

1.0 INTRODUCTION

OVERVIEW

The City of Clearwater (City) is seeking funding assistance through the Forward Pinellas Complete Streets Program to develop a Complete Street Concept Plan for a portion of Fort Harrison Avenue, within the City limits, from Belleair Road to the merge with Myrtle Avenue (Alternate U.S. 19, aka Alt. 19) at approximately Pleasant Street (Project). The primary goals of the Project are to:

- Invest in equitable transportation projects as a catalyst for transformative land use change
- Invest in historically underserved communities
- Encourage economic revitalization and reinvestment along the corridor
- Increase accessibility for all users and of all modes of transportation within the corridor
- Enhance safety, comfort, and functionality of the corridor for all users, especially pedestrians, bicyclists, and transit riders
- Improve multimodal connectivity between two key Activity Centers

The Project has strong support from the surrounding communities that worked with the City to assess and address drivers of economic revitalization and safe, efficient transportation access along this corridor. This support is demonstrated by public participation in the adoptions of the updated Clearwater Downtown Redevelopment Plan and the Downtown District and Development Standards in 2018, and approval of the North Marina Area Master Plan in 2016, as well as by letters of support from the Clearwater Neighborhoods Coalition, the Downtown Neighborhood Association, and the Harbor Oaks Association. A key component of the Project will be integration with the Morton Plant Hospital Campus expansion, the Downtown Redevelopment Plan and Imagine Clearwater to stimulate a vibrant quality of life in Downtown Clearwater, and the North Marina Area Master Plan that will reinvigorate the Old Bay District residences and businesses. A significant portion of the Project corridor lies in the City's Downtown Planning Area and the Community Redevelopment Area (CRA).

Residents and businesses understand the potential to make Fort Harrison Avenue safer, more livable, and a better street to stimulate economic growth. Complete Streets improvements on Fort Harrison Avenue would work in harmony with a broad spectrum of City and Countywide plans, especially those addressing walking, biking, transit connectivity to Downtown and other Activity Centers through a network of multiuse trails and bicycle facilities, sidewalks and crosswalks, and better integration with transit facilities. The Project will include a community-based planning process to reimagine mobility and accessibility surrounding the Project corridor and continue building on the success of the Complete Drew Street and Citywide Complete Streets programs.

The intent of the City of Clearwater Complete Streets application is to promote transportation improvements that serve as a catalyst for transformative changes within and connected to the Project. The estimated cost of the 3.21-mile Project is \$100,000.

PROJECT CONTACT

Senior Transportation Planner Richard Hartman will serve as the point of contact for this application.

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2.0 PROJECT DESCRIPTION

PROJECT LOCATION

The proposed Complete Street Concept Plan will address South and North Fort Harrison Avenue, from the southern City boundary at Belleair Road to the road's merge with Myrtle Avenue (Alt. 19) at approximately Pleasant Street (see Map 1). The total length of the Project is approximately 3.21 miles.

AGENCY JURISDICTION

Roadway

The entire Project length of Fort Harrison Avenue is under the jurisdiction of the City of Clearwater.

Abutting Properties

Approximately 80 percent of the properties abutting Fort Harrison Avenue within the Project corridor are within the City of Clearwater incorporated area and governed by City land use policy and development regulations. The other approximately 20 percent are mainly the Wildwood Park neighborhood and the Belleair Country Club golf course abutting the west side of South Fort Harrison Avenues which fall under the jurisdiction and land use rules of the City of Belleair, Florida.

LAND USE CHARACTERISTICS

Existing Land Use

The Project corridor contains a diverse mix of urban land uses ranging in intensity from a mix of low-medium density residential, suburban retail/office, and light industrial to the highest intensities and densities in Downtown (Appendix Maps 2.1 and 2.2). The following describes the land uses in each segment.

The predominant land uses in the southern Project section, from Belleair Road to Chestnut Street, are suburban retail/office and light industrial, and retail/office along the corridor surrounded by residential uses on both sides. The other dominant uses adjacent to this section of the Project includes a golf course and the Morton Plant Hospital Campus Activity Center, a large institutional use.

The primary land use in the Downtown core from Chestnut Street to Drew Street, that is also part of the Downtown Activity Center, are office/retail and institutional with a variety of intensities. Although generally surrounded by residential land uses, several employment centers, and other major attractors are either adjacent to or located nearby to the Project and rely on the Fort Harrison Avenue corridor for accessibility. Other activity areas include the City Municipal Services Building, the Clearwater Police Department Headquarters, the Church of Scientology campus comprised of several buildings and a hotel, Pinellas Suncoast Transit Authority Park Street Terminal, City Hall, Pinellas

County Courthouse, the main City library, and redesigned Coachman Park and downtown waterfront park.

The dominant context north of Drew Street to the end of the Project at Pleasant Street is low intensity, single-story retail/office surrounded by and occasionally adjacent to single-family residential uses. Portions of this segment are in the Downtown Activity Center that continues north to Cedar Street. The Project serves as the primary corridor underpinning the City's North Marina Area Master Plan, developed to spur economic redevelopment supported by smart growth designed buildings and streetscapes.



Future Land Use

The future land use designations in the areas outside of Downtown, all of which is designated as Central Business District (CBD), generally reflect the existing land use patterns. Within the CBD, the Downtown Redevelopment Plan envisions intense residential and office development within the Downtown Core (between Chestnut Street and Drew Street), tapering to less intense development northward and southward of the core. In the northernmost blocks (in the Old Bay District), development is limited to residential uses compatible with the remainder of the neighborhood outside of the Downtown Activity Center (Appendix Maps 3.1 and 3.2).



3.0 DEMOGRAPHIC CHARACTERISTICS

The Project would benefit a significant number of traditionally disadvantaged and vulnerable people who rely on the Fort Harrison Avenue for their daily trips. Selected demographic characteristics of the population residing within a half-mile, or ten-minute walk, of the Fort Harrison Avenue Project corridor are provided in Table 1. The table also provides citywide and countywide demographic data for comparison.

Analysis of the minority population and the low-income populations addressed in Environmental Justice Executive Order 12898, showed that the 25.5 percent minority population in the Project walkshed was lower than the City average of 19.9 percent. The 23.8 percent of people living below the poverty line in the Project area was higher than the City average of 16.0 percent. The Median Household Income of \$24,332 for people in the Project area was slightly more than half of the \$44,569 City median income and the \$47,090 median for Pinellas County. The Project would also serve an area with a much greater number of households with no vehicle available compared to the City overall (21.72%/11.6%).

In Table 2, the demographics of specific segments of the Project corridor are provided for further comparison. The south segment from Belleair Road to Chestnut Street had the highest percentage of persons under age 18 (16.6%). The Downtown segment from Chestnut Street to Drew Street had the highest percentage of occupied housing units with no vehicle available (35.4%). This may be a result of the large number of retirees as shown by the 35.1% of the area population 65 years and older. The north segment from Drew Street to Pleasant Street had the highest percentage minority population (36.4%) and the highest percentage of population below poverty level (27.4%).

Table 1. Demographic Comparison - Project Corridor, City and County

Fort Harrison Avenue from Belleair Road to Pleasant Street

Description	Project Corridor ¹	City of Clearwater	Pinellas County
Minority	25.5%	19.9%	25.8%
Under age 18	15.7%	19.0%	16.5%
Age 65 and over	21.3%	21.3%	24.2%
Median household income	\$24,332	\$44,569	\$47,090
Population below poverty level	23.8%	16.0%	14.1%
Occupied housing units with no vehicle	21.7%	11.6%	8.6%

¹ Includes the area within 1/4 mile walkshed of the Project corridor (walkshed).

Table 2. Demographic Comparison - Project Corridor Segments

Description	Belleair Rd to Chestnut St	Chestnut St to Drew St	Drew St to Pleasant St (apex)	
Minority	18.8%	6.5%	36.4%	
Under age 18	16.6%	5.1%	16.2%	
Age 65 and over	23.6%	35.1%	16.6%	
Median household income	\$24,332	\$30,684	\$39,708	
Population below poverty level	21.1%	18.0%	27.4%	
Occupied housing units with no vehicle	21.3%	35.4%	18.7%	

Includes the area within 1/2 mile walkshed of the Project corridor (walkshed).

Sources: Sociocultural Data Report, ETMD (2018); United States Census Bureau Quick Facts & Amercian Community Survey estimated (2017).

Sources: Sociocultural Data Report, ETMD (2018); United States Census Bureau Quick Facts & Amercian Community Survey estimated (2017).

4.0 STREET CHARACTERISTICS

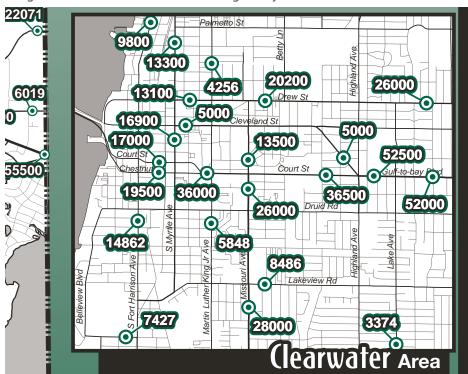
Fort Harrison Avenue is an automobile-dominated arterial thoroughfare that provides a primary south-north travel corridor to access Downtown and Clearwater Beach, as well as a secondary option to Alt. 19. The Seminole Boat Launch is a popular destination in the north segment. Providing adequate lane widths, intersections, and turning radii for vehicles towing boats, and route management to minimize conflicts with active transportation modes will be addressed as part of the Project. This is one example of how Fort Harrison Avenue serves both local and regional traffic.

