



# IMAGINE CLEARWATER

City Council Meeting

February 2017

An aerial photograph of a cityscape, overlaid with a semi-transparent blue filter. The image shows a mix of urban development and green space. On the right side, a tall, modern skyscraper with a grid-like facade stands prominently. To its left, a large, lush green park area is visible, featuring numerous trees, winding paths, and what appears to be a playground or recreational area. In the background, more city buildings and a body of water are visible. The overall scene suggests a community-driven urban planning project.

# A COMMUNITY-DRIVEN PLAN

**IMAGINE CLEARWATER**

*Imagine Clearwater* has been a 6-month community-focused process to re-envision the downtown waterfront.

## VISIONING

HOW CAN WE DEVELOP A SUCCESSFUL WATERFRONT PLAN BUILDING ON LOCAL AND REGIONAL STRENGTHS?



## FRAMEWORK

HOW CAN WE BUILD ON COMMUNITY GOALS FOR THE WATERFRONT TO CREATE A GREAT PLACE?



## MASTER PLAN

WHAT WILL THE FUTURE WATERFRONT LOOK LIKE, AND HOW CAN WE GET THERE?

**7 PUBLIC WORKSHOPS**

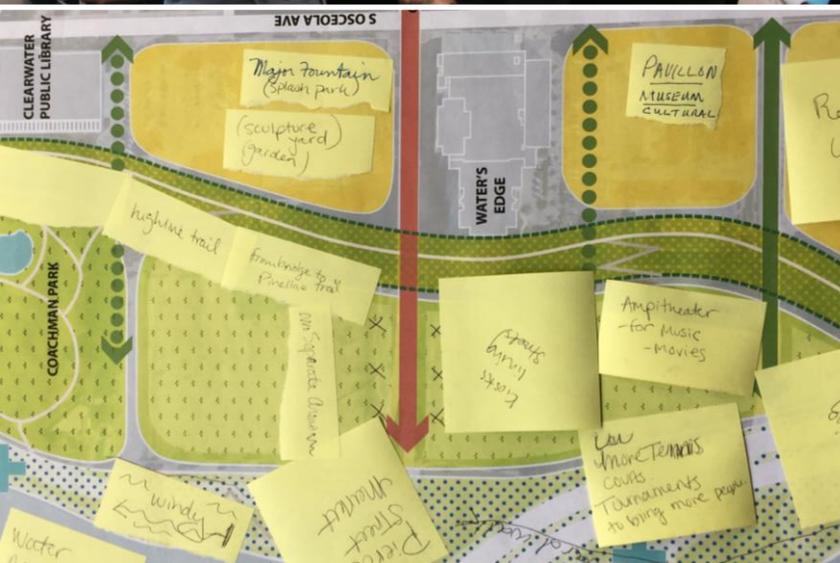
We have hosted 7 community workshops in various Clearwater neighborhoods, part of a robust resident-led process.



