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CLEARWATER

BRIGHT AND BEAUTIFUL • BAY TO BEACH

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# NEW CITY HALL / MSB SITE FEASIBILITY STUDY

**HARVARD • JOLLY**  
ARCHITECTURE

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- **City Hall Site Selection Process**
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- **Potential Sites**
- **Site Selection Rankings**
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- **SITE B: Options B1 – B4.1**
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An aerial photograph of a city featuring a large marina with numerous sailboats, a multi-lane highway bridge, and various urban buildings. A large, semi-transparent circular graphic is overlaid on the left side of the image, containing the title and a bulleted list.

# **CITY HALL SITE SELECTION PROCESS**

- **Develop Criteria**
- **Identify Potential Sites**
- **Rank Sites**
- **Prepare Feasibility  
Study of Highest  
Ranked Sites**



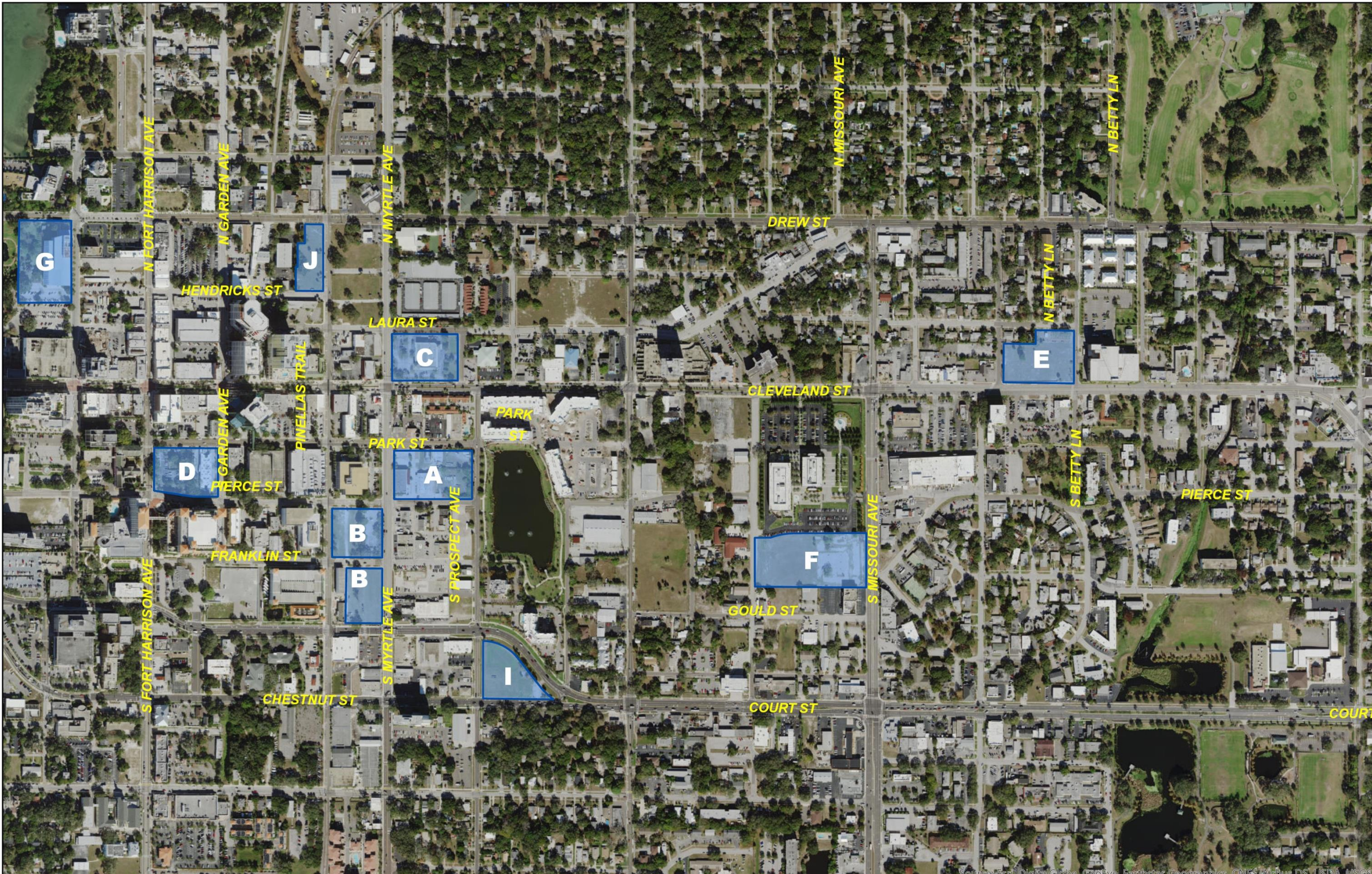
# **CITY HALL SITE SELECTION CRITERIA**

- **Implementation of  
Downtown Plan –  
4 points**
- **Real Estate – 3 points**
- **Site Characteristics –  
2 points**
- **Cost – 1 point**





# POTENTIAL CITY HALL SITES





# **CITY HALL SITE SELECTION RANKINGS**

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- 1. Myrtle Ave. West –  
Court St. & Pierce South of MSB (Site B)**
- 2. Myrtle Ave. – East Between Park St.  
& Pierce St. (Site A)**
- 3. Former Walgreens – NE Corner Myrtle Ave. &  
Cleveland St. (Site C)**
- 4. PSTA/County Lots (Site D)**
- 5. CRA-Owned Parcel – Cleveland St. &  
Betty Ln. (Site E)**
- 6. Frank Crum Property – Missouri Ave. &  
Gould St. (Site F)**
- 7. Main Library (Site G)**
- 8. iDatix – Court St. & Gulf to Bay Blvd. (Site H)**
- 9. Court/Chestnut Triangle (Site I)**
- 10. Drew St. & Laura St. – Nall Lumber (Site J)**





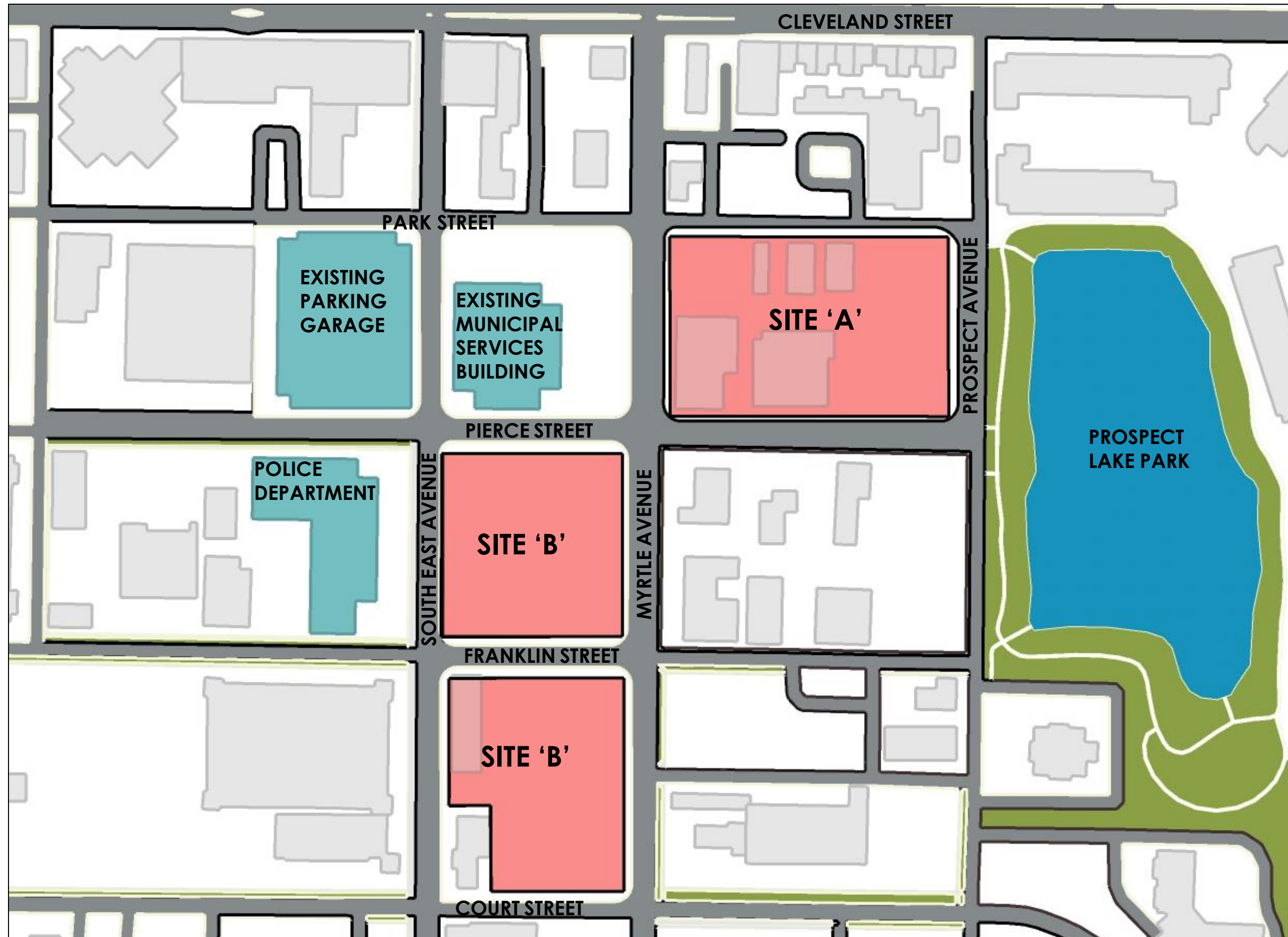
# REAL ESTATE ANALYSIS

- Information on Current Regional Market Demand for Office, Residential and Retail Uses
- Analyze Proposed Sites to Determine Highest and Best Use
- Impact of a New Transit Facility 
- Impact of Opportunity Zone 



# OVERALL EXISTING AREA VIEW

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# **DESCRIPTION OF OPTIONS**

## **OPTION 1:**

- Studies for sites A and B depict a new, two-story City Hall.
- Includes surface parking to accommodate City Hall and overflow of Municipal Services Building (MSB) visitor parking.
- Existing MSB and parking garage to remain.