Traffic and Level of Service

The 2017 average annual daily traffic (AADT) at p.m. peak hour and Levels of Service (LOS) in the Project area are:

- 14,862 vehicles at Jasmine Way & S. Fort Harrison Ave. and LOS F (ADD INSET MAP from FP 2017)
- 9,800 vehicles at Mohawk Street and N. Fort Harrison Ave. and LOS A

Image 1. Forward Pinellas Annual Average Daily Traffic



Typical Street Sections & Rights-of-Way

Fort Harrison Avenue has three street section types within the Project corridor, as described below:

Street Section Type One: Two-Lane Undivided - This typical section type
is found in the south segment that runs from Belleair Road to Woodlawn
Road, and in the north segment that runs from Fairmont Road to Sunburst
Court, one block south of the apex at Pleasant Street. The rights-of-way
range from approximately 60 feet to 100 feet.

Image 2. Typical Ft. Harrison Avenue Street Section



Forward Pinellas Complete Streets Program 2018

- Street Section Type Two: Two-Lane Divided with Two-Way Center Turn Lane

 This typical section type exists in the south segment from Woodlawn Road
 to Turner Street, in the Downtown segment from Court Street to Cleveland
 Street, and in the north segment from Drew Street to Fairmont Street.
 Rights-of-way range from 55 feet to 70 feet.
- Street Section Type Three: Two-Lane Undivided with Dedicated Left Turn Lanes: This typical section type exists in the Downtown segment from Turner Street to Court Street and from Cleveland Street to Drew Street. Rights-of-Way range from 55 feet to 70 feet.

Starting at the southern end of the Project area and moving northward, the rights-of-way widths for Fort Harrison Avenue are:

- 100 ft Belleair Road to Woodlawn Road
- 60 ft Woodlawn Street to Jeffords Street
- 70 ft Jeffords Street to Cleveland Street
- 55 ft Cleveland Street to Fairmont Street
- 60 ft Fairmont Street to Pleasant Street

Image 3. Pinellas Trail Crossing



Sidewalks, Bicycle Facilities, and Trails

The corridor has sidewalks of varying widths on both sides of the street for the entire length of the Project. There are numerous intersections for crossing, but the amount of traffic and vehicle speeds make pedestrian crossings difficult.

Although part of the southern segment from Belleair Road to Chestnut Street contain one-sided and two-sided four-foot striped areas out of the main travel lanes, these "lanes" are not identified by lane markings and signs as bicycle lanes and few connecting streets have bicycle lanes. The Pinellas Trail provides some respite, running adjacent to the Project in the southern segment for approximately the first two-thirds of a mile before veering east for one block then paralleling the Fort Harrison Avenue corridor going north for the remainder of the Project. At the northern terminus where Fort Harrison Avenue merges with Myrtle Road (Alt. 19), sidewalks continue on both sides, but the lack of bicycle facilities continues. This lack of safe, efficient non-motorized travel facilities along a heavily traveled corridor hampers people from using active transportation solutions to travel to their destinations.

The City of Clearwater has over 60 miles of multiuse trails. The Project corridor would enhance connectivity between the trails network, Activity Centers, and transit facilities, improving active mobility for recreational and utilitarian riders. The south segment would improve the connection between the Druid Trail and the Pinellas Trail. The Downtown segment would improve access to the Pinellas and Memorial Causeway Trails and Downtown core. The north portion of the Project would enhance connectivity between the Pinellas Trail, the Old Clearwater Bay and North Greenwood neighborhoods, and the waterfront at the Seminole Boat Launch.

Transit Service

Pinellas Suncoast Transit Authority (PSTA) plans to build an Intermodal Transit Center in the heart of Downtown and is currently considering two sites, the existing Park Street Transit Center adjacent to Fort Harrison Avenue and the other two blocks from the Project.

Current PSTA services out of the current Downtown transit center are Route 52/52LX and Route 66, both routes of which run partially on Fort Harrison Avenue, terminate at the Park Street Terminal in Downtown Clearwater, where connections can be made to other routes as well as to the Jolley Trolley routes for connecting to destinations to the north, or for accessing the beach. The Jolley Trolley routes also both run partially on Fort Harrison Avenue and cross the Project corridor several times Downtown There is no additional transit service proposed within the Project corridor at this time. The Project would improve non-motorized travel between Downtown and neighborhoods and businesses around the Morton Plant Health campus and the North Marina District Area by improving connections for people living and working in all three Project Center areas. Existing transit service within and proximate to the Project corridor is identified on Maps 10.1 and 10.2 in the Appendix.

Image 4. Jolley Trolley Service



Pinellas Suncoast Transit Authority (PSTA)

- Route 52 & 52 LX (AM/PM peak only) AM/PM Peak: 10-15-minute headways; Non-peak hours: 1-hour headways
- Route 66L (Limited Stop) AM 3 times a day and PM 3 times a day:
 90-minute headways

Jolley Trolley

- Coastal Route 1-hour headways
- Beach Route 30-minute headways from 9:45 AM to 1:45 PM

Clearwater – Clearwater Beach Ferry

 Downtown Clearwater Dock (42 Drew Street) - 1-hour headways. The ferry terminal is located less than a ten minute walk from Fort Harrison Avenue.

Street Lighting

Street lighting is a primary issue in designing a pedestrian-friendly urbanized corridor and of this Project. Existing street lighting along the south and Downton sections of the Project illuminate the road, not people walking, biking, and crossing at intersections. Existing lighting fixtures in these two segments are the Standard Pole Cobrahead style at standard intervals.

From Drew Street to the end of the Project, lighting is pedestrian-scaled style overhanging the sidewalk, not the road. The Project will allow for an assessment of lighting needs and gaps to improve conditions and the attraction for people walking, biking, and riding transit.

Image 5. Typical Ft. Harrison Avenue Light Pole



5.0 SAFETY CHARACTERISTICS

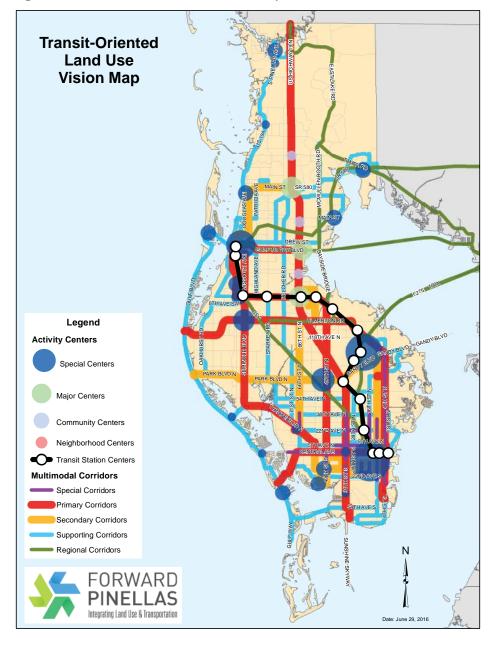
Safety while traveling using all transportation modes is a major concern for the City. Although Fort Harrison Avenue is not considered a high-speed corridor, over 2,300 vehicle crashes occurred along the Project corridor from 2013 through 2017 (Table 3; Appendix Maps 4.1, 4.2, 4.3). The impact of the Project on the safety of road users is discussed below.

Table 3. Crash Data, 2013-2017 Fort Harrison Avenue from Belleair Road to Pleasant Street

Description	Total Crashes	Injuries	Fatalities
All Crashes	654	87	0
Pedestrians	22	11	0
Bicyclists	30	16	0

Source: Forward Pinellas - Crash Data Management System (CDMS) (period from January 1, 2013 to December 31, 2017)

Figure 1. Transit-Oriented Land Use Vision Map; Forward Pinellas



6.0 PLANS & SPECIAL DESIGNATIONS

Forward Pinellas Countywide Plan

The Transit-Oriented Land Use Vision Map located within the Countywide Plan for Pinellas County (Countywide Plan) Strategies identifies those areas of the County most able to accommodate higher densities and intensities in coordination with transit service and other multimodal transportation, including Activity Centers and Multimodal Corridors. On this map, the Project corridor between Belleair Road and Drew Street is shown as a Multimodal Corridor – Primary Corridor, which means it is eligible to be designated consistently on the Countywide Plan Map should the City study and plan for this corridor and request such a change. North of Drew Street, Fort Harrison Avenue is identified as a Multimodal Corridor – Supporting Corridor, which recognizes the transit service that runs from cities north of Clearwater (i.e., Tarpon Springs and Dunedin) to Downtown Clearwater.

Downtown Clearwater is identified on this map as an Activity Center - Special Center, which recognizes that the City has an adopted Special Area Plan (the Clearwater Downtown Redevelopment Plan) for this important activity center. Because it is governed by a local plan, it is also designated as a Special Center on the Countywide Plan Map. This Activity Center designation encompasses all of Downtown, including the Core and Old Bay Character Districts (which includes the "North Marina Area" and Seminole Boat Launch).

Fort Harrison Avenue is connected to several east-west multimodal corridors, including Gulf to Bay Boulevard/S.R. 60 (depicted as a Primary Corridor on the Vision Map), connecting Downtown to the U.S. 19 Major Center (designated on the Countywide Plan Map), Tampa International Airport, the City of Tampa, and Clearwater Beach to the west (designated as Special Center on the Countywide Plan Map). Additionally, Drew Street (depicted as a Supporting Corridor on the Vision Map) also provides an east-west connection to the Project and Downtown core.

Clearwater Comprehensive Plan

The Citywide Design Structure in the Clearwater Comprehensive Plan establishes a hierarchy of places and linkages to guide redevelopment in the City. Map A-14 in the Comprehensive Plan shows where these key centers and corridors are, as well as other destination points, larger shopping areas, and landmarks.

All three segments of the Project contain an Activity Center. The Morton Plant Hospital Campus (South segment) and Downtown (Downtown and North segments) are both Major Activity Centers, because they are "... high intensity, high-density multi-use areas designated as appropriate for intensive growth and an integrated pattern of development. Activity centers are composed of multiple destination points, landmarks character features. Activity Centers are served by enhanced transit commensurate with the type, scale and intensity of use."

