



# THE CITY OF CLEARWATER **EAST GATEWAY DISTRICT** VISION PLAN | APPENDIX

**Gensler** + SocialCompact



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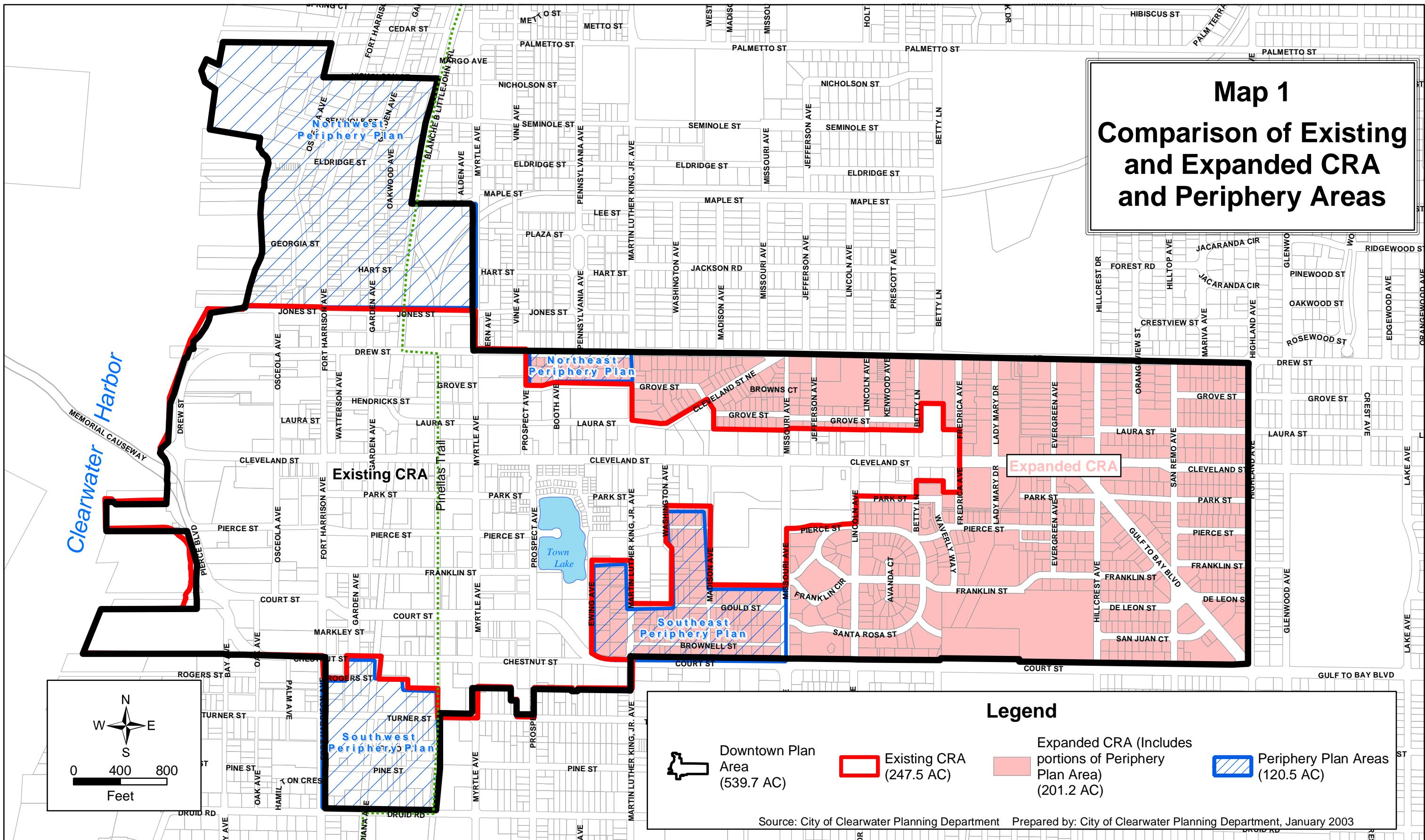


# APPENDIX: CITY BACKGROUND DATA

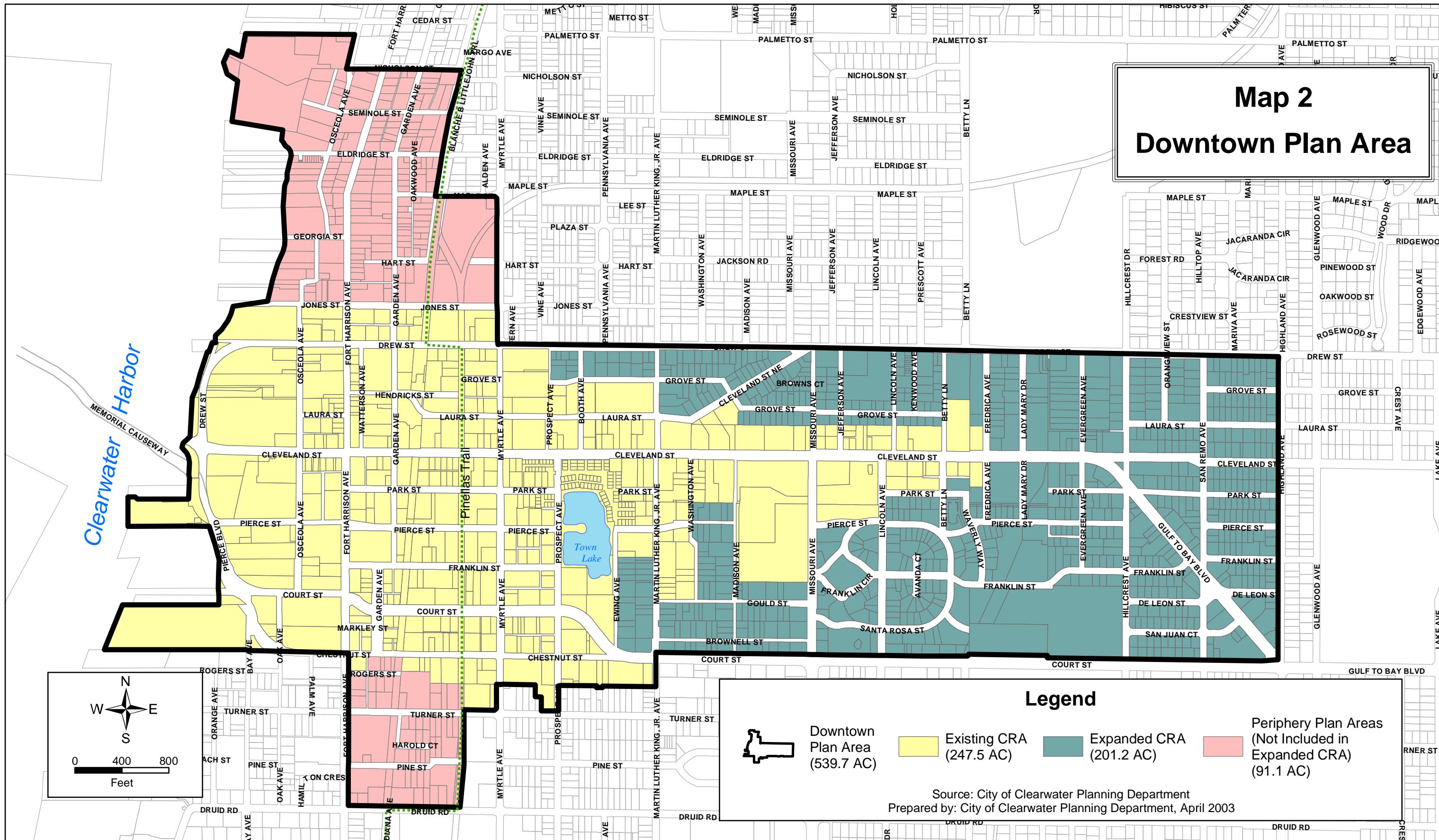


# Map 1

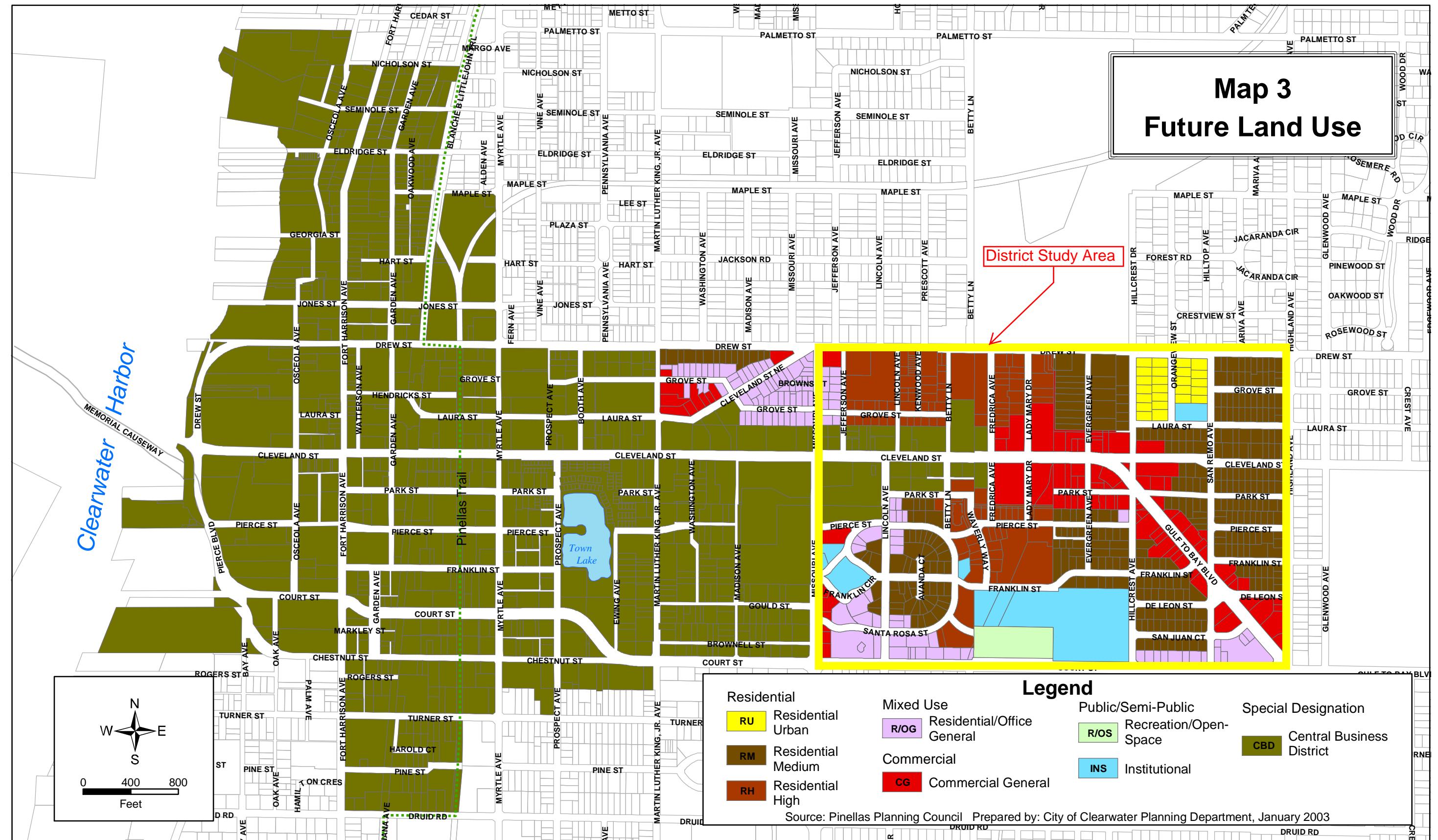
## Comparison of Existing and Expanded CRA and Periphery Areas



