

THE PLAN

Imagine Clearwater will create a series of distinct experiences from the water to Downtown, designed to draw a variety of people to the waterfront and broader district. Driven by community input, *Imagine Clearwater* envisions a Clearwater waterfront and downtown that are a cohesive district, filled with unique experiences 365 days a year. The plan deploys a coordinated set of investments and strategies designed to activate the area and create the vibrant downtown that Clearwater desires and deserves.



At its core, *Imagine Clearwater* aims 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.

There is no silver bullet to achieving a successful revitalization of the Clearwater waterfront. Investment must be coordinated and strategic – it must target Coachman Park, the bluff, and the broader Downtown district as a single interconnected unit.

Four key strategies underpin a successful future waterfront:

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

Imagine Clearwater BY THE NUMBERS

19.0 acres of park space
(110% increase)

4.0 acres for flexible event use
(25% increase)

0.3 miles of newly pedestrianized Intracoastal Edge

0.4 miles of new Bluff Walk

VISION AND GUIDING PRINCIPLES

Imagine Clearwater is guided by the community's vision for what the waterfront can and should be. Over the month of August, feedback from the first set of community workshops was distilled into an overarching vision and set of draft guiding principles for the master plan. This vision was then refined and edited following the presentation and discussion of the framework plan in September. The following vision statement and guiding principles were utilized and referenced throughout this planning effort to ensure *Imagine Clearwater* reflected the goals and vision of the community.





Community-Driven. The waterfront as a whole will become the heart of the Clearwater community, a civic gathering space designed for diverse residents of all ages and backgrounds to enjoy.

Authentic. The city’s authentic history and identity will be celebrated in the waterfront and bluff’s design and programming, building on the district’s unique features such as its connections to the water, scenic sunset views, unique elevation changes, and Coachman Park’s popular community and cultural events. The waterfront will be a symbol of the city and showcase and strengthen Clearwater’s brand.

Dynamic. The waterfront will be actively programmed to enable year-round and all-day usage. A variety of design elements and recreational amenities such as splash pads, art installations, concert facilities, improved lighting, food and art markets, recreational equipment, native shade trees, food and beverage concessions, and cultural programming will ensure the widespread enjoyment of the waterfront.

Natural. The waterfront will be reimagined to enable welcoming and safe public access to its unique and beautiful natural amenities. Landscaped pathways along the Intracoastal Waterway will be combined with interactive design elements to connect visitors to the water’s edge. Views of the water from the iconic bluff will be preserved and enhanced, and native vegetation will be introduced to provide comfortable shade.

Connected. Safe, convenient, reliable and multi-modal links will be provided between the waterfront and the rest of Clearwater. Pedestrians will enjoy comfortable, well-lit and shaded paths between the waterfront and the downtown core, enhanced with clear and attractive signage. Links to the Pinellas Trail will be enhanced and vehicular access will be provided in a manner consistent with the urban design and programming goals for the site.

Economically vital. As the centerpiece of downtown Clearwater, a redesigned waterfront will be a catalyst for a more vibrant, mixed-use downtown that is an attractive place to live, work, and play, contributing to Clearwater’s economic and fiscal wellbeing.



Jerome Ryan



Washington Park



Ryan Muir

While this plan makes recommendations on the placement of the amphitheater, further study and engagement is required to develop a detailed program and design for an amphitheater, specifically examining the types, frequency, and sizes of events and the resulting facility requirements. The City should plan an amphitheater that meets the aspirations of the Clearwater community. The following principles should guide the programming and design of this amphitheater:

- **The Green and waterfront should first and foremost function as an open space for Clearwater residents** with recreation spaces that can be used year-round, outside of large-scale events. The Green should become a flexible space that can provide opportunities for passive enjoyment and active programming, which could range from children's soccer matches to yoga classes. Consideration should be given to the capacity for operations and maintenance of this open space given the amphitheater and its programming, as well as the need to allow for efficient set-up and breakdown of event infrastructure. In addition, large-scale events should allow for public use of other portions of the park at all times.

