

- 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.
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