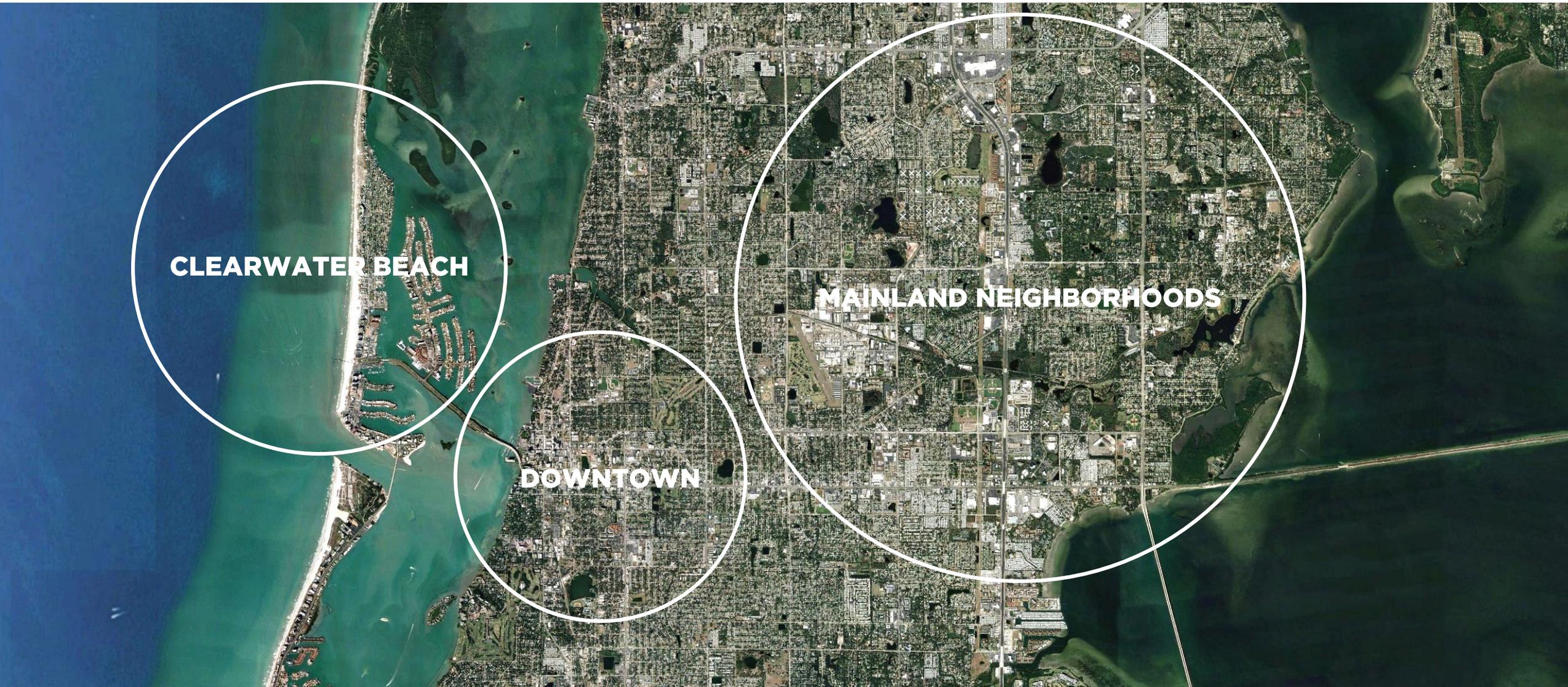
**700** PEOPLE ATTENDED ONE OR MORE COMMUNITY WORKSHOP

**475** PEOPLE ON PLAN EMAIL LIST

**250** COMMENTS RECEIVED ON IMAGINE CLEARWATER

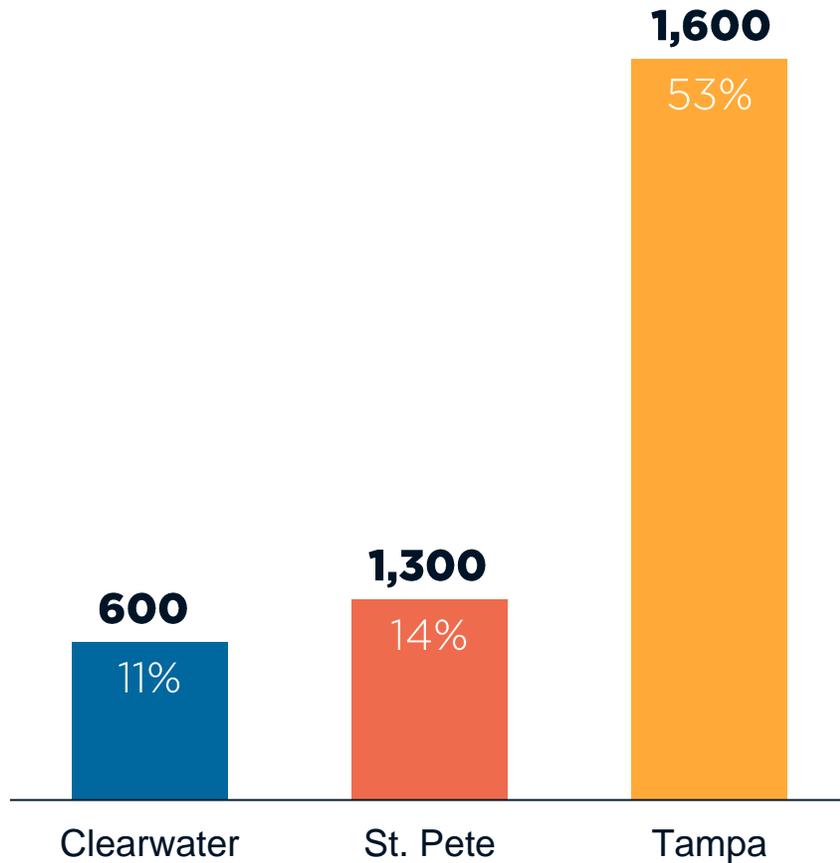


While Clearwater Beach is known worldwide, Downtown Clearwater is disconnected from it and insufficiently benefits from its proximity.

