



City of Clearwater
City Council
Presentation

January 19, 2016



Master Plan Guidance

ULI Advisory Panel Report

- Expand Seminole Boat Ramp park space
- Retain boat launch and docking facilities
- Review proposed high & dry boat storage
- Protect the bluff views

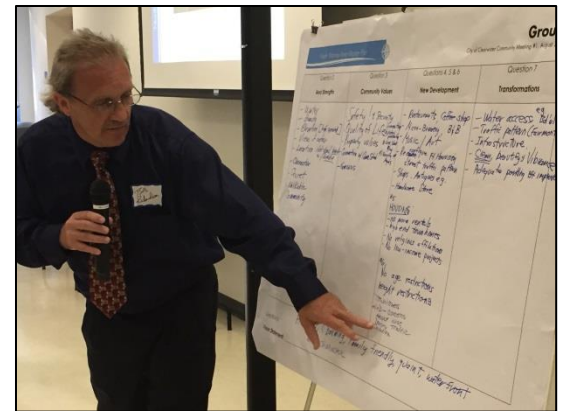




Community Engagement

Meetings & Online Surveys

- An average of 8 attendees at each of the 3 stakeholder committee meetings
- 44 completed surveys online
- 260 attendees at 4 community meetings





Community Engagement

Five-Month Process

- Vision Statement
- 8 Concept Plans
- Feedback on Scale of Development & Amenities
- Feedback on 3 Scenarios
- Reviewed Preferred Concept





Community Comments

Overall Actions Needed

- Protect the area's unique & historic character
- Promote pride of ownership to fix up homes
- Elevate home market value without displacement of current residents





Community Comments

New Development

- Uses that promote activity & bring people here
- Boat accessibility to restaurants & retail
- Mix of residential & commercial types as well as a hotel





Community Comments

Transportation Improvements

- More walking paths, lighting, & on-street parking
- Traffic calming & parking control in residential areas
- Expansion of Trolley, PSTA & ferry circulator services





Community Vision Statement

The North Marina Area is a vibrant waterfront community on Clearwater Harbor.

- ≈ With a variety of uses, it attracts residents, businesses, visitors, and the boating community.
- ≈ It is unique, charming and peaceful, with historic character and culture.
- ≈ It promotes a healthy, active, social, family-friendly, and environmentally-responsible lifestyle.
- ≈ It is a safe and fun place to live, work, and play, day and night.



Market Analysis

Development Potential

- For-Sale & For-Rent housing
- Marina-focused uses: Hotel & restaurants with water view
- 55,000 SF Commercial/Office
- 190 Residential Units
 - Apartments
 - Single-family detached
 - Duplex, Townhouse
 - Live/Work





Marina Assessment

Recommendations

- Enhance functionality for boaters
 - Marine store
 - Restrooms
 - Additional staging docks
 - Improve trailer parking & queuing
 - Hourly boat slips





