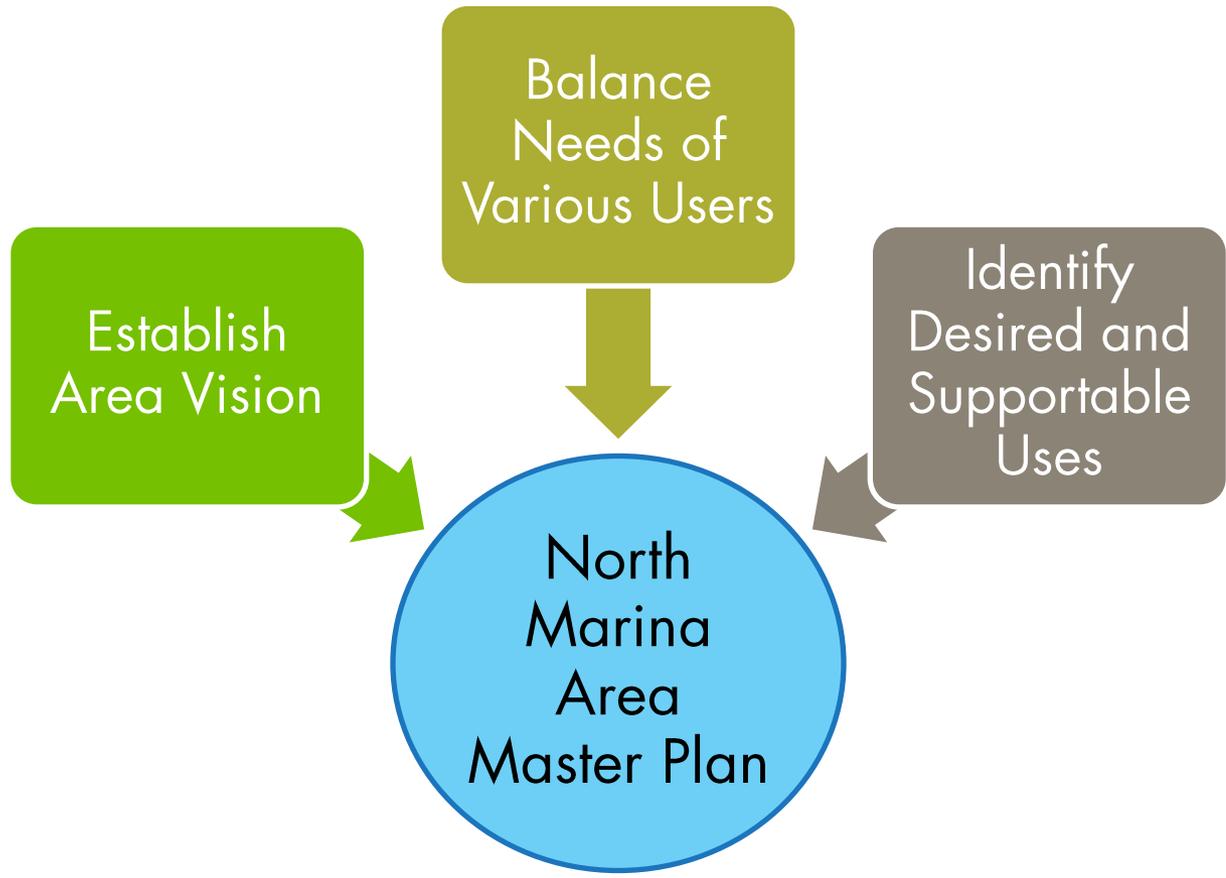


City of
Clearwater
Community
Meeting # 1

August 26, 2015



Project Goals





Project Team

City of Clearwater

- Katie See, Project Manager – Senior Planner, Planning & Development Department

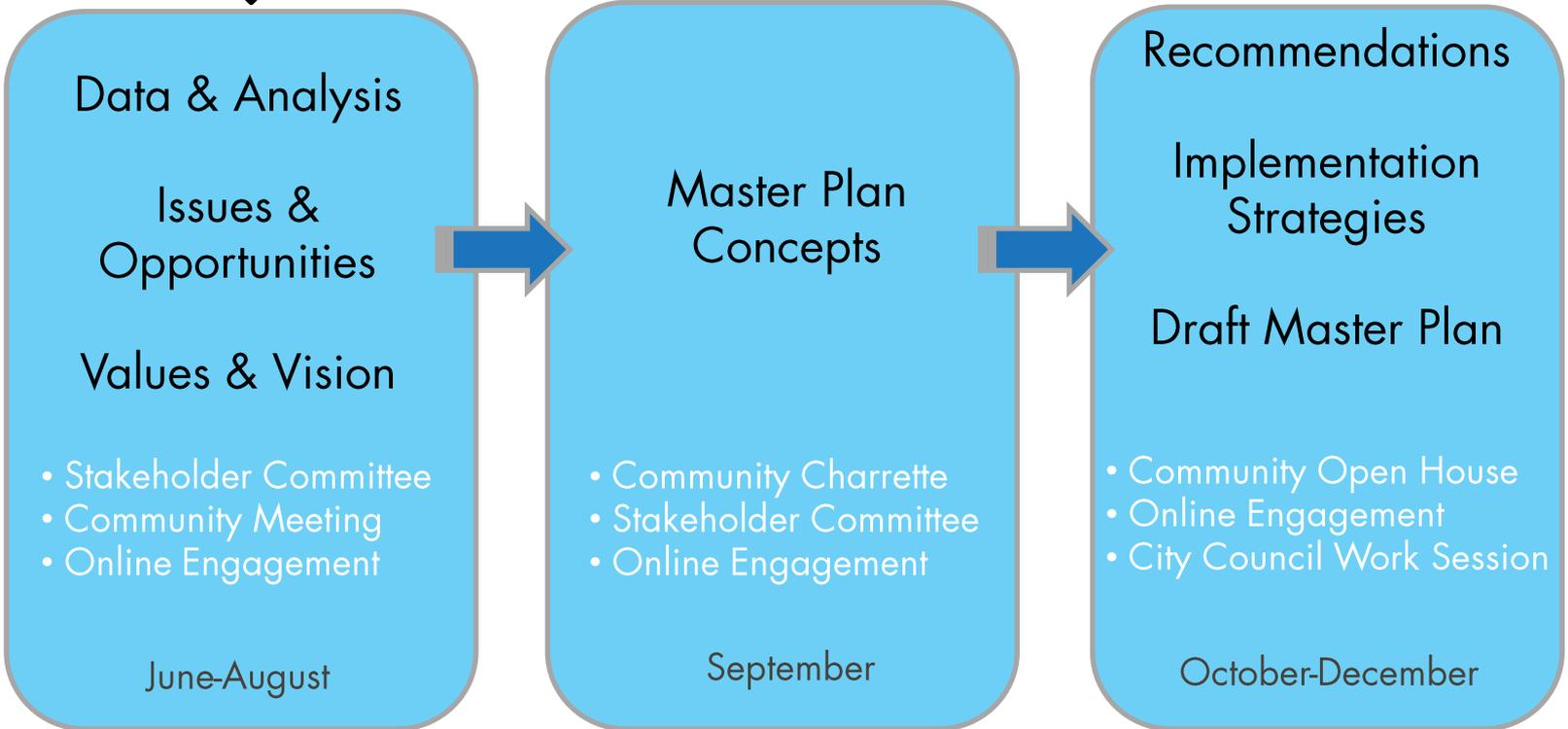
Consultants

- Stantec – Data Collection & Analysis, Agency Coordination, Public Engagement, Master Plan
- Lakemont Group – Market Assessment
- Moffatt & Nichol – Seminole Boat Launch Assessment
 - Marine/Municipal Waterfront Master Plan



