



## Legislation Text

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### **SUBJECT/RECOMMENDATION:**

Adopt Imagine Clearwater Waterfront/Bluff Master Plan, direct the City Manager to incorporate Imagine Clearwater into the Clearwater Downtown Redevelopment Plan, proceed with a development of a systematic plan and approach to implementation and adopt Resolution 17-13.

### **SUMMARY:**

Pursuant to the scope of services for HR&A, Sasaki, Kimley-Horn, and B2 Communication, a final draft Imagine Clearwater, Waterfront/Bluff master plan has been provided and accepted. It must now be determined when and how the final plan is to be implemented. For that purpose, staff would recommend the following for City Council consideration.

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. 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. In addition, the City's consultant team conducted over 40 interviews with local stakeholders, including developers, real estate brokers, small business owners, and Downtown property owner. A group of 18 Clearwater residents active in resident affairs, the local business community, local institutions and community organizations served as a stakeholder committee to provide a sounding board and reflection on the publicly generated plan.

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. Also, 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.

It is possible that the plan can be accomplished with community support by way of three referendums to provide for various approvals needed for public use and park activation with active edge mixed uses and development opportunities. Also, a special act of the legislature is needed to accommodate the performance area green, final pavilion location, and activities, which are proposed as part of the reconfiguration and expansion of Coachman Park. In the short term, various programming, as well as design and implementation for various improvements previously authorized by the public through successful referendums may occur.

For these and other reasons, it is recommended that City Council adopt the proposed resolution authorizing and directing the administration to proceed with development of a specific implementation plan.