



EAST GATEWAY DISTRICT

FIVE YEAR PROGRESS REPORT

FY 07-08 TO FY 11-12



iDatix Corp. purchased its building in April 2012



Interior remodel of Nature's Food Patch



**EAST GATEWAY DISTRICT
FIVE-YEAR PROGRESS REPORT
FY 07/08 TO FY 11/12
JULY 15, 2013**

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INTRODUCTION

Strategically Positioned



GATEWAY TO CLEARWATER'S DOWNTOWN AND BEACH

THIS FINAL PROGRESS REPORT highlights the accomplishments and achievements of the East Gateway District Five-Year Action Program (Fiscal Years 07/08 through FY 11/12). The report showcases the efforts, challenges, successes, and progress of the City of Clearwater/CRA and the East Gateway community in achieving the neighborhood’s revitalization goals.

BACKGROUND INFORMATION

The East Gateway District (District) is a centrally-located neighborhood characterized by a mixed land use pattern. In 2004, the Clearwater Community Redevelopment Agency (CRA) was expanded to encompass the East Gateway District. The East Gateway District Five-Year Action Program for FY 07/08 - 11/12 (Action Program) was approved in 2008, setting forth a series of implementation steps to help restore vitality and livability to the area.

The overarching goals of the Action Program were to:

- ⊕ Engage residents, businesses and other neighborhood interests in the creation and implementation of the action program;
- ⊕ Achieve neighborhood stability by addressing the social, economic and physical issues that plague the area;
- ⊕ Establish a unique and positive identity that instills neighborhood pride and sense of ownership; and
- ⊕ Revitalize the neighborhood to attract reinvestment in private property.

STATISTICS

The East Gateway District has all the offerings of a traditional neighborhood development (“live, work, play and educate”), and is uniquely located on the urban edge of the world-class destination beaches of Clearwater. The East Gateway District represents 39% of the CRA area.

The East Gateway District is home to 1,219 households consisting of 2,871 people (2.6% of the City’s population). It is a very diverse area with 50% White, 34% Hispanic, and 13% Black. *

Children comprise the second largest group in the District, which points to opportunities in the types of businesses that support that population. Specifically, 25% of the population in the District are between the ages of 0 and 18 years old, 41% between 19 and 45 years of age, 23% between 45 and 65 years of age, and 11% over 65 years old. *

Population projections indicate a positive growth trend in the next 5 and 10 years (0.8% and 1.56% respectively). *

Average household income in the East Gateway District (\$41,115) is lower than the City of Clearwater’s estimates. However, due to high population density in the East Gateway District, income per acre (\$205,501) is higher than that of the City of Clearwater (\$182,868 per acre). *

* Source: PopStats 2010



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COMMUNITY OUTREACH & INVOLVEMENT

Community Voices



THE EAST GATEWAY Five-Year Action Program was the product of a community-based planning process. Community involvement continues to remain vital to decision-making that will shape the District's future.

EAST GATEWAY TASK FORCE

The East Gateway Task Force was formed in late 2005 to identify a series of strategies necessary to achieve positive change in the District. It is comprised of staff from several City departments: Economic Development & Housing, Engineering, Legal, Parks & Recreation, Planning, Police, Public Communications, and Solid Waste. Regular contact with the community increased Task Force staff's awareness of stakeholder needs, concerns, values and preferences, which facilitated technical problem solving, decision making and focused dedication to the East Gateway initiatives.

The Task Force meets on an as-needed basis to discuss specific program action items.

EAST GATEWAY STAKEHOLDER ADVISORY GROUP (SAG)

The SAG is an advisory body whose purpose is to make recommendations and provide key information to assist with the implementation of East Gateway Five-Year Action Program projects and initiatives. The SAG was established in 2008.

Initially, the group was meeting bi-monthly, but in 2010 it started meeting on a monthly basis to keep informed of all the activities underway. Membership consists of 7 to 11 individuals representing a cross-section of East Gateway stakeholder groups. The SAG plays an important role in the East Gateway Five-Year Action Program implementation process by:

- ◆ Providing first-hand information regarding neighborhood activities and concerns;
- ◆ Providing an "outside perspective";
- ◆ Providing solutions that best meet East Gateway needs and values; and
- ◆ Suggesting ways to increase community involvement.

EAST GATEWAY BUSINESS & NEIGHBORS ASSOCIATION (BNA)

The BNA is a grassroots organization that was established in October 2008 by members of the community. The BNA meets on a monthly basis as a forum to voice community concerns and solutions. Meeting attendance began strong, but it has been declining over the years. Several BNA members also serve on the SAG.

The BNA sponsored five Neighborhood Crime Walks (August 2009, October 2009, January 2010, May 2010, and April 2011) to express the community's opposition to street violence, drug activity, prostitution, and criminal activity of any kind in the District.



In the Spring of 2010, the City awarded the BNA with the Quarterly Neighborhood Award. Through this award, the city recognizes those neighborhoods that make a commitment each day to improving the quality of life for all residents in Clearwater.

OUTREACH TO THE HISPANIC COMMUNITY

The CRA, represented by the Community Development Manager, is a member of the Hispanic Business Council of the Clearwater Regional Chamber of Commerce and participates in monthly Board meetings and at Hispanic Connections Events.

CRA staff also engaged the use of social media by creating a Twitter account with the username "MiVecindario" (Spanish for "My Neighborhood") and used it as a vehicle to update the local Hispanic community of activities in the East Gateway District. Tweets are posted in Spanish.

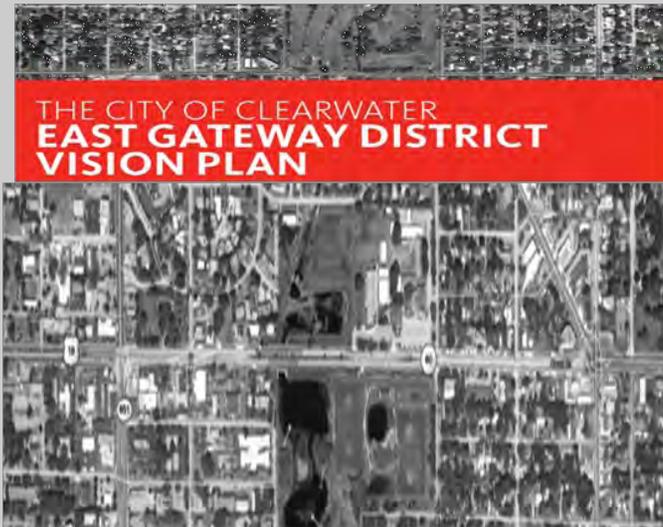


Business visits to the several Latino-owned businesses in the East Gateway District were used to convey information and updates of city activities in the area. Additionally, a Hispanic business and property owner was recruited to serve in the SAG.