Marina Assessment

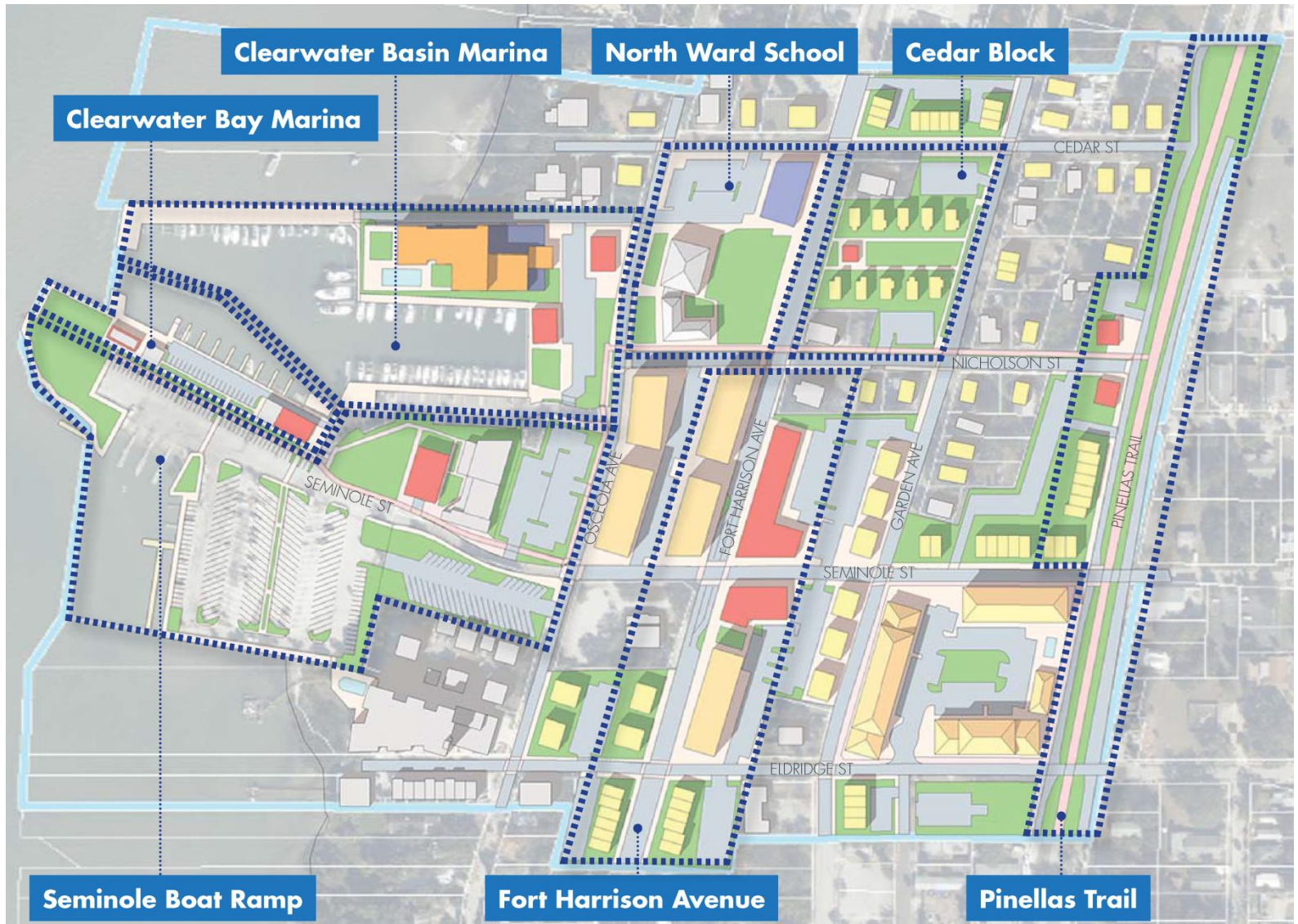
Recommendations (Continued)

- Opportunities for non-boaters
 - Enhance park areas
 - Walkways
 - Wayfinding
 - Activities
- Add an “attractor”
 - Waterfront hotel and restaurant





