

Clearwater Comprehensive Boating Plan

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Final Report

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INTRODUCTION

The City of Clearwater (City) partnered with the Urban Land Institute (ULI) Advisory Services Panel during the week of June 15-20, 2014, to develop a series of specific planning recommendations for the City. One of the key recommendations is that the City study the Downtown Core (the area bounded by Myrtle Avenue to the east, Drew Street to the north, Chestnut Street to the south and Clearwater Harbor to the west) with an eye towards activating the Downtown waterfront. In response, the City commissioned this Comprehensive Boating Plan to determine the components needed to make Clearwater a boating destination, tying the entire waterfront together throughout Downtown and connecting to Clearwater Beach (Figure 1).

This boating plan endeavors to determine the components necessary to make Clearwater a boating destination by answering the following questions:

- 1) What are the necessary components of a “boating center” to activate the Harbor and support Downtown redevelopment?
- 2) What components of the “boating center” are present today? Are they properly placed within a coordinated plan?
- 3) What components of a “boating center” are missing? Where should the missing components be located?
- 4) What are “order of magnitude” costs to implement the plan?
- 5) What regulatory issues will the City face in implementing the plan?

The scope of work for this comprehensive boating plan includes review of the existing facilities in Clearwater, an analysis of the marina market to determine boating access in the Clearwater area, identification of what makes a city a boating destination including a survey of other boating

destination cities, and development of a series of recommendations for the various Clearwater boating facilities.



Figure 1: Clearwater Harbor

The series of recommendations developed for each boating facility will be analyzed for regulatory considerations and order of magnitude construction costs.



EXISTING FACILITIES

Downtown Clearwater is separated from Clearwater Beach by Clearwater Harbor. The Harbor is part of the Gulf Intracoastal Waterway and offers access to the Gulf of Mexico via Clearwater Inlet. Downtown Clearwater and Clearwater Beach are connected by the Clearwater Memorial Causeway (Figure 1).

Clearwater Harbor is mostly shallow and boats venturing outside of marked channels are at risk of running aground. The shallows are generally populated by protected seagrasses.

Boats use the marina facilities in a variety of ways. Some boats have long-term (monthly or annual) leases to use the slip while other slips are used for “transient” boats that stay overnight or for several days. The City has also established “day-docks” which are free or low cost for short term use and are intended to support boaters using businesses near the marinas.

The following sections summarize the existing City-operated marina facilities.

Clearwater Harbor Marina

Clearwater Harbor Marina is located in Downtown Clearwater adjacent to Coachman Park. The Clearwater Memorial Causeway Bridge passes over the marina with the remnant approach of the former bridge acting as a public pier in the center of the marina.

The marina’s 126 slips are mostly occupied by long-term tenants. The City has established 24 transient slips and 16 day dock slips. The docks are state-of-the-art floating concrete docks with power, water, and dock boxes available at each slip.

The marina is divided into the north and south basins, as shown in Figure 2, with independent access and security gates for each area. The docks are secured by keyed gates located near land. However, the north basin docks

are often unlocked to allow access to the day docks. The 24 transient slips are located on outer docks along intracoastal channel. The 16 day dock slips are located on the long dock near shore with access to land at both the north and south ends. This area is open to the public (not behind locked gates) during the day.

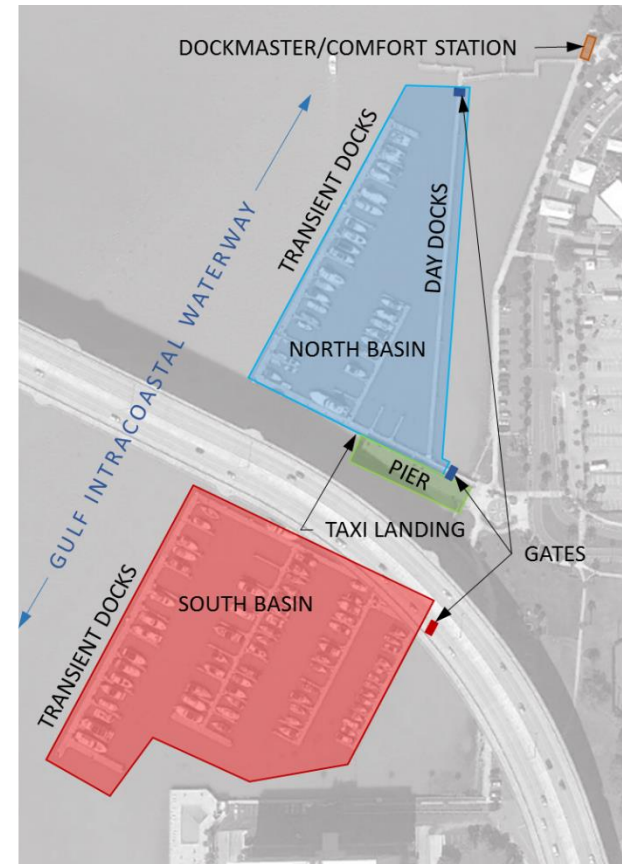


Figure 2: Harbor Marina Map.



The marina’s transient and day dock slips see sporadic usage. The highest activity occurs during events at Coachman Park. Some event-goers arrive by boat and will stay for the day or overnight to enjoy the concerts and festivals, often sleeping on-board their boats. Popular events include the following:

- Clearwater Jazz Holiday
- Clearwater Superboat Race
- Clearwater Fun n’ Sun Festival
- Clearwater Sea-Blues Festival

The Marina Dockmaster’s office is located at the north end of the marina. Restrooms and showers for marina users (long-term and transient users) are located at the Dockmaster’s office.



Photo 1: Clearwater Harbor Marina

Free parking is offered throughout the waterfront area in various lots. Due to parking shortages and traffic congestion on Clearwater Beach, workers and visitors to the beach are encouraged to park at the free Downtown lots and use the privately operated Clearwater Ferry to commute. The ferry uses a dock area near the day-docks to load and discharge passengers at the Harbor Marina. The Clearwater Ferry stops at the Clearwater Beach Marina and Clearwater Harbor Marina with plans to expand to other locations.

Boaters leasing slips at the marina have noted that non-marina users frequently park in the locations closest to the marina, pushing the boaters further away. Waterfront users also report visiting the waterfront via car and parking in the waterfront lots to eat lunch or drink coffee while overlooking the harbor. The number of and frequency of non-marina parking lot users was not evaluated for this plan.

The Clearwater Harbor Marina has full occupancy at the writing of this report in late 2015 with a waiting list for some slip sizes.

Seminole Street Boat Launch

The Seminole Street Boat Launch is a self-service boat ramp facility serving 100 to 150 boats daily during peak periods. The launch ramp has 8 lanes with relatively short, 30 to 35 feet long, staging docks between every two ramps. Boats remain at the staging docks while trailers are parked and boats are loaded, delaying use of the ramp by the next patron.

Trailers entering the ramp area to launch or retrieve boats queue along the approach driveway along the Seminole Street alignment. Trailer queues occasionally extend onto the public streets during peak demand periods. Boat trailers are parked in the adjoining, city-managed, metered parking lot. There is limited overflow parking available in the unpaved City parcel at the southwest corner of Seminole St. and N. Osceola Ave. Trailers have also reportedly parked on neighborhood streets when the lot is full. The Seminole Street Boat Launch is also the main launch and staging area for the annual Clearwater Super Boat Championship Race.



The number of boats served by the ramp appears to be limited by congestion and available parking more than demand. City Marina staff report that the opening of Belleair Causeway Boat Ramp in 2010 coincided with fewer boats using the Seminole Street Boat Launch.

The in-water area at the boat launch is bounded by adjacent shallow seagrass areas. The ramp has an 80 to 100 feet wide dredged area in front of the ramps and staging docks for boat use. Beyond the dredged area to the south, the water is too shallow for safe navigation. These areas are emergent during extreme low tides and the seagrass is subject to damage from boat propellers.



Photo 2: Seminole Street Boat Launch

The City-owned launch ramp is adjacent to the privately-owned Clearwater Basin Marina. The marina provides wet slips for long term lease. The marina store and bait shop at the boat launch are owned and operated by a different private owner.

The Francis Wilson Playhouse also shares land and parking with the boat launch area. A small park/greenspace, located at the western tip of the launch area, is owned by the West Coast Inland Navigation District with the landscaping maintained by the City. The park includes benches and a

walking path. Views are limited by low growing brush, mangroves, and trees.

Clearwater Beach Marina

The Clearwater Beach Marina serves both recreational and commercial boating interests. Charter fishing boats, water sport businesses (jet skis, parasailing, etc), and harbor cruise vessels operate out the marina. Information kiosks for these businesses line the landside parking area. The Clearwater Ferry stops at the easternmost end of the marina with a small floating platform for access.



Photo 3: Clearwater Beach Marina

The marina has more than 200 fixed-platform (not floating) boat slips. The slips have power, potable water, and dock boxes. The marina has security gates at key locations to limit dock access to boaters and their guests.

The marina offices are located at the marina building. The building is shared with a restaurant space that is operated by a third-party restaurant operator. Restrooms are located at the marina office building



The marina is convenient to many Clearwater Beach attractions including Pier 60 and the beach, restaurants, including the newly renovated marina restaurant, and hotels.

Parking at the marina is shared between marina users, marina staff, and restaurant users. Beachgoers also try to use the lot and depending on the day, parking may not be available for marina users.

Additional Facilities

The following facilities are maintained by the City of Clearwater. These facilities supplement the facilities listed above but due to the relatively small size and nature of the facilities, are not considered independently.

[Clearwater Community Sailing Center](#)

The Clearwater Community Sailing Center is operated by a non-profit organization to provide sailing instruction to the general public. The facility serves all interested people with a focus on youth, elderly, and disabled sailors. No public boat slips are available at the Sailing Center.

[Island Estates Public Boat Slips](#)

The Island Estates Public Boat Slips primarily serve the Island Way Grill and the Clearwater Marine Aquarium. There are 8 slips available for short term use.

[Clearwater Recreation Center Public Boat Slips](#)

Approximately 40 slips are located at the Clearwater Recreation Center. Sixteen of the slips are available for public use with the remainder of the slips managed by the Sandpearl Resort.



MARKET ANALYSIS

A market analysis was developed to evaluate whether there is sufficient access and boating demand to support Clearwater as a boating destination. The market analysis identifies the market area, existing marinas in the market area, and the size of the boating population in the region.