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EVENTS & ACTIVITIES



EAST GATEWAY DISTRICT VISION PLAN

In June 2009, the SAG suggested that the City/CRA engage the community in redefining a vision for future development and community character of the East Gateway District. In January 2010, the CRA Board agreed to proceed with the creation of a vision plan and on May 31, 2011, the CRA and M. Arthur Gensler, Jr. and Associates, Inc. entered into a contract. This collaborative neighborhood vision plan, first presented to the Clearwater CRA Board on January 9, 2012 and later approved by the CRA Board on May 14, 2012, addressed three main areas:

- ◇ A Neighborhood Market/Economic Analysis that defined the economic base for market-supportable revitalization efforts;
- ◇ Community Outreach and Stakeholder Involvement culminating in a Community Design Charrette that provided a strong, clear vision of the area and responded to current and future market opportunities; and
- ◇ A Concept Plan and Policy Framework that identified specific implementation actions and tools that help achieve the vision over a 20-year horizon.

Critical to the community planning process was the engagement of a committed and concerned citizenry. In August 2011, three Focus Group Vision Sessions were organized that gave the consultants and the city the opportunity to hear directly from the community. During the two Charrette/Community Workshops that were held in September 2011, the community identified the goals that it deemed most important and prioritized what was necessary to achieve the community redevelopment vision.

The East Gateway Vision Plan presents the vision statement for the East Gateway District; outlines the concept plan for the various development zones; and provides a matrix of action items to implement the recommended goals and strategies for FY 12/13 - 16/17.



CLEARWATER GATEWAY FARMERS MARKET

The City of Clearwater/CRA, in partnership with the Pinellas County Health Department and the Intercultural Advocacy Institute (ICAI), identified a need for access to affordable and locally-grown foods by the Clearwater community, and in particular, the East Gateway District and surrounding neighborhoods. The ICAI will be launching a farmers market in the East Gateway District with the mission of “promoting healthy urban neighborhoods by providing access to affordable and locally-grown foods to the Clearwater community.”

Some of the strategic goals of the farmers market include:

- 1) Become a reliable source of affordable, nutritious, and easily-accessible fresh produce;
- 2) Create a central gathering place where the community can come together for regularly scheduled events and activities offering a sense of place and a community destination core;
- 3) Promote culturally-diverse food and products;
- 4) Encourage the startup of new businesses, including home businesses (a result of the new Cottage Law); and
- 5) Provide educational opportunities including (but not limited to) nutrition, finance, business and sustainable living.



The location for the market will be on the 1200 block on Cleveland Street. The market will operate every Saturday from 9:00 am to 2:00 pm, with an opening day of Saturday, Jan. 12, 2013 and the first season ending on May 25, 2013. The ICAI is a 501(c)3 non-profit organization and is the fiscal agent of the market.

The Clearwater Gateway Farmers Market meets the goals of the East Gateway Vision Plan approved by the CRA in January 2012. The Vision Plan calls for the creation of a walkable district and events that will attract more visitors and create activities for community interaction and economic opportunity. The farmer's market will support local businesses by expanding their customer base, creating new supply lines, providing marketing opportunities, and improving their entrepreneurial skills. Furthermore, it creates a unique and positive identity that revitalizes the East Gateway District and instills neighborhood pride and a sense of ownership.

The SAG and the BNA supported the creation of the farmers market as well.



THE ICE CREAM SOCIAL took place on September 27, 2009. During the event, Task Force staff and members of the SAG and the BNA distributed neighborhood information and discussed East Gateway efforts.

Two East Gateway businesses provided the ice cream and the piñata for the event: La Feria Del Sabor and Piñatas Arcoiris.



CICLOVIA (Spanish for “bike path”) took place on April 26, 2009. During this family-friendly and health-focused multicultural street festival participants biked, strolled, skated, and took part in exercise, sports, and dance classes. Along Cleveland Street, there were food vendors, activities for kids, bicycle and running organizations, and exhibitors representing public service, fitness and green living organizations.



TALENTO 2010, A CELEBRATION OF PINELLAS COUNTY’S HISPANIC ART & CULTURE was spearheaded by the Pinellas Opportunity Council, Inc. and it took place from March 2010 through September 2010. Its goal was to strengthen business, career and entrepreneurial opportunities for the District’s underserved Hispanic community.

Several artists created a total of five (5) murals: “Where Gladiolas Bloom” (T-Shirt Warehouse), “Fun and Sun” (Fraternal Order of the Eagles), “Mexican Diana (Senor Bubbles and El Ranchito de Pepe), “First There Were Springs of Clear Water” (Greektown Grille), and “Clearwater in Transition” (1400 Cleveland Plaza West Wall).

Through this project, artists and neighborhood volunteers created a series of small-scale murals that interact with one another to invite visitors to park, walk, do business and appreciate the neighborhood’s rich cultural diversity.

This program was funded in part by the federally funded American Recovery and Reinvestment Act, Pinellas Opportunity Council, Inc., the Clearwater Regional Chamber of Commerce, the City of Clearwater and other sponsors.





Talento 2010 Ribbon Cutting Ceremony

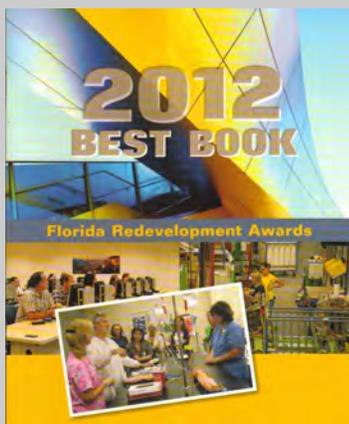


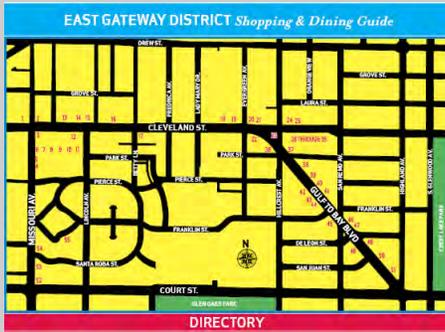
THE EAST GATEWAY HISPANIC FESTIVAL took place on May 22, 2011 at Glen Oaks Park in Clearwater, FL. This free family-friendly event featured cultural entertainment, business and services information for the community, food and beverages, and lots of activities for the children. The goal for the festival was to promote the East Gateway neighborhood and the CRA as a destination. This was an opportunity to engage the residents while giving visibility to local businesses. The festival offered something that everyone could enjoy. It attracted approximately 800 people, including hundreds of children, from all areas of the city.

This special event won the **2012 FRA Award for “Best Cultural Enhancement”**.

EL GRITO—MEXICAN INDEPENDENCE DAY EVENT The City of Clearwater/CRA and the Mexican Council of Tampa Bay invited residents and visitors to join in the “Shout of Independence” with a street party titled “El Grito” that commemorated Mexico’s Independence Day. The event was held on September 15, 2012 and it attracted approximately 2,500 people.

This multi-cultural event featured bands from Mexico, like La Arrasadora Banda Huracán and Orquesta La Ricotana, as well as local bands (Banda San Antonio de Zacatecas). At 10 p.m., the event culminated with a ceremonial exchange of Mexican and U.S. flags by government officials.