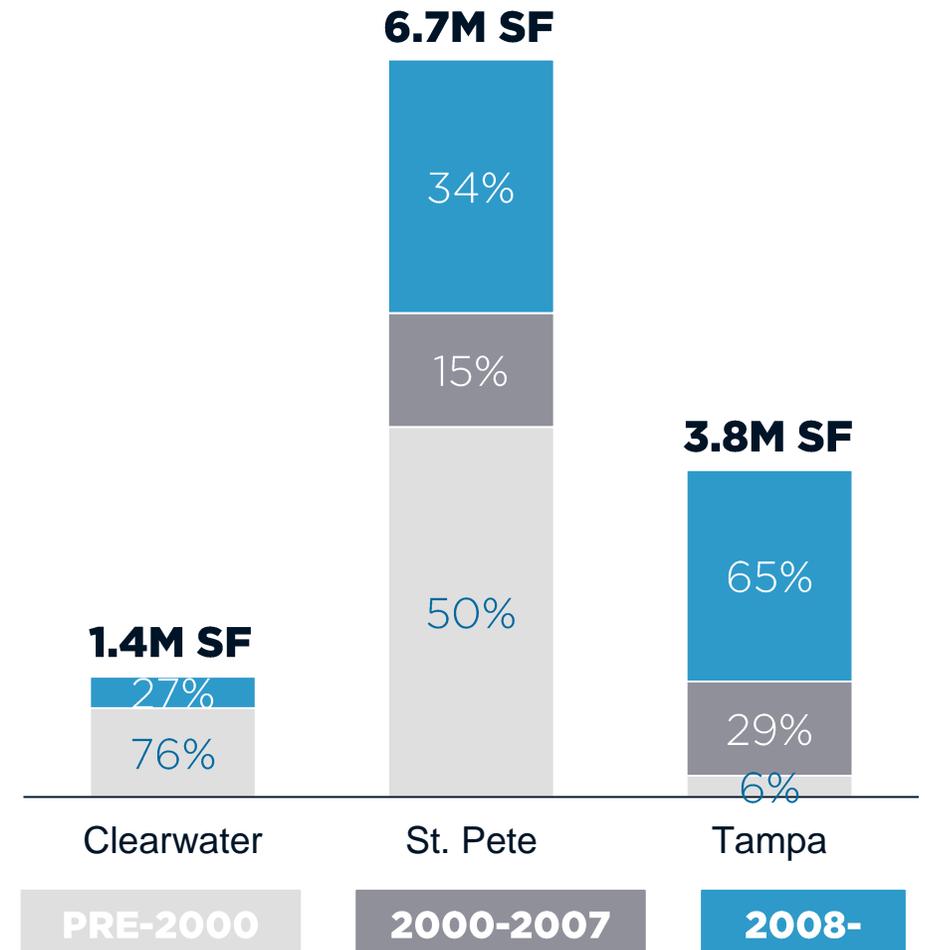


Tampa Bay area cities are growing, including Clearwater, but Downtown has not shared in the same level of growth as its peers.

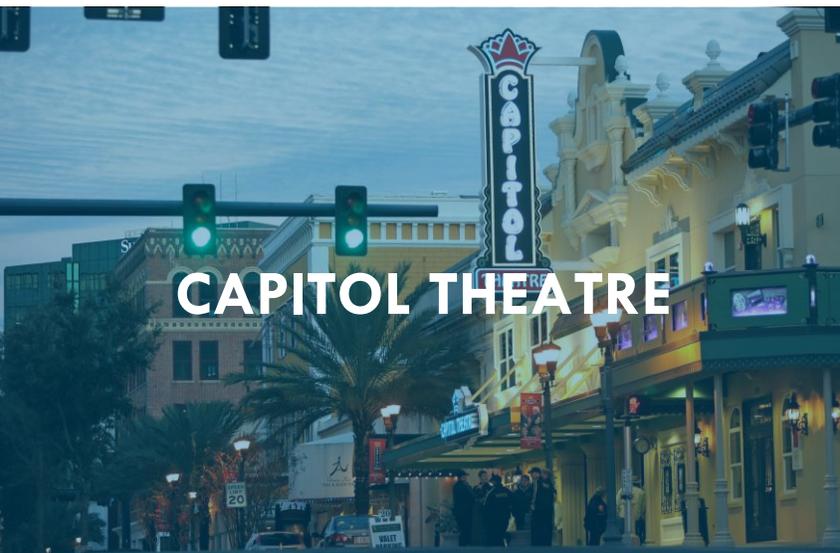
**RESIDENTIAL POPULATION GROWTH RATE, 2010-2016**



**MULTIFAMILY RESIDENTIAL DEVELOPMENT BY YEAR BUILT**



Downtown, long a center for community events, is beginning to show signs of positive change with recent public and private investment.



**CAPITOL THEATRE**



**CLEVELAND STREET  
STREETSCAPING**



**LARGE-SCALE EVENTS**



**WATER'S EDGE**



**JOLLEY TROLLEY**



**THE NOLEN**

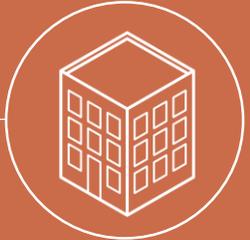
Despite its positive qualities and role as a center for community events, the waterfront often feels empty and underutilized.