Market Area

A boating facility’s (marina, boat ramp, etc.) market area is defined as the geographical limits that boaters are expected to move through in their typical boating activities. Within the geographical market area, facilities are categorized by user demographic and facility type based on the appearance of the facility, the vessel type and size that frequent the facility, and the associated upland attractions.

Different studies suggest that most day boaters are willing to travel approximately one hour from home to access their boat. For sport fishing, overnight, and weekend boat use, some boat owners travel a much greater distance. Using travel time, the Clearwater marina market region is generally defined as the Intracoastal area of Pinellas County from the mouth of Tampa Bay to Saint Joseph Sound. Figure 3 shows the market area subdivided into “Middle Pinellas” and “South Pinellas” County.

Existing Facilities

Boating facilities along the Gulf Intracoastal Waterway are a mix of municipal and privately operated marinas and boat ramps catering to the fishing and the recreational cruising markets.

Over 80 existing marinas and boat ramps were identified within 20 miles of Clearwater (see Figure 3). These boating facilities comprise 5,400 wet slips, 5,700 dry storage slips, and over 120 boat ramp lanes. For this analysis, upland boat storage facilities lacking waterfront access and private residential docks were not included.

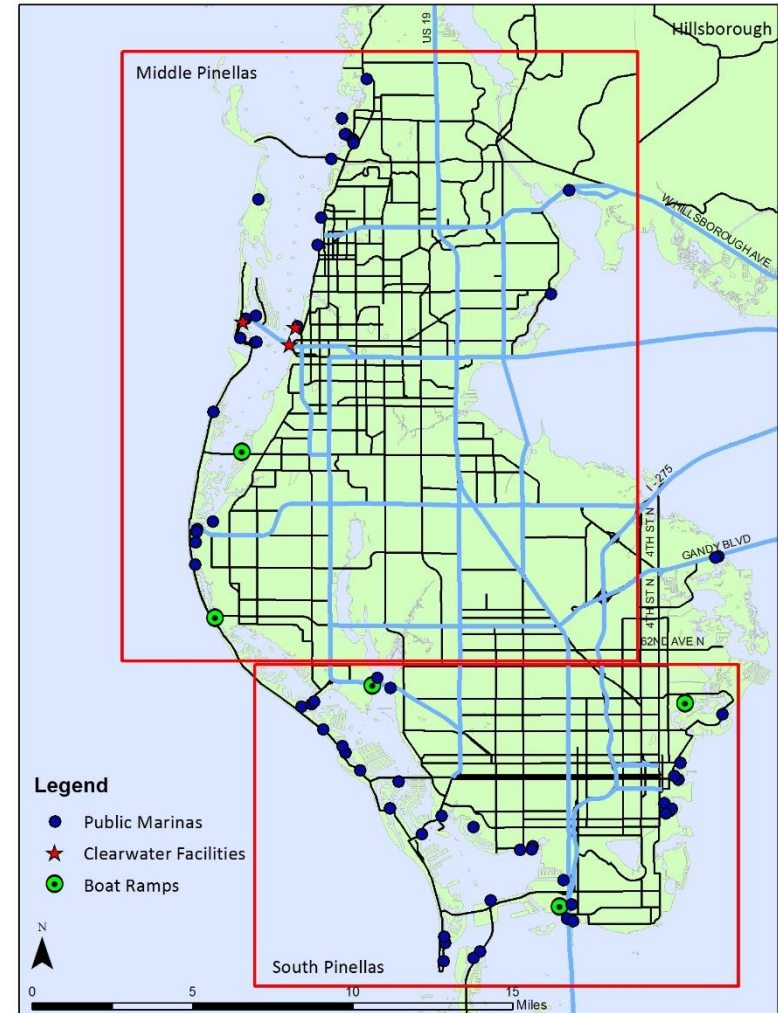


Figure 3: Market Area Map



The marina market and boat ramp market are reviewed in the following sections.

Marinas

The physical attributes of the marinas in the market area are compared to identify market characteristics. Physical attributes include dock type, amenities, and slip sizes.

Dock Type

The majority of the marinas in the market area use fixed docks constructed either of timber or concrete as shown in Table 1. Fixed docks tend to be found in older marinas that haven't undergone renovations, whereas modern marinas tend to use floating docks wherever possible. Docks in exposed locations and in larger marinas tend to be concrete while more protected and smaller docks are timber. Some slips have boat lifts or are covered. Although boat lifts and covered slips do not necessarily garner higher lease rates, the boaters report high desirability for these kind of slips, resulting in higher occupancy rates.

Table 1: Dock Type

Dock Type	Marinas
Fixed Timber	74%
Fixed Concrete	11%
Floating Concrete	8%
Other	7%

Table 2 shows the slip mix for the regional market compared to Clearwater Harbor and Clearwater Beach Marinas. Analysis shows that Clearwater has a greater percentage of larger slips than the market average.

Table 2: Marina Slip Size

	Total Slips	Percentage of slips by Length (feet)				
		<30	30-39	40-49	50-59	>60
Market wide*	6,500	23%	42%	21%	10%	4%
Clearwater Harbor Marina	126	13%	25%	46%	16%	0%
Clearwater Beach Marina	207	10%	38%	24%	17%	11%

*Total reflects marinas where ships cataloged by sized. Not all marinas included

Amenities

Apart from the essential marina facilities, marina amenities provide added value that is recognized by boaters. Along with dock utilities (power and water), amenities include retail stores and restaurants, and restrooms. In the regional market, available amenities are mostly consistent among marinas.

Amenities can be categorized as dockside amenities (those that are available to boats in the water) or upland amenities. Table 3 and Table 4 show the availability of dockside and upland amenities for the identified marinas.



Dockside amenities are typically offered based on boat size. Smaller docks and older docks, as well as staging docks and dry slip storage facilities, typically offer few or no amenities. Within this market area almost three quarters of the boating facilities have potable water and around sixty percent of provide electricity (many of the facilities that do not provide these amenities are launch ramps). Potable water is generally included in the slip lease price in most cases, and electricity is generally metered and billed directly for larger slips and in newer marinas.

In older marinas or for small slips, electricity is either included in the slip lease rate or billed at a flat rate. Live-aboard slips or boats equipped with air conditioners are usually charged a premium by most marinas to cover the additional demand on the marinas infrastructure.

Table 3: Dockside Amenities

Amenity	Marinas in market	Clearwater Harbor	Clearwater Beach
Potable Water	70%	Yes	Yes
Electricity	64%	Yes	Yes
Gas	54%	No	Yes
Sanitary Pump-Out	45%	Yes	Yes
Diesel	43%	No	Yes
Telephone	28%	Yes	Yes
Satellite TV/ Cable	27%	Yes	Yes
Internet	25%	Yes	Yes

Around half of the marinas have fuel and sanitary pump-out systems. As far as communication options, telephone, satellite or cable TV and Internet are

not provided as often as the other dockside amenities, although Wi-Fi systems are becoming more common. Fuel sales provide additional profit for marinas and in many markets the percentage of marinas with fuel is higher. This is an important service for boaters visiting the area to know they can refuel.

Landside amenities are located off of the docks. The most common landside amenities are showers (all marinas offer restrooms for patrons; showers are in addition to restrooms), ice, and nearby restaurants. Marinas in urban areas generally have access to onsite or nearby hotels available for boaters that prefer not to sleep on their boats. Around 30 percent of the marinas identified have swimming pools (mainly found at resort and hotel marinas).

Table 4: Landside Amenities

Amenity	Marinas in market	Clearwater Harbor	Clearwater Beach
Showers	67%	Yes	Yes
Ice	65%	Yes	Yes
Restaurant	62%	No	Yes
Laundry Facilities	45%	Yes	Yes
Shopping	42%	No	No
Bar	39%	No	Yes
Swimming Pool	37%	No	No
Hotel	34%	No	Yes
Water Sport Rentals	12%	No	Yes



Boat Launch Ramps

Pinellas County has over 40 locations with boat ramps, representing over 120 lanes. Typically the boat ramps are found at marina facilities with one or two lanes available to supplement other marina boating access. However, there are several stand-alone boat launch ramps in Pinellas County that account for nearly half of the ramps. These ramps are very popular with boaters and are heavily utilized on peak and non-peak weekends.

Table 5: Pinellas County Boat Launch Ramps

	Name	Lanes
1	Fort Desoto Boat Ramp	40
2	Belleair Bluffs	10
3	Seminole St. Boat Launch	8
4	Maximo Park	7
5	Park Blvd. Boat Ramp	6
6	War Veteran’s Park Boat Ramp	6
Total		77

The primary obstacle to boat ramp use is typically parking. Most ramps have sufficient parking for 10 to 20 boats per launch ramp lane. This is based on the number of boats that can launch from a lane per hour multiplied by a three hour launch window.

Boat ramps in Pinellas County provide an important service to the boating community. Less than 10% of boaters have access to a public boat slip.

Public slips are supplemented by private residential docks and dry storage facilities. The remaining boats use the boat ramps for boating access. The launch ramps are estimated to be able to launch on the order of 2,000 to 3,000 boats per day.



Photo 4: Fort Desoto Boat Ramp

Boat ramps typically include a staging dock for boats to use after launching for loading and waiting while the trailer is parked as well as during retrieval while waiting for the trailer to be positioned on the ramp. Ramps also typically have wash down areas to rinse salt from the boat and motor and some have a pump out station for sewage.

Boater Trends

Boats in the U.S. are registered and licensed by the U.S. Coast Guard or the state of residence. The number of registered boats directly relates to



boat ownership and boat use which affects marina slip demand. Figure 4 shows the national trends for all boats and boats larger than 40 feet that are most likely to require a marina slip.