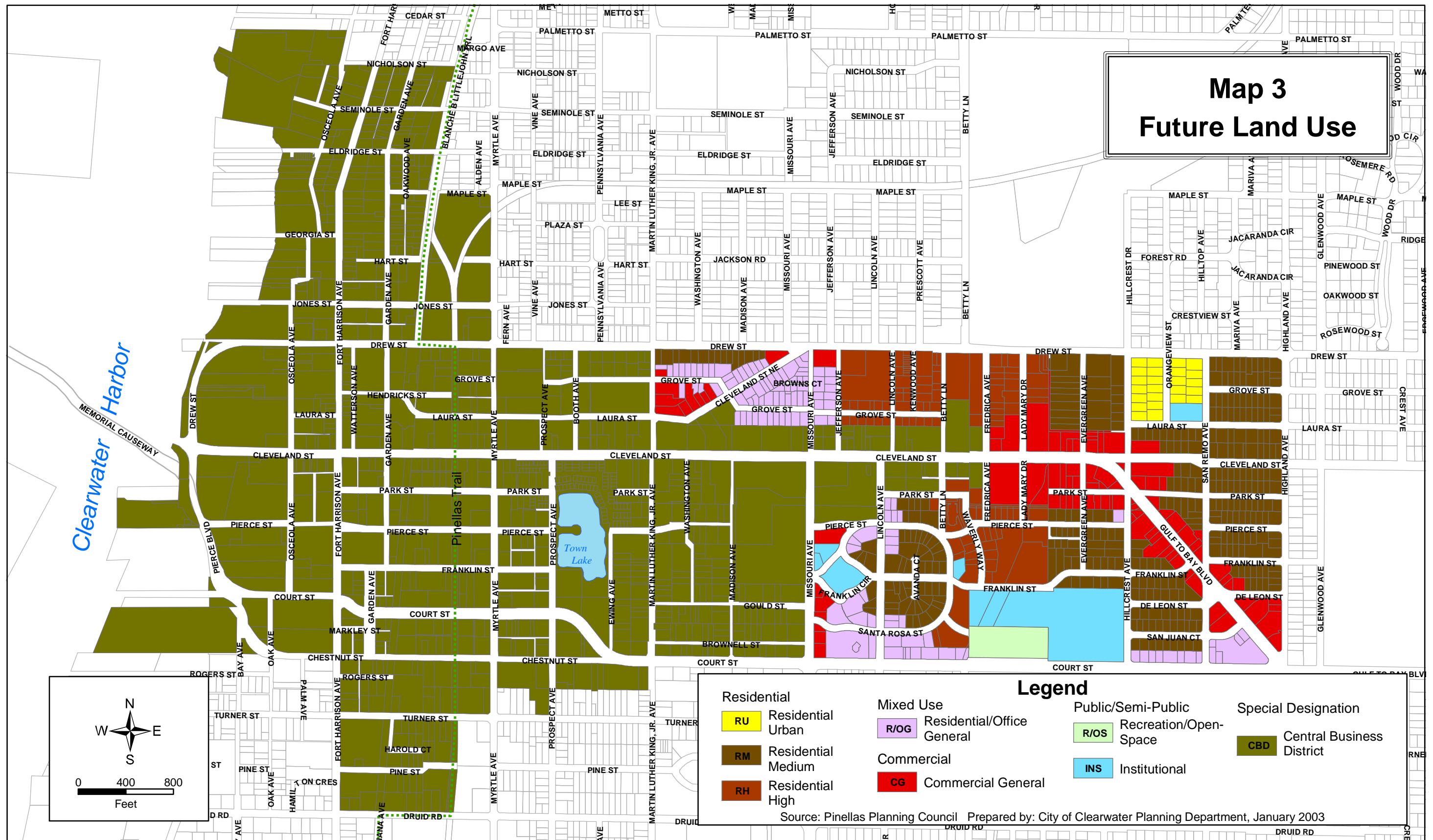
**Map 2**  
**Downtown Plan Area**



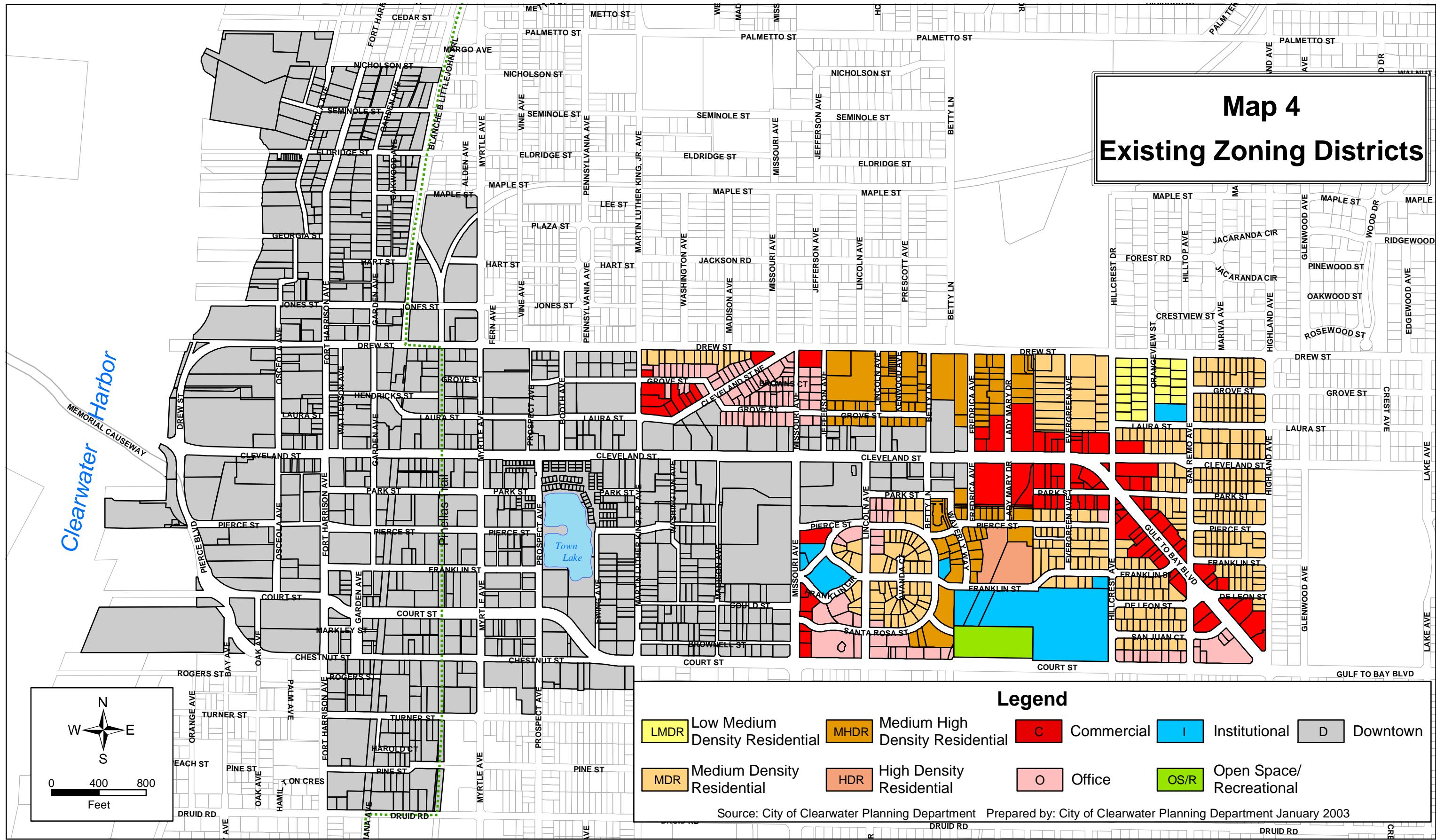
## Map 3 Future Land Use



## Map 3 Future Land Use

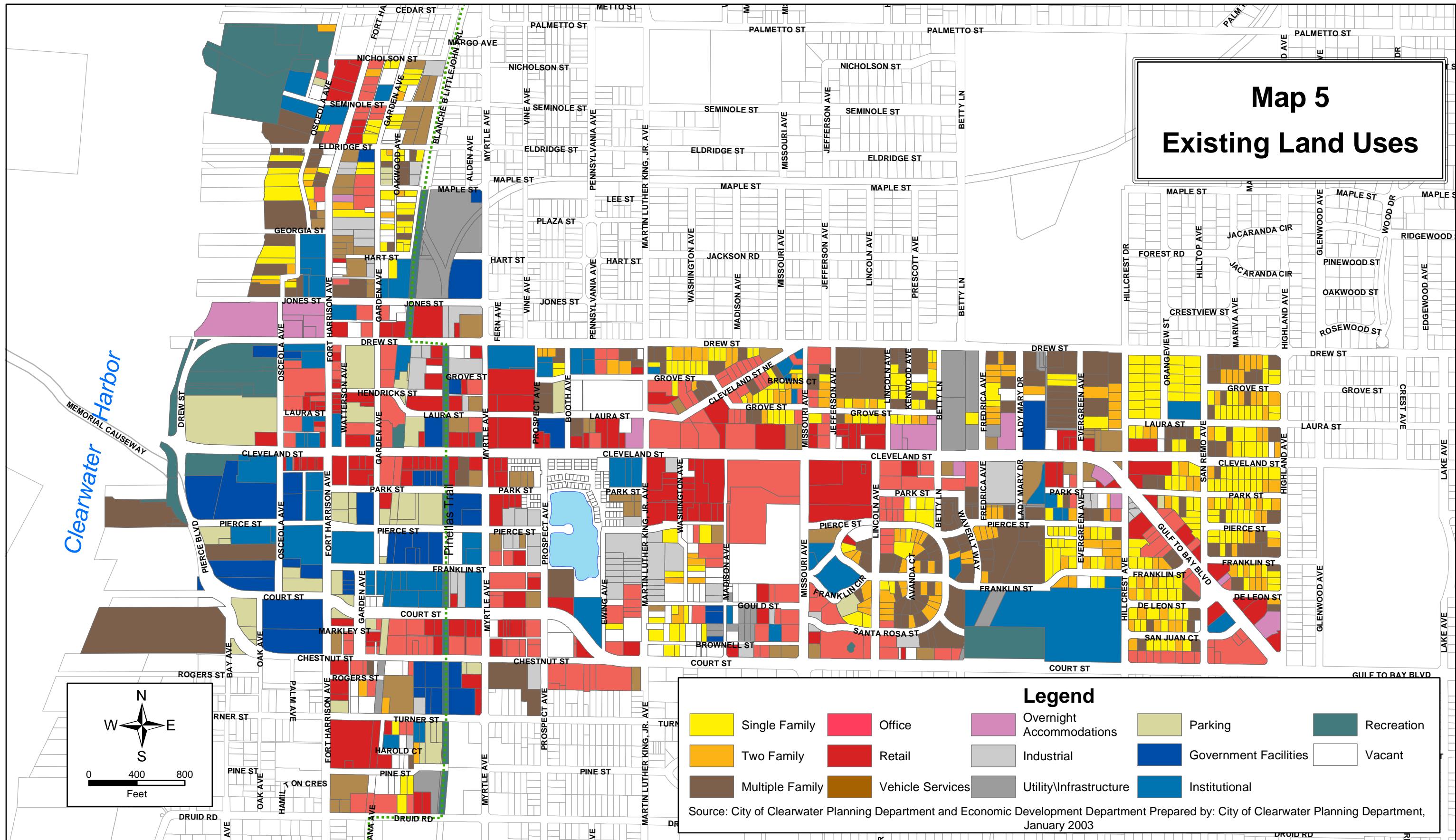


## Map 4 Existing Zoning Districts

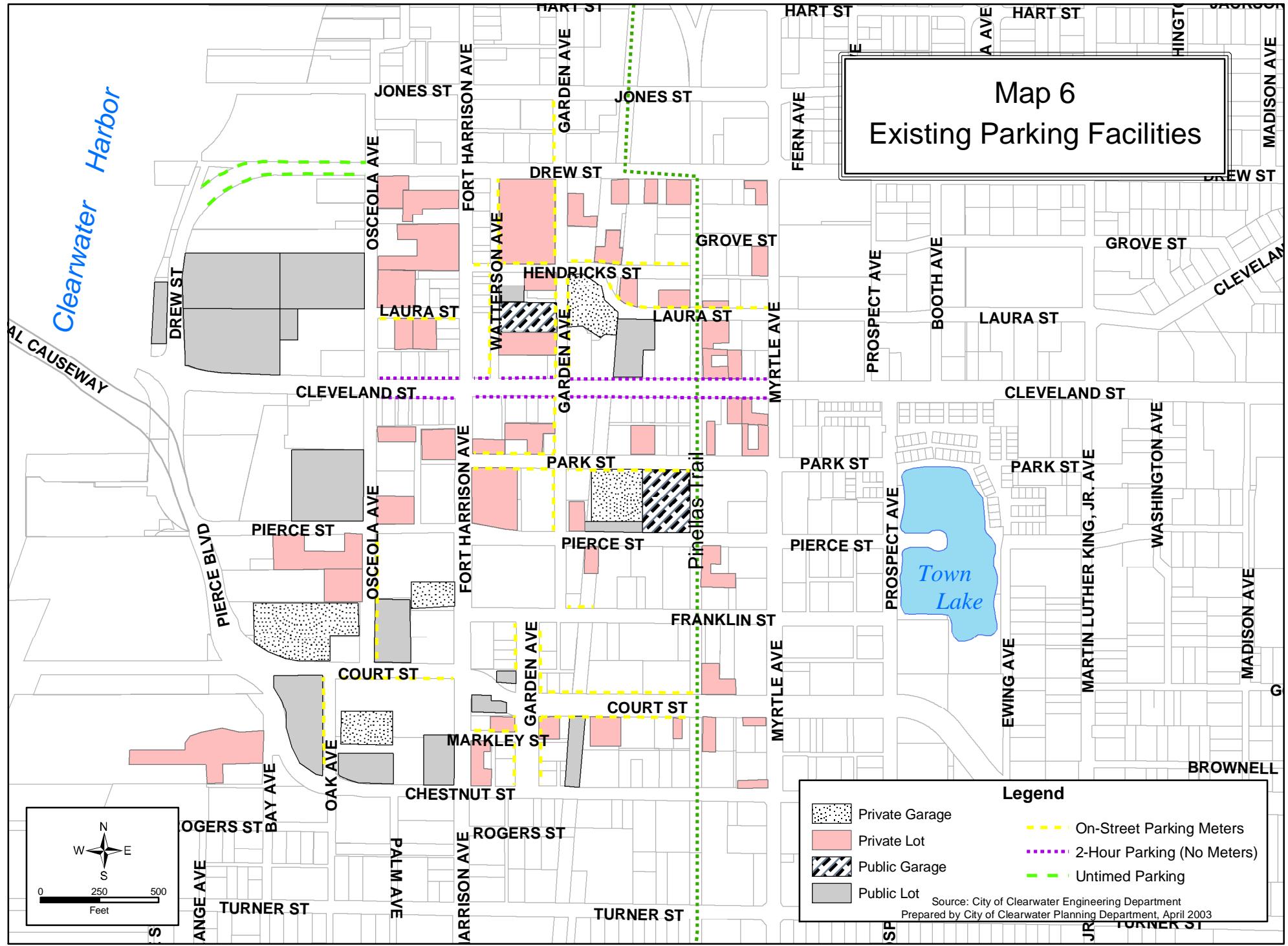


**Map 5**

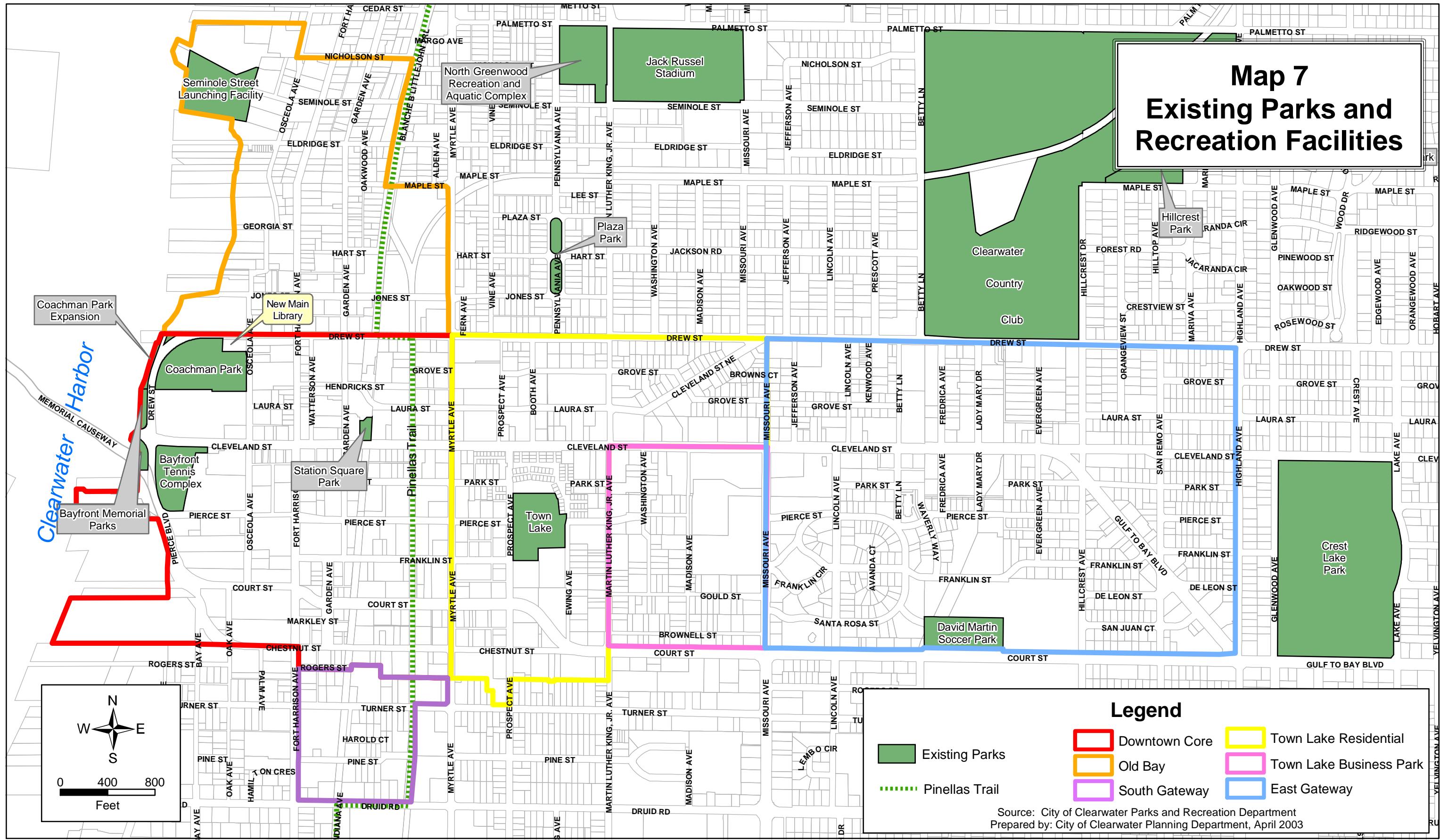
## Existing Land Uses



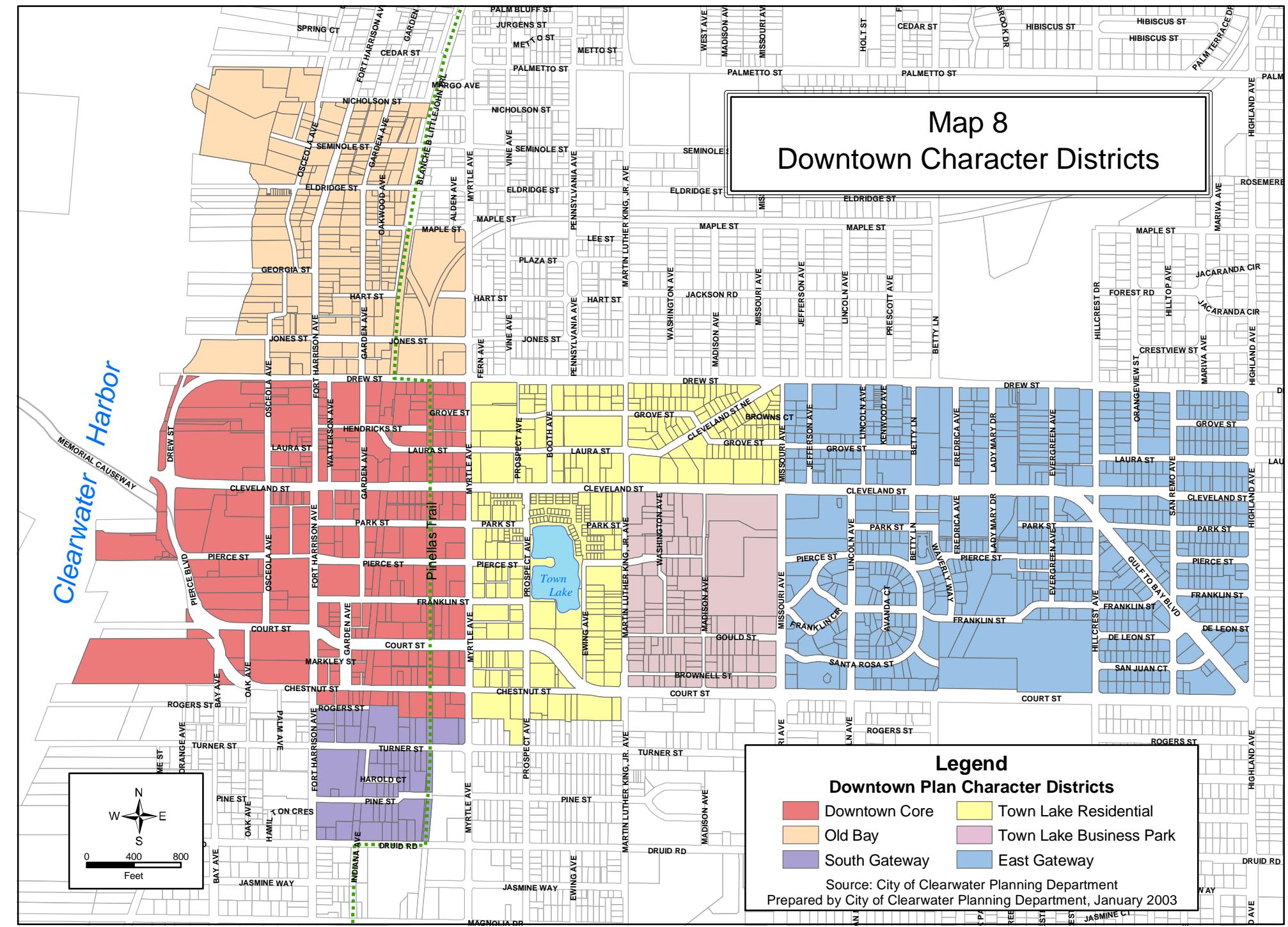
**Map 6**  
Existing Parking Facilities



## Map 7 Existing Parks and Recreation Facilities

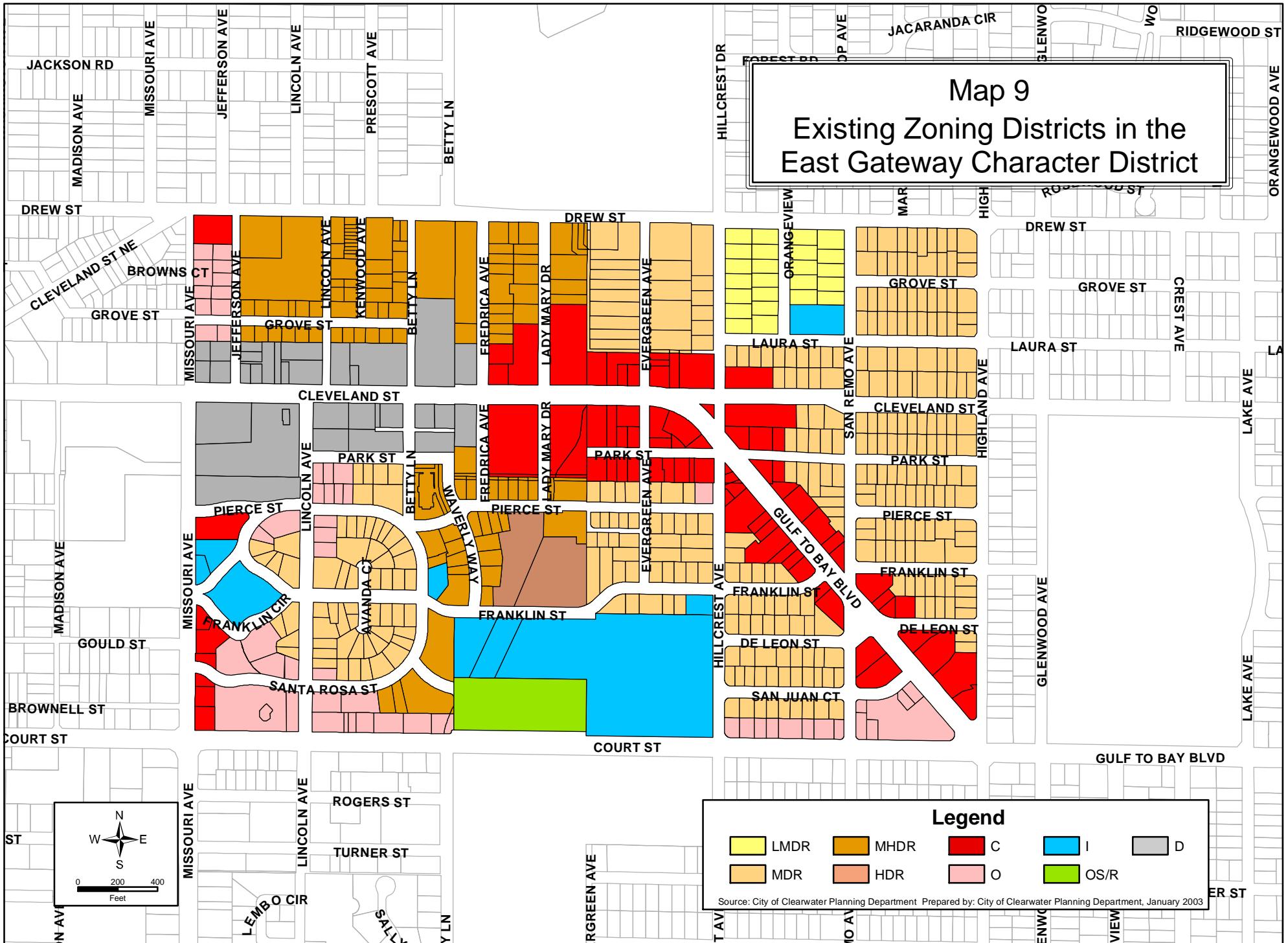


## Map 8 Downtown Character Districts



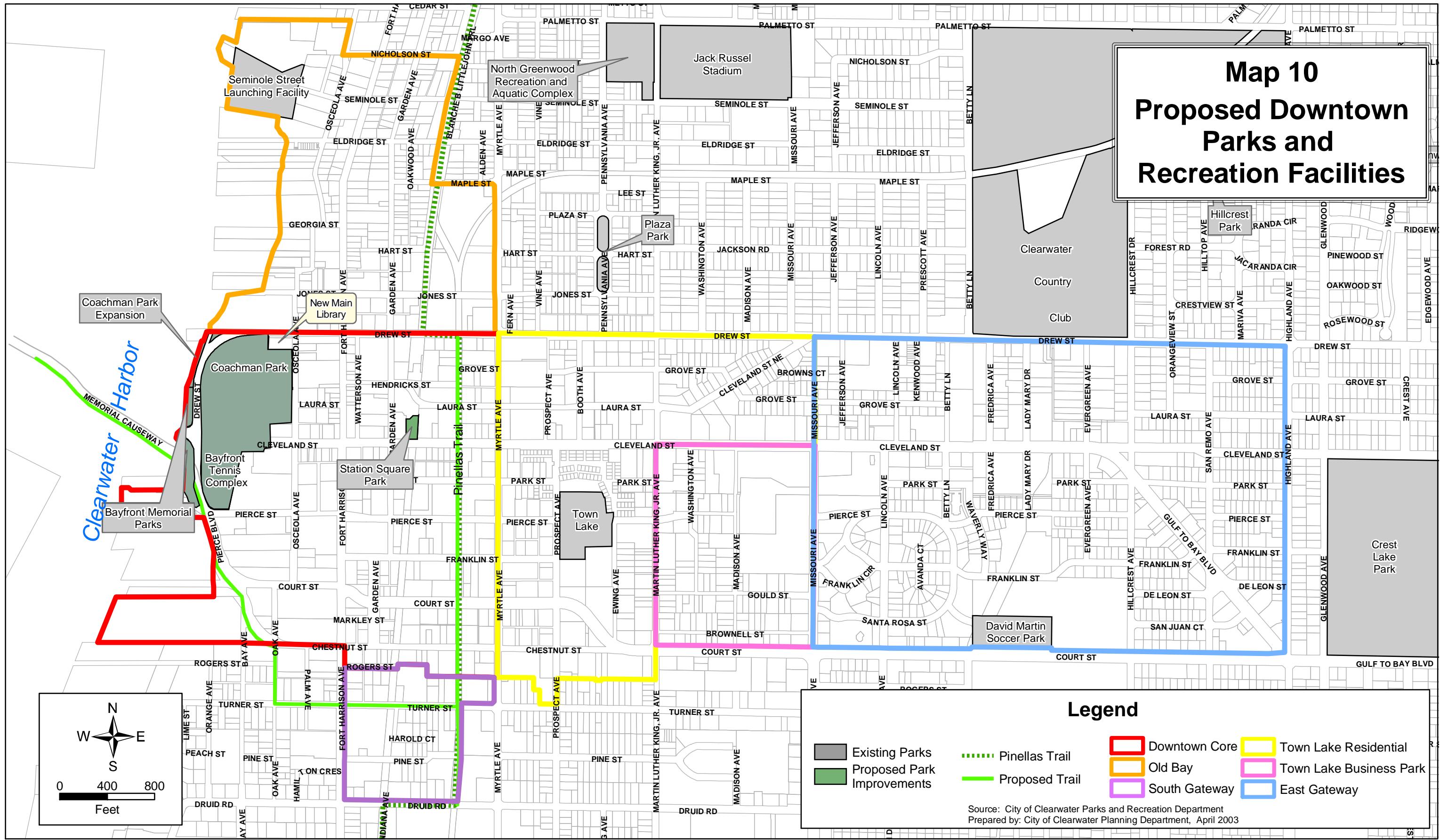
Map 9

Existing Zoning Districts in the  
East Gateway Character District



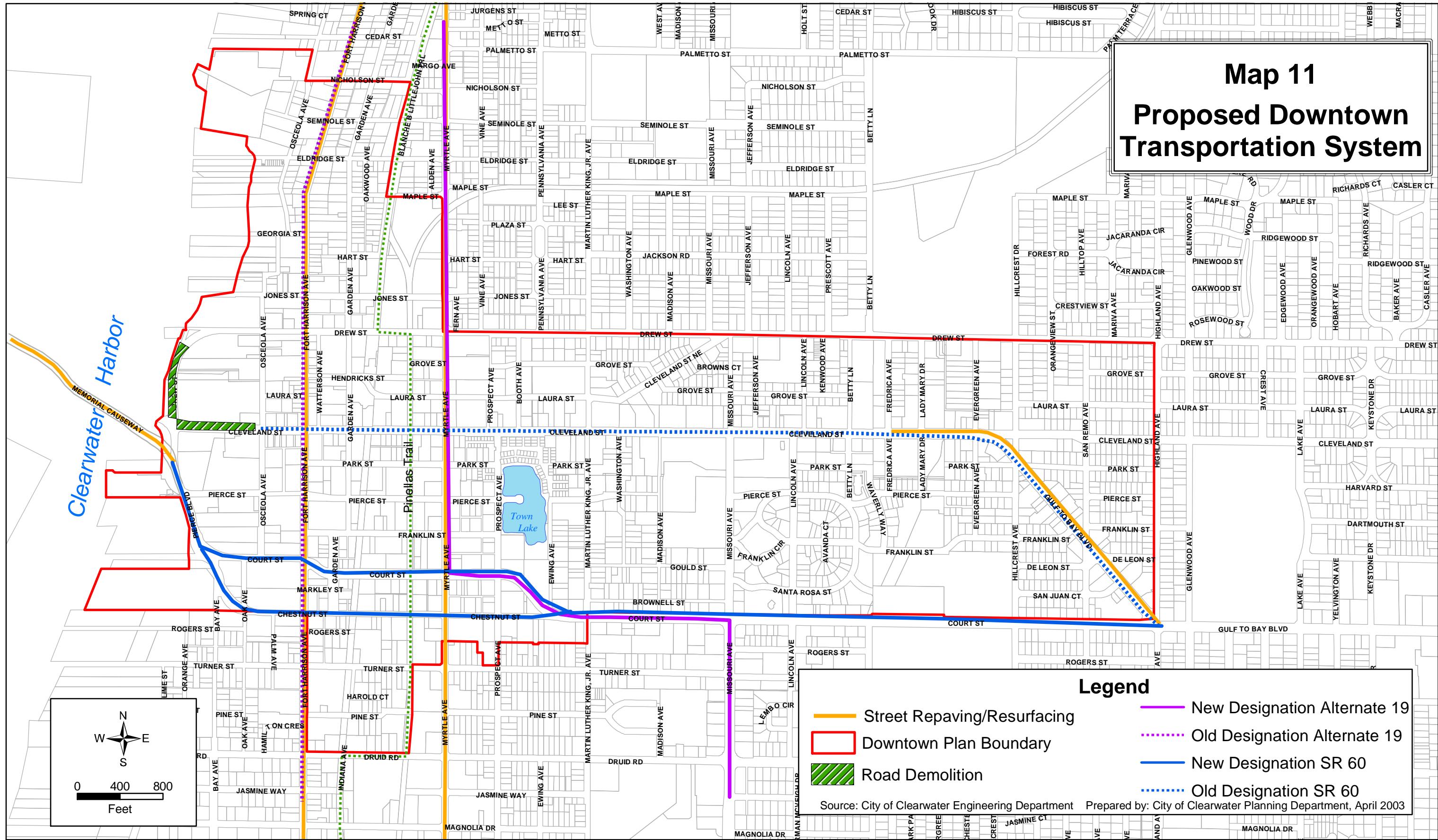
## Map 10

### Proposed Downtown Parks and Recreation Facilities



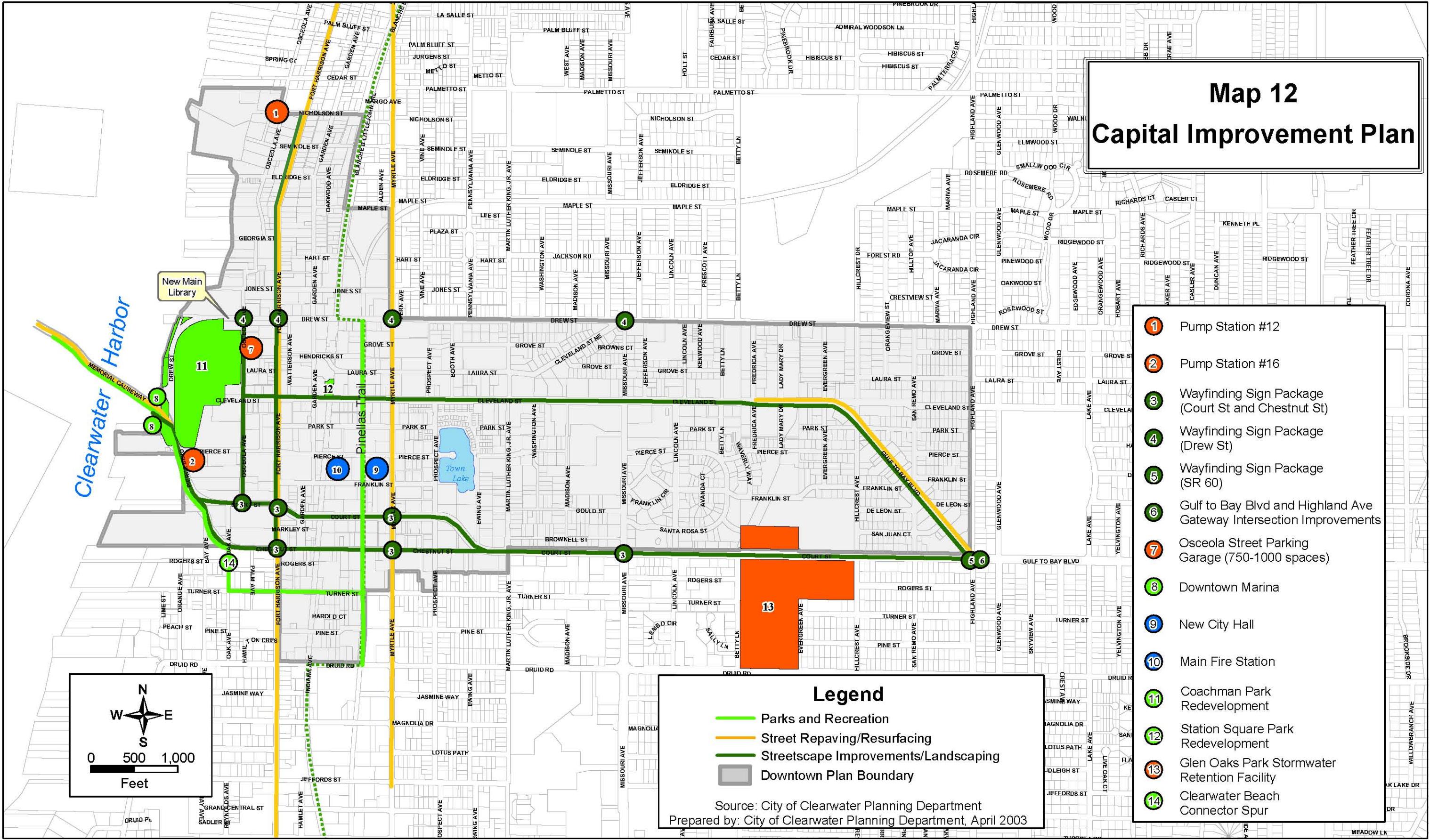
# Map 11

## Proposed Downtown Transportation System

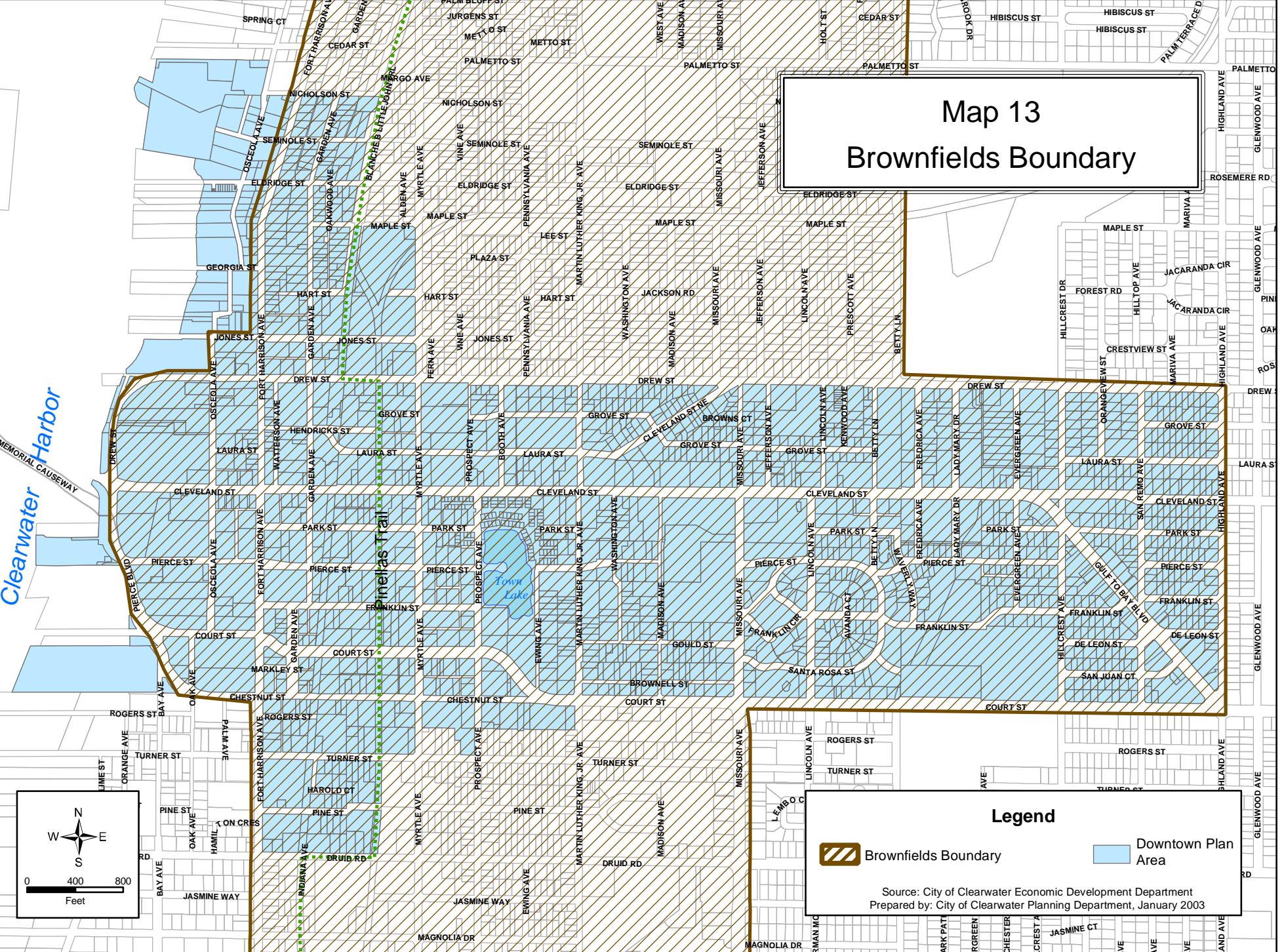


## Map 12

### Capital Improvement Plan

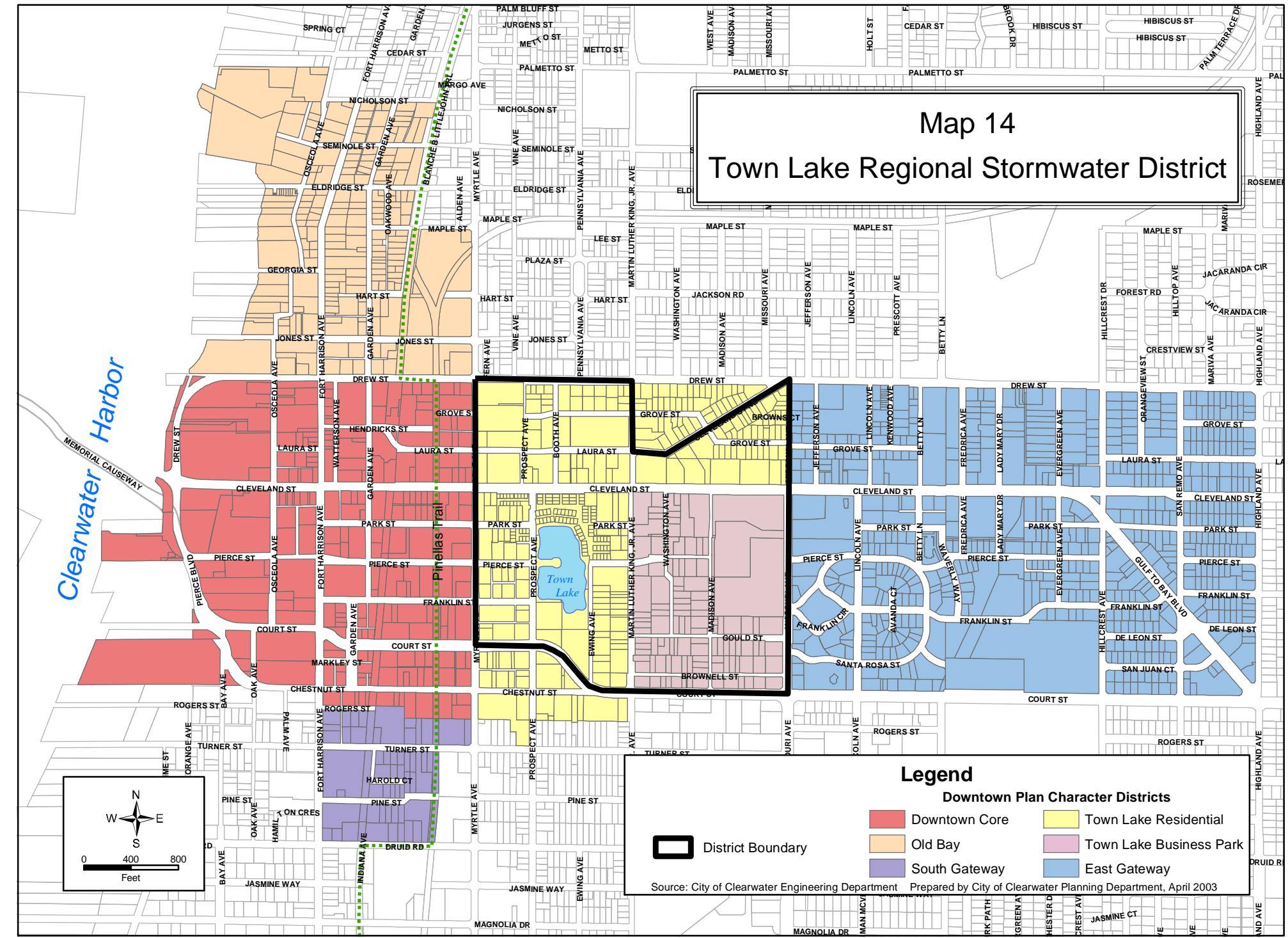


## Map 13 Brownfields Boundary



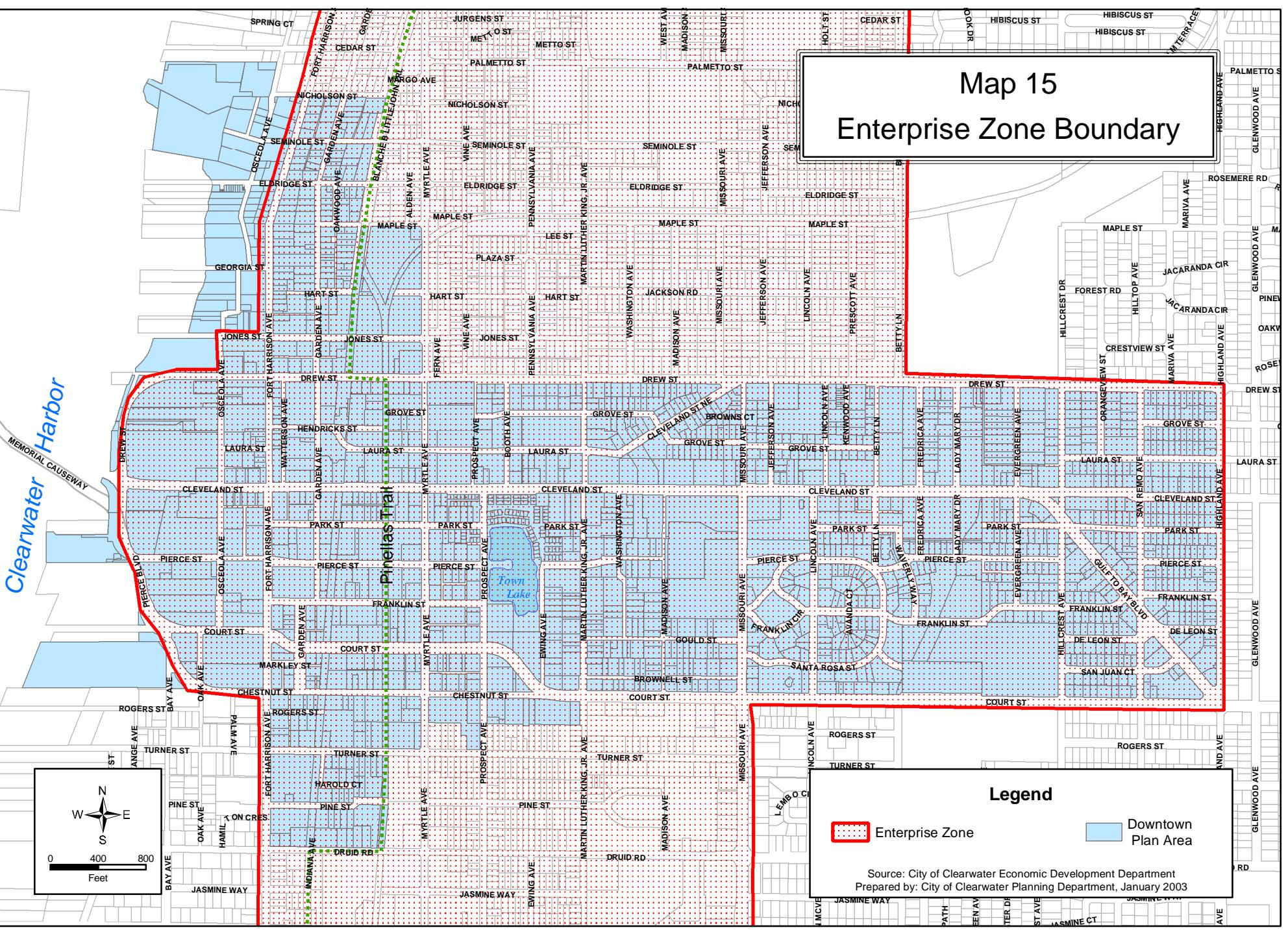
## Map 14

### Town Lake Regional Stormwater District

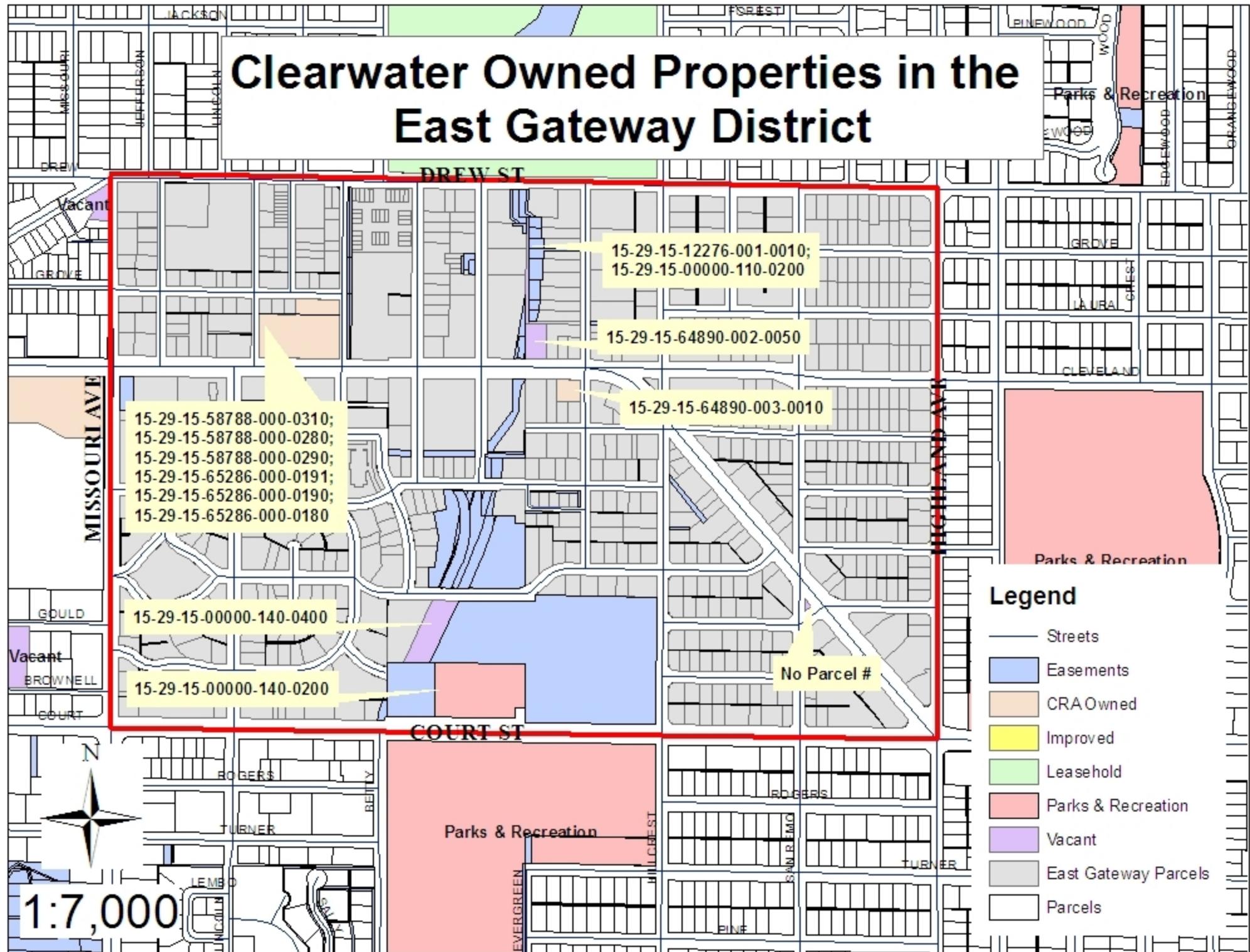


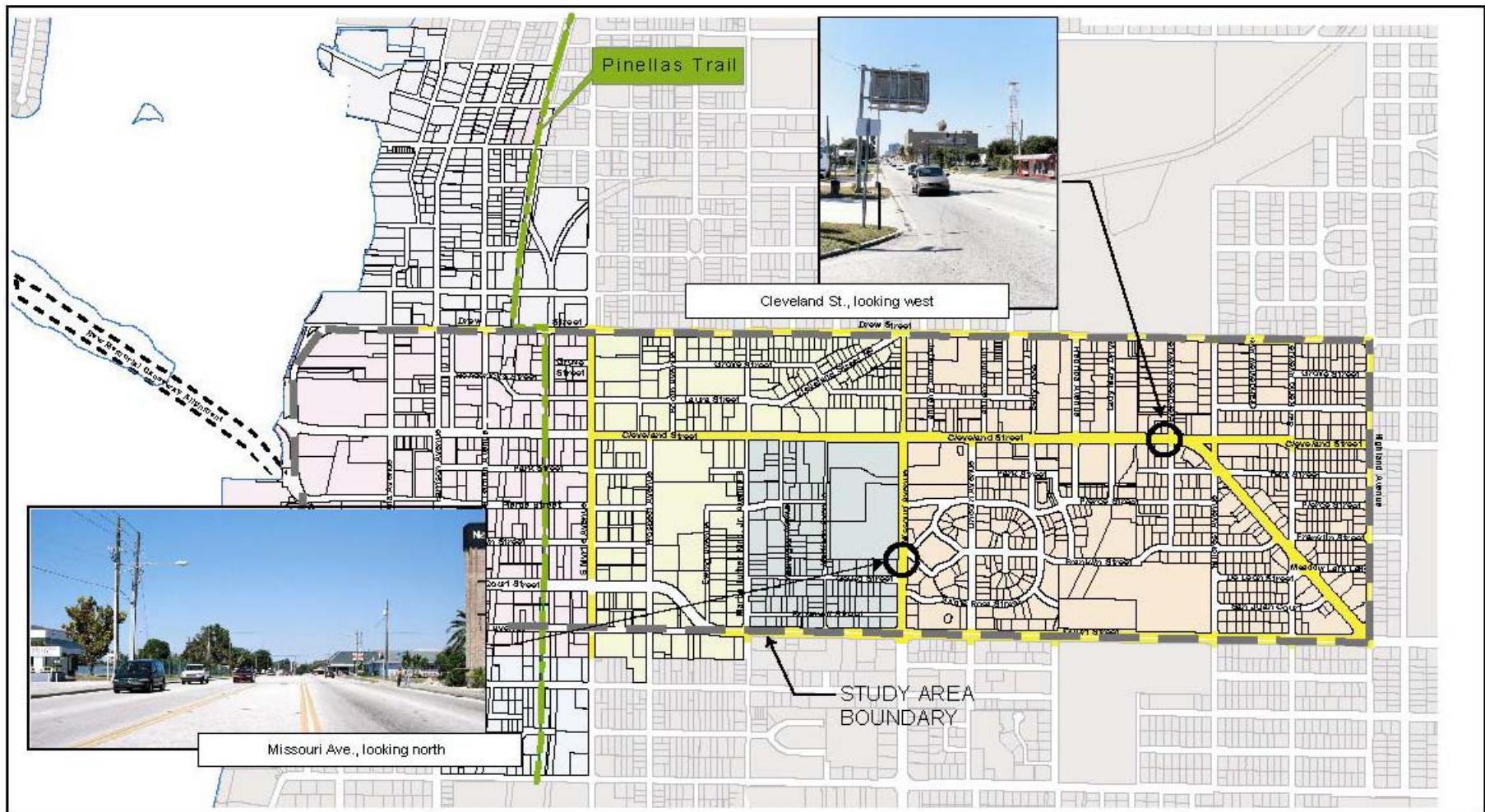
# Map 15

## Enterprise Zone Boundary



# Clearwater Owned Properties in the East Gateway District





## CITY OF CLEARWATER COMMERCIAL A

EXISTING CONDITIONS

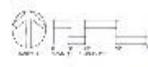
### COMMERCIAL A

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

Bentley Turner  
AAPT COMMERCIAL INC.  
201-951-7444/201-221-4



GULF-TO-BAY GATEWAY:  
CLEVELAND AVENUE



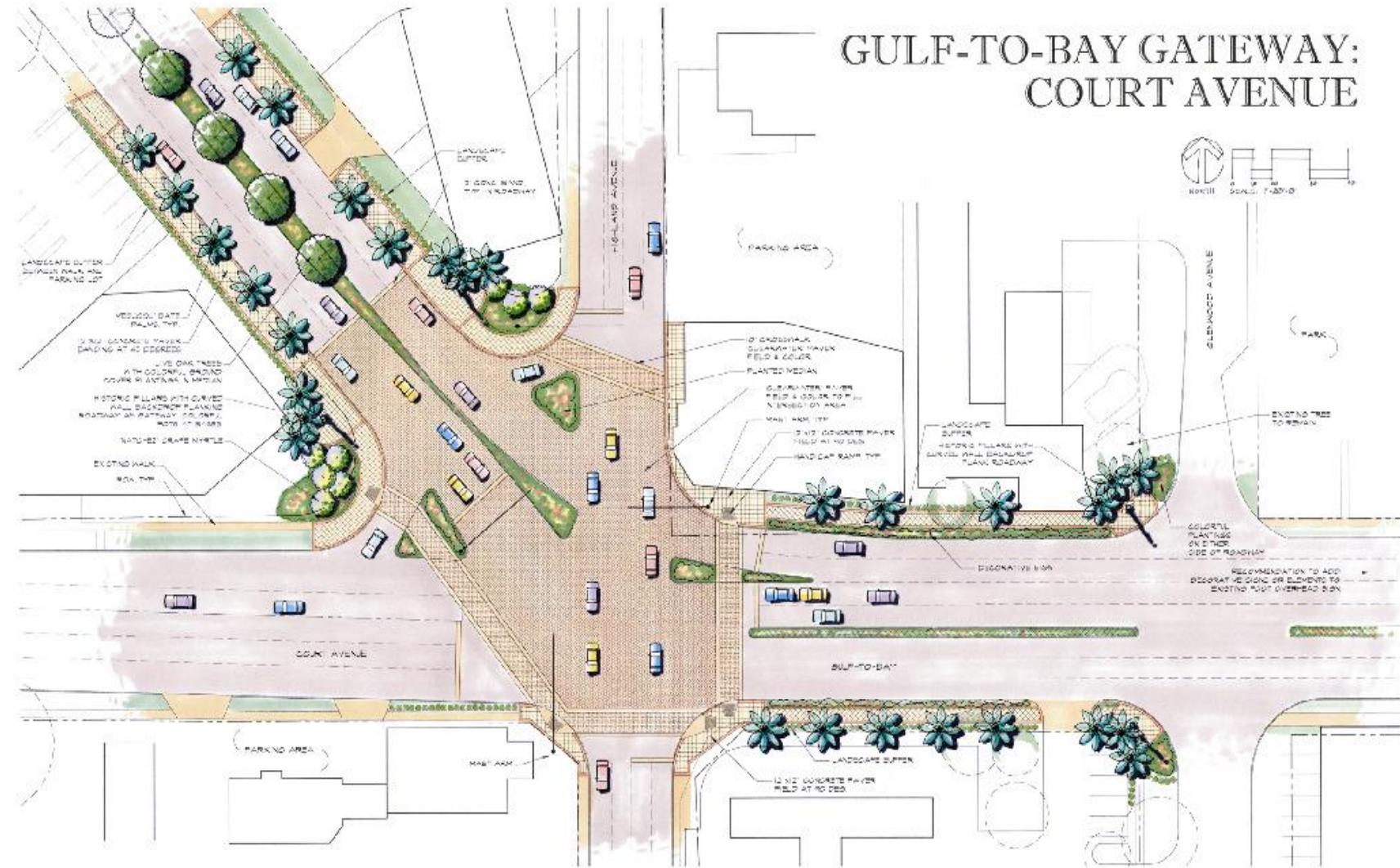
CITY OF CLEARWATER  
COMMERCIAL A

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.

# GULF-TO-BAY GATEWAY: COURT AVENUE



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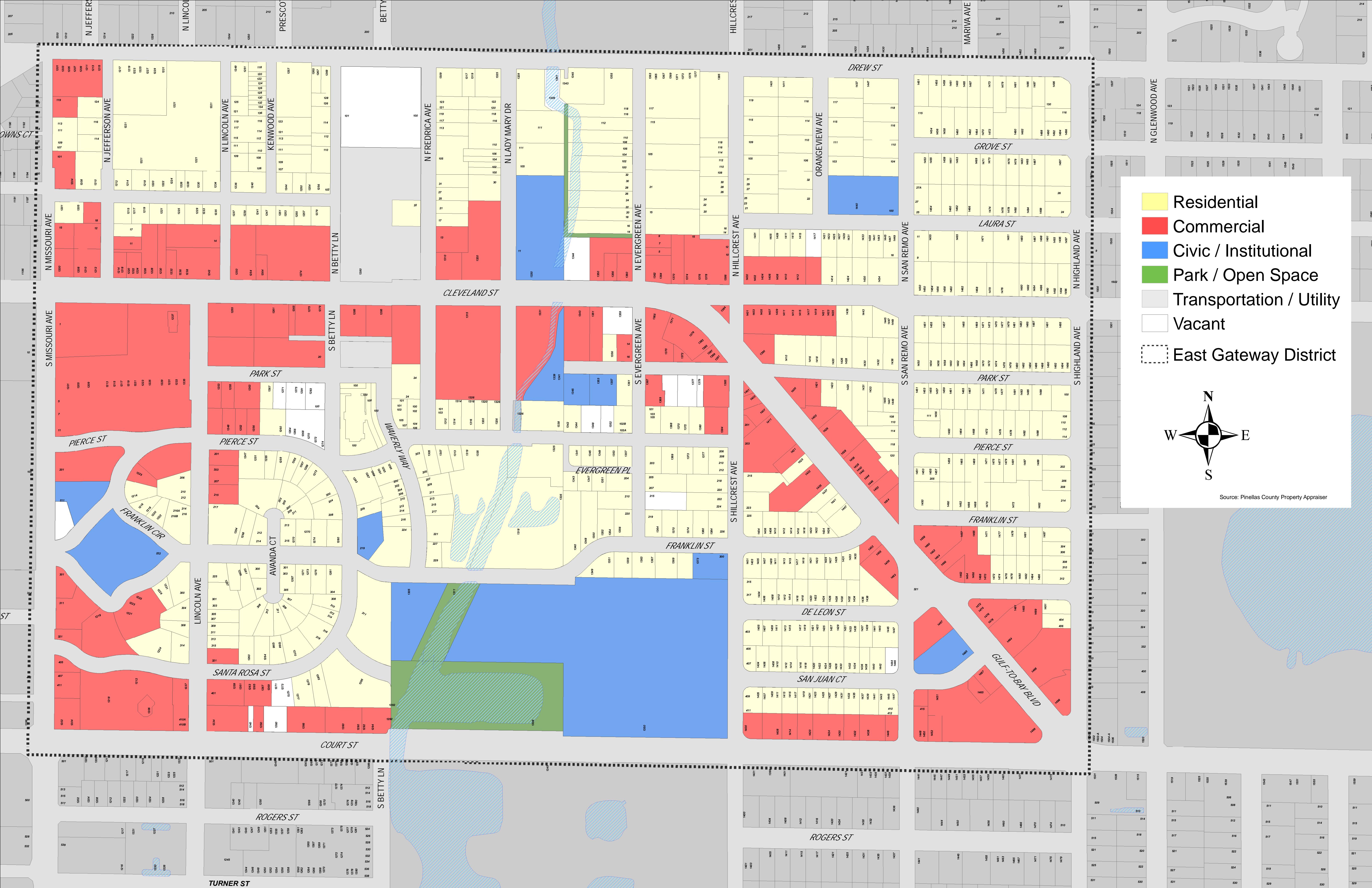


CITY OF CLEARWATER  
COMMERCIAL A

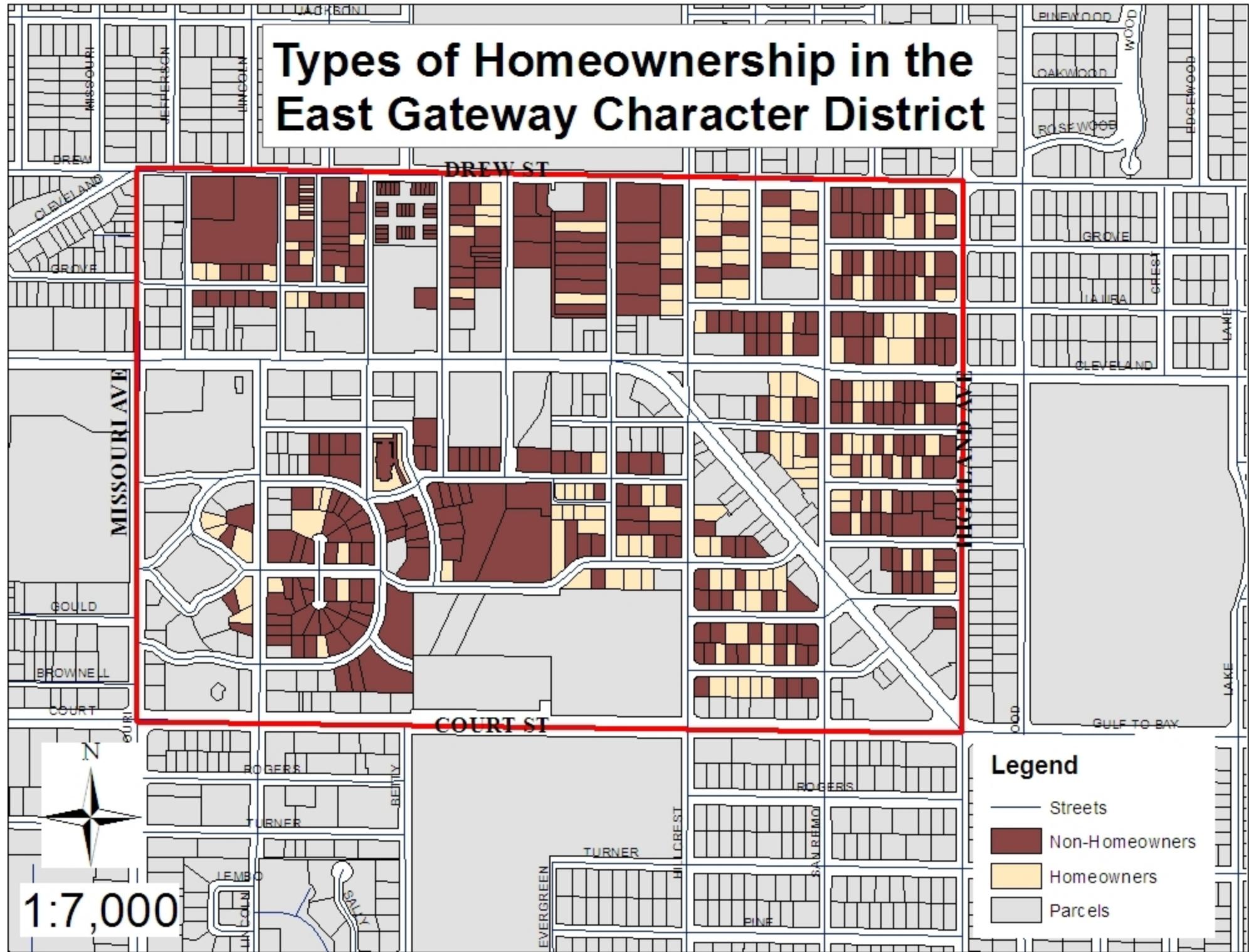
PROPOSED GATEWAY AREA

## 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.



# Types of Homeownership in the East Gateway Character District

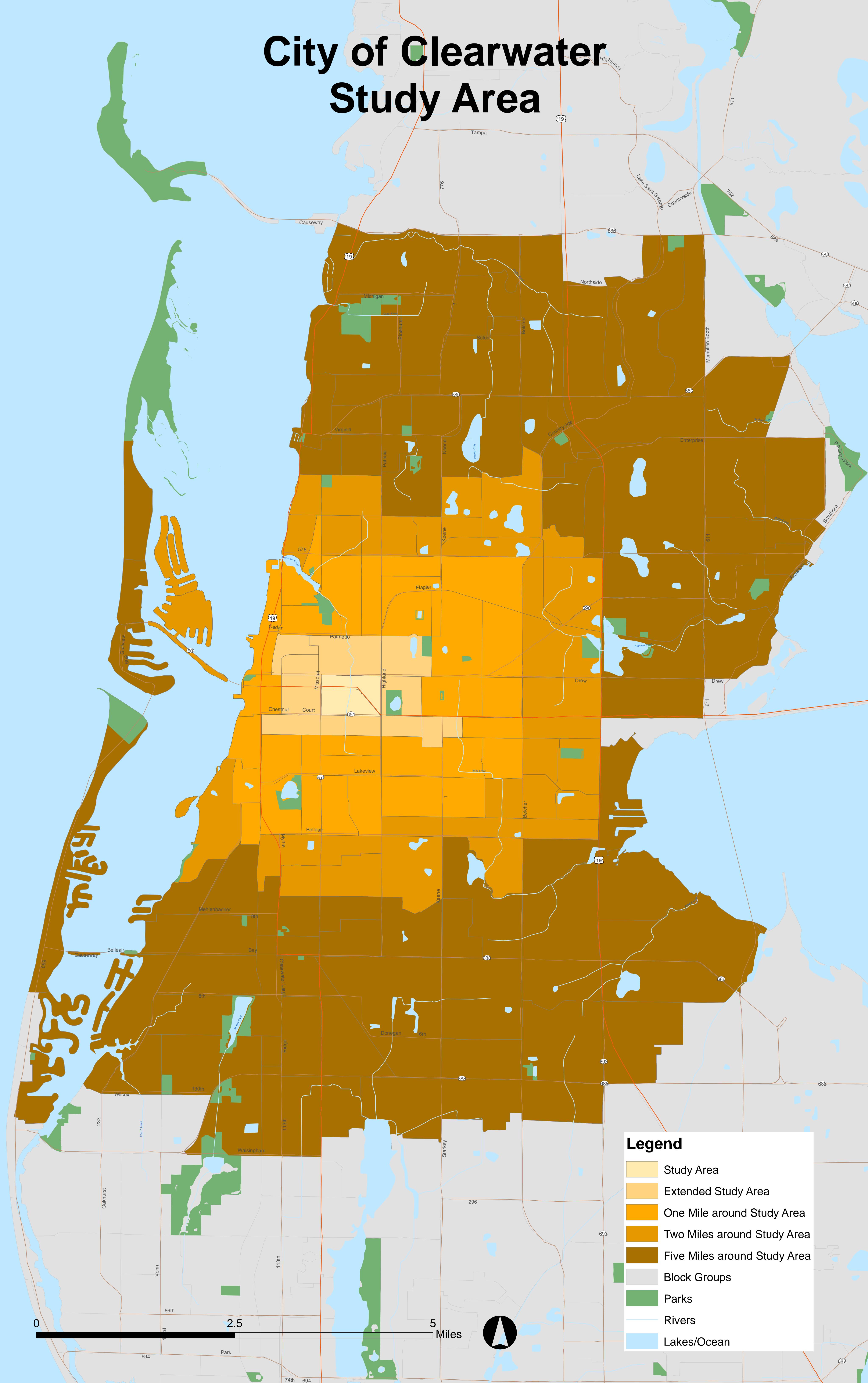




# APPENDIX: MARKET/FEASIBILITY



# City of Clearwater Study Area



## Legend

- Study Area
- Extended Study Area
- One Mile around Study Area
- Two Miles around Study Area
- Five Miles around Study Area
- Block Groups
- Parks
- Rivers
- Lakes/Ocean

*Progressive Analytics for Development*  
**(PAD)™:**  
**East Gateway Community (Clearwater,  
FL)**

Date: September, 2011

Prepared by: Social Compact

Submitted to:  
The City of Clearwater and  
Gensler

# Study Area

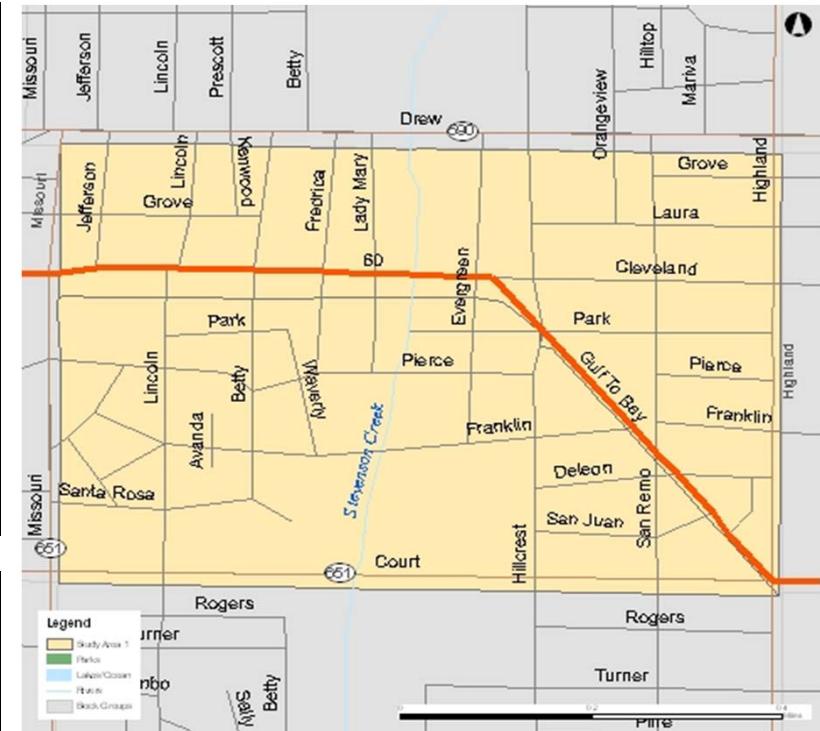
## Market Overview

SocialCompact

MARKET SIZE	2010		2000		% Change
	#	% of total	#	% of total	
Households	1,219		1,319		-8%
Population	2,871		2,942		-2%
per Household	2.36		2.23		6%
Male	1,622	56%	1,584	54%	2%
Female	1,249	44%	1,358	46%	-8%
Average Age	37		34.8		0.1
Diversity Index	0.38		-		-
Hispanic	980	34%	1,088	37%	-10%
White (non-Hispanic)	1,429	50%	1,392	47%	3%
Black (non-Hispanic)	371	13%	354	12%	5%
Asian (non-Hispanic)	33	1%	28	1%	18%
Other (non-Hispanic)	58	2%	80	3%	-28%

MARKET STRENGTH	2010		2000		% Change
	#	% of total	#	% of total	
Median Household Income	\$31,098		\$25,635		21%
Average Household Income	\$41,115		\$33,424		23%
Aggregate Household Income	\$50.1 Million		\$44.1 Million		14%

MARKET STABILITY	2010		2000		% Change
	#	% of total	#	% of total	
High School (Age 25+)	687	24%	643	22%	7%
Higher Education (Age 25+)	.	.	856	29%	.
Employed (Age 16+)	1,316	59%	1,609	67%	-18%
Unemployed (Age 16+)	241	11%	81	3%	198%
Unemployment Rate (Age 16+)	15.39		-		-
Owner Occupied	302	22%	-	-	-
Median Home Value	\$72,941		-		-



MARKET CHANGE			% Change from 2000
USPS Delivery Addresses	All ('06-'09)	\$60,103	-2.2%
	Res. ('08-'09)	\$50,813	-3.3%
	Bus. ('08-'09)	\$41,231	-5.0%
New Home Buyers' Average Income	2007	\$60,103	80%
	2008	\$50,813	52%
	2009	\$41,231	23%

