

IMAGINE



THE FUTURE
OF CLEARWATER BEACH...



Imagine a winding beachside promenade with lush landscaping, artistic touches and clear views to Clearwater's award-winning beach and the water beyond, a place where bicyclists, rollerbladers and pedestrians all have safe and convenient access and where visitors and locals can socialize, dine, play games or simply enjoy the spectacular sun and surf.

THIS IS BEACH WALK

Five years in development, Beach Walk is designed to revitalize the community that surrounds Clearwater's popular south beach destination, which has played host to generations of visitors from all over the world. Part of the city's "Beach by Design" plan, it has already played a vital role in attracting new hotel development to the beach in a time when many older hotels are being converted into condominiums, threatening our community's tourism industry.

The \$30 million project will transform the look and feel of south Clearwater Beach and bring new vitality to the area, providing a setting that complements the beauty of the true destination: our pristine, white beaches.

So please, take a look at the plans and visit us often at www.myclearwater.com/beachwalk. Beach Walk is the future of Clearwater Beach.

WHY BEACH WALK

Tourism is Clearwater's number one industry, and the beach is at the center of that tourism. City and tourism officials recognized that, in order to meet the expectations of visitors in the new millennium, there was a need to improve the atmosphere surrounding our beautiful beaches. With more permanent residences going up on the beach, it was important, too, to preserve overnight accommodations for the millions of visitors who come back year after year.

Beach Walk is designed to bring visitors closer to the beach and provide an environment that will draw new hotel, retail, entertainment and restaurant business for out-of-town visitors, residents and day trippers. Already, several new hotel projects are in development in part because of the improvements promised by Beach Walk.

Modern amenities and a true "beachside experience" is what Beach Walk is all about. It will set Clearwater apart as a destination for Tampa Bay, the region and the world. In short, Beach Walk is the future of tourism in Clearwater.



For up-to-the-minute updates go to
MyClearwater.com/beachwalk

TRAFFIC AND PARKING

Many have asked what effect the project will have on traffic and parking on the beach. By adding a center lane to Coronado Drive, traffic engineers project an efficient flow of cars through the area, though during peak times visitors can still expect some slow movement.

To help compensate for beachside parking lost due to Beach Walk, the city has negotiated that 400 public parking spaces be included in the Hyatt development on south Clearwater Beach, and we continue to negotiate for new parking as other properties are redeveloped. The goal of these negotiations is to create a net increase in available parking, though initially there will be a slight reduction.

Surface parking lots on the north and south ends of Beach Walk will be only minimally affected, and parking on the north end of Clearwater Beach will be entirely unaffected.



A POINT IN TIME

Beach Walk is being constructed in four phases.

Phase I: Coronado Drive

Construction time: Approx. 12 months

The first phase provides pedestrian improvements to Coronado Drive, just east of the beach, and will take approximately one year to complete. Wide sidewalks will be added and the road will be converted to three lanes.

Phase II: North End of South Gulfview Boulevard

Construction time: Approx. 12 months

The second phase is the construction of the north end of Beach Walk, relocating Gulfview Boulevard through the existing parking area, and constructing wide promenades on both east and west sides of the new road.

Phase III: South End of South Gulfview Boulevard

Construction time: Approx. 12 months

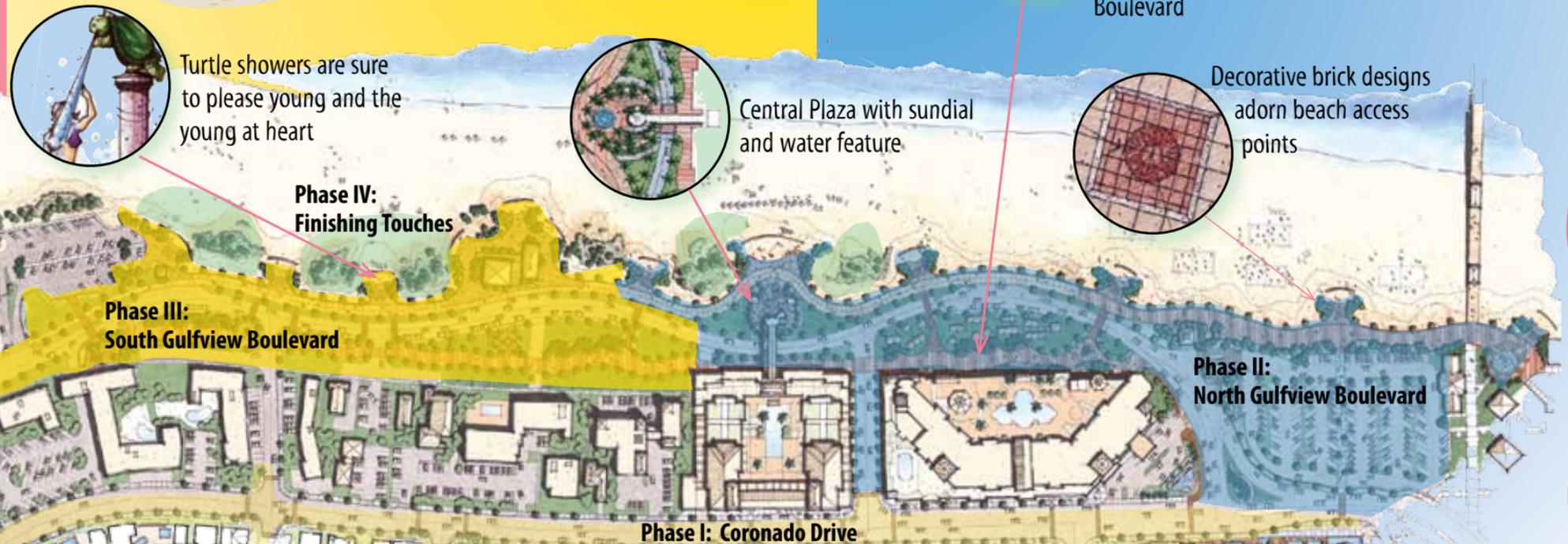
The third phase of the project is the construction of the south end of Gulfview Boulevard, which will mirror improvements made during phase II.

Phase IV: The Finishing Touches

Construction time: Six months

This phase will consist of "clean up" work, restoration of dunes and decorative touches prior to completion of the project.

CLEAR WATER · FLORIDA BEACH WALK



**Phase III:
South Gulfview Boulevard**

**Phase IV:
Finishing Touches**

**Phase II:
North Gulfview Boulevard**

Phase I: Coronado Drive