IMAGINE CLEARWATER

Community Workshop 3

November 2016

Imagine Clearwater has been a 6-month community-focused process to re-envision the downtown waterfront.

VISIONING

HOW CAN WE DEVELOP A SUCCESSFUL WATERFRONT PLAN BUILDING ON LOCAL AND REGIONAL STRENGTHS?

FRAMEWORK

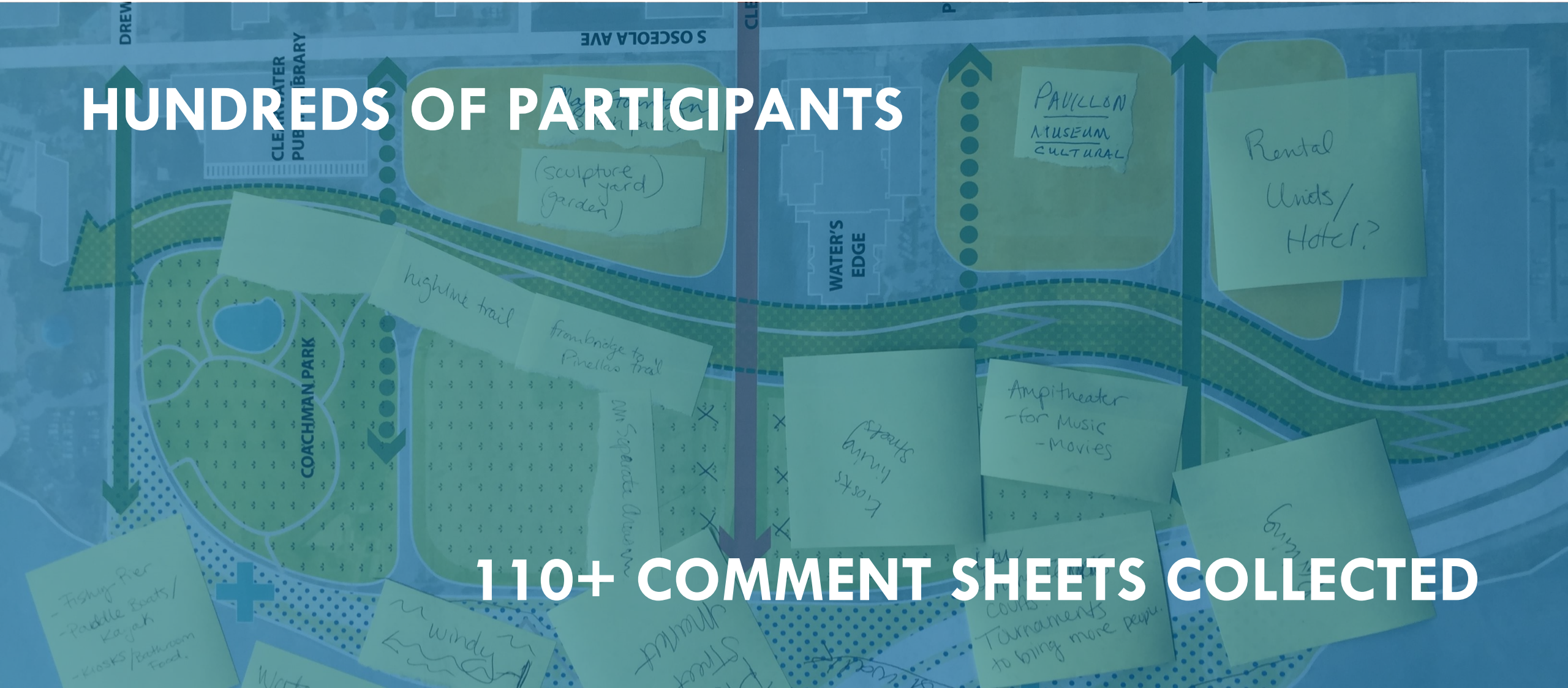
HOW CAN WE BUILD ON COMMUNITY GOALS FOR THE WATERFRONT TO CREATE A GREAT PLACE?

MASTER PLAN

WHAT WILL THE FUTURE WATERFRONT LOOK LIKE, AND HOW CAN WE GET THERE?

7 PUBLIC WORKSHOPS

We have hosted 7 community workshops over the course of this process.



HUNDREDS OF PARTICIPANTS

110+ COMMENT SHEETS COLLECTED

The draft master plan is driven by your vision and guiding principles for the downtown waterfront.

The master plan is made up of four primary components.

1. **Waterfront site plan**
2. **Catalyst projects**
3. **Access & circulation strategy**
4. **Implementation plan**

Your feedback will help refine a final master plan over the next month.

WORKSHOP FEEDBACK

WE WILL INCORPORATE YOUR INPUT FROM TODAY'S MEETING

ONLINE FEEDBACK

WE WILL CONTINUE TO COLLECT FEEDBACK THROUGH **IMAGINECLEARWATER.COM**

FINAL MASTER PLAN

WE WILL DELIVER A FINAL MASTER PLAN FOR THE WATERFRONT AND BLUFF

ELEMENTS OF THE MASTER PLAN

IMAGINE CLEARWATER

Four strategies underpin a successful future waterfront.

DYNAMIC OPEN SPACE

ACTIVE FRAME

IMPROVED OSCEOLA

ACCESS AND CONNECTIVITY

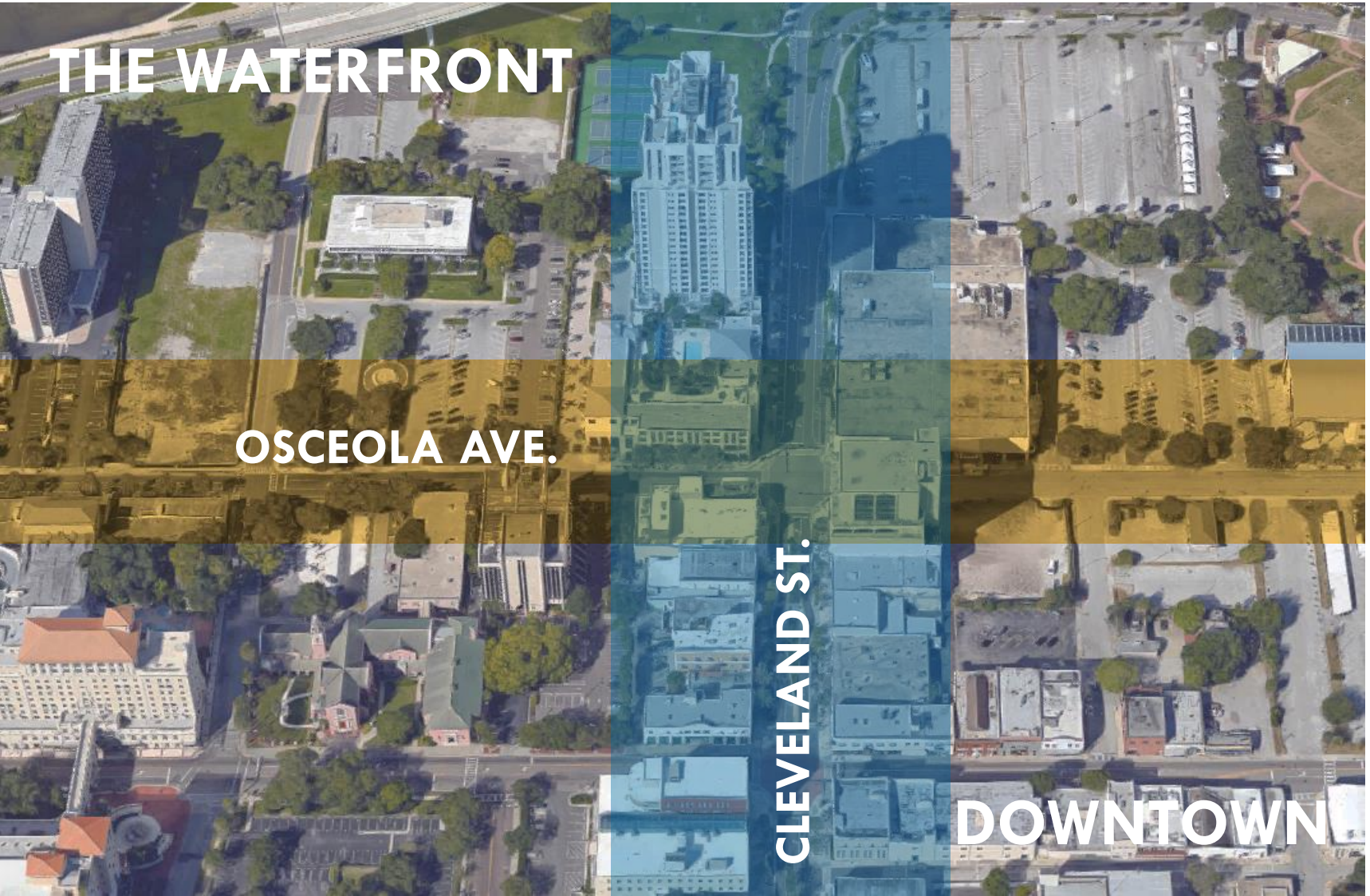
Create a dynamic public waterfront open space