The southern portion of the corridor between Belleair Road and Druid Road and the northern portion between Eldridge Street and the intersection with Myrtle Avenue/Alt. 19 are both identified as "corridors to redevelop", which means the City has determined these portions of the corridor need a character change or restoration to a better condition. All of Fort Harrison Avenue is identified as a scenic corridor because it has particular significance, in terms of tourism, economic development or community character, and therefore should have enhanced and differentiated landscaping, as required through the City's Community Development Code.

Generally, the City's Comprehensive Plan includes a variety of goals, objectives and policies that support mobility and context-sensitive designs for arterials and collectors within the City. In 2016, the City revised and incorporated additional policies reinforcing its commitment to a safe roadway system for all users. This grant would be used to support public and private investments along Fort Harrison in support of these objectives in the Comprehensive Plan.

Plans for Downtown

The City has long planned for its Downtown, but in the last several years has completed small area plans to conceptualize its waterfront park and boat ramp areas within Downtown more specifically.

Clearwater Downtown Redevelopment Plan

The Clearwater Downtown Redevelopment Plan is the City's long-term vision for the Downtown (556 acres, 449 of which are in the Community Redevelopment Area (CRA)). This year the City prepared a significant update to the Downtown Plan, re-confirming the City's Vision and updating the Plan to incorporate the additional small area plans.

The Fort Harrison Avenue Project spans Downtown from south to north, connecting the South Gateway, Downtown Core and Old Bay Character Districts. While the Character Districts within Downtown range in the desired mix and intensity of land uses, all aspire to support multimodal travel through infrastructure, urban design (new Goal added to address) and streetscape improvements. Emphasis is placed on pedestrian accessibility and comfort. The City also adopted new Downtown District & Development Standards in the Community Development Code to ensure new development meets these policies. Chapter 4. Plan Implementation identifies funding for an update to the Streetscape Plan, and this grant would allow for the City to establish a foundation of concepts designed to improve access into the City for all users on a key corridor that serves as both the North and South Gateway. The city believes it is imperative to improve mobility options and services as part of the overall plan to remake Downtown into a model for work, live, and play in the urban core.

Imagine Clearwater Downtown Waterfront Vision

Most of the Downtown portion of the Project is located within the Imagine Clearwater planning area. The Imagine Clearwater Downtown Waterfront Master Plan will guide a major transformation of Downtown Clearwater which will include more walkable space to support Coachman Park, where major events are hosted throughout the year, as well as stores and offices in the Cleveland Street District. A guiding principle of the plan states, "Safe, convenient, reliable, and multi-modal links will be provided between the waterfront and the rest of Clearwater."

Image 6. Imagine Clearwater Rendering



North Marina Area Master Plan

The North Marina Area Master Plan was commissioned by the City of Clearwater in response to objectives identified by an Urban Land Institute (ULI) Advisory Services Panel regarding the continued growth and development of Downtown Clearwater. The ULI Panel found that the largest concentration of opportunities with the greatest transformative catalytic potential were located in the area designated as the Downtown Core, extending to the Old Bay District and North Marina area.

The 55-acre study area included portions of the Old Clearwater Bay Neighborhood, the Pinellas County School Board's former North Ward School, the Francis Wilson Playhouse, the Seminole Boat Launch, the Clearwater Basin Marina and other privately-owned properties. It encompasses a portion of the Old Bay Character District of the City's Downtown Redevelopment Plan. The North Marina Area includes underutilized and vacant properties that are in need of redevelopment. Within one-mile of the area's center, 46 percent of housing units are renter occupied. Area demographics identify a lower than national average income, and higher unemployment and poverty rates. Further discussion of the relationship of the Project to the North Marina Area Master Plan can be found in the Impacts and Benefits section below.

Image 7. North Marina Area Master Plan Rendering



7.0 PROJECT AREA CHARACTERISTICS

South Segment: Belleair Road to Chestnut Street

The Morton Plant Hospital Campus Activity Center

Along the south segment of the Project, the plan envisions a southern gateway to the city, which would include developing livable communities by improving sidewalks, trails, bicycle facilities, and transit access from surrounding neighborhoods. These types of developments would coincide with city plans promoting the economic development around the Morton Plant Hospital Campus Activity Center and revitalizing the corridor area that is an environmental justice focus area and home to many of our most vulnerable residents. City support for this area is demonstrated in the Future Land Use Element of the Comprehensive Plan. Policy A.5.4.7, which states that for South Fort Harrison Avenue from A Street to E Street, amendments to the Future Land Use Plan and Zoning Atlas may be considered to promote affordable housing, mixed-use development, and to support the emerging character of the area and Morton Plant Hospital.

Healthcare is Clearwater's largest source of employment and the field is expected to substantially grow over the next decade or more. These services are of critical importance to the city's aging population. As one of the primary focus areas for healthcare in Clearwater, the Morton Plant Hospital Campus and the nearby medical and healthcare businesses, which rely on the Project corridor as the primary means of access for patients and workers, would benefit greatly from this Project (cite: City of Clearwater, Florida, Economic Development Strategic Plan, August 2011). The impact of the Project on the Morton Plant Hospital Master Plan will be discussed below in the section titled Impacts and Benefits.

Image 8. PSTA Bus Service at Morton Plant Hospital



Downtown Segment: Chestnut Street to Drew Street Downtown Activity Center – Downtown Core

The City of Clearwater's Downtown is the center of city government and services, Pinellas County government functions, the Pasco-Pinellas court district, and the international headquarters of the Church of Scientology. Thousands of employees travel to and from Downtown every work day and thousands more arrive for special events or pass through on their way to Clearwater Beach. Fort Harrison Avenue is one of the major seams that hold the Downtown grid together and as such must also be transformed to accomplish the city's vision shown by the Downtown Redevelopment Plan and Imagine Clearwater. These plans demonstrate the city's commitment of financial and human resources to making Downtown's transformation successful.

North Segment: Drew Street to Pleasant Street

Downtown Activity Center - Old Bay Neighborhood

As previously stated, the north segment consists of primarily small scale commercial buildings surrounded by single-family residential in some of the city's more historic neighborhoods. Primary destinations include the Seminole Boat Launch and the adjacent, privately-owned Clearwater Bay Marina, as well as the Francis Wilson Playhouse. The City is committed to improving mobility options for the people who live in this community. The North Greenwood neighborhood, designated as a Neighborhood Revitalization Strategy Area, is just east of this area. City plans including the North Marina Area Master Plan address the importance of creating linkages between these two areas.

North of Downtown

The same pattern of lower scale development found in Old Bay continues northward until the end of the Project corridor. There are areas of single-family residential, and nodes of commercial uses in this area. The City has not completed any special plans for this area.

Figure 2. Pop-Up North Marina Information









POP-UP NORTH MARINA: A COMMUNITY STREETS EXPERIMENT AND FESTIVAL

Type: Pilot Project Status: Complete

Using Short-term Projects for Long-term Change

The North Marina Area is a vibrant waterfront community on Clearwater Harbor. It is home to the Francis Wilson Playhouse, Seminole Boat Ramp, Clearwater Bay Marina, and the former North Ward School. The North Marina Area offers residents beautiful views and a unique historic character with a variety of uses that attract residents, visitors, and the boating community. Although the core of Downtown is only a half mile away, the area feels isolated and disconnected, and is in need of reinvestment.

In 2016, the city completed the North Marina Area Master Plan, which recommended the city invest in a variety of streetscape improvements to support and encourage private investment in the community. After a year-long planning process, the city wanted to begin with a short-term, low risk project. The goal of the Pop-Up North Marina project was to test recommendations such as a reduction in the number of lanes and the addition of a sidewalk extension on Fort Harrison Avenue to see if they had any traffic calming effects. The project was also a learning opportunity to understand the project development process and to promote tactical urbanism projects here in Clearwater.

Project Description

Pop-Up North Marina: A Community Streets Experiment and Festival was a pilot project evaluating several of the North Marina Area Master Plan recommendations. The tested improvements included wayfinding signage, bike lanes, and wider sidewalks to calm traffic. The project was implemented on four street segments in the North Marina Area. These segments are:

- Nicholson Street: Shared lane markings ("sharrows") between Osceola Avenue and the Pinellas Trail were added.
- Eldridge Street: "Sharrows" between Myrtle Avenue and the Pinellas Trail were added.
- Osceola Avenue: A two-way protected bike lane and a one-way vehicle travel lane were made between Seminole Street and Nicholson Street.
- Fort Harrison Avenue: The roadway was restriped for lane reduction (from four lanes divided to two lanes divided) between Nicholson Street and Georgia Street to incorporate a blue painted sidewalk extension separated from travel lanes with planters and flex posts; a new crosswalk painted at Eldridge Street with a sea turtle crosswalk design; and several benches with planters installed to provide places to sit.

A series of community engagement activities were designed to encourage people to work together in new ways and spark conversations about new improvements in the area. Residents, community members, and city staff who were involved in the North Marina Area planning process also attended the community meeting and other events for Pop-Up North Marina.

8.0 PROJECT IMPACTS & BENEFITS

Fort Harrison Avenue provides abundant opportunities for the Project to work with current and future city investments to support multimodal mobility improvements to be a catalyst for transformative change in each of the three Project segments. Complete Streets improvements on Fort Harrison Avenue are integral to and would complement the city's planned redevelopment efforts as envisioned for Downtown by Imagine Clearwater and provided for in the Clearwater Downtown Redevelopment Plan and North Marina Master Plan. Already, the Project corridor is undergoing renewal, seeing private investment in development of properties in each Project segment, as described below. Local planning requirements have been effective in generating greater pedestrian orientation of new development activity, which translates to better transit accessibility.

The density, income, and demographic composition of people who live and work near the Project provide the ingredients necessary to ensure that people most in need of safe multimodal options benefit. Improving the mobility and accessibility for utilitarian users also benefits all users. Recent land use code revisions that support more compact mixed-use development with reduced or removed minimum parking requirements, and improved local connectivity provide the changes necessary to make Fort Harrison Avenue the backbone of this transformative change, as described in the following descriptions of previous and future city investment in the Project areas.

