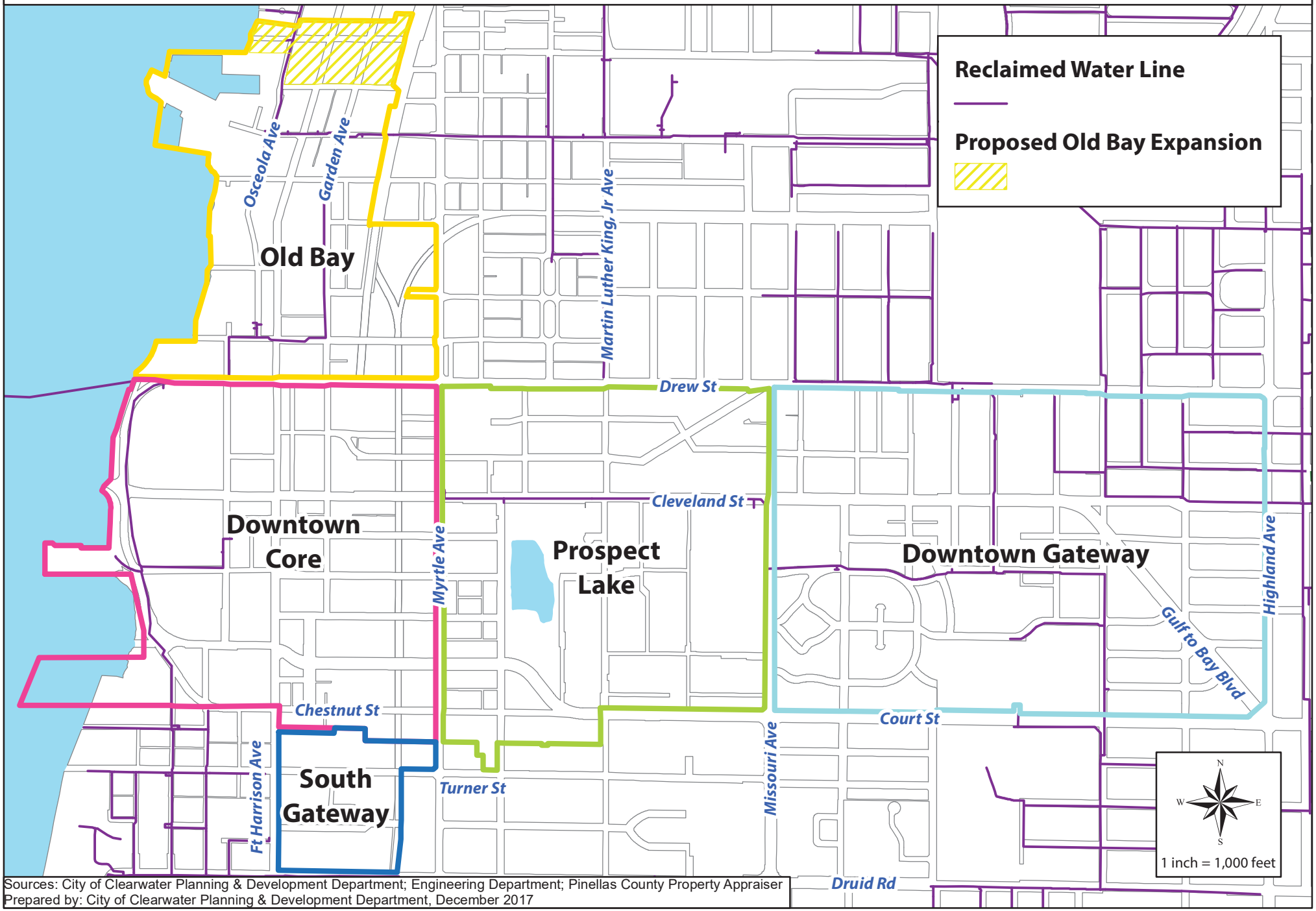
Appendix Map 5.C
Stormwater System



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

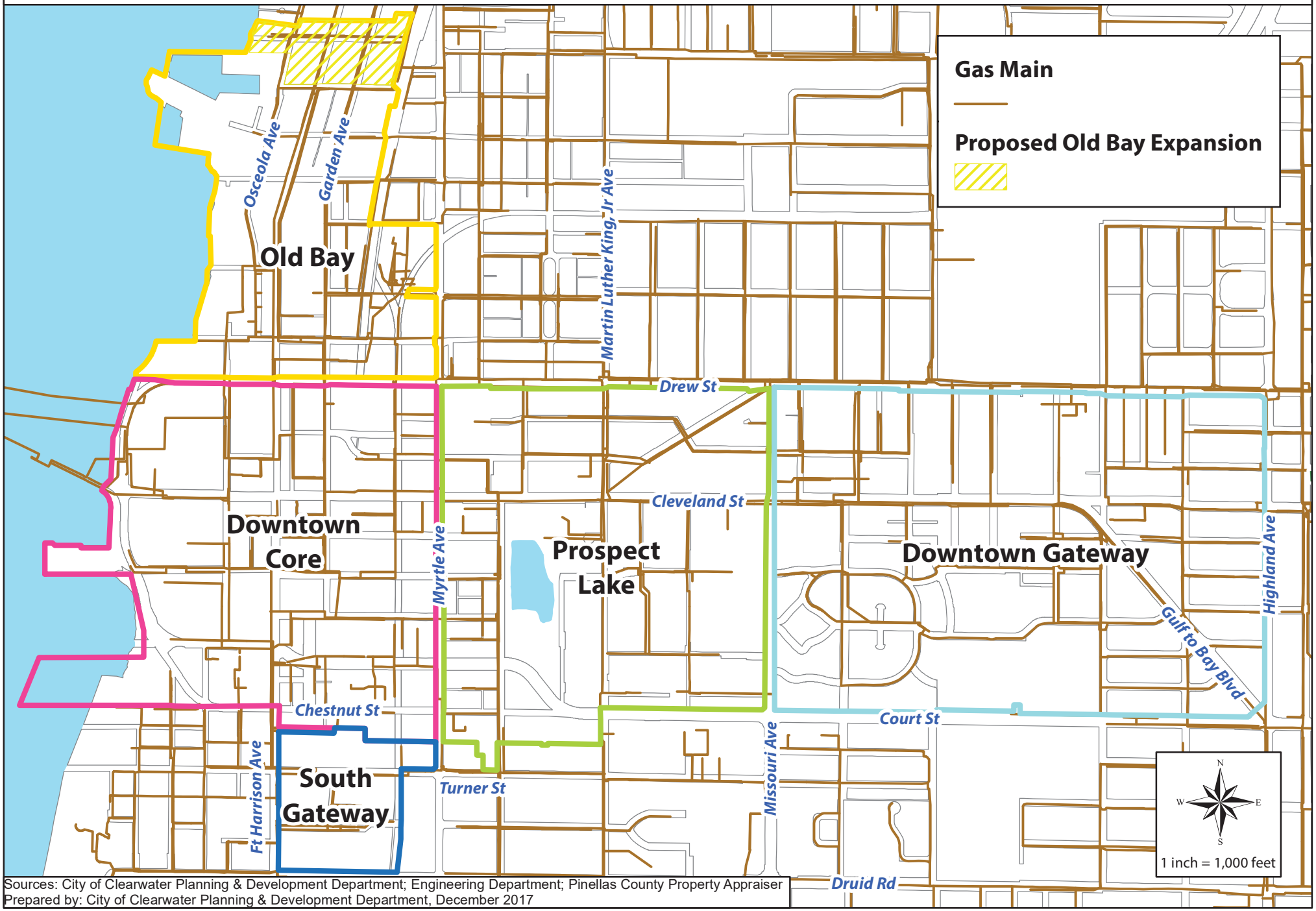
Appendix Map 5.D
Reclaimed Water



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

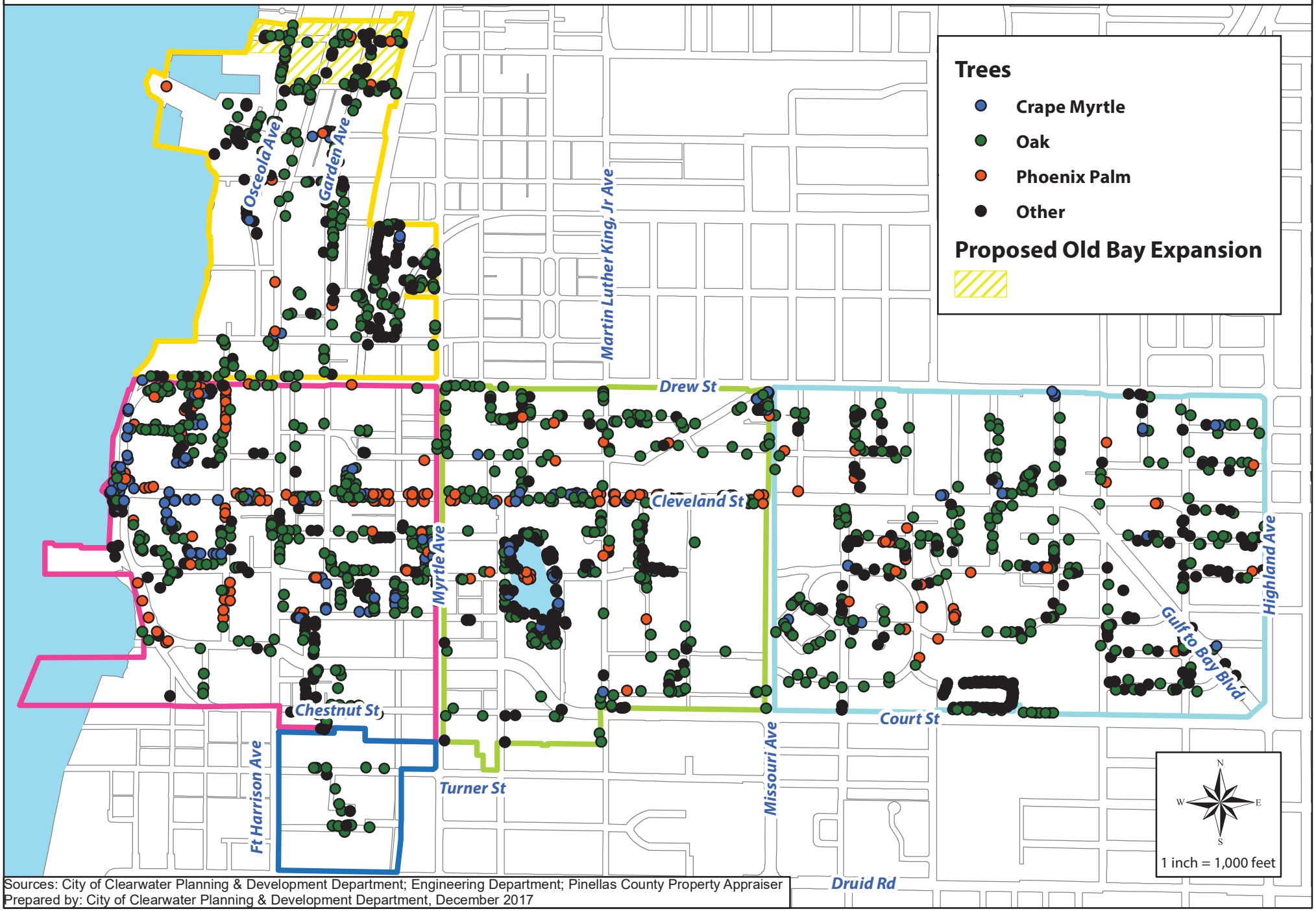
Appendix Map 5.E
Gas System



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Clearwater Downtown Redevelopment Plan

Appendix Map 5.F
Downtown Trees



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

APPENDIX 6 COMMUNITY REDEVELOPMENT AREA BOUNDARIES AND PERIPHERY PLAN MAP