SHOPPING & DINING GUIDE

The East Gateway District Shopping & Dining Guide was created in February 2009 and has been updated twice since. It reveals the wide variety of businesses in the area and provides residents and visitors with the opportunity to become more familiar with the District's offerings. The guide is downloadable on the East Gateway's website:

www.myclearwater.com/eastgateway

TRAFFIC CALMING

The City/CRA worked with Park Street residents to help deter criminal elements using Park Street as a cut-through. An engineering solution included the installation of speed humps.



BUILDING DIVISION LIAISON

There is a need for higher level of service due to propensity of non-conforming properties in East Gateway and relative inexperience of East Gateway applicants with the development review process. The city's Development Services Center Manager and a Planner III have been assigned as the dedicated Building Division staff to assist potential East Gateway applicants and guide them through the process.



BUSINESS VISITS

Business visits by CRA staff have proved useful for promoting the East Gateway revitalization effort.

Through regular business visits, CRA staff maintain a pulse on the East Gateway business environment and are able to offer timely advocacy and other assistance for business expansions and improvements.



BLACK BARREL AND RECYCLING AWARENESS PROGRAM

In August 2008, September 2009, and July 2011, in an effort to encourage proper trash disposal, bilingual door hangers were distributed to every East Gateway residence. Information included the availability and pickup schedule of black barrels and recycling bins.

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REDEVELOPMENT PROJECTS

CARPRO ACQUISITION AND DEMOLITION

In December 2009, the CRA identified the CarPro Site as a candidate for participation in the City's Brownfields Program given the site's environmental issues, the non-conforming land use, the potential future redevelopment of a particularly blighted area of the East Gateway, and the availability of funding for environmental remediation.

At least four different phases of environmental site assessments were conducted prior to May 2007. The investigations identified adverse environmental conditions within the property boundaries of the site and two adjacent properties to the west. Given the location and redevelopment opportunities for the site, the CRA purchased the property on Aug. 5, 2010 and demolition was completed in September 2010. Assessment of the site continued with the placement of monitoring wells to delineate the extent of the groundwater contamination. The assessment portion of the estimate, up to \$190,000, was covered by the 2009 American Recovery and Reinvestment Act (ARRA) assessment funds and existing Brownfields grants.

On Nov. 15, 2011, the CRA approved a Work Order in the amount of \$325,440 to Cardno TBE to complete remediation activities. Based on the schedule, the remediation and post-active remediation monitoring (PARM) program will be completed in approximately 1.5 years after project initiation.



ACQUISITION OF 14 S. EVERGREEN AVENUE

On March 13, 2011, the City of Clearwater purchased real property located at 14 S. Evergreen Avenue, with a purchase price of \$135,000 and total expenditures not to exceed \$145,000 (including environmental assessments, survey services, closing costs, and any other ancillary costs associated with the acquisition.)

The property is approximately 6,300 sq. ft. The property is contiguous with the former CarPro property. The acquisition resulted in a total corner lot size of approximately 18,375 sq. ft., which may be used for a future redevelopment project.



THE EAST GATEWAY NEIGHBORHOOD REVITALIZATION STRATEGY (NRS)

was approved by the CRA Board in March 2009. Designating the East Gateway as a NRS Area under this US Department of Housing & Urban Development designation makes reporting and threshold requirements less arduous for federal funding of revitalization projects.

ECONOMY INN PROPERTY - On September 7, 2010, the CRA approved the purchase of the Economy Inn parcel (1274 Cleveland Street) for \$1.9 million, which includes the acquisition cost (\$1.6M), closing costs, and demolition costs. The 2.2-acre parcel that included the Royal Palm Motel, Viva Mexico restaurant, a single-family residence and two housing duplexes, was the scene of numerous code violations & criminal activity. Police Department records indicate that, during FY 09/10, calls for service/complaints to the Economy Inn totaled 421 calls - more than one call per day requiring Police attention. 127 incident reports were filed from these calls for service. Since 2004, the Economy Inn Motel has been subject of at least 24 code cases.



On April 28, 2011, a ceremony took place on site to celebrate the start of demolition. Once demolition was completed, the site was sodded and fenced. After the creation of an East Gateway Vision Plan and once the economy improves, the property will be promoted for redevelopment.



COUNTRY CLUB TOWNHOMES - This future 31-unit townhome community is located on a 2.1-acre site at Drew Street and N. Betty Lane (formerly a Verizon parking lot). Units will be owner-occupied and affordable to low- and moderate-income households (workforce-housing). The City provided a \$700,000 loan to the Developer utilizing CDBG funds. On October 2009, the Economic Development and Housing Department prepared a loan modification to extend terms of loan for five years, given economic conditions and the state of the housing market. The City Council approved the loan modification on Nov. 17, 2009. On July 20, 2010, the Community Development Board (CDB) approved the site plan with eleven conditions. On July 22, 2011, a construction loan of \$1,500,000 was approved by the HUD Neighborhood Stabilization Program 2 (NSP2) consortium. In August 2011, the site plan was approved, foundation permits were issued and construction commenced. The project is expected to be completed in FY 13-14.



THE FAÇADE AND BUILDING LOT IMPROVEMENT PROGRAM

was approved by the CRA Board on March 2009. The purpose of the program is to assist East Gateway District commercial property owners in improving the appearance of building exteriors and building sites that are highly visible from major streets. The program's primary goal is to stimulate further investment in the District by transforming the look and feel of aging commercial corridors.

The program offers project funding assistance to eligible property owners to help offset eligible project costs. Up to \$35,000 in "loan-to-grant" funds are available per approved project. If a property owner meets all program requirements, the zero-interest loan will transition to a grant over a five-year period.

Two projects were completed in FY 10/11 [1390 Gulf to Bay Blvd. (former La Feria de La Nieve) and 1454 Gulf to Bay Blvd. (former Kyle's Clock Shop)]. One project was completed in FY 11/12 (Cleveland Plaza, Nature's Food Patch). Each project received the maximum award of \$35,000.



Left: 1454 Gulf to Bay Blvd.
(before and after)

Above: 1390 Gulf to Bay Blvd.
(before and after)

Below: 1225 Cleveland St. (after)



JERRY HOWE TRANSITIONAL APARTMENTS (formerly Covert Apts.)

On June 8, 2009, Boley Centers, Inc. presented to the City a request for funding for construction costs to rehabilitate Covert Apartments, an apartment complex located at 1447 and 1451 Gulf to Bay Boulevard, in the East Gateway District. The property provides 13 transitional beds for homeless veterans with disabilities.

The total cost to renovate the Covert Apartments was \$620,950 with the requested amount from the City being \$128,198. Other funding for this project included \$117,752 from the Veterans Administration and \$375,000 from Boley Centers, Inc.

The project was presented and approved by the Neighborhood and Housing Advisory Board (NAHAB) in July 2009. The loan closed on December 17, 2009. In August 2010, the applicant started the permitting process and the project was completed in 2011. CRA/City staff participated in the grand opening and dedication ceremony for the Jerry Howe Transitional Apartments on November 18, 2012.



GULF TO BAY & HIGHLAND AVENUE INTERSECTION IMPROVEMENT PROJECT

The community continued to express concern about decreased traffic volumes and business activity in the East Gateway associated with the rerouting of beach traffic onto Court Street in conjunction with the opening of the new Memorial Causeway Bridge.

