

# ULI Downtown Vision Statements

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ULI Report: Clearwater must find one unified vision<sup>1</sup>

## Existing Vision Statements:

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1. Clearwater City Vision
  - a. Facilitate Development of the Economy:
    - i. Diversify the Economic Base
      1. **Develop downtown** and US 19N
2. Clearwater Downtown Redevelopment Plan – February 3, 2004
  - a. Purpose of this plan: This Plan reflects Clearwater’s desire to reclaim its traditional downtown and make it the center and heart of the City.
    - i. Every city should have a unique place that fosters community interaction and fun. Downtown should and can be that place for Clearwater residents and tourists alike.
    - ii. Downtown Clearwater is a reflection of how our forefathers lived, worked and shopped. Clearwater’s past can be seen in its historic buildings in and around Downtown and historic Coachman Park. We cannot envision and plan for the future unless we are mindful of our past learning from our successes and failures.
    - iii. Clearwater is the Pinellas County seat and should present a welcoming air to all the Pinellas County residents as they transact business with their government.
    - iv. Finally, Clearwater’s Downtown is still a major player in the City’s economic life and has a grand opportunity to increase its economic impact through redevelopment.
3. Clearwater Downtown Development Board (Adopted June 2014)
  - a. Goal of the DDB: A flourishing and prospering downtown, with rising property values, a successful, attractive and interesting mix of cultural, restaurant, retail, residential and office tenants that attracts and serves visitors from the local and surrounding area as well as travelers from around the world.
  - b. Primary Goal: To promote, facilitate and support activities that sustain, promote and advance downtown revitalization and to attract businesses and residents to relocate and stay in the downtown area. (per the DDB/CRA Interlocal Agreement)
4. Clearwater Economic Development Strategic Plan – a blueprint for sustained economic growth (adopted November 2011). Three guiding principles set the foundation for economic vitality:
  - a. Attracting and retaining a younger mix of professionals
  - b. Facilitating projects that expand the City’s tax base
  - c. Diversifying the tax base with industry clusters well-suited for Clearwater.

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<sup>1</sup> ULI Report page 9

# Selected Quotes from the Clearwater ULI Report

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1. “This dynamic represents a particular threat to Clearwater, because in the panel’s experience it seems to be a profoundly divided city, it is geographically divided between the mainland and the beach, but it is also internally divided, with deep and enduring tensions between various sparring factions.”<sup>1</sup>
2. “Clearwater must find one unified vision.”<sup>2</sup>
3. “This vision must include each of the different constituencies that form Clearwater, and they must buy into that vision. Everyone must feel invited and everyone must be invested in the outcome, because the city simply cannot afford to leave assets or talents on the table.”<sup>3</sup>
4. “If everyone could just figure out how to work together, Clearwater’s constituencies might actually be able to get what they want.”<sup>4</sup>
5. “widespread suspicion and distrust that ran rampant in the panel’s conversations. Most people felt frustrated, stymied and blocked from contributing to a better Clearwater. The panel cannot stress enough how universal this sentiment was. There were no exceptions.”<sup>5</sup>
6. “The panel does not deny the difficulty of building trust in a situation where it is sorely lacking, but this work must be done, or everything else is pointless.”<sup>6</sup>
7. “Absent true collaboration and a compelling overarching vision, the future of Clearwater will remain uncertain.”<sup>7</sup>

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<sup>1</sup> ULI Report Page 9

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