## **OPTION 2:**

- Studies for sites A and B depict a new, four-story City Government Center (CGC), including City Hall and MSB operations.
- Option B2 requires a five-story building.
- Includes surface parking to accommodate City Hall and MSB.
- Existing MSB to be repurposed or sold. Parking garage to remain for city employee use.

## **OPTION 3:**

- Studies for sites A & B depict a new CGC, including City Hall and MSB operations.
- Includes new parking garage to accommodate new CGC and Clearwater Police Department (approximately 630 spaces).
- Existing MSB and parking garage to be repurposed or sold. Options B3 and B4 would require a five-story building.





# CRITERIA CONSIDERED

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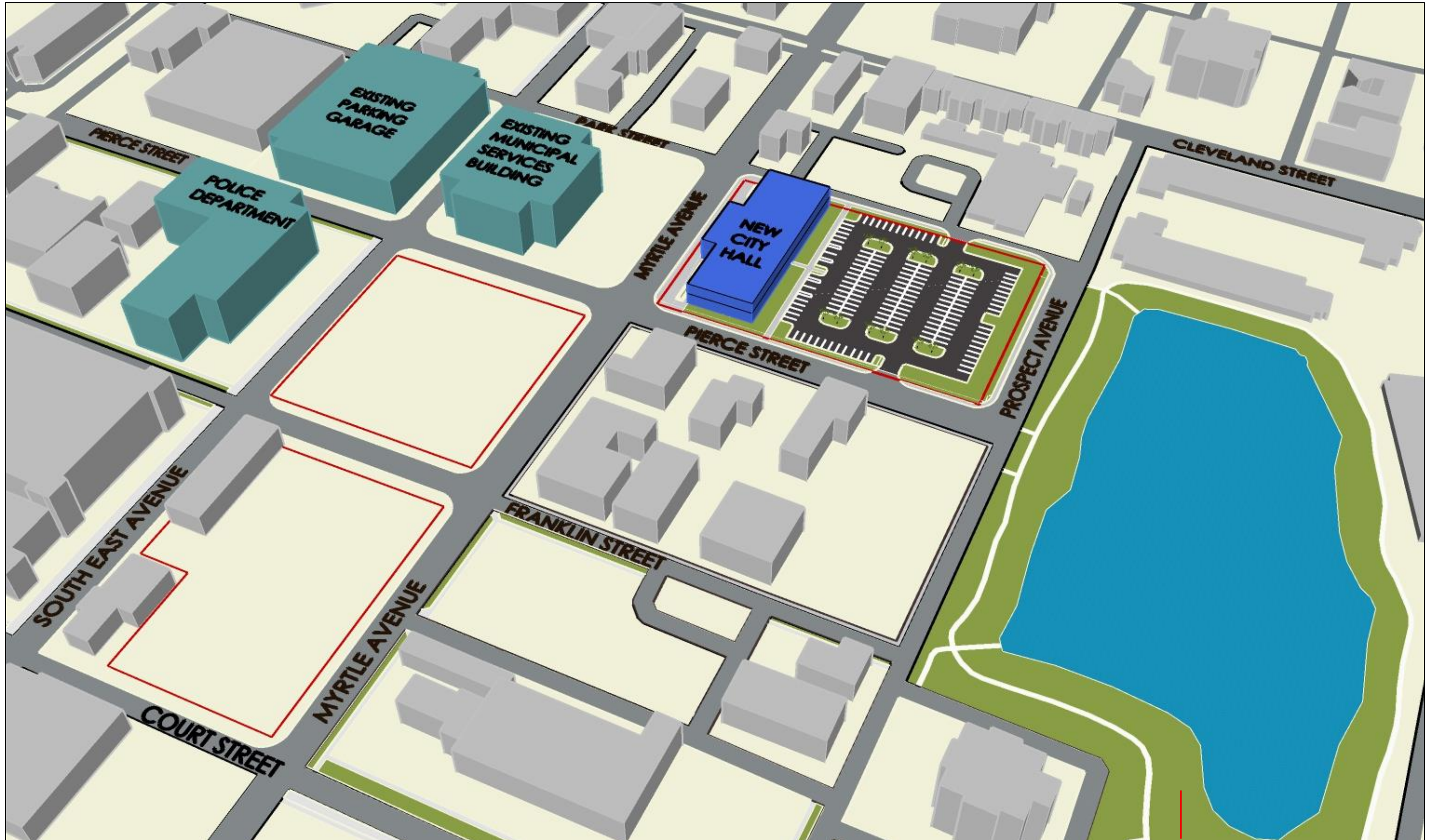
- **COST FOR LAND** – Does this site require acquisition?
- **PARNERSHIP OPPORTUNITIES** – Does this site provide for public/private partnership?
- **REDEVELOPMENT** – Does use of this site free up land for redevelopment by the city or act as a catalyst/precedent for new development by others?
- **OPERATIONAL EFFICIENCIES** – Does the site configuration or ability to share parking or building space provide cost savings based on combining facilities?
- **COST RANGE** – \$(Least costly) - \$\$\$\$\$\$(Most costly)
- **COST OFFSET** – Does this site allow for sale of other property to offset project costs?





# PERSPECTIVE VIEW

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# 2-STORY CITY HALL

44,000sf

## CRITERIA:

COST FOR LAND	YES
PARTNERSHIP OPPORTUNITIES	NO
REDEVELOPMENT	YES
OPERATIONAL EFFICIENCIES	NO
PROJECT COST	\$
COST OFFSET	NO

## OTHER:

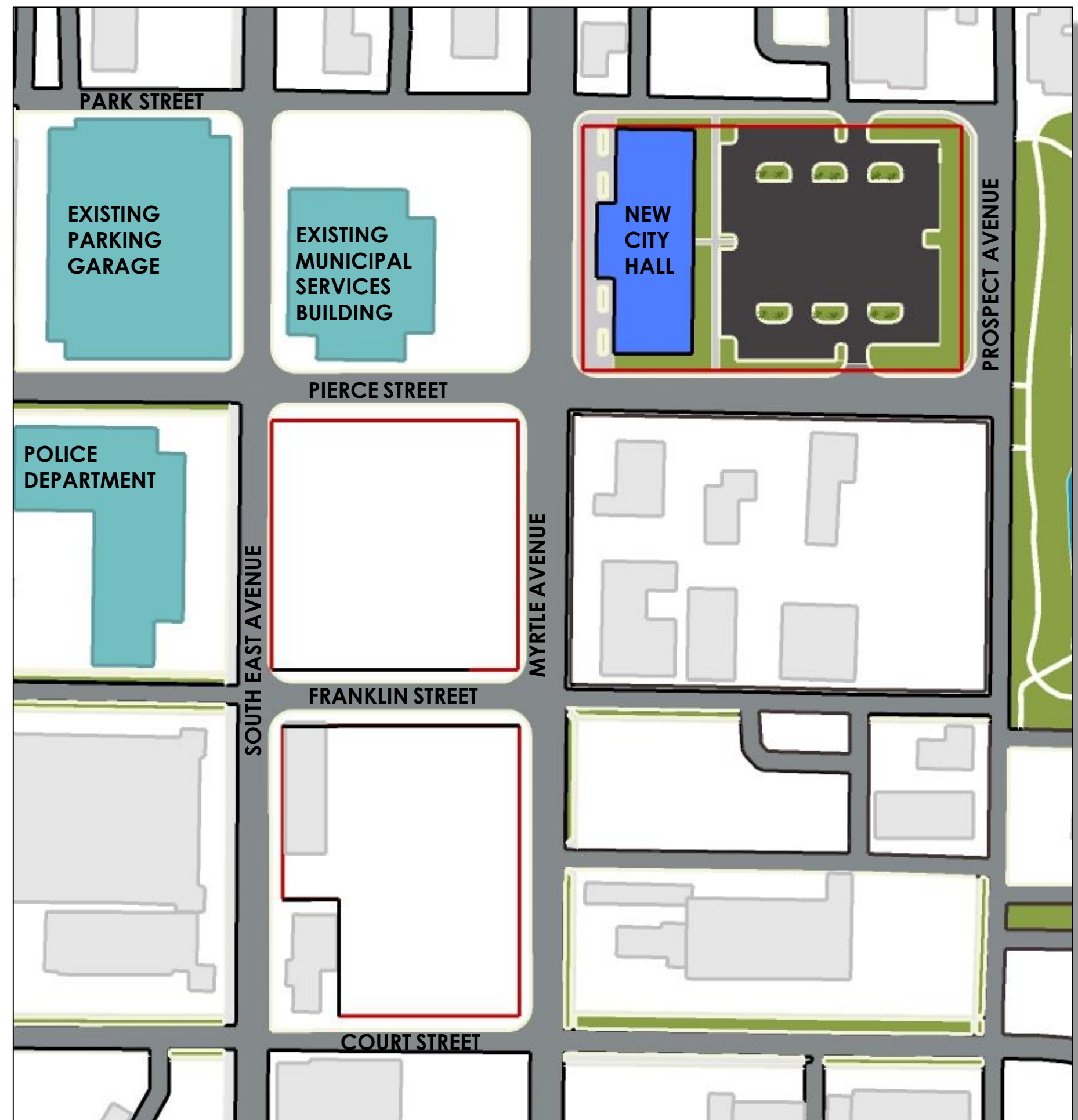
- + Site backs up to adjacent park with walking trail – employee health & fitness incentive
- + Building and parking on one block
- Less public visibility as opposed to Site B
- Requires demolition of several existing buildings - increased cost and time