- **A unique destination**
- **A variety of active and passive spaces**
- **Year-round community programming**

Foster an active frame around the park

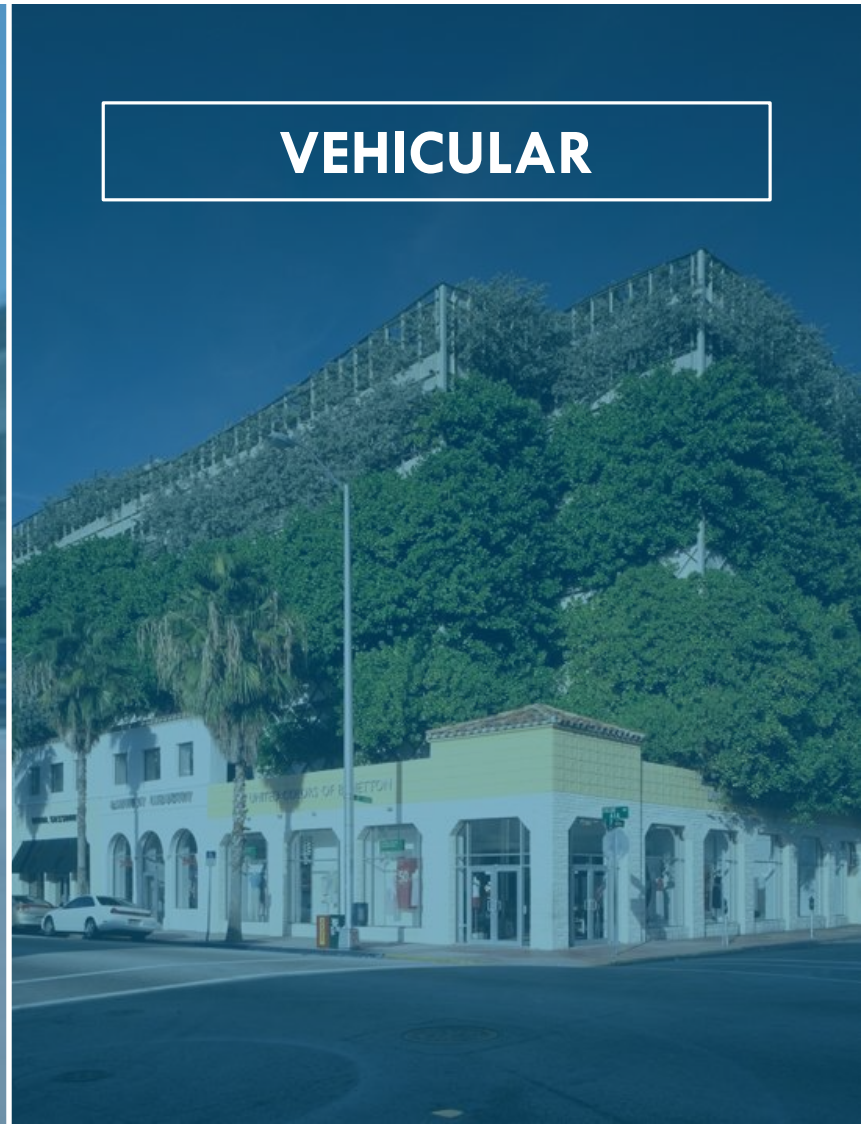
- **Attract park users**
- **Activate edges of the space and introduce new amenities**
- **Increase safety**
- **Financial support for park operations**

Strengthen Osceola to better knit the waterfront to downtown.



- **Unify the waterfront and downtown**
- **Create a park gateway**
- **Spur development and activity to bring more people downtown**

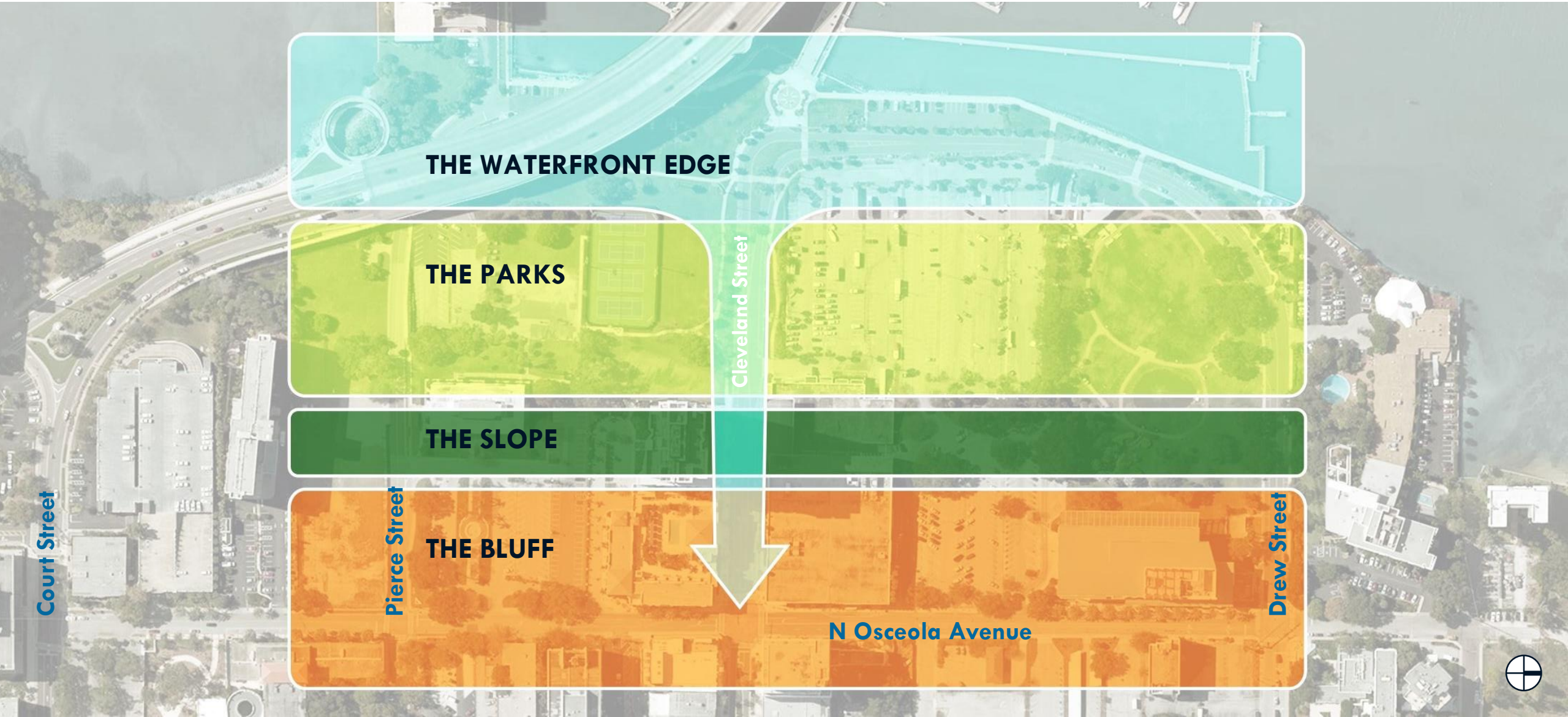
Promote access and connectivity to the waterfront.