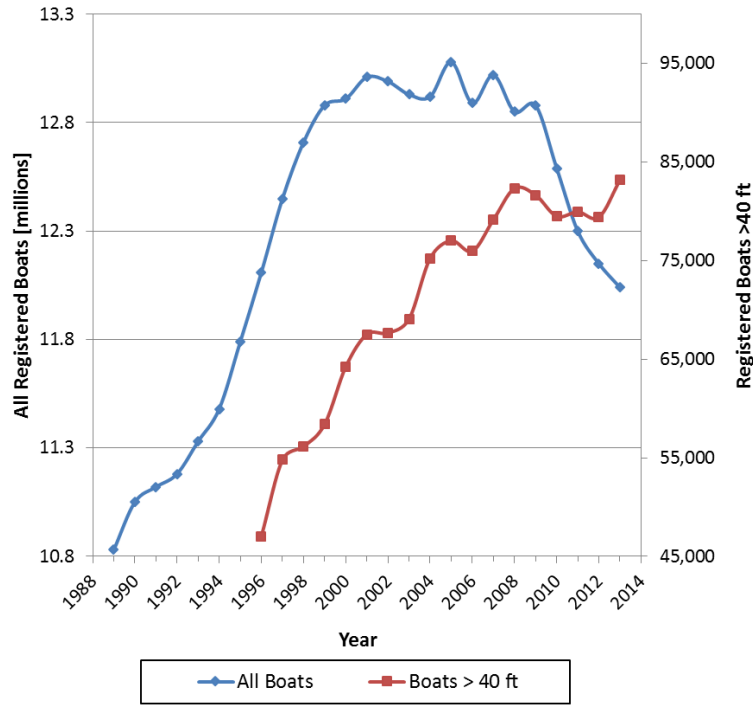
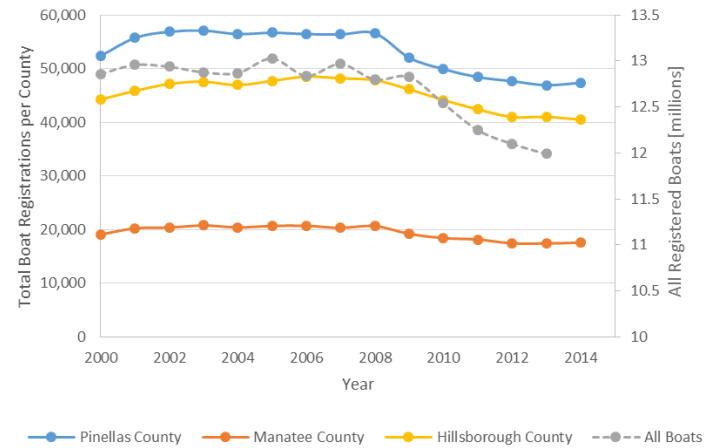


Figure 4: Boat Registration National Trends

Boat registration statistics for Pinellas County, Manatee County and Hillsborough County follow trends similar to national trends. Total boat registrations in 2014 are at or below registration totals from 2000 due to economic instability during the “Great Recession” and variability in fuel costs.

Boat Registration Trends



Source: U.S. Coast Guard/NMMA

Figure 5: Boat Registration Trends in Pinellas, Manatee and Hillsborough Counties

Registration trends in recent years show stabilization and slight increases in the number of registered boats. Pinellas County continues to rank second in the State of Florida in total boat registrations to Miami-Dade County and is first in the state in per capita boat registration.

Clearwater Market

Boats in the Clearwater marinas are predominantly motor boats (approximately 80% compared to 20% sailboats). Sailboats report insufficient water depths or narrow slip widths and too few berths as impediments to the growth of the sailing community.

Both the Harbor and Beach Marinas are fully occupied. The Clearwater Harbor Marina has a waiting list for most slip sizes. Boats may remain on



the list for several months or longer before getting a slip. The Clearwater Beach Marina has a wait list for commercial slips. Commercial boats often remain on the wait list for several years before obtaining a slip. Slips are available at both marinas for transient and day-users. The transient and day slips are often unused at the Harbor Marina except at times when there are events at Coachman Park or the Clearwater area.

The Seminole Street Boat Launch is heavily used. The parking lot reaches capacity on typical weekends and overflow parking is used on busier holiday weekends.

Market Summary

Clearwater Harbor is a popular boating destination. The existing marina slips are generally full. Transient boaters visit Clearwater Beach Marina to go to restaurants, area hotels, and other attractions.

Transient boaters typically only visit Clearwater Harbor Marina during popular events held in Coachman Park.

More long-term and transient slips are desired near Clearwater. However, boating is not restricted in the market area – there are many places for boating access and many boats that are looking for places to visit.



DESTINATION ANALYSIS

An analysis of comparable boating destinations begins with an analysis of what makes a boating destination. For this report, a boating destination is defined as an area attracting boaters and non-boaters that is recognized beyond the region as a destination and is busy during events and non-event times. The following characteristics typify boating destinations:

What makes a boating destination?

- Boats:
 - Found where boating is popular for a variety of reasons
 - Must have available boating facilities
 - Enhanced by a strong boating community
- People:
 - Fun, Friendly, Safe Atmosphere
 - Attractions for people to enjoy
 - Easy to use including wayfinding and public comfort facilities

The following sections analyze other marinas based on the above categories.

Destination Marina Analysis

Analysis shows that there are two types of boating destinations. Some boating destinations attract boaters because they have a large number of protected boat slips, providing good boating access. Other locations are boating destinations because they attract visiting boaters that don't ordinarily use the marina.

Eight boating destination cities in the southeastern United States were identified for further analysis. These cities were evaluated for boating infrastructure as well as the infrastructure that makes them boating destinations. Destinations were selected based on the following:

- Reputation – Cities with a reputation for an active waterfront
- Boating Guides – Cities recommended by boating guides as popular with tourists
- City Size or Proximity – Cities comparable in size to Clearwater or close in proximity to Clearwater

Based on data from the U.S. Census Bureau, the following are the 2012 populations for the many of the larger coastal cities in the southeastern U.S.

Based on these criteria, the following cities were evaluated:

Eastern Seaboard

- Annapolis – Strong boating and sailing community; Naval Academy; “Ego Alley”
- Charleston – Historic city; along intracoastal; civic art and greenspace
- Savannah – Historic city; waterfront restaurants

Florida

- St. Augustine – Historic city; waterfront restaurants
- Naples – Strong fishing and boating culture
- Sarasota – Waterfront restaurants, art, and greenspace; sailing



- St. Petersburg – Waterfront restaurants, art, and greenspace; sailing
- Pensacola/Ft. Walton Bch/Destin – “Fishing capitol of the Gulf”; waterfront restaurants, beaches

The U.S. census population estimate for these cities, as well as other cities known for tourism throughout the southeast, is presented in Table 6.

Table 6: Southeast U.S. City Population (2012)

City	State	Population (2012)
Jacksonville	Florida	836,507
Baltimore	Maryland	621,342
Virginia Beach	Virginia	448,479
Miami	Florida	419,777
New Orleans	Louisiana	384,320
Tampa	Florida	347,645
Saint Petersburg	Florida	246,541
Norfolk	Virginia	245,782
Savannah	Georgia	142,364
Charleston	South Carolina	125,635
Clearwater	Florida	108,820
West Palm Beach	Florida	102,537
Pensacola/Ft. Walton Bch/Destin	Florida	~85,000
Sarasota	Florida	59,910
Annapolis	Maryland	38,482
Dunedin	Florida	35,490
Naples	Florida	20,140
St. Augustine	Florida	13,466

In many boating destinations, there is a primary marina that supports the boating activity but this is not always the case. Therefore, the overall waterfront was evaluated for the selected destination cities.



Figure 6: Location of boating destinations



Analysis of the destinations shows there are multiple reasons that a city becomes a boating destination. Often boating is part of the culture of the city due to historical boating uses (e.g. Annapolis). Other places are tourist destinations that attract non-boaters and boaters, making the city into a boating destination (e.g. Charleston). Finally, there are those cities that celebrate and embrace their waterfront in a way that results in a strong boating community that builds interest in the waterfront from non-boaters that then grows the boating community further (e.g. Annapolis).

Photos of the waterfronts in the selected destinations are below. These photos show part of the waterfront of each city but were selected to represent the character of the waterfront.



Photo 5: Annapolis



Photo 6: Charleston



Photo 7: Savannah



Photo 8: St. Augustine



Photo 9: Naples



Photo 10: St. Petersburg



Photo 11: Sarasota



Photo 12: Destin

Marina amenities, including those analyzed in the previous section, add value to marinas but they do not always constitute an incentive for transient boaters to pick one marina over others at a boating destination. Boaters visiting a destination often think of marinas as a parking lot. Marina amenities are more important for boaters sleeping aboard their boat but are not as critical for day-visitors. Day-visitors choose a marina based on proximity to the activity they are interested in exploring. Popular marinas are close to economic, cultural or leisure-time activities that attract the general public and boaters.

This destination evaluation includes the number of boat slips available; boating amenities such as fuel, restrooms, and repair facilities; and attractions including restaurants, public art, and waterfront hotels. The results of these analyses are presented in the matrix in Table 7.

Analysis of the destination matrix shows the following:

- The number of slips at the destination is not critical to the location being a boating destination; locations with more or fewer slips are destinations
- The location must have some transient slips - Clearwater has more transient slips than some destinations
- Dry stack storage (high and dry) provides additional access but is not a necessary component of a successful boating destination
- Fuel brings boaters and can help support a destination
- Sailing schools appear in many destinations
- Commercial attractions and popular landside activities are common among all observed destinations

Analysis shows that most of the boating destinations analyzed in this report do not have dry stack (high and dry) facilities and hence, is not believed to be a defining factor in creating a boating destination.



Table 7: Boating Destination Comparison Matrix

	LOCATION	SLIPS			SERVICES				ATTRACTORS	
		WET SLIPS	TRANSIENT /DAY DOCKAGE	DRY STACK STORAGE	MARINE FUEL	VESSEL REPAIR	CHARTER BOATS	BOAT LAUNCHING FACILITIES	PHYSICAL: FOOD, BAR, ART, ETC.	PROGRAMMATIC: SAILING CENTER, KAYAK
CLEARWATER	HARBOR/ SEMINOLE ST. BOAT LAUNCH	129	24/16	N	N	N	N	Y	N	N
	BEACH	210	23/4	N	Y	N	Y	Y	Y	Y
FLORIDA	ST. PETERSBURG	600	10	Y	Y	N	Y	Y	Y	Y
	SARASOTA	316	25	N	Y	Y	Y	N	Y	Y
	NAPLES	84	10	N	Y	Y	Y	Y	Y	N
	ST. AUGUSTINE	85	50	N	Y	Y	Y	Y	Y	Y
	PEN/FWB/DEST	100+	10	Y	Y	Y	Y	Y	Y	Y
EASTERN SEABOARD	CHARLESTON	445	200	Y	Y	Y	Y	N	Y	N
	ANNAPOLIS	86	18	N	Y	N	Y	N	Y	Y
	SAVANNAH	30+	30+	N	N	N	N	N	Y	N



Waterfront Attractions

Marina amenities increase the capabilities and the demand of a marina, but they will not turn a marina into a boating destination by themselves. In order to bring transient boaters, the marina needs to include a nearby economic or cultural activity that is associated with the marina. The following set of components are often found in other destinations:

- Waterfront restaurants
- Programmed green space
- Waterfront stores
- Art exhibits
- Waterfront hotel
- Charter activity
- Beach access

The above destinations were further analyzed for these attractions. The matrix of attractions for each city is found in Table 8. Analysis of the destinations shows that the most common attractor is a waterfront restaurant or similar food attraction. Restrooms are important as they allow guests to stay longer at the destination but are not an attractor themselves.