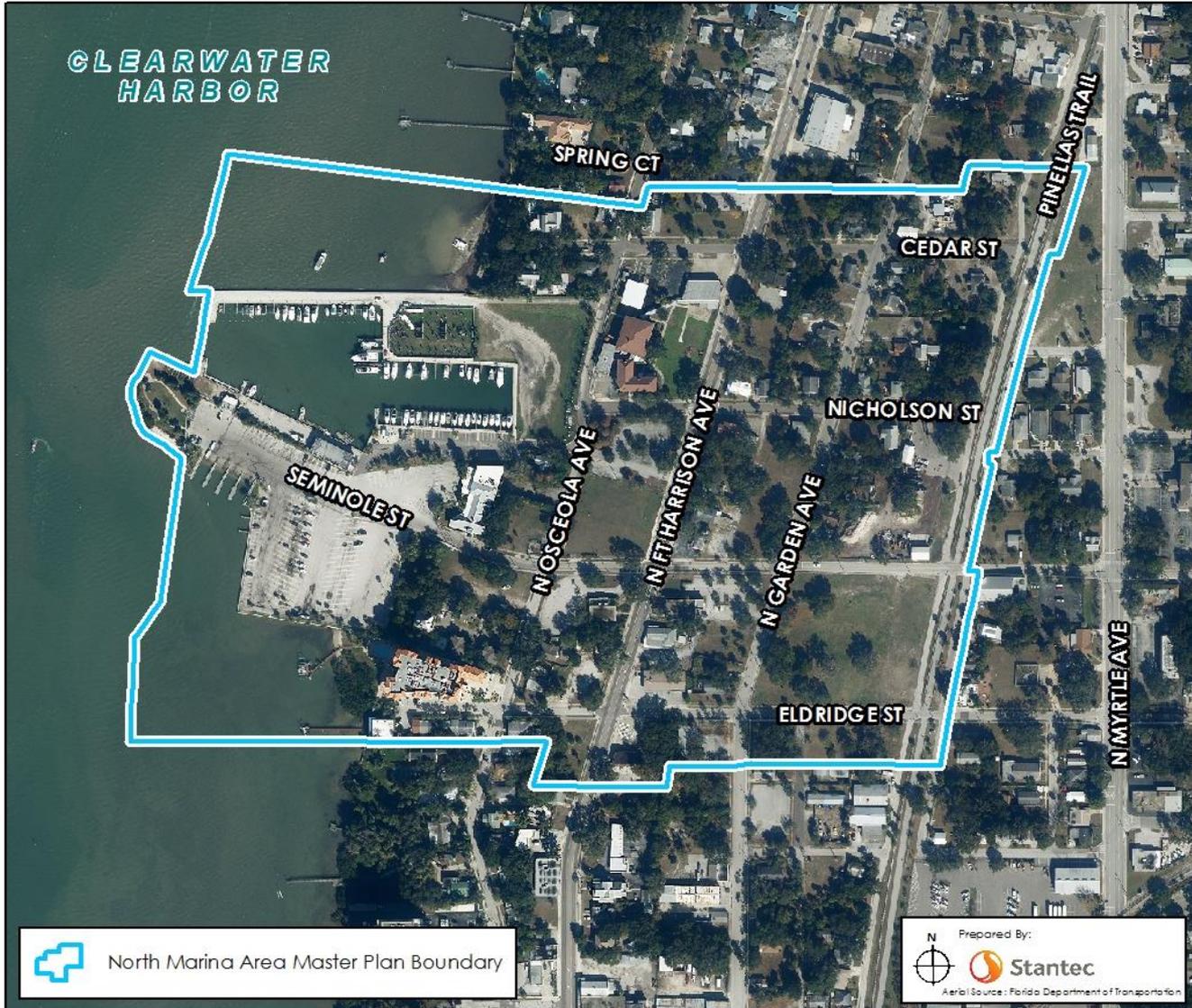
Plan Development Process

We Are Here





Master Plan Boundary





Seminole Boat Launch





Privately-Owned Marina





Francis Wilson Playhouse



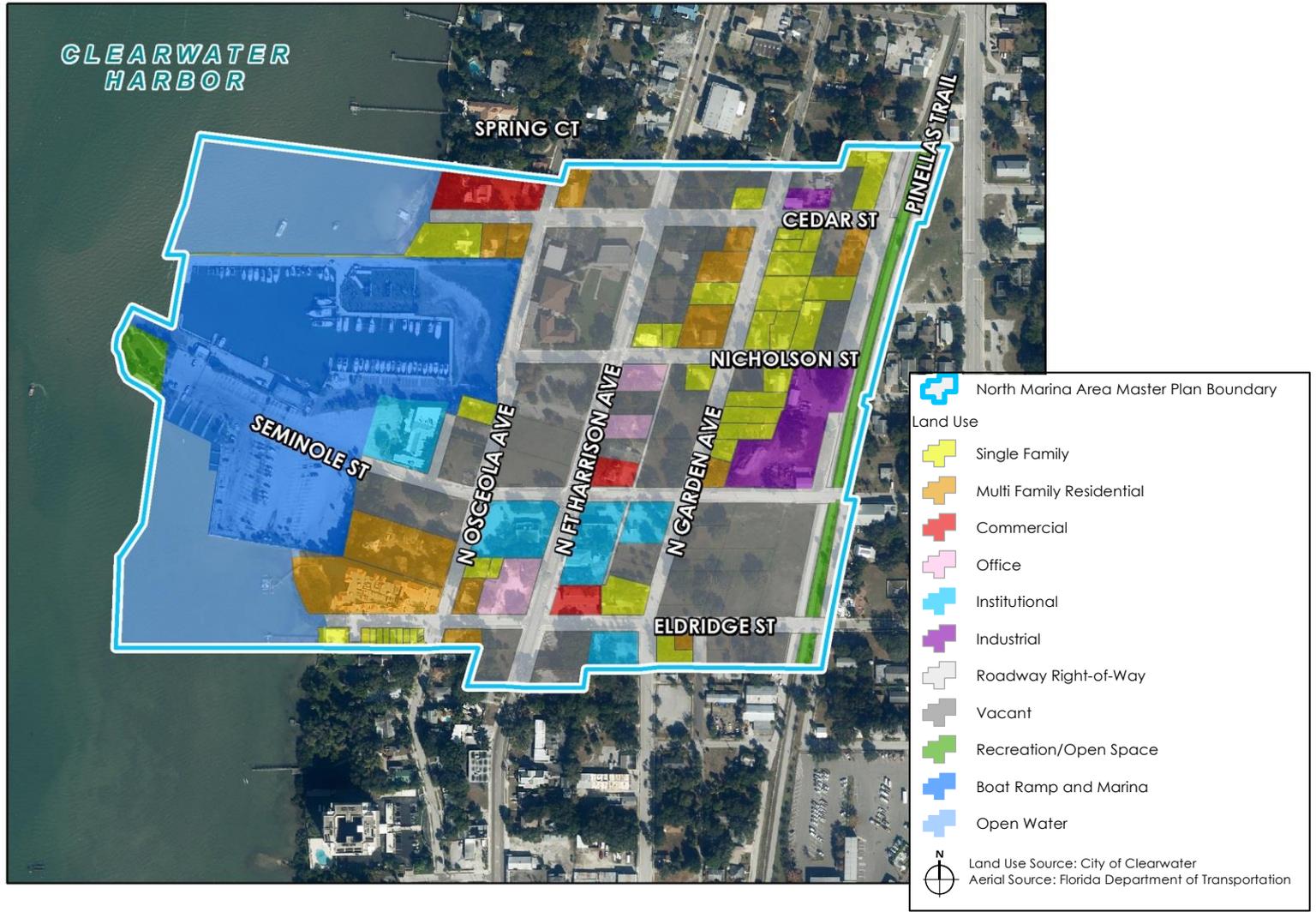


North Ward School





Existing Land Uses





Existing Businesses & Services