An expected outcome of Complete Streets improvements along Fort Harrison Avenue is to reduce the number of crashes and related injuries and to prevent fatalities. The cost of crashes is a significant drain of public resources. Between 2013 and 2017, there were 654 crashes of all modes along the Project corridor. Fortunately, the number of pedestrian and bicyclist crashes, injuries, and fatalities along the Project corridor are relatively small, compared to other major corridors in the city, although even one is one too many. FDOT estimates that each pedestrian fatality in a crash costs approximately \$10,000,000. Of the 22 pedestrian crashes between 2013 and 2017, 11 resulted in injuries, and there were zero fatalities. Bicyclists were involved in 30 crashes during the same period, resulting in 16 being injured and zero fatalities.

A key objective of this Project is the increased safety of all people that use Fort Harrison Avenue, especially the most vulnerable people such as children, elderly, and people with disabilities, and increasing the number of people who feel comfortable enough to walk, bike, and ride transit for everyday needs. The City and community aspire to increase safety for all users of Fort Harrison Avenue, especially for vulnerable users such as the children and people without access to a car that frequently use Drew Street.

A complete sidewalk network, wider sidewalks (in some locations), and better separation of the pedestrian realm from vehicular travel lanes would improve pedestrian safety and comfort. Other potential safety enhancements could include ADA ramps, high -visibility crosswalks, pedestrian countdown timers, leading pedestrian intervals, pedestrian scaled lighting with LEDs, and reduced conflicts at driveways. Enhanced sidewalks and crossings would make safer walking environments for numerous children who travel the corridor on school days, especially at times early or late in the day when lack of natural light hampers visibility. The potential for lane reductions, curb extensions, and possibly roundabouts in suitable locations would create shorter crossing distances to accommodate non-motorized travel. Vehicle-to-vehicle conflict points in a roundabout configuration reduces the potential for severe injuries and fatalities as compared to conventional inter- sections.

Better integration of transportation facilities for all modes of travel as a result of Complete Street improvements would improve overall mobility within the Project corridor. Complete pedestrian and bicycle facilities and safer, more convenient means of crossing Fort Harrison Avenue would make the street more appealing for non- motorized travel. Enhanced trail connectivity between the Project corridor, the Pinellas Trail, the Memorial Causeway Trail, and the Druid Street Trail would serve the numerous bicycle commuters and recreational users who use these trails. The location of bus stops, design of bus shelters, and traffic signal timing could enhance access to and the efficiency of transit. Improved operational performance of intersections could help offset any Project-related effects on traffic flows. Buffered or protected bicycle lanes and improved trail connections would take bikes off sidewalks. Additional bicycle parking opportunities recently adopted as part of the Downtown Redevelopment Code and called for in the North Marina Area Master Plan would encourage biking to local destinations.

Accessibility means the ability for people to get to where they want to go safely, and efficiently. The Project will substantially enhance the ability to arrive at a destination by a variety of modes. The improved walkability and connectivity eases the first mile, last mile travel challenge. There are a wide

variety of daily destinations for living, working, shopping, exercise, socializing and healthcare within a 10-minute walk of Fort Harrison Avenue. Accessibility to these and many other destinations in a single journey would greatly improve through this Project.

- Schools: Belleair Elementary School, Osceola Middle School, and Clearwater International Academy,
- Senior residential facilities and gathering places: Pacifica Senior Living Belleair, Prospect Towers
- Health Facilities: Morton Plant Hospital and campus, Bayside Urgent Care Center, dozens of doctors and dentist offices, Publix pharmacy
- Entertainment: Capitol Theatre, Francis Wilson Playhouse
- Parks: Ed Wright Park, Coachman Park
- Recreation and Centers: Ross Norton Recreational Center and Aquatic Complex, Downtown Marina, Seminole Boat Launch and Marina, North Greenwood Recreational Center
- Libraries: Clearwater Main Library, North Greenwood Library
- · Fresh food stores: Publix Grocery Market
- · Daily errands: Harbor Oaks Shopping Center

South Segment: Belleair Road to Chestnut Street

The southern segment contains the advantage of stable older neighborhoods surrounding one of the largest contiguous areas of Limited Industrial land use districts in the city. According to a study of the corridor, neighborhoods near industrial development considered it a benefit for employment and occasional services because the implementation of buffers and landscaping minimized conflicts between this mix of uses (cite: The Center for Community Design + Research, South Fort Harrison Study Report, July 1996). While the same study cited traffic congestion, especially severe during afternoon peak periods, as a key disadvantage to redevelopment of the area, it identified a solution directly related to this application: "However, if less automobile dependent options are pursued, such as improvements and extension of the local sidewalk system and the completion of the Pinellas Trail, it is likely that traffic conditions will not significantly worsen."

The Project grant would support the improving the walkability and connectivity of the sidewalk system in the area, and options for reducing the disruptions of driveways. The Pinellas Trail provides active transportation access to numerous healthcare destinations, in addition to other locations and for recreational uses. A goal of the city is to increase multiuse trail connections to the Pinellas Trail and destinations along this segment of the Project. In December 2018, the city completed the Druid Trail providing a multiuse path linking neighborhoods and providing active transportation access from U.S. 19 to Fort Harrison Avenue and to the Pinellas Trail less than one mile north of Morton Plant Hospital. The Parks and Recreation Trails Master Plan provides for a trail along Lakeview Road connecting Martin Luther King, Jr., Wright Park, and the Lake Belleview neighborhood to the Project corridor and to the Pinellas Trail.

Private Investment: Morton Plant Hospital Master Plan

The Morton Plant hospital campus is 66.38 acres in size and generally bound by the Pinellas Trail and the Seaboard Coastal Railroad (east), Jeffords Street (north), South Druid Road (west) and Corbett Street (south). The city approved a Master Plan for the hospital in 2014, which outlined a programmed series of development; however, each component of the Plan must be approved as part of a development application. In 2015, the city approved an expansion to the main hospital tower with a height of 110 feet. The expansion provided for 621 beds in the hospital tower.

Downtown Segment: Chestnut Street to Drew Street

Downtown is characterized by a mix of uses with varying intensities and densities. Form and function also vary depending on the specific location within the Downtown. The traditional business core is the most intensely developed area with a mix of historic buildings and new construction. Downtown enjoys a unique location on the Bluff overlooking Clearwater Harbor and the significant public destination of Coachman Park along that waterfront. Notable destinations within the 10-minute walkshed of this segment are the Pinellas Trail, Clearwater Harbor Marina with fishing pier and Clearwater Ferry, Clearwater Main Library, and Coachman Park, which is the center point of the Imagine Clearwater plan.

From an economic development perspective, existing office space does not meet the needs of local businesses. Many property owners have failed to make improvements that information technology, financial and professional services, and other targeted industries require. To prevent existing businesses from leaving the City, higher intensity employment opportunities must be possible on new and existing sites. Additionally, to create a vibrant Downtown neighborhood, dense residential development is needed to create an "18-hour" neighborhood, supporting nightlife, entertainment and restaurants and other late-night businesses. Throughout Downtown a variety of housing types, at varying scales and prices, is needed to attract all income groups and to contribute to the customer base for neighborhood commercial establishments.

The City of Clearwater believes that the Complete Streets grant will fit well with other city initiatives, redevelopment, and the following strategies to improve the attributes that create the quality of life needed to attract businesses, residents, and visitors to Downtown.

Private Investment: Downtown Redevelopment Opportunities

The original and expanded CRA district is projected to increase in value substantially over the next 20 to 30 years. This is driven primarily by the accelerating demand for new urban housing within the Downtown, and the strategic economic development goals and objectives of the City Commission. This redevelopment strategy details investment opportunities available on several key redevelopment parcels and a large array of prime infill parcels including:

- Arnold/Brown Parcel at Drew Street/Fort Harrison and Osceola Avenues An announced redevelopment site containing 70,131 square feet or 1.61
 acres. According to published reports, the developer envisions a high-rise
 condominium, a boutique hotel and ground floor retail uses. Potential for
 development on this site is over 280,000 square feet, 112 units, or 152 hotel
 rooms.
- AmSouth Block between Osceola Avenue, Fort Harrison Avenue, Cleveland Street and Drew Street or "Superblock" Parcel - Contains one large parcel, along with a few smaller properties. In total, the greater parcel could ultimately contain approximately 178,000 square feet or 4.1 acres. Development potential at this site could be over 712,000 square feet or 287 units.

North Segment – Drew Street to Pleasant Street

The north segment's proximity to Downtown, waterfront access, connection to major vehicular transportation corridors, Pinellas Trail, and other physical assets provides for an incredible opportunity for improved public open space and private redevelopment. Fort Harrison Avenue runs north-south through the Old Bay District (part of Downtown) and residential neighborhood (outside the Downtown Planning Area). Making the district more successful will require both public and private investment in the area's assets and commitment to remedy under-performing uses. Enhancement and investment in publicly-owned properties and public realm areas such as the Seminole Boat Launch are needed to create an identity, remedy negative conditions and set the stage for private redevelopment to occur.

The City's Seminole Boat Launch and parking facility is a unique city-wide asset and one of the most used locations within the area. The City has designated funding for enhancements to improve vehicular circulation, provide staging for boat launching, and to establish a more direct and safer pedestrian connection to the waterfront and site amenities. Once constructed, the site will have an elevated restroom building, an observation tower, 109 trailer parking spaces and 127 standard and handicap off-street parking spaces, eleven boat slips on two floating docks, retention of the existing Frances Wilson Playhouse with no changes, and substantial landscape improvements.

