

APPENDICES

APPENDIX 1
EXPANDED CRA LEGAL DESCRIPTION

Beginning at the intersection of the centerline of Jones Street and the waters of Clearwater Bay, thence easterly along the centerline of Jones Street to the centerline of Myrtle Avenue; thence southerly along the centerline of Myrtle Avenue to the centerline of Drew Street; thence easterly along the centerline of Drew Street to the centerline of Highland Avenue; thence southerly along the centerline of Highland Avenue to the centerline of Court Street; thence westerly along the centerline of Court Street to the centerline of Martin Luther King, Jr. Avenue; thence southerly along the centerline of Martin Luther King, Jr. Avenue to the easterly extension of the south line of Lots 8 through 16, Block 16, of Magnolia Park, as recorded in Plat Book 1, Page 70, of the Public Records of Pinellas County, Florida; thence westerly along said south line and its easterly extension, to the southwest corner of Lot 8, Block 16, of said Magnolia Park; thence south 13 feet; thence west 50 feet; thence north 13 feet, to the southeast corner of Lot 6, Block 16, of said Magnolia Park; thence westerly along the south line of Lots 1 through 6, Block 16, of said Magnolia Park; and its westerly extension to the centerline of Prospect Avenue; thence southerly along the centerline of Prospect Avenue to the easterly extension of the south line of Lots 9 and 10, Block 17, of said Magnolia Park; thence westerly along said line and its easterly extension 142 feet; thence northerly 118 feet; thence westerly 50 feet; thence northerly 102 feet to the southeast corner of Lot 5, Block 17, of said Magnolia Park; thence westerly along the south line of Lots 1 through 5, Block 17, of said Magnolia Park and its westerly extension to the centerline of Myrtle Avenue; thence southerly along the centerline of Myrtle Avenue to the centerline of Turner Street; thence westerly along the centerline of Turner Street to the east right-of-way line of the C.S.X. Railroad; thence northerly along said east right-of-way line to the easterly extension of the south line of Lots 1 through 5, Block 19, of said Magnolia Park; thence westerly along said south line and its westerly extension to the southwest corner of Lot 1, Block 19, of said Magnolia Park; thence northerly along the west line of said Lot 1 to the southeast corner of Block 5, Wallace Addition To Clearwater, as recorded in Plat Book 3, Page 6, of the Public Records of Hillsborough County, Florida, of which Pinellas County was once a part; thence westerly along the south line of said Block 5 to the southwest corner of Block 5 of said Wallace Addition To Clearwater; thence northeasterly along the west line of Block 5 of said Wallace Addition To Clearwater and its northeasterly extension to the centerline of Court Street; thence westerly along the centerline of Court Street to the northerly extension of a 15 foot alley in Block 1 of said Wallace Addition To Clearwater; thence southerly along the centerline of said 15 foot alley and its northerly and southerly extensions, to the centerline of Rogers Street; thence westerly along the centerline of Rogers Street to the centerline of Fort Harrison Avenue; thence northerly along the centerline of Fort Harrison Avenue to the north line of the south ½ of Section 16, Township 29 South, Range 15 East; thence westerly along said south line to the waters of Clearwater Harbor; thence meander northerly along the waters of Clearwater Harbor to the Point Of Beginning.

APPENDIX 2 DOWNTOWN MILESTONES

- 1926 Nolen Plan for City and Downtown Approved
- 1970 Downtown Development Board (DDB) Created by Special Act of Florida Legislature
- 1971 City Referendum approves Special Taxing District Powers for DDB
- 1977 First Modern Plan Adopted for Downtown
- 1981 Establishment of Community Redevelopment Agency (CRA)
- 1981 Adoption of First Redevelopment Plan for Downtown
- 1981 Base Year for Clearwater Tax Increment Financing District (original Redevelopment Area)
- 1993 Periphery Plan Adopted For 4 Areas surrounding Downtown
- 1995 Major Revision to Redevelopment Plan
- 1996 Design Guidelines Adopted for Downtown
- 1998 Clearwater Designated *Main Street Community* by Florida Department of State
- 1999 Redevelopment Plan amended to allow Mixed Use around Town Pond
- 2000 Periphery Plan Update Approved

Actions and Public Review of this Redevelopment Plan

- August 8, 2002 **City Commission** approves Findings of Necessity for Expanded Community Redevelopment Area
- October 14, 2002 **City Commission Meeting** to review Major Downtown Concepts
- October 29, 2002 **Pinellas County Commission** approved Findings of Necessity for CRA Expansion Area
- October 29, 2002 **Pinellas County Commission** authorizes City of Clearwater to Prepare Redevelopment Plan for CRA Expansion Area
- January 15, 2003 **Public Meeting** to review Master Streetscape and Wayfinding Plan
- January 27, 2003 **Community Redevelopment Agency Meeting** to review Master Streetscape and Wayfinding Plan; Review of Character Districts
- February 10, 2003 **Public Meeting** with property owners to discuss Redevelopment Plan for Expansion Area
- February 19, 2003 **Public Meeting** to review Coachman Park Master Plan

March 24, 2003	Community Redevelopment Agency Meeting for Initial Review of Coachman Park Master Plan
April 28, 2003	Community Redevelopment Agency Meeting to Review Capital Improvement Plan
May 28, 2003	Public Meeting with Consultant to kickoff contract to prepare Design Guidelines
June 2, 2003	Community Redevelopment Agency Meeting to Review Revised Coachman Park Master Plan and Review of Station Square Park
June 18, 2003	Joint Main Street and Chamber Meeting to review the Downtown Plan
June 25, 2003	First Public Input Meeting on Design Guidelines
July 2, 2003	Downtown Development Board Meeting to review the Downtown Plan
July 15, 2003	Community Development Board Public Hearing to review the Downtown Plan
July 30, 2003	Second Public Input Meeting on Design Guidelines
August 4, 2003	Clearwater Neighborhoods Coalition Meeting on Downtown Plan
August 5, 2003	Special City Commission Worksession on Downtown Plan
August 6, 2003	Downtown Development Board Meeting on Downtown Design Guidelines
September 2, 2003	Community Redevelopment Agency Public Hearing to review the Downtown Plan
September 4, 2003	City Commission Public Hearing to review the Downtown Plan (1 st Reading of Ordinance)
September 18, 2003	City Commission Public Hearing to review the Downtown Plan (2 nd Reading of Ordinance)
October 16, 2003	City Commission Public Hearing to establish a Redevelopment Trust Fund/TIF ordinance (1 st Reading of Ordinance)
November 20, 2003	City Commission Public Hearing to amend the Downtown Plan (1 st Read of Ordinance)
December 4, 2003	City Commission Public Hearing to amend the Downtown Plan (2 nd Reading of Ordinance)

- December 16, 2003 **Pinellas County Board of County Commissioners Public Hearing** to review the Downtown Plan as the Redevelopment Plan and delegate authority to the City to establish a Redevelopment Trust Fund
- December 18, 2003 **City Commission Public Hearing** to establish a Redevelopment Trust Fund/TIF ordinance (1st Reading of Ordinance)
- November 4, 2004 **City Council Public Hearing** to amend the Downtown Plan through the incorporation of the Design Guidelines (2nd Reading of Ordinance)
- November 17, 2004 **Pinellas Planning Council Public Hearing** to amend the Downtown Plan through the incorporation of the Design Guidelines
- December 7, 2005 **Countywide Planning Authority Public Hearing** to amend the Downtown Plan through the incorporation of the Design Guidelines
- January 15, 2004 **City Commission Public Hearing** to establish a Redevelopment Trust Fund/TIF ordinance (2nd Reading of Ordinance)
- January 21, 2004 **Pinellas Planning Council Public Hearing** on Downtown Plan as a Special Area Plan
- February 3, 2004 **Countywide Planning Authority Public Hearing** on Downtown Plan as a Special Area Plan
- February 3, 2004 **Board of County Commissioners Hearing** to authorize the City to use the County's portion of the TIF
- January 11, 2005 **Board of County Commissioners Hearing** to approve the amended Downtown Plan through the incorporation of the Design Guidelines
- February 3, 2005 **City Council Public Hearing** to amend the Downtown Plan by extending the scope of the Fort Harrison Streetscape Project from Drew Street to Nicholson Street and several other changes (2nd Reading of Ordinance)
- February 16, 2005 **Pinellas Planning Council Public Hearing** to amend the Downtown Plan by extending the scope of the Fort Harrison Streetscape Project from Drew Street to Nicholson Street and several other changes
- March 1, 2005 **Countywide Planning Authority Public Hearing** to amend the Downtown Plan by extending the scope of the Fort Harrison Streetscape Project from Drew Street to Nicholson Street and several other changes

APPENDIX 3 EXISTING LAND USE CLASSIFICATIONS AND METHODOLOGY

Data Collection

The City of Clearwater Planning and Economic Development and Housing Department staff collected field data during the months of March, April and May 2002. In addition, field surveys were conducted to re-evaluate specific uses during January 2003. Field data collection trips included driving and walking surveys. Information was documented onto field maps and then compared with existing information from the Pinellas County Property Appraisers Office and City of Clearwater permitting records. If a use was not apparent from the outside observation, staff contacted the property or business owner or the Pinellas County Property Appraiser Office to acquire the use.

Once the specific uses and the number of residential units was determined, staff developed generalized land use categories for the land uses. In addition to land uses, field notes were taken in order to document the conditions of the buildings, yards and infrastructure.

The following assumptions were made in order to properly present certain uses within the plan area.

- Buildings that were vacant at the time field surveys were conducted are categorized as the use that occupied that building prior to becoming vacant.
- All private parking lots located on separate parcels that are accessory to the main use are categorized as that main use.
- All parcels that did not have any vertical structures or parking lots located on them at the time field surveys were conducted are categorized as vacant.
- Parcels only containing Stevenson's Creek are categorized as Utility/Infrastructure.
- Parcels containing a portion of Stevenson's Creek as a secondary use are categorized as the main use located on that parcel.

The area for the following parcels located in the Old Bay District has been excluded to reflect the future land use and zoning boundaries:

- 2 Pinellas Trail parcels totaling 3.09 acres; and
- CSX rights-of-way totaling 1.70 acres.

Use Classifications

The following table describes the assumptions made in order to re-categorize the specific uses into the generalized categories listed above.