Charter boats are prevalent in boating destinations but are not the attractor themselves. Rather, charters are common in locations that have a lot of visitors to support the charter business. Charters enhance a destination by providing water access to boaters and non-boaters and offer activity that the public enjoys watching.

Yacht clubs are also present in each boating destination. The clubs are often responsible for local sailing regattas and attract boats from other clubs to visit. The activity generated by these clubs attracts non-boaters to the waterfront and the clubs are often found central to the boating destination.

Programmatic activities such as kayaking, paddle boarding, etc., can be attractions but are not as common as restaurants. This is likely due to a

smaller potential user group for these activities. However, these activities enhance a destination by adding visual interest along a waterfront.

Attractor Proximity

Waterfront attractions are generally located in close proximity to the waterfront. Successful destinations have many attractors within 1,000 ft of the waterfront. Figure 7 and Figure 8 show the variety and location of Clearwater's shops and attractions compared to St. Petersburg or Sarasota.

In St. Petersburg and Sarasota there are many restaurants and shops within close proximity to the waterfront while the closest restaurants in Clearwater are nearly 1,000 ft from the waterfront.

In both Sarasota and St. Petersburg, boaters leaving the marina encounter landscaped green spaces, art, and some wayfinding. These lead to restaurants, bars, stores and cultural attractions.

Charter boats (fishing, sightseeing, and sailing) and water sports become a way to attract people to the waterfront offering them a different alternative to the regular tourist attractions.



Table 8: Boating Destination Attraction Comparison Matrix

		ATTRACTIONS						
	LOCATION	CHARTER BOATS	SAILING / POWER BOATING CLUB/SCHOOL	FOOD: RESTAURANTS, COFFEE SHOP, DELI	PUBLIC GREEN SPACES	ART/ POINTS OF INTEREST	PUBLIC RESTROOMS	HOTEL
CLEARWATER	HARBOR/ SEMINOLE ST. BOAT LAUNCH	N	N	N	Y	Y	N	N
	BEACH	Y	Y	Y	N	N	Y	Y
FLORIDA	ST. PETERSBURG	Y	Y	Y	Y	Y	Y	Y
	SARASOTA	Y	Y	Y	Y	Y	Y	Y
	NAPLES	Y	Y	Y	N	N	Y	Y
	ST. AUGUSTINE	Y	Y	Y	Y	Y	Y	Y
	PEN/FWB/DEST	Y	Y	Y	N	N	Y	Y
EASTERN SEABOARD	CHARLESTON	Y	Y	Y	Y	Y	Y	Y
	ANNAPOLIS	Y	Y	Y	N	N	Y	Y
	SAVANNAH	Y	Y	Y	N	Y	Y	Y



Figure 7: Boating Destination Attractors - Clearwater

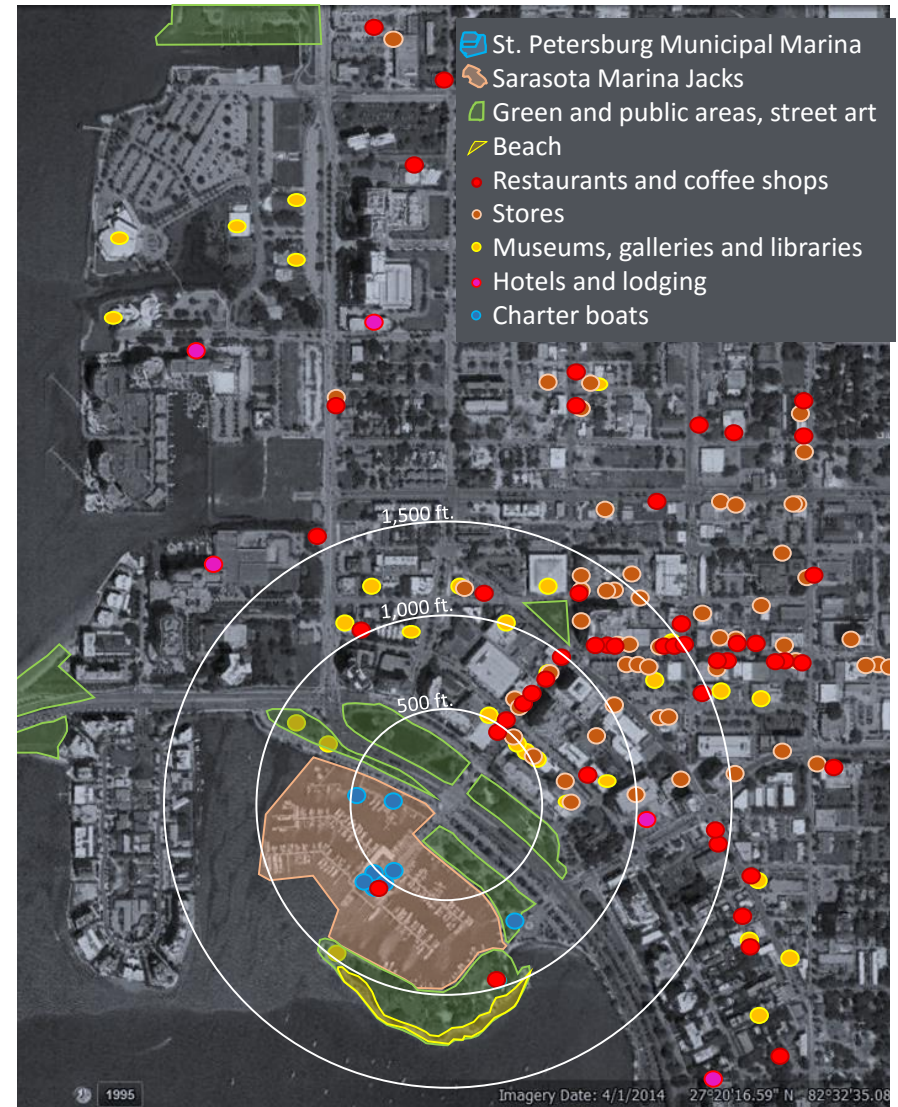


Figure 8: Boating Destination Attractors – St. Petersburg (left) vs. Sarasota (right)



PUBLIC OUTREACH

Private Boaters

Private boaters were surveyed during the 2015 Clearwater Superboat Race held September 25-27, 2015. Boaters using the day dock as well as boaters in the slips (long term and transient overnight) were surveyed based on the form attached in Appendix 1.

Boaters surveyed reported that they typically only visit Clearwater Harbor during events at Coachman Park. Otherwise, there is nothing to attract boaters to the Harbor Marina.

Boaters suggested that a waterfront attractor, such as a restaurant, would cause them to visit Clearwater more often. Boaters also indicated that there are not a sufficient number of long-term slips in Clearwater to meet the demand.

Boaters report that the Clearwater Beach is already a desirable location for boats to visit except that the marina can be uncomfortable under some wind conditions. Boats berthing against the fixed docks are “banged” into the docks during these events. Boaters also report that the fixed docks are difficult to access during very low tides.

Commercial Boaters

A stakeholder meeting was held with representatives from the commercial boaters at the Clearwater Beach Marina. A record of the discussion is included in Appendix 2. Results are summarized as follows:

Commercial boaters are found at Clearwater Beach Marina. City Charter rules prohibit commercial boats from operating at the Harbor Marina.

The commercial users indicate that they feel Clearwater is not currently a boating destination. These users suggest that the Harbor Marina lacks an attractor to draw visiting boaters. They report that their guests do not

always know where to go at the Clearwater Marinas. They indicate that wayfinding for attractions and businesses would benefit visitors at the waterfront.

The commercial users recommend the following potential attractors for the Downtown Harbor Marina:

- Provide restrooms
- Create an interesting path to Downtown
 - Landscaped
 - Use concept similar to *Beach by Design* in Downtown
- Enhance the promenade – add a canopy
 - Add a dedicated ferry dock off side of promenade
- Add an anchor restaurant
- Provide Seating/waiting areas
- Add signage on east side of city to drive tourist to Downtown starting at US 19 and SR 60
- Encourage morning, noon and night places
- Provide an information booth

They recommend avoiding the following items Downtown:

- Jetski/kayak downtown rentals
- Charter fishing or tour boats

The commercial users recommend the following potential attractors for the Beach Marina:

- Provide docks along the inlet for restaurants and ferry
- Create wider sidewalks



- Add wayfinding
- Utilize the connection under the bridge
- Provide more places throughout for transient docks
- Consider natural gas pump at fuel dock (unique in the market)

Public Meetings

The City of Clearwater hosted public meetings on November 16, 2015 and December 16, 2015 to present findings of the market analysis, destination comparison, and this boating plan. The meeting also included a visual preference survey of waterfront locations. The results of the visual preference survey are included in APPENDIX 3.

Comments from the public meetings are paraphrased as follows:

General

- Not enough support for the sailing community
- Not enough slips in Clearwater for the boating community

Downtown Harbor Marina

- Add fuel to attract boaters
- Support kayaking and other non-motorized uses
- General support and encouragement of the recommendations of this report
- Mixed support for a restaurant on the downtown waterfront
- Add overwater walkway
- Consider the future of the Harborview Center

Seminole Boat Launch

- Support a hotel at this location
- Mixed opinions for a high and dry



BOATING PLAN

Clearwater currently has many of the features needed for a visitor boating destination. However, Clearwater is not expected to be the premier location in the region for boat storage due to shallow water depths with protected seagrass. Significant marina expansion is not feasible. Analysis shows that the key element missing that can make Clearwater a premier boating destination is an attraction that will draw boaters and non-boaters to the waterfront. The attraction should be family friendly and be within 500 to 1,000 feet of the waterfront to maintain the feeling of connecting with the water.