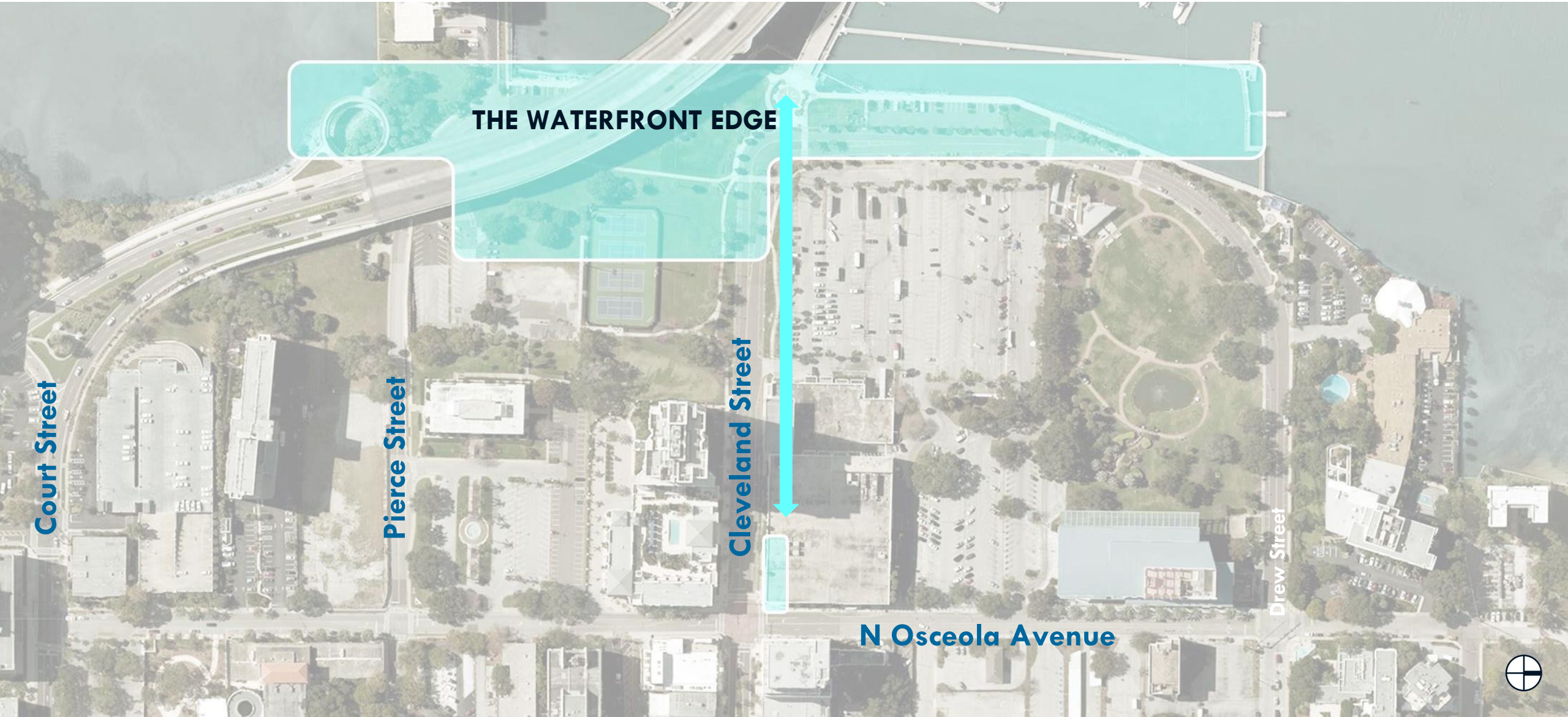
A DYNAMIC WATERFRONT

IMAGINE CLEARWATER

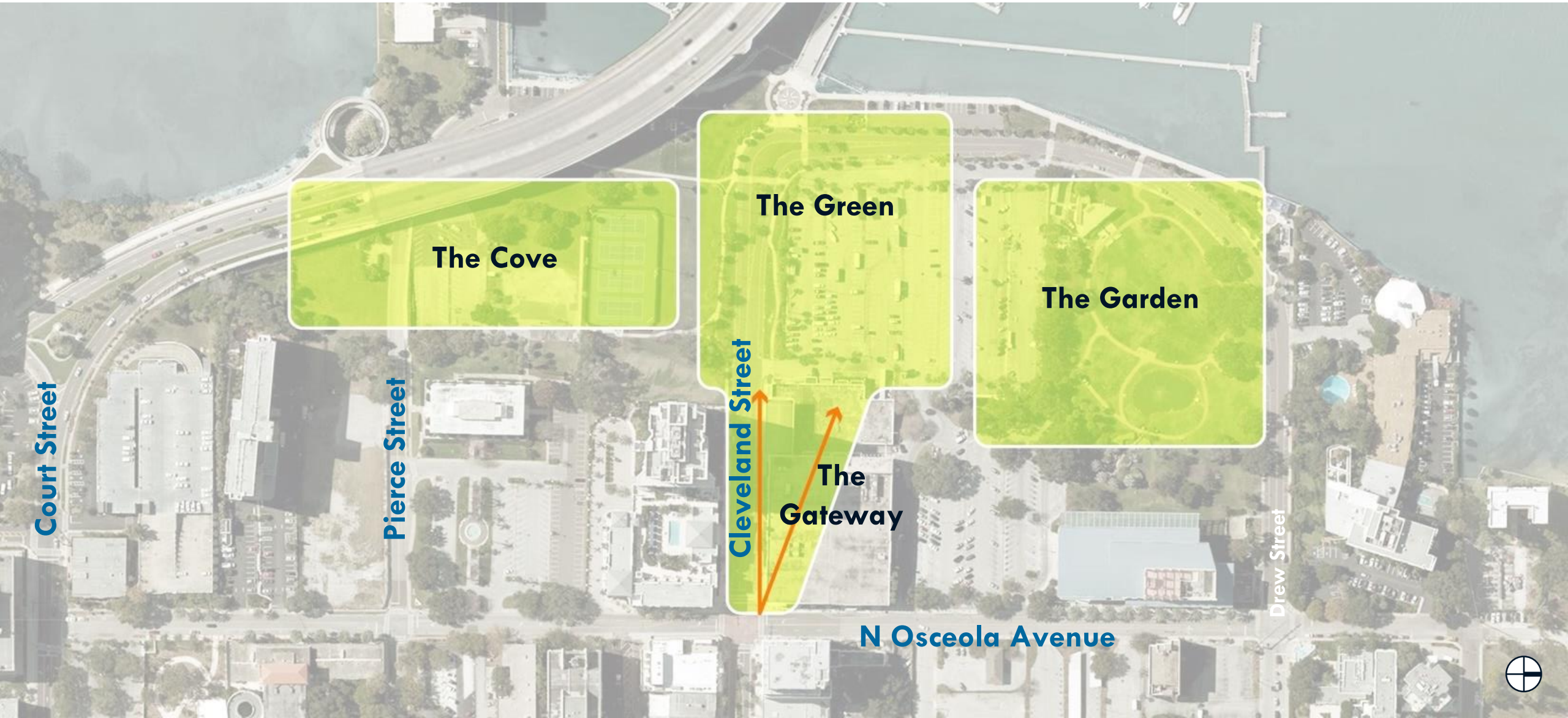
The plan creates a series of distinct experiences from the water to downtown, activated by new uses unique to Clearwater.



