

EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM FY 2012-2017

1. DISTRICT DEVELOPMENT								
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
1.1	Continue to provide a more visible community policing presence within the East Gateway neighborhood.	Major Slaughter	CPD	Two additional officers assigned to the Downtown Bike Team	ONGOING	<b>Two Officers</b> FY12/13: \$149,043.27 Projected FY13/14: \$152,352 Projected FY14/15: \$155,734 Projected FY15/16: \$159,192 Projected FY16/17: \$162,726	CRA	Two additional officers (Ofc. Long and Ofc. McMullen) have been assigned to the Downtown Bike Team (DBT). Sgt. Connor attends the monthly BNA meetings. The CPD is producing monthly and yearly performance reports.
1.2	Implement the "Park, Walk and Talk" program with businesses in the District.	Sgt. Squitieri	CPD	Business visits to discuss safety concerns and address vulnerable areas	FY13-14	Existing Operational Resources	Department Budget	This action item will be implemented by the DBT, the Liaison Team, as well as patrol officers.
1.3	Promote Tip411 program to East Gateway businesses and residents.	Sgt. Connor	CPD	Business owners and residents aware of the Tip411 program and its benefits	FY12-13	Existing Operational Resources	Department Budget	Tip411 supports law enforcement in effectively engaging the public. Community notification systems include crime alerts and anonymous tips. Tip411 will be promoted by the Liaison team during community meetings, HOA meetings, and by zone officers during Park, Walk, and Talk.
1.4	Contact East Gateway neighborhood groups and assist in the creation of a neighborhood crime watch group.	Sgt. Squitieri	CPD	Neighborhood crime watch	FY13-14	Existing Operational Resources	Department Budget	CPD will instruct how to develop an information sharing network, posting of signs, and utilizing the Citizen Observer program, Tip411, and other crime mapping tools available to citizens.
1.5	Continue City Administration discussions with the St. Vincent de Paul Soup Kitchen to address impact of operations to the East Gateway neighborhood.	Bill Horne Ekaterini Gerakios	CM EDH	Reduced impact to East Gateway neighborhood / Discussions with SVdP about moving feeding hours	FY13-14	Existing Operational Resources	Department Budget	
1.6	Review street lighting conditions for greater coverage, added safety, and improved appearance.	Sgt. Squitieri Paul Bertels	CPD ENG	New CPTED lightning analysis and appropriate actions	FY13-14	Existing Operational Resources	Department Budget	First CPTED analysis was completed in 2008.
1.7	Continue improvements of sidewalks with poor pedestrian levels of service and implement projects to resolve issues affecting levels of service.	Scott Rice Ekaterini Gerakios	ENG EDH	Level of service / needs analysis / Public feedback / Project development and construction	ONGOING	Existing Operational Resources	Annual Sidewalk Program Budget	The following sidewalk projects were completed in FY11-12: Evergreen (east side, from Drew to Cleveland), Hillcrest (both sides from Drew to Laura), and Park Street (north side from Highland to Gulf to Bay). Additional streets will be identified for new sidewalk construction through the combined input of the community and the City's Engineering Dept.
1.8	Continue emphasis on code compliance activities and enforcement of existing code requirements.	Terry Teunis Shelby Schaar	PLD	Code sweep every other year and weekly neighborhood inspections	ONGOING	Existing Operational Resources	Department Budget	The BNA encourages residents and businesses to report code violations. PD and EDH also report issues to Shelby Schaar, the downtown and East Gateway Code Enforcement Inspector. Citizen Code Compliance Handbook to be posted on city's website (English and Spanish).

EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM FY 2012-2017

#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
1.9	Assess code violation trends and make recommendations to resolve issues, including costs and funding sources.	Terry Teunis Ekaterini Gerakios	PLD EDH	Annual assessment and recommendations	ONGOING	Existing Operational Resources	Department Budget	Identify proper approach for commercial vs. residential violations. Thank-You Notes will be mailed to property owners who have improved their site. Approach repeat offenders and discuss findings.
1.10	Assess options for relocating dumpsters to the rear or side of buildings (where feasible) and explore possibility of changing the ordinance to bring every property up to the current code.	Earl Gloster John Pittman	SW	Alternative locations, enclosure costs	ONGOING	TBD	TBD	
1.11	Continue implementing the awareness campaign on the availability of black barrels and recycling bins to City Solid Waste customers in East Gateway.	Earl Gloster Robin Gomez	SW AUD	Awareness campaign using door hangers or flyers distributed to East Gateway homes and businesses	AS NEEDED	Existing Operational Resources	SW Department Budget	During the campaigns, bilingual door hangers will be delivered to East Gateway residences with information on availability of barrels and bins to all City residents.
1.12	Partner with the HOC to continue education to East Gateway Hispanic residents (landlord/tenant laws, property maintenance, etc.)	Ekaterini Gerakios	EDH	Bilingual brochure, community information sessions	ONGOING	Existing Operational Resources	Department Budget	The HOC distributes the Tenant's Handbook (Gulf Coast Legal Services, Inc.) to inform the community on the various nuances/obligations related to renting, evictions, etc.
1.13	Continue promoting the East Gateway Façade and Building Lot Improvement Program that offers design and financial assistance to eligible commercial properties in the district commercial corridors.	Ekaterini Gerakios	EDH	Updated program guide, loan-to-grant agreement, application, brochure	UNTIL DEPLETION OF FUNDS	Funding for three additional projects (up to \$35,000 each)	CDBG	Façade program was adopted in March 2009. Three projects have been completed (1390 GTB, 1454 GTB, and Nature's Food Patch).
1.14	Continue to market housing assistance programs in an effort to increase the rate of homeownership in the East Gateway.	Geri Lopez	EDH	Completion of Country Club Townhomes and participation at programs like HOPE Expo	ONGOING	Existing Operational Resources	Department Budget	
1.15	Continue review of "best practices" of other communities for improving neighborhood conditions and business development.	Ekaterini Gerakios	EDH	Recommendations, fiscal impact and funding source, as applicable	ONGOING	Existing Operational Resources	CRA	Façade program is being implemented. New sidewalks are being constructed. Explore a mural arts district concept with the assistance of the community.
1.16	Coordinate with organizations that provide services to the homeless to develop strategies to address impact of operations to the East Gateway neighborhood, as part of the City's homeless initiative.	Ekaterini Gerakios	EDH PD	Identify Pinellas organizations that address/serve the homeless in Clearwater and develop partnerships for strategy development and implementation	ONGOING	Existing Operational Resources	Department Budget	Ekaterini Gerakios attends the Homeless Leadership Board meetings on a monthly basis.
1.17	Acquire parcels as available (or needed) to support redevelopment and/or vision plan recommendations.	Geri Lopez Ekaterini Gerakios	EDH	TBD	ONGOING	Existing Operational Resources	CRA	

EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM FY 2012-2017

2. CREATE A VIBRANT MARKET								
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
2.1	Assist businesses in establishing a merchants' association.	Ekaterini Gerakios	EDH	Business owners to become organized to promote business interests of the District	FY13-14	Existing Operational Resources	Department Budget	
2.2	Continue maintaining a list of vacant, underutilized, and for-sale properties in East Gateway for use in identifying and promoting opportunities for redevelopment.	Ekaterini Gerakios	EDH	List of candidate properties for acquisition / Partner with Pinellas County Property Appraiser's Office / Partner with real estate agencies	ONGOING	Existing Operational Resources	Department Budget	
2.3	Partner with the Clearwater Regional Chamber of Commerce to promote the East Gateway District to tourists.	Ekaterini Gerakios	EDH	Further analysis of visitor demand and better understanding of the existing retail base	ONGOING	Existing Operational Resources	Department Budget	
2.4	Create and distribute marketing brochure promoting the businesses in the District and conveying the neighborhood's assets.	Ekaterini Gerakios Betsy Clement	EDH PC	Marketing brochure	FY13-14	Existing Operational Resources	CRA	Potentially include schedule of city improvements in the brochure.
2.5	Explore options to expand transportation from the beach and Downtown to the East Gateway District.	Geri Lopez Ekaterini Gerakios	EDH	Discussions and partnership with PSTA and Jolley Trolley	FY16-17	Funding needs to be identified	TBD	
2.6	Continue outreach and communications strategy to increase resident, business and organization involvement in the revitalization effort.	Betsy Clement Ekaterini Gerakios Robin Gomez	PC EDH AUD	Strategy to identify community contacts and methods of outreach	ONGOING	Existing Operational Resources	Department Budget	Include media outreach to Hispanic population.
2.7	Establish relationships with local banks to identify alternative financing options to assist East Gateway businesses.	Ekaterini Gerakios	EDH	Alternative funding assistance / finance options	ONGOING	Existing Operational Resources	Department Budget	As the economy/market improves, look for alternative funding assistance.
2.8	Research opportunities to leverage culture/arts to encourage sustainable business activities in the East Gateway.	Ekaterini Gerakios	EDH	Promotion of "cottage industries"	ONGOING	Existing Operational Resources	Department Budget	
2.9	Conduct regular business visits to maintain a pulse on the East Gateway business environment and offer timely advocacy and other assistance for business expansions and improvements.	Ekaterini Gerakios	EDH	Three business visits per month	ONGOING	Existing Operational Resources	Department Budget	
2.10	Consolidate/reconcile all demographic/retail data into an online database that can be accessed easily by partners, retailers, brokers, and citizens.	Ekaterini Gerakios	EDH	Online database	FY12-13	Existing Operational Resources	Department Budget	CityDNA.
2.11	Use social media to promote the East Gateway District.	Ekaterini Gerakios Betsy Clement Robin Gomez	EDH PC AUD	Facebook, Twitter, texting, City's website en Espanol, EG website, etc.	ONGOING	Existing Operational Resources	Department Budget	Develop a direct link to a more friendly City website for Spanish speakers. (www.myclearwater.com/espanol)

EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM FY 2012-2017

#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
2.12	Assign a resource person in the Planning Department to assist applicants with projects in East Gateway through the permitting process.	Mark Parry	PLD	Dedicated Planning staff that will help potential East Gateway applicants with navigating the permitting process.	ONGOING	Existing Operational Resources	Department Budget	There is a need for higher level of service due to propensity of non-conforming properties in the East Gateway and relative inexperience of applicants in the development review process. Mark Parry and Scott Kurlleman have been assigned as the dedicated PLD staff to assist potential East Gateway applicants.
2.13	Provide quarterly briefings to "front line" staff of the Planning Department and Building Division and members of the Building Plan Review Committee (BPRC) to increase awareness of the East Gateway vision and forge effective partnerships in the revitalization effort.	Ekaterini Gerakios	EDH PLD	Quarterly briefings during BPRC meetings	ONGOING QUARTERLY	Existing Operational Resources	Department Budget	Quarterly briefings are being held with PLD and Building Plans Review Committee (BPRC). In 2012, they were held on March 21, June 13, September 19, and December 5. In 2013, they were held on March 27.
2.14	Facilitate permitting and BTR processes for Spanish-speaking property and business owners.	Gina Clayton Ekaterini Gerakios	PLD EDH	Bilingual brochures or checklists, availability of interpreters, etc.	ONGOING	Existing Operational Resources	Department Budget	
2.15	Develop a strategy for business recruitment using guidance from the Vision Plan Market Analysis.	Ekaterini Gerakios	EDH	Business mix to support resident and business needs in the East Gateway	ONGOING	Existing Operational Resources	Department Budget	
2.16	Hold multicultural celebrations and other special events that strive to support local businesses and create more foot traffic in the District.	Ekaterini Gerakios	EDH PR	Organize and hold at least one event per year	ONGOING	\$5,000 Per Year	CRA	Organized the 2013 Cinco De Mayo Celebration. The event was well attended.
2.17	Partner with local and regional businesses and organizations and connect the non-Hispanic businesses and consumers with the Hispanic market (and vice versa).	Ekaterini Gerakios	EDH	Partnerships with HOC, HBIF, local businesses	ONGOING	Existing Operational Resources	Department Budget	
2.18	Identify leaders in the Hispanic community to get direct input and assist in promoting broad and effective participation in the revitalization effort.	Ekaterini Gerakios Robin Gomez	EDH AUD	TBD	ONGOING	Existing Operational Resources	Department Budget	
2.19	Explore options with Main Library to offer programs of interest to East Gateway Hispanic residents.	Barbara Pickell Ekaterini Gerakios	LIB EDH	TBD	ONGOING	Existing Operational Resources	Department Budget	
2.20	Research the potential of pop-up retail stores.	Ekaterini Gerakios	EDH	Feasibility analysis	FY13-14	Existing Operational Resources	Department Budget	
2.21	Partner with the InterCultural Advocacy Institute for the creation of a Farmers Market in the District.	Ekaterini Gerakios	EDH	Farmers Market weekly event	ONGOING	Up to \$2,500 in FY12-13	CRA	