Existing Housing



Transportation Infrastructure





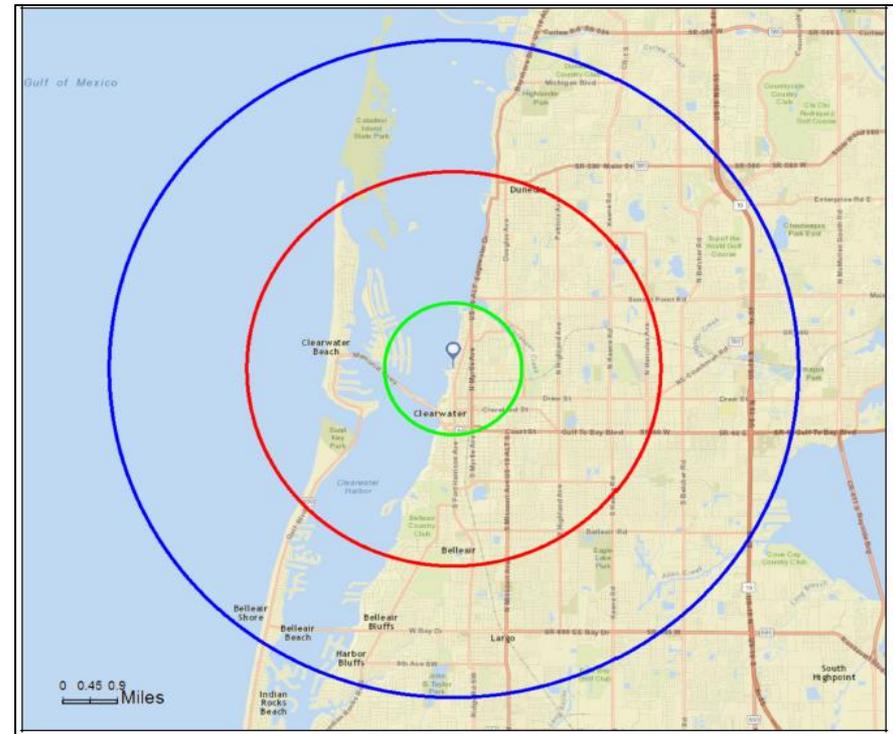
Market Assessment

Process

- Review of Macroeconomic Conditions
 - Steady, slow growth = development potential
- Market Area Demographics
 - Population Characteristics
 - Housing Characteristics
 - Retail Expenditures
 - Income & Employment Characteristics
- Residential Development Study

Market Area Demographics

- Population steady, with very slow growth
- Housing stock relatively old (<1970)
- Inland Market
 - Low/Moderate Income
 - Low Density
 - High Renter Use
- Waterside Market
 - Older
 - Higher income/wealth