Image 9. Seminole Boat Launch Rendering



The Pinellas Trail runs through the area and connects to Dunedin and Downtown Clearwater. The trail has been a major economic redevelopment asset in many portions of the County, but the segment in this area is seen as uninviting due to safety concerns and unsightliness. While special street lights were installed on Fort Harrison Avenue in this area, this area's main street needs attention. Investing in public realm improvements and making better connections to the waterfront for residents and visitors will help to reestablish the area as a true destination in the City.

Image 10. Pinellas Trail Signage



Private Investment: The North Marina Area

The North Marina Area Master Plan (2016) created an energy for the area to be a mixed-use neighborhood supporting the Downtown employment base with residential, neighborhood commercial, office and community uses. The City has reviewed and/or approved development plans for several sites within the area that, once constructed, will really start the transformation of this area.

880 N. Osceola Avenue

On over 5 acres of upland and submerged lands, this development is located at the west end of Nicholson Street at Osceola Avenue. The property is currently developed with a 66-slip marina with primary access from Osceola Avenue leading to a 50-space parking lot. The approved development proposal retains the existing boat slips and proposes to construct 95 attached dwellings on the upland portion of the property. The attached dwellings would be divided amongst two towers, as well as eight townhomes situated along the edge of the marina on the southern end of the property. The towers are proposed at a height of 80 feet, while the townhomes will have a height of 25.08. The proposal includes 198 off-street parking spaces with 155 located within a gated ground level parking garage, 27 above the parking garage, and 16 within the individual townhome garages.

The Residences @ Oceano – 708 N. Osceola Avenue

This development is located on slightly less than one acre on the west side of Osceola Avenue approximately 115 feet south of Seminole Street. The development proposal would demolish all existing improvements to provide for the construction of a 52-unit attached dwelling development with a minimum of 52 off-street parking spaces. The proposal also includes a request for an allocation of 21 dwelling units from the Public Amenities Incentive Pool.

9.0 COMMUNITY SUPPORT

The transformation of the Fort Harrison Avenue from a corridor designed to move vehicles through the city as quickly as possible to an urban-oriented complete street balancing the needs of all users has strong community support. The city chose this project to link neighborhoods with each other, with the three primary Activity Centers the road serves, and the adjacent Pinellas Trail as well as the future Downtown Intermodal Transit Center. Safe access using a variety of mobility options on an aesthetically pleasing Fort Harrison Avenue requires needs analysis of and support from neighborhood organizations and local businesses.

Letters of support have been received from the following organizations (See Appendix, Evidence of Community Support):

- Downtown Neighborhood Association
- Clearwater Neighborhoods Coalition
- Harbor Oaks Association

Additionally, a resolution of support from the City of Clearwater City Council is provided with this application.

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10.0 COSTS & TIMELINE

Project Cost

The estimated total cost of the Project is \$100,000. Fifty percent of the total cost, or \$50,000, is requested as a Program grant. The remaining 50 percent will be satisfied through City matching funds (i.e., \$25,000 plus in-kind services valued at \$25,000). An outline of the scope of services and associated cost estimate is shown in Figure 3.

Grant Request

The city's request for Project funding from Forward Pinellas is \$50,000.

City Matching Funds

City matching funds valued at \$50,000 shall be allocated as follows:

- \$25,000 monetary funds
- \$25,000 in-kind services

The value of in-kind services by task is identified below:

- Task 1: \$2,000
- Task 2: \$4,000
- Task 3: \$7,000
- Task 4: \$3,000
- Task 5: \$9,000

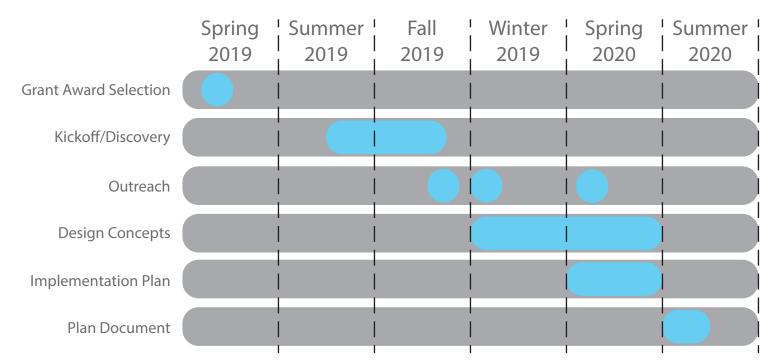
Project Timeline

The anticipated timeframe to complete the concept planning process, prepare design concepts, and document outcomes is 11 months (see Figure 4).

Figure 3. Scope of Services & Cost Estimate

Scope of Services Outline & Cost Estimate Fort Harrison Avenue Complete Street Concept Plan	
Task 1: Project Kickoff (Team) Develop project management plan Gather existing data Collect additional data (as needed)* Conduct walking tour Prepare community participation plan*	\$10,000
Task 2: Discovery Analyze and map data Review conditions in the field Interview key stakeholders* Host community kickoff event and walking audits Field community survey	\$26,000
Task 3: Preliminary Design Concepts & Evaluation Criteria Prepare preliminary design concepts and evaluation criteria Host community meeting (review draft concepts and criteria and provide feedback)* Synthesize community input Present preliminary design ideas	\$32,000
Task 4: Updated Design Concepts & Decision Making Update design concepts Host community open house (present updated concepts and obtain feedback)* Develop implementation plan and plan document	\$20,000
Task 5: Outreach & Coordination Create Project branding* Develop and distribute Project communications* Coordinate agency review*	\$12,000
Grand Total	\$100,000
* Led and substantially performed by City staff	

Figure 4. Project Schedule



Forward Pinellas Complete Streets Program 2018

APPENDIX

EVIDENCE OF COMMUNITY SUPPORT



ClearwaterCoalition.org
P.O. Box 8024
Clearwater, Florida 33758
ClearwaterNeighborhoods@gmail.com

November 5, 2018

Dear Lauren Matzke,

On November 5 The Clearwater Neighborhood Coalition voted to support the City of Clearwater's application for a Complete Streets Concept Planning Grant from Forward Pinellas.

As we understand it, the area to be treated is Ft. Harrison from the northern apex to the southern city limits boundary.

This is a very important corridor for our city, providing access to Imagine Clearwater's park area and to the entire downtown commercial area, as well as to the Morton Plant medical complex, which is a major center for employment and for critical medical services. This plan would also build on the North Marina Plan.

We believe Complete Streets has tremendous possibilities for enhancing our city. We are extremely pleased with the progress in planning for Drew Street, and we look forward to seeing a similar approach applied to Ft. Harrison.

Karen Cunningham, President

Clearwater Neighborhoods Association.

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November 7, 2018

Chelsea Favero, AICP Forward Pinellas 310 Court Street Clearwater, FL 33756

RE: Forward Pinellas Complete Streets Grand Application – Drew Street Corridor

Dear Ms. Favero.

The Harbor Oaks Association fully supports the community effort to upgrade Drew Street to a 'complete street', so that it is more accessible and safer for pedestrians, bike riders, athletes and motor vehicles.

The Harbor Oaks neighborhood adjoins Fort Harrison Road immediately south of Turner Street and west to the intercoastal waterway. We recognize that an increase in the safety of these streets would enable residents and visitors to better enjoy the City's natural coastal beauty and the neighborhood's Magnolia Street Dock. More accessible and safer access routes would promote improved integration of the residential community and provide better support of the local businesses that serve and immediately adjoin our neighborhood. Further, an extension of this corridor south along Fort Harrison Road to Belleair would lend strength to the revitalization efforts by the City for the downtown area.

We ask that the City of Clearwater be awarded the Forward Pinellas Complete Streets grant.

Sincerely,

Gregg Gallagher, President Harbor Oaks Association Board

cc: Mayor George Cretekos, City Council, City of Clearwater
William Horne, City Manager, City of Clearwater
Ellen Crandall, Planning & Development Department, City of Clearwater



Downtown Neighborhood Association, Inc.

Court Street Plaza, Suite 202, 635 Court Street Clearwater FL 33756-5512

(727) 330-7895

November 9, 2018

Chelsea Favero, AICP Planning Manager Forward Pinellas 310 Court Street Clearwater, FL 33756

Re: Support for Clearwater Complete Streets Fort Harrison Street Concept Planning Grant

Dear Ms. Favero:

The Downtown Neighborhood Association supports the City of Clearwater's application for a complete streets concept planning grant for Fort Harrison Avenue in downtown Clearwater.

The Downtown Neighborhood Association's membership area is contiguous with the Clearwater's CRA and exists to offer a voice for the residents who "live, work and play" in Downtown Clearwater. We are the people who can and are interested in walking and biking to work and to the local businesses in our city. Some of us have already given up our families' "second cars" and want to support safer, more walkable streets, better traffic flow, and more urban-friendly amenities to support our local businesses. Steps that will slow traffic, reduce noise, and create a more attractive and interesting appearance of downtown streets will enhance our property values and make life more livable in this urban corridor.

Our organization has been involved in the recent and successful Drew Street Complete Streets project so we are familiar with the concept. We are actively and continuously involved in the Imagine Clearwater project that we expect will bring substantial numbers of Clearwater residents from other neighborhoods to the downtown core. It makes good sense to address a complete streets plan for Fort Harrison Avenue as we implement Imagine Clearwater over the next few years.

We have met with City staff to review and discuss the proposed grant, and we whole heartily support the City of Clearwater's application. Please contact me if you have any questions.