Four strategies underpin a successful future waterfront.



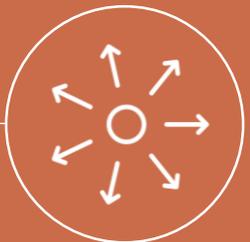
**DYNAMIC OPEN SPACE**



**ACTIVE FRAME**



**IMPROVED OSCEOLA**



**ACCESS AND CONNECTIVITY**

Create a dynamic public waterfront open space.



- **A unique destination**
- **A variety of active and passive spaces**
- **Year-round community programming**

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# Foster an active frame around the park



- **Attract park users**
- **Activate edges of the space and introduce new amenities**
- **Increase safety**
- **Financial support for park operations**

# Foster an active frame around the park



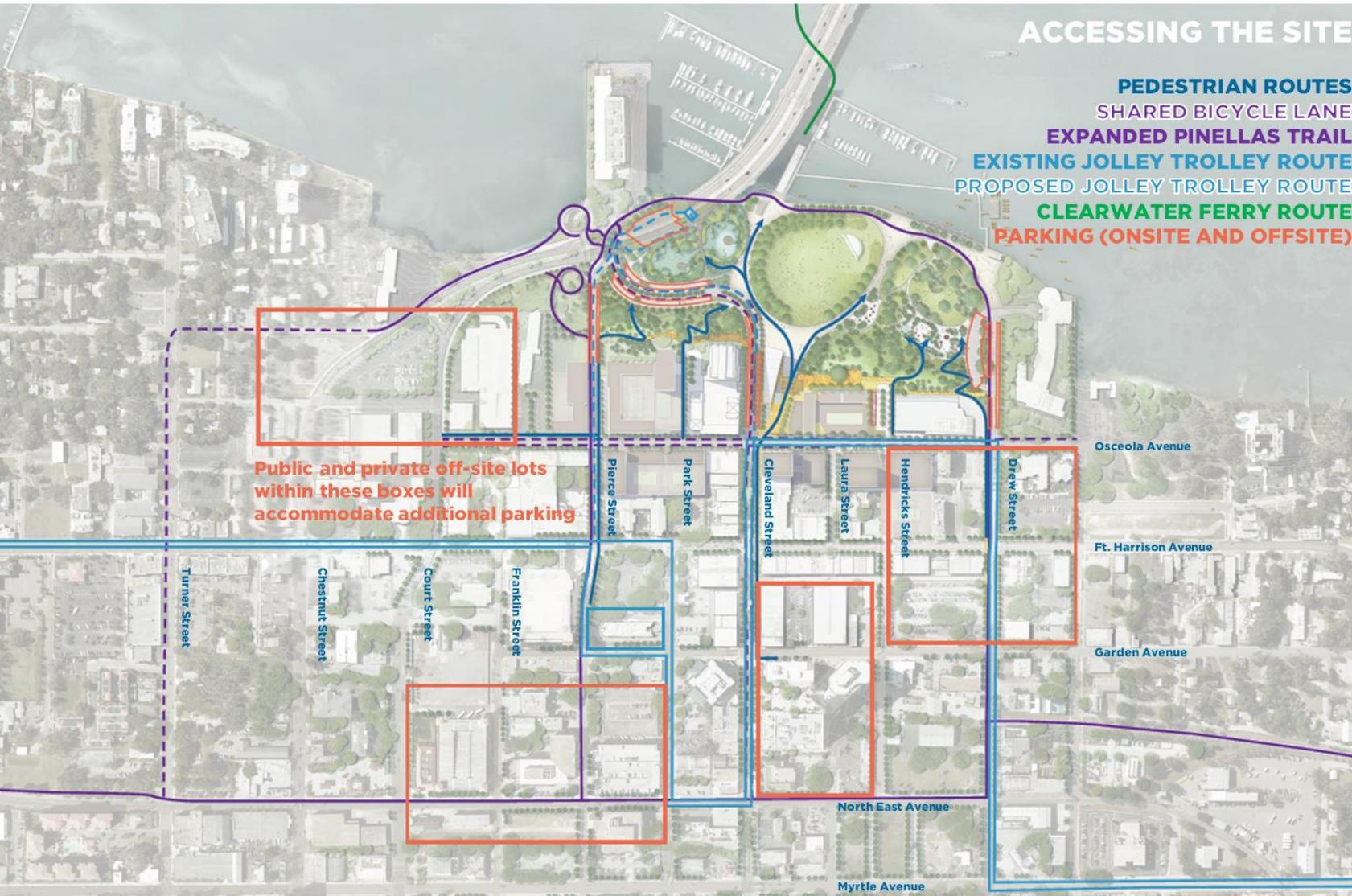
- **Attract park users**
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Strengthen Osceola to better knit the waterfront to downtown.