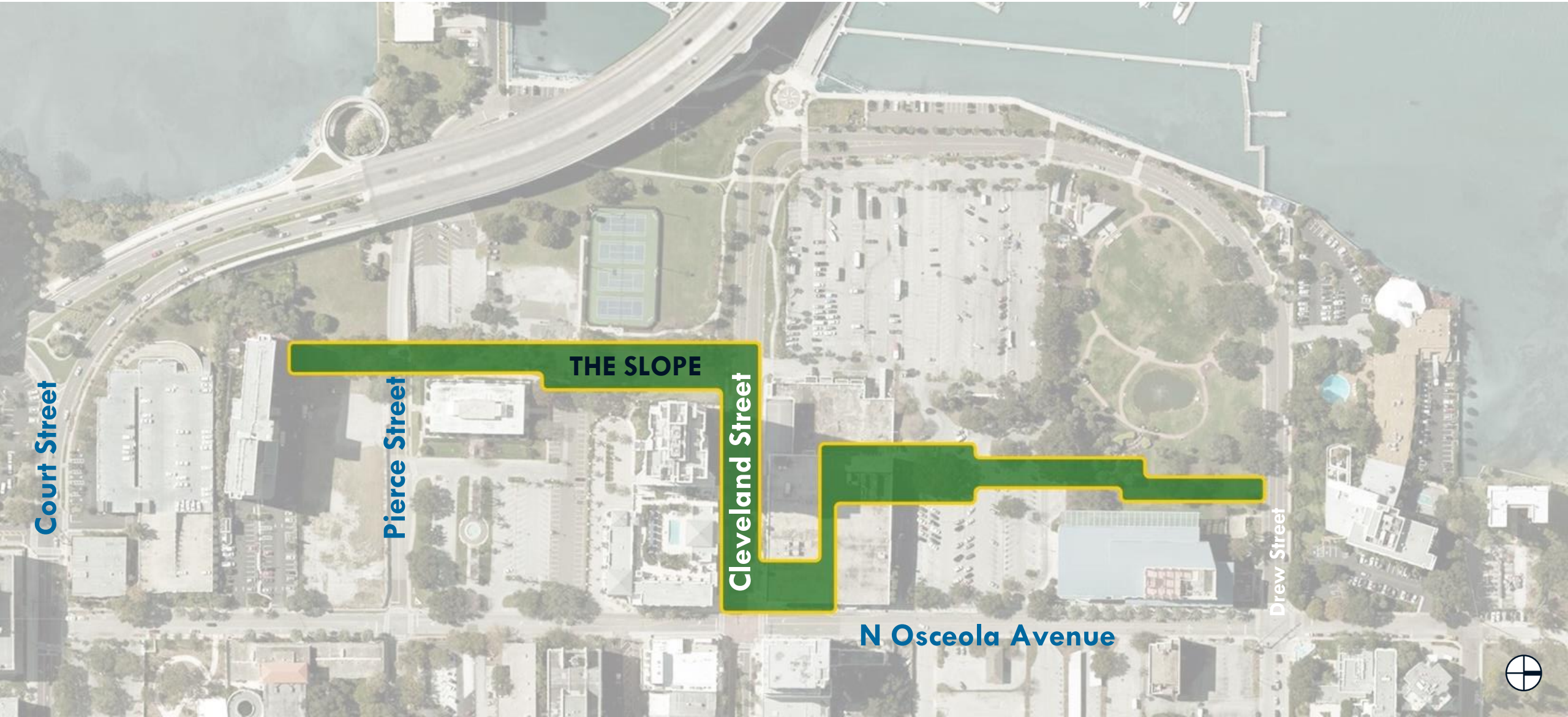
The Waterfront Edge features a cove, activates the waterfront with a promenade, and brings the theme of water up to Cleveland St.



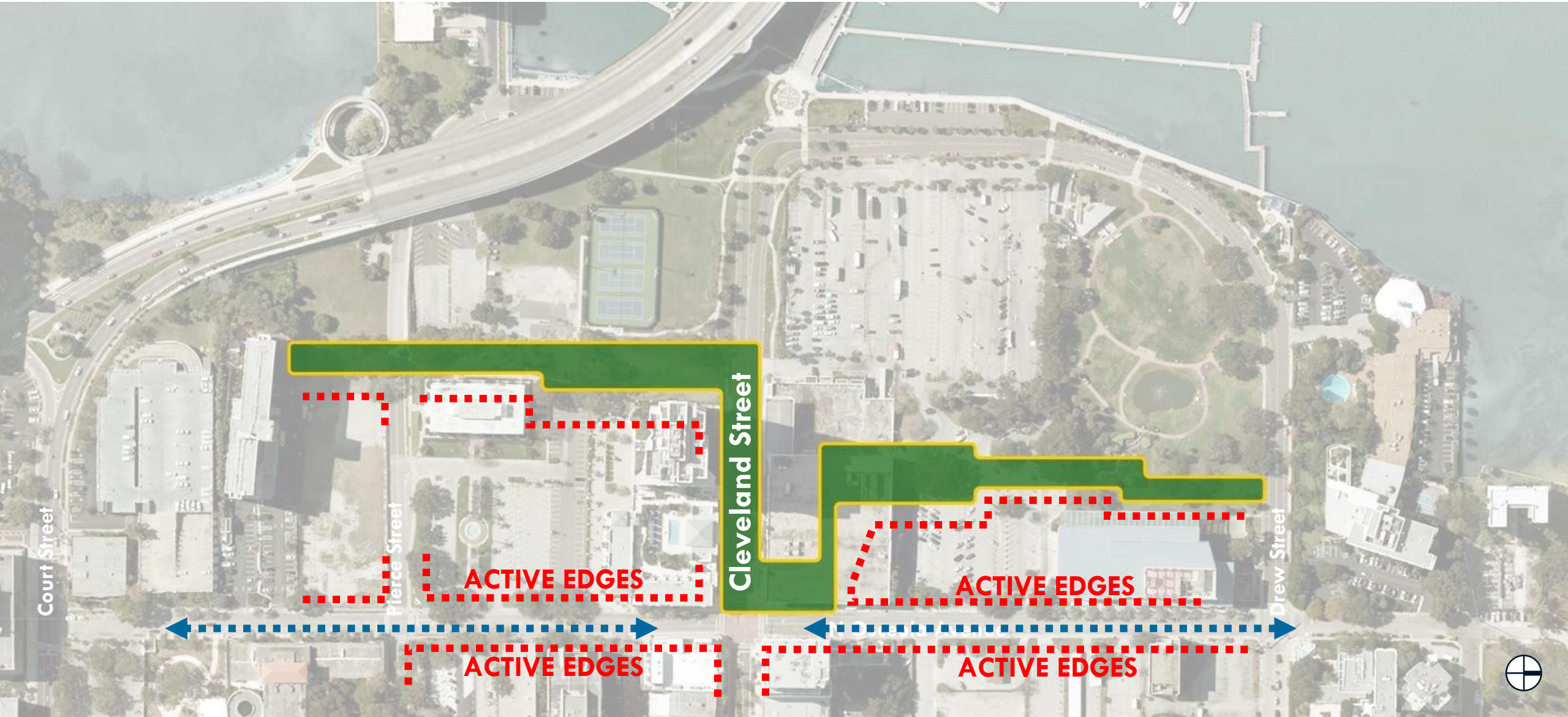
The Parks consist of three unique spaces: an eco park, flexible and durable civic lawn, and revitalized Coachman Park with play space.



The Slope is an elevated promenade on the Bluff that incorporates native plantings and provides engaging views and experiences.



Active edges along the Slope and Osceola provide a variety of programmatic options and bring vibrancy to the park.



Imagine Clearwater Plan

View Looking North From Memorial Causeway

The Garden

Intracoastal Waterway
The Garden
Court Street
Pierce Street
Cleveland Street
Drew Street
N Osceola Avenue

