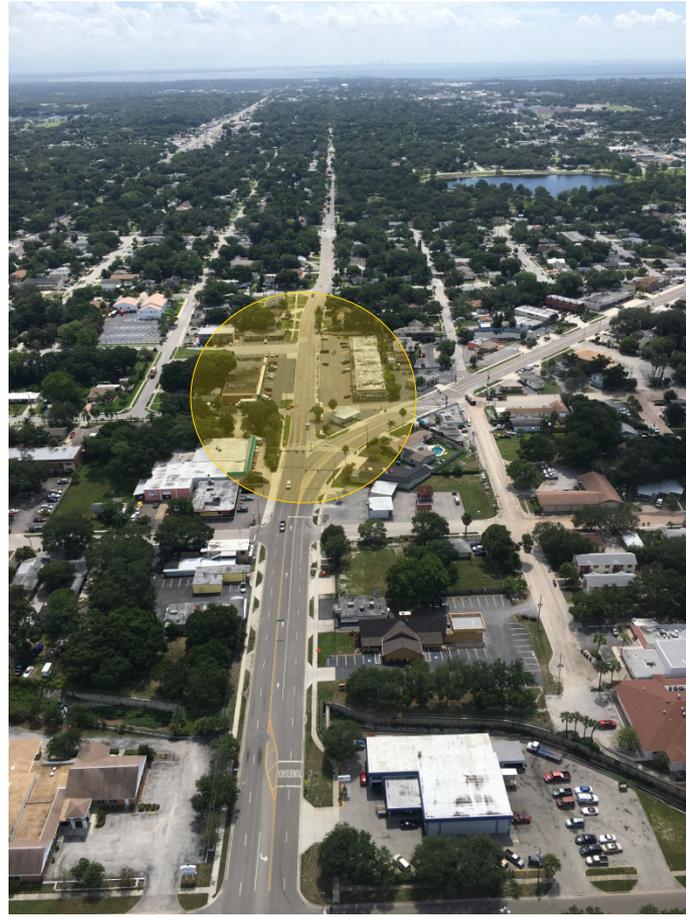




CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH

CREATING A SUCCESSFUL MERCADO IN THE DOWNTOWN GATEWAY

September 5, 2017



1384 Gulf to Bay Boulevard



PROJECT FOR PUBLIC SPACES | CLEARWATER VISIT

- Tour of City and Downtown Gateway
- Site Visit
- Stakeholder Committee Workshop
- Public Open House
- Stakeholder Meetings
- Staff Meetings
- City Council / CRA Meetings



STAKEHOLDER WORKSHOP

- Opportunity to celebrate local, Hispanic culture/community
- Welcome to all socio-economic levels
- Revitalize neighboring businesses
- Become a hub of fun activity

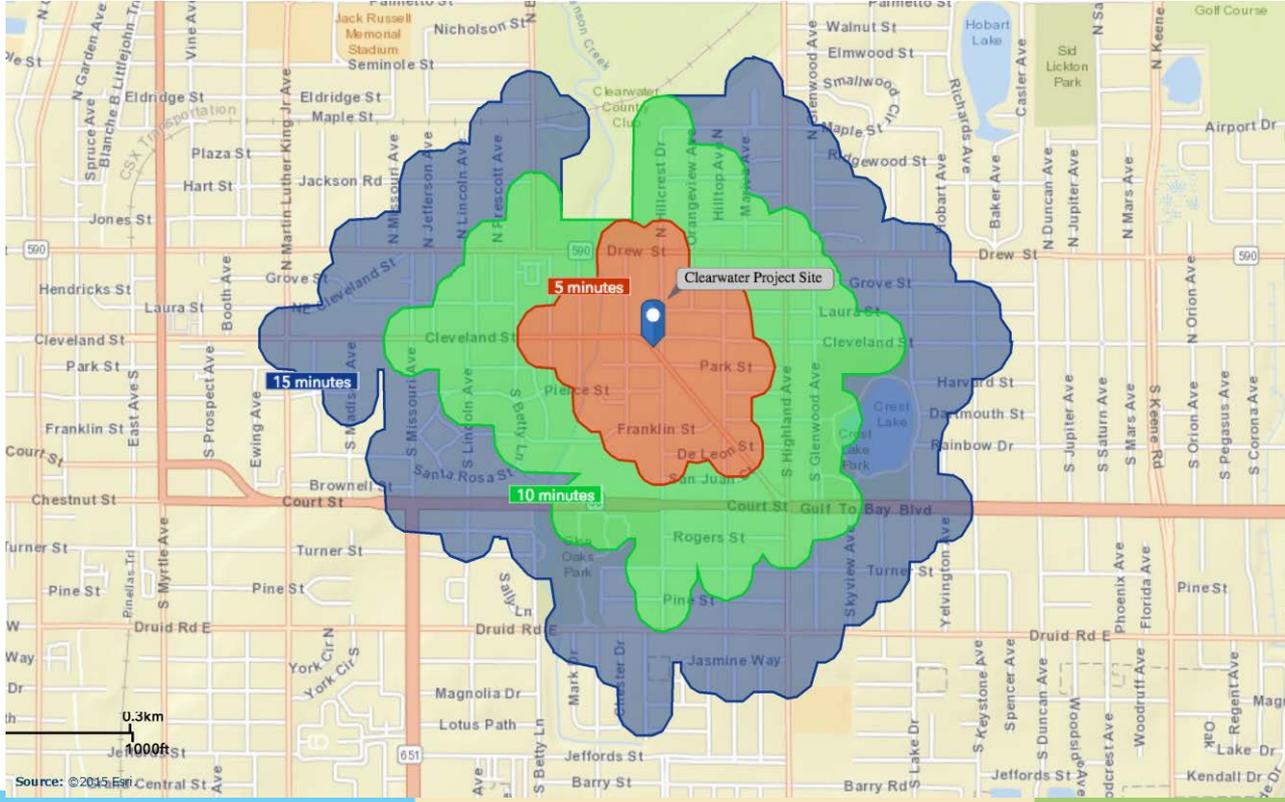


PUBLIC OPEN HOUSE

- **Becomes a destination**
- **Serves the local community**
- **Fun and active space that is welcoming to all**
- **Lots of food and drink options**
- **Safe, nighttime activities**