For more information on the market overview indicators, data and sources please see Social Compact's [Glossary & Sources](#) or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

# Study Area

## Market Overview

SocialCompact

GROCERY	Total #	Total # per 10K HH	Average Distance	Total Revenue
Grocers	6	49.2	-	\$14.0 Million
Full Service Grocers	n/a	n/a	n/a	n/a

FINANCIAL SERVICES	Total #	Total # per 10K HH	Average Distance
Traditional Institutions	1	8.2	-
Banks	0	0.0	0.51 mi
Credit Unions	1	8.2	0.45 mi
Nontraditional Institutions	1	8.2	0.30 mi
Relative Distance Traditional to Nontraditional Institutions			1.75 mi

RETAIL DEMAND	Estimated Revenue	Total Leakage	Sq. Ft. Potential
All Retail	\$27.7 Million	.	-
Apparel	\$424,000	\$330,364	973
Grocery	\$14.0 Million	n/a	n/a
Restaurant	\$4.2 Million	.	.

BUSINESS ENVIRONMENT	Estimated Revenue	Total #	Total Employees
All Businesses*	\$194.5 Million	201	1,449
Micro Bus.	\$75.3 Million	163	433
Small Bus.	\$90.5 Million	34	521
Medium & Large Bus.	\$28.7 Million	4	495

\*Notes: The "Grocers" category includes "Full Service Grocers"; "Grocers" are distinct from "Convenience Stores." Business size categories may not total the sum of all businesses; "All Businesses" includes business establishments reporting "0" (zero) or no employees.

MARKET DEMAND	Household Expenditures
All Retail	\$7.2 Million
Apparel	\$754,364
Grocery	\$1.5 Million
Home Appliances	\$320,340
Home Furnishings & Décor	\$445,430
Housekeeping Supplies	\$632,027
Music, Radio, Television	\$235,190
Personal Care & Drug	\$612,368
Pets, Toys, Hobbies	\$232,417
Reading	\$248,523
Restaurants	\$1.1 Million
Public Transportation	\$159,893
Resident Retail Spending per Acre	\$29,647

For more information on the market overview indicators, data and sources please see Social Compact's **Glossary & Sources** or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

# Extended Area

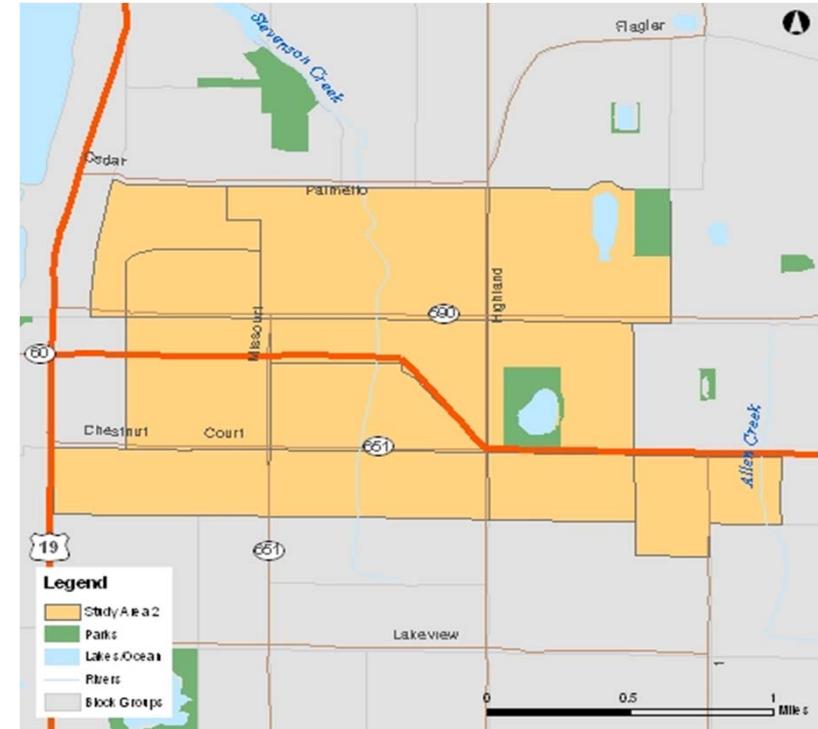
## Market Overview

SocialCompact

MARKET SIZE	2010		2000		% Change
	#	% of total	#	% of total	
Households	4,669		4,698		-1%
Population	11,703		11,717		0%
per Household	2.51		2.49		1%
Male	5,957	51%	5,889	50%	1%
Female	5,746	49%	5,828	50%	-1%
Average Age	40		38.6		0.0
Diversity Index	0.49		-		-
Hispanic	2,671	23%	2,315	20%	15%
White (non-Hispanic)	6,934	59%	7,317	62%	-5%
Black (non-Hispanic)	1,749	15%	1,609	14%	9%
Asian (non-Hispanic)	132	1%	122	1%	8%
Other (non-Hispanic)	217	2%	354	3%	-39%

MARKET STRENGTH	2010		2000		% Change
	#	%	#	%	
Median Household Income	\$39,417		\$31,464		25%
Average Household Income	\$46,019		\$36,575		26%
Aggregate Household Income	\$214.9 Million		\$171.8 Million		25%

MARKET STABILITY	2010		2000		% Change
	#	% of total	#	% of total	
High School (Age 25+)	2,606	22%	2,475	21%	5%
Higher Education (Age 25+)	674	6%	3,868	33%	-83%
Employed (Age 16+)	5,471	58%	6,243	64%	-12%
Unemployed (Age 16+)	789	8%	249	3%	217%
Unemployment Rate (Age 16+)	13.73		-		-
Owner Occupied	2,074	40%	-	-	-
Median Home Value	\$124,223		-	-	-



MARKET CHANGE			% Change from 2000
USPS Delivery Addresses	All ('06-'09)	\$79,293	117%
% Change	Res. ('08-'09)	\$61,049	67%
	Bus. ('08-'09)	\$46,280	27%
New Home Buyers' Average Income	2007	\$79,293	117%
	2008	\$61,049	67%
	2009	\$46,280	27%

For more information on the market overview indicators, data and sources please see Social Compact's [Glossary & Sources](#) or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

# Extended Area

## Market Overview

SocialCompact

GROCERY	Total #	Total # per 10K HH	Average Distance	Total Revenue
Grocers	17	36.4	-	\$50.4 Million
Full Service Grocers	3	6.4	0.56 mi	\$17.0 Million

FINANCIAL SERVICES	Total #	Total # per 10K HH	Average Distance
Traditional Institutions	7	15.0	-
Banks	5	10.7	0.43 mi
Credit Unions	2	4.3	0.61 mi
Nontraditional Institutions	6	12.9	0.29 mi
Relative Distance Traditional to Nontraditional Institutions			1.69 mi

RETAIL DEMAND	Estimated Revenue	Total Leakage	Sq. Ft. Potential
All Retail	\$151.5 Million	.	-
Apparel	\$1.2 Million	\$1.8 Million	5,426
Grocery	\$50.4 Million	.	.
Restaurant	\$15.5 Million	.	.