The Garden

✻ LAWNS AND GARDEN WALKS

The Garden

PLAYGROUND

The Garden

CIVIC WATERFRONT EDGE

The Green

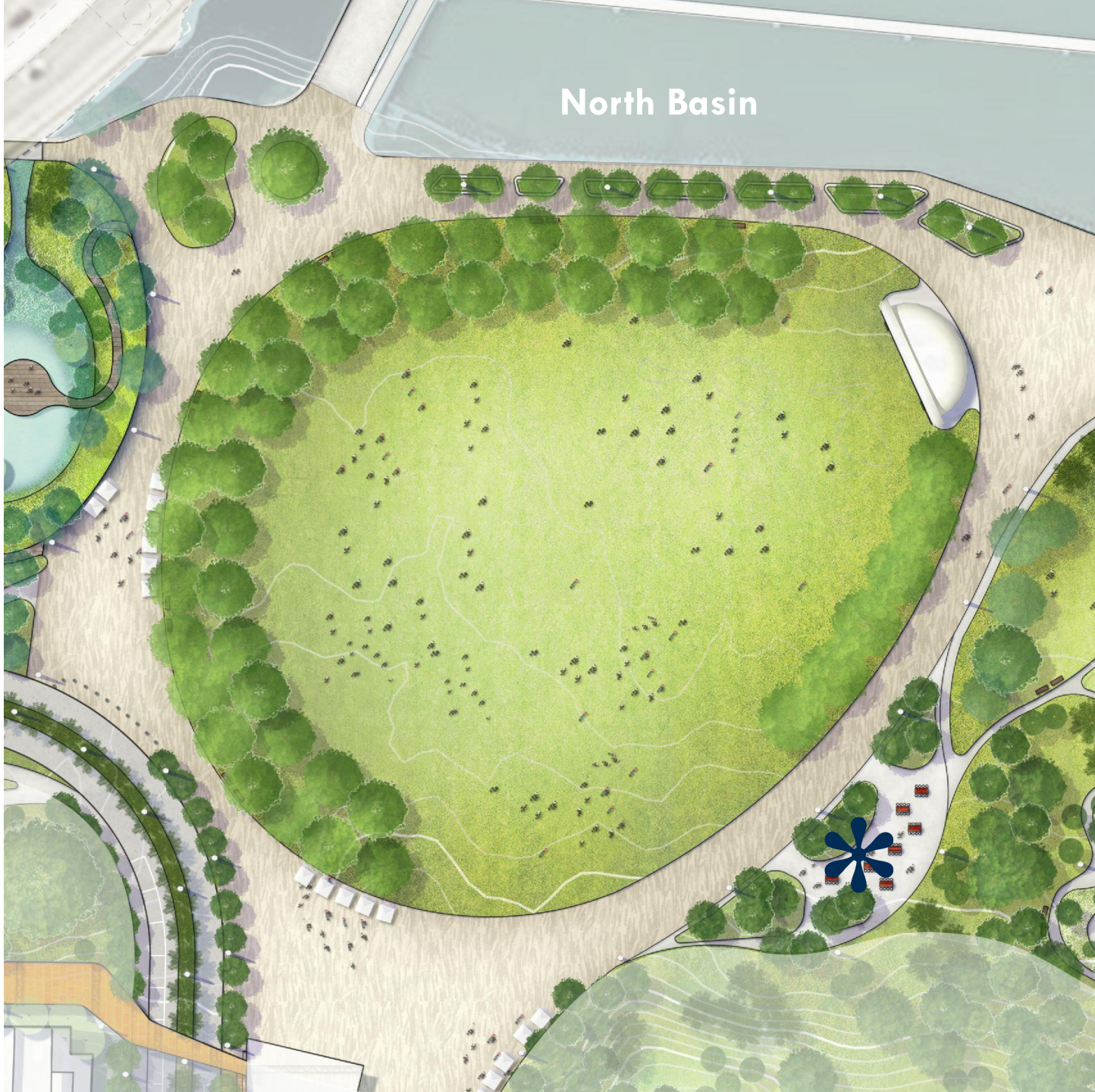
Intracoastal Waterway
The Green
Court Street
Pierce Street
Cleveland Street
Drew Street
N Osceola Avenue

The Green

✻ EVENT / RECREATION LAWN

The Green

PICNIC GROVE



The Green

* CLEVELAND STREET PROMENADE

View Toward Cleveland Street from The Green

The Cove

Intracoastal Waterway
The Cove
Court Street
Pierce Street
Cleveland Street
Drew Street
N Osceola Avenue

The Cove

MARSH GARDEN

The Cove

✻ MULTI-USE PATH

The Bluff Walk

The Bluff Walk

The Bluff Walk

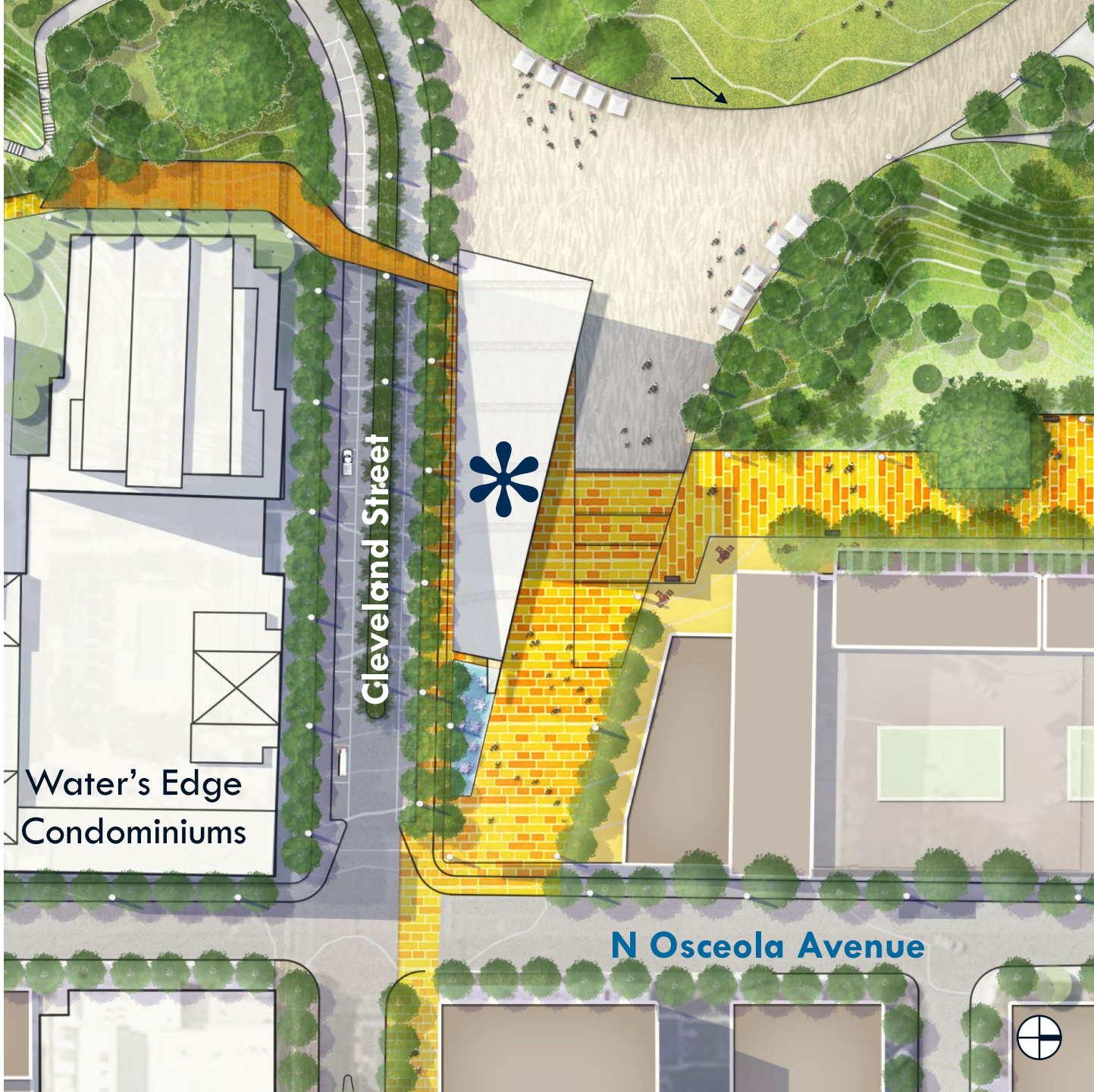
The Bluff Walk

The Gateway

Intracoastal Waterway
Court Street
Pierce Street
The Gateway
N Osceola Avenue
Drew Street