## PARKING:

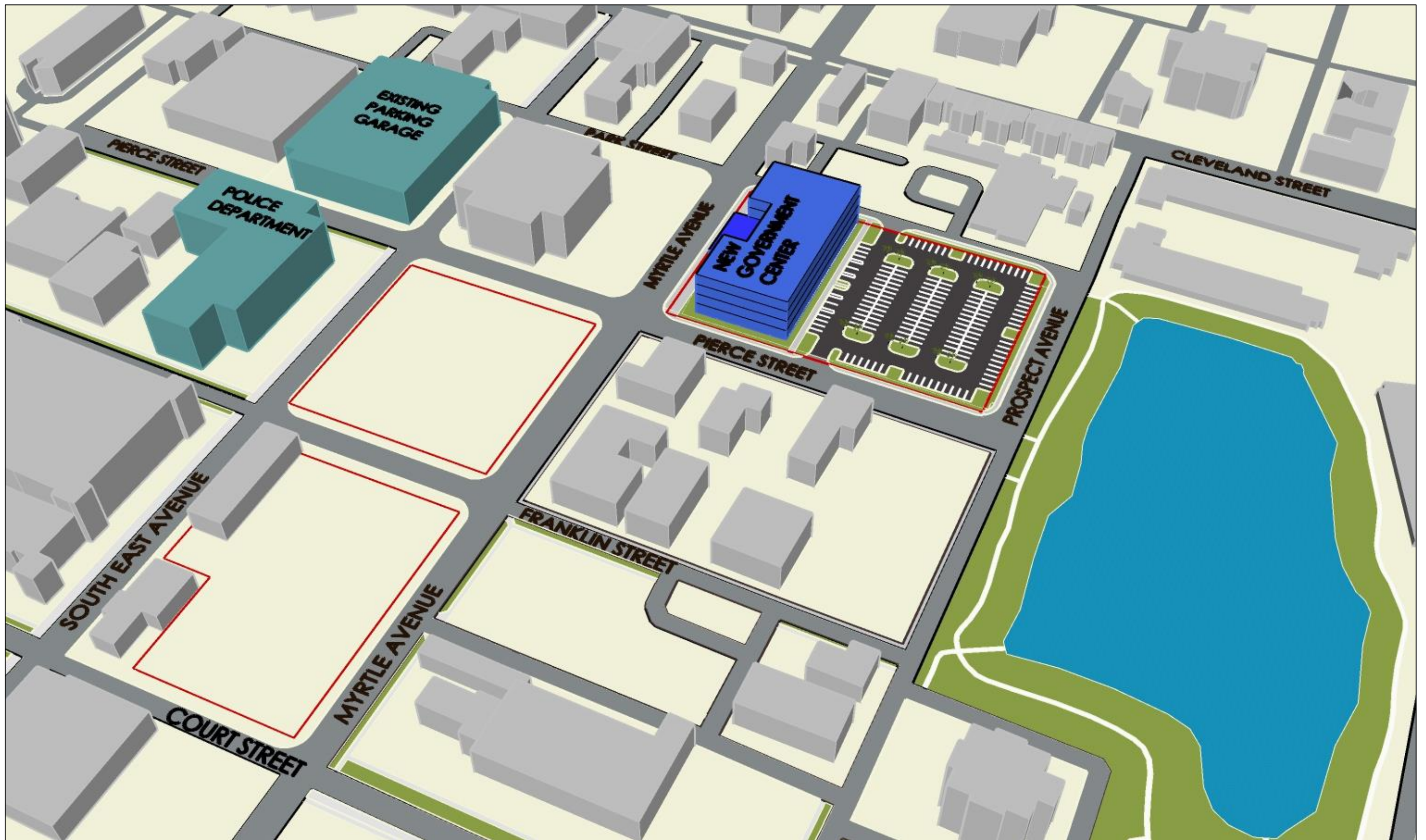
- 145 Off-street parking spaces
- Does not require street parking
- Retains MSB garage for after hours and weekend public use



# PLAN VIEW







# PERSPECTIVE VIEW



# 4-STORY GOVERNMENT CENTER

100,000sf

## CRITERIA:

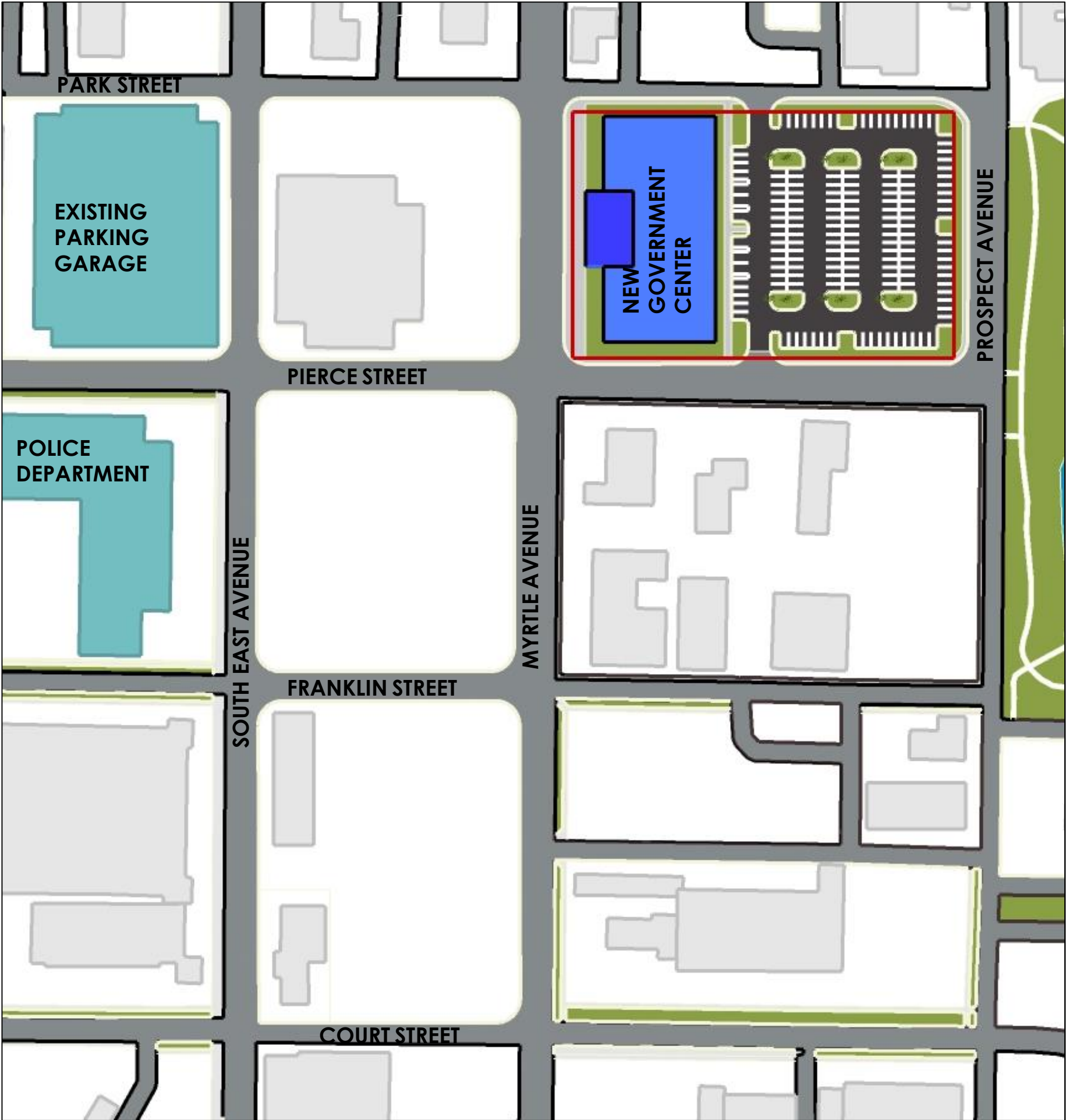
COST FOR LAND	YES
PARTNERSHIP OPPORTUNITIES	NO
REDEVELOPMENT	YES
OPERATIONAL EFFICIENCIES	YES
PROJECT COST	\$\$
COST OFFSET	YES

## OTHER:

- + Allows for sale or repurposing of existing MSB on block between Pierce Street and Park Street
- Less public visibility as opposed to Site B
- Sale of existing MSB may be less attractive to developers without garage included
- Does not maximize new development opportunities