WALK TIME FROM PROJECT SITE

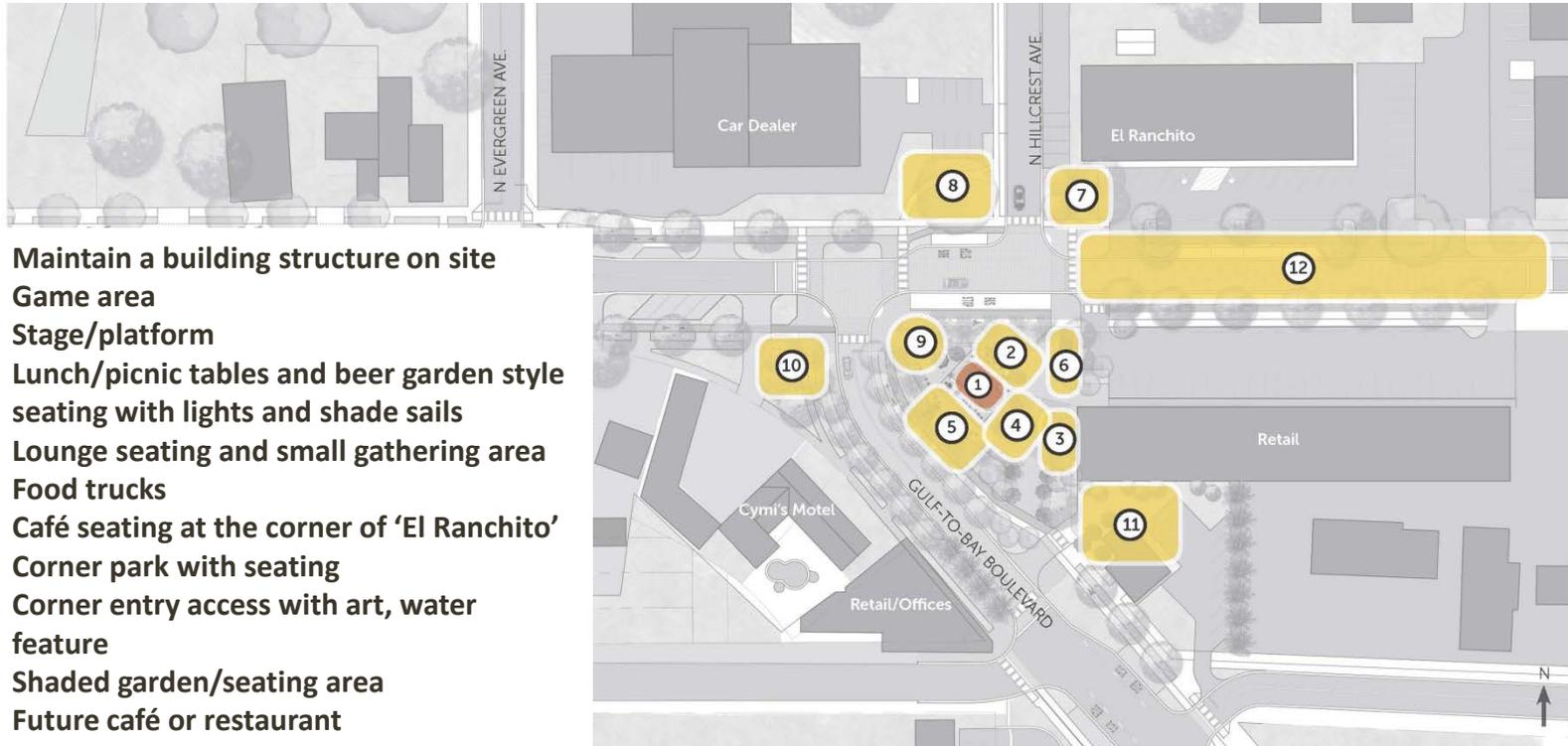


DEMOGRAPHIC SUMMARY

- Residents near the project site have lower incomes and lower educational attainment as compared to the city
 - There is more ethnic and racial diversity in the area around the project site, with 45% residents of Hispanic origin compared to 17% city-wide
 - Most households in the project site area are renter occupied
 - Unemployment is slightly higher in the project site area
 - Residents are younger in the project site area
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MERCADO PROGRAMMING

1. Maintain a building structure on site
2. Game area
3. Stage/platform
4. Lunch/picnic tables and beer garden style seating with lights and shade sails
5. Lounge seating and small gathering area
6. Food trucks
7. Café seating at the corner of 'El Ranchito'
8. Corner park with seating
9. Corner entry access with art, water feature
10. Shaded garden/seating area
11. Future café or restaurant
12. Festival Street



0' 60'







MERCADO CONCEPTUAL DESIGN















MERCADO | NEXT STEPS

- Vendor outreach
- Community planning
- Refine concept, design and layout
- Partnerships
- Business and management
- Timeline/budget/phasing