Sincerely,

David Lillesand, President David@LillesandLaw.com

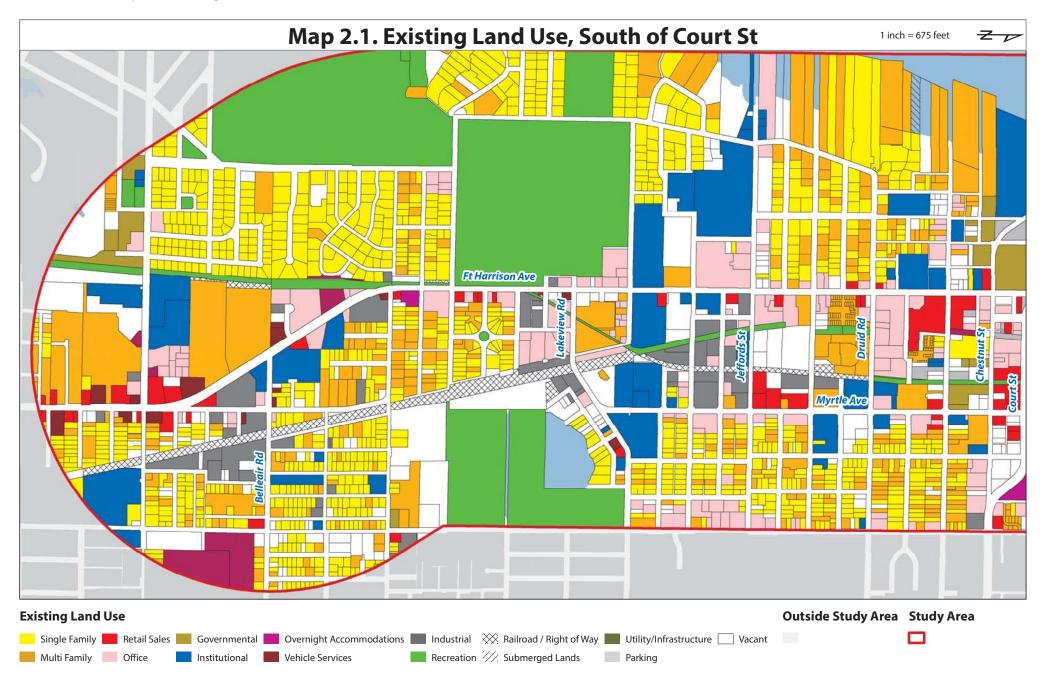
MAPS

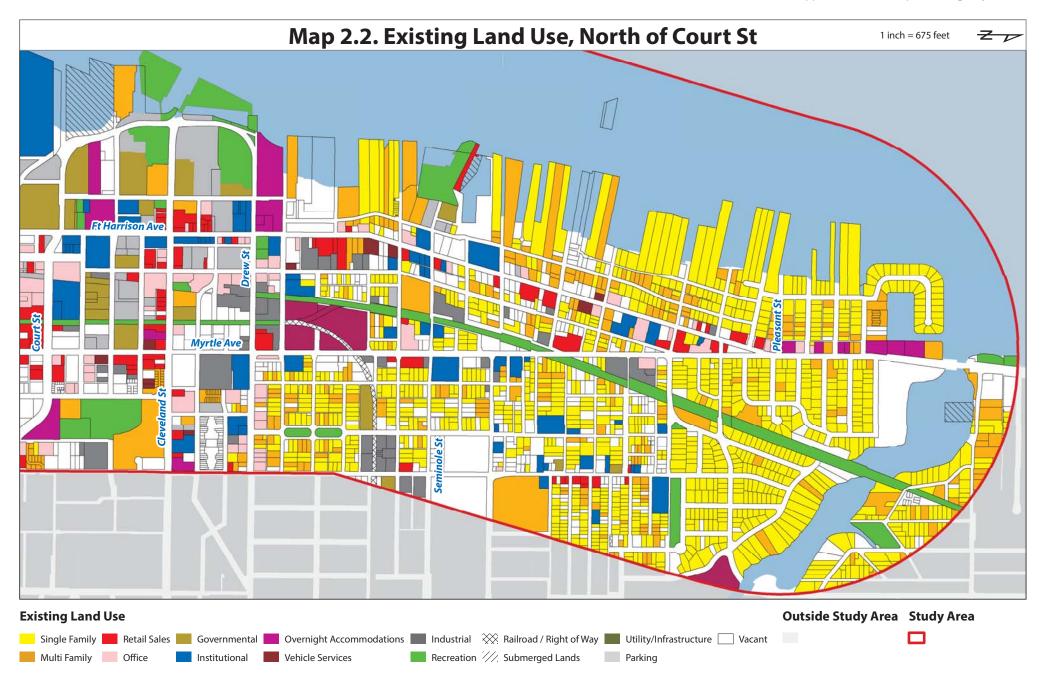


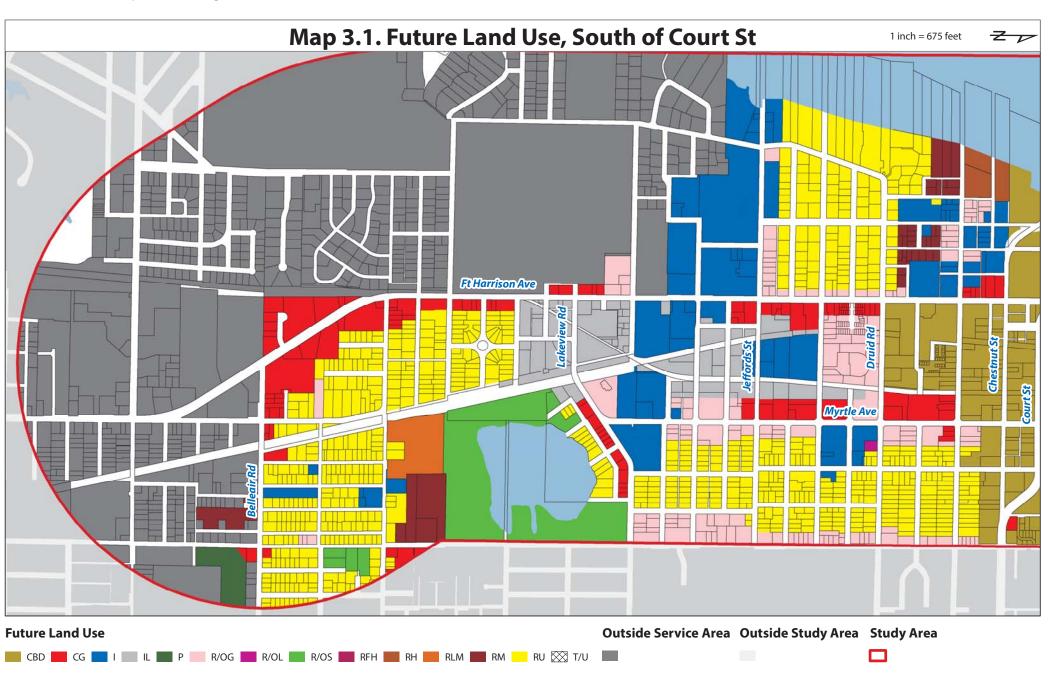
Fort Harrison Avenue Areas
Outside Service Area
Outside Study Area

