

Creating a Successful Mercado in the Downtown Gateway



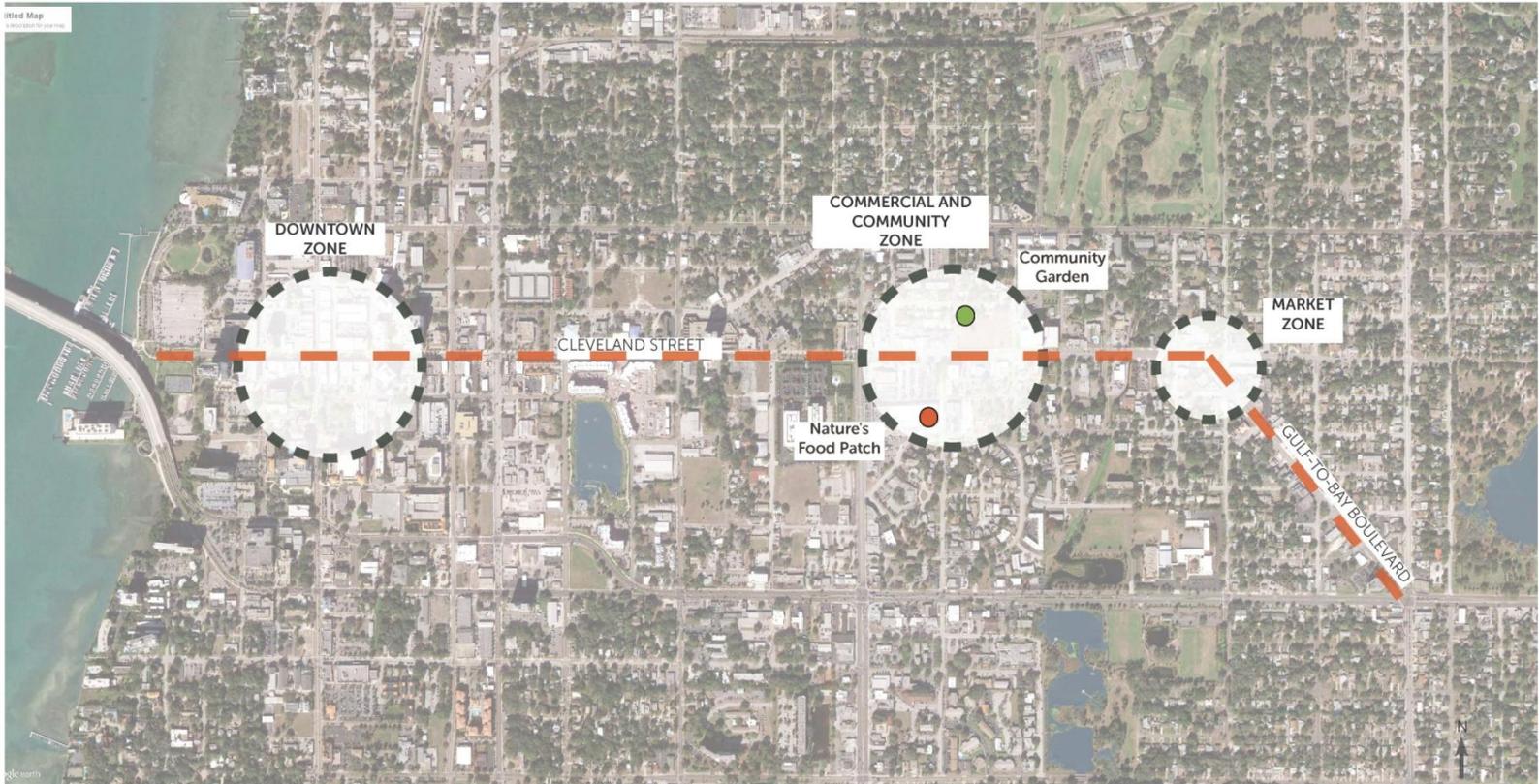
July 26, 2017





DOWNTOWN GATEWAY DISTRICT - CLEARWATER, FLORIDA

Public Market Feasibility Study



Cleveland Street Destination Zones

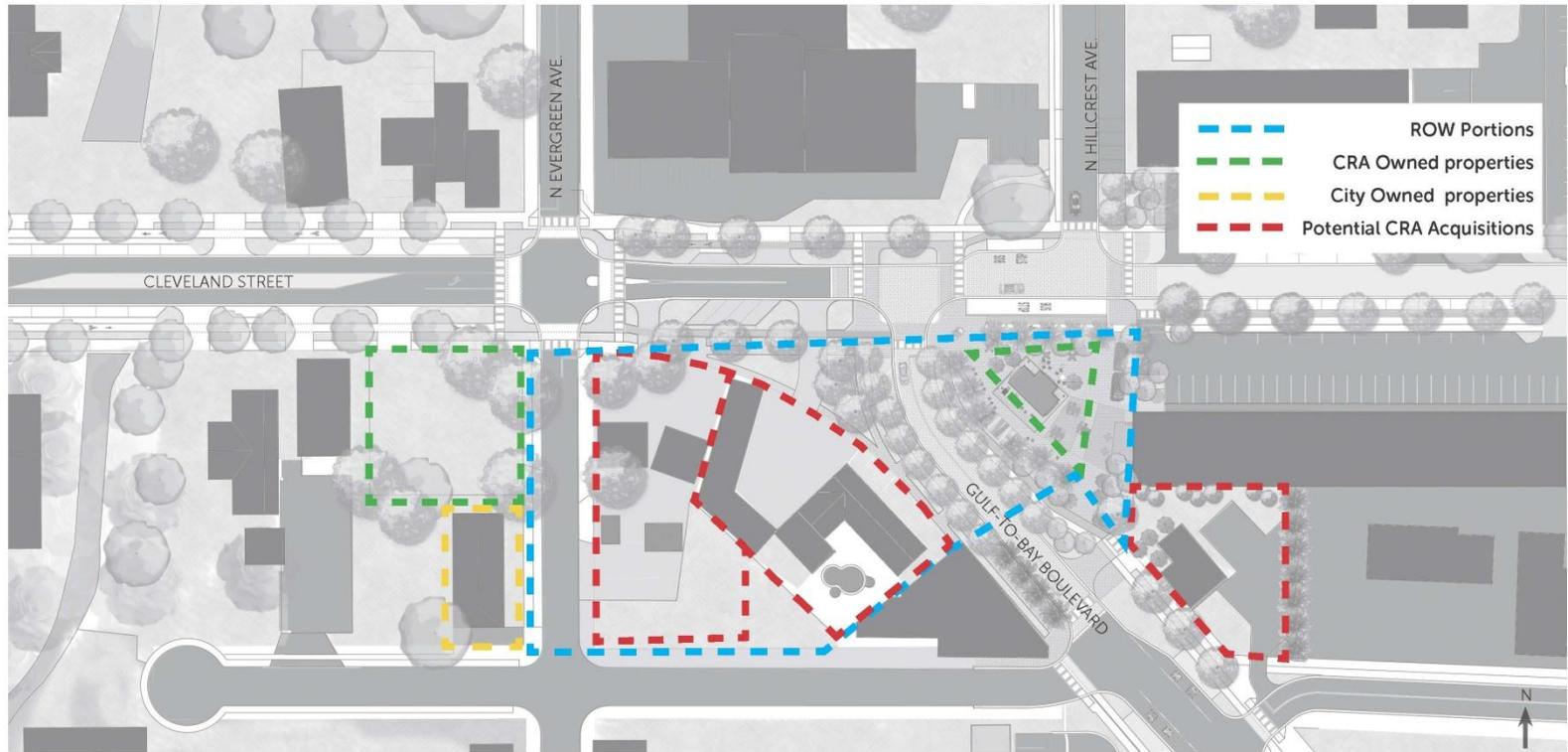
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DEMOGRAPHIC SUMMARY

- Residents near the project site have *lower incomes and lower educational attainment* as compared to the city
- There is more ethnic and racial diversity in the area around the project site, with *45% residents of Hispanic origin* compared to 17% city-wide.
- *Most households in the project site area are renter occupied*
- Unemployment is *slightly higher* in the project site area
- Residents are *younger* in the project site area