In an effort to create an inviting entryway to the District and address the lack of pedestrian walkways in this intersection, an attention grabbing entryway feature at the intersection of Gulf to Bay Boulevard, Highland Avenue and Court Street was proposed. The feature cues motorists, pedestrians and cyclists that something special lays ahead. The intersection improvements maximize views and vistas into the District from Gulf to Bay Boulevard, reinforces community identity, and increases safety.



The conceptual plans were presented and supported by both the BNA and the SAG, with the City's Engineering Department developing and finalizing the construction documents. On Sept. 1, 2011, the City Council awarded Gibbs and Register, Inc. of Winter Garden, Florida the project with a bid of \$340,265.20. On Sept. 11, 2011, the mast arm signal portion of the project was advertised with three FDOT-certified signal contractors submitting bids. On Oct. 6, 2011, the City Council awarded American Lighting of Dover, Florida this project with a bid of \$261,967. The project was completed in September 2012. The source of funds for this project was Penny for Pinellas II.

BUSINESS EXPANSION

Despite the economic downturn, several businesses in the District expanded during this reporting period.

Greektown Grille opened its doors in October 2008. The owners invested \$1,600,000 to purchase and develop the property.

Ultimate Medical Academy (UMA) expanded its location to 1255 Cleveland Street. The value of the interior remodeling of the first and second floors of the tower building was over \$700,000.

Nature's Food Patch also completed an interior and exterior remodel worth over \$735,000.

In 2010, new construction began on 1310 Cleveland Street. The initial build out had a value of \$344,062. The property owners opened a convenience store in the first unit under the name SeaZar's Quick Mart.

In the Spring/Summer of 2012, Save-A-Lot pulled out construction permits worth over \$780,000.

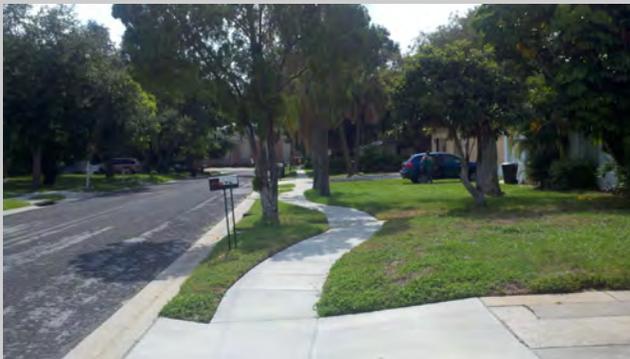


SIDEWALK PROJECTS

One strategy aimed at making the District a safer community is to build sidewalks on streets that automobiles and pedestrians frequently share.

Using federal CDBG-R dedicated funding from the Economic Development and Housing Department, CRA staff coordinated with the Engineering Department for the construction of several sidewalk projects. The following sidewalk projects have been completed:

Pierce Street (San Remo to Highland); Jefferson Ave (Cleveland to Drew); Franklin Street (north side only, Bridge to Gulf to Bay Blvd.); Laura Street (Highland to Hillcrest); Grove Street (San Remo to Highland); San Juan Court (San Remo to Gulf to Bay), De Leon St (Hillcrest to Gulf to Bay), Evergreen Ave. (Cleveland to Drew), Hillcrest Ave. (Cleveland to Drew), Cleveland St (north side only, San Remo to Highland), and Park St (GTB to Highland).



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Analysis

PROGRESS in the achievement of East Gateway District goals is measured, in part, through the evaluation of performance measures. The analysis of basic neighborhood indicators in this section reveals that the East Gateway District has yet to turn the corner toward neighborhood stability. While the economic downturn is certainly a contributing factor to declining property values and homeownership rates in the East Gateway, the depth and range of longstanding neighborhood issues will indeed take time, resources, and focus to correct. Continued emphasis in this area, strategic investments, and civic engagement remain critical to a successful revitalization effort.

LAND USE

The vast majority of the properties in the East Gateway District are residential (687 out of 895), while 121 properties are commercial and 57 properties are mixed-use (map on page 21).

As shown in the “Year Structure Built” map on page 22, the construction of new structures has significantly decreased and the housing stock in the District is old. 433 structures were built between 1920 and 1959 and 375 structures between 1960 and 1979. Meanwhile, only 63 structures were built between 1980 and 1999 and a mere 24 structures between 2000 and 2012.

HOUSING TENURE & CONDITIONS

Neighborhood stabilization is a primary goal for the East Gateway District. By increasing the ratio of owner-to-renter occupied dwellings in this predominantly rental neighborhood, there is a greater probability of property maintenance and civic engagement.

As shown in the *Homesteaded Properties* maps on pages 23 and 24, the number of owner-occupied dwellings declined over the five-year period (200 properties in calendar year 2008 versus 175 in calendar year 2012).

Per the “Structural Quality” map on page 25, 86 structures are in Fair condition, 809 in Average condition and 9 in Above Average condition.

PROPERTY VALUES

Change in property values is typically a prime indicator of neighborhood health. The property tax base in the *new* Community Redevelopment Area, which includes the East Gateway District, declined by \$62,226,253 (approximately 43.47%) between FY 07/08 and FY 11/12.