Use	General Description
Single-family	A building containing one residential unit.
Two-family	A building containing two residential units or two buildings on a property each containing one residential unit.
Multi-family	A building containing three residential units or a combination of building types containing at least three residential units on the property.
Office	General business or medical/dental establishments.
Retail	Establishments engaged in selling or leasing goods, services or merchandise; including funeral homes and problematic uses.
Vehicle Services	Establishments that sell, repair, service, tow or store vehicles or marine vessels.
Overnight Accommodations	A building designed and used primarily to provide sleeping accommodations for transient guests for a daily or weekly rental charge and including interval ownership and such office, meeting, restaurant facilities as are integral to its primary function.
Industrial	Establishments that warehouse, wholesale, manufacture or distribute goods; including business that store significant amounts of goods and equipment.
Utility Infrastructure	Any public utility facility including drainage, cable, electrical and gas facilities.
Parking	Any stand-alone parcel devoted to parking including paved lots and grassed areas with wheel stops.
Governmental Facilities	Any facility owned and operated by a governmental agency excluding utility/infrastructure uses.
Institutional	Any private non-profit organizations including places of worship, social service agencies, halfway houses, theaters, garden clubs, etc.
Recreation	Any public or private recreation facility
Vacant	Any undeveloped land or land with only a minor accessory or vacated building located thereon.

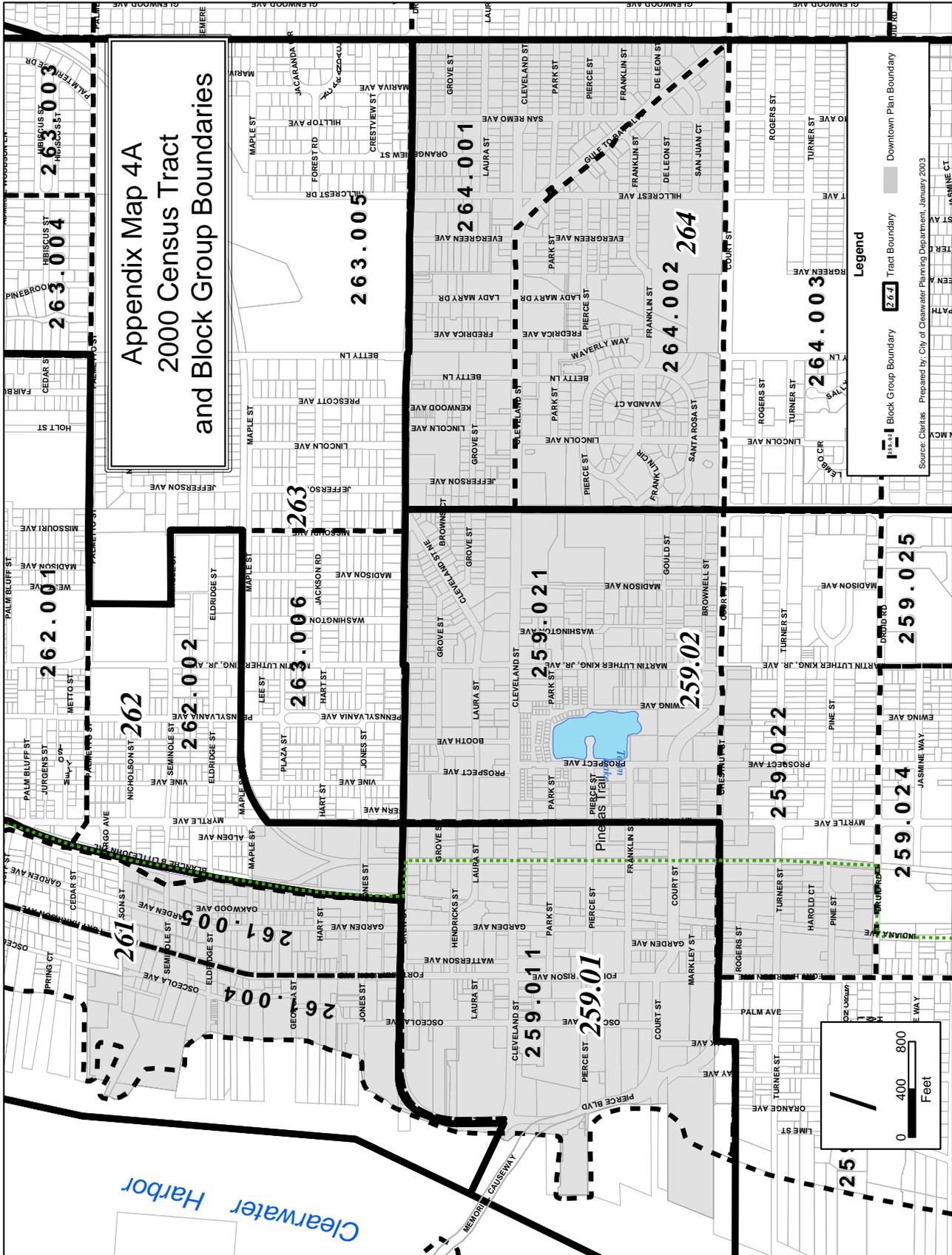
APPENDIX 4

DEMOGRAPHICS METHODOLOGY AND ESTIMATES

Tampa Bay Engineering, Inc. prepared a demographic profile comparing 1990 and 2000 Census data for the City of Clearwater, the downtown plan area and its six character districts. Data compared includes the following:

- Population;
- Population by Race;
- Population by Gender;
- Population by Age;
- Average Age;
- Median Age;
- Educational Attainment;
- Households;
- Average Household Size;
- Household Income;
- Average Household Income;
- Median Household Income;
- Housing Units;
- Median Value Owner-Occupied Units; and
- Housing Units By Year Built

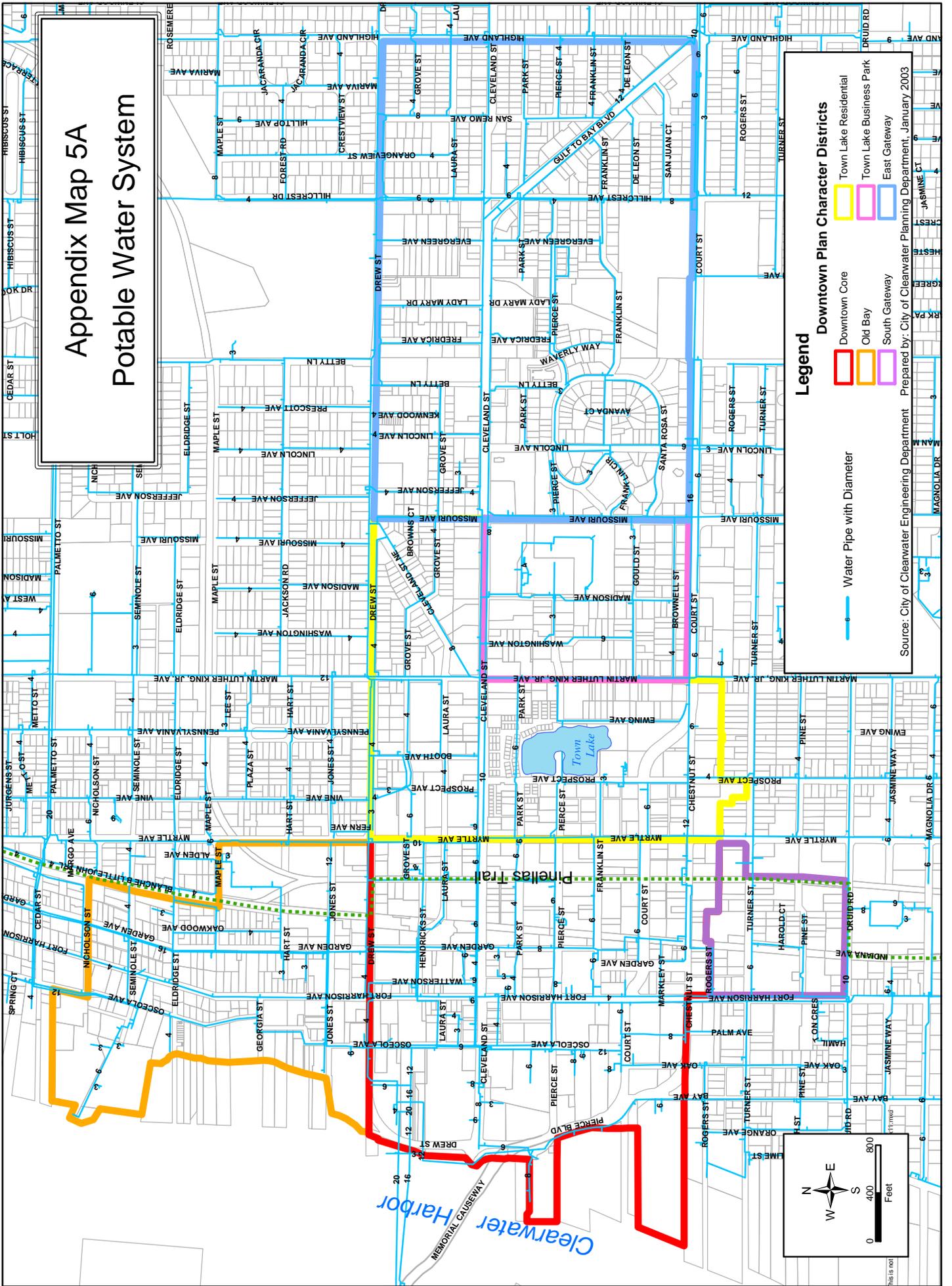
Because the character district lines were not positioned along Census Block Group boundaries, an adaptive demographic application that allows for polygon input was utilized. Each district was drawn into a mapping program. The program, Claritas Site Reports, then extracts Census data for the area. The program bases the estimates for the polygons on Census Block Group level data. The demographic profiles follow on pages 197 - 199.



This is not a map of Survey. G:\GIS\7BE\mxd\cd\blkgrp.mxd 2/10/2003

**APPENDIX 5
UTILITIES MAPS**

Appendix Map 5A Potable Water System



Legend

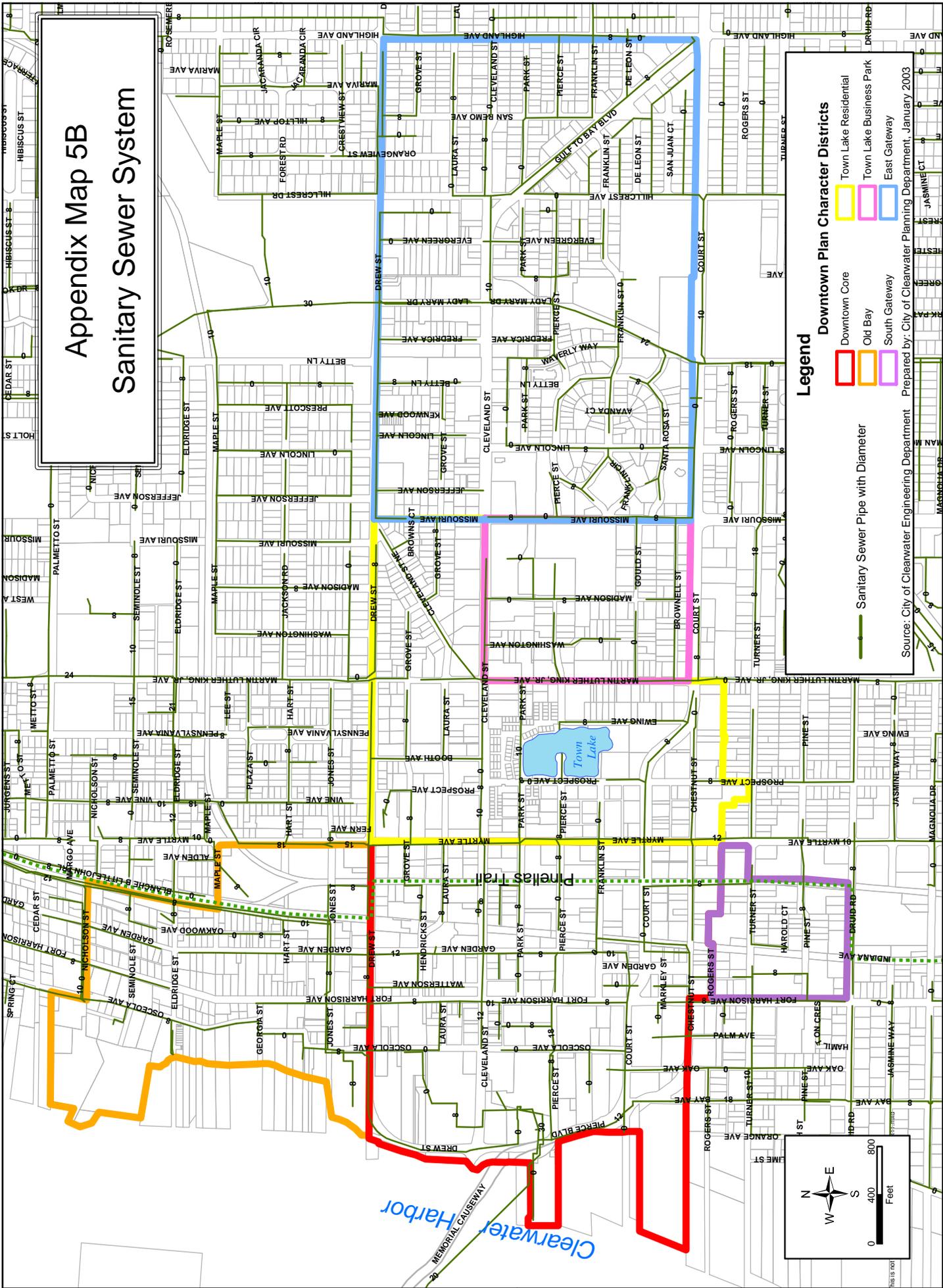
Downtown Plan Character Districts

- Town Lake Residential
- Town Lake Business Park
- East Gateway
- South Gateway
- Old Bay
- Downtown Core

Water Pipe with Diameter

Source: City of Clearwater Engineering Department. Prepared by: City of Clearwater Planning Department, January 2003

Appendix Map 5B Sanitary Sewer System



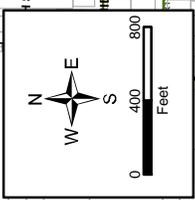
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Downtown Plan Character Districts

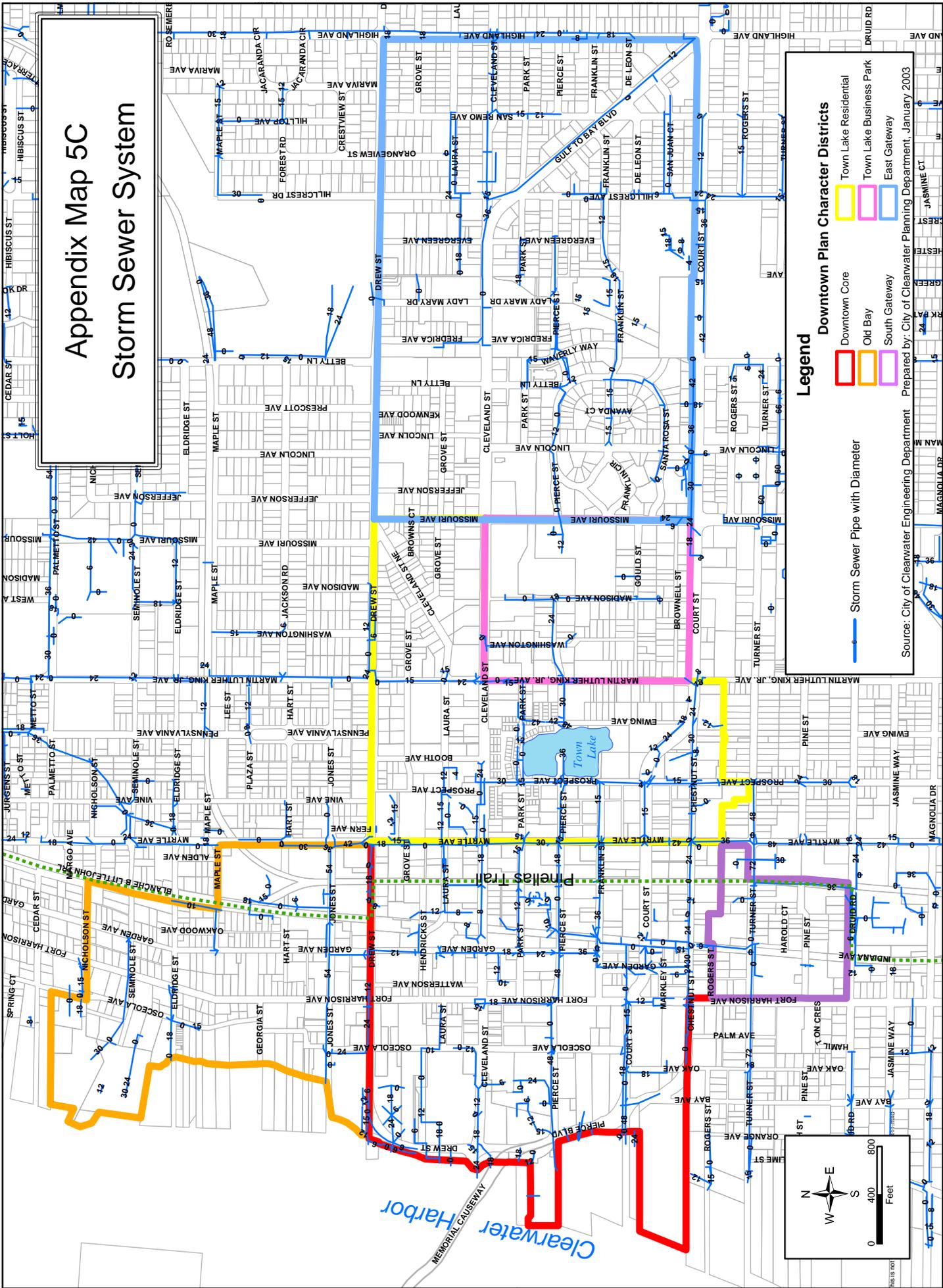
- Downtown Core
- Town Lake Residential
- Old Bay
- Town Lake Business Park
- South Gateway
- East Gateway

Sanitary Sewer Pipe with Diameter

Source: City of Clearwater Engineering Department. Prepared by: City of Clearwater Planning Department, January 2003



Appendix Map 5C Storm Sewer System



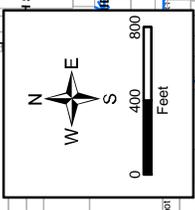
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Downtown Plan Character Districts

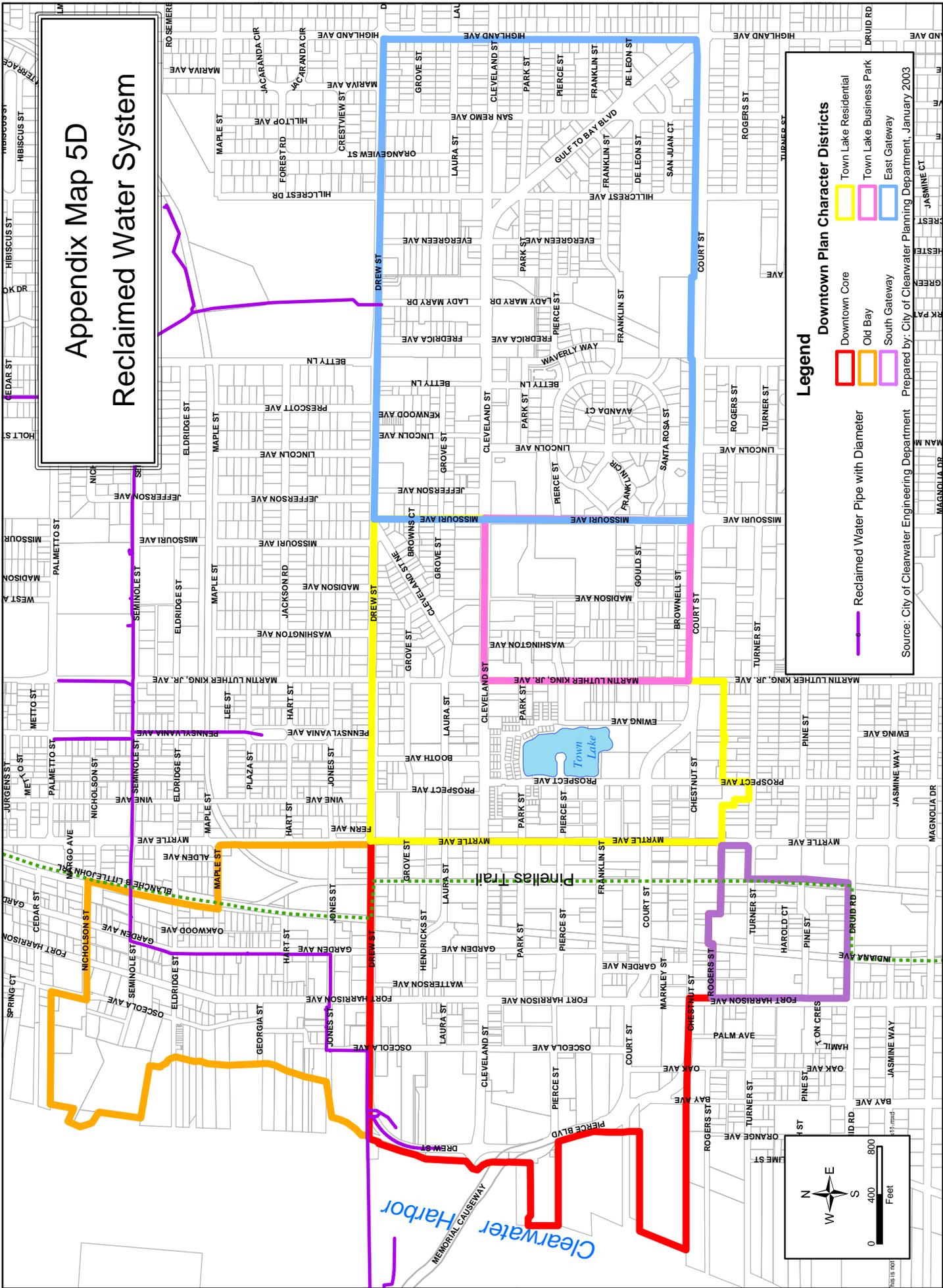
- Downtown Core
- Old Bay
- South Gateway
- East Gateway
- Town Lake Residential
- Town Lake Business Park

Storm Sewer Pipe with Diameter

Source: City of Clearwater Engineering Department. Prepared by: City of Clearwater Planning Department, January 2003



Appendix Map 5D Reclaimed Water System



Legend

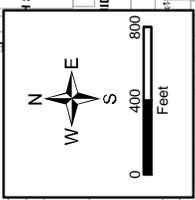
Reclaimed Water Pipe with Diameter

- Red line: Downtown Core
- Orange line: Old Bay
- Purple line: South Gateway
- Blue line: East Gateway
- Yellow line: Town Lake Residential
- Pink line: Town Lake Business Park

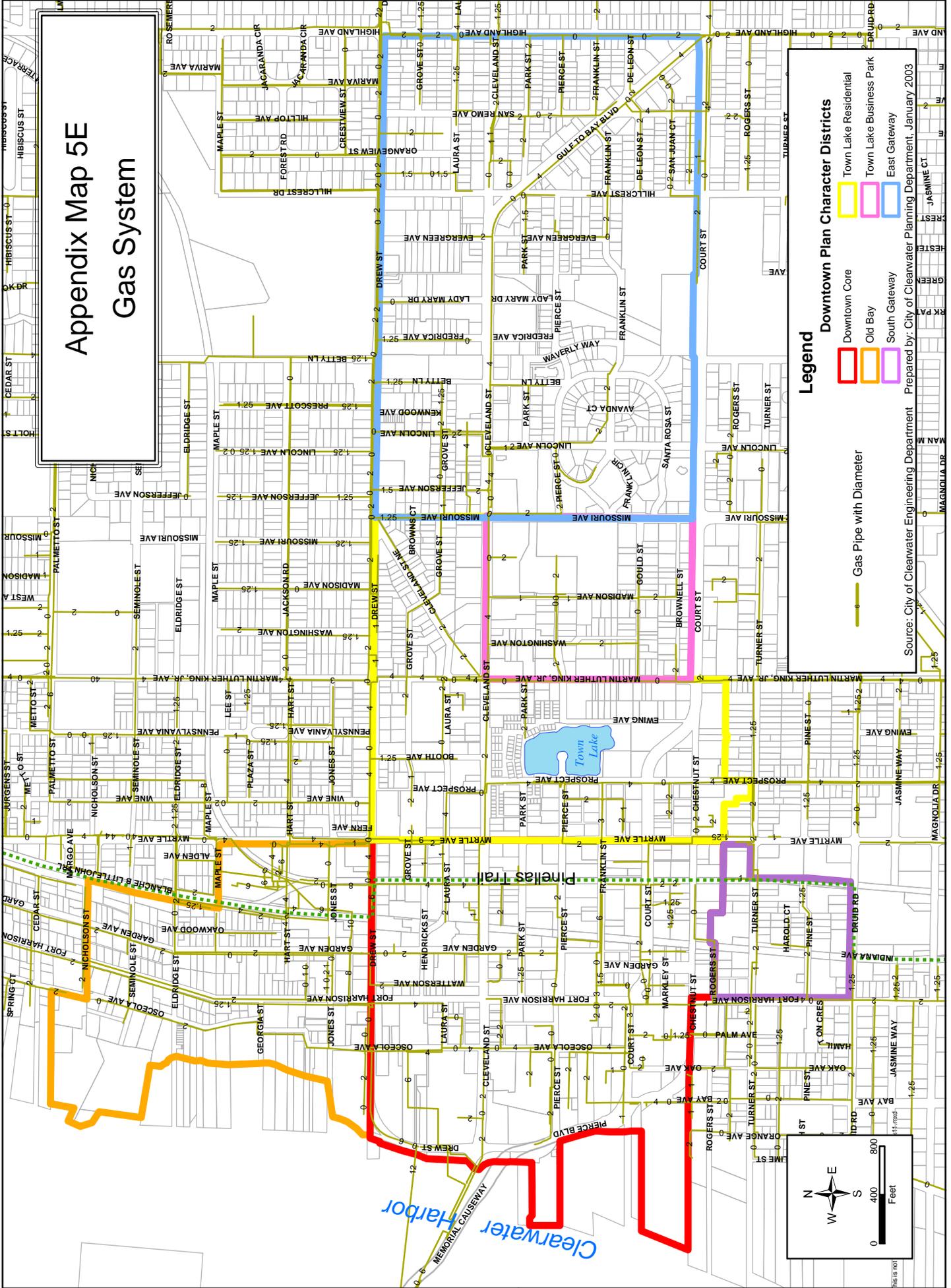
Downtown Plan Character Districts

- Red outline: Downtown Core
- Orange outline: Old Bay
- Purple outline: South Gateway
- Blue outline: East Gateway
- Yellow outline: Town Lake Residential
- Pink outline: Town Lake Business Park

Source: City of Clearwater Engineering Department. Prepared by: City of Clearwater Planning Department, January 2003



Appendix Map 5E Gas System



Legend

Downtown Plan Character Districts

- Town Lake Residential (Yellow outline)
- Town Lake Business Park (Pink outline)
- East Gateway (Blue outline)
- South Gateway (Purple outline)
- Old Bay (Orange outline)
- Downtown Core (Red outline)

Gas Pipe with Diameter (Yellow line)

Source: City of Clearwater Engineering Department. Prepared by: City of Clearwater Planning Department, January 2003

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**APPENDIX 6
LAND USE DISTRIBUTION BY CHARACTER DISTRICTS**

Downtown Core

Description	Number of Parcels	Area (In Acres)	Percent of Area
Multiple Family	4	14.6	11.4%
Office	36	12.1	9.5%
Retail	70	14.5	11.3%
Vehicle Services	4	1.5	1.2%
Industrial	8	2.9	2.3%
Utility\Infrastructure	1	0.2	0.2%
Parking	40	22.2	17.4%
Government Facilities	35	26.3	20.6%
Institutional	35	18.7	14.6%
Recreation	24	12.4	9.7%
Vacant	13	2.5	2.0%
TOTALS	270	127.9	100.0%

Old Bay

Description	Number of Parcels	Area (In Acres)	Percent of Area
Single Family	46	8.8	10.8%
Two Family	13	1.8	2.2%
Multiple Family	39	9.6	11.8%
Office	18	4.5	5.5%
Retail	14	5.0	6.1%
Vehicle Services	21	6.5	8.0%
Overnight Accommodations	7	6.6	8.1%
Industrial	12	3.8	4.7%
Utility\Infrastructure	6	6.4	7.9%
Parking	4	0.5	0.6%
Government Facilities	3	2.6	3.2%
Institutional	12	7.1	8.7%
Recreation	7	13.9	17.1%
Vacant	26	4.4	5.4%
TOTALS	228	81.5	100.0%

South Gateway

Description	Number of Parcels	Area (In Acres)	Percent of Area
Single Family	4	0.9	3.9%
Two Family	3	0.6	2.6%
Multiple Family	1	0.1	0.4%
Office	7	2.2	9.6%
Retail	10	5.7	24.9%
Vehicle Services	4	3.4	14.8%
Industrial	2	0.5	2.2%
Utility\Infrastructure	3	1.6	7.0%
Parking	6	1.7	7.4%
Government Facilities	4	2.0	8.7%
Institutional	3	0.7	3.1%
Recreation	3	1.1	4.8%
Vacant	11	2.4	10.5%
TOTALS	61	22.9	100.0%

Town Lake Residential

Description	Number of Parcels	Area (In Acres)	Percent of Area
Single Family	33	3.9	4.4%
Two Family	20	2.9	3.3%
Multiple Family	22	7.6	8.7%
Office	60	18.3	20.7%
Retail	40	15.5	17.5%
Vehicle Services	18	4.2	4.7%
Overnight Accommodations	1	0.7	0.8%
Industrial	22	6.2	7.1%
Parking	1	0.6	0.7%
Government Facilities	1	1.0	1.1%
Institutional	18	7.2	8.2%
Vacant	119	20.1	22.8%
TOTALS	355	88.2	100%

Town Lake Business Park

Description	Number of Parcels	Area (In Acres)	Percent of Area
Single Family	13	2.6	6.1
Two Family	5	0.9	2.1
Office	16	11.6	26.7
Retail	22	7.8	17.8
Vehicle Services	4	1.1	2.5
Industrial	12	4.0	9.3
Utility\Infrastructure	10	1.5	3.5
Government Facilities	3	0.7	1.5
Institutional	2	0.5	1.2
Vacant	33	12.8	29.3
TOTALS	120	43.5	100.0%

East Gateway

Description	Number of Parcels	Area (In Acres)	Percent of Area
Single Family	210	33.7	19.2%
Two Family	141	20.8	11.9%
Multiple Family	138	39.0	22.2%
Office	68	17.3	9.9%
Retail	36	16.0	9.1%
Vehicle Services	15	4.6	2.6%
Overnight Accommodations	10	4.8	2.7%
Industrial	12	3.3	1.9%
Utility\Infrastructure	19	7.7	4.4%
Parking	2	0.7	0.4%
Government Facility	1	1.7	1.0%
Institutional	13	18.1	10.3%
Recreation	2	4.1	2.3%
Vacant	19	3.7	2.1%
TOTALS	686	175.5	100.0%

Source: City of Clearwater Planning and Economic Development Departments. Prepared by the City of Clearwater Planning Department, January 2003

APPENDIX 7

BUILD-OUT SCENARIOS

To compare the existing development potential of the Downtown to the proposed development potential in this Plan, the City of Clearwater hired Tampa Bay Engineering to prepare a detailed comparison of them. The methodology and all assumptions were reviewed and approved by the City's Planning Department. This appendix explains the methodology used to prepare the buildout scenarios.

The existing development potential is based on several adopted documents that establish the maximum development potential for areas that comprise the expanded Downtown Plan area. The existing potential is based on these specific documents:

- For the old Downtown Plan area: *1995 Clearwater Downtown Redevelopment Plan*
- For the four Periphery Areas: *Downtown Clearwater Periphery Plan, 2000 Update*
- For the Eastern CRA Expansion Area: Land Use Plan categories of the *Clearwater Comprehensive Plan*

The proposed development potential is based on the density and intensity measures for each Character District as contained in this revised Plan. During the preparation of this Plan, it was determined that most of the CRA Expansion area will not be redesignated with the Central Business District plan category nor will the areas be rezoned to the Downtown zoning district. These parcels will retain their current land use plan categories and zoning districts that are used throughout the City. For the parcels in this expansion area, the maximum development potential is based on the density and intensity measures in their respective land use plan categories.

There are five parcels excluded from the Buildout scenarios for two reasons: their current development as a public park or public facility is unlikely to change during the life of this Plan; and, secondly, this plan and previous City actions do not allow the redevelopment of these parcels. The parcels excluded from the build-out scenarios are:

- Coachman Park (17.8 acres in the Downtown Core District)
- New Main Library site (2.1 acres in the Downtown Core District)
- Station Square Park (0.42 acres in the Downtown Core District)
- Seminole Street Launching Facility (5.74 acres in the Old Bay District)
- Prospect Lake Park (4.93 in the Town Lake Residential District)

The three parcels excluded from the Downtown Core District total 20.32 acres; the sizes of the other two parcels are shown above. All other parcels within the Downtown Plan area are included in the buildout scenarios since the purpose is to estimate the maximum development potential during the life of the Plan.

A ratio of expected development was applied to both the existing and proposed buildout scenarios. The ratios reflect the goals, objectives and policies governing development in the current plan and the proposed plan. The land use ratio for each Character District is shown in the table below.

Land Use Ratios by Character District

District	Existing Scenario		Proposed Scenario	
	Residential	Commercial	Residential	Commercial
Downtown Core	20%	80%	20%	80%
Old Bay	60%	40%	60%	40%
South Gateway	33%	66%	50%	50%
Town Lake Residential	80%	20%	80%	20%
Town Lake Business	33%	66%	20%	80%
East Gateway	66%	33%	66%	33%

The steps in the methodology along with an example of each step is shown below.

1. The total acreage for each Character District was calculated based on the boundaries provided by the Clearwater Planning Department using GIS software.
 - a. EXAMPLE: District A = 50 acres
2. Within each Character District, the size of each plan category was calculated using GIS software.
 - a. EXAMPLE: District A
 1. Residential = 25 acres
 2. Commercial = 25 acres
3. Parcels developed with major public facilities (parks and library) were noted for exclusion from the acreage of the applicable Character District.
 - a. EXAMPLE: District A
 1. Parcel 1 = 5 acres with 25 dwelling units (FLU = RES)
 2. Parcel 2 = 5 acres with 50,000 square feet shopping center (FLU =COM)
4. Excluded parcels were subtracted from the appropriate land use plan category acreages.
 - a. EXAMPLE: District A
 1. Residential 25 acres – 5 acre (Parcel 1) = 20 acres
 2. Commercial 25 acres – 5 acres (Parcel 2) = 20 acres

5. The total acreage for each plan category was then multiplied by the maximum density/intensity as dictated by the governing plan.

a. EXAMPLE: District A

1. Residential 20 acres @ 6 d.u./acre = 120 dwelling units

OR

20 acres @ 0.25 FAR = 217,800 square feet

2. Commercial 20 acres @ 10 d.u./acre = 200 dwelling units

OR

20 acres @ 0.50 FAR = 435,600 square feet

6. The resulting density/intensity, both residential and commercial, for each category were totaled for each character district.

b. EXAMPLE: District A

i. Total maximum residential density = 395 dwelling units

OR

ii. Total commercial density = 757,851 square feet

OR

iii. Some combination of i and ii

7. A ratio of allowable land use allocations (residential and commercial) was then applied to the resulting total dwelling units and total commercial square footage to determine the overall buildout. The allowable land use mix permitted within the applicable Character District determined these ratios (See Table above for specific land use allocations).

**Summary of Maximum Development Potential by Character District
Current Development Potential Compared to Proposed Development Potential**

District	<u>Existing Plan</u>		<u>Proposed Plan</u>		Development Potential Proposed – Existing	
	Dwelling Units	Commercial Sq. Ft.	Dwelling Units	Commercial Sq. Ft.	Dwelling Units	Commercial Sq. Ft.
Downtown Core	1,324	13,299,784	1,508	15,051,085	+184	+1,751,301
Old Bay	2,367	1,900,142	1,838	660,021	-529	-1,240,121
South Gateway	386	795,214	573	498,762	+187	-296,452
Town Lake Residential	3,105	1,187,207	1,998	732,493	-1,107	-454,714
Town Lake Business	882	3,050,372	262	1,519,373	-620	-1,530,999
East Gateway	3,361	1,001,242	2,920	652,560	-441	-348,682
TOTAL	11,425	21,233,961	9,099	19,114,294	2,326 Available Units	2,119,667 Available Square Ft.

**APPENDIX 8
DOWNTOWN-GATEWAY STRATEGIC ACTION PLAN**

DOWNTOWN-GATEWAY STRATEGIC ACTION PROGRAM

Fiscal Year 2002-2003	Program	Project	Evaluation	\$ (e)	Status
		x		64.2M	Open to traffic 1Q 2004
		x		20.2M	Opening Early 2004
		x		7.3M	Suggestions for names being accepted/Grand Opening Fall 2003
		x		5.397M	Construction started from project's southern boundary. DOT working with the city to ensure night lane closure doesn't impact traffic.
		x		CSX 2.5M	Completed
		x		1M	Phase I broke ground 8/02, expected completion of Phase 1 - 10/03
		x			Inquiries being received
		x			AmSouth building purchased by 400 Cleveland LLC in 3/03. Earlier this year, the Commission agreed to sell the city owned parking lots on Drew between Ft. Harrison & Osceola to Colliers Arnold if they moved forward with their mixed use project at corner of Drew & Osceola. The Commission will be asked to approve the contract for the sale of this property on 7/17.
	x				Draft released for public input. Presentations scheduled to DDB 7/2/03, CDB 7/15/03, CRA 8/18 & Commission 9/4/03
		x			Part of Downtown Plan

Guidelines					
Streetscape and Wayfinding Signage		x		28K	Commission approved contract to Bellomo-Herbert for construction drawings for wayfinding signage. Drawings to be complete 9/03. Signage to be installed by 1/04 (750K).
Gateway Redevelopment Findings of Necessity Study	x				BCC approved 10/29/02
Gateway CRA Expansion Redevelopment Plan	x				Presented to Commission. Part of Downtown Plan above.
Downtown and Bluff Parking Study	x			98K	Completed. Report received & presented to Commission in June 2002. Commission endorsed the implementation of the recommendations. reduced meter times, reorganized & increased enforcement, Streetscape Plan adds estimated 75 spaces. Looking at options.
Downtown Property Maintenance	x			37K	On-going
Marketing	x			20K	2,500 copies of the Marketing brochure distributed. Follow-up calls to be made to developers. Attending ICSC Conference in August 2003.
Downtown Business Retention	x				Ongoing. City staff coordinating Business Growth Meetings. Downtown Forum created with Chamber, City, Main Street & Downtown Merchants Assoc. Main Street volunteers visiting businesses.

	Program	Project	Evaluation	\$ (e)	Status
Fiscal Year 2002-2003 (Cont'd)					
Homeless Alternatives	x				On-going. Public/private Task Force created 10/02. Working with Pinellas County Homeless Coalition on a proposed North County Inebriate Family Care/ Emergency Center.
Support Guideway Phase II	x				Commission approved contract to Grimail Crawford for Phase II of the study.
Waterfront Marina			x	99K	Consultant hired to assess the feasibility and permitting process associated with the future design and development of a waterfront marina. Proposed schedule for permit in 2004 and construction in 2005.
Multiplex Theater			x		Ongoing
TOTAL 2002				100.8M	

	Program	Project	Evaluation	\$ (e)	Status
Fiscal Year 2003-2004					
Parking Garage Location		x			Under analysis.
Myrtle Avenue Reconstruction		x		13.3M	Contract award expected in September 2003.
Clearwater West End Connection (DOT) Pinellas Trail Connection		x		DOT 3M	Underway by staff.
Define Marketable Properties for Lease	x				Under analysis.
Retail Expertise/Storefront Workshop	x			10K	Planned for late summer.
On Street Parking by Employees	x				Enforcement increased.
Develop Connection with:	x				

Fiscal Year 2003-2004 (Cont'd)	Program	Project	Evaluation	\$ (e)	Status
Pinellas County Government					Meeting held 3/03. City Proclamation presented to County in May 2003.
Faith Based Organizations					
Banks					Work with local bank seeking downtown space.
Main Street Retail Signage	x			24K	
Downtown Publication (quarterly Main Street Update)	x				On-going
Station Square Parking Lot Mixed Use Infill Project (Public Investment)	x			1M	Two RFP proposals received. Selection made and commission will be asked for approval to negotiate with The Beck Group (18M).
Art District	x				Steering Group formed with artists. Planning Department preparing Art District ordinance 10/03.
Charter Review			x		Underway by Charter Review Committee.
Quality Evening Restaurant(s)			x		
Property Owners Association			x		
Public Art Ordinance	x				Cultural Arts Division preparing Public Art Ordinance.
Waterfront Design		x			Conceptual design of future waterfront park approved by Commission in June 2003.
Total 2003				17.3M	

Fiscal Year 2004-2005	Program	Project	Evaluation	\$ (e)	Status
Public Art Project(s)		x			
Remove Industrial Properties		x			
Key Real Estate Development Opportunities/Strategies	x				
Drew Street Corridor Study	x				
Harborview Long Range Options			x		
Alleys for Pedestrian Connection			x		

APPENDIX 9 DESIGN GUIDELINES GLOSSARY

Alley: a narrow street; especially a thoroughfare through the middle of a block giving access to the rear of lots or buildings. Alleys may be either pedestrian and/or vehicular.

Americans with Disabilities Act (ADA): laws that protect the rights of people with disabilities.

Arcade: an arched covered passageway or avenue (as between shops); a roofed passageway.

Arch: typically a curved structural member spanning an opening and serving as a support.

Architectural detail: any projection, relief, change of material, window or door opening, exterior lighting, inlay or other exterior building features not specifically classified as a sign. The term includes, but is not limited to, relief or inlay features or patterns that distinguish window or door openings, exterior lighting that frames building features and changes in facade materials to create an architectural effect.

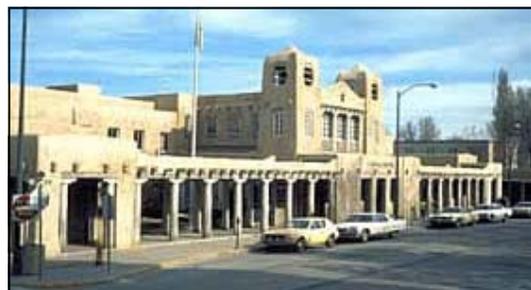
Art Deco: an architectural style, popular during the 1920s and 1930s, that evolved from many sources. The austere shapes of the Bauhaus School and streamlined styling of modern technology combined with patterns and icons taken from the Far East, ancient Greece and Rome, Africa, India, and Mayan and Aztec cultures characterized especially by bold outlines, flat roof, irregular plan, stucco exterior finish, and low relief, polychromatic ornamentation in straight lines, zig-zag, geometric floral, and chevron



A residential, vehicular alley.



A pedestrian alley.



An arcade.



A series of arches.

designs and the use of new materials such as plastic.

Art Moderne: an architectural style similar to Art Deco but with many important differences. While both have stripped-down forms and geometric-based ornamentation, the Moderne style will appear sleek and unornimented, while the slightly earlier deco style can be quite showy. Buildings with Art Moderne styling have flat roofs, smooth exterior surfaces, glass blocks, horizontal grooves, cantilevered overhangs, and rounded corners to emphasize a streamline effect.

Atrium: a rectangular shaped open patio around which a house is built; *also* : a many-storied court in a building (as a hotel) usually with a skylight.

Awning: a roof like cover extending over or in front of a place (as over the deck or in front of a door or window) as a shelter.

Balcony: a platform that projects from the wall of a building and is enclosed by a parapet or railing.

Base: the lower part of a complete architectural design; the bottom of something considered as its support.

Bay: a regularly repeated main division of a building design. A building whose façade consists of two windows and a door can be considered to have three bays.

Bollard: any of a series of short posts set at intervals to delimit an area (as a traffic island) or to exclude vehicles.



Art Moderne style.



A balcony.



Three-bay storefront consisting of a larger display window, door and small display window.

Build-to-line: a common line to which a series of building have been or should be located.

Building, contributing: a building, site, structure, or object which adds to the historical architectural qualities, historic associations, or archaeological values for which a district is significant because:

- (a) It was present during the period of significance of the district and possesses historic integrity reflecting its character at that time,
- (b) Is capable of yielding important information about the period, or
- (c) It independently meets the National Register of Historic Places criteria for evaluation set forth in 36 CFR Part 60.4, incorporated by reference.

Building coverage: area of a site covered by a building.

Building separation: the distance between buildings.

Bulkhead: a solid panel beneath a display window.

Bungalow: houses typified by a rectangular floor plan with the narrowest side oriented towards the street with a gently sloping gable-over-gable roof facing that street.

Canopy: an ornamental roof-like structure.

Cap: cover or top in architecture referring to a distinct architectural treatment of the top of a building differentiating it from the middle



This site is almost fully occupied by a building.



A bulkhead.



Bungalow.

of the building.

Chicago School: style of architecture developed at the turn of the 20th Century incorporating the use of steel-framing with masonry cladding usually terra cotta, allowing large window areas and the use of limited amounts of exterior ornament. The "Chicago window" originated in this school. It is a three-part window consisting of a large fixed center panel flanked by two smaller double-hung sash windows. Chicago School-style buildings are typically consist of five or more stories with a distinct base, middle and cap.

Color: a band of visible wavelengths that may be described in terms of hue, lightness, and saturation for objects and hue, brightness, and saturation for light sources.

Types:

Complementary: colors located opposite each on the color wheel. For example orange and blue or red and green.

Monochromatic: one color used in multiple values and intensities.

Neutral: a color scheme employing whites, grays and black.

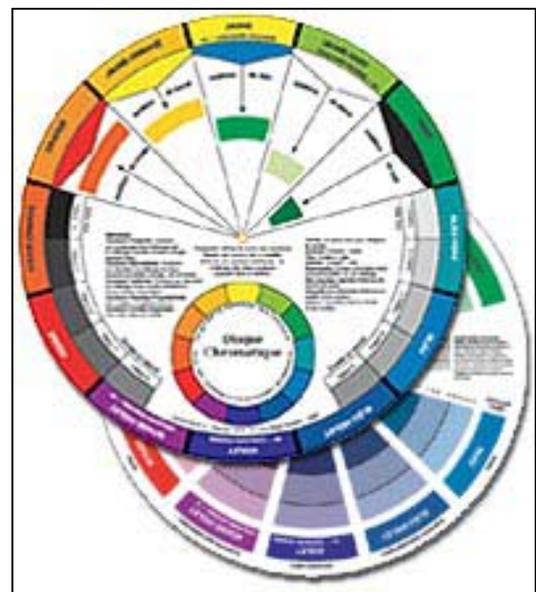
Primary: the three pure colors found in sunlight – red, yellow and blue.

Secondary: a second level of colors including orange, green and purple. They are created from equal amounts of its two adjacent primary colors.

Color wheel: a circular diagram of the spectrum used to show the relationships between the colors.



Chicago School style.



Color wheel.

Column: a supporting pillar; especially one consisting of a usually round shaft, a capital and a base.

Community Development Code: the City of Clearwater's rules and regulations guiding development and redevelopment. Also referred to as the CDC.

Complementary colors: see color.

Conch House: this style of architecture is typified by a rectangular floor plan and mass with a full-façade porch, raised foundation and tall sash windows with louvers.

Coping: the covering course of a wall usually with a sloping top.

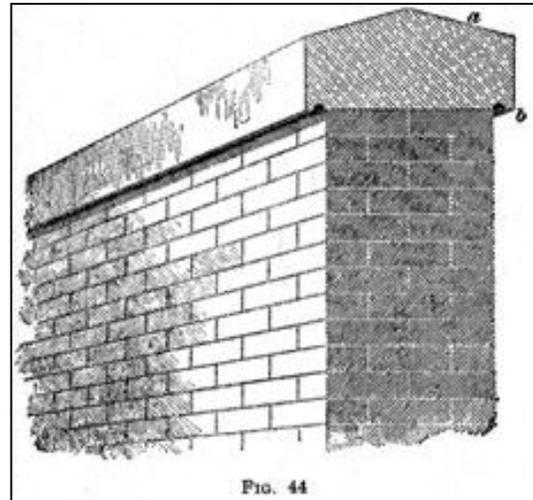
Continuity: uninterrupted connection, succession, or union especially without essential change.

Corbel: an architectural member that projects from within a wall and supports a weight.

Cornice: the molded and projecting horizontal member that crowns an architectural composition; a top course that crowns a wall.

Courtyard: an open space enclosed wholly or partly by buildings or circumscribed by a single building.

D



Coping on a wall.



Cornice.



Courtyard.

Enframed Window Wall: an architectural style marked by framing the central windowed section with a continuous border of masonry.

Entrance, primary: the main method of entry into a space or place.

Entrance, rear: an entry point located along the back of a building usually parallel to the front or primary façade of a building.

Entrance, secondary: an alternative method of entering a space or place; may also be a rear entrance.

Exterior insulated finish system (EIFS): a synthetic stucco-cladding used on exterior walls in both commercial and residential construction. EIFS uses a stucco-like polymer-based outer coating containing a plastic resin, which makes the coating softer and more flexible than traditional hard-coat stucco.

Façade: the exterior of a building.

Façade, corner: the exterior of a building facing two street frontages. Buildings on corner lots at the intersections of streets designated on the Master Streetscape Plan are considered to have two primary façades.

Façade, false: wall or other structure used to create the appearance of the continuation of a building façade.



Enframed window wall.



A clearly defined primary entrance.



A clearly defined secondary entrance.



Corner façade.

Façade, primary: the main building façade generally located along the front of a site along a primary street or the street to which the property is addressed. Primary facades include those facades located along streets designated on the Master Streetscape Plan or properties within the Downtown Core adjacent to Clearwater Harbor and Coachman Park.

Façade, secondary: a façade not readily visible from the street right-of-way generally located on a secondary street. A secondary façade faces alleys, parking areas and Old Bay district properties along Clearwater Harbor.

Fanlight: a semicircular window with radiating bars like the ribs of a fan that is placed over a door or window.

Fence: an artificially constructed barrier of any material or combination of materials erected to enclose, screen or separate areas.

Fence, chain link: a fence of heavy steel wire typically woven to form a diamond-shaped mesh.

Fenestration: the arrangement, proportioning and design of windows and doors in a building.

Fiberglass: glass formed into thin threads typically used as part of a composite material.

Fire stairs/egress: a device for escape from a burning building; especially: a metal stairway attached to the outside of a building.

Frame Vernacular: an architectural style of house that includes a rectangular, economical shape and typically with steep pyramidal rooflines.



Fanlight over a door.



A picket fence.



Chainlink fence topped with barbed wire.



Cornice made of fiberglass.

Gable: the vertical triangular end of a building from cornice or eaves to ridge.

Hardscape: includes structures and other human-made objects such as streets, sidewalks, buildings plazas, artwork and fountains.

Historic building, designated: see historic property.

Historic district: a geographically definable area designated as such by the City Council.

Human Scale: the relationship of a particular building, structure or streetscape element to the human form and function.

Improved surface: any type of surface consisting of paving including asphalt, pavers, brick, concrete, etc.

J



Gable.



This square in Savannah, Georgia is part of a well-know historic district.



An improved surface includes decorative pavers.

Kickplate: a hard covering used to protect wood or other more delicate materials typically used on the bottom portions of doors, under windows in high, pedestrian traffic areas.



Door with a kickplate.

Lighting: an artificial supply of illumination or the apparatus providing it.

Lighting, accent: lighting intended to create a mood or as supplemental lighting.

Lintel: horizontal architectural member spanning and usually carrying the load above an opening.



Lintel.

Marquee: a permanent canopy often of metal and glass projecting over an entrance (as of a hotel or theater).



Marquee on the Royalty Theater.

Masonry Vernacular: building typified by one to two stories in height with simple detailing and flat roofs. Exteriors range from brick, stucco and concrete block.

Mass: the bulk or three-dimensional size of an object.

Mediterranean/Mission Influence: style of architecture based on Spanish Colonial Revival, Italian Renaissance and Mission designs. Identifying features of the Mission style are shaped parapets with coping; bell



The Clearwater Post Office is an example of Mediterranean Influence architecture.

towers; quatrefoil windows; red, usually barrel, tile; and arcades.

Mediterranean Revival: a catch-all term employed in Florida to describe a building displaying features obviously derived from some part of the Mediterranean basin. Few of these buildings, even those designed by professionally trained architects, were academically correct interpretations of the architecture of Spain, Italy, or Spanish America. These might include a light-colored stucco exterior finish, round arched window and door openings, and a roof covered with clay tile.

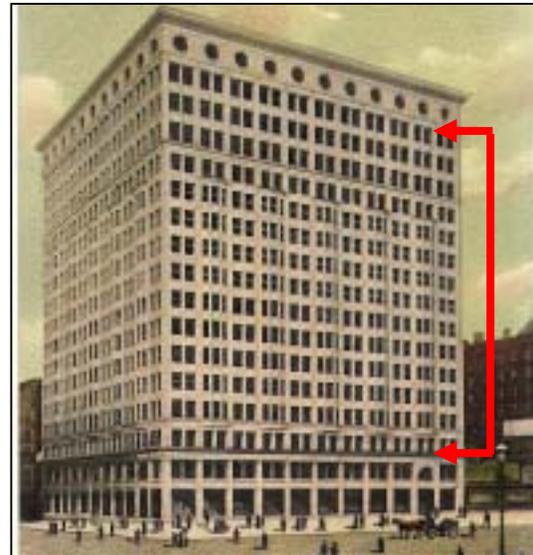
Middle: constituting a division intermediate between those prior and later or upper and lower. In architecture referring to the portion of the building which clearly separates the base and cap.

Monochromatic colors: see color.

National Register of Historic Places: an official listing of sites and properties throughout the country that reflect the prehistoric occupation and historical development of our nation, states, and local communities. It is maintained by the Keeper of the National Register, National Park Service, U.S. Department of the Interior.

Neo-Classical: architectural style with a façade derived from the temples of Greek and Roman antiquity.

Neutral colors: see color.



Chicago School-style building employing base, cap and distinct middle.



Neo Classical style.

One-part commercial block: the one-part commercial block consists of single story buildings, usually simple boxes with decorative facades, which house either a single store or many units.

Oriented Strand Board (OSB): an engineered, mat-formed panel product made of oriented strands, flakes or wafers sliced from small diameter, round wood logs and bonded with an exterior-type binder under heat and pressure.

Parapet: a low wall or railing to protect the edge of a platform, flat roof, or bridge typically along the edge of a roof or balcony - - called also *parapet wall*.

Paver, interlocking: a handy-sized unit of paving material typically of moist clay hardened by heat, concrete or asphalt which come a variety of sizes and shapes and are installed in such a manner that they interlock lock or fit together.

Pedestrian: going or performed on foot; of, relating to, or designed for walking.

Pediment: a triangular space that forms the gable of a low-pitched roof and that is usually filled with relief sculpture in classical architecture.

Plaza, public: usually developed around major private buildings and offer additional gathering places and landscape features.



One-part commercial block.



Oriented Strand Board (OSB)



Parapet wall.



Pediment.

Porch: a covered area adjoining an entrance to a building and usually having a separate roof and is usually open-sided to semi-enclosed.

Porte Cochere: a covered entrance projecting so automobiles, carriages or other wheeled vehicles may easily pass through.

Portico: a colonnade or covered roof especially in classical architecture and often at the entrance of a building.

Preservation: to keep or save from decomposition. To preserve a building requires that all deterioration be stopped and includes making the building weather-tight and structurally sound allowing for future restoration and/or rehabilitation; the act or process of applying measures necessary to sustain the existing form, integrity and materials of an historic property.

Primary colors: see color.

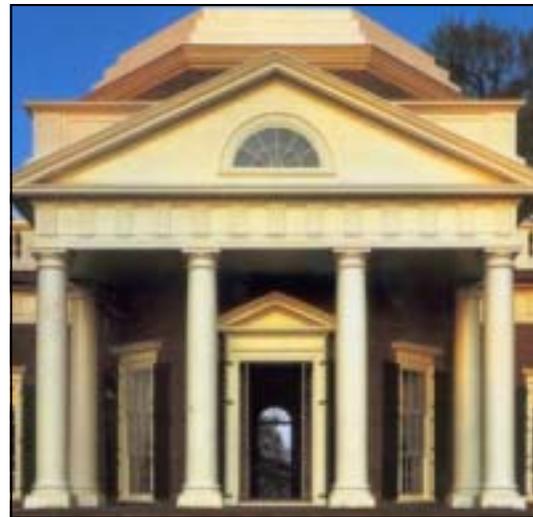
Q

Reconstruction: the act or process of depicting, by means of new construction, the form, features and detailing of a non-surviving building, site, structure or object for the purpose of replicating its appearance at a specific period of time and in its historic location.

Rehabilitation: the act or process of retuning a property to a state of utility, through repair or alterations, which makes possible an efficient contemporary use while preserving those portions or features of the property



Port Cochere.



Portico.

which are significant to its historical and cultural values.

Remodeling: to alter the structure.

Restoration: the act or process of accurately depicting the form, features and character of a property as it appeared at a particular period of time by the means of the removal of later work and/or by the replacement of missing earlier work.

Rhythm: movement or fluctuation marked by the regular recurrence or natural flow of related elements; in architecture, the repeated pattern of building elements such as doors and windows.

Roof, mansard: a roof that has two slopes on each of the four sides.

Rooftop, sculpted: a rooftop consisting of decorative features, slopes or other ornate items.

Scale: distinctive relative size, extent, or degree

Secondary colors: see color.

Security bars: security device consisting of metal bars placed over a window opening.

Security gate: a metal, industrial-type barrier which covers a door, window or entire storefront generally used to provide protection against burglary.

Shared parking: parking spaces shared between two sites.



Restoration of a hotel.



Regular rhythm created by arches and windows.



The Empire State Building is a well known building with an sculpted roof.

Shotgun: style of architecture consisting of one-story buildings typically one room wide that includes a front façade with a doorway on one side and a window on another.

Shutter: a usually movable, external cover or screen for a window or door.

Shutter, hurricane: a shutter typically metal and of a roll-down design utilized for the protection of doors and windows against storms.

Side light: a glass window pane located at the side of a main entrance way.

Sill: a horizontal piece (as a timber) that forms the lowest member or one of the lowest members of a framework or supporting structure.

Sky bridge: a pedestrian path spanning between two structures a minimum of one story above grade.

Soffit: the underside of a part or member of a building (as of an overhang or staircase).

Solar collector: any of various devices for the absorption of solar radiation for the heating of water or buildings or the production of electricity.

Square, public: large courtyards typically in front of public buildings for social interaction or where citizens assemble and address or celebrate their government.

Stepback: a horizontal movement by a building away from the main edge of the building.

Streetscape: a setting or expanse consisting of the street, landscaping and buildings along a street.



Door with side lights on each side.



Sky bridge.



Soffit.

Street furniture: any number of items placed within a streetscape including but not limited to benches, water fountains, planters, trash receptacles, bike racks, etc.

String course: a horizontal course of masonry or wood trim which projects from a wall.

Stucco: a masonry material applied as exterior wall fabric.

Terra cotta: earth colored baked clay products formed into molds and used as ornaments.

Texture: the quality of a surface ranging from mirror finish smooth to coarse and unfinished.

Transom: a non-load bearing horizontal crossbar in a window, over a door, or between a door and a window or fanlight above it.

Transparency: in architecture, the amount of windows, doors and other openings within the façade of a building.

Tree grate: a pervious grate placed around the base of a tree to protect the soil around the root system from becoming compacted due to pedestrian or vehicular traffic.

Two-part commercial block: two to five story structures divided horizontally into two distinct usage zones.



String course.



Transom.



Two-part commercial block.

U

Valance: hanging edge of an awning.

Veranda: a usually roofed open gallery or portico attached to the exterior of a building.



Awning with valance

Wall: a masonry fence.

Window, display: display of goods, services or other objects within a window for view from a public right-of-way or neighboring property.

Wireless Communication Facility: any manned or unmanned location for the transmission and/or reception of radio frequency signals, or other wireless communications, and usually consisting of an antenna or group of antennas, transmission cables, and equipment cabinets, and may include an antenna support structure.



A masonry wall topped by wrought iron pickets.



A concealed wireless communication facility.

**APPENDIX 10
REPRESENTATIVE DOWNTOWN ARCHITECTURE**

The following photographs of historic architectural styles should be used to guide new construction within the Downtown Core along Cleveland Street between Myrtle and Osceola Avenues and along Fort Harrison Avenue between Drew and Chestnut Streets as required in the New Construction provisions of the Design Guidelines included in Chapter 3 Land Use/Redevelopment Plan.

ART MODERNE



Former Walgreen Drug Store, Located in Downtown Miami, Circa 1935. Photograph Taken by Janus Research, 2003.

TWENTIETH CENTURY COMMERCIAL VERNACULAR: ONE-STORY OR ONE-PART



Historic Photograph of the First Coachman Building, Located in Downtown Clearwater, Circa 1922. *From Images of America: Clearwater.*



Located in the Ybor City National Historic Landmark District. *Photograph Taken by Janus Research, 2004.*



Located in the Ybor City National Historic Landmark District, Date Unknown. *Photograph Taken by Mark Parry, City of Clearwater Planning Department, 2004.*

TWENTIETH CENTURY COMMERCIAL VERNACULAR: TWO-PART



Peter's La Cuisine, Located in Downtown Fort Myers. *Photograph Taken by Janus Research, 1999.*



Historic Photograph of the Cuesta Apartments, Located in West Tampa, Circa 1918. *Courtesy of the Burgert Brothers Collection.*



Historic Photograph of the Padgett Building, Located in Downtown Clearwater, Circa 1922. *From Images of America: Clearwater*



J. Richards Building, Located in Downtown Fort Myers. *Photograph Taken by Janus Research, 1999.*



Kress Building, Located in Downtown Tampa. *Photograph Taken by Janus Research, 1999.*

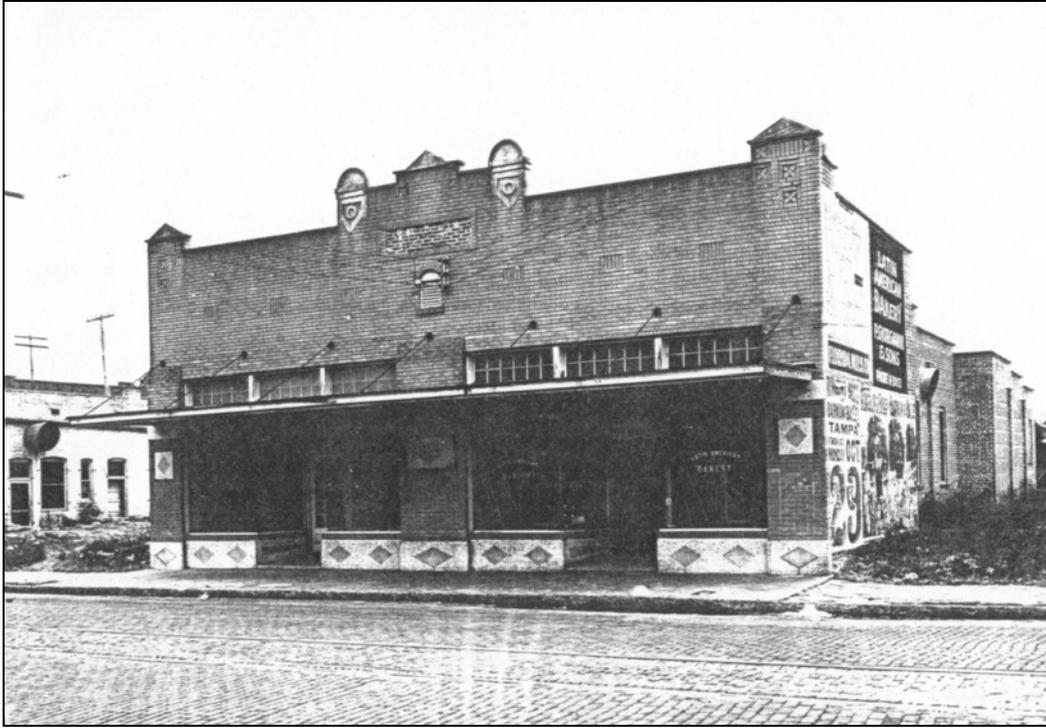
MEDITERRANEAN OR MISSION INFLUENCE



Located in the Ybor City National Historic Landmark District, Circa 1995. Photograph Taken Mark Parry, City of Clearwater Planning Department, 2004.



Historic Photograph of a Building, Located in Fort Myers, Circa 1920. Courtesy of the Florida Photographic Collection.



Historic Photograph, Located in West Tampa, Date Unknown.
Courtesy of the Burgert Brothers Collection.



Located in the Ybor City National Historic Landmark District.
Photograph Taken by Janus Research, 2004.

MEDITERRANEAN REVIVAL



Cleveland Street Post Office, 650 Cleveland Street. *Photograph Taken by Janus Research, 2004.*



Calvary Baptist Church, 331 Cleveland Street. *Photograph Taken by Janus Research, 2004.*



Peace Memorial Presbyterian Church, 110 S. Fort Harrison Avenue.
Photograph Taken by Janus Research, 2004.



St. Petersburg Open Air Post Office. Photograph Taken by Janus Research, 2004.



Metropolitan Hotel, Located in Downtown Miami. *Photograph Taken by Janus Research, 2003.*



The Ponce de Leon Hotel, Located in Downtown St. Petersburg. *Photograph Taken by Janus Research, 2004.*



The Snell Arcade, Located in Downtown St. Petersburg. *Photograph Taken by Janus Research, 2004.*



Biltmore Hotel, Located in Coral Gables. *Courtesy of the Seaway-Biltmore Corporation.*



Freedom Tower, Located in Downtown Miami. *Photograph Taken by Janus Research, 2003.*

NEO CLASSICAL



Historic Photograph of Old Pinellas County Courthouse, 315 Court Street, Circa 1945. Courtesy of the Florida Photographic Collection.



Old Florida National Bank Building, Located in Downtown Jacksonville. Photograph Taken by Janus Research, 2004.



First National Bank, Located in Downtown Fort Myers. *Photograph Taken by Janus Research, 1999.*

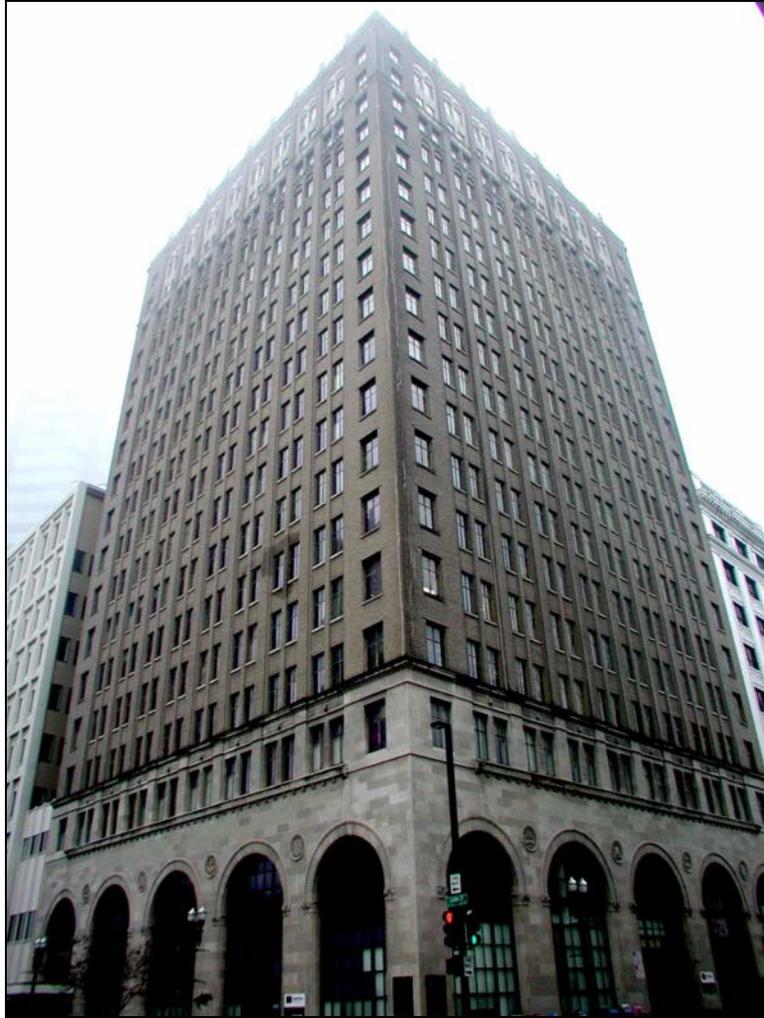
HISTORIC HIGH RISES



Historic Chicago Style High Rise Located in Jacksonville. *Photograph Taken by Janus Research, 2004.*



Historic Chicago Style High Rise Located in Jacksonville. *Photograph Taken by Janus Research, 2004.*

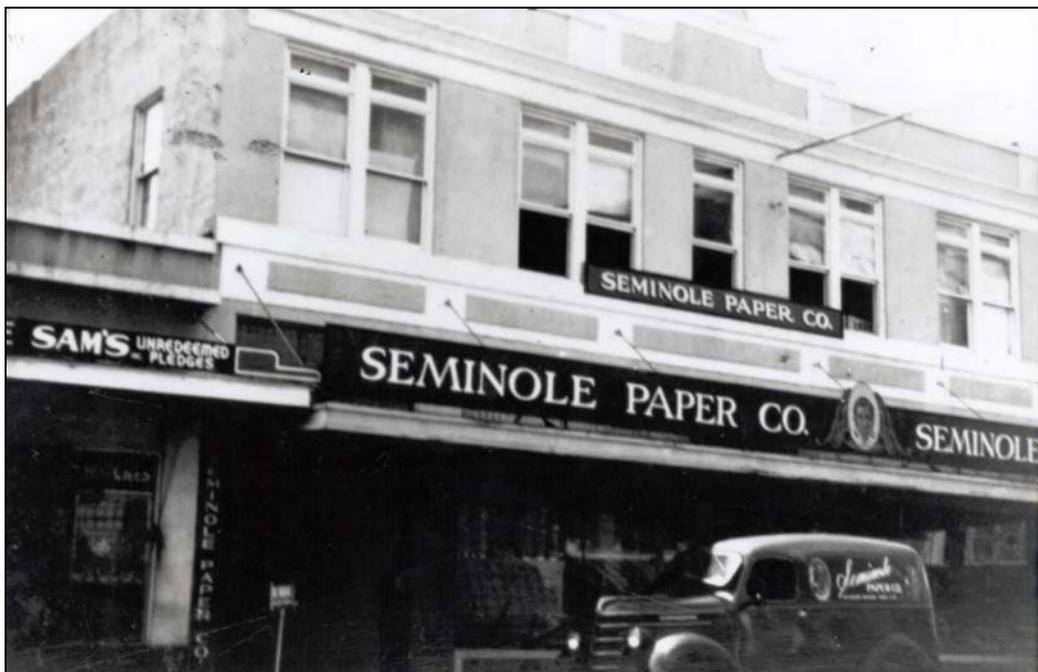


Historic Chicago Style High Rise Located in Jacksonville. *Photograph Taken by Janus Research, 2004.*

**EXAMPLES OF BUILDINGS WITH ORIGINAL FAÇADES INTACT AND
LARGE NON-HISTORIC ADDITIONS**



The Chaille Block, Located in Downtown Miami. *Photograph Taken by Janus Research, 2003.*



Historic Photograph of the Chaille Block. Located in Downtown Miami, Date Unknown. *Courtesy of the City of Miami.*



The Salvation Army Building, Located in Downtown Miami.
Photograph Taken by Janus Research, 2003.



Historic Photograph of the Salvation Army Building, Located in Downtown Miami, Date Unknown. *Courtesy of the City of Miami.*



The Colonnade Building, West Elevation, Located in Downtown Coral Gables. Photograph Taken by Janus Research, 2004.



The Colonnade Building, Front Elevation, Located in Downtown Coral Gables. Photograph Taken by Janus Research, 2004.

EXAMPLE OF NEW BUILDING WITH STEPPED FAÇADE



Located in Downtown Coral Gables. *Photograph Taken by Janus Research, 2004.*