The Gateway

✻ PAVILION AND WATER FEATURE

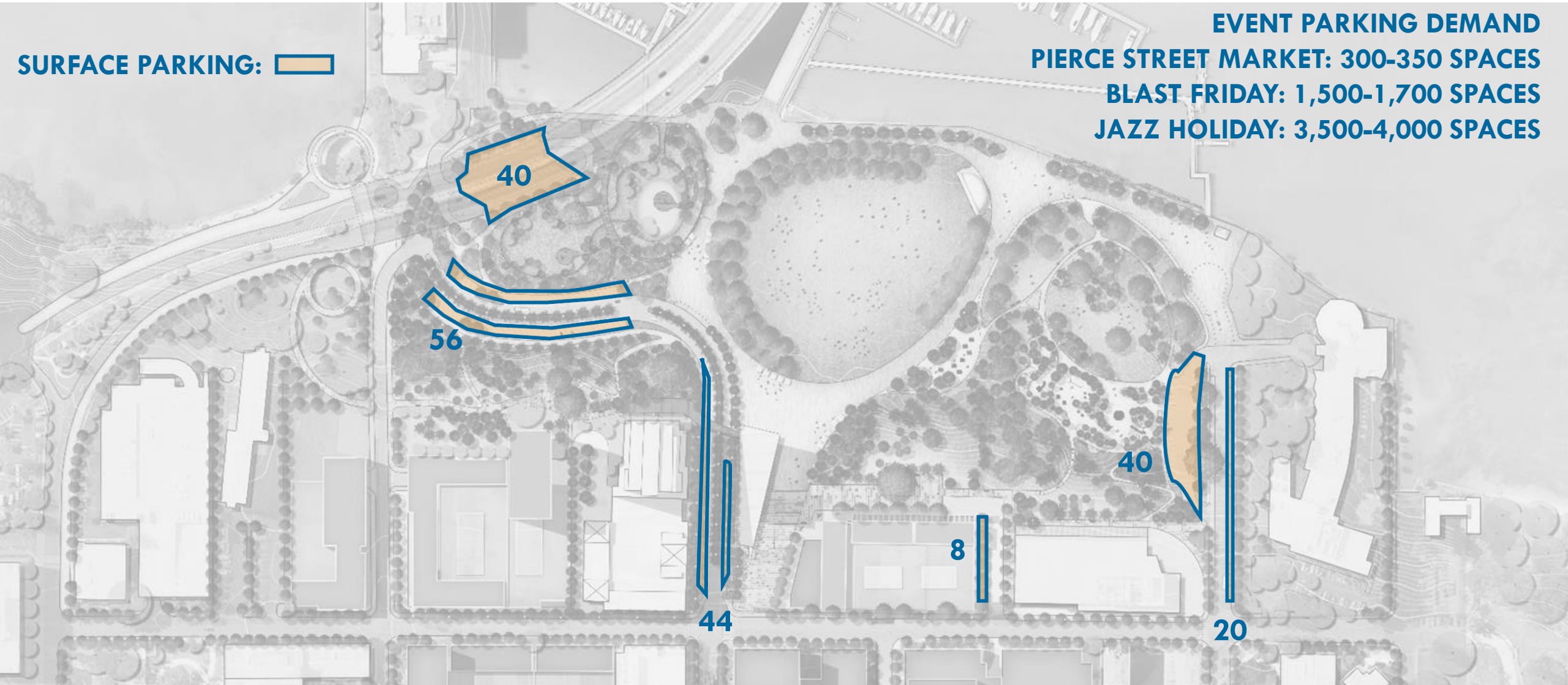


Existing Conditions

Cleveland Street Gateway Plaza

Pedestrians and cyclists will access the waterfront through a series of dedicated paths, well-lit and shaded.

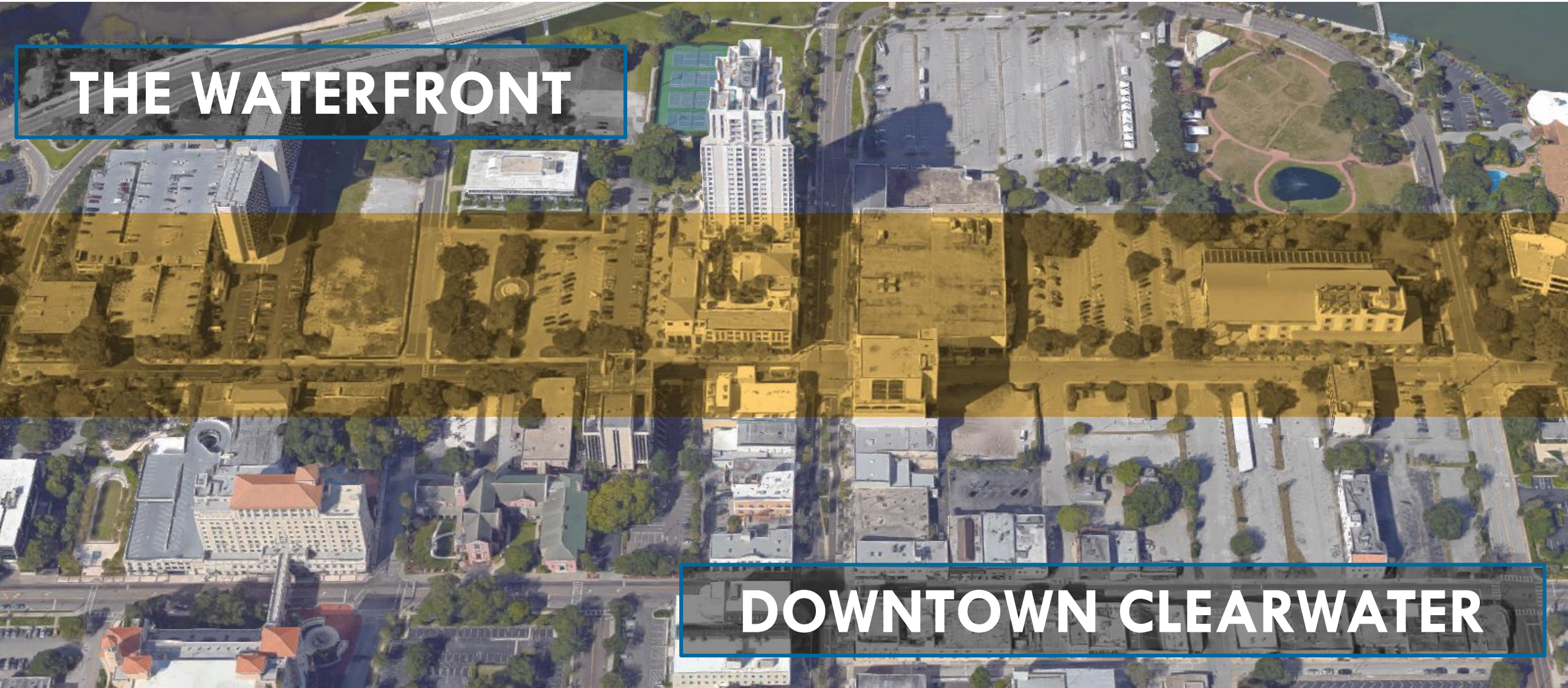
Visitors arriving by car will benefit from 200 parking spaces located within the park, and up to 4,000 offsite spaces within a short walk.



THE BLUFF:
FRAMING THE PARK & CONNECTING TO DOWNTOWN

IMAGINE CLEARWATER

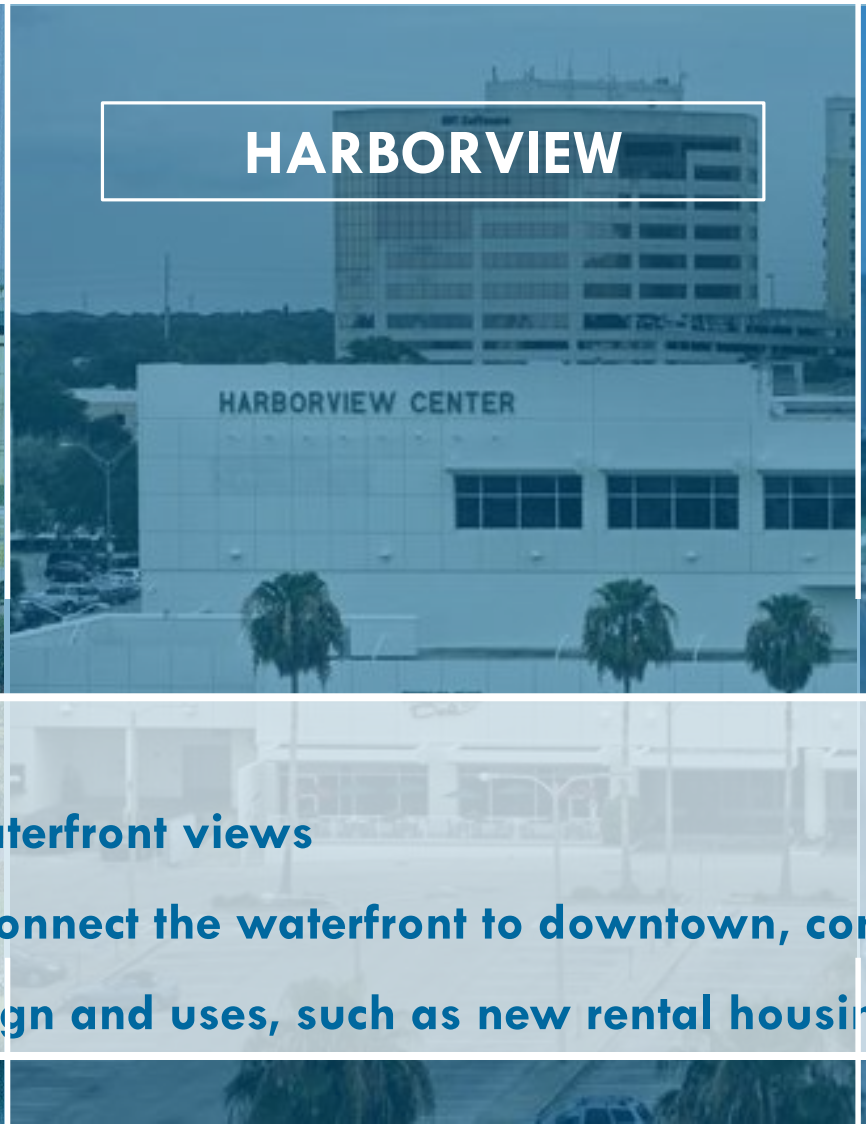
The Bluff will be activated to better frame the waterfront and connect it to downtown, all to form a unified waterfront district.