- 1 mile from center
- 3 miles from center
- 5 miles from center

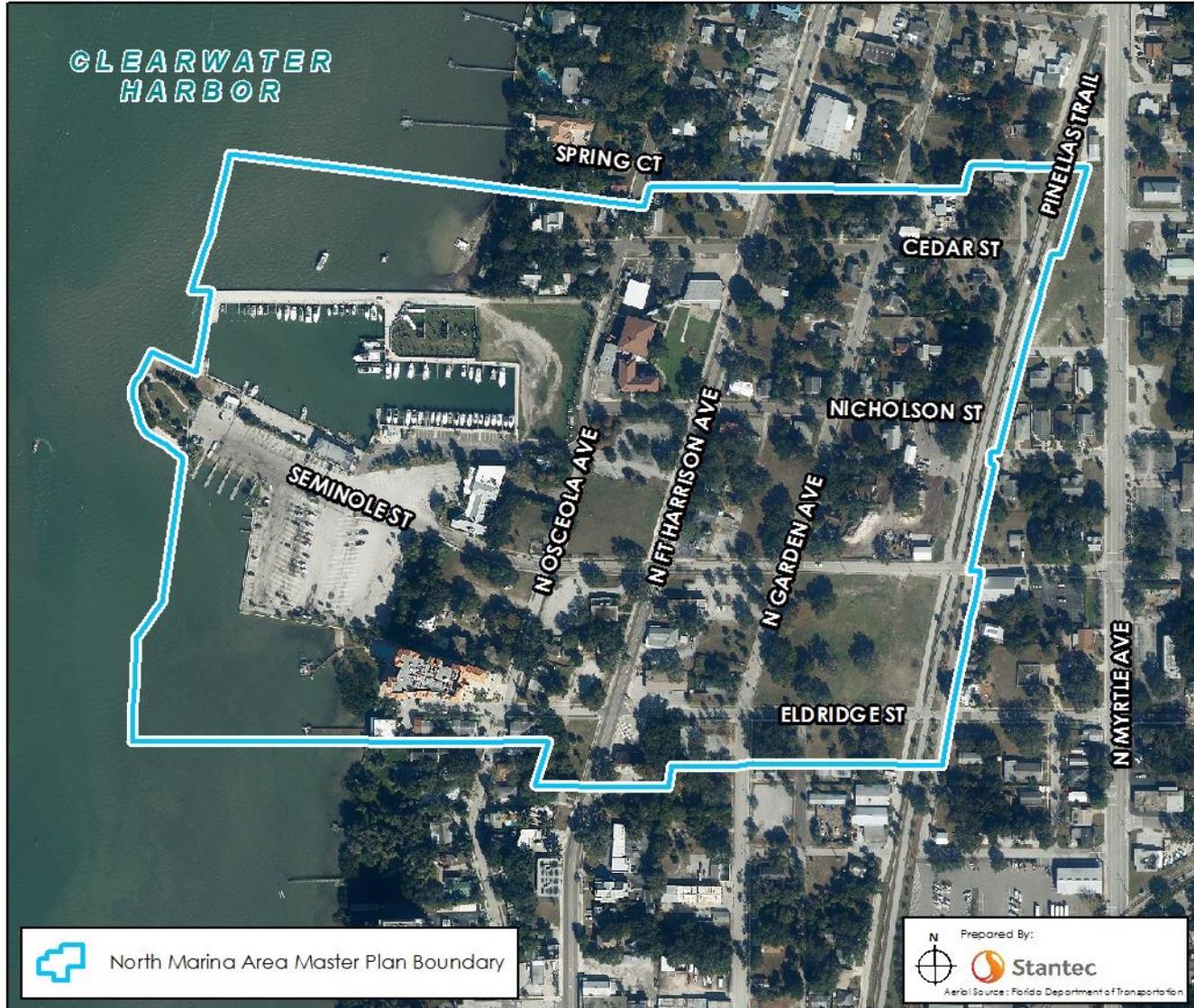


Development Potential

- Overall, residential use appears to fit character and highest and best use
- Well located to major employment/activity centers
- Inland Market
 - Workforce Rental Housing
 - Low to Medium Density
- Waterside Market
 - Medium to Upscale Residential
 - Medium to High Density (water view maximization)
- Mixed use retail/activity along Ft. Harrison Ave and near marina/water facilities



Market Driven Land Use





Group Discussion

Ground Rules

- Only one person speaks at a time
- Stay on topic
- No side conversations
- Respect others' point of view
- Other rules?



Group Reports





Upcoming Ways to Participate

- Online Engagement – myclearwaterinput.com
- Community Meeting #2: Wednesday, September 16, 5:30 p.m. to 8:30 p.m. (Design Charrette/Public Workshop)
- Community Meeting #3: Tuesday, October 20, 5:30 p.m. to 7:30 p.m.



For More Information

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Planning & Development Department

City of Clearwater

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Online Engagement:

myclearwaterinput.com