PROPERTY VALUATION NEW COMMUNITY REDEVELOPMENT AREA

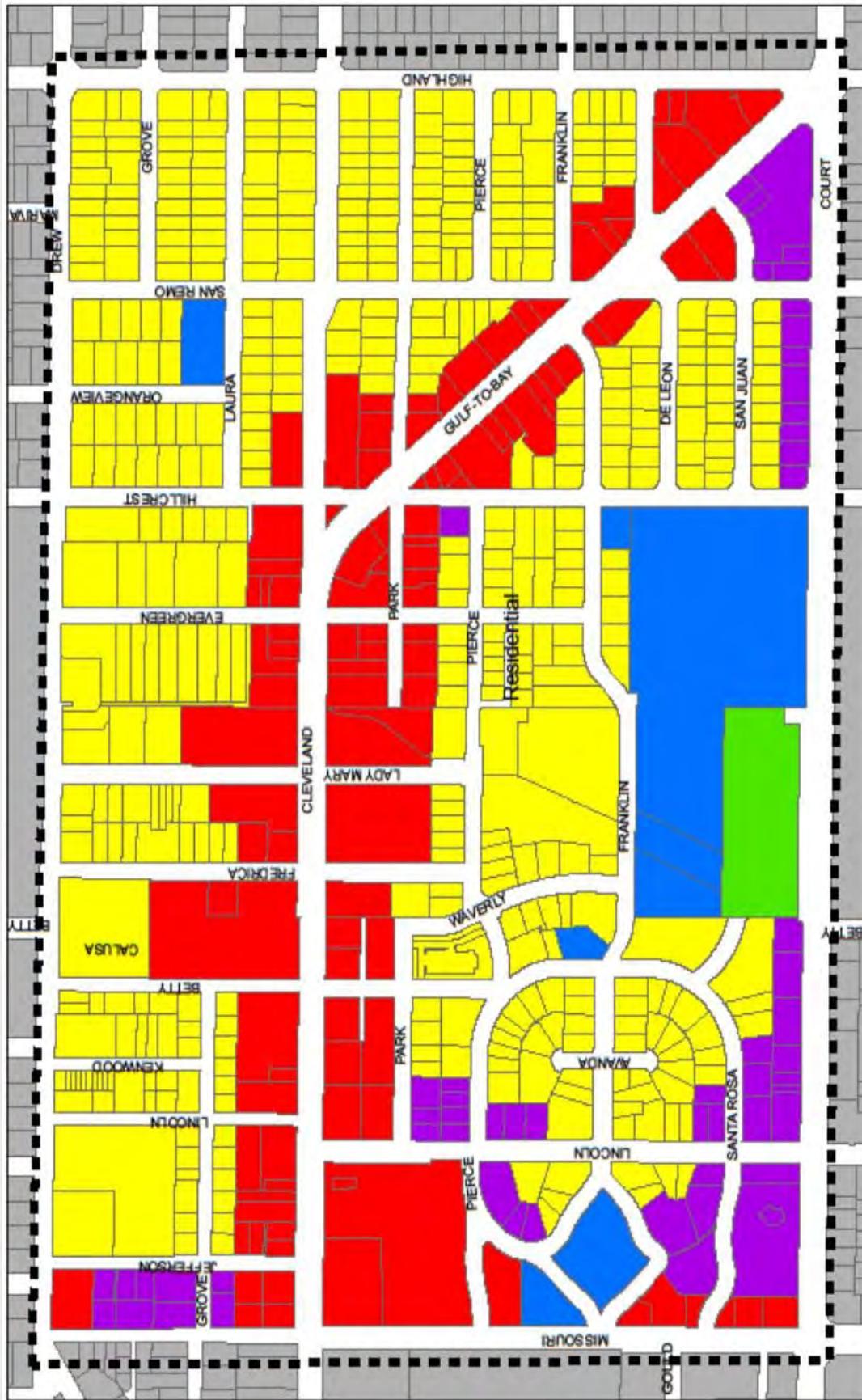
FY 04/05 Tax Roll (base year)	\$ 88,234,600
FY 07/08 Tax Roll	\$143,146,902
FY 08/09 Tax Roll	\$134,103,909
FY 09/10 Tax Roll	\$116,499,344
FY 10/11 Tax Roll	\$ 94,021,659
FY 11/12 Tax Roll	\$ 80,920,649

Note 1: New Community Redevelopment Area was established in 2004 and is comprised of 201 acres. This area includes the 176-acre East Gateway District.

Note 2: Property value decline was experienced city-wide, statewide and nationwide during this reporting period.

Note 3: Tax Roll values are after senior exemptions.

The map on page 26 depicts changes in the assessed value of East Gateway properties. The assessed value of 105 properties declined by 0-25%; 236 properties declined by 25-50%; and 483 properties declined by over 50%. Meanwhile, only 37 properties had an increase or no change in assessed value over the five-year period.

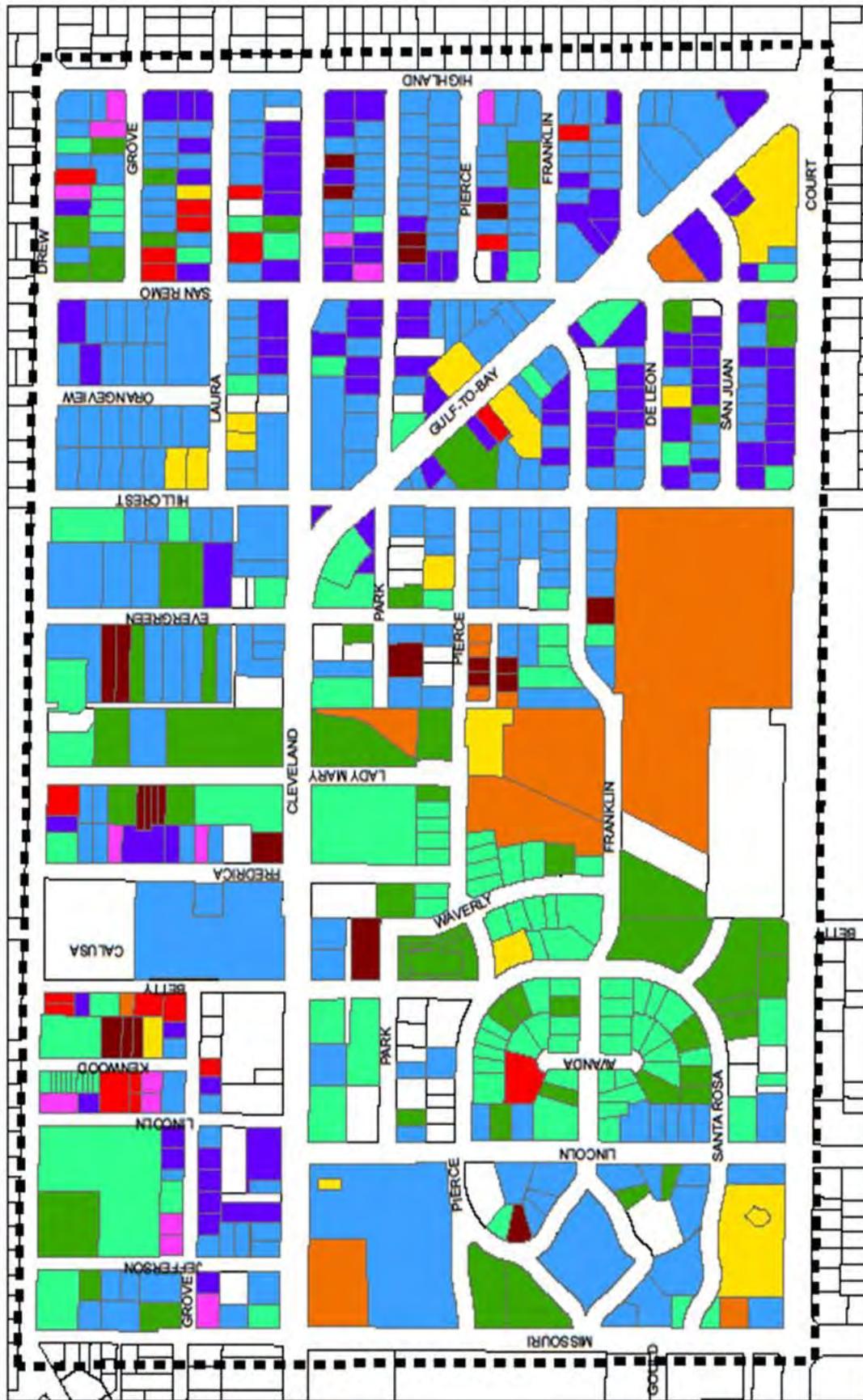


Source: Pinellas County Property Appraiser 2012



Land Use: East Gateway District

- Legend**
- East Gateway
 - City Limits
 - Commercial
 - Residential
 - Mixed-Use
 - Institutional
 - Park/Open Space



Source: Pinellas County Property Appraiser



Legend

- 1924 - 1929 / 24 Built
- 1930 - 1939 / 17 Built
- 1940 - 1949 / 117 Built
- 1950 - 1959 / 275 Built
- 1960 - 1969 / 275 Built
- 1970 - 1979 / 100 Built
- 1980 - 1989 / 49 Built
- 1991 - 1999 / 14 Built
- 2000 - 2012 / 24 Built

Year Structure Built: East Gateway District



Source: Pinellas County Property Appraiser



Homestead Properties 2012: East Gateway District

- Legend**
- East Gateway
 - Homestead 175
 - Non-Homestead 702

BUILDING PERMITS — Per Table 1 below, there is a positive trend in the value of building permits each fiscal year. During this five-year period, the building permit value increased by 363% (from \$408,957 in FY 07-08 to \$1,894,753 in FY 11-12).