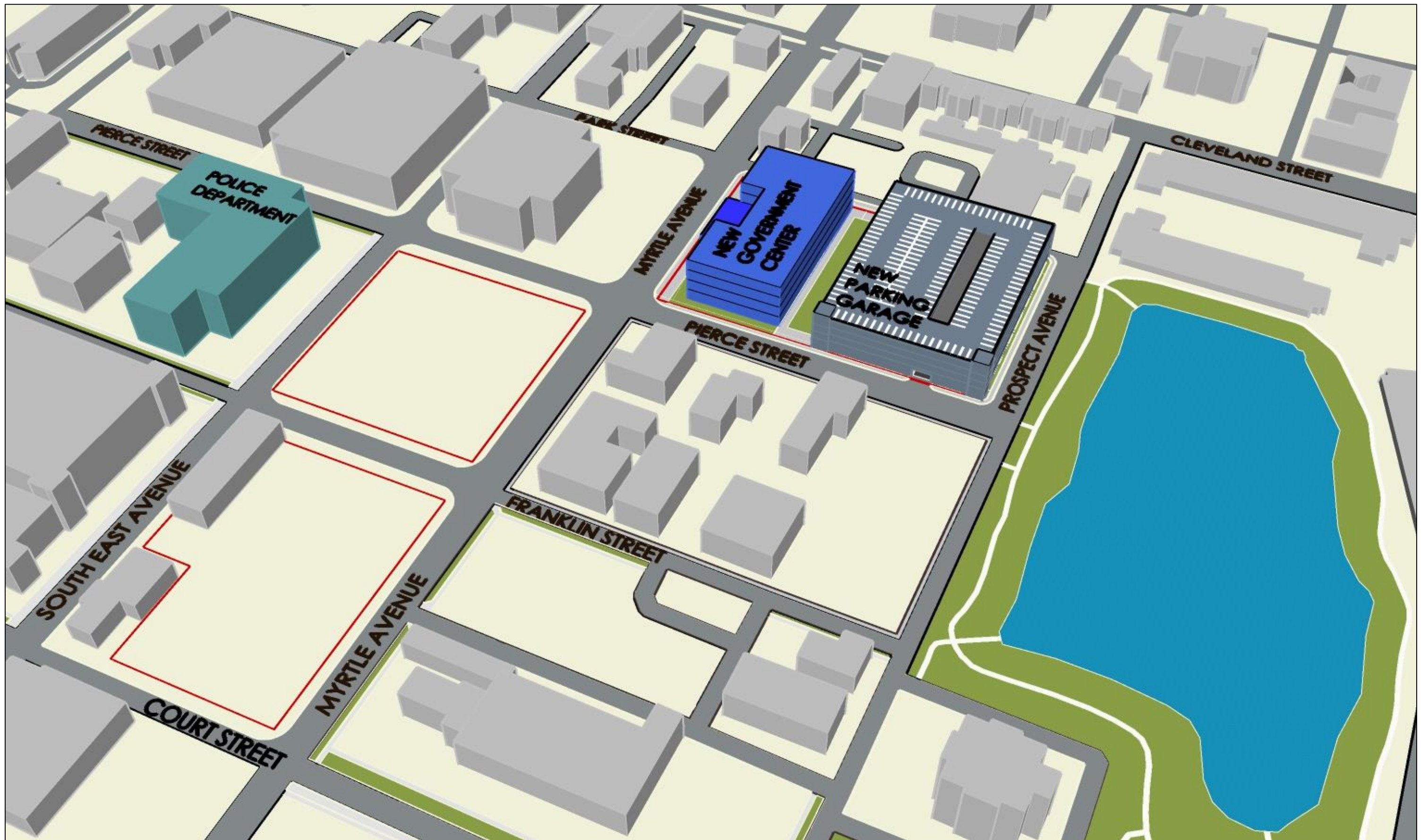
## PARKING:

- 160 Off-street parking spaces
- Retains MSB garage for employee use and after hours public use
- Does not require street parking



# PLAN VIEW





# PERSPECTIVE VIEW



**4-STORY GOVERNMENT CENTER**  
**100,000sf**

**CRITERIA:**

COST FOR LAND	YES
PARTNERSHIP OPPORTUNITIES	NO
REDEVELOPMENT	YES
OPERATIONAL EFFICIENCIES	YES
PROJECT COST	\$\$\$
COST OFFSET	YES

**OTHER:**

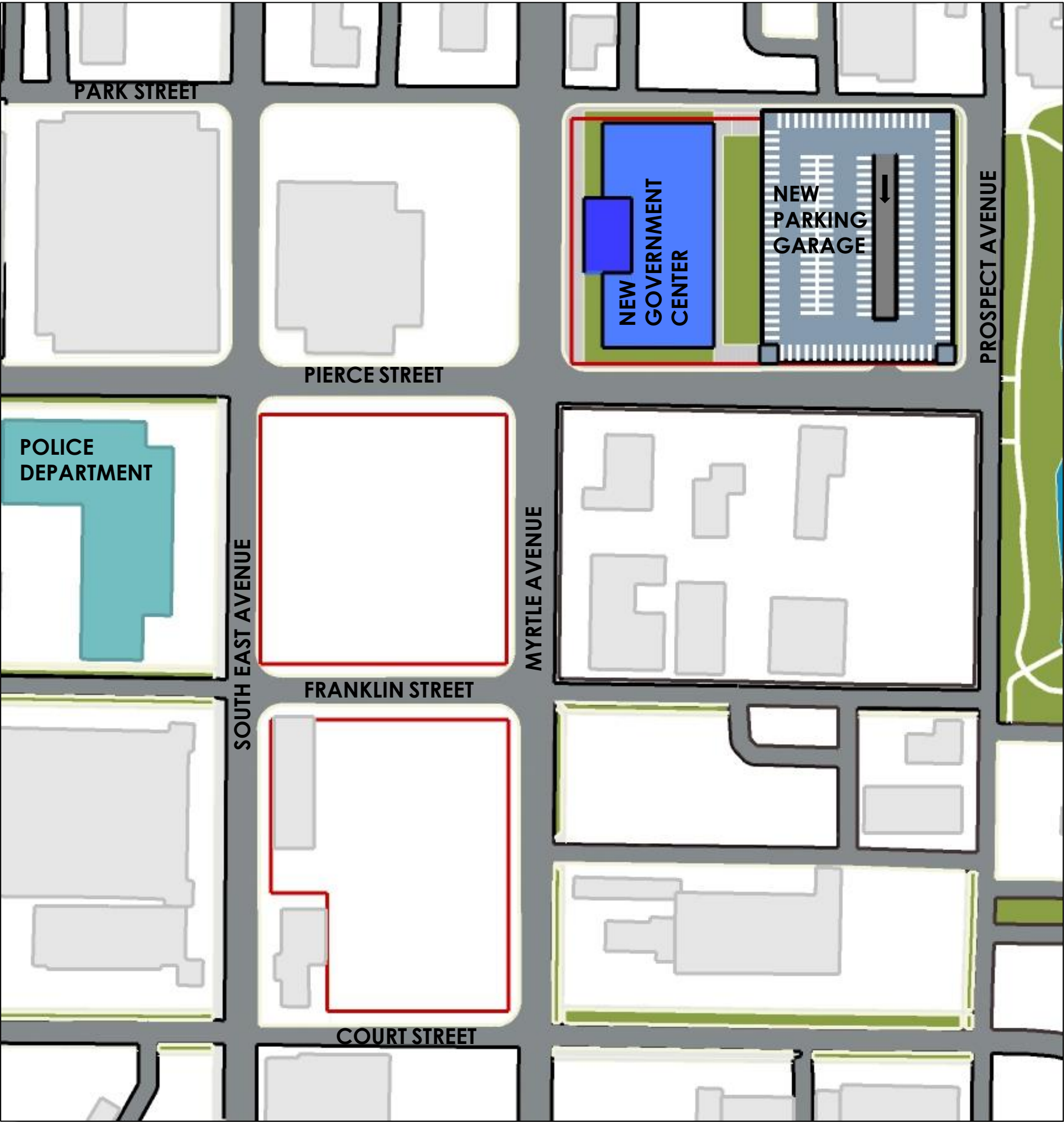
- + Building and all parking on one block
- + Allows for sale or repurposing of existing MSB and existing parking garage
- Less public visibility as opposed to Site B

**PARKING:**

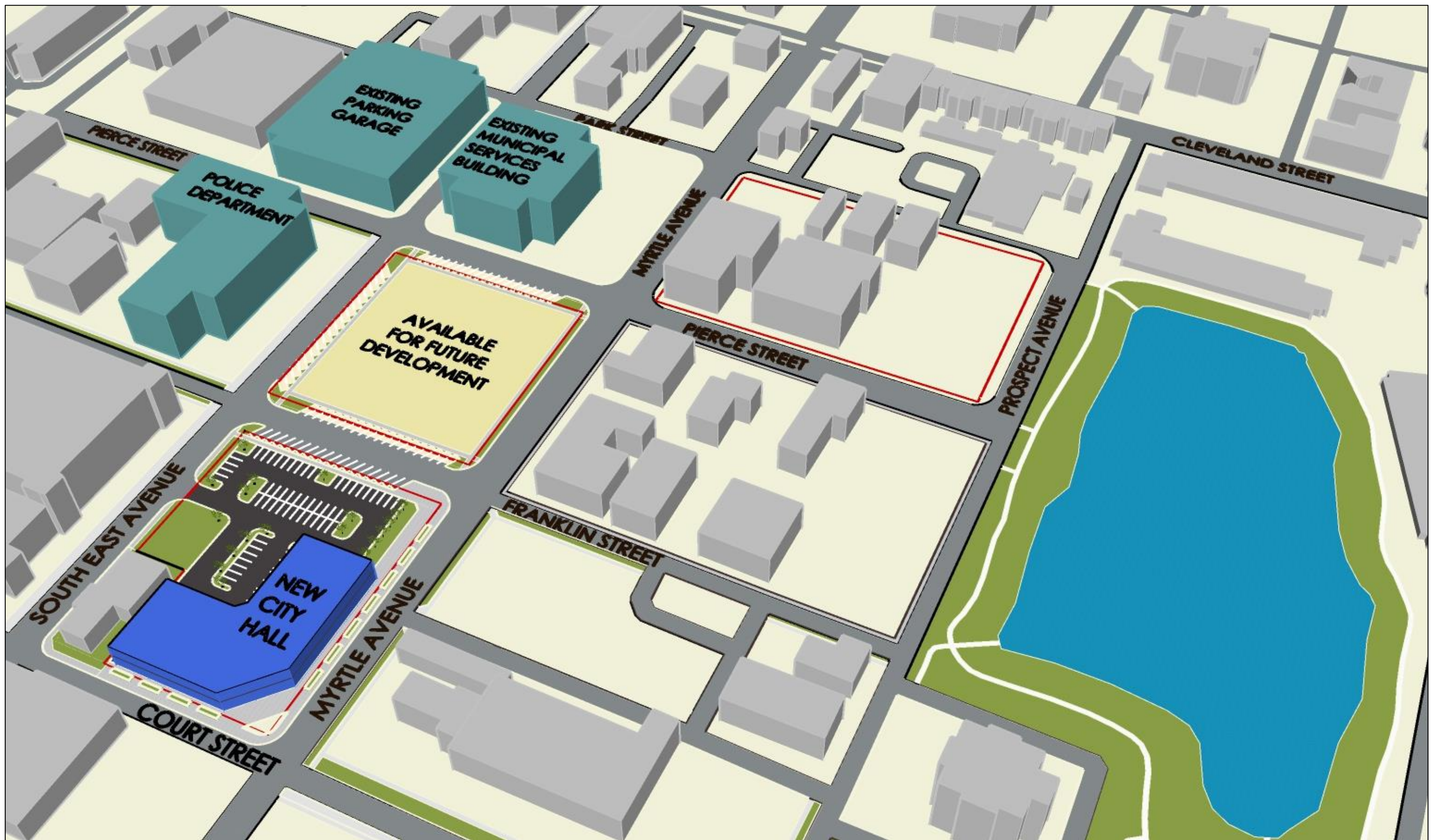
- 630 Space, 4-level parking garage
- Covered parking for most users of the Building
- Police department parking is two blocks from their building. Emergency response time longer.