- **Unify the waterfront and downtown**
- **Create a park gateway**
- **Spur development and activity to bring more people downtown**

Promote access and connectivity to the waterfront.



- **Multimodal connections**
- **Strategic parking opportunities**
- **Pedestrian, bicycle, Pinellas Trail, ferry enhancements**

The plan envisions a Clearwater waterfront and downtown that are a cohesive district, filled with unique experiences 365 days a year.



An aerial photograph of a city park area, overlaid with a semi-transparent blue filter. The scene shows a mix of greenery, including trees and palm trees, and urban infrastructure like buildings and a road. In the foreground, a person is walking on a path. The overall atmosphere is clean and modern.

# UPDATES SINCE DRAFT MASTER PLAN

**IMAGINE CLEARWATER**

Clearwater residents and stakeholders shaped *Imagine Clearwater*, as evidenced by the positivity with which the draft plan was received.

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## **MODIFICATIONS SINCE NOVEMBER DRAFT PLAN:**

- 1. Additional parking spaces**
- 2. New water-based programming**
- 3. Additional new restroom facilities**
- 4. Bandshell modified to accommodate large-scale events**
- 5. Relocation of splash pad and addition of two water features**

A total of 282 spaces will be built on-site, a 36% increase from the 208 proposed in the draft November master plan.



**74** ONSITE SPACES ADDED  
SINCE FINAL COMMUNITY  
WORKSHOP IN NOV. 2016

POTENTIAL ADDITIONAL PARKING  
WITHIN ADJACENT BLUFF  
DEVELOPMENT

UP TO  
**4,000** OFFSITE SPACES  
SHOULD BE MADE  
AVAILABLE FOR  
PUBLIC USE

Access to the water is enhanced by design and programmatic features that embrace the marina as part of the experience of being on the site.



**Steps to the water** from the Intracoastal Edge promenade will allow people to sit facing the marina. **Kayak launch points** will enable waterfront visitors to travel safely between the Downtown and North marinas via the water, while **an enhanced fishing pier** will attract a set of new users to the park who will contribute to its diversity.

The park will feature three water features: a splash pad, a “rain catcher fountain”, and a children’s water feature.



### **Splash Pad**

Relocated from the corner of Osceola and Cleveland further into the Civic Gateway to enhance safety.

### **Rain Catcher Fountain**

Reflecting pool designed to catch rain that would otherwise collect above the pavilion.

### **Children’s Water Feature**

New play area located in a protected space within Coachman Garden.

Restrooms, concessions, and storage will be provided to service the entire park and to bring active uses further into the park itself.