- **The Green and amphitheater should accommodate professional acts and events** to allow Clearwater to continue and build upon its successful event roster. This likely requires a new bandshell structure, potentially including back-of-house space, and should explore opportunities for removable seating in front of the bandshell. New events could include a greater diversity of performances and themed festivals, as well as other community-related events.

Maintaining and enhancing these events as well as a host of new ones will be a fundamental requirement of the new park design. The following pages show how the park, bandshell, and surrounding areas can host a full spectrum of events listed here as well as many others. Flexibility will be key to providing an event space that is welcoming to a wide array of people and venues, year-round.

ICMP Concept

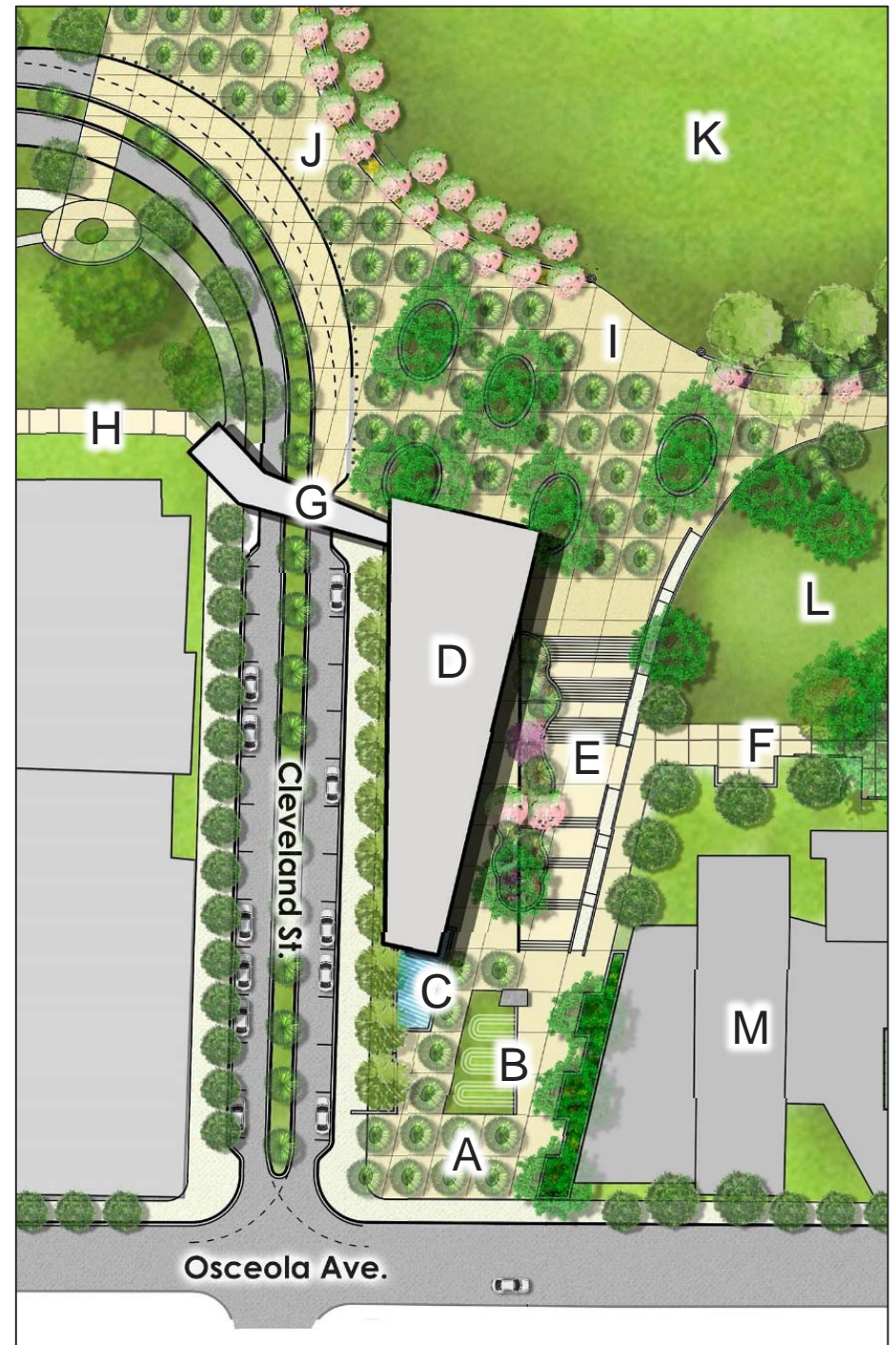


ICD Validation Plan

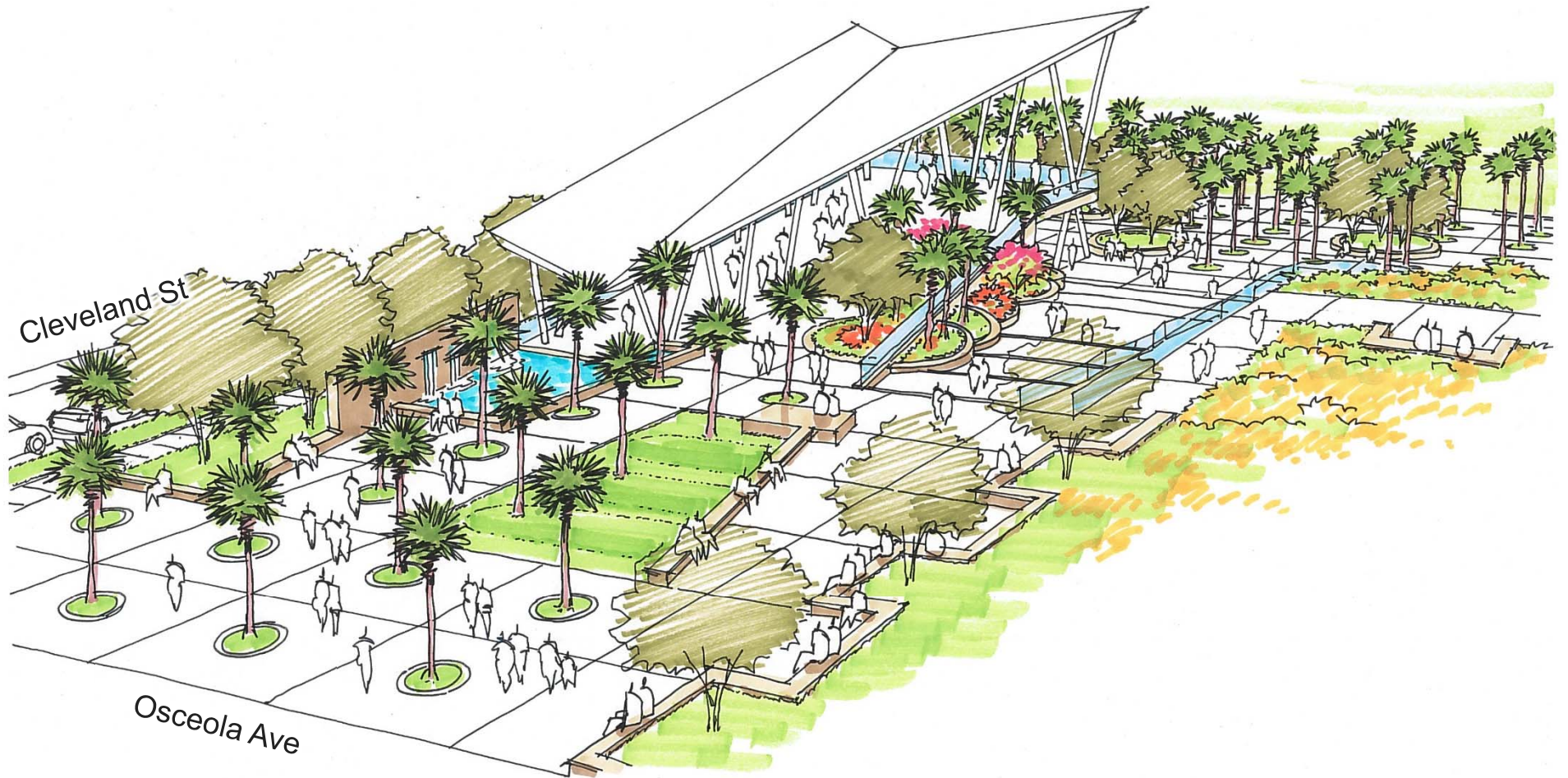


Civic Gateway Detail

- A. Entry / Upper Plaza
- B. Rolling Landform (Art)
- C. Fountain
- D. Shade Pavilion
- E. Grand Stair Case
- F. North Bluff Walk
- G. Pedestrian Bridge
- H. South Bluff Walk
- I. Lower Plaza
- J. Drop-Off
- K. The Green
- L. Sloped Lawn
- M. Redevelopment Parcel