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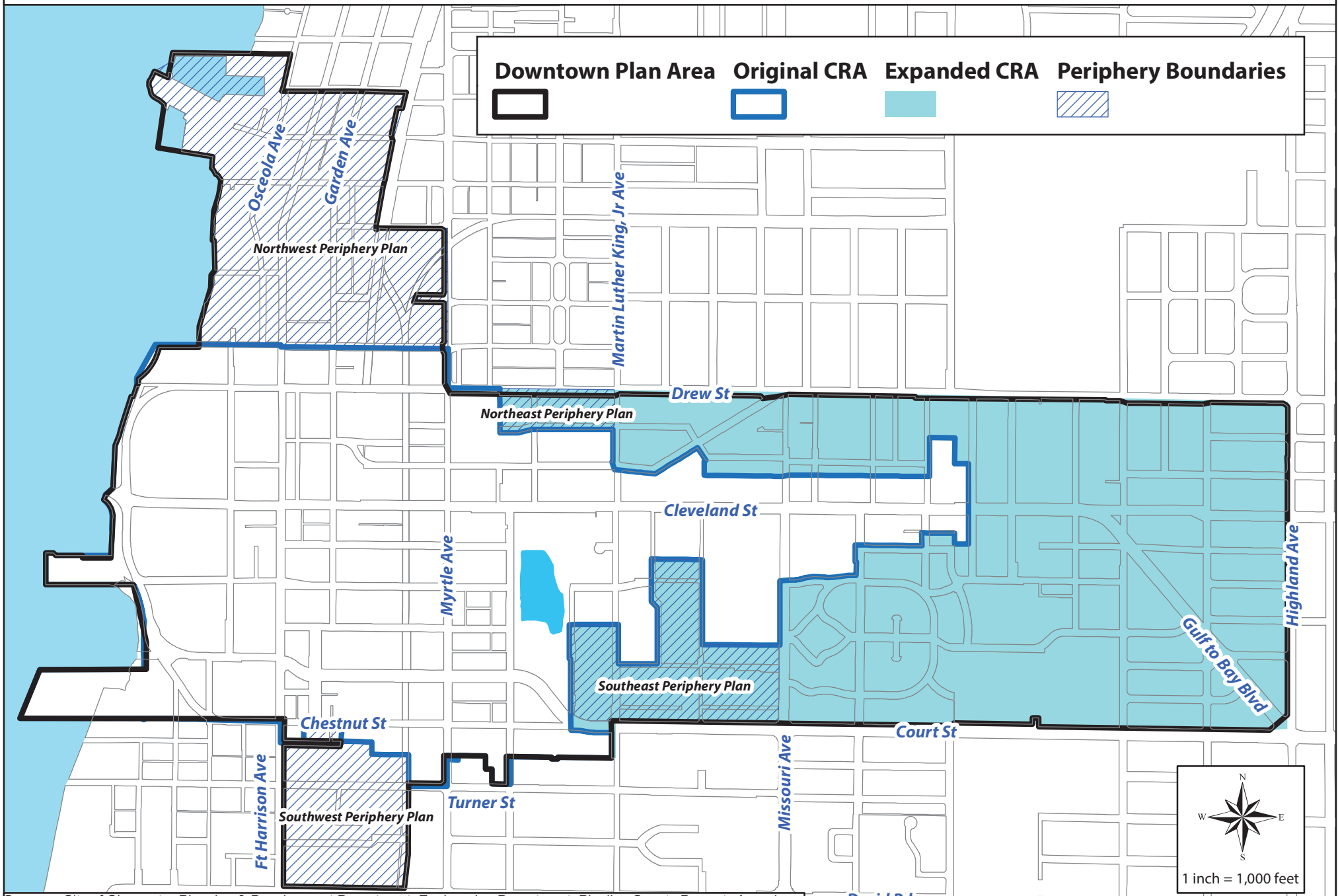
Clearwater Downtown Redevelopment Plan

Appendix Map 6
CRA Boundaries & Periphery Plans



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, November 2017

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

	Existing Plan		Proposed Plan		Development Potential (Proposed - Existing)	
District	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 complettion 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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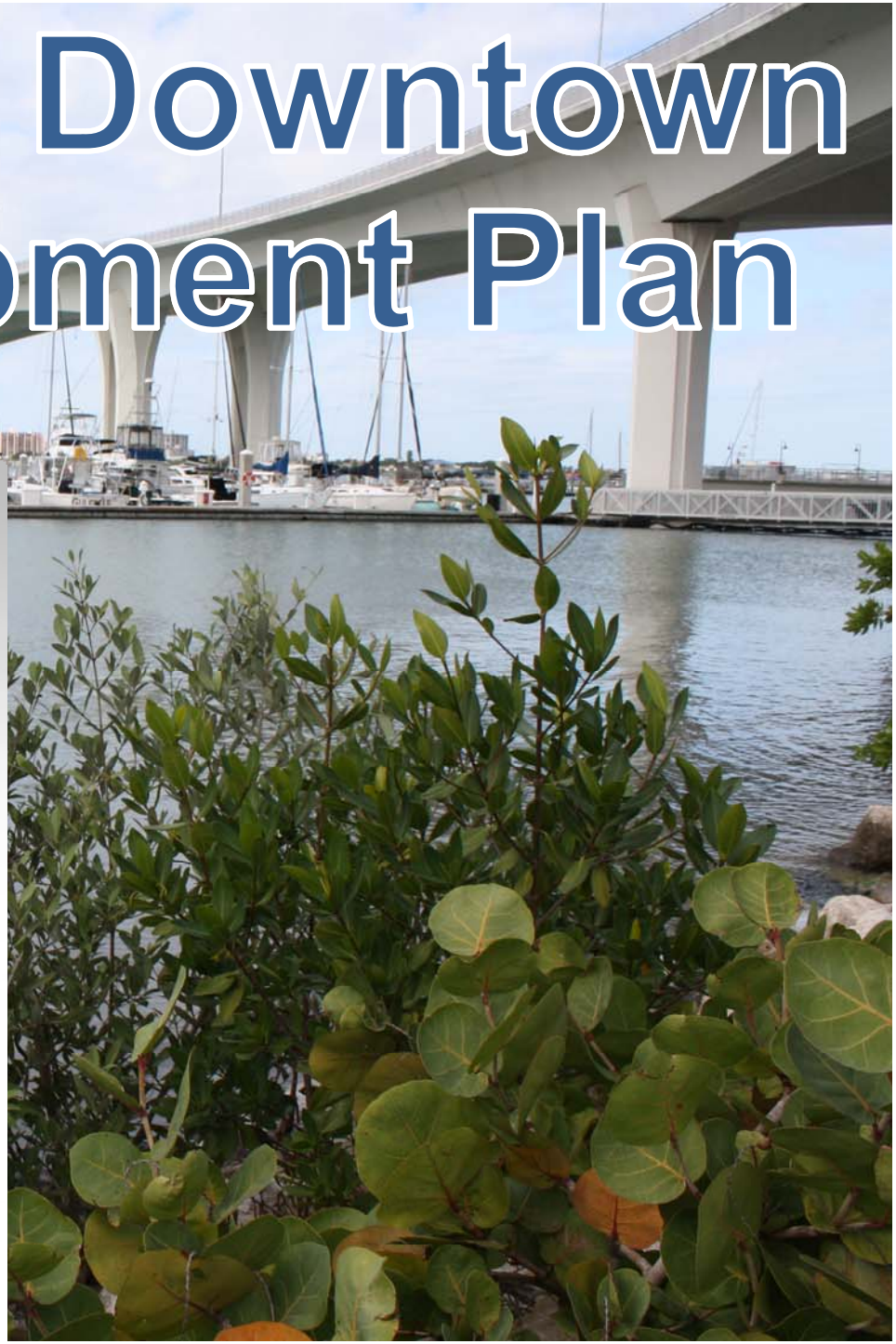
Clearwater Downtown Redevelopment Plan