<b>3. CONCEPT PLANNING ZONE I (WEST COMMERCIAL ANCHOR)</b>								
<b>#</b>	<b>ACTION ITEM</b>	<b>COORDINATOR</b>	<b>PARTICIPATING DEPARTMENTS</b>	<b>DELIVERABLE</b>	<b>PROJECTED COMPLETION</b>	<b>FISCAL IMPACT</b>	<b>FUNDING SOURCE</b>	<b>STATUS</b>
3.1	Actively seek development partnerships for utilization of the former Economy Inn and CarPro sites.	Geri Lopez Ekaterini Gerakios	EDH PLD	TBD	<b>ONGOING</b>	Existing Operational Resources	Department Budget	
3.2	Target firms in the medical and/or technology industries to accomplish strategic and vision plan recommendations.	Ekaterini Gerakios	EDH	List of target companies / Business visits	<b>ONGOING</b>	Existing Operational Resources	Department Budget	
3.3	Review and potentially revise parking requirements for "walkable" communities.	Gina Clayton	PLD		<b>FY15-16</b>	Existing Operational Resources	Department Budget	
3.4	Continue communication with UMA over their long-term needs regarding parking and program growth.	Ekaterini Gerakios	EDH		<b>ONGOING</b>	Existing Operational Resources	Department Budget	
3.5	Coordinate with Nature's Food Patch for recruitment of complementary businesses.	Ekaterini Gerakios	EDH	List of target companies / Coordination with local property owners with vacant storefronts	<b>ONGOING</b>	Existing Operational Resources	Department Budget	
3.6	Assemble current block property owners to discuss current and future utilization, leases, and tenant opportunities for a parking facility.	Ekaterini Gerakios	EDH		<b>FY15-16</b>	Existing Operational Resources	CRA	

EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM FY 2012-2017

4. CONCEPT PLANNING ZONE II (CORRIDOR DEVELOPMENT)								
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
4.1	Hire a consultant to design Phase III of the Cleveland Street Streetscape Project within the East Gateway.	Ekaterini Gerakios	EDH ENG	Streetscape design	TBD	TBD	Penny for Pinellas III	As of October 2012, \$2M has been allocated for FY16-17. On 09/27/12, SAG recommended that every year City Council reevaluate Penny for Pinellas III priorities and schedule.
4.2	Engage the Engineering Department for assistance with portions of the Streetscape III design.	Scott Rice Ekaterini Gerakios	ENG EDH	TBD	TBD	Existing Operational Resources	Department Budget	
4.3	Conduct public meeting(s) for community input on desired characteristics of the streetscape (aesthetics, function, workability).	Ekaterini Gerakios	EDH	Community forum	TBD	Existing Operational Resources	Department Budget	
4.4	Conduct a district-wide parking study to identify existing and long-term parking needs and methods for accommodating parking demand (e.g., centralized parking and payment in lieu of program).	Scott Rice	ENG	Parking study	TBD	Existing Operational Resources	Department Budget	
4.5	Complete right-of-way survey to determine frontage parcel impacts to parking and other access issues.	Tom Mahony	ENG	Survey	TBD	Existing Operational Resources	Department Budget	

EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM FY 2012-2017

5. CONCEPT PLANNING ZONE III (OPEN SPACE)								
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
5.1	Analyze the Stevenson Creek drainage basin.	Ed Chesney	ENG	Easement jurisdiction and initial feasibility study	FY12-13	Existing Operational Resources	Department Budget	
5.2	Conduct public involvement forum(s) to thoroughly develop programmatic opportunities and activities desired to be included in the open space network.	Ekaterini Gerakios	EDH	Community feedback	FY14-15	Existing Operational Resources	Department Budget	
5.3	Identify opportunities and costs for creating more green space and recreational facilities in the East Gateway (e.g., rights-of-way, community garden, gazebo).	Felicia Leonard	PR ENG	Analysis, findings and recommendations including fiscal impact and funding source, as applicable	FY15-16	Existing Operational Resources	Department Budget	
5.4	Develop site plan.	TBD	PR EDH	Operational, maintenance understanding, funding sources, and implementation schedule	TBD	TBD	TBD	Pending on feasibility and availability of funding.
5.5	Construct open space improvements.	TBD	PR EDH	TBD	TBD	TBD	TBD	Pending on feasibility and availability of funding.
5.6	Discuss connectivity between the East Gateway District - Glen Oaks Park - Country Club Golf Course with FDOT.	Paul Bertels Kevin Dunbar Ekaterini Gerakios	ENG PR EDH		FY13-14	TBD	TBD	Drew Street and Court Street are under the jurisdiction of FDOT.