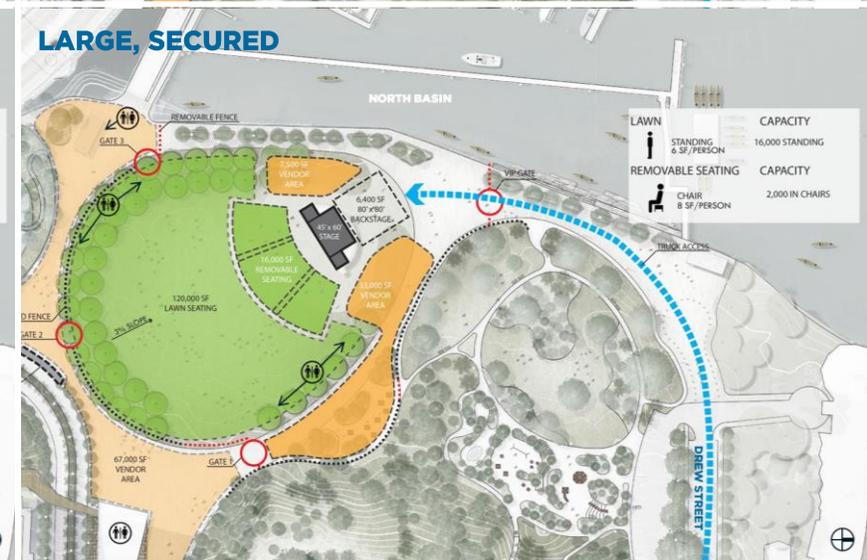
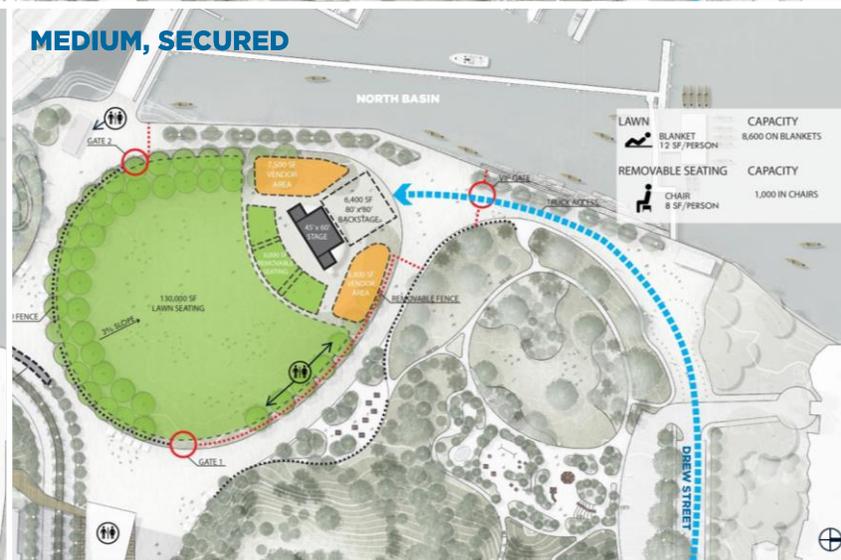
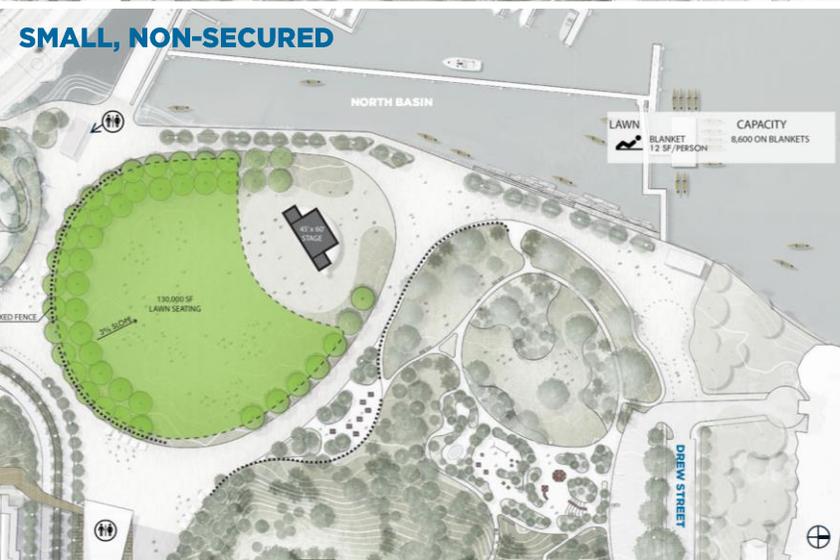
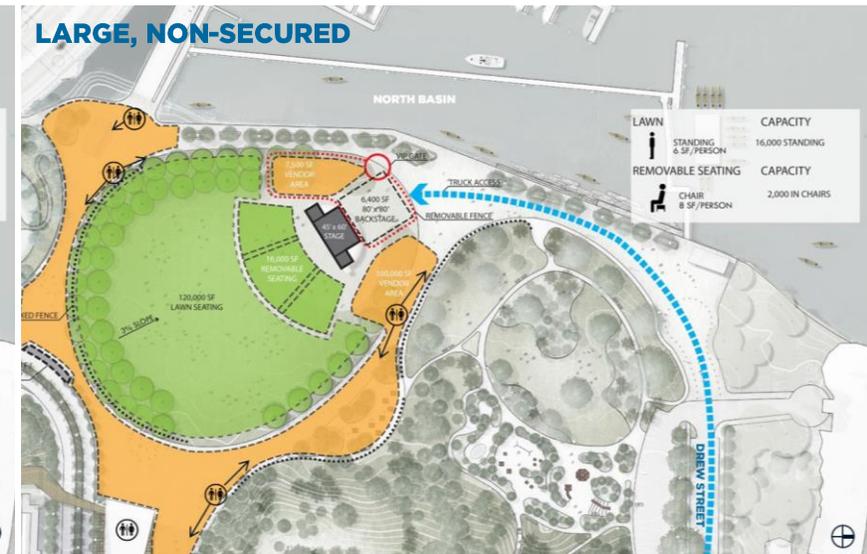
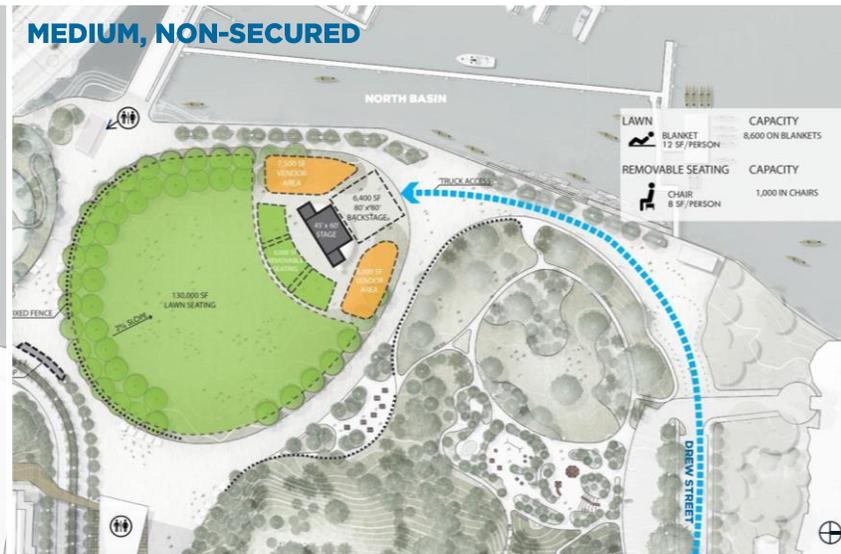
A redeveloped Coachman Park will include **substantially increased restroom facilities**, both within and directly adjacent to the performance area. As shown in the diagram at left, restrooms will be built in a **new 600 SF facility adjacent to the marina** and **within the pavilion** that will be built as part of the Grand Entry Plaza.