To truly foster connectivity, the Bluff should incorporate uses that:

- **ARE NEW TO THE AREA AND COMPLEMENTARY TO EXISTING USES**
- **MAXIMIZE OPPORTUNITIES FOR WATERFRONT VIEWS**
- **LEVERAGE OPEN SPACE ADJACENCIES**
- **ATTRACT A DIVERSE AUDIENCE**

The City owns three important parcels on the Bluff, which should serve as initial catalyst sites alongside the new waterfront park.



Why are these sites a priority?

- **Direct park adjacency and waterfront views**
- **Activation of sites will help connect the waterfront to downtown, complementing Cleveland St.**
- **City can dictate the sites' design and uses, such as new rental housing**

Harborview site: Create a civic gateway to the park and a town center framed by new opportunities to live and play downtown.

EXISTING CONDITION

ENTRY GATEWAY

300 BEACH DRIVE, ST. PETE

- **Entry plaza with splash pad and elevated cafe/event terrace**
- **Ground-floor restaurants and retail**
- **Temporary concessions**
- **Low-rise rental housing or hotel**

Library: Leverage waterfront views and incorporate new public-serving uses to strengthen the library as a center for the community.

- **Public waterfront café**
- **Rooftop event space**
- **Improved permeability to park and Osceola**
- **Future opportunities for leveraging nearby parking**

City Hall site: Support a phased high-rise mixed-use development that can incorporate a cultural use, further activating downtown.

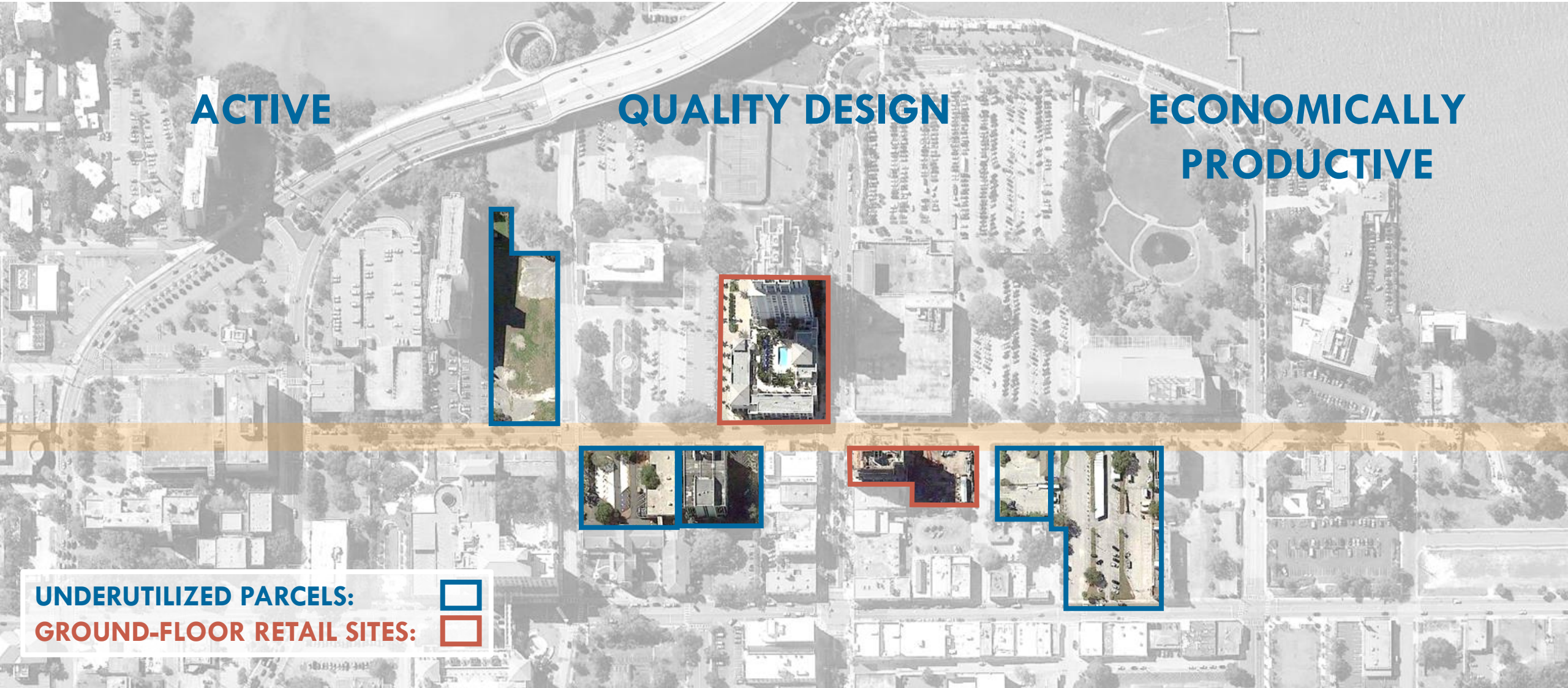
EXISTING CONDITION

THE HERMITAGE, ST. PETE

AER APARTMENTS, ST. PETE

- **Rental and/or condo housing**
- **Cultural uses**
- **Ground-floor activation**

For parcels that the City does not own, it should ensure that their uses meet your vision and productively contribute to downtown.



With the Capitol Theater and new civic plaza, the City should ensure that private buildings contribute to an active “100% corner.”

CAPITOL THEATER

QUALITY STREETSCAPING

ACTIVE, DIVERSE GROUND FLOOR RETAIL

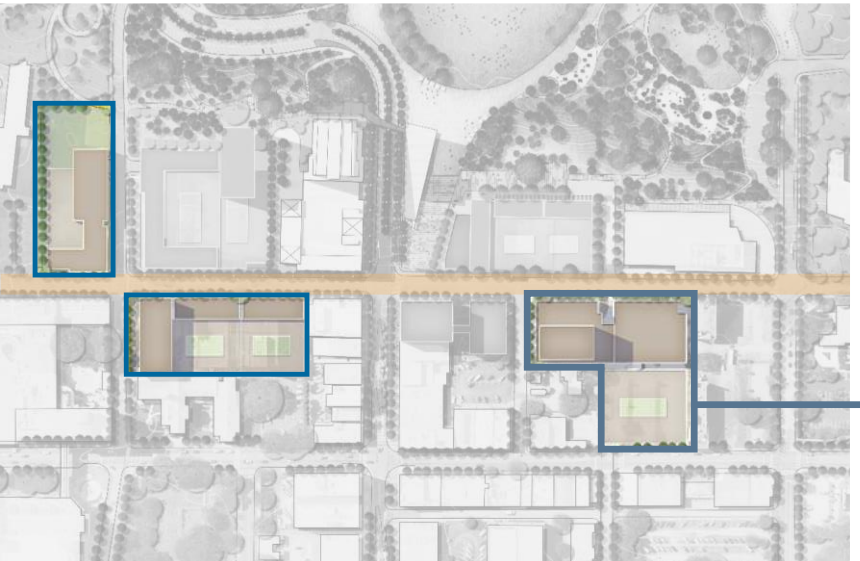
- **Support the success of ground-floor retail**
- **Invest in streetscaping to highlight key intersection**
- **Encourage sidewalk dining**

Underutilized parcels along Osceola are economically-valuable sites that should contribute to the revitalization of downtown.