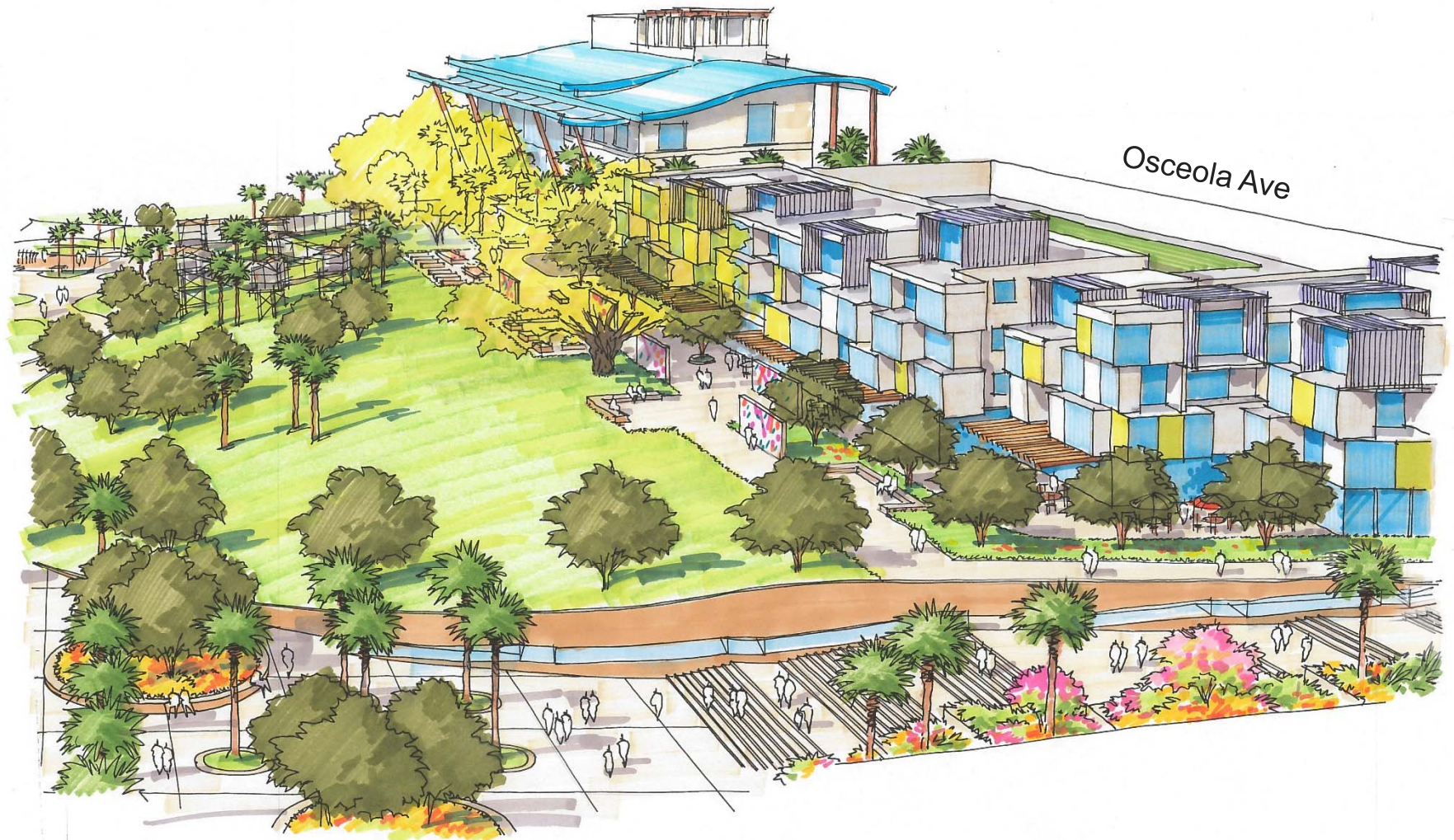


Civic Gateway Perspective



View Looking Southwest

Civic Gateway / Bluff Walk Perspective



View Looking North

Playground / Garden Detail

- A. Interactive Water Feature
- B. Playgrounds
- C. Rolling Lawn
- D. Display Gardens
- E. Pump Room
- F. Restroom
- G. Library Expansion / Connection
- H. North Bluff Walk
- I. New Library Entrance
- J. Slope Slides / Rope Climb
- K. Canopy Walk
- L. Parking
- M. Marina Storage Expansion
- N. LID Stormwater Basin
- O. Bandshell Buffer
- P. Semi Turnaround
- Q. Picnic Area