**PLAN VIEW**







# PERSPECTIVE VIEW

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# 2-STORY CITY HALL

44,000sf

## CRITERIA:

COST FOR LAND	NO
PARTNERSHIP OPPORTUNITIES	YES
REDEVELOPMENT	YES
OPERATIONAL EFFICIENCIES	NO
PROJECT COST	\$
COST OFFSET	YES

## OTHER:

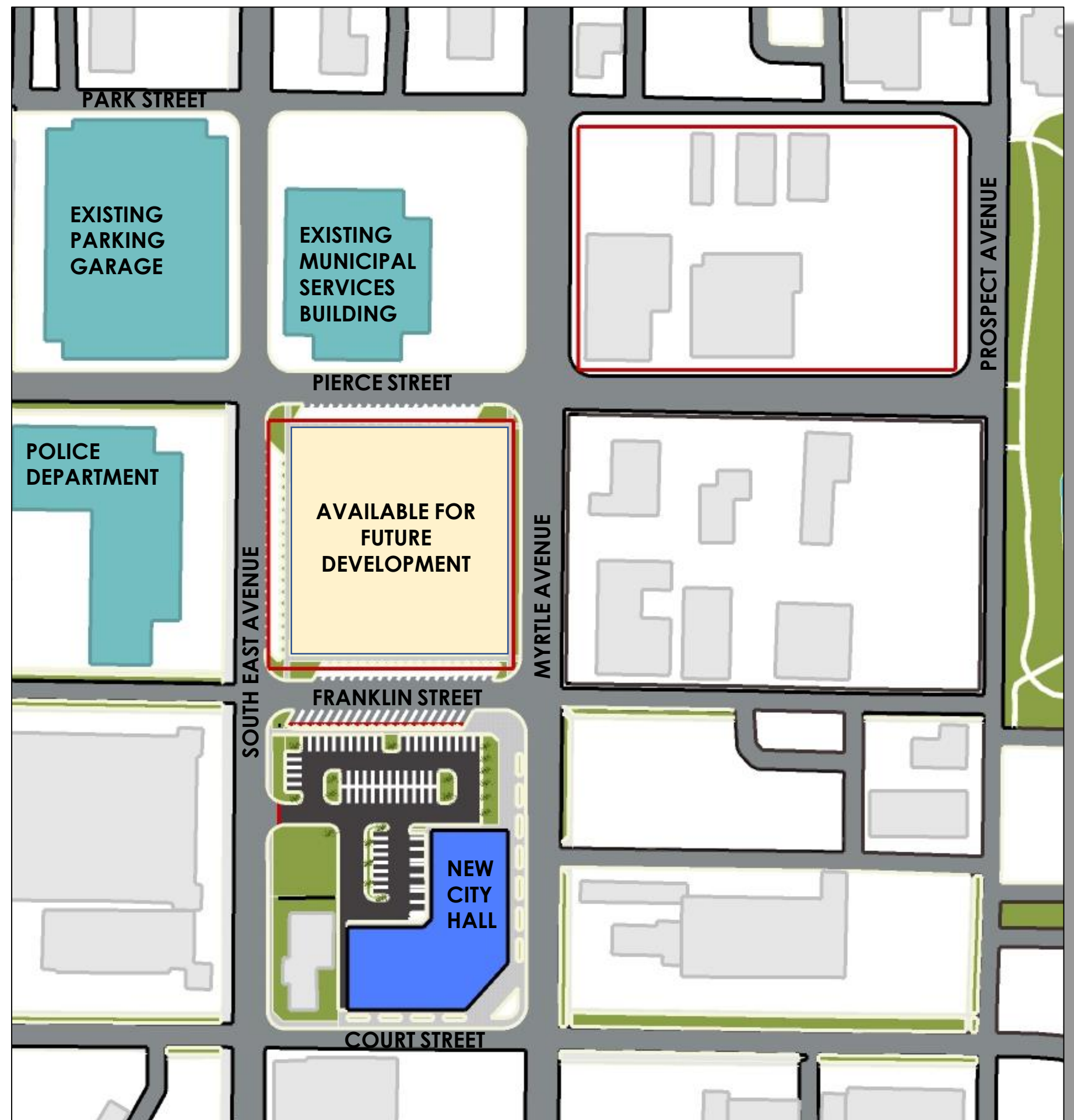
- + High public visibility at major intersection
- + Allows for sale, PSTA use, or future City development of block between Franklin Street and Pierce Street
- Does not maximize new development opportunities

## PARKING:

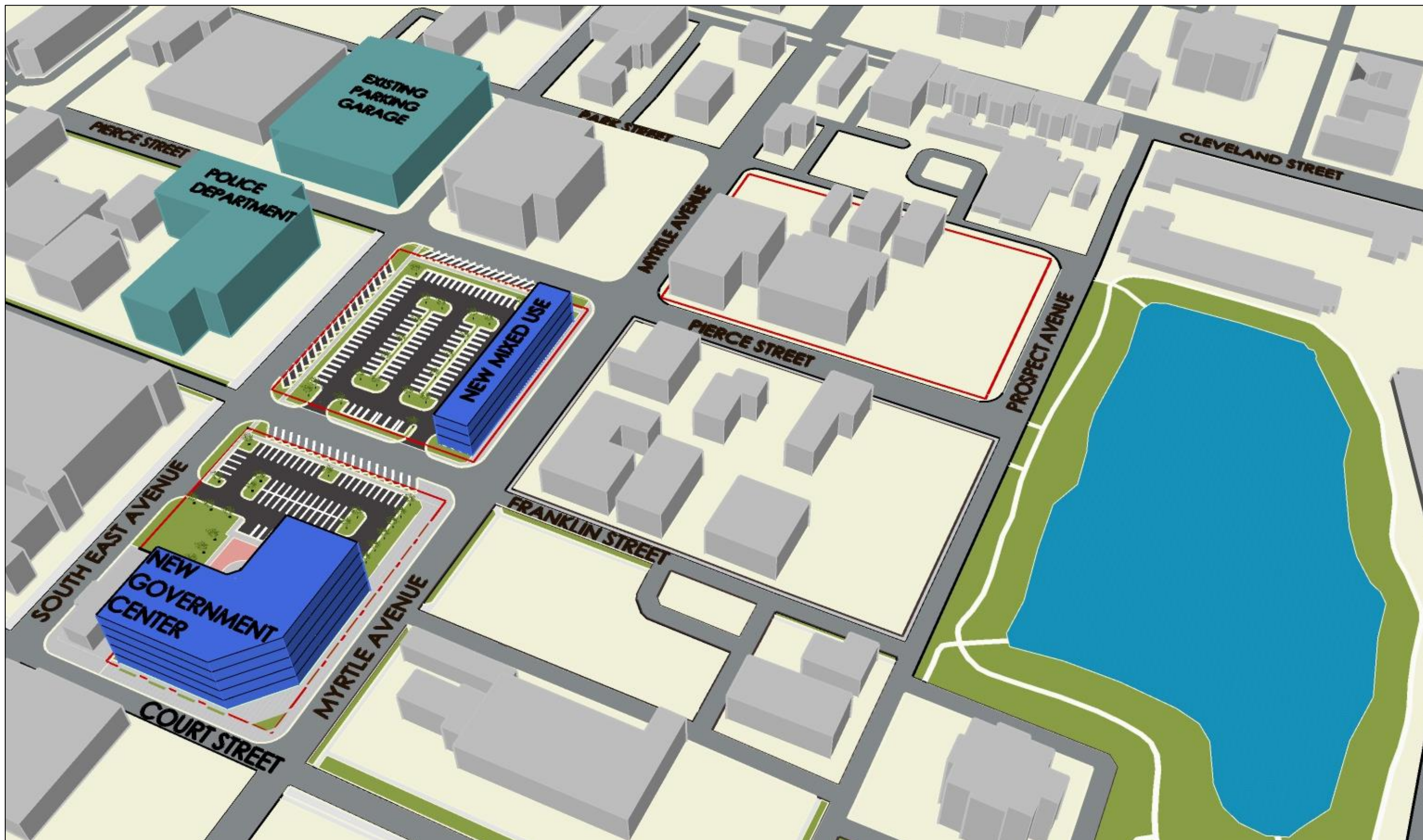
- 65 Off-street parking spaces
- 75 Reverse angle street spaces
- Retains MSB garage for off hours and weekend public use
- Street parking available for public and visitors