The following summarizes recommendations for the Clearwater boating facilities to elevate Clearwater to the “premier” regional boating destination.

Clearwater Harbor Marina

Clearwater’s Downtown waterfront is currently underutilized. Boaters report that they don’t go to the Harbor Marina because there is “nothing to do” when they arrive outside of times with festivals and events. The non-boating public does not frequent the downtown waterfront for the same reason.

Analysis of other destinations in comparison to Clearwater Harbor results in the following key points.

- Focus on maintaining a connection between land and water
- Improve boater experience so access is easy and secure
- Improve non-boater access to waterfront areas

These key points may be realized with the following specific implementation recommendations.

1) Add an attraction

Activating the Clearwater Downtown waterfront will require the addition of an attraction that draws boaters and non-boaters to the waterfront throughout the year.

The public expressed a strong preference toward a waterfront restaurant in the downtown area to act as an anchor of activity. The restaurant should be within 500 to 1,000 feet of the water and should celebrate views of the marina and sunset with open air seating where possible to maintain the connection with the water.

2) Reorganize parking

Parking close to the marina is important to boaters. However, parking cars directly on the water’s edge discourages public use of the space. The existing parking areas may be pushed 20 to 30 ft back from the water’s edge to provide greenspace and landscaping opportunities to enhance the walkability of the downtown waterfront.

3) Provide public restrooms

Public restrooms are needed to serve boaters and non-boaters using the waterfront.

4) Enhance security

Visitors to the waterfront need to feel safe from crime and solicitation while visiting the waterfront. This will ultimately be achieved by the presence of other visitors; however, in the short-term a security patrol may be needed.

5) Add public art and artistic lighting



Public art and artistic lighting provide points of interest and an activity for visitors. Lighting should be environmentally friendly and minimize impacts to nearby residential areas.

6) Provide wayfinding

Signage is recommended to guide pedestrians through the facility. Signage should clarify safe pathways and directions toward points of interest.

7) Expand boat docks

The existing boat docks were configured to avoid seagrasses located in shallow areas near the shore. The docks could be expanded towards shore to bring the boats closer to land and increase the capacity for boat storage.

8) Add a mooring field/dinghy dock

In lieu of expanding the docks, additional boating access may be achieved by development of a mooring field with a dinghy dock at the harbor.



Figure 9 Recommendations - Clearwater Harbor Marina



Seminole Street Boat Launch Plan

The Seminole Street Boat Launch is a support facility for Clearwater's primary attractor locations. The boat launch provides water access to hundreds of boats that may frequent the Clearwater destinations.

Marina dry stack storage (high and dry) would provide additional boating access immediately to Clearwater Harbor. Access to this area is in high demand but is not needed to make Clearwater a boating destination.

1) Add a waterfront hotel

A signature waterfront hotel with boat slips for guests. Boat slips will likely need to be located in the existing private marina due to permitting challenges associated with the shallow water depths and seagrass surrounding the area.

2) Enhance the existing park

A signature park programmed for activity during various times (more than just green space). Other destinations include parks with art, landscaping, walking paths, and trees that are suitable for picnicking and that celebrate views of the water.

3) Enhance the marina store

Supporting enhancement of the marina store at the site to include more food service and additional boat supplies will attract more boaters to the area. The store should be welcoming to non-boaters for food and beverage service as well as boaters who already launched via boat docks at the adjacent private marina.

4) Construct additional staging docks

Increase staging docks at the ramp to allow faster clearing of the ramps during launch and retrieval.

5) Provide public restrooms

Public restrooms are needed to serve boaters and non-boaters using the waterfront.

6) Maintain parking

Parking is needed for 100+ car/trailers on a regular basis. Reducing the number of parking spaces will negatively impact use of the boat ramp and should be avoided. Parking may be moved to the adjacent unpaved City-owned lot or to a more remote lot that is within a short (5-minute) walk.

7) Enhance ramp functionality

Provide additional queuing docks. Configure the boat ramp exit queue to allow tie down of boats after leaving the immediate ramp area. Consider options for overflow parking including off-site lots within walking distance.

8) Enhance security

Provide a sense of security for parked cars and visitors. This could be achieved using staff to patrol the area.

Clearwater Beach Marina Plan

The Clearwater Beach Marina currently has many of the attractors that make a destination. Marina slips should be made available to allow day-use for visiting restaurants and shops. In addition, the following recommendations may enhance the marina as a destination.

1) Enhance marina edge

The existing marina edge is dominated by the commercial and charter businesses operating out of the marina. The boat gear and information kiosks crowd the walkway and may discourage the non-boating public from walking along the marina edge.

2) Provide wayfinding

Signage is recommended to guide pedestrians through the facility. Signage should clarify safe pathways and directions toward points of interest.

3) Replace existing docks with floating docks

Floating docks will reduce wave agitation in the basin and will make access to boats easier during lower tides.



4) Provide public restrooms

Public restrooms are needed to serve boaters and non-boaters using the waterfront.

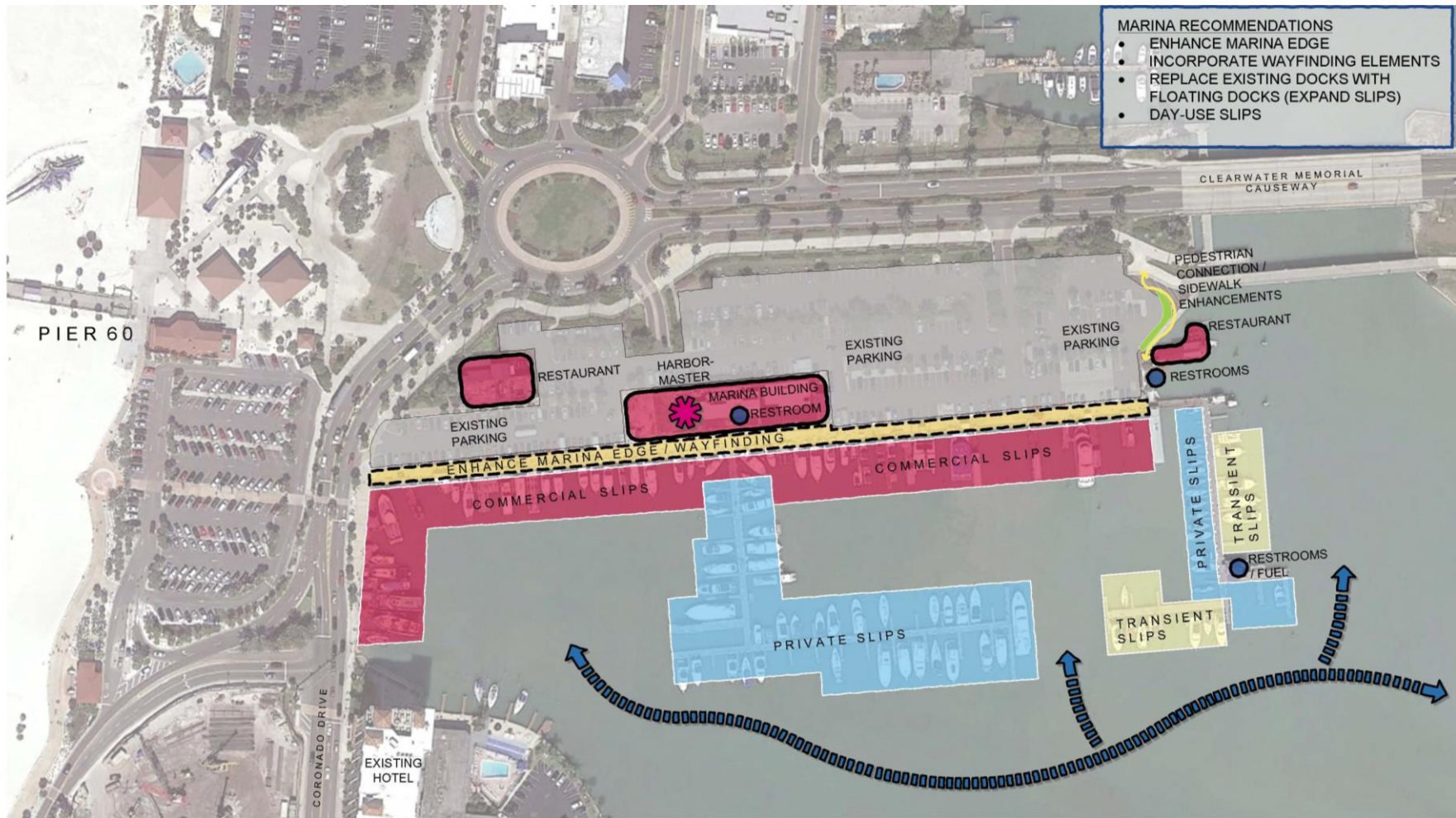


Figure 11 Recommendations - Clearwater Beach Marina



Complete Streets

The National Complete Streets Coalition defines complete streets as “a transportation approach that ensures all future street projects will take into account the needs of all travelers, regardless of age, ability, or mode of transportation.” With respect to the Clearwater Comprehensive Boating Plan, the concept of complete streets is an ancillary consideration that requires further study in future planning efforts for the downtown waterfront area.

The downtown waterfront is generally bordered by Drew Street with connections back into downtown via Cleveland Street, the east/west portion of Drew Street and Pierce Street. Currently, Drew Street, where it runs north/south and parallels the water, is a low impact street design with access to waterfront parking areas. While Cleveland Street east of Osceola Avenue has undergone a "complete streets" style renovation in recent years, neither street connecting to or bordering the waterfront area appears to have had any recent renovations.

The treatment of the bordering streets will be very important to the outcome of the upcoming Bluff/Waterfront Master Study, which will take a broader view of the area than this study. Streets that are both parallel and perpendicular to the project borders should be considered in terms of multimodal access to the waterfront and pedestrian-oriented aesthetics.

While the core concept of complete streets is important, and overarching in terms of community philosophy and policy commitment by the City, perhaps the most important consideration for both the current study and the upcoming studies will be pedestrian, bicycle and transit access, in addition to an alternative to the current parking solution.