BUSINESS ENVIRONMENT	Estimated Revenue	Total #	Total Employees
All Businesses*	\$989.5 Million	803	6,018
Micro Bus.	\$323.4 Million	571	1,542
Small Bus.	\$507.8 Million	213	2,869
Medium & Large Bus.	\$158.4 Million	15	1,607

\*Notes: The "Grocers" category includes "Full Service Grocers"; "Grocers" are distinct from "Convenience Stores." Business size categories may not total the sum of all businesses; "All Businesses" includes business establishments reporting "0" (zero) or no employees.

MARKET DEMAND	Household Expenditures
All Retail	\$29.1 Million
Apparel	\$3.1 Million
Grocery	\$5.9 Million
Home Appliances	\$1.3 Million
Home Furnishings & Décor	\$1.8 Million
Housekeeping Supplies	\$2.6 Million
Music, Radio, Television	\$939,156
Personal Care & Drug	\$2.4 Million
Pets, Toys, Hobbies	\$948,976
Reading	\$1.1 Million
Restaurants	\$4.4 Million
Public Transportation	\$675,506
Resident Retail Spending per Acre	\$18,115

For more information on the market overview indicators, data and sources please see Social Compact's **Glossary & Sources** or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

# City of Clearwater (with enclaves)

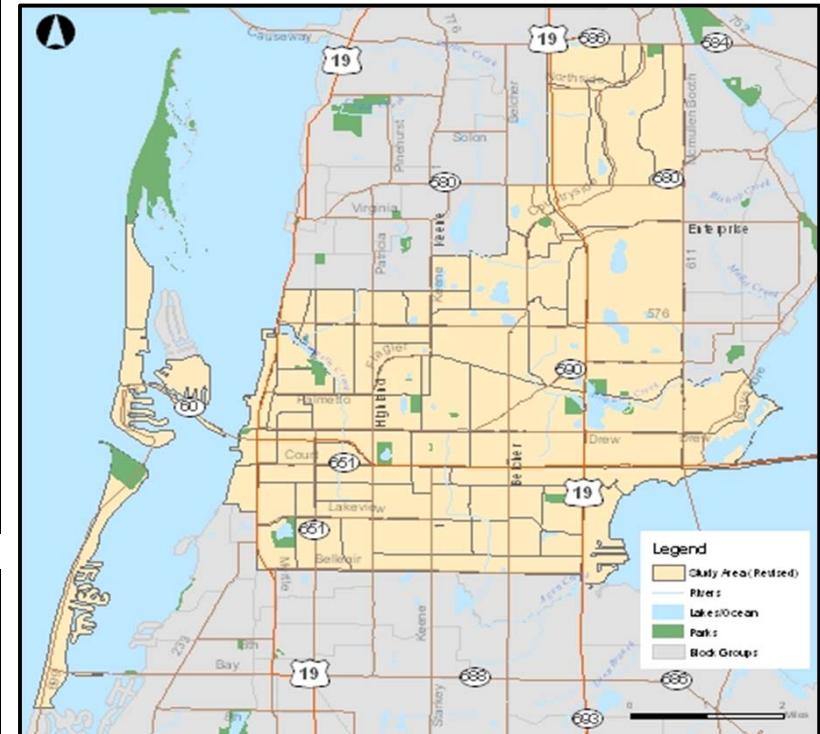
## Market Overview

SocialCompact

MARKET SIZE	2010		2000		% Change
	#	% of total	#	% of total	
Households	60,195		61,393		-2%
Population	132,645		135,214		-2%
per Household	2.20		2.20		0%
Male	63,062	48%	63,775	47%	-1%
Female	69,583	52%	71,439	53%	-3%
Average Age	45		43.8		0.0
Diversity Index	0.61		-		-
Hispanic	17,771	13%	10,771	8%	65%
White (non-Hispanic)	96,765	73%	108,719	80%	-11%
Black (non-Hispanic)	13,186	10%	11,070	8%	19%
Asian (non-Hispanic)	2,763	2%	1,863	1%	48%
Other (non-Hispanic)	2,160	2%	2,791	2%	-23%

MARKET STRENGTH	2010		2000		% Change
	#	% of total	#	% of total	
Median Household Income	\$47,940		\$37,710		27%
Average Household Income	\$62,617		\$49,755		26%
Aggregate Household Income	\$3.8 Billion		\$3.1 Billion		23%

MARKET STABILITY	2010		2000		% Change
	#	% of total	#	% of total	
High School (Age 25+)	28,904	22%	29,795	22%	-3%
Higher Education (Age 25+)	17,570	13%	62,094	46%	-72%
Employed (Age 16+)	54,783	50%	62,623	55%	-13%
Unemployed (Age 16+)	8,763	8%	2,654	2%	230%
Unemployment Rate (Age 16+)	14.77		-		-
Owner Occupied	40,545	58%	-	-	-
Median Home Value	\$148,642		-	-	-



MARKET CHANGE			% Change from 2000
USPS Delivery Addresses	All ('06-'09)		0.0%
	Res. ('08-'09)		0.0%
	Bus. ('08-'09)		-5.5%
New Home Buyers' Average Income	2007	\$107,384	116%
	2008	\$106,904	115%
	2009	\$93,770	88%

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# City of Clearwater (with enclaves)

## Market Overview

SocialCompact

GROCERY	Total #	Total # per 10K HH	Average Distance	Total Revenue
Grocers	.	.	-	.
Full Service Grocers	.	.	.	.

FINANCIAL SERVICES	Total #	Total # per 10K HH	Average Distance
Traditional Institutions	59	9.8	-
Banks	54	9.0	0.63 mi
Credit Unions	5	0.8	1.43 mi
Nontraditional Institutions	29	4.8	0.71 mi
Relative Distance Traditional to Nontraditional Institutions			1.79 mi

RETAIL DEMAND	Estimated Revenue	Total Leakage	Sq. Ft. Potential
All Retail	\$1.6 Billion	.	-
Apparel	\$160.2 Million	.	.
Grocery	.	.	.
Restaurant	\$256.4 Million	.	.

BUSINESS ENVIRONMENT	Estimated Revenue	Total #	Total Employees
All Businesses*	\$9.9 Billion	6,360	74,639
Micro Bus.	\$2.2 Billion	4,193	11,359
Small Bus.	\$4.6 Billion	1,923	27,922
Medium & Large Bus.	\$3.2 Billion	186	35,358

\*Notes: The "Grocers" category includes "Full Service Grocers"; "Grocers" are distinct from "Convenience Stores." Business size categories may not total the sum of all businesses; "All Businesses" includes business establishments reporting "0" (zero) or no employees.

MARKET DEMAND	Household Expenditures
All Retail	\$488.0 Million
Apparel	\$53.1 Million
Grocery	\$94.2 Million
Home Appliances	\$24.8 Million
Home Furnishings & Décor	\$29.7 Million
Housekeeping Supplies	\$49.6 Million
Music, Radio, Television	\$14.5 Million
Personal Care & Drug	\$39.5 Million
Pets, Toys, Hobbies	\$16.5 Million
Reading	\$24.2 Million
Restaurants	\$76.5 Million
Public Transportation	\$13.0 Million
Resident Retail Spending per Acre	\$23,676

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# Trade Area (1 mile)

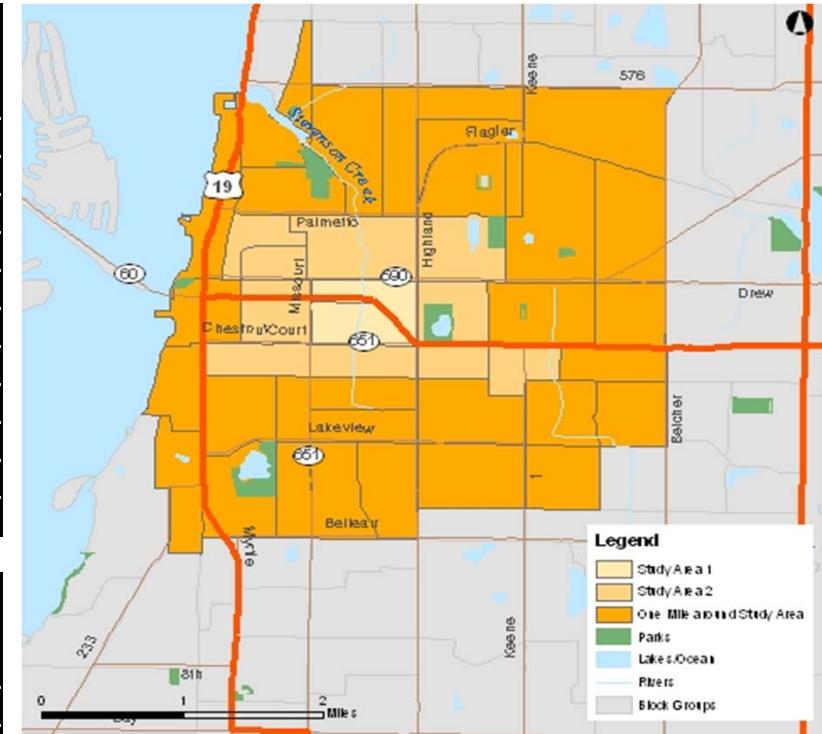
## Market Overview

SocialCompact

MARKET SIZE	2010		2000		% Change
	#	% of total	#	% of total	
Households	19,343		19,857		-3%
Population	46,551		47,573		-2%
per Household	2.41		2.40		0%
Male	22,634	49%	22,770	48%	-1%
Female	23,917	51%	24,803	52%	-4%
Average Age	41		39.9		0.0
Diversity Index	0.54		-		-
Hispanic	7,287	16%	4,606	10%	58%
White (non-Hispanic)	29,523	63%	33,388	70%	-12%
Black (non-Hispanic)	8,243	18%	7,766	16%	6%
Asian (non-Hispanic)	657	1%	602	1%	9%
Other (non-Hispanic)	841	2%	1,211	3%	-31%

MARKET STRENGTH	2010		2000		% Change
	#	%	#	%	
Median Household Income	\$43,606		\$34,506		26%
Average Household Income	\$52,615		\$41,854		26%
Aggregate Household Income	\$1.0 Billion		\$831.1 Million		22%

MARKET STABILITY	2010		2000		% Change
	#	% of total	#	% of total	
High School (Age 25+)	10,239	22%	10,491	22%	-2%
Higher Education (Age 25+)	2,557	5%	16,716	35%	-85%
Employed (Age 16+)	19,784	52%	22,782	59%	-13%
Unemployed (Age 16+)	3,585	10%	1,086	3%	230%
Unemployment Rate (Age 16+)	15.73		-		-
Owner Occupied	12,037	56%	-	-	-
Median Home Value	\$129,730		-	-	-



MARKET CHANGE			% Change from 2000
USPS Delivery Addresses % Change	All ('06-'09)	\$85,694	-0.8%
	Res. ('08-'09)	\$68,673	-0.5%
	Bus. ('08-'09)	\$54,161	-5.4%
New Home Buyers' Average Income	2007	\$85,694	105%
	2008	\$68,673	64%
	2009	\$54,161	29%

For more information on the market overview indicators, data and sources please see Social Compact's [Glossary & Sources](#) or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

# Trade Area (1 mile)

## Market Overview

SocialCompact

GROCERY	Total #	Total # per 10K HH	Average Distance	Total Revenue
Grocers	58	30.0	-	\$234.5 Million
Full Service Grocers	6	3.1	0.82 mi	\$84.4 Million

FINANCIAL SERVICES	Total #	Total # per 10K HH	Average Distance
Traditional Institutions	22	11.4	-
Banks	18	9.3	0.60 mi
Credit Unions	4	2.1	0.94 mi
Nontraditional Institutions	21	10.9	0.43 mi
Relative Distance Traditional to Nontraditional Institutions			2.69 mi

RETAIL DEMAND	Estimated Revenue	Total Leakage	Sq. Ft. Potential
All Retail	\$464.1 Million	.	-
Apparel	\$234.5 Million	.	.
Grocery	\$234.5 Million	.	.
Restaurant	\$55.2 Million	.	.

BUSINESS ENVIRONMENT	Estimated Revenue	Total #	Total Employees
All Businesses*	\$4.5 Billion	3,051	40,455
Micro Bus.	\$1.1 Billion	2,086	5,594
Small Bus.	\$2.2 Billion	851	12,499
Medium & Large Bus.	\$1.2 Billion	85	22,362

\*Notes: The "Grocers" category includes "Full Service Grocers"; "Grocers" are distinct from "Convenience Stores." Business size categories may not total the sum of all businesses; "All Businesses" includes business establishments reporting "0" (zero) or no employees.

MARKET DEMAND	Household Expenditures
All Retail	\$131.4 Million
Apparel	\$14.1 Million
Grocery	\$26.0 Million
Home Appliances	\$6.3 Million
Home Furnishings & Décor	\$7.9 Million
Housekeeping Supplies	\$12.6 Million
Music, Radio, Television	\$4.0 Million
Personal Care & Drug	\$10.8 Million
Pets, Toys, Hobbies	\$4.4 Million
Reading	\$5.7 Million
Restaurants	\$20.4 Million
Public Transportation	\$3.2 Million
Resident Retail Spending per Acre	\$17,864

For more information on the market overview indicators, data and sources please see Social Compact's **Glossary & Sources** or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

# Trade Area (2 mile)

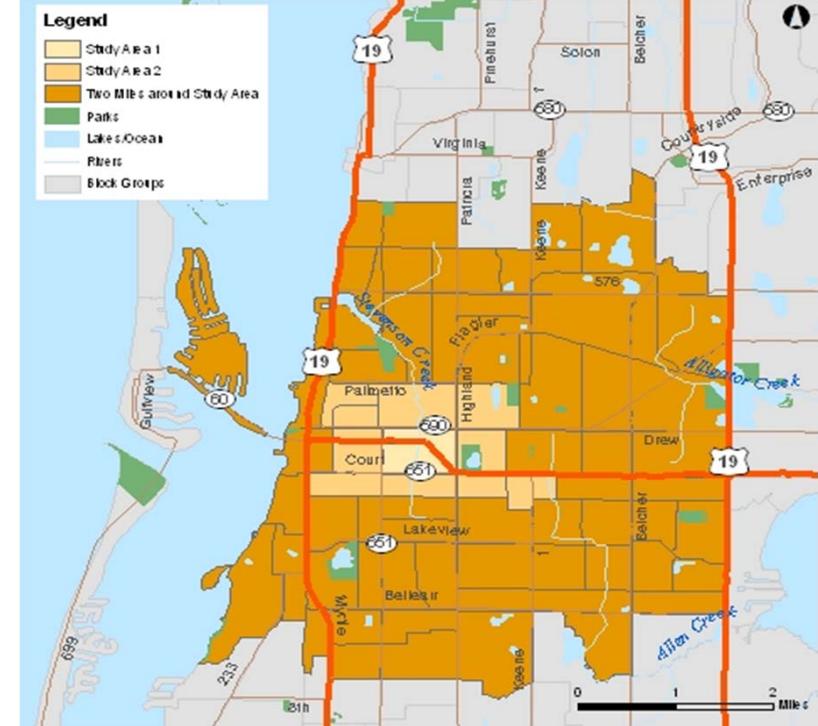
## Market Overview

SocialCompact

MARKET SIZE	2010		2000		% Change
	#	% of total	#	% of total	
Households	40,335		40,744		-1%
Population	92,017		93,100		-1%
per Household	2.28		2.28		0%
Male	44,363	48%	44,402	48%	0%
Female	47,654	52%	48,698	52%	-2%
Average Age	43		42.3		0.0
Diversity Index	0.60		-		-
Hispanic	12,604	14%	7,751	8%	63%
White (non-Hispanic)	65,004	71%	72,734	78%	-11%
Black (non-Hispanic)	11,172	12%	9,235	10%	21%
Asian (non-Hispanic)	1,625	2%	1,235	1%	32%
Other (non-Hispanic)	1,612	2%	2,145	2%	-25%

MARKET STRENGTH	2010		2000		% Change
	#	% of total	#	% of total	
Median Household Income	\$48,470		\$38,369		26%
Average Household Income	\$61,325		\$48,857		26%
Aggregate Household Income	\$2.5 Billion		\$2.0 Billion		24%

MARKET STABILITY	2010		2000		% Change
	#	% of total	#	% of total	
High School (Age 25+)	19,987	22%	20,479	22%	-2%
Higher Education (Age 25+)	9,088	10%	39,312	42%	-77%
Employed (Age 16+)	38,738	51%	43,924	57%	-12%
Unemployed (Age 16+)	6,390	8%	1,910	2%	235%
Unemployment Rate (Age 16+)	14.57		-		-
Owner Occupied	27,001	60%	-	-	-
Median Home Value	\$143,462		-	-	-



MARKET CHANGE			% Change from 2000
USPS Delivery Addresses % Change	All ('06-'09)		-0.2%
	Res. ('08-'09)		-0.5%
	Bus. ('08-'09)		-5.7%
New Home Buyers' Average Income	2007	\$102,344	109%
	2008	\$85,954	76%
	2009	\$66,299	36%

For more information on the market overview indicators, data and sources please see Social Compact's [Glossary & Sources](#) or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

# Trade Area (2 mile)

## Market Overview

SocialCompact

GROCERY	Total #	Total # per 10K HH	Average Distance	Total Revenue
Grocers	83	20.6	-	\$556.8 Million
Full Service Grocers	12	3.0	0.93 mi	\$185.6 Million

FINANCIAL SERVICES	Total #	Total # per 10K HH	Average Distance
Traditional Institutions	40	9.9	-
Banks	36	8.9	0.59 mi
Credit Unions	4	1.0	1.32 mi
Nontraditional Institutions	24	6.0	0.66 mi
Relative Distance Traditional to Nontraditional Institutions			1.87 mi

RETAIL DEMAND	Estimated Revenue	Total Leakage	Sq. Ft. Potential
All Retail	\$787.4 Million	.	-
Apparel	\$29.0 Million	\$4.4 Million	12,902
Grocery	\$556.8 Million	.	.
Restaurant	\$93.7 Million	.	.

BUSINESS ENVIRONMENT	Estimated Revenue	Total #	Total Employees
All Businesses*	\$5.9 Billion	4,245	49,734
Micro Bus.	\$1.5 Billion	2,924	7,743
Small Bus.	\$2.9 Billion	1,173	17,074
Medium & Large Bus.	\$1.5 Billion	104	24,917

\*Notes: The "Grocers" category includes "Full Service Grocers"; "Grocers" are distinct from "Convenience Stores." Business size categories may not total the sum of all businesses; "All Businesses" includes business establishments reporting "0" (zero) or no employees.

MARKET DEMAND	Household Expenditures
All Retail	\$307.9 Million
Apparel	\$33.4 Million
Grocery	\$59.8 Million
Home Appliances	\$15.5 Million
Home Furnishings & Décor	\$18.7 Million
Housekeeping Supplies	\$30.9 Million
Music, Radio, Television	\$9.2 Million
Personal Care & Drug	\$25.0 Million
Pets, Toys, Hobbies	\$10.4 Million
Reading	\$14.8 Million
Restaurants	\$48.2 Million
Public Transportation	\$8.1 Million
Resident Retail Spending per Acre	\$21,888

For more information on the market overview indicators, data and sources please see Social Compact's **Glossary & Sources** or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

# Trade Area (5 mile)

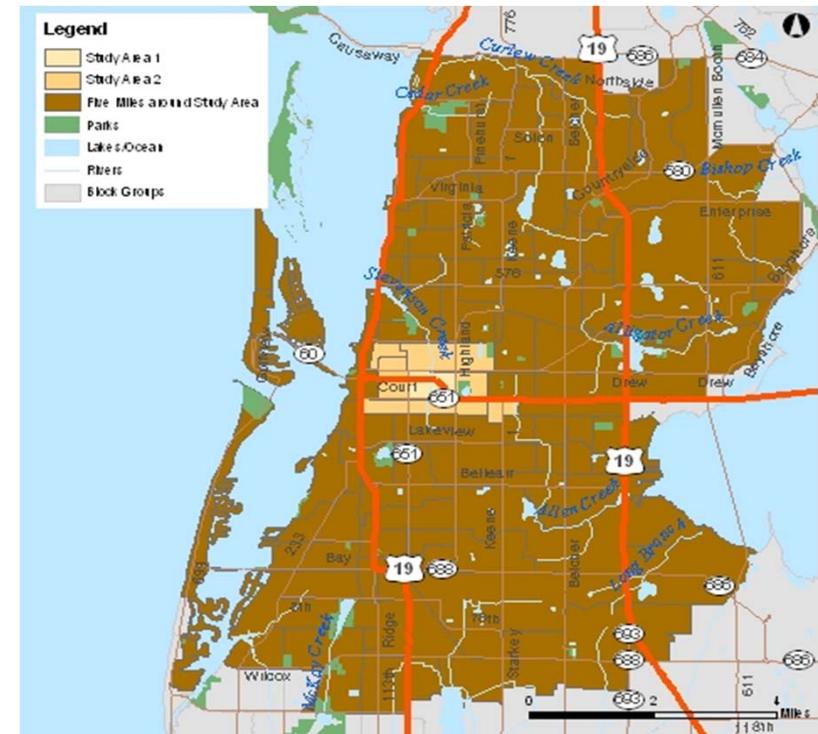
## Market Overview

SocialCompact

MARKET SIZE	2010		2000		% Change
	#	% of total	#	% of total	
Households	131,957		133,081		-1%
Population	285,767		288,136		-1%
per Household	2.17		2.17		0%
Male	135,442	47%	135,659	47%	0%
Female	150,325	53%	152,477	53%	-1%
Average Age	45		44.6		0.0
Diversity Index	0.66		-		-
Hispanic	29,283	10%	17,533	6%	67%
White (non-Hispanic)	223,696	78%	242,584	84%	-8%
Black (non-Hispanic)	21,327	7%	18,276	6%	17%
Asian (non-Hispanic)	6,660	2%	4,546	2%	47%
Other (non-Hispanic)	4,801	2%	5,197	2%	-8%

MARKET STRENGTH	2010		2000		% Change
	#	% of total	#	% of total	
Median Household Income	\$48,653		\$38,649		26%
Average Household Income	\$61,828		\$49,403		25%
Aggregate Household Income	\$8.2 Billion		\$6.6 Billion		24%

MARKET STABILITY	2010		2000		% Change
	#	% of total	#	% of total	
High School (Age 25+)	64,068	22%	66,454	23%	-4%
Higher Education (Age 25+)	39,989	14%	128,434	45%	-69%
Employed (Age 16+)	117,734	50%	132,487	55%	-11%
Unemployed (Age 16+)	17,365	7%	5,310	2%	227%
Unemployment Rate (Age 16+)	13.73		-		-
Owner Occupied	92,331	61%	-	-	-
Median Home Value	\$146,427		-	-	-



MARKET CHANGE			% Change from 2000
USPS Delivery Addresses	All ('06-'09)		0.0%
	Res. ('08-'09)		-0.5%
	Bus. ('08-'09)		-5.4%
New Home Buyers' Average Income	2007	\$107,278	117%
	2008	\$98,185	99%
	2009	\$85,506	73%

For more information on the market overview indicators, data and sources please see Social Compact's [Glossary & Sources](#) or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

# Trade Area (5 miles)

## Market Overview

SocialCompact

GROCERY	Total #	Total # per 10K HH	Average Distance	Total Revenue
Grocers	141	10.7	-	\$1.1 Billion
Full Service Grocers	28	2.1	1.14 mi	\$559.9 Million

FINANCIAL SERVICES	Total #	Total # per 10K HH	Average Distance
Traditional Institutions	108	8.2	-
Banks	101	7.7	0.60 mi
Credit Unions	7	0.5	1.73 mi
Nontraditional Institutions	54	4.1	0.79 mi
Relative Distance Traditional to Nontraditional Institutions			1.39 mi

RETAIL DEMAND	Estimated Revenue	Total Leakage	Sq. Ft. Potential
All Retail	\$1.7 Billion	.	-
Apparel	\$147.2 Million	.	.
Grocery	\$1.1 Billion	.	.
Restaurant	\$292.9 Million	.	.

BUSINESS ENVIRONMENT	Estimated Revenue	Total #	Total Employees
All Businesses*	\$13.3 Billion	7,537	88,922
Micro Bus.	\$2.6 Billion	4,956	13,420
Small Bus.	\$5.6 Billion	2,278	33,051
Medium & Large Bus.	\$5.0 Billion	236	42,451

\*Notes: The "Grocers" category includes "Full Service Grocers"; "Grocers" are distinct from "Convenience Stores." Business size categories may not total the sum of all businesses; "All Businesses" includes business establishments reporting "0" (zero) or no employees.

MARKET DEMAND	Household Expenditures
All Retail	\$1064.1 Million
Apparel	\$115.4 Million
Grocery	\$206.0 Million
Home Appliances	\$53.8 Million
Home Furnishings & Décor	\$64.8 Million
Housekeeping Supplies	\$107.4 Million
Music, Radio, Television	\$31.7 Million
Personal Care & Drug	\$86.4 Million
Pets, Toys, Hobbies	\$36.0 Million
Reading	\$51.9 Million
Restaurants	\$166.4 Million
Public Transportation	\$28.1 Million
Resident Retail Spending per Acre	\$23,344

For more information on the market overview indicators, data and sources please see Social Compact's **Glossary & Sources** or visit our website at: [www.socialcompact.org](http://www.socialcompact.org).

The following indicators are based on Social Compact's aggregations of data provided at the census block group level by Synergos Technologies Inc. (STI) PopStats data - the market research industry's first - and only - quarterly population estimates provider helping retailers and developers assess markets with greater accuracy and speed. PopStats data used in this market analysis is current as of July (3rd quarter) 2010. Descriptions and definitions provided in this document directly reflect or have been adapted from the PopStats data dictionary.

**HOUSEHOLDS:** The estimated number of single- and multi-person households. A household includes all the people who occupy a housing unit as their usual place of residence. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. An updated household size is applied to the calculated household population (described above) for a final household population estimate. *Source(s): STI:PopStats—U.S. Census Bureau; U.S. Postal Service.*

**POPULATION:** The total population of a geography (the estimated household population added to the group quarter estimated population). Group quarters include colleges, military bases, and institutions (state homes, hospitals, and prisons). Each of the group quarter categories are estimated individually, then combined for a total estimate. Undocumented immigrants, such as migrant workers, are not counted by PopStats unless they receive U.S. mail. *Source(s): 2000 U.S. Census, U.S. Postal Service ZIP +4® records; Integrated Postsecondary Education Data System (IPEDS); Department of Defense's (DOD) Manpower Data Center; National Center for Education Statistics (NCES).*

**POPULATION PER HOUSEHOLD:** Estimated household size or breakout count of the number of persons per household (i.e. the number of one person households, the number of two person households, etc.). *Source(s): U.S. Census Bureau.*

**MALE/FEMALE (GENDER):** Sex classification based on self-identification by gender. Gender estimates are determined through a traditional cohort survival analysis that models birth and death rates. *Source(s): 2000 U.S. Census.*

**AVERAGE AGE:** Age classification is based on the age of the person in complete years. Age estimates by sex are determined using a traditional cohort survival analysis that models birth and death rates for various groups. This sub-model to the main PopStats model looks at each age distribution within a race category and applies the

appropriate birth and survival rates as determined by the NCHS. These results are then balanced back to the base population using an iterative approach. Data from the NCES is also applied to validate the age distribution of school-age children. U.S. Census estimates are used to validate all other age ranges. *Source(s): 2000 U.S. Census; Centers for Disease Control's (CDC) natality and mortality files; National Center for Health Statistics (NCHS); Social Security records; U.S. Census race estimates (most recent).*

**DIVERSITY INDEX (DI):** The DI measures the racial and ethnic homogeneity of a Census block group. The DI does not report which race is dominant in a block group. The DI includes the ethnic class Hispanic as a separate class in its determination. Each of the five race's percent of the total estimate is squared, and all of the percentages are added together. The total of the sum of the square of each percentage forms the DI. The Indicator values range from .2 (the most diverse) to 1 (the least diverse). For example, a value of 1 indicates there is only one race represented in that block group. PopStats does not provide the DI at higher-level geographies (tract, county, or state); Social Compact estimates the DI at higher-level geographies by calculating the mean of block group DI values. *Source(s): PopStats race and ethnicity estimates.*

**RACE/ETHNICITY (WHITE, BLACK, ASIAN, OTHER, HISPANIC):** The number of people who self-identify themselves as White, Black, Asian, and other (all technically listed under "Race" in the U.S. Census); and the number of people who self-identify as Hispanic or Latino (including options for Mexican, Puerto Rican, and Cuban) or Not Hispanic or Latino. Race and Hispanic origin are considered two separate concepts and, therefore, Hispanics may be of any race or races.

The Census Bureau collects race data in accordance with guidelines provided by the U.S. Office of Management and Budget (OMB), and these data are based on self-identification. The racial categories included in the American Community Survey (ACS) questionnaire generally reflect a social definition of race recognized in this country, and not an attempt to define race biologically, anthropologically, or genetically. In addition, it is recognized that the categories of the race item include racial and national origin or socio-cultural groups. People may choose to report more than one race to indicate their racial mixture, such as "American Indian" and "White." People who identify their origin as Hispanic, Latino, or Spanish may be of any race.