The location of the bandshell was adjusted...



An adjustment in the location and orientation of the bandshell will enable an: **increase** the seating area and restroom facilities; and **improvement of** the audience entry sequence, sight lines, event staging infrastructure, and event set-up and break-down.

...And the team tested a variety of scenarios to accommodate large-scale events.



A park gateway at Hendricks Street will be incorporated into future development on the Harborview site along the Main Library entrance.



Several outlook opportunities will provide visual interest as well as special moments along the walk. Access to lower levels of the park will be provided by **an entry court and parking area close to the front door of the Main Library.** Access to the Bluff Walk is possible from Cleveland and Drew Streets, as well as from this entry court.

An aerial photograph of a city park area, overlaid with a semi-transparent blue filter. The scene shows a mix of greenery, including palm trees and other trees, winding paths, and a large paved area. In the background, there are several buildings, including a prominent tall skyscraper on the right. The overall atmosphere is clean and modern.

# THE ACTION PLAN

**IMAGINE CLEARWATER**

Phase 1 seeks to implement key investments north of Cleveland and along the waterfront to spark change along Osceola and into Downtown.



### **Phase 1 Elements:**

- A. Removal of surface parking
- B. Design and construction of park elements north of Cleveland Street, including the northern portion of the Bluff Walk
- C. Demolition of Harborview Center and solicitation of redevelopment proposals
- D. Construction of Civic Gateway
- E. Planning and implementation of Library activation
- F. Encourage redevelopment of lots owned by other parties

**The timing of some of these elements may be concurrent.**

Phase 2 builds upon the success north of Cleveland Street and Phase 1, bringing redevelopment south.



### **Phase 2 Elements:**

- A. Construction of park elements south of Cleveland Street
- B. Expansion of Bluff Walk to the south
- C. Relocation of City Hall to east Downtown site and solicitation of redevelopment proposals
- D. Determine optimal use of adjacent parcels owned by other parties

**The timing of some of these elements may be concurrent.**

A conservancy group should be established to partner with the City in preparing for and executing the revitalization of the waterfront.

Attention Clearwater Residents: Return Your Absentee Ballot Today!

# Vote Yes On 5, 6, And 7!

## ADVOCACY

ECD Return Address/Disclaimer

- ✓ Help Our Pristine Waterfront Come Alive
- ✓ Improve our Bandshell And Enhance Our Open Green Spaces
- ✓ Allow Vibrant, Compatible Uses For The Main Library