Community Development Board
January 9, 2018

Community Redevelopment Agency
January 16, 2018

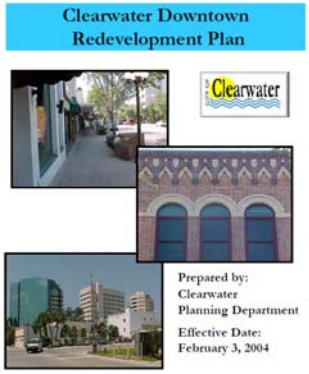
City of Clearwater Council
January 18, 2018

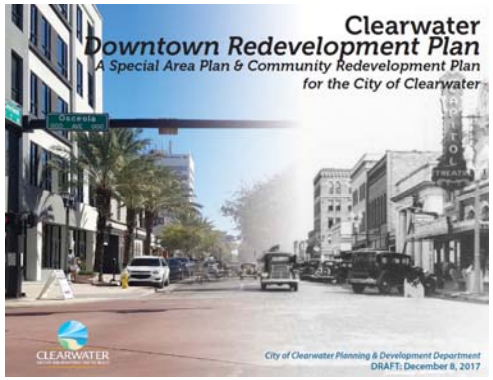
CLEARWATER
BRIGHT AND BEAUTIFUL · BAY TO BEACH

Planning & Development Department

What is the Downtown Redevelopment Plan?

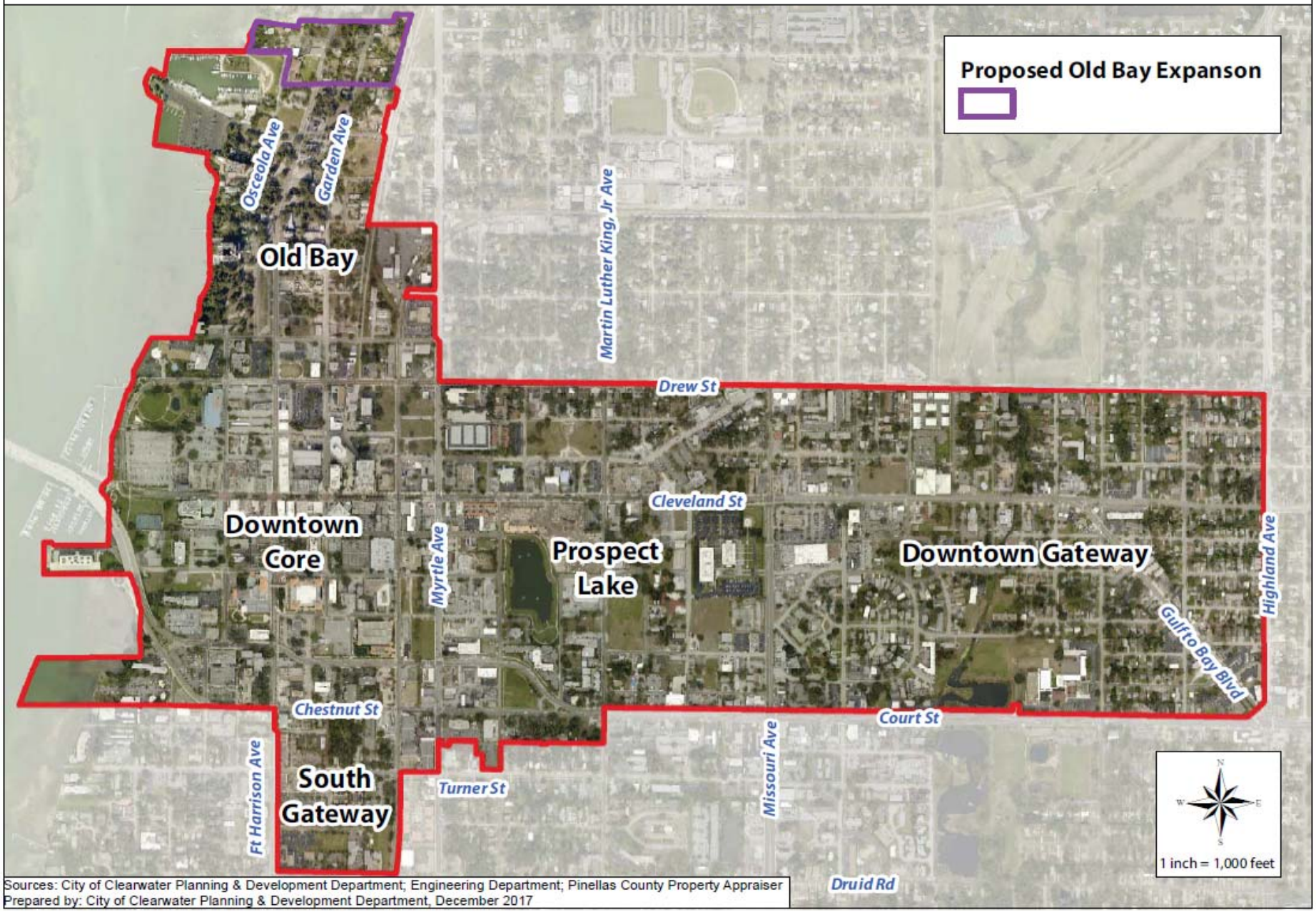
- Current version was adopted in 2004
- Special Area Plan & Community Redevelopment Area Plan
- Sets the Goals & Vision for the Downtown
- Establishes the Development Potential & Height
- Directs Private Development & City Actions





Clearwater Downtown Redevelopment Plan

Map 2.1
Downtown Plan Overview



Sources: City of Clearwater Planning & Development Department; Engineering Department; Pinellas County Property Appraiser
Prepared by: City of Clearwater Planning & Development Department, December 2017

Organization of the Document

Chapter 1 – Introduction

Chapter 2 – Existing Conditions

Updated Data & Analysis

Chapter 3 – Land Use / Redevelopment Plan

Reaffirm Plan Vision, Guiding Principles, Goals, Objectives and Policies, Combine & Expand Character District Boundaries, Amend Density, Intensity and Height, Remove Design Guidelines

Chapter 4 – Plan Implementation *(No changes)*

Appendices

Integration of Supporting Documents

Imagine Clearwater

North Marina Area Master Plan

Clearwater Comprehensive Boating Plan

East Gateway District Vision Plan

Economic Development Strategic Plan

Chapter 3 – 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.