PopStats uses a unique process to create race and ethnicity estimates. There are technically two techniques: one for existing population and one for new population. Existing refers to established neighborhoods where no new building is occurring. New

# Glossary and Sources

## Market Overview

SocialCompact

population refers to neighborhoods that are currently growing. Existing estimates are calculated using a ratio analysis of data from the 2000 Census, ACS, and NCES. Of these three, the NCES is the most important. It tells the ratio make up of every elementary school in the U.S. The model takes the racial make up of elementary schools (which tend to be a reflection of the neighborhoods that surround them), and models any shifts in the racial make up of existing neighborhoods. The race and ethnicity of new populations is calculated by assessing the data from the 2000 Census, ACS, and FFIEC. Of these three, the FFIEC data is the most important, because it records the race of people who are taking out new home mortgages. *Source(s): April 2000 Census; U.S. Census Bureau's American Community Survey (ACS); National Center for Education Statistics (NCES) (public and private records); Federal Financial Institutions Examination Council (FFIEC).*

**INCOME (MEDIAN, AVERAGE, AGGREGATE):** Household income estimates are based on a two-step process. First, household incomes at the county level are estimated using a blend of information from the IRS's Survey of Income, the Census Bureau's March CPS's income estimates, and the BEA's personal income estimates. Once the county estimate is derived, the block group level is estimated. This is done in two parts. First, existing households are separated from new-growth households, because research has found that in high growth areas existing households are not a good indicator for determining the income of new households entering the area. Therefore, a typical income-growth approach that resembles the growth of county income is used. Then a separate income growth for new households is modeled using the FFIEC's mortgage data transactions. *Source(s): 2000 U.S. Census; U.S. Census's Current Population Survey (CPS); IRS's Survey of Income; Bureau of Economic Analysis (BEA); Federal Financial Institutions Examination Council (FFIEC).*

**EDUCATIONAL ATTAINMENT (AGE 25+) (HIGH SCHOOL, HIGHER EDUCATION):** Educational attainment totals and levels of all people over the age of 25, including high school and college education fields broken down into Associates, Bachelors, Masters, Professional, and Doctorate. *Source(s): 2000 U.S. Census.*

### LABOR FORCE EMPLOYMENT/UNEMPLOYMENT/UNEMPLOYMENT RATE:

Workforce data on how many consumers in a given market are employed (both civilian and armed forces), and how many are unemployed relative to the potential labor force; a blend of ratio analysis and BLS data. A standard ratio analysis of populations over 16 is used to determine those in the labor force and those not in the labor force. A second ratio analysis of those in the labor force is used to determine the civilian versus the armed services labor force. For the civilian labor force, data

from the BLS is used to determine those who are employed and those who are unemployed. *Source(s): 2000 U.S. Census's labor force data; Bureau of Labor Statistics' (BLS) Local Area Unemployment Statistics (LAUS); Department of Defense (DOD).*

**OWNER OCCUPIED:** Estimates of the total number of housing units occupied by the property owner.

**MEDIAN HOME VALUE:** The current estimated value of owner-occupied housing (not renter-occupied apartments or houses). Housing and its associated values (the actual amount of the mortgage, plus the estimated down payment, based on traditional down-payment percentages) that existed as of 2000 are updated using data from the FHFA, which performs a detailed analysis of same-home selling prices that occur over time. Resulting growth factors are applied to existing 2000 owner-occupied homes. New home values (homes built after 2000) are determined by analysis of the FFIEC's mortgage values and actual selling prices. *Source(s): 2000 U.S. Census; Federal Housing Finance Agency (FHFA) (formerly the Office of Federal Housing Enterprise Oversight (OFHEO)); Federal Financial Institutions Examination Council (FFIEC).*

**RESIDENT EXPENDITURES (GROCERY ONLY):** *This indicator is calculated as a component of Social Compact's Grocery Gap analysis methodology.* Based on Weekly Per Capita Consumer Expenditures in the "Market Basket" category in the study area. Five categories of expenditures are made available: Market Basket; Apparel and Related Services; Transportation; Health Care; and Entertainment, received as a per capita/per week figures representative of population in households. STI: PopStats models this raw data according to several key demographic factors until it is possible to determine the typical spending patterns of every U.S. household. The data is modeled down to the block level. *Source(s): including income, age, and region, Bureau of Labor Statistics' (BLS) Consumer Expenditure Surveys.*

The following indicators are generated by Social Compact's aggregations of public and proprietary block group level data provided at the address, census block group or census tract level by various sources, local and national, public and proprietary. Social Compact indicators include the following:

**% CHANGE IN USPS DELIVERY ADDRESSES/OCCUPANCY:** The change in the total number of residential and commercial addresses that the U.S. Postal Service (USPS) has recorded in their database excluding addresses identified as vacant (not collecting mail for 90 days or longer) or no-stat (not occupied). The data is provided by the U.S. Department of Housing and Urban Development (HUD) on a quarterly basis at the census tract level. Social Compact utilizes the earliest (March 2006) and latest (June 2009) available count to calculate the percent change. Tract level data is adjusted to different geographies by weighting the number of postal counts to the Census 2000 households at the block group level.

**AVERAGE INCOME OF NEW HOME BUYERS:** The average household income of individuals who received a home loan for purchase of a one to four unit structure intended as the primary residence (not rental or second home). The data is provided at the census tract level by the U.S. Department of Housing and Urban Development through the Home Mortgage Disclosure Act (HMDA). Social Compact utilizes data from 2006 through 2008 to calculate the average household income and the percent change from the Census 2000 average income of neighborhood residents. Tract level data is adjusted to different geographies by weighting the number of postal counts to the Census 2000 households at the block group level.



# APPENDIX: COMMUNITY INVOLVEMENT





# **COMMUNITY REDEVELOPMENT AGENCY**

**East Gateway Vision Plan  
Community Workshops  
SURVEY RESULTS**

St. Cecelia's  
Interparochial  
Catholic School

Ultimate Medical  
Academy (UMA)

FrankCrum

# **BACKGROUND INFORMATION**

■ September 12 - 19

■ 116 people

- 75 from St. Cecelia's
- 41 from FrankCrum and UMA

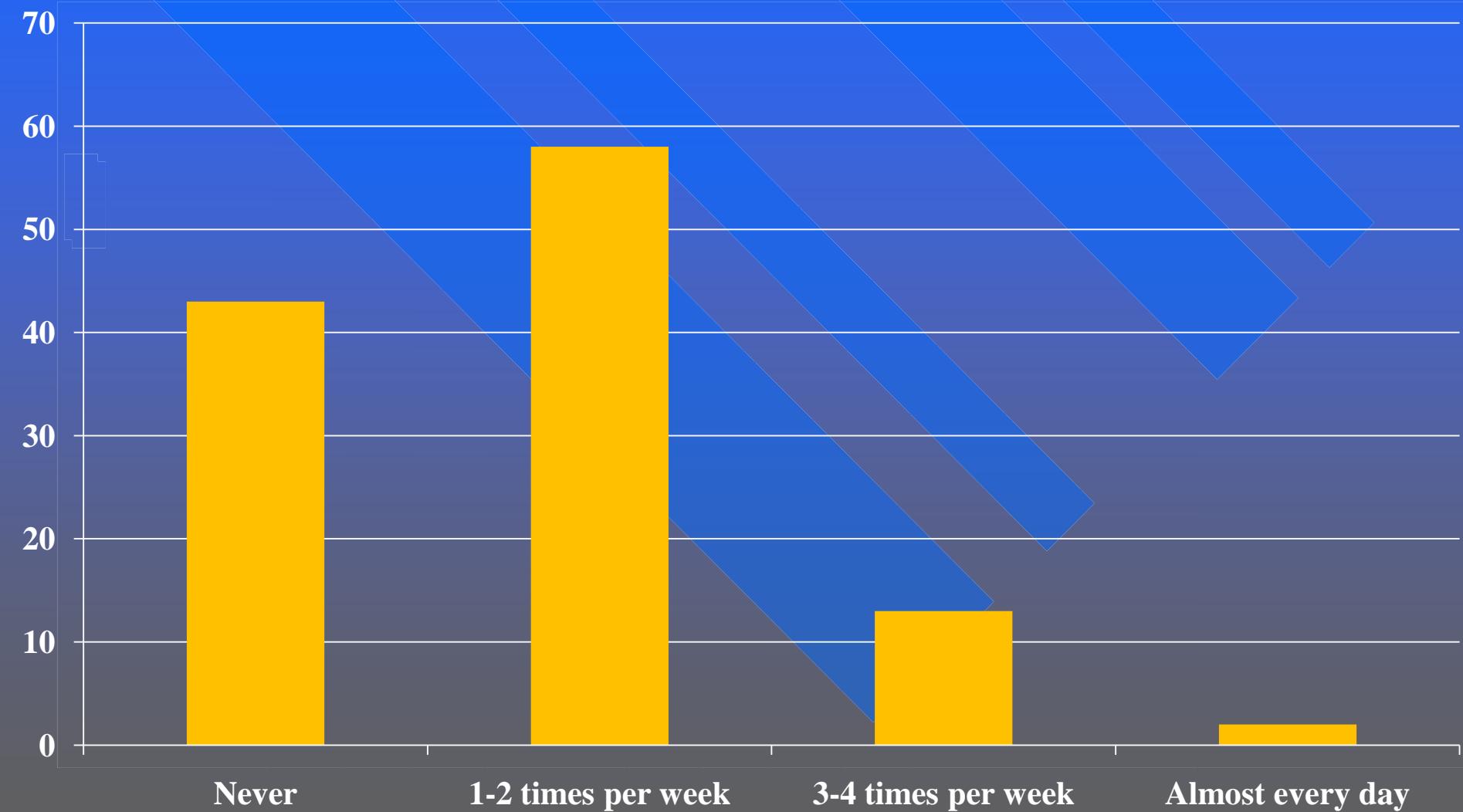
# **Q1: What is your connection to the EG?**

- **67% work in the East Gateway**
- **33% take their children to school**
- **2 people lived in the East Gateway**
- **1 operated a business in the EG**

# **Q2: Which of the following do you visit in the EG?**

- 63% - Restaurants**
- 41% - Grocery**
- 33% - Retail**
- 31% - Pharmacy**
- 24% - Medical Services**
- 15% - Professional Services**

# **Q3: How often do you shop or dine in the EG?**



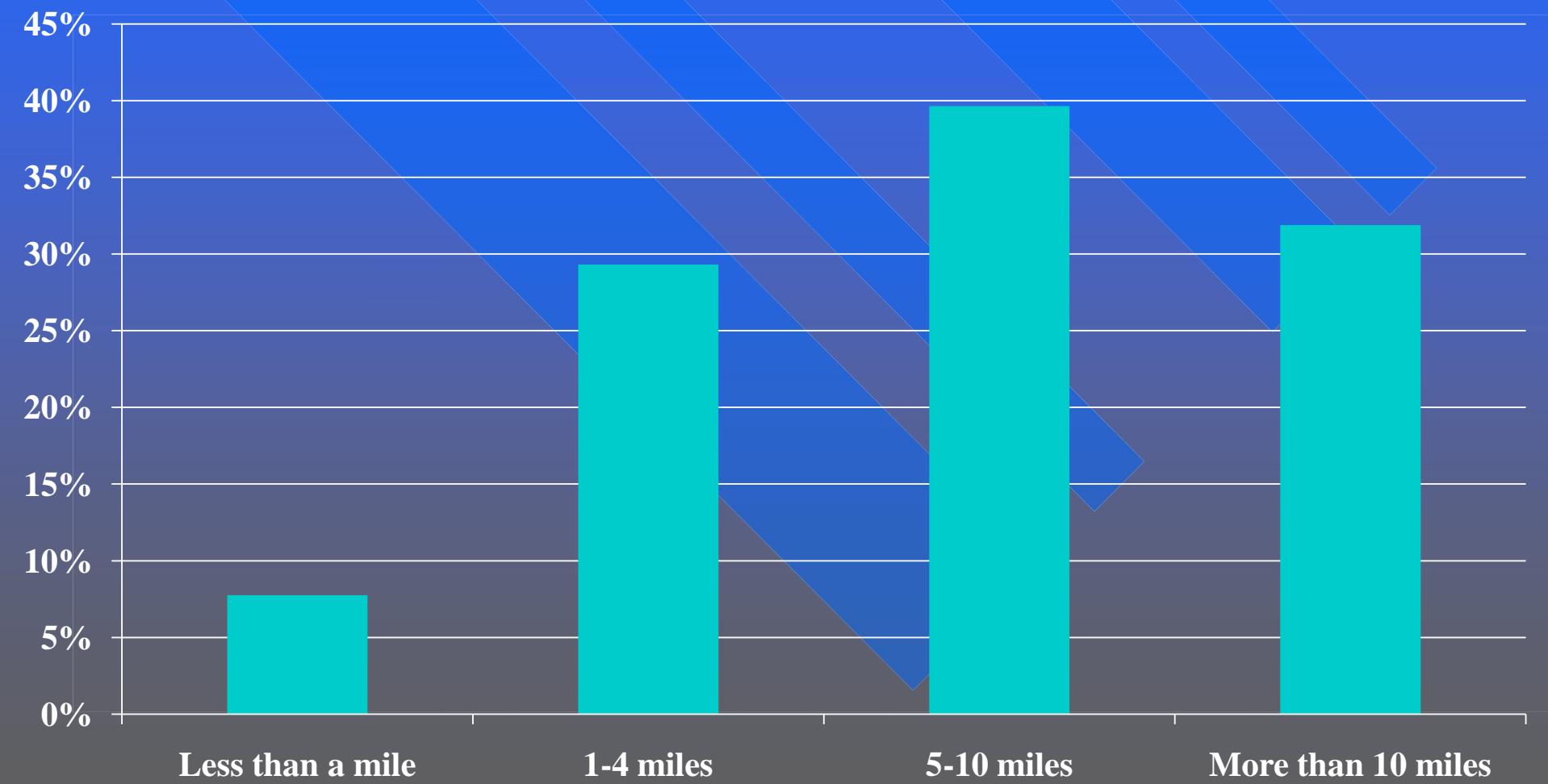
**Q4: What are the most  
important factors that  
discourage you from doing  
more activities in the East  
Gateway?**



# **Q5: What type(s) of transportation do you use to reach the East Gateway District?**

- Personal Vehicle / Carpool
- 3 use bicycle

# **Q6: How far do you commute to come to the EG District?**



**Q7: What kind of  
businesses/services/events  
would attract you to visit  
the East Gateway District  
more frequently?**

# **Q8: Have you attended any events in the downtown and East Gateway areas?**

- No
- Events held at company
- Farmer's Market
- Blast Fridays
- Jazz Festival
- Coachman Park
- Parades



# **COMMUNITY REDEVELOPMENT AGENCY**

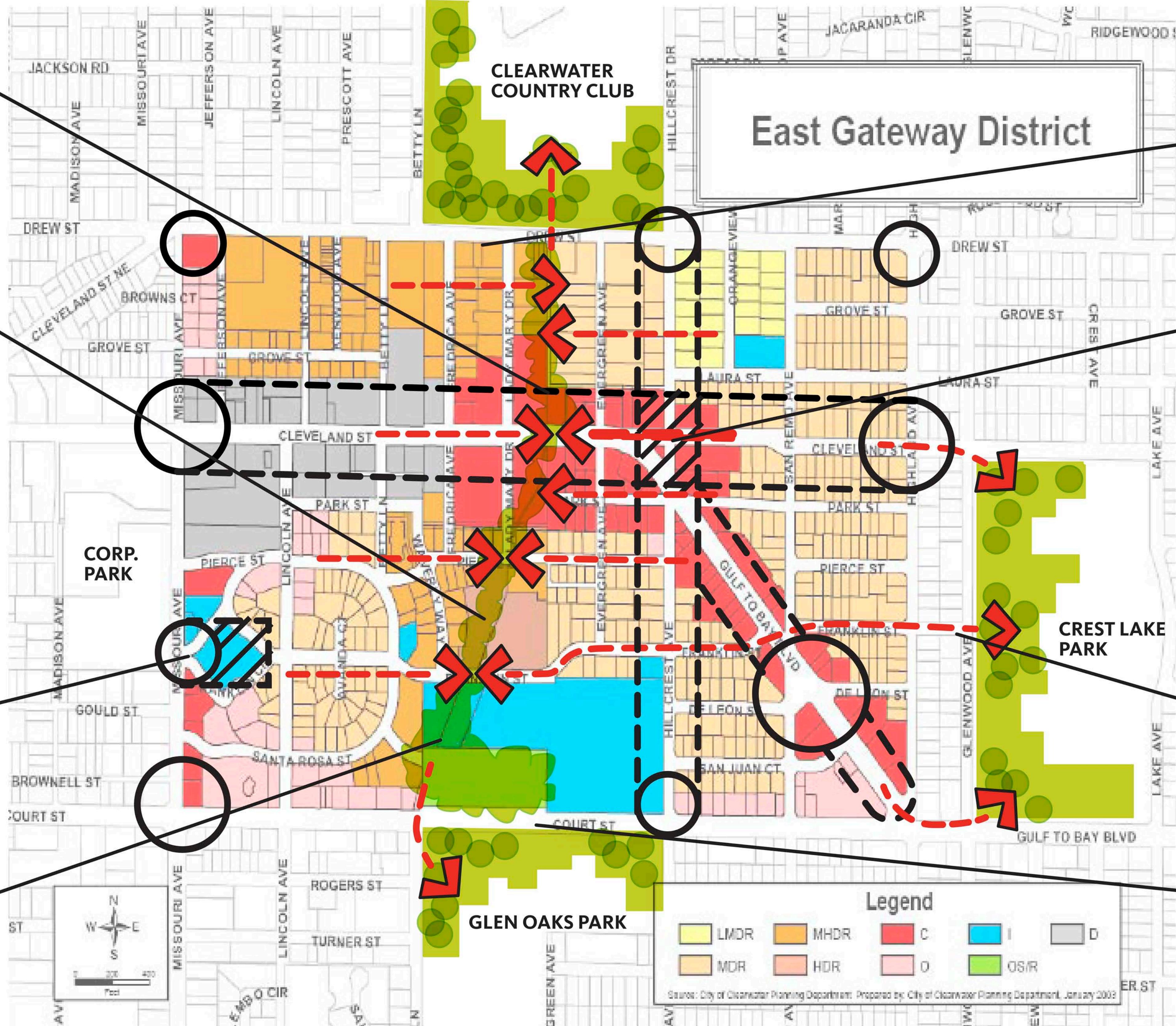
**East Gateway Vision Plan  
Community Workshops  
SURVEY RESULTS**



# APPENDIX: CONCEPT PLANNING



## PHYSICAL CONTEXT





Median Landscaping



Street Festival



District Gateway



Postcard Mural



Cafe Dining



Street Parking



Food Festival



District Directory



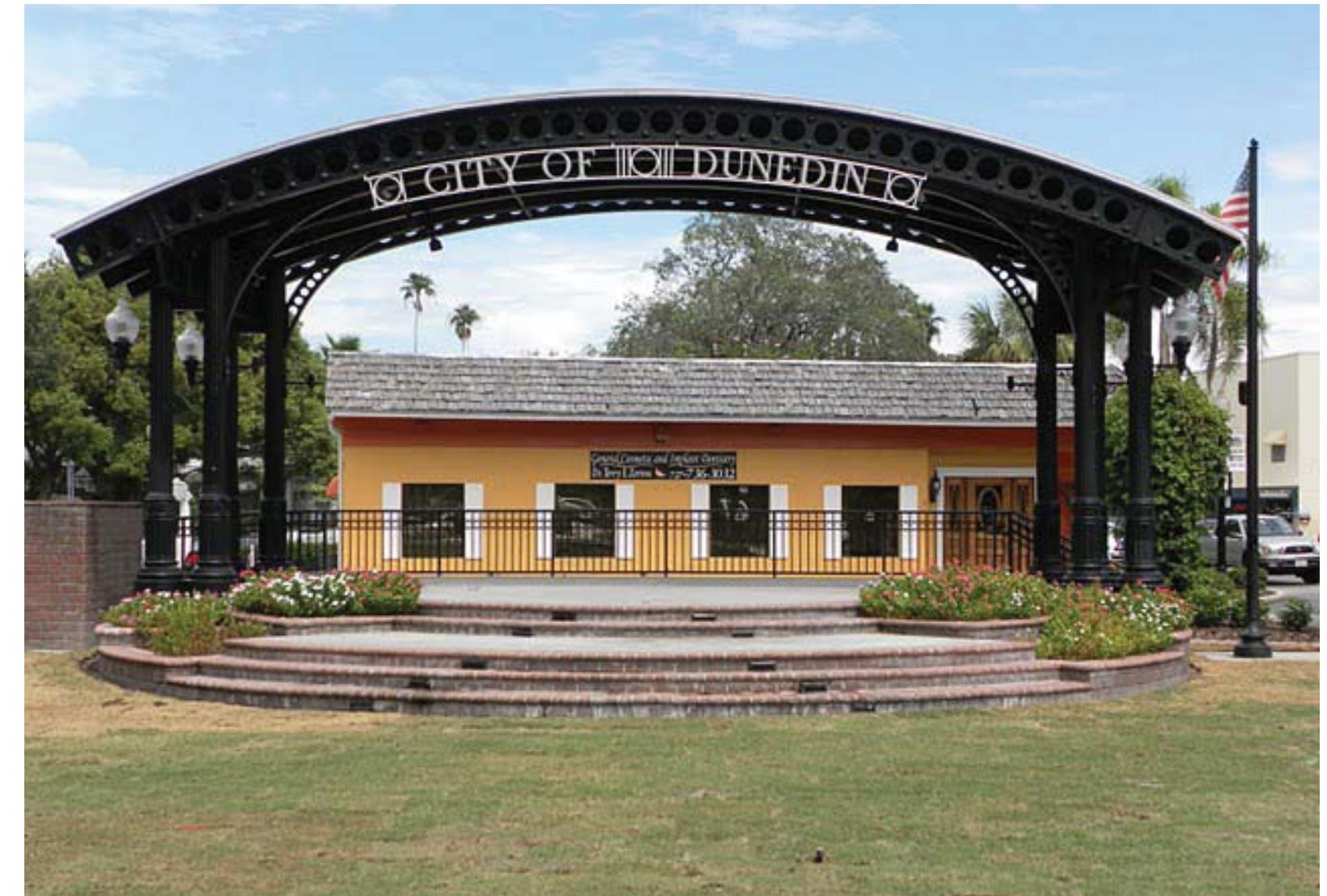
Community Trails



Street Signage



Banner Program



Performance Area

## Dunedin FL

**City of Clearwater | East Gateway District**

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**Gensler**



Festival Settings



Performance Areas



Boardwalk Pavilion



Parallel Street Parking



Boardwalk Settings



Banner Program



Landscape Feature



Destination Hospitality



Street Scene



Destination Dining



Monumental Signage



Street Signage

## Safety Harbor FL

City of Clearwater | East Gateway District

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Gensler



Cafe Dining



Sidewalk Retail



Gateway Structure



Cafe Dining



Architectural Heritage



Texture Variations



Water Feature



Vegetable Market



Potted Planting



Streetscaping



Festival Settings



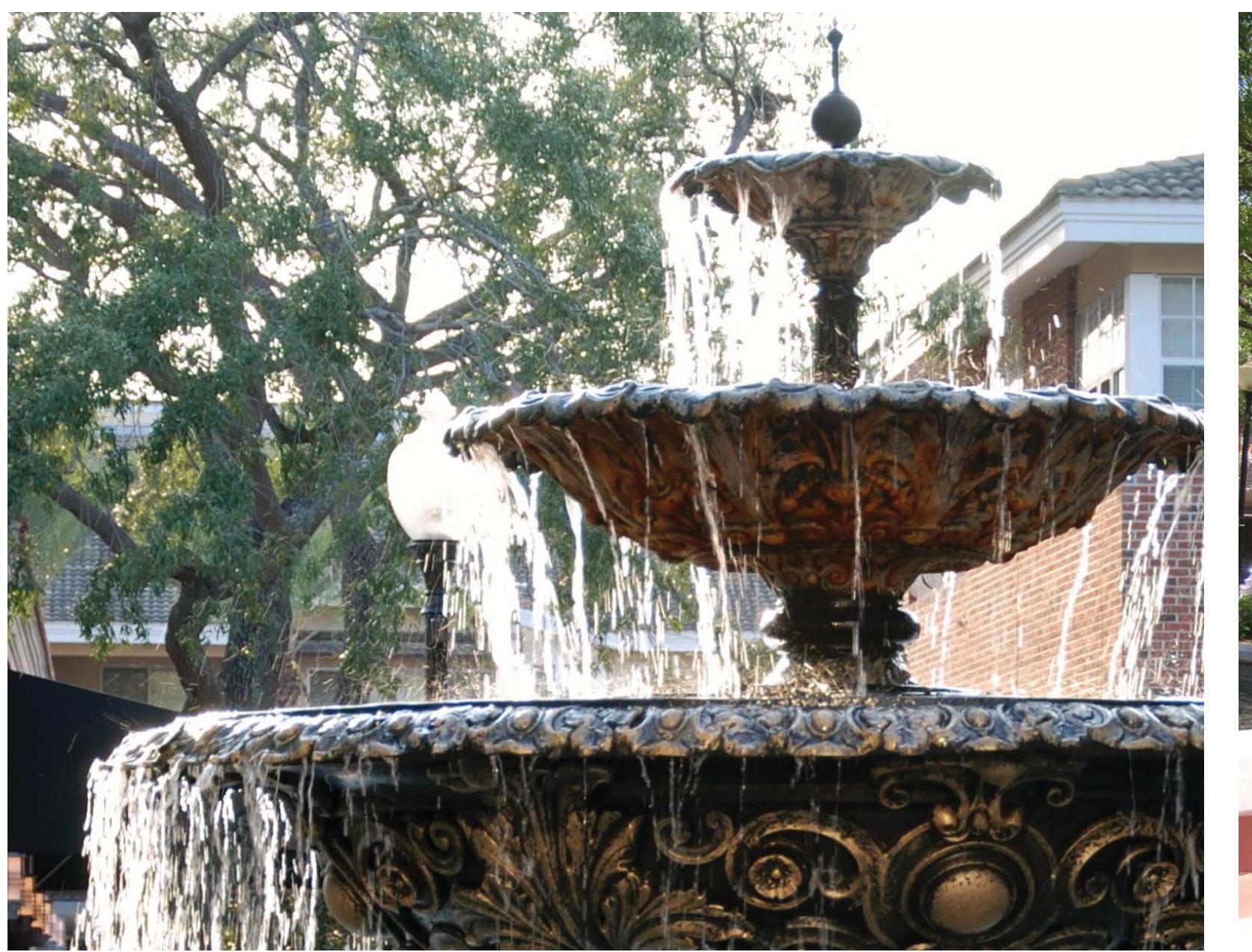
Floral Market

## Winter Park FL

City of Clearwater | East Gateway District

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Water Feature



Park Settings



Festival Setting



Mixed Use Development



Plazas



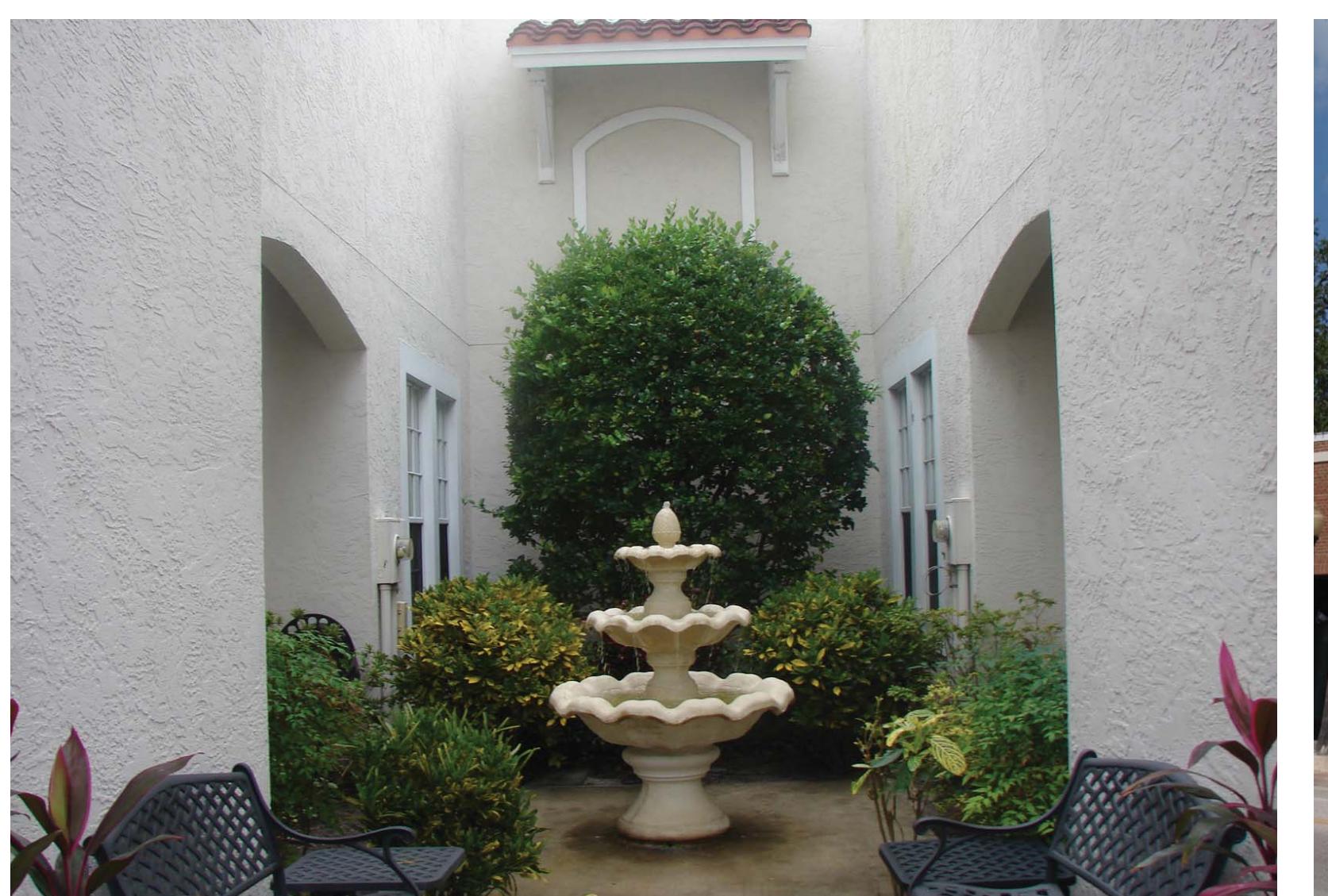
Street Tree Canopy



Art Shows



Transit Stop



Court Yards



Theaters



Department Stores



Independent Retailers

## Hyde Park Village, Tampa FL

City of Clearwater | East Gateway District

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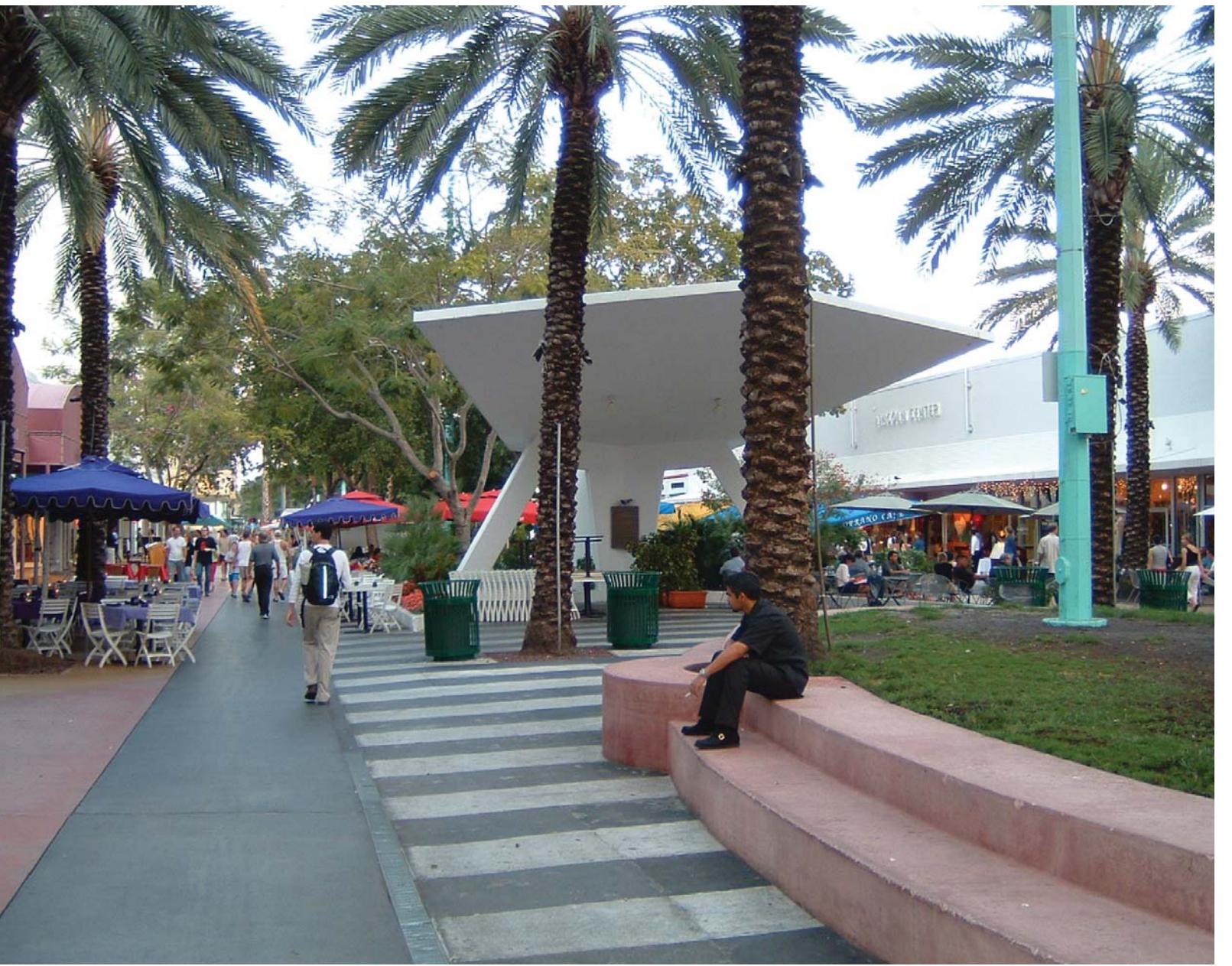
District Parking Street



