Clearwater Downtown Redevelopment Plan

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Clearwater
Planning Department

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February 3, 2004

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Coachman Park Master Plan
Station Square Master Plan

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Demographic Analyses
Built-out Scenarios

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Chapter 1
Introduction

INTRODUCTION

HISTORY OF CLEARWATER

Clearwater has a long and illustrious history of planning for its future. Clearwater was one of the early Florida cities that recognized the need for a City plan and in 1925 acted on this belief by hiring John Nolen, a nationally known planner, to prepare a plan for the City. Having completed plans for the neighboring cities of St. Petersburg and Belleair, Clearwater leaders determined that Nolen could provide the City with a competitive advantage: a comprehensive plan, a regional plan connecting the City with its environs, and a Downtown plan focused on the waterfront. Nolen's 1926 plan was comprised of a Comprehensive City Plan with the following major elements:

- A street thoroughfare system;
- A park system;
- Locations of schools and playgrounds;
- Creation of a civic center of public uses in Downtown;
- Development of a downtown business district;
- Development of industrial areas north and south of Downtown;
- Rerouting the railroad tracks from Downtown to the east and establishing a regional rail system;
- Development of an airport and cemetery; and
- Establishment of zoning and subdivision controls.

Nolen's Plan also included an illustrated Regional Plan, General Plan for the City Proper and Waterfront (i.e., Downtown) and a Comprehensive City Plan detailing the above concepts. Many of Nolen's concepts remain valid today, most importantly, the recognition of the waterfront as the City's premier natural asset, the significance of Downtown as the center of the City, and a multi-faceted park system to serve all citizens.

The growth and changes in Clearwater over the years can be attributed to major events that had a similar effect in other Florida cities. Florida's growth in the early 1800s had been primarily limited to the northern part of the State, with Pensacola, Tallahassee and St. Augustine being the main population centers. In 1842, the United States passed the Armed Occupation Act which granted 160 acres of land to any head of household or single man who would bear arms, live in Florida for five years and cultivate the land. This Act drew pioneers to settle the Clearwater area and central parts of Florida. During the decades of the 1880s and 1890s, the Victorian interest in healthful living and the recognition of the Florida climate as furthering that interest brought many tourists to Florida thereby increasing the permanent population as many tourists made Clearwater their home.

During this same time period, railroad expansion and the development of resort hotels in Florida cities accommodated tourists in fine style. In 1888, Russian immigrant Peter Demens completed the Orange Belt Railway through Clearwater, connecting St. Petersburg with Oakland, Florida, a distance of 117 miles. The Orange Belt Railway had railroad depots in both Clearwater and Palm Harbor built in the Russian architectural style, native to the railway's founder. A Florida pioneer, Henry Bradley Plant, purchased, Demens' railway in 1897, and incorporated it into his existing railroad system which transversed the west coast of Florida. Due in part to the success of the 1888 Tampa Bay Hotel on the banks of the Hillsborough River, Plant determined to add another hotel to his Florida chain and selected the bluff in Belleair for the Belleview Biltmore Hotel. Opening in 1897 as the world's largest occupied wooden structure, the Belleview Biltmore Hotel delivered its guests via private railroad tracks directly to the plush hotel.

The success of the Belleview Biltmore Hotel assisted in the growth of both Belleair and Clearwater. Incorporated in 1891, Clearwater experienced significant growth and public improvements during the 1910s and 1920s. With the separation of the Pinellas Peninsula from Hillsborough County in 1912, Clearwater gained another distinction by becoming the seat of Pinellas County government. The first wooden courthouse constructed in 1912 was replaced by the 1917 Courthouse at its current location on Fort Harrison Avenue at Court Street. Although a fire in 1910 destroyed significant parts of Downtown Clearwater, the City quickly rebuilt under strict building codes requiring brick construction.

Clearwater felt the benefit of the Florida Land Boom during the 1920s including the 1926 construction of the City's first skyscraper, the Fort Harrison Hotel, the completion in 1927 of the Million Dollar Causeway from Downtown to Clearwater Beach and significant residential development on the mainland and the beach. Unfortunately, like other Florida cities, Clearwater also suffered the economic difficulties of the Florida Bust and subsequent nationwide Great Depression beginning in 1929.

During this difficult economic time, federal construction contracts for Bay Pines Hospital and the Veteran's Administration Center assisted by employing Pinellas County citizens. In Clearwater, the federal government commissioned the construction of the main Post Office on Cleveland Street which was completed in 1933. This imposing Mediterranean Revival style building still occupies a prominent location Downtown at the intersection of Cleveland Street and East Avenue.

National events of the 1940s through the 1960s affected Clearwater in many ways. From the 1940s through the 1950s, World War II and its aftermath consumed the City and nation. In Clearwater and in much of Florida, the military activity assisted the local economy. Military personnel occupied the Belleview Biltmore and the Fort Harrison Hotel. After the war ended, Florida experienced a population boom, as did Clearwater.

Another boom to Clearwater's local economy during this time was the City's selection as the spring training home of the Philadelphia Phillies baseball team. The Phillies spring training facility was constructed by the City in 1955 and named in honor of Jack Russell Jr., a local major league baseball player. Also in the 1950s, the Chamber of Commerce started the Fun 'N Sun Parade which this year celebrated its 50th Anniversary. The Fun 'N Sun Festival originated as a tourist draw and now provides recreational activities for residents and tourists alike over a one month period.

The opening of Clearwater's first shopping center in 1959 foreshadowed events to come. The Cleveland Plaza at the intersection of Cleveland Street and Missouri Avenue was constructed at a location relatively near but outside of the traditional Downtown. Unfortunately, other commercial businesses had already begun and continued their exodus from Downtown, with many locating to the "new" commercial centers along U.S. Highway 19 North.

In 1968, the Sunshine Mall opened as the City's first enclosed mall, closely followed by the Clearwater Mall in 1973 and the Countryside Mall in 1975. These three events symbolized two major changes in Clearwater: the movement of commercial activity out of Downtown to the east and the movement of the residential center from the center of town to the north as a result of the Countryside residential area created by national developer U.S. Home, Inc.

While the new residential area was greatly needed and reflected the Countywide northward growth trend, these events had a negative impact on Downtown. The decline of the traditional downtown occurred in Clearwater, as in many American cities, fueled by several major elements: the desire for the "new mall" and new improved residential neighborhoods, commercial expansion that outgrew available land Downtown, the increased availability of private cars and the lack of mass transit systems.

PURPOSE OF THIS PLAN

This Plan reflects Clearwater's desire to reclaim its traditional downtown and make it the center and heart of the City. Why should Clearwater residents and corporate citizens care about the revitalization of Downtown? There are several good reasons that downtown revitalization is important to all Clearwater citizens. First, every city should have a unique place that fosters community interaction and fun. Downtown should and can be that place for Clearwater residents and tourists alike. Second, Downtown Clearwater is a reflection of how our forefathers lived, worked and shopped. Clearwater's past can be seen in its historic buildings in and around Downtown and historic Coachman Park. We cannot envision and plan for the future unless we are mindful of our past learning from our successes and failures. Third, Clearwater is the Pinellas County seat and should present a welcoming air to all of Pinellas County residents as they transact business with their government. Finally, Clearwater's Downtown is still a major player in the City's economic life and has a grand opportunity to increase its economic impact through redevelopment.

The purpose of this 20-year Plan is two-fold: to serve as a Special Area Plan in accordance with the Countywide Rules of Pinellas County and Florida Growth Management Rules and to serve as a Community Redevelopment Plan in accordance with Florida's Community Redevelopment Act. As a Special Area Plan, this document is the land use plan for Downtown guiding future development through goals, objectives and policies and by the establishment of development potential for six unique character districts. As a Community Redevelopment Plan, this document sets the policies that guide future actions and projects of the City's Community Redevelopment Agency (CRA) as it seeks to redevelop the central business district of Clearwater and its newly expanded area. A brief history of Clearwater's Downtown planning activities will assist in setting the context for this Downtown Plan.

In 1970, Clearwater was an early leader in the downtown revitalization field in Florida demonstrated by the establishment of a Downtown Development Board (DDB) through a special act of the Florida Legislature. In 1971, Clearwater citizens approved special taxing district powers for the DDB. In 1976, the DDB and the Clearwater City Commission jointly commissioned a major Downtown planning study. The Plan for Downtown Clearwater was presented in 1977 to the City by the principal consulting firm RTKL Associates, Inc. The final Plan included an urban design component, policy direction through goals and objectives and an implementation program.

The City of Clearwater initially established a Community Redevelopment Agency and a Redevelopment Plan for Downtown in 1981. At the original inception, the Community Redevelopment Area comprised 247 acres stretching from Clearwater Harbor to the Cleveland Plaza shopping center vicinity and from Drew Street on the north to Chestnut Avenue on the south. The original Downtown area had the same boundaries as the 1977 RTKL Associates Plan and encompassed the traditional business district, Coachman Park, the Pinellas County Courthouse and government center and significant vacant and underutilized land available for redevelopment.

In 1993, the City adopted the Downtown Clearwater Periphery Plan which addressed planning issues for four areas adjacent to the Downtown. In 1995, the City approved a plan amendment to designate these four areas as Central Business District on the Future Land Use Plan, thus linking the periphery areas to the traditional Downtown area. These actions recognized the integrated relationship between the core Downtown and its surrounding residential areas.

In 1995, the City Commission approved a major revision to the Clearwater Downtown Redevelopment Plan. While retaining the original boundaries of the earlier Downtown plan, the Plan significantly expanded the policies for Downtown. The 1995 Plan established five overall goals for Downtown which have been retained in major part in this new plan. The 1995 Plan established a land use plan map for the Downtown defining residential, commercial, office, mixed use, public/governmental, religious, and open space/recreational land uses. The Plan also established development potential defining commercial intensity and residential density by sub-area for the Downtown. A major portion of the 1995 Plan was devoted to redevelopment projects with implementation to

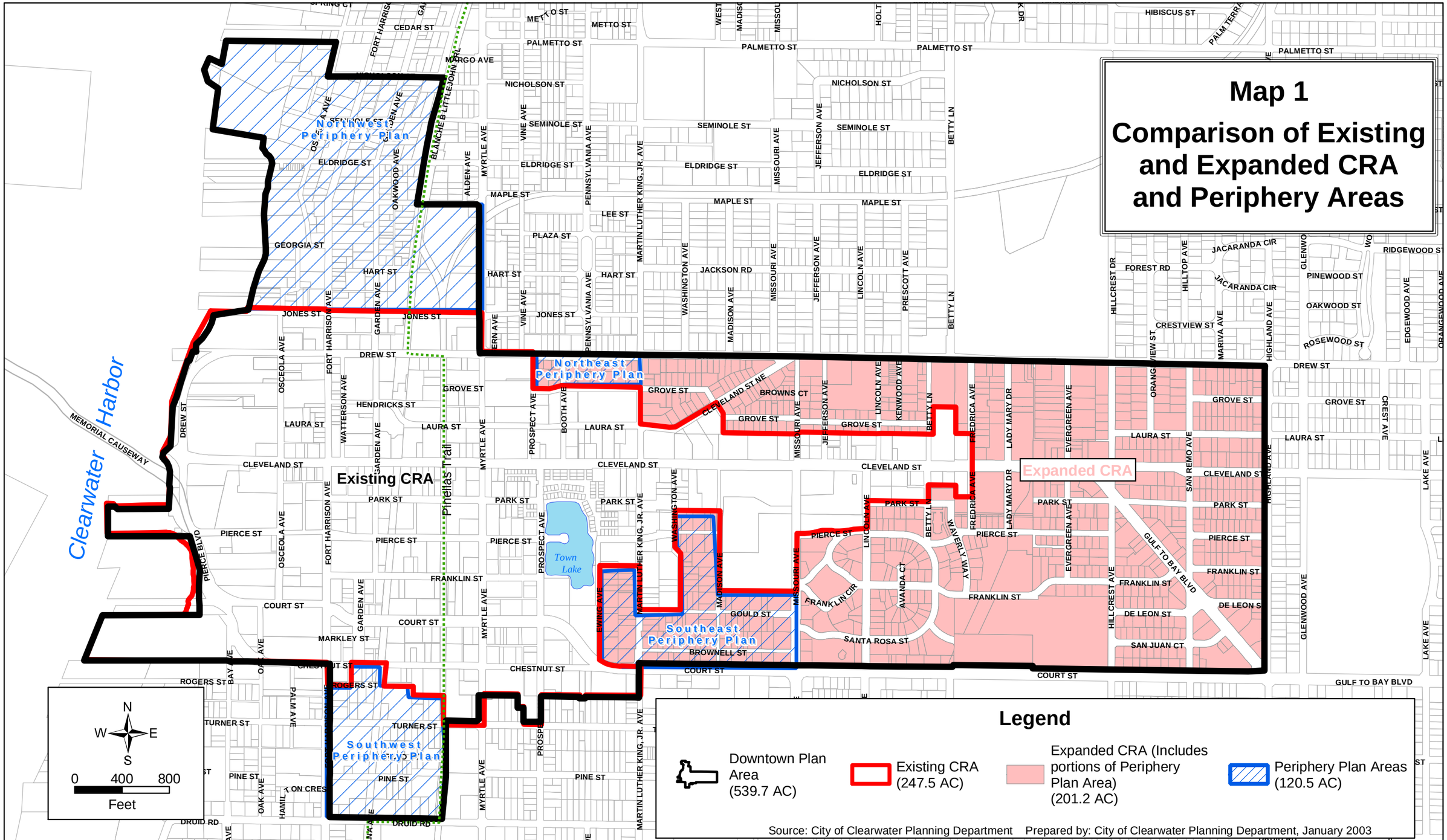
be accomplished by either the public or private sector. Some of the public sector projects are now under construction including the new Main Library and the "Prospect Lake Park" for stormwater management.

In 2001, the City approved a major update to the Downtown Clearwater Periphery Plan. The Update better defines the land use plan and development potential for the four periphery areas and provides policy guidance for private redevelopment. The Downtown Clearwater Periphery Plan Update was adopted as a Special Area Plan for these areas, having the same land use planning function for the periphery areas that the Redevelopment Plan does for the original Downtown boundaries.

As is often the case with downtowns, outside influences provide opportunities for rethinking the form and function of downtown. In Clearwater's case, the recent outside influence is the construction of a new fixed span bridge to replace the existing drawbridge that connects mainland Clearwater with the Beach. Along with the benefits of a new bridge that will improve vehicular circulation to the Beach, the new bridge alignment and access will have a significant impact on Downtown. Through traffic will be re-routed to the Court/Chestnut one-way pair on the southern edge of Downtown, thus allowing Cleveland Street to be reclaimed as a local street and regain its place as Downtown's premier shopping street. An additional change as a result of the bridge construction is the importance of a new eastern gateway into Downtown located at the intersection of Gulf-to-Bay Boulevard with Highland Avenue and Court Street.

In recognition of the important relationship between the new Eastern Gateway and Downtown, in 2002, the City prepared a Findings and Declaration of Necessity Analysis pursuant to Florida's Community Redevelopment Act. The Findings Analysis documents the existing conditions and challenges to redevelopment in the Eastern Gateway and sets the stage for combining this area with the original Community Redevelopment Area.

By the approval of the Findings Analysis in October 2002, the Board of County Commissioners approved the expansion of the Community Redevelopment Area for this eastern section of approximately 201 acres. The approval of the Findings Analysis also authorized the City to prepare a Redevelopment Plan for the expanded CRA. This Plan is the Redevelopment Plan for the expanded CRA and the existing CRA whose total land area now comprises 449 acres. There are two areas contained in the Downtown Clearwater Periphery Plan, immediately north and south of Downtown, which are now included in this Plan but are not incorporated into the CRA (See Map 1, page 9, Comparison of Existing and Expanded CRA and Periphery Plan Areas).


Map 1
Comparison of Existing and Expanded CRA and Periphery Areas
Existing CRA
Expanded CRA
Northwest Periphery Plan
Northeast Periphery Plan
Southeast Periphery Plan
Southwest Periphery Plan
Clearwater Harbor
Pinellas Trail
Town Lake
Legend
Downtown Plan Area (539.7 AC)
Existing CRA (247.5 AC)
Expanded CRA (Includes portions of Periphery Plan Area) (201.2 AC)
Periphery Plan Areas (120.5 AC)
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Feet
Source: City of Clearwater Planning Department
Prepared by: City of Clearwater Planning Department, January 2003

SUMMARY OF CURRENT PLAN GOALS

With this Plan, the City seeks to achieve an integrated approach to planning for the traditional downtown core, existing and planned urban residential neighborhoods and significant gateways to Downtown and the Beach. The Plan consolidates planning efforts and previous planning documents for the traditional Downtown core, the four periphery areas and the new eastern gateway to Downtown. The Plan establishes six unique Character Districts within the Downtown planning area and sets the framework for evaluating redevelopment within each district. The Plan maintains the Downtown Core as the traditional City center serving as the focus of office, government and civic activity. The Old Bay, South Gateway and East Gateway character districts comprise the existing urban neighborhoods and function as the major entryways into Downtown. The Town Lake Residential Character District provides extensive opportunities for new residential development in close proximity to the employment center. The Town Lake Business Park provides opportunities for corporate office development with all of the amenities of Downtown.

This Plan increases the size of the Community Redevelopment Area by 201 acres through extending the CRA from its current boundaries east to the new gateway at Gulf-to-Bay Boulevard, Highland Avenue and Court Street. In addition to the traditional and innovative planning tools to regulate development, this Plan establishes flexibility for future growth by establishing a vision for each Character District which is implemented through site plan and design review. The Plan incorporates design guidelines both for the historic Downtown area and for new construction within each Character District. The Plan establishes varied implementation methods to effectuate this plan. The implementation of this Plan includes a Housing and Neighborhood Element; public strategies to implement the goals, objectives and policies; a Capital Improvement Plan pursuant to the Community Redevelopment Act; redevelopment incentives and estimates of the Tax Increment Revenues available for implementing the Plan.

Clearwater is poised for great accomplishments Downtown. All of the elements are in place for success: a waterfront with exceptional natural beauty, locational advantages, committed citizens and determined elected officials. Let this Plan set the course towards the future success of Downtown.

Notes: The section on planning history is based on John Nolen's *Comprehensive City Plan of 1926* and the research on Nolen by Bruce Stephenson, Rollins College.

For the Clearwater history section, the author relied in great part on Michael Sanders' book *Clearwater, A Pictorial History.*

Chapter 2
Existing Conditions

THE PLANNING AREA

The Downtown Clearwater Plan encompasses 539.7 acres comprised of 1,740 parcels of land (see Map 2, page 17). This document serves a dual function as both the Special Area Plan for the entire planning area and as the Redevelopment Plan for 83% (448.7 acres) of the land area that is located within the City's Community Redevelopment Area. Those areas not contained within the CRA boundaries are considered part of the Downtown and are governed by this Plan. This Plan will replace previously adopted special area plans including the 1995 Clearwater Downtown Redevelopment Plan which governed the CRA, as well as the Downtown Clearwater Periphery Plan, originally adopted in 1995 and amended in 2001. This Plan is intended to guide Downtown redevelopment for the next 20 years.

Original and Expanded Community Redevelopment Area

The city's original Community Redevelopment Area (CRA), illustrated on Map 1, page 9 encompassed 247 acres. The blighting factors identified for this area in 1981 include:

- A predominance of defective or inadequate street layout by modern standards;
- Faulty lot layout limiting the nature and extent of uses of properties;
- Deterioration of sites, buildings, and other improvements;
- Diversity of ownership which prevents the free alienability of economically feasibly sized properties;
- Unusual conditions of title based on large institutional holdings in this area which restrict the market supply and size of private enterprise land; and
- A static tax base, with conditions of ownership which portend a continuing relative decline in the downtown area's values.

Over the past 20 years, the CRA has had a positive impact on Downtown as evidenced by the public and private investment detailed in this Chapter in the section titled "Investment in Downtown." Certain issues identified above, however, still exist. Additionally, Downtown lacks activity. It has numerous nonconforming uses as a result of the adoption of the 1999 Community Development Code, as well as Brownfields, deteriorating and unattractive infrastructure and lack of housing diversity. These issues combined with the recent slowdown in the economy, the construction of several major capital projects and other changing conditions presented an opportunity to redefine the vision and boundaries for the CRA.

The most important capital project impacting Downtown is the re-alignment of the new Memorial Causeway Bridge, which is scheduled to open in early 2004. This project, which is discussed in detail later in this Chapter will have a tremendous impact on Downtown because it will significantly change commuting patterns from the mainland to Clearwater Beach. The other major issue impacting Downtown is the deterioration of the commercial and residential area east of the original CRA identified as the East Gateway character district and portions of the Town Lake Residential character district in this Plan. Since the East Gateway is a main gateway into Downtown from the eastern sections of

Clearwater, its accelerating decline will have a major affect on the traditional Downtown core.

Based on the above factors, the original boundaries for the CRA were reassessed. The City prepared a Findings and Declarations of Necessity Analysis for 201 acres generally located to the east of the CRA, including land governed by the Southeast and Southwest Expansion Areas of the Clearwater Downtown Periphery Plan. The study clearly demonstrated the need for revitalization outside of the existing CRA boundaries and documented the following conditions:

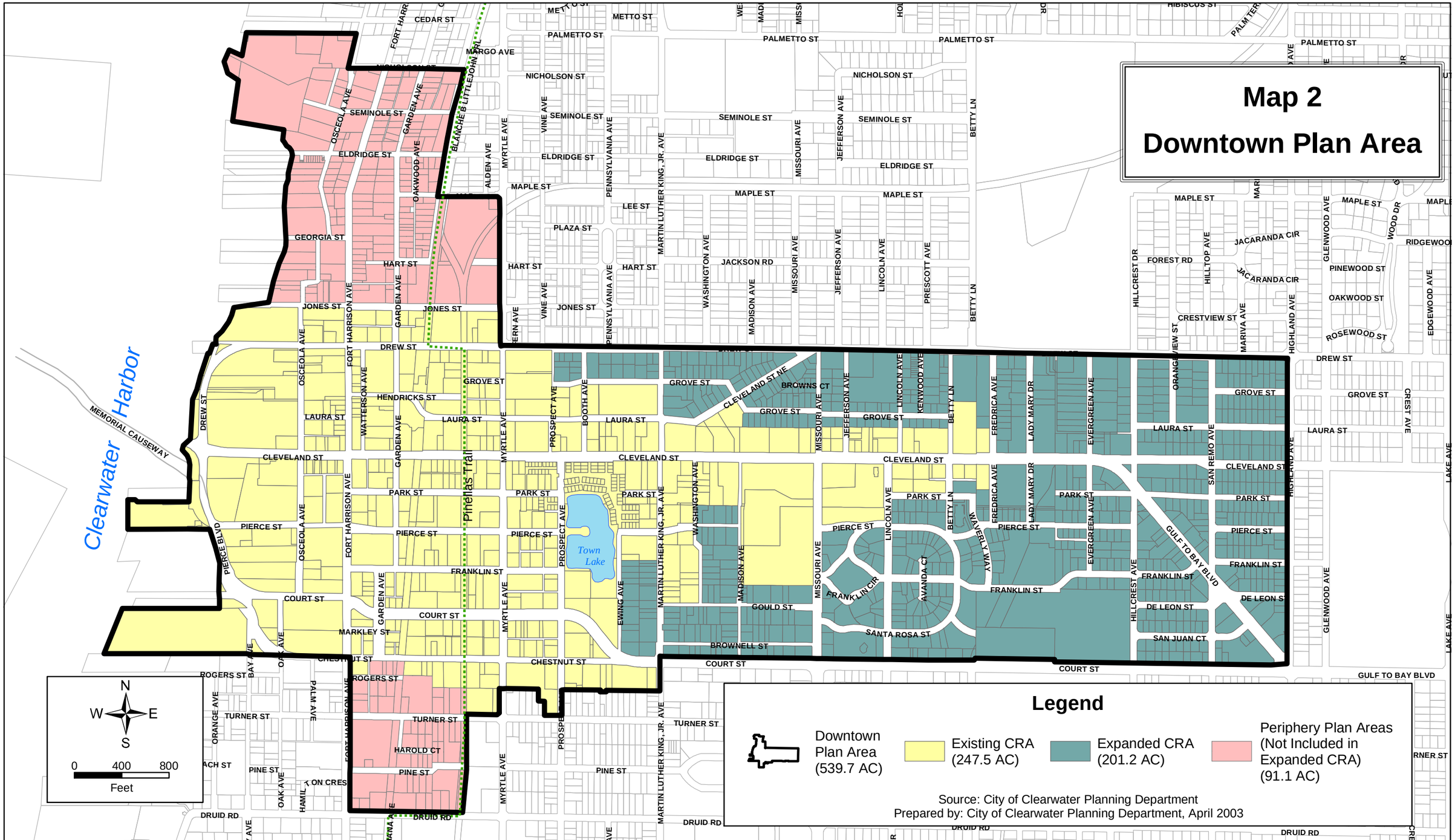
- Poor lot layout relating to size, accessibility and use;
- Site and environs deterioration;
- Inadequate and outmoded building density patterns;
- Defective or inadequate street configurations, transportation facilities and parking facilities;
- Excessive emergency calls;
- Unsanitary and unsafe environment;
- Excessive violations of the Florida Building Code;
- Diversity of ownership;
- Falling lease rates;
- High residential and commercial vacancy rates; and
- Lack of appreciable increase in the past five years of the aggregate assessed values

The City Commission and Board of County Commissioners expanded the Clearwater Downtown CRA boundaries to include this area (see Map 1, page 9).

LAND USE

Clearwater's Downtown encompasses 539.7 acres comprised of 1,740 parcels of land. A total of 448.7 acres, or 83 percent of the Plan area, is located within the Community Redevelopment Area (CRA). Map 2, page 17, illustrates the Plan area, as well as the CRA boundary. Downtown is characterized by a variety of uses with varying intensities and densities. Its form and function also varies depending on the specific location within the Downtown. The traditional business core is the most intensely developed area with a mix of historic buildings and new construction. Downtown enjoys a unique location on a bluff overlooking Clearwater Harbor with a significant public park along that waterfront. There are also near-town neighborhoods rich in Florida vernacular architecture and neighborhood commercial areas. The far eastern area of Downtown includes newer housing, more suburban in style and older neighborhood commercial development.

The City's Future Land Use Map designates well over half of the land within Downtown as Central Business District and is located within the original CRA and Periphery Plan areas. Additional categories, ranging from Residential Urban to Commercial, exist in the newly expanded CRA to the east of the Downtown core. Table 1, below, and Map 3, page 21, illustrate the Future Land Use in the area.


Map 2
Downtown Plan Area
Clearwater Harbor
Pinellas Trail
Town Lake
Legend
Downtown Plan Area (539.7 AC)
Existing CRA (247.5 AC)
Expanded CRA (201.2 AC)
Periphery Plan Areas (Not Included in Expanded CRA) (91.1 AC)
Source: City of Clearwater Planning Department
Prepared by: City of Clearwater Planning Department, April 2003
N
W
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Feet
CEDAR ST
MARGO AVE
PALMETTO ST
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
LEE ST
PLAZA ST
GEORGIA ST
HART ST
JONES ST
DREW ST
GROVE ST
HENDRICKS ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
MARKLEY ST
CHESTNUT ST
ROGERS ST
TURNER ST
HAROLD CT
PINE ST
DRUID RD
JACKSON RD
BROWNS CT
CLEVELAND ST NE
GOULD ST
BROWNELL ST
FRANKLIN CIR
SANTA ROSA ST
AVANDA CT
WAVERLY WAY
SAN JUAN CT
DE LEON ST
GULF TO BAY BLVD
JACARANDA CIR
FOREST RD
CRESTVIEW ST
PINEWOOD ST
OAKWOOD ST
ROSEWOOD ST
MEMORIAL CAUSEWAY
OSCEOLA AVE
GARDEN AVE
OAKWOOD AVE
BLANCHE B LITTLEJOHN
ALDEN AVE
MYRTLE AVE
VINE AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
WASHINGTON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
BETTY LN
FORT HARRISON AVE
WATTERSON AVE
PROSPECT AVE
BOOTH AVE
MADISON AVE
KENWOOD AVE
FREDRICA AVE
LADY MARY DR
EVERGREEN AVE
ORANGE VIEW ST
SAN REMO AVE
HILLCREST DR
HILLTOP AVE
MARIVA AVE
HIGHLAND AVE
GLENWOOD AVE
WOOD DR
EDGEWOOD AVE
CREST AVE
LAKE AVE
PIERCE BLVD
EWING AVE
PALM AVE
ORANGE AVE
BAY AVE
OAK AVE
DIANA AVE

Table 1
Future Land Use

Future Land Use Designation	Number of Parcels	Acreage	Percent of Acreage
Residential Urban	24	5.6	1.0%
Residential Medium	355	61.6	11.4%
Residential High	128	31.6	5.9%
Residential/Office General	133	23.1	4.3%
Commercial General	96	29.7	5.5%
Recreation/Open Space	1	4.0	0.7%
Institutional	8	17.0	3.2%
Central Business District	975	367.1	68%
Total	1720	539.7	100.0%

The major zoning category of the Plan area is D, Downtown District, and like the CBD Future Land Use category, is located within the original CRA and former Periphery Plan areas. The remainder of the area, which includes the majority of the newly expanded CRA, has a variety of residential and nonresidential categories. Table 2, below, and Map 4, page 23, depict the zoning of the Downtown Plan area.

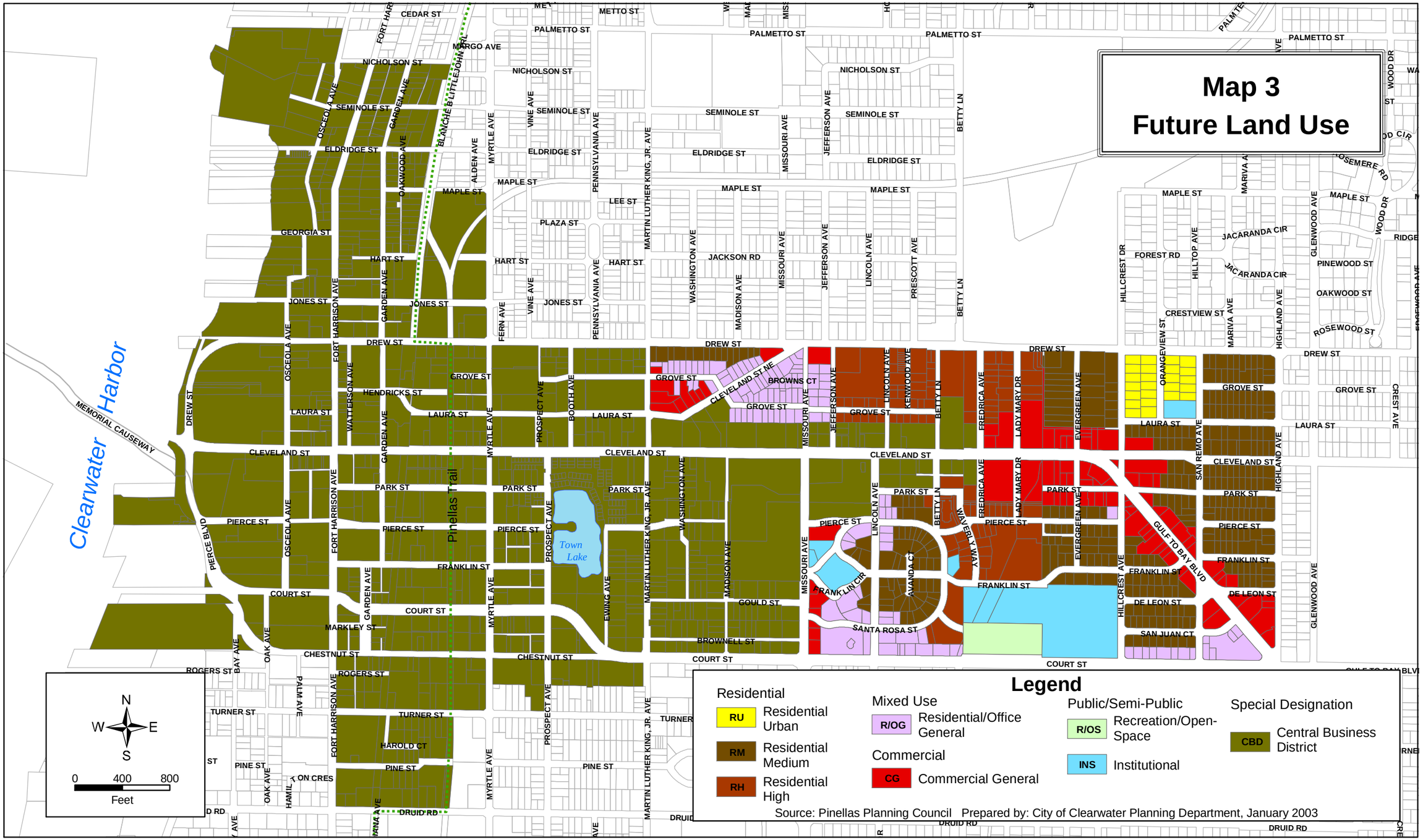
Table 2
Existing Zoning Districts

Zoning	Number of Parcels	Acreage	Percent of Acreage
Low Medium Density Residential	24	5.6	1.0%
Medium Density Residential	362	62.3	11.5%
Medium High Density Residential	122	27.0	5.0%
High Density Residential	2	4.0	0.7%
Commercial	93	29.2	5.4%
Office	131	22.7	4.2%
Institutional	9	17.3	3.2%
Open Space/ Recreation	1	4.0	.07%
Downtown	976	367.6	68.1%
Total	1720	539.7	100.0%

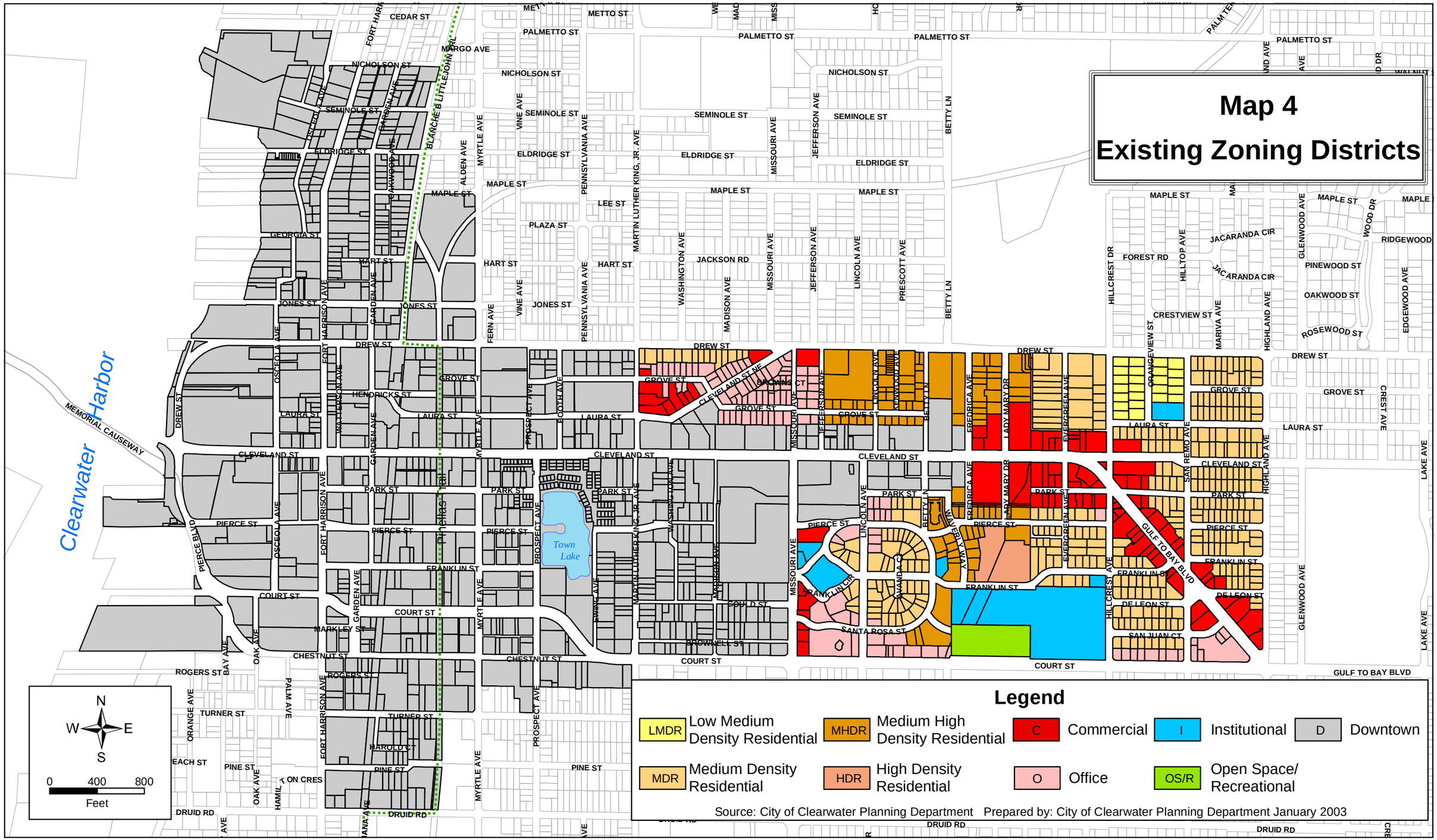
Downtown has a variety of existing land uses with the majority (51.7 percent) being residential, office and retail. Almost nine percent of the total land area is vacant and is located generally in the areas immediately surrounding the Downtown core. This vacant land consists of small residential-sized parcels and several very large ones. It should be noted that a portion of the property considered vacant around the "Prospect Lake Park" is under construction with townhouse development. Industrial and vehicle service uses comprise 7.7 percent of the land area within Downtown and are generally concentrated in the vicinity of Martin Luther King, Jr. Avenue, Pierce Street between Myrtle and Prospect Avenues, and between Blanche B. Littlejohn Trail and North Fort Harrison Avenue Avenue. These uses were once permitted; however, the 1999 Community Development Code rendered them nonconforming. Government facilities and institutional uses are generally concentrated in the historic core of Downtown and together occupy almost 16 percent of the total land area. The remaining uses are devoted to overnight accommodations, utility/infrastructure, recreation and parking. Table 3 below and Map 5, page 25, illustrate existing land uses within the Downtown.

Table 3
Existing Land Use

Land Use	Number of Parcels	Acreage	Percent of Acreage
Single-family	306	50.0	9.2%
Two-family	182	27.0	5.0%
Multi-family	208	71.8	13.3%
Office	204	65.7	12.2%
Retail	195	64.9	12.0%
Vehicle Services	66	21.3	4.0%
Overnight Accommodations	18	12.1	2.2%
Industrial	68	20.8	3.9%
Utility/Infrastructure	39	17.4	3.2%
Parking	47	23.7	4.4%
Government Facilities	47	34.2	6.3%
Institutional	82	51.8	9.6%
Recreation	37	32.3	6.0%
Vacant	221	46.6	8.6%
Total	1720	539.7	100%


Map 3
Future Land Use
Clearwater Harbor
Pinellas Trail
Town Lake
Legend
Residential
RU Residential Urban
RM Residential Medium
RH Residential High
Mixed Use
R/OG Residential/Office General
Commercial
CG Commercial General
Public/Semi-Public
R/OS Recreation/Open-Space
INS Institutional
Special Designation
CBD Central Business District
Source: Pinellas Planning Council Prepared by: City of Clearwater Planning Department, January 2003
N
W
E
S
0 400 800
Feet

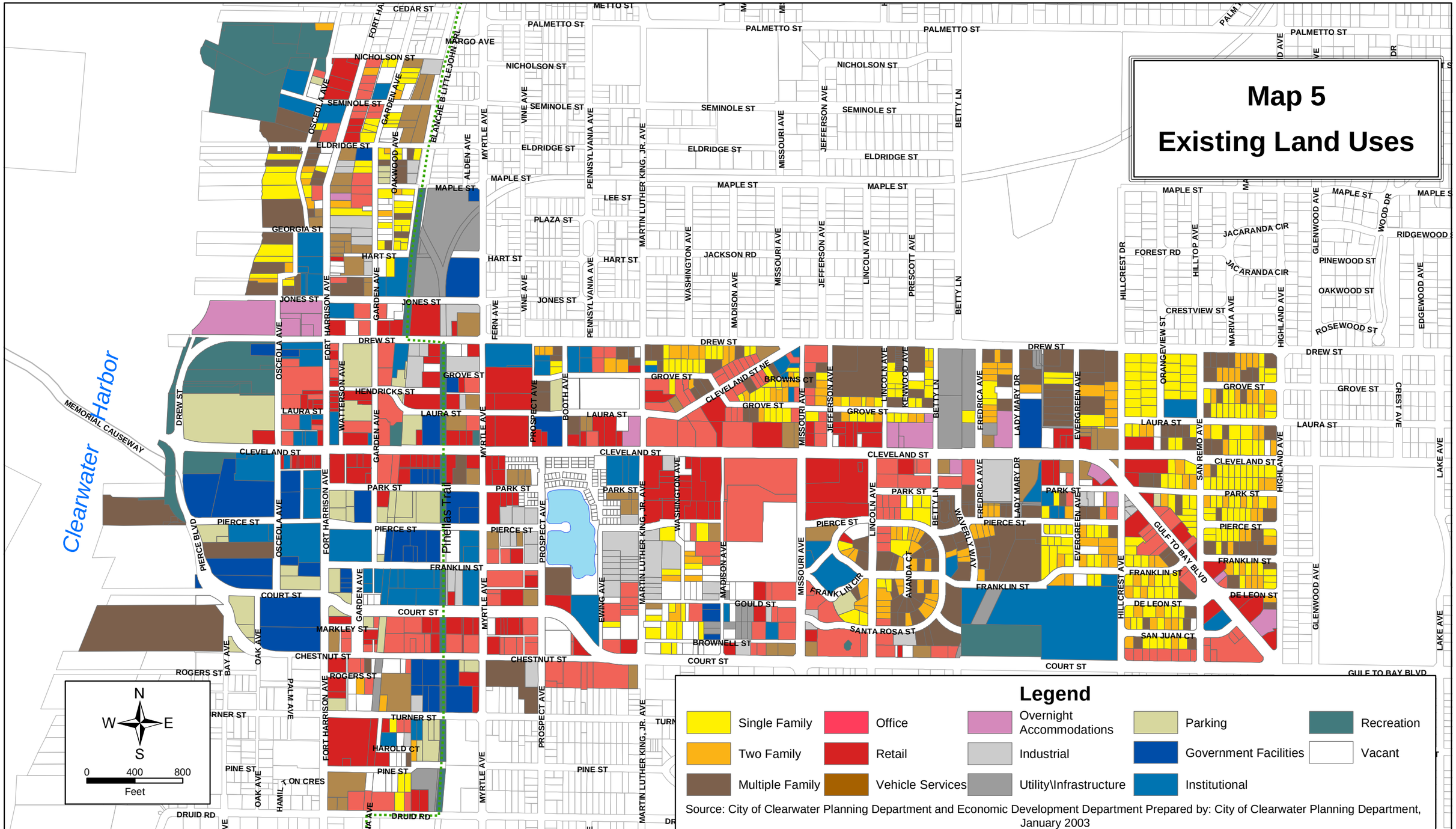
Map 4
Existing Zoning Districts



Legend

LMDR	Low Medium Density Residential
MHDR	Medium High Density Residential
C	Commercial
I	Institutional
D	Downtown
MDR	Medium Density Residential
HDR	High Density Residential
O	Office
OS/R	Open Space/ Recreational

Source: City of Clearwater Planning Department Prepared by: City of Clearwater Planning Department January 2003


Map 5
Existing Land Uses
Clearwater Harbor
Pinellas Trail
MEMORIAL CAUSEWAY
CEDAR ST
METTO ST
PALMETTO ST
MARGO AVE
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
LEE ST
PLAZA ST
GEORGIA ST
HART ST
JONES ST
DREW ST
GROVE ST
HENDRICKS ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
MARKLEY ST
CHESTNUT ST
ROGERS ST
TURNER ST
HAROLD CT
PINE ST
DRUID RD
JACKSON RD
BROWNS CT
CLEVELAND ST NE
GOULD ST
BROWNELL ST
SANTA ROSA ST
FRANKLIN CIR
AVANDA CT
WAVERLY WAY
SAN JUAN CT
DE LEON ST
GULF TO BAY BLVD
FOREST RD
JACARANDA CIR
CRESTVIEW ST
PINEWOOD ST
OAKWOOD ST
ROSEWOOD ST
RIDGEWOOD
CREST AVE
LAKE AVE
GLENWOOD AVE
EDGEWOOD AVE
HIGHLAND AVE
SAN REMO AVE
ORANGEVIEW ST
HILLCREST DR
HILLTOP AVE
MARIVA AVE
WOOD DR
OSCEOLA AVE
GARDEN AVE
BLANCHE B LITTLEJOHN
ALDEN AVE
MYRTLE AVE
VINE AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
MISSOURI AVE
JEFFERSON AVE
BETTY LN
WASHINGTON AVE
MADISON AVE
LINCOLN AVE
PRESCOTT AVE
FERN AVE
PROSPECT AVE
BOOTH AVE
KENWOOD AVE
FREDRICA AVE
LADY MARY DR
EVERGREEN AVE
FORT HARRISON AVE
WATTERSON AVE
PIERCE BLVD
BAY AVE
OAK AVE
PALM AVE
EWING AVE
N
W
E
S
0
400
800
Feet
Single Family
Two Family
Multiple Family
Office
Retail
Vehicle Services
Overnight Accommodations
Industrial
Utility\Infrastructure
Parking
Government Facilities
Institutional
Recreation
Vacant
Legend
Source: City of Clearwater Planning Department and Economic Development Department Prepared by: City of Clearwater Planning Department, January 2003

HISTORIC RESOURCES

Downtown Clearwater maintains much of its built heritage through the existing buildings in the traditional Downtown core, and in the near-town residential neighborhoods surrounding the core. Limited, recent research has been conducted to determine the location and numbers of historic resources within Downtown. Based on existing knowledge and fieldwork, it is evident that historic resources are concentrated in the historic core of Downtown, the area formerly known as the Northwest Periphery Plan Expansion Area and the area of Grove Street.

Two properties located within the Downtown Plan area are currently listed on the National Register of Historic Places: the Cleveland Street Post Office and the Old Pinellas County Courthouse. To date, six other buildings have been identified as potentially eligible for listing on the National Register and are as follows:

- Seaboard Air Line Railroad Depot - 657 Court Street;
- Calvary Baptist Church - 331 Cleveland Street;
- Guaranty Title and Trust Building - 409 Cleveland Street;
- Coachman Building – 505 – 513 Cleveland Street;
- Fort Harrison Avenue Hotel - 210 South Fort Harrison Avenue Avenue; and
- Peace Memorial Presbyterian Church – 110 South Fort Harrison Avenue Avenue.

In order to determine the extent and quality of resources within the Downtown, additional survey work will be necessary.

DEMOGRAPHICS

Population

Clearwater's population continues to expand despite the fact that Clearwater is largely developed. The City grew by 10 percent (from 98,784 to 108,787 residents) between 1990 and 2000. This trend is also evident in the Downtown area with a population increase from 4,825 in 1990 residents to 5,160 in 2000, which is an increase of almost seven percent. The mix of population, however, showcases dramatic changes. Specifically, the African American population has declined in Downtown by almost eight percent and the Hispanic population has seen dramatic increases of almost 24 percent. The majority of the Hispanic growth has occurred in the most eastern portion of the newly expanded CRA and is mainly attributable to an influx of immigrants, particularly from the State of Hidalgo in Mexico.

Gender and Age

The percentage of male and female residents City-wide remains relatively stable; however, in the Downtown area, the percentage of males has increased from 43.8 percent in 1990 to 51.6 percent in 2000. These increases have primarily occurred in the expanded CRA to the east of the Downtown core.

The average and median age of Clearwater residents has declined slightly over the last decade. Currently the population's median age is 41.8 years and the average age is 42.6 years. The age of the population within Downtown varies greatly depending on location. An older population, with an average and median age of 76.5 and 82.7 respectively, is concentrated in the historical core. In the area formerly known as the Northwest Expansion Area of the Periphery Plan, the average and median age is 39 years while in the eastern area of the expanded CRA, median age is as low as 32 years representing a significant decrease from 37 in 1990.

Households

The number of households in the Downtown area has changed in direct correlation with population figures, declining in the historic core and increasing in the eastern portion of the newly expanded CRA. The household size (average number of persons per household) has remained stable, at 2.2 persons, for the City as a whole, as well as within the Downtown core area. The area formerly known as the Northwest Expansion Area of the Periphery Plan saw a slight decline in household size from 2.2 persons in 1990 to 2.1 persons in 2000. The eastern section of the expanded CRA experienced the greatest increase in household size for the decade, from 1.8 to 2.3 persons, an increase of 27 percent.

Housing

The City as a whole has experienced an 8.7 percent increase in the number of housing units over the last decade. In contrast, however, Downtown has experienced a reduction in the number of units, with the exception of the most eastern area of the CRA. The City's median value of owner-occupied housing experienced a 39 percent increase over the decade from $81,492 in 1990 to $113,416 in 2000. The Downtown saw similar patterns of change in housing values with the exception of the eastern area of the expanded CRA. Housing values in this area increased by only 15 percent. Furthermore, the median value is significantly less for this eastern area ($80,556) compared to the City as a whole ($113,416). The percentage of renter-occupied units in the City remains relatively high at 38 percent and is significantly higher in Downtown, ranging from 60 percent in the area formerly known as the Northwest Expansion Area of the Periphery Plan to a high of 91 percent in the area formerly known as the Southwest Expansion Area of the Periphery Plan.

Income

The median household income for the City grew by almost 52 percent between 1990 and 2000, from $26,689 to $40,480. Areas within Downtown also experienced dramatic growth in income during the same period. However, when compared to the City's median income, all areas within Downtown except for the core are significantly less, ranging from $19,000 to $33,102 or 47 percent to 82 percent of the overall City's median. The Downtown has significant populations that clearly fall within low-moderate income levels.

INFRASTRUCTURE

Water

The Downtown area is served by the City of Clearwater water system as illustrated on Appendix Map 5A. The system receives water from City-owned wells, in addition to water purchased from Pinellas County Utilities. The City is currently expanding its wellfield capacity by construction of a reverse osmosis treatment plant at Sid Lickton Park, which is north of Downtown. The plant is scheduled to commence service in August 2003. Additionally, Pinellas County does not limit the amount of water the City can purchase at this time. Adequate water transmission and distribution pipelines are currently in place.

Wastewater

Downtown Clearwater is served by the City's Marshall Street Advanced Pollution Control Facility, which has a permitted capacity of 10 million gallons per day (MGD). Current average flows are six to seven MGD. The State Department of Environmental Protection has approved a Capacity Analysis Report for this treatment plant which concludes that the annual average daily flow is expected to approach 75% capacity near the year 2010. In order to make available additional capacity at the Marshall Street Facility, the City is investigating pipeline routes and pump station locations that can redirect much of the wastewater flow from the southern portions of the City that currently go to the Marshall Street Facility to the Northeast Pollution Control Facility. The City is also actively implementing capital projects defined from a comprehensive evaluation of the sewage collection system. These projects include pump station refurbishment, collection system cleaning and lining, and force main cleaning. The Downtown area is a priority for collection system maintenance projects. Appendix Map 5B, portrays sanitary sewer service within Downtown.

Stormwater

Downtown lies within three drainage basins: Coastal, "Prospect Lake Park" and Stevenson's Creek. The Coastal basin is the area west of Myrtle Avenue which drains directly to Clearwater Harbor through outfalls at Turner Street and Pierce Street. These storm drain systems, depicted in Appendix Map 5C, have been in place for many years and are operating at full capacity. The drainage system will need to be upgraded as part of future redevelopment and streetscape projects.

The central part of the Downtown area is within the "Prospect Lake Park" drainage basin. The "Prospect Lake Park" is a regional stormwater detention and water quality facility scheduled for completion in 2003. It will provide stormwater attenuation and treatment for an approximately 150 acre drainage basin, eliminating the need for on-site stormwater facilities in the basin. The outfall from the "Prospect Lake Park" to Clearwater Harbor is being upgraded as a part of the Myrtle Avenue Improvements project scheduled for completion in mid-2004.

The eastern part of the Downtown area lies within the Stevenson's Creek watershed. The 2002 Stevensons Creek Watershed Master Plan identifies areas within the 100- and 500-

year floodplains adjacent to the creek, as well as projects that will reduce the size of the floodplain areas. One such project is the Glen Oaks Stormwater Detention Facility, which is a 20 acre flood control and water quality project. A portion of the project will reduce the size of the 100-year floodplain between Drew and Court Streets and positively impact properties located in the expanded CRA. A total of nine structures containing 19 dwelling units will no longer be located in the floodplain upon completion of this project. This reduction will also decrease flood levels on Cleveland, Court and Drew Streets and Lady Mary Drive.

Reclaimed Water

A reclaimed water transmission main was installed in the northwestern portion of the Downtown area that connects with Clearwater Beach. At this time, it does not provide service to properties within Downtown. Another reclaimed water transmission main has been installed in the eastern portion of the Downtown area and service is available to properties immediately adjacent to it. Both of these transmission lines are shown on Appendix Map 5D. The construction of the Harbor Oaks reclaimed distribution project will begin in 2003 and will be completed in 2004. This project will provide reclaimed water service to properties located south of Chestnut Street and west of Myrtle Avenue. The remaining areas of Downtown are not scheduled to receive reclaimed water service until 2017-2019.

Gas

Clearwater Gas has a natural gas distribution system throughout the Downtown area, which is illustrated on Appendix Map 5E. Underground gas mains are located on most streets and alleys; service lines exist throughout the area.

Sidewalks

Sidewalks are intermittent throughout the Downtown area. The sidewalk network is planned to be upgraded over the next five years as part of future redevelopment and streetscape projects, or as funding allows.

Downtown Fiber Optic Loop

A fiber optic loop connecting major City facilities is being installed to facilitate City business requirements and meet expected service levels to citizens. This loop will be installed to connect the following facilities: Municipal Services Building, Police Department, Fire Station 45, City Hall, Harborview Center, new Main Library, Gas Administration Building, Graphics Buildings and the Engineering Field Office. The new fiber ring will support all voice, data and video needs between the facilities located on the loop. This loop has the ability to provide private access and such opportunities will be reviewed on a case-by-case basis and be subject to City Commission approval.

TRANSPORTATION AND PARKING

The functionality of a roadway is graded on a level of service (LOS) scale, which is a national standard used by traffic engineers that indicates that amount of congestion on a roadway. The use of LOS standards is also mandated by the Florida Department of Transportation and Department of Community Affairs. The LOS standards range from A to F with LOS A representing roadways with free flowing traffic and LOS F representing those that have traffic approaching a point that exceeds the amount that can be served. The Clearwater Comprehensive Plan establishes the acceptable LOS for major streets in Clearwater at a C average daily/D peak hour, except those identified as backlogged or constrained by the Pinellas County Metropolitan Planning Organization (MPO).

Under current conditions, the main thoroughfares carrying traffic through and within Downtown are Fort Harrison, Myrtle, and Missouri Avenues and Drew, Cleveland, Court and Chestnut Streets. However, the opening of the new Memorial Causeway Bridge and the re-designation of State Road 60 and Alternate U.S. Highway 19 will have a major effect on the traffic patterns and functions of these thoroughfares and the secondary roads that feed into them.

Current Conditions

East-West Corridors

To date, the existing Cleveland Street corridor functions as the primary east-west connection through and into the Downtown core, and has the State Road 60 designation. This commercial corridor is classified as a four-lane divided principal arterial roadway to the east of Myrtle Avenue and as a two-lane divided urban principal arterial, with on-street parking west of Myrtle Avenue. The State Road 60 designation generates an increased flow of traffic from areas to the east and west seeking travel to destination points within and outside of the Downtown. It is due to this designation that much of the Cleveland Street corridor within the Plan area operates at levels of service (LOS) E and F.

At the southern portion of the Plan area, the State Road 60 Bypass provides travel around the Cleveland Street corridor via Court Street, which eventually is aligned into Court and Chestnut Streets as it enters the Downtown core. Court Street's primary function is to provide an alternative for traffic accessing destinations within the Downtown, as well as a connection to the Memorial Causeway Bridge. To the east of the Court/Chestnut split, the corridor is classified as a four-lane divided principal arterial, with a LOS of E. However, the western portion of the State Road 60 Bypass, consisting of both Court and Chestnut Streets, is classified as a one-way pair carrying vehicles into the southern portion of the Downtown core and to and from the Memorial Causeway Bridge via three lanes each at lower travel speeds. This dual, one-way corridor currently functions at a LOS B.

Drew Street functions as a secondary east-west travel option for the northern portion of the Plan area and provides access to the Memorial Causeway Bridge via the Cleveland Street/Pierce Boulevard intersection. The portion of Drew Street east of Fort Harrison Avenue Avenue, designated State Road 590, is classified as a four-lane undivided minor arterial roadway, operating at a LOS D and E. To the west of Osceola Avenue, Drew Street functions as a two-lane, undivided roadway with on-street parking on both sides and operates at a LOS C.

North-South Corridors

Currently, Fort Harrison Avenue functions as the primary north-south, continuous connection through and within the Downtown. To the north of Cleveland Street, the commercial corridor is classified as a divided, urban arterial, two-lane highway with a center turning lane. To the south of Cleveland Street, the commercial corridor is classified as an undivided, urban arterial four-lane highway. Designated Alternate U.S. 19, the corridor generates an increased level of traffic from areas in north and south Pinellas County seeking to access destinations within Downtown and traveling through to destinations beyond. The corridor currently operates at a LOS C and D.

The Myrtle Avenue corridor provides an alternative travel option to a portion of the Fort Harrison Avenue corridor and ultimately aligns with Fort Harrison Avenue north of the Plan area. Myrtle Avenue functions as a secondary north-south travel option through and into the Downtown core. The corridor is classified as a four-lane, undivided minor arterial roadway and operates at a LOS C and D.

The main north-south corridor in the central portion of the Plan area is Missouri Avenue. The roadway primarily functions as a commercial corridor that delivers traffic into and out of Downtown from the south and terminates at the northern boundary. Within the Downtown Plan area, Missouri Avenue is classified as a four-lane, divided arterial roadway and operates at a LOS C.

Projected Impacts of Current Projects

The realignment of the Memorial Causeway Bridge will have several effects on the road network within the Downtown Plan area. Most notably, through-traffic utilizing the bridge will be re-distributed from Cleveland Street to Court and Chestnut Streets, with Cleveland Street no longer designated State Route 60 and terminating at Osceola Avenue. This change will remove a significant level of traffic from Cleveland Street throughout the Plan area, dramatically improving traffic circulation and making it easier for motorists to locate parking. The realignment of the bridge access is projected to increase the level of service on Cleveland Street to a C. The final completion date for the bridge is proposed for July 2004; however, the bridge will be open to traffic early in 2004.

As the new State Road 60 designation, Court and Chestnut Streets will now receive the majority of traffic seeking to utilize the new bridge to connect to Clearwater Beach. The capacity of these roadways will be decreased, but will remain a LOS C on segments west of Martin Luther King, Jr. Avenue within the Downtown core. However, the segment of

Court Street between Martin Luther King, Jr. and Missouri Avenues will be downgraded from a LOS E to a LOS F, while the segment from Missouri Avenue to Highland Avenue will be decreased from a LOS E to a LOS F.

The new Memorial Causeway Bridge alignment will also affect the configuration of Drew Street. Access to the bridge will no longer be available via Drew Street, as this roadway will end at Clearwater Harbor. This reconfiguration will increase capacity on Drew Street and increase its LOS from a D/E to a C/D throughout the Plan area.

The re-designation of Alternate U.S. Highway 19 from Fort Harrison Avenue to Myrtle Avenue will have a favorable impact on the capacity of the Fort Harrison Avenue corridor and the levels of traffic within Downtown. With much of the through-traffic being redirected from Fort Harrison Avenue to the new Myrtle Street/Court Street/Missouri Avenue configuration, the capacity on Fort Harrison Avenue may slightly increase. It is not anticipated that traffic levels and levels of service will be greatly affected on Fort Harrison Avenue Avenue, as it will continue to be a major connection into Downtown Clearwater and for destinations in north and south Pinellas County.

Multi-Modal Transportation

The Pinellas Suncoast Transit Authority (PSTA) and the Jolley Trolley Company currently provide bus service within Downtown. PSTA currently offers 11 routes from Downtown to locations throughout Clearwater, as well as to the surrounding municipalities in Pinellas County. In addition, a PSTA main bus terminal is located within the Downtown core at the northwest corner of Pierce Street and Garden Avenue. Table 4 below summarizes the PSTA routes available from the Plan area.

Table 4
Existing PSTA Routes from Downtown

Route	From	To
18	PSTA Station	Downtown St. Petersburg via Seminole
52	PSTA Station	Downtown St. Petersburg via Largo
60	PSTA Station	Jasmine Court
61	Indian Rocks	Dunedin via PSTA Station
66	Tarpon Springs	Indian Rocks via PSTA Station
67	PSTA Station	Oldsmar
76	PSTA Station	Countryside Mall
78	PSTA Station	Countryside Mall via Dunedin
80	PSTA Station	Sand Key
82	PSTA Station	Countryside Mall via Safety Harbor
98	PSTA Station	Carrilon Office Complex

In addition to the service offered by PSTA, the Jolley Trolley Company provides bus service between Downtown and Clearwater Beach. These routes operate every 35 minutes from 10 a.m. to 8 p.m. daily, and from 10 a.m. to 9 p.m. Thursday through Saturday.

Bicycle and pedestrian facilities exist throughout the Plan area, and most noticeably in the Downtown core. The Pinellas Trail operates through the eastern portion of the Downtown core and continues to north and south Pinellas County. This transportation/recreation facility provides an alternative link from the traditional core of Downtown to destinations beyond. Currently, the Memorial Causeway Bridge provides narrow, insufficient bike paths to travel over Clearwater Harbor. The new bridge alignment will provide pathways that will more than adequately accommodate pedestrians and bicyclists seeking to travel over Clearwater Harbor. In addition to the bicycle and pedestrian facilities located on the bridge, a spur from the Pinellas Trail will connect to the bridge via Turner and Oak Streets to safely carry cyclists to and from the bridge. Improvements to the Trail within the Downtown core are also proposed along the East Avenue right-of-way, which will increase the Trail's width between Drew Street and Druid Road.

Pinellas Mobility Initiative and Bluff to Beach Guideway

Two major transportation studies are currently underway that are exploring alternative modes of transportation. The Metropolitan Planning Organization (MPO) is conducting the Pinellas Mobility Initiative, which is an effort aimed at developing an implementation plan for rail, monorail, or next generation bus service in corridors linking Clearwater to St. Petersburg and the beaches with an extension to north Pinellas County. The general alignment includes sections in Downtown Clearwater and Gulf to Bay Boulevard. A major element of the initiative is to provide mobility choices through other options that support the rail system. This would include increased bus service, additional bicycle trails and facilities, additional trolleys, and interconnections from station areas to existing neighborhoods and development.

In addition to the Pinellas Mobility Initiative, a preliminary feasibility study has been completed for a guideway system from Downtown to Clearwater Beach. The purpose of this project is to explore how best to integrate Downtown Clearwater with the beach area through the construction of an innovative guideway transit link. The Clearwater City Commission recently approved Phase 2 of the Bluff to Beach Guideway study, which will provide more detailed analysis and information regarding ridership projections, cost estimates and alignment alternatives.

Public Parking

To evaluate the current and future needs for new parking facility development and/or the expansion of existing facilities (based on current and future parking deficits or surpluses) the City of Clearwater recently hired Urbitran Associates, Inc. in conjunction with Chance Management Advisors, Inc., to conduct a parking needs assessment and feasibility study for the Downtown core. The 2002 study documented the location, occupancy and parking demand for 5,382 existing parking spaces located in a variety of locations and facilities. Table 5, below, illustrates the types and number of spaces analyzed and Map 6, page 35, depicts their location.

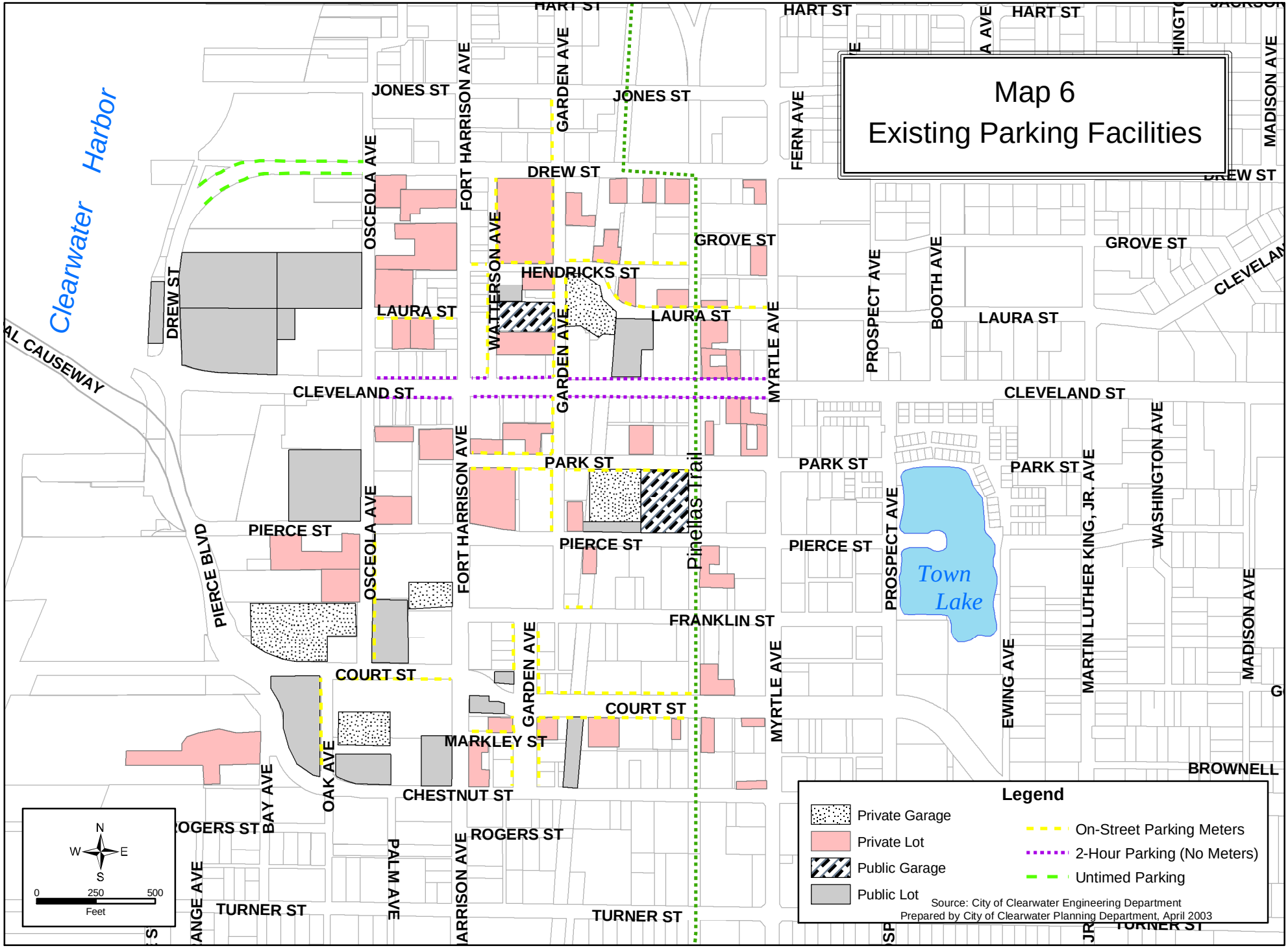


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Table 5
Existing Parking Facilities*

Number of Parking Spaces	Type of Parking Space
223	On-street meter spaces
61	On-street spaces with no meters
271	Public parking garage
1,191	18 municipal public parking lots
1,656	5 private sector parking garages
1,980	50 private-sector parking lots

*Excludes two parking garages owned by Pinellas County and the parking spaces associated with the Fort Harrison Avenue Hotel

The report found that the overall weekday occupancy rate for publicly-owned on and off-street parking is 60 percent. Several lots have peak hour parking occupancy rates exceeding 90 percent and include the municipal lots at Stein Mart, the Courthouse and the lot located at Court Street and Osceola Avenue. Occupancy is also high (89 percent) for the on-street parking spaces along Cleveland Street. Parking south of Cleveland Street, with the exception of South Garden Avenue and Park Street, has a very low average weekday occupancy rate of 33 percent. With regard to private garages, occupancy rates range between 50 percent and 72 percent. With regard to the 50 private parking lots analyzed, the study determined the overall occupancy for these lots is approximately 53 percent. The lots located south of Cleveland Street and west of South Fort Harrison Avenue have the highest average occupancy rate of 85 percent.

Because on-street parking spaces are occupied during peak periods and garages are not immediately visible, there is a perception that the Downtown core does not have sufficient parking. However, based on current supply and demand the existing parking is more than adequate. Implementation of the Downtown Plan will change that and several sites for new parking facilities have been identified to accommodate redevelopment in the Capital Improvement Plan contained in Chapter 4, Plan Implementation. Furthermore, the new Memorial Causeway Bridge will result in the realignment of Court and Chestnut Streets and will require the elimination of the parking lot located on the northeast corner of Pierce Street and Pierce Boulevard and will require the reconfiguration of the parking lot located near the Pinellas County Courthouse.

PUBLIC RECREATION FACILITIES

A total of 45.3 acres or 6.5 percent of the total land within Downtown is occupied by City-owned parkland and is illustrated on Map 7, page 39. There are a variety of facilities within Downtown and several in close proximity to the Plan boundaries. Several of the parks are concentrated in the traditional Downtown core. Coachman Park, almost seven acres in area, is located in the western-most portion of the core along Clearwater Harbor. The park is primarily passive, however, it has an amphitheater that attracts nationally-known artists and serves as a regional entertainment venue. On the west side of Coachman Park adjacent to Clearwater Harbor are the Bayfront Memorial

Parks. These are small passive parks providing parking along the water and are best known for housing two sculptures. One sculpture pays tribute to the World War I American Doughboys and the second one memorializes the World War I Navy.

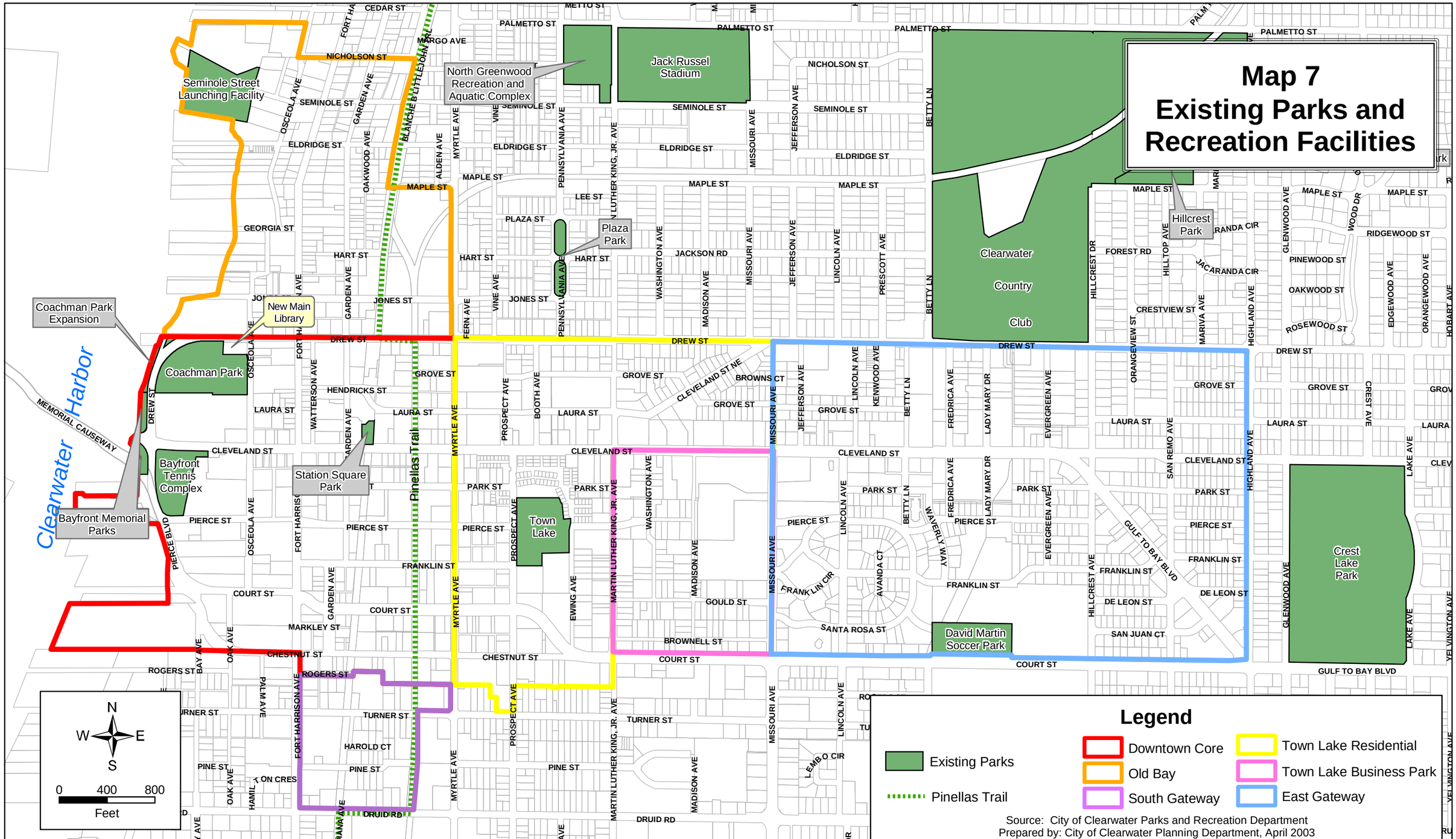
The Bayfront Tennis Complex is located to the west of City Hall on the lower end of the bluff and is the City's first tennis complex. One urban pocket park, Station Square Park, is located in the center of the historic commercial core on Cleveland Street and is used by many Downtown workers. Station Square Park also hosts a variety of special events in addition to being the home of the Farmer's Market. Lastly, the Fred E. Marquis Pinellas Trail, a countywide trail system, traverses Downtown running north/south. A significant portion of the Trail shares the East Avenue right-of-way but north of Drew Street the Trail is located within a dedicated greenway corridor.

The Seminole Street Launching Facility is located in the most northwestern section of Old Bay and functions as the City's main boat launching facility. It has eight boat ramps and a fishing pier, as well as a picnic area. The facility accommodates approximately 25,000 launches per year. The facility offers monthly and yearly launch passes.

Prospect Lake Park, located east of the core on the west side of Prospect Avenue, is principally completed. Prospect Lake Park is a passive urban lake providing a unique amenity within Downtown. David Martin Soccer Field is the only active recreation facility in Downtown and is located on the north side of Court Street west of Hillcrest Avenue. This field will be relocated south of its current location, as part of the Glen Oaks Stormwater Detention Facility and will then be located immediately south of Downtown.

Even though Downtown has a significant amount of parkland, it lacks small pocket parks and playgrounds within the residential neighborhoods. Several recreation facilities are located along the perimeter of the Downtown including the Clearwater Country Club golf course and Crest Lake Park, which is a community park with playground facilities, a lake and the City's first dog park.

Map 7
Existing Parks and Recreation Facilities



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EXISTING DOWNTOWN REDEVELOPMENT PROGRAMS

Several programs have been established to support Downtown redevelopment efforts. A description of the main programs is listed below and a more comprehensive listing of incentives available to the private sector is provided in Chapter 4, Plan Implementation.

Downtown Development Board

Pursuant to Florida Statutes, the Downtown Development Board (DDB) was established in 1970. In 1971, Downtown property owners approved a referendum that created a Special Downtown Tax District to assist in revitalization efforts of the Downtown area and preserve property values. The DDB has seven elected board members and two ex-officio members from the CRA and represents the interests of Downtown property owners in addition to supporting the Main Street program. The CRA provides professional staff support to the DDB.

Main Street Program

The City of Clearwater was designated a Main Street Community by the Florida Division of Historical Resources in 1998. This program is an integral part of Florida's historic preservation program based on the national model developed by the National Trust for Historic Preservation. The Main Street approach involves the private sector through four areas: organization, promotion, design and economic restructuring.

Brownfields Program

In order to assist in the redevelopment of abandoned, idled, or underutilized industrial and commercial properties that have or are perceived to have environmental contamination, the City of Clearwater established a Federal and State Brownfields program in 1996. This program has provided assistance to conduct environmental site assessments, remove hydraulic lifts, monitor groundwater, develop site-specific quality assurance plans, absorb impact fees, implement revolving loan funds and provide site remediation. At this time, over 200 Brownfields sites have been identified in the Downtown Plan area. The sites are dispersed with concentrations found along Martin Luther King, Jr. Avenue, Chestnut Street, Missouri Avenue, Fort Harrison Avenue and Cleveland Street.

Enterprise Zone

In an effort to reduce poverty levels, unemployment, physical deterioration and economic disinvestment, the Clearwater Enterprise Zone Development Agency (EZDA) was created in September 1998. A significant portion of the Enterprise Zone is located within Downtown. Businesses may receive credits or tax refunds on State Sales and Use Tax or Florida Corporate Income Tax if they meet the requirements.

Downtown-Gateway Strategic Action Program
In 2002, the City's first Downtown-Gateway Strategic Action Program was developed through a partnership of the CRA, Downtown Development Board, Main Street Joint Venture Committee and Regional Clearwater Chamber of Commerce. This is a three-year program that defines the work program for the City's Economic Development Department with regard to Downtown. The program identifies various programs, projects, and costs and is reviewed and revised on a yearly basis.

INVESTMENT IN DOWNTOWN

Since the inception of the original Downtown CRA in 1981, considerable public and private investment has been made in the Downtown area. Below is a list of the significant program and projects undertaken by the City and/or CRA.

- Assisted in improvements to Coachman Park;
- Purchased the Maas Brothers property, now the location of the City's Harborview Center;
- Purchased land and constructed parking lot adjacent to Station Square Park;
- Purchased and sold property for construction of an office development located at Cleveland Street and Garden Avenue and built a parking garage now a private garage;
- Improved Cleveland Street streetscape with new sidewalks, electrical improvements and new plantings;
- Purchased and sold property (through the CRA) to the City for the construction of the Municipal Services Building located at 100 South Myrtle Avenue;
- Issued façade improvement grants for over 30 buildings totaling approximately $100,000 since 1996. These improvements have been made to properties primarily located along Cleveland Street and Fort Harrison Avenue Avenue;
- Purchased and assisted in cleaning several Brownfields sites that have been or are currently being developed by the private sector. (Harbor Oaks Shopping Center, Mediterranean Village, IMR Global); and
- Subsidized Jolley Trolley, a non-profit trolley system that provides service between Downtown and the Beach.

Three major public investments are currently under construction within Downtown that will have major impacts on future redevelopment.

- A new four-lane, high-level fixed bridge that has a vertical clearance of approximately 74 feet is replacing the existing State Road 60 (Memorial Causeway) bascule bridge that connects Downtown with Clearwater Beach. The construction of this $64.3 million project, funded by the Federal Government, Florida Department of Transportation, Pinellas County and the City of Clearwater (Penny for Pinellas), began in February 2002 and is expected to open for traffic in early 2004 with completion in July 2004. Removal of the existing bridge will be complete by mid-2004.

- The new Main Library is being constructed on the southwest corner of Osceola Avenue and Drew Street (100 North Osceola Avenue) and is estimated to open in early 2004. The cost of this project is $20.25 million and was funded through a variety of sources including City of Clearwater (Penny for Pinellas), the Clearwater Library Foundation, a bequest and the Pinellas Public Library Cooperative. This project was identified in the 1995 Downtown Redevelopment Plan as part of the project known as the "City Public Quad". The library is being constructed on its original site overlooking Clearwater Harbor instead of the site envisioned by the 1995 Plan.

- "Prospect Lake Park", a four-acre stormwater treatment pond and park amenity, is being constructed in the vicinity south of Cleveland Street, east of Myrtle Avenue, north of Court Street and west of Ewing Avenue. The purpose of the project is to reduce existing flooding problems and provide stormwater treatment to protect the water quality of Clearwater Harbor, designated an Outstanding Florida Waterbody. This facility establishes a "stormwater buy-in district" within which development and redevelopment projects can make a payment in-lieu-of on-site stormwater retention for City and State stormwater treatment requirements. This project was identified as Park Lake Project No. 8 in the 1995 Redevelopment Plan and is located in the general area identified by the Plan; however, it is significantly smaller than originally recommended.

In addition to new businesses that have located within existing Downtown buildings, substantial new redevelopment has been constructed or is currently under construction. One project was made possible by funding from the Division of Historical Resources (Old Pinellas County Courthouse) and several others have been made financially feasible due to the redevelopment programs operated within the Downtown area. Collectively, these projects include:

- Walgreen's located at the northeast corner of Cleveland Street and Myrtle Avenue;

- Budget Self-Storage located on the east side of Myrtle Avenue between Cleveland Street and Drew Street;

- CGI located at the southwest corner of Cleveland Street and Missouri Avenue. This major redevelopment project includes two buildings and reflects a $50 million investment. Formally IMR Global, it currently employs 100 people;

- Harbor Oaks Shopping Center, which includes a Publix grocery store, located on the southeast corner of South Fort Harrison Avenue and Turner Street;

- Old Pinellas County Courthouse, the subject of an extensive restoration is listed on the National Register of Historic Places and located at the southern terminus of South Osceola Avenue at Court Street;

- Mediterranean Village in the Park, a 100-unit townhouse development, located on the south side of Cleveland Street and north of the new Prospect Lake Park. The CRA purchased land and sold to the developer, cleaned the site and agreed to pay impact fees, permit fees and utility connections fees as construction occurs;

- Laura Street Townhomes, an 18-unit townhouse development, located on the north side of Laura Street east of Myrtle Avenue;

- Sabbides Office building, a 3,700 square foot contractor's office located on Gould Street; and

- Church of Scientology Ministerial Training & Pastoral Counseling Center**,** a religious facility approximately 370,000 square feet of floor area located on the southeast corner of South Fort Harrison Avenue and Pierce Street. This building provides the City's first elevated walkway crossing above South Fort Harrison Avenue connecting to the Fort Harrison Avenue Hotel.

Chapter 3
Land Use Plan/Redevelopment Plan

VISION OF PLAN

The intent of the Clearwater Downtown Redevelopment Plan is to provide a flexible framework for the redevelopment of Downtown into a place that attracts people to live, work, shop and play. The principles that guided the development of the Downtown Plan are as follows:

- The Clearwater Strategic Vision for Two Decades included eleven overall goals one of which is: A vibrant downtown that is mindful of its heritage;

- Downtown Clearwater is a major center of activity, business and governments;

- The location of the Pinellas County seat within Downtown Clearwater is a point of civic pride and economic development opportunities.

- The revitalization of Downtown Clearwater is critical to the City's overall success. The City will use all tools and incentives available in the CRA to revitalize the Downtown.

- Cleveland Street is downtown's "Main Street" and is valued both for its historic character/setting and as the major retail street;

- Downtown will be an integrated community with a mix of retail, residential, office and recreational opportunities. The development of a variety of residential projects to attract new residents to Downtown is critical to the success of a revitalized Downtown.

- Fort Harrison and Osceola Avenues should be redeveloped as pedestrian oriented streets and in conjunction with Cleveland Street form the major retail core of Downtown;

- Downtown's unique waterfront location should be a focal point for revitalization efforts and an orientation for all of Downtown. Views of and access to the water must be preserved;

- The existing City Hall site may be redeveloped with uses other than governmental/public uses to facilitate the renewal of Downtown;

- Quality urban design is critical to new construction and renovated buildings;

- To encourage pedestrian activity, some automobile-oriented uses should not be permitted;

- The Pinellas Trail is a unique resource for recreation and economic development within Downtown;

- The visual and performing arts are a vital part of Downtown;

- An adequate parking supply must be available coterminous with new uses; and

- The elimination of blighting conditions and the revitalization of the existing and expanded CRA are critical to the future health of Downtown.

These concepts guided the formation of the Plan's goals, objectives and policies. They also provided the basis for the establishment of character districts, which divide the Downtown into separate geographical areas and set the parameters for redevelopment. These concepts also provided direction for the types of City strategies, public investments and development incentives that should be used to encourage and help facilitate private investment that will make Downtown a place in which all Clearwater residents and tourists can enjoy.

GOALS, OBJECTIVES AND POLICIES

In order to guide the revitalization of Downtown, three overriding goals have been established. Objectives and polices have been developed to aid in reaching these goals. Downtown development/redevelopment and public actions within Downtown shall be governed by the following goals, objectives and policies.

Goals and Objectives

<u>People Goal</u>

Goal 1: Downtown shall be a place that attracts people for living, employment and recreation. The City shall encourage redevelopment that will attract residents and visitors to Downtown as a recreation, entertainment and shopping destination.

Objective 1A: All development within Downtown shall further the goals, objectives and policies of this Plan and shall be consistent with the character districts, the design guidelines and the Downtown zoning district.

Objective 1B: Downtown shall be maintained as the City of Clearwater government center.

Objective 1C: The City of Clearwater values the location of Pinellas County government in Downtown and will continue to encourage Pinellas County to remain in the Downtown.

Objective 1D: The City will support the relocation of the Osceola Street City Hall to a location within the Downtown. The location and design of the new City Hall shall reflect the building's importance as a civic institution and community-gathering place.

Objective 1E: A variety of businesses are encouraged to relocate and expand in Downtown to provide a stable employment center, as well as employment opportunities for Downtown residents.

Objective 1F: Cleveland Street shall be maintained as Downtown's Main Street which is valued both for its historic character and scale of development and for its function as the major retail street.

Objective 1G: Residential uses in Downtown are encouraged with a variety of densities, housing types and affordability consistent with the character districts.

Objective 1H: A variety of incentives shall be available to encourage redevelopment within the Downtown.

Objective 1I: The City shall use all existing incentives to encourage Downtown housing and shall evaluate other incentives to encourage residential uses to locate Downtown.

Objective 1J: Downtown shall maintain and expand parks and recreational activities that serve residents and visitors.

Objective 1K: Downtown shall be a safe environment for both residents and visitors by addressing real and perceived public safety issues.

Objective 1L: The City shall recognize the unique features of Downtown neighborhoods and continue and expand applicable neighborhood services.

<u>Movement Goal</u>

Goal 2: Create an environment where both people and vehicles can circulate throughout Downtown safely and effectively.

Objective 2A: The Downtown street grid should be maintained to provide multiple access points in and through Downtown, to assist in dispersing traffic on various routes and contribute to improved traffic operations. Vacation of streets shall be evaluated based on redevelopment potential provided alternative access exists or can be provided.

Objective 2B: Cleveland Street and Fort Harrison Avenue shall be reclaimed as local streets to operate within Downtown for vehicular and pedestrian circulation.

Objective 2C: A Master Streetscape and Wayfinding Plan shall be implemented to enhance the pedestrian and vehicular environment, invite residents and visitors into Downtown, improve traffic circulation and encourage private development.

Objective 2D: The Pinellas Trail shall be maintained and improved as both a recreational amenity and alternative mode of transportation. The Trail presents the opportunity to bring people into Downtown and as such is a unique source of economic development. The Trail shall assist in creating connections within Downtown, between the balance of the Trail countywide and from Downtown to Clearwater Beach.

Objective 2E: Pursue a monorail connection from Downtown to Clearwater Beach and ensure a connection from Downtown to the proposed countywide light rail system and the statewide high-speed rail system to improve traffic circulation and encourage economic development opportunities.

Objective 2F: Monorail and light rail stations shall be located in close proximity to employment centers, entertainment/retail centers and in areas of existing and planned concentrations of residential development. The design and scale of these stations shall be consistent with the vision and scale of the character district in which they are located.

Objective 2G: Encourage improvements to, and the expansion of, Pinellas Suncoast Transit Authority (PSTA) services and routes to include connections between Downtown and Clearwater Beach and from Downtown to other regional attractions in Pinellas County.

Objective 2H: A variety of parking solutions for motorized and non-motorized vehicles shall be pursued to support redevelopment while maintaining ease of access and parking throughout the Downtown.

Objective 2I: Redevelopment and public improvements shall create and contribute to pedestrian linkages throughout the Downtown.

Objective 2J Encourage the future development of a joint use public/private parking garage and bus terminal located at either the current PSTA terminal location on the west side of Garden Avenue from Park Street to Pierce Street or at another Downtown location determined by the City and PSTA.

Amenity Goal

Goal 3: Create Downtown as a memorable place to be enjoyed by residents and visitors that capitalizes on Clearwater's waterfront location, natural resources, built environment and history.

Objective 3A: Coachman Park shall be redeveloped and expanded as a waterfront park accessible to all residents and visitors containing active and passive open space, an improved regional outdoor entertainment venue and a marina.

Objective 3B: The new Main Library will serve as a cultural attraction and an anchor for the northern section of the Downtown Core.

Objective 3C: A variety of visual and performing art activities and programs shall be encouraged within the Downtown.

Objective 3D: Redevelopment is encouraged to create a vibrant Downtown environment containing a variety of building forms and styles that respect Downtown's character and heritage.

Policies

Policy 1: The design guidelines establish the quality and design features expected for renovation, redevelopment and new construction in Downtown with which all projects must be consistent.

Policy 2: The character of each district shall be reinforced through the site plan and design review process. Projects shall be consistent with and contribute positively to the vision of the character district in which it is located.

Policy 3: The design of all projects in Downtown shall make meaningful contributions to the pedestrian environment through site and building design.

Policy 4: Renovation, rehabilitation and reuse of historic resources are encouraged. Flexibility through the site plan review process should be utilized so that historic resources may be retained and reused.

Policy 5: The City shall pursue various strategies, incentives and planning tools that will assist in the preservation of historic resources.

Policy 6: The City shall establish a Public Amenities Incentive Pool that provides density and intensity increases for projects located in all character districts, except as limited in Old Bay, in excess of the allowable maximum development potential based on a provision of selected public amenities. The size of the Incentive Pool shall be the incremental difference between the

maximum development potential permitted by the 1995 Redevelopment Plan and the maximum amount of development permitted under this Plan as determined by the buildout scenarios.

Policy 7: Transfer of Development Rights are permitted for all projects to assist development provided that both the sending and receiving sites are located in the Downtown Plan area. Approval of Transfer of Development Rights on a site may allow an increase in the development potential in excess of the maximum development potential of the applicable character district. The number of development rights transferred to any site with a Future Land Use Plan designation of Central Business District (CBD) are not limited, however, transfers to sites with a designation other than CBD shall not exceed the applicable maximum development potential by 20 percent. All uses of transfer of development rights shall ensure that the receiving site remains consistent with the vision of the applicable character district.

Policy 8: Maintain the designation of Downtown as a Regional Activity Center so that the thresholds for Development of Regional Impacts remain increased.

Policy 9: Projects located at or near the border of the Downtown Plan area shall use effective site and building design features to ensure an appropriate transition and buffer between the different areas.

Policy 10: Uses along the Pinellas Trail should be oriented toward the Trail to take advantage of the people drawn to this recreational/transportation amenity. Connections to the Pinellas Trail should be incorporated in site plans when property is adjacent to the Trail or when the proposed use would benefit through a connection.

Policy 11: Nonconforming uses are encouraged to relocate to a zoning district that permits their use. The City shall explore all incentives and planning tools that will assist in the relocation of nonconforming uses. Use of the Community Development Code tool known as "Termination of Status as a Nonconformity" is not permitted within the Downtown Plan area.

Policy 12: Drive-through facilities shall only be permitted as an accessory use and through a design that minimizes the views of the facility from rights-of-way and preserves the urban character of Downtown.

Policy 13: Places of worship and social/community centers are considered integral parts of the Downtown character districts. They are permitted uses that may locate or expand at a scale consistent with the character district in which they are located provided that all site plan requirements are met.

Policy 14: The education of Downtown property owners should be emphasized regarding Clearwater building and property maintenance standards. Litter control and

maintenance of landscaped areas shall be a priority for Downtown. The City will maintain its properties and public infrastructure as the example for other property owners.

Policy 15: The City shall make use of Community Development Block Grant (CDBG) funds for Downtown infrastructure and increasing affordable housing options.

Policy 16: Prior to the disposition of City and/or CRA-owned properties, the City shall determine the most appropriate use consistent with the Plan in consultation with the applicable neighborhood associations and/or business groups.

Policy 17: Property owners/developers are encouraged to meet with area neighborhood associations/business groups prior to submitting a major redevelopment project for City review.

Policy 18: The City shall assist neighborhoods in the formation and development of neighborhood associations that empower residents to improve their neighborhood and strengthen ties between residents and government.

Policy 19: Residential development shall provide appropriate on-site recreation facilities based on the scale of the project.

Policy 20: Shared parking for commercial, office and mixed uses should be accomplished wherever possible.

Policy 21: The City shall pursue all funding options to accelerate the implementation of the Master Streetscape and Wayfinding Plan and Coachman Park Master Plan.

Policy 22: The City shall monitor and evaluate traffic operation changes as a result of the new bridge alignment and make any necessary capital or operational improvements to the Downtown traffic network.

Policy 23: The City shall evaluate the need, size and location for a parking garage(s) to support entertainment, retail and/or restaurant uses. The City may support the development of these uses through the construction of a garage, participation in a public/private partnership to build a garage or contributions to assist in the construction of a garage.

Policy 24: The City prefers and shall encourage alternative stormwater management solutions rather than installation of on-site stormwater retention ponds. These alternatives may include neighborhood or regional stormwater programs that make significant improvements to the overall stormwater system and environment.

Policy 25: The City shall give priority to sidewalk construction within Downtown that enhances pedestrian linkages and/or completes a continuous sidewalk system on all streets.

Policy 26: The CRA will evaluate participating with the private sector in land assembly to facilitate projects consistent with this Plan.

Policy 27: The CRA will consider abatement of impact fees and permit fees as an incentive for redevelopment projects that are consistent with this Plan.

Policy 28: Properties whose uses have resulted in a higher police level of service than typical properties are encouraged to redevelop with uses consistent with the applicable character district; if a higher police level of service continues, the use will be the focus of nuisance abatement strategies and law enforcement.

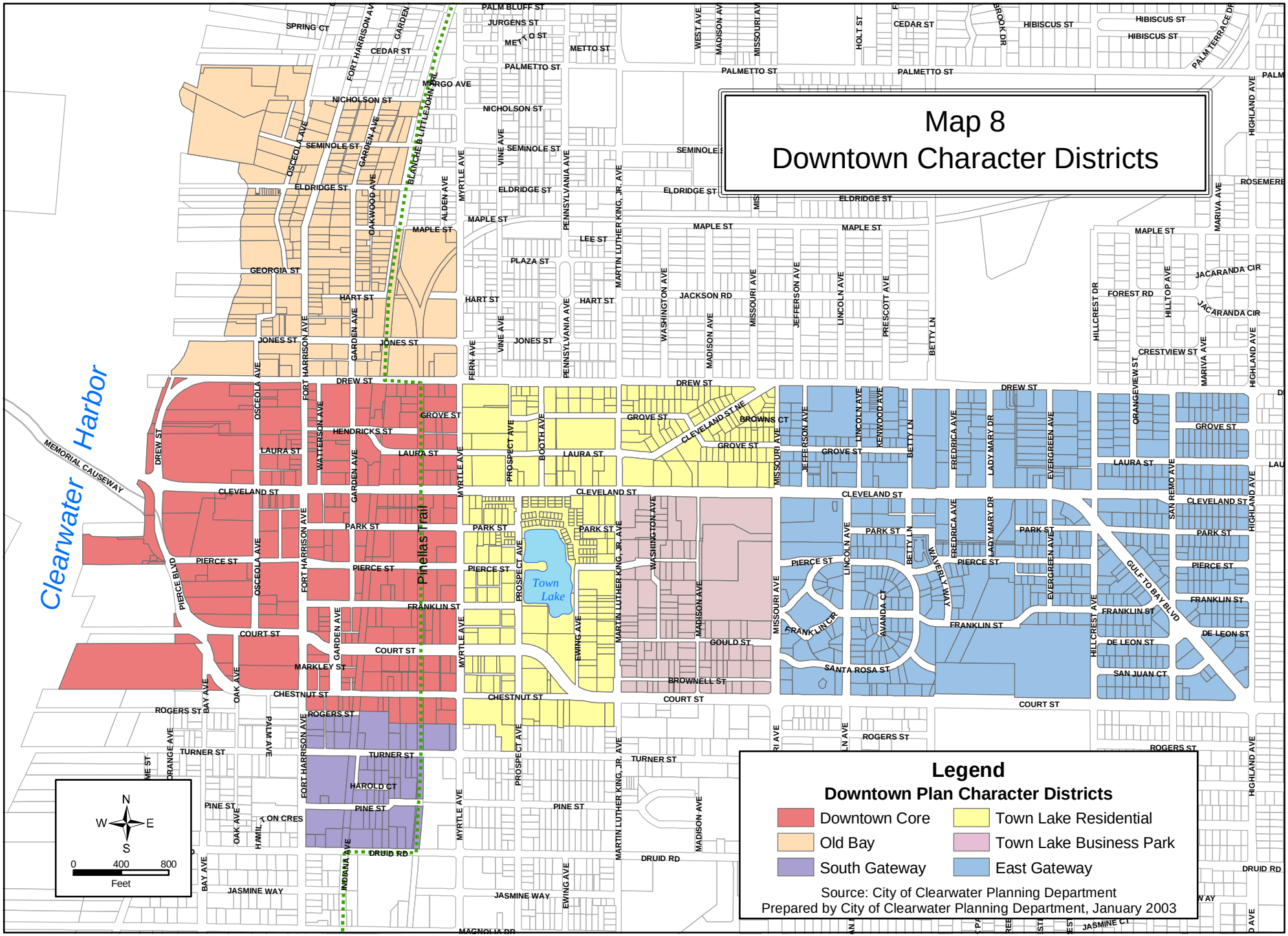
Policy 29: The City shall work to increase coordination and communication among residents, Police Officers and the Community Response Team in an effort to proactively solve problems.

DOWNTOWN CHARACTER DISTRICTS

The 1995 Plan controlled development by a land use map that designated allowable uses on a parcel-by-parcel basis. In order to deviate from this very specific map, a Plan amendment would be required. In an attempt to accommodate the long-term flexibility needed to support redevelopment, character districts are being established in this Plan to govern development. These more effectively convey the City's desired future than a parcel-based land use map.

Several studies were conducted in order to determine the appropriate boundaries and the number of character districts. One study focused on general development patterns, concentration of uses, street patterns, number of lanes and natural and manmade boundaries. Another study considered recently constructed or soon to be constructed capital projects and their potential impacts on the Downtown. Additionally, a review of the maximum permitted development potential permitted by the 1995 Plan and the Periphery Plan was conducted, along with a review of the actual built intensity and density of existing and approved projects. It was determined that the 1995 Plan could result in an unusual and undesirable development pattern where the development potential in the eastern portion of the original CRA was more intensive than the area adjacent to the Downtown Core. This pattern is inconsistent with general planning principals and with concepts endorsed by the City Commission in 2002. Those concepts specified that the highest density and intensity of Downtown should be located in the Core area with decreasing density and intensity moving east through the balance of Downtown.

Based on the above evaluation, six distinct districts are created to guide development and redevelopment within Downtown and are depicted on Map 8, page 57. Each District contains a vision that includes use requirements, function, development patterns, intensity and density and height. Each District also includes policies specific to the District. The overall maximum development potential permitted within Downtown is being reduced from that within the 1995 Plan. The City will retain the balance of the excess potential over the life of the Plan, however, to allocate to specific projects that make a major contribution to Downtown redevelopment.


Map 8
Downtown Character Districts
Legend
Downtown Plan Character Districts
Downtown Core
Old Bay
South Gateway
Town Lake Residential
Town Lake Business Park
East Gateway
Source: City of Clearwater Planning Department
Prepared by City of Clearwater Planning Department, January 2003
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Clearwater Harbor
Pinellas Trail
Town Lake
MEMORIAL CAUSEWAY
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NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
GEORGIA ST
HART ST
JONES ST
DREW ST
GROVE ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
CHESTNUT ST
ROGERS ST
TURNER ST
PINE ST
DRUID RD
JASMINE WAY
MAGNOLIA DR
SPRING CT
CEDAR ST
MARGO AVE
PALM BLUFF ST
JURGENS ST
METTO ST
HIBISCUS ST
PALM TERRACE DR
ROSEMERE
JACARANDA CIR
FOREST RD
CRESTVIEW ST
BROWNS CT
CLEVELAND ST NE
GULF TO BAY BLVD
WAVERLY WAY
FRANKLIN CIR
AVANDA CT
SANTA ROSA ST
SAN JUAN CT
DE LEON ST
GOULD ST
BROWNELL ST
HAROLD CT
HENDRICKS ST
MARKLEY ST
INDIANA AVE
BLANCHE LITTLEJOHN RD
FORT HARRISON AVE
OSCEOLA AVE
GARDEN AVE
OAKWOOD AVE
ALDEN AVE
MYRTLE AVE
VINE AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
WASHINGTON AVE
MADISON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
BETTY LN
HILLCREST DR
HILLTOP AVE
MARIVA AVE
HIGHLAND AVE
ORANGEVIEW ST
SAN REMO AVE
FREDRICA AVE
LADY MARY DR
EVERGREEN AVE
KENWOOD AVE
PROSPECT AVE
BOOTH AVE
EWING AVE
PIERCE BLVD
BAY AVE
OAK AVE
PALM AVE
ORANGE AVE
WEST AVE
HOLT ST
BROOK DR
FERN AVE
PLAZA ST
LEE ST
WATTERSON AVE

Downtown Core District

The Downtown Core is bounded by Drew Street on the north, Myrtle Avenue on the east, Clearwater Harbor on the west and Chestnut Street on the south as shown on Map 8, page 57. The Downtown Core encompasses 270 parcels totaling 128 acres in area and represents 23.7 percent of the Downtown Plan area.

Existing Character

The Downtown Core is the government center and principal employment core of the City. Many of the Pinellas County government offices are located in the Downtown Core as well as private offices and support uses that desire the proximity to the government center. Cleveland Street is Downtown's "Main Street" and has a historic character/setting and functions as the major retail street within Downtown. There are a significant number of churches and church-related uses within the Downtown Core, as well as under-developed and vacant land.

District Vision

Uses

The Downtown Core should continue to be a center of government including Pinellas County and City of Clearwater governmental offices. The Downtown Core will continue to attract private offices that desire to locate in close proximity to the government center, as well as offices attracted to Clearwater for its size, central location and amenities. A key component to diversify the Downtown Core is to attract residential uses with a variety of housing types and prices. Once a residential base is in place, retail, restaurant and services will likely follow. It is anticipated that the majority of existing churches will remain and possibly expand.

Redevelopment of two key public waterfront parcels located on the Bluff overlooking Clearwater Harbor is also anticipated: the Harborview/Coachman Park parcel and the City Hall/Calvary Baptist Church parcel. The Harborview/Coachman Park parcel is located west of Osceola Avenue from Drew Street south to Cleveland Street and is currently developed with uses open to the public. The City will therefore only contemplate redevelopment containing uses open to the public such as retail/ restaurant/convention center/hotel/entertainment uses within the footprint of the existing Harborview Center. The redevelopment should complement the new Main Library and Coachman Park both in terms of compatibility of uses and design. The second redevelopment site is the combined sites of City Hall and Calvary Baptist Church which extends south from Cleveland Street to Pierce Street and from the west side of Osceola Street to the water. The City will contemplate redevelopment of these combined parcels as residential/retail and mixed use. It is recognized that redevelopment of both parcels will require additional approval from the citizens of Clearwater.

An additional key private redevelopment site is the Am South/"Super Block" bound by Drew Street on the north, Cleveland Street on the south, Osceola Avenue on the west and North Fort Harrison Avenue on the east.

Function

The Bluff should be enhanced through improvements to Coachman Park, retention of public access to the waterfront, and a continued emphasis on the new Main Library as a community–gathering place, cultural attraction and anchor for the north end of the Downtown Core. In addition to the Bluff as a destination, the Downtown Core should be redeveloped as a family-oriented entertainment destination including a marina, cultural events and attractions, festivals, restaurants, theater and shopping.

Development Patterns

Among the Downtown character districts, the Downtown Core will have the highest density for residential and hotel uses and the highest intensity for retail/commercial/ office uses. It is expected that the most intense development within the Downtown Core will occur in the center of the District defined as from Osceola Avenue east to Myrtle Avenue and from Drew Street south to Court Street. The Downtown Core shall be redeveloped as a pedestrian-friendly place achieved through a diversity of land uses, urban design and streetscape improvements.

New construction and redevelopment along Cleveland Street must respect and be integrated with the existing predominant historic building, height, and scale patterns. Established building rhythms, setbacks, and scale along a block should be maintained and reinforced with new construction. Proposed buildings in excess of the established historic height must be stepped back from Cleveland Street so the additional height maintains a streetscape that preserves a human scale.

The Pinellas Trail should be integrated into the Downtown Core through such mechanisms as a connection across the Memorial Bridge, various improvements to the Trail within the Downtown Core, and additional east/west trails that connect the balance of the City with the Downtown.

Prohibited Uses

Detached dwellings, all types of vehicle sales and services, automobile service stations, fast food restaurants with drive-through service, industrial and problematic uses (examples include, but are not limited to, adult uses, day labor, pawn shops, check cashing and blood plasma centers and body piercing and tattoo parlors).

Intensity

Floor Area Ratio – 4.0 FAR; Density – 70 dwelling units per acre or 95 hotel units per acre

Height - Along Cleveland Street- Consistent with the historic building pattern and consistent with alternatives specified in the design guidelines;

Balance of the District - no maximum height restriction

Downtown Core District Policies

The following policies shall govern development within the Downtown Core, as well as City actions:

Policy 1: Maintain the Harborview Center as a conference/community center consistent with reasonable operating requirements, until the citizens and City Commission endorse plans for redevelopment. For the long term, the existing footprint of the Harborview Center may be redeveloped solely with restaurant, retail, convention center, hotel and/or entertainment uses so the site remains open and accessible to the public. The design of the redeveloped site shall provide public access and be integrated with and related to the balance of the Downtown Core and the Coachman Park Master Plan.

Policy 2: Redevelopment on all property west of Osceola Avenue and south of Cleveland Street should consider the natural Bluff features, the views of Clearwater Harbor and be integrated with the Coachman Park Master Plan.

Policy 3: Priority shall be given to the construction of a garage(s) in support of the implementation of the Coachman Park Master Plan. The garage(s) shall be located to provide convenient access for Park, Library and Marina users.

Policy 4: Station Square Park shall be recreated as an active Downtown park serving as a “pocket park” for Downtown employees and special events.

Policy 5: The City shall continue to allow payment in-lieu of providing required on-site parking.

Policy 6: The City shall perform a bi-annual parking needs analysis to establish priorities for parking solutions and expenditures of payment in-lieu fees.

Policy 7: To ensure a pedestrian-friendly and safe environment, driveways shall be discouraged on Cleveland Street between Myrtle Avenue and Osceola Avenue.

Policy 8: Redevelopment and new construction along Cleveland Street shall be compatible with and contribute to pedestrian vitality, human scale and historic fabric.

Policy 9: Urban and architectural design are equally important for the street side and waterside of buildings.

Policy 10: Capitalize on Downtown's waterfront location by supporting alternative modes of transportation between Downtown, the beach and the other barrier islands, including the use of water taxis/shuttles.

Old Bay District

The Old Bay Character District is generally bounded by Nicholson Street on the north, Blanche B. Littlejohn Trail and Myrtle Avenue on the on the east, Clearwater Harbor on the west and Drew Street on the south as illustrated on Map 8, page 57. There are 228 parcels totaling 81.5 acres of land within the District representing 15 percent of the total Downtown Plan area.

Existing Character

The Old Bay District, which is the area previously known as the Northwest Periphery Plan area and the land south of Jones Street to Drew Street, is a transitional area between the Downtown Core and the low density residential areas to the north. North Fort Harrison Avenue Avenue, which is currently designated as Alternate U.S. Highway 19, is the main traffic corridor in this District, and serves as the northern most gateway into the Downtown area.

Old Bay is comprised of a mix of land uses including governmental, residential (including single-family dwellings), commercial, industrial, institutional and recreational. This mix, while giving the District great diversity, also results in incompatible development patterns and uses.

The District's unique character is derived from its location along Clearwater Harbor and the significant number of older structures (greater than 50 years). The North Ward Elementary School, a National Register Historic site and the City of Clearwater's Partnership School, is located on the northern edge of the District, and is a neighborhood amenity. The location of North Fort Harrison Avenue and the high volumes of traffic on it essentially divide the District into two distinct sections and contribute to the lack of a cohesive identity. Furthermore, the most eastern portion of the District does not enjoy close proximity to the waterfront and the single-family residential uses are surrounded by nonconforming vehicle services and industrial uses.

District Vision

Uses

The Old Bay District is envisioned to be a mixed-use neighborhood supporting the Downtown employment base with residential, limited neighborhood commercial and office uses. A variety of densities and housing styles are encouraged throughout the District, as well as renovations of existing older structures

This District provides an opportunity for higher-density residential uses along Clearwater Harbor west of Osceola Avenue, provided such development is sensitive to the established low-rise historic character of the District. The eastern frontage of Osceola Avenue may retain its residential use, convert existing buildings to offices, redevelop with residential scale offices or combine these two uses on the same site. North Fort

Harrison Avenue is envisioned as the main commercial area providing neighborhood commercial uses on properties on both sides of the street. The area between North Fort Harrison Avenue and Garden Avenue should continue to be a mixed-use area permitting commercial and office development and encouraging the incorporation of residential uses in mixed-use projects. Properties located east of Garden Avenue may be redeveloped with residential uses, residential scale office development or a mix of these two uses. The parcel within the District east of the Pinellas Trail through to Myrtle Avenue is envisioned to remain as the City's Gas Department administrative offices and warehouse.

Function

The character of Old Bay should be strengthened through streetscape elements that identify the District as a Downtown neighborhood. Emphasis should be placed on tying the eastern and western sections of the entire District together by providing linkages between the waterfront and the Pinellas Trail. Public improvements to the Seminole Boat ramp will also enhance waterfront access and appearance.

Development Patterns

Greater heights in the higher density residential area west of Osceola Avenue may be considered. The development pattern in the balance of the District is expected to remain urban in character reflecting the low-rise scale (two to three stories) of the existing neighborhood. Renovation/restoration of existing historic homes is strongly encouraged and new development should provide references to the neighborhood's historic features in their design. Redevelopment should provide opportunities for comfortable pedestrian travel and access to public areas including the Seminole Street Launching Facility and Pinellas Trail.

Prohibited Uses

Automobile service stations, all types of vehicle sales and services, fast food restaurants with drive-through service, adult uses, industrial and problematic uses (examples include, but are not limited to, day labor, pawn shops, check cashing and blood plasma centers and body piercing and tattoo parlors).

Intensity

Floor Area Ratio (FAR) - 0.5 FAR; Density - *West of North Garden Avenue:*

< 2 acres – 25 units/acre
> 2 acres – 50 units/acre

Between North Garden Avenue and the Pinellas Trail:
< 1 acre - 7.5 units/acre
> 1acre - 25 units/acre

Height
West of Osceola Avenue:
Between Drew and Georgia Streets – 150';
Between Georgia and Eldridge Streets – 120';
Between Eldridge Street and the Old Bay northern boundary – 100';
Between Osceola and Ft. Harrison Avenues and between Jones and Drew Streets – 150';
East of Osceola Avenue – 40'

Old Bay District Policies

The following policies shall govern development within the Old Bay District, as well as City actions.

Policy 1: The Public Incentives Amenities Pool shall not be available to any property located on the west side of Osceola Avenue between Eldridge Street and the northern boundary of the Old Bay character district.

Policy 2: Connections from the Pinellas Trail through the neighborhood to Clearwater Harbor should be accomplished through signage, sidewalks and bicycle/pedestrian facilities.

Policy 3: The Seminole Street Launching Facility should be maintained as a recreation site, recognized as an area attraction, and should be improved with the addition of elements such as picnic areas, park benches, landscaping, lighting and parking management.

Policy 4: City rights-of-way that dead-end at the harbor shall be retained and improved for public access to the water.

Policy 5: Clearwater Gas property should be landscaped, buffered and beautified appropriately.

Policy 6: Existing commercial uses fronting on North Fort Harrison Avenue may be expanded or redeveloped through the block to North Osceola Avenue. If this occurs, it shall be adequately buffered from the surrounding properties with materials such as landscaping or fencing.

Policy 7: New development on North Fort Harrison Avenue shall be oriented toward the street to encourage pedestrian activity and a dynamic street life.

Policy 8: New development on Drew Street shall be oriented toward the street to encourage pedestrian activity.

Policy 9: Mixed-use development that has office and retail uses on the first floor and residential uses above are encouraged along North Fort Harrison Avenue.

Policy 10: New construction and renovations of existing single-family platted areas east of Garden Avenue shall maintain the existing character of the neighborhood for lot size, setbacks and height.

Policy 11: Preferred housing styles east of Osceola Avenue are single-family detached and townhouses. Attached dwellings in this area may be considered upon assembly of at least one acre and preferably one city block.

South Gateway District

The South Gateway District is generally bounded by parcels fronting on Chestnut Avenue on the north, the Pinellas Trail on the east, South Fort Harrison Avenue on the west and Druid Road on the south as depicted in Map 8, page 57. The District is comprised of 61 parcels of land totaling 22.9 acres and represents 4.2 percent of the total Downtown Plan area.

Existing Character

The South Gateway District, which is generally the area previously known as the Southwest Expansion area of the Periphery Plan, is a transitional area between the Downtown Core and the lower density residential areas to the southeast and office and industrial areas to the southwest. It is bounded on the west by South Fort Harrison Avenue, which is designated as Alternate U.S. Highway 19 and is the main traffic corridor in this District. A new community shopping center was recently constructed in the center portion of this District, which serves as an anchor to the South Gateway. Even though this major redevelopment project has occurred, there is a significant amount of vacant and/or underutilized land remaining within the South Gateway.

District Vision

Uses

The South Gateway is the principal entryway to Downtown from the south. The District's location in the vicinity of Morton Plant Hospital and along a travel path for many commuters makes the South Fort Harrison Avenue frontage ideal for commercial uses. The frontage along South Fort Harrison Avenue should continue to be redeveloped with community shopping uses to serve the nearby neighborhoods, employees and commuters. The existing offices are encouraged to remain and renovate over time capitalizing on their proximity to both the Downtown Core and Morton Plant Hospital. The balance of the District's vacant and underutilized properties is envisioned to redevelop with residential development at an urban scale.

Function

Alternate U.S. Highway 19 will be re-designated from South Fort Harrison Avenue to Missouri and Myrtle Avenues at Court Street. Fort Harrison Avenue will be redesigned to function as a local street with two travel lanes (and a center turn-lane) instead of four. The streetscape improvements will recognize the changed function of the street and emphasize its connection with the Downtown Core.

Development Patterns

Due to its adjacency with the Downtown Core and established development patterns, the scale and context of buildings should be urban in nature and promote a pedestrian-friendly environment. Connections within the District to the Pinellas Trail should be encouraged through site design, streetscape improvements and landscaping.

Prohibited Uses

Detached dwellings, all types of vehicle sales and services, automobile service stations, fast food restaurants with drive-through service, adult uses, industrial and problematic uses (examples include, but are not limited to, day labor, pawn shops, check cashing and blood plasma centers and body piercing and tattoo parlors).

Intensity

Floor Area Ratio – 1.0 FAR;

Density – < 2 acres – 25 dwelling units/acre
> 2 acres – residential only – 35 dwelling units per acre
> 2 acres and mixed use project including residential - 50 dwelling units per acre

Height - 50’

South Gateway District Policies

The following policies shall govern development within the South Gateway District, as well as City actions:

Policy 1: The visual connection of the South Gateway should be strengthened with the Harbor Oaks Historic District through streetscaping elements and building design.

Policy 2: Residential development fronting on South Fort Harrison Avenue may only be permitted if part of a mixed-use development.

Policy 3: Curb cuts shall be discouraged on the South Fort Harrison Avenue frontage where alternative access can be provided.

Town Lake Residential District

The Town Lake Residential Character District is bounded by Drew Street on the north, Martin Luther King, Jr. Avenue and Missouri Avenue on the east, Myrtle Avenue on the west and parcels fronting on Chestnut Street on the south (see Map 8, page 57). There are 355 parcels of land totaling 88.2 acres in this District. The Town Lake Residential District represents 16.3 percent of the land area within the Downtown Plan area.

Existing Character

The area previously known as the Northeast Expansion Area of the Periphery Plan and a portion of the area previously known as the Southeast Expansion Area of the Periphery Plan is included in the Town Lake Residential District. This District includes a mix of retail, office, vehicle service, industrial and residential uses. The Town Lake Residential District has a significant amount of underutilized and vacant property. There is a concentration of dwellings with historic character along Grove Street between Martin Luther King, Jr. Avenue and Cleveland Street. Four major streets provide egress and ingress to the District as well as internal circulation. The City has constructed Prospect Lake Park in the vicinity south of Park Street between Prospect and Ewing Avenues. Prospect Lake Park will provide an alternative to on-site stormwater retention for properties within the watershed area. In addition, Prospect Lake Park was designed to function as a passive park with pedestrian pathways surrounding the perimeter of the lake.

District Vision

Use

The Town Lake District enjoys many locational advantages that will encourage residential development: proximity to the Downtown Core, the new Prospect Lake Park and park amenities, as well as large vacant and underutilized parcels. The Town Lake Residential District will primarily be redeveloped as a residential district with neighborhood commercial uses. New commercial uses should be of the type and scale to serve the new residential development. More intense commercial and office development may be permitted, however, along major streets such as Myrtle Avenue, Cleveland Street, Martin Luther King, Jr. Avenue and Court and Chestnut Streets. Hotels may be permitted on property fronting on Cleveland Street. The existing residential scale office area along Cleveland Street Northeast is encouraged to remain and improve over time but not to expand into surrounding residential areas. Commercial uses along the Court/Chestnut Street corridor may serve the broader community, however, the design shall be urban in nature and pedestrian friendly.

Function

The addition of new residents in the Town Lake District will enliven Downtown and provide a market for new retail and restaurant development. Alternate U.S. Highway 19 will be re-designated from South Fort Harrison Avenue to Myrtle Avenue which transverses this District. With the redesignation, Myrtle Avenue/Alternate U.S. Highway 19 is expected to function as the primary through-route and Fort Harrison Avenue can reclaim its function as the local roadway.

Development Patterns

Residential redevelopment in the area north of Cleveland Street shall have a lower scale with regards to height than the area south of it due to the existing single-family development pattern. Renovation of small historic single-family dwellings is encouraged while new construction in the vicinity should respect the height and scale of the Grove Street neighborhood. The residential development south of Cleveland Street is anticipated to be oriented toward Prospect Lake Park but along major streets, development should be oriented toward the street to maintain an urban and pedestrian environment.

Commercial development on the major streets (Myrtle Avenue, Cleveland, Court and Chestnut Streets) should be constructed with a build-to line close to the street and parking/service areas located to the rear. Commercial redevelopment should be designed primarily for comfortable and safe pedestrian access while accommodating vehicles.

Prohibited Uses

Automobile service stations, all types of vehicle sales and service uses, fast food restaurants with drive-through service, adult uses, industrial and problematic uses (examples include, but are not limited to, day labor, pawn shops, check cashing and blood plasma centers and body piercing and tattoo parlors).

Intensity

Floor Area Ratio – 1.0 FAR; Density – 30 dwelling units per acre or 40 hotel units per acre

Height – 75’

Town Lake Residential District Policies

The following policies shall govern development within the Town Lake Residential District, as well as City actions:

Policy 1: New construction and renovations of existing single-family platted areas in the northeast section of the District shall maintain the character of the neighborhood with regard to lot sizes, setbacks and building height.

Policy 2: Preferred housing styles north of Laura Street are single-family detached, duplexes and townhouses. Other styles of attached dwellings may be considered upon assembly of at least one city block.

Policy 3: One dwelling unit may be permitted as accessory to a single-family or two-family dwelling provided sufficient parking exists on site. This unit will not be considered when calculating density for the site.

Policy 4: Community scale commercial uses that serve the general needs of multiple neighborhoods are only permitted on Myrtle Avenue, Cleveland, Court and Chestnut Streets.

Policy 5: Neighborhood scale commercial and office uses that serve the daily or convenience needs of the immediate neighborhood may be permitted on Drew Street and Martin Luther King, Jr. Avenue.

Policy 6: Neighborhood commercial uses may be permitted south of Cleveland Street and east of Prospect Avenue provided such uses are integral to a residential project.

Policy 7: Existing neighborhood office and commercial uses north of Laura Street are encouraged to remain and be renovated.

Town Lake Business Park District

The Town Lake Business District is bounded by Cleveland Street on the north, Missouri Avenue on the east, Martin Luther King, Jr. Avenue on the west and Court Street on the south and is depicted on Map 8, page 57. This District is 43.6 acres in area and is comprised of 120 parcels, which represents 8 percent of the land area of the Downtown Plan area.

Existing Character

A portion of the area previously known as the Southeast Expansion Area of the Periphery Plan is included in the Town Lake Business Park District. The area is now part of the expanded CRA. At the District's entry point at the southwest corner of Cleveland Street and Missouri Avenue, a new corporate headquarters, suburban in character was constructed within the last three years. A mix of uses including retail, office, utility/infrastructure, residential and nonconforming industrial uses characterizes the remainder of the District. Even though this major office redevelopment has occurred, there are numerous vacant and underutilized parcels found throughout the District. In particular, single-family dwellings are scattered throughout the area west of Madison Avenue.

District Vision

Use

The Town Lake Business Park District is envisioned to be a Downtown location for office park development. The District should be redeveloped with corporate and professional offices, as well as those conducting research and/or light assembly. Incidental support commercial uses are anticipated to serve the offices in the District. Residential development or entertainment with supporting retail/restaurant uses may be considered in limited locations along major streets and if an entire block is assembled for the redevelopment project.

Function

The primary function of the Town Lake Business District is to provide employment opportunities and a location for office uses that prefer a business park setting but enjoy the benefits of being in close proximity to the Downtown Core. Excellent access and opportunities for significant lot consolidation enhance the District's redevelopment opportunities.

Development Patterns

Office development within the Town Lake Business Park District shall be campus-like in nature. Traditional setbacks, significant landscaping and adequate parking should characterize redevelopment in this area. Commercial uses are encouraged to locate within the office park and/or office building to provide easy access to their customers and reduce the need for external vehicle trips.

Prohibited Uses

Detached dwellings, all types of vehicle sales and service uses, automobile service stations, fast food restaurants with drive-through service, adult uses, industrial and problematic uses (examples include, but are not limited to, day labor, pawn shops, check cashing and blood plasma centers and body piercing and tattoo parlors).

Intensity

Floor Area Ratio- 1.0 FAR; Density – 30 dwelling units per acre or 40 hotel units per acre

Height – 75'

Town Lake Business Park District Policies

The following policies shall govern development within the Town Lake Business Park District, as well as City actions.

Policy 1: Commercial uses accessory to and located within an office park are encouraged and will not be considered when calculating maximum floor area ratio.

Policy 2: Development of a hotel is encouraged within the Town Lake Business District to support office park development.

Policy 3: Preference will be given to the vacation of Brownell Street, Gould Street and/or Washington Avenue provided significant lot consolidation occurs for office or residential development and provided adequate alternative access exists or can be provided.

Policy 4: City and CRA owned property should be actively marketed for redevelopment consistent with the Plan.

Policy 5: Support the relocation and/or stormwater system improvements to make the existing City-owned pond located on the south side of Gould Street available as a redevelopment site.

East Gateway District

The East Gateway District is bounded by Drew Street on the north, Highland Avenue on the east, Missouri Avenue on the west and Court Street on the south and is shown on Map 8, page 57. This District is comprised of 686 parcels totaling 175.6 acres and represents 32.5 percent of the Downtown area.

Existing Character

East Gateway is generally characterized by a mixed land use pattern of residential housing interspersed with pockets of poorly maintained rental properties and outdated strip commercial. This District struggles with a negative image of crime due to the location of problematic uses such as day labor facilities, old motels and social service agencies that provide services to the homeless population. The commercial sector is burdened with a declining business base, an array of deteriorating infrastructure, a mismatch of uses, and an increasing number of vacant storefronts. Relatively well-maintained small professional offices and St. Cecilia's Catholic School anchor the southern edge of the East Gateway.

District Vision

Uses

It is envisioned that the East Gateway will be a vibrant, stable, diverse neighborhood defined by its unique cultural base and mixed land uses. It will continue to be developed as a low and medium density residential neighborhood supported with neighborhood commercial and professional offices concentrated along the major corridors of Cleveland Street, Gulf to Bay Boulevard, Court Street and Missouri Avenue. The areas northeast of Gulf to Bay Boulevard and north of Cleveland Street and east of Hillcrest Avenue should be maintained as a primarily low density, low-rise residential neighborhood. The areas southwest of Gulf to Bay Boulevard, south of Cleveland Street, and north of Cleveland Street west of Hillcrest Avenue are appropriate for medium- and high-density multi-family residential. Institutional uses should remain primarily south of Cleveland Street.

Function

Although the East Gateway District is predominantly a residential neighborhood, it will be the primary entrance to the Downtown Core once the new Memorial Causeway Bridge opens. Consequently, this presents an opportunity to define and improve the function of this District with attractive streetscape and landscaping elements along with appropriate wayfinding signage.

Development Patterns

The existing residential areas should retain their scale and development patterns and any infill development in this area should reflect the existing low-rise pattern. New multi-family development should be developed at a medium density and scale and provide variety in housing types and pricing. It is envisioned that new commercial development should provide employment opportunities for the District's residents as well as serve the daily commercial and personal service needs of the neighborhood. Commercial and office development should be redeveloped at a scale compatible with the neighborhood; consolidation of small obsolete development parcels/buildings is encouraged to create an adequate lot size for modern development standards.

Prohibited Uses

Automobile service stations, all types of vehicle sales and service uses, fast food restaurants with drive-through services, adult uses, industrial and problematic uses (examples include, but are not limited to, day labor, pawn shops, check cashing and blood plasma centers and body piercing and tattoo parlors.)

Intensity

A. A portion of the East Gateway has a future land use plan designation of Central Business District (CDB) and is zoned D, Downtown. This section is generally located between Missouri and Frederica Avenues one block north and south of Cleveland Street and is depicted on Map 9, page 77. Development shall be permitted as follows within this area:

Floor Area Ratio - 0.55 FAR; Density– 30 dwelling units per acre or 40 hotel units per acre

Height

Office – 50'; Commercial – 25' – 35'; Multi-family dwellings – 50'

B. The remaining portion of the East Gateway does not have the Central Business District (CBD) land use category and is governed by a variety of residential and nonresidential plan categories. These categories, along with the current zoning designations shall govern intensity and density, as well as height. However, development shall also be consistent with the East Gateway character district.

East Gateway District Policies

Policy 1: Any proposed rezoning and/or land use plan amendment within the East Gateway should be consistent with this Plan.

Policy 2: The residential base including rental properties should be stabilized by providing for an improved mix of affordable and market-rate housing options including infill developments, rehabilitations, homeownership and rental housing choices.

Policy 3: The expansion of the existing Clearwater Homeless Intervention Project (CHIP) facilities should be supported as a Downtown "campus" that will address the emergency and transitional housing needs of the Downtown homeless (within a structured/supervised program), and which will prevent future intrusion of scattered homeless facilities throughout the neighborhood.

Policy 4: The concentration of problematic uses, especially day labor facilities, should be reduced through voluntary relocation or amortization.

Policy 5: The rehabilitation of existing motels into residential apartments shall be prohibited.

Policy 6: Foster a sense of neighborhood cohesion through urban design elements, as well as through the creation of neighborhood associations.

Policy 7: Attract and assist existing retail and personal service establishments in order to create neighborhood employment opportunities.

Policy 8: New development on Gulf to Bay Boulevard shall be oriented toward the Street to encourage pedestrian activity.

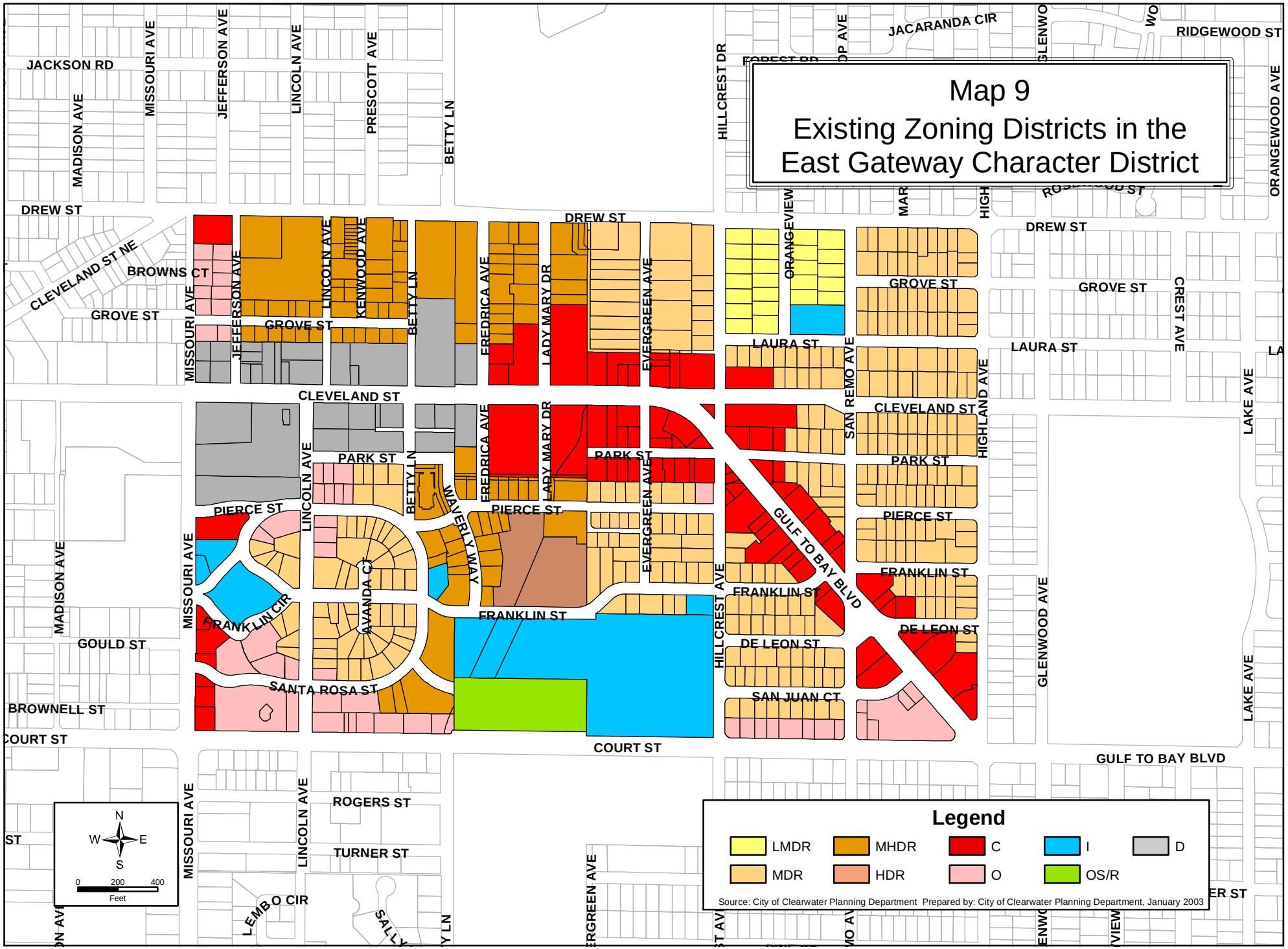
Policy 9: Evaluate limited expansions of the Commercial and Downtown zoning District boundaries on Gulf to Bay Boulevard and Cleveland Street that may create opportunities for commercial expansions and/or redevelopment that is consistent with Community Development Code requirements.

Policy 10: Residential development fronting on Cleveland Street may only be permitted if part of a mixed use development.

Policy 11: Encourage the assembly of vacant and underutilized properties, as well as the demolition of deteriorated buildings to accommodate redevelopment projects that meet Clearwater Community Development Code standards.

Policy 12: Encourage the adaptive re-use of underutilized buildings in the event redevelopment is not feasible.

Policy 13: Provide neighborhood-wide education programs relating to housing maintenance and life safety issues prior to conducting any systematic code enforcement program.


Map 9
Existing Zoning Districts in the
East Gateway Character District
JACKSON RD
MADISON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
BETTY LN
HILLCREST DR
JACARANDA CIR
RIDGEWOOD ST
ORANGEWOOD AVE
DREW ST
CLEVELAND ST NE
BROWNS CT
GROVE ST
KENWOOD AVE
FREDRICA AVE
LADY MARY DR
EVERGREEN AVE
ORANGEVIEW
LAURA ST
SAN REMO AVE
HIGHLAND AVE
CREST AVE
LAKE AVE
CLEVELAND ST
PARK ST
PIERCE ST
WAVERLY WAY
AVANDA CT
FRANKLIN CIR
FRANKLIN ST
GULF TO BAY BLVD
DE LEON ST
SAN JUAN CT
GOULD ST
SANTA ROSA ST
BROWNELL ST
COURT ST
GLENWOOD AVE
ROGERS ST
TURNER ST
LEMBO CIR
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Source: City of Clearwater Planning Department Prepared by: City of Clearwater Planning Department, January 2003

DOWNTOWN DESIGN GUIDELINES

Purpose and Applicability

Design Guidelines are established to ensure that public and private development projects implement the Goals, Objectives, Policies and Character District Visions of the *Downtown Plan*. The Guidelines provide a framework for:

- Enhancing the quality of the Downtown built environment;
- Achieving quality contextual design;
- Achieving design that implements the vision of the character district in which the property is located, thereby promoting an identity for Downtown Clearwater;
- Encouraging a diversity of architectural styles;
- Providing design flexibility instead of aesthetic control;
- Guiding the appropriate rehabilitation and preservation of designated historic structures;
- Creating a pedestrian-oriented environment built upon the City's history and activities;
- Protecting and improving property values; and
- Providing investor and property owner confidence through design continuity.

The Design Guidelines achieve the above through standards for new construction that regulate site design, building placement and building design. They also provide standards for the rehabilitation and maintenance of designated historic structures, as well as for the construction of additions and the installation of modern equipment to such structures. Lastly, the Guidelines establish standards for signs, lighting, property maintenance, and connections with the Pinellas Trail, utility/infrastructure facilities and corporate design.

The Guidelines include an explanation of the general and specific design principles promoted by each aspect of the guidelines, as well as a series of statements describing appropriate and inappropriate design solutions to implement those principles. Photographs and drawings are also included to illustrate acceptable and unacceptable design solutions. This approach values creativity and allows for numerous design solutions for any particular project.

The Community Development Coordinator and/or Community Development Board are responsible for the administration of the Design Guidelines. Projects in the Downtown must comply with the Design Guidelines, as well as the provisions of the Community

Development Code and compliance will be determined during the site plan review process. The Design Guidelines apply to:

- New construction projects;
- The relocation of existing buildings;
- Renovations/rehabilitation/additions to existing structures (historic and non-historic structures);
- Exterior changes including new signage, awnings, windows, paint, etc.; and
- Any site modification.

Existing developments that do not comply with the requirements of the Guidelines shall not be required to be brought into full compliance with the Guidelines at the time the Guidelines are adopted. Any improvement proposed to an existing development, however, will be required to comply with the applicable provisions of the Guidelines related to the improvements.

New Construction

Site Design

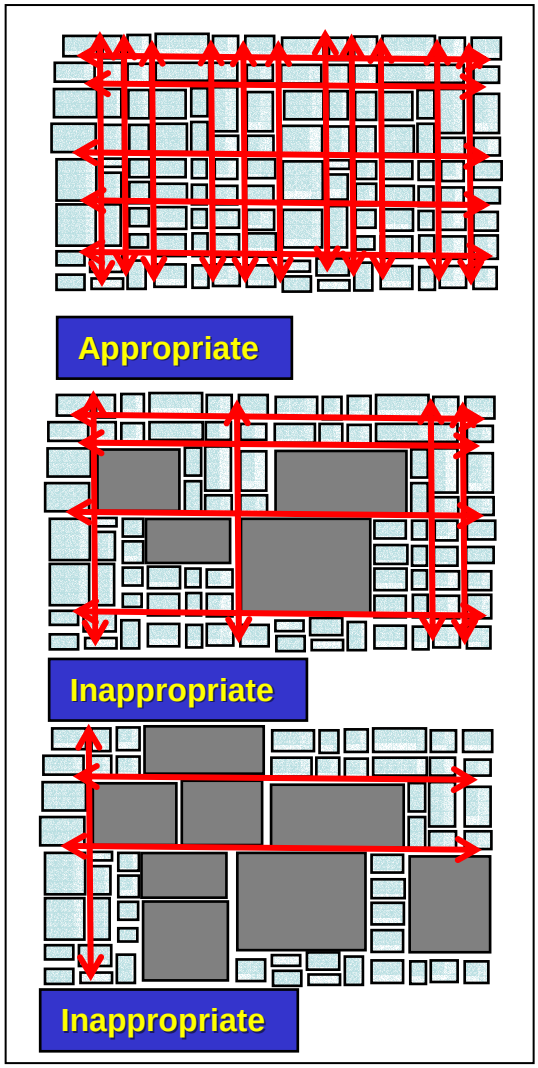
Block and Lot Characteristics

A major contributing element to the revitalization of the Downtown is significant pedestrian activity. Extensive national research of pedestrian behavior documents that walkable blocks of approximately 600 feet in length promote a vibrant and diverse downtown. Downtown Clearwater has an existing grid street pattern with minor exceptions and this pattern should be respected as redevelopment occurs.

Appropriate block and lot size depends on the character district in which the property is located and should help create a sense of human scale. Larger lots with buildings located away from the roadway can create a campus-type or more suburban appearance that may be more appropriate for the Town Lake Business Park District. Smaller lots, such as those typically found in the Downtown Core, create a walkable urban environment with a greater sense of space and place and provide opportunities for social interaction. Greater numbers of users supporting greater numbers and types of businesses results in a vibrant and diverse downtown.

Appropriate:

- Retention of the existing street grid pattern where it contributes to an active pedestrian environment.
- Blocks which promote easy pedestrian access and encourage cross-use.
- Redevelopments that reopen previously vacated rights--of-way or create new rights-of-way.
- Provision of new vehicular and pedestrian access/circulation that effectively serves



As blocks are consolidated roads are eliminated decreasing overall interconnectivity.

Appropriate block lengths are pedestrian in scale and easy to walk.

the proposed development and vicinity if a vacation of a right-of-way is requested.

- Lots which maintain a consistent size, scale, pattern and rhythm of the surrounding block(s).

Inappropriate:

- Vacating existing rights-of-way to form consolidated blocks without providing alternative pedestrian and vehicular access to serve the proposed development and vicinity.
- Large blocks which prohibit pedestrian access through the block and/or prohibit access within and around the development.

Appropriate: block width is approximately 300 feet and easily walkable. Lot width is consistent.

Appropriate: lot widths are consistent contributing to a regular rhythm along the block.

Inappropriate: block length is extremely long and the building appears too monolithic and is not adequately broken up with vertical elements.

Access, Circulation and Parking

Vehicles and people need to co-exist, however, it should be recognized that the Downtown is first and foremost for pedestrians. Circulation throughout the Downtown should be designed to provide safe and direct connections that minimize vehicular-pedestrian conflicts. Parking lots and garages should be as unobtrusive as possible while maintaining easy accessibility. Pedestrian circulation patterns transitioning from parking areas should be designed to be safe, convenient and attractive.

Appropriate: pedestrian alley provides adequate width for landscaping, lights and benches.

Vehicular Circulation/Access and Parking

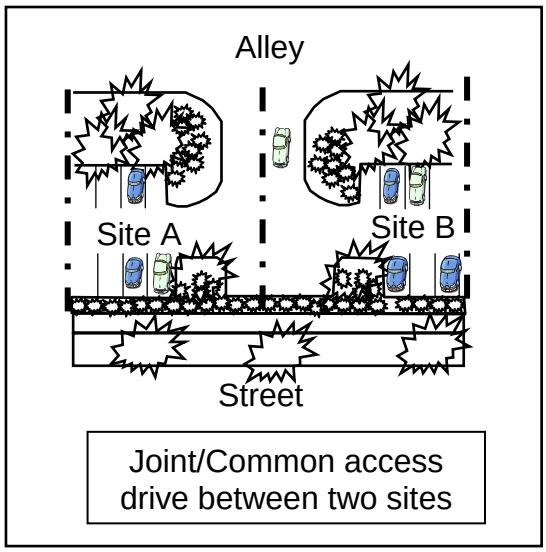
Appropriate:

- The location, number and design of driveways which maintain the urban fabric of the Downtown.
- Vehicular access from secondary street frontage or alley.
- Interior lot access limited to the minimum number of curb cuts to adequately serve the site.
- Parking areas for townhouse developments located within the interior of the development that maintains the integrity of the primary façade as the preferred design. For townhouse projects located on low traffic-volume streets with site characteristics that prevent internal parking, parking may be directly accessed from the street provided it is co-located with shared driveways.
- Detached garages and carports serving single-family uses located in line with or behind the rear of the principal building.
- Residential uses along Clearwater Harbor designed with parking garages or with parking areas internal to the site/building and screened from Clearwater Harbor and any abutting right-of-way.
- Attached garages in residential developments, architecturally integrated with the design of the principal structure.

Appropriate: two townhomes share a single driveway. In addition, the garage is incorporated into the design of the building.

Appropriate: residential townhomes home front a which serves the site fronted by residential.

- Driveways functionally integrated into the design of the development.
- Joint/common access driveways between sites.
- Shared parking where a mix of uses creates staggered peak periods of parking demand.
- Parking lots located behind the primary façade of the principal building.
- Parking lot design that minimizes negative impacts such as light glare, exhaust fumes, noise and undesirable views.
- Parking lots adjacent to rights-of-way that are screened with either a landscaped buffer or a solid wall or fence three feet in height.
- Large parking lots visually and functionally segmented into smaller lots with landscaped islands and canopy.
- The use of interlocking pavers, brick or other similarly textured materials for parking lot surfacing and/or accents.
- Parking garages as the principal uses that are architecturally integrated with surrounding developments and/or the envisioned character of the area.
- Parking garages as the principal use within the Downtown Core located on Cleveland Street, Fort Harrison and Osceola Avenues with at least 75 percent of the ground floor of each façade on all adjacent street frontages occupied by active uses. Active uses include restaurant, retail, entertainment or other uses/features determined to be pedestrian-oriented.
- Parking garages accessory to a principal use that are architecturally integrated with the design, materials, finish and color of the principal structure(s) on the lot.
- Ground floors of parking garages accessory to a principal use with at least 75 percent of the primary facade occupied



Appropriate: parking garage façade utilizes similar materials as surrounding buildings.

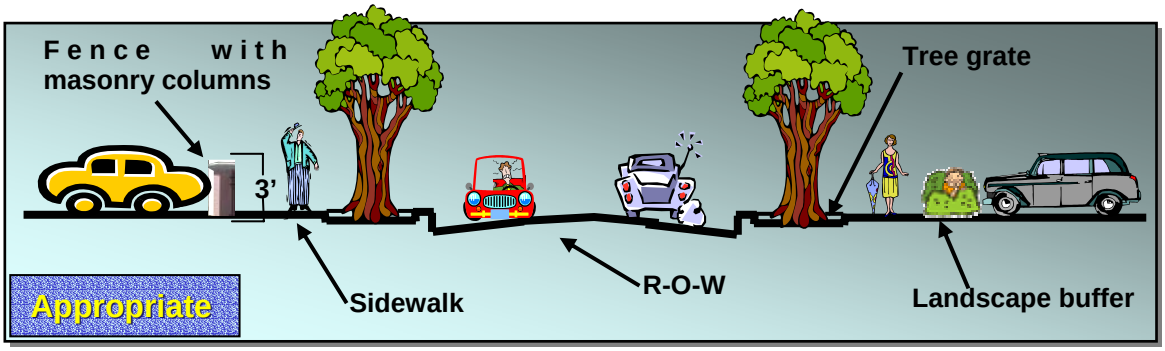
Appropriate: parking garage with shops and restaurant along street.

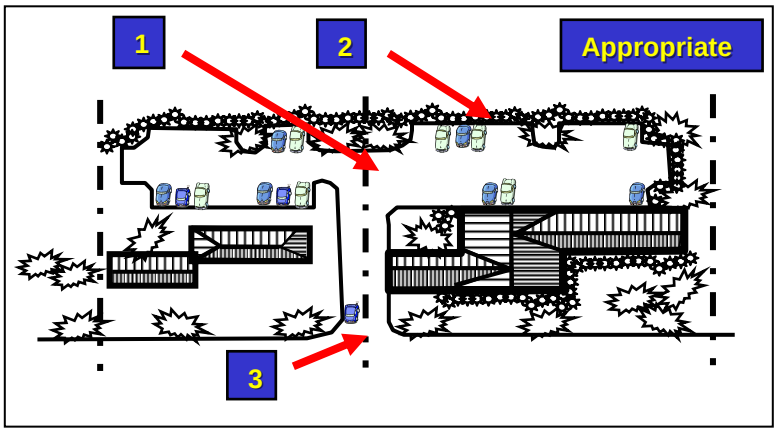
by the principal use(s)/features or other use determined to be complementary to the principal use.

- Upper floors of all parking garages designed to visually screen vehicles from view from rights-of-way and public open spaces. Screening includes landscaping, walls, architectural elements or other decorative features.
- Parking garages with clearly marked points of ingress and egress.

Appropriate: parking garage screening effectively blocks the view of parked cars within the structure.

Appropriate: residential development served by a residential alley which runs along the rear of each house.





1— Shared parking lot is located completely to the rear of the site behind the buildings.

2—The parking lot is adequately buffered with landscaping.

3— A single, shared driveway serves two sites.

Inappropriate:

- Curb cuts at every site.
- Parking lots or garages as the most prominent feature of any development.
- Parking garages difficult to enter and/or with poorly defined entrances.
- The appearance of a "sea of asphalt" from the rights-of-way.
- Parking lots/garages which create an unsafe environment.

Inappropriate: parking lot is unscreened and cars are parked directly along the right-of-way.

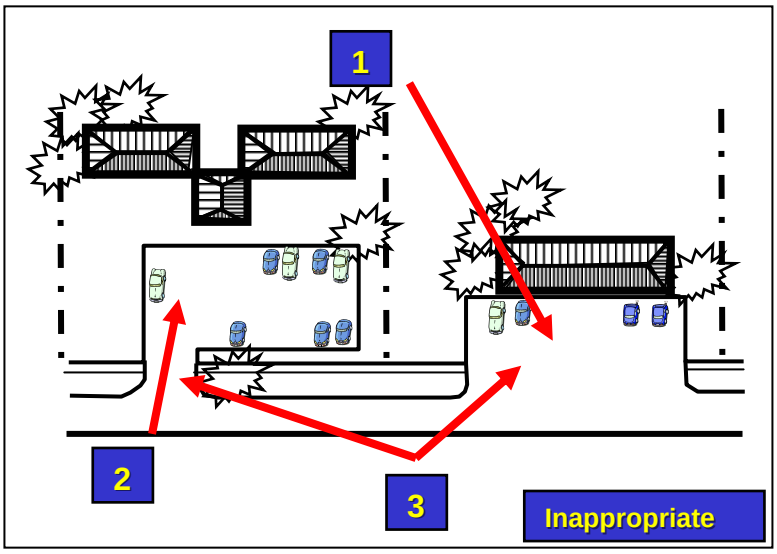
Inappropriate: parking garage is visually obtrusive.

Inappropriate: parking lot does not have adequate landscaping and appears to be a "sea of asphalt".

1— Parking backs out into the right-of-way

2— Parking is located in the front of the building.

3— Parking is not shared and there are two curb cuts, one of which extends along most of the property line.



Pedestrian Circulation/Access

Appropriate:

- Clearly defined, safe, direct, convenient and landscaped pedestrian pathways provided between streets, parking areas and buildings.
- Pedestrian scaled lighting such as lighted bollards.
- Vertical elements such as bollards, markers, arches or architectural details.
- Alleys and courtyards that match or complement either the building or the primary street to which the alley connects with regard to materials, architecture, color and street furniture (waste receptacles, benches, lighting, etc.).
- Specialized paving design especially where pedestrian and vehicular paths intersect.
- Pedestrian passageways which go through buildings such as an arcade.

Inappropriate:

- Developments which do not include direct access from surrounding streets and parking areas.
- Large developments which do not provide pedestrian walkways through the block on which the development is located.
- Pedestrian passageways too narrow to be useable or not designed at a human scale.
- Pedestrian passageways that create an unsafe environment.

Appropriate – pedestrian alley is handicap accessible, lighted, landscaped and includes rich paving textures.

Appropriate - alley is wide enough for easy pedestrian access and includes access to shops.

Inappropriate—this alley is too narrow and lacks lighting and feels unsafe.

Inappropriate – pedestrian alley is not handicap accessible, among other things.

Site Elements

Open Space

Open spaces provide public "living rooms" in the urban setting. The design and location of these spaces are important determinants in creating successful pedestrian environments. In general, the type and character of the urban open space should be influenced by the desired function of the space, surrounding uses and the potential users of the space. In addition, amenities provided within open spaces can enhance the connectivity of the various design elements making up these spaces. Amenities include benches, chairs, tables, planters and landscaping. Public art enlivens open spaces and buildings adding to the cultural vibrancy of a city.

Appropriate:

- Open spaces which function as transitions between the public sidewalks and streets and the use of the property (residences, offices, stores, etc.).
- Clearly defined entrances into open spaces with direct access from adjacent streets and adequate buffering from vehicular traffic.
- Open spaces that are visible and inviting to the pedestrian.
- Open spaces which utilize an aesthetically coordinated marriage between hardscape (buildings, planters, lighting, walls, fences, paving, etc.) and landscape (trees, shrubs, annuals, perennials, etc.) elements. Large open spaces broken into smaller, human-scale spaces through the use of changes of grade, planters, pots, landscaping, sculpture, fences, walls, etc.
- Open spaces designed to relate and connect to adjacent properties.
- Formal or informal seating appropriate to the scale and function of the open space. Seating may include park benches, the

Appropriate: alley is wide enough to provide seating for a restaurant and acts as an open space.

Appropriate: this court is directly accessible from the sidewalk and is clearly delineated by a short wall.

Appropriate: outdoor café is located directly on the sidewalk.

tops of garden/planter walls, monumental stairs, etc.

- The location of public art in accessible open spaces designed and located so as to enrich the pedestrian experience and create a stronger sense of place.

Inappropriate:

- Open spaces not easily accessible from public streets or that become unsafe "dead" spots.
- Lack of seating, shade and clearly defined perimeters.
- Open space that does not relate with the uses and buildings surrounding it.

Appropriate: a public plaza which incorporates interactive public art.

Buffering and Screening

Buffering and screening help define spaces, block unsightly yet necessary elements and preserve and enhance an area's quality and character. Within an urban setting buffering will be achieved through the use of landscaping, decorative fences, walls, pots, planters, etc.

Inappropriate: this open space is not easily accessible and is cold and foreboding consisting of a sunken area with only a concrete bench and trash can.

Mechanical Equipment, Concealed Wireless Communication Facilities, Loading and Service Areas.

Mechanical equipment, wireless communication facilities, loading and service areas shall be integrated into the design of the site, located in the most unobtrusive location possible and buffered and screened appropriately.

Appropriate:

- When located at grade, mechanical and utility equipment that is placed in the least obtrusive location possible and screened from adjacent properties and rights-of-way with fences, walls and/or landscaping.
- When located on the roof of a building, mechanical equipment that is integrated into the design of the building through the

Appropriate: utilities are centrally located on the roof.

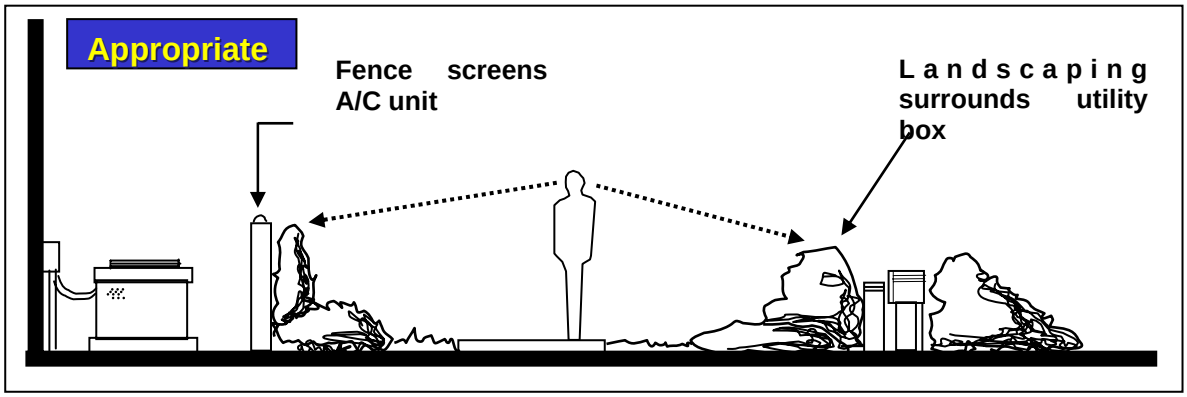
use of parapet walls, towers or other architectural elements.

- Concealed wireless communication facilities (antennas, satellite dishes, etc.) attached to buildings and not visible from any public right-of-way. Appropriate concealing methods include painting the facility to match the color of the building, concealing the facility by architecturally-integrated features, such as the use of faux windows, dormers, chimneys, parapets, etc. or other similar methods.
- Service and loading areas accessed from secondary streets, screened from adjacent properties and rights-of-way and placed in visually unobtrusive locations.
- Solid waste containers placed in the most unobtrusive location possible and screened from adjacent properties and rights-of-way.

Appropriate: Fig. 1 above shows utilities located on a roof and screened by parapet walls. Fig. 2 shows the effectiveness of that screening from roughly the same position only from the ground.

Inappropriate: utilities are clearly visible from the ground located along the edge of the building.

Appropriate: a concealed wireless communication facility.



Inappropriate:

- Solid waste containers and service and loading areas located adjacent to residentially used lots when an alternative location is feasible.
- Mechanical and utility equipment that visually dominates a site.
- Freestanding wireless communication facilities.

Appropriate: pedestrian alley utilizes plant material suitable for the site and area in which the material will be located.

Landscaping

Landscaping should be used as a design element fully integrated with a site and building while also recognizing and defining the urban setting. A well-designed landscape contributes to the site's aesthetics and improves the livability in a dense urban environment. Landscaping can also preserve and enhance the acoustic and visual privacy of a site while supporting and accentuating the architecture of a building. The use of indigenous species and other water-saving techniques are encouraged.

Appropriate:

- Landscaping compatible with the climatic conditions of West Central Florida that includes the use of native plant species and Xeriscape landscape techniques.
- Plant species that are appropriate to the space in which they will occupy with regard to water needs, growth rates, size, etc. in order to conserve water, reduce maintenance and promote plant health.
- Landscape design which augments and supports architectural features of the building/site where located.
- Landscape design that visually screens unsightly views, aesthetically supports important vistas and reinforces the character district in which it is located.
- Plantings in landscape beds, planters or pots that soften the edges between buildings and pedestrian areas.

Appropriate: a planting bed provides a buffer between the street and main sidewalk and the abutting storefronts.

Appropriate: pedestrian alley includes landscaping which softens the buildings yet provides adequate sight lines for safety.

- Trees planted in paved areas provided with adequate room to grow (landscape beds, tree grates or other protective techniques).
- Landscape design and maintenance that engenders a sense of personal safety.

Inappropriate:

- Landscaping used in lieu of appropriate architectural details and good building design.
- Landscaping planted without an adequate irrigation system.
- The use of non-hardy plant species.
- Use of the wrong plant in the wrong space such as plantings with inadequate room to grow and/or plantings inappropriate for an active pedestrian area, etc.
- Landscaping allowed to become overgrown decreasing aesthetics and safety.

Inappropriate: landscaped area uses plant material too small for the space, inappropriate for the exposure and not irrigated.

Fences and Walls

Fences and walls shall be utilized around service/loading areas, dumpsters and mechanical/utility equipment to buffer these uses from surrounding properties and rights-of-way and to provide security for this equipment. Fences and walls may be incorporated as a design element to assist in defining property boundaries and entrances, open spaces and to provide a transition between public and private realms.

Appropriate:

- Fences and walls that complement and are consistent with the principal structure with regard to materials, texture, size, shape and color.
- The location, height and design of fences and walls compatible with the intended use, design of the site and architecture of the building.

Appropriate: fence with masonry columns matches the color and materials of the principle structure.

- Solid fences and walls along rights-of-way no higher than three feet. Any portion of a fence or wall above three feet in height that is at least 50 percent open.
- Posts or columns that include decorative caps which extend up to 12 inches above the otherwise allowable fence height.
- Vertical elements such as posts, columns, etc. incorporated into the design of the fence or wall spaced at appropriate intervals in relation to the materials used and overall length.
- Property lines and private areas defined through the use of fences where feasible.

Inappropriate:

- The portion of walls and/or fences along a right-of-way greater than three feet in height above grade that are more than fifty percent solid.
- Chain link or barbed wire fences.
- Unpainted or unfinished walls and fences.

Appropriate: decorative fencing provides the delineation for an outdoor café.

Appropriate: six-foot fence with solid bottom and open top.

Appropriate: picket fence complements the architectural style of the house.

Inappropriate: solid six-foot wall located directly along a public right-of-way.

Inappropriate: chain link fence and barbed wire.

Building Placement

Location

The appropriate location of a building should help define and provide a coherent streetscape and appearance of an area resulting in a defined sense of space and place. The appropriate location of a building on a site varies depending on the character district in which the development is located. A setback or a build-to line will determine the appropriate location of a building. A setback requires a minimum distance from a property line which may be exceeded whereas a build-to line prescribes a particular distance from a front property line.

Appropriate: uniform build-to-line along a block face.

Orientation

Buildings should be oriented towards the street. The orientation of the front façade of buildings along the streetscape contributes to pedestrian interest in an area. Buildings that turn perpendicular to the public right-of--way or have their sole access from rear parking lots create an environment that is unfriendly for pedestrians.

Appropriate: primary entrance oriented towards public right-of-way.

Separation

The existing and/or desired character of the area should define the distance between buildings. Separation between buildings should be determined based on its surroundings, the character district's vision and development pattern, intensity of development, pedestrian activity and height of the building. When separation between buildings is unavoidable or desirable, the separation should be designed to function in a manner that complements the surrounding area.

Appropriate: adequate space was provided between these two building to locate a pedestrian alley with room for seating.

Coverage

High percentage of ground coverage is encouraged in a downtown to create a critical mass of activity. The amount of ground coverage varies among character districts with the most intense coverage found in the Downtown Core and the commercial areas of the other districts. In addition to a building, coverage can also include plazas, courtyards, outdoor cafés and other public spaces.

Appropriate:

- Buildings that maintain the build-to line or the setback of the development's block and the block(s) across the street. Corner lots that maintain the location pattern for a distance of two blocks including both sides of the street.
- Buildings located farther from the build-to line in order to provide a courtyard, steps, entryway, arcade, plaza or other pedestrian-oriented design features which maintains the build-to line.
- Buildings that do not maintain the build-to line or with reduced setbacks that reflect the predominant surrounding or desired development pattern.
- Buildings oriented to face public rights-of-way.
- Separation between buildings that provide adequate useable space such as an alley or open space compliant with the requirements of these Guidelines.
- Developments which provide coverage similar to surrounding properties and/or that meet the desired vision of the character district.

Appropriate: within the Downtown Core high coverage with buildings, alleys, courtyards, etc. occupying most of a site.

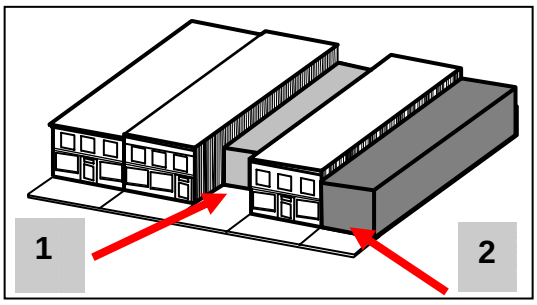
Appropriate: larger setback for a single family residential dwelling within East Gateway.

Appropriate: consistent building coverage and width.

Inappropriate:

- Buildings that break up the common build-to line by locating farther back or forward than the predominant block patterns on the subject's site and the opposite side of the street except in order to provide a courtyard, steps, entryway, arcade, plaza or other pedestrian-oriented design features which maintains the build-to line.
- Corner lots that do not maintain the location pattern for a distance of two blocks including both sides of the street.
- Buildings separated at a distance which precludes the provision of Guideline-compliant alleys and open space.
- Separations between buildings that are out of scale and proportion with the district's existing or desired development pattern.

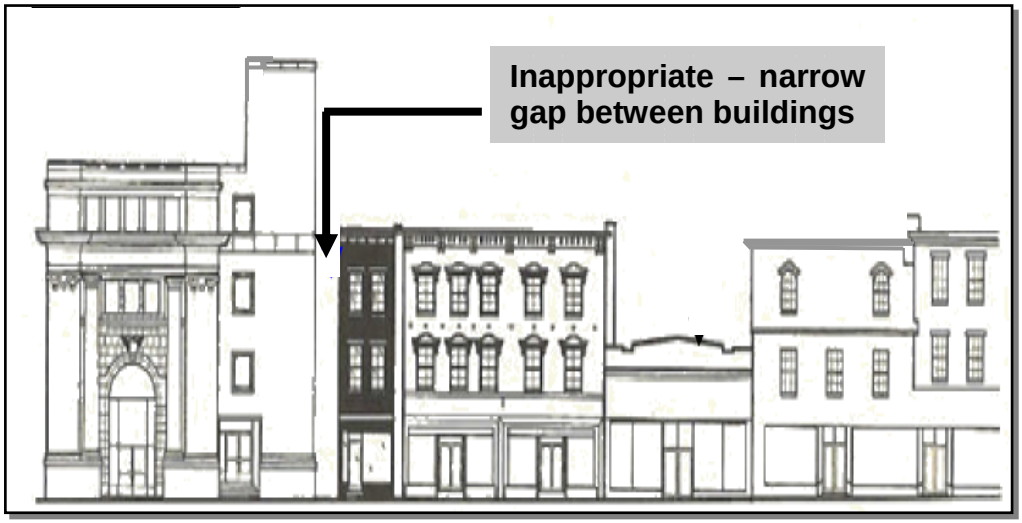
Appropriate: building located on a corner lot is orientated towards both streets.



1 – Inappropriate build-to line

2— Appropriate build-to line

Appropriate: building breaks with the build-to line for the provision of a public plaza.



- Buildings which do not address the primary street.

<u>Additional Requirements for character districts and Special Areas</u>

<u>Transition Areas</u>
The transition area guidelines apply to the properties adjacent to the Downtown Plan boundary in the following two areas:

- In the Old Bay District, all properties located north of Seminole Street and west of Osceola Avenue (Fig. 1).
- In the Town Lake Residential District, all properties located on the south side of Chestnut Street (Fig. 2).

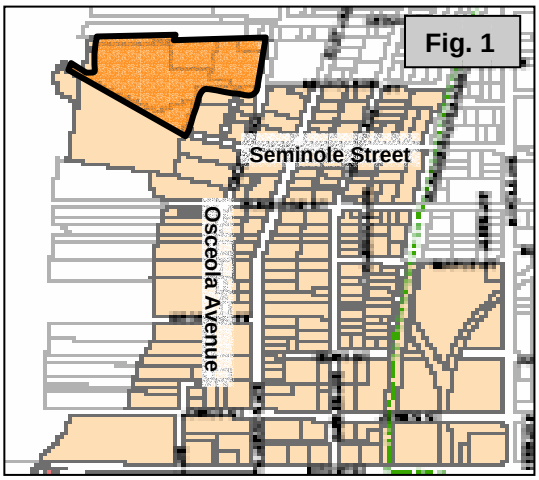
Transition area guidelines apply due to the significant differences in the development potential and pattern between the transition area and the adjacent areas outside the Downtown Plan boundaries. Projects shall be designed so that the least intensive portion of the development (density, use and buildings) is located closest to the Plan Area boundary. The appropriate separation and orientation of a development shall be determined based on the maximum development potential/pattern of the adjacent area.

<u>Old Bay</u>

Appropriate:

- For development located eastward of a line drawn due south from the intersection of the mean highwater line and the northern Plan Area Boundary:
  - ➢ Buildings or portions of buildings 15 feet or less in height that are setback a minimum of 20 feet from the northern Plan Area boundary.

Inappropriate: a poor transition between shorter buildings and much taller surrounding ones.



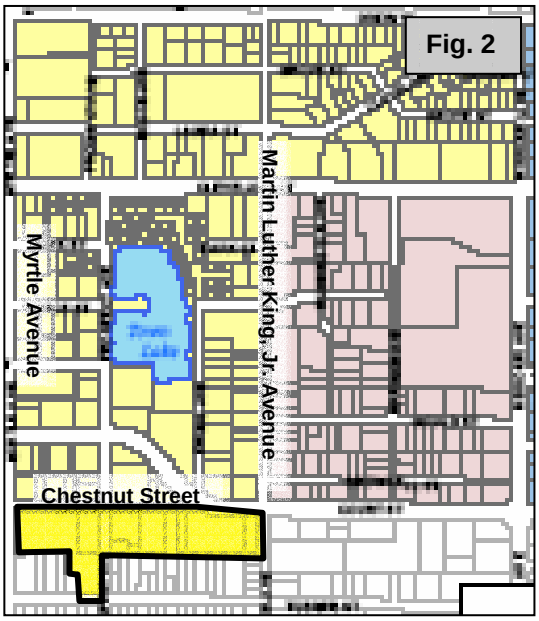
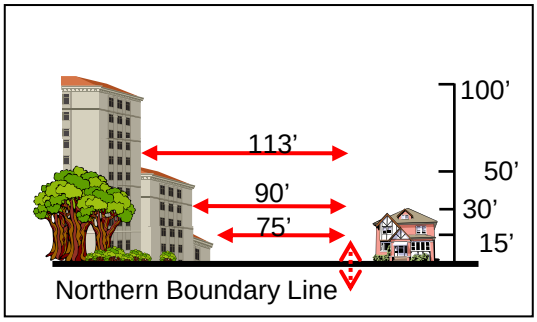
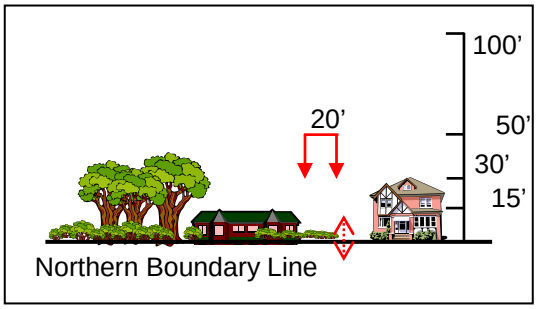


Fig. 1 - Transition Area within the Old Bay character district.
Fig. 2 - Transition Area within the Town Lake Residential character district.

- Buildings or portions of buildings exceeding 15 feet in height that provide a minimum setback (from the northern Plan Area Boundary) of 75 feet plus one additional foot of horizontal distance as measured from that boundary for each 2.25 feet of height above 15 feet except along public rights-of-way where buildings may be located a minimum of 10 feet from the boundary line.

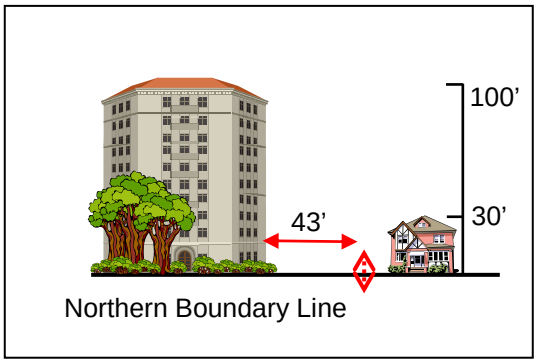


- For development located westward of a line drawn due south from the intersection of the mean highwater line and the northern Plan Area Boundary:
  - Buildings or portions of buildings 30 feet or less in height that are setback a minimum of 20 feet from the northern Plan Area boundary.
  - Buildings or portions of buildings exceeding 30 feet in height that provide a minimum setback (from the northern Plan Area Boundary) of 20 feet plus one additional foot for each three feet of height above 30 feet.



Appropriate: Old Bay character district – east of mean highwater line

- Buildings or portions of buildings exceeding 50 feet in height that maintain a horizontal separation between such buildings equal to or greater than 1.5 times the height of the larger of the two buildings.

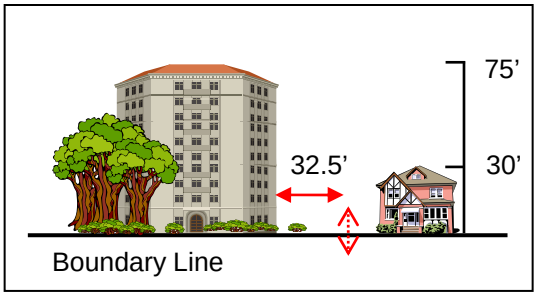


Appropriate: Old Bay character district – west of mean highwater line

Town Lake Residential

Appropriate:

- Buildings or portions of buildings 30 feet or less in height that are setback a minimum of 10 feet from the southern Plan Area boundary.
- Buildings or portions of buildings taller than 30 feet in height that provide a setback of a minimum of 10 feet plus an additional one foot for each two feet of height above 30 feet from the southern Plan Area boundary.



Appropriate : Transition in the Town Lake Residential character district.

Building Design

The purpose of building design requirements is to establish design standards so that new construction is compatible with its surroundings. The first step in design is to identify a building's orientation and placement to contribute to a unified streetscape creating a sense of place. The second critical part in design is a building whose form and architecture contributes to its character district.

Successful building design is a marriage between form and architecture to visually connect with the existing and/or desired character of the surrounding area. A compatible structure is one that possesses patterns of form and architecture that are found in surrounding buildings creating "points of agreement" between them while retaining the individuality of the building.

Quality urban design balances a respect for an area's existing or desired pattern with the design of new structures.

Form

The form of a building is made up of a combination of elements including mass, scale, height, width, depth, rhythm and spacing.

Mass/Scale

Mass refers to an interplay of the height, width and depth of a building. Mass can be augmented and influenced by design features such as columns, awnings, arcades, recessed bays, doors and windows which can reduce or increase the apparent mass of a building.

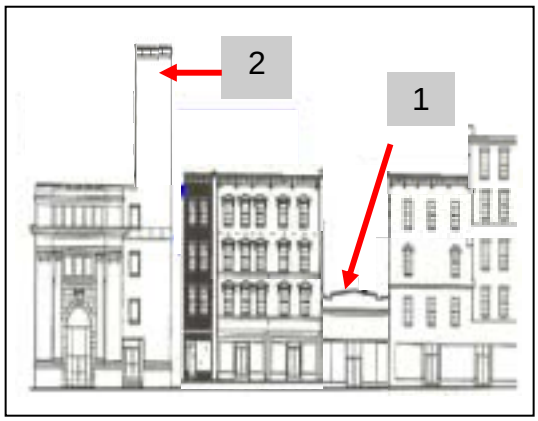
Scale refers to the relative size of a building as it relates to neighboring buildings. The size and proportions of new development

Appropriate: building is oriented towards both street.

Appropriate: the location of a new shopping center contributes to an active streetscape and relates to the existing pattern of development.

Appropriate: the scale of this building is mitigated by vertical and horizontal architectural elements.

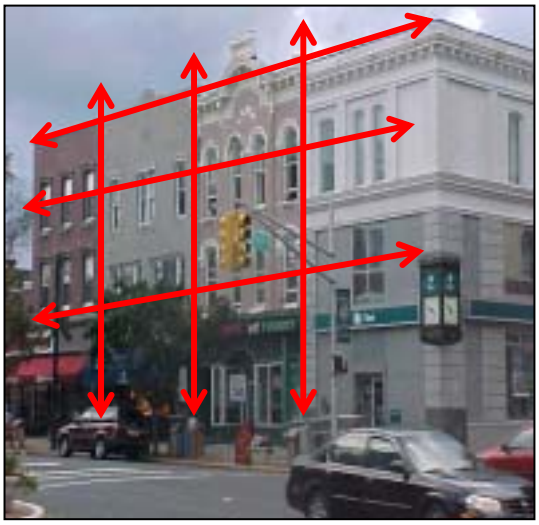
should be related to the scale of nearby buildings. Even if much larger than its neighbors in terms of square footage, the building should maintain the same scale and rhythm as the existing buildings.



Inappropriate: building one is too short and building is too tall. Neither building respects the height of adjacent buildings.

Height

New development and redevelopment should respect the vertical height of existing or approved adjacent buildings and contribute to a pedestrian scale. The apparent height of a building/development can be influenced and augmented by a combination of stepbacks, varying building heights and horizontal features such as colonnades, canopies, awnings, cornice lines, string courses, wide windows, etc.



Appropriate: a common building width is employed. Also note a common alignment and basic shape of windows forming "points of agreement" between the buildings.

Width

The width of a building is the horizontal distance between the two outer edges along the primary façade measured at the setback or build-to line. The apparent width of a building can be reduced or otherwise influenced through the introduction of columns, windows, doors, etc.

Depth

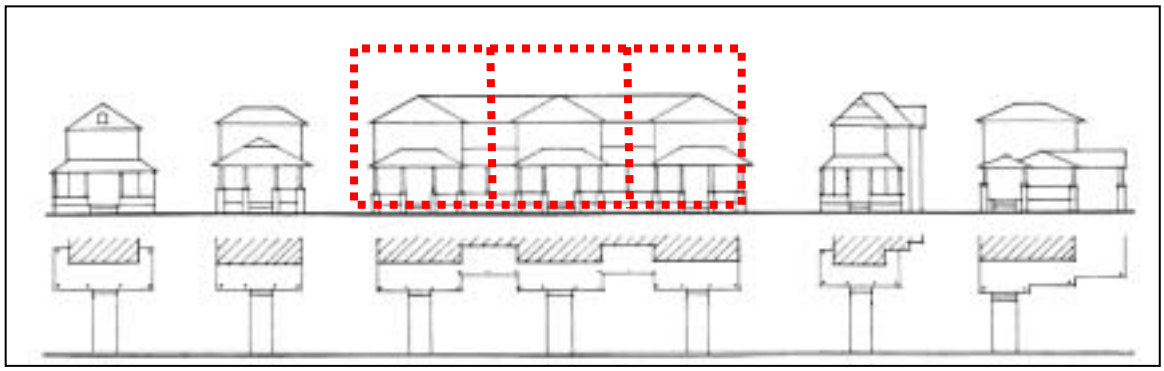
The depth of a building is the distance measured between the front and rear facades. Maintaining a consistent building depth along a block can provide opportunities for shared parking lots, plazas, courtyards and other seating areas. A consistent building depth can also facilitate the provision of consistent and logical secondary entrances.

Appropriate: common building depth provides for a shared parking lot.

Rhythm/Spacing

Rhythm and spacing is a pattern created by the architecture through the use of width, height, windows, doors and other architectural elements. The rhythm and spacing of the architectural elements of new

buildings should strongly relate to, complement and support the existing and/or desired rhythm and spacing in an area.

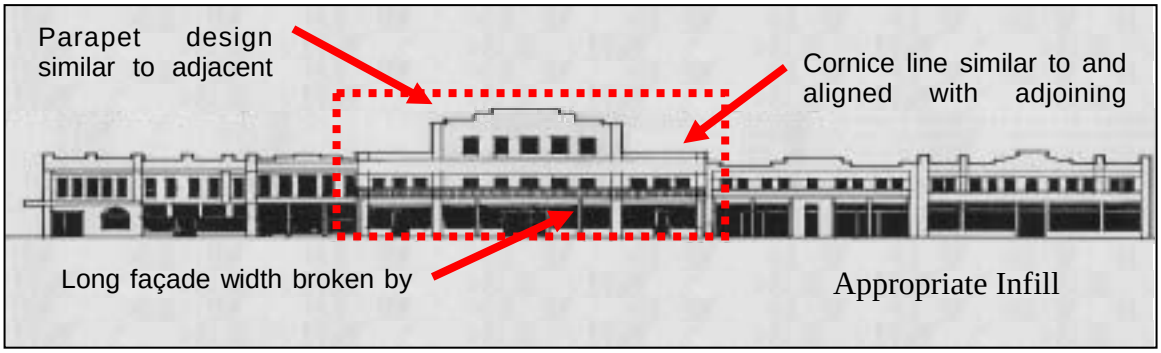


Appropriate: this triplex matches the rhythm and spacing of adjacent single-family residences.

Appropriate

- Building form which visually relates to surrounding buildings and the desired character of the area with regard to mass, scale, height, width and depth.
- Buildings that have a distinct "base," "middle" and "cap."
- Low-rise buildings and/or those with long facade widths that accentuate vertical elements such as entrances and columns, or by breaking up the facade plane into a greater number of smaller vertical masses.
- Mid- and high-rise buildings that utilize horizontal elements that minimize the apparent height of a building such as balconies, banding, cornice and parapet lines, etc.
- High-rise buildings that use the following techniques depending on overall building height and the existing or desired character of the surrounding area:

Appropriate: building with a distinct *base, middle* and *cap*.



- Building stories or/stepbacks differentiated by architectural features including but not limited to coping, balustrades, cornice lines, change in materials, etc.
- A proportional relationship between the height of a building and the number and dimensions of stepbacks used to mitigate the height of the building.

- Buildings that terminate views emphasize their prominent location through the use of additional height, mass, distinctive architectural treatments and/or other distinguishing features.
- Maintaining a consistent building depth when feasible to allow the location of shared parking lots and/or secondary entrances.
- Buildings which correspond to the existing and/or desired rhythm and spacing of surrounding buildings through the use of common points of agreement such as windows, doors, recesses, reliefs and other architectural elements.
- Buildings which maintain the existing and/or desired pattern of the placement and size of windows, doors, shutters, and other architectural elements on adjacent buildings with regard to both the ground floor and upper stories.
- Finished floor heights a minimum of two feet above the sidewalk grade for residential buildings within predominantly mixed use or commercial areas.

Appropriate: the raised banding provides rich detail and differentiates the various floors.

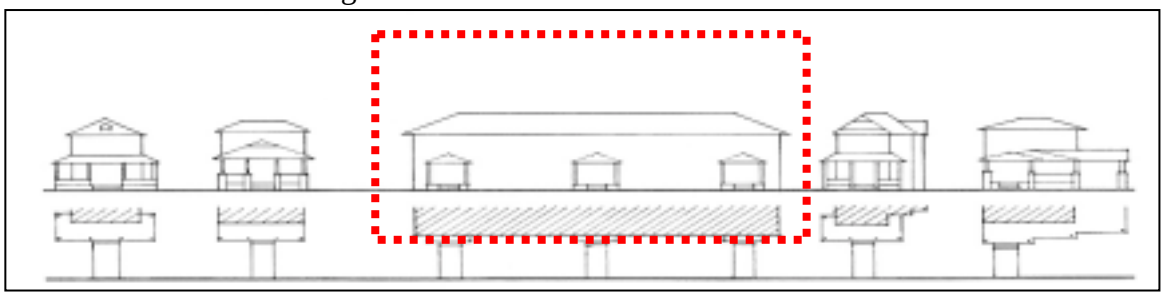
Appropriate: The Pinellas County Courthouse terminates the view at Court Street and South Fort Harrison Avenue.

Appropriate: the Colony building maintains a colonnade along Cleveland Street.

Inappropriate:

- Buildings which do not relate to the surrounding or desired and envisioned context and fabric of the neighborhood with regard to size, scale, height, width and depth.
- Buildings that visually overpower adjacent buildings.
- Buildings that do not maintain a common building depth based on the predominant lot pattern.
- Buildings that do not maintain the existing and/or desired pattern of windows and doors along a block face.

Inappropriate: this building does not relate to adjacent buildings (far right).



Inappropriate: this triplex does not match the rhythm and spacing of adjacent single-family residences.

- Facades on multi-story structures which do not incorporate meaningful architectural details such as cornice lines, banding, string courses, columns, recesses, relief, etc.

<u>Additional Requirements for Downtown Core along Cleveland Street</u>

Appropriate:

- Buildings along Cleveland Street taller than the predominant height of other buildings on the project's block that step back at that predominant height.
- The use of multiple stepbacks when a building exceeds the predominant height of other buildings on the projects block.

Inappropriate:

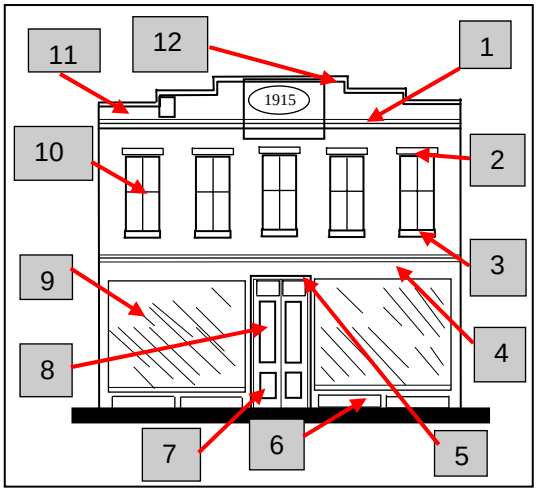
- Building widths that visually overpower adjacent buildings.

Appropriate: a stepback is provided at 30 feet, the predominant height along the block. Additional stepbacks are provided as the building increases in height.

Architecture

The architectural style of new development or redevelopment should be consistent with the desired development in the surrounding character districts or as otherwise envisioned by the Downtown Plan. Architecture refers to the relationship and culmination of the various features of a building including texture, proportion, entrance design, doors, windows, details, roofs, materials and color in addition to the mass and scale.

A variety of architectural styles exist within the Downtown and the Guidelines should not prescribe any one architectural style as being the most appropriate. Buildings in all six Downtown character districts represent a broad range of styles typical of trends of the late-19th to mid-20th centuries with no singular style being predominant. Therefore, no one particular style or theme will be mandated for any district. New buildings may use a variety of architectural styles as appropriate to the intended use of the building and the context of the surrounding area. New design may use contemporary materials to adapt historic design elements into a new building.



Various architectural elements that may be found on a building:
1 - Cornice
2 - Lintel
3 - Sill
4 - String course
5 - Transom
6 - Bulkheads
7 - Kick plates
8 - Double door entrance
9 - Fixed plate glass display window
10 - Double-hung sash window
11 - Parapet
12 - Parapet coping

Appropriate:

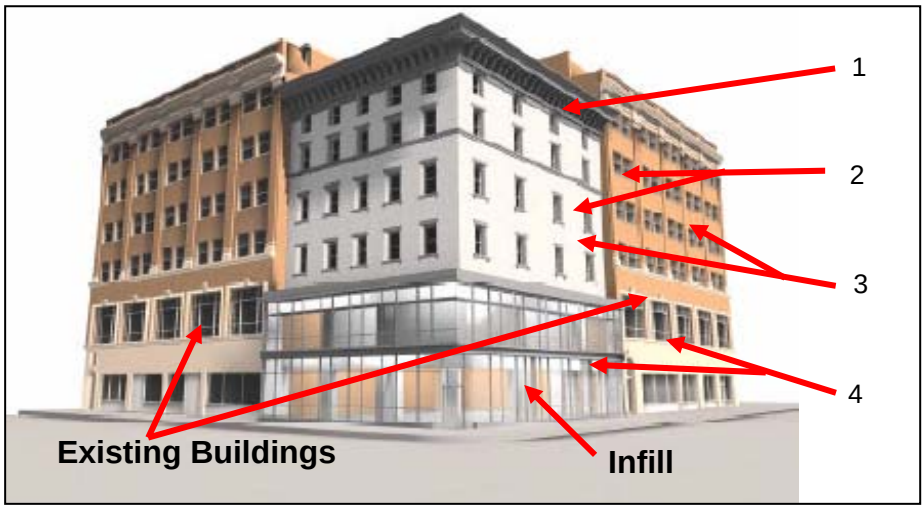
- New development that incorporates an architectural style or architectural elements consistent with the existing and/ or desired style of development in the surrounding neighborhood.
- New development that complements the architectural heritage of the district in which it is located.
- Multiple buildings within a single project which relate architecturally with each other and the surrounding neighborhood.

Appropriate: rich architectural details add to the aesthetics of a building.

Inappropriate:

- Use of an architectural style which does not complement the fabric of the surrounding neighborhood.
- Use of multiple and/or conflicting architectural styles within a single building or between several buildings within a single project.

Appropriate - consistent architectural styles used along this residential block.



Inappropriate: the infill development, above, is inappropriate because the (1) location and style of architectural detailing; (2) level and pattern of windows; (3) Finish and type of materials; and (4) level and pattern of windows do not match the existing building.

Façade Design

All facades of a building should reflect a unified architectural treatment; however, there is a hierarchy of façade treatment based on location, function and level of pedestrian interaction. The specific guidelines for facades are divided into primary and corner, secondary and side facades. Façades should use a combination of architectural details, materials, window and door patterns and other design features to form a cohesive and visually interesting design.

Appropriate: primary façade uses strong architectural elements to create interest and emphasize the entrance.

Primary and Corner Facades

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. The design of the primary facade of buildings is critical for the atmosphere to be created along the street front.

Buildings on corner lots at the intersections of streets designated on the Master Streetscape Plan are considered to have two primary facades and should receive the highest level of design treatment on those facades.

However, if a corner or through lot is located on streets with different designations on the Master Streetscape Plan, the design may recognize and reflect the differences in the designations while still meeting the intent of the these Guidelines.

For properties within the Old Bay and East Gateway Districts the primary façade is considered to be the façade facing the street. For corner lots, the surrounding development pattern shall determine the primary façade.

Appropriate:

- The primary facades as the most highly designed façade utilizing the following elements:
  - A change in plane, building wall projection or recess;
  - Architectural details;
  - Variety in color, material, texture;
  - Doors and/or windows;
  - Storefront display windows for retail uses; and
  - Other details as appropriate to the building style.

Appropriate: primary façade includes a well-defined entrance with canopy.

Appropriate: building on a corner lot provides an entrance at the corner in order to serve both adjacent streets.

Appropriate: this theater uses a variety of architectural features to create interest.

- An architecturally prominent entrance with door located on the primary façade.
- Primary entrances emphasized through the use of a combination of:
  - A protruding front gable or stoop;
  - Projection or recession in the building footprint
  - Variation in building height;
  - Canopy or portico;
  - Raised cornice or parapet over door;
  - Arches;
  - Columns;
  - Ornamental and structural architectural details other than cornices over or on the sides of the building;
  - Towers; and/or
  - Other treatment that emphasizes the primary entrance.
- Primary façades which include three articulated architectural parts: a *base, middle* and *cap.* The proportion of these three elements will vary depending on the scale of the building.
- Major architectural treatments on the principal facade that are continued around all sides of the building that are visible from the public realm.
- Covered drop-off areas.
- Open porches.
- Buildings on corner lots that emphasize their prominent location through the use of additional height, massing, distinctive architectural treatments and/or other distinguishing features.
- Entrances provided along each street façade or a single entrance prominently located on the corner.

Inappropriate:

- Facades without articulation or other architectural detail to provide visual interest and variety on the facade.
- Primary facades with an undefined entrance.

Appropriate: the entrance to the Downtown Clearwater Post Office is emphasized by a change in elevation and a colonnade with arches.

Appropriate: this building has a very distinct base, middle and an understated cap.

- Entrances not architecturally integrated into the design of the façade.
- Buildings on corners that do not treat each adjacent designated street (as designated on the Master Streetscape Plan) equally.
- An unfinished façade along a street.

Inappropriate: façade extends over 50 feet without detail or articulation.

Secondary Facades

A secondary façade faces alleys, parking areas and Old Bay district properties along Clearwater Harbor. The level of design along a secondary façade, while perhaps not as intense as a primary façade should continue the architectural style of the building and use the same quality of materials.

Appropriate:

- An overall design of the secondary façade(s) of the building consistent with that of the primary façade with regard to architectural style, materials, finish, color and detail.
- Architectural embellishments, awnings, landscaping and signs are used to identify the secondary entrance.
- Entrances facing parking lots, plazas and waterfronts.

Appropriate: clearly marked entrance along a pedestrian alley.

Inappropriate:

- Buildings that do not provide an entrance along a secondary façade.
- A secondary facade which does not enhance or support the architectural style of the building.

Appropriate: clearly marked rear entrance facing a vehicular alley and parking area.

Side Facades

Buildings that are not on corner or through lots typically have at least two side facades. A side façade faces adjacent buildings or properties. The side facades of a building may actually touch an adjacent building or they may be separated provided that adequate space for landscaping, parking areas, or vehicular/pedestrian access is created. While side facades may not receive the same intensity of design treatment as a primary or secondary facade they should maintain the same architectural style as the other facades.

Appropriate: these buildings share common side facades

Appropriate:

- An overall design of the side facades of the building consistent with that of the primary façade with regard to architectural style, materials, finish, color and detail.
- Architectural embellishments, awnings, landscaping and signs used to identify secondary entrances if provided.

Appropriate: the side of this building faces a parking lot but retains the same finish and basic architectural details as the rest of the building.

Inappropriate:

- A side facade which does not enhance or support the architectural style of the building.

Windows and Doors

Windows are a vital element which link the private (space within a building) and public (space such as streets, sidewalks, etc.) realms visually drawing passersby into buildings.

Doors are also a vital element providing not only visual but, physical connections between the public and private realms.

Appropriate: doors and windows that add to the richness of their respective buildings.

Appropriate*:

- Windows that are appropriately sized for the scale and style of the building on

which they are located.

- Windows along all streets.
- Windows within a building/development that creates a consistent and cohesive fenestration pattern.
- Windows that are similar in proportion to windows on adjacent buildings or with established and/or desired patterns along the adjoining block faces. The degree of similarity of the window pattern increases in importance the closer the buildings are to each other.
- Windows in commercial areas that are appropriately sized and located to allow for display and/or view into the interior of the building.
- Bulkheads below and transoms above display windows when appropriate for the architectural style of the building.
- Clear glass (88 percent light transmission or the maximum permitted by any applicable Building Codes) installed on ground floor windows except for stained or art glass provided the stained or art glass is in character with the style of the building and/or use (churches, craftsman buildings, etc.).
- Glass block used as an accent.
- Screen doors provided the design is compatible with the architecture and materials of the building.
- Doors which enhance and support the architectural style of the building.
- Doors appropriately sized for the scale of the building façade on which they are located.
- Doors with transoms and fan lights when appropriate for the architectural style of the building.

Utility/Infrastructure and Public Facilities are exempted from the requirements of this windows and doors section and are fully addressed in the Signs and Miscellaneous section of these Guidelines.

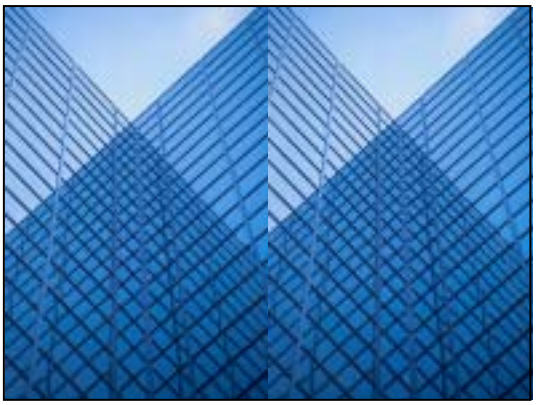
Appropriate: storefront/display windows utilizing clear glass.

Appropriate: extensive use of windows along the street. Ground floor windows are similar in size and alignment and upper floor windows, while different than those along the ground floor are also aligned and similarly sized and spaced.

Appropriate: extensive ornamentation emphasizes this entrance.

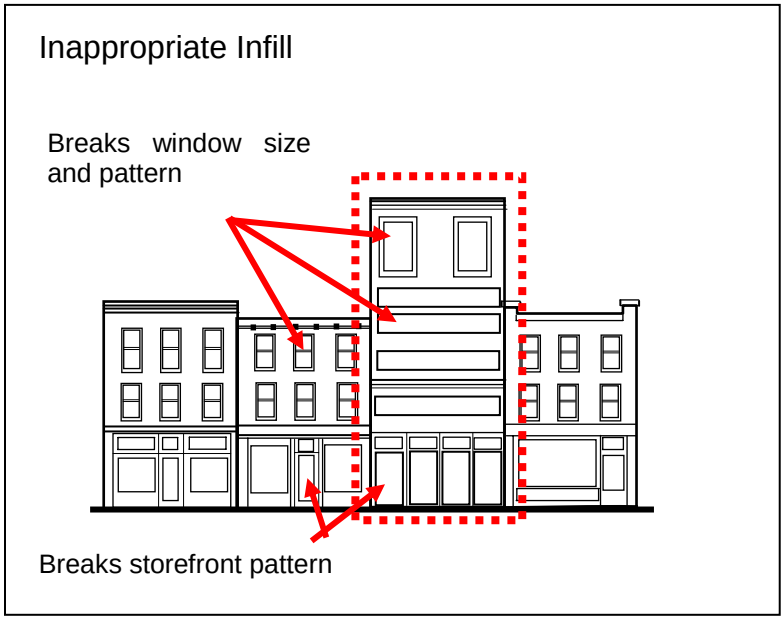
Inappropriate:

- The use of incompatible window types and shapes on the same structure.
- Mirrored glass and glass curtain walls.
- Storefront windows that extend to the ground without a traditional bulkhead.
- Tinted or reflective glass with less than 88 percent light transmission.
- Blackened out windows or any other use of material that achieves that effect.
- Boarded up windows (except during construction or during a reasonable repair period or subsequent to a weather advisory).
- Walls without windows along street frontages.
- Doors which are out of scale and/or character with the rest of the building.
- Doors which do not enhance the architectural style of the building.
- More than one style of door per building.



Inappropriate : mirrored glass.

Inappropriate: this building does not include windows along the street.



Roof Design

Roof forms are one of the most highly visible components of a building. Not only do they provide a vital function but they contribute to and are integral to the overall building design through the use of distinctive, defined styles and decorative patterns and colors.

Appropriate:

- A roof consistent with the style of the building utilizing architectural elements such as cornice treatments, roof overhangs with brackets, steeped parapets, richly textured materials and/or differently colored materials.
- Multiple rooftops on varying levels on large buildings that help break up the vertical mass of a building.
- High-rise buildings which utilize sculpted roofs in order to establish an interesting and enhanced skyline unique to Downtown Clearwater.
- The portions of building stepbacks that are fully finished and complement the architectural style of the building and the main roof structure.

Inappropriate:

- Colored stripes/bands on flat roofs.
- Mansard roofs that are out of scale with the building.
- Flat roofs within public view from grade not hidden by a parapet or other architectural feature.
- Roofs inconsistent with the architectural style of the building.

Appropriate: a standing seam metal roof adds rich detail to this building.

Appropriate: an ornate cornice line.

Appropriate: sculpted roofs add to the skyline of a city.

Inappropriate: mansard roofs.

Other Architectural Features

The same amount of thought and care should be put into the selection and installation of other architectural features as for more obvious features such as roofs, doors and windows. A variety of other features can provide the perfect accent or finish to a building, or conversely, ruin an otherwise wonderful structure. These may include door handles and hinges, mail slots, clocks, fire/emergency escapes, shutters, awnings etc.

Appropriate: architectural feature.

Appropriate:

- Shutters and canvas awnings sized to match the corresponding window openings.
- Shutters and awnings the shapes, materials, proportions, design, color, lettering and hardware of which are in character with the style of the building.
- Awnings made of high quality fire-rated/ retardant fabric to protect pedestrians from inclement weather.
- First floor awnings placed no higher than the midpoint between the top of the first story window and the bottom of the second story windowsill.
- Hurricane shutters, if provided, fitted as an integral part of the storefront design, not visible when not in use and only to be used during the timeframe in which a formally issued hurricane warning is in effect.
- Electronic security systems utilized as an alternative to security bars.
- Fire stairs/egress designed as unobtrusive as possible by matching the primary structure with regard to materials, design and color of the structure. Where feasible, they should not be visible from the street.

Appropriate: shutters match size of window.

Appropriate: awning is correctly located on the façade of the building.

- Devices which discourage the congregation of animals (pigeons, squirrels, etc.) placed in the least visually obtrusive locations possible and/or designed to blend in with the overall architectural style of the building.
- The inclusion of other architectural details and elements (clocks, railings, flower boxes, etc.) as appropriate to the style and function of the building and architecturally integrated with the design of the building.
- Gutters, downspouts, utility boxes, meters, etc. located as visually unobtrusively as possible. Where feasible, they should not be visible from the street.

Appropriate: fire escape, located along an alley, is painted to match building.

Inappropriate:

- Visible, permanent or roll-down security bars/gates.
- Solar collectors visible from the street.
- Awnings made of high-gloss or fabrics which appear to be plastic.
- Backlit awnings.

Inappropriate: security gates.

Materials and Color:

Materials

The correct choices of building materials are paramount in the success of any building. Buildings should be constructed of high quality, long lasting materials to contribute to Downtown's stability, character and pedestrian experience. Building materials on the lower levels of buildings are especially important due to their proximity to the pedestrian environment. Materials should also be appropriate to the architectural style of the building to which they belong. Important character defining details such as brick corbelling, bonding pattern, joint spacing and color should be incorporated into the design .

Appropriate: materials and color are appropriate for a Mediterranean-style building.

Appropriate:

- Materials compatible with the existing and/or desired context of the surrounding area and that are common to the area's historic construction methods/style.
- The use of high-quality materials which result in buildings that will be as maintenance free as possible and long-term components of the urban fabric.
- Building materials consistent with and relating to the architectural style of the building.
- Building materials appropriate to the scale of the building.
- The use of contemporary materials adapted to historic design elements.
- Storefront level and upper levels that use visually compatible materials.
- Use of the following durable materials within the first three floors of all buildings and recommended for all other floors:
  - Wood, stucco and/or or masonry exteriors.
  - Masonry exteriors finished in rusticated block.
  - Stucco, brick, stone, etc.
  - Storefront side piers, when provided, constructed of the same material as the upper façade or covered with stucco.
  - Pre-cast, cast-in-place or architectural concrete.
  - Tile; and
  - Any other material found acceptable by the Community Development Coordinator and/or the Community Development Board, as applicable.

Appropriate: materials and color appropriate for a bungalow-style house.

Inappropriate: cedar shakes and a mansard roof are both inappropriate in the Downtown Plan Area.

Appropriate: the two above pictures show the use of stucco and brighter colors for Mediterranean-style buildings.

Inappropriate:

- Exterior walls and skins of buildings designed and/or constructed of materials with a limited life expectancy.
- Materials incompatible with the architectural style of the building.
- The use of the following materials on building exteriors:
  - Poorly crafted or "rustic" woodworking and finishing techniques;
  - Cedar shakes;
  - Plywood (T1-11 siding, etc.);
  - Corrugated, mill finish or reflective metal wall panels;
  - Expanded metal (except for limited decorative applications);
  - Mill finish aluminum extrusions for windows and doorways;
  - Unfinished Concrete Masonry Units (CMU or cinder block); and
  - Any other material found unacceptable by the Community Development Coordinator and/or the Community Development Board, as applicable.
- The use of the following materials on the first three floors of building exteriors:
  - Foam except for architectural details and ornamentation;
  - Exterior insulated finish system (EIFS) except for architectural details and ornamentation;
  - Hardboard siding;
  - Plastic, metal and/or vinyl siding except for single-family dwellings;
  - Fiberglass panels;
  - Exposed aggregate (rough finish) concrete wall panels;
  - Indoor-outdoor carpeting or astro-turf; and

Appropriate: use of decorative tile.

Inappropriate: use of tile and asphalt shingles on the same roof.

Inappropriate: the townhome on the right has had its original brick facade covered by vinyl siding.

- Any other material found unacceptable by the Community Development Coordinator and/or the Community Development Board, as applicable.

<u>Color</u>

The color palette of a building is composed of the colors of the main body of the building, trim and accent colors. The colors chosen for awnings, canopies, shutters and roofs also contribute to the overall color scheme of a building. The overall color scheme of a building or project should reflect a cohesive pattern. These guidelines recognize that the review of a building's color scheme is a balance between an owner's creativity and individuality, the architectural style of the building and an overall harmonious vision for the Downtown.

The use of a single color on all surfaces should be avoided. A two- or three-color scheme is encouraged to provide visual appeal. The main body color should be the predominant color of the building. The color tone of the main body should be guided by the size and height of the building, its location (corner or interior lot), and architectural style. The trim color is applied to architectural elements such as windows, doors, columns, porches etc. The trim color should be a lighter or darker tone of the main body color, a complimentary color to the main body color or a neutral color. In a three-color scheme, the accent color should be used sparingly to highlight certain architectural elements such as a front door or awning.

Appropriate:

- The number and type of building colors appropriate for and consistent with the architectural style.

Appropriate: colors match and support the architectural style of each building.

Appropriate: utilities such as gutters, downspouts (fig. 1) and utility boxes (fig. 2) have been painted to match the primary building color.

- Low reflectance exterior colors.
- Gutters, downspouts, utility boxes, meters, etc. painted as part of the overall color scheme.

Inappropriate:

- Colors that are garish, gaudy, loud, excessive and ostentatious or that constitute a glaring and unattractive contrast to surrounding buildings.
- Main body color that is from the deepest tones of the color wheel.
- More than three different colors or color shades used on a single building unless appropriate to the architectural style of the building.
- The use of fluorescent or day glow colors.
- Black as the predominant exterior building color.
- Single color schemes. For example using one color on every surface.
- Clashing trim colors that are not complementary to the main body color and serve only to attract attention through their dissonance. As an example, yellow and red are clashing colors and not complementary and only serve to attract attention through their dissonance.
- A solid line or band of color or group of stripes used in lieu of architectural details.
- Color used to obscure important architectural features.

Inappropriate: loud and garish colors.

<u>Additional Requirements for development within the Old Bay District east of Garden Avenue.</u>

Appropriate:

- Offices that are residential in size, scale and design.

Appropriate: the above picture shows an office that is residential in size, scale and design.

Development along Cleveland Street between Myrtle and Osceola Avenues and along Fort Harrison Avenue between Drew and Chestnut Streets.

Appropriate:

- Development incorporating an architectural style indicative of those found in Downtown Clearwater between 1900 and 1950* and includes:
  - 20th Century Commercial Vernacular: One-story or One-Part;
  - 20th Century Commercial Vernacular: Two-Part;
  - Art Deco;
  - Art Moderne;
  - Chicago School;
  - Mediterranean or Mission Influence;
  - Mediterranean Revival;
  - Neo-Classical.

Capitol (Royalty) Theater (1921): Spanish Revival.

One-Part Commercial - Art Deco

Two-Part Commercial Block.

Enframed Window Wall.

Two-Part Commercial Block: Mediterranean Influence.

- Buildings which utilize character defining features from any one of the approved architectural styles listed above through the use of contemporary materials.

* See Appendix 10 for additional examples

Inappropriate:

- Use of multiple and/or conflicting architectural styles within a single building or between several buildings within a single project.

Mid- to High-Rise buildings: Mediterranean Revival.

Pinellas County Court House: Neo-Classical.

Clearwater Downtown Post Office: Mediterranean Revival.

Chicago School.

Design Guidelines for the Rehabilitation of Historic Structures as Designated by the Clearwater City Council

Secretary of the Interior Standards for Rehabilitation

Historic preservation, which is the rehabilitation, preservation and maintenance of older buildings, enriches the present in many ways. It protects a community's historic and cultural heritage by providing a vital connection to the past that teaches us how our ancestors lived. The conservation of existing resources also supports sustainable community growth and enhances community/ neighborhood quality of life. In addition to these invaluable benefits, studies have also documented numerous positive economic impacts. Historic preservation creates jobs and results in more local business than new construction does. It also contributes to the local economy through increased property values and tax revenues and provides a basis for heritage tourism.

Restoration of a historic building.

Recognizing the importance of preserving significant historic structures and the need for standards to ensure the appropriate rehabilitation of them, The Secretary of the Interior's Standards for Rehabilitation (Department of the Interior regulations, 36 CFR Part 67) were established in 1977. These standards provide basic principles to assist in the preservation of the distinctive characteristics of a historic building and its site, while allowing reasonable changes to meet new needs. The most frequent use of The Secretary of the Interior's Standards for Rehabilitation has been to determine if a rehabilitation project qualifies as a "Certified Rehabilitation." This determination, which is made by the State Historic Preservation Officer of Florida and the U.S. Department of the Interior, enables property owners of

Restoration of a historic clock tower.

incoming producing property to receive a 20 percent federal rehabilitation tax credit.

<u>The Secretary of the Interior's Standards for Rehabilitation, reproduced below,</u> are to be applied to rehabilitation projects in a reasonable manner. It should be noted that these provisions apply to the treatment of the interior and exterior of a building for the evaluation and approval of federal tax credits. The City of Clearwater will review projects for compliance with exterior standards only.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

6. Deteriorated historic features shall be repaired rather than replaced. Where the

Before Rehabilitation

After Rehabilitation

This two-story brick commercial building (above) was originally constructed ca. 1876, then remodeled in 1916 in the Craftsman style and given a new, distinctive roofline. It served a number of uses, including a hotel, boarding house, saloon, restaurant, liquor store, warehouse, and office furniture showroom. The red brick walls had been painted several times over the years. Rehabilitation work included removal of multiple paint layers using a chemical stripper and thorough water rinse; spot repointing with matching mortar; and appropriate interior alterations. The building is now being used as a retail shop.

severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features to protect the historic integrity of the property and its environment.

10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Appropriate: repair of existing window structure.

Appropriate: gentle, chemical hand-cleaning of granite.

Rehabilitation and Maintenance of Designated Structures

The rehabilitation of a historic structure is defined by The Secretary of the Interior's Standards for Rehabilitation as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values." The following guidelines are based on The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (established by the Secretary of Interior) and shall be applied when reviewing any rehabilitation project associated with a designated historic structure or a contributing structure within a designated historic district or any property seeking federal tax incentives.

Appropriate: this building was successfully rehabilitated and is now occupied by Starbucks and several offices.

Preservation, Maintenance, Repair, and Replacement of Historic Features

Designated historic structures shall be recognized as products of their own time. Changes that may have taken place in the course of time are evidence of the history and development of the site and may have acquired significance in their own rights and shall be recognized and respected. The retention and preservation of the architectural details and features that are important in defining the historic character of a designated structure is essential in any rehabilitation and maintenance effort. The protection and maintenance of such features is the most desirable way in which to retain the defining historic character of the structure. In the event this is not feasible, the repair of these character-defining materials and features is acceptable. Replacement of these features with new material(s) is the least desirable option and shall only occur when severe

Appropriate: recreated historic architectural details.

Appropriate: The Coachman Building has been well-maintained over the years.

deterioration or damage precludes their repair. Regular, consistent maintenance is the obligation of all property owners. Allowing designated properties to fall into a state of disrepair through the lack of maintenance is prohibited.

Appropriate:

- Rehabilitation work performed in compliance with The Secretary of the Interior's Standards for Rehabilitation.
- The use of a property for its historic purpose or a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- The retention/preservation of the historic character of the property through the maintenance of historic materials, features, finishes and spaces.
- Original details uncovered and repaired.
- Maintaining the original appearance, details and features of front porches and porte cocheres.
- Opening and restoring previously enclosed front porches to their original form and style.
- The repair rather than the replacement of deteriorated historic features.
- Stabilizing and/or repairing of a deteriorated structural element in a manner that imparts the least impact on the historic features of a building.
- The replacement of missing and/or deteriorated character-defining features that match the original with regard to design, color, texture, materials and other visual qualities as substantiated by documentary, physical or pictorial evidence.
- The use of gentle cleaning methods.

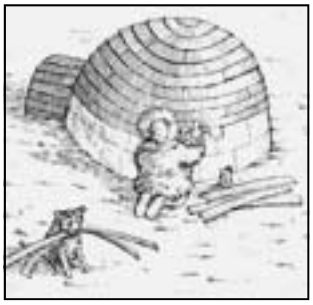
Appropriate: structural stabilization prior to commencement of rehabilitation work in compliance with The Secretary of the Interior's Standards for Rehabilitation.

Appropriate: Cast iron column revealed during removal of non-significant storefront.

- The use of methods that minimize damage to original materials when original elements are disassembled for restoration and the identification of such elements in a manner that supports reassembly in the proper order.

Inappropriate:

- Any change contrary to The Secretary of the Interior's Standards for Rehabilitation.
- The removal or alteration of character-defining features that imparts significance to the property.
- Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings.
- Removal of any ornamentation or architectural detail.
- Covering or obscuring original features with new construction where the original historical character of the building is significantly altered.
- The application of new material that covers original material such as using contemporary metal siding or vinyl to replace or cover original masonry.
- The use of harsh chemicals/procedures for cleaning such as sandblasting and the use of flame on wood that damage historic materials.



Inappropriate: application of new material that covers the original, appropriate materials.

Inappropriate: The first floor of this building has been changed destroying the original historical character.

Inappropriate: High-pressure water spray has permanently etched this granite.

Inappropriate: use of harsh cleaning techniques that cause damage.

Roofs

Roof form and materials are important design elements of historic buildings. The roof is an integral element that defines the historic architectural style of a building. Certain architectural styles have specific roof forms and/or materials. For example, hipped and gabled roofs are commonly found in vernacular styles and Bungalows; flat parapet roofs with barrel tile are characteristic of Mediterranean Revivals; and flat roofs are characteristic of the Neo-Classical styles. The protection and maintenance of the functional and decorative features are important in retaining the overall historic character of a building. As with all historic building elements, retaining and preserving these features are the most desirable. When this is not possible, repairs may be done and when such systems have deteriorated beyond repair, replacement may be the only viable option. All repairs and replacement should retain the historic characteristics of the roof.

Appropriate: tile roof on a Mediterranean Revival building.

A special system consisting of brass or copper wires is used to attach these tapered barrel roof tiles.

Appropriate:

- The maintenance of the original roofline.
- Preservation and repair of the original roofing material.
- New or replacement materials that replicate or are otherwise compatible with existing materials with regard to style, material, scale and color.
- Roof replacement with new roof material and style only if characteristic of the architectural style.

Inappropriate:

- The alteration of the original roofline**.**
- The replacement of roofing materials that is not characteristic of the building style.
- The addition of roof forms such as soffits, canopies and dormers that are not consistent with the original roof.

Inappropriate: asphalt shingles are an incompatible replacement substitute for the original Spanish clay tiles.

- Painting or staining of roof materials unless substantiated by documentary, physical or pictorial evidence.

Appropriate: decorated, exposed soffit.

Windows and Doors

The design and functionality of windows, and to a lesser extent doors, have changed over time due to advances in technology and changes in architectural style. Windows are unique architectural elements because they are found on both the interior and exterior of a wall. Windows and doors are also the only building features that provide a link between the private space (area within a building) and the public space (area along streets, sidewalks, etc.) Due to the fact that window and door patterns have such an impact on the appearance and function of a structure, their protection and maintenance contribute to the overall historic character of buildings. Protecting and maintaining original doors and windows is the most desirable approach in a rehabilitation project. If this is not possible due to the extent of deterioration, repairs and/ or replacements of in-kind materials should be employed.

Appropriate: retention of original entrance.

Appropriate:

- Historic windows and doors preserved in place when feasible.
- Repair of deteriorated windows and doors.
- Replacement of deteriorated doors and windows when no other options are feasible

Appropriate: retention of original fanlight above the door.

provided that the replacements match the original units with regard to orientation, design, scale, materials and color as documented by physical, documentary and/ or pictorial evidence.

- Replacement of non-historic windows and doors with new windows and doors consistent with the architectural style of the building and that match the original units with regard to orientation, design, scale, materials and color as documented by physical, documentary and/or pictorial evidence.
- Retention of doors and door details, frames, lintels, fanlights, sidelights, pediments and transoms, in good condition or repairable that are in character with the style and period of the building.
- Installation of screen doors provided the design is compatible with the architecture and materials of the building.
- New windows and/or doors as required by life safety codes. The new opening(s) should be located on side or secondary facades, consistent with the architectural style of the building and minimizes the appearance of the alteration of the structure.
- Restoration/reopening of original doors/ windows as documented by physical, documentary and/or pictorial evidence.
- The use of clear glass or, under certain circumstances lightly tinted glass (Note: tinted glass may preclude the designation of a certified rehabilitation).

Inappropriate:

- New openings in existing walls that cannot be documented by physical, documentary and/or pictorial evidence unless otherwise required by life safety codes.
- Use of tinted, reflective or mirrored glass and/or blackened out windows.

Fig. 1

Fig. 2

Fig 1. - Deteriorated lower window sash prior to replacement.
Fig. 2 - Appropriate: deteriorated lower window sash repaired based on historical documentation.

Inappropriate: the two lower windows do not match the original windows.

Materials and Colors

The identification of materials that are important in defining the historic character of a structure is paramount. Once they have been identified, the goal is to protect and maintain them. When warranted such materials should be repaired. If repair is not feasible, replacement with a compatible substitute material may be permitted. Exterior paint colors should always be appropriate to the architectural style of the building. Traditionally muted earth-toned colors, which are found in stone, brick, wood and terracotta, composed the basic color palette of downtown areas. Certain architectural styles do not follow this color palette such as Craftsman, which used neutral colors (white, beige, terracotta); Queen Anne Revival and Bungalow styles, which typically used deep rich tones or opaque stain with lighter trim; and Mediterranean Revival buildings, which were painted in coral pinks and beiges.

Appropriate:

- The removal of wall materials, such as aluminum, vinyl or asbestos that covers original wall materials.
- Wood siding repaired or replaced with the same material, orientation, board width and length as that which exists.
- Masonry finish repaired or replaced with the same material with regard to color, material and texture.
- Brick exteriors carefully cleaned and repointed.
- Brick or stone left unpainted unless the brick or stone is already painted and its use documented through paint analysis and historic documentation.
- Color schemes based on the architectural style of the building or as documented by paint analysis and historic documentation.

Inappropriate: use of replacement windows that do not match original windows.

Appropriate: limited replacement-in-kind of deteriorated wood clapboards.

Appropriate: replacement stone tooled to match original.

Inappropriate:

- Historic wood siding covered or stripped to expose the original coated or raw surface.
- Use of a clear finish or stain as the finished surface, unless historically accurate.
- The application of a non-historic covering over masonry or wood such as aluminum, vinyl, stucco, etc.
- Colors that are garish, gaudy, loud, excessive and ostentatious or that constitute a glaring and unattractive contrast to surrounding buildings.
- Colors not consistent with the historic architectural building style.
- Color used to obscure important architectural features.

Appropriate: the original unpainted brick has been retained.

Appropriate: replacement of a rotted wood column base with new wood.

Inappropriate: Loss of historic character due to insensitive repointing.

Treatment of Storefront Components

Storefronts, located at or near the property line, have a great impact on the streetscape of commercial areas. Even though historic buildings may have different architectural styles, their mass, scale and window and door patterns establish the rhythm of the street. Defining historic features of storefronts typically include display windows, doors, bulkheads, kick plates, etc. These features should be retained through protection and maintenance. If conditions warrant, repair would be considered the next option in a rehabilitation project and replacement, as always, is the last alternative.

Appropriate:

- Maintaining the original size and shape of an existing storefront opening.
- Preserving large panes of glass that are a part of the original storefront opening.
- Reestablishing the original dimensions of storefront windows so replacement glass fits within original piers or columns.
- Maintaining or restoring the storefront wall at the original façade location.
- Maintaining or restoring a recessed entry in its original location.
- Maintaining kick plates and bulkheads found below display windows.
- The preservation of transoms located above display windows.
- Use of awnings and/or canopies that complement the original design of the building with regard to color and architectural style.

Inappropriate:

- Canopies and awnings that obscure ornamental details, windows and/or doors.
- Canopies and awnings made of metal, plastic, shake or asphalt shingles.

Fig. 1

Fig. 2

Fig 1. - building's original storefront is completely closed up.
Fig. 2 - Appropriate: building and storefront fully restored

Appropriate: preservation of the original recessed entrance.

- Superficial, architectural motifs which do not support the historical character of the storefront.
- The installation of lighting under an awning ("back-lit" lighting) that has the effect of an internally lit sign.

Inappropriate: the storefront on the far right has been inappropriately covered up and breaks the continuity of the block.

Other Architectural Features

A variety of other architectural attributes can be considered character defining features such as awnings, clocks, door handles, hinges, mail slots, etc. The size, style, ornateness or simplicity of these types of features should complement the architectural style of the building.

Appropriate: retention of an unusual door detail.

Appropriate:

- Use of awnings and/or canopies that complement the original design of the building with regard to color and architectural style.
- Address numerals, as required by Code, unobtrusive in location and in scale with other design elements on the façade of the building utilizing a mounting method that will not damage any historic masonry or siding**.**
- The addition of window shutters provided there is a historical precedence.
- The maintenance of original hardware.
- The use of hardware in a similar style and scale to the building if replacement hardware is necessary.
- The maintenance, repair, or replacement of clocks, whichever is appropriate.

Appropriate: Code-compliant address numbers located in a visible, unobtrusive location.

- Gutters and downspouts that are compatible with the design of the building.

Inappropriate:

- Canopies and awnings that obscure ornamental details, windows and/or doors.
- Canopies and awnings made of metal, plastic, shake or asphalt shingles.
- Covering or obscuring architectural features.

Appropriate: clock is of an appropriate style and scale for the building.

Appropriate: gutter and downspout compatible with building design.

Inappropriate: awnings which appear plastic and are out of scale with the structure.

Additions, Accessory Structures and Modern Equipment:

Additions and alterations may be needed in some instances to assure a building's continued use. In particular, work that enhances energy efficiency, accessibility and health and safety is necessary to keep a designated historic structure viable. New additions should be avoided, if possible, and considered only after it is determined that those needs cannot be met by altering secondary or non character-defining interior spaces. If no other viable alternative exists, however, an addition may be permitted provided the addition is designed and constructed in a manner that is compatible with but differentiates itself from the historic structure. Additions or alterations shall not radically change, obscure or destroy the character–defining spaces, materials, features, finishes, etc.

Appropriate:

- An addition or accessory structure that is compatible with and subordinate to the scale and mass of the principal building that it serves.
- The use of materials that complement the historic materials of the principal building.
- The use of contemporary materials adapted to historic design elements.
- New additions constructed in a manner that if removed in the future enables the building to be restored to its original condition.
- The location of a new addition offset behind the primary and corner façades that preserves the original proportions and character of the original façade.
- Additions that are compatible with the existing portion of the structure with regard to roof type, size, slope, color, and materials and texture.
- Windows and doors that relate to the scale

Appropriate: Small compatible stair tower on rear elevation

Appropriate: non-obtrusive skylights located to the rear of the building.

Appropriate: new addition on rear of building is subordinate to the principle structure.

and proportion of the original openings in the existing building.

- The alteration of non-character defining interior spaces to avoid the construction of a new addition.
- Providing required parking on site in a manner that minimizes the effect on the historic setting of the site.
- The location of central air conditioning components as far away from the street as possible and/or out of public view.
- The placement of window air conditioning units in windows located on the secondary and side facades.
- Skylights located on a side of the roof with the least visibility from the street.
- Solar collectors located on portions of the building not visible from any public right-of-way.
- The location of fire stairs on side and secondary facades designed to be compatible with the architecture of the building.
- Utility boxes, meters, etc. located as visually unobtrusively as possible. Where feasible, they should not be visible from the street.
- Concealed Wireless Communication Facilities (antennas, satellite dishes, etc.) not visible from any public right-of-way.
- Hurricane shutters, if provided, fitted as an integral part of the design, not visible when not in use and only to be used during the timeframe in which a formally issued hurricane warning is in effect.
- Electronic security systems utilized as an alternative to security bars.
- Devices which discourage the congregation of animals (pigeons, squirrels, etc.) if not visible from a public right-of-way.

Appropriate: unobtrusive glass connector between two historic buildings.

Inappropriate:meter installation on primary facade.

Inappropriate:

- Additions that dominate the original historic structure.
- Additions designed and constructed to replicate the original, historic structure and cannot be distinguished from the original structure.
- Any modern equipment located in a manner visible from the public right-of-way or on the primary and corner façades.
- Visible, permanent or roll-down security bars/gates.
- Awnings made of high-gloss fabrics which appear to be plastic.

Inappropriate: air conditioner installation on primary facade.

Inappropriate: high-gloss fabric awning.

Signs and Miscellaneous

Signs

Signage is a vital component of any commercial establishment and many multi-family developments providing identification of a particular use. There are two basic types of signs: attached and freestanding. Attached signs are physically attached to a building whereas freestanding signs are self-supporting. There are a variety of types of attached signs such as wall, projecting, hanging, awning and window. Due to the pedestrian nature of Downtown, attached signs are the most appropriate type for the area. Changeable copy is primarily oriented towards vehicular traffic, therefore, its use in an urban pedestrian environment should be limited. Monument-style freestanding signs may be appropriate within certain areas of the Downtown where building placement warrants their use.

The appropriate scale and placement of signs on a façade should contribute greatly to the appearance of a building and the character of an area. Every sign should be designed as an integral architectural element of the building and site and should compliment that building with regard to materials, color, texture, finish, scale and design and architectural context. Existing, historic signage should be repaired when possible and replaced only when repairs are not feasible. Should the replacement of historic signage be necessary a replica is encouraged provided it is compatible with the architecture of the building. Signage should not obscure architectural details.

Appropriate:

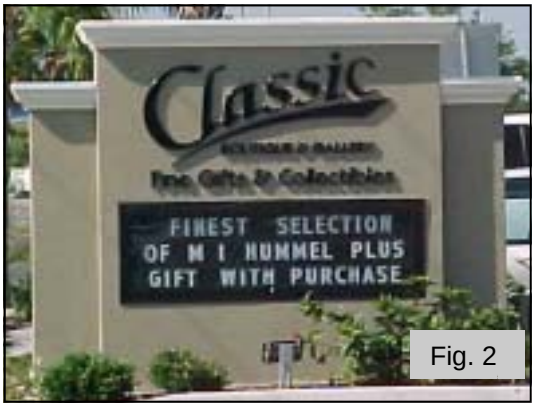
- Signs on a building and/or site designed as part of an overall theme that respect, enhance and contribute to the architectural style, detailing and elements of a building.

Appropriate: front-lit attached sign.

Appropriate: sign incorporated into a fence.

Appropriate: attached sign is proportional to the space in which it is located and uses letters which match the trim of the building.

- Signs whose design, colors, materials, size, shape and methods of illumination reinforce the overall design of the façade.
- Letter size, letter and word spacing, font style and other design elements of a sign that create an overall high quality aesthetic appearance.
- Attached signs proportional to the space to which they are attached.
- Attached signs installed so the method of installation is concealed or made an integral part of the design of the sign.
- Where individual buildings are located with limited side yard setbacks, attached signs that demonstrate a general alignment with the signs on adjacent storefronts/buildings;
- Wall signs located on flat, unadorned parts of a façade such as the horizontal band between the storefront and second floor or on windows, awning valances, fascia, etc.
- Wall signs located immediately adjacent to secondary entraces.
- Projecting signs located adjacent to the building entrances or tenant space(s) which they serve.
- Hanging signs positioned perpendicular to the façade of the building and located adjacent to the building entrances or tenant space(s) which they serve.
- Awning signs which are permanently affixed (sewn to or screened on) to the valance of the awning as part of the overall awning design.
- Window signs consisting of paint or decals, etchings/engravings, neon and/or three-dimensional lighted signs.
- Buildings with multiple tenants accessed from the interior of the building which include a directory sign immediately adjacent to that entrance.
- Existing, historic signs that are preserved or restored.



Appropriate: sign (Fig. 2) complements building (Fig. 1) with regard to color and material and includes limited changeable copy.

Appropriate: attached signs are in alignment.

Appropriate: monument sign located in landscape bed. Materials and color match building.

- Historically accurate reproduced signage documented by physical, documentary and/or pictorial evidence.
- Changeable copy which matches the sign to which it is attached with regard to style, size and color.

Inappropriate:

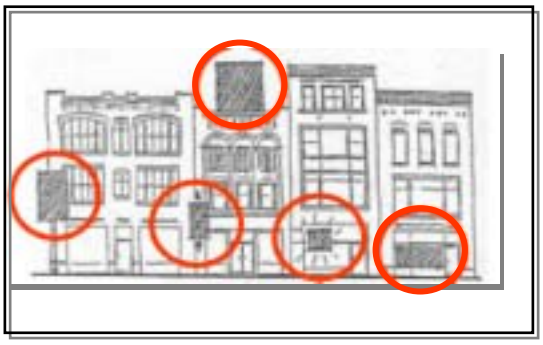
- Box/cabinet style signs.
- Signs utilizing LED or any other electronic changeable copy.
- Signs painted directly on the façade of a building unless documented by physical/ historical, documentary and/or pictorial evidence.
- Attached signs that cover windows or other architectural features.
- Projecting signs higher than the top of second story windows.
- More than one hanging or projecting sign per business.
- Awning signs which are affixed to the awning material by adhesive backed-letters or other non-permanent methods.
- Window signs which are affixed by tape or other non-permanent methods.
- Monument signs on sites where the primary building is located 20 feet or closer to a front property line.
- Changeable copy area greater than 25 percent of the sign area (with the exception of theater marquees).
- Sandwich board signs.

Appropriate: hanging signs similar in size shape and scale.

Appropriate: projecting sign.

Appropriate: window etchings.

Inappropriate: signage is too large and not appropriate for the style of the building.



Inappropriate: poorly aligned signs, covering architectural details, etc.

Lighting

Lighting and light fixtures should be part of an overall design plan and their design and placement appropriate to the building to which they will serve. When unlit, lighting fixtures can impact a building or space through the physical form of the fixture. At night, lighting can create atmosphere through the level of intensity and color of the light emitted.

Appropriate:

- Light fixtures that are designed to respect, enhance and contribute to the architectural style, detailing and elements of a building.
- Light fixtures that reinforce the overall composition of the façade with regard to color, material, size, scale and shape.
- Light poles located adjacent to a public right-of-way that incorporates the same or similar design of light poles as in the character district or complements the design of the building.
- Attached light fixtures flush mounted on a wall or soffit.
- Light fixtures that are recessed in ceilings or otherwise concealed.
- Lighting located in bollards.
- Existing, historic light fixtures preserved in place whenever feasible.
- Historically accurate reproduced lighting fixtures documented by physical, documentary and/or pictorial evidence.
- Lighting which illuminates without glare.
- Utility meters, service locations, wires, piping, boxes, conduits, etc. placed in the most visually unobtrusive location possible.
- Electrical wiring to all site lighting provided underground.
- Accent lighting illuminating signage, landscaping and trees, water amenities and other special features.

Appropriate: attached light fixtures.

Appropriate: hanging light fixtures.

Appropriate: recessed light fixture.

- An adequate number of light fixtures installed to effectively and safely illuminate pedestrian areas.

Inappropriate:

- Exposed spot and floodlight fixtures used on non-residential properties.
- Light fixtures placed in a position where existing or future tree canopy will reduce the illumination levels or otherwise interfere with the light fixture.
- Lighting which illuminates adjacent properties.
- Light fixtures that do not relate to the structure/site with regard to materials, color, size, scale and style.
- Lighting which is too bright, glaring and overpowering for a space or that is too dim to effectively illuminate.
- Neon used to light a building or as a decorative element except where appropriate to the architectural style of the building.
- Lighting which results in color distortions within pedestrian and vehicular areas.

Appropriate: freestanding light fixtures.

Inappropriate: floodlight.

Appropriate: spotlights within goose-neck fixtures.

Inappropriate: exposed spotlight fixtures.

Property Maintenance

Maintaining properties whether occupied or unoccupied, is vital to the success of Downtown Clearwater. Properties that fall into disrepair quickly become eyesores and damage the integrity of the downtown and reduce the value of surrounding properties. In addition, required repairs are often more expensive than regular maintenance. Allowing properties to fall into disrepair costs everyone money. Regular, consistent property maintenance is the obligation of all property owners.

Appropriate:

- Regular visual inspections of all portions of a building such as the foundation, walls, weather-striping, roofs, etc.
- Regular maintenance and repair using quality materials.
- Enlisting the services of professionals.
- Using the gentlest possible procedures for cleaning.
- Consulting a structural engineer prior to commencing any work when structural systems are affected.
- Stabilizing/repairing deteriorated or inadequate foundations as soon as physically possible.
- Replacing weather-stripping as needed prior to failure.
- Replacing loose or missing roof tiles/ shingles as soon as damage is observed.
- Regular exterior painting and touch-ups as needed.
- Inspection and replacing of awnings that show signs of wear, tear, fading, etc.
- Regular cleaning and sweeping of adjacent public property.
- Keeping windows clean.

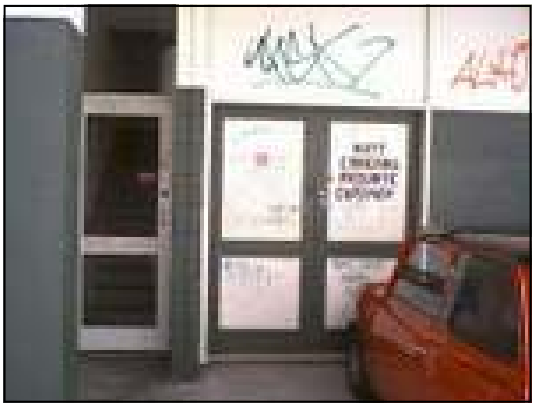
Appropriate: even a regular sweeping can vastly improve a property encouraging surrounding property owners to maintain their sites.

Appropriate: missing roof tiles are replaced as soon as the damage was noticed.

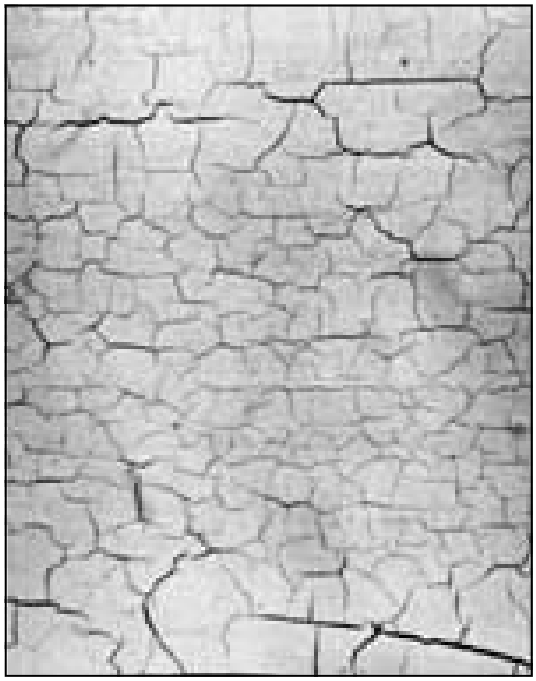
The importance of enlisting the aid of competent, qualified professional help in performing proper maintenance cannot be understated.

Inappropriate:

- Allowing routine maintenance and repairs to lapse.
- The use of harsh chemicals/procedures for cleaning.
- Failing to test a cleaning/restoration product/technique on a discreet location first.
- Harsh methods of cleaning that would damage or otherwise compromise the building.
- Poorly attached elements that may fall and injure people
- Applying paint to fabric awnings.



Inappropriate: graffiti and boarded up doors.



Inappropriate: cracking paint.

Inappropriate: abandoned property.

Inappropriate: lack of maintenance.

Pinellas Trail

The Pinellas Trail presents the opportunity to bring people into Downtown and as such is a unique source of economic development. Uses along the Pinellas Trail should be oriented toward the Trail to take advantage of the people drawn to this recreational/transportation amenity. Connections to the Pinellas Trail should be incorporated in site plans when property is adjacent to the Trail or when the proposed use would benefit through a connection.

Appropriate:

- Providing safe, convenient pedestrian connections between the site and the Pinellas Trail.
- Providing amenities such as seating and/ or bike racks.

Inappropriate:

- Properties located adjacent to the Pinellas Trail that do not acknowledge it through the use of connecting pedestrian paths, doors, windows, art, etc.

Inappropriate: property does not provide access to the Pinellas Trail.

Appropriate: covered seating area and bike racks adjacent to the Pinellas Trail.

Appropriate: pedestrian path provided between the property and the Pinellas Trail.

Appropriate: building oriented towards the Pinellas Trail.

Utility/Infrastructure Facilities

Utility/Infrastructure facilities are necessary elements of any City. They include uses such as electric, telephone, cable, water, wastewater substations or transfer stations and other similar intermediate distribution facilities.

Due to hurricane proofing and security needs, the design of these buildings typically results in buildings without windows and with few doors. In recognition of this limitation, utility/infrastructure facilities are exempt from the strict application of the Windows and Doors section of the New Construction provisions of these guidelines. This section provides design alternatives in-lieu of traditional windows and doors. Utility/Infrastructure facilities shall meet all other portions of these Design Guidelines.

Appropriate:

- Utility/Infrastructure facilities which visually relate to surrounding buildings and the desired character of the area with regard to mass, scale, height, width and depth consistent with the New Construction chapter of these guidelines.
- Utility/Infrastructure facilities that incorporate an architectural style or architectural elements consistent with the existing and/or desired style of development in the surrounding neighborhood consistent with the New Construction provisions of these

Appropriate: this utility/infrastructure facility includes a Mediterranean-style with tile work, stucco finish and tile roof.

Appropriate: lift station which blends into the natural surroundings.

Appropriate: a utility/infrastructure facility with an Art Deco architectural style including a stucco finish and glass block and tile faux windows, tile banding and a decorative cap. The structure also includes a canopied entrance with the canopy structure repeated along the street facing facades.

guidelines.

- Utility/infrastructure facilities that maintain the existing and/or desired window pattern and proportions through the use of windows or window-like architectural details (faux windows, recesses, glass block, tile, shutters, trompe l'oeil or other architectural techniques) and/or other architectural elements.
- The use of awnings, canopies and sunscreens.
- Doors that enhance and support the architectural style of the building and are appropriately sized for the scale of the building façade.

Appropriate: this utility/infrastructure facility (a power plant) utilizes the same architectural detailing as the primary building which it serves (see bottom of this page).

Appropriate: detailing of this power plant includes faux windows, a balustrade, tile roof and exposed joists.

This building is served by the power plant (above) and served as the inspiration for the design of the plant.

Inappropriate:

- Utility/infrastructure facilities which do not relate to the surrounding or desired and envisioned context and fabric of the neighborhood with regard to size, scale, height, width and depth.
- Facades on utility/infrastructure facilities that do not incorporate meaningful architectural details such as cornice lines, banding, string courses, columns, recesses, relief, etc.
- Walls without windows or window-like architectural details along street frontages or parking areas.
- The use of conflicting window types or window-like architectural details on the same structure.
- Reflective glass and/or glass curtain walls.
- Blackened out/painted windows.
- Boarded up windows (except during construction or during a reasonable repair period or subsequent to a weather advisory).
- Doors which are out of scale and/or character with the rest of the building.
- Doors which do not enhance the architectural style of the building.
- More than one style of door per building.

Inappropriate: lack of windows and the inclusion of a garage-style door.

Inappropriate: lack of windows, doors and architectural details.

Inappropriate: this lift station lacks architectural detail, doors and windows.

Corporate Design

Corporate franchises typically prefer to build new structures rather than convert existing building to their needs. However, franchises more and more are moving into existing structures within a downtown. Any building occupied by a corporate franchise, whether new or existing, designated as historic or not will need to meet the requirements of these Guidelines.

While many national corporate chains typically design their buildings to act as signage, they can and do modify the design of their buildings to blend with the character of the surrounding neighborhood and/or comply with design standards when required.

Appropriate:

- Buildings which meet all the requirements of the New Construction, Rehabilitation of Designated Historic Structures and the Signs and Miscellaneous provisions, as applicable.
- Corporate design which visually relates to surrounding buildings and the desired character of the area with regard to mass, scale, height, width and depth consistent with the New Construction provisions of these guidelines.
- Corporate design that incorporates an architectural style or architectural elements consistent with the existing and/ or desired style of development in the surrounding neighborhood consistent with the New Construction provisions of these guidelines.

Appropriate: This Ann Taylor store is located in a historic building. Minimal exterior modifications have been made and signage is limited to subtle letters on awnings (Fig. 1) and attached directly to the building (Fig. 2).

Appropriate: This Burger King franchise is located in a historic building. Minimal exterior modifications have been made and signage is limited to subtle letters attached directly to the building (Fig. 3).

Inappropriate:

- Buildings which house corporate franchises or businesses which do not relate to the existing and/or desired character of the surrounding neighborhood with regard to mass, scale, height, width and depth and/or are otherwise inconsistent with the New Construction provisions of these guidelines.

Appropriate: this McDonald's relates to the surrounding environment by utilizing a Key West-style of architecture.

Inappropriate: this McDonald's would not relate to surrounding building within the Downtown Plan Area.

HOUSING AND NEIGHBORHOOD ELEMENT

Residential Use

Existing Residential Conditions

As stated in Chapter 2, Existing Conditions, there are 540 acres of land in Downtown Clearwater. Of this acreage, approximately 28 percent or 148.8 acres are devoted to residential land uses. Thirteen percent of this area is devoted to multi-family use; five percent to two-family or duplex use and over nine percent is occupied by single-family dwellings. According to the 2000 U.S. Census, there are a total of 2,801 housing units in Downtown. Forty percent of these units were constructed before 1960. Between 1990 and 2000, there has been an almost seven percent decrease in housing units but conversely a population increase of almost seven percent from 4,825 people in 1990 to 5,160 persons in 2000. Renters primarily occupy housing in Downtown. In 2000, almost 75 percent of the total housing units were renter-occupied whereas the rental rate for the city as a whole was only 38 percent. The median value of owner-occupied housing units in Downtown is $86,919, which is significantly lower than the City's median of $113,416. For a better understanding of the location and types of housing located in Downtown, a detailed review of each character district follows.

Downtown Core District

In the Downtown Core there are no single-family dwellings or duplexes. There are several large multi-family developments and one smaller one. Eighty-two percent of these units were constructed between 1970 and 1979. The large multi-family projects are either located on Clearwater Harbor or directly across the street from it. According to the 2000 U.S. Census, only 33 percent of these units are owner-occupied. The median value of the owner occupied units is $350,000, which is more than four times greater than the Downtown Plan area's median value and more than three times greater than the City's overall median housing value.

Old Bay District

Approximately 25 percent of the land area in the Old Bay District is used for residential purposes. The majority of these properties are located west of Osceola Avenue and between Garden Avenue and Blanche B. Littlejohn Trail. Old Bay is characterized by a variety of housing types ranging from small older single-family homes to newer multi-family housing located along Clearwater Harbor. Old Bay has a significant percentage of older home construction. Thirty percent of the housing units were constructed before 1940 and another 35 percent were constructed between 1940 - 1959. Home ownership rates are much higher in Old Bay (41 percent) than in the Downtown as a whole (25 percent). Housing values are also higher with the median value of owner-occupied housing at $97,500 compared to $86,919 in the entire Downtown.

South Gateway District

There are very few housing units (17) remaining in South Gateway and they occupy only four percent of the District's land area. Over the years some of the District's housing stock, mainly along Turner Street, has been converted to office uses. Also, the City has demolished several unsafe dwellings in recent years because the property owners refused

to make the necessary repairs to render them safe. According to the 2000 U.S. Census, only 8.7 percent of the housing in South Gateway is owner-occupied and has a median value of $99,265.

Town Lake Residential District

Most of the residential uses located in the Town Lake Residential District are located in the vicinity of Drew and Grove Streets. Single-family and two-family dwellings comprise the majority of housing in this District and almost 90 percent is renter-occupied. The median value of owner-occupied units is $87,500, which is consistent with the median value of the Downtown Plan area. Almost 45 percent of the housing in this District was constructed before 1950 with 23 percent being constructed prior to 1939. Several townhouse projects are currently under construction, which represents the first new housing construction to occur in this area in quite some time. It should be noted that the southeast section of the Town Lake Residential District is located in the expanded CRA.

Town Lake Business Park District

Only eight percent of the land located in the Town Lake Business Park District is occupied by residential uses. Single-family and two-family dwellings are scattered throughout the area between Court and Pierce Streets, Martin Luther King, Jr. and Madison Avenues and 71 percent was constructed prior to 1950. Eleven percent of these units are owner-occupied and the median value is $87,500. This District is located in the expanded CRA and also has a very high rate of renter-occupancy approaching 89 percent.

East Gateway District

The majority of land (53 percent) in the East Gateway District is devoted to residential uses. Twenty-two percent of the area is occupied by multi-family uses, two-family dwellings occupy almost 12 percent and single-family dwellings occupy over 19 percent. These uses are located north and south of Cleveland Street and Gulf to Bay Boulevard. The housing in East Gateway is newer than that found in other character districts. Almost 70% was constructed between 1950 and 1980. Like the majority of Downtown, East Gateway has a high percentage of rental units approaching 77 percent of the total. The median value of owner-occupied housing is $80,556 which is almost $6,000 less than the median for the Downtown Plan area. The entire East Gateway is located in the expanded CRA.

Existing Income Conditions

In addition to the high renter-occupancy rate and an aging housing stock, an important factor affecting housing in Downtown are low income levels. The median household income in Downtown is $32,254, which represents an 80% increase since 1990. Even though this increase in income is very positive, the median value remains less than the median for the City as a whole ($40,480). Large concentrations of low-moderate income persons are found in all character districts, with the exception of the Downtown Core. In fact, all but two Census block groups located in Downtown have been classified by the Department of Housing and Urban Development (HUD) as low/moderate income. This means that at least 51% of the household incomes are less than 80% of the median income for the City. Following is a breakdown of median income by each character district.

Table 6
Median Household Income

Character District*	Median Value
Downtown Core	$67,130
Old Bay	$29,231
South Gateway	$19,000
Town Lake Residential	$21,850
Town Lake Business	$22,857
East Gateway	$33,102
City of Clearwater	**$40,480**

*Not all character district boundaries coincide with Census Block boundaries.

Existing Housing Programs

The City of Clearwater Economic Development and Housing Department provides a variety of housing programs to assist very low- to moderate-income property owners. These programs are funded by two federal and one state program: from the federal government, the City receives Community Development Block Grant (CDBG) and Home Investment Partnership (HOME) funds. From the state, The City receives State Housing Initiatives Partnership (SHIP) funds. These programs are made available to Clearwater property owners directly from the City or through community non-profit partners, to which the City provides funds for specific projects. Loans are provided to homeowners for rehabilitation, down payments and closing costs, land acquisition, and replacement housing. Grants are available for emergency repairs and to social service agencies that provide services to the homeless.

Homeless Issues

Like many downtowns and especially those located in warmer climates, the City of Clearwater faces an ongoing challenge with homeless persons in Downtown. There are several thousand homeless persons in Pinellas County but it is difficult to know the number located in Clearwater. Agencies providing temporary shelter for this population, however, indicate there are not enough beds to accommodate the need. It is evident that as funding from federal and state programs continues to be reduced, the City's responsibilities for the homeless will continue to grow.

There are several components of the homeless population. There are those homeless persons seeking to improve their status and seek assistance. These persons work everyday but still need a place to live. There are also those homeless persons who elect not to seek assistance and live on the street. This group may include the mentally ill, addicted individuals or those who prefer no structured environment or assistance at all. It is this latter group of homeless that is particularly visible in Downtown and creates problems for those working, living and patronizing the area. Issues associated with this homeless group include intimidation, panhandling, crime, use of outdoor spaces for personal hygiene, etc. This homeless group is attracted to Downtown for many reasons including the location of the PSTA bus terminal, the Post Office, a blood plasma center, access to social services, day labor establishments, bars and inexpensive motels. There are a number of agencies located in Downtown that provide assistance to the homeless including the Salvation Army, Pinellas County Social Services, Calvary Baptist Church, St. Vincent de Paul soup kitchen and the Clearwater Homeless Intervention Project (CHIP).

The City of Clearwater, through the lead of the Police Department, has developed innovative programs to assist homeless persons and to manage the problems related to homelessness. In 1998, the CHIP facility opened for service and was developed to operate in cooperation with the St. Vincent de Paul soup kitchen. CHIP operates a 24-hour, seven days per week residential emergency shelter and provides counseling of all types for those homeless persons seeking assistance. The CHIP outreach programs assist approximately 100 persons a day. Currently, the CHIP program is seeking approval for a "mid-term", transitional housing for those who have successfully completed the short-term program and are seeking to re-enter mainstream society through employment and full-time shelter.

In an attempt to address the homeless issue in a comprehensive manner, the City of Clearwater formed a Homeless Task Force in 2002 made up of representatives from the public, private, and non-profit sectors. The Task Force is charged with identifying homeless issues and potential short and long-term solutions. Long-range objectives under consideration include the expansion of the CHIP facilities, the need for an inebriate/emergency shelter family care center in north Pinellas County, construction of additional transitional housing, permanent housing options and increased homeless funding opportunities.

Housing Policies

As described above, Downtown does not lack land devoted to residential purposes nor does the area have a housing shortage for existing residents. However, there are issues affecting Downtown's desirability as a place to live including significantly high rental occupancies, absentee landlords, overcrowding in certain areas, a relatively old housing stock, deferred housing maintenance, and a disproportionate number of low-moderate income residents. Left in its current state, it is likely that the existing housing in Downtown will only continue to attract those who do not have other housing choices.

An important aspect of the People Goal established for Downtown (page 48) is to make Downtown a place that attracts people for living. In order to reach this goal, Objectives 1G and 1I (page 49) support encouraging residential uses with a variety of densities, housing types, costs and making available incentives to gain more residential uses Downtown. Due to its location as the employment and government center, is base of potential redevelopment infill parcels, its views of Clearwater Harbor and its close proximity to Clearwater Beach, and lack of significant crime, Downtown is an excellent location for new and rehabilitated housing. In fact, this Plan anticipates a maximum build-out of 9,000 housing units and it is anticipated that an additional 600 – 1000 units could be supported in the Downtown Core in the near future.

The following policies support improving the condition of the existing Downtown housing stock, construction of new housing and strategies for improving the situation for the homeless.

Policy 1: Support increased home ownership and improved housing maintenance by targeting Downtown for the use of CDBG, HOME and SHIP programs.

Policy 2: Continue and expand housing rehabilitation programs for very low- to moderate-income persons with relaxed underwriting guidelines to facilitate a comprehensive impact.

Policy 3: Increase down payment and closing cost assistance for very low- to moderate-income persons to encourage potential homeowners to purchase in Downtown.

Policy 4: Provide assistance for the acquisition, development and rehabilitation of affordable and mixed-income multi-family properties.

Policy 5: Target the East Gateway and Old Bay Districts for housing rehabilitation and new infill construction that will attract income-qualified property owners providing a mix of incomes.

Policy 6: Provide funds to for-profit and non-profit housing developers and to income eligible households to acquire vacant lots and/or construct single-family dwellings in the Old Bay and East Gateway Districts.

Policy 7: Target the existing single-family and two-family areas in the Town Lake Residential District for housing rehabilitation and increased home ownership.

Policy 8: Target the Downtown Core, South Gateway and Town Lake Residential District for new multi-family owner and renter-occupied development.

Policy 9: Encourage additional non-profit agencies to work in Downtown to provide additional housing.

Policy 10: Support non-profit agencies that assist the Hispanic population, especially in the East Gateway character district.

Policy 11: Support neighborhood outreach activities that teach property owners about housing maintenance skills.

Policy 12: Expand the Paint Your Heart Out program to include properties in the Downtown.

Policy 13: Continue to work with Pinellas County and other coordinating organizations to address the problem with the inebriate, addicted and chronic homeless population.

Policy 14: Continue the public/private Homeless Task Force to identify and implement short and long term solutions to the homeless issues.

Policy 15: Increase lobbying efforts to obtain more appropriations for housing programs and to secure new sources of funding.

Housing Strategies

In order to implement the above policies, the following strategies should be pursued.

Strategy 1: Consider offering the required "local contribution" to developers who are applying for housing tax credits and/or state or local multi-family bonds for projects in Downtown.
Lead: Economic Development and Housing Department

Strategy 2: Evaluate the feasibility of assisting potential low-moderate income homebuyers to purchase two-family dwellings so that they can occupy one unit and rent the other to assist in the mortgage payment.
Lead: Economic Development and Housing Department

Neighborhood Impact Assessment

According to Florida's Community Redevelopment Act, Florida Statutes Chapter 163, Part III, a neighborhood impact assessment is required for a Redevelopment Plan if the Redevelopment Area contains low and moderate-income housing. Clearwater's original Community Redevelopment Area and Plan were approved in 1981; the statutory regulations at the time required a "neighborhood impact element" only if a project (emphasis added) of the redevelopment plan contained and would affect low or moderate-income housing. Amendments to the Community Redevelopment Act in 1983 and again in 1984 revised the neighborhood impact element to be required if a redevelopment area (emphasis added) contained low- or moderate-income housing and if the redevelopment would affect the residents in the redevelopment area.

The eastern expansion of the Redevelopment Area does contain very low- to moderate-income housing; therefore, the neighborhood impact assessment has been conducted for this expansion area only. The statute establishes six elements that should be reviewed as part of the neighborhood impact assessment:

- Relocation
- Traffic Circulation
- Environmental Quality
- Availability of Community Facilities and Services
- Effect on School Population
- Other matters affecting the physical and social quality of the neighborhood.

Relocation

In the event that relocation of existing residents is proposed to implement this Plan, the City of Clearwater Community Redevelopment Agency (CRA) will comply with the Tenant Relocation Plan provisions of Pinellas County Code (Sec. 38 - 81 through 38 - 86, as amended). In accordance with Pinellas County regulations, the CRA will provide relocation assistance if the CRA sponsors or assists redevelopment involving the acquisition of land. The City's Economic Development and Housing Department, acting as the CRA Staff, will ensure consistence with the relocation and compensation program. At a minimum, the relocation assistance will include advance written notice to tenants, advisory services to assist tenants in finding appropriate replacement housing, and payment of relocation expenses.

Although not contemplated by the Plan, should relocation of existing residents be proposed using federal funds, the project shall comply with the federal Uniform Relocation Act of 1970, (Public Law 91 - 646).

Traffic Circulation

There is only one planned change in the traffic circulation pattern within the Downtown. The City and Florida Department of Transportation are constructing a new fixed span bridge to replace the drawbridge that connects the mainland with the beach. As part of the bridge replacement, access to and from the bridge will be revised such that Court and Chestnut Streets will form a one-way pair for entrance and exit to the bridge. As a direct result of that new access, the new entry to Downtown from the eastern sections of the City will be changed to Gulf to Bay Boulevard and Cleveland Street at their intersection with Highland Street. The Florida Department of Transportation and the City currently have an agreement to designate the Court/Chestnut pair as State Road 60 as revised from the existing Gulf to Bay Boulevard and Cleveland Street designation. Therefore, Gulf to Bay Boulevard from Highland Street to Cleveland Street and the entire length of Cleveland Street will be reclaimed as local streets.

The Master Streetscape Plan, a component of this plan, envisions improving the transition of Gulf to Bay Boulevard, Highland Avenue and Court Street as well as the length of Cleveland Street through Downtown. These improvements are intended to recognize the importance of the new eastern gateway into Downtown. In addition, Gulf to Bay

Boulevard and Cleveland Street will serve as local streets for the adjacent residential neighborhoods of the expansion area as well as the neighborhood commercial focus for those neighborhoods. No changes in the secondary street pattern are planned and those streets will continue to serve as local streets for the expansion area.

The planned traffic circulation changes described above will not negatively impact the expansion area.

Environmental Quality

This impact assessment evaluated three areas of environmental quality: potable water, wastewater and stormwater management. With regard to potable water, the entirety of the expansion area has access to the City of Clearwater potable water system. Regarding wastewater service, the entire expansion area is also served by City of Clearwater wastewater system. No major improvements to either of these utilities are needed to better serve the expansion area since capacity is available to meet the anticipated redevelopment needs. Therefore, there is no expected negative impact to the expansion area with regard to potable water and wastewater services.

With regard to the stormwater management, the City has embarked on a major regional stormwater management solution within Downtown. The City has constructed a regional stormwater management retention area known as "Prospect Lake Park" which is located in the Town Lake Residential Character District south of Cleveland Street and between Prospect and Ewing Avenues. For development within selected stormwater basins, stormwater is directed to the Prospect Lake Park and chemically treated. New development within the service area has the option of discharging their stormwater into this system rather than installing an on-site stormwater retention pond. This regional stormwater pond is intended to improve the water quality system-wide as well as reducing the number of unsightly and poorly maintained individual stormwater facilities**.** Map 14, page 169, identifies the Town Lake Regional Stormwater District and the Town Pond location.

Availability of Community Facilities and Services

Within the greater Downtown, there are a variety of community facilities and services available to residents. Existing community facilities include a variety of parks and recreational facilities, governmental offices, social service agencies, churches and community clubs. The Plan recognizes the importance of these facilities in the life of residents and the Plan supports the retention of these facilities in the area.

Effect on School Population

There are no public schools located in the expansion area. However, there are several elementary schools in close proximity to the expansion area to serve the existing and new school age children. St. Cecilia School is located on Court Street at Hillcrest Avenue and is the sole private, parochial school in the expansion area drawing students from throughout the City. The redevelopment plan will not have a detrimental effect on providing school facilities to the anticipated new students in the area.

Other Matters Affecting the Physical and Social Quality of the Neighborhood

The proposed redevelopment activities are intended to provide stability to both the residential area as well as the commercial uses within the expansion area. The planned infrastructure projects will enhance the image of the neighborhood and serve to attract new businesses including retail and office development. The improved maintenance of streets, sidewalks, and landscaping as well as housing rehabilitation will improve the quality of the neighborhood. Overall, the proposed redevelopment strategies will serve to increase the quality of life for all expansion area residents.

In summary, the proposed strategies in this Redevelopment Plan are not expected to negatively impact the expanded Community Redevelopment Area.

MASTER STREETSCAPE AND WAYFINDING PLAN

The Downtown Clearwater Master Streetscape and Wayfinding Plan, prepared by Bellomo-Herbert and Shaughnessy Hart, provides conceptual streetscape design plans for prototypical Downtown streets, as well as public signage within the Downtown. The public investment associated with this Plan is evidence of the City's confidence in the future of Downtown Clearwater. It also sets a high standard for improvements in the public realm, which will dictate the same level of quality in the private realm.

The streetscape plan is intended to accomplish the objectives listed below:

- Improve the pedestrian and vehicular environments within Downtown;
- Create opportunities for an active street life e.g. sidewalk cafes, special events, etc.;
- Better define the Downtown area;
- Improve aesthetics of Downtown; and
- Create a sense of identity for the Downtown.

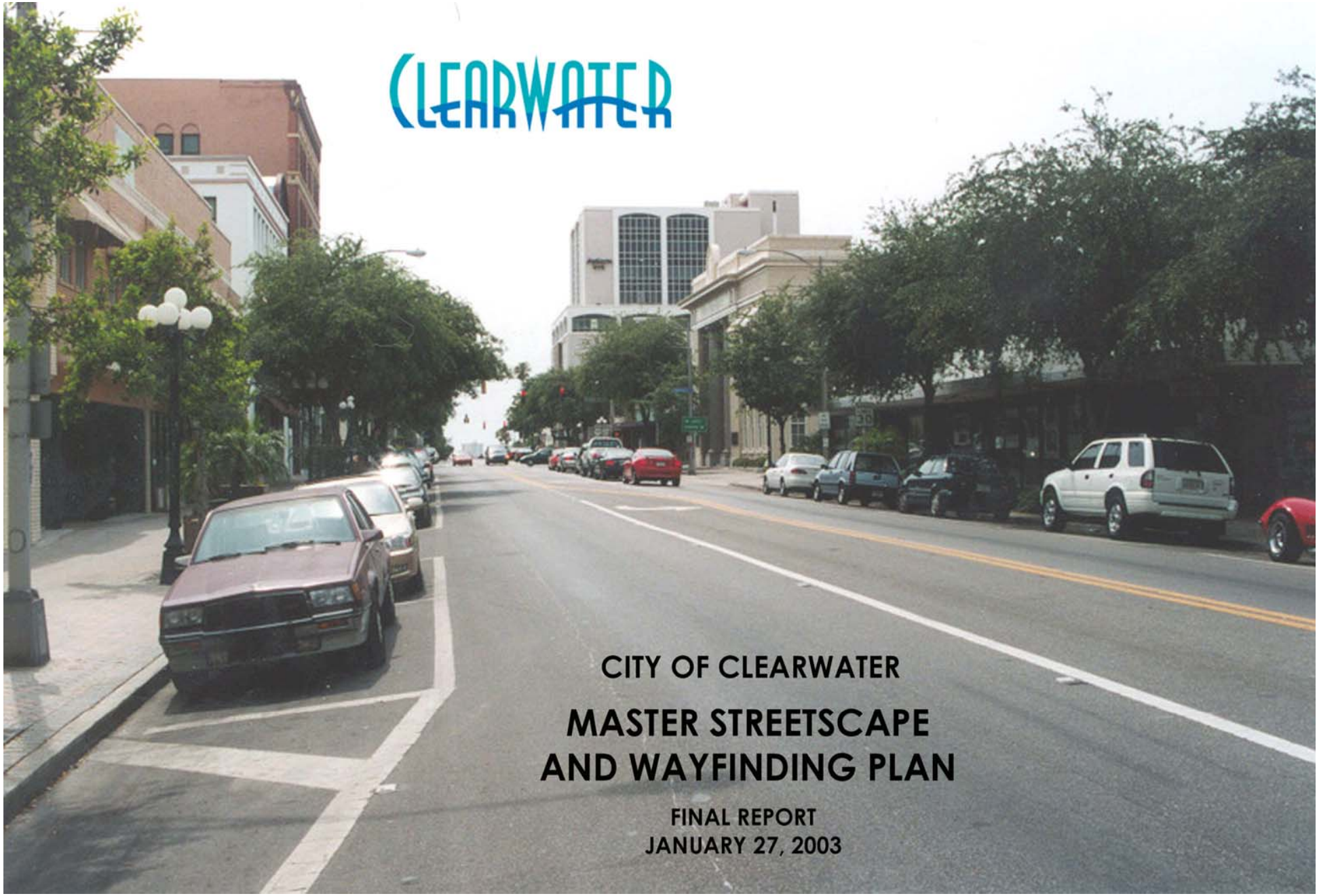
The Master Streetscape Plan establishes a hierarchy of four street types within Downtown, excluding Old Bay. In addition to the streetscape treatments listed below and illustrated on the following pages, gateways into Downtown will have a specialized treatment that includes a historic pillar that is rooted in similar pillars once located on Cleveland Street just west of Osceola Avenue. Additionally, gateways will include enhanced levels of landscaping and identification signage.

- *Downtown Corridor*. This corridor is comprised of Cleveland Street west of South Myrtle Avenue, South Fort Harrison Avenue and North Osceola Avenue. The Plan specifies a significantly high level of streetscape treatment for these streets because of their function as the major pedestrian streets within the Downtown. Improvements include a variety of paving materials, medians, palm and oak trees, decorative lighting fixtures that can support banners and hanging plants, a fountain plaza and wrought iron-style street furnishings. The Plan also

includes the placement of finials, urns, and other street furniture throughout the area to provide an interesting pedestrian experience.

- *Beach Access Corridor*. This corridor includes the Court and Chestnut Streets one-way pair between Martin Luther King, Jr. Avenue and the Memorial Causeway Bridge. This highly visible corridor is the major traffic corridor between the mainland and the beach. The streetscape treatment along this corridor will consist of sidewalks, palm trees, decorative lighting, benches and painted crosswalks.
- *Commercial A.* This street type includes the remainder of Cleveland and Court Streets, Gulf to Bay Boulevard and Myrtle and Missouri Avenues. These streets are more vehicular than pedestrian oriented. The Streetscape Plan specifies that date palms will line the streets with oaks located in landscape islands in the center of the street where right-of-way widths permit. Street furnishings, decorative lights and pavers are also included in this design.
- *Commercial B.* This street type is comprised of the secondary streets within Downtown including Prospect Avenue, South Garden Avenue, Laura Street, Pierce Street, etc. Design elements for this street type include large canopy trees with palms located at intersections, decorative lighting, sidewalks and benches.

The Wayfinding Plan is designed to direct travelers to Downtown and to provide direction to public facilities including public parking, public buildings, parks, etc. within the Downtown. It is also intended to provide identification/branding signage for the character districts.



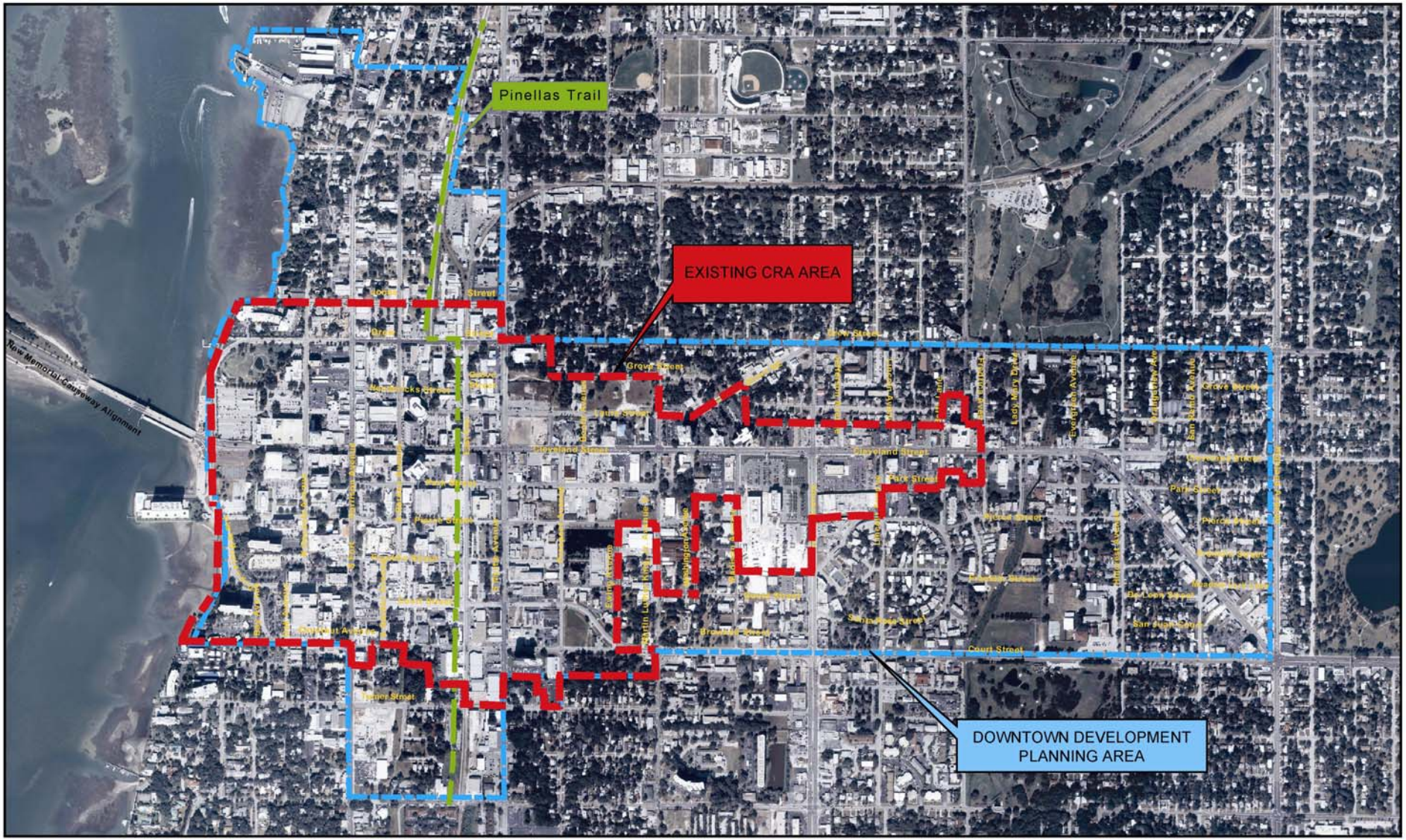
CLEARWATER

CITY OF CLEARWATER

MASTER STREETSCAPE AND WAYFINDING PLAN

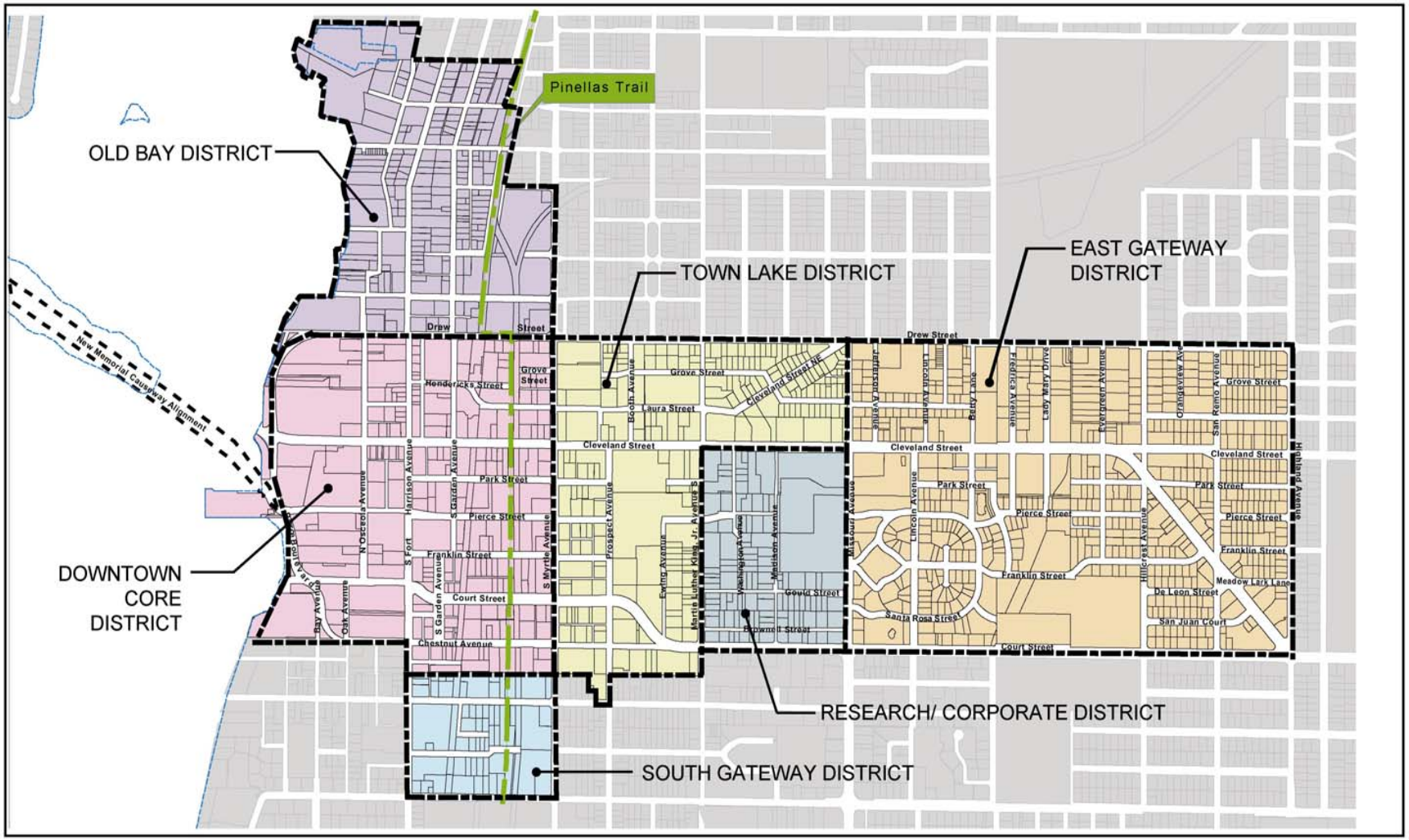
FINAL REPORT
JANUARY 27, 2003

CLEARWATER



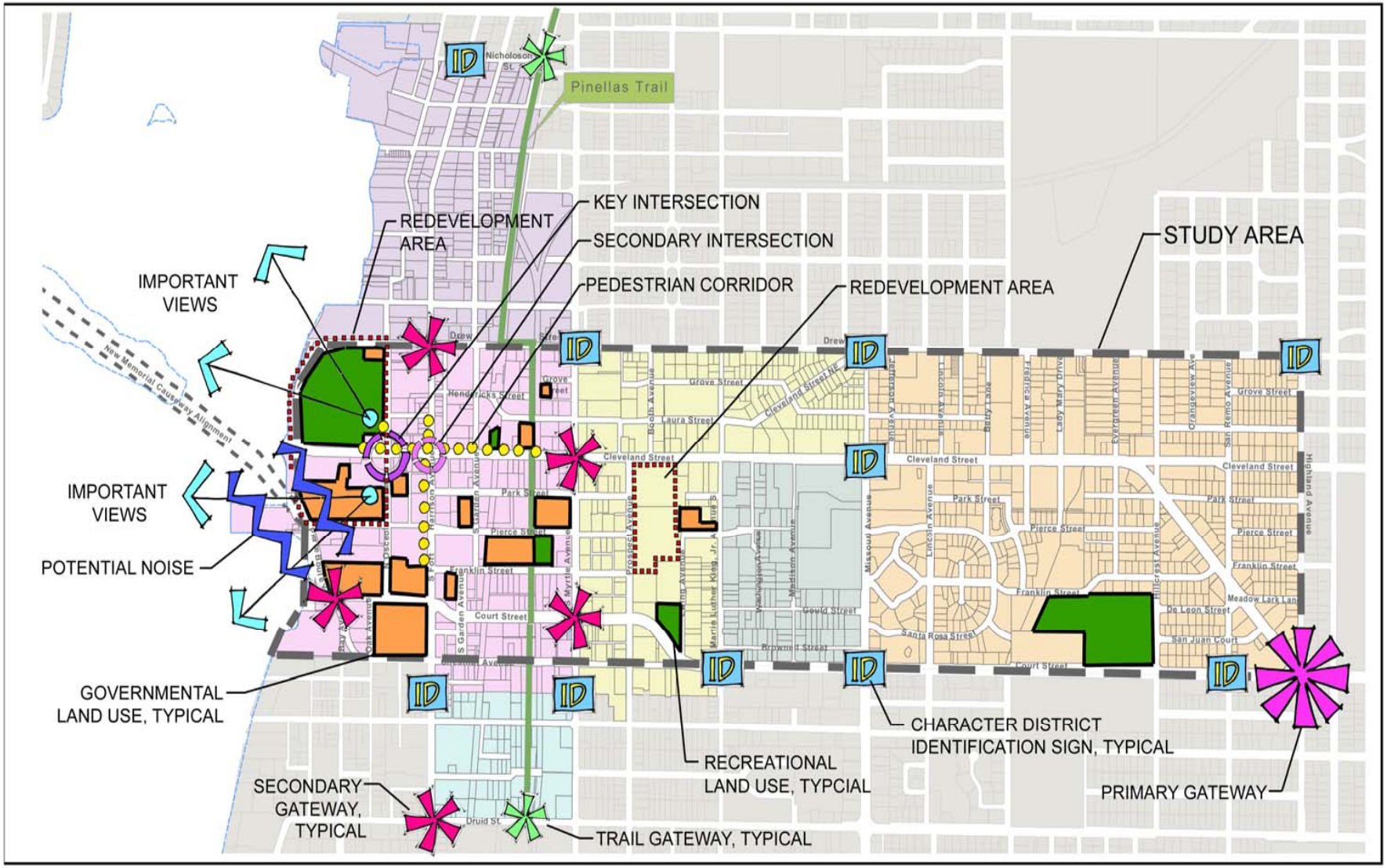
CITY OF CLEARWATER
STUDY AREA

BELLOMO · HERBERT AND COMPANY, INC.
LANDSCAPE ARCHITECTS



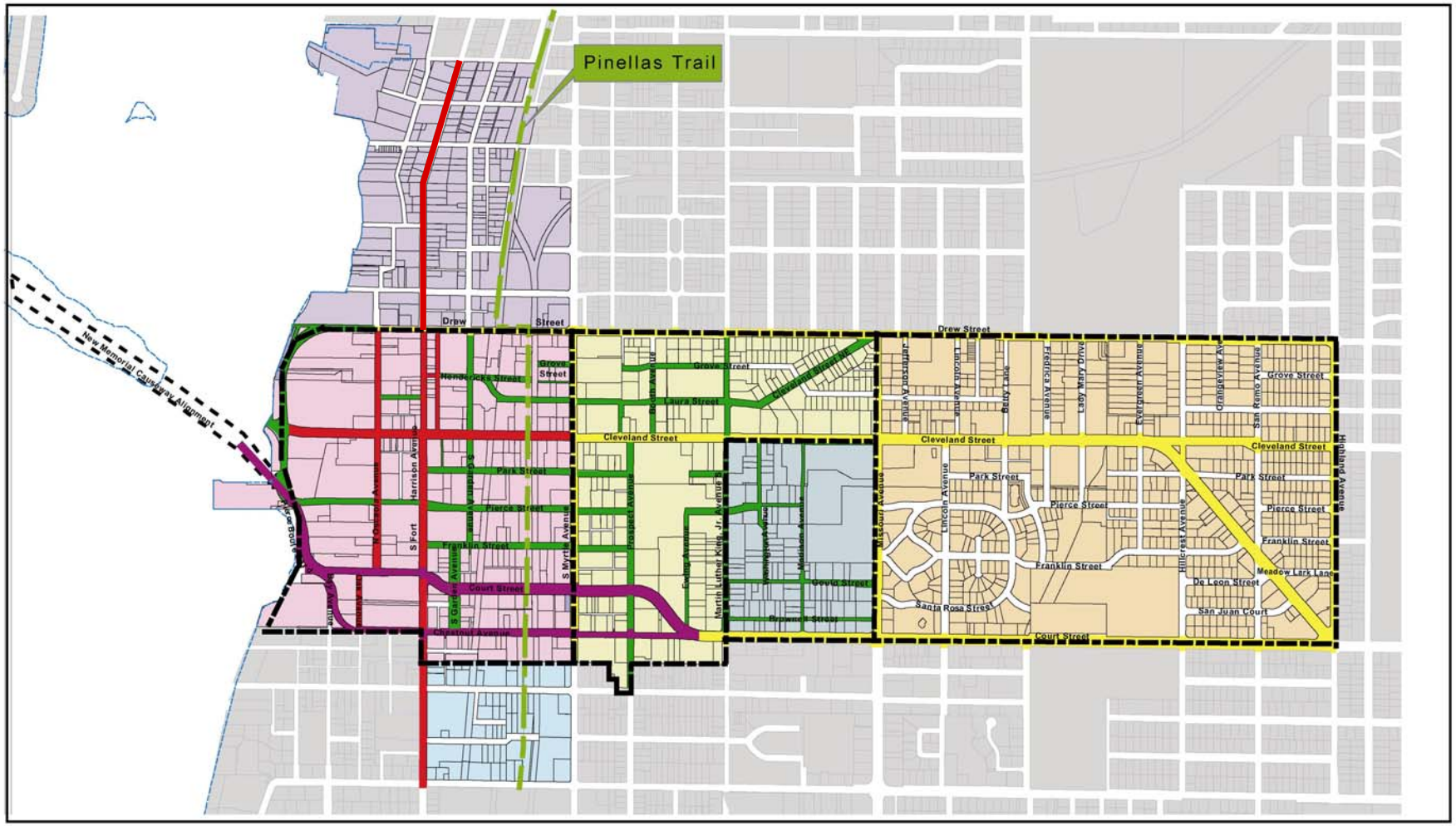
CITY OF CLEARWATER
CHARACTER DISTRICTS

BELLOMO · HERBERT AND COMPANY, INC.
LANDSCAPE ARCHITECTS



CITY OF CLEARWATER
SITE ANALYSIS

BELLOMO · HERBERT AND COMPANY, INC
LANDSCAPE ARCHITECTS



CITY OF CLEARWATER

STREET CLASSIFICATIONS & CHARACTER DISTRICTS

LEGEND:

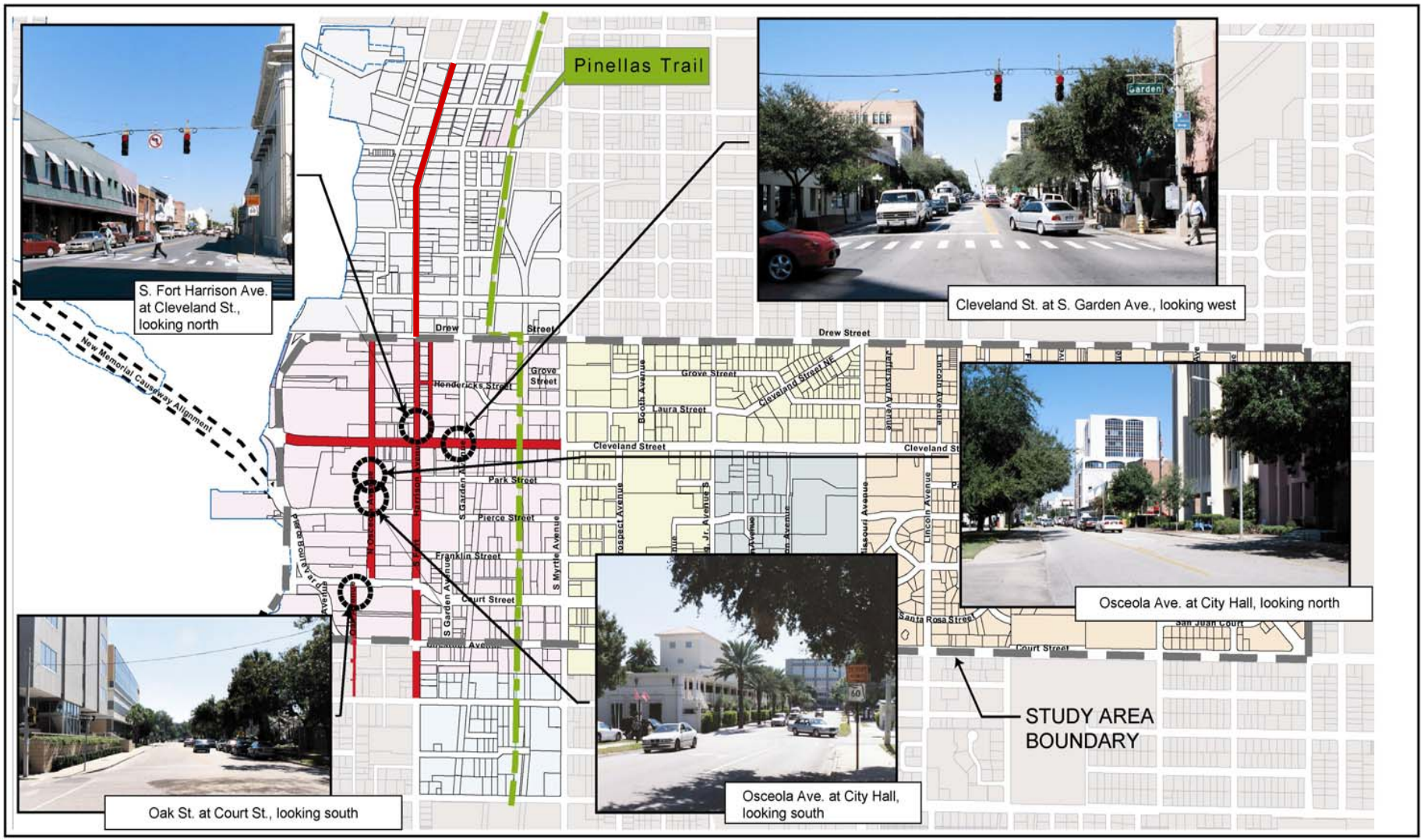
CHARACTER DISTRICTS:

- OLD BAY DISTRICT
- DOWNTOWN CORE DISTRICT
- SOUTH GATEWAY DISTRICT
- TOWN LAKE MULTI FAMILY DISTRICT
- RESEARCH/ CORPORATE DISTRICT
- EAST GATEWAY DISTRICT

STREET CLASSIFICATION:

- DOWNTOWN CORRIDOR
- BEACH ACCESS CORRIDOR
- COMMERCIAL A
- COMMERCIAL B

BELLOMO · HERBERT AND COMPANY, INC. LANDSCAPE ARCHITECTS



CITY OF CLEARWATER

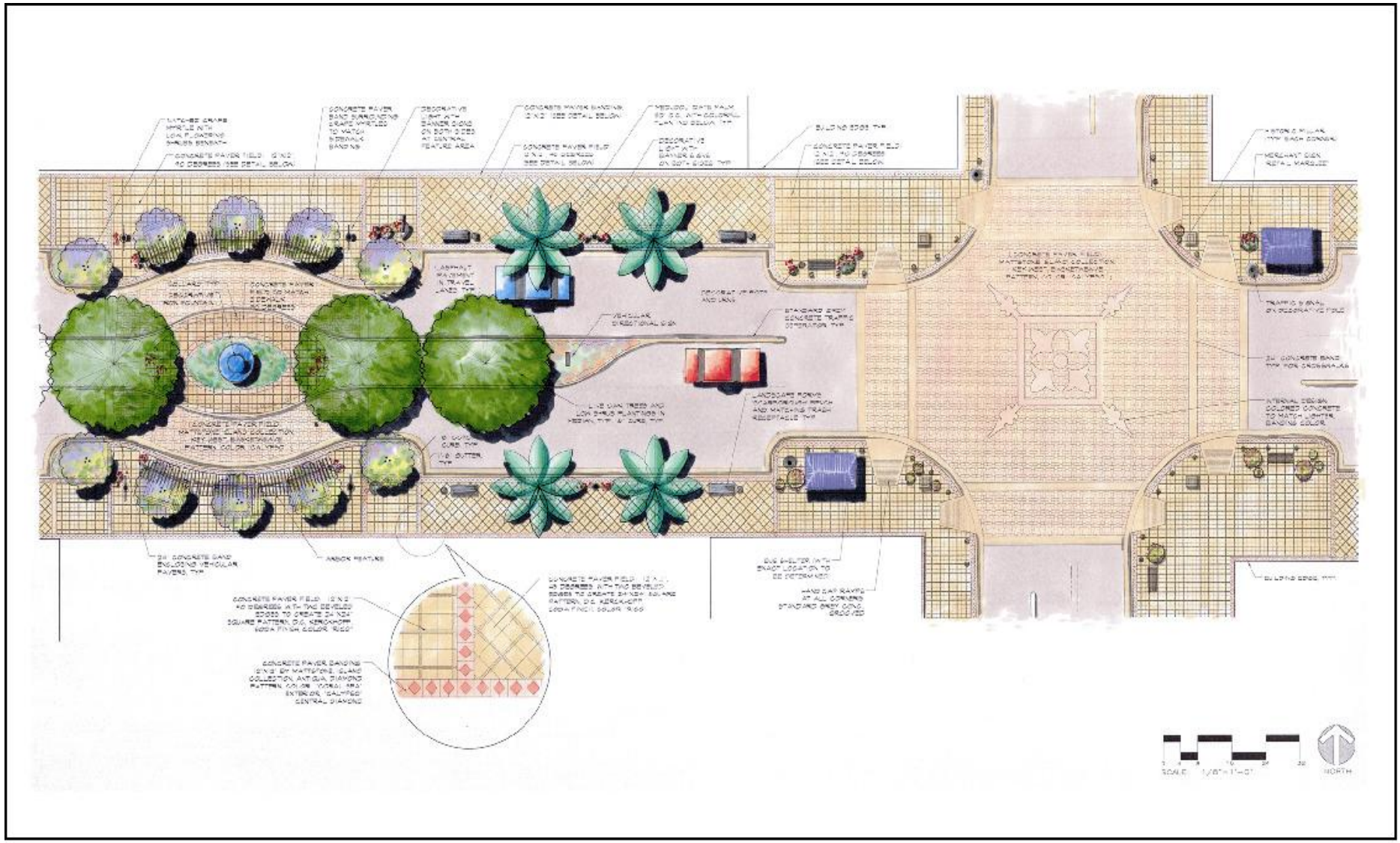
DOWNTOWN CORRIDOR

EXISTING CONDITIONS

DOWNTOWN CORE

The Downtown Core Streets are a group of street types with pedestrian-oriented commercial land uses. The streets are typically tree-lined with sidewalks extending from the curb to the building edge.

BELLOMO · HERBERT AND COMPANY, INC. LANDSCAPE ARCHITECTS

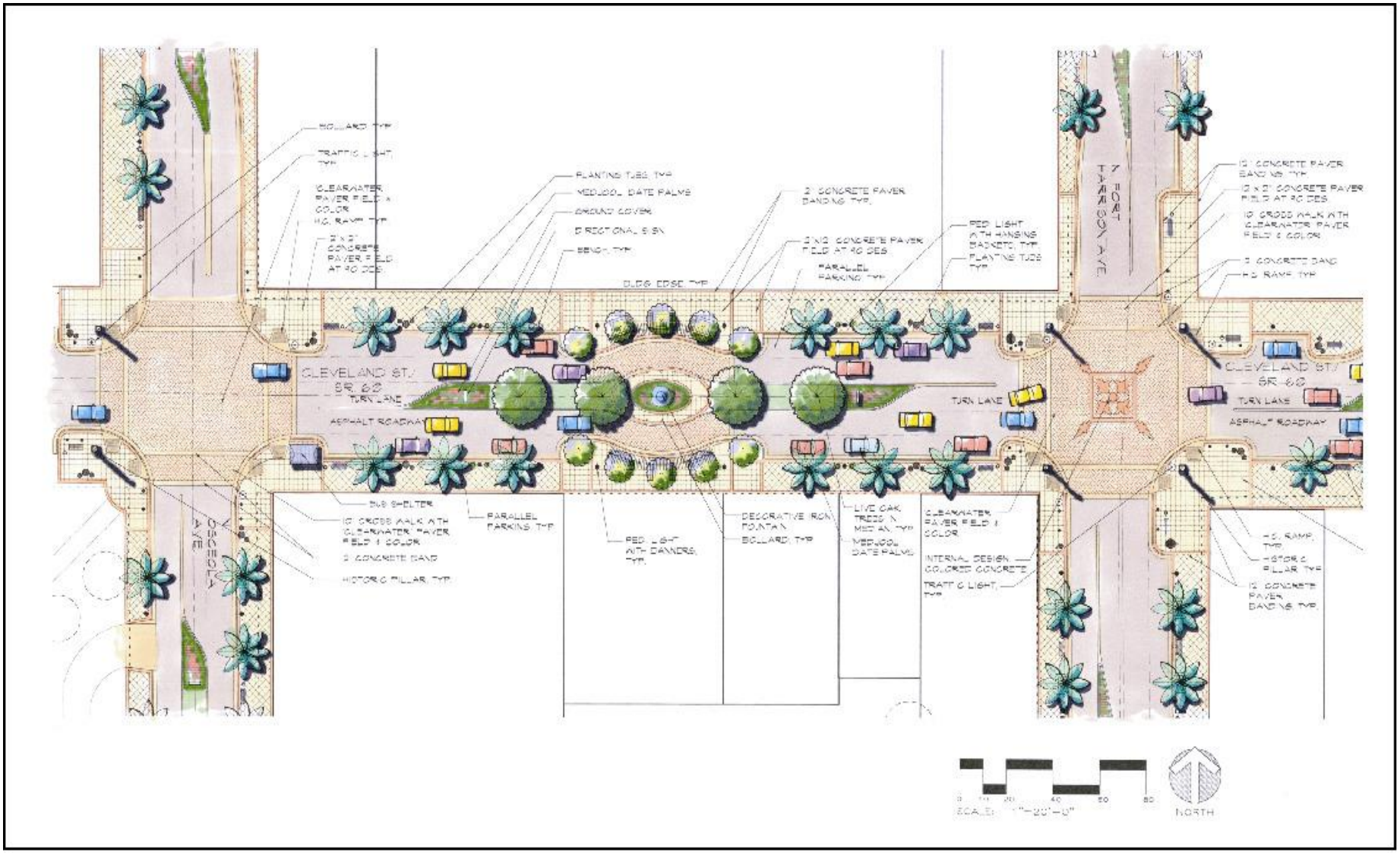


CITY OF CLEARWATER

DOWNTOWN CORRIDOR

CLEVELAND STREET

TYPICAL PAVING DETAILS

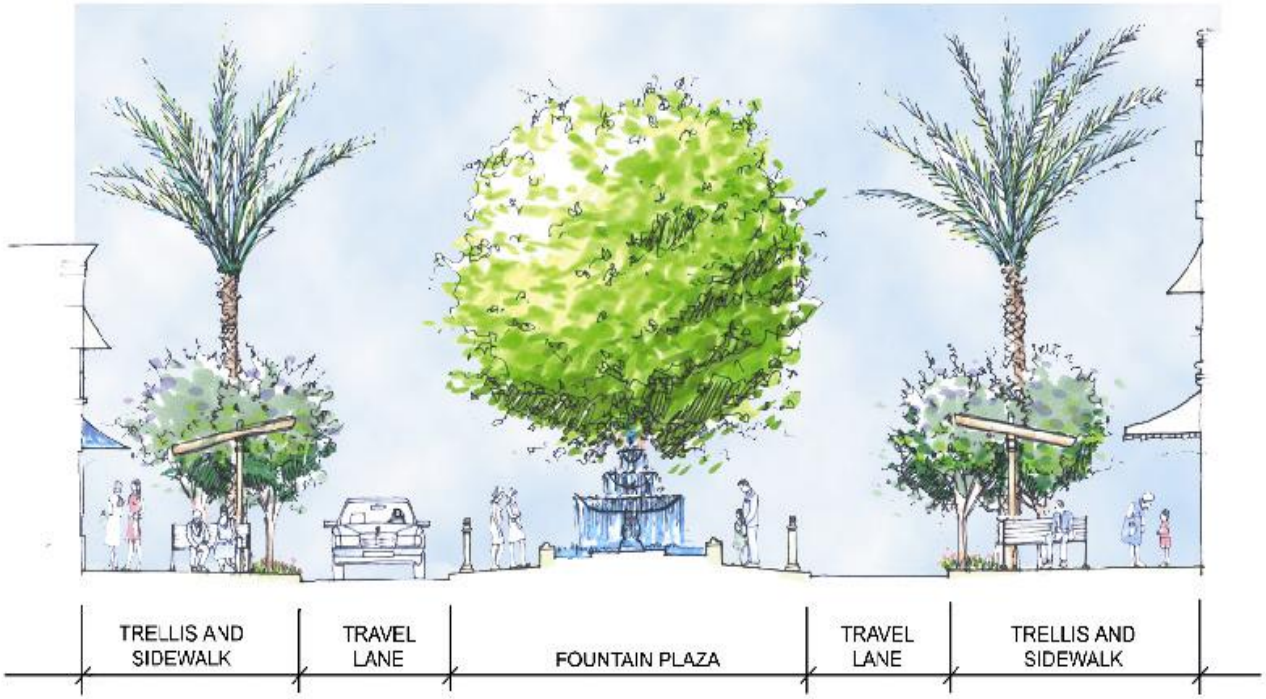


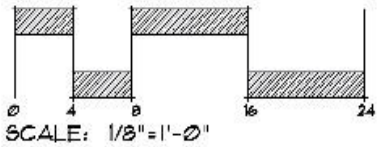
CITY OF CLEARWATER

DOWNTOWN CORRIDOR

CLEVELAND STREET

TYPICAL STREETSCAPE





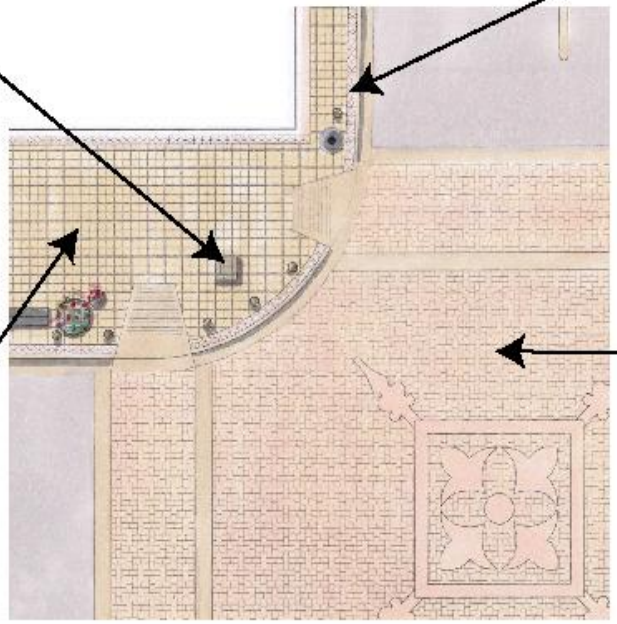
CITY OF CLEARWATER

CLEVELAND STREET

PROPOSED STREETSCAPE SECTION

Seastone Collection Series
with Coral by Seastone
Group, Inc.
Vertical Surfaces

Diamondstone
by Matt Stone
12" Band
Calypso / Diamond
Coral Sea / Square



Plaza Pavers
by Paver Module
Pattern I
8"x 8" Plaza Double
8"x12" Plaza Large Rectangle

Cast Stone Pavers
by D.C.Kerchoff Company
12" x 12"
Beveled Edge
Color: Rico

CITY OF CLEARWATER

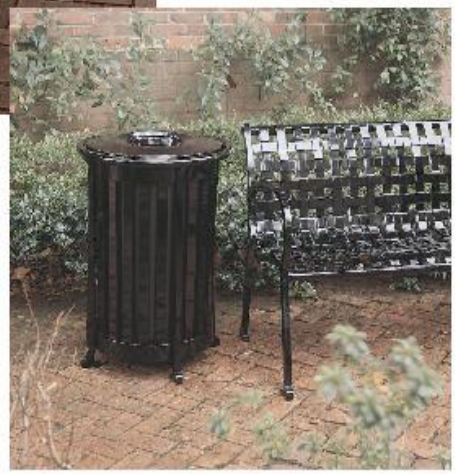
DOWNTOWN CORRIDOR
CLEVELAND STREET

SITE FURNISHINGS - PAVING MATERIALS

Scarborough Bench
by Landscape Forms
Horizontal Strap Seat w/ Center Arm
Black Powder Coat
72"

Old Hyde Park Fountain
by Robinson Iron
Ht. 9'-6",
B.D. 9'-6", 5'-0", 1'-6"

Decorative
Info Kiosk
by Spencer
Fabrications



Scarborough
Litter Receptacle
by Landscape Forms
Srap Panel
Grotto Powder Coat
30 Gallon

Gramercy Bike Rack
by Madrax
up to 9 Bikes

Decorative Newspaper Rack
by Spencer Fabrications

CITY OF CLEARWATER

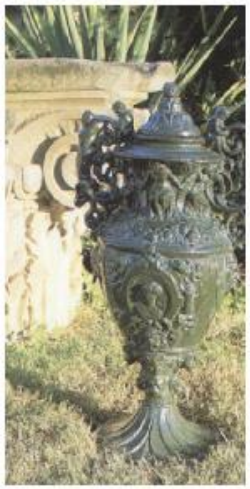
DOWNTOWN CORRIDOR
CLEVELAND STREET

SITE FURNISHINGS

Palo Alto Urn
by Robinson Iron
Ht. 16", 20", 24"

English Sundial
by Robinson Iron
Ht. 2'-3"

Venetian Finial
by Robinson Iron
Ht. 2'-6", Base 9 1/2"



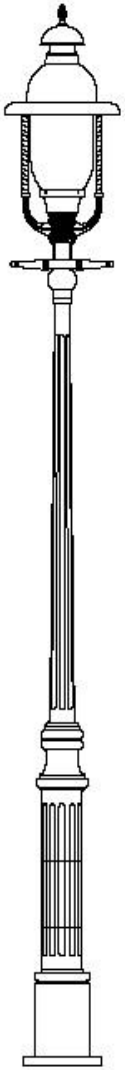
Venetian Finial
by Robinson Iron
Ht. 2'-6", Base 9 1/2"

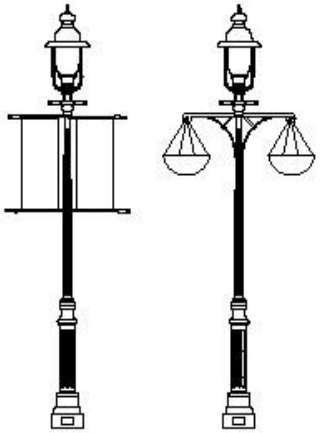
Pineapple Finial,
Courtyard Finial
by Robinson Iron

CITY OF CLEARWATER

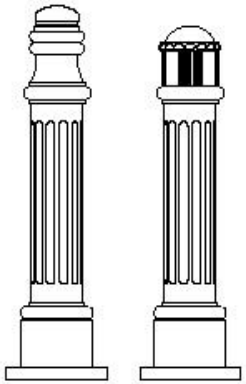
DOWNTOWN CORRIDOR
CLEVELAND STREET

SITE FURNISHINGS

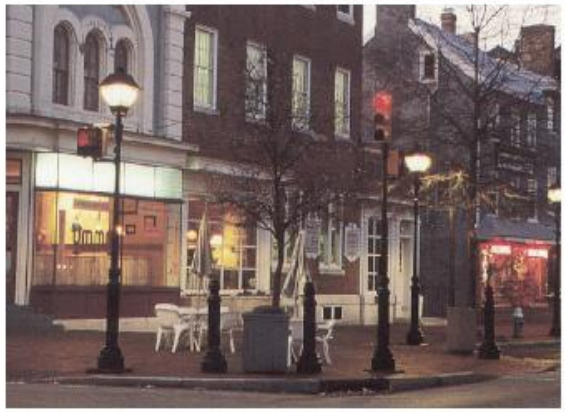




Quality Hill Luminaire &
12' Hancock Post
by Spring City



Hancock Bollards
by Spring City
Unlighted & Lighted



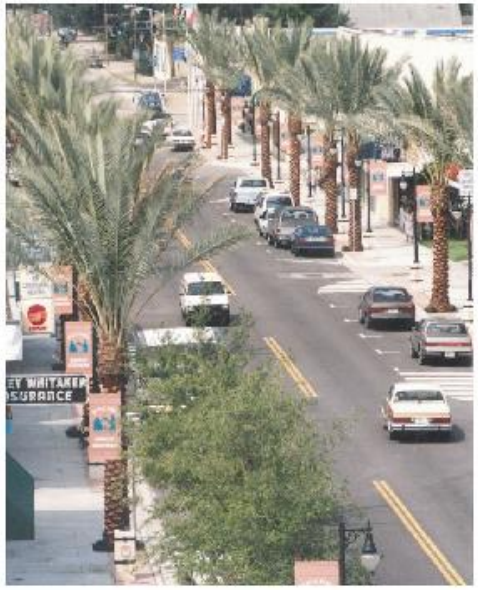
Traffic Lights on
Decorative Pole

CITY OF CLEARWATER

DOWNTOWN CORRIDOR
CLEVELAND STREET

SITE FURNISHINGS - LIGHTING FIXTURES

Live Oak



'Medjool' Date Palm

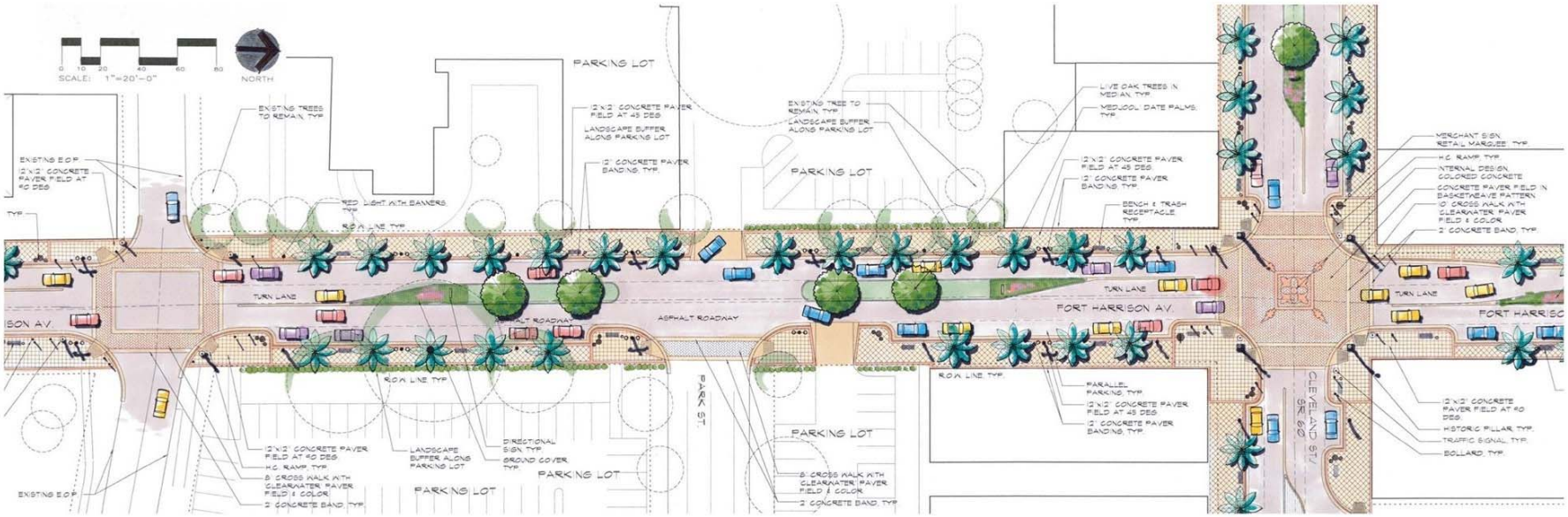
Crape Myrtle
'Natchez'

Steel Bar
Landscape Fence
by A&T Ironworks, Inc.

CITY OF CLEARWATER

DOWNTOWN CORRIDOR
CLEVELAND STREET

LANDSCAPE



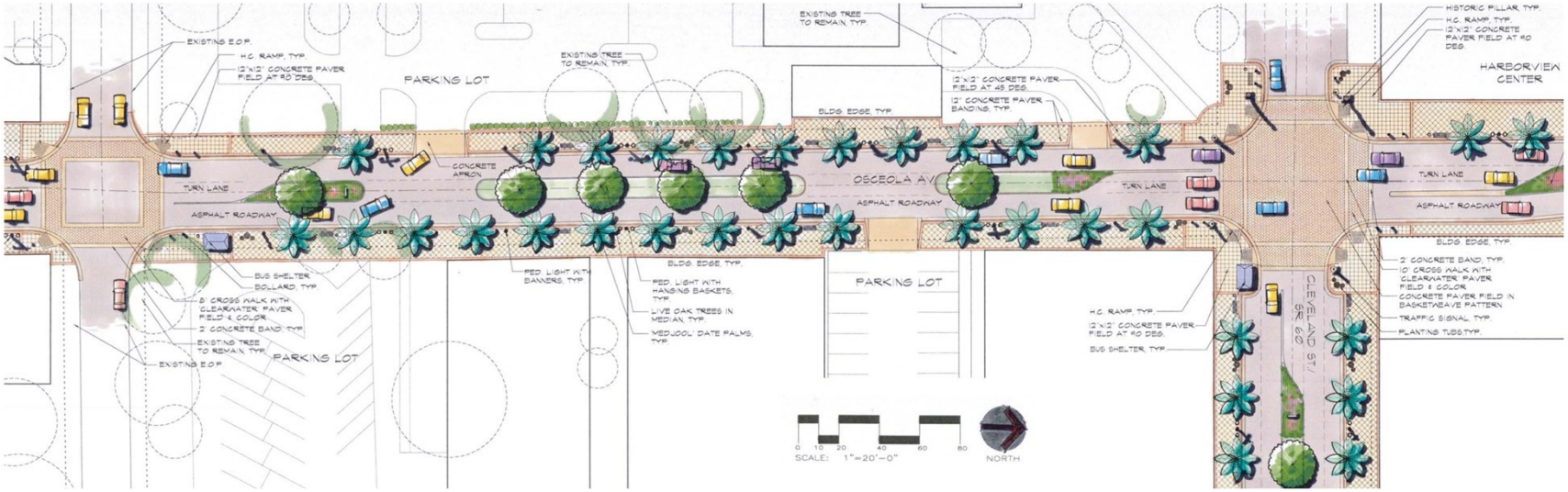
CITY OF CLEARWATER

DOWNTOWN CORRIDOR

FT. HARRISON AVENUE

TYPICAL STREETSCAPE

BELLOMO · HERBERT AND COMPANY, INC.
LANDSCAPE ARCHITECTS



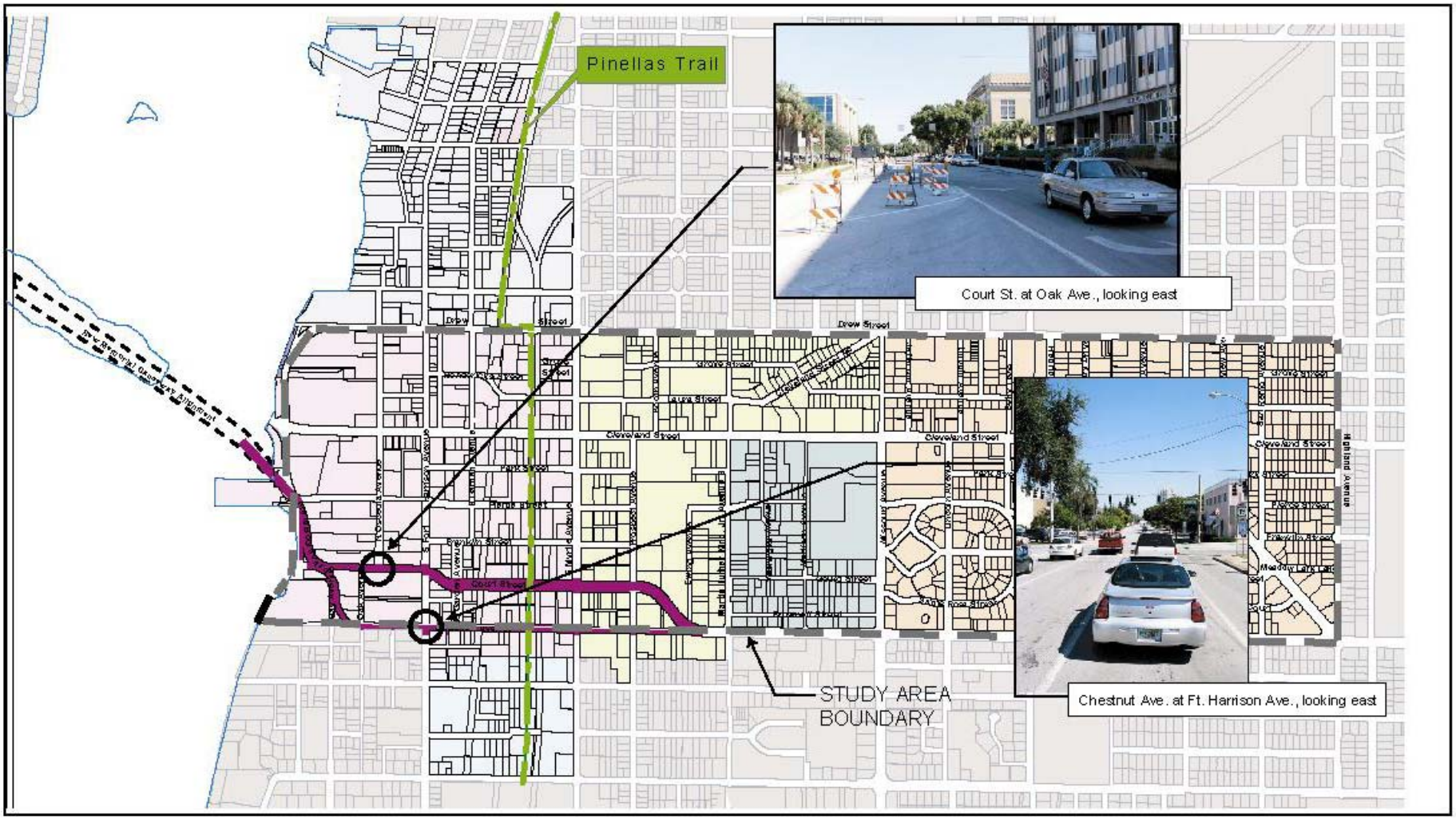
CITY OF CLEARWATER

DOWNTOWN CORRIDOR

OSCEOLA AVENUE

TYPICAL STREETSCAPE

BELLOMO · HERBERT AND COMPANY, INC.
LANDSCAPE ARCHITECTS



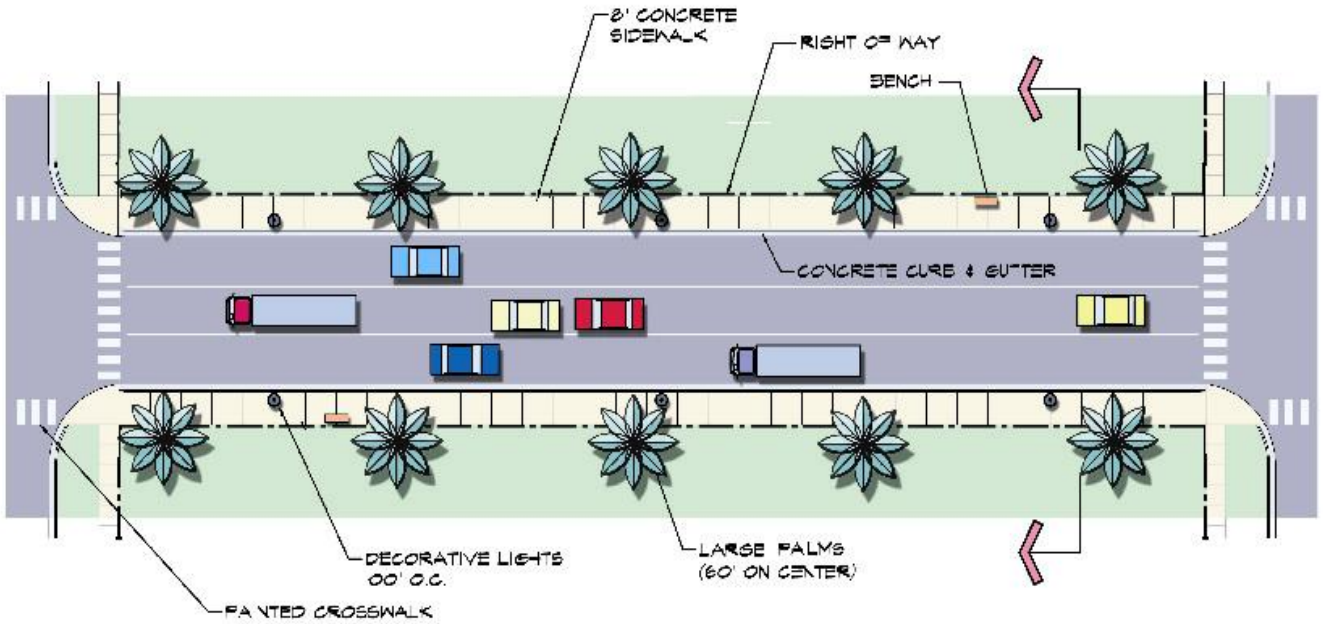
CITY OF CLEARWATER

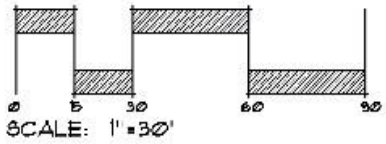
BEACH ACCESS CORRIDOR

EXISTING CONDITIONS

BEACH ACCESS CORRIDOR

The Beach Access Corridor has been identified as the major traffic corridor to take motorists from the mainland over to the beach. The streets are typically three lanes travelling in one direction to move traffic quickly and efficiently through and adjacent to the CRA districts.





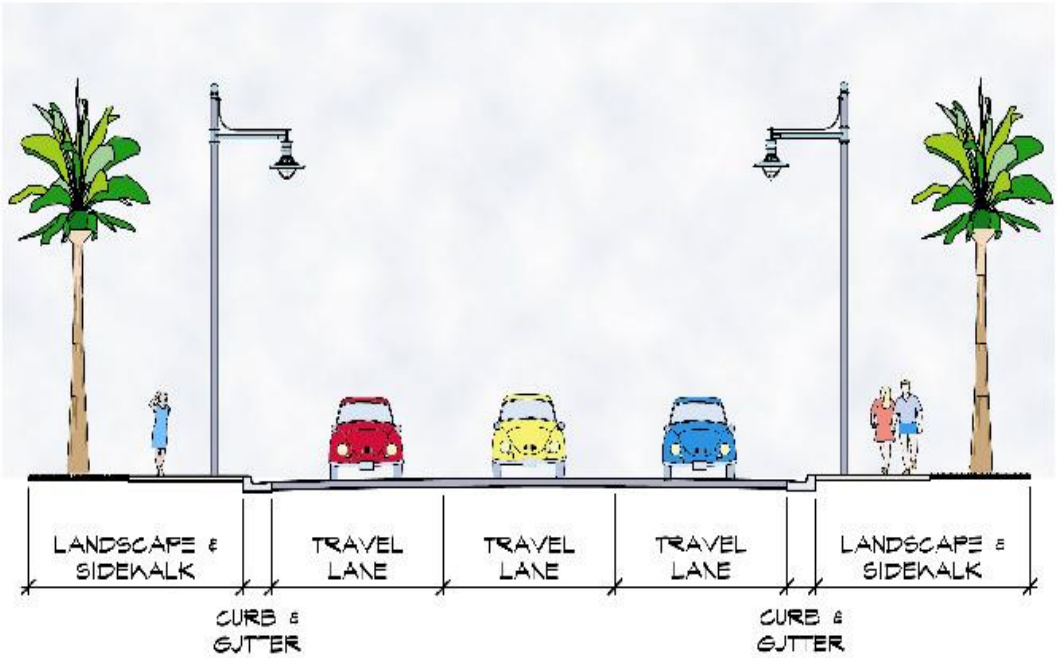
CITY OF CLEARWATER

BEACH ACCESS CORRIDOR

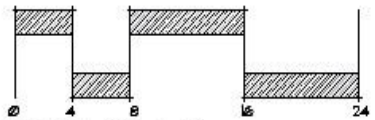
PROPOSED STREETSCAPE

DESIGN OBJECTIVES

To create a corridor which provides for the safety of motorists and pedestrians alike.
To create a sense of place with the use of lighting, banners, and landscape.



CROSS SECTION

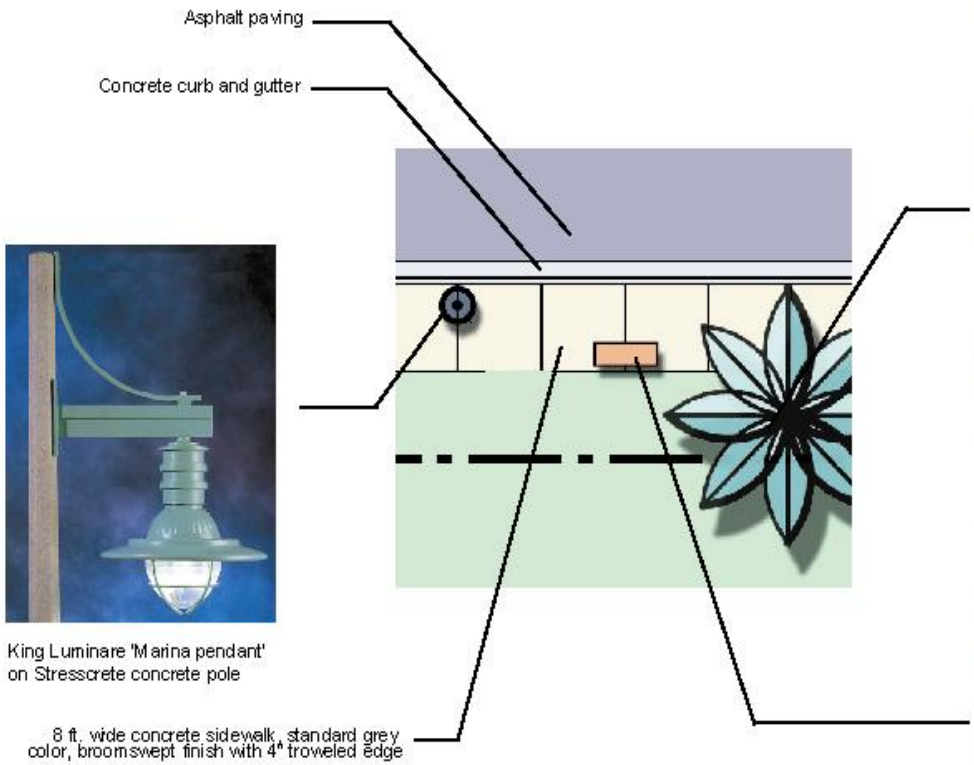


SCALE: 1/8"=1'-0"

CITY OF CLEARWATER

BEACH ACCESS CORRIDOR

PROPOSED STREETSCAPE



'Medjool' date palms

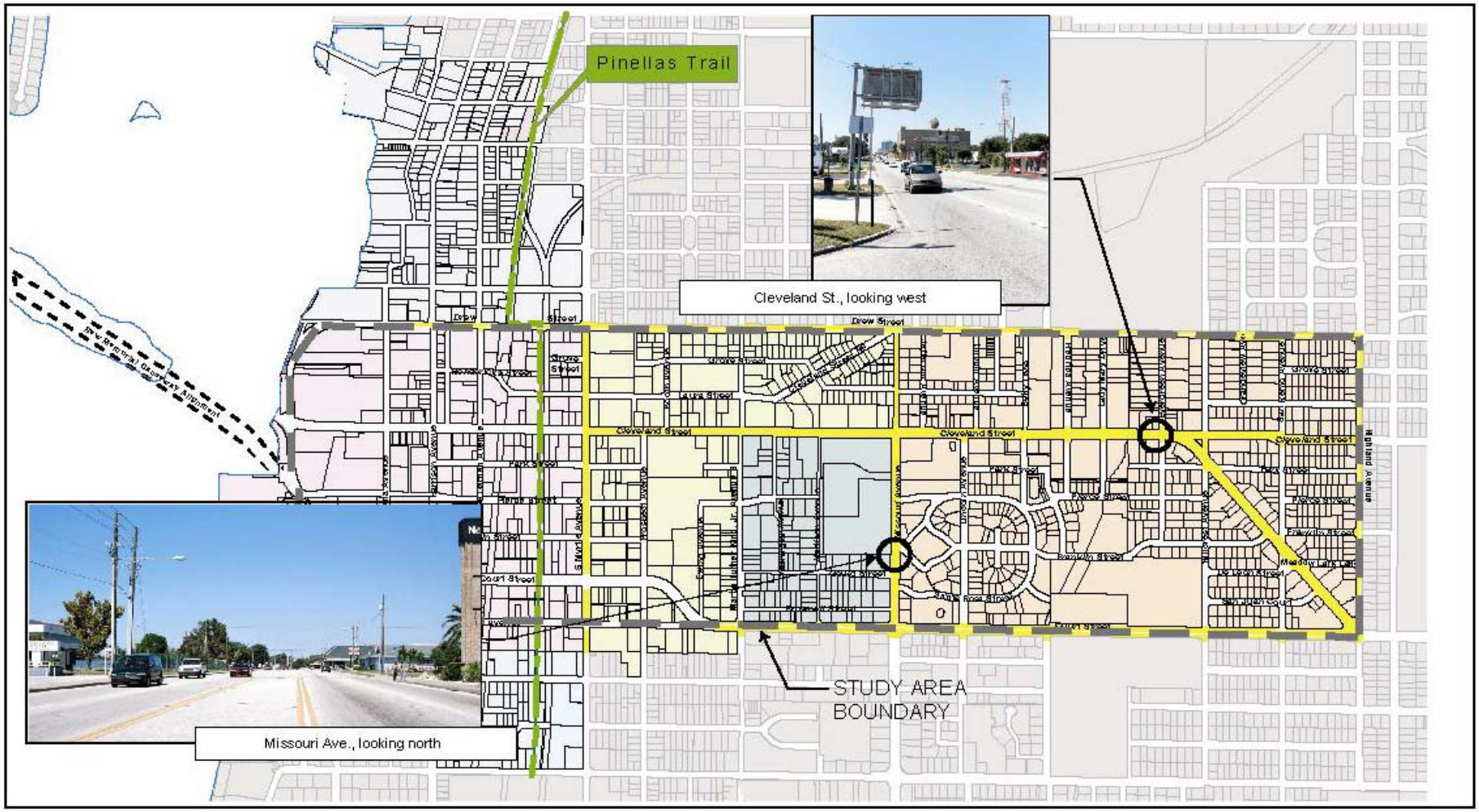
Landscape Forms bench, 'Scarborough', 6ft. long, horizontal strap seat with center arm, black powder coat finish

Landscape Forms trash receptacle, 'Scarborough', strap panel, grotto powder coat finish, 30 gal.

CITY OF CLEARWATER

BEACH ACCESS CORRIDOR

SITE FURNISHINGS



CITY OF CLEARWATER

COMMERCIAL A

EXISTING CONDITIONS

COMMERCIAL A

The Commercial A streets are a group of street types with vehicular-oriented commerical land uses. The streets are typically wider with very little tree canopy cover, four lanes of travel, a center turn lane, and narrow sidewalks.

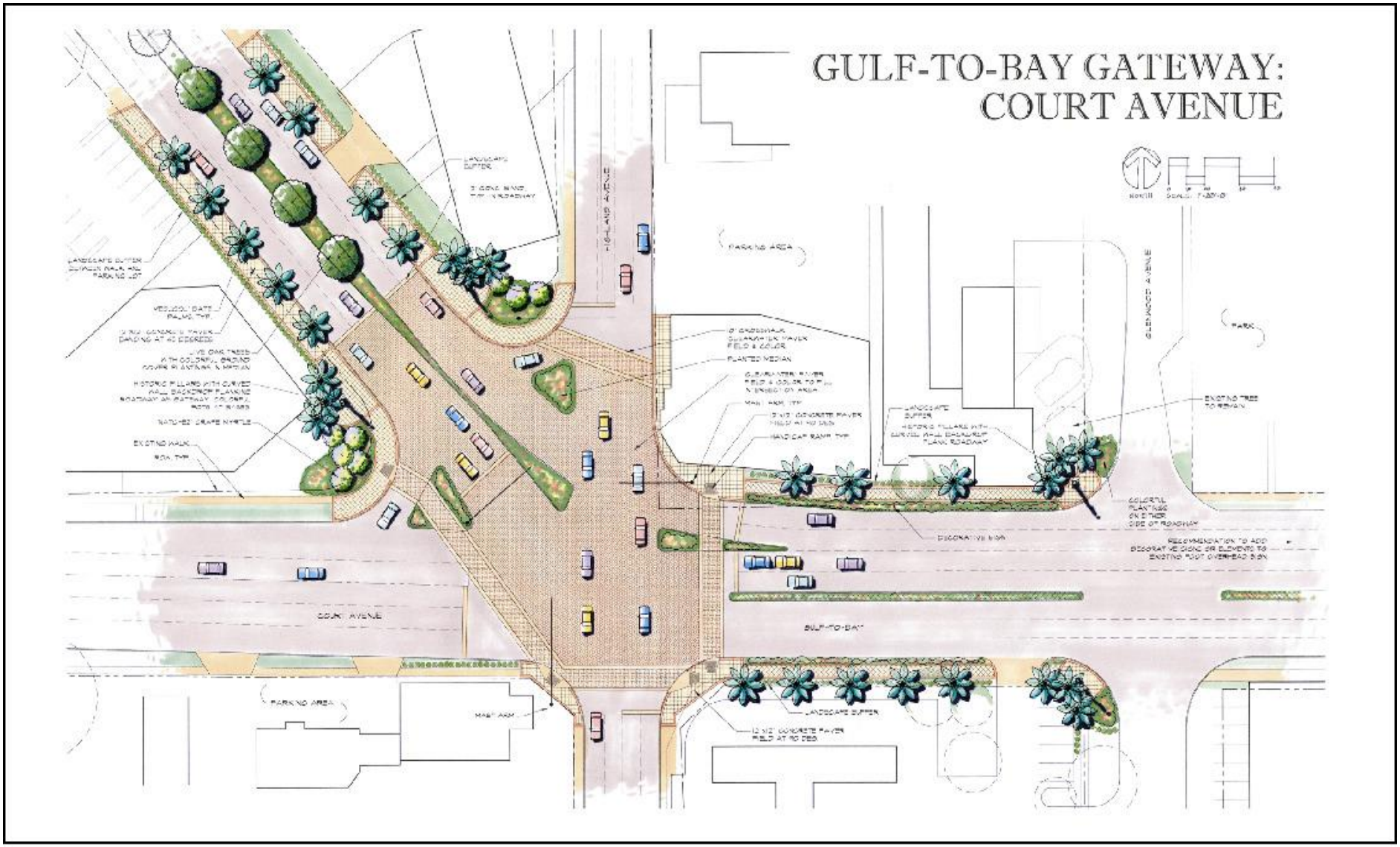
CITY OF CLEARWATER

COMMERICAL A

PROPOSED STREETSCAPE

DESIGN OBJECTIVES

To create a corridor which provides for the safety of motorists and pedestrians alike.
To create a sense of place with the use of lighting, banners, and landscape.



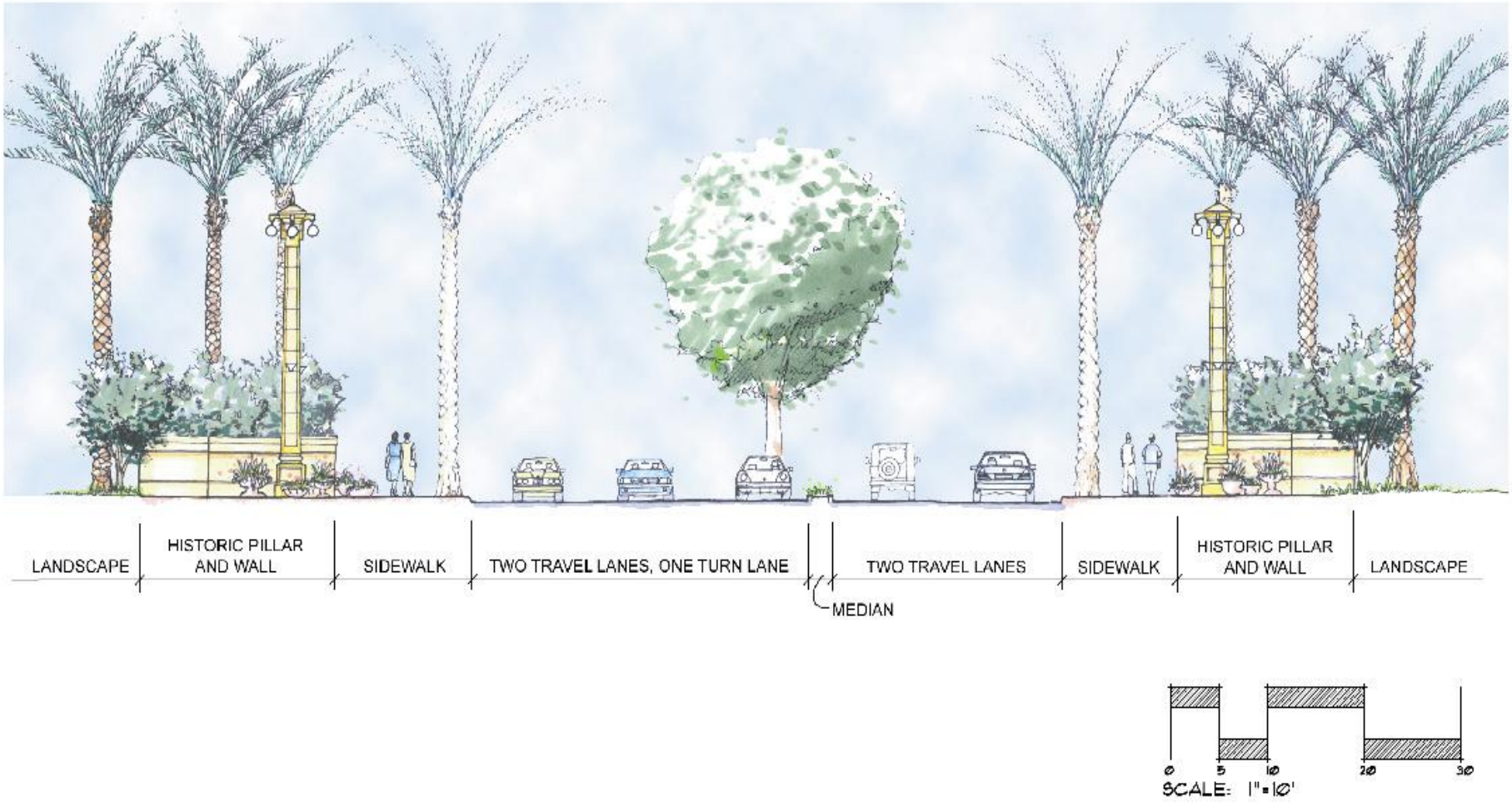
CITY OF CLEARWATER

COMMERICAL A

PROPOSED GATEWAY AREA

DESIGN OBJECTIVES

To create a gateway that visually draws drivers into the downtown area with features such as colorful plantings, pavers and banding within the intersection, and historic pillars backed by curved wall elements.

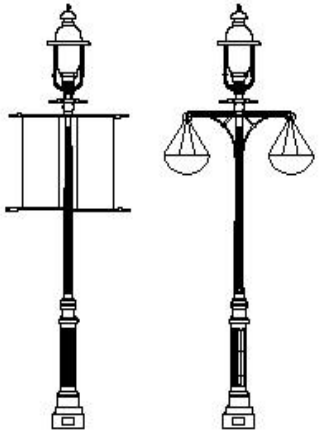


CITY OF CLEARWATER

COMMERICAL A

PROPOSED GATEWAY SECTION

Quality Hill Luminare and 12' Hancock Post by Spring City



Landscape Forms bench, 'Scarborough', 6ft. long, horizontal strap seat with center arm, black powder coat finish

Landscape Forms trash receptacle, 'Scarborough', strap panel, grotto powder coat finish, 30 gal.

Medjool Date Palm

Shade tree, Live Oak

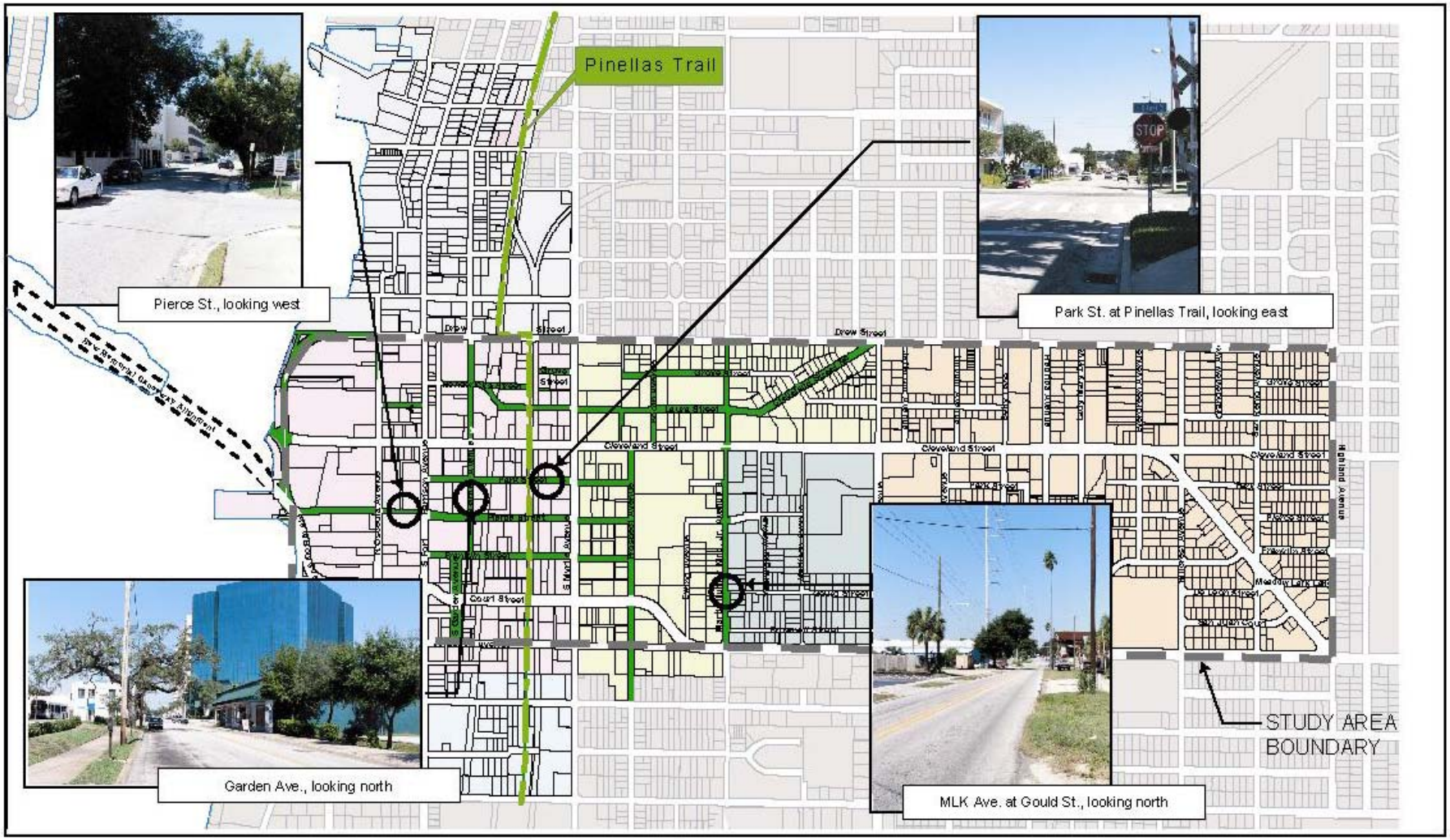
Crape Myrtle 'Natchez'

Steel Bar Landscape Fence by A&T Ironworks, inc.

CITY OF CLEARWATER

COMMERCIAL A

SITE FURNISHINGS



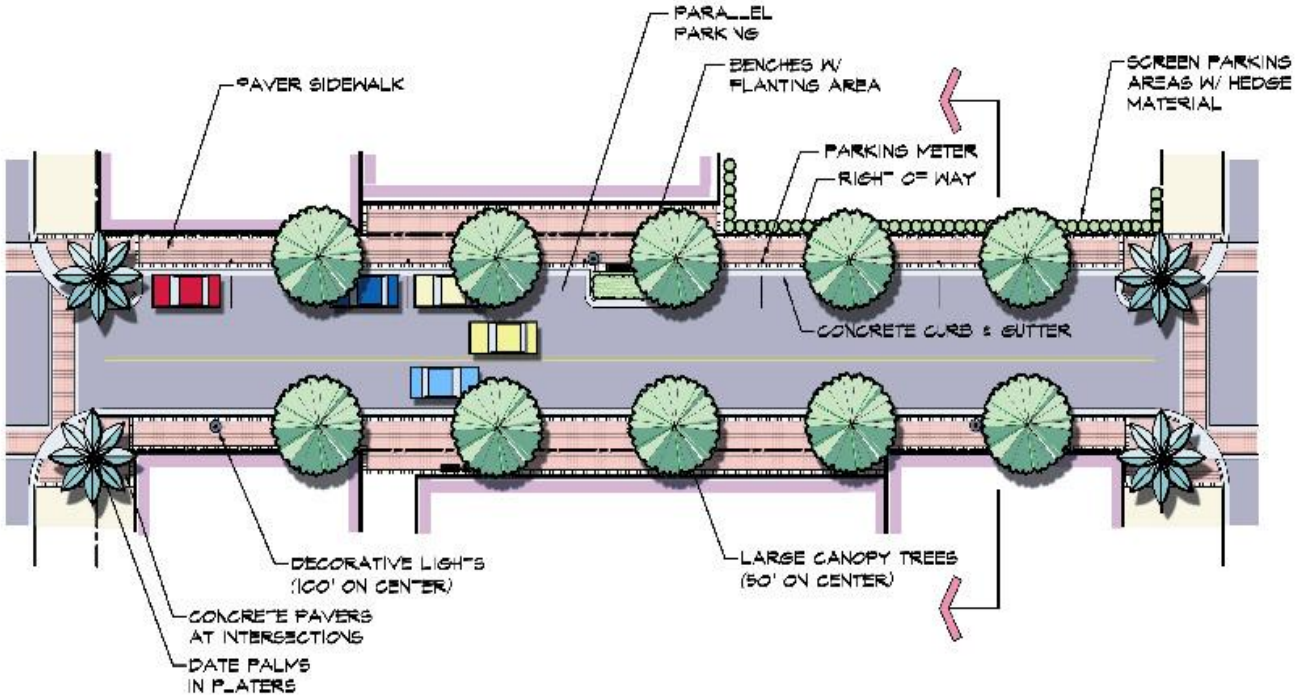
CITY OF CLEARWATER

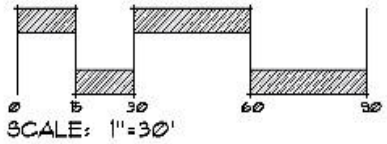
COMMERCIAL B

EXISTING CONDITIONS

COMMERCIAL B

The Commercial B streets are a group of street types with a good mix of pedestrian and vehicular-oriented commercial land uses. The majority of this street type occur within the downtown area.





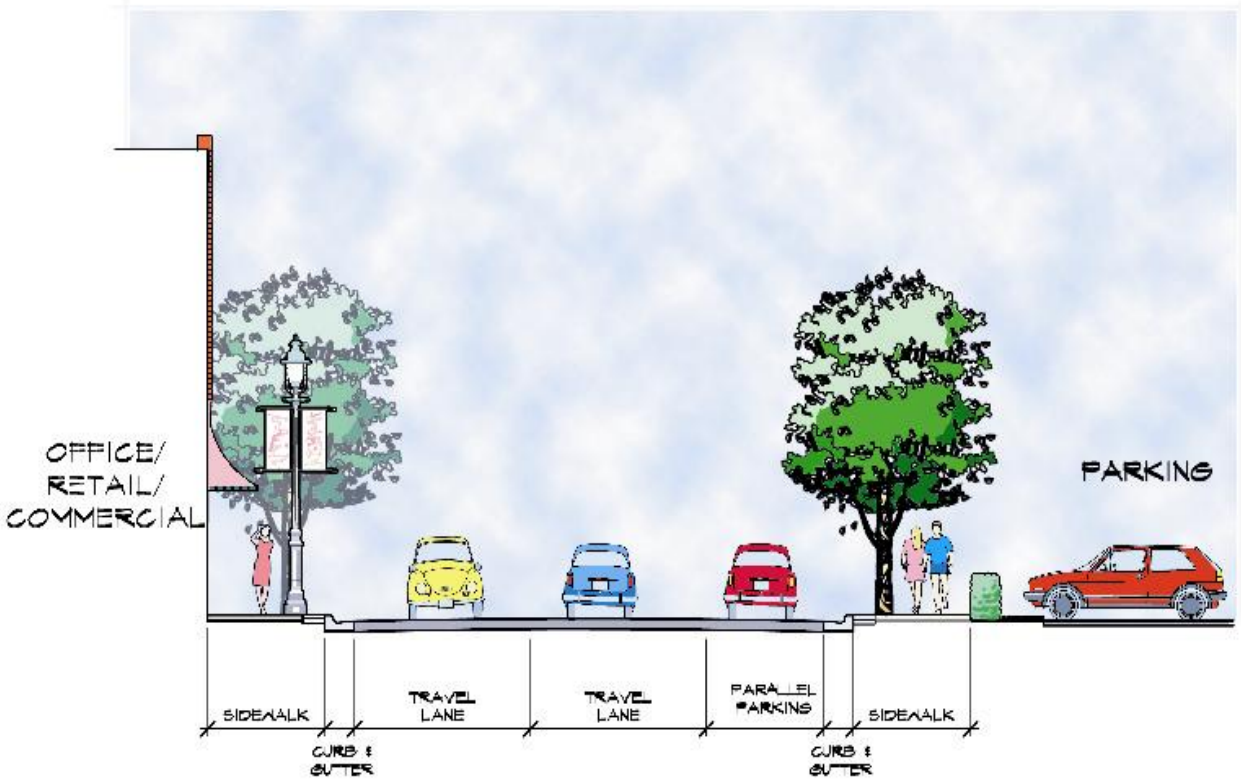
CITY OF CLEARWATER

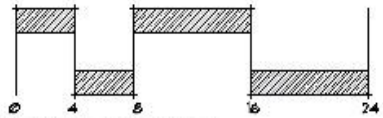
COMMERCIAL B

PROPOSED STREETSCAPE

DESIGN OBJECTIVES

Provide similar design elements to unify these Commercial B streets with the Downtown Core streets.
Install pavement, lighting, street furniture, and plantings as well as implement traffic calming techniques, where possible, to enhance the streets' pedestrian spaces.





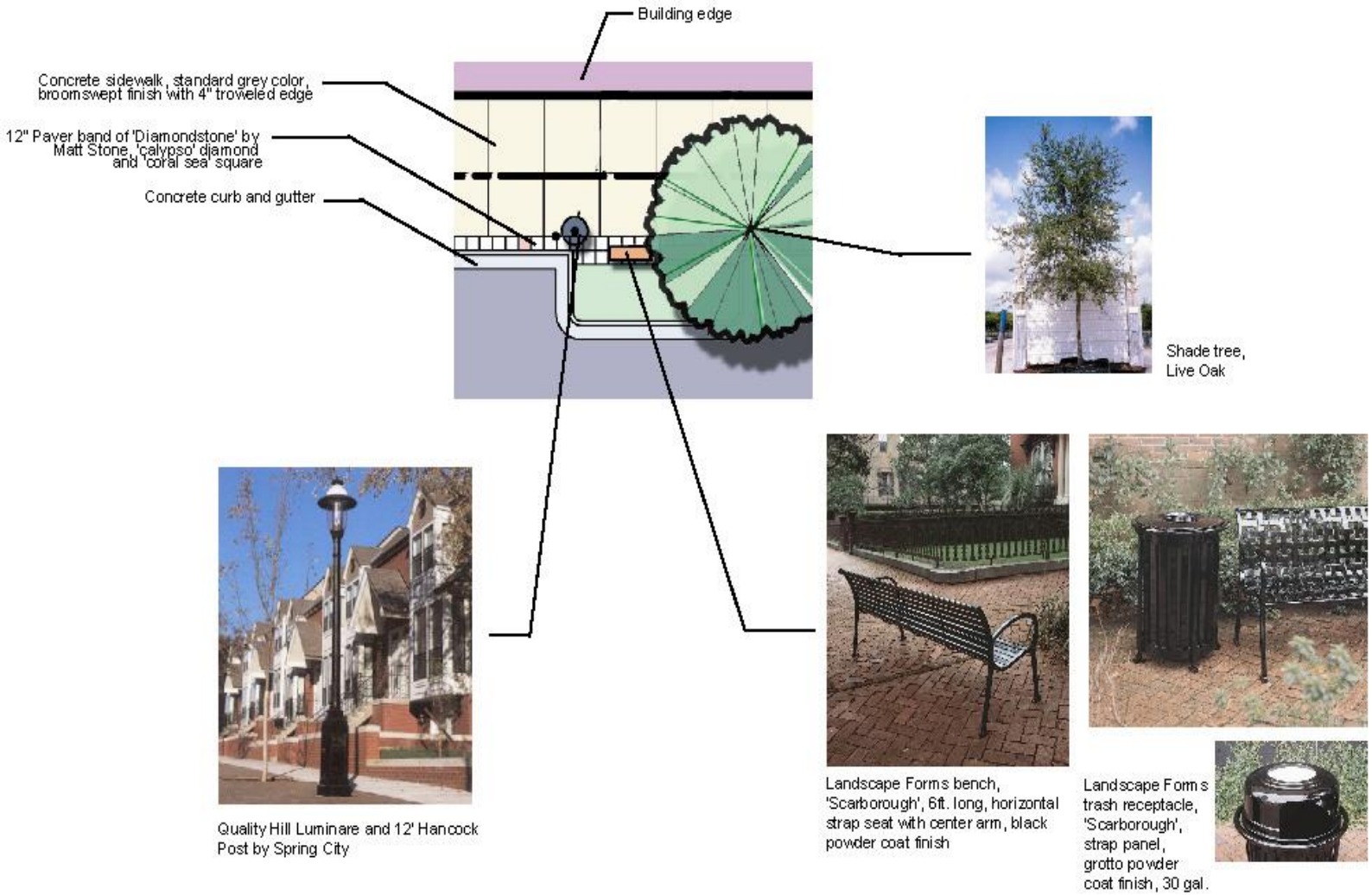
SCALE: 1/8"=1'-0"

CROSS SECTION

CITY OF CLEARWATER

COMMERCIAL B

PROPOSED STREETSCAPE



CITY OF CLEARWATER

COMMERCIAL B

SITE FURNISHINGS

PARTHE

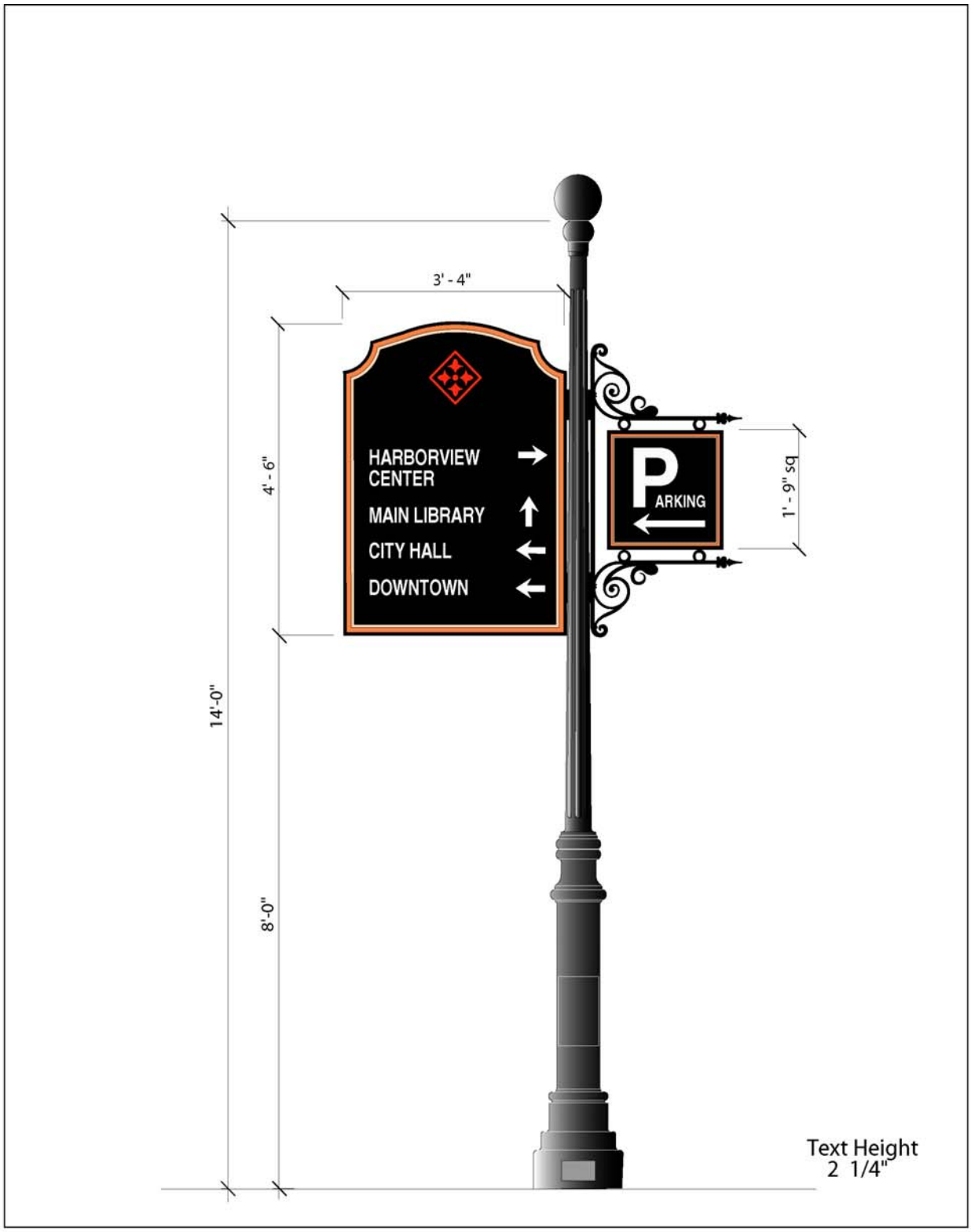
City of Clearwater
Sign and Graphics

TRAIL SIGN

ON SIMPLE POLE WITH FINIAL TOP

BELLOMO · HERBERT
AND COMPANY, INC.
LANDSCAPE ARCHITECTS

July 23, 2003



City of Clearwater
Sign and Graphics

DIRECTIONAL SIGN

WITH FINIAL TOP AND PARKING SIGN

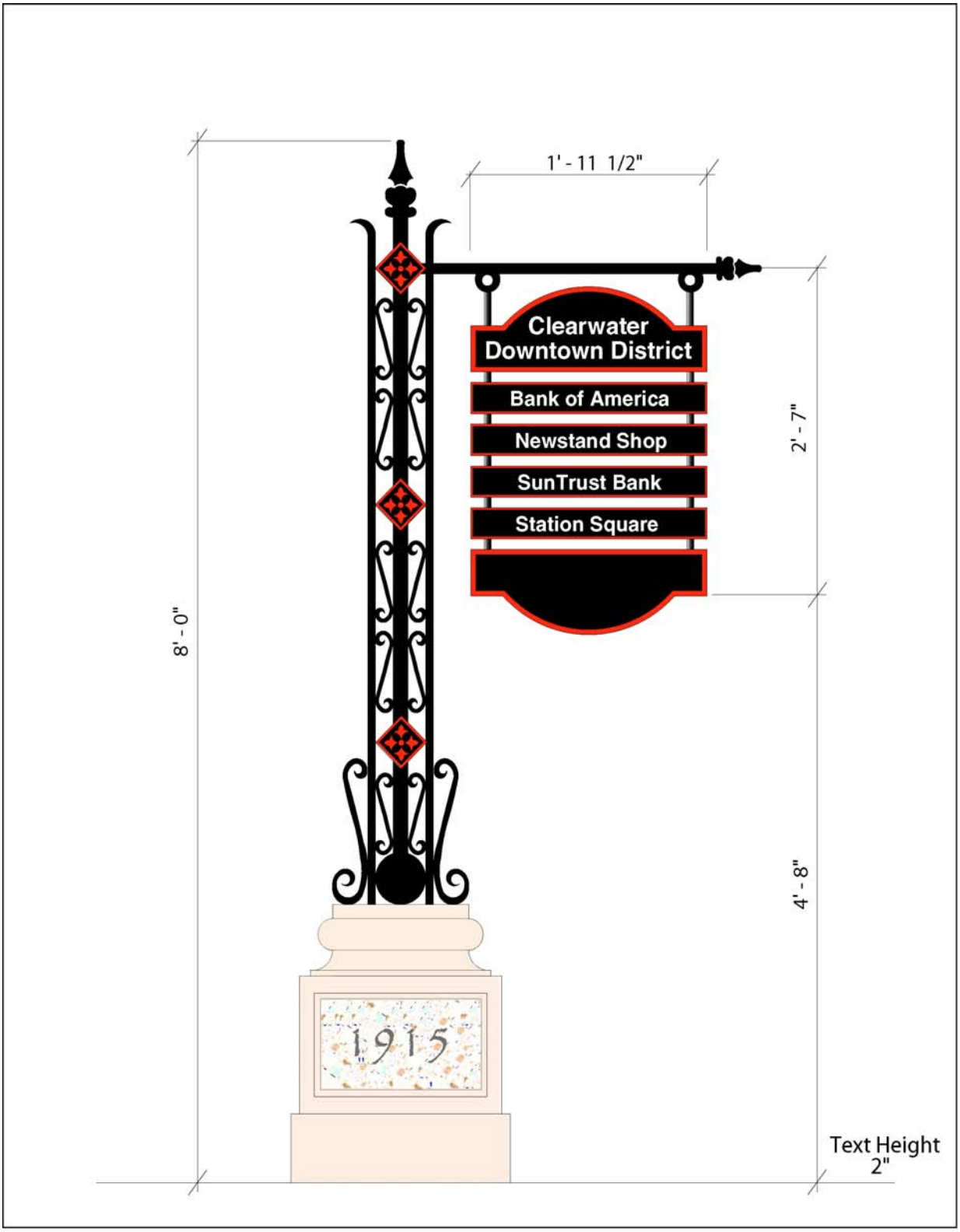
BELLOMO · HERBERT
AND COMPANY, INC.
LANDSCAPE ARCHITECTS

July 23, 2003

City of Clearwater
Sign and Graphics

INFORMATIONAL SIGN
WITH FINIAL TOP

BELLOMO · HERBERT
AND COMPANY, INC.
LANDSCAPE ARCHITECTS
July 23, 2003



City of Clearwater
Sign and Graphics

KIOSK SIGN

BELLOMO · HERBERT
AND COMPANY, INC.
LANDSCAPE ARCHITECTS

July 23, 2003

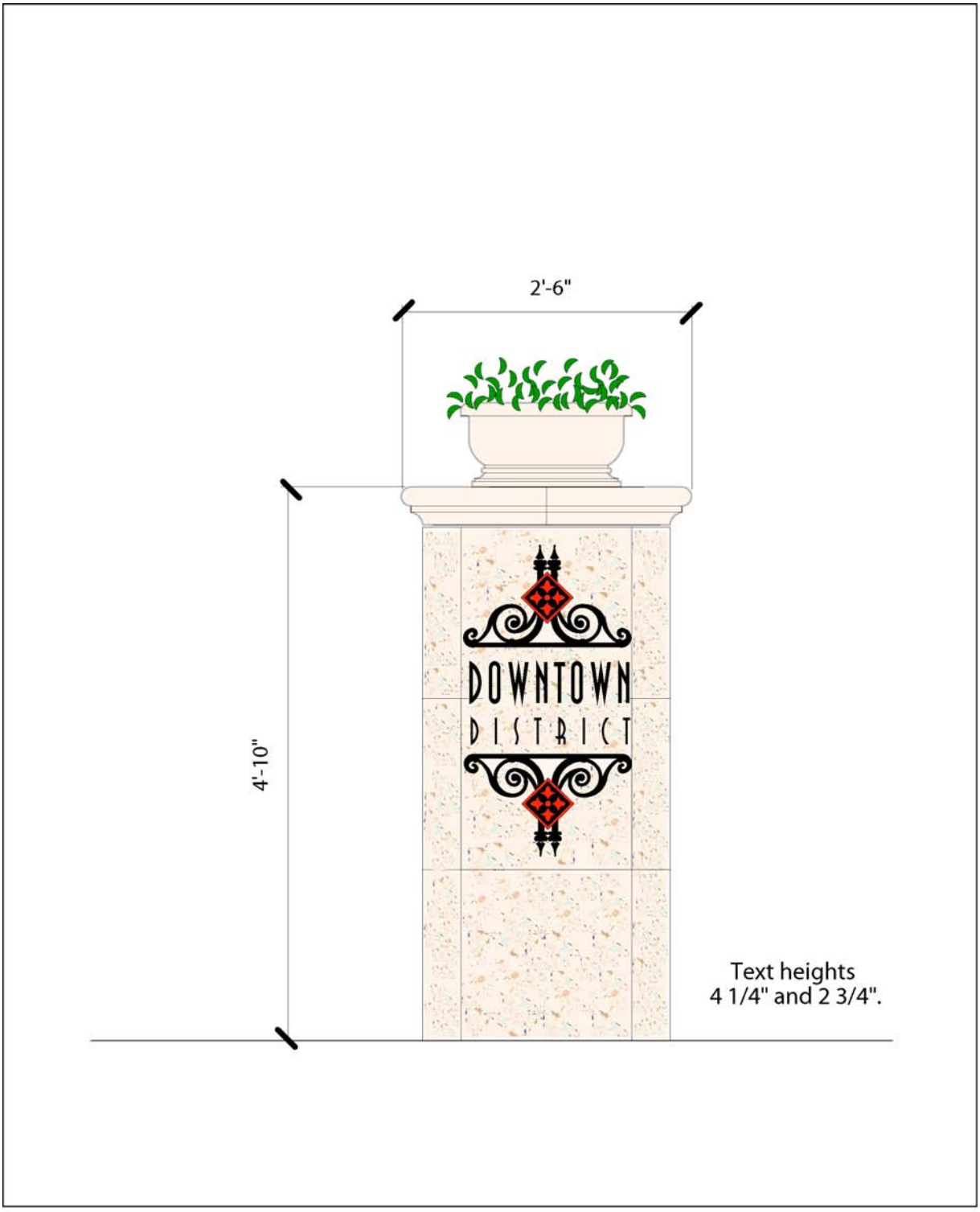
City of Clearwater
Sign and Graphics

PARKING SIGN

DOUBLE SIDED
ON SIMPLE POLE WITH FINIAL TOP

BELLOMO · HERBERT
AND COMPANY, INC.
LANDSCAPE ARCHITECTS

July 23, 2003



City of Clearwater
Sign and Graphics

DISTRICT PILLAR SIGN
'Anna ITC' font

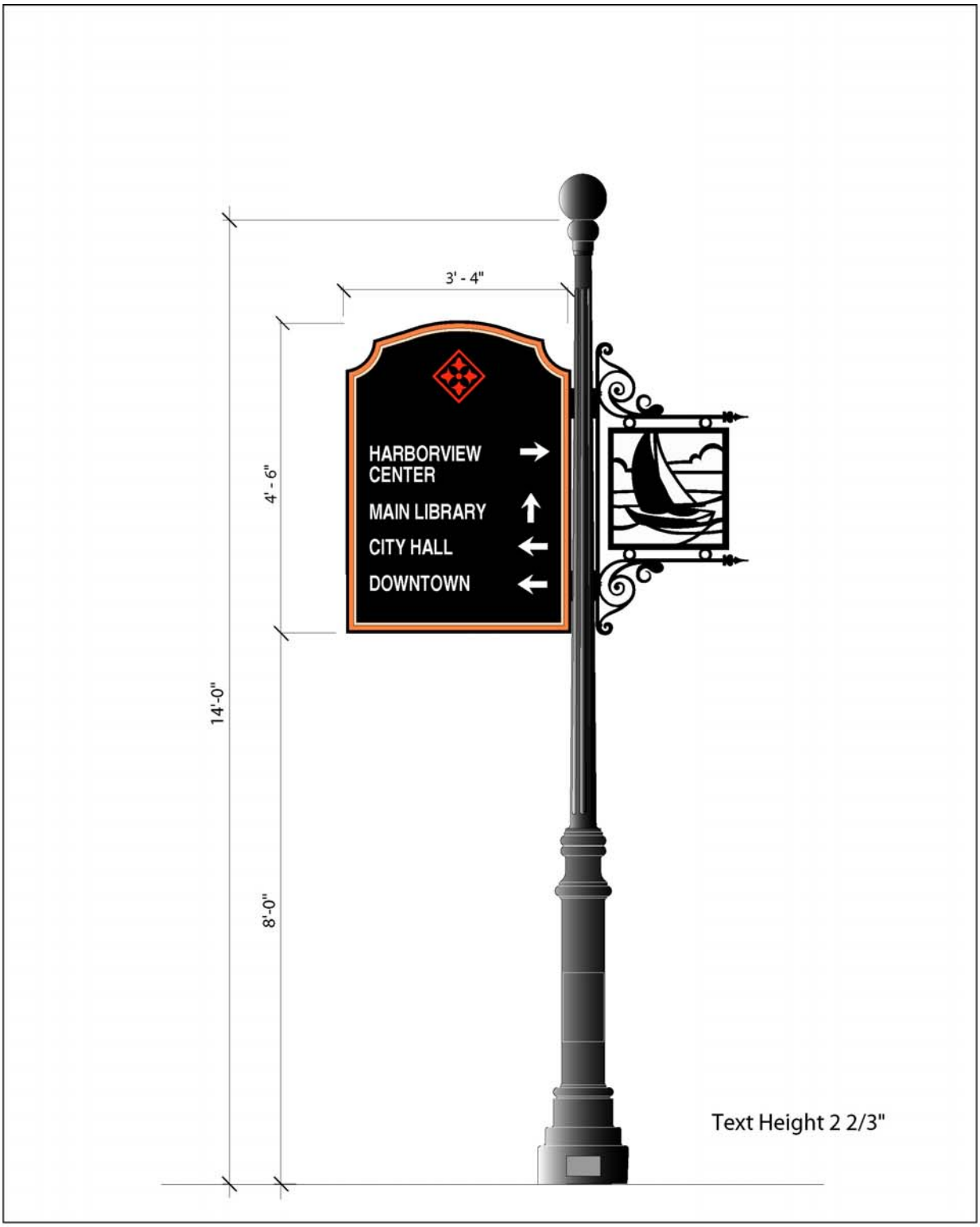
BELLOMO · HERBERT
AND COMPANY, INC
LANDSCAPE ARCHITECTS

July 23, 2003

City of Clearwater
Sign and Graphics

GROUND SIGN
'Anna ITC' font

BELLOMO · HERBERT
AND COMPANY, INC.
LANDSCAPE ARCHITECTS
July 23, 2003



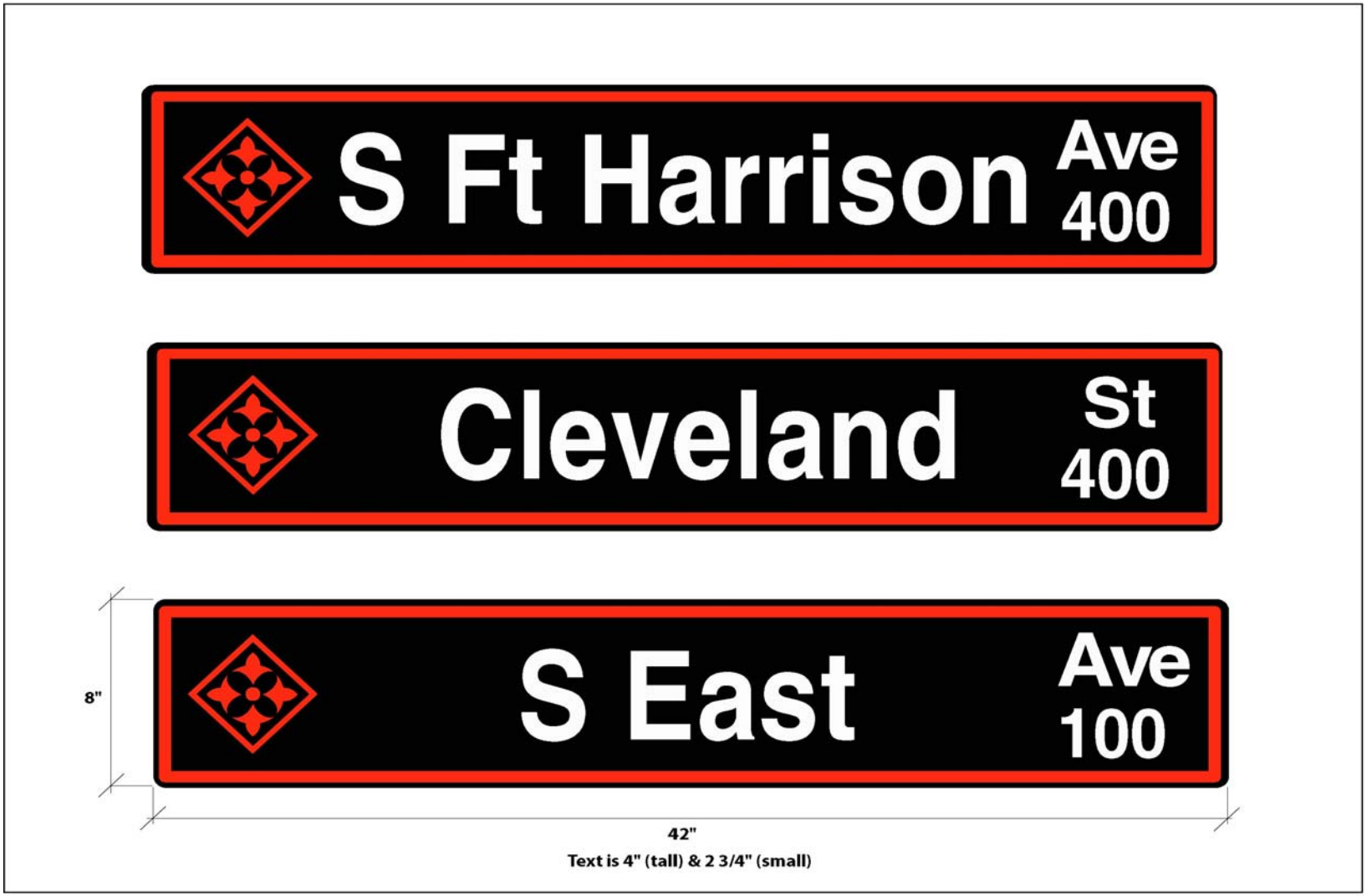
City of Clearwater
Sign and Graphics

DIRECTIONAL SIGN

WTH FINIAL TOP AND DECORATIVE GLYPH

BELLOMO · HERBERT AND COMPANY, INC.
LANDSCAPE ARCHITECTS

July 23, 2003

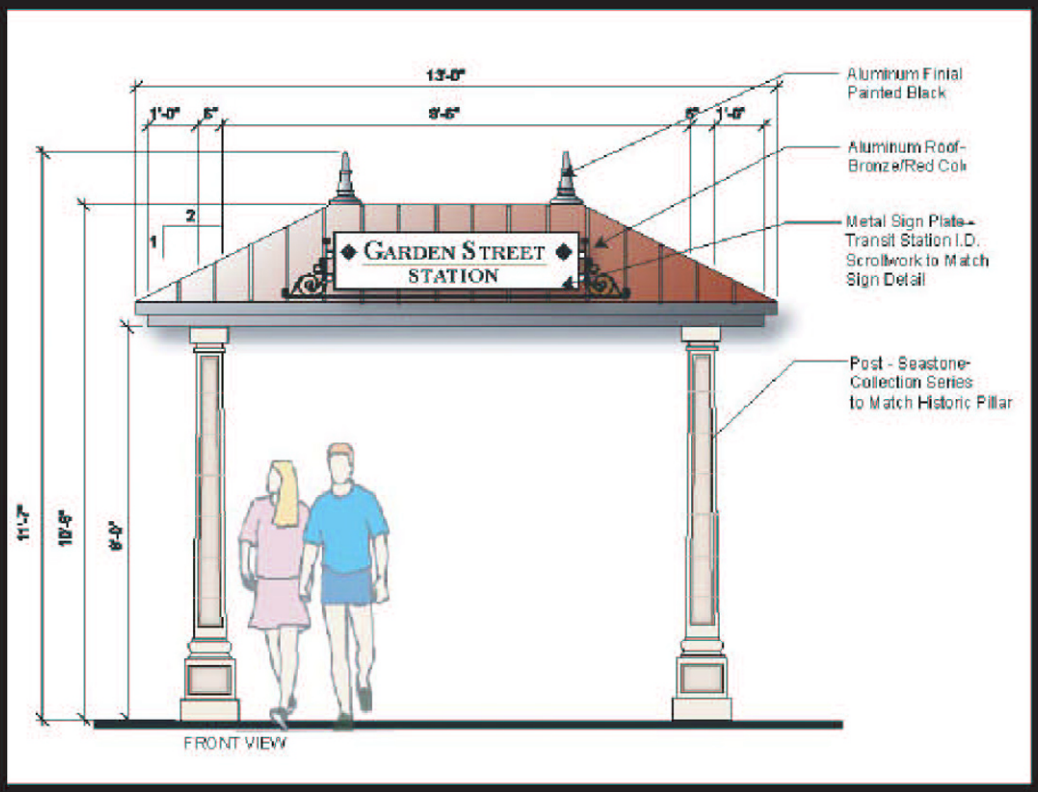


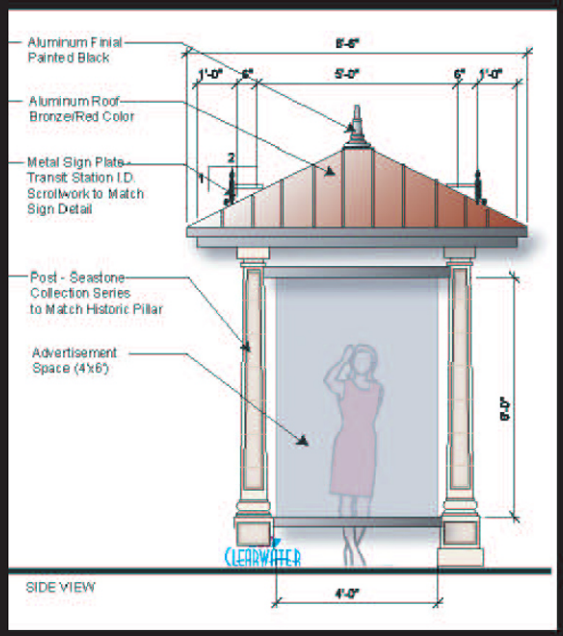
City of Clearwater
Sign and Graphics

STREET SIGNS

BELLOMO · HERBERT
AND COMPANY, INC.
LANDSCAPE ARCHITECTS

July 23, 2003





Typical Transit Shelter

Aluminum roof,
bronze/ red color

Metal sign plate
and scrollwork to
match sign details

Post to match historic pillar

CITY OF CLEARWATER
TRANSIT SHELTER

PARKS, OPEN SPACE AND RECREATIONAL AMENITIES

The Downtown park system and location of the Downtown core overlooking Clearwater Harbor are major assets to Downtown Clearwater. Existing improvements provide adequate recreational opportunities, however, enhancements to the park system could elevate the quality of these facilities and contribute to making Downtown a destination attracting both residents and visitors. To achieve this goal, major improvements are planned for several Downtown recreational facilities. These improvements are described below and located on Map 10, page 131.

Coachman Park

The Downtown Plan supports the renovation and expansion of Coachman Park, the City's premier waterfront park. The Coachman Park Master Plan, prepared by Bellomo-Herbert, makes significant improvements to this park and better utilizes its waterfront location. The park is currently 6.3 acres in area. Several existing rights-of-way will be incorporated into the park including Cleveland Street west of Osceola Avenue and portions of Drew Street and Pierce Boulevard. The expansion will also eliminate expansive intrusions of asphalt by incorporating parking located south of the existing park for park uses. The design also integrates the Bayfront Park and City-owned land located south of the existing park and west of Calvary Baptist Church and City Hall into the site. This expansion will result in a 17.8-acre urban waterfront park that will be a Downtown destination and a catalyst for Downtown redevelopment.

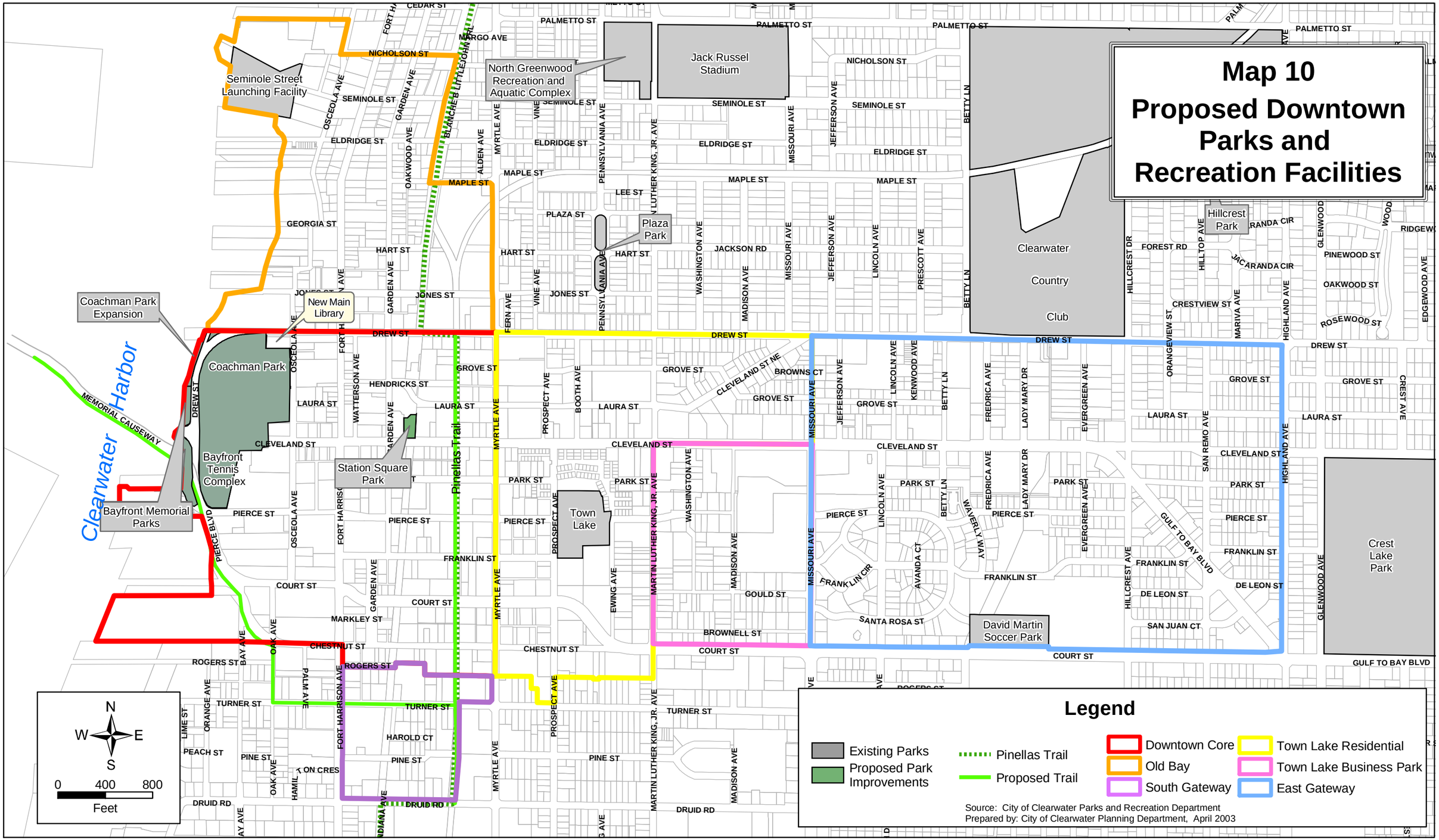
Since much of the park's redevelopment hinges on the removal and relocation of existing parking, a key component of this design is the ability to phase improvements so that as alternative parking is constructed, more park improvements can be made. Parking can be accomplished either through the construction of a garage south of the park, in residual land rendered unusable by the new Memorial Causeway Bridge or in a garage constructed on the east side of Osceola Avenue.

The Coachman Park Master Plan includes the following improvements and is illustrated on page 133:

- New amphitheater in a new location at north end of park;
- Great lawn that encompasses significant area for events and as passive recreation space;
- Interactive play fountain;
- Children's play area;
- Water feature;
- Restrooms; and
- Marina

The addition of land and active areas, as well as the removal of asphalt will create an urban waterfront park that is unprecedented within Pinellas County and the State of Florida.

Map 10
Proposed Downtown Parks and Recreation Facilities



COACHMAN PARK MASTER PLAN

CITY OF CLEARWATER

COACHMAN PARK MASTER PLAN

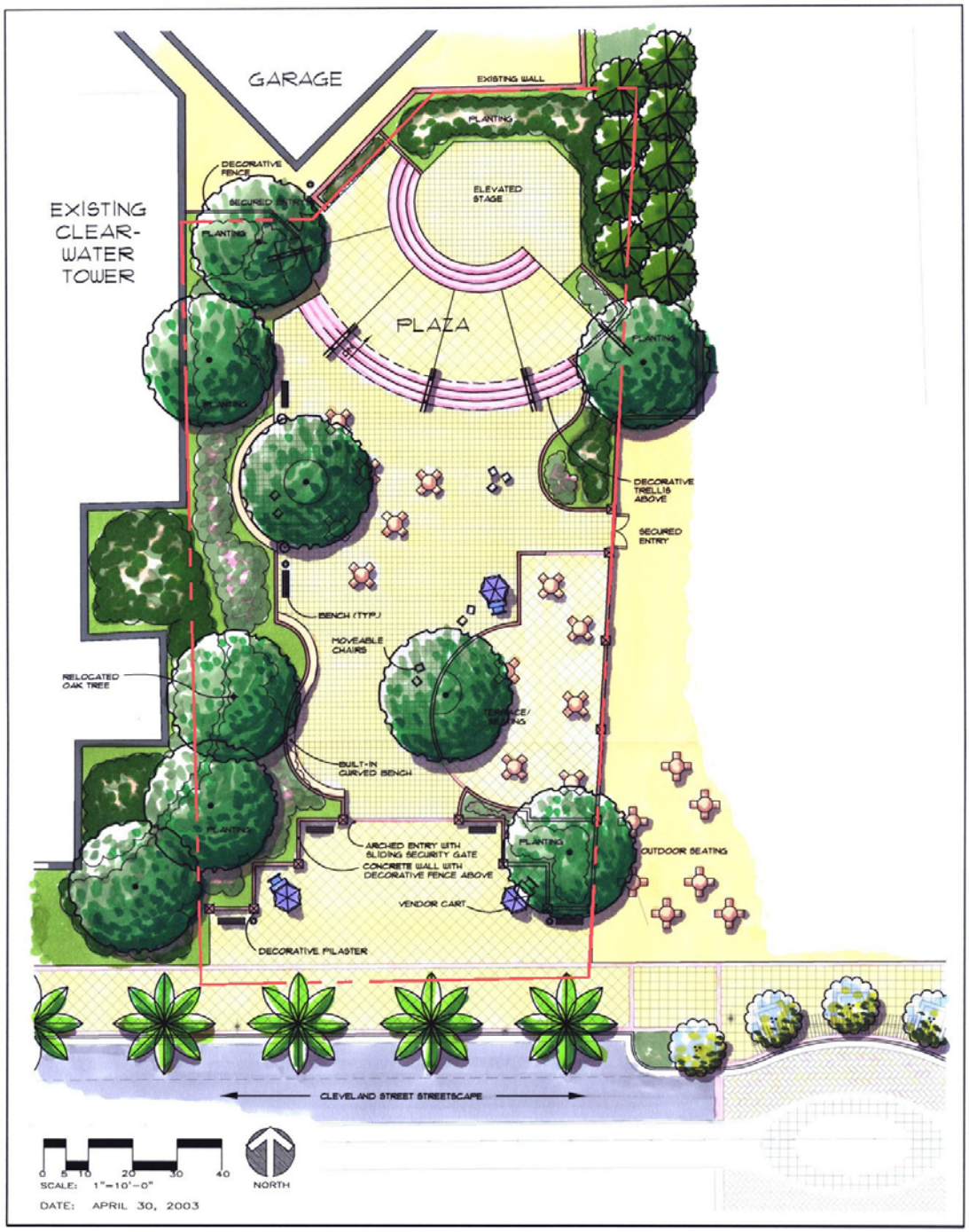
BELLOMO - HERBERT

Station Square Park
Station Square Park, located on the north side of Cleveland Street between Garden and Myrtle Avenues, is an integral park to the historic Downtown core. Office workers, Downtown events sponsored by Main Street, as well as City-wide events and the Farmer's Market use this park. The Downtown Plan advocates improvements that will enhance the park's appearance and versatility making it a more desirable place for casual and programmed gatherings. The Station Square Concept Design, prepared by Bellomo-Herbert, implements these goals by incorporating the following improvements:

- Elimination of existing water feature;
- Construction of elevated stage for entertainment and special events;
- Creation of a plaza,
- Terrace seating;
- New pavers;
- Removable chairs;
- New stand-alone and built-in benches; and
- Significant plantings

Trails
The Fred E. Marquis Pinellas Trail traverses Downtown primarily located along the East Avenue right-of-way in the core and in a dedicated greenway north of Drew Street. In order to make this facility more pedestrian/bicycle friendly and safe, the Downtown Plan supports the enhancement of this facility. Creating a dedicated bike lane within the core area will increase safety, as well as appearance. The only way to accomplish this is to reconfigure the East Avenue right-of-way from a two-way, two-lane roadway to a one-way, one-lane roadway with a landscaped, dedicated trail separated from vehicular traffic.

In recognizing the importance of providing alternative transportation and recreation opportunities from the mainland to Clearwater Beach, the Downtown Plan also supports the creation of the Clearwater Beach Connector Spur. The preferred route would travel from the existing Pinellas Trail west along Turner Street, north on Oak Street to connect with the new Memorial Causeway Bridge, which has a dedicated pedestrian/bike lane. Final determination of the route and its design will be made during the design process which include a public education and involvement component.



CITY OF CLEARWATER

STATION SQUARE PARK CONCEPT DESIGN

BELLOMO + HERBERT
LANDSCAPE ARCHITECTS
100 EAST PINE STREET
SUITE 201
ORLANDO, FLORIDA 32804
407.422.4843
FAX 407.422.0699

TRANSPORTATION SYSTEM IMPROVEMENTS

As outlined in Chapter 2, numerous transportation improvements are currently under construction or have been approved. Others will result from other Downtown projects. They are illustrated on Map 11, page 137, and are listed below:

- New Memorial Causeway Bridge;
- Redesignation of Alternate U.S. Highway 19 from Fort Harrison Avenue to Missouri Avenue and to Myrtle Avenue; and
- Redesignation of SR 60 from Cleveland Street to the Court/Chestnut Streets Corridor.

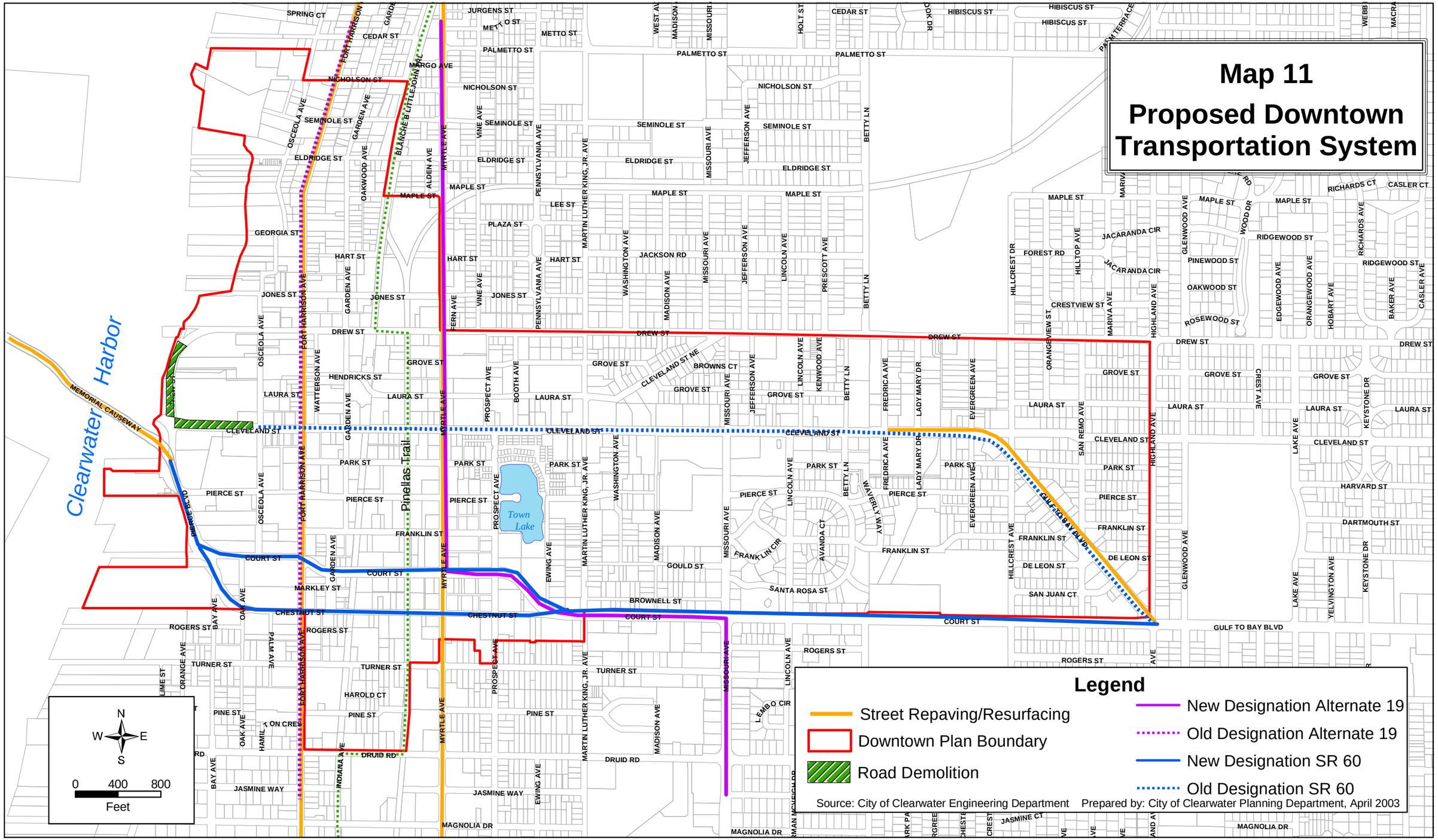
After the new Memorial Causeway Bridge opens the City will conduct a traffic analysis of the Downtown area to fully evaluate the effect the new bridge alignment has on Downtown. This analysis will include an evaluation of the intersections and roadway segments within the Downtown area to determine the need for transportation enhancements due to an increased capacity. If it is concluded that improvements are needed, the City will determine how to best alleviate any identified impacts on the road network.

It should be noted that the traffic analysis prepared in anticipation of the new Memorial Causeway Bridge construction indicated that the Court Street segments between Highland Avenue and Martin Luther King, Jr. would be degraded from a level of service (LOS) of E to F when the new bridge opens. Due to the urban nature of Downtown and the limited ability to make many significant improvements to the street network, the Plan recognizes that a LOS F is acceptable in these limited locations. It should be noted that when the bridge is opened to traffic the State Road 60 designation will shift from Gulf to Bay Boulevard to Court and Chestnut Streets and any roadway improvements to these streets will be implemented by the Florida Department of Transportation.

The Coachman Park Master Plan contemplates three changes to streets within or along its borders to enhance the park plan and proposed marina. The three planned changes in the road system are:

- Termination of Cleveland Street at Osceola Avenue;
- Termination of Drew Street at (approximately) the fishing pier's existing location at the north end of the waterfront; and
- Termination of Pierce Boulevard east of the base of the existing bridge.

The termination of these three streets will enhance the Coachman Park Master Plan by increasing water views within the park, create a significant pedestrian entry to the Park in the Cleveland Street right-of-way, provide for adequate event staging area and create a vehicular drop-off area for the proposed marina and waterfront restaurant.


Map 11
Proposed Downtown Transportation System
Clearwater Harbor
Pinellas Trail
Town Lake
MEMORIAL CAUSEWAY
GULF TO BAY BLVD
Legend
Street Repaving/Resurfacing
Downtown Plan Boundary
Road Demolition
New Designation Alternate 19
Old Designation Alternate 19
New Designation SR 60
Old Designation SR 60
Source: City of Clearwater Engineering Department
Prepared by: City of Clearwater Planning Department, April 2003
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Chapter 4
Plan Implementation

INTRODUCTION

This Plan will be implemented in four major ways: through the application of Plan objectives, policies and design guidelines to specific redevelopment projects during the site plan review process, the use of the Public Amenities Incentive Pool, public strategies and capital improvements to the Downtown. Compliance with Plan objectives, policies and design guidelines will ensure that private development results in a development pattern consistent with the vision for Downtown. The Public Amenities Incentive Pool provides a powerful tool to assist the private sector and the public attain the Plan vision. The public strategies are actions to be taken to implement the goals, objectives and policies of the Downtown Plan. In some cases, the action is very specific, i.e., to amend the Community Development Code on a specific topic that implements a Downtown goal. In other cases, implementation of the Downtown Plan requires that the City study effective ways to address the issue. Through a study and/or comparison of innovative techniques used by other cities, Clearwater can learn from other examples and glean the most relevant actions for Clearwater. The majority of the strategies are applicable to the entire Downtown; there are a few strategies specific to character districts. In addition to the description of each strategy, the strategies are summarized in a table including the lead department and timing for the strategy.

The Capital Improvement Plan (CIP) establishes the major improvements that are needed Downtown and is the most visible way that the Downtown Plan will be implemented. The Capital Improvement Plan includes five general types of improvements:

- Street Repaving/Resurfacing
- Utilities and Infrastructure
- Streetscape Improvements/Landscaping
- Parks and Recreation Facilities
- Public Uses

The CIP includes the project name, fiscal year of planned construction, the location, existing and potential funding sources, and estimated cost. It should be noted that the existing and potential funding sources identify that a project is eligible for funding through that source, not that funding is guaranteed or already obtained for the project. The CIP lists the project by funding priority in fiscal year order and, in a second table, organized by the five general types of construction. A description of each project is also included.

The fifth section of the Implementation Chapter lists the existing Redevelopment Incentives currently available to development. Detailed information on each incentive is listed, including the program goal, eligibility of projects, funding source, award ranges, sample projects and a contact for more information. It is hoped that this section will be a resource for the private sector during the development of a project.

The final section of the Implementation Chapter is the Tax Increment Revenue Projections. The City has estimated the revenues to be available through the tax

increment in the Community Redevelopment Area. This estimate will assist the City in planning and budgeting for capital improvements and other expenditures of the Community Redevelopment Agency.

RELATIONSHIP OF DOWNTOWN PLAN TO COMMUNITY DEVELOPMENT CODE

In addition to the Clearwater Comprehensive Plan, the Downtown Plan is the official statement of policy regarding the Downtown and in particular with regard to the use of land and public policies. All development of land, both public and private, undertaken within the Downtown shall be consistent with and further the goals of the Plan. All new or amended development regulations for Downtown shall be consistent with and further the goals of this Plan.

The Plan establishes categories of permitted uses and prohibited uses; based on this Plan, the Community Development Code will enumerate the specific types of permitted and prohibited uses and their related development standards consistent with this Plan. The Plan establishes development potential and height for each character district that will govern all redevelopment activity. The tools identified in this Plan to consider additional development potential (Transfer of Development Rights and the Public Amenities Incentive Pool) may be used to increase the development potential in excess of that specified in the Character District upon a determination that the increase is consistent with and furthers the goals of this Plan. The Public Amenities Incentive Pool is the only tool identified to consider building height in excess of that set by the character districts. Other than those two tools specified above, the Plan's statements regarding development potential, allowable and prohibited uses and, maximum height shall not be varied except through an amendment to this Plan. Although the maximum height established by the Plan cannot be varied, except as described above, the process to reach maximum permitted heights within the allowable range is governed by the Community Development Code.

Any development regulation not specifically addressed in the Plan objectives, policies, character districts and design guidelines shall be governed by the Community Development Code. However, should there be any discrepancy between this Plan and the Community Development Code, the goals and policies of this Plan shall govern.

PUBLIC AMENITIES INCENTIVE POOL

Purpose

To overcome the numerous constraints affecting redevelopment, the Downtown Plan establishes the Public Amenities Incentive Pool to provide an opportunity for the private sector to gain additional development potential while assisting the public to achieve its redevelopment goals for Downtown Clearwater.

Eligible Amenities
All property within the Downtown Plan boundaries will be eligible to use the Public Amenities Incentive Pool. Allocations from the Pool will be available to projects that provide one or more improvements and/or fees in-lieu of certain improvements that provide a direct benefit to Downtown revitalization. There shall be a correlation between the amount of the bonus and the incentive provided and the actual bonus amounts shall be set forth in the Community Development Code. The allocation of increased density or intensity through the Pool shall be at the discretion of the City as determined through the Community Development Code site plan review process. The types of amenities eligible for density/intensity bonuses may include, but are not limited to:

- Residential uses in the Downtown Plan area;
- Ground floor retail in the Downtown Core Character District;
- Uses in particular locations and/or mixed use projects that further the Plan's major redevelopment goals and character district vision;
- Day care facility;
- Portion of project reserved for Affordable Housing;
- Significant Public Space on site;
- Public Art on site;
- Preservation of a historic building to the Secretary of Interior's Standards;
- Construction of public parking on site;
- Cultural or Performing Arts Facility on site;
- Contributions to Master Streetscape and Wayfinding Plan;
- Contributions to Coachman Park or Station Square Master Plan;
- Contributions to Pinellas Trail or connector trails;
- Contributions to public parking facility; or
- As determined by the City Commission.

Amount of Development Potential in Pool
The amount of floor area and dwelling units available in the Pool is created by the difference between the development potential allowed by the sum total of the potential prescribed by the 1995 Clearwater Downtown Redevelopment Plan, Downtown Clearwater Periphery Plan Update, and the underlying land use categories of areas not governed by one of these Plans as compared to the development potential permitted in this Plan. The methodology used to determine the amount of the Pool is contained in the Appendix 7. The amount of density/intensity available in the Pool is as follows:

- 2,326 dwelling units and
- 2,119,667 square feet of floor area for non-residential uses.

In the event that either the total number of dwelling units or non-residential square feet available in the Pool is substantially or completely allocated, the City shall determine whether or not to allow a conversion of all or part of the remaining potential between dwelling units and non-residential floor area. In its sole discretion, the City shall establish the conversion methodology.

When all of the development potential in the Pool has been allocated, the Pool will cease to exist. Upon the Pool's termination, the only tool to increase density and intensity that will remain available is the use of Transfer of Development Rights.

If the Pool is completely allocated during the valid term of this Plan, the City may elect to study alternatives to replenish the Pool. The alternatives studied may include, but are not limited to, a reduction in all or parts of this Downtown Plan area to create development potential or an evaluation of available facility capacity which would facilitate increased development potential in all or parts of the Downtown Plan area. It is recognized that replenishing the Incentives Pool may require the review of the Pinellas Planning Council and the Board of County Commissioners in their capacity as the Countywide Planning Authority.

Pool Allocation Process

The allocation of additional density/intensity shall be made in conjunction with a site plan application reviewed by the Community Development Board (CDB) through a process defined in the Community Development Code. The CDB will be responsible for ensuring that all projects utilizing the Pool meet the goals, objectives and policies of the Plan and is in keeping with the vision established for the character district in which the project is located. The CDB may consider granting an increase in the maximum building height specified in a character district if the developer of a site plan application provides a major public amenity as defined in the Community Development Code, and the increase in height does not exceed 20% of the maximum permitted height or a minimum of ten feet. Development potential obtained through the Pool shall not be transferred to any other site under any circumstance.

DOWNTOWN STRATEGIES

Strategy 1: Prepare a study evaluating effective incentives to encourage residential and commercial uses Downtown.

Strategy 2: Prepare a zoning study to evaluate the appropriate zoning district boundaries for the following areas:

- Areas with inconsistent zoning and land use plan designation.
- East Gateway District-evaluate expansion of the Commercial district in certain locations along Gulf to Bay Boulevard to facilitate consolidated redevelopment sites.
- Evaluate Downtown (zoning) and Central Business District (land use) (D/CDB) area along both sides of Cleveland Street from Missouri Avenue to the existing eastern border at (approximately) Fredrica Avenue. The purpose of the evaluation is to determine whether D/CBD is appropriate at that location or if the more appropriate zoning is Commercial District and varied residential districts.

Strategy 3: Amend the Community Development Code, Downtown District, to allow certain uses to be minimum standard development to streamline the development review process; amend the Downtown District to be consistent with this Plan.

Strategy 4: Amend the Community Development Code to establish the Public Amenities Incentives Pool.

Strategy 5: Amend the Community Development Code regarding Transfer of Development Rights to be consistent with this Plan, including removal of the 20 percent limit transferred to a receiving site for property located within the Central Business District Future Land Use category.

Strategy 6: Evaluate the potential and owner interest for a National Register or local historic district in these areas: Cleveland Street from Myrtle to Osceola Avenues; Old Bay character district; and Grove Street in the Town Lake Residential Character District. The study shall be based on the National Register of Historic Places standards and shall be conducted by a firm or individuals qualified in historic preservation, architectural history, architecture, or other qualified field.

Strategy 7: Evaluate the implementation of incentives for preservation of historic resources, i.e., local ad valorem tax abatement pursuant to Florida Statutes, historic Building Code, etc.

Strategy 8: Enhance existing or develop new programs to educate residents and business owners on the importance of building and property maintenance.

Strategy 9: Increase the funds available for the façade grant program. Develop funding priorities for Cleveland Street in the Downtown Core, Cleveland Street Northeast in Town Lake Residential and Gulf-to-Bay Boulevard in the East Gateway. Within each target area, funding priorities may emphasize the local critical issues.

Strategy 10: Review the existing transportation impact fee ordinance, open space and recreation impact fee ordinance, and payment in-lieu of providing parking ordinance to determine applicability in the expanded Downtown Plan area.

Strategy 11: Amend the Clearwater Comprehensive Plan to designate Downtown as an urban redevelopment area, as described in Florida Statutes. Once approved by the Department of Community Affairs (DCA), work through the Metropolitan Planning Organization (MPO) to designate all or portions of Downtown as a Transportation Concurrency Exception Area (TCEA).

Strategy 12: Prepare a traffic analysis to evaluate traffic operations and make intersection improvements subject to that evaluation, after the new bridge opens.

Strategy 13: Prepare a traffic analysis to evaluate the ability to designate all or parts of Downtown as a No-Fee Transportation Zone after the new bridge opens.

Strategy 14: Evaluate whether or not there are any active septic tanks within the Downtown. If active septic tanks exist, develop program to eliminate the tank and connect the property to City sewer system. The City shall prioritize the use of CDBG and any other available funds to accomplish eliminating the septic tanks.

Strategy 15: Identify needed improvements to the sidewalk system within Downtown and incorporate those improvements into the Capital Improvement Budget beginning in Fiscal Year 2004/2005.

Strategy 16: Continue to market redevelopment sites and develop targeted markets or sites within each character district to encourage their redevelopment.

Strategy 17: Evaluate and develop a flexible Building Code that addresses the special challenges of redeveloping/retrofitting old structures while maintaining the goals of health, safety and welfare.

Strategy 18: Evaluate implementation of the State legislation establishing a Nuisance Abatement Board to address serious and recurring Code violations and criminal activity.

Strategy 19: Continue to implement the Downtown-Gateway Strategic Action program and update on a yearly basis.

Strategy 20: Market the Downtown as a location for a movie theater and assist the developer, as needed, in the acquisition and assembly of land for either the theater and/or parking facilities, and/or development of parking facilities to support the use.

Downtown Core Character District Strategies

Strategy 21: Continue to implement the agreement with the Florida Department of Transportation (FDOT) to redesignate Alternate U.S. Highway 19 from Fort Harrison Avenue to Myrtle Avenue. The City shall also continue to implement the agreement with the FDOT to redesignate State Road 60 from the existing Cleveland Street to the Court/Chestnut Streets pair.

Strategy 22: Amend the Community Development Code to revise the payment in-lieu of parking provision. The amendment shall define the applicable geographic area, establish the fee amount by type of use, establish uses that shall not be eligible for the payment in-lieu of fee and establish the allowable uses of the collected fees.

Old Bay Character District Strategies

Strategy 23: Coordinate with the Salvation Army to ensure that the future redevelopment of the site is compatible with the surrounding areas and at an appropriate scale.

Town Lake Residential Character District Strategies

Strategy 24: Evaluate engineering alternatives to the stormwater system to effect the elimination of the existing stormwater pond located on the south side of Gould Street midway between Missouri and Madison Avenues.

East Gateway Character District Strategies

Strategy 25: Evaluate the ability to amortize problematic uses, develop and implement an amortization schedule within the legal framework.

Strategy 26: Evaluate the potential public/open space use of the triangular property bounded by Gulf to Bay Boulevard, Cleveland Street and Hillcrest Avenue. The site's prime location could serve as both a gateway for the East Gateway District and as a significant component of the Cleveland Street Streetscape Improvements. The City may consider vacation of Hillcrest Avenue to consolidate the site.

Strategy 27: Explore creative solutions to provide a playground to serve the area generally located south of Cleveland Street and southwest of Gulf to Bay Boulevard.

Strategy 28: Continue to assist the Clearwater Homeless Intervention Project (CHIP) in its mission to serve the homeless population in Downtown.

Strategy 29: Assist the business owners in creating a Merchants Association to work with the City on marketing and neighborhood employment issues which would improve communications between the City and business owners.

Strategy 30: Assist the residents of the East Gateway in creating a Neighborhood Association to serve as the neighborhood's voice, improve communications between the neighborhood and the City and help foster neighborhood-based solutions to local problems.

Strategy 31: Assist the residents of the East Gateway residential areas in the formation of one or more neighborhood crime watch associations.

Strategy 32: Provide a more visible community policing presence within the East Gateway neighborhood.

Strategy 33: Continue to support the Police Department's Hispanic Outreach Program and Apoyo Center. The Apoyo Center addresses many of the service needs of the neighborhood through partnering with other organizations and businesses. Programs of the Apoyo Center include interpretation services, recruitment of bilingual officers, a victim advocacy outreach program, a domestic violence program, crime prevention and drug and alcohol education.

Strategy 34: Continue to support the YWCA/City of Clearwater Hispanic Outreach Center and emphasize continuing and enhanced partnerships with social service agencies to assist East Gateway residents. Programs include childcare, diplomatic intervention, adult education, English classes, GED instruction, computer and job training and other related services as the need arises.

Strategy 35: Research implementing a low-interest loan program to assist businesses with a variety of activities including the acquisition of buildings and/or properties and the rehabilitation or new construction of new office or commercial space.

Strategy 36: Work with the Clearwater Regional Chamber of Commerce to target small business needs.

Strategy 37: Establish partnerships with local banks to facilitate conventional loans to businesses in the area.

Table 7
Summary of Public Strategies

#	Strategy	Lead Department	Timing
1a	Residential Incentives Study	Planning/ Economic Development	Within one year of Plan adoption
1b	Commercial Incentives Study	Economic Development	Within one year of Plan adoption
2	Zoning Study	Planning/ Economic Development	FY 04/05
3	Code Amendment on Minimum Standard Uses and Plan Consistency	Planning	Within one year of Plan adoption
4	Code Amendment on Public Amenities Incentives Pool	Planning	Within one year of Plan adoption
5	Code Amendment on TDRs	Planning	Within one year of Plan adoption
6	Evaluation of Historic District Potential	Planning	FY 03/04
7	Historic Preservation Incentives Study	Planning	FY 03/04
8	Educational Program for Owners	Neighborhood Services Division	Within one year of Plan Adoption
9	Façade Grant Program Expansion	Economic Development	FY 03/04
10	Impact Fee Ordinances & Payment In-Lieu of Providing Parking Review	Planning	FY 03/04
11	Designate Downtown as Urban Redevelopment Area	Planning	FY 03/04
12	Traffic Analysis on Intersection Improvements	Public Works/ Engineering	FY 03/04
13	Traffic Analysis on Concurrency Management Area	Public Works/ Engineering	FY 03/04
14	Septic Tank Study	Public Works/ Utilities	FY 03/04

Table 7, cont'd.
Summary of Public Strategies

15	Sidewalk Improvements Study	Public Works/ Engineering	FY 03/04 Study FY 04/05 Begin Incorporation into Capital Improvement Budget
16	Market Redevelopment Sites	Economic Development	Ongoing Strategy
17	Evaluate Flexible Building Code for Old Buildings	Development Services/ Planning/ Economic Development	FY 03/04
18	Evaluate Establishment of Nuisance Abatement Board	Development Services/ Police/Legal	FY 03/04
19	Downtown-Gateway Strategic Action Program	Economic Development	Ongoing Strategy
20	Movie Theater Marketing	Economic Development	Ongoing Strategy
21	Redesignation of Alternate U.S. Highway 19 (*Downtown Core)*	Public Works/ Engineering	By Mid-2004
22	Code Amendment on Payment in lieu of Parking (*Downtown Core)*	Planning	Within one year of Plan adoption
23	Coordinate with Salvation Army *(Old Bay)*	Planning/ Economic Development	Ongoing
24	Stormwater Pond Evaluation *(Town Lake Residential)*	Public Works/ Engineering	FY 03/04
25	Amortization of Problematic Uses Study *(East Gateway)*	Economic Development/ Legal	FY 03/04
26	Gateway/Public Use Site Study *(East Gateway)*	Economic Development/ Planning	FY 04/05
27	Playground Evaluation *(East Gateway)*	Parks	FY 03/04
28	Assist CHIP *(East Gateway)*	Economic Development	Ongoing Strategy
29	Merchants Association Creation *(East Gateway)*	Neighborhood Services/ Economic Development	Monitor and assist upon critical mass of business activity

Table 7, cont'd.
Summary of Public Strategies

30	Neighborhood Association Creation *(East Gateway)*	Neighborhood Services/ Economic Development	Within one year of Plan adoption
31	Neighborhood Crime Watch Association Creation *(East Gateway)*	Neighborhood Services/ Police	Within one year of Plan adoption
32	Continue Community Policing *(East Gateway)*	Police	Begin within six months of Plan adoption; Ongoing Strategy
33	Hispanic Outreach Program and Apoyo Center *(East Gateway)*	Police	Ongoing Strategy
34	YWCA/City of Clearwater Hispanic Outreach Center *(East Gateway)*	YWCA, Social Service Agencies	Ongoing Strategy
35	Loan Interest Loan Study *(East Gateway)*	Economic Development and Housing	FY 04/05
36	Small Business Partnership *(East Gateway)*	Economic Development and Housing	Ongoing Strategy
37	Local Bank Partnerships *(East Gateway)*	Economic Development and Housing	Ongoing Strategy

CAPITAL IMPROVEMENT PLAN (CIP)

To implement the Downtown Plan, the City is committed to investing in the Downtown. Below are a variety of significant Capital Improvement Projects, short- to long-term in nature, addressing streetscape, road improvements, public uses, utilities and parks (Map 12, page 157). The costs of projects identified range between $158 million to $162 million.

This Capital Improvement Plan was based on several assumptions: the cost for each capital project is based on the best estimate available during development of this plan; all costs are shown in 2003 dollars; project scope and funding sources may vary as determined during specific project budget and planning phase; Penny for Pinellas funding is assumed to be extended and will be based on the City's priorities as determined at time of extension. Revisions to the Downtown Capital Improvement Plan may be made by the City Commission during their annual budget process and all changes shall be reflected in the City's adopted Annual Operating and Capital Improvement Budget. All changes shall be consistent with the goals, objectives and policies of this Plan.

Table 8
Redevelopment Projects/CIP

Project Name	FY	Location	Existing/Potential Funding Source	Cost
Wayfinding Sign Package	2003/2004	S.R. 60 & Highland Avenue intersection directing traffic to Downtown; Court & Chestnut Streets at their intersections with Missouri, Myrtle, Osceola & Fort Harrison Avenues; Drew Street at its intersection with Missouri, Fort Harrison, Osceola & Myrtle Avenues	CDBG*, TIF**, General Fund	$750,000
Fort Harrison Avenue/Alternate U.S. Highway 19 Resurfacing	2003/2004	The entire length of Fort Harrison Avenue within Clearwater	FDOT***	$8.6M
Pump Station #16	2003/2004	South side of the west end of Pierce Street	Water and Sewer Bond	$698,500
Pump station #12	2003/2004	900 North Osceola Avenue (in front of Clearwater Bay Marina).	Water and Sewer Bond	$186,000

Table 8
Redevelopment Projects/CIP

Cleveland Street Streetscape	2004 - 2006	Between Osceola and Myrtle Avenues	Penny for Pinellas, TIF and Private	$3.7M
Intersection Improvements	2004/2005	Based on traffic study after bridge opens	Gas Tax and Transportation Impact Fees	$1M
Myrtle Avenue Reconstruction and Streetscape	2004/2005	Myrtle Avenue between North Fort Harrison Avenue & Lakeview Road (including stormwater outfall from Prospect Lake Park to Clearwater Harbor)	Stormwater Utility TIF	$12M $1M
Station Square Park Redevelopment	2005/2006	The north side of Cleveland Street between East & Garden Avenues	Private and TIF	$1M
Clearwater Beach Connector Spur (Pinellas Trail)	2004/2005	Turner Street to Oak Avenue to beach (2,000 feet within Downtown)	Pinellas County, Penny for Pinellas, CMAQ****	$1.2M (includes entire project)
Gulf to Bay Boulevard and Highland Avenue Gateway Intersection Improvement	2004 - 2006	Gulf to Bay Boulevard & Highland Avenue Intersection	FDOT (for paving only), TIF and CDBG, Penny for Pinellas	$1.5M
Fort Harrison Avenue Streetscape	2004 - 2006	Nicholson Street to Court/Chestnut Streets	Private, Pinellas County, Grants and TIF	$4.7M
Glen Oaks Park Stormwater Retention Facility	2004/2005	Immediately south of the Downtown area at the intersection of Court Street & Betty Lane	Stormwater Utility, SWFWMD	$4.3M
Memorial Causeway Bridge Landscaping	2004 - 2006	Chestnut Street to the east end of the Memorial Causeway Bridge	FDOT, Grant and Special Development Fund	$500,000
Cleveland Street and Gulf to Bay Boulevard Repaving	2005	Between Fredrica & Highland Avenues	FDOT	$870,000

Table 8, cont'd
Redevelopment Projects/CIP

Cleveland Street & Memorial Causeway Repaving	2005	Between Island Way & Fort Harrison Avenue	FDOT	$960,000
Main Fire Station	2005/2006	Originally planned to rebuild on existing site. Currently reviewing available property on the S. Fort Harrison Avenue corridor between Court Street & Lakeview Road	Penny for Pinellas	$4.6M
Osceola Avenue Parking Garage (app. 375 - 500 spaces)*****	2005 - 2007	East side of North Osceola Avenue between Drew & Cleveland Streets	Parking fund, Private, TIF and Bonds	$5.5 – 7.5M
Redevelopment Garage (app. 375 – 500 spaces) *****	2005 – 2010	To be determined based on location of major entertainment and/or restaurant/retail uses	Parking fund, Private, TIF and Bonds	$5.5 – 7.5M
Reuse of Existing Main Fire Station	2006/2007	Current site of Downtown Main Fire Station	Penny for Pinellas, TIF and Grant	TBD
Coachman Park Redevelopment ($7.5M) and 450 space Garage ($7M)	2005 - 2008	Coachman Park – expanded to include the existing park site and the area on the south side of Cleveland Street	Park portion: General Fund, Private, Penny for Pinellas and TIF Garage portion: Private, Parking System and TIF	$14.5M
Downtown Marina	2006/2007	Coachman Park on the north and south sides of the bridge	Revenue Bond, Private and TIF	$5M
Pinellas Trail and East Avenue widening	2006/2007	East Avenue between Drew Street & Druid Road	Grants and Penny for Pinellas	$3M
New City Hall and associated parking	2006/2007	Vacant site to the south of the MSB along Pierce Street between South Myrtle & East Avenues	Sale revenue from existing site and Bonds	$13.5M
Osceola Avenue Streetscape	2005 - 2010	Osceola between Drew & Court	Private, Pinellas County and TIF	$3M

Cleveland Street and Gulf to Bay Boulevard Streetscape	2007 – 2015	Between Highland & Myrtle Avenues	TIF, Private and CDBG	$8.6M
Commercial Streets “A” and “B”	2010+	Per Master Streetscape Plan	TIF, Bond, Private and Penny for Pinellas	$5M
Court/Chestnut Beach Corridors Streetscape	2010+	Per Master Streetscape Plan (from bridge to SR 60 & Highland Avenue intersection	TIF, Private Bond and Penny for Pinellas	$5M
Beach to Bluff Guideway	2010+	Along the Memorial Bridge between the Downtown and the Marina area of the Beach	Federal Grant, Private, FDOT, Federal Transit Authority	$40M
New PSTA Multi-modal transportation center	2010+	Existing PSTA Site at the SW corner of Pierce Street and Garden Avenue	PSTA, Penny for Pinellas, Pinellas County, Parking Fund, TIF	$3M, City Share

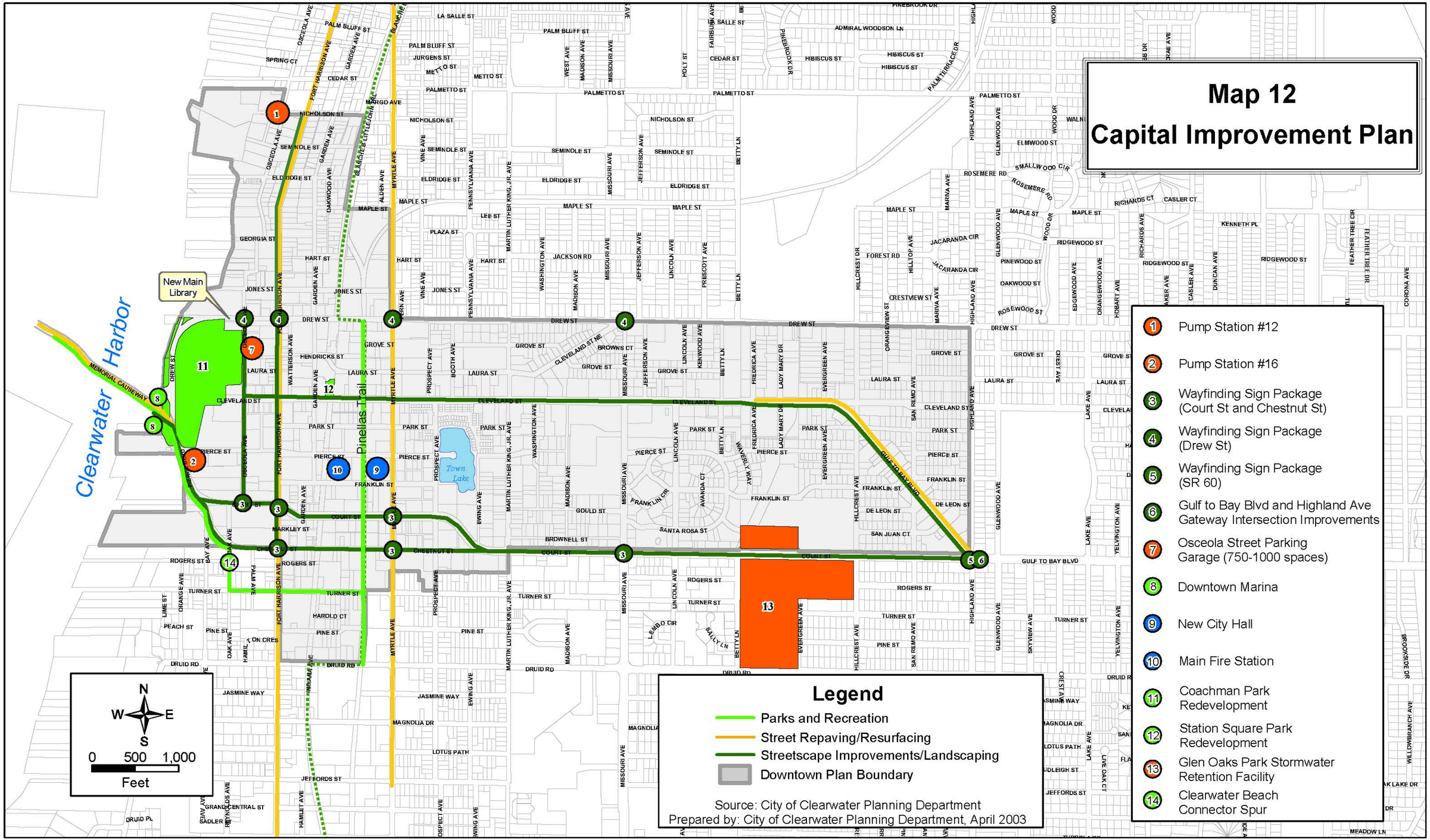
* Community Development Block Grant;
** Tax Increment Financing;
*** Florida Department of Transportation;
****Congestion Mitigation and Air Quality Improvement.
***** The specific size of the two garages will be determined at the time of project planning based on redevelopment activity and intensities; the sizes of the two garages may vary from the sizes stated to accommodate the parking demand up to a maximum of $15 million combined cost for the two garages.

Table 9
Redevelopment Projects/CIP Arranged by Type of Project

Project Name	FY	Cost
Street Repaving/Resurfacing ***(total $24.43 M)***		
Fort Harrison Avenue/Alt. U.S. Highway 19 Resurfacing *(FDOT)* *	2003/2004	$8.6M
Myrtle Avenue Reconstruction * and Streetscape	2005	$13M
Cleveland Street and Gulf to Bay Boulevard Repaving *(FDOT)* *	2005	$870,000
Cleveland Street & Memorial Causeway Repaving *(FDOT)* *	2005	$960,000
Intersection Improvements*	2004/2005	$1M
Utilities and Infrastructure ***(total $16.184M – $20.184 M)***		
Osceola Avenue Parking Garage (375 - 500 spaces)	2005 - 2007	$5.5 – $7.5M
Redevelopment Garage (375 – 500 spaces)	2005 – 2010	$5.5 - $7.5M
Pump Station #16*	2003/2004	$698,500
Pump Station #12*	2003/2004	$186,000
Glen Oaks Park Stormwater Retention Facility*	2004/2005	$4.3M
Streetscape Improvements/Landscaping ***(total $32.75 M **)***		
Wayfinding Sign Package	2003/2004	$750,000
Gulf to Bay Boulevard and Highland Avenue Gateway Intersection Improvement	2004 - 2006	$1.5M
Fort Harrison Avenue Streetscape	2004 - 2006	$3.7M
Memorial Causeway Bridge Landscaping	2004 - 2006	$500,000
Cleveland Street Streetscape *Funding available upon approval of revised Penny for Pinellas list during FY 03/04 Budget approval process*	2004 - 2006	$3.7M
Osceola Avenue Streetscape	2005 - 2010	$3M
Cleveland Street and Gulf to Bay Boulevard Streetscape	2007 – 2015	$8.6M
Commercial Streets "A" and "B"*	2010+	$5**
Court/Chestnut Streets Beach Corridors Streetscape*	2010+	$5**
Parks and Recreation Facilities ***(total $24.7 M)***		
Clearwater Beach Connector Spur (Pinellas Trail)*	2004/2005	$1.2M (includes entire project)
Coachman Park Redevelopment ($7.5M) and 450 space Garage ($7M)	2005 -2008	$14.5M
Downtown Marina	2006/2007	$5M
Station Square Park Redevelopment	2005/2006	$1M
Pinellas Trail and East Avenue widening	2006/2007	$3M
Public Uses ***(total $61.1 M**)***		
New City Hall and Associated Parking	2006/2007	$13.5M
Main Fire Station*	2005/2006	$4.6M
Reuse of Existing Main Fire Station	2006/2007	TBD**
Beach to Bluff Guideway	2010+	$40M
New PSTA Multi-modal transportation center	2010+	$3M

* *Funding approved in adopted CIP or awarded grant*

** *Total does not include those projects the costs of which are to be determined at a future date*


Map 12
Capital Improvement Plan
Pump Station #12
Pump Station #16
Wayfinding Sign Package (Court St and Chestnut St)
Wayfinding Sign Package (Drew St)
Wayfinding Sign Package (SR 60)
Gulf to Bay Blvd and Highland Ave Gateway Intersection Improvements
Osceola Street Parking Garage (750-1000 spaces)
Downtown Marina
New City Hall
Main Fire Station
Coachman Park Redevelopment
Station Square Park Redevelopment
Glen Oaks Park Stormwater Retention Facility
Clearwater Beach Connector Spur
Legend
Parks and Recreation
Street Repaving/Resurfacing
Streetscape Improvements/Landscaping
Downtown Plan Boundary
Source: City of Clearwater Planning Department
Prepared by: City of Clearwater Planning Department, April 2003
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Clearwater Harbor
Pinellas Trail
Town Lake
MEMORIAL CAUSEWAY
GULF TO BAY BLVD
FORT HARRISON AVE
MYRTLE AVE
DREW ST
NICHOLSON ST
MAPLE ST
HART ST
JONES ST
GROVE ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
CHESTNUT ST
ROGERS ST
TURNER ST
PINE ST
DRUID RD
JASMINE WAY
MAGNOLIA DR
LOTUS PATH
JEFFORDS ST
PALMETTO ST
SEMINOLE ST
ELDRIDGE ST
JACKSON RD
BROWNELL ST
SANTA ROSA ST
DE LEON ST
SAN JUAN CT
ROSEMERE RD
PINEWOOD ST
OAKWOOD ST
ROSEWOOD ST
RIDGEWOOD ST
CRESTVIEW ST
JACARANDA CIR
ELMWOOD ST
SMALLWOOD CIR
RICHARDS CT
CASLER CT
KENNETH PL
FEATHER TREE CIR
CORONA AVE
MEADOW LN
WILLOWBRANCH AVE
BROOKSIDE DR
LAKE AVE
YELVINGTON AVE
GLENWOOD AVE
HIGHLAND AVE
SKYVIEW AVE
SAN REMO AVE
EVERGREEN AVE
HILLCREST AVE
BETTY LN
FREDRICA AVE
LADY MARY DR
PINEBROOK DR
ADMIRAL WOODSON LN
HIBISCUS ST
PALM TERRACE DR
PALM BLUFF ST
LA SALLE ST
CEDAR ST
SPRING CT
OSCEOLA AVE
GARDEN AVE
ALDEN AVE
VINE AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
WASHINGTON AVE
MADISON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
KENWOOD AVE
PROSPECT AVE
BOOTH AVE
EWING AVE
GOULD ST
FRANKLIN CIR
AVANDA CT
WAVERLY WAY
LEMBO CIR
SALLY LN
HAROLD CT
HENDRICKS ST
WATTERSON AVE
MARKLEY ST
ROSEMERE RD
MARIVA AVE
HILLTOP AVE
FOREST RD
HILLCREST DR
ORANGEVIEW ST
EDGEWOOD AVE
ORANGEWOOD AVE
HOBART AVE
CASLER AVE
DUNCAN AVE
LIME ST
ORANGE AVE
PEACH ST
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PALM AVE
INDIANA AVE
HAMLET AVE
GRANDVIEW AVE
CENTRAL ST
SADLER
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Capital Project Descriptions

Wayfinding Sign Package:
In anticipation of the 2004 opening of the Memorial Causeway Bridge, the City is pursuing the preparation of construction drawings and specifications for the Wayfinding Signage component of the overall Downtown streetscape package. It is anticipated that these new directional and informational signs would be in place by February 2004.

Fort Harrison Avenue/Alt. U.S. Highway 19 Resurfacing:
A FDOT resurfacing project is currently underway on Fort Harrison Avenue from Drew Street south to the City of Largo and will be completed by late 2003. This will be followed by a FDOT Fort Harrison Avenue resurfacing project from Drew Street north to the City of Dunedin to be completed by mid-2004. At that time, the northern phase of the Fort Harrison Avenue resurfacing project and the Myrtle Avenue project will have been completed and the State Road 595 (Alternate U.S. Highway 19) designation will be reassigned from Fort Harrison Avenue to Missouri Avenue, Court Street and Myrtle Avenue. Concurrently, the western terminus of the S.R. 590 designation on Drew Street will move from Fort Harrison Avenue east to Myrtle Avenue.

Intersection Improvements:
Various improvements to Downtown intersections, primarily signal timing modifications and/or turn lanes are proposed. The location of the actual intersections will be determined following a traffic analyses to be conducted subsequent to the opening of the new Memorial Causeway Bridge and transference of the State Road 595 (Alternate U.S. Highway 19) designation from Fort Harrison Avenue to Missouri Avenue, Court Street and Myrtle Avenue.

Pump Station #16:
The City will replace and relocate the sanitary pump station currently located on the Bluff behind City Hall. The City is currently evaluating the final location of the pump, which will most likely be on the south side of the west end of Pierce Street. The project is scheduled to go to construction in August 2003 and be completed in August 2004.

Pump Station #12:
The City will replace and relocate the sanitary pump station currently located at 900 North Osceola Avenue (on the east side of Clearwater Bay Marina). The City is currently finalizing the new location in coordination with Clearwater Bay Marina development (under review). Construction estimated to take place in late 2003 to be completed four months later.

Cleveland Street Streetscape:
As the primary "Main Street" within our Downtown, the City intends to implement the construction of the Downtown streetscape for Cleveland Street from Myrtle to Osceola Avenues as soon as possible. To that end, the City will be initiating the preparation of construction drawings, specifications, and the partial construction of this segment in 2004 - 2006.

Myrtle Avenue Reconstruction:
The City is finalizing plans to reconstruct and resurface Myrtle Avenue throughout the Downtown area. Construction is scheduled to be complete in mid-2004 at which time the State Road 595 (Alternate U.S. Highway 19) designation will be reassigned from Fort Harrison Avenue to Missouri Avenue, Court Street and Myrtle Avenue. In addition, the western terminus of the S.R. 590 designation on Drew Street will move from Fort Harrison Avenue east to Myrtle Avenue.

Station Square Park Redevelopment:
As part of the Cleveland Street streetscape and wayfinding signage improvements, it is the intention of the City to encourage the redevelopment of this important Downtown urban space. It may be possible to initiate this project concurrent with the proposed redevelopment of the Station Square parking lot as part of a significant, mixed land use project.

Clearwater Beach Connector Spur (Pinellas Trail):
The Clearwater Beach Connector Spur will provide a multi-use trail facility connecting Clearwater Beach, Downtown and the Pinellas Trail. Approximately 2,000 feet of the Connector Spur is located within the Downtown area between the intersection of Turner Street and East Avenue (part of the proposed Pinellas Trail and East Avenue Widening project) and the new Memorial Causeway Bridge (presently under construction).

Gulf to Bay Boulevard and Highland Avenue Gateway Intersection Improvement:
Once the Memorial Causeway Bridge is open in 2004, a substantial portion of existing traffic utilizing Cleveland Street will move onto Court Street resulting in a significant reduction in traffic Downtown. This reduction may result in certain negative impacts on Downtown businesses. In addition, future traffic might mistakenly utilize Cleveland Street, which will terminate at Osceola Avenue, as a route to the beach.

Therefore, the City, acknowledging the level of importance of this “Gateway” intersection, will implement this portion of the Downtown streetscape indicating the correct routes to either the Downtown or Beach to motorists.

Fort Harrison Avenue Streetscape:
As a major “Gateway” thoroughfare within the Downtown, the City intends to implement this portion of the Downtown streetscape as soon as possible. To that end, the City will initiate the preparation of construction drawings, specifications, and partial construction of this segment in 2004 - 2006.

Glen Oaks Park Stormwater Detention Facility:
Located immediately south of the Downtown area at the intersection of Court Street and Betty Lane, the Glen Oaks Park Stormwater Detention Facility is a 20-acre flood control and water quality project, which will remove 78 residences from the 100-year floodplain. Approximately one-half of these residences are located within the Downtown area. In addition, 100-year flood levels will be reduced on streets within this area. The project will also include amenities including two multi-purpose ball fields, restrooms, playground, walking trails and associated parking.

Memorial Causeway Bridge (landscaping):
In early 2004, when construction is complete on the new Memorial Causeway Bridge, the S.R. 60 designation will be reassigned from Cleveland Street to Court and Chestnut Streets. Extensive landscaping will be located along Court Street up to the waterfront and will continue on the west end of the bridge along the causeway to the beach. The landscaping will be coordinated with existing landscaping along the sides of and within islands on Court Street and the beach roundabout.

Cleveland Street and Gulf to Bay Boulevard Repaving:
FDOT is currently preparing plans to resurface Cleveland Street between Frederica Avenue and Highland Avenue. The construction date is in Fiscal Year (FY) 2005.

Cleveland Street and Memorial Causeway Repaving:
FDOT is currently preparing plans to resurface Cleveland Street between Fort Harrison Avenue and its western terminus.

Main Fire Station:
Funded by Penny for Pinellas, this project encompasses the renovation and modernization of the main fire station located Downtown. The improved and expanded facility will meet current standards and better provide for the needs of a diverse population. In addition, a review of possible alternate locations farther to the south is being considered in order to provide a consistent standard of coverage for the entire Clearwater community. Funding for the project will be partially reimbursed by Pinellas County since these resources will also serve the unincorporated areas of the Clearwater Fire District.

Osceola Avenue Parking Garage (375 - 500 spaces):
Due to the strategic location of this prime redevelopment site "Superblock", a public/private partnership may enable the construction of a major Downtown parking garage to service the block's redevelopment potential, and the redevelopment activities which might occur on the parcels lying west of Osceola Avenue. This parking garage will also provide additional parking for the new Main Library, currently under construction.

Redevelopment Garage (375 – 500 spaces):
As major redevelopment occurs, it is anticipated that one or more major entertainment and restaurant mixed use project(s) will be developed Downtown. Due to the high parking demand of these types of uses, this garage would be sited and constructed to support the entertainment activity. The specific location of the garage will be determined based on the location of the entertainment project(s) and will provide parking for it and other planned/approved downtown redevelopment projects.

Reuse of Existing Main Fire Station:
Should the existing Fire Station facility be relocated to an alternative site, the existing Fire Station may be reused to store a variety of Police Department or Parks and Recreation Department equipment and vehicles.

Coachman Park Redevelopment and Garage:
As part of the future redevelopment of the prime Downtown parcels lying adjacent to Osceola Avenue, the City is planning to construct a park which will act as a significant Downtown waterfront destination. The Coachman Park Amphitheater will be enlarged and relocated on site and Drew Street will terminate at the water providing for a pedestrian promenade along the waters edge and waterfront restaurant which could be leased to a private operator. A unique interactive fountain would be built as a major focal point. Cleveland Street, west of Osceola Avenue, would be closed and converted into a meandering pedestrian pathway between Downtown and the water. As part of this project, the City may construct or enter into a public-private partnership to construct a garage in the less appealing southern portion of this 18-acre site near the start of the new bridge. In addition, the current surface parking would be removed in favor of a large "great lawn."

Downtown Marina:
The City has awarded a consulting contract for the purpose of analyzing the regulatory process for permitting the future construction of a 150 - 200 slip waterfront marina. The marina would be publicly-owned and operated accommodating both power and sail crafts with a mix of permanent and transient slips. A limited number of tourist related ferries and pleasure crafts would be allowed, however, commercial fishing operations would be prohibited.

Pinellas Trail and East Avenue Widening:
The portion of the Fred E. Marquis Pinellas Trail along East Avenue constitutes the last remaining unimproved segment of the trail. The project provides for the addition of a

multi-use trail facility and roadway improvements for approximately 0.7 miles within the East Avenue right-of-way between Drew Street and Druid Road. This includes the replacement of the southbound lane of East Avenue and the sidewalk on the west side of East Avenue with a landscaped, asphalt surface consistent with the Pinellas Trail standards in 2006/2007. Between Turner and Drew Streets the southbound traffic lane of East Avenue and the sidewalk on the west side of East Avenue will be removed. The Pinellas Trail will be reconstructed in the center of this area with landscaping on either side.

New City Hall and associated parking:
Recently the City Commission has made the decision to make available the City Hall site for redevelopment if it is made part of a larger site in concert with the two adjoining properties owned by the Calvary Baptist Church. Making the City Hall site available for private development would require a referendum. At this time, it is anticipated that a new City Hall would be largely funded from the proceeds of a future sale.

Osceola Avenue Streetscape:
Due to the array of prime redevelopment parcels along Osceola Avenue (Calvary Baptist Church, City Hall, Harborview, and the Superblock), it is expected that this streetscape segment would be implemented as projects come on line.

Cleveland Street and Gulf to Bay Boulevard Streetscape:
This segment of Cleveland Street from Myrtle Avenue east to Gulf to Bay Boulevard will be improved in future years as new developments are implemented.

Commercial Streets "A" and "B":
These constitute secondary local streets, which will be improved subsequent to new infill redevelopment projects built adjacent to them.

Court/Chestnut Streets Beach Corridors Streetscape:
With the opening of the Memorial Causeway Bridge, these east-west major arterials will become the primary route to and from the beaches. It is anticipated that, as new infill projects are developed on the parcels adjacent to these streets, the City and potential developers of these properties would participate in the implementation of a new streetscape.

Beach to Bluff Guideway:
An elevated, light rail system is proposed to run along the Memorial Bridge (currently under construction and scheduled for completion in mid-2003) and Causeway between the Bluff on the western edge of Downtown and the Marina area on the Beach.

New PSTA Multi-modal transportation center:
The redevelopment of the existing PSTA site may include a new PSTA transfer station, public parking for the Downtown and a possible light rail station.

REDEVELOPMENT INCENTIVES

The City of Clearwater and Community Redevelopment Agency offer numerous incentives to businesses located, or interested in locating, in the Downtown. Much of the area contained in the overall boundaries of the Downtown is part of several programs including the City's Brownfields Area, Enterprise Zone and Clearwater Main Street. These programs provide qualified business and property owners located within the specified boundaries with numerous financial incentives that make doing business in Clearwater prosperous for the community as a whole. Additionally, the City offers incentives that are applicable to certain impact fees, allows the use of transfer of development rights and designates Downtown as a Regional Activity Center.

The following is a list of the significant incentive programs that are available to qualified property owners, businesses and developers within the Community Redevelopment Area (CRA) and Downtown. For more information on a specific incentive, please contact the City department indicated.

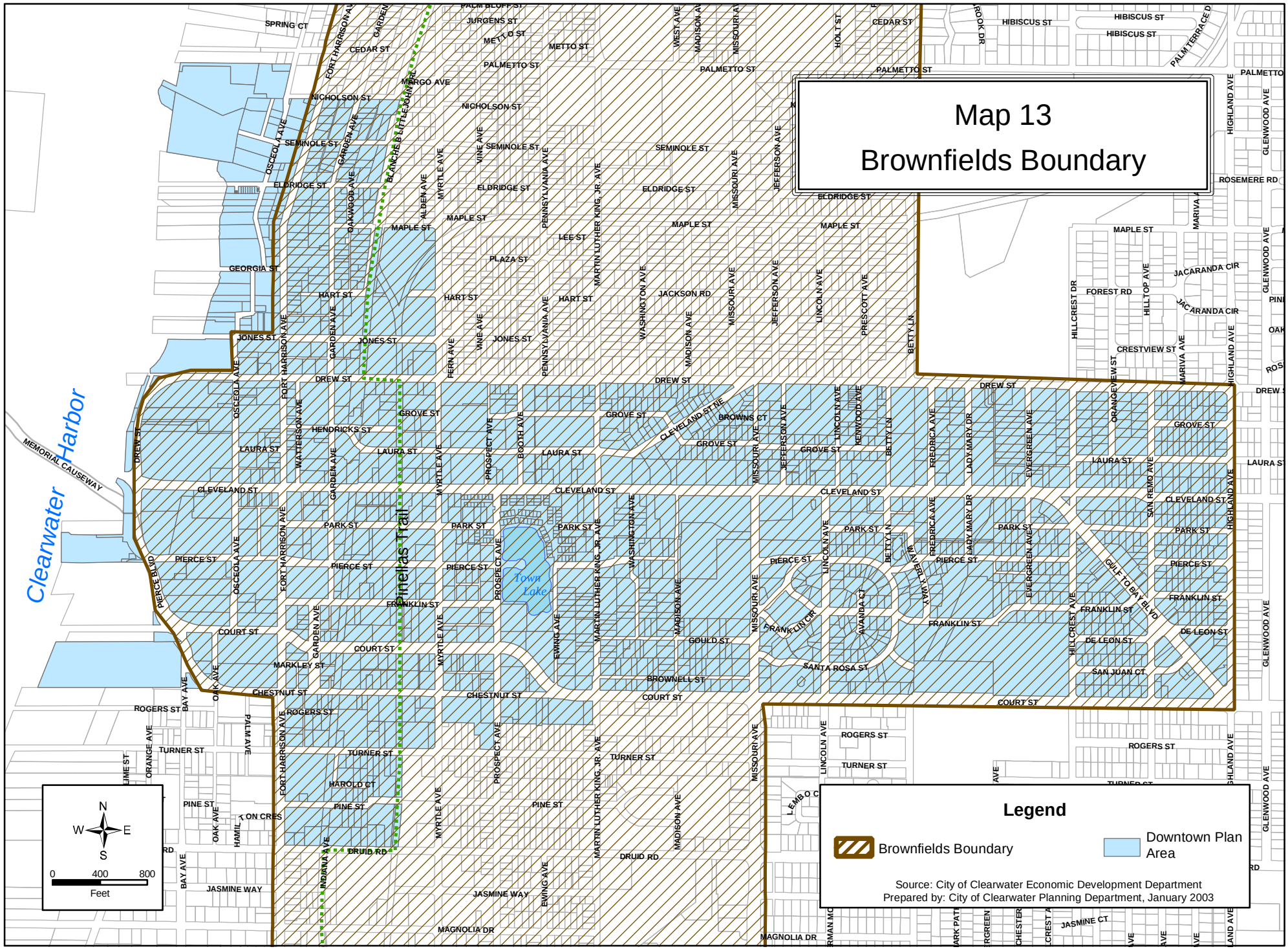
Incentive: Brownfields Program

Program Goal/Brief Description: To assist businesses and development projects in assessing and safely cleaning a tract of land that may have the presence or potential presence of an environmentally unsafe substance remaining from a previous use. The primary grant program offered by the City is a Phase I assessment grant for a non-intrusive evaluation of a particular property, and associated regulatory records to determine the existence of potential environmental impacts and liabilities. If the environmental assessment identifies potential problematic conditions, a 50/50 grant match can be awarded to assist in the actual "testing" of a particular property and to determine the proper mitigation strategy and the associated costs involved in future abatement and remediation. Other incentives that may be available for properties located within the Brownfields area are: the Brownfields Redevelopment Bonus Refund; the Brownfields Property Ownership Clearance Assistance Trust Fund; a Property Clearance Loan; the Brownfields Area Loan Guarantee Program; Brownfields Revolving Loan; Brownfields Site Rehabilitation Agreement; and Voluntary Cleanup Tax Credit.

Eligibility: Projects located within the Downtown Plan area, between Missouri Avenue and Fort Harrison Avenue (See Map 13, page 165).

Funding Source: U.S. Environmental Protection Agency, Florida Department of Environmental Protection and Florida Office of Tourism, Trade and Economic Development, City of Clearwater and Pinellas County Economic Development.

Award Ranges: Grants range from up to $5,000 for a Phase I assessment and match up to $10,000 for Phase II assessment.


Map 13
Brownfields Boundary
Legend
Brownfields Boundary
Downtown Plan Area
Source: City of Clearwater Economic Development Department
Prepared by: City of Clearwater Planning Department, January 2003
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Clearwater Harbor
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Town Lake
MEMORIAL CAUSEWAY
PIERCE BLVD
GULF TO BAY BLVD
CLEVELAND ST NE
FRANKLIN CIR
WAY BETTY WAY
SPRING CT
CEDAR ST
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PALMETTO ST
MARGO AVE
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SEMINOLE ST
ELDRIDGE ST
MAPLE ST
LEE ST
PLAZA ST
GEORGIA ST
HART ST
JACKSON RD
JONES ST
DREW ST
GROVE ST
BROWNS CT
HENDRICKS ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
MARKLEY ST
GOULD ST
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SANTA ROSA ST
SAN JUAN CT
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ROGERS ST
TURNER ST
HAROLD CT
PINE ST
DRUID RD
JASMINE WAY
MAGNOLIA DR
JASMINE CT
ROSEMERE RD
JACARANDA CIR
FOREST RD
CRESTVIEW ST
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PALM TERRACE D
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OSCEOLA AVE
GARDEN AVE
FORT HARRISON AVE
BLANCHE BLUE LITTLE JOHN TRL
ALDEN AVE
MYRTLE AVE
VINE AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
WASHINGTON AVE
MADISON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
BETTY LN
HILLCREST DR
HILLTOP AVE
MARIVA AVE
HIGHLAND AVE
GLENWOOD AVE
ORANGEVIEW ST
SAN REMO AVE
EVERGREEN AVE
LADY MARY DR
FREDRICA AVE
KENWOOD AVE
BOOTH AVE
PROSPECT AVE
EWING AVE
PERN AVE
WATTERSON AVE
HOLT ST
ROOK DR
WEST AVE
OAK AVE
BAY AVE
PALM AVE
ORANGE AVE
HAMILTON CRES
INDIANA AVE
LIME ST

Sample Projects: EEI ModTech; Harbor Oaks, LLC; Jiffy Reprographics; Mediterranean Village; Prospect Lake Park; Postcardmania.

Contact: Economic Development & Housing Department - (727) 562-4054.

Incentive: Clearwater Downtown Stormwater Service District (Prospect Lake Park Regional Stormwater District)

Program Goal/Brief Description: The program allows projects within the specified district to pay into a general fund in place of providing the required stormwater treatment controls. Projects that occur within the service district are able to use the Town Pond for stormwater treatment instead of on-site controls. Projects that utilize this development incentive will be required to pay a one-time fee to the City that will be used for water quality treatment purposes.

Eligibility: All potential projects located within the Stormwater Service District boundaries (See Map 14, page 169).

Funding Source: Not Applicable.

Award Ranges: For projects smaller than 1.5 acres, the fee is $18,595.00 per acre of project land; and for projects larger than 1.5 acres, the fee is $75,000 + $25,000 per acre of project land.

Sample Project: Mediterranean Village.

Contact: Public Works Administration, Environmental and Stormwater Management - (727) 562-4742.

Incentive: Community Development Block Grants (CDBG)

Program Goal/Brief Description: CDBG funds are provided to the City by the federal government to help revitalize neighborhoods, expand affordable housing and economic opportunities and improve community facilities and services, primarily for the benefit of low- and moderate-income persons. Activities that can benefit from this type of funding include:

- Acquiring land for public purposes;
- Reconstructing/rehabilitating housing and other property;
- Building public facilities and improvements such as streets, sidewalks, sewers, water systems, community and senior citizen centers and recreational facilities;
- Assisting people in preparing for and obtaining employment through education and job training, welfare-to-work activities, and other services;
- Providing public services for youths, seniors, and/or the disabled; and

- Assisting low-income homebuyers directly through, for example, down payment assistance, subsidizing interest rates or helping with closing costs for first-time buyers.

Eligibility: Eligible residents must be in the low- to moderate-income category (generally defined as members of a family earning no more than 80 percent of the area median income) and projects must be located within a low to moderate-income census tract as defined by HUD.

Funding Source: U.S. Department of Housing and Urban Development.

Award Ranges: Dependent on project size and type.

Sample Project: Greenwood Apartments.

Contact: Economic Development & Housing Department - (727) 562-4031.

Incentive: Community Redevelopment Agency (CRA) Incentives

Program Goal/Brief Description: The CRA is a tax increment financed district. The agency works closely with developers and coordinates projects that impact the Downtown. It also combines efforts and resources with the Brownfields and Enterprise Zone projects in order to spur catalytic development with the CRA district. The CRA can offer a variety of incentives depending on the project size and type. The CRA can participate in land acquisition, the payment of impact/permit fees, façade improvement grants, and other public infrastructure projects such as streetscape improvements and parking garages.

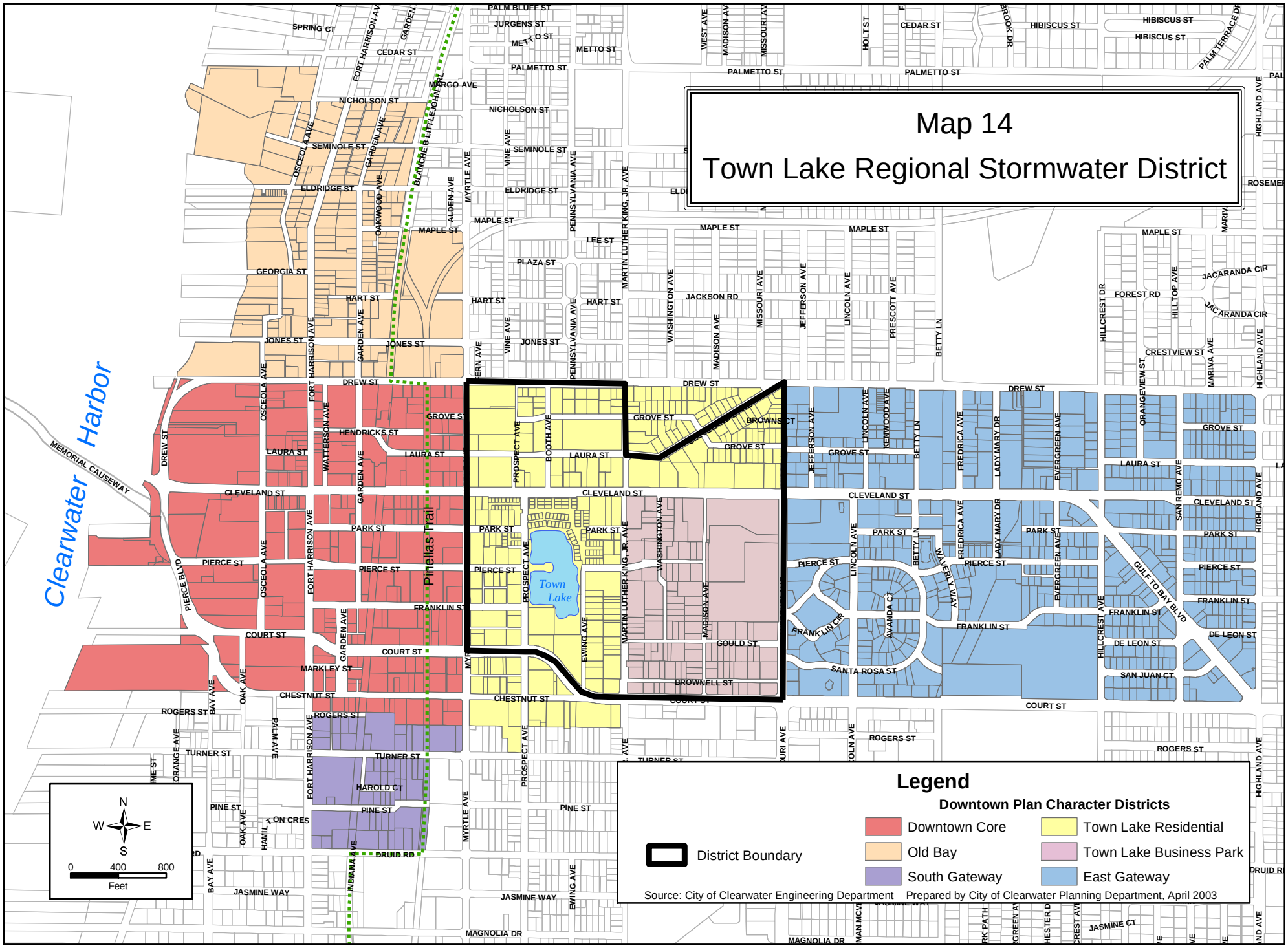
Eligibility: Projects and businesses within the CRA district.

Funding Source: Tax Increment Financing.

Award Ranges: Dependent on project size and type.

Sample Projects: IMR/CGI; Mediterranean Village; Cleveland Street Streetscape.

Contact: Economic Development & Housing Department - (727) 562-4220.


Map 14
Town Lake Regional Stormwater District
Clearwater Harbor
Town Lake
Pinellas Trail
Legend
Downtown Plan Character Districts
Downtown Core
Town Lake Residential
Old Bay
Town Lake Business Park
South Gateway
East Gateway
District Boundary
Source: City of Clearwater Engineering Department
Prepared by City of Clearwater Planning Department, April 2003
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Incentive: Enterprise Zone (EZ)

Program Goal/Brief Description: Newly expanded or redeveloped businesses located in the Enterprise Zone (Map 15, page 173), who collect or pay Florida sales and use tax and Florida Corporate Income Tax, may be eligible for tax incentives for promoting private sector investments and providing job opportunities for Enterprise Zone residents. The following are incentives available for businesses: Property tax credit (corporate income tax); jobs tax credit (corporate income tax); jobs tax credit (sales and use tax); sales tax refund for building materials used in rehabilitation of real property; sales tax refund for business machinery and equipment.

Eligibility: The zone encompasses the current and expanded Community Redevelopment Area; it has the same boundaries as the Brownfields program.

Funding Source: Department of Revenue.

Award Ranges: Varies according to incentive.

Sample Projects: Harbor Oaks, LLC; Walgreens; Publix.

Contact: Economic Development & Housing Department - (727) 562-4054.

Incentive: Regional Activity Center (RAC)

Program Goal/Brief Description: The RAC designation increases the thresholds for hotel and office uses that would trigger Development of Regional Impact review.

Eligibility: The RAC encompasses the boundaries of the Central Business District plan category as indicated in the Downtown Redevelopment Plan 1995.

Funding Source: Not applicable.

Award Ranges: Hotel threshold increases from 350 rooms to 750 rooms; office threshold increases from 300,000 square feet of floor area to 600,000 square feet.

Sample Projects: None.

Contact: Planning Department - (727) 562-4579.

Incentive: Exemption of Open Space, Recreation Land and Recreation Facility Impact Fees

Program Goal/Brief Description: Redevelopment or the expansion of currently developed properties located within the Community Redevelopment Area are exempt

from the required Open Space impact fee and the Recreation Land and Recreation Facility impact fees. In addition, City park projects that have been deemed to provide Citywide service and are located within the CRA are eligible to receive funding that has been collected as Open Space, Recreation Land and Recreation Facility Impact Fees from projects outside of the CRA.

Eligibility: All projects located within the CRA boundaries.

Funding Source: City of Clearwater.

Award Ranges: Dependent on project type and size.

Sample Projects: Laura Street Townhomes; Mediterranean Village; Church of Scientology Ministerial Training & Pastoral Counseling Center.

Contact: Parks and Recreation Department - (727) 562-4823.

Incentive: Florida Main Street Community Program

Program Goal/Brief Description: In 1998, Clearwater was named a Main Street community to help in the revitalization of the Downtown area. The program assists in the recruitment of retail businesses to the Downtown corridor and provides funding for Downtown promotions, special events and Downtown building façade rehabilitation, through the CRA façade grant program. Four committees have been created to support the public–private partnerships within the Downtown. The Joint Venture is the organizational committee and develops strategies for the program. The Design Committee provides advice and assistance to preserve the historical character of buildings along Cleveland Street. The Economic Development Committee concentrates on a business recruitment, retention, and expansion campaign within the CRA, while the Promotions Committee capitalizes on major events to bring economic benefit to the Downtown commercial district.

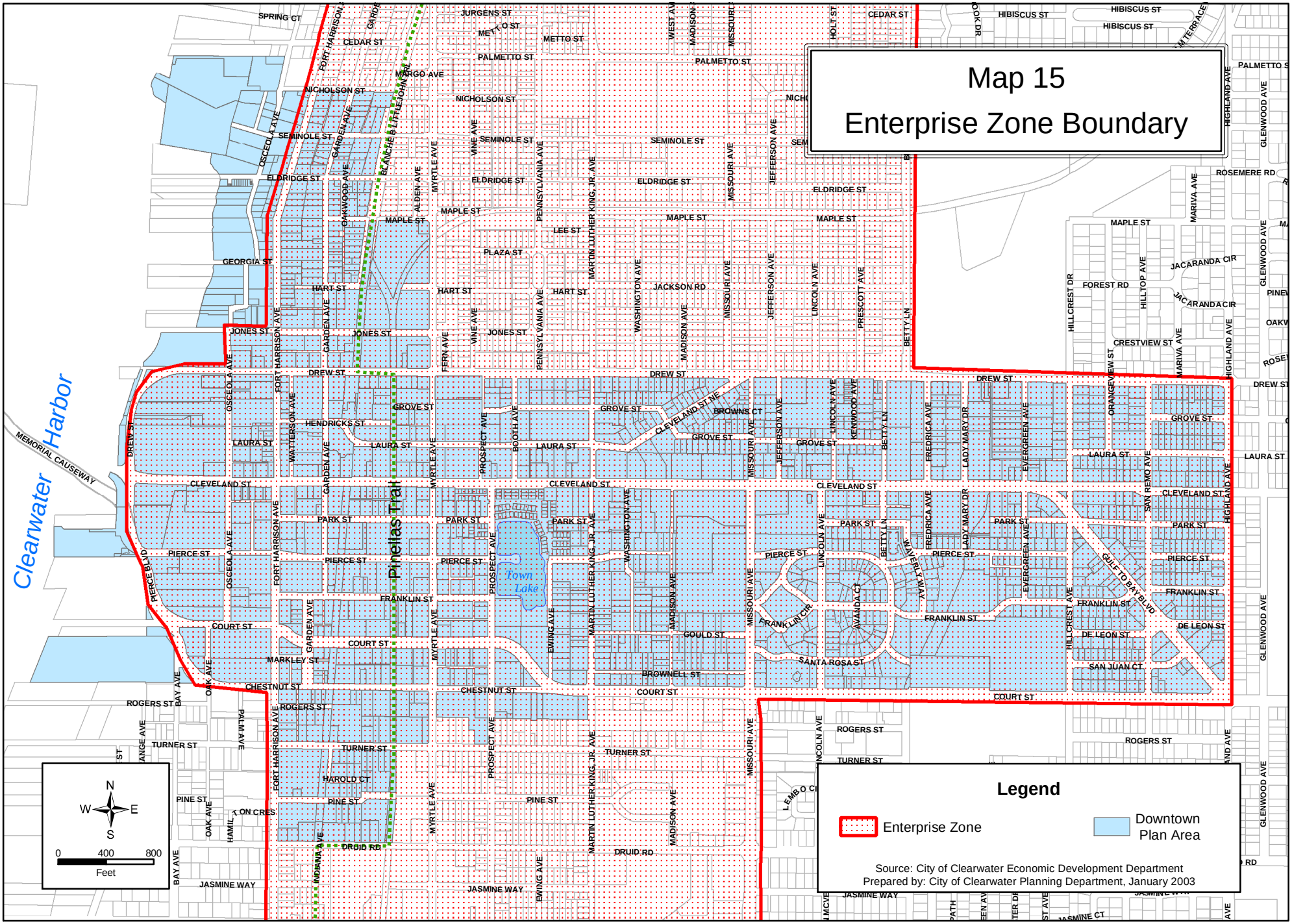
Eligibility: Projects must be located within the CRA boundaries.

Funding Source: Community Redevelopment Agency, Downtown Development Board.

Award Ranges: Dependent on project type and size.

Sample Projects: Gaslight Alley; Park Jewelers; Downtown Clearwater Arts Stroll; Main Street Update - Quarterly Newsletter; Post Office Landscaping.

Contact: Economic Development & Housing Department - (727) 562-4044.


Map 15
Enterprise Zone Boundary
Legend
Enterprise Zone
Downtown Plan Area
Source: City of Clearwater Economic Development Department
Prepared by: City of Clearwater Planning Department, January 2003
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Clearwater Harbor
MEMORIAL CAUSEWAY
Pinellas Trail
Town Lake
SPRING CT
CEDAR ST
JURGENS ST
METTO ST
PALMETTO ST
MARGO AVE
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
LEE ST
PLAZA ST
GEORGIA ST
HART ST
JACKSON RD
JONES ST
DREW ST
GROVE ST
BROWNS CT
CLEVELAND ST
HENDRICKS ST
LAURA ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
GOULD ST
MARKLEY ST
BROWNELL ST
SANTA ROSA ST
CHESTNUT ST
ROGERS ST
TURNER ST
HAROLD CT
PINE ST
DRUID RD
JASMINE WAY
HIBISCUS ST
ROSEMERE RD
JACARANDA CIR
FOREST RD
CRESTVIEW ST
DE LEON ST
SAN JUAN CT
GULF TO BAY BLVD
SAN REMO AVE
FRANKLIN CIR
AVANDA CT
LEMBO CIR
OSCEOLA AVE
FORT HARRISON AVE
GARDEN AVE
BLANCHE BLITTLESDORF
OAKWOOD AVE
ALDEN AVE
MYRTLE AVE
VINE AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
WASHINGTON AVE
MADISON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
BETTY LN
FREDRICA AVE
LADY MARY DR
EVERGREEN AVE
KENWOOD AVE
HILLCREST DR
HILLTOP AVE
ORANGEVIEW ST
MARIVA AVE
HIGHLAND AVE
GLENWOOD AVE
PROSPECT AVE
BOOTH AVE
EWING AVE
WATTERSON AVE
PIERCE BLVD
BAY AVE
OAK AVE
PALM AVE
HAMILTON CRES
INDIANA AVE

Incentive: HUBZone

Program Goal/Brief Description: The Small Business Administration HUBZone Empowerment Contracting Program provides federal contracting assistance by setting aside a specified number of federal contracts for small businesses located in census tract 259.02 or 262.00, which are historically underutilized business zones. Fostering the growth of these federal contractors as viable businesses, for the long term, helps to empower communities, create jobs and attract private investment. The program benefits are available for eligible HUBZone businesses: Federal contract assistance, including Competitive, Sole-Source, Full and Open and Subcontracting contracts and specialized assistance including SBA-guaranteed surety bonds and employer tax credits, tax-free facility bonds, and investment tax deductions.

Eligibility: Businesses must be located in census tract 259.02 or 262.00 (see Appendix Map 4A), be owned and controlled by one or more U.S. citizens and have at least 35 percent of its employees residing in a HUBZone.

Source: U.S. Small Business Administration (SBA).

Award Ranges: Dependent on business and contract request.

Sample Projects: EEI ModTech.

Contact: Economic Development & Housing Department - (727) 562-4054.

Incentive: Payment-in-Lieu of Parking

Program Goal/Brief Description: To address the need for flexible parking standards within the City's Downtown, the City Commission made available a payment in-lieu of required off-street parking program. The program permits a project owner to pay a $4,500 per space fee into an established account that is used to fund parking improvement projects that add to the supply of public parking in the identified district. This incentive allows a project to utilize the space required to accommodate parking for building, landscaping or open space.

Eligibility: Any property located within the original CRA boundary.

Funding Source: Not Applicable.

Award Ranges: Not Applicable.

Sample Projects: Church of Scientology Ministerial Training & Pastoral Counseling Center.

Contact: Public Works Administration, Traffic Operations - (727) 562-4750.

Incentive: Traffic Impact Fee (TIF) Reduction

Program Goal/Brief Description: To assist in the promotion of revitalization, the program designates all residential and non-residential development that locates within the boundaries of the CRA as eligible for a Transportation Impact Fee reduction. The 1990 Pinellas County Transportation Impact Fee Study indicated that projects developed within the CRA would generate significantly fewer new vehicle trips per each unit of development, making them eligible for a reduced Traffic Impact Fee.

Eligibility: All business located within the original CRA boundary.

Funding Source: Not Applicable.

Award Ranges: Dependent on project type and size.

Sample Projects: CGI/IMR; Harbor Oaks LLC; Mediterranean Village; Valone's Vacuum.

Contact: Public Works Administration, Traffic Operations - (727) 562-4750.

Incentive: Transfer of Development Rights (TDR)

Program Goal/Brief Description: Property owners having extra density units or floor area ratio (FAR) available from a project within the Downtown Plan area may be permitted to convey the development rights of that non-used development potential by deed, easement, or other legal instrument authorized by the City of Clearwater to another project within the Downtown Plan area that requests an increase above the maximum permitted development potential.

Eligibility: Projects located within the Downtown Plan area may be used as "sending sites" and "receiving sites".

Funding Source: Not Applicable.

Award Ranges: Not Applicable.

Sample Projects: New incentive program made available at the inception of this Plan.

Contact: Planning Department - (727) 562-4579.

Incentive: Qualified Target Industry (QTI) Tax Refund Program

Program Goal/Brief Description: The main tool of this program is to encourage quality job growth in targeted high value-added businesses, and more specifically within an Enterprise Zone or Brownfields Area. The program provides tax refunds to pre-approved applicants for $3,000 per new job created and $6,000 in an Enterprise Zone, $2,500 bonus in a designated Brownfields; plus, there is an increased award per job for extremely high paying wages. A company has to prove that they would have considered other locations but chose Florida, among other reasons, because of this incentive program.

Eligibility: Only businesses serving multi-state and international markets are targeted. Business must be able to locate to other states. Retail activities, utilities, mining and other extraction or processing businesses and activities regulated by the Division of Hotel and Restaurants of the Department of Business and Professional Regulation are statutorily excluded from consideration. Average annual wage of all new hires, as of March 1, 2003 must be at least $36,049. Please check for updated wage information as these requirements are revised annually.

Funding Source: State of Florida, City of Clearwater and Pinellas County Economic Development.

Award Ranges: $3,000 to $10,500 per new job created, depending on the location and average annual wage.

Sample Projects: CGI/IMR; Lincare Holdings; NexTrade Holdings, Inc.

Contact: Economic Development & Housing Department - (727) 562-4054.

TAX INCREMENT REVENUE PROJECTIONS

Introduction

Chapter 163, Part III, Florida Statutes, authorizes the County to approve the use of tax increment revenues for community redevelopment. According to the statute, the assessed valuation of the parcels noted on a certified tax roll within the CRA is “frozen” as of a specified date; after this base year, all future increase in tax revenues may be used by the CRA for approved redevelopment projects. These revenues may be used to purchase property, improve property, or used as security for bonds.

In the case of the City of Clearwater’s recently approved expanded CRA, the County must first approve the CRA’s Redevelopment Plan, and upon adoption of this Plan by the City and County, a request can be made to the County by the CRA for the creation of a Redevelopment Trust Fund.

Prior to establishing a Redevelopment Trust Fund, the CRA must (according to Florida State Statute 163.386) submit a list of each parcel, by parcel I.D. number that lies within the CRA district to the Pinellas County Appraiser's office. The Appraiser's office will certify the list and prepare to code each parcel for the base year to be established when a trust fund is approved.

Historical Overview

In its 20-year history, the CRA has been a critically effective tool in positioning downtown for redevelopment. In the 1980s, the tool was heavily used to purchase key real estate properties and conduct multiple capital projects. A slowing real estate market in the 1990s combined with the loss of several properties from the tax roll due to institutional investment produced a dramatic drop in the tax increment affecting the CRA's ability to implement major projects. However, during this time, the CRA continued to facilitate projects downtown concentrating on parking alternatives and beautification projects. The CRA is currently seeing visible signs of improvement with increases in property values in each of the last three years. Planned and future redevelopment projects coupled with the City's infrastructure improvements will serve to develop the tax base further.

The City of Clearwater's CRA was established in 1981, with the taxable property value totaling $84,658,490 frozen in 1982. Tax Increment Financing (TIF) revenues commenced in 1983 with approximately $56,000. The CRA increment increased quite rapidly through 1989 with revenue at approximately $801,000. The tax increment peaked during the period 1989 through 1991 and fell quite dramatically through to 1998 with revenue down to $251,000. Since 1999, the increment has continued to rise. Most recently, tax increment in 2003 rose to $840,549.

Between its peak in 1989 and its low in 1998, the tax roll lost roughly $54 million in value. This period of decline may be explained by the fact that multiple buildings within the CRA were taken off the tax roll, including the original Mass Brothers Department Store (now the Harborview Center), the Fortune Federal Savings and Loan Building purchased by Pinellas County, and the Oaks of Clearwater Retirement Center and Nursing Facility. These transactions alone accounted for over $22 million dollars of valuation. Additionally, in 1993, many Church of Scientology properties totaling roughly $24 million were taken off the tax roll. Overall, throughout the last 20 years, the tax roll experienced an average annual increase of 3.21 percent.

The benefits of having TIF in place during these years cannot be overlooked, as it allowed the CRA to spend the ensuing years stabilizing the Downtown area in preparation for a major redevelopment program which is now underway. The CRA has collected a cumulative total of $9.9 million in increment revenues since its inception in 1982. The majority of these funds ($7.9 million) were used for capital projects and improvements including land acquisitions. Administration costs have totaled $1.6 million (16% of revenues) with revenues from the sale of properties funding parking, beautification, and other incentive programs.

Many of the CRA's capital projects occurred in the 1980s. During these years, the CRA concentrated on acquiring properties to eliminate slum and blight conditions downtown as well as finding viable uses for properties that became vacant. The CRA was instrumental in acquiring key parcels such as the City's Municipal Services Building and Harborview Center sites. In addition, the CRA played a major role in advancing parking alternatives including the Station Square parking lot and Park Street Garage. Table 10 below identifies the CRA's Capital Improvement Projects over the first twenty years of its history.

In the 1990s, the CRA focused its efforts on investments that spurred private development especially by providing parking solutions for downtown. The CRA has reimbursed the City parking system so that free parking in two city lots and on weekends was provided. The CRA has also offered parking incentives that have been successful in retaining high profile companies with over 100 employees. Furthermore, the CRA has subsidized the Jolley Trolley, a non-profit trolley system, to provide reduced rate service between the downtown and the beach.

The CRA has also been actively involved in the beautification of downtown. The CRA has coordinated a Façade Improvement Grant Program that has provided over $100,000 worth of exterior improvements to 36 buildings in the Downtown. Additionally, the CRA provided funding for the Cleveland Street Streetscape in past years as well as the renovation and beautification of downtown parks.

In the last four years, the CRA has paved the way for significant private investment. Two examples include the CGI complex and Mediterranean Village Towhomes. The construction of the 50,907 square foot CGI (formerly IMR) office building with a 77,889 research and development facility reflects a $50 million investment. Similarly, with the Mediterranean Village in the Park Townhomes, the CRA purchased the land and is paying impact fees, permit fees, utility connections fees and stormwater fees for this 100-unit residential project worth $18 million next to the City's Prospect Lake Park. These are examples of CRA funds strategically used to eliminate slum and blight conditions and redevelop these sites into viable properties.

Table 10
Community Redevelopment Agency Schedule of Capital Outlay and Improvements
Fiscal Years 1982 - 2001

Project	Time Period	Cost
Enhancement and beautification of downtown parks including parking area west of City Hall, Bayfront Tennis Complex, and Coachman Park	FY 1984 - 1986	$ 9,989
Acquisition of property for JK Financial project, Clearwater Square complex, S.E. Corner of Garden Ave. and Cleveland Street (Atrium)	FY 1985	$ 1,083,362
Construction of Park Street parking garage with 195 public parking spaces	FY 1985 - 1986	$ 1,241,057
Revision of downtown redevelopment plan	FY 1986	$ 5,825
Landscaping of Park Street parking garage	FY 1986	$ 23,375
Acquisition of Bilgore property bounded by East Avenue, Pierce Street, Myrtle Avenue, and Park Street (Location of new MSB Building)	FY 1986	$ 691,852
Coachman Park Improvements - extensive renovation including terrain modification, brick walkways, landscape materials, and irrigation.	FY 1987	$ 100,011
Cleveland Street streetscape project - oak trees, decorative brick, tree gates and guards for the 500, 600, and 700 street blocks, Phase 1	FY 1987	$ 27,000
Coachman Park bandshell project - CRA portion of entire project	FY 1987	$ 12,061
Acquisition of CETA building site - 1180 Cleveland	FY 1988	$ 450,000
Downtown sidewalk project - antique lamp pole lighting fixtures	FY 1988	$ 17,647
Cleveland Street streetscape project - decorative brick, planters, trees - the 400 through 700 street blocks, Phase 2	FY 1988 - 1990	$ 342,555
Downtown electrical improvements	FY 1988	$ 7,500
Acquisition of Clearwater Towers MAS1 project site (Station Sq. Park)	FY 1989	$ 229,278
Development of Cleveland Street minipark adjacent to new Clearwater Towers Building (Station Square Park)	FY 1989 - 1990	$ 230,000
Purchase of Maas Brothers property (Harborview/Steinmart)	FY 1992	$ 1,926,710
Purchase of Kravis property (Station Square Parking Lot)	FY 1992	$ 357,058
Parking lot expansion - Kravis property (Station Square Parking Lot)	FY 1993	$ 67,518
Dimmitt property purchase (Mediterranean Village Townhomes)	FY 2000	$ 1,171,328
		$ 7,994,126

The redevelopment of downtown Clearwater is at a critical point in its history. In order to revitalize downtown, additional housing units and infrastructure improvements are needed. CRA tax increment revenues are crucial to entice private investment and provide incentives that make a project feasible. A example is the City's recent selection of a developer for an infill condominium and retail project adjacent to Station Square Park. The CRA plans to use TIF funds to assist this project. In conjunction with the City's capital improvement program, these investments will encourage private development and pave the way for continued downtown redevelopment. TIF will be one of the tools that will make these projects successful

Redevelopment Objectives

On a very conservative basis, the original and expanded CRA district is projected to increase in value substantially over the next 20 to 30 years. This is driven primarily by the accelerating demand for new urban housing within the Downtown and adjacent beaches, and the strategic economic development goals and objectives of the City Commission. The Commission envisions a "destination" Downtown to be enjoyed by both residents in the region and tourists to our beaches.

This redevelopment strategy was implemented by the City in 2002, and details the investment opportunities now available on several key redevelopment parcels and a large array of prime infill parcels. Several potential projects are described below:

- Calvary Baptist Church "Bluff" Parcels on Osceola Avenue - Accounts for 137,510 square feet or 3.16 acres, this parcel is designated in the Downtown Core District for a FAR of 4.0 or 70 units per acre, which would generate up to 550,040 square feet of redevelopment or over 220 residential units. Additional square footage of retail uses and residential units may be available through the Public Amenities Incentive Pool.

- City Hall on Osceola Avenue - Contains approximately 130,000 square feet or 2.98 acres, this parcel currently houses City Hall, but the Commission has indicated that it would be made available for redevelopment <u>if</u> it were a key component of a quality redevelopment proposal with the adjacent parcels. This parcel could be developed –with up to 520,000 square feet or over 208 housing units. Additional square footage of retail uses and residential units may be available through the Public Amenities Incentive Pool. Sale of the City Hall site will require approval of a referendum by Clearwater voters.

- Arnold/Brown Parcel at Drew Street/Fort Harrison and Osceola Avenues - An announced redevelopment site containing 70,131 square feet or 1.61 acres. According to published reports, the developer envisions a high-rise condominium, a boutique hotel and ground floor retail uses. Potential for development on this site is over 280,000 square feet, 112 units, or 152 hotel rooms.

- AmSouth Block between Osceola Avenue, Fort Harrison Avenue, Cleveland Street and Drew Street or "Superblock" Parcel - Contains one large parcel, along with a few smaller properties. In total, the greater parcel could ultimately contain approximately 178,000 square feet or 4.1 acres. Development potential at this site could be over 712,000 square feet or 287 units.

- Harborview Parcel at Cleveland Street and Osceola Avenue - This City-owned 77,000 square foot or 1.8-acre parcel, currently houses a 54,000 square foot Stein Mart Department Store, the City's civic and conference center space, the Pickles Plus Restaurant along with an adjoining small parking lot. It is envisioned that some time in the future, Stein Mart would be relocated to another Downtown site, and the structure demolished for redevelopment as a major mixed-use development with a combination of retail, entertainment, hotel, and conference destination space. The Commission has interest in redeveloping the parcel <u>if</u> a quality developer can be identified who would meet the stringent requirements for redevelopment on this critical parcel. Sale of the Harborview site will require approval of a referendum by Clearwater voters.

- Station Square Parking Lot Infill Parcel on Cleveland Street - Currently used as a City surface parking lot, this prime redevelopment parcel is owned by the CRA and has been offered to the public for redevelopment. The parcel contains 42,124 square feet or 0.97 acres, and is envisioned as a site for a garage structure (including public parking), retail, restaurant, and residential units. Development potential at this site could be over 168,000 square feet or 67 units.

- Prospect Lake Park Area between Myrtle and Missouri Avenues - This Downtown area–surrounds the new urban Prospect Lake Park that has recently been completed by the City. The initial private redevelopment project in the area under construction is the 100-unit Mediterranean Village in the Park townhouse project. This area has been identified by developers as a prime location for future infill townhouse and apartment projects due to its proximity to the beaches, regional employment centers, and the fact that a housing product can still be developed at a $150,000 to $300,000 price range, which accommodates the needs of many young professionals, young families and empty nesters.

  It is also envisioned that the adjacent Town Lake Business Park District might attract additional professional office users to expand the campus office setting now in place at the CGI office complex.

- East Gateway - Between Missouri and Highland Avenues and lying within the recently expanded CRA district are multiple infill parcels that over time will become attractive for redevelopment.

Tax Increment Revenue Projections

Based on this overview, it is evident that the CRA has the potential for developing several million square feet of development over the next two decades, including the attraction of up to 1,000 new urban housing units in the next five to ten years in the downtown core which will act as a catalyst for a substantial amount of new office use, retail and entertainment establishments. If all of the~~se~~ projects described above are realized, the increase in the tax roll could be upwards of $390 million.

However, while opportunities are outstanding, it is the intent of the CRA to proceed forward cautiously with our TIF projections. The TIF projections are calculated separately for the original CRA and the expanded CRA because the base years for the property values are different.

The CRA envisions continuing to use both the City's and the County's share of Tax Increment Financing dollars for capital projects in the original and expanded CRA. TIF is identified as one of the funding sources for several capital and infrastructure improvement projects outlined in the Capital Improvement Projects (CIP) section of this plan. These projects include the Cleveland Street, Fort Harrison, and Gulf to Bay Streetscapes and the Gulf to Bay Boulevard and Highland Avenue Gateway Intersection. In addition, TIF will be used for paying impact fees, "buying in" of public parking in private projects, assembling redevelopment sites, purchasing land and/or buildings, affordable and transitional housing projects, and façade improvement grants. Below is a summary of the programs and initiatives that will use TIF as well as the estimated costs associated with each. The County's share of TIF shall only be used for the capital projects included in the table below. The City's share of TIF may be used for any initiative listed in the table.

Summary Table of CRA Programs and Initiatives, Timing, and Estimated Costs

CRA Programs and Initiatives	Timing	Estimated Cost
CRA Area Brownfields Environmental Cleanup *	Ongoing	$5,000,000
CRA Building Façade Improvement Program*	Ongoing	$1,000,000
Downtown Land Acquisition *	Ongoing	$21,000,000
CRA Redevelopment Incentive Funding	Ongoing	$10,000,000
Retail Lease/Location Incentives	Ongoing	$5,000,000
CRA Affordable and Transitional Housing Projects*	Ongoing	$5,000,000
CRA Revolving Loan Fund	Ongoing	$1,000,000
Total		**$48,000,000**

*Capital projects and initiatives - County TIF shall only be used for these programs

CRA Area Brownfields Environmental Cleanup Projects

Due to the limited availability of state and federal environmental cleanup funds, TIF dollars will be required for environmental remediation for multiple projects, particularly those that have a history of petroleum contamination. A case in point is the Clearwater Auto Salvage Yard that is being acquired by the City, as well as a number of sites lying adjacent to the CGI (formerly IMRglobal) Campus west of Missouri.

Project Cost: $5.0 million
Time Frame: Ongoing

CRA Building Façade Improvement Program

This is an ongoing program funded by the CRA in concert with our Main Street Program. The Façade Improvement Program provides grants and loans to eligible business property owners and tenants who wish to upgrade their exterior building facades.

Project Cost: $1.0 million
Time Frame: Ongoing

Downtown Land Acquisition

A critical function of the CRA is to assemble property for resale and redevelopment by the private sector. The principal purpose of property assembly is to assist in eliminating the slum and blight conditions that exist within the CRA by facilitating private redevelopment of these under-performing sites. This program enables the CRA to assemble, purchase and option property and structures within the CRA for redevelopment purposes consistent with this Plan.

Examples of property acquisitions anticipated by this program include but are not limited to: acquiring property in the Town Lake Business Park Character District to facilitate the development of a suburban office campus; acquiring property in the East Gateway Character District to eliminate the problematic uses and/or contaminated sites, to improve the substandard housing conditions and to consolidate obsolescent and/or sites undersized as compared to current zoning requirements to allow commercial redevelopment; acquiring property within the Downtown to assist in the development of a major entertainment attraction including a movie theater, entertainment, retail and/or restaurant uses. Other property acquisitions that implement the goals, objectives and policies of this Plan may be achieved through the use of this CRA program.

Total Cost: $21.0 million
Time Frame: Ongoing

CRA Redevelopment Incentive Funding

Historically, the CRA has utilized TIF revenues to assist redevelopment efforts in a variety of ways, such as: landscape and streetscape improvements, property acquisition, construction of public parking garages, payment of project permit and impact fees, payment of project utility connection and stormwater fees, parking incentives to retain downtown businesses, subsidy to the Jolley Trolley operations and the façade improvement program.

Downtown redevelopment is generally considered to be more expensive and risky in an unproven market than development in other areas of a city and especially when compared to development in greenfields. This situation currently exists in Downtown Clearwater as demonstrated by the lack of substantial new private redevelopment with few exceptions. The lack of investment in Downtown has resulted in the poor economic health of Downtown to which the City is responding with this Plan. This program will provide financial incentives to developers to offset the high land, development and construction costs within the Downtown and to encourage investment in Downtown that will revitalize the center city with people, employees, businesses and activities. The types of incentives contemplated by this program include, but are not limited to: payment of project permit and impact fees; payment of project utility connection and stormwater fees; parking and other financial incentives to retain and attract downtown businesses; and contributions for parking facilities.

Total Cost: $10.0 million
Time Frame: Ongoing

Retail Lease/Location Incentives

In order to achieve the concentration and/or location of the desired retail market in the Downtown, it may be necessary to negotiate with existing tenants in regard to existing leases or terms for relocation. This consideration may require significant cost to achieve a desired mix and physical orientation/location for these businesses.

Total Cost: $5.0 million
Time Frame: Ongoing

CRA Affordable and Transitional Housing Projects

The development of one or more mixed-income housing projects within the CRA has been identified as a necessary strategy due to the need to retain affordable housing options in this environment. Typically, the CRA would leverage its position in a public-private partnership by contributing funds to effectuate the lower income criteria in a new project.

A major component of the rehabilitation of the CRA Expansion Area and the need for affordable housing is the redevelopment of the Clearwater Homeless Intervention Project (CHIP) site into a “transitional” and “permanent” housing campus. The campus concept

for CHIP would entail assembling property between Park Street, the Stevenson Creek channel, Evergreen Avenue, and Cleveland Street into a self-contained and secure campus.

TIF funding would be used to assist in the purchase of properties, while other state and federal funds would be used for housing construction and operations.

Total Cost: $5.0 million
Time Frame: Ongoing

CRA Revolving Loan Fund

A key component of our future redevelopment strategy for the downtown is the implementation of a public-private revolving loan program with local financial institutions. Modeled after successful programs in other cities, a joint pool would be established and loans provided for expanding businesses, building improvements, relocation costs, etc. The CRA would provide seed capital to the pool, along with private capital from the banks.

Total Cost: $1.0 million
Time Frame: Ongoing

Tax Increment Revenue Projections for the Original CRA District

The tax increment projections for the original CRA district are based on a yearly variable percentage increase of the tax roll valuation over a 30-year period. Increases in annual percentages reflect estimates of when major projects, described above, come on line. For the purposes of these projections, the city and county millage rates remain constant. The base year for calculating this increment is 1982.

An estimate from 2004 through 2033 projects that property values will rise and that new projects will come on line resulting in $195 million in property value added to the tax roll. This corresponds to a cumulative tax increment of over $64 million over 30 years. Again, millage increases, additional new development, and increases in assessed property values may result in greater returns.

A summary table of the tax increment financing projections follows detailing the city and county portions of the revenues.

Tax Increment Revenue Projections for the Expanded CRA District

Similar to the original CRA district, the expanded CRA district TIF estimate is based on a yearly variable percentage increase of the tax roll valuation over a 30-year period. Given that this area is predominantly residential, it is not expected that the values in the area will rise significantly. In fact, the estimated annual average increase of the tax roll is 1.42 percent. Property values are expected to rise and new projects will come on line

resulting in a $37.9 million in property value added to the tax roll. This corresponds to a cumulative tax increment of over $7 million over 30 years.

The key to successfully redeveloping and stabilizing the new CRA Expansion District is to maintain the city's and county's TIF allocation at the 100% level. The CRA anticipates needing to allocate TIF dollars from the original district to "leverage" redevelopment in the expansion area. Any reduction in county TIF allocation would negatively impact the success of downtown Clearwater.

A summary table of the tax increment financing projections follows detailing the city and county portions of the revenues (pages 188 - 186).

Table 11
Tax Increment Revenue Projections
Original Community Redevelopment Area
30-Year Projection from 2003-2033

Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	DDB Taxes	Total Tax Increment (95% of Taxes)
2003	$153,278,680	$394,772	$421,397	$68,620	$840,549
2004	$157,877,040	$421,226	$449,635	$73,219	$896,876
2005	$163,402,737	$453,016	$483,568	$78,744	$964,562
2006	$169,938,846	$490,618	$523,707	$85,280	$1,044,625
2007	$177,586,094	$534,613	$570,668	$92,928	$1,138,298
2008	$186,465,399	$585,695	$625,196	$101,807	$1,247,063
2009	$196,720,996	$644,696	$688,176	$112,063	$1,372,687
2010	$208,524,256	$712,600	$760,660	$123,866	$1,517,269
2011	$218,950,469	$772,582	$824,687	$134,292	$1,644,983
2012	$227,708,487	$822,967	$878,470	$143,050	$1,752,262
2013	$234,539,742	$862,267	$920,421	$149,881	$1,835,940
2014	$239,230,537	$889,253	$949,227	$154,572	$1,893,399
2015	$244,015,148	$916,779	$978,609	$159,357	$1,952,008
2016	$248,895,450	$944,855	$1,008,579	$164,237	$2,011,788
2017	$253,873,359	$973,493	$1,039,149	$169,215	$2,072,764
2018	$258,950,827	$1,002,704	$1,070,329	$174,292	$2,134,959
2019	$264,129,843	$1,032,499	$1,102,134	$179,471	$2,198,398
2020	$269,412,440	$1,062,889	$1,134,574	$184,754	$2,263,107
2021	$274,800,689	$1,093,888	$1,167,663	$190,142	$2,329,109
2022	$280,296,703	$1,125,507	$1,201,414	$195,638	$2,396,431
2023	$285,902,637	$1,157,758	$1,235,840	$201,244	$2,465,100
2024	$291,620,689	$1,190,654	$1,270,955	$206,962	$2,535,142
2025	$297,453,103	$1,224,207	$1,306,772	$212,795	$2,606,585
2026	$303,402,165	$1,258,432	$1,343,305	$218,744	$2,679,457
2027	$309,470,209	$1,293,342	$1,380,569	$224,812	$2,753,786
2028	$315,659,613	$1,328,949	$1,418,578	$231,001	$2,829,602
2029	$321,972,805	$1,365,269	$1,457,347	$237,314	$2,906,934
2030	$328,412,261	$1,402,315	$1,496,892	$243,754	$2,985,813
2031	$334,980,506	$1,440,103	$1,537,228	$250,322	$3,066,269
2032	$341,680,116	$1,478,645	$1,578,370	$257,022	$3,148,335
2033	$348,513,719	$1,517,959	$1,620,335	$263,855	$3,232,042
Cumulative Total		$30,394,551	$32,444,453	$5,283,252	**$64,716,143**

Addition in Tax Roll Value since 2003 **$195,235,039**
Average Yearly Increase in Value **2.78%**

Assumptions

1. Base year is 1982 at $84,658,490
2. County and city millage rate is constant

Table 12
Tax Increment Revenue Projections
Expanded Community Redevelopment Area
30-Year Projection from 2003-2033

Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	Total Tax Increment (95% of Taxes)
2003	$72,258,935			Base Year
2004	$72,981,524	$4,157	$4,437	$8,165
2005	$73,711,340	$8,356	$8,919	$16,411
2006	$75,185,566	$16,837	$17,972	$33,069
2007	$76,689,278	$25,488	$27,207	$50,060
2008	$78,989,956	$38,724	$41,335	$76,056
2009	$81,359,655	$52,356	$55,888	$102,832
2010	$82,986,848	$61,718	$65,880	$121,218
2011	$84,646,585	$71,266	$76,073	$139,972
2012	$85,916,284	$78,571	$83,870	$154,318
2013	$87,205,028	$85,985	$91,784	$168,880
2014	$88,513,103	$93,510	$99,817	$183,661
2015	$89,840,800	$101,148	$107,970	$198,663
2016	$91,188,412	$108,901	$116,246	$213,890
2017	$92,556,238	$116,770	$124,646	$229,345
2018	$93,944,582	$124,758	$133,172	$245,033
2019	$95,353,750	$132,864	$141,825	$260,955
2020	$96,784,056	$141,093	$150,609	$277,117
2021	$97,751,897	$146,661	$156,552	$288,053
2022	$98,729,416	$152,285	$162,555	$299,098
2023	$99,716,710	$157,965	$168,618	$310,254
2024	$100,713,877	$163,701	$174,742	$321,521
2025	$101,721,016	$169,495	$180,927	$332,901
2026	$102,738,226	$175,347	$187,173	$344,395
2027	$103,765,608	$181,258	$193,482	$356,003
2028	$104,803,265	$187,228	$199,855	$367,728
2029	$105,851,297	$193,257	$206,291	$379,570
2030	$106,909,810	$199,346	$212,791	$391,531
2031	$107,978,908	$205,497	$219,356	$403,611
2032	$109,058,697	$211,709	$225,987	$415,812
2033	$110,149,284	$217,983	$232,685	$428,134
Cumulative Total		$3,624,234	$3,868,664	**$7,118,254**

Addition in Tax Roll Value since 2003	**$37,890,349**
Average Yearly Increase in Value	**1.42%**

Assumptions

1. Base year is 2003
2. County and city millage rate is constant

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 (1st Reading of Ordinance)
September 18, 2003	**City Commission Public Hearing** to review the Downtown Plan (2nd Reading of Ordinance)
October 16, 2003	**City Commission Public Hearing** to establish a Redevelopment Trust Fund/TIF ordinance (1st Reading of Ordinance)
November 20, 2003	**City Commission Public Hearing** to amend the Downtown Plan (1st Read of Ordinance)
December 4, 2003	**City Commission Public Hearing** to amend the Downtown Plan t(2nd 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.

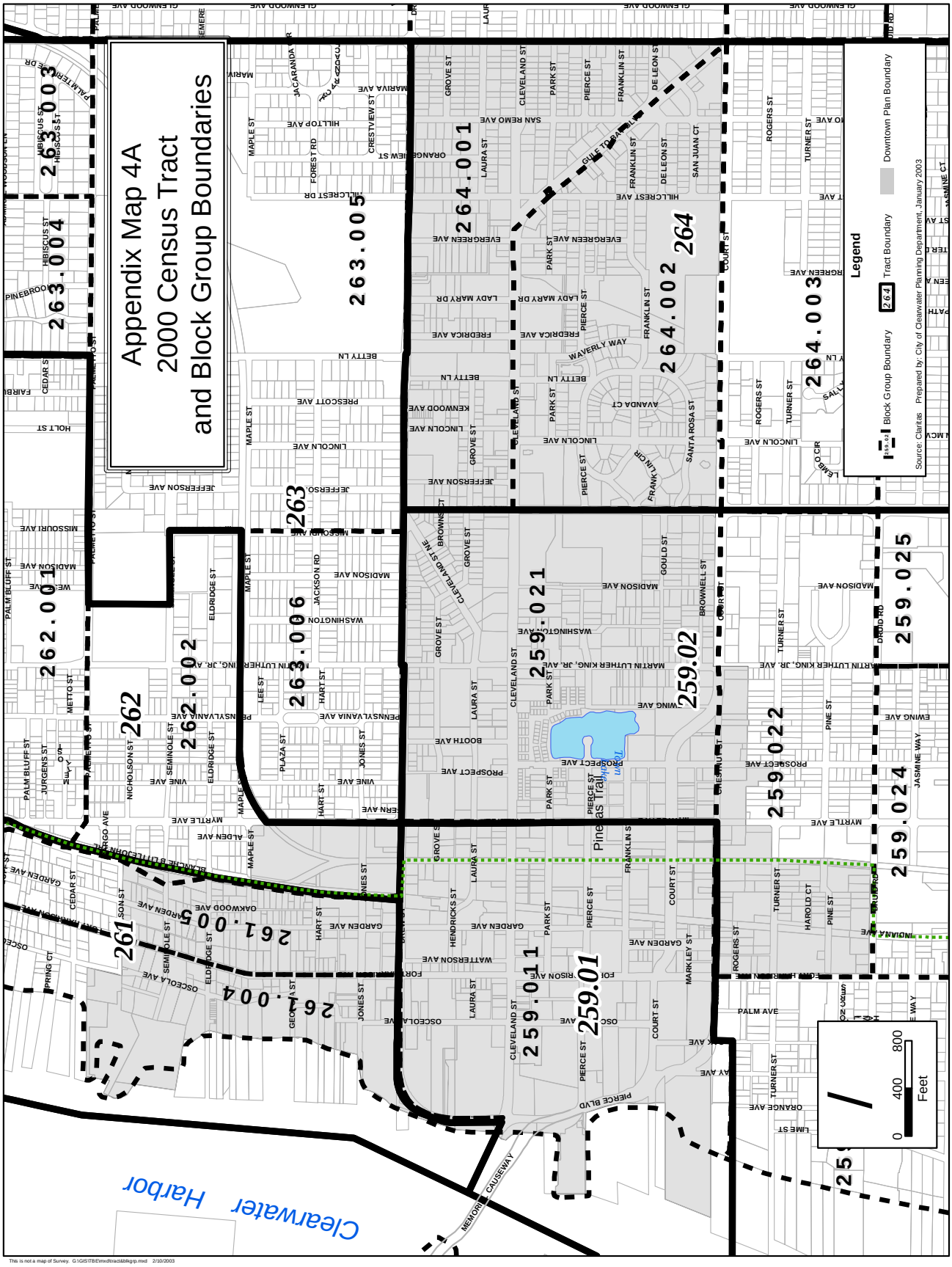
Use	General Description
Single-family	A building containing one residential unit.
Two-family	A building containing two residential units or two buildings on a property each containing one residential unit.
Multi-family	A building containing three residential units or a combination of building types containing 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\TB\Elmx\ctract&blkgrp.mxd 2/10/2003

City of Clearwater Demographic Profile By Character District
February 2003

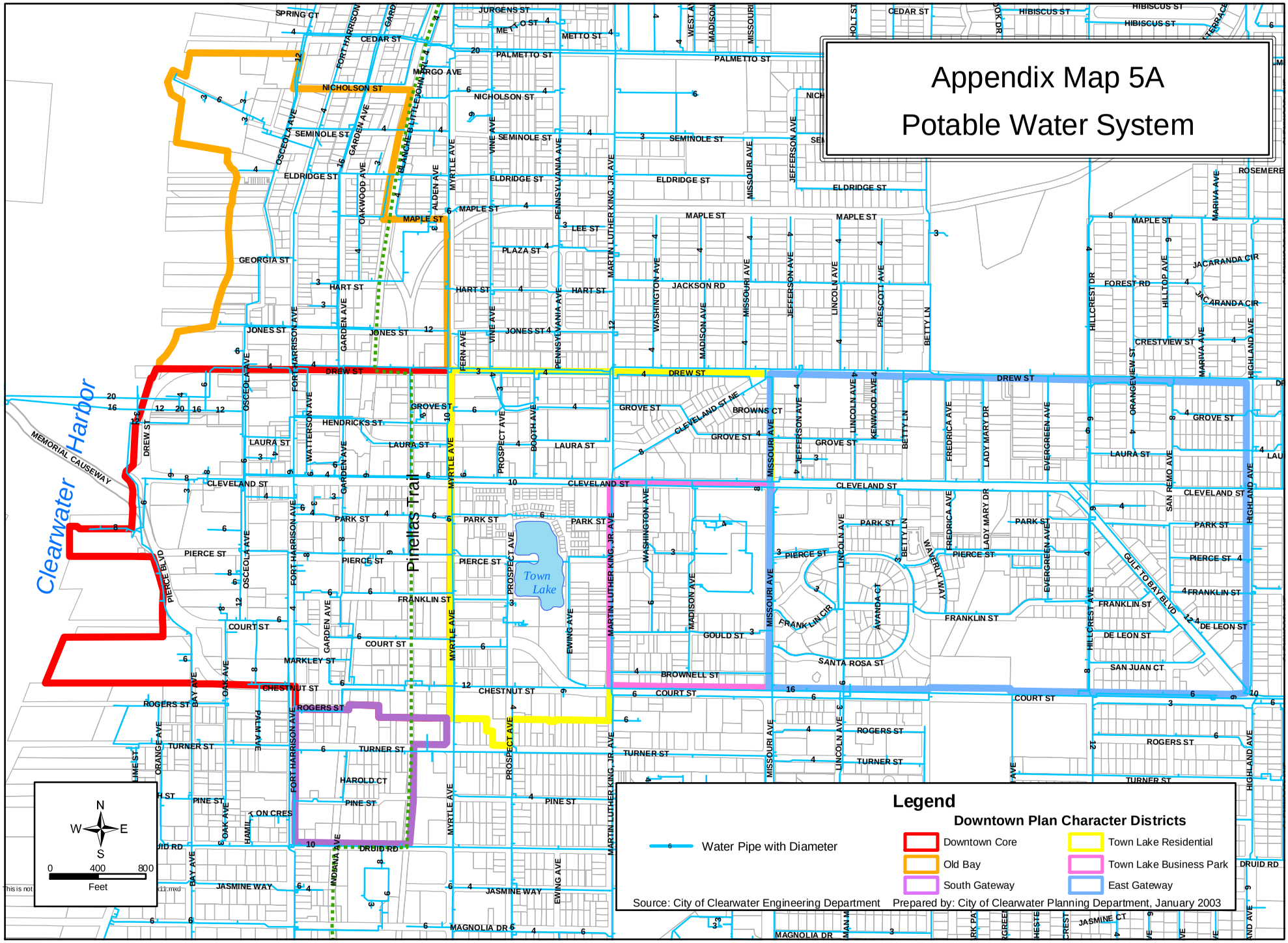
	City of Clearwater			Downtown Plan Area			Downtown Core			Old Bay			South Gateway			Town Lake Residential			Town Lake Business			East Gateway		
	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change
POPULATION	98,784	108,787	10.12%	4,825	5,160	6.94%	1015	698	-31.23%	595	506	-14.96%	23	27	17.39%	695	733	5.47%	48	47	-2.08%	1956	2972	51.94%
POPULATION BY RACE																								
White	86.93%	83.85%	-3.08%	81.73%	73.79%	-7.94%	99.41%	96.96%	-2.45%	61.75%	66.14%	4.39%	87.95%	57.98%	-29.97%	75.35%	74.55%	-0.80%	22.40%	69.61%	47.21%	86.09%	66.36%	-19.73%
African American	8.85%	9.79%	0.94%	12.79%	11.88%	-0.91%	0.10%	1.59%	1.49%	33.49%	27.72%	-5.77%	4.23%	1.56%	-2.67%	14.10%	13.50%	-0.60%	65.57%	18.75%	-46.82%	7.72%	11.73%	4.01%
American Indian	0.29%	0.32%	0.03%	0.52%	0.68%	0.16%	0.20%	0.00%	-0.20%	0.44%	0.43%	-0.01%	0.36%	1.95%	1.59%	1.10%	0.45%	-0.65%	0.55%	0.22%	-0.33%	0.56%	1.03%	0.47%
Asian	1.01%	1.64%	0.63%	0.65%	0.66%	0.01%	0.00%	1.40%	1.40%	0.76%	1.20%	0.44%	0.54%	0.00%	-0.54%	0.25%	0.48%	0.23%	0.00%	0.65%	0.65%	1.18%	0.84%	-0.34%
Other	2.92%	4.70%	1.78%	4.30%	12.99%	8.69%	0.29%	1.31%	1.02%	3.56%	4.51%	0.95%	6.92%	38.51%	31.59%	9.20%	11.02%	1.82%	11.48%	10.78%	-0.70%	4.45%	20.04%	15.59%
Hispanic by Origin	2.92%	8.97%	6.05%	4.30%	28.24%	23.94%	0.30%	3.34%	3.04%	3.56%	5.28%	1.72%	6.92%	21.14%	14.22%	9.20%	33.39%	24.19%	11.48%	42.25%	30.77%	4.45%	41.25%	36.80%
POPULATION BY GENDER																								
Male	46.03%	47.86%	1.83%	43.80%	51.58%	7.78%	28.87%	29.38%	0.51%	51.08%	50.33%	-0.75%	40.83%	46.27%	5.44%	48.41%	51.69%	3.28%	38.89%	55.82%	16.93%	47.49%	57.30%	9.81%
Female	53.97%	52.14%	-1.83%	56.20%	48.42%	-7.78%	71.13%	70.62%	-0.51%	48.92%	49.67%	0.75%	59.17%	53.73%	-5.44%	51.59%	48.31%	-3.28%	60.11%	44.18%	-15.93%	52.51%	42.70%	-9.81%
POPULATION BY AGE																								
0 - 4	4.94%	5.17%	0.23%	3.77%	6.40%	2.63%	0.30%	0.00%	-0.30%	5.39%	4.98%	-0.41%	3.33%	3.42%	0.09%	3.22%	6.32%	3.10%	4.37%	8.19%	3.82%	4.86%	7.86%	3.00%
5 - 9	4.81%	5.53%	0.72%	3.36%	4.58%	1.22%	0.20%	0.00%	-0.20%	6.52%	4.34%	-2.18%	1.98%	2.95%	0.97%	3.31%	3.78%	0.47%	4.37%	4.53%	0.16%	3.68%	5.35%	1.67%
10 - 14	4.80%	5.28%	0.48%	2.89%	3.30%	0.41%	0.10%	0.43%	0.33%	4.97%	5.49%	0.52%	2.34%	2.56%	0.22%	3.69%	3.14%	-0.55%	4.92%	3.45%	-1.47%	2.97%	3.54%	0.57%
15 - 19	6.52%	5.40%	-1.12%	4.26%	5.72%	1.46%	0.20%	0.72%	0.52%	8.54%	7.42%	-1.12%	3.96%	4.35%	0.39%	4.21%	5.61%	1.40%	5.47%	6.68%	1.21%	5.99%	6.64%	0.65%
20 - 24	4.71%	5.78%	1.07%	6.63%	9.14%	2.51%	0.69%	0.43%	-0.26%	4.98%	8.79%	3.81%	4.05%	6.13%	2.08%	9.40%	10.86%	1.46%	9.84%	13.58%	3.74%	8.13%	11.67%	3.54%
25 - 34	14.44%	12.78%	-1.66%	16.12%	16.91%	0.79%	2.26%	2.03%	-0.23%	20.22%	14.04%	-6.18%	13.13%	12.19%	-0.94%	18.96%	17.37%	-1.59%	9.29%	22.41%	13.12%	21.21%	19.95%	-1.26%
35 - 44	13.42%	14.77%	1.35%	11.02%	14.23%	3.21%	2.96%	4.49%	1.53%	15.07%	19.22%	4.15%	10.17%	11.18%	1.01%	12.58%	9.73%	-2.85%	9.83%	9.91%	0.08%	13.08%	15.98%	2.90%
45 - 54	10.10%	13.70%	3.60%	7.73%	10.46%	2.73%	4.43%	6.08%	1.65%	10.34%	17.12%	6.78%	5.22%	9.94%	4.72%	7.11%	11.74%	4.63%	6.56%	13.15%	6.59%	8.95%	10.05%	1.10%
55 - 59	4.82%	5.53%	0.71%	3.17%	3.86%	0.69%	1.67%	4.49%	2.82%	4.30%	4.98%	0.68%	3.51%	5.67%	2.16%	2.72%	4.95%	2.23%	3.83%	3.45%	-0.38%	3.83%	3.90%	0.07%
60 - 64	5.87%	4.64%	-1.23%	4.32%	3.32%	-1.00%	3.25%	2.46%	-0.79%	4.20%	3.73%	-0.47%	2.61%	4.35%	1.74%	2.31%	4.07%	1.76%	7.10%	3.45%	-3.65%	5.57%	3.45%	-2.12%
65 - 74	12.89%	9.70%	-3.19%	9.36%	6.78%	-2.58%	9.26%	8.54%	-0.72%	6.62%	4.69%	-1.93%	14.56%	12.73%	-1.83%	10.87%	8.27%	-2.60%	16.40%	6.25%	-10.15%	9.05%	5.99%	-3.06%
75 - 84	9.14%	8.21%	-0.93%	12.75%	7.65%	-5.10%	22.86%	26.05%	3.19%	5.02%	3.37%	-1.65%	23.47%	15.99%	-7.48%	14.39%	8.45%	-5.94%	14.21%	3.23%	-10.98%	9.10%	4.00%	-5.10%
85 +	3.55%	3.56%	0.01%	14.64%	7.66%	-6.98%	51.82%	44.28%	-7.54%	3.85%	1.84%	-2.01%	14.03%	8.54%	-5.49%	7.33%	5.71%	-1.62%	3.83%	1.72%	-2.11%	3.58%	1.61%	-1.97%
AVERAGE AGE	43.34	42.61	-1.68%	49.35	41.92	-15.06%	76.06	76.5	0.58%	37.7	39.39	4.48%	55.52	51.23	-7.73%	45.73	42.2	-7.72%	46.31	34.92	-24.60%	41.58	35.38	-14.91%
MEDIAN AGE	42.24	41.81	-1.02%	47.25	37.78	-20.04%	85.54	82.79	-3.20%	34.67	39.09	12.75%	67	50	-25.73%	39.9	38.04	-4.66%	48.12	31.67	-34.19%	37.02	32.48	-12.26%
EDUCATIONAL ATTAINMENT																								
Less than 9th Grade	6.23%	6.13%	-0.10%	9.05%	8.22%	-0.83%	8.16%	7.94%	-0.22%	8.85%	7.01%	-1.84%	19.57%	19.58%	0.01%	14.76%	15.55%	0.79%	11.26%	11.42%	0.16%	6.01%	6.20%	0.19%
Some High School, no diploma	13.56%	13.38%	-0.18%	15.01%	14.80%	-0.21%	8.30%	8.24%	-0.06%	19.03%	16.91%	-2.12%	16.42%	16.45%	0.03%	19.04%	18.75%	-0.29%	20.94%	21.11%	0.17%	16.49%	16.03%	-0.46%
High School Graduate or GED	30.57%	30.16%	-0.41%	32.44%	34.02%	1.58%	21.48%	21.18%	-0.30%	30.54%	29.68%	-0.86%	36.68%	36.67%	-0.01%	39.54%	39.06%	-0.48%	41.62%	41.52%	-0.10%	37.67%	37.97%	0.30%
Some College, no degree	22.38%	22.26%	-0.12%	21.69%	22.17%	0.48%	25.28%	25.44%	0.16%	16.77%	17.95%	1.18%	20.16%	20.13%	-0.03%	15.31%	16.00%	0.69%	11.78%	11.76%	-0.02%	23.83%	23.52%	-0.31%
Associates Degree	6.89%	7.03%	0.14%	5.19%	5.39%	0.20%	5.14%	5.15%	0.01%	8.49%	8.37%	-0.12%	2.16%	2.21%	0.05%	1.97%	1.97%	0.00%	1.83%	1.73%	-0.10%	5.94%	5.96%	0.02%
Bachelors Degree	13.63%	13.84%	0.21%	10.59%	9.95%	-0.64%	21.06%	21.32%	0.26%	8.55%	10.34%	1.79%	4.62%	4.60%	-0.02%	3.01%	3.18%	0.17%	1.83%	1.73%	-0.10%	7.62%	7.74%	0.12%
Graduate Degree	6.73%	6.76%	0.03%	6.02%	5.28%	-0.74%	10.59%	10.74%	0.15%	7.77%	9.72%	1.95%	0.39%	0.37%	-0.02%	6.38%	5.47%	-0.91%	10.73%	10.73%	0.00%	2.45%	2.58%	0.13%
HOUSEHOLDS	44,138	48,449	7.58%	2,483.00	2,256.00	-9.14%	479	227	-52.60%	299	260	-13.10%	13	15	15.38%	378	368	-2.65%	25	22	-12.00%	1094	1264	15.54%
AVERAGE HOUSEHOLD SIZE	2.2	2.2	0.00%	1.72	2.05	19.19%	1.3	1.3	0%	2.2	2.1	-4.5%	1.5	1.5	0.00%	1.7	1.91	12.35%	1.8	2.16	20.00%	1.8	2.29	27.22%
HOUSEHOLD INCOME																								
Less than $15,000	25.86%	13.80%	-12.06%	43.13%	16.70%	-26.43%	22.10%	7.69%	-14.41%	39.68%	17.56%	-22.12%	73.64%	36.24%	-37.40%	60.60%	31.60%	-29.00%	72.80%	27.23%	-45.57%	42.03%	14.35%	-27.68%
$15,000 - 24,999	21.60%	15.20%	-6.40%	24.14%	20.44%	-3.70%	12.50%	10.03%	-2.47%	19.71%	26.02%	6.31%	22.84%	25.34%	2.50%	28.70%	26.56%	-2.14%	34.40%	27.70%	-6.70%	27.80%	20.37%	-7.43%
$25,000 - 34,999	16.61%	14.70%	-1.91%	12.92%	17.73%	4.81%	15.40%	10.37%	-5.03%	13.25%	16.11%	2.86%	6.23%	16.21%	9.98%	2.70%	20.20%	17.50%	0.00%	23.94%	23.94%	16.20%	18.83%	2.63%
$35,000 - 49,999	16.42%	17.30%	0.88%	8.28%	14.44%	6.16%	9.20%	9.70%	0.50%	7.40%	17.15%	9.75%	5.43%	8.86%	3.43%	4.00%	12.76%	8.76%	2.80%	16.43%	13.63%	9.00%	15.82%	6.82%
$50,000 - 74,999	11.64%	19.20%	7.56%	5.68%	16.87%	11.19%	15.50%	17.73%	2.23%	5.81%	12.44%	6.63%	2.08%	9.13%	7.05%	0.80%	4.43%	3.63%	0.00%	0.00%	0.00%	3.50%	20.91%	17.41%
$75,000 - 99,999	4.07%	8.70%	4.63%	2.09%	5.41%	3.32%	5.20%	9.70%	4.50%	0.42%	2.99%	2.57%	0.00%	2.04%	2.04%	2.40%	1.96%	-0.44%	4.40%	1.88%	-2.52%	1.10%	5.79%	4.69%
$100,000 - 149,999	2.34%	6.10%	3.76%	1.85%	4.18%	2.33%	9.40%	10.70%	1.30%	0.74%	4.21%	3.47%	1.44%	1.09%	-0.35%	0.50%	0.77%	0.27%	0.00%	0.47%	0.47%	0.00%	3.24%	3.24%
$150,000 - 249,999	0.99%	3.50%	2.51%	1.24%	2.74%	1.50%	6.10%	14.38%	8.28%	1.80%	1.22%	-0.58%	0.00%	1.09%	1.09%	0.00%	1.74%	1.74%	0.00%	2.35%	2.35%	0.00%	0.69%	0.69%
$250,000 - 499,999	0.50%	0.90%	0.40%	0.84%	0.91%	0.07%	3.50%	5.69%	2.19%	0.53%	1.77%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
$500,000 and over	0.28%	0.60%	0.32%	0.11%	0.58%	0.47%	1.00%	4.01%	3.01%	0.21%	0.54%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

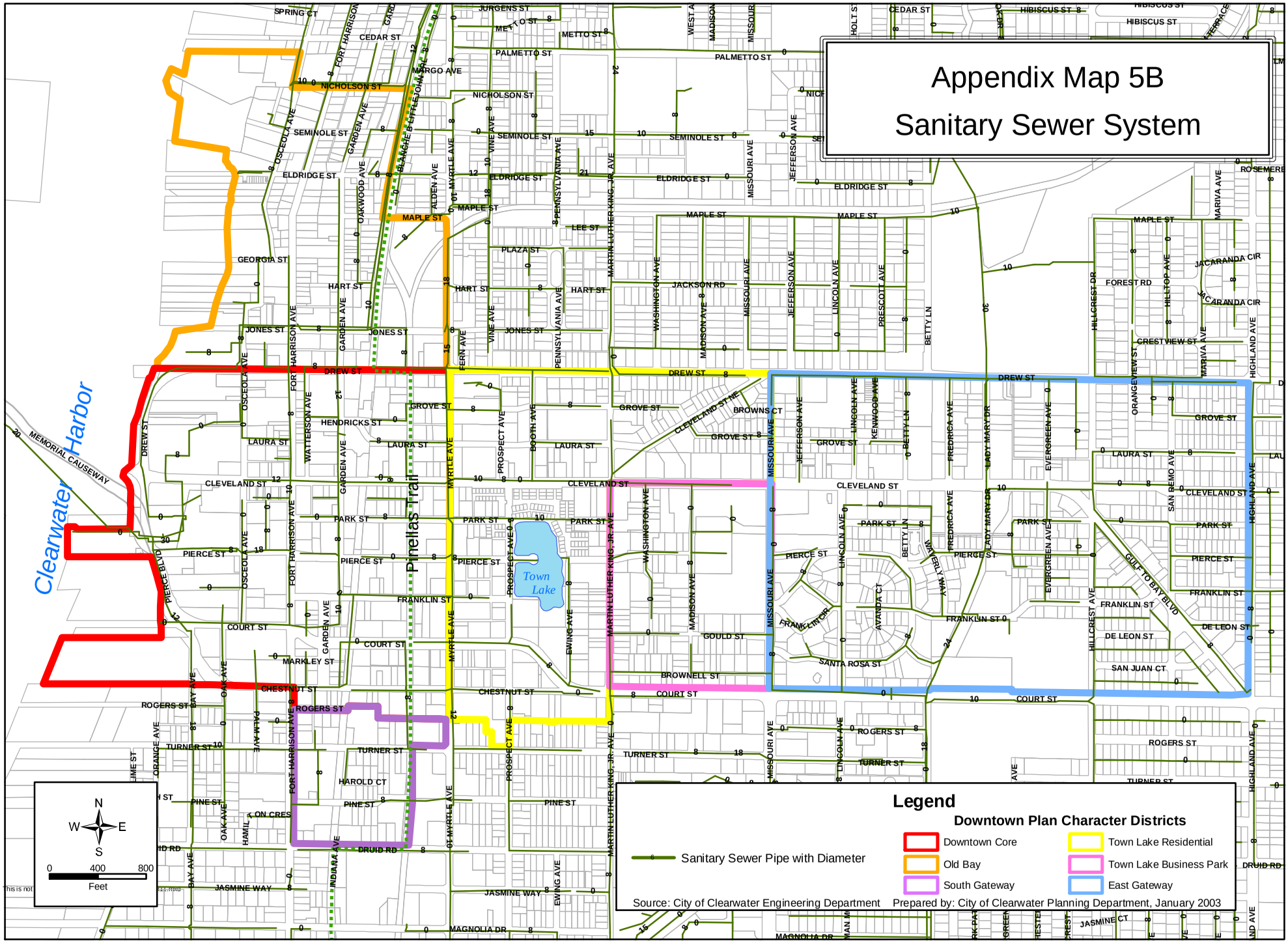
City of Clearwater Demographic Profile By Character District
February 2003

	City of Clearwater			Downtown Plan Area			Downtown Core			Old Bay			South Gateway			Town Lake Residential			Town Lake Business			East Gateway		
	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change	1990	2000	% Change
		.																						
AVERAGE HOUSEHOLD	$37,013	$59,398	60.50%	$29,210	$48,718	66.79%	$71,256	$126,267	77.20%	$28,520	$46,908	64.50%	$14,789	$28,759	94.46%	$16,924	$29,354	73.45%	$17,142	$29,914	74.51%	$19,966	$37,782	89.23%
INCOME																								
MEDIAN HOUSEHOLD	$26,689	$40,480	51.70%	$17,911	$32,254	80.08%	$34,867	$67,130	92.53%	$17,910	$29,231	63.20%	$12,000	$19,000	58.33%	$11,601	$21,850	88.35%	$11,625	$22,857	96.62%	$17,770	$33,102	86.28%
INCOME																								
HOUSING UNITS	53,833	58,492	8.70%	2,998	2,801	-6.57%	533	261	-52.80%	394	344	-12.60%	41	15	-63.41%	392	368	-6.12%	37	22	-40.54%	1337	1968	47.20%
Owner Occupied	61.76%	62.12%	0.36%	26.33%	25.30%	-1.03%	21.59%	33.44%	11.85%	31.16%	40.46%	9.30%	5.99%	8.72%	2.73%	13.11%	10.07%	-3.04%	22.22%	11.27%	-10.95%	25.55%	23.18%	-2.37%
Renter Occupied	38.24%	37.88%	-0.36%	73.67%	74.70%	1.03%	78.41%	66.56%	-11.85%	68.84%	59.54%	-9.30%	94.01%	91.28%	-2.73%	86.89%	89.93%	3.04%	77.78%	88.73%	10.95%	74.45%	76.82%	2.37%
MEDIAN VALUE	$81,492	$113,416	39.17%	$75,266	$86,919	15.48%	$ 250,000	$350,000	40.00%	$66,071	$97,500	47.57%	$62,500	$99,265	58.82%	$57,237	$87,500	52.87%	$50,000	$87,500	75.00%	$69,602	$80,556	15.74%
OWNER OCCUPIED UNITS														*										
HOUSING UNITS																								
BY YEAR BUILT																								
1989 - present	1.41%	10.08%	8.67%	0.27%	6.91%	6.64%	0.00%	0.00%	0.00%	0.06%	0.09%	0.03%	2.06%	11.59%	9.53%	0.79%	5.40%	4.61%	0.00%	0.00%	0.00%	0.00%	11.10%	11.10%
1985 - 1988	6.61%	6.09%	-0.52%	1.17%	0.86%	-0.31%	0.00%	0.00%	0.00%	21.00%	0.25%	-20.75%	4.56%	3.52%	-1.04%	5.04%	4.53%	-0.51%	5.33%	5.42%	0.09%	0.00%	0.00%	0.00%
1980 - 1984	13.45%	12.46%	-0.99%	3.01%	0.92%	-2.09%	0.00%	0.00%	0.00%	5.49%	5.04%	-0.45%	5.15%	4.04%	-1.11%	7.73%	7.00%	-0.73%	9.33%	9.58%	0.25%	1.48%	2.33%	0.85%
1970 - 1979	35.25%	32.34%	-2.91%	35.07%	31.51%	-3.56%	79.52%	82.09%	2.57%	11.72%	12.61%	0.89%	68.09%	52.73%	-15.36%	28.92%	27.26%	-1.66%	4.67%	5.00%	0.33%	23.89%	19.08%	-4.81%
1960 - 1969	19.89%	17.81%	-2.08%	17.19%	17.75%	0.56%	10.54%	8.96%	-1.58%	15.15%	16.83%	1.68%	9.85%	7.68%	-2.17%	5.83%	5.36%	-0.47%	3.33%	3.33%	0.00%	27.77%	25.13%	-2.64%
1950 - 1959	14.81%	13.48%	-1.33%	16.10%	16.94%	0.84%	1.53%	1.31%	-0.22%	16.60%	17.00%	0.40%	7.94%	6.12%	-1.82%	6.12%	5.52%	-0.60%	5.00%	5.00%	0.00%	26.85%	25.13%	-1.72%
1940 - 1949	5.20%	4.75%	-0.45%	13.97%	12.74%	-1.23%	5.01%	4.48%	-0.53%	19.17%	17.76%	-1.41%	5.29%	4.04%	-1.25%	24.67%	21.89%	-2.78%	36.67%	37.50%	0.83%	12.92%	11.64%	-1.28%
1939 or earlier	3.43%	2.99%	-0.44%	13.24%	10.38%	-2.86%	3.70%	3.17%	-0.53%	31.59%	30.43%	-1.16%	13.24%	10.29%	-2.95%	25.85%	23.03%	-2.82%	33.67%	34.17%	0.50%	7.10%	5.59%	-1.51%
*Calculated from 2007 estimated value																								

APPENDIX 5
UTILITIES MAPS

Appendix Map 5A
Potable Water System




Appendix Map 5B
Sanitary Sewer System
Legend
Downtown Plan Character Districts
Downtown Core
Old Bay
South Gateway
Town Lake Residential
Town Lake Business Park
East Gateway
Sanitary Sewer Pipe with Diameter
Source: City of Clearwater Engineering Department
Prepared by: City of Clearwater Planning Department, January 2003
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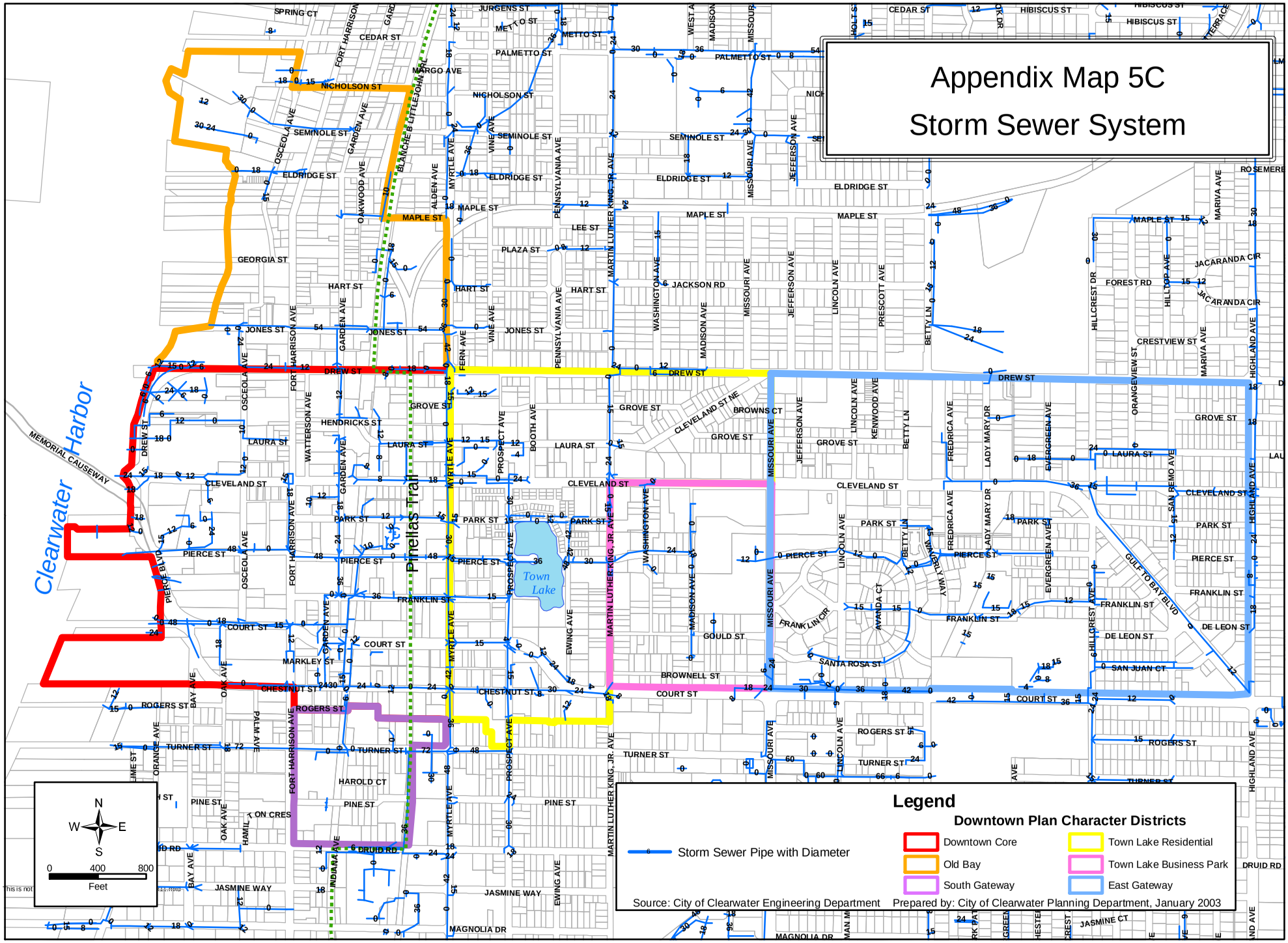
Feet
Clearwater Harbor
Pinellas Trail
Town Lake
MEMORIAL CAUSEWAY
GULF TO BAY BLVD
PIERCE BLVD
SPRING CT
CEDAR ST
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
MAPLE ST
GEORGIA ST
HART ST
JONES ST
DREW ST
GROVE ST
LAURA ST
CLEVELAND ST
PARK ST
PIERCE ST
FRANKLIN ST
COURT ST
MARKLEY ST
CHESTNUT ST
ROGERS ST
TURNER ST
HAROLD CT
PINE ST
DRUID RD
JASMINE WAY
MAGNOLIA DR
JASMINE CT
SAN JUAN CT
DE LEON ST
SANTA ROSA ST
GOULD ST
BROWNELL ST
BROWNS CT
JACARANDA CIR
FOREST RD
CRESTVIEW ST
SAN REMO AVE
HIBISCUS ST
PALMETTO ST
METTO ST
JURGENS ST
MARGO AVE
OSCEOLA AVE
GARDEN AVE
OAKWOOD AVE
BLANCHE & LITTLEJOHN
ALDEN AVE
MYRTLE AVE
VINE AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
WASHINGTON AVE
MADISON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
BETTY LN
KENWOOD AVE
FREDRICA AVE
LADY MARY DR
EVERGREEN AVE
ORANGE VIEW ST
HILLCREST DR
HILLTOP AVE
MARIVA AVE
HIGHLAND AVE
FORT HARRISON AVE
WATTERSON AVE
HENDRICKS ST
PROSPECT AVE
BOOTH AVE
EWING AVE
FERN AVE
CLEVELAND ST NE
WAVERLY WAY
FRANK LINT CR
AVANDA CT
HILLCREST AVE
PALM AVE
OAK AVE
BAY AVE
ORANGE AVE
INDIANA AVE
HAMILTON CRES
ROSEMERE


Appendix Map 5C
Storm Sewer System
Legend
Downtown Plan Character Districts
Downtown Core
Old Bay
South Gateway
Town Lake Residential
Town Lake Business Park
East Gateway
Storm Sewer Pipe with Diameter
Source: City of Clearwater Engineering Department
Prepared by: City of Clearwater Planning Department, January 2003
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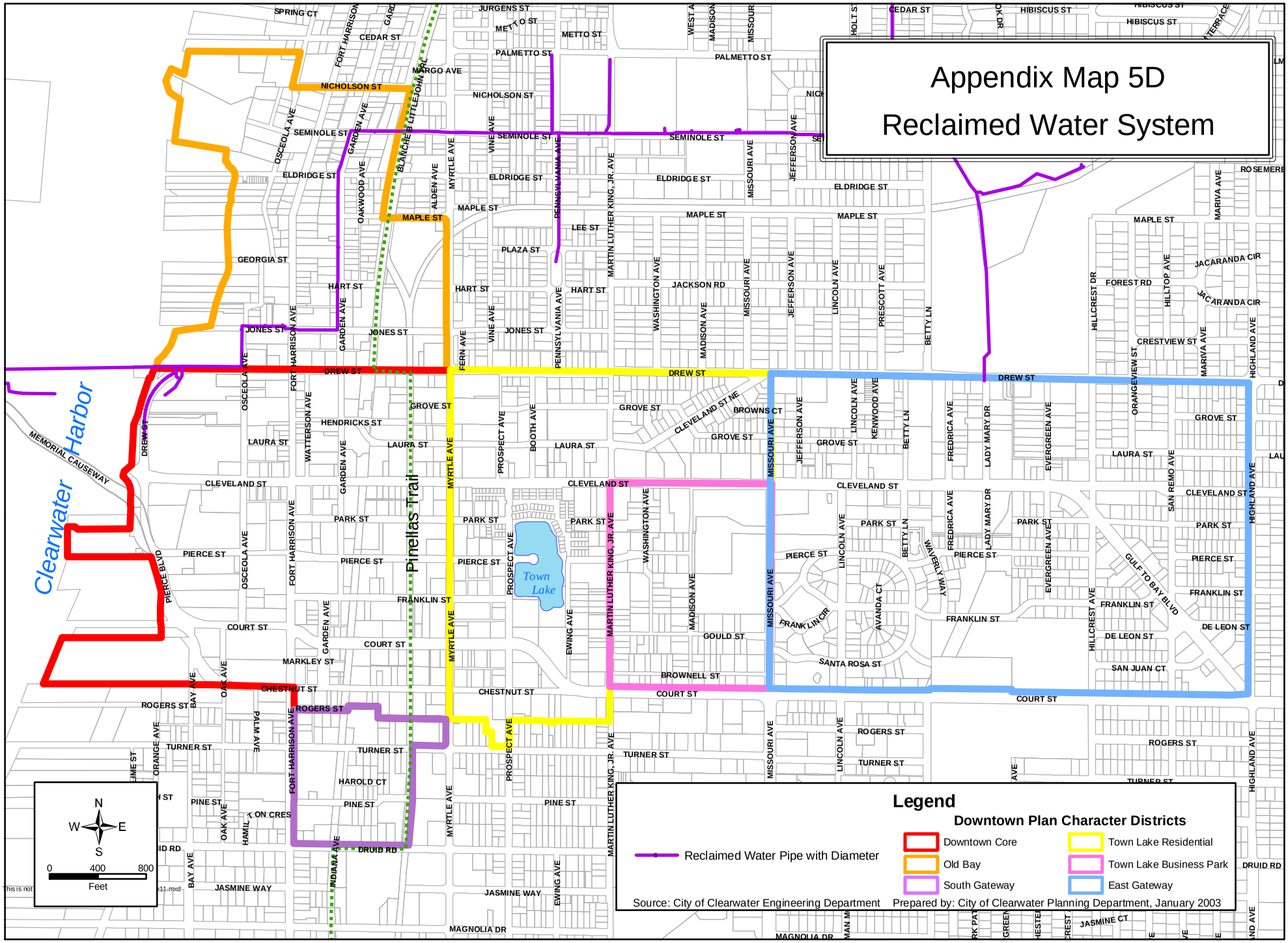
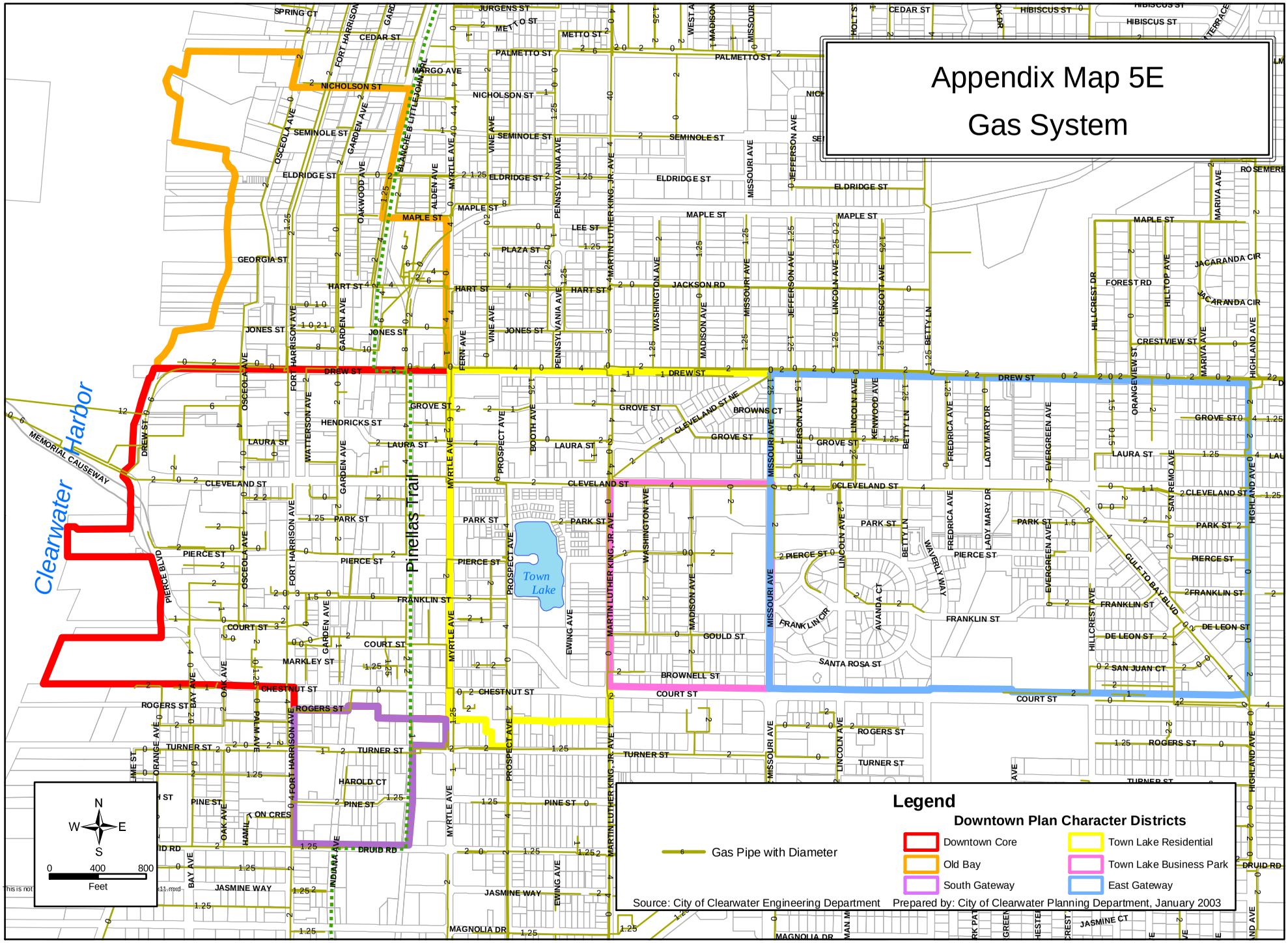
Clearwater Harbor
Pinellas Trail
Town Lake
MEMORIAL CAUSEWAY
GULF TO BAY BLVD
CLEVELAND ST
MAPLE ST
DREW ST
GROVE ST
PIERCE ST
FRANKLIN ST
COURT ST
CHESTNUT ST
ROGERS ST
TURNER ST
PINE ST
DRUID RD
JASMINE WAY
MAGNOLIA DR
NICHOLSON ST
SEMINOLE ST
ELDRIDGE ST
HART ST
JONES ST
LAURA ST
PARK ST
MARKLEY ST
HAROLD CT
SPRING CT
CEDAR ST
PALMETTO ST
MARGO AVE
GEORGIA ST
JURGENS ST
METTO ST
LEE ST
PLAZA ST
JACKSON RD
HENDRICKS ST
BROWNS CT
CLEVELAND ST NE
BROWNELL ST
GOULD ST
SANTA ROSA ST
FRANKLIN CIR
AVANDA CT
DE LEON ST
SAN JUAN CT
SAN REMO AVE
JACARANDA CIR
FOREST RD
CRESTVIEW ST
HIBISCUS ST
ROSEMERE
JASMINE CT
OSCEOLA AVE
GARDEN AVE
OAKWOOD AVE
FORT HARRISON AVE
WATTERSON AVE
BLANCHE & LITTLEJOHN
ALDEN AVE
MYRTLE AVE
VINE AVE
FERN AVE
PENNSYLVANIA AVE
MARTIN LUTHER KING, JR. AVE
WASHINGTON AVE
MADISON AVE
MISSOURI AVE
JEFFERSON AVE
LINCOLN AVE
PRESCOTT AVE
BETTY LN
KENWOOD AVE
FREDRICA AVE
LADY MARY DR
EVERGREEN AVE
ORANGEVIEW ST
HILLCREST DR
HILLTOP AVE
MARIVA AVE
HIGHLAND AVE
PROSPECT AVE
BOOTH AVE
EWING AVE
PIERCE BLVD
BAY AVE
OAK AVE
PALM AVE
ORANGE AVE
LIME ST
HAMILTON CRES
INDIANA AVE
WINDERLY WAY

Appendix Map 5D
Reclaimed Water System



Appendix Map 5E
Gas System



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

        20acres @ 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

	Existing Plan		Proposed Plan		**Development Potential** **Proposed – Existing**	
District	**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
Memorial Causeway Bridge		x		**64.2M**	Open to traffic 1Q 2004
Main Library		x		**20.2M**	Opening Early 2004
Prospect Lake Park Construction		x		**7.3M**	Suggestions for names being accepted/Grand Opening Fall 2003
Fort Harrison Avenue Improvements		x		**5.397M**	Construction started from project's southern boundary. DOT working with the city to ensure night lane closure doesn't impact traffic.
East Street Railroad Tracks		x		**CSX 2.5M**	Completed
Mediterranean Village (Public Investment)		x		**1M**	Phase I broke ground 8/02, expected completion of Phase 1 - 10/03
Calvary Property		x			Inquiries being received
Super Block Property		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.
Update Downtown Redevelopment Plan	x				Draft released for public input. Presentations scheduled to DDB 7/2/03, CDB 7/15/03, CRA 8/18 & Commission 9/4/03
Character District/Urban Design		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.

Fiscal Year 2002-2003 (Cont'd)	Program	Project	Evaluation	$ (e)	Status
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**	

Fiscal Year 2003-2004	Program	Project	Evaluation	$ (e)	Status
Parking Garage Location		x			Under analysis.
Myrtle Avenue Reconstruction		x		**13.3M**	Contract award expected in September 2003.
Clearwater West End Connection (DOT)		x		**DOT 3M**	Underway by staff.
Pinellas Trail Connection					
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.

A residential, vehicular alley.

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.

A pedestrian alley.

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.

An arcade.

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 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.

Art Moderne style.

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.

A balcony.

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.

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

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

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.

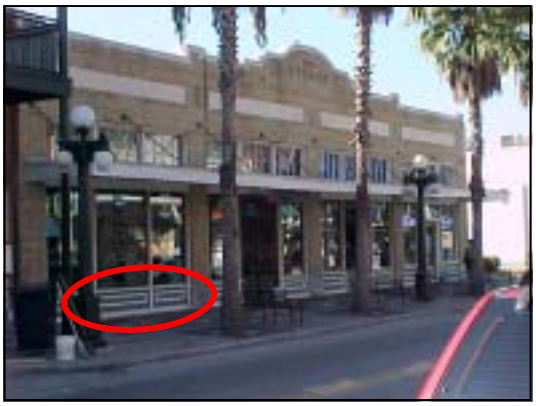
Bulkhead: a solid panel beneath a display window.

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.

Chicago School style.

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.

<u>*Types:*</u>
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.

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.

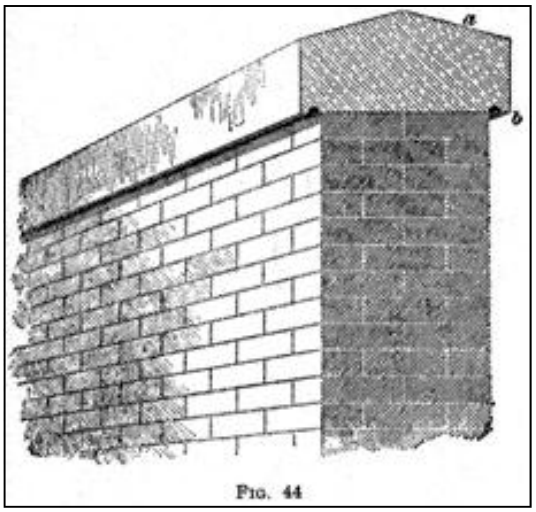
Coping: the covering course of a wall usually with a sloping top.

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.



Coping on a wall.

Cornice.

Courtyard.

D

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 facades.

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.

Gable.

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.

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

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.

An improved surface includes decorative pavers.

J

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.

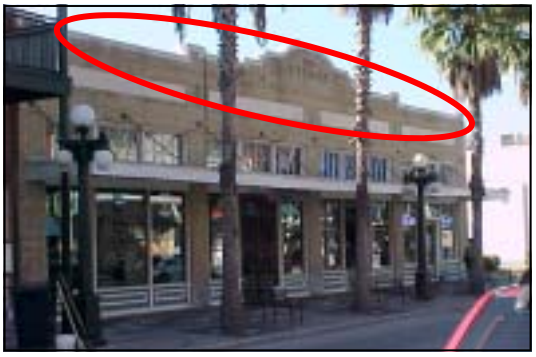
One-part commercial block: the one-part commercial block consists of single story buildings, usually simple boxes with decorative facades, which house either a single store or many units.

One-part commercial block.

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.

Oriented Strand Board (OSB)

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.*



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.

Pediment.

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

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.

Port Cochere.

Portico.

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

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 patter of building elements such 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 of 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.

String course.

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 competed due to pedestrian or vehicular traffic.

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

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.

A masonry wall topped by wrought iron pickets.

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 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***

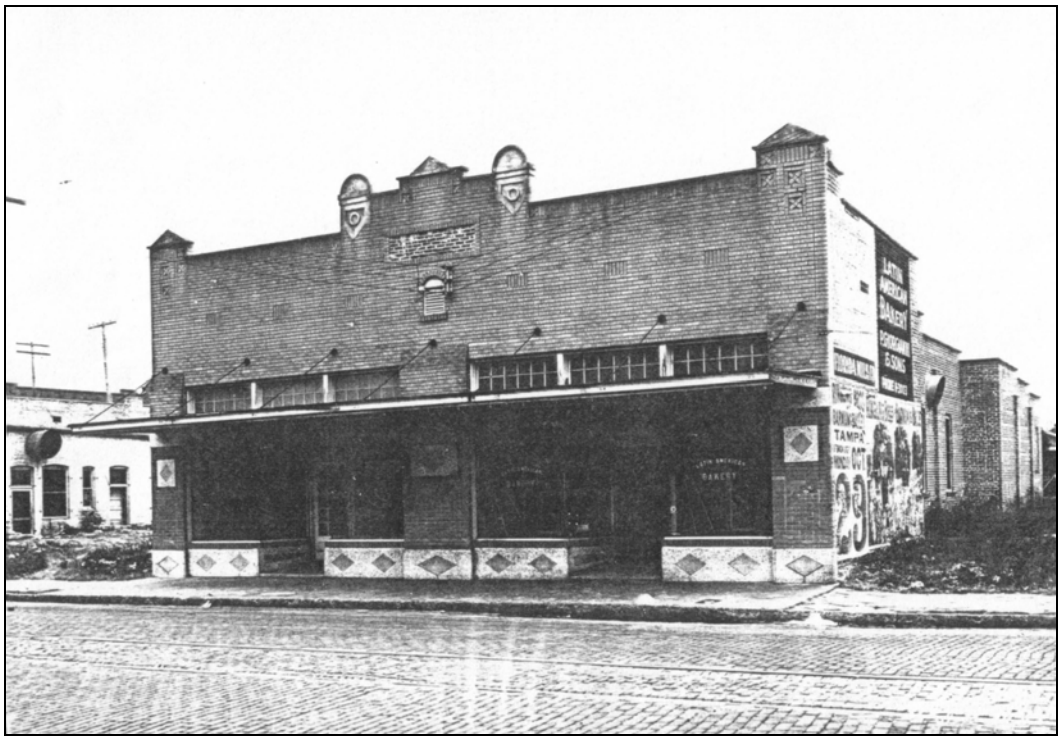
J. Richards Building, Located in Downtown Fort Myers. ***Photograph Taken by Janus Research, 1999.***

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.***

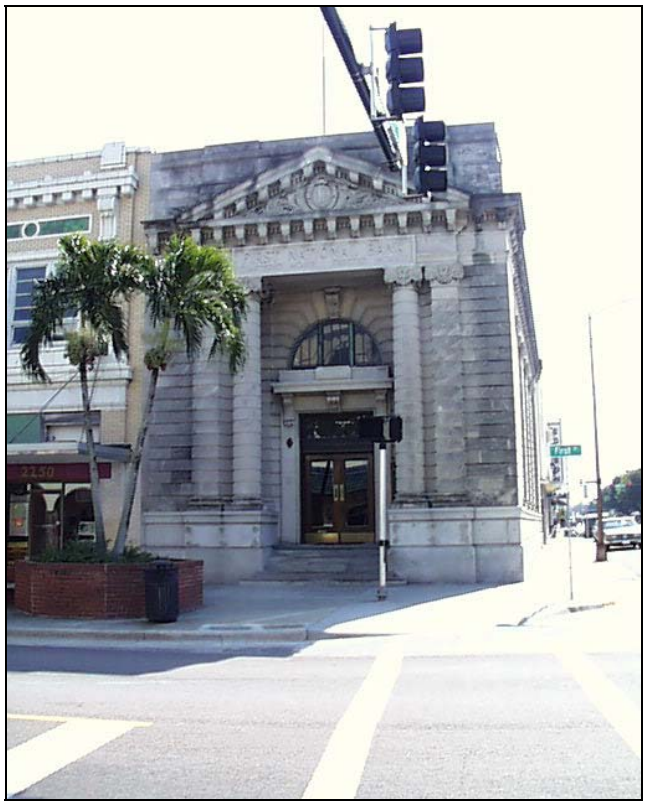
Biltmore Hotel, Located in Coral Gables. ***Courtesy of the Seaway-Biltmore Corporation.***

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

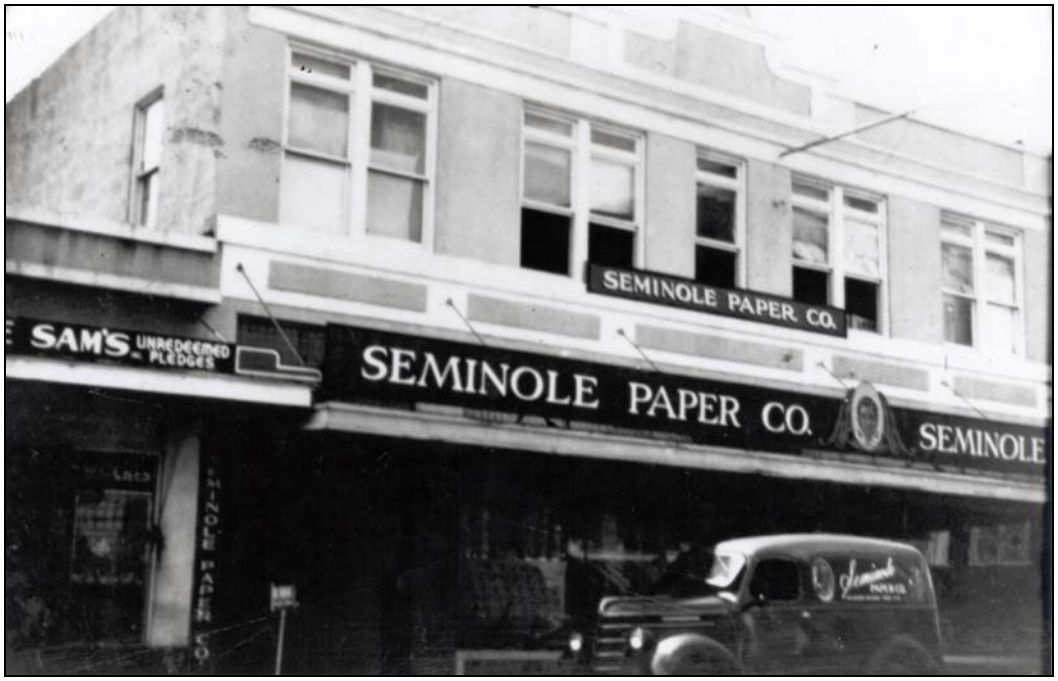
Historic Chicago Style High Rise Located in Jacksonville. ***Photograph Taken by Janus Research, 2004.***

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.***