

From: Silverboard, Jill
Sent: Friday, December 01, 2017 5:02 PM
To: Jonson, Bill
Cc: Horne, William; Maxwell, Micah; Call, Rosemarie; Delk, Michael
Subject: RE: ULI Report Relating to Downtown Gateways

Cm Jonson – I have completed a review of a number of items and offer the following outline of several key project points relating to the subject. Bringing the proposal back to City Council is waiting on the MERJE Wayfinding work as we discussed yesterday. Please let me know if you have any questions about the information below or other considerations. Thanks – Jill

Following the ULI Study, “Enhance Gateways” was approved as one of the ULI priorities (Action Item – ULI 20). Updates were provided to City Council as part of the ULI and later, Second Century, Quarterly Reports.

- ULI Report September 2014
 - Welcomes
 - Today, downtown Clearwater lacks identity and presence One can drive, ride, or bicycle right past downtown without even noticing this special district, let alone being attracted to divert one’s trajectory and explore the area. For this reason, the panel recommends paying special attention to the gateways of the community to welcome visitors.
 -
 - Gateways to downtown must emphatically communicate to visitors that they have arrived at an important destination. The downtown brand must be projected through signage, public art, architectural elements, and green space. The brand must tell a powerful story about the place Clearwater is and wants to be. Advertising this story will create a desire in visitors from adjacent communities and farther away to experience and be a part of this special place.
 -
 - Gateways must be designed to welcome visitors arriving by all the available modes of travel. Important gateways highlighted here are the proposed intermodal hub, the intersection of the existing Pinellas Trail and Cleveland Street, and the intersection known as Five Points.
 -
- September 29, 2014 – Council direction on ULI Framework
- January 21, 2015 – Council establishes ULI priorities
- July 1, 2015 DDB Meeting – Review of “Enhance Gateways”
 - Minutes: “Urban Land Institute Action Item – Enhance Gateways to Downtown and East Gateway – Geri Campos Lopez, Economic Development and Housing Director introduced the item and turned the presentation over to Tim Kurtz, Engineering Department, Senior Landscape Architect. Mr. Kurtz advised the board that the report provided in agenda packet addressed just the gateway signs, identified as ground signs, pillar signs, and informational signs, and did not address way-finding signs. Staff has narrowed down the gateway signs to five and would like DDB to come to a consensus on the top three that they prefer before they present an agenda item to the CRA. After discussion regarding these proposed places for gateway signs, DDB members chose the following locations as their top three choices: #3 - Court and Myrtle, #1 - Court and Chestnut and #12 - Drew and N. Ft. Harrison.”
- April 11, 2016 Special Council Meeting – Strategic Plan Topics: Extensive discussion of Gateways
 - Minutes: “Staff was directed to review in greater depth, landscaping the triangle at Court/Chestnut Streets, determine area owned by the City and report back to Council.”
- May 16, 2016 – ULI Quarterly Report to CRA references three initial locations: Court/Myrtle, Court/Chestnut and N. Myrtle/N. Ft. Harrison

- The minutes of this meeting on granicas indicate only (there is no reference to a decision on the location of the gateways):
 - 1 Project is in progress/delayed:
 - • Enhance Gateways to Downtown/East Gateway (**ULI 20**)
 - PowerPoint from this meeting reports “3 initial locations selected: Court / Myrtle, Court / Chestnut, Myrtle / N Ft Harrison”
 - The transcript includes the following statement by Mr. Horne: “Enhanced Gateways, that’s ULI #12, now this one is in progress and delayed. Three initial locations have been selected: Court/Myrtle, Court/Chestnut, Myrtle/N. Ft. Harrison. Sign types and mockups are currently being distributed for comments. Construction delayed due to completion of branding impacted the signage design templates.”
 - The transcript does not include a reference to the ULI criteria, nor does it indicate any Council approval.
 - Quarterly report reflects the project as delayed In reviewing those reports, we see that the project was referenced as delayed pending the re-Branding work and the design considerations for wayfinding.
- November 15, 2016 – ULI has been recast as “Second Century” – last quarterly report provided to CRA.
 - Quarterly report presented in a new format that reflects that “wayfinding” is on schedule with MERJE, but that “Enhance Gateways” is behind schedule due to waiting for consistency with wayfinding work. The report continues to reference N. Myrtle/N. Ft. Harrison as one of the three initial locations

The materials provided to the DDB back in 2015 did include the N. Myrtle/N. Ft. Harrison location in proximity to Marshall Street, but it was not among their 3 top choices. However, the ULI/Second Century quarterly reports, as late as November 2016, continue to reference N. Myrtle/N. Ft. Harrison as one of the three initial locations. We can seek to have that location clarified as the work progresses and is brought back to City Council.