Water Features



Art Features



Performance Areas



Urban Arbors



Bollards



Shade Forms



Shade Forms



Cafe Dining



Sidewalk Umbrellas



Cafe Dining



Median Landscaping

## Lincoln Road, Miami FL

City of Clearwater | East Gateway District

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Maguey Plant



Zempoala Aquaduct



Dolores



Flag



Tula Ruins



Native Art



Art Talaver Frog



Cuisine



Historic Ruins



Tivoli Lighting



Architectural Form & Color



Clay Pottery

## Hidalgo, Mexico

City of Clearwater | East Gateway District

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Gensler



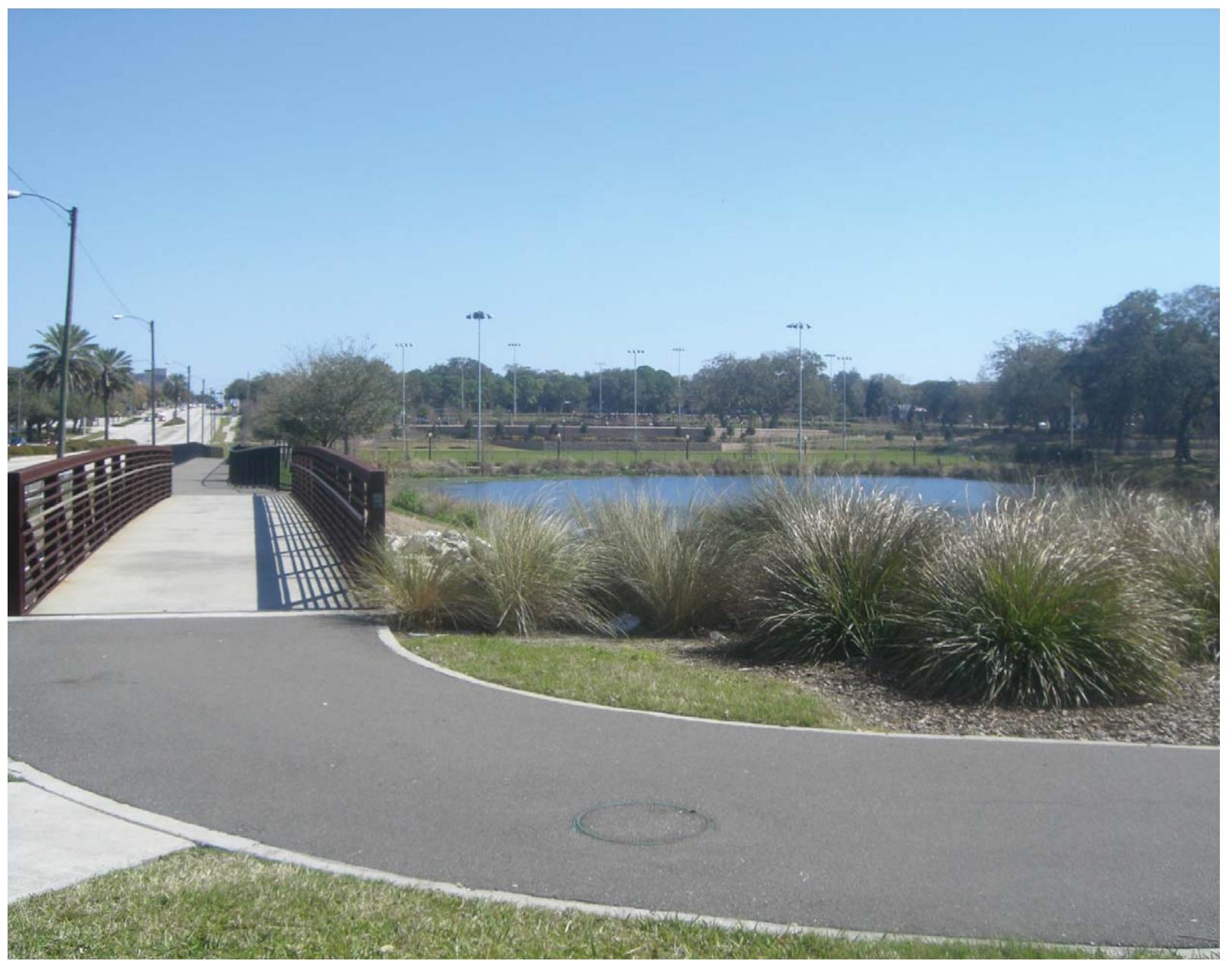
Deck Pattern



Wood Boardwalk



Gravel Trail



Glenn Oaks Trail



Wood Bridge



Glenn Oaks Bridge



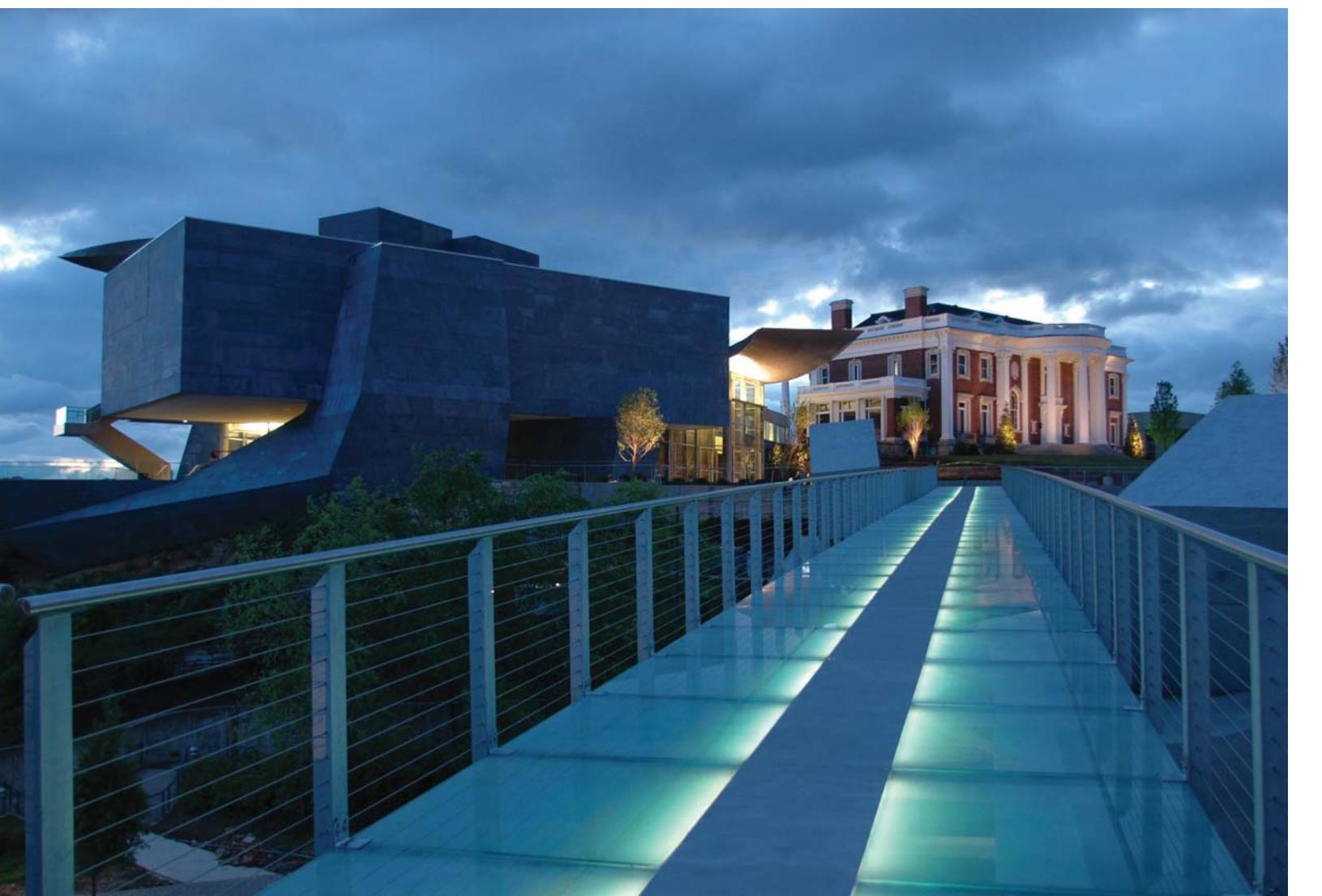
Wood Trail



Suspension Bridge



Truss Bridge



Lighted Bridge



Canal Bridge



Metal Frame & Concrete Bridge

## Pedestrian, Bridges and Boardwalks

City of Clearwater | East Gateway District

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Plot Layouts



Raised Gardens



Mature Garden



Harvest Time



Produce



Floral Gardens



Floral Trellis



Vegetables



Community Bonds



Sweat Equity



School Programs



Development Plans

## Community Gardens



Water Curtain



Water Projection Art



Water Sculpture



Water Curtain Color



Banner Shades



Tent Structure



Shade Structure



Urban Arbor



Park Signage



Viewing Deck



Water Fountains



Seating Area

## Parks - Shade - Water

**City of Clearwater | East Gateway District**

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Fraternal Order of the Eagles



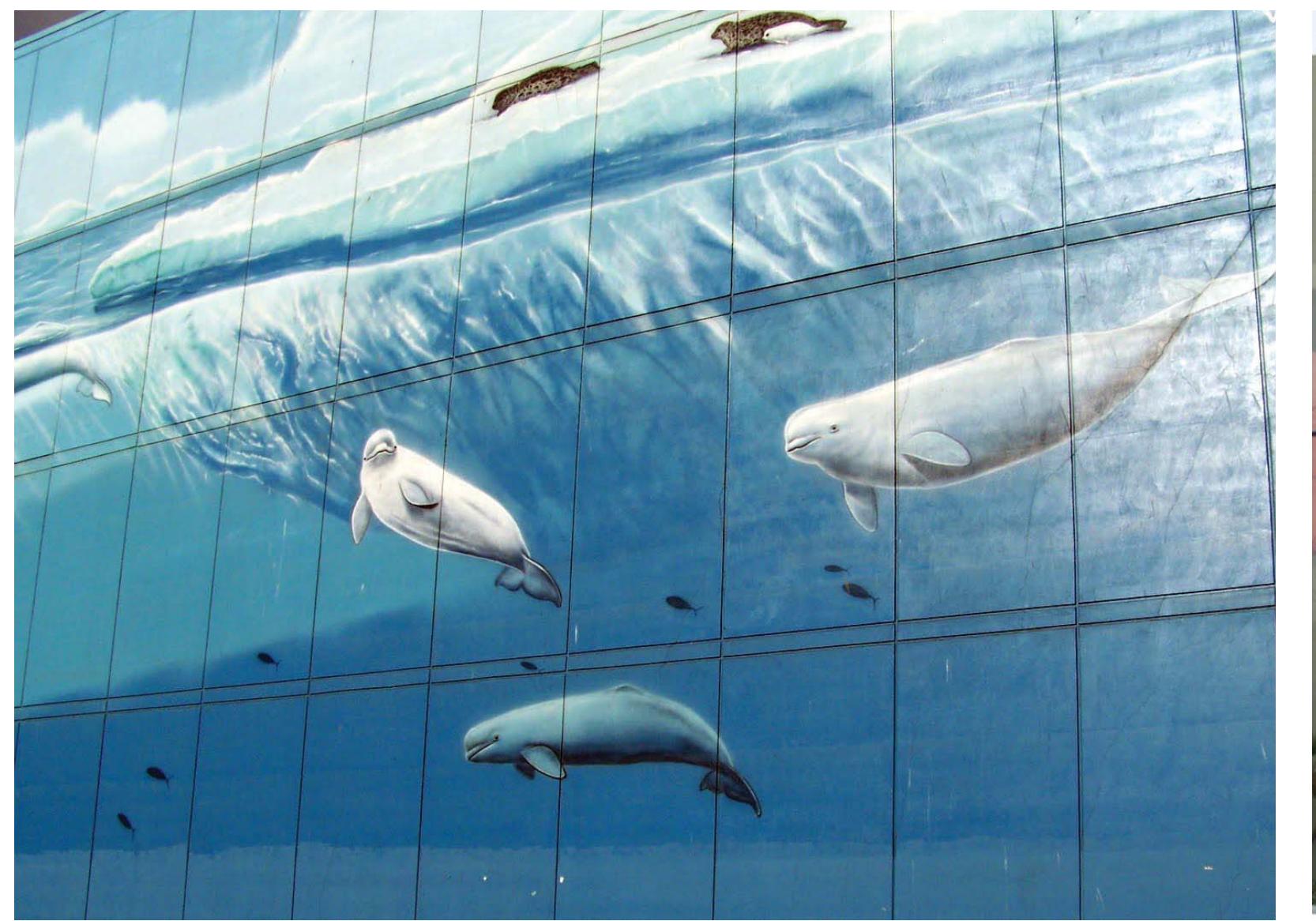
First There Were Springs of Clear Water 2010



Mexican Diana 2010



Where Gladiolus Bloom 2010



Sea Life Painting



Tropical Mural



Welcome to Dogedin, Dunedin, FL



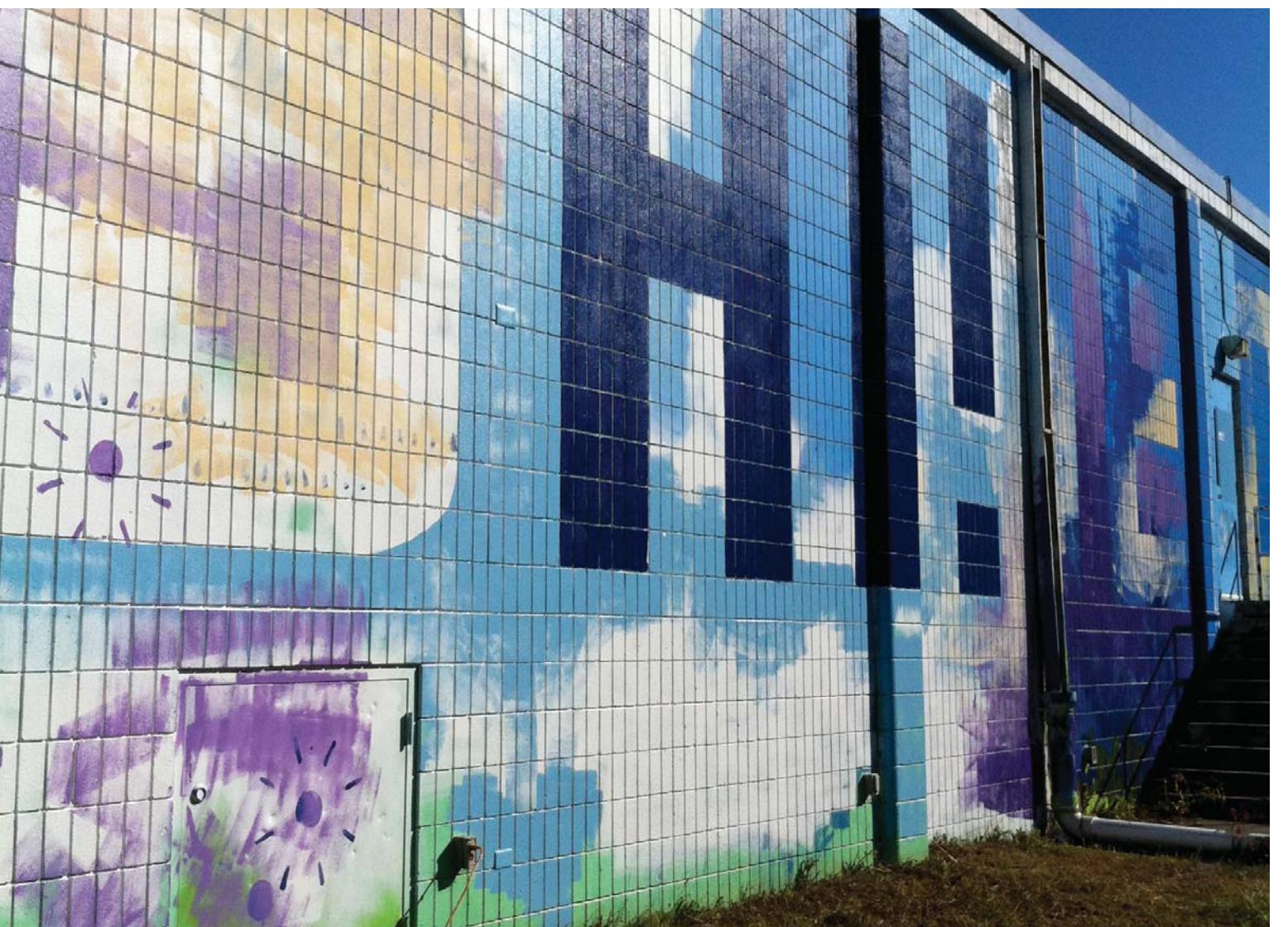
Vintage Car



Color and the Streetscape



Bright Colors



Lettering and Wayfinding



Vintage Town

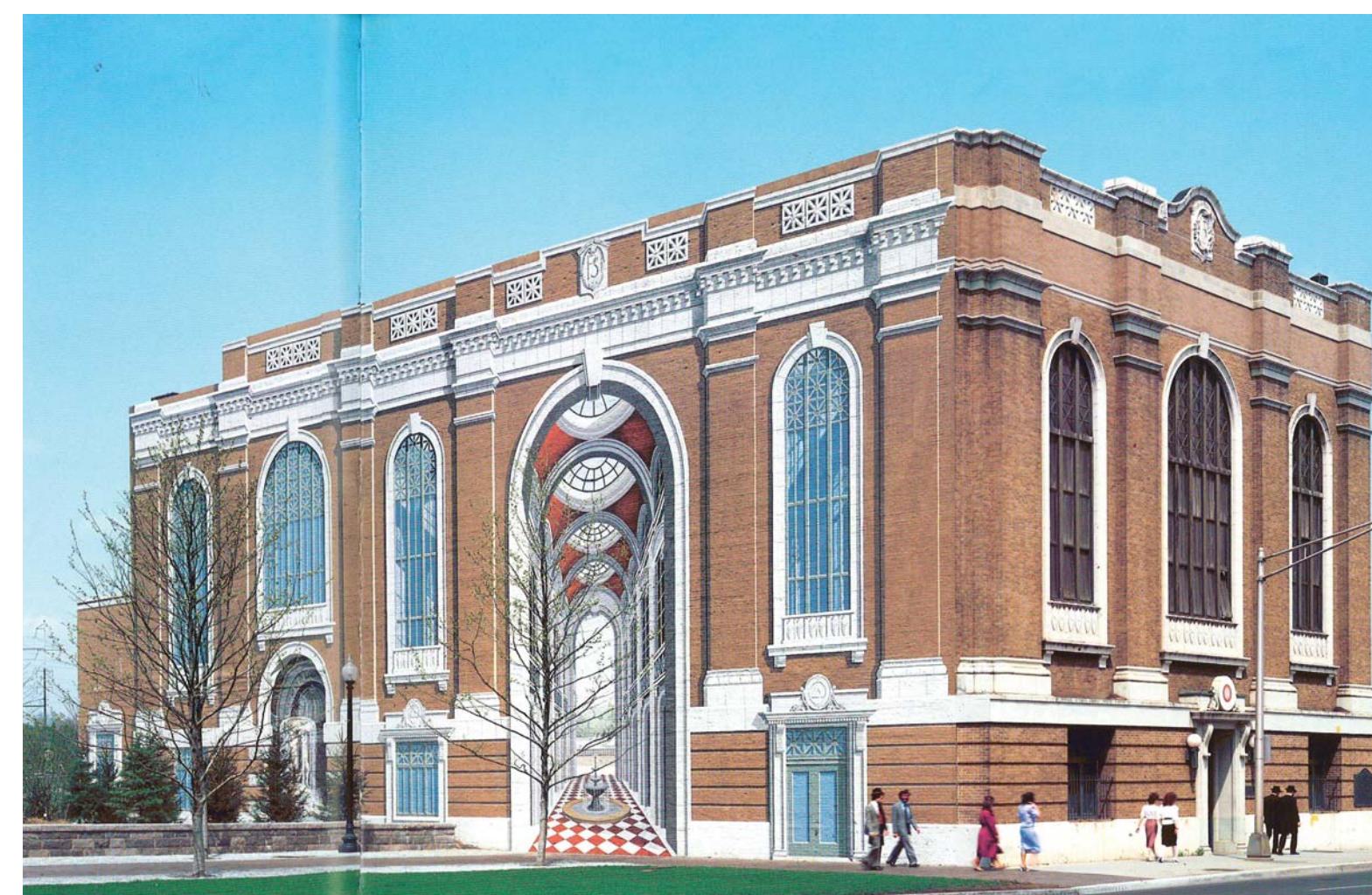
## Building Murals



Opportunities in the East Gateway



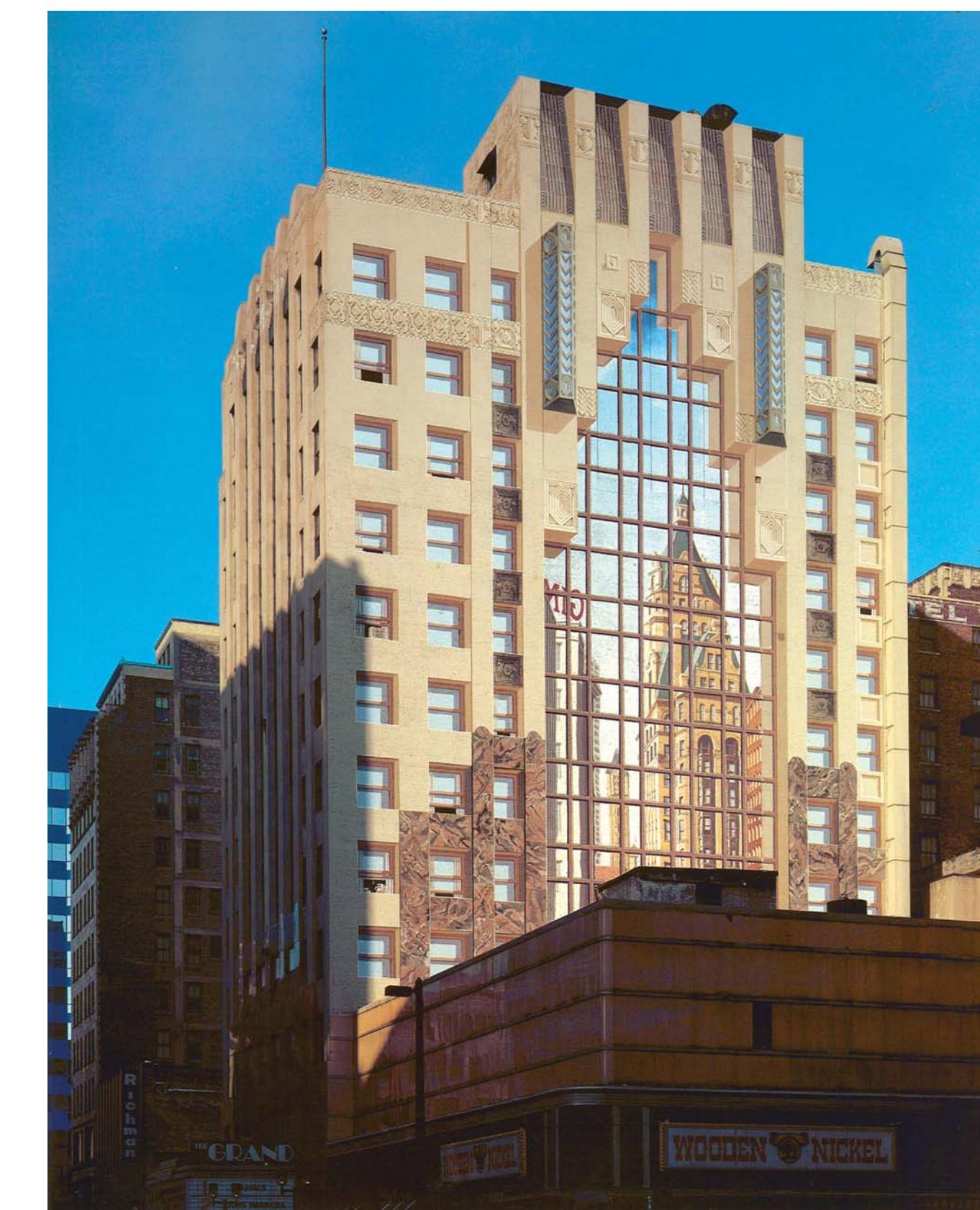
After



After



Before - Tarrant County Court-house, Ft Worth, TX



After



Before - 15 Centre Theater, Milwaukee, WI

## Richard Haas - Building Murals

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Electronics



Unlimited Locations



Beachwear



Marketing



High Fashion



Recruiting



Boutique Gifts



Sports Apparel



Apparel



Mobile Interiors



Arts & Crafts



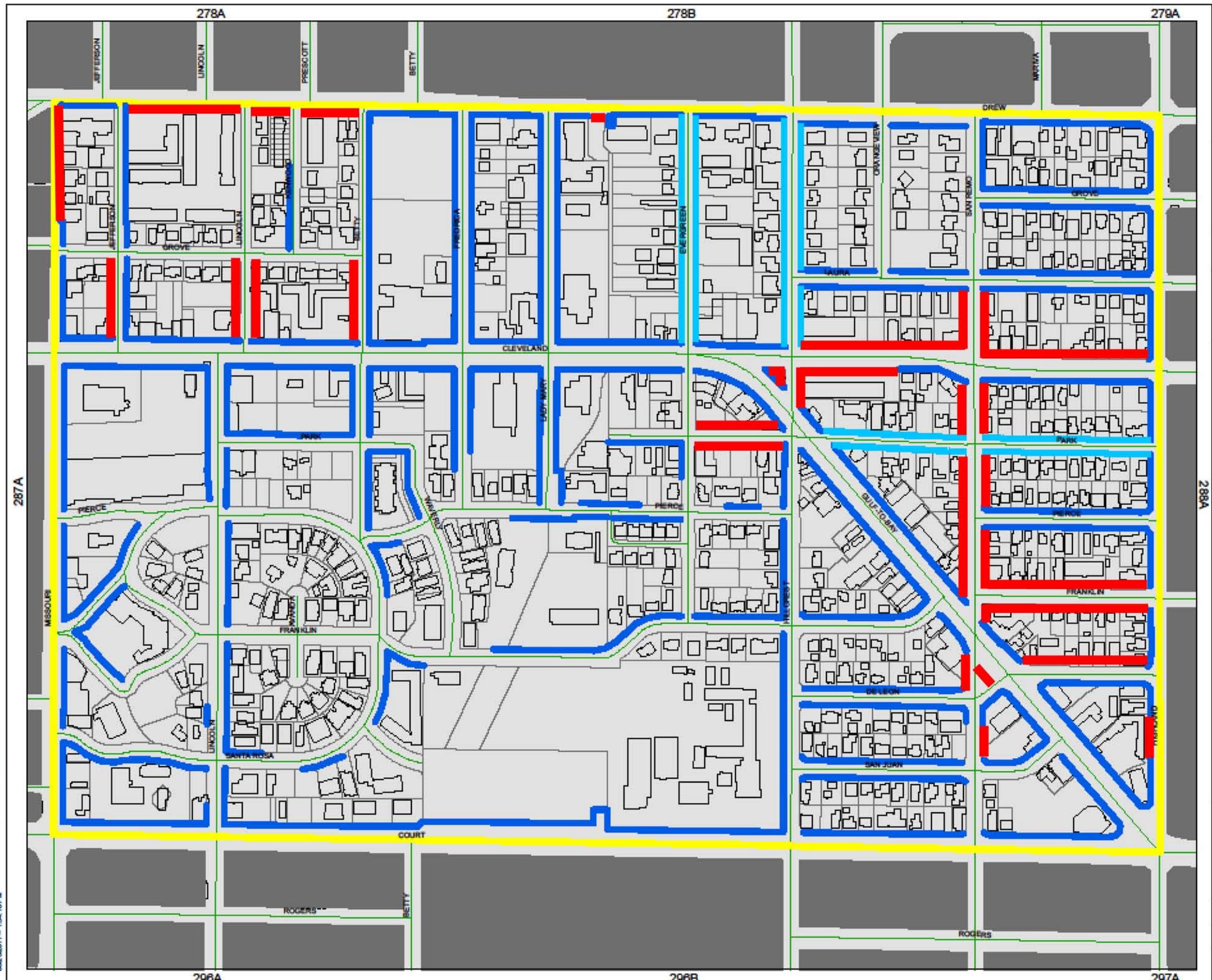
Team Merchandise

## Mobile Retail

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Prepared by:  
Engineering Department  
Geographic Technology Division  
100 S. Myrtle Ave, Clearwater, FL 33768  
Ph: (727) 562-4750, Fax: (727) 562-4755  
[www.MyClearwater.com](http://www.MyClearwater.com)

**claimer:**  
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**Caution:**  
This map may not incorporate the latest field information. For the most up-to-date  
information on this infrastructure, consult the City of Clearwater's GIS Mapping  
functions at: <http://clearwatergis.GISIndex.asp>

1 inch = 333 feet  
0 166.5 333 Feet

## Legend

- Proposed
  - Existing
  - East Gateway Boundary
  - Streets
  - Additional Proposed Sidewalk