Today, the Clearwater Harbor Marina area is very nice once you get there; but how you get there, particularly without a car, is problematic. The project area lacks clear pedestrian or bicycle pathways from Osceola Avenue or Cleveland Street, or from the Harbor View Center or the Library. Handicap access from those area to the waterfront is also difficult; and it is all hampered by the need to transgress vast surface parking areas to be

anywhere other than at the marina. The area also lacks appropriate wayfinding signage, and appears to have no transit connection from either downtown or the beach.

To further the goals of the current project to enhance the Marina boating experience, this plan recommends future pedestrian, handicap and bicycle access studies, and wayfinding analysis; and a consideration of improved facilities at or near the water’s edge to accommodate those kinds of visitors. Consideration of such improvements might be accomplished within the context of the upcoming Bluff/Waterfront master planning process and its outcome.



PERMITTING CONSIDERATIONS

Construction of the recommendations in this plan will be subject to permitting reviews by Federal, State, and local entities. Potential permit reviews include environmental, navigation, and zoning considerations as outlined in the following sections.

Environmental

Environmental permitting is required for in-water work by Federal (U.S. Army Corps of Engineers), State (Florida Department of Environmental Protection), and County (Pinellas County Water and Navigation) agencies for potential environmental impacts.

This includes dock construction and dredging and filling in the harbor.

Environmental permitting will require analysis of existing habitat prior to permit authorization.

This includes identification of critical habitats that are protected (seagrass) as well as survey of non-critical habitat for

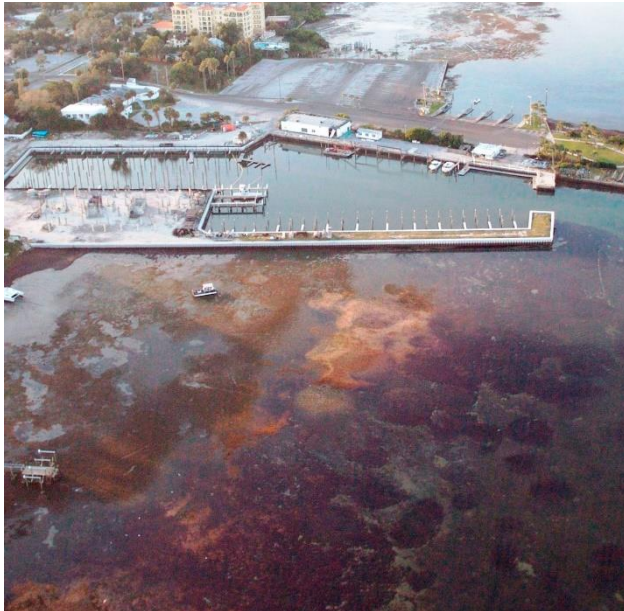


Photo 13: Shallow Seagrass Areas near Seminole Street Boat Launch

benthic population. Agencies require avoidance of these habitats where possible and often require mitigation for impacts where avoidance is not possible.

The shallow nature of Clearwater Harbor and the existing seagrass coverage suggest that new docks or moorings will require mitigation of seagrass impacts.

Navigation

The Intracoastal Waterway (ICWW) passes near the Harbor Marina and Seminole Street Boat Ramp. Federal, state, and local agencies will review proposed in-water construction for impacts to navigation in the ICWW and other channels.

During permitting for the Clearwater Harbor Marina, the limits of the docks were required to be adjusted by the permitting agencies to maintain a minimum 27 foot offset from the edge of the ICWW to the marina usage area. This offset was intended to maintain safe navigation and future dredging clearances from the channel to the marina. Future marina and boat ramp access dock expansion is expected to be subject to the same requirement.

Zoning

Upland and in-water construction in Downtown Clearwater are governed by the City Charter. The Charter is considered an authorizing document whereby authorized activities and development are listed. Items not specifically listed in the charter as authorized require a referendum. As such, a referendum vote will be needed for proposed changes at the Harbor Marina (Downtown) that are not specifically authorized by the Charter.



COST ANALYSIS

This section covers planning level costs for boating specific elements. Other elements will have varying costs depending upon the final design and are not included in this summary.

Seminole Street Boat Launch

Boating specific elements included in the recommendations above include the enhanced access docks and associated dredging and access structures. Access docks may be fixed or floating and may range in price from \$60 per square foot (timber) to \$120 per square foot (floating concrete).

A typical 10 ft x 100 ft dock would cost on the order of \$60,000 to \$120,000 plus additional costs for access platforms and gangways related to the floating dock and dredging costs for both options. Dredging costs are most directly influenced by disposal of the dredged material. Costs can range from \$10 per cubic yard (local reuse of material as fill or similar) to \$50 per cubic yard or higher (hauling to nearby disposal facility). Dredging an area that is 20 ft x 100 ft would cost on the order of \$20,000 to \$100,000. Summing the dock infrastructure and dredging, the range of costs for a 10 ft x 100 ft dock could range from \$100,000 to \$250,000.

Funds for construction and design of these docks could potentially be obtained through the Boating Infrastructure Grant Program (BIGP). The BIGP awards grants annually and successful applicants typically provide cost sharing on the order of 30 to 50% of the total requested cost.

Other elements such as park enhancements and upgrades to the existing marina store will have varying costs depending upon the final design and are not included in this summary.

Clearwater Harbor Marina

Recommended in-water construction at the Harbor Marina includes additional slips. Floating dock costs range from \$30,000 to \$50,000 per slip (depending on size).

Construction of a new mooring field and dinghy dock near downtown will cost \$6,000 to \$10,000 per mooring plus \$150,000 to \$250,000 for the dinghy dock (depending on size).

Clearwater Beach Marina

Construction of state-of-the-art floating docks at the Beach Marina are expected to cost on the order of \$10,000,000 to \$14,000,000 for 200+ slips. Cost is dependent upon the marina layout and additional structures for dock access. The cost does not include dredging or bulkhead construction/repair.



SUMMARY

The market analysis shows that Clearwater has the potential to be a boating destination. The existing infrastructure is sufficient to support a boating destination and there are many boaters in the area that could be visitors to Clearwater.

Analysis of other existing destinations shows that a marina or boating facility by itself does not make a place a boating destination. A city needs an activity generator that draws boaters and non-boaters to an area to make it a destination.

Destinations need the following:

- Boat slips available for visitors
 - Slips are like parking lots – need them but they are not what attracts
- Good location
 - Convenient to a lot of boats
- Make it easy for people to stay
 - Public facilities (restrooms, food and drink, information)
 - Child friendly outdoor attractions
 - Views (from various heights)
- Destinations need attractions – attractions give the public something to do when they arrive. Attractions include the following:
 - Art
 - Restaurants/bars
 - Hotels
 - Child friendly outdoor attractions
 - Views (from various heights)

The primary recommendations for Clearwater include the following:

- Add an attraction near the waterfront at the Harbor Marina.
- Add docks and a mooring field where possible.
- Enhance waterfront access for non-boaters. Consider implementing principles similar to the Beach Walk along the marinas.
- Support a hotel at the Seminole St. Boat Launch.
- Upgrade the docks at the Clearwater Beach Marina to floating docks.
- Add wayfinding at the marinas and boat ramp.
- Enhance the connection between Coachman Park and the waterfront.

These recommendations should include consideration of views from the uplands and maintaining the visual and physical connection between land and water.



**DOWNTOWN CLEARWATER
 COMPREHENSIVE BOATING PLAN**

Community Engagement Survey
 September 25, 2015 through October 9, 2015

The City of Clearwater has initiated a project to prepare a Comprehensive Boating Plan for Downtown Clearwater. The purpose of the plan is to identify facilities and amenities needed to further establish Downtown Clearwater as a boating destination.

Please respond to the following questions. Provide as much detail as possible.

Please complete the form and deposit it in the "Comment Sheet" box in the dockmaster office or submit by mail, email or fax to:
 Mr. Michael Uermon
 c/o Moffatt & Nichol
 1509 W. Swann Ave, Suite 225
 Tampa, FL 33606
 fax: 813-258-8525
 muermon@moffattnichol.com
 Or go online to myclearwater.com

1. How do you currently enjoy the Downtown Clearwater Waterfront area?

- Boater Sailboat/Motorboat Boat Size _____
- User of the Public Spaces – which ones events
- Shop and eat at the stores and restaurants – which ones _____
- Don't use the waterfront

2. If you are a boater, what type and where do you currently keep your boat (circle one)?

Trailer/Driveway _____; High and Dry _____; Marina _____
(preferred launch location) (name) (name)

- 2a. What is your usual boating area? _____
 - 2b. What is your usual boating activity? _____
 - 2c. Do you use the pump-out facilities at the City docks (Y; N; n/a)? Suggestions? _____
 - 2d. If you use Seminole Boat Ramp, what changes would you like to see to the facility? _____
 - 2e. What additional boater services/amenities would you like to see in Clearwater? _____
 - 2f. Are you interested in leasing a boat slip close to Downtown Clearwater? Y; N Size _____
3. What do you like about downtown Clearwater's boating experience? Events
4. How would you improve Downtown Clearwater's boating related experience? Big screen for watching events - restaurants - No restaurant - food trucks are ok keep the park
5. Other comments: _____

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1. How do you currently enjoy the Downtown Clearwater Waterfront area?

- Boater Sailboat/Motorboat Boat Size 16 wellcraft
- User of the Public Spaces – which ones _____
- Shop and eat at the stores and restaurants – which ones _____
- Don't use the waterfront

2. If you are a boater, what type and where do you currently keep your boat (circle one)?

Trailer/Driveway _____; High and Dry _____; Marina buoy crystal beach
(preferred launch location) (name) (name)

- 2a. What is your usual boating area? palm beach
 - 2b. What is your usual boating activity? fishin/cruisin
 - 2c. Do you use the pump-out facilities at the City docks (Y; N; n/a)? Suggestions? _____
 - 2d. If you use Seminole Boat Ramp, what changes would you like to see to the facility? _____
 - 2e. What additional boater services/amenities would you like to see in Clearwater? _____
 - 2f. Are you interested in leasing a boat slip close to Downtown Clearwater? Y Size _____
3. What do you like about downtown Clearwater's boating experience? event
4. How would you improve Downtown Clearwater's boating related experience? sandbag hdo
5. Other comments: _____



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 Tampa, FL 33606
 Fax: 813-258-8525
 mherman@moffattnichol.com

Or go online to myclearwater.com

Please respond to the following questions. Provide as much detail as possible.