Playground / Garden Perspective



View Looking East

South Bluff Walk & Lake Detail

- A. Pedestrian Bridge
- B. South Bluff Walk
- C. City Hall
Redevelopment
Parcel
- D. Sloped Lawn
- E. Parking
- F. Rolling Lawn
- G. Lake
- H. Drop Off Area
- I. The Green
- J. Boardwalk/Overlook



Lake Perspective



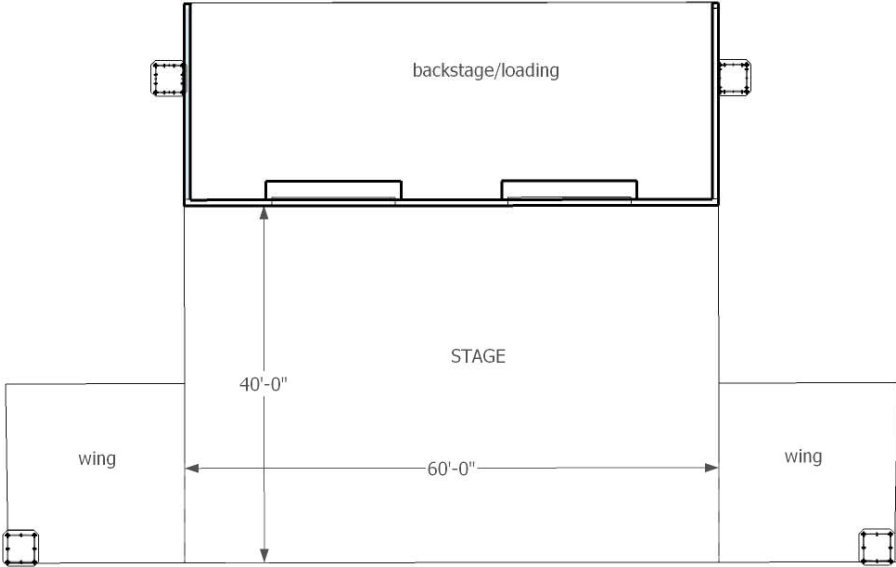
View Looking North

Bandshell & Green Detail

- A. Green
- B. Bandshell
- C. Semi Turnaround
- D. Marina Offices/
Restrooms
- E. Entry
- F. Lake
- G. Drop Off



BANDSHELL FLOORPLAN



BANDSHELL IMAGE