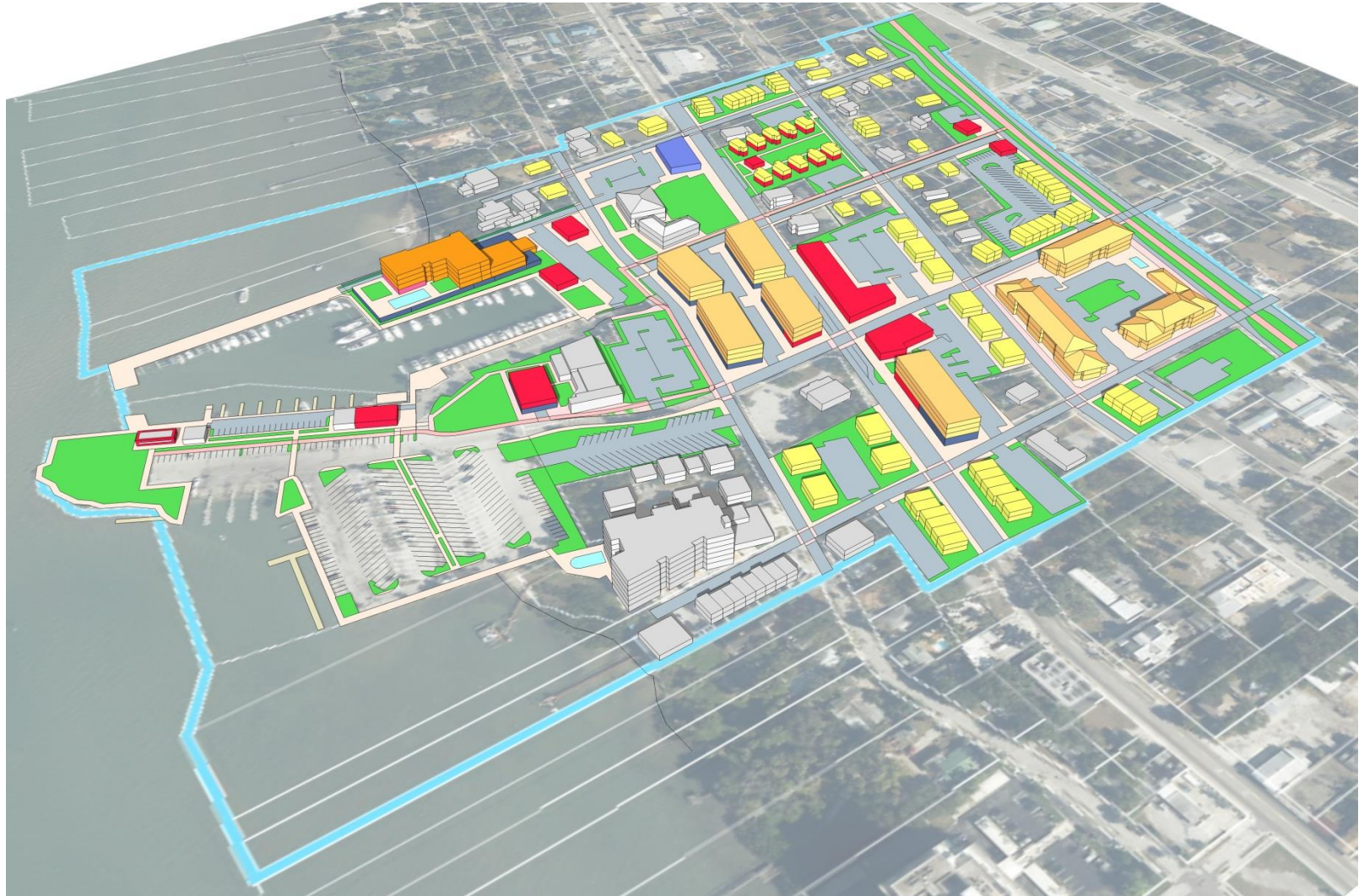
Concept Plan





Concept Plan

View looking northeast





Concept Plan

View looking east from water



Seminole Boat Ramp





Seminole Boat Ramp

View looking northeast from parking lot





Clearwater Bay Marina





Clearwater Basin Marina





North Ward School

Compatible Programming

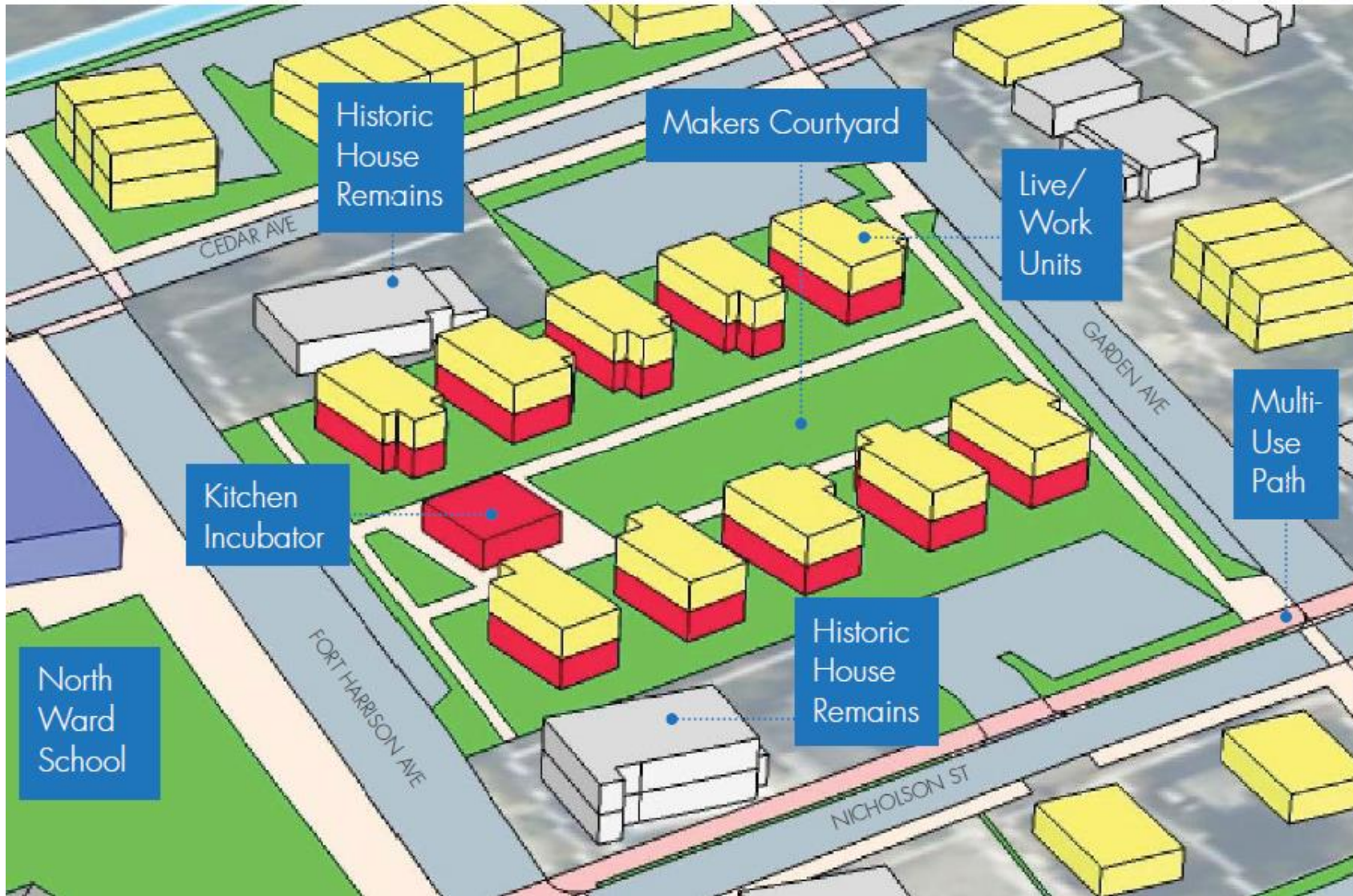
- Marine/maritime school
- Cultural arts center
- Performing arts shows (auditorium) & classes
- Art gallery, museum
- Outdoor event space
- Playground





Cedar Block

Bounded by Cedar St, Fort Harrison Ave, Garden Ave, & Nicholson St



Cedar Block "Makers Courtyard"



Kitchen Incubator
& Live-Work Units
in Washington, DC





Fort Harrison Avenue





Fort Harrison Avenue

View looking north from Seminole Street





Pinellas Trail





Pinellas Trail

View looking southwest from trail near Nicholson Street





Strategies

Administrative

- Amend Downtown Redevelopment Plan
- Encourage Hotel Development on Waterfront
- Explore the Opportunity to Expand the CRA
- Program Public Spaces
- Provide Assistance in Renovating Historic Houses





Strategies

Public Realm and Transportation

- Enhance the Seminole Boat Ramp
- Complete Streets from Pinellas Trail to Seminole Boat Ramp (Nicholson Street & Osceola Avenue)
- Improve the Pinellas Trail
- Enhance Gateways
- Improve Street and Pedestrian Lighting
- Redesign Apex of Fort Harrison Avenue at Fairmont Street and Myrtle Avenue
- Improve Bus Transit Service



Strategies

Sustainability

- Use Low Impact Development (LID) Techniques in Seminole Boat Ramp Improvements
- Expand Green Streets Program
- Encourage Healthy Water Bodies
- Protect Manatees and Coastal Wildlife





Next Steps

- Creation of work plan to begin implementation
- Establish CIP budget for strategies
- Amend Clearwater Downtown Redevelopment Plan



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