## PROGRAM DEVELOPMENT AND MANAGEMENT



## BRANDING AND MARKETING

WELCOME TO KLYDE WARREN PARK



## OPERATIONS AND MAINTENANCE



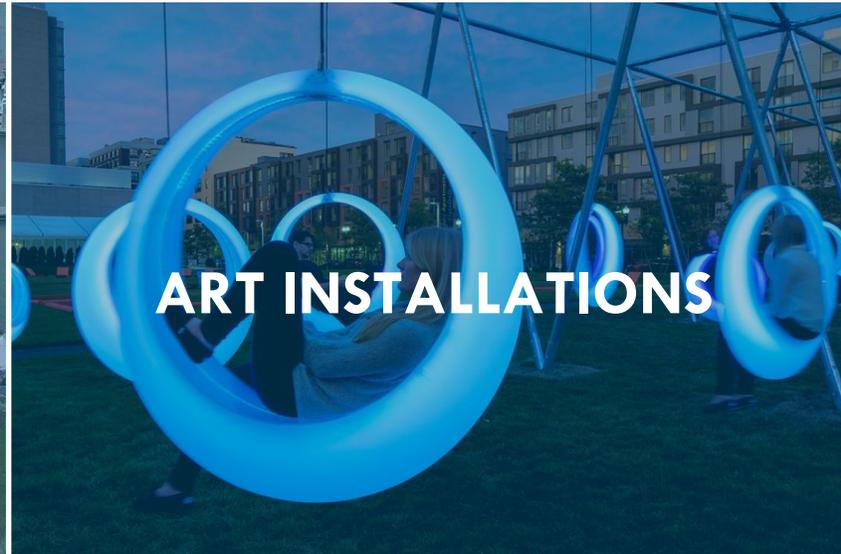
## FUNDRAISING



## DESIGN INPUT



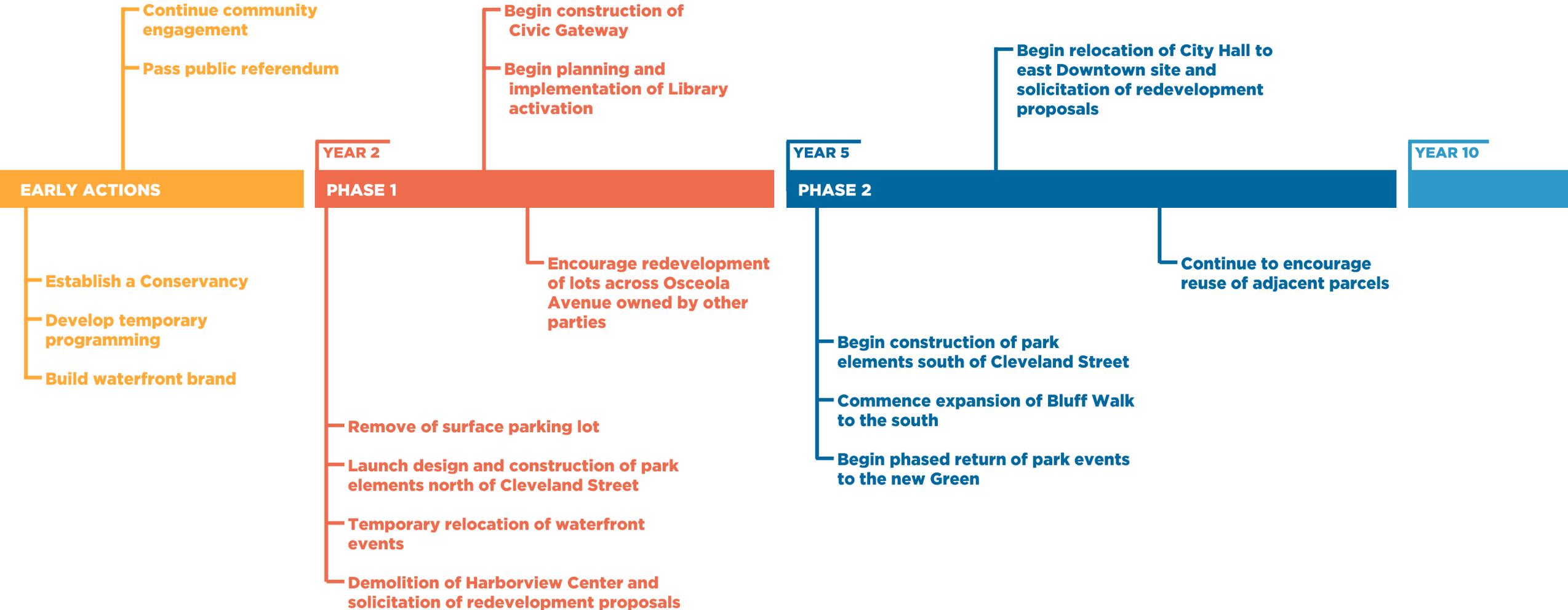
In addition to the physical design, frequent and varied programming is essential for creating an active, engaging waterfront destination.



The City should also work to create a long-term strategy that leverages a diverse set of funds for park construction and operations.



Preliminary preparation and approvals are likely to take 1-2 years from today, leading to a launch of Phase 1 in 2019.



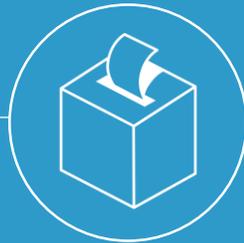
In the short-term, there are three key steps that can help to move this process forward.



**ESTABLISH A CONSERVANCY**



**BUILD A BRAND FOR THE WATERFRONT**



**PASS THE REFERENDUM ON KEY PLAN ELEMENTS**









INTRACOASTAL WATERWAY

THE ESTUARY

THE GREEN

COACHMAN GARDEN

BLUFF WALK

BLUFF WALK

CIVIC GATEWAY

OSCEOLA AVENUE

PIERCE STREET

CLEVELAND ST.

DREW STREET

