

City of Clearwater | Community Redevelopment Agency
Draft Strategic Plan | FY 2016-2017

Mission, Goals, Objectives & Priorities

In FY 2016-2017, the CRA's goal is to advance major planning initiatives including **Second Century Clearwater**, **Imagine Clearwater**, the **Downtown Redevelopment Plan**, and the **Downtown Gateway Vision Plan**. The CRA's objectives and priorities—listed below—aim to support the mission of the CRA, which is to promote the economic growth and revitalization of Downtown Clearwater.

Real Estate

Acquire and assemble sites for redevelopment.

Real Estate Priorities

- Identify key sites and prioritize property acquisition.
- Assemble sites for redevelopment purposes.
- Market prime redevelopment sites.
- Collect data and evaluate market trends to recognize highest and best use of key sites.
- Conduct TIF analysis to evaluate property valuations and performance.

Retail

Activate ground-floor commercial space in Downtown Clearwater. Attract new businesses and increase retention for existing ones.

Retail Priorities

- Revamp and increase funding for the Façade Improvement Program to encourage more participation.
- Implement a Cleveland Street Arts Program whereby artists can temporarily use vacant ground-floor spaces for exhibits and studios.
- Create an incentive program to attract restaurants to downtown.
- Provide marketing support to The Nolen to ensure 100% ground-floor occupancy.
- Provide strategic support to the Downtown Business Alliance; launch a Downtown Gateway Business Alliance.

Office

Foster the growth of Downtown Clearwater's tech ecosystem.

Office Priorities

- Support the creation of a co-working business incubator space via public-private partnership.
- Launch a marketing campaign to attract technology companies to Downtown Clearwater.
- Jumpstart the Clearwater Technology Alliance.
- Continue supporting SPARK.

Residential

Increase Downtown Clearwater's residential population.

Residential Priorities

- Provide marketing assistance to The Nolen to ensure 100% occupancy.
- Identify and market new development opportunities, especially CRA & City-owned sites.
- Offer development incentives to downtown residential projects (e.g. Osceola Avenue 'super-block.')

Public Space

Activate and improve Downtown Clearwater's public spaces.

Public Space Priorities

- Revitalize Station Square Park.
- Coordinate Cleveland Streetscape Phase III implementation.
- Conduct a Mercado feasibility study.
- Expand public art program.
- Produce and fund high-quality events including Blast Friday series.
- Enhance downtown beautification and maintenance efforts.

Transit & Transportation

Improve downtown accessibility, connectivity and navigability.

Transit & Transportation Priorities

- Coordinate downtown way finding implementation.
- Promote PSTA trolley and Clearwater water-taxi service.
- Install additional bicycle parking including a bike-corral on Cleveland Street; support county-wide bike share program.
- Enhance downtown's section of the Pinellas Trail.
- Survey downtown stakeholders on need for additional parking.

Marketing & Communications

Market Downtown Clearwater locally and globally as a unique place to live, work, explore and invest.

Marketing & Communications Priorities

- Launch new website at www.DowntownClearwater.com
- Publish a monthly e-newsletter; distribute to downtown stakeholders.
- Revamp downtown street banner program.
- Create new marketing materials, including shopping guide and business directory.
- Grow social media presence.
- Generate positive press for Downtown Clearwater.

Community Partnerships

Foster relationships with downtown civic, business and non-profit organizations.

Community Partnership Priorities

Engage and participate with local entities, including but not limited to:

- Downtown Development Board
- Regional Chamber of Commerce

- Clearwater Downtown Partnership
- Downtown Gateway Advisory Committee
- Church of Scientology
- Ruth Eckerd Hall, Inc.
- Clearwater Jazz Holiday
- Clearwater Marine Aquarium
- Downtown Business Alliance
- Downtown Neighborhood Association
- Clearwater Arts Alliance
- Clearwater Community Garden

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