

# THE CLEARWATER LIBRARY REIMAGINED: A CULTURAL DESTINATION

100 N. Osceola Avenue, Clearwater, Florida, 33755



2025

## CALL FOR DEVELOPMENT CONCEPTS

Proposals may be submitted beginning May 21, 2025  
and until June 20, 2025, 10 a.m.

## SUMMARY OF DEVELOPMENT OPPORTUNITY

The city of Clearwater (the “city”) invites museums, planetariums, or performing arts institutions to partner with the city in transforming any portion, including the majority of the Clearwater Main Library into a destination experience for Tampa Bay area residents and visitors. The Clearwater Main Library is a five-story, 92,332-square-foot venue located at 100 N. Osceola Ave.

Located in downtown Clearwater, the Main Library boasts waterfront views to the west and rests on the eastern border of Coachman Park, an \$84 million venue completed in 2023. The 25-acre park boasts a variety of amenities including a 4,000-seat amphitheater operated by Ruth Eckerd Hall, large lawn area, splashpad and playground. Immediately to the south of the Main Library will be the Harborview Hotel, a Hilton Tapestry property that will seamlessly blend retail and environmental conscientiousness into Coachman Park. The Main Library offers street frontage to the north along Drew Street, and to the east along Osceola Avenue.

Responsive concepts will estimate the portion of the Main Library desired by the respondent. The city intends to enter into one or more ground leases with museums or other cultural partners interested in activating a minimum of 10,000 square feet within the existing building via exhibits, amenities, or dining.

Please note that while the city is receptive to interior redesign, including modifications to the interior floorplan and layout, the shell of the Main Library will remain intact.



## COMMUNITY BACKGROUND

The city of Clearwater is part of the Tampa-St Petersburg-Clearwater metropolitan area, commonly known as Tampa Bay, which is the 17th-largest metropolitan area in the United States, with a population of 3.1 million. The Tampa Bay region is home to a plethora of cultural and recreational establishments, with more than 4.06 establishments for every 10,000 persons, and these cultural amenities continue to grow.

The city of Clearwater stretches from the tranquil waters of Tampa Bay to the pristine shores of the Gulf of Mexico, offering a unique blend of urban energy and coastal relaxation. Clearwater is renowned for its natural beauty, diverse housing options, abundance of recreational options, and exceptional business opportunities. It's a semi-tropical paradise that provides a safe and welcoming environment for families, with excellent schools and a wide variety of activities for all ages. Whether you're here on vacation or making Clearwater your home, it's easy to see why so many visitors end up staying. Clearwater is a place where you can truly have it all.



Famous for its world-class, white sandy beaches, Clearwater consistently ranks among the best in America. Just steps away from the beach, visitors can enjoy the state-of-the-art Clearwater Marine Aquarium, home to a variety of marine life and popular conservation efforts. Sports fans also flock to the city as the Spring Training home of the Philadelphia Phillies.

For those who appreciate culture and the arts, Clearwater offers a wealth of entertainment options. Ruth Eckerd Hall, the Bilheimer Capitol Theatre, and The BayCare Sound at Coachman Park host a variety of concerts, theater performances, and events throughout the year from local and national talent. Downtown Clearwater is a charming, pedestrian-friendly area filled with delicious dining spots and unique boutiques, all just a short walk from Coachman Park. Set on the picturesque shores of the Clearwater Harbor Marina, the new Coachman Park features lush green spaces, a world-class music venue, and a range of exciting amenities perfect for outdoor enthusiasts. Whether you're relaxing in the park or attending a live event, it's clear that Clearwater offers an exceptional quality of life.

The city is also home to a flourishing arts scene adding to its cultural fabric. Clearwater's arts community continues to grow, offering creative opportunities for artists and audiences alike. Bringing your institution to this inspiring city is an opportunity to connect with a dynamic and ever-expanding audience, while becoming an integral part of a community that celebrates artistic expression and culture.

From its stunning beaches to its lively downtown, Clearwater is a city that shines with endless possibilities, making it the perfect place to visit, live, and thrive from bay to beach.



## REGULATORY FRAMEWORK -- ZONING CONTEXT

The Clearwater Main Library is in the heart of downtown, adjacent to the city's downtown marina and the waterfront park. It is one of five library locations in the Clearwater Public Library System. The Main Library is zoned "Downtown" which allows a wide range of uses. The city wishes to utilize the Main Library for museums, performing arts, cultural uses, a planetarium, or similar amenities, all of which are allowed. While restaurants and cafes are also permissible, the city would only consider these as secondary uses.

The city is not entertaining offers currently to use the site for residential development, another hotel, or office space.



## FLOORPLAN DETAILS

### Gross Floor Area

- Includes all enclosed spaces measured to the exterior wall dimensions.
- Total over 4 floors: 89,391 sq. ft.
- Roof terrace: 2,941 sq. ft.
- Total over 4 floors plus roof terrace: 92,332 sq. ft.