Chapter 3 – Guiding Principles

Authentic

Economic Center

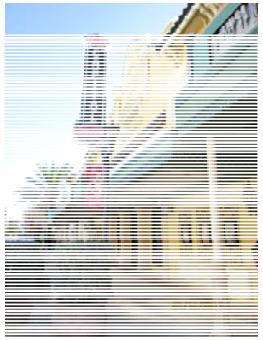
Linked Success

Integrated Variety

Retail Grid

Primarily Pedestrian

Waterfront & Harbor



Urban Design

Pinellas Trail

Park Once

Arts

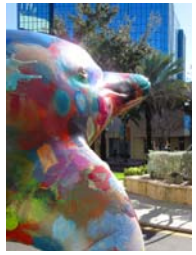
Adaptive Reuse

Environment

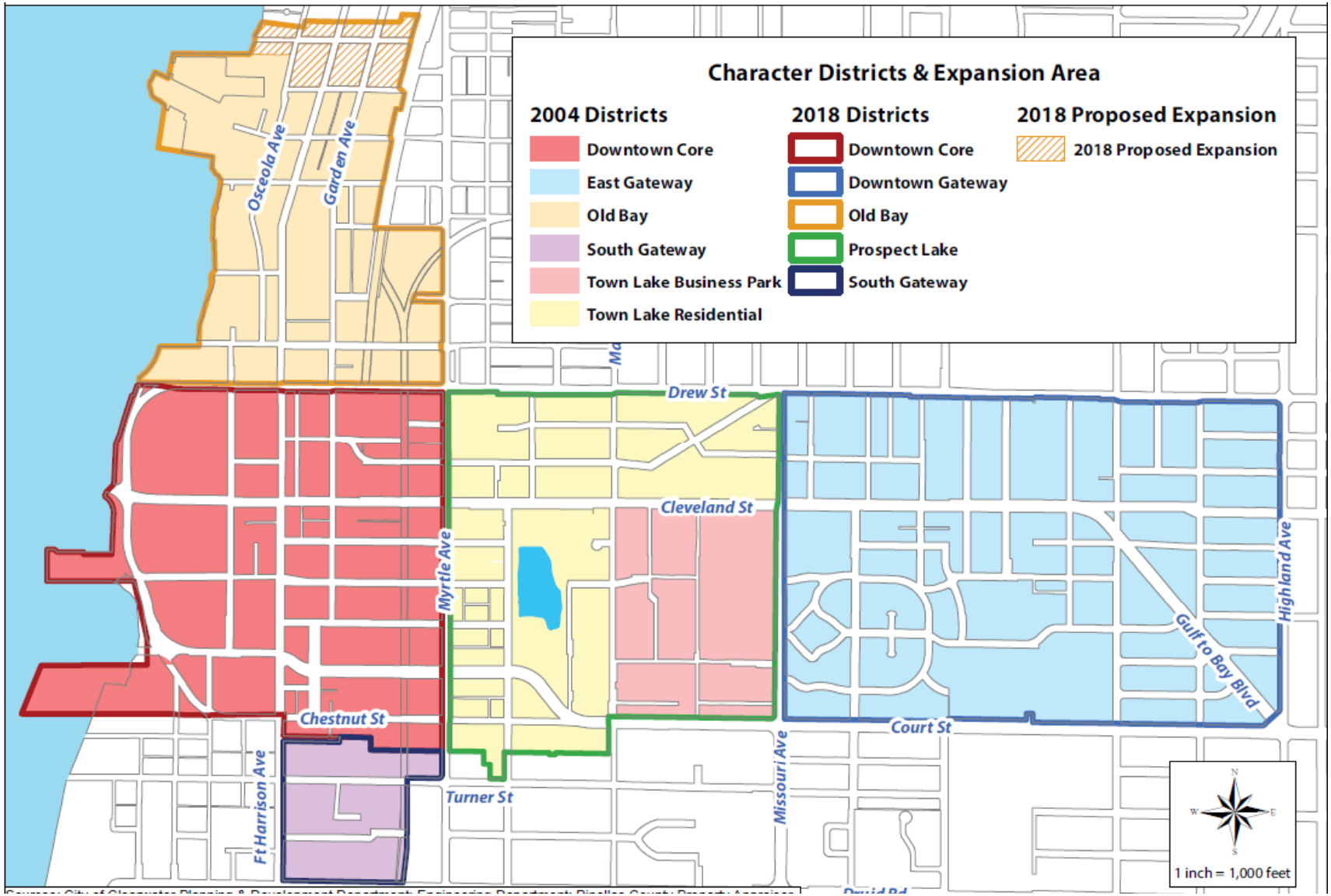
Resilience

Chapter 3 – Goals

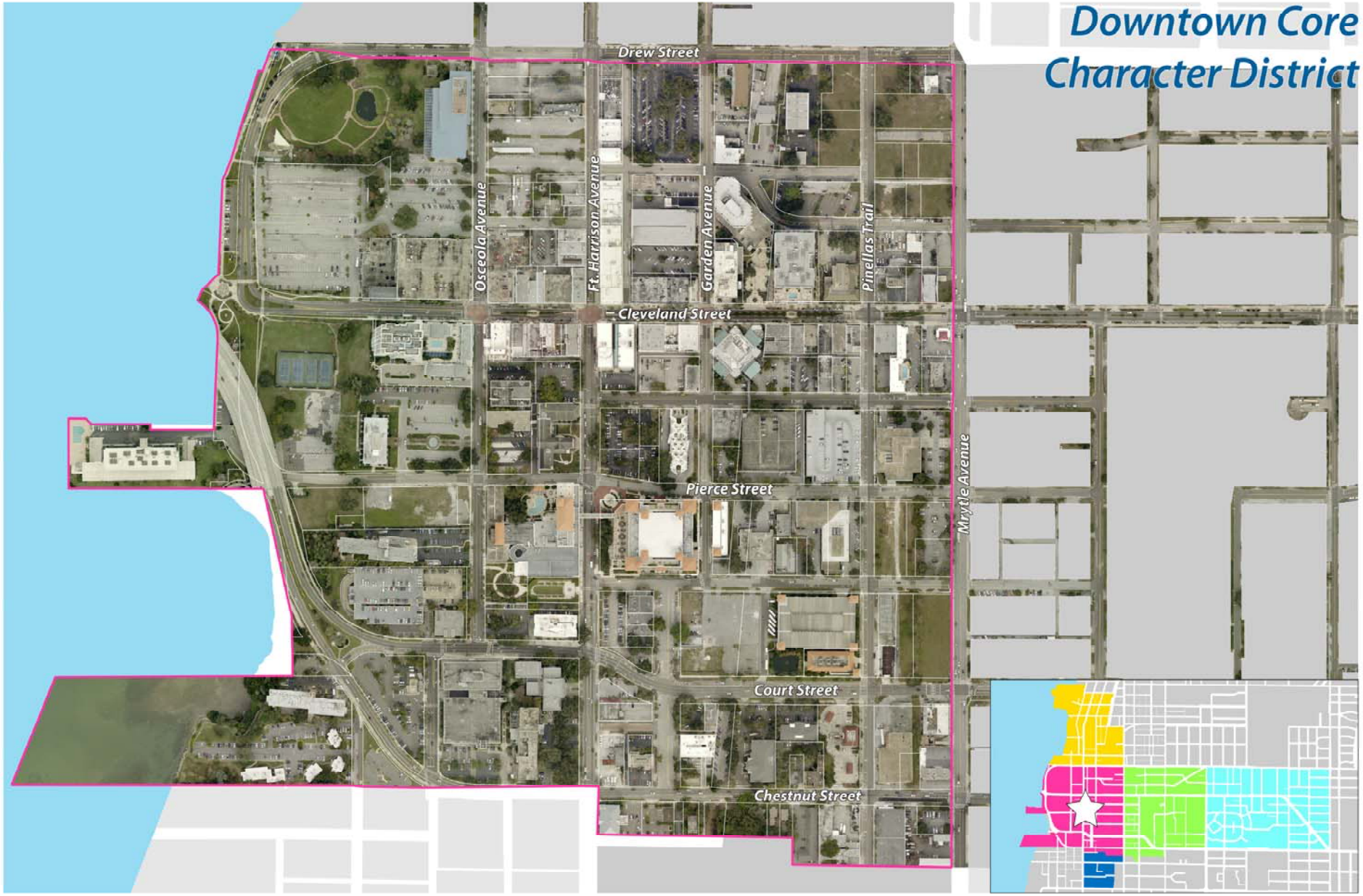
People
Accessibility
Amenities
Urban Design



Chapter 3 – Character Districts



Downtown Core Character District



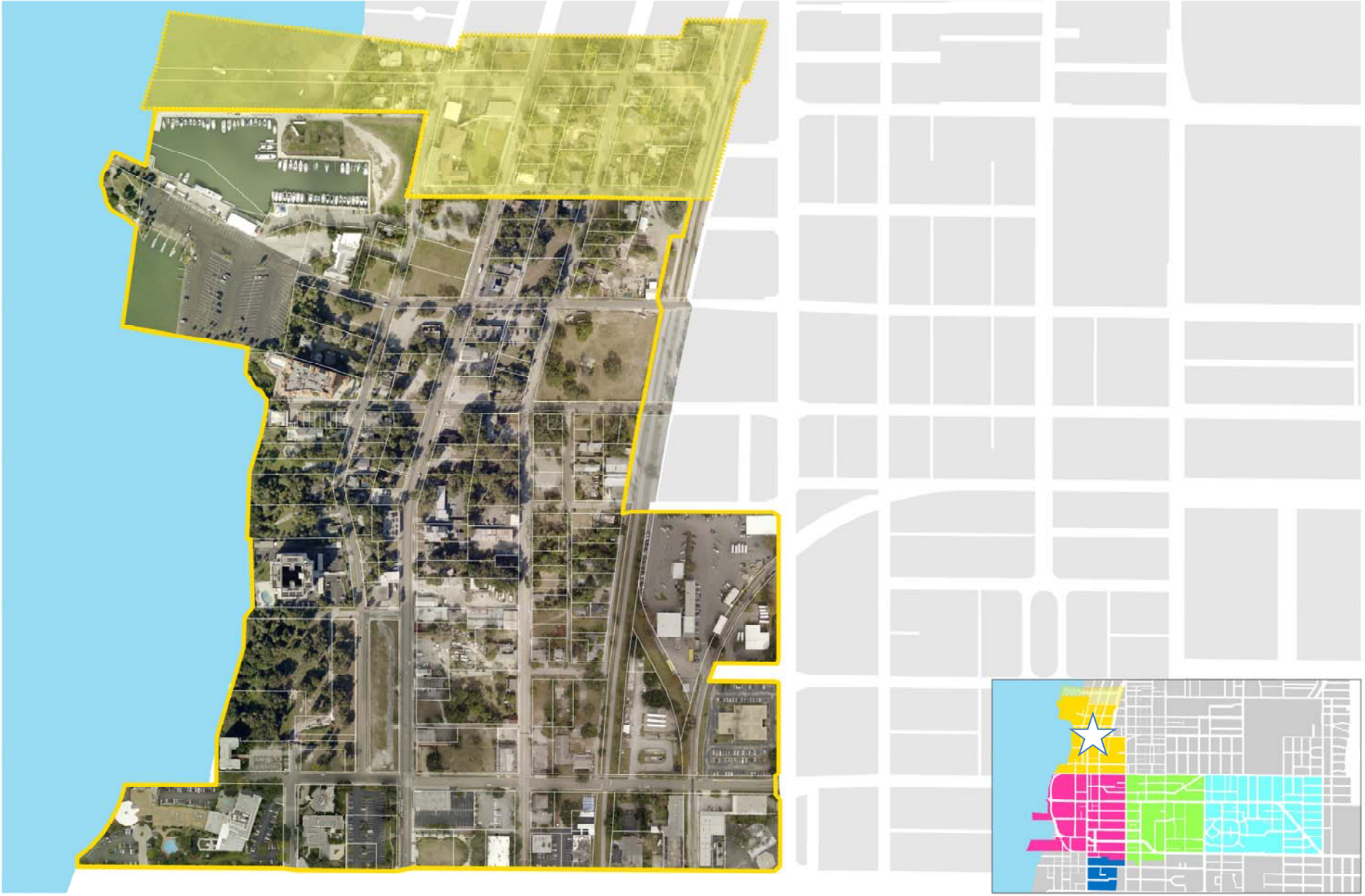
Downtown Core Character District

- Height, unlimited
- FAR 4.0
- 70 du/ac
- 95 ov/ac

Proposed:

