



## Legislation Details (With Text)

**File #:** ID#20-7796    **Version:** 1    **Name:** Approve Mercado design selection  
**Type:** Action Item    **Status:** Passed  
**File created:** 5/20/2020    **In control:** Community Redevelopment Agency  
**On agenda:** 6/15/2020    **Final action:** 6/15/2020  
**Title:** Approve a design by Klar and Klar architecture for a dynamic public plaza space at the intersection of Cleveland Street and Gulf to Bay Blvd to be incorporated within the larger Cleveland Street Streetscaping Phase III project.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 2020.05.14\_COC PLAZA RENDERS 2.pdf, 2. Image merge 1.pdf, 3. Street View Merge 1.pdf, 4. Street View Merge 1 (003).pdf, 5. Eckerd College.PNG, 6. Overhead view.pdf, 7. PTFE Functional Longevity.pdf, 8. St. Paul's School Clearwater.PNG

Date	Ver.	Action By	Action	Result
6/15/2020	1	Community Redevelopment Agency		

**SUBJECT/RECOMMENDATION:**

Approve a design by Klar and Klar architecture for a dynamic public plaza space at the intersection of Cleveland Street and Gulf to Bay Blvd to be incorporated within the larger Cleveland Street Streetscaping Phase III project.

**SUMMARY:**

The purpose of this item is to request that the CRA Trustees approve the final design, "Scheme C," for the Mercado/Festival Plaza public space in the Downtown Gateway neighborhood. The plaza will be integrated into the Streetscape Phase III construction work that will begin this fall. There is an established project budget of \$500,000 from County TIF funds to build the plaza.

Staff hosted two neighborhood meetings on February 27, 2020 with a total of 30 attendees. Klar & Klar Architects presented three concept designs for the Festival Plaza and solicited feedback from attendees. An online survey including the concept designs was conducted as well with a total of 17 responses. When asked which concept respondents preferred, there was an even split between the three options with a desire to choose colors and a design that would be memorable. Respondents also requested to see more color options, to provide built-in activities (like chess), to provide more shade, more landscaping and sustainability features. Residents also requested a fountain or sculpture that honored the story and people in the Downtown Gateway.

At the March 16, 2020 CRA meeting, the CRA Trustees directed staff to select the design that best reflected the Mexican heritage of the neighborhood and to prepare more color options. Based on this feedback, staff directed Klar & Klar to further develop the design for "Scheme C" to incorporate the trustees' and residents' suggestions. The final design is a contemporary version of the type of covered plaza found in traditional squares in Mexico. It provides a flexible event space, ample shade, places for landscaping to be added and vibrant colors. Due to high maintenance costs, it was not possible to provide a fountain. In lieu of a fountain or sculpture, staff is proposing to hire an artist to work with the community to create a mosaic wall that tells the

stories of the people of the Downtown Gateway once the plaza is constructed.

Update May 27, 2020 - At the request of the CRA Trustees, the Engineering Department has prepared two images that place the proposed design into Google street view to show how the pavilion will appear in the neighborhood. Note this does not incorporate the full streetscape improvements. It was not possible to show those within the requested deadline and budget.

**APPROPRIATION CODE AND AMOUNT:**

Funds are available in the CRA project cost code 3887552-94895, Gateway Mercado, to fund this design.