1. How do you currently enjoy the Downtown Clearwater Waterfront area?

- Boater Sailboat/Motorboat Boat Size 20' Cobra
- User of the Public Spaces - which ones _____
- Shop and eat at the stores and restaurants - which ones meats
- Don't use the waterfront

2. If you are a boater, what type and where do you currently keep your boat (circle one)?

Trailer/Driveway _____; High and Dry _____; Marina _____
(preferred launch location) (name) (name)

2a. What is your usual boating area? frontier

2b. What is your usual boating activity? _____

2c. Do you use the pump-out facilities at the City docks (Y; N; n/a)? Suggestions? _____

2d. If you use Seminole Boat Ramp, what changes would you like to see to the facility? _____

2e. What additional boater services/amenities would you like to see in Clearwater? _____

2f. Are you interested in leasing a boat slip close to Downtown Clearwater? Y; N Size _____

3. What do you like about downtown Clearwater's boating experience? waterfront restaurant or club and bars, activities

4. How would you improve Downtown Clearwater's boating related experience? more jobs / amenities

5. Other comments:
Capital for keep clear water at night
friendly is the commercial

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Please respond to the following questions. Provide as much detail as possible.

1. How do you currently enjoy the Downtown Clearwater Waterfront area?

- Boater Sailboat/Motorboat Boat Size _____
- User of the Public Spaces - which ones _____
- Shop and eat at the stores and restaurants - which ones fisheries - new market
- Don't use the waterfront

2. If you are a boater, what type and where do you currently keep your boat (circle one)?

Trailer/Driveway _____; High and Dry _____; Marina Plays Cove
(preferred launch location) (name) (name)

2a. What is your usual boating area? IN THE GULF

2b. What is your usual boating activity? FISHING CRUISE

2c. Do you use the pump-out facilities at the City docks (Y; X; n/a)? Suggestions? _____

2d. If you use Seminole Boat Ramp, what changes would you like to see to the facility? EXPERIMENTAL USE / FREE

2e. What additional boater services/amenities would you like to see in Clearwater? FUEL

2f. Are you interested in leasing a boat slip close to Downtown Clearwater? Y; N Size _____

3. What do you like about downtown Clearwater's boating experience? _____

4. How would you improve Downtown Clearwater's boating related experience? RESTAURANTS, FUEL AND POOL ON THE WATER

5. Other comments:
ON THE WATER FOR RENT FUEL
more dock-side amenities LOCAL CUISINE BIRDS
WATER TREATMENT



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 fax: 813-258-8525
 mherrman@moffattnichol.com

Or go online to myclearwater.com

1. How do you currently enjoy the Downtown Clearwater Waterfront area?

- Boater Sailboat/Motorboat Boat Size _____
- User of the Public Spaces – which ones _____
- Shop and eat at the stores and restaurants – which ones BEFORE WORKING THE OFFICE & SHOP
- Don't use the waterfront

2. If you are a boater, what type and where do you currently keep your boat (circle one)?

Trailer/Driveway _____; High and Dry _____; Marina _____
(preferred launch location) (name) (name)

- 2a. What is your usual boating area? INTRA-COASTAL
- 2b. What is your usual boating activity? CRUISING
- 2c. Do you use the pump-out facilities at the City docks (Y; ~~X~~; n/a)? Suggestions? _____
- 2d. If you use Seminole Boat Ramp, what changes would you like to see to the facility? _____
- 2e. What additional boater services/amenities would you like to see in Clearwater? _____
- 2f. Are you interested in leasing a boat slip close to Downtown Clearwater? Y; ~~X~~ N Size _____

3. What do you like about downtown Clearwater's boating experience? NICE DOCKS

4. How would you improve Downtown Clearwater's boating related experience? MOBE DOCKS, MOBE WORKSHOP, BARS/RESTAURANTS

5. Other comments:

**DOWNTOWN CLEARWATER
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Mr. Michael Herrman
 c/o Moffatt & Nichol
 1509 W. Swann Ave, Suite 225
 Tampa, FL 33606
 fax: 813-258-8525
 mherrman@moffattnichol.com

Or go online to myclearwater.com

1. How do you currently enjoy the Downtown Clearwater Waterfront area?

- Boater Sailboat/Motorboat Boat Size _____
- User of the Public Spaces – which ones _____
- Shop and eat at the stores and restaurants – which ones _____
- Don't use the waterfront

2. If you are a boater, what type and where do you currently keep your boat (circle one)?

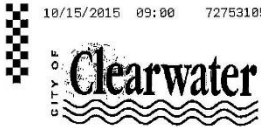
Trailer/Driveway _____; High and Dry SEMINOLE BOAT RAMP; Marina COG
(preferred launch location) (name) (name)

- 2a. What is your usual boating area? INTRA-COASTAL
- 2b. What is your usual boating activity? WATERFRONT HOI
- 2c. Do you use the pump-out facilities at the City docks (Y; ~~X~~; N; n/a)? Suggestions? WORKER CUBES
- 2d. If you use Seminole Boat Ramp, what changes would you like to see to the facility? _____
- 2e. What additional boater services/amenities would you like to see in Clearwater? PERMIT PARKING FOR TRAILERS / CRUISING
- 2f. Are you interested in leasing a boat slip close to Downtown Clearwater? Y; N Size _____

3. What do you like about downtown Clearwater's boating experience? _____

4. How would you improve Downtown Clearwater's boating related experience? RESTAURANTS, LITTLE SHOPS

5. Other comments:
REMOVED MARINA PARKING
TRAILER PARKING IS HELD ON BOATS
PLEASE TRANSPARENT DAMAGE



Survey by
moffatt & nichol
 for City of Clearwater

**DOWNTOWN CLEARWATER
 COMPREHENSIVE BOATING PLAN**

Community Engagement Survey
 Oct. 14, 2015 through Nov. 2, 2015

The City of Clearwater has initiated a project to prepare a Comprehensive Boating Plan for Downtown Clearwater. The purpose of the plan is to identify facilities and amenities needed to further establish Downtown Clearwater as a boating destination.

Please complete the form and deposit it in the "Comment Sheet" box in the dockmaster office or submit by mail, email or fax to:
 Mr. Michael Horner
 c/o Moffatt & Nichol
 1502 W. Swann Ave, Suite 225
 Tampa, FL 33606
 fax: 813-258-8525
 mhorman@moffattnichol.com

Please respond to the following questions. Provide as much detail as possible.

1. How do you currently enjoy the Downtown Clearwater Waterfront area?
 - Boater Sailboat/Motorboat Boat Size _____
 - User of the Public Spaces – which ones Coakman park / Downtown waterfront
 - Shop and eat at the stores and restaurants – which ones Cleveland Street
 - Don't use the waterfront
2. If you are a boater, what type and where do you currently keep your boat (circle one)?


Trailer/Driveway _____; High and Dry _____; Marina _____
(preferred launch location) (name) (name)

 - 2a. What is your usual boating area? _____
 - 2b. What is your usual boating activity? _____
 - 2c. Do you use the pump-out facilities at the City docks (Y ; N ; n/a)? Suggestions? _____
 - 2d. If you use Seminole Boat Ramp, what changes would you like to see to the facility? MORE ACCESS
 - 2e. What additional boater services/amenities would you like to see in Clearwater? Small boat accomo
 - 2f. Are you interested in leasing a boat slip close to Downtown Clearwater? (Y; N) Size Small catrains
3. What do you like about downtown Clearwater's boating experience? Scenery + Location
4. How would you improve Downtown Clearwater's boating related experience? provide more
Accessibility for non boaters / Restaurants
+ Food Trucks
5. Other comments:
Downtown Clearwater was very
Little interaction with the waterfront
despite its location. Addition of Restaurants
& shops near downtown boat dock &
Seminole Boat Pump would be great!

Received Time Oct. 15, 2015 8:36AM No. 2282



APPENDIX 2 – Commercial Boater Stakeholder Meeting Minutes



1509 W. Swann Avenue, Suite 225
Tampa, FL 33606
(813) 258-8818 Fax (813) 258-8525
www.mottaitnichol.com

MEMORANDUM

To: File

From: Recorded by Michael Herrman

Date: 11/4/2015

Subject: Clearwater Comprehensive Boating Plan – Commercial Comments

M&N Job No.: 9050-00

What makes a Boating Destination?

Boating and non-boating users. Activity

Is Clearwater currently a boating destination?

No

What does Clearwater need to become a boating destination?

Downtown

- Restroom
- Interesting path to downtown
 - Landscaped
 - Beach by design in Downtown
- Enhance promenade – canopy
 - Ferry dock off side
- Anchor restaurant
- Seating/waiting areas
- Signage on east side of city to drive tourist to downtown starting at 19 and 60
- Morning noon and night places
- Information booth

Seminole

File
11/4/2015


M&N #: 9050-00
Clearwater Commercial Users Memorandum

Beach

- Docks along the inlet for restaurants and ferry
- Wider sidewalk
- Wayfinding
- Connection under the bridge
- More places throughout for transient docks
- Natural gas pump at fuel dock

What things should be avoided?