- ***Height, unlimited***
- ***FAR 4.0***
- ***75 du/ac***
- ***95 ov/ac***

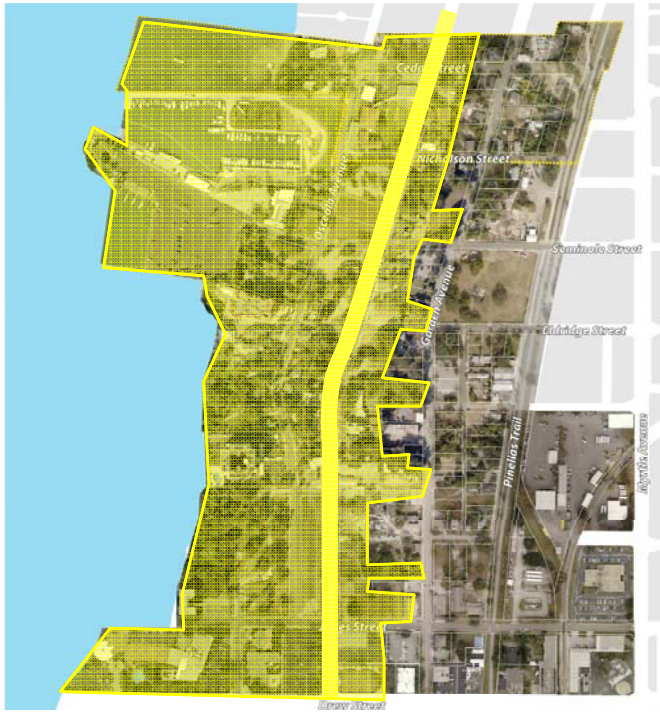
Old Bay Character District



Old Bay Character District

- Parcels Fronting on N. Ft. Harrison and Westward
- FAR 1.0
- < 2 Acres 25 du/ac
- ≥ 2 Acres 50 du/ac

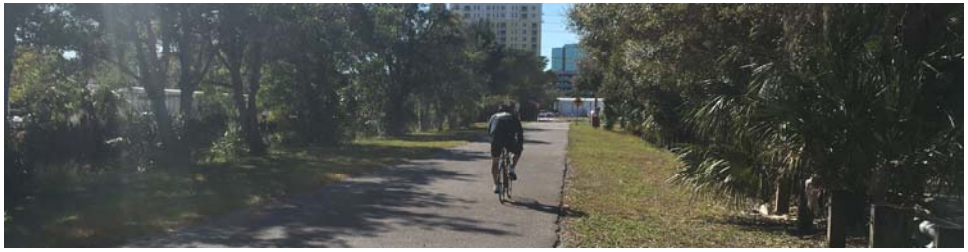
Proposed:
FAR 1.5
35 du/ac
B&B, 35 rms/ac, Max 10 rms.
50 du/ac for Mixed Use

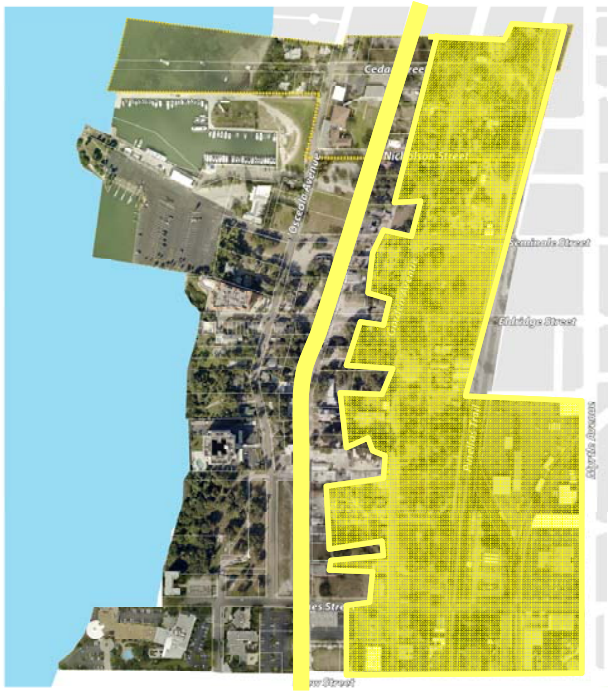


Old Bay Character District

- Parcels Eastward of N. Ft. Harrison Ave.
- FAR 0.5
- <1 Acre 7.5 du/ac
- ≥ 1 Acres 25 du/ac

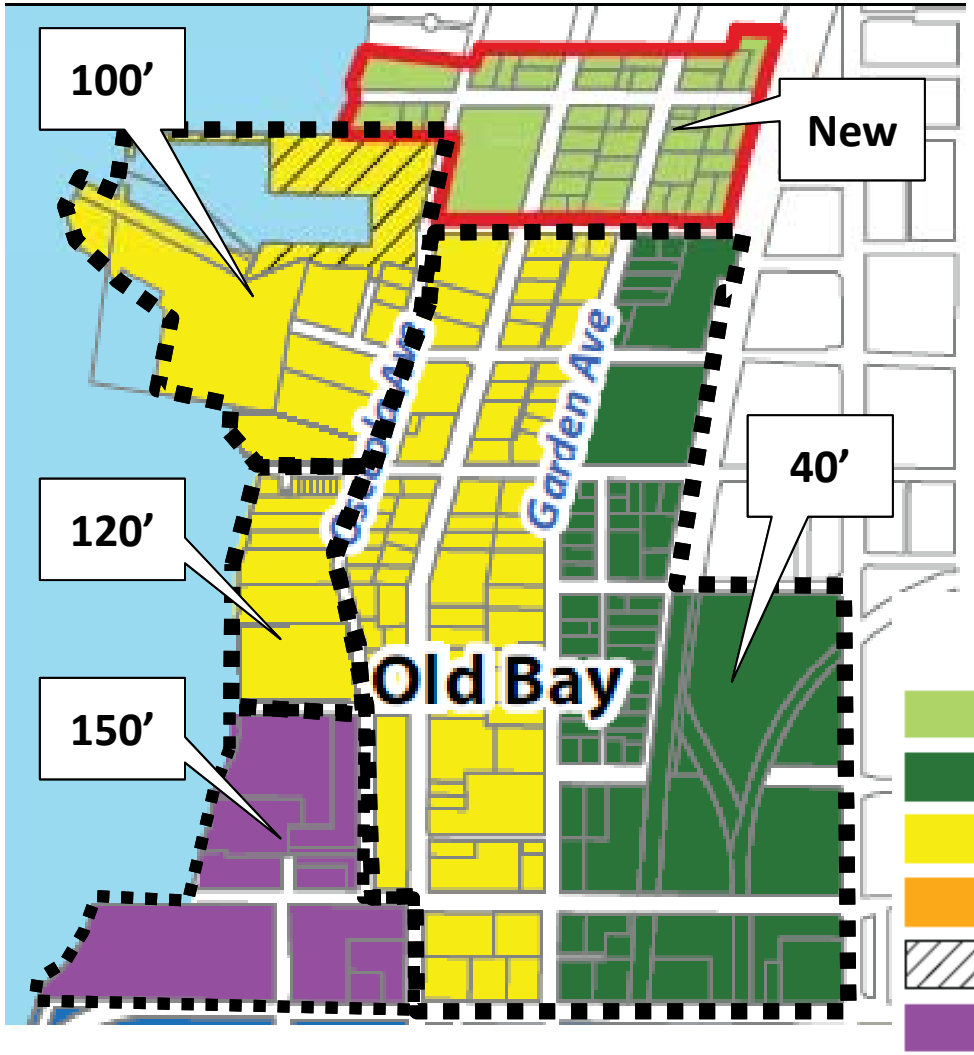
- ***Proposed:***
- ***FAR 0.5***
- ***35 du/ac***
- ***B&B 35 rms/ac, Max 10 rms***





Old Bay Character District

- Height



Currently, Height is Disconnected from Entitlements & Existing Character.

Proposed Height Supports Neighborhood Character.