6. CONCEPT PLANNING ZONE IV (FESTIVAL CORE)								
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
6.1	Survey public realm to determine City right-of-way boundaries and frontage parcel impacts to parking.	Tom Mahony	ENG	Right-of-way survey	FY13-14	Existing Operational Resources	Department Budget	
6.2	Identify vacant parcels for event parking.	Ekaterini Gerakios	EDH	List of potential sites for parking partnerships	FY14-15	Existing Operational Resources	Department Budget	
6.3	Identify location(s) for future development of an iconic feature.	Ekaterini Gerakios	EDH	List of potential sites for parking partnerships	FY14-15	Existing Operational Resources	Department Budget	
6.4	Build street infrastructure to support hosting future community events.	Ekaterini Gerakios	ENG EDH	TBD	FY16-17	TBD	TBD	Project is expected to create marketplace opportunities. Proposed reduction from 4 lanes to 2 and increased landscaping along the sidewalks. Project can be part of Streetscape Phase III or brought forward separately. Plan redevelopment with adequate infrastructure to support community events with power, structure, communications sound and support.

EAST GATEWAY DISTRICT FIVE-YEAR ACTION PROGRAM FY 2012-2017

7. BRANDING STRATEGY								
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
7.1	Solicit and contract with a branding design consultant to create strategy, marketing approach, and graphics.	Ekaterini Gerakios	EDH	Contract with consultant	FY15-16	Existing Operational Resources	CRA	Complement and enhance the vision created in the master plan.
7.2	Engage the community in the branding process.	Ekaterini Gerakios	EDH	Press release, community forums	FY15-16	Existing Operational Resources	Department Budget	Identify constraints and opportunities unique to the East Gateway District.
7.3	Explore renaming of Gulf to Bay Blvd. to reflect brand, place & community core values.	Ekaterini Gerakios	EDH PC	Naming concepts/suggestions	FY15-16	Existing Operational Resources	Department Budget	

8. POLICY / FRAMEWORK								
#	ACTION ITEM	COORDINATOR	PARTICIPATING DEPARTMENTS	DELIVERABLE	PROJECTED COMPLETION	FISCAL IMPACT	FUNDING SOURCE	STATUS
8.1	Review and update the Downtown Redevelopment Plan.	Gina Clayton Geri Lopez	PLD EDH	Updated Downtown Redevelopment Plan	FY12-13	Existing Operational Resources	Department Budget	Update the Downtown Redevelopment Plan with regard to the East Gateway to address the concepts contained with the East Gateway Vision Plan. This could include revisions to prohibited uses, development potential and design guidelines.
8.2	Draft overlay district concept for the Cleveland/Gulf to Bay corridor.	Gina Clayton Geri Lopez	PLD EDH	Overaly District concept	FY12-13	Existing Operational Resources	Department Budget	Review code-related impediments to redevelopment such as 25% rule, change of use, parking requirements, etc.
8.3	Implement code revisions/modifications to support appropriate signage and display graphics.	Gina Clayton	PLD	Code revisions/modications	FY12-13	Existing Operational Resources	Department Budget	
8.4	Investigate the option of a form-based code for the East Gateway District.	Gina Clayton	PLD	Formed-based code	FY13-14	Existing Operational Resources	Department Budget	Address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks.
8.5	Update the East Gateway community on code changes/revisions and recommendations from the Business Task Force.	Gina Clayton	PLD	Updates to EG stakeholders	AS NEEDED	Existing Operational Resources	Department Budget	

**LIST OF ACRONYMS & ABBREVIATIONS:**

- |  |  |  |
|--|--|--|
| <b>AUD</b> - City Auditor                              | <b>ENG</b> - Engineering Department                | <b>PR</b> - Parks & Recreation Department            |
| <b>BNA</b> - Business & Neighbors Association          | <b>EG</b> - East Gateway                           | <b>SAG</b> - East Gateway Stakeholder Advisory Group |
| <b>BTR</b> - Business Tax Receipt                      | <b>FDOT</b> - Florida Department of Transportation | <b>SW</b> - Solid Waste Department                   |
| <b>CPD</b> - Police Department                         | <b>HOC</b> - Hispanic Outreach Center              | <b>UMA</b> - Ultimate Medical Academy                |
| <b>CRA</b> - Redevelopment Agency Community            | <b>LIB</b> - Library System                        |  |
| <b>CDBG</b> - Development Block Grant                  | <b>PC</b> - Public Communications Department       |  |
| <b>EDH</b> - Economic Development & Housing Department | <b>PLD</b> - Planning & Development Department     |  |