



CLEARWATER
COMMUNITY REDEVELOPMENT AGENCY

Cleveland Street Mobile Vending Update

GOAL: Create opportunities for new commercial activity on Cleveland Street not within traditional building storefronts.

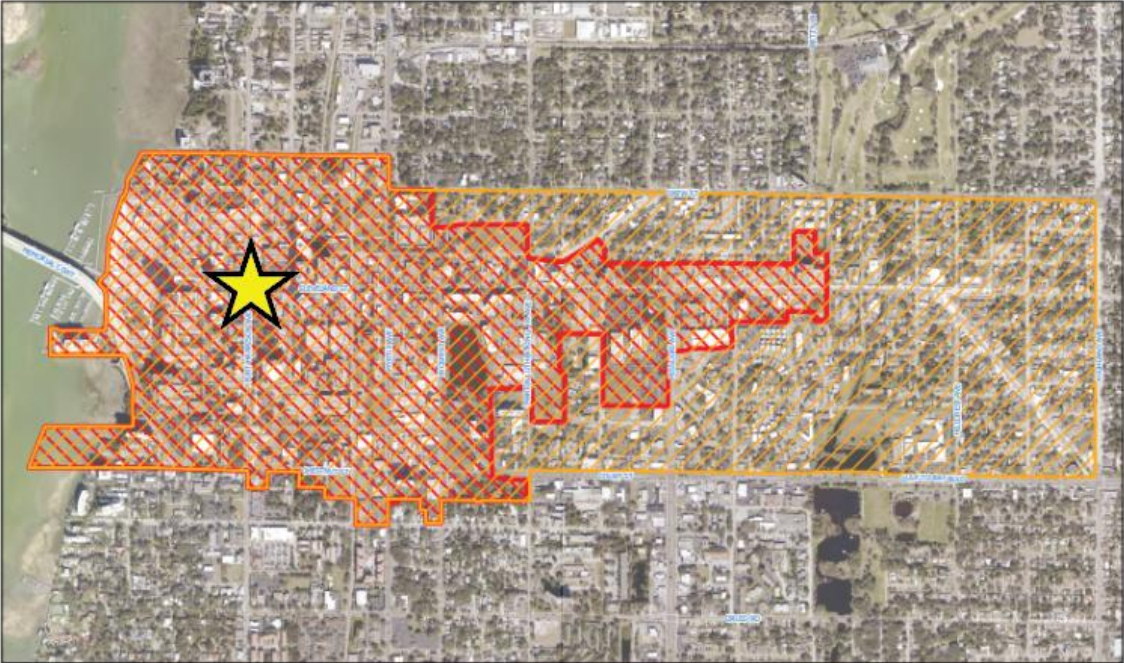





**D O W N T O W N
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1. Target Area
2. Types of Businesses
3. Three Potential Options
4. Recommendations
5. Next Steps

Downtown Target Area

400 - 500 Blocks of Cleveland Street



-  Downtown Development Board (DDB) Area
-  Downtown Clearwater Community Redevelopment Area (CRA)
-  400 – 500 Blocks of Cleveland Street

New Business Types

CRA staff met with Planning & Development, Public Works, Economic Development, and the City Manager's Office to discuss options for new commercial activity on Cleveland Street.

Type	Status
Shipping Container	<ul style="list-style-type: none">• Not Allowed
Mobile Vendor	<ul style="list-style-type: none">• Allowable



Option 1: Dedicated Commercial Activity

400 Block of Cleveland Street

- Activating the unused center turn lane on the 400 block of Cleveland Street
- Location of new dedicated commercial activity
- Mobile vendors operating dedicated business locations
- Parklets adjacent to new commercial activity



STREET KEY

-  Dedicated Commercial Activity
-  Parklets
-  Sidewalk Cafe Area
-  Art Sculpture

1st FLOOR BUILDING KEY

-  Occupied
-  Institutional
-  Vacant
-  Under Construction

Commercial Activity Options

- Airstream
- Food Truck
- Mobile Vendors



Parklets

- Areas to support new commercial activity with seating and amenities.
- Areas become a new public destination.



Option 2: Event Activity

400 - 500 Blocks
of Cleveland Street

- Special events
- Activating Cleveland Street for a set time
- Example: Food Truck Festival
- Reoccurring schedule, i.e. monthly or seasonal
- Support from the Downtown Development Board (DDB)



STREET KEY

-  Food Truck
-  Sidewalk Cafe Area
-  Art Sculpture

1st FLOOR BUILDING KEY

-  Occupied
-  Institutional
-  Vacant
-  Business Coming Soon
-  Building Under Construction

Option 3: Hybrid Commercial Activity

400 - 500 Blocks
of Cleveland Street

- Utilizing both dedicated and event commercial activity.



STREET KEY

- Dedicated Commercial Activity
- Food Truck
- Sidewalk Cafe Area
- Parklets
- Art Sculpture

1st FLOOR BUILDING KEY

- Occupied
- Institutional
- Vacant
- Business Coming Soon
- Building Under Construction

Recommendation

- Option 3: Hybrid Commercial Activity
 - Creation of up to three new dedicated commercial spots using the center turn lane on the 400 block of Cleveland Street.
 - Creation of dedicated parklets on both ends of the 400 block of Cleveland Street.
 - With the support of the Downtown Development Board (DDB), issue an RFP for event organizers to create reoccurring events with mobile vendors on the 400 - 500 blocks of Cleveland Street.





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