# PLAN VIEW







# PERSPECTIVE VIEW

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# 5-STORY GOVERNMENT CENTER

100,000sf

## CRITERIA:

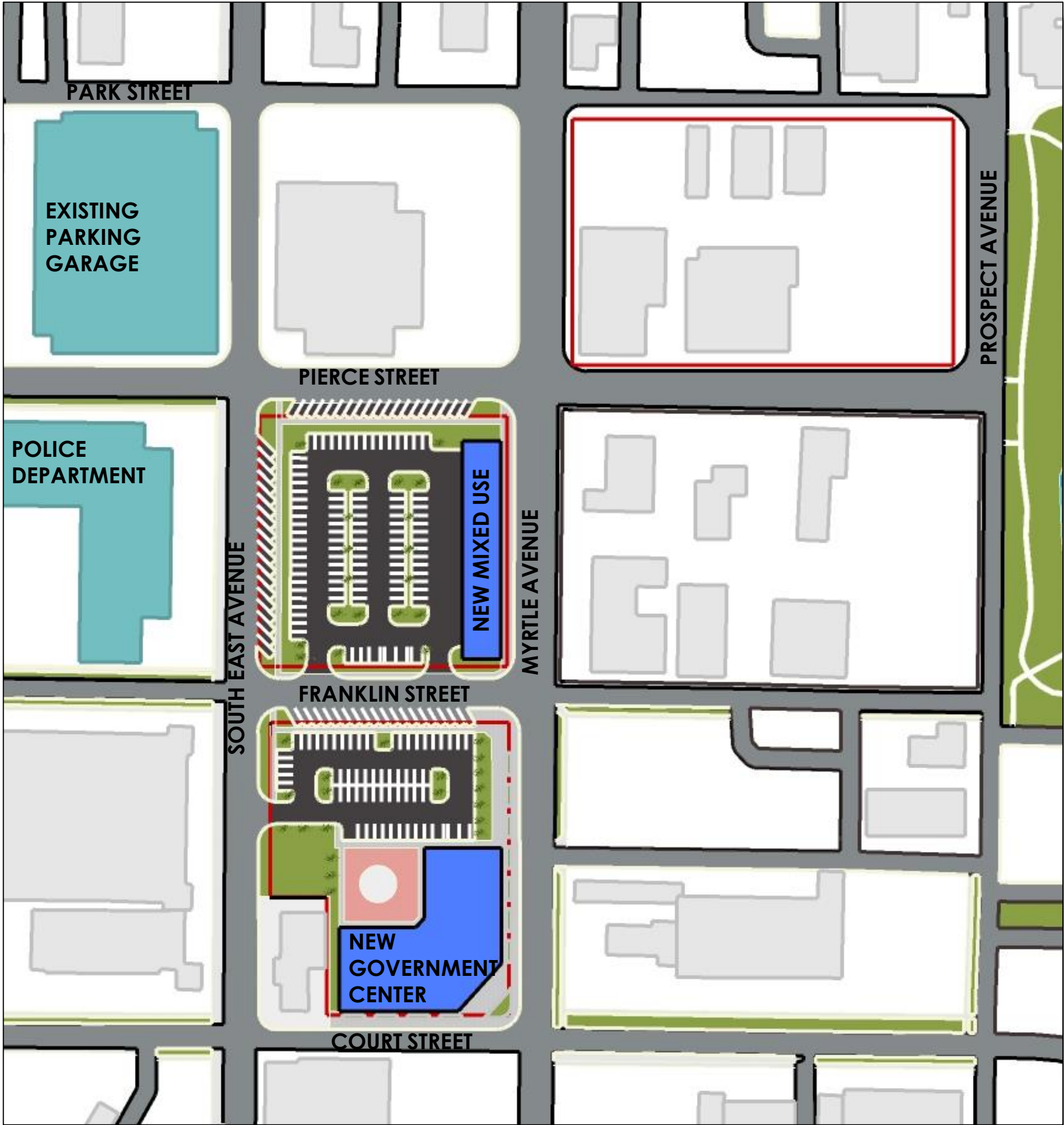
COST FOR LAND	NO
PARTNERSHIP OPPORTUNITIES	YES
REDEVELOPMENT	YES
OPERATIONAL EFFICIENCIES	YES
PROJECT COST	\$\$\$
COST OFFSET	YES

## OTHER:

- + High public visibility at major intersection
- + Incorporates a rear plaza area for employee/public use and events
- Sale of existing MSB may be less attractive to developers without garage included
- Does not maximize new development opportunities

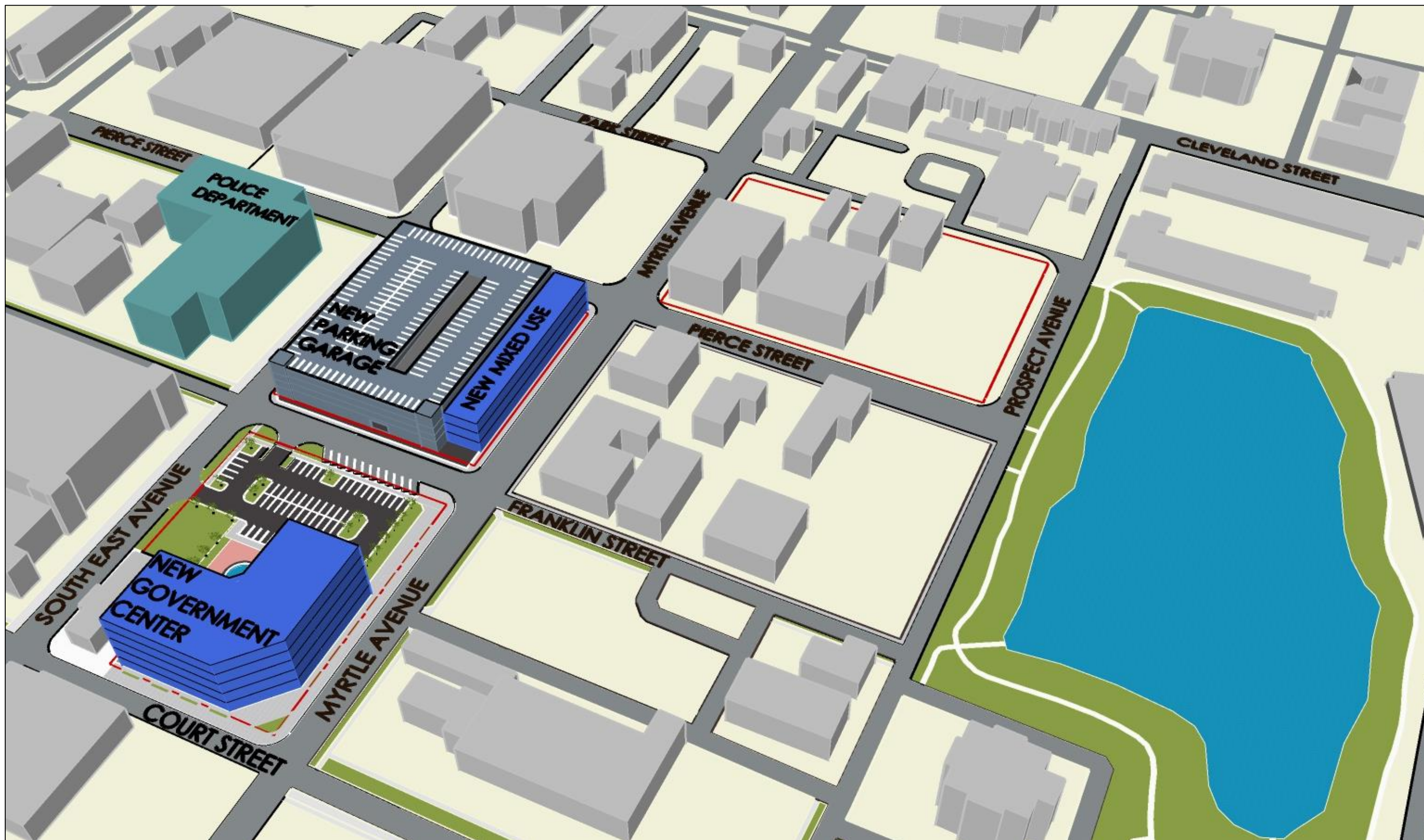
## PARKING:

- 163 Off-street parking spaces
- 56 Reverse angle street spaces
- Retains MSB garage for employee use and after hours public use