Height

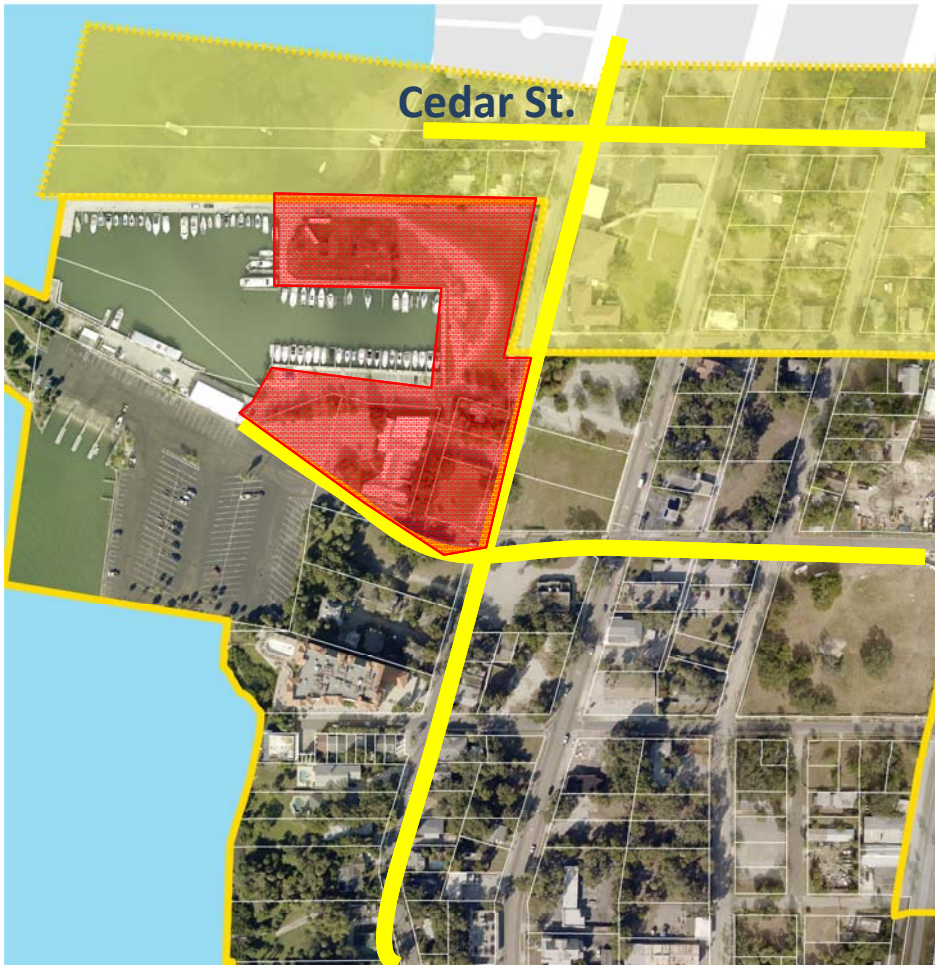
Proposed 2018 Amendments

- 30
- 45
- 55
- 75
- 100 (Hotel Only)
- 150

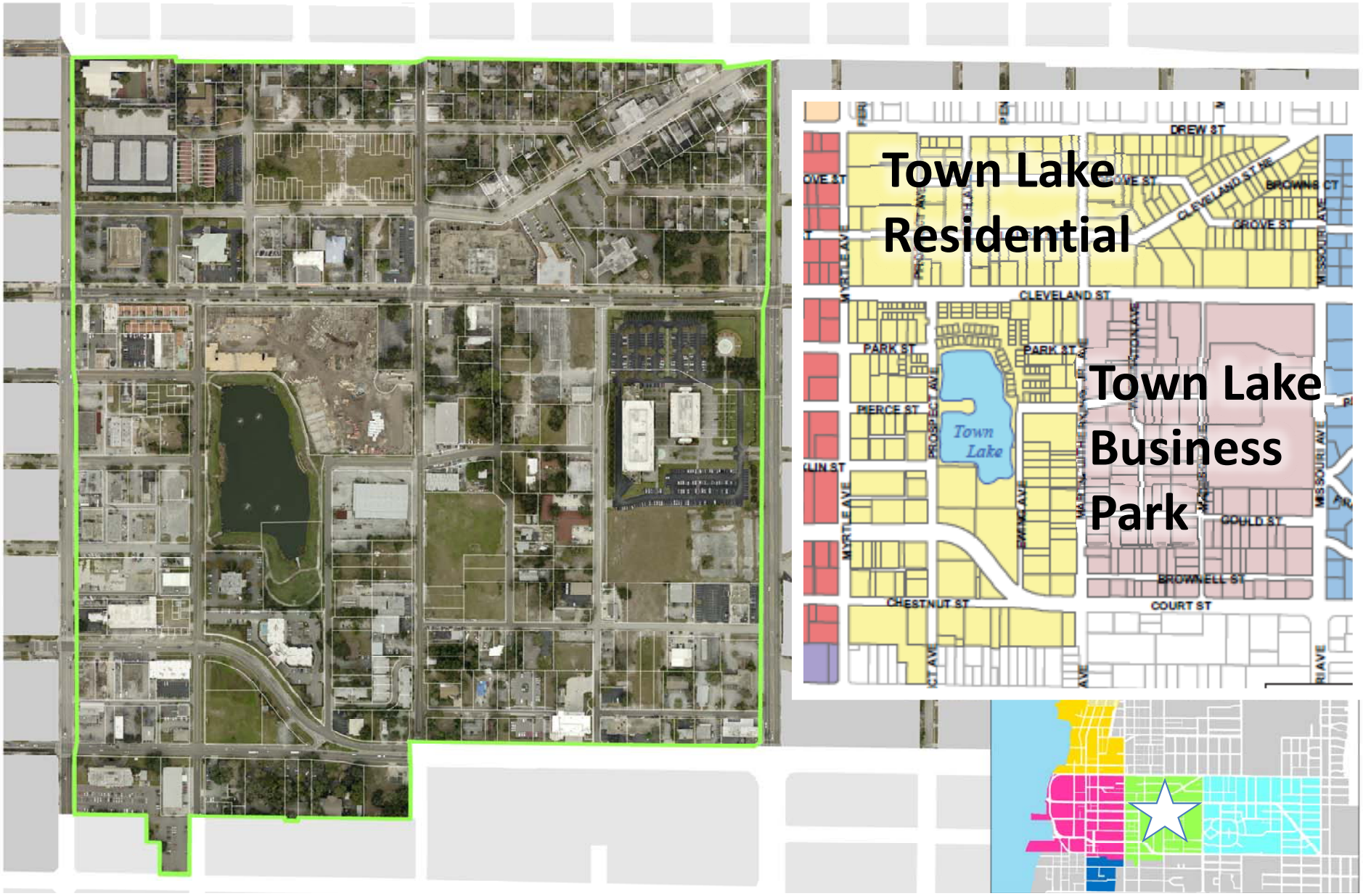
- Old Bay Expansion Area
- Downtown Gateway Amendment Area

Old Bay Character District

- West of N. Osceola Ave. and North of Seminole Blvd.
- 2 acres or greater : 50 Overnight Units Per Acre
  - ***Excluding Properties Fronting on Cedar St.***



Prospect Lake Character District



Prospect Lake Character District

- FAR 1.0
- 30 du/ac
- 40 hotel units

Proposed:

- ***1.5 FAR, 2.5 FAR***
- ***50 du/ac, 75 du/ac***
- ***B&B 35 rooms/ac, Max of 10***

Prospect Lake Character District

Maximum FAR

- 0.5
- 0.55
- 1.5
- 2.5

Proposed 2018 Amendments

- Old Bay Expansion Area
- Downtown Gateway Amendment Area

Maximum Dwelling Units per Acre

- 35
- 50
- 75

Prospect Lake Character District

- Height

Currently, Max 75 Feet, Not Consistent with Policies.

Proposed, Clear and Appropriate Maximum Heights.