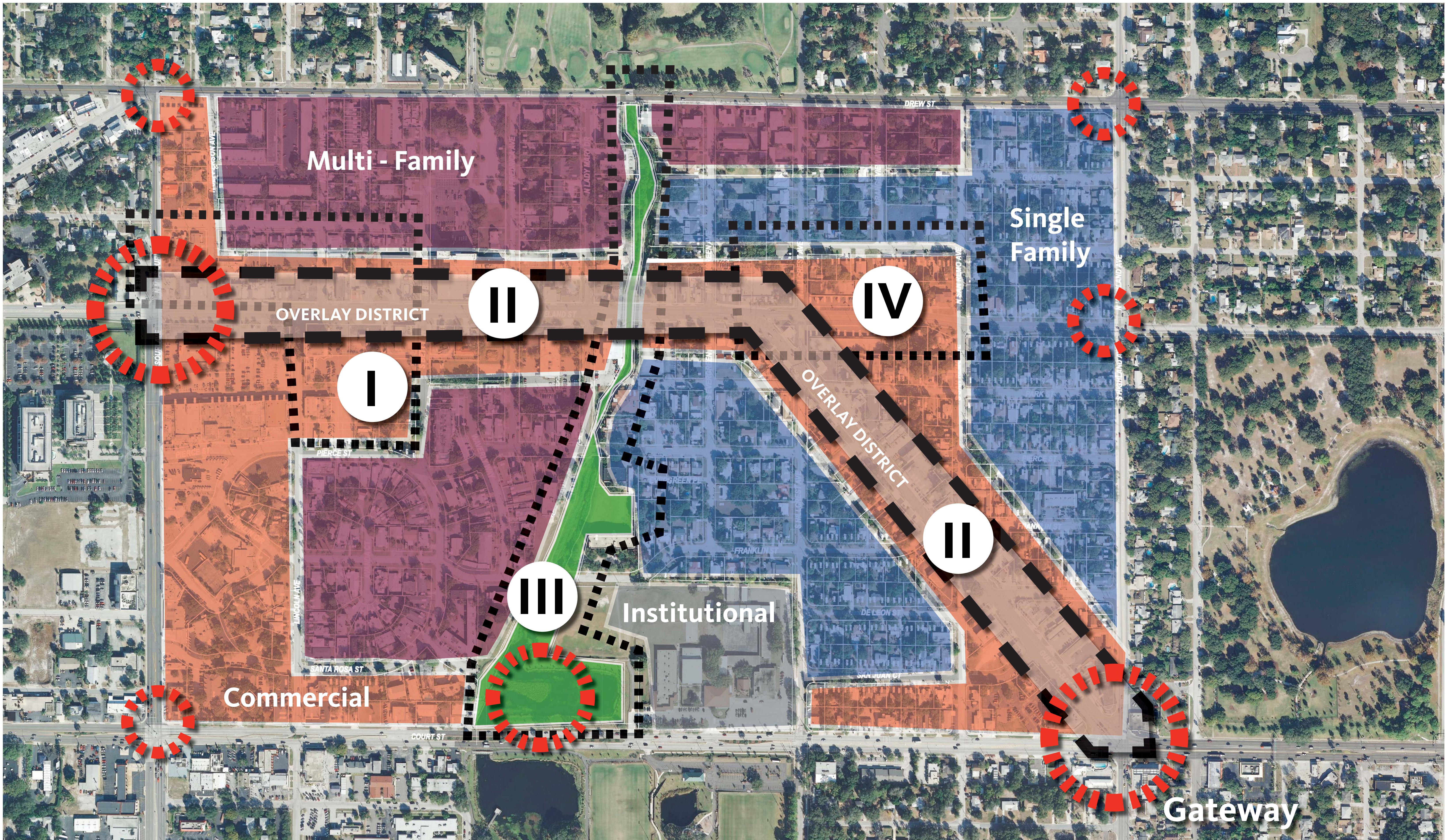
# **East Gateway**

## Sidewalk Construction Survey

June 23, 2011

S-T-R 15-20-15

287B

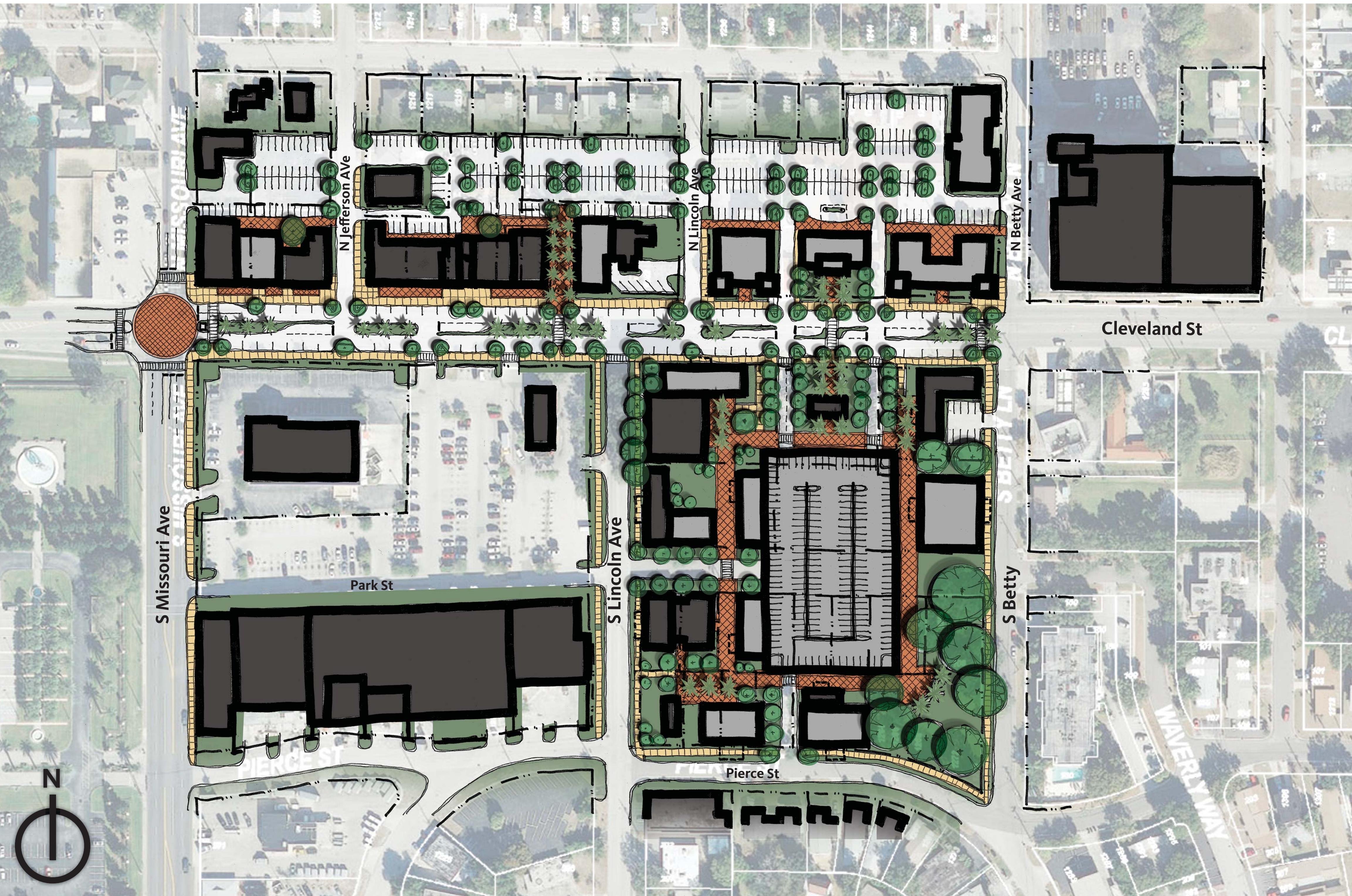


District Development Diagram

City of Clearwater | East Gateway District

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## Development Zone I - West Gateway

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## Corridor Study

City of Clearwater | East Gateway District

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Development Zone II - Overlay District - Gulf to Bay Streetscape

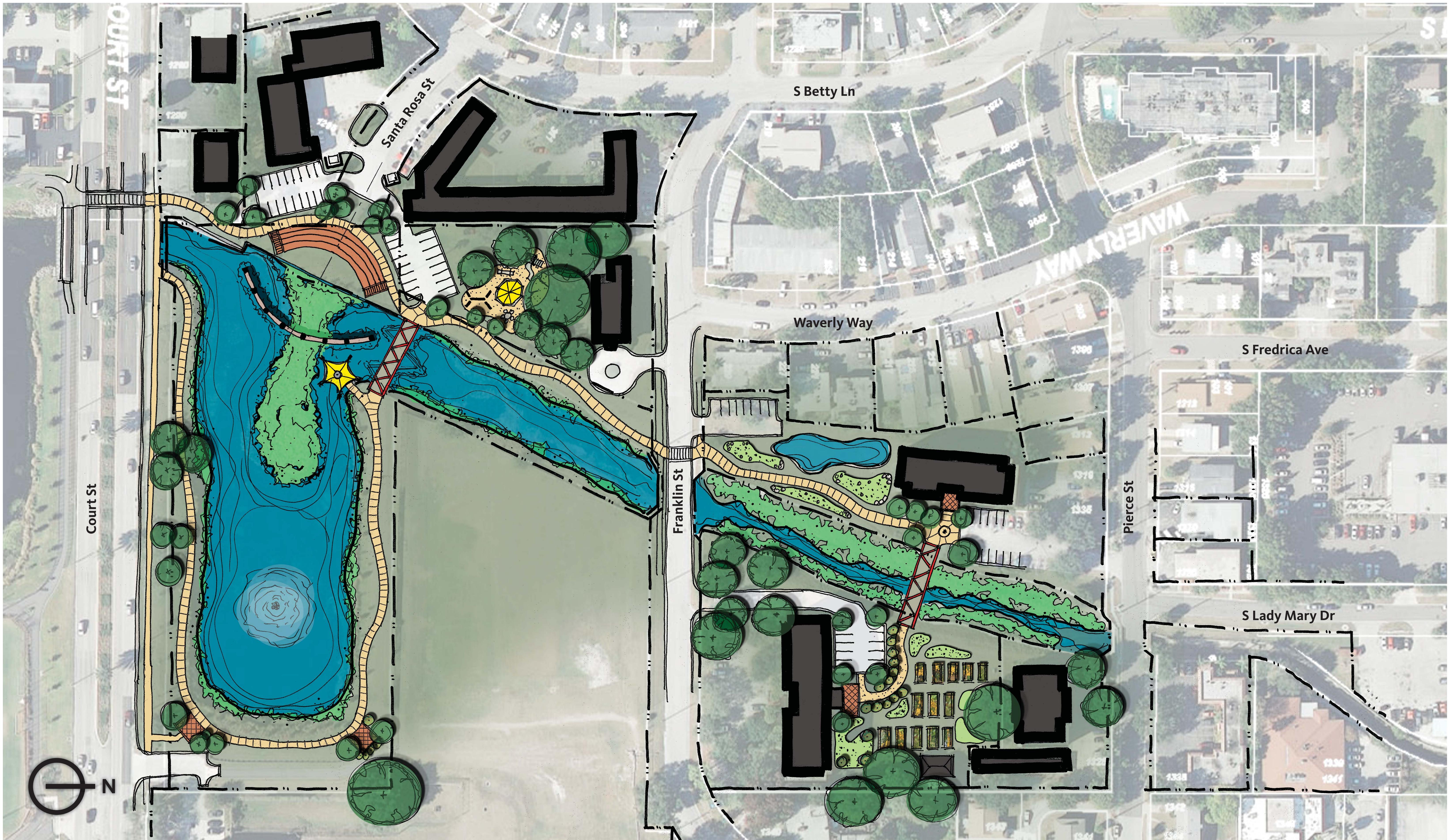
City of Clearwater | East Gateway District

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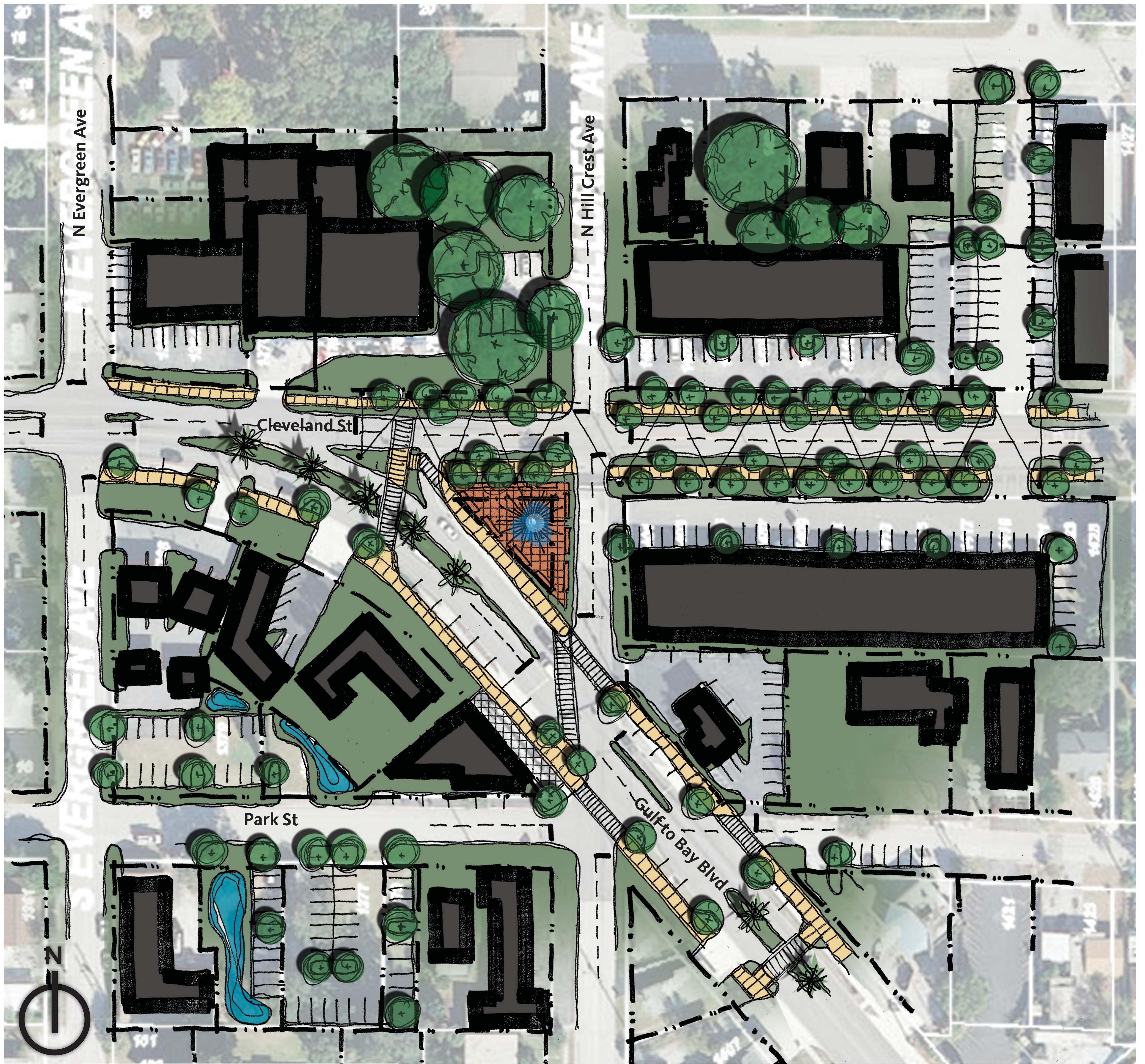
## Development Zone III - Open Space

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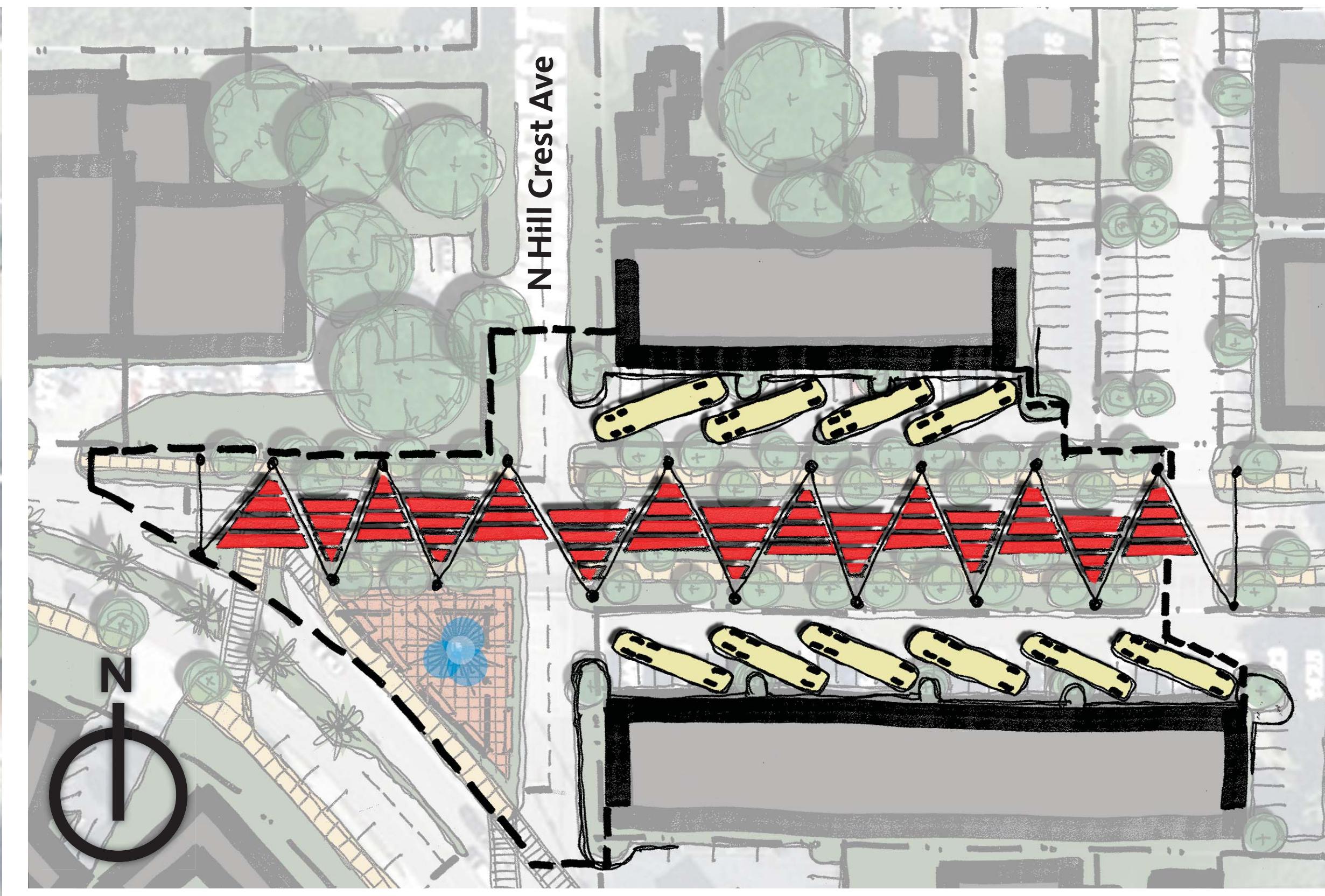


Festival Zone - East Gateway

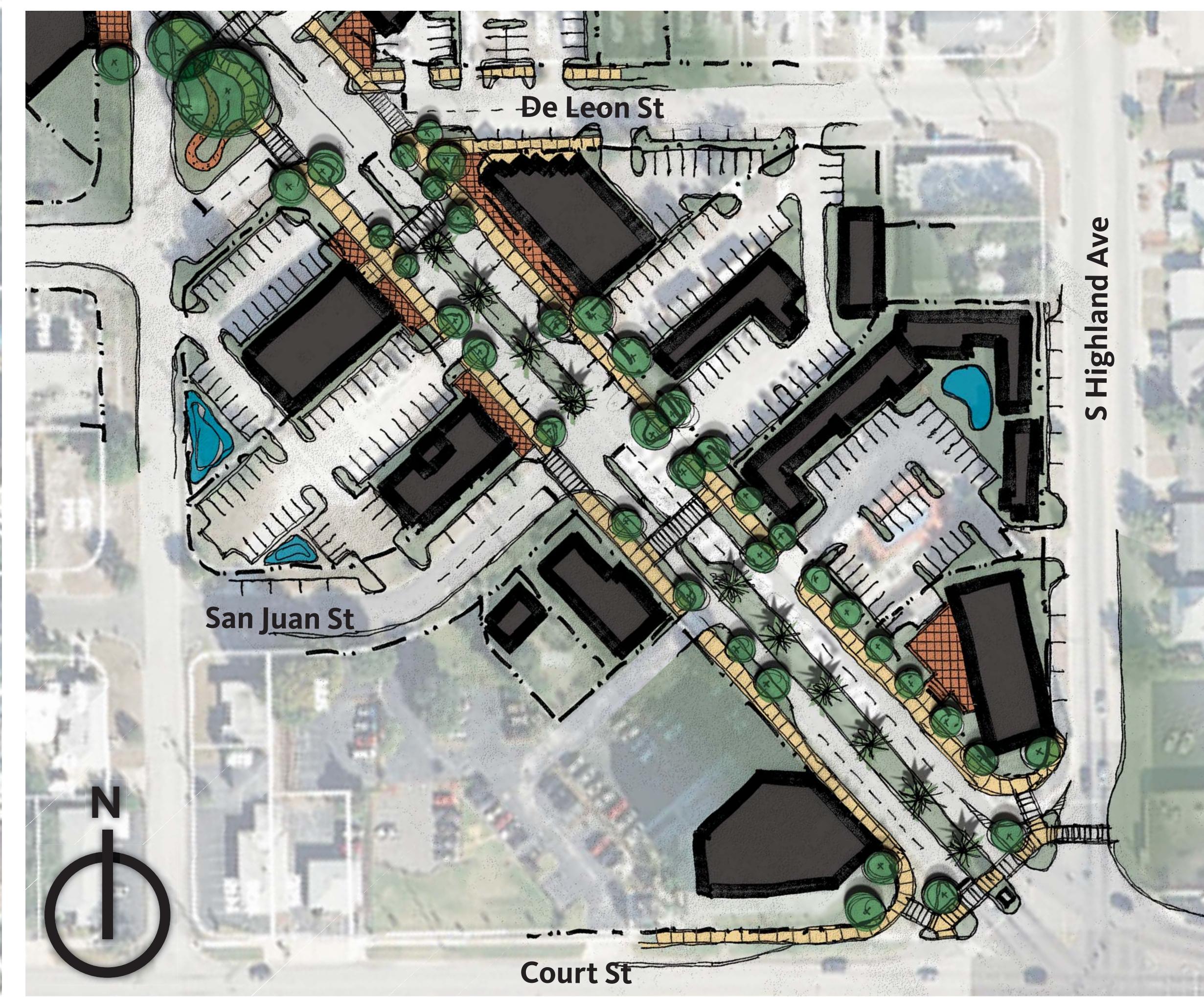
## Development Zone IV - Festival Core

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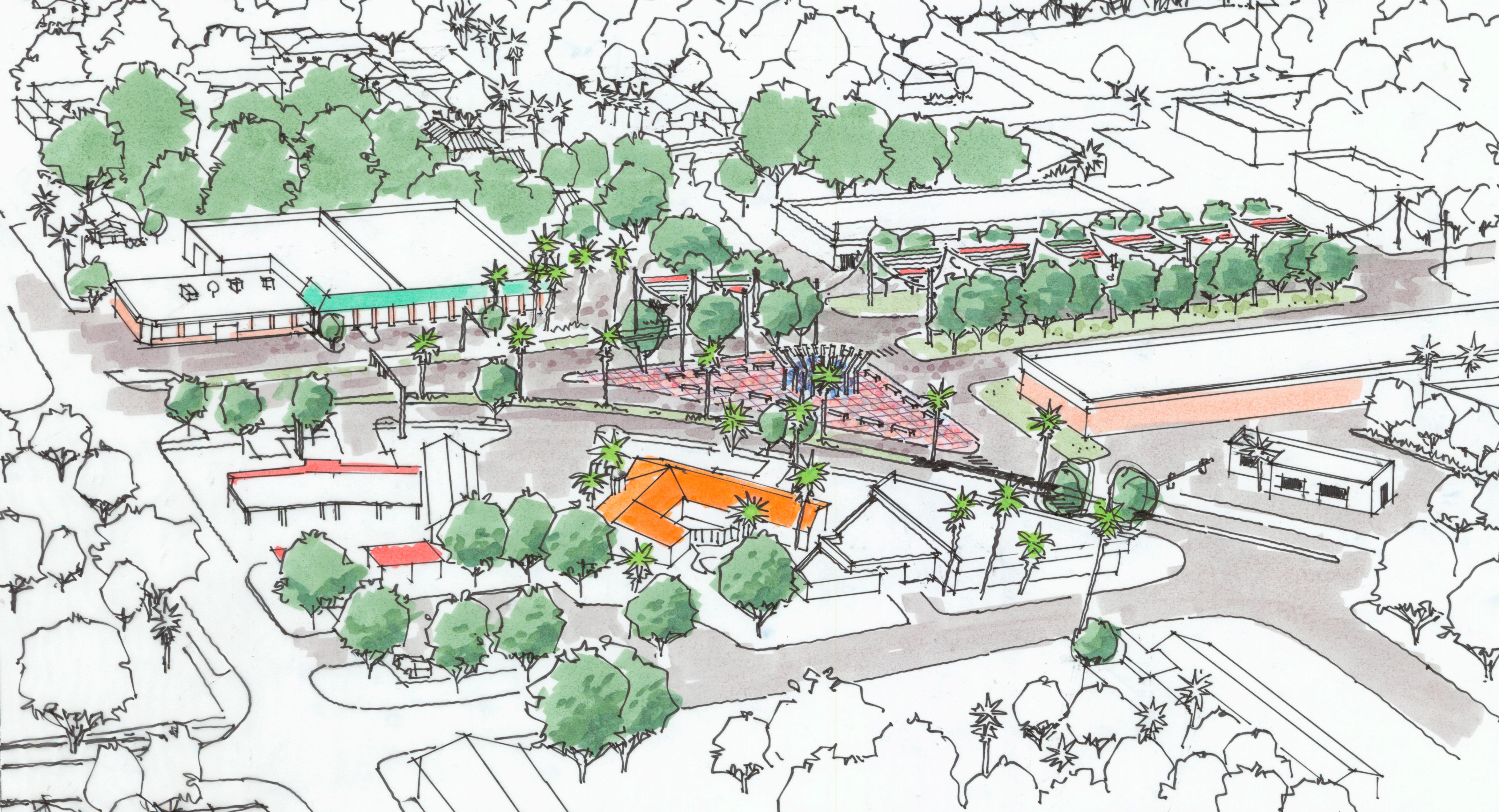


Festival Zone - 1.7 Acre



Development Zone II - East Gateway - Gulf to Bay Blvd

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# APPENDIX: BRAND STRATEGY

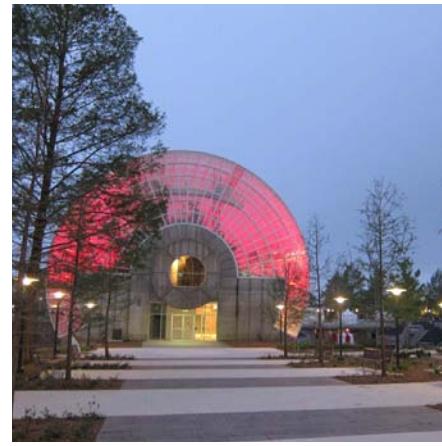
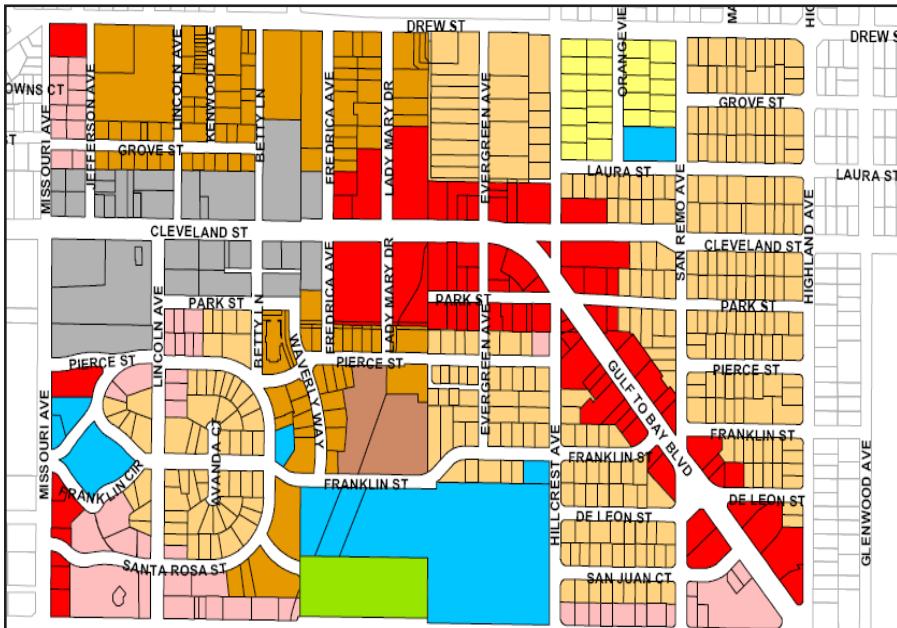


# East Gateway

Brand Positioning  
September 23, 2011



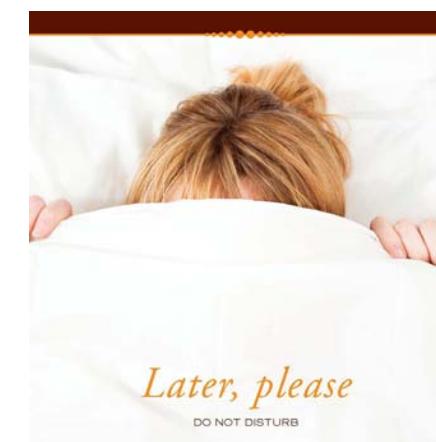
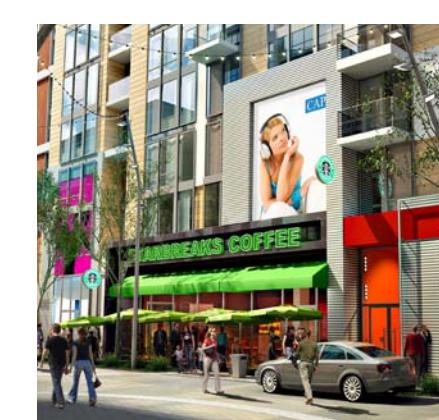
# It all starts with a community vision



# A multi-disciplinary approach

“It takes more skills than any one discipline can offer to create a place.”

*Project for Public Spaces*



## What makes a great place?

1. Pride of Place
2. Stewardship of the Land
3. Catalyst for Change
4. Connectivity
5. Authentic Experience
6. Innovative & Memorable Design
7. Brand Identity



# A great brand is...

---

**...more than** a building.

**...more than** a logo.

**...more than** an ad campaign.

# What does a brand do?



# Brand connection

---

The best brands use environments, words, images, products, and services holistically to **create emotional connections** with their audience.



How do you create these connections?

A wide-angle photograph of a massive outdoor crowd, likely at a festival or concert. The people are densely packed, filling the frame from the foreground to the background. They are all smiling and looking towards the camera, creating a sense of community and enjoyment. The setting is outdoors, with trees and a clear sky visible in the background.

Know your audience.

A photograph of a group of people gathered around a table outdoors. In the foreground, a woman with dark hair, wearing a yellow patterned top, holds a large white smartphone horizontally, showing its screen to the camera. Behind her, several other people are visible, including a man in a light blue shirt and a child in an orange shirt. They are all smiling and appear to be at a social gathering or event.

Tell stories.

An aerial photograph of a vibrant outdoor community gathering. Numerous people are scattered across a grassy field, some sitting at tables covered with white cloths and displaying various items. Colorful umbrellas in shades of red, yellow, green, and blue provide shade for the participants. The scene is filled with a sense of activity and social interaction.

Activate the community.

Create a destination.