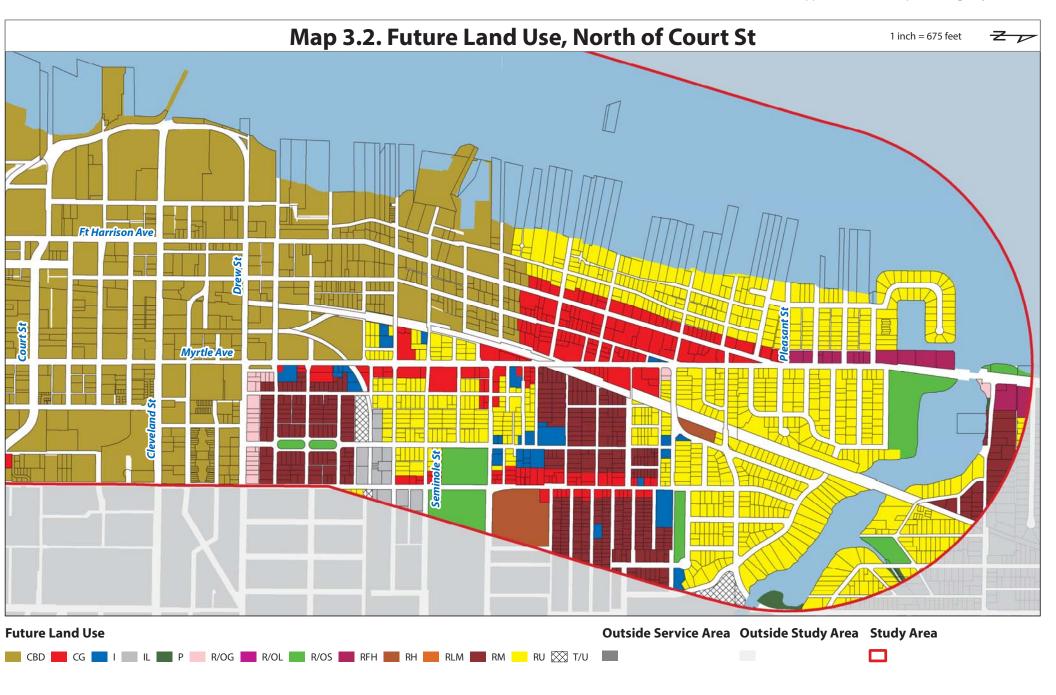
Study Area

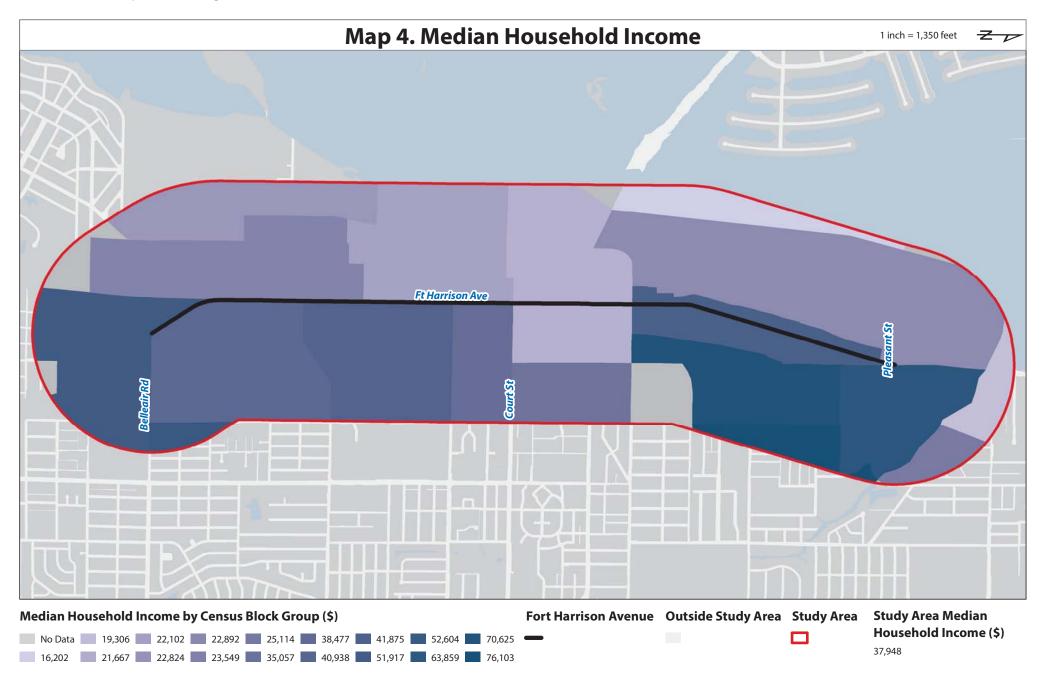
Morton Plant — Downtown — North Marina

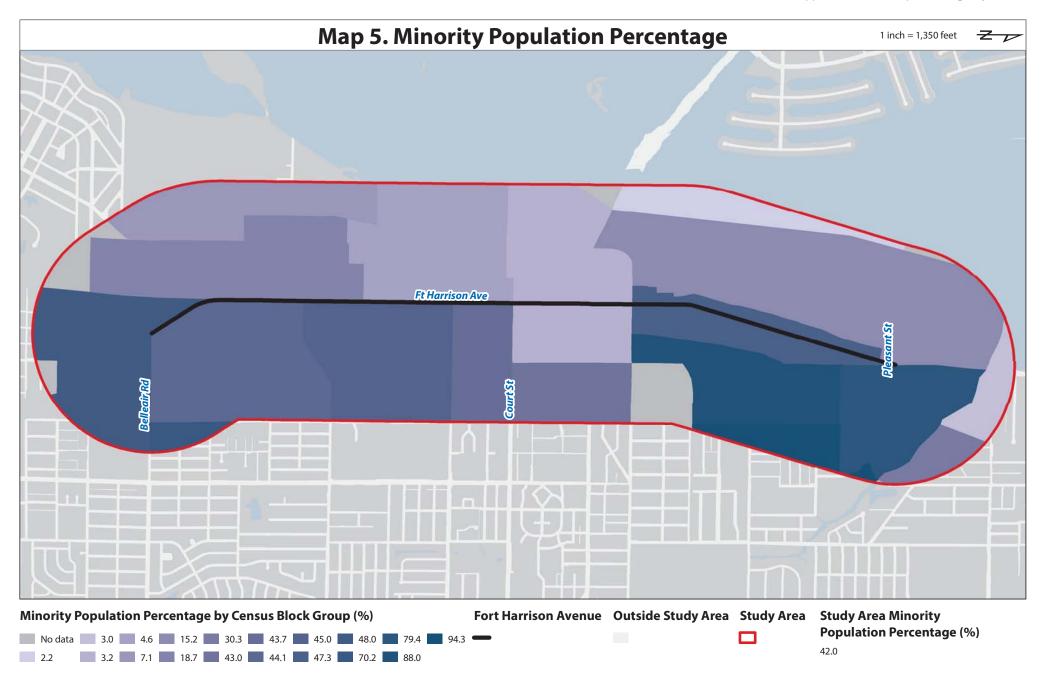


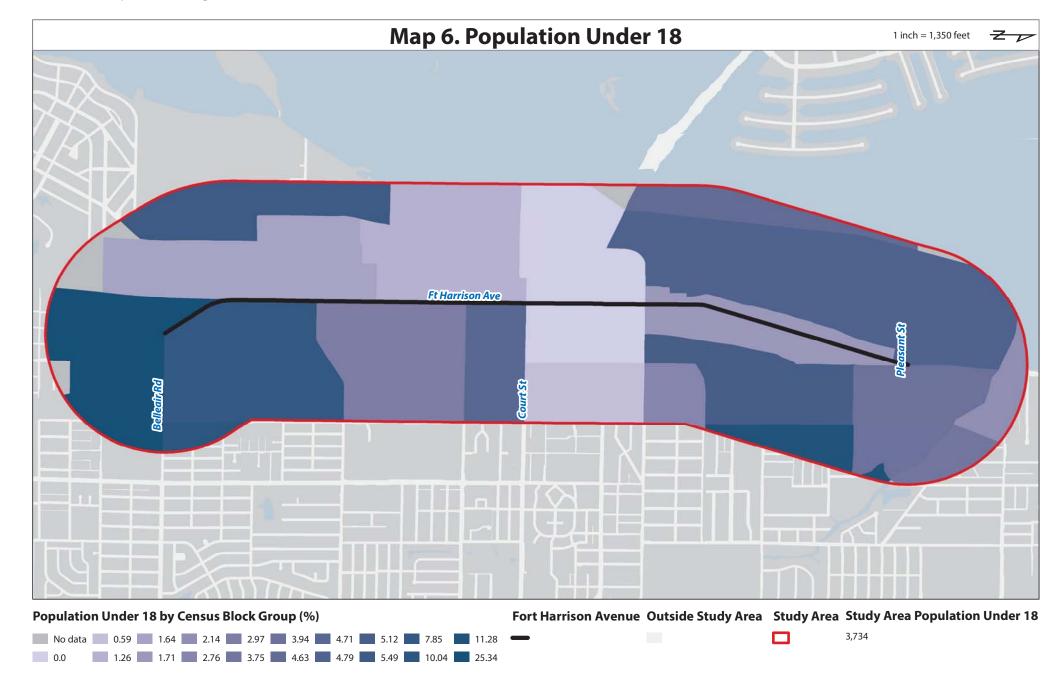


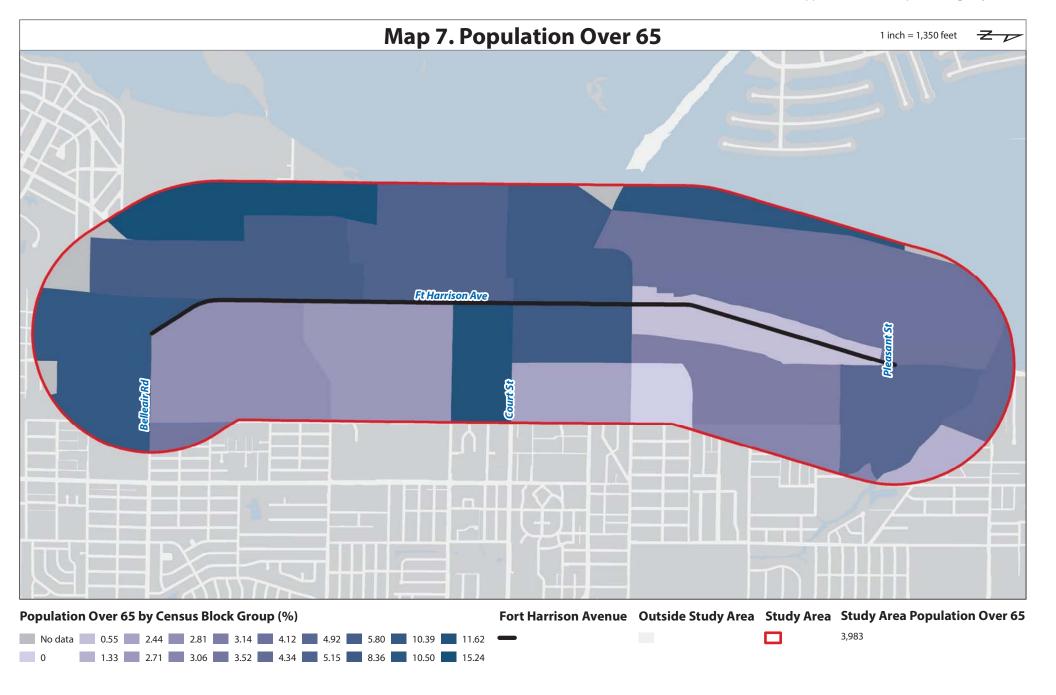


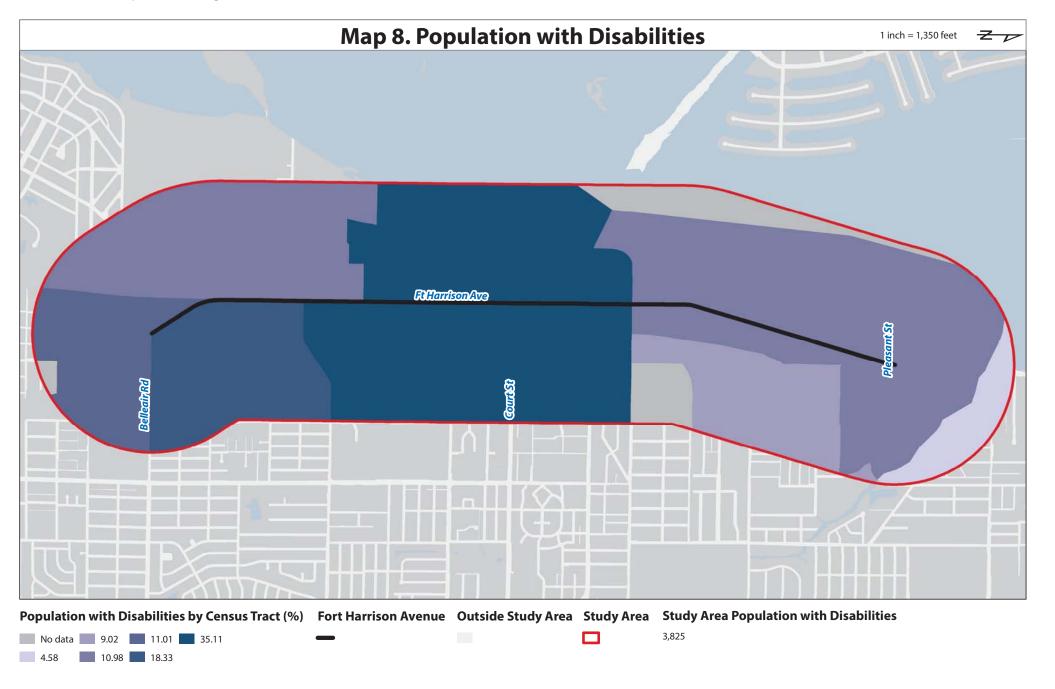






