

RESOLUTION NO. 17-13

A RESOLUTION OF THE CITY OF CLEARWATER, FLORIDA AFFIRMING THE APPROVAL OF *IMAGINE CLEARWATER A COMMUNITY VISION FOR THE DOWNTOWN CLEARWATER WATERFRONT* AND DIRECTING CITY STAFF TO INCORPORATE THE PLAN INTO THE CLEARWATER DOWNTOWN REDEVELOPMENT PLAN AND PROCEED WITH PLAN IMPLEMENTATION; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, Clearwater's downtown waterfront is a beloved civic asset; and

WHEREAS, the creation of a master plan for the downtown waterfront area was identified as a priority project by the Urban Land Institute (ULI) Advisory Services Panel during their study of Downtown Clearwater in June, 2014; and

WHEREAS, the City issued RFP #04-16 for consulting services to prepare a master plan for the Downtown waterfront/bluff area; and

WHEREAS, on April 21, 2016 the Clearwater City Council awarded a contract for professional services pursuant to RFP #04-16 to hire HR & A Advisor, Inc. for the Downtown waterfront master plan; and

WHEREAS, over the course of six months, the City engaged hundreds of Clearwater residents, business owners and other stakeholders who shared their broad visions and specific design and programming ideas for their future waterfront; and

WHEREAS, the City's consultant team conducted over 40 interviews with local stakeholders, including developers, real estate brokers, small business owners, and Downtown property owners; and

WHEREAS, the City hosted seven interactive community workshops in various Clearwater neighborhoods to share progress on *Imagine Clearwater* and allow members of the community to engage directly with the planning and design team on specific elements of the plan including: a vision for the waterfront and bluff; the character of various places throughout the study area; the role of waterfront recreation, parks and open space, and economic development opportunity within the overall vision; and

WHEREAS, the City convened a group of 18 Clearwater residents active in resident affairs, the local business community, local institutions and community organizations to play a supporting role in the City's robust outreach process; and

WHEREAS, materials related to *Imagine Clearwater* were posted on a dedicated website and the City's Facebook page; and

WHEREAS, community members were invited to call and email the City to provide direct verbal feedback and engage with elements of the plan as it was formed; and

WHEREAS, the goal of the plan is to draw residents and visitors to the Downtown waterfront, catalyze greater Downtown activity and attract investment, and better connect the waterfront to the rest of Clearwater; and

WHEREAS, four key strategies underpin the recommendation of *Imagine Clearwater*: the waterfront must be anchored by a dynamic new open space; Coachman Park needs an active edge; an improved Osceola should complement Cleveland Street; and access to the site should incorporate all modes; and

WHEREAS, in order to realize the community's vision for *Imagine Clearwater*, an Action Plan provides a series of strategic implementation recommendations to serve as a starting point for the City and its partners to refine and advance; and

WHEREAS, City Council held a special meeting on February 21, 2017 to discuss *Imagine Clearwater*; and

WHEREAS, City Council received significant public support for the adoption and implementation of *Imagine Clearwater* at the February 21, 2017 special meeting; and

WHEREAS, Clearwater has a once in a lifetime opportunity to develop a transformative vision for its downtown waterfront;

WHEREAS, City Council unanimously voted to adopt *Imagine Clearwater* at the February 21, 2017 special meeting;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. The City Council affirms its approval of *Imagine Clearwater A Community Vision for the Downtown Clearwater Waterfront* and directs the City Manager to integrate the plan into the *Clearwater Downtown Redevelopment Plan* and proceed with plan implementation.

Section 2. This resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED this _____ day of _____, 2017.

George N. Cretekos
Mayor

Approved as to form:

Camilo Soto
Assistant City Attorney

Attest:

Rosemarie Call
City Clerk