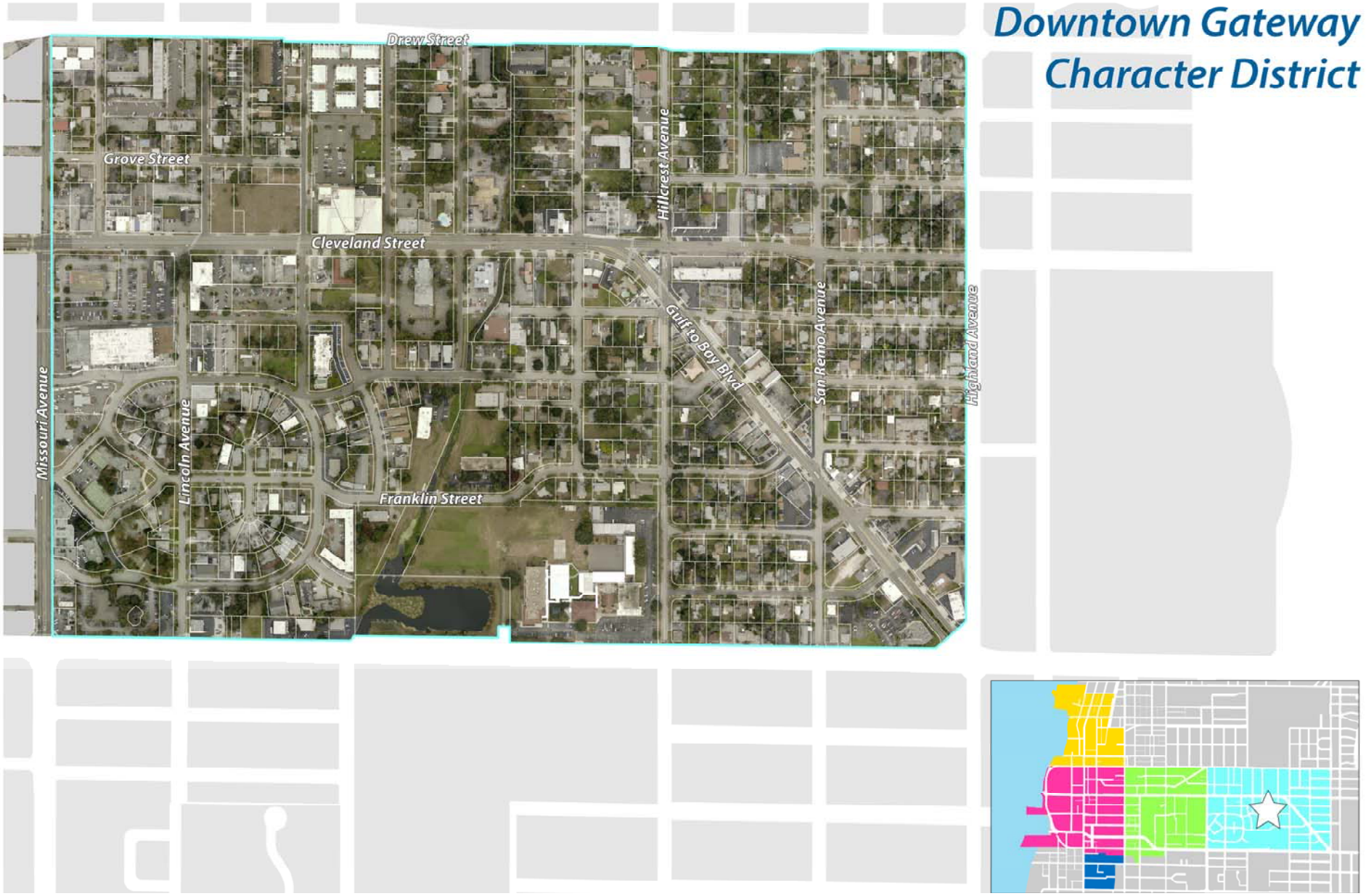
Height

Proposed 2018 Amendments

- 30
- 45
- 55
- 75

- Old Bay Expansion Area
- Downtown Gateway Amendment Area

Downtown Gateway Character District



Downtown Gateway Character District

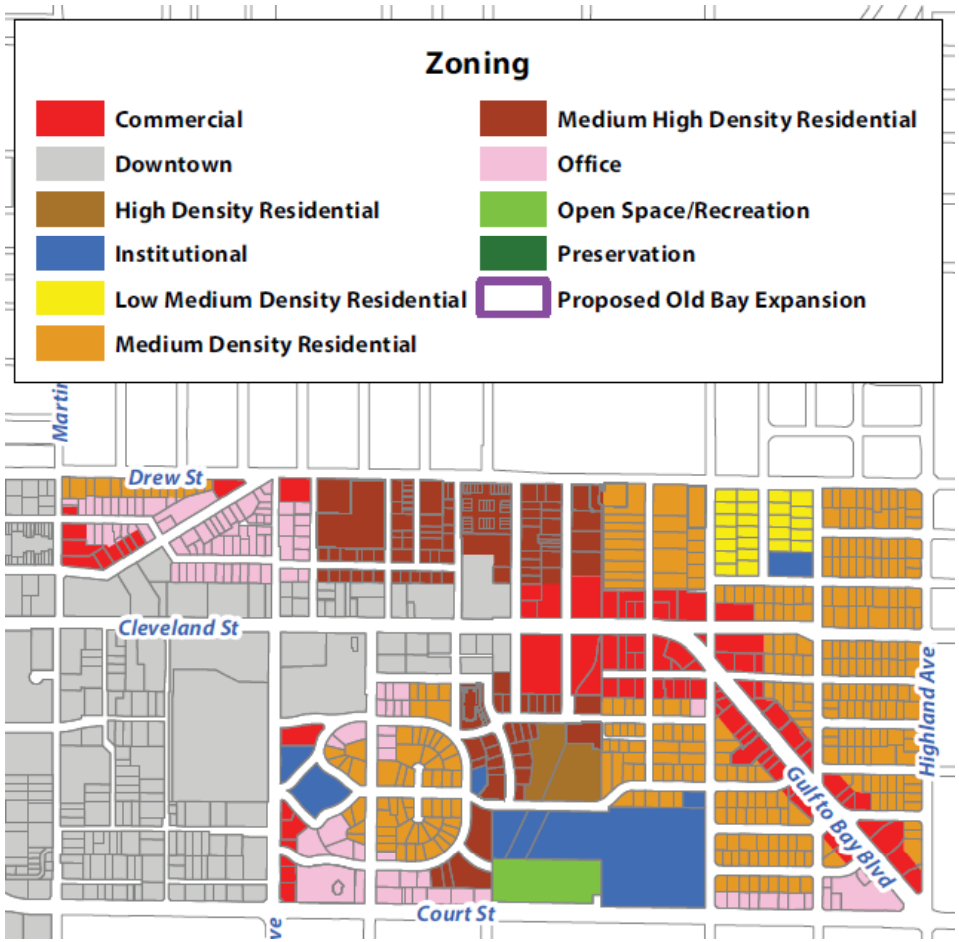
- Intensity and Density
  - FAR 0.55
  - 30 Dwelling Units Per Acre
  - 40 Overnight Units Per Acre
  - Or Per Future Land Use Category