# PLAN VIEW





# PERSPECTIVE VIEW



# 5-STORY GOVERNMENT CENTER

100,000sf

## CRITERIA:

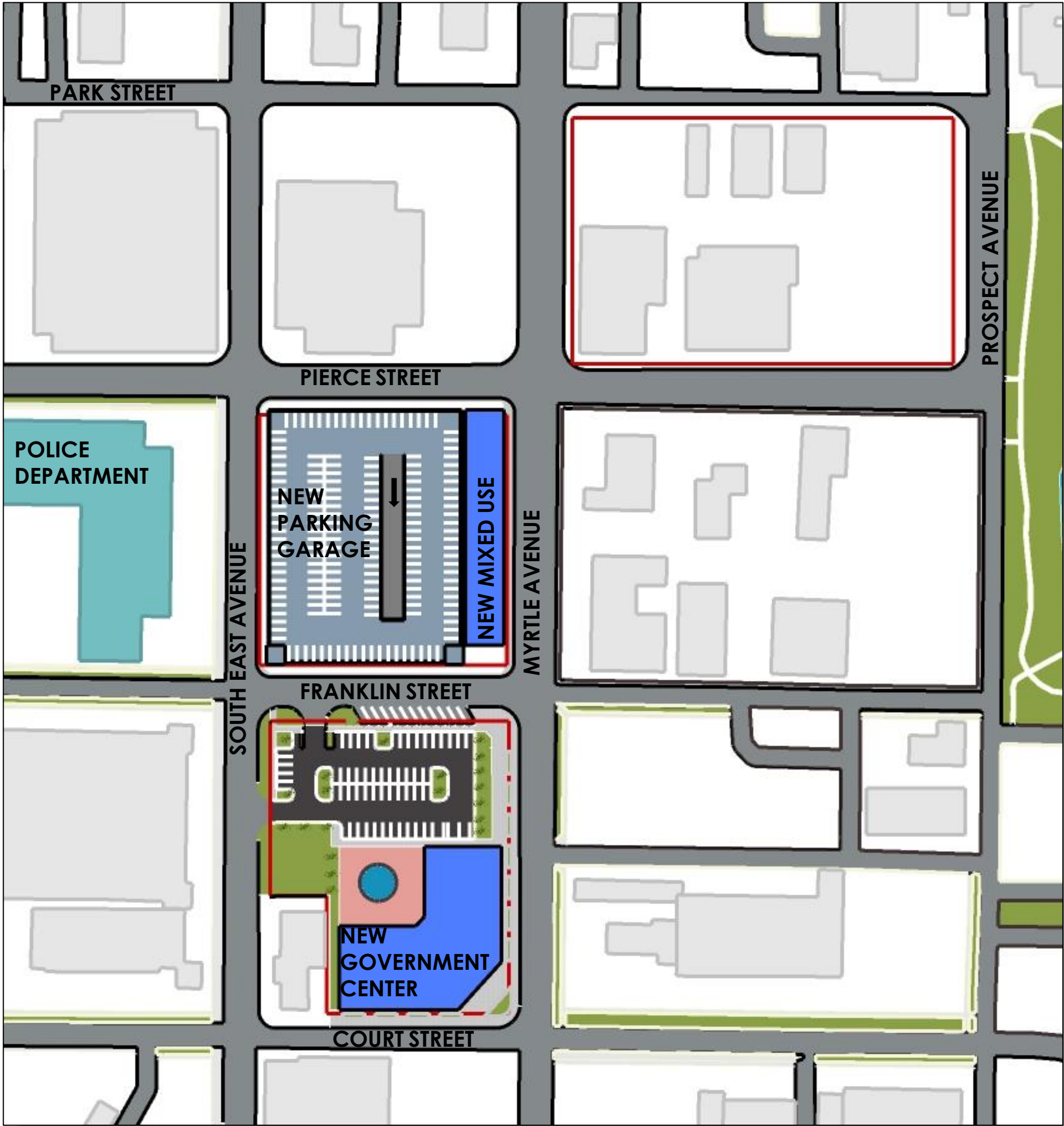
COST FOR LAND	NO
PARTNERSHIP OPPORTUNITIES	YES
REDEVELOPMENT	YES
OPERATIONAL EFFICIENCIES	YES
PROJECT COST	\$\$\$\$
COST OFFSET	YES

## OTHER:

- + High public visibility at major intersection
- + Incorporates a rear plaza area for employee/public use and events
- + Allows for sale or repurposing of MSB and parking garage
- Does not allow for PSTA proposed use
- Does not maximize new development opportunities

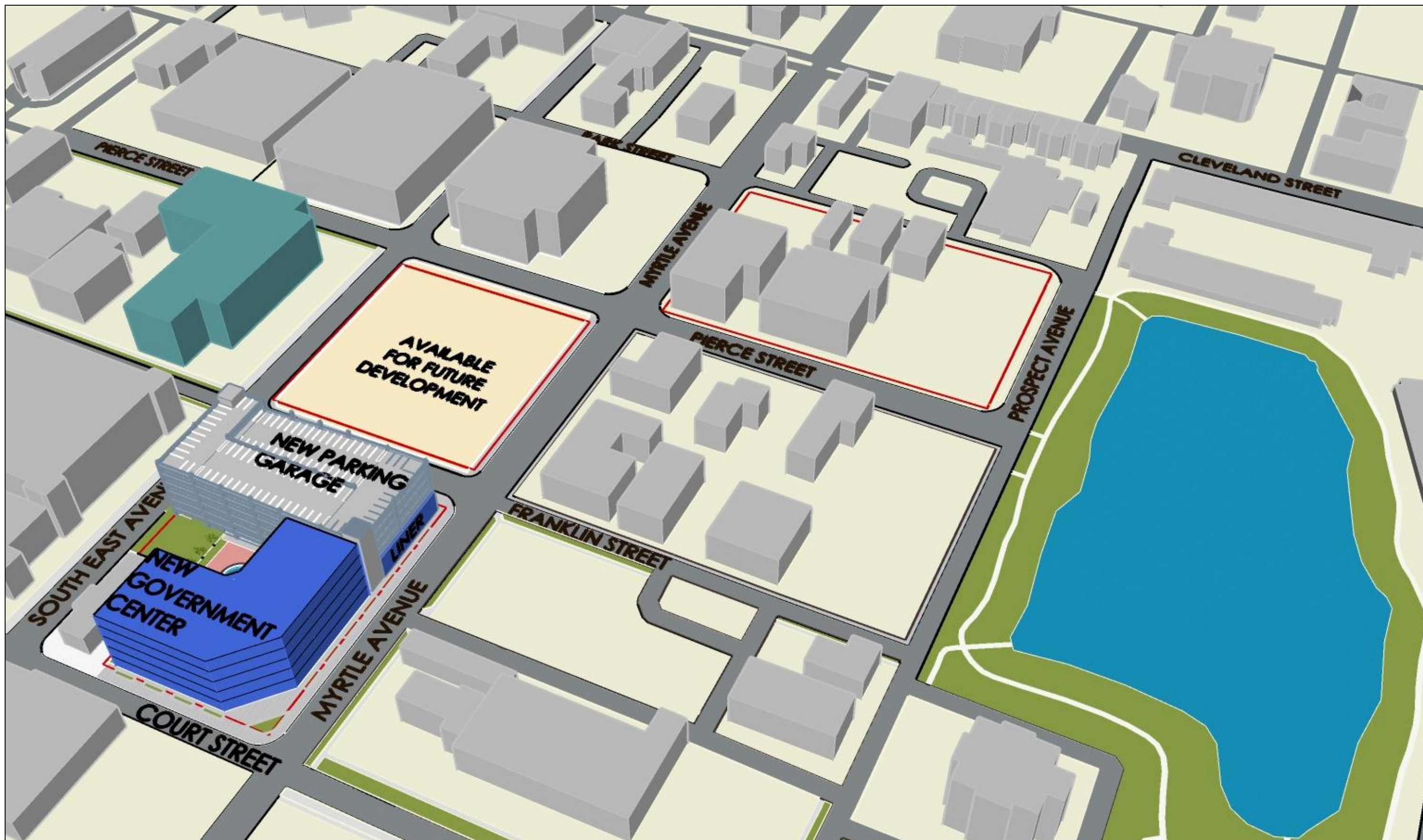
## PARKING:

- 630 Space 4-level parking garage
- 12 Reverse angle street spaces
- 58 Open lot parking spaces



# PLAN VIEW





# PERSPECTIVE VIEW



# 5-STORY GOVERNMENT CENTER

100,000sf

## CRITERIA:

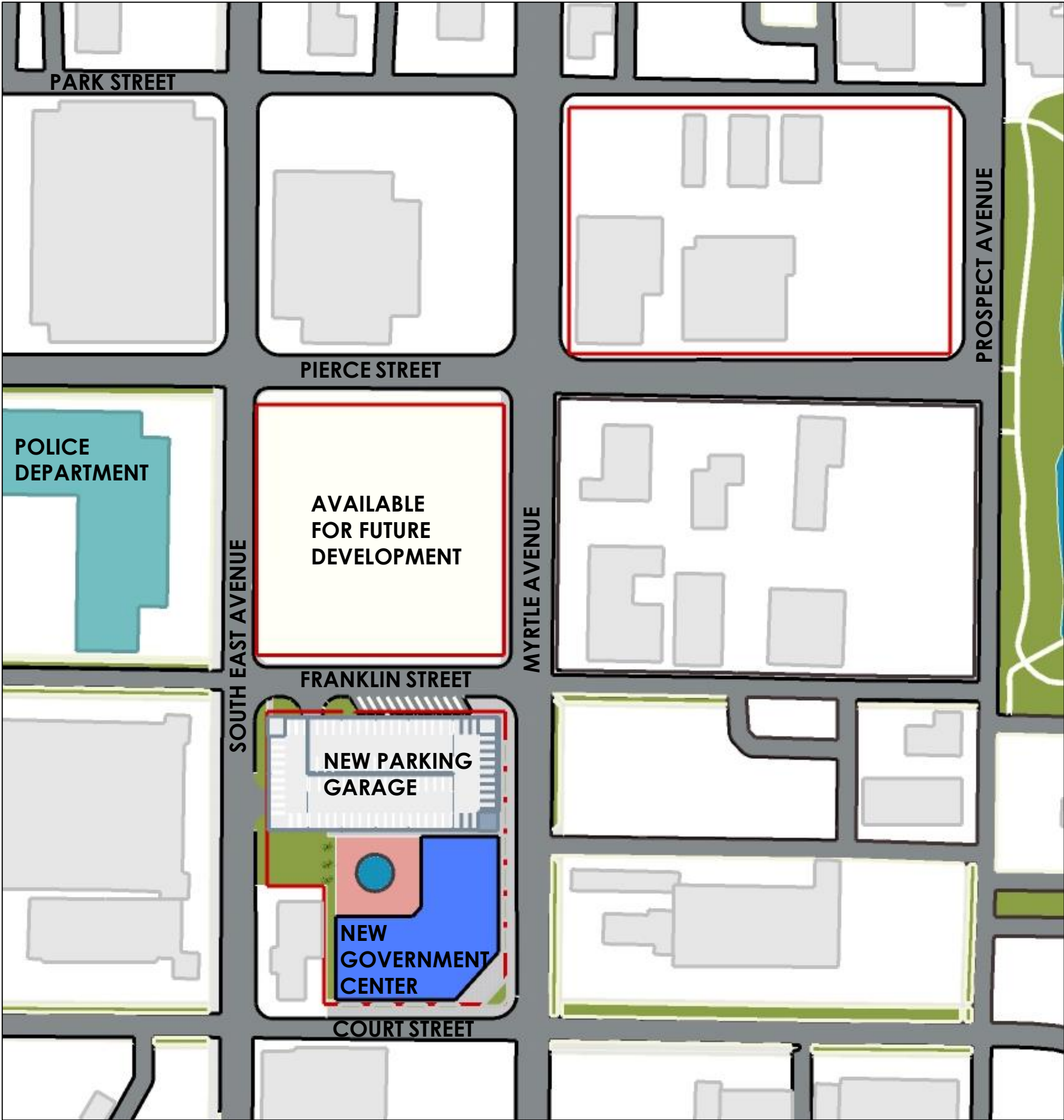
COST FOR LAND	NO
PARTNERSHIP OPPORTUNITIES	YES
REDEVELOPMENT	YES
OPERATIONAL EFFICIENCIES	YES
PROJECT COST	\$\$\$
COST OFFSET	YES