- Jetski/kayak downtown
- No charter fishing downtown or tour boats
- Comment on High and Dry at Seminole

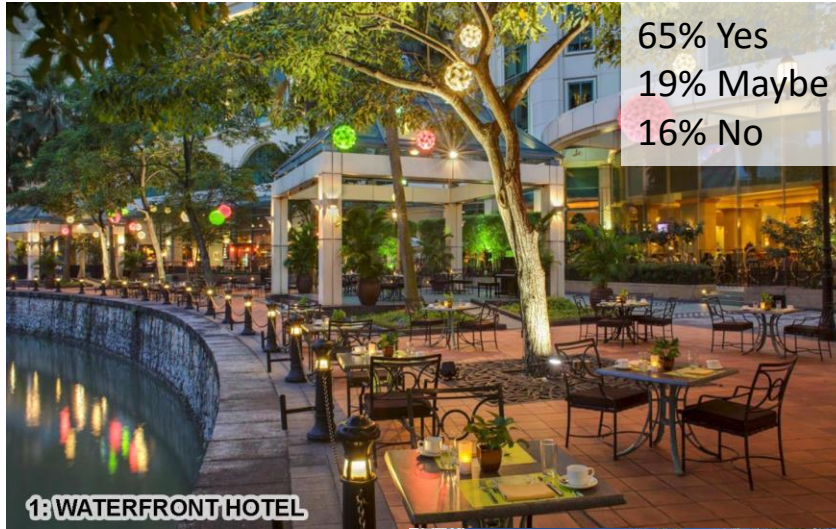


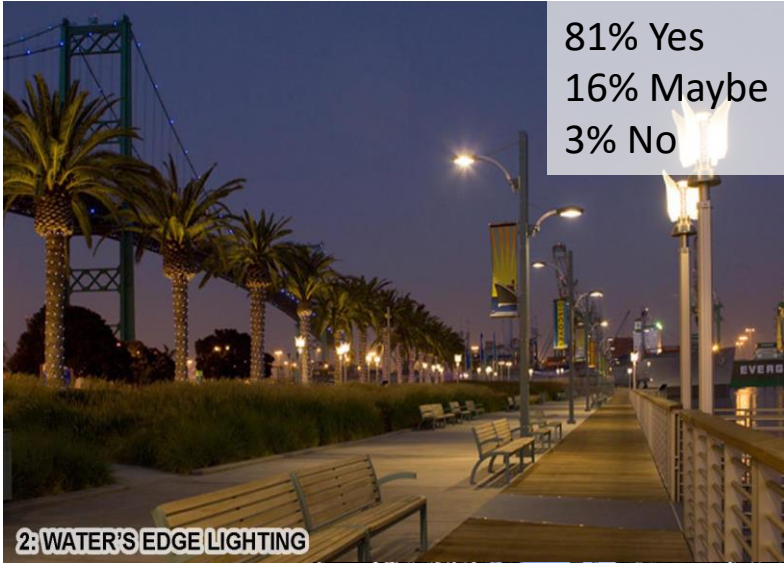
2



APPENDIX 3 – Visual Preference Survey Results

The following images were presented in the public meeting held on November 16, 2016. The results shown with each image are based on the responses received at the meeting.









68% Yes
19% Maybe
13% No

4: MARINA DINING



72% Yes
21% Maybe
7% No

9: MARINA DINING



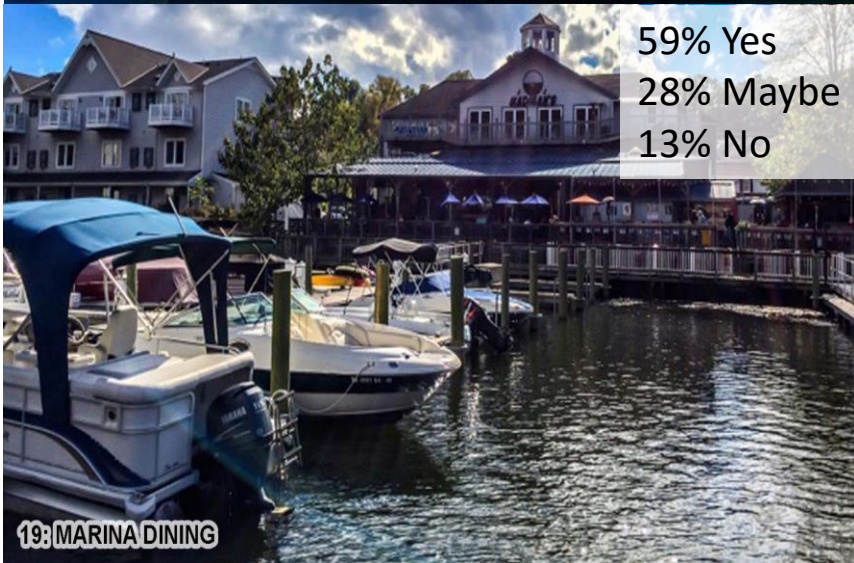
77% Yes
16% Maybe
7% No

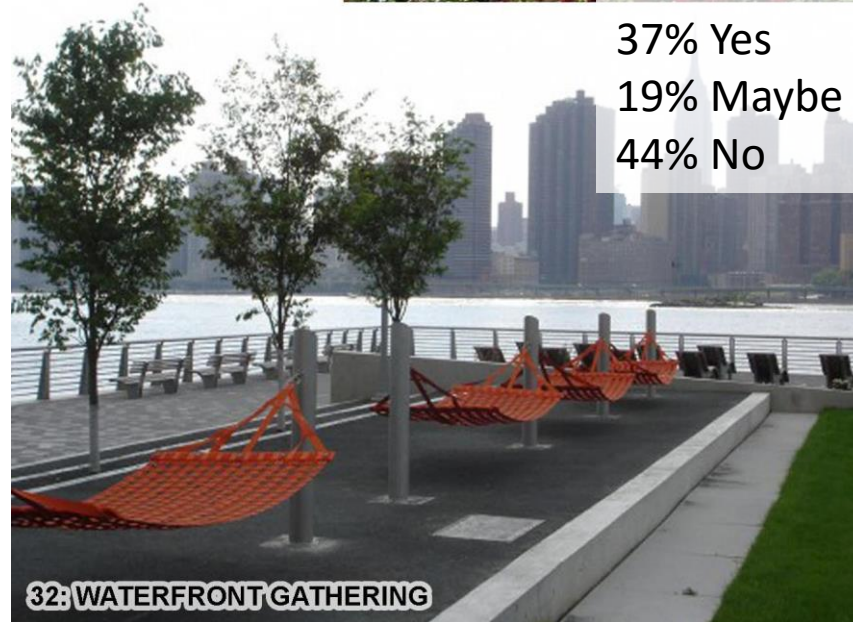
10: MARINA DINING



74% Yes
15% Maybe
11% No

14: MARINA DINING



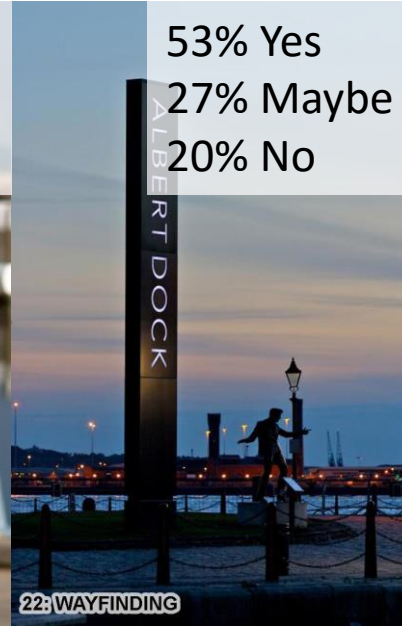






90% Yes
10% Maybe
0% No

21: WAYFINDING



53% Yes
27% Maybe
20% No

22: WAYFINDING



94% Yes
3% Maybe
3% No

26: WAYFINDING



41% Yes
25% Maybe
34% No

29: WAYFINDING



55% Yes
38% Maybe
7% No

24: PARK ATTRACTIONS/ACTIVITIES



63% Yes
15% Maybe
22% No

31: PARK ATTRACTIONS/ACTIVITIES



60% Yes
20% Maybe
20% No

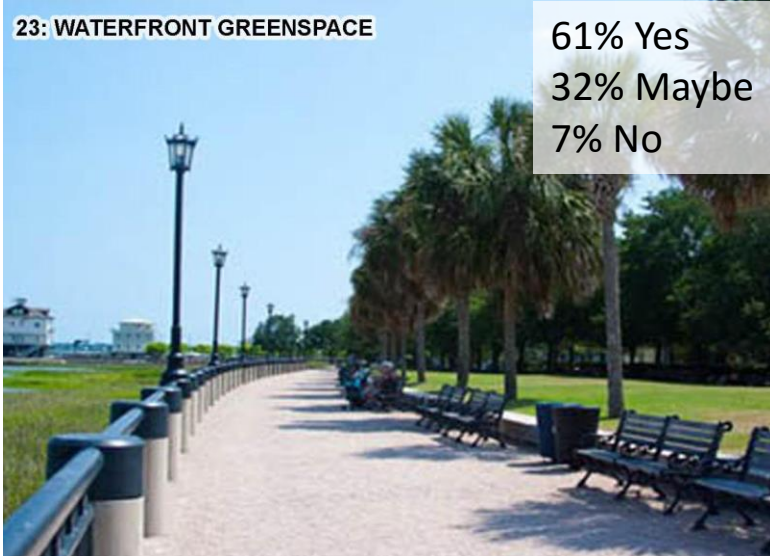
33: PARK ATTRACTIONS/ACTIVITIES



53% Yes
30% Maybe
17% No

39: PARK ATTRACTIONS/ACTIVITIES





23: WATERFRONT GREENSPACE

61% Yes
32% Maybe
7% No



28: WATERFRONT GREENSPACE

59% Yes
27% Maybe
14% No



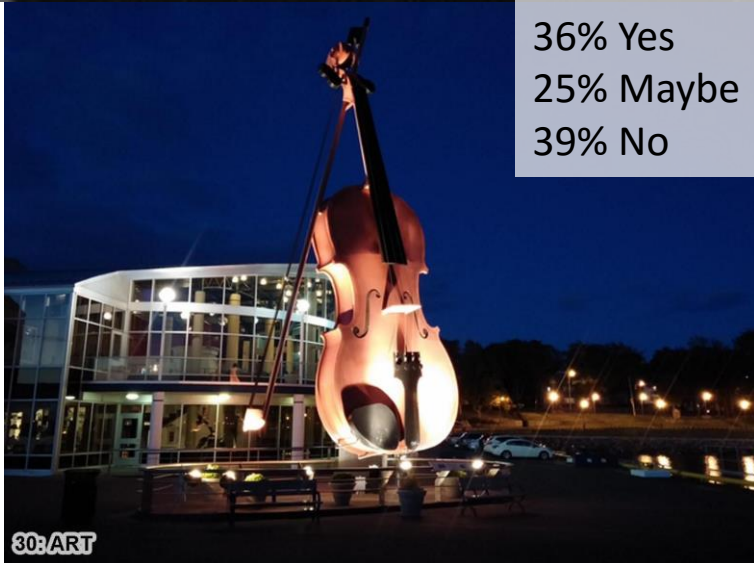
35: WATERFRONT GREENSPACE

68% Yes
14% Maybe
18% No



41: WATERFRONT GREENSPACE

56% Yes
22% Maybe
22% No





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