### Net Floor Area (Usable Space)

- Excludes non-usable spaces such as wall thickness, interior walls, stairwells, elevators, and mechanical areas.
- Determines allowable occupancy and functional use of the building.
- Breakdown per plan set as measured by city staff:
  - o First Floor: 16,144 sq. ft.
  - o Second Floor: 15,409 sq. ft.
  - o Third Floor: 17,717 sq. ft.
  - o Fourth Floor: 3,524 sq. ft.
  - o Roof Terrace: 2,941 sq. ft.
  - o Total Usable Space: 55,735 sq. ft.

The city will provide detailed as-built plans of the library building upon request.

Tours of the building can be scheduled by contacting city of Clearwater Redevelopment Agency staff.



## OPPORTUNITIES FOR PUBLIC FUNDING OR SUBSIDY

By utilizing the existing Main Library, respondents will enjoy substantially reduced design and construction costs. In addition, the successful respondent(s) will have no responsibility for ad valorem taxes during the term of the lease.

The city's Community Redevelopment Agency ("CRA") or its Downtown Development Board ("DDB") may consider limited grant funding to partially offset certain costs associated with renovating or modifying the Main Library to fulfill its full potential.

Visit St. Pete – Clearwater is Pinellas County's tourism development arm. To the extent that the project enhances visitors' experience in Pinellas County, and attracts additional visitors to the area, the project may be eligible for tourism development funds. Please note that the city does not control these funds; therefore, the viability of the respondent's pro forma should not depend on funding from this source.



## PARKING AND TRANSPORTATION

The Hilton Tapestry hotel, with an expected completion date in the end of 2027, will include a 169-space, all-valet parking garage. Parking will generally be available at market rate. Additional opportunities may exist to partner with The DeNunzio Group, which recently paid market rate for the parcel on which the hotel will be located. The city also has the 255-space Garden Avenue Parking Garage located two blocks east of the Main Library.

In addition, the city is finalizing the design of a 380-space public parking garage on Osceola Avenue, two blocks south of the Main Library. Completion of the garage is anticipated in 2026. Currently, there are more than 2,000 parking spaces available within walking distance of the Clearwater Main Library.

The Main Library is located one block east of the Clearwater Harbor Marina, a primary launch point for the Clearwater Ferry. The Clearwater Ferry offers regular service to and from Clearwater Beach, allowing visitors to the Main Library to easily visit the beach and vice versa. The Clearwater Harbor Marina is home to 126 boat slips, with 12 slips available for transient boaters.

Finally, the Pinellas Suncoast Transit Authority (“PSTA”) is finalizing its design of a new intermodal center to be located at 710 Court St., less than one mile east of the Main Library. The city can partner with PSTA and the successful respondent(s) to create a transit schedule that accommodates passenger demand to and from the Main Library.

An artist’s rendering of the Hilton Tapestry hotel, under construction just south of the main library, is expected to be completed by the end of 2027.



Artist’s rendering of a proposed 386-space parking garage being built at 155 S. Osceola Ave.

## SUBMISSION REQUIREMENTS

Submissions will be made by following these steps:

- Applications will be accepted beginning May 21, 2025, and must be submitted by June 20, 2025, 10 a.m.
- Scan the QR code below to submit your proposal.
- Complete the online form with “Your Information”
- Use the drop-down arrow to select “Clearwater Main Library Reimagine Project”
- Drag and drop your files into the “Upload Files Here” box
- Once complete, hit “Submit”



NOTE: After submission of documents, retracting them requires sending an email from your company to the address specified under the respective documentation on the city’s website. Retractions are only permitted for open solicitations.

### Deadline

Submissions shall be received no later than **June 20, 2025, 10 a.m. EST**. Submissions received after the specified time will NOT be considered.

**NOTE:** Museums and other institutions will retain creative control of all artwork.

## RESPONDENT REQUIREMENTS

The city invites responses from partners with experience in developing, operating, or renovating existing structures for cultural uses such as museums, performing arts, interactive exhibits, or a planetarium. The city welcomes concepts that include restaurants or cafes as secondary uses.

This private-public partnership will be structured as a long-term ground lease between the successful respondent(s) and the city.