## OTHER:

- + High public visibility at major intersection
- + Incorporates a rear plaza area for employee/ public use, or for events
- + Building and parking all on one block
- + Allows for sale or repurposing of exist. MSB, parking garage and empty, North block of Site B (Maximum new development opportunity)

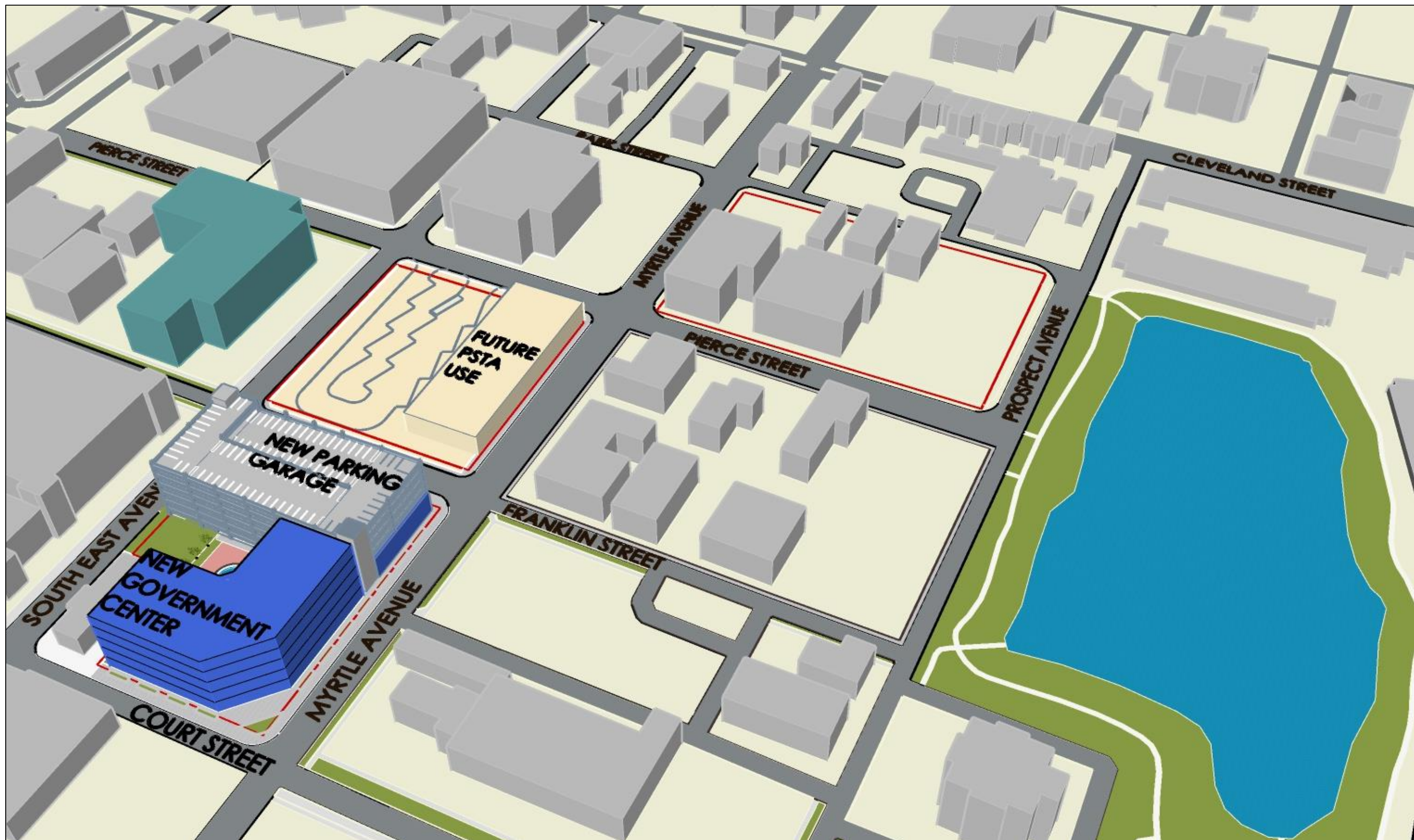
## PARKING:

- 540 Space 6-level parking garage
- 12 Reverse angle street spaces



# PLAN VIEW





# PERSPECTIVE VIEW

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# 5-STORY GOVERNMENT CENTER

100,000sf

## CRITERIA:

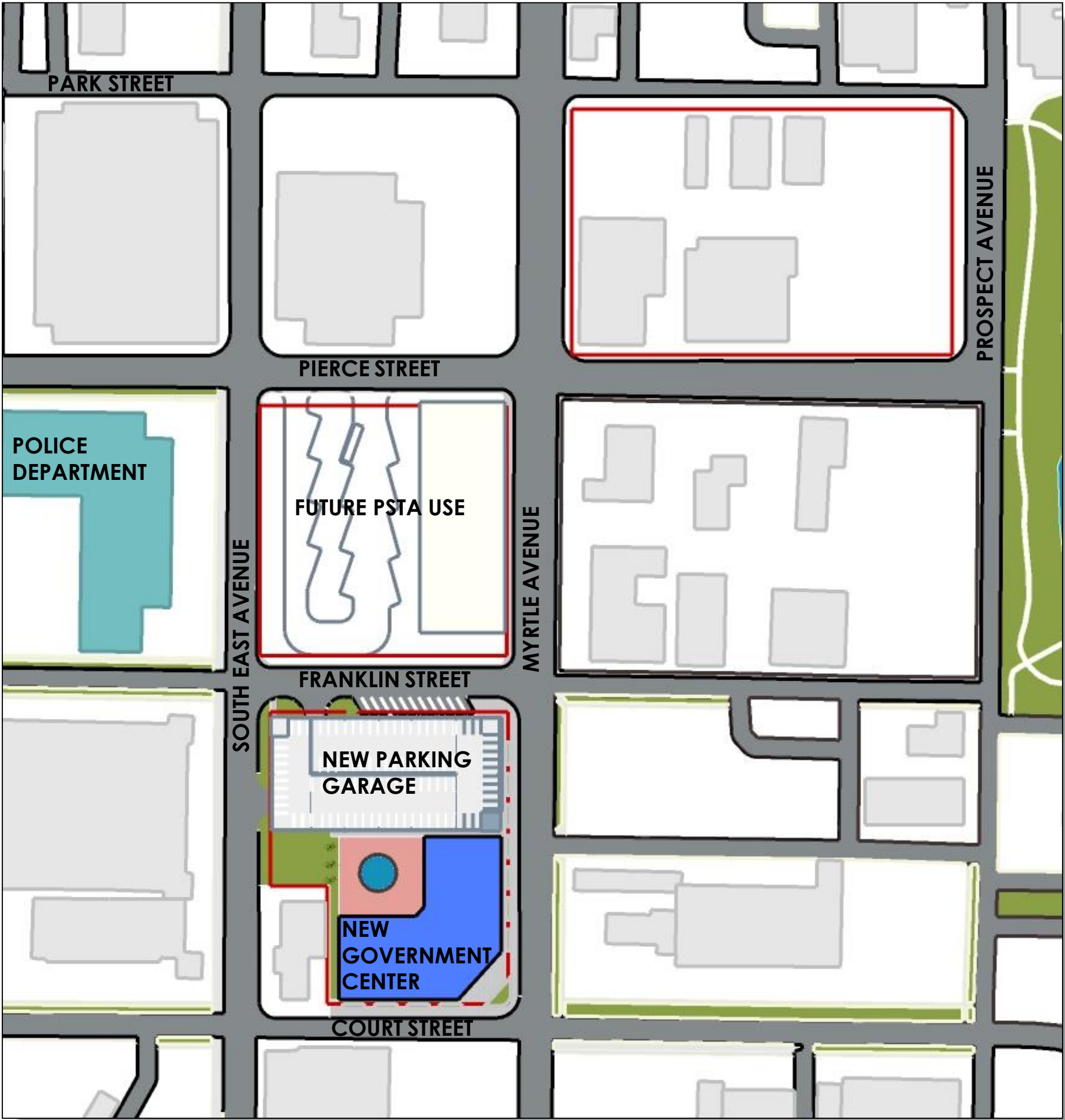
COST FOR LAND	NO
PARTNERSHIP OPPORTUNITIES	YES
REDEVELOPMENT	YES
OPERATIONAL EFFICIENCIES	YES
PROJECT COST	\$\$\$
COST OFFSET	YES

## OTHER:

- + High public visibility at major intersection
- + Incorporates a rear plaza area for employee/ public use, or for events
- + Allows for PSTA proposed use
- + Allows for sale or repurposing of existing MSB and parking garage

## PARKING:

- 540 Space 6-level parking garage
- 12 Reverse angle street spaces



# PLAN VIEW



# Current Market Demand (Pre-COVID)

- **Office:** As part of a mixed-use development
- **Retail:** As part of a mixed-use development
- **Housing:** Rental units as part of mixed-use and small retail or office uses or midrise development
- **Hotel:** Mid-to-upscale project with ground floor retail
- **Any development will seek subsidy for parking**
- **Must advertise OZ benefit**



# NEXT STEPS

- **RFP for Design Services to Include:**
  - Phase one – Initial site work and concept validation to include space needs analysis and efficiency analysis
  - Phase two – Completion of design work
- **Final Site Selection**