DOWNTOWN GATEWAY DISTRICT - CLEARWATER, FLORIDA

Public Market Feasibility Study

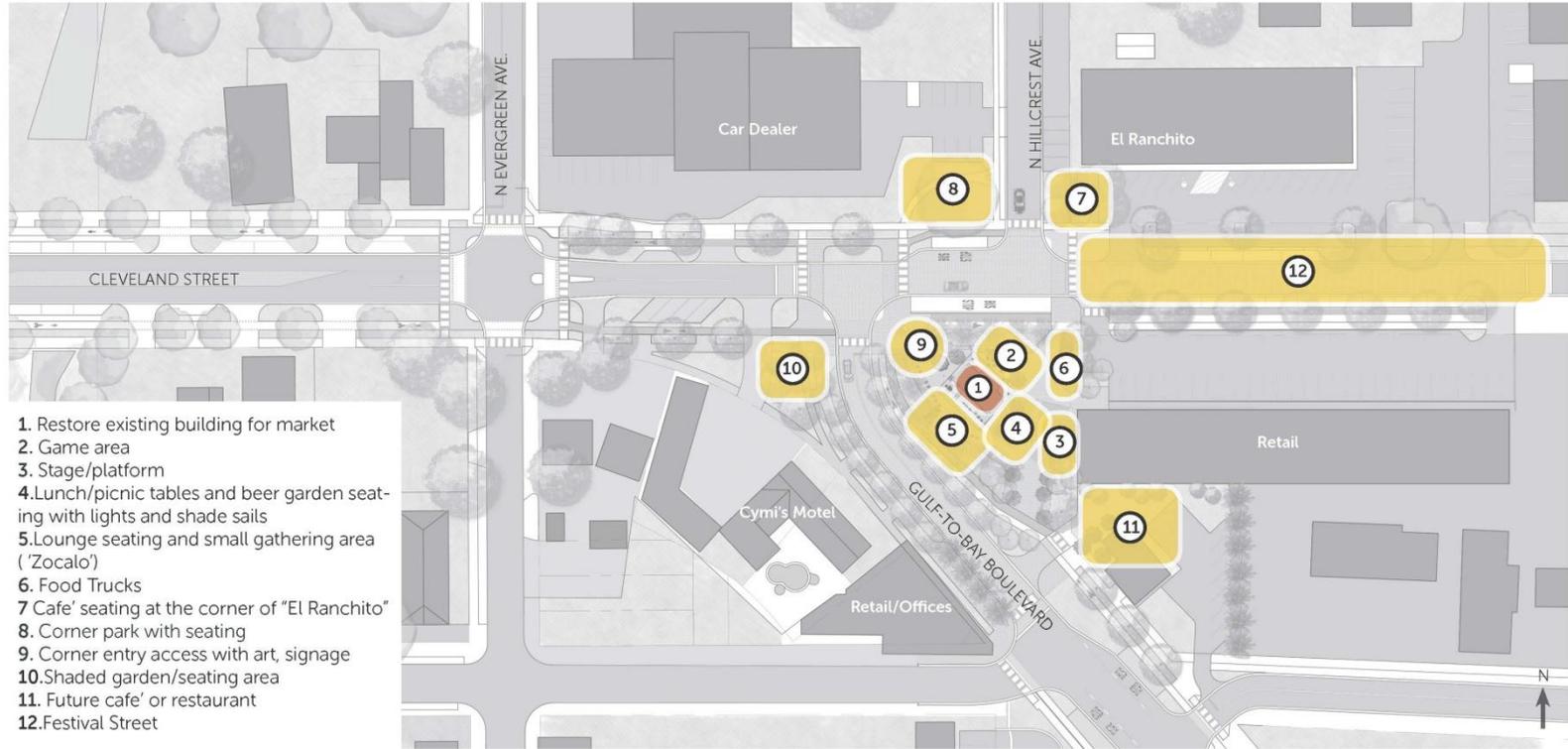


Cleveland Street-Festival Plaza and Festival Street-Properties

July 2017

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Public Market Feasibility Study