# What we know about the East Gateway

---

Population from Hidalgo, MX

Located near beaches

Business presence (*UMA, Achieva, Crum, Lou's National Tattoos, Greek Town Grill, El Chicanito*)

Good bones (*parks, St. Cecilia's*)

Green spaces

Events (*Blast Friday, Dolphin Tale, jazz*)

Community engagement

# Begin to develop the story

---

Population from Hidalgo, MX

Located near beaches

Business presence

Good bones

Green spaces

Events

Community engagement

Authentic experience

Healthy environment

Opportunity and stability

Community fabric

Connect with nature

Presence of activity and energy

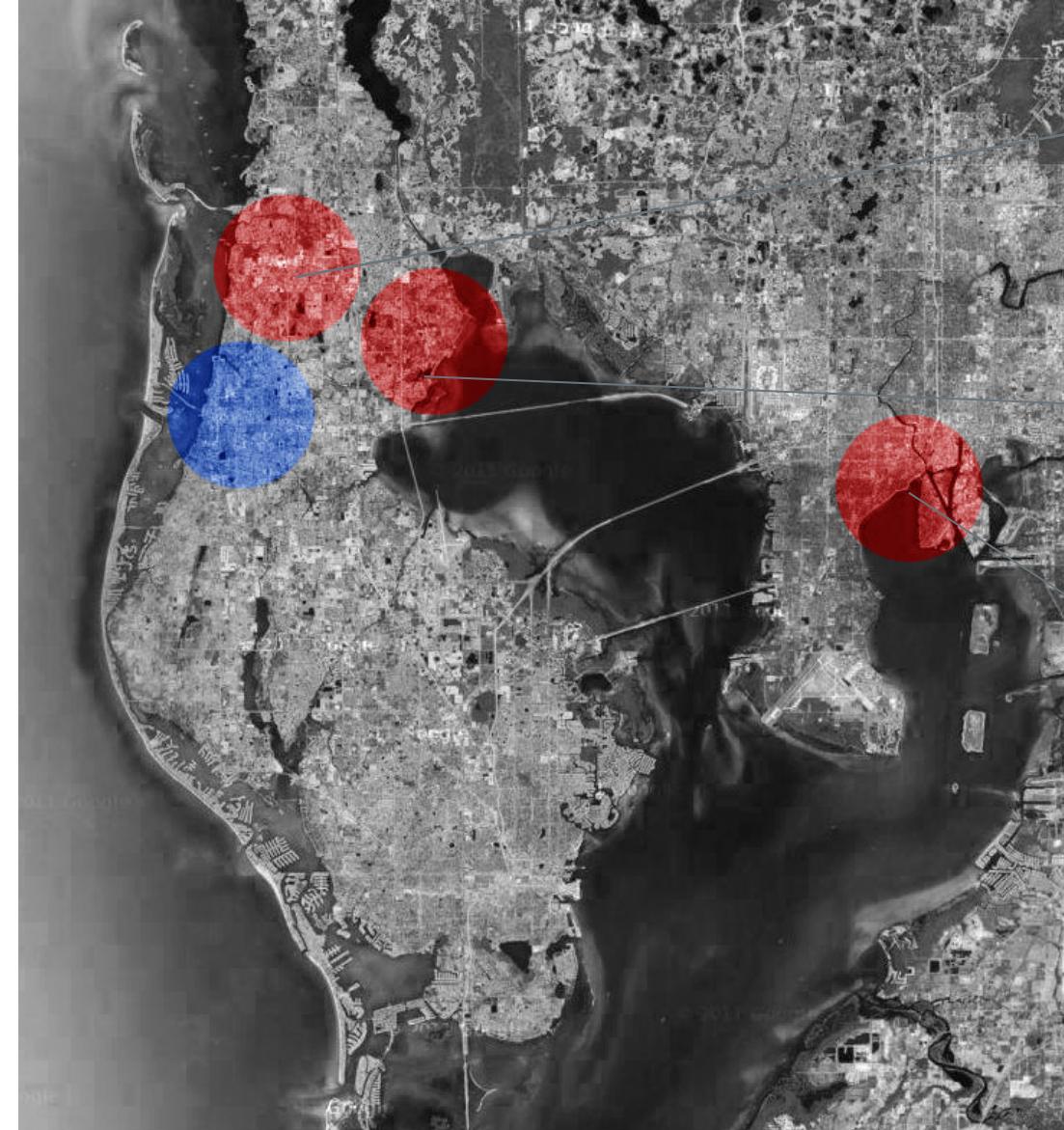
Signifies change

# The power of the East Gateway story

---

1. Energize the community
2. Create a greater sense of pride
3. Attract businesses
4. Attract people
5. Become a destination
6. Distinction and differentiation
7. Gives you an identity
8. Change negative perceptions
9. Delivers a consistent message about East Gateway
10. Sets the course for the future

# What others are doing



## Dunedin

Healthy, walkable city,  
small, community feeling,  
relaxed lifestyle



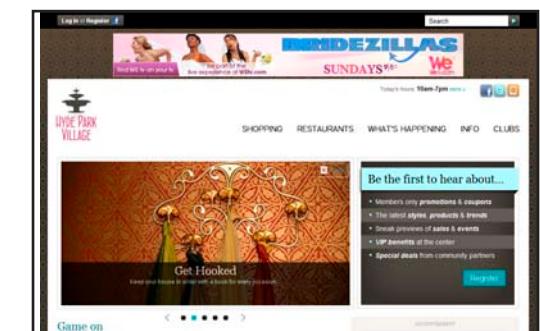
## Safety Harbor

Home, family, community,  
environmentally sensitive lands,  
business district, vision



## Hyde Park Village

Pride (badge of honor), historic,  
retail (hip, trends, fashion),  
event driven for local families,  
exclusivity and prestige



# What is the East Gateway story? What is East Gateway known for?

Gensler

## TODAY

Crime, not safe  
City officials don't care  
Lacks retail  
Lacks direction  
Drive around to avoid  
Desperate need of change  
Lacks opportunity for businesses  
and residents

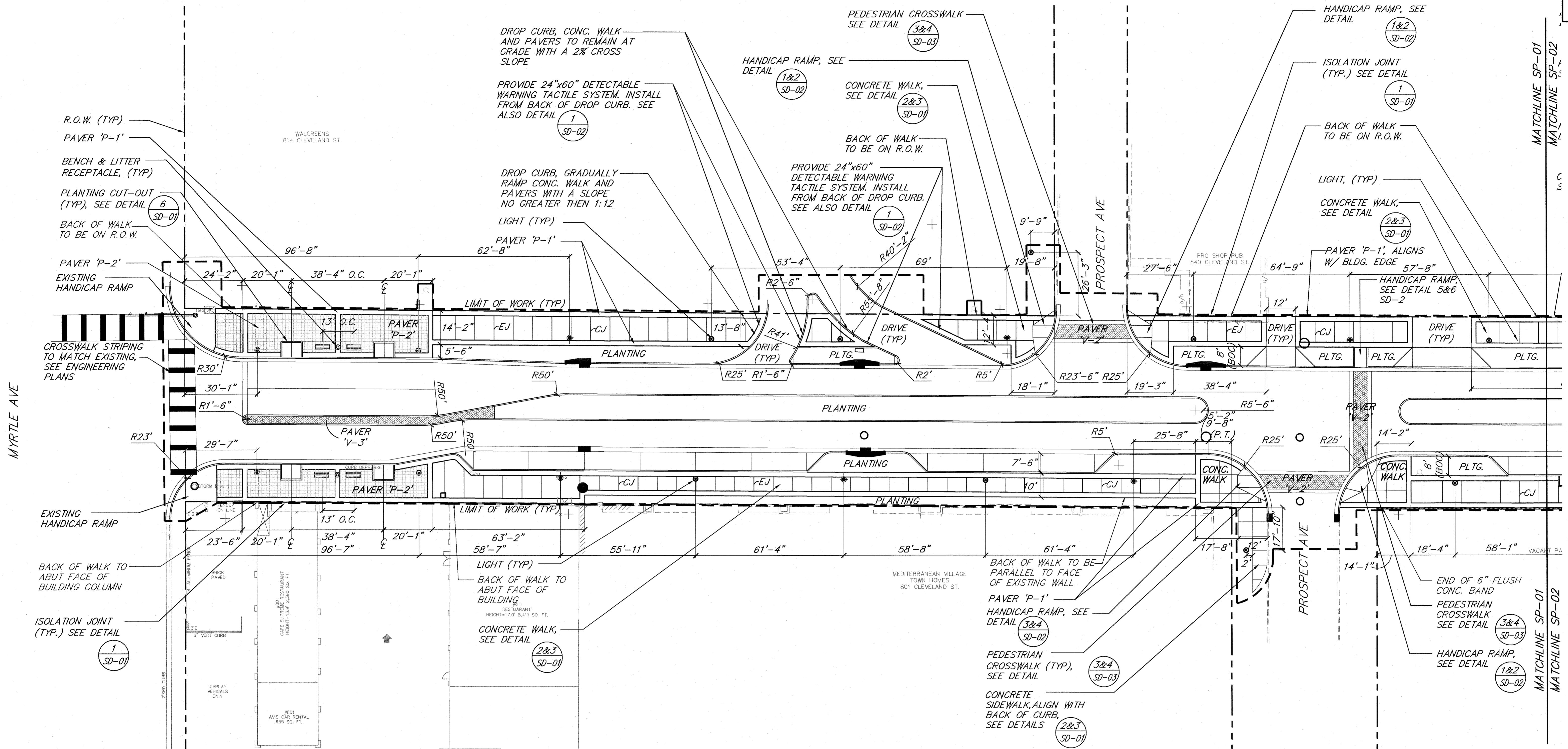
## TOMORROW





# APPENDIX: MISCELLANEOUS





DETAILS	PAVER TYPES
(1&2) SD-04	'V-1' VEHICULAR PAVER, VALET PARKING 2 3/8" THICK, 12X12 AND 8X8 'ATHENS STONE' PAVERS, IN 90° PATTERN, COLOR: AP PEACH/ LIGHT CORAL/ LIGHT HUNTINGTON, BY TREMRON CO. (904) 359-5900 OR APPROVED EQUAL.
(3&4) SD-03	'V-2' VEHICULAR PAVER, CROSSWALKS 2 3/8" THICK, 12X8 AND 8X8 'ATHENS STONE' PAVERS, IN 45° PATTERN, COLOR: AP PEACH/LT. CORAL/LT. HUNTINGTON, BY TREMRON CO. (904) 359-5900 OR APPROVED EQUAL.
(5) SD-03	'V-3' VEHICULAR PAVER, MEDIAN NOSES 2 3/8" THICK, 12X8 AND 8X8 'ATHENS STONE' PAVERS, IN RUNNING BOND PATTERN, COLOR: AP PEACH/LT. CORAL/LT. HUNTINGTON, BY TREMRON CO. (904) 359-5900 OR APPROVED EQUAL.
(4&5) SD-09	'P-1' PEDESTRIAN PAVER, BANDING ONE ROW (24" WIDE) OF ESTATE AND 8X8 SQ. PAVERS IN 'TESORO' PATTERN BY TREMRON (904) 359-5900 OR APPROVED EQUAL. ESTATE PAVER: AP PEACH/LT. CORAL/LT. HUNTINGTON. 8X8 PAVER: AP PEACH (SOLID).
(4&5) SD-09	'P-2' PEDESTRIAN PAVER, FIELD, 90° 12" SQUARE, 12" SQ. IVORY SHELLSTONE BY TREMRON CO. (904) 359-5900 OR APPROVED EQ.
(4&5) SD-09	'P-3' PEDESTRIAN PAVER, FIELD, 45° 12" SQUARE, 12" SQ. IVORY SHELLSTONE BY TREMRON CO. (904) 359-5900 OR APPROVED EQ.

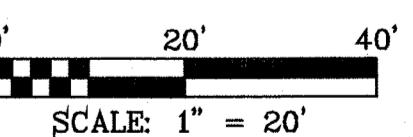
SYMBOL	FURNISHINGS	DETAIL	SYMBOL	FURNISHINGS	DETAIL
[Bench symbol]	BENCH	(3) SD-05	○	REMOVABLE BOLLARDS	(4) SD-05
(○)	LITTER RECEPTACLE	(1) SD-05	●	LIGHT	SEE SITE ELECTRICAL PLANS
[Bike Rack symbol]	BIKE RACK	(2) SD-05	●	LIGHT WITH BANNER BRACKET	SEE SITE ELECTRICAL PLANS

SEE SHEET SP-5 FOR DESCRIPTIONS OF SITE FURNISHINGS, LIGHTS, ETC.

FOC	FACE OF CURB
BOC	BACK OF CURB
PT	POINT OF TANGENCY
EJ	EXPANSION JOINT
CJ	CONTROL JOINT
R	RADIUS

- NOTE:
- ALL POLE LIGHTS INDICATED WILL BE INSTALLED BY PROGRESS ENERGY UNDER SEPARATE AGREEMENT WITH THE CITY OF CLEARWATER, AND IS NOT A PART OF THE WORK.
  - CONTRACTOR SHALL BE RESPONSIBLE FOR INSTALLATION OF ALL ELECTRICAL CONDUIT, PULL BOXES, & WIRING.

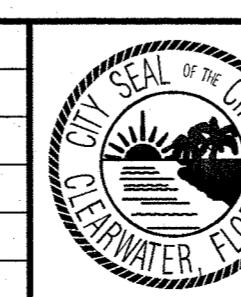
NORTH



SCALE: 1" = 20'  
GRAPHIC SCALE (IN FEET)  
WHEN REDUCED TO 11x17 THESE PLANS ARE "NOT TO SCALE"

BH BELLOMOHERBERT  
AND COMPANY, INC.  
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tel 407 422 4845 | fax 407 422 0699 | bellomo-herbert.com

RECORD DRAWINGS	DRAWN BY:
SURVEYED BY:	
REVIEWED BY:	
PROJECT ENGINEER	DATE
APPROVED BY:	
CITY ENGINEER MICHAEL D. QUILLIN, P.E. # 33721	DATE



CITY OF CLEARWATER, FLORIDA  
ENGINEERING DEPARTMENT  
100 S. Myrtle Ave.  
Clearwater, Fl 33756



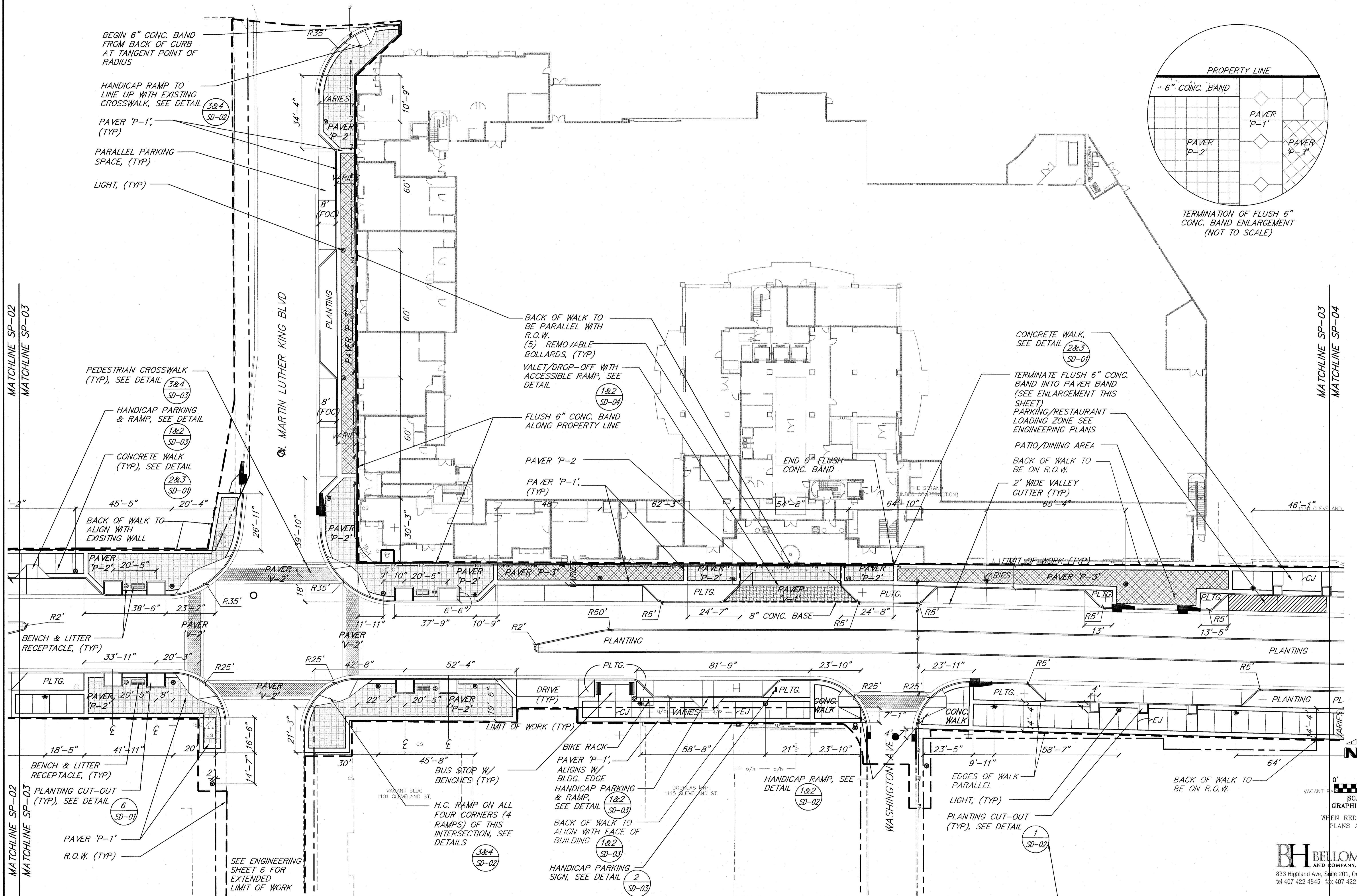
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OF FLORIDA  
[www.callsunshine.com](http://www.callsunshine.com)  
(800) 432-4770  
MIN. 48 HOURS  
BEFORE YOU EXCAVATE

## CLEVELAND STREET STREETSCAPE PHASE II

'SITE PLAN'

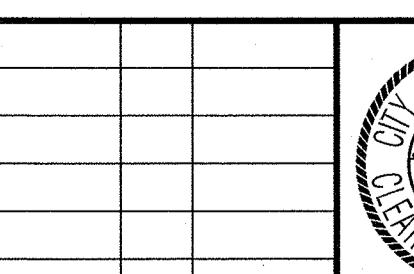
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JOB NO:	08.259.00	DESIGNED BY:	MH/FB	CHECKED BY:	FB
APPROVED FOR CONSTRUCTION	CITY ENGINEER MICHAEL D. QUILLIN, P.E. # 33721				



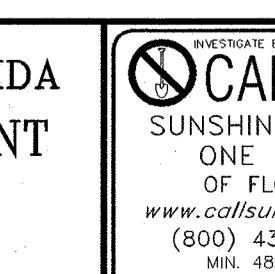


RECORD DRAWINGS	DRAWN BY:
SURVEYED BY:	
REVIEWED BY:	
PROJECT ENGINEER	DATE
APPROVED BY:	
CITY ENGINEER MICHAEL D. QUILLEN, P.E. # 33721	DATE

REVISION	BY	DATE
----------	----	------



CITY OF CLEARWATER, FLORIDA  
ENGINEERING DEPARTMENT  
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Clearwater, FL 33756



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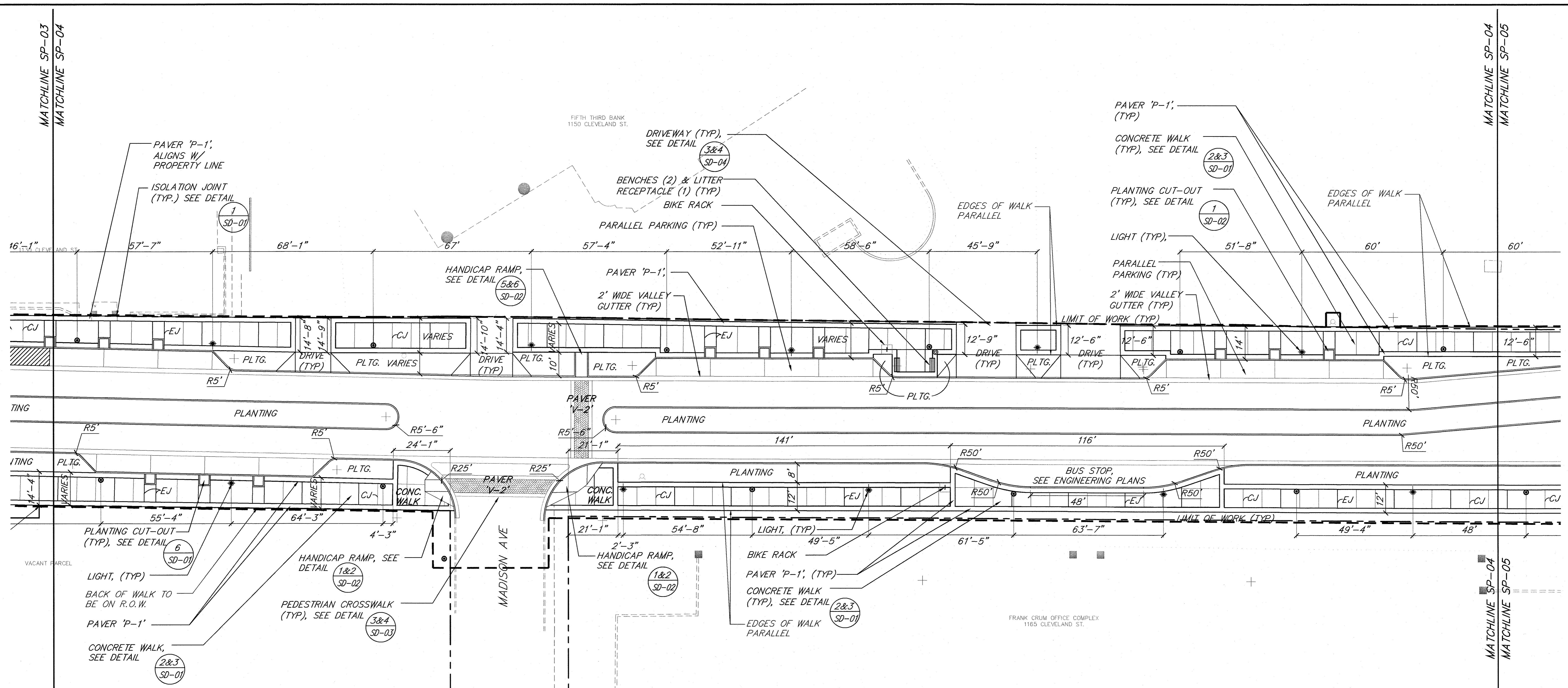
MIN. 48 HOURS

BEFORE YOU EXCAVATE

## CLEVELAND STREET STREETSCAPE PHASE II

'SITE PLAN'

DRW. NAME	FIELD BOR. N/A	SURVEYED BY: N/A	SCALE: VERT. AS SHOWN
2008061			
CONTRACT NO.: 08-0055-EN	DATE DRAWN: 8/16/10	DRAWN BY: MK/MH	HORIZ. AS SHOWN
JOB NO: 08.259.00		DESIGNED BY: MH/FB	SHEET NO: SP-03
APPROVED FOR CONSTRUCTION			
MICHAEL D. QUILLEN, P.E. # 33721			PRO TO



DETAILS	PAVER TYPES
(182 SD-04)	'V-1' VEHICULAR PAVER, VALET PARKING 2 3/8" THICK, 12X12 AND 8X8 'ATHENS STONE' PAVERS, IN 90° PATTERN, COLOR: AP PEACH/ LIGHT CORAL/ LIGHT HUNTINGTON, BY TREMRON CO. (904) 359-5900 OR APPROVED EQUAL.
(3&4 SD-03)	'V-2' VEHICULAR PAVER, CROSSWALKS 2 3/8" THICK, 12X8 AND 8X8 'ATHENS STONE' PAVERS, IN 45° PATTERN, COLOR: AP PEACH/LT. CORAL/LT. HUNTINGTON, BY TREMRON CO. (904) 359-5900 OR APPROVED EQUAL.
(5 SD-03)	'V-3' VEHICULAR PAVER, MEDIAN NOSES 2 3/8" THICK, 12X8 AND 8X8 'ATHENS STONE' PAVERS, IN RUNNING BOND PATTERN, COLOR: AP PEACH/LT. CORAL/LT. HUNTINGTON, BY TREMRON CO. (904) 359-5900 OR APPROVED EQUAL.
(4&5 SD-01)	'P-1' PEDESTRIAN PAVER, BANDING ONE ROW (24" WIDE) OF ESTATE AND 8X8 SQ. PAVERS IN 'TESORO' PATTERN BY TREMRON (904) 359-5900 OR APPROVED EQUAL. ESTATE PAVER: AP PEACH/LT. CORAL/LT. HUNTINGTON. 8X8 PAVER: AP PEACH (SOLID).
(4&5 SD-01)	'P-2' PEDESTRIAN PAVER, FIELD, 90° 12" SQUARE, 12" SQ., IVORY SHELLSTONE BY TREMRON CO. (904) 359-5900 OR APPROVED EQ.
(4&5 SD-01)	'P-3' PEDESTRIAN PAVER, FIELD, 45° 12" SQUARE, 12" SQ., IVORY SHELLSTONE BY TREMRON CO. (904) 359-5900 OR APPROVED EQ.

SYMBOL	FURNISHINGS	DETAIL	SYMBOL	FURNISHINGS	DETAIL
[BENCH SYMBOL]	BENCH	(3 SD-05)	○	REMOVABLE BOLLARDS	(4 SD-05)
○	LITTER RECEPTACLE	(1 SD-05)	●	LIGHT	SEE SITE ELECTRICAL PLANS
[BIKE RACK SYMBOL]	BIKE RACK	(2 SD-05)	●	LIGHT WITH BANNER BRACKET	SEE SITE ELECTRICAL PLANS

FOC  
BOC  
PT  
EJ  
CJ  
R  
FACE OF CURB  
BACK OF CURB  
POINT OF TANGENCY  
EXPANSION JOINT  
CONTROL JOINT  
RADIUS

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SEE SHEET SP-5 FOR  
DESCRIPTIONS  
OF SITE FURNISHINGS,  
LIGHTS, ETC.



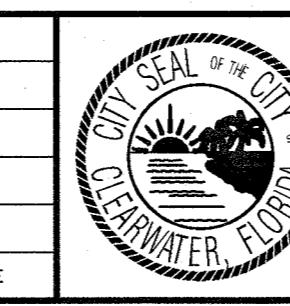
0'  
20'  
40'  
SCALE: 1" = 20'  
GRAPHIC SCALE (IN FEET)

WHEN REDUCED TO 11x17 THESE  
PLANS ARE "NOT TO SCALE"

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REVIEWED BY:	
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APPROVED BY:	
CITY ENGINEER MICHAEL D. QUILLEN, P.E. # 33721	DATE



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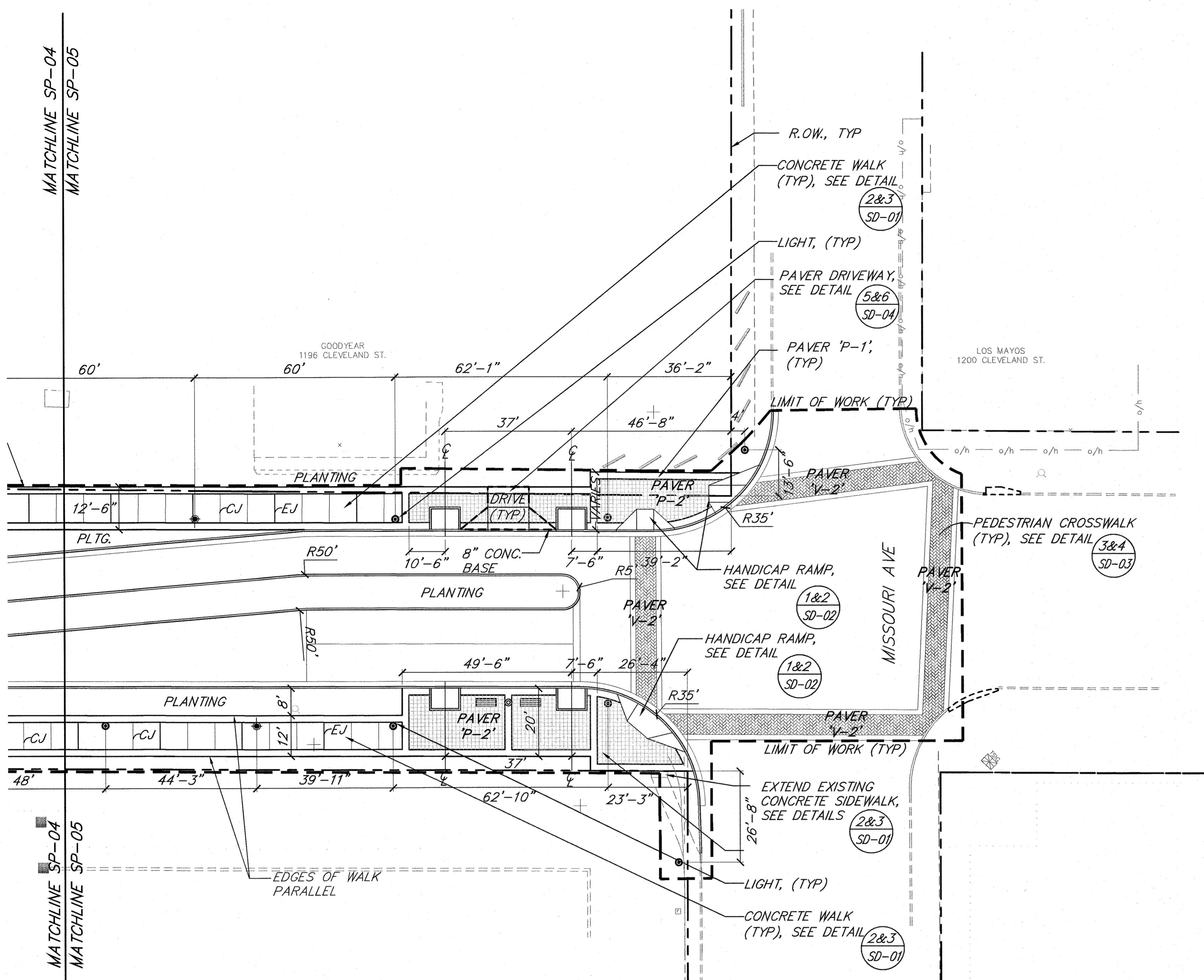
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CLEVELAND STREET  
STREETSCAPE PHASE II  
'SITE PLAN'

DWG NAME	FIELD BOOK	SURVEYED BY	SCALE
2008061	N/A	N/A	VERT. AS SHOWN
CONTRACT NO.	DATE DRAWN	DRAWN BY	HORIZ. AS SHOWN
08-0055-EN	8/16/10	MK/MH	
JOB NO.	DESIGNED BY	CHECKED BY	SHEET NO.
08.259.00	MH/FB	FB	SP-04
APPROVED FOR CONSTRUCTION			
<i>[Signature]</i>			9-10-10
CITY ENGINEER MICHAEL D. QUILLEN, P.E. # 33721			DATE

MATCHLINE SP-04

MATCHLINE SP-05



## GENERAL NOTES

1. ABIDE BY CITY OF CLEARWATER CODES AND STANDARDS FOR CONSTRUCTION. WHERE NO CITY STANDARDS EXIST, FDOT STANDARDS SHALL CONTROL.
2. PATCH AND PRESSURE WASH EXISTING CONCRETE BANDS OR AREAS TO REMAIN. CONCRETE PATCH TO MATCH EXISTING CONCRETE FINISH.
3. LIGHTS TO ALIGN 3' OFF EDGE OF WALK UNLESS OTHERWISE NOTED.
4. TREES TO ALIGN ON NORTH AND SOUTH SIDES OF THE ROADWAY UNLESS OTHERWISE NOTED.
5. ALL SITE FURNISHINGS, LIGHTS, TREES, TRAFFIC SIGNALS, PEDESTRIAN SIGNALS, AND ALL OTHER VERTICAL ELEMENTS TO BE 2 FT. OFF FACE OF CURB, MINIMUM.
6. EXPANSION JOINT TO BE INSTALLED BETWEEN NEW CONCRETE WALKS OR PAVING AND EXISTING CONCRETE, UNLESS OTHERWISE SPECIFIED. SEE ISOLATION JOINT DETAIL, 1/ SD-1.
7. PARKING METERS SHOWN ON PLAN FOR FUTURE LOCATION PURPOSES ONLY. INSTALLATION OF PARKING METERS IS NOT INCLUDED WITHIN THIS PROJECT. FUTURE METER INSTALLATION MUST BE COORDINATED THROUGH THE CITY'S PARKING SYSTEM.
8. SEE SITE LAYOUT PLANS FOR DIMENSIONS AND LAYOUT. ROADWAY LAYOUT BASED ON AUTO CAD/GIS COORDINATES

SYMBOL	FURNISHINGS	DESCRIPTION	DETAIL
[Bench symbol]	BENCH	SCARBOROUGH BACKLESS BENCH BY LANDSCAPE FORMS (407) 645-4857 (GAP ARCHITECTURAL PRODUCTS, INC.), OR APPROVED EQUAL. OPTIONS: CENTER ARM, HORIZONTAL STRAP SEAT. SIZE: 28"X34"X72". FINISH: POWDERCOAT. COLOR: BLACK.	3 SD-05
[Litter receptacle symbol]	LITTER RECEPTACLE	SCARBOROUGH LITTER RECEPTACLE BY LANDSCAPE FORMS (407) 645-4857 (GAP ARCHITECTURAL PRODUCTS, INC.), OR APPROVED EQUAL. SIDE-OPENING, VERTICAL STRAