

IMAGINE CLEARWATER

VISION AND GUIDING PRINCIPLES

Vision Statement

The downtown Clearwater waterfront will be an active, authentic, iconic civic and open space that celebrates Clearwater's history, natural beauty, culture, and diversity and anchors an economically vibrant downtown.

Guiding Principles

- **Community-Driven.** The waterfront as a whole will become the heart of the Clearwater community, a civic gathering space designed for diverse residents of all ages and backgrounds to enjoy.
- **Authentic.** The city's authentic history and identity will be celebrated in the waterfront and bluff's design and programming, building on the district's unique features such as its connections to the water, scenic sunset views, unique elevation changes, and Coachman Park's popular community and cultural events. The waterfront will be a symbol of the city and showcase and strengthen Clearwater's brand.
- **Dynamic.** The waterfront will be actively programmed to enable year-round and all-day usage. A variety of design elements and recreational amenities such as splash pads, art installations, concert facilities, improved lighting, food and art markets, recreational equipment, native shade trees, food and beverage concessions, and cultural programming will ensure the widespread enjoyment of the waterfront.
- **Natural.** The waterfront will be reimaged to enable welcoming and safe public access to its unique and beautiful natural amenities. Landscaped pathways along the Intracoastal Waterway will be combined with interactive design elements to connect visitors to the water's edge. Views of the water from the iconic Bluff will be preserved and enhanced, and native vegetation will be introduced to provide comfortable shade.
- **Connected.** Safe, convenient, reliable and multi-modal links will be provided between the waterfront and the rest of Clearwater. Pedestrians will enjoy comfortable, well-lit and shaded paths between the waterfront and the downtown core, enhanced with clear and attractive signage. Links to the Pinellas Trail will be enhanced and vehicular access will be provided in a manner consistent with the urban design and programming goals for the site.
- **Economically Vital.** As the centerpiece of downtown Clearwater, a redesigned waterfront will be a catalyst for a more vibrant, mixed-use downtown that is an attractive place to live, work, and play, contributing to Clearwater's economic and fiscal wellbeing.