In FY 2007-2008, Verizon pulled a permit for partial demolition worth \$40,000. The second largest permit value was approximately \$35,000 (Maxa Enterprises).

In FY 2008-2009, the largest permit value was \$660,000 for the interior renovation of Nature’s Food Patch (1225 Cleveland Street). The second largest value was \$244,000 for the construction of a new single family home on 1469 Laura St., followed by \$72,000 for the partial demolition of 1315 Cleveland St. (former Aqua Clara building).

In FY 2009-2010, the largest building permit value was approximately \$1.1M for the Jade Group (relocation of Ultimate Medical Academy to 1255 Cleveland Street). The second largest value was \$835,000 for new construction on 1310 & 1314 Cleveland St. (future SeaZar’s Market).

In FY 2010-2011, WorkNet Pinellas did an interior renovation for \$300,000; Verizon pulled a permit for parking lot configuration worth \$250,000 (part of future Country Club Townhomes), and The Jade Group pulled another permit worth \$238,000 for tenant improvement.

In FY 2011-2012, Save-A-Lot pulled a building permit worth \$750,000 for alteration of existing space, and Country Club Townhomes for new construction of multi-family dwelling (\$400,000).

	FY 07-08		FY 08-09		FY 09-10		FY 10-11		FY 11-12	
	#	Value	#	Value	#	Value	#	Value	#	Value
A/C Change Out							16	\$ 141,445	8	\$ 32,194
Alarm - Security	4	\$ 871					2	\$ 448	3	\$ 8,349
Cut and Cap							8	\$ 3,200	2	\$ 650
Demolition - Building	1	\$ 40,000	1	\$ 2,400	1	\$ 2,400	7	\$ 88,547	2	\$ 33,700
Demolition - Partial	1	\$ -	2	\$ 13,000	3	\$ 14,000	1	\$ 2,000	3	\$ 18,900
Driveway	3	\$ 15,585	3	\$ 4,727	3	\$ 4,727				
Electrical							14	\$ 11,170	11	\$ 13,424
Fence	2	\$ 2,846	1	\$ 200	1	\$ 200	2	\$ 28,053	6	\$ 12,382
Fire Alarm	2	\$ 5,569	1	\$ 750	4	\$ 3,359	3	\$ 42,726	1	\$ 15,199
Fire Hood	2	\$ 4,940	1	\$ 2,300	1	\$ 2,300				
Fire Sprinkler							1	\$ 6,000		
Fire Suppression - Ansul	2	\$ 4,300	1	\$ 1,500	1	\$ 1,500				
New	0	\$ -	1	\$ 243,406	1	\$ 243,406	1	\$ 6,057		
New Accessory (e.g. shed,deck)	2	\$ 33,297	2	\$ 1,631	2	\$ 1,631	1	\$ 27,000		
New Multi-Family Dwelling									1	\$ 399,384
Miscellaneous	0	\$ -	3	\$ 3,325	3	\$ 3,325				
Parking	2	\$ 7,575					3	\$ 263,950	4	\$ 19,919
Pool - In Ground									1	\$ 46,280
Pre-Engineered Fire Suppression							1	\$ 1,000		
Remodel	2	\$ 4,130	6	\$ 420,599	7	\$ 680,933	10	\$ 772,000	2	\$ 790,250
Repair	37	\$ 149,559	34	\$ 186,242	40	\$ 212,801	1	\$ 450		
Replacement							13	\$ 86,962	23	\$ 317,104
Roof	17	\$ 129,534	8	\$ 78,820	9	\$ 89,720	20	\$ 171,772	19	\$ 186,597
Sign	4	\$ 10,751	3	\$ 1,650	3	\$ 1,650	2	\$ 9,450	5	\$ 30,015
Underground Fire Line									1	\$ 2,600
Water Heater Change Out							3	\$ 1,480		
TOTAL	81	\$ 408,957	67	\$ 960,550	79	\$ 1,261,952	90	\$ 1,520,785	60	\$ 1,894,753

Table 1: Building Permit Data in the East Gateway

Code Compliance — In 2010, the Planning and Development Department reevaluated the effectiveness of its inspection zone configurations and determined that five different zones traversed the Downtown, the East Gateway, and the Skycrest neighborhood. In order to improve consistency and consolidate the Downtown Redevelopment Plan area into one inspection area, in September 2010 and subsequently in April 2013 the inspection zones were reconfigured and a new zone was created to encompass the geographical areas mentioned above under a single Code Inspector (map on page 29).

Consequently, the East Gateway District area is now assigned to one inspector who is very involved with the community while investigating violations of the city’s Community Development Code. The inspector works closely with the CRA, the local neighborhood and business groups, the Police Department, and the Economic Development and Housing Department. The inspector is also a member of the East Gateway Task Force and is responsible for the coordination of code enforcement sweeps within the Gateway area.

In May 2010, the Planning and Development Department had a new land management computer software application installed. During the migration of data from one system to the other, it became apparent that all data did not properly transfer over. Additionally, workflows and business rules changed, thus disparities exist in the data collected for code enforcement activity in the East Gateway District for this reporting period.

The overwhelming majority of code violations in the East Gateway District fall within four categories: lack of a business tax receipt, overgrowth/accumulation of debris, inoperative vehicles, and lack of proper property maintenance. These 4 categories accounted for 61% of all code violations (1,207 cases out of a total of 1,968 cases) during this reporting period. Please refer to Table 2 on page 30 for more detailed information.