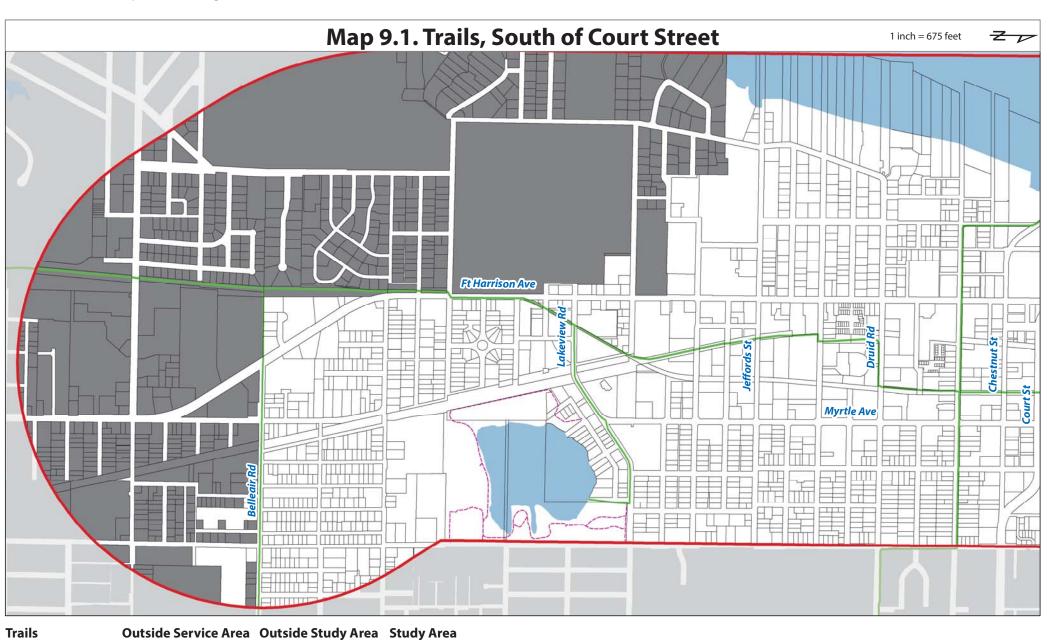




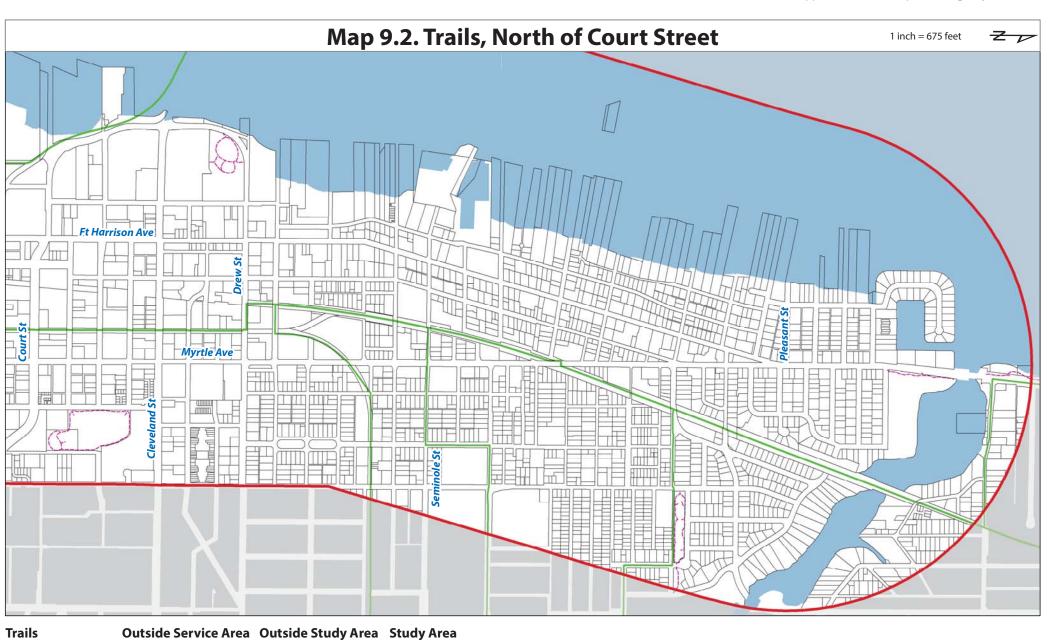


Application for Concept Planning Project Grant

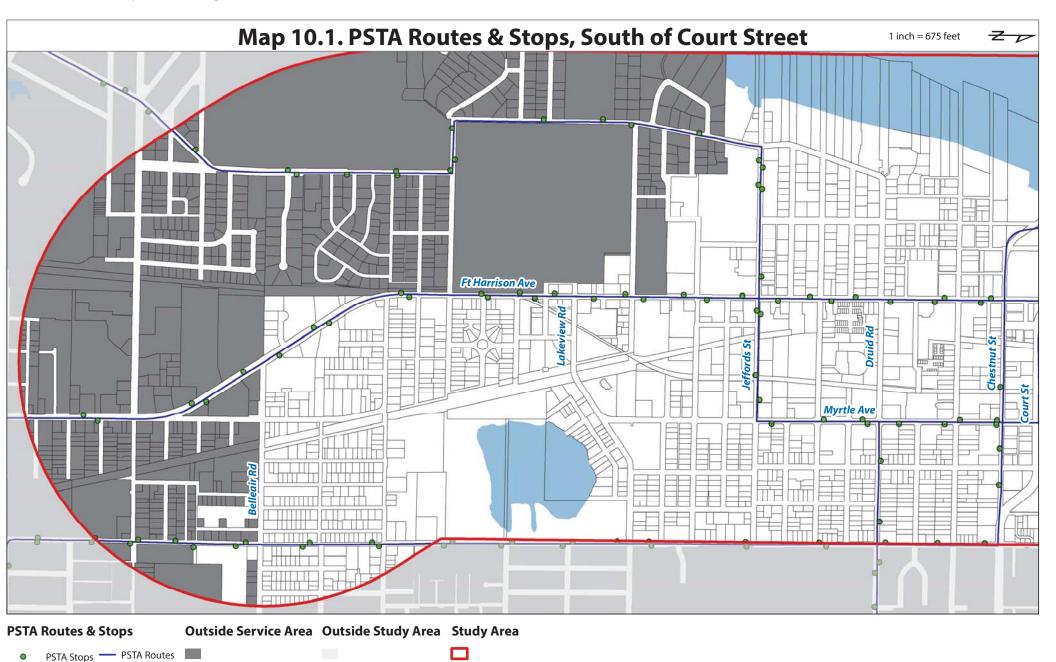
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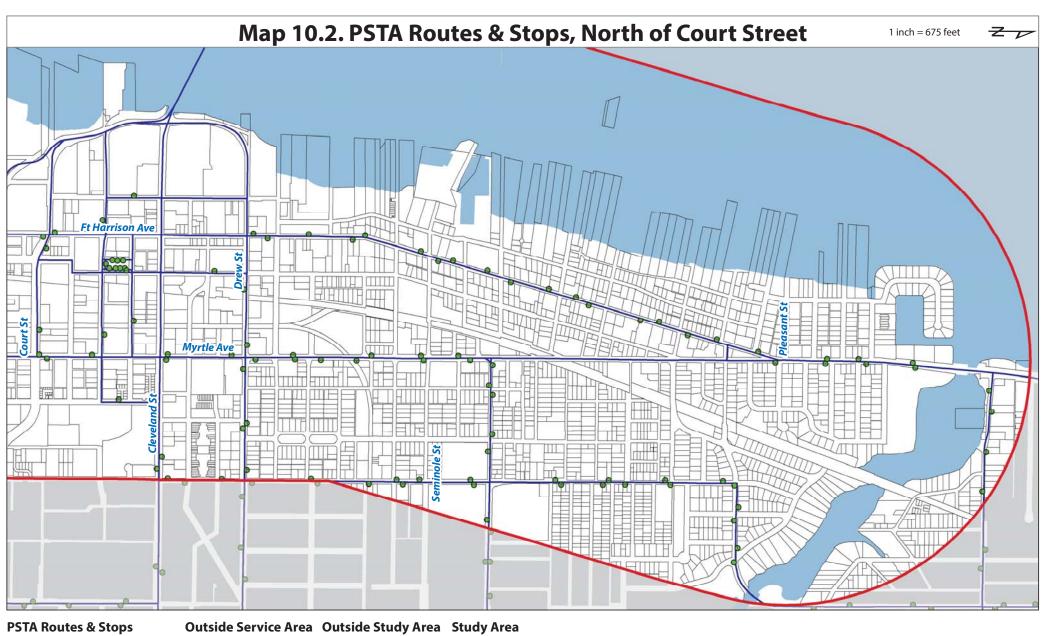


--- Park Trail — Trail



--- Park Trail — Trail





PSTA Stops — PSTA Routes