Respondent teams must clearly and completely address each of the following areas in response to be eligible for selection:

- 1. Cover Letter.** Responding teams should prepare a cover letter summarizing the proposed concept(s) and the experience of the assembled team. This letter should also identify the primary contact person for the respondent organization.
- 2. Development and Operational Plan.** Teams should include a description of their vision for redeveloping the site or sites. At a minimum, respondents must include the following:
  - a. Project Narrative.** Respondents should describe the concept, the approximate or estimated square footage (which can be expressed as a range), and one or more renders, illustrations or diagrams to assist in articulating the concept. The inclusion of visual representations is required. The narrative should also indicate the manner or goals for integration with or compatible synergy with Coachman Park and the Hilton Tapestry.
  - b. Design and Construction Responsibility.** The city encourages responses that propose a reverse build-to-suit, in which the tenant selects and hires the design and construction professionals. The city's role will be limited to permitting and reasonable design approval. However, the city will consider a proposal contemplating a city-led, build-to-suit if the tenant agrees to appropriate contractual provisions that protect the city's investment. Respondents should specify their preference regarding build-to-suit or reverse build-to-suit.
  - c. Estimated Project Schedule.** Respondents should estimate or indicate their preferences and goals in terms of the timeframe in which to renovate the Main Library and commencement of a ground lease.
  - d. Operational Plan.** Respondents should describe their approach to staffing and operating the facility within a publicly owned building.
  - e. Requested Lease Term.** The City Charter authorizes ground leases up to sixty-five (65) years in duration, with an opportunity to renew for up to thirty (30) additional years. The requested term, including renewal options if requested, should be specified in the development plan.

- 3. Financial Plan.** Teams should provide detailed pro forma cash flow projecting the first decade (10 years) of operation. The pro forma must include, at a minimum:
- a. Private Capital.** The city seeks a strong and financially stable partner that is able and willing through equity, private donations, or tenant-issued debt to invest in the leased premises. The respondent's maximum capital contribution, which should be separate from the proposed monthly lease amount and any operating expenses, should be identified in this category, as well as the source of funds supporting the capital contribution.
  - b. Projected Revenues.** Respondents will be allowed to charge admission at market rates to the public and retain all revenues. Recognizing that tickets can be customized, the respondent should nevertheless estimate the total revenue expected from ticket sales and the estimated number of tickets the respondent reasonably expects to sell per year.
  - c. Monthly Lease Payable to the City.** The fixed amount, including annual escalation, the respondent offers to pay the city in exchange for leasing the requested premises.
  - d. Operating Expenses.** The estimated cost to the tenant in operating the premises for the intended usage. All expenses should be estimated by and identified by category, e.g. utilities in one category and staffing in another.
  - e. Conditional Public Funding Sources & Use of Incentives.** If public funding is requested, this description should include an estimate of the total dollars requested and the purpose(s) to which those dollars will be applied. Any additional or indirect incentives should also be specified here.
  - f. Construction Costs.** Respondents should include a professional conceptual estimate of all construction and interior redesign costs.

## EXPENSES INCURRED IN RESPONDING TO THIS CALL FOR DEVELOPMENT CONCEPTS

All respondents responding to this Call for Development Concepts do so at their sole expense and risk. The city assumes no financial or other obligation to respondents who respond. The city will not be liable to any broker, consultant or other entity acting on behalf of any respondent for any fee or payment relating directly or indirectly to its proposed concept.

## NON-CONFIDENTIALITY

All concepts, qualifications, correspondence, and records made thereof, are public record and handled in compliance with applicable state and local laws.

## SELECTION PROCESS

The city will evaluate proposed concepts in accordance with the requirements as well as any interviews, references, or other supplemental information provided. The selection process will include:

- 1. Submission Review:** Submissions will be reviewed by a five-member selection committee of city staff to determine whether the respondents concept fulfills all submission requirements and meets the minimum threshold requirements listed below.
- 2. Invitation to Interview:** The selection committee may, in its sole discretion, create a short-list of finalists. The selection committee may also, in its sole discretion, invite one or more respondents to interview with the committee.
- 3. Committee Recommendation:** Each member of the selection committee shall independently rank the respondents, with the preferred respondent being ranked numerically as "1." The selection committee's recommendation(s) shall be shared with the City Council.
- 4. City Council Discussion:** Respondents are invited to present to City Council on [insert date]. in City Council Chambers, in which respondents will have the opportunity to present their concept, approach to partnerships, timeline, development team, and financial plan.
- 5. Final Decision:** The City Council will make a final selection in favor of one or more respondents. If any aspects of a proposal are not acceptable to the city, the City Council may direct city staff to negotiate or draft alternative terms that accomplish the city's objectives. The project(s) will begin once the respondent(s) and the city have signed a ground lease. At any point prior to executing the ground lease, the city or the respondent(s) may terminate negotiations at will.

## PROPOSED SCHEDULE

| Project Milestones                   | Estimated Timeline            |
|--------------------------------------|-------------------------------|
| Launch Call for Development Concepts | <b>Feb. 19, 2025</b>          |
| Submission Period Opens              | <b>May 21, 2025</b>           |
| Submission Period Ends               | <b>June 20, 2025, 10 a.m.</b> |

## EVALUATION CRITERIA

|                                             |            |
|---------------------------------------------|------------|
| Alignment with CRA and Strategic Plan goals | <b>30%</b> |
| Financial and operational feasibility       | <b>25%</b> |
| Innovation and design quality               | <b>20%</b> |
| Community impact                            | <b>15%</b> |
| Partnership potential                       | <b>10%</b> |

## LOCATION MAP