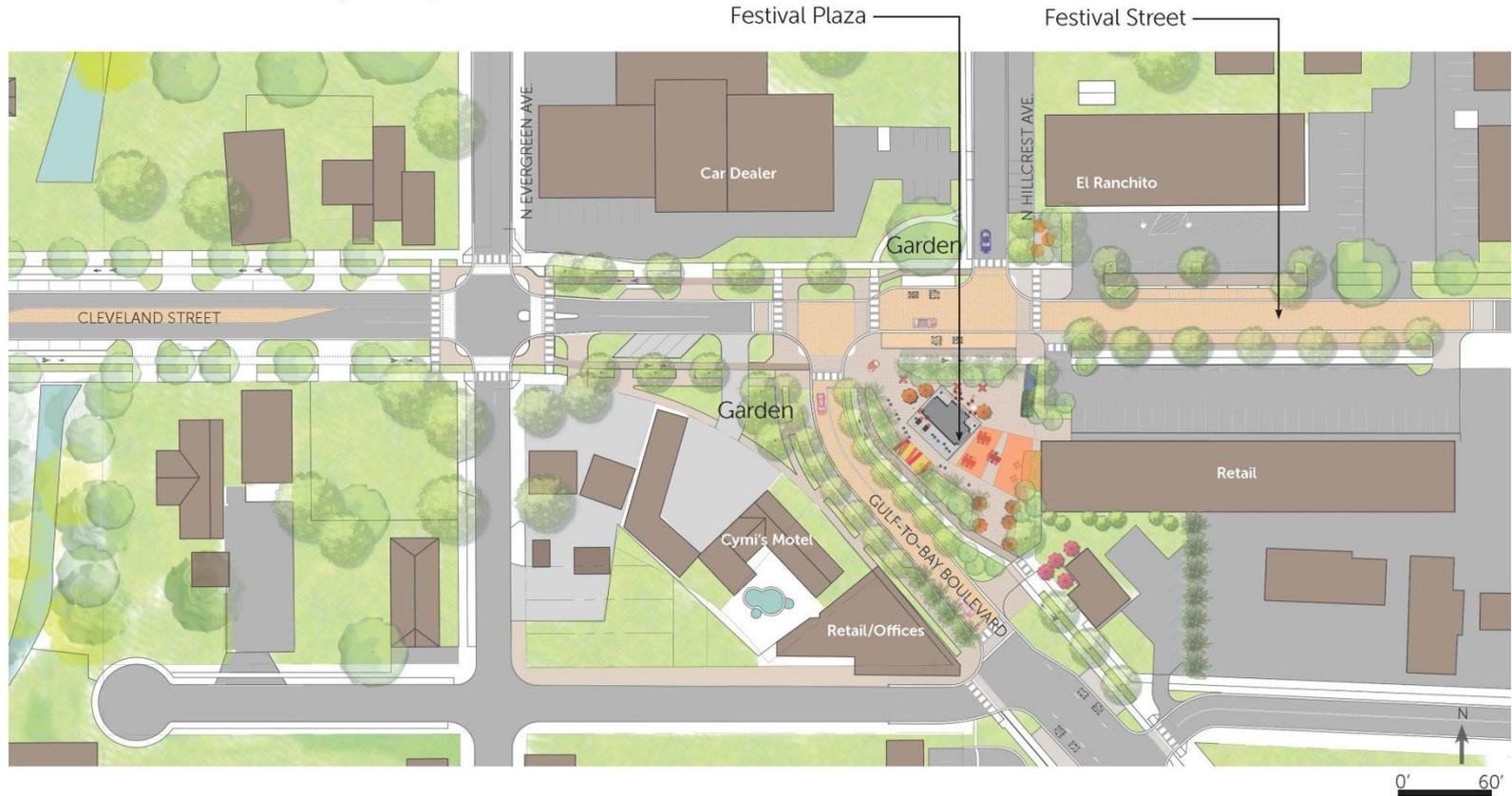


Cleveland Street-Festival Plaza and Festival Street-Activities Diagram

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DOWNTOWN GATEWAY DISTRICT - CLEARWATER, FLORIDA

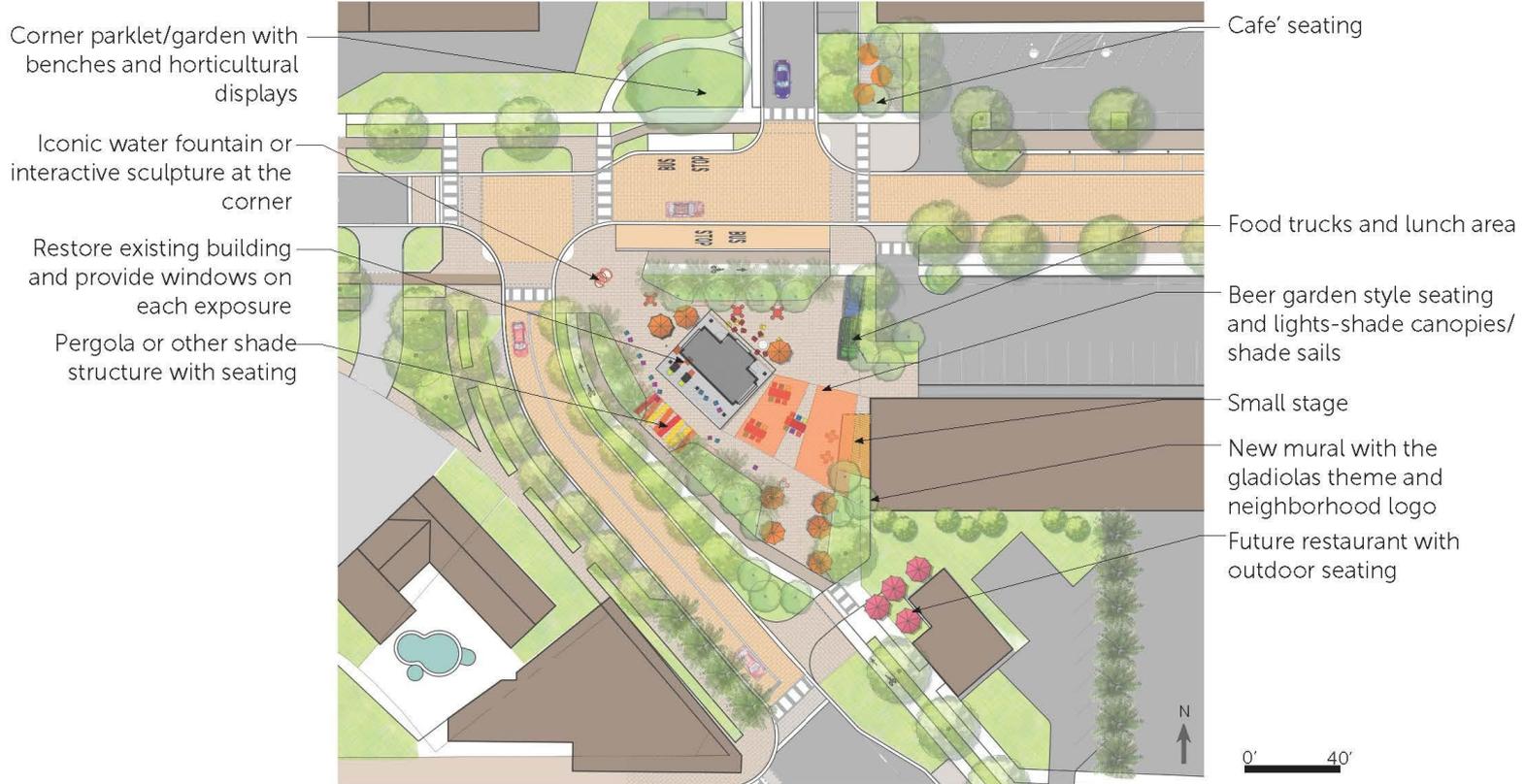
Public Market Feasibility Study



Cleveland Street-Festival Plaza-Weekday Layout
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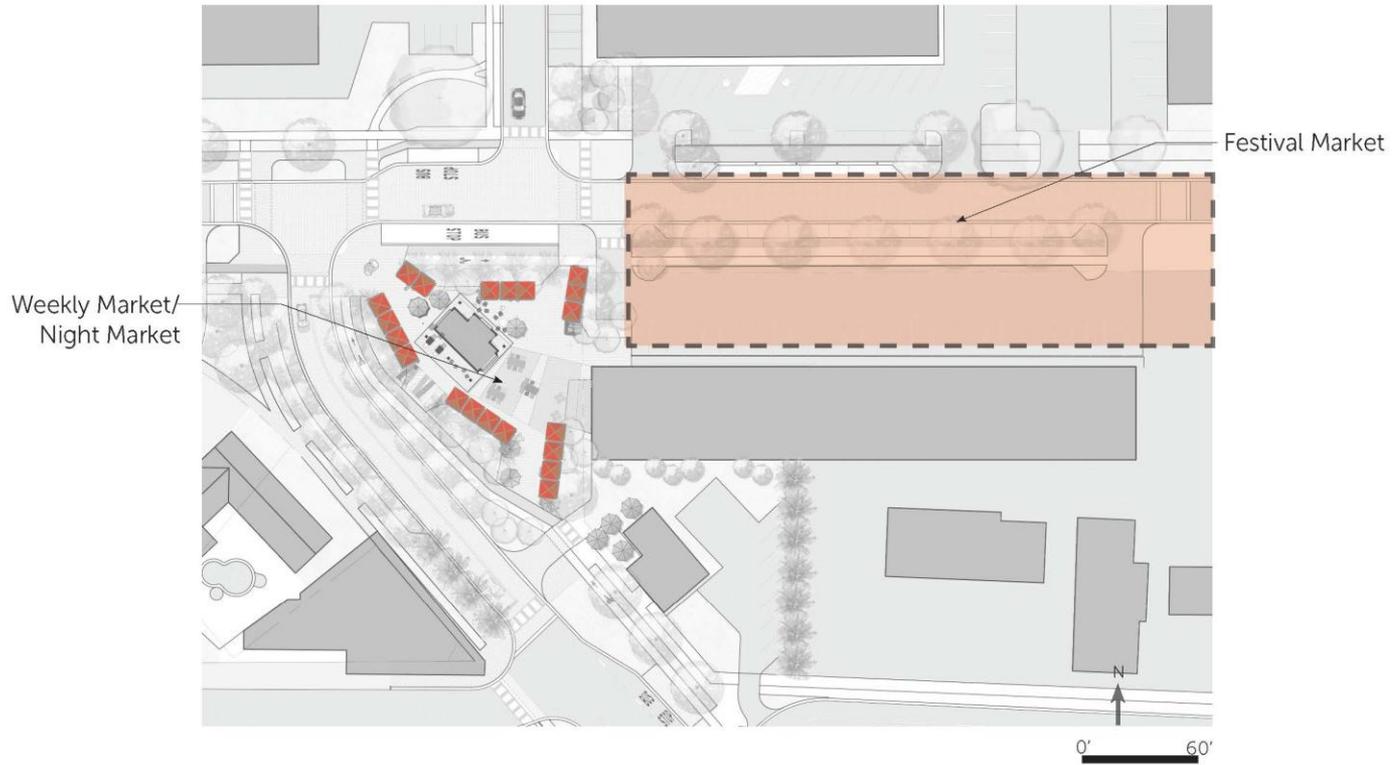


Cleveland Street-Festival Plaza-Enlarged Plaza Layout

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Cleveland Street-Festival Plaza-Market Layout

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Cleveland Street-Festival Plaza-View 1

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SPECIAL EVENT MARKETS

- Crafts
- Art
- Clothing
- Kids Market
- Heritage
- Herbs/Flowers
- Medicinal
- Swap Meet



Start out simply and increase over time or seasonally



Gathering Space

Plaza Saltillo - Austin, TX



Photo Credit: Grays Ferry Triangle Project

Movies

Philadelphia, PA

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Cleveland Street-Festival Plaza-View 2

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Façade Improvements

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Cleveland Street-Festival Plaza-View 3

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Umbrellas



Shade structure



Pergola



Canopy



Shade sails



Pergola with vines

SHADE:
Provide different kind of
shade at each
activity area

Cleveland Street-Festival Plaza - Materials and Amenities

July 2017

NEXT STEPS

- Vendor outreach
- Community planning
- Refine concept, design and layout
- Partnerships
- Business and management
- Timeline/phasing
- Lighter, Quicker, Cheaper (LQC)