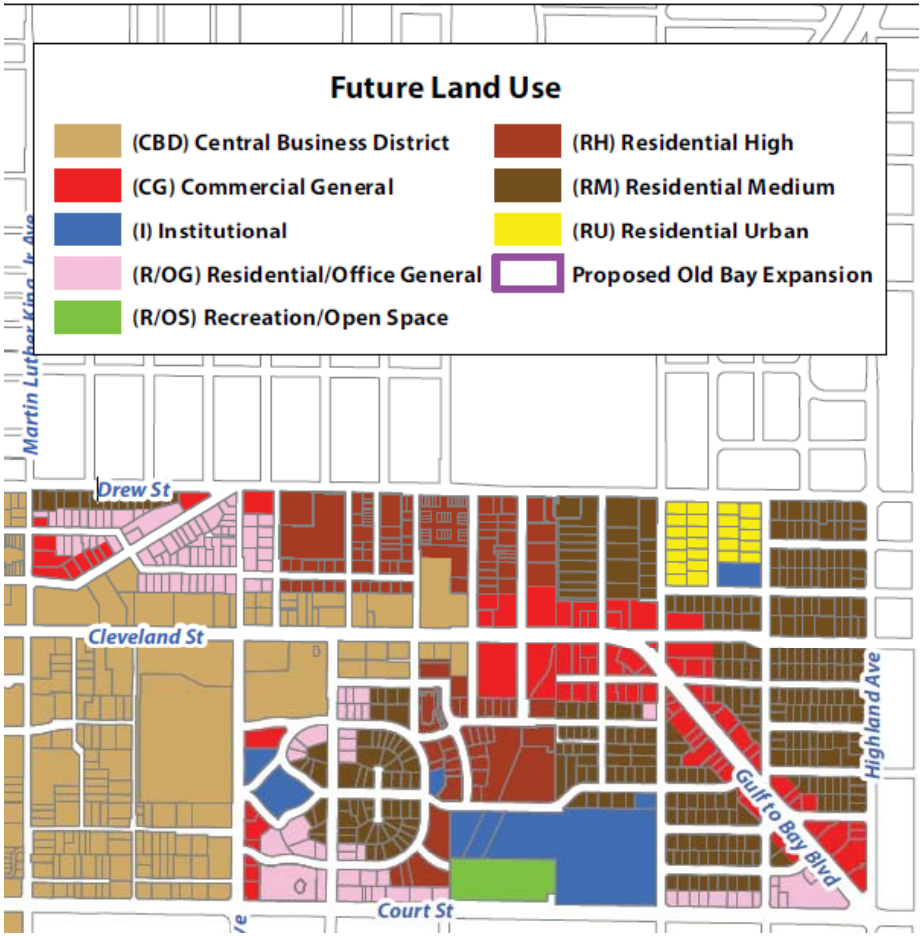
Proposed

- ***FAR 1.5, .55***
- ***35 du/ac***
- ***40 ov/ac***

Downtown Gateway Character District

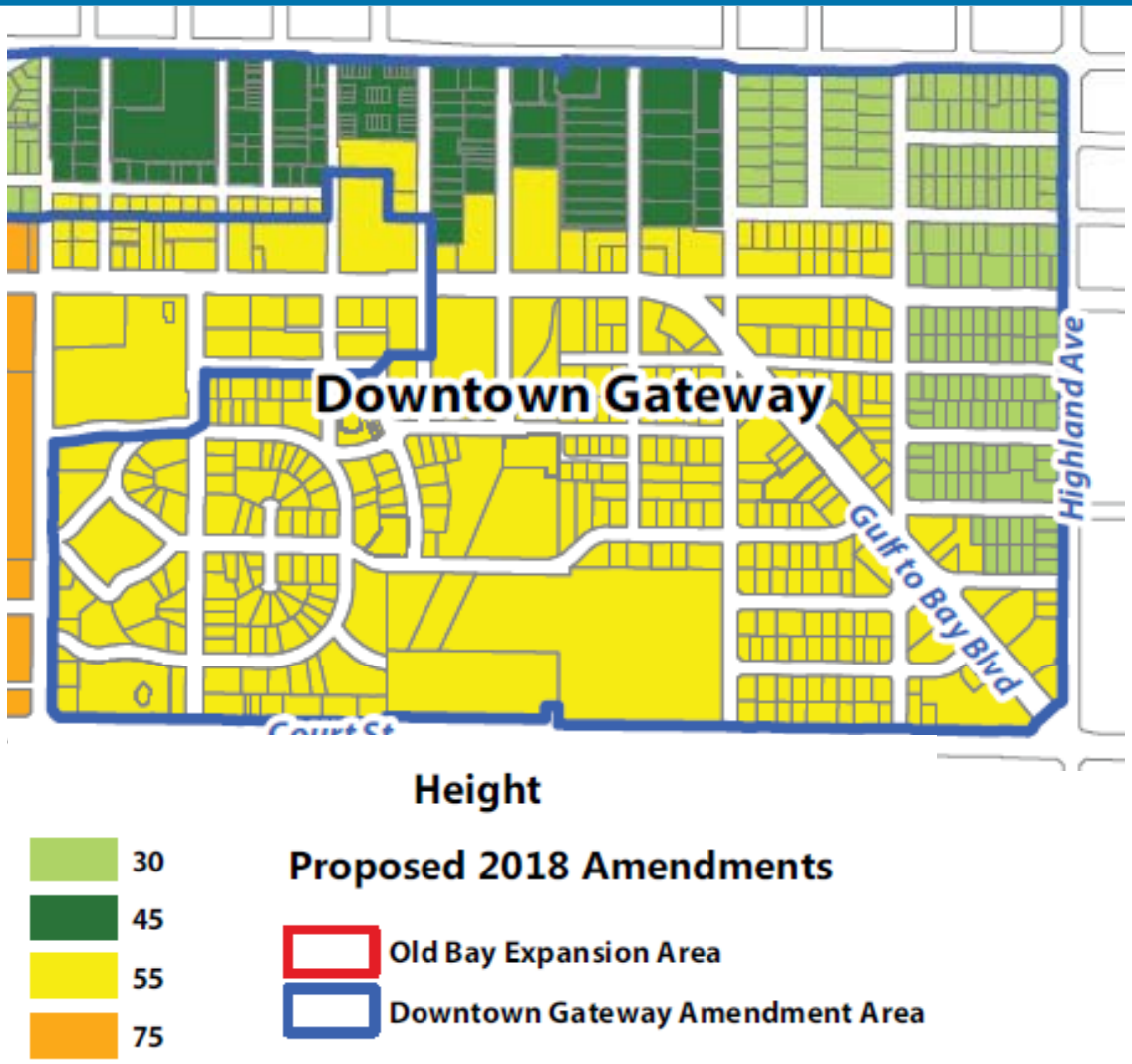
- Intensity and Density





Downtown Gateway Character District

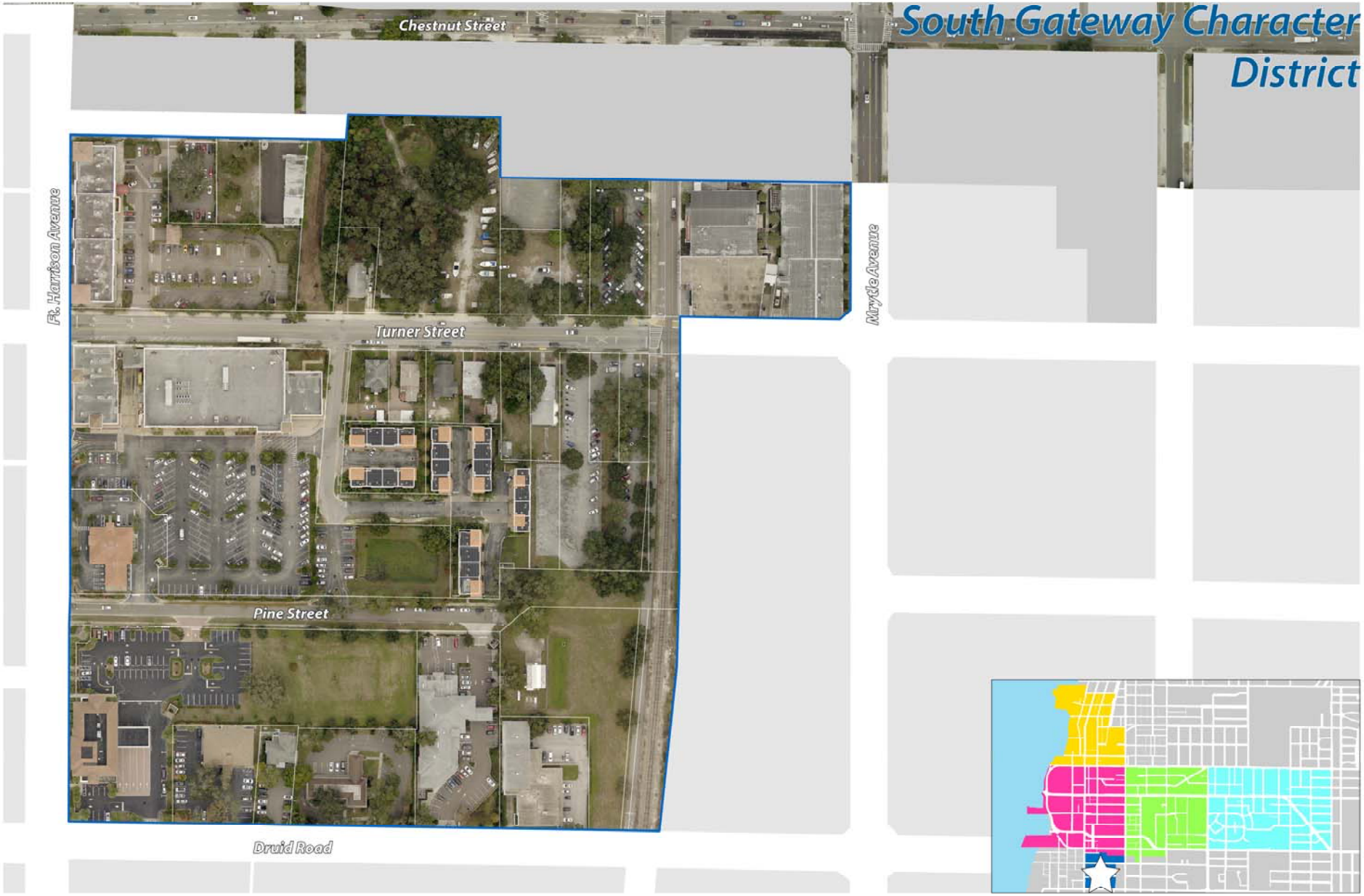
- Height



Currently Varies by Use and Zoning.

Proposed, Clear and Appropriate Maximum Heights.

South Gateway Character District



South Gateway Character District

- Height 50 Feet
- FAR 1.0
- <2 Acres 25 du/ac
- ≥ 2 Acres 35 du/ac, Residential
- ≥ 2 Acres 50 du/ac, Mixed Use

Proposed:

- ***FAR 1.5***
- ***35 du/ac***
- ***Mixed Use 50 du/ac***

Summary of Plan Update

- *Reaffirm Vision and Principles*
- *Incorporate Plans*
- *Expand Old Bay*
- *Combine Prospect Lake*
- *Eliminate Lot Consolidation Requirements and Increase Density & Intensity*

Make Existing Properties and Buildings More Viable and Better Preserve Neighborhood Character

Schedule of Adoption:

- Jan. 9, Community Development Board
- Jan. 16, Community Redevelopment Agency
- Jan. 18, City Council First Reading
- Feb. 1, City Council Second Reading
- March 14, Forward Pinellas Board Meeting
- April 10, CPA/Board of County Commissioners

Next Steps in the 2018 Update:

- Two Land Use Plan Amendments
- Two Companion Rezoning Amendments
- CDC Downtown Zoning District Amendment
- Chapter 4 Update with 15-Year Review

Thank you

Ellen Crandall

Planning & Development Department

727-562-4836

Ellen.Crandall@myclearwater.com

CLEARWATER

City of Clearwater

City Hall
112 S. Osceola Avenue
Clearwater, FL 33756

Cover Memo

File Number: ID#18-4330

Agenda Date: 2/13/2018 **Version:** 1 **Status:** Other Council

In Control: Council Work Session **File Type:** Council Discussion Item

Agenda Number: 12.1

SUBJECT/RECOMMENDATION:

Discussion regarding offshore oil drilling - Mayor Cretekos

SUMMARY:

APPROPRIATION CODE AND AMOUNT:

USE OF RESERVE FUNDS:

RESOLUTION NO. 18-06

A RESOLUTION OF THE CITY OF CLEARWATER, FLORIDA, OPPOSING OFFSHORE OIL DRILLING AND EXPLORATION ACTIVITIES; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the United States government has expressed an interest in opening the Atlantic Ocean and Eastern Gulf of Mexico to offshore oil and gas development and exploration; and

WHEREAS, exploratory and commercial drilling, extraction, and transportation of offshore oil and gas resources pose a significant risk of an oil spill and leakage; and

WHEREAS, expansion of offshore drilling would require significant onshore infrastructure, such as pipelines or refineries, which could harm the character of the coast; and

WHEREAS, offshore drilling activities pose threats to treasured vacation destinations on Florida's Coasts, which are of intrinsic economic value for numerous industries, provide essential nursery habitats for recreational and commercially important fisheries, and act as natural buffers from storm surge and hurricanes; and

WHEREAS, it is our belief that despite technological advances in oil rig drilling technology, there is no positive assurance that catastrophic damage to our coastline, beaches, plant and fish life could be avoided during normal operating conditions or that sufficient inspections and controls are in place to maintain the safe operations of such oil drilling platforms and pipelines; and

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. The City of Clearwater is opposed to offshore oil and gas development closer than 250 miles to Florida's coasts.

Section 2. This resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED this _____ day of _____, 2018.

_____
George N. Cretekos
Mayor

Approved as to form:

_____
Pamela K. Akin
City Attorney

Attest:

_____
Rosemarie Call
City Clerk

INDIVIDUAL SPEAKER

Citizen Comment Card

Name: DAVID LOYD

Address: 1710 BRENTWOOD DR.

City: CLEARWATER Zip: 33756

Telephone Number: 727-658-8274

Email Address: DLOYD76@GMAIL

Speaking under citizens to be heard re items not on the agenda? ☐

Agenda item(s) to which you wish to speak: 12.1

What is your position on the item? For ✓ Against ____