PAMM, MIAMI

250 COLUMBINE, DENVER

FUSION 1560, ST. PETE



- **Incentivize the development of new rental housing and quality design**
- **Incentivize active ground-floor uses**
- **Promote sites for cultural uses**

Begin with focus on sites north of Cleveland Street

A revitalized Osceola will knit the waterfront to downtown.

IMPLEMENTATION PLAN

IMAGINE CLEARWATER

Phase I of the Imagine Clearwater master plan will be concentrated in the areas that the City owns north of Cleveland Street.

PHASE I ELEMENTS:

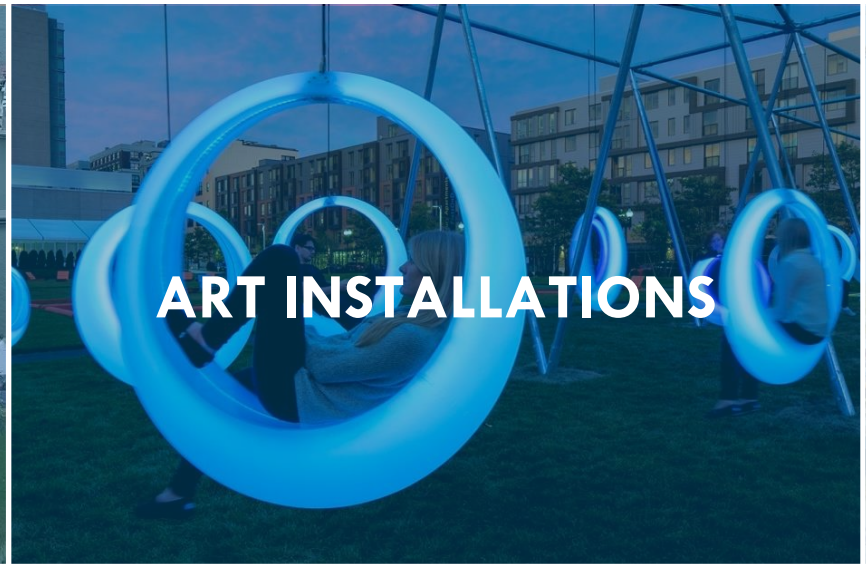
1. **REMOVAL OF SURFACE PARKING**
2. **DESIGN AND CONSTRUCTION OF PARK ELEMENTS NORTH OF CLEVELAND STREET**
3. **DEMOLITION OF HARBORVIEW CENTER AND SOLICITATION OF REDEVELOPMENT PROPOSALS**
4. **CONSTRUCTION OF CIVIC GATEWAY**
5. **PLANNING AND IMPLEMENTATION OF LIBRARY ACTIVATION**
6. **ENCOURAGE REDEVELOPMENT OF PRIVATE LOTS**

Phase II of the master plan will feature the expansion of the park south of Cleveland Street, including the north-south Bluff Walk.

PHASE II ELEMENTS:

1. **CONSTRUCTION OF PARK ELEMENTS SOUTH OF CLEVELAND STREET**
2. **EXPANSION OF BLUFF WALK TO THE SOUTH**
3. **RELOCATION OF CITY HALL TO EAST DOWNTOWN SITE AND SOLICITATION OF REDEVELOPMENT PROPOSALS**
4. **DETERMINE OPTIMAL USE OF ADJACENT PRIVATE PARCELS**

Frequent and varied programming is an essential component of an active, engaging waterfront destination.



A sound governance structure and financing strategy are key ingredients to a successfully operated waterfront park.

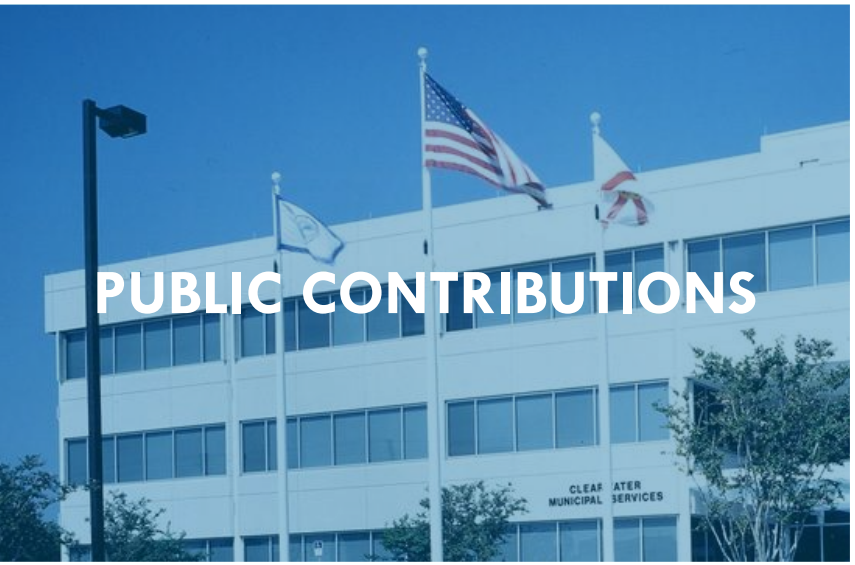
GOVERNANCE STRUCTURE

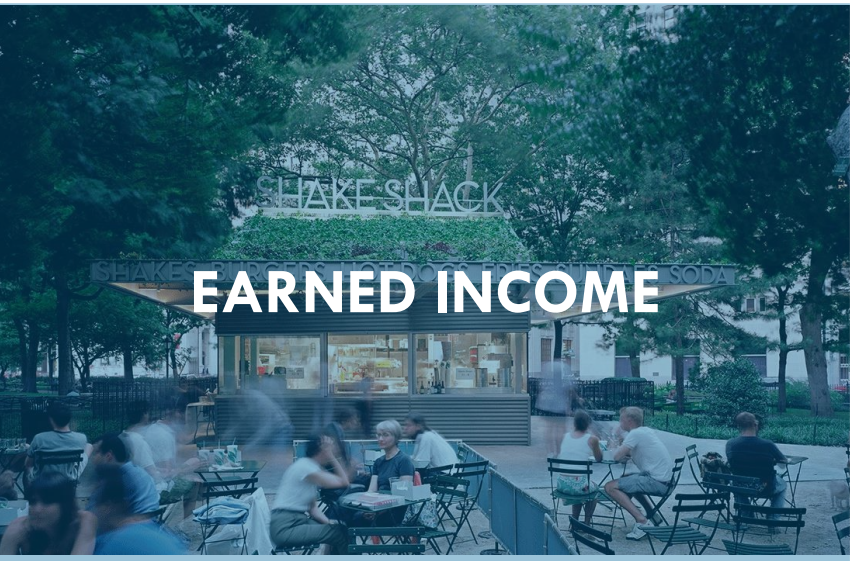
FINANCING STRATEGY

ONGOING PARK OPERATIONS

The City should develop a governance structure to share operating responsibilities with an independent non-profit partner.

The City should also work to create a long-term strategy that leverages a diverse set of funds for park construction and operations.





Armed with an integrated governance and financing strategy, the City will be able to maintain its waterfront for generations to come.

NEXT STEPS

IMAGINE CLEARWATER

Once we've produced a final master plan, your continued support will be essential to its successful implementation.

PLAN REFINEMENT

WE WILL INCORPORATE YOUR INPUT FROM TODAY'S MEETING AND IMAGINECLEARWATER.COM TO DELIVER A FINAL MASTER PLAN.

COUNCIL APPROVAL

YOUR MASTER PLAN WILL MOVE TO CITY COUNCIL FOR APPROVAL, A PROCESS THAT YOU WILL BE ABLE TO PARTICIPATE IN THROUGH PUBLIC MEETINGS

REFERENDUM

CORE ELEMENTS OF THE FINALIZED MASTER PLAN WILL BE PUT TO A PUBLIC REFERENDUM