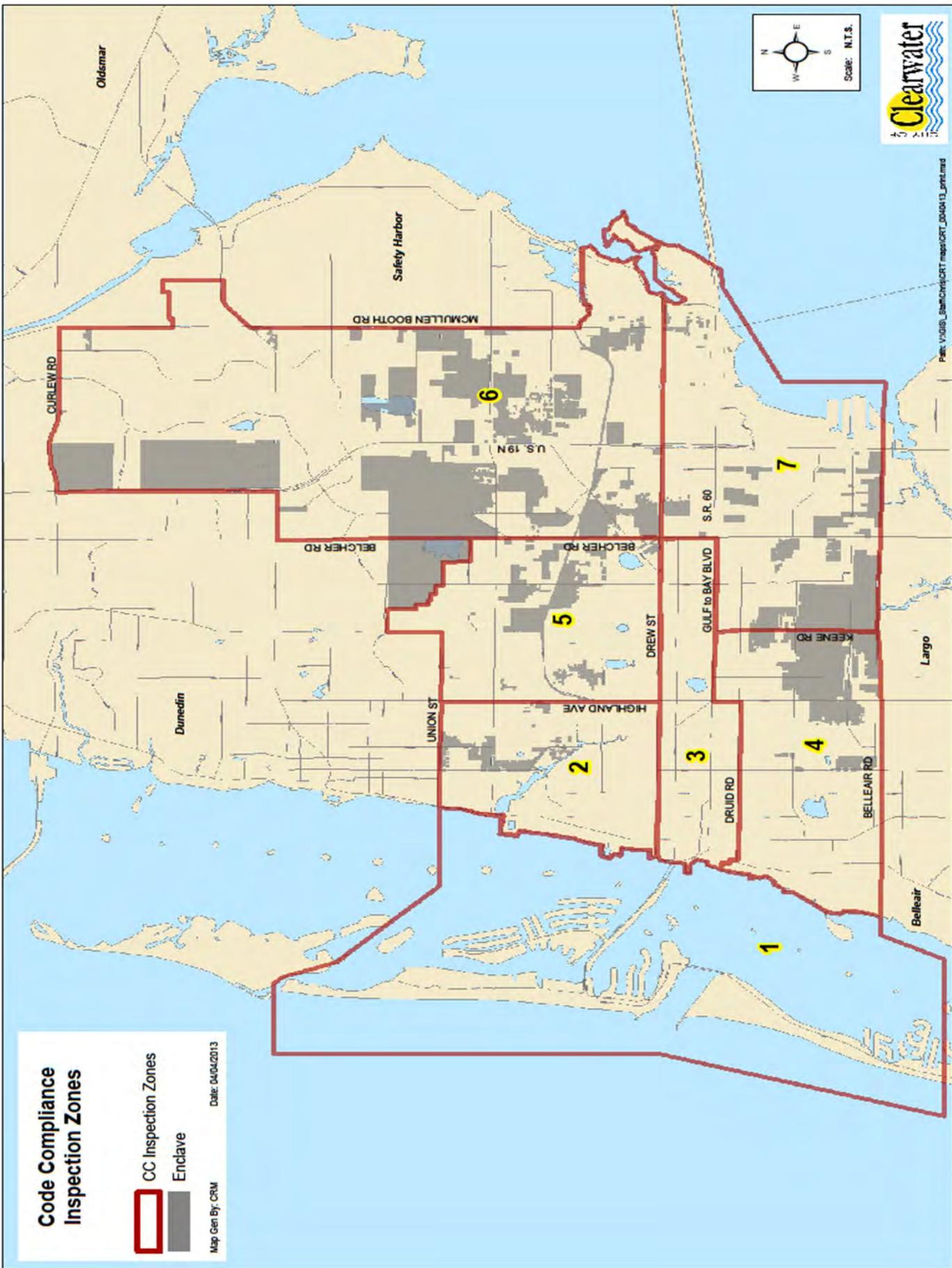
Per Table 3 (page 30), in FY 11/12, 226 out of 391 (57.8%) cases met voluntary compliance. Only 6 cases were remediated by the City. Similar results can be found for all five fiscal years. During this reporting period, Complied and Voluntary Compliance account for 64.89% of all cases (1,277 out of 1,968).

Code sweeps are an important part of neighborhood revitalization. Blighted properties tend to attract negative behavior, crime, and they sometimes drive down surrounding property values. Code sweeps are not intended solely to issue violations but to educate the residents and businesses and help citizens keep their property up. The Code Compliance Department conducted three code sweeps during this reporting period: May 2008, April 2011, and November 2011.

In FY 2007-2008, 294 out of a total of 626 code violations (47%) were the direct result of a code sweep. The results are similar for the other two code sweeps: In FY 2010-2011, code sweep violations constituted 56% of all code violations (264 out of a total of 472) and 47.3% in FY 2011-2012 (185 out of 391).

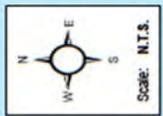
	FY 07-08	FY 10-11	FY 11-12
Address Numbers	14	10	5
Business Tax		17	6
Debris	37	50	23
Fence Maintenance	6	13	6
Graffiti	2		
Grass Parking	10	5	4
Inoperative Vehicle	33	31	22
Landscaping	46	2	
Other	3	2	3
Outdoor Storage	27	29	26
Portable Storage Units	1		
Property Maintenance	103	84	81
Residential Parking	9	10	4
Signs	3	10	5
Zoning		1	
TOTAL	294	264	185

Table 4: Code Sweep Violations



**Code Compliance
Inspection Zones**

- CC Inspection Zones
 - Enclave
- Map Gen By: CRM
Date: 04/04/2013



	FY 2007-2008	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	
Violation Category	# Cases	TOTAL				
Abandoned Building		1				1
Address Numbers	17	2	1	10	6	36
Business Tax	40	28	24	45	62	199
Canvas Structures	1			1		2
Debris	87	49	46	113	66	361
Fence Maintenance	9	2	2	14	9	36
Graffiti	11	5	3		6	25
Grass Parking	15	17	45	12	7	96
Inoperative Vehicle	113	41	22	74	46	296
Landscaping	50			2		52
Other	11	21	47	15	25	119
Outdoor Storage	53	17	12	41	39	162
Pool	1	2		1	1	5
Portable Storage Units	1					1
Property Maintenance	142	14	10	96	89	351
Residential Parking	33	11	22	21	12	99
Signs	23	13	9	21	19	85
Temporary Use	1					1
Tree			1			1
Vehicle	4	3	2	3	1	13
Water	11	3				14
Wrong Day		2				2
Zoning	3	1	1	3	3	11
Grand Total	626	232	247	472	391	1,968

Table 2: Code Violation Data

Case Status	FY 2007-2008	FY 2008-2009	FY 2009-2010	FY 2010-2011	FY 2011-2012	TOTAL
City Remediated		0	6	12	6	24
Complied	449	178	89			716
Court - In Compliance				1		1
Courtesy Phase		0	2	2	10	14
Liens Accruing				2		2
Owner Complied		0	23	75	39	137
Resolved	3	1	8	84	66	162
Retired	62					62
Voluntary Compliance	4	5	74	252	226	561

Table 3: Code Violations Case Status

COMMUNITY POLICING

During this reporting period, and on a yearly basis, the City Council acting as the CRA Board approved the Interlocal Agreement between the CRA and the City of Clearwater for a more visible community policing presence within the East Gateway neighborhood.

Two Clearwater Police Department officers were assigned to provide law enforcement services for a minimum of 40 hours a week. The officers reported to the Sergeant of the Downtown Bike Team. Two new bicycles were ordered and funded by the CRA.

The team has been focusing on crime hot spots and networked with residents and businesses in the East Gateway community. The two Police Officers worked with Code Compliance to have numerous vacant residences/businesses boarded up properly to keep transients and drug dealers from loitering. Additional responsibilities of the CRA community officers include:

- ◇ Development of confidential informants in the target area;
- ◇ Filing of criminal charges against identified drug dealers;
- ◇ Completion of reports on all suspected gang members in the District and the CRA;
- ◇ Conducting a minimum of three prostitution reverse sting operations annually;
- ◇ Reduction of crimes committed by and against homeless individuals in the target area;
- ◇ Issuance of trespass warnings when applicable.



ENHANCED COMMUNITY POLICING THROUGH CRA / CITY INTERLOCAL AGREEMENT

On February 25, 2010, the Downtown/East Gateway Bike Team received the Chief's Unit Citation for achieving the goals and objectives of the CRA Agreement. As a result of the team's increased enforcement strategy, an improvement in the quality of life in the East Gateway District has been observed.

The desired goal of the Interlocal Agreement between the CRA and the Clearwater Police Department is to "reduce drug dealing, prostitution, and street crimes" in the East Gateway District. Over the years, the area has experienced a reduction in most crime categories and reported offenses overall. Comparing the crime statistics from fiscal years 2010-2011 and 2011-2012, there are increases in the category of burglary offenses. However, there are notable decreases in the robbery category, as well as prostitution and drug offenses.

Table 5 (page 32) compares Clearwater Police Department's top reports taken in the East Gateway District during the last two fiscal years. Prior fiscal year data is not included due to changes in reporting categories. For FY 08/09 and 09/10 top police reports, please refer to Appendix A on page 36.



**TOP POLICE REPORTS
EAST GATEWAY DISTRICT**

	FY 10-11	FY 11-12
Aggravated Assault	8	5
Aggravated Battery	15	10
Battery	25	37
Battery - Domestic Related	51	24
Burglary - Commercial	2	4
Burglary - Conveyance	13	15
Burglary - Residential	29	34
Carrying Concealed Weapon	1	2
Exposure of Sex Organs - Adult	2	3
Lewd/Lascivious - Under 12	1	0
Lewd/Lascivious - Under 16	2	0
Murder	0	1
Possession of Controlled Substance	125	115
Possession of Drug Paraphernalia	30	26
Prostitution/Lewd Acts	13	5
Robbery by Sudden Snatching	3	6
Robbery - Armed	11	5
Robbery - Unarmed	14	7
Solicit Prostitution	6	10
Trafficking in Drugs	11	3

Table 5: Police Data



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NEXT STEPS

On May 13, 2008, the CRA Board adopted the *East Gateway District Five-Year Action Program* for FY 2007-2012. This action program ended on September 30, 2012. In October 2012, and because of the continuing needs of the District and the momentum that CRA/City staff and programs have created, staff recommended and CRA Board approved that a new *East Gateway District Five-Year Action Program* be implemented for FY 2012-2017.

The new Five-Year Action Program includes action items that were:

- ◇ Identified in the East Gateway Vision Plan, which was approved by the CRA Board in January 2012;
- ◇ Proposed by the East Gateway Task Force, which is comprised of staff from various city departments;
- ◇ Recommended by members of the East Gateway Stakeholder Advisory Group (SAG); and
- ◇ Included in the original Five-Year Action Program and remain relevant for the upcoming five fiscal years.

For the following five fiscal years, there will be 8 overarching Goals and strategies for implementation purposes:

Goal 1: District Development

Goal 2: Create a Vibrant Market

Goal 3: Zone I (West Commercial Anchor)

Goal 4: Zone II (Corridor Development)

Goal 5: Zone III (Open Space)

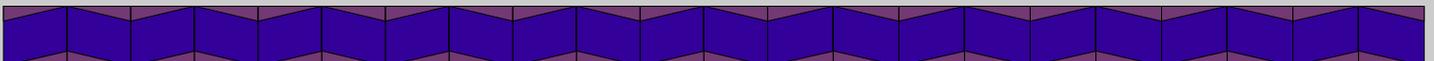
Goal 6: Zone IV (Festival Core)

Goal 7: Branding Strategy

Goal 8: Policy/Recommendations

The focus for the first fiscal year will be the review and update of the Downtown Redevelopment Plan; the next phase of the sidewalk construction; the continued community policing presence and outreach to the businesses; completion of an additional façade project; and assistance with the successful launch of the Clearwater Gateway Farmers Market.

Continued emphasis and financial support towards initiatives in the East Gateway District, along with meaningful civic engagement will be critical to the success of the revitalization efforts for this neighborhood.



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APPENDIX A
TOP POLICE REPORTS
EAST GATEWAY DISTRICT

OCTOBER 2008 – SEPTEMBER 2009

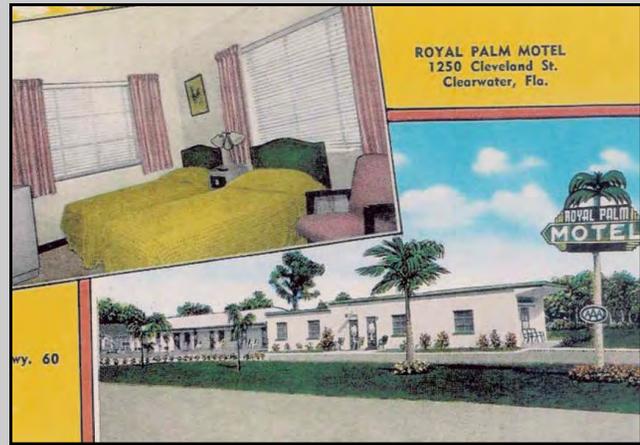
OCTOBER 2009 – SEPTEMBER 2010

Open Alcohol Ordinances	330	Open Alcohol Ordinances	381	↑
Traffic Citations	245	Traffic Citations	351	↑
Drug arrests	239	Drug arrests	253	↑
Field Interview Reports	215	Field Interview Reports	276	↑
Warrant Arrests	113	Warrant Arrests	149	↑
Trespass Warnings	97	Trespass Warnings	169	↑
Trespass arrests	62	Trespass arrests	69	↑
Accident Investigations.....	39	Accident Investigations.....	69	↑
Criminal Traffic Arrests	35	Criminal Traffic Arrests	47	↑
Prostitution Arrests	20	Prostitution Arrests	69	↑
Suspended/No Valid Driver License	17	Suspended/No Valid Driver License	32	↑
Battery Arrests	14	Battery Arrests	10	↓
Baker Acts	13	Baker Acts	29	↑
Gang Graffiti Reports	13	Gang Graffiti Reports	8	↓
Disorderly Conduct	12	Disorderly Conduct	17	↑
Violation of Probation Arrests	11	Violation of Probation Arrests	4	↓
Probable Cause Advisory Arrests	11	Probable Cause Advisory Arrests	43	↑
Resisting Arrests	11	Resisting Arrests	20	↑
Marchman Acts	11	Marchman Acts	35	↑
Domestic Felony	9	Domestic Felony	9	□
Theft	5	Theft	9	↑
DUI	4	DUI	7	↑

Historic Images of the East Gateway District – Courtesy of Mike Sanders



Historic Images of the Royal Palm Motel – Courtesy of Patti Bianco



Historic Images of the CRA – Courtesy of Maryce Garber



Left: Cleveland Street looking East
Below: Cleveland Street looking West



Top: Downtown Aerial
Right: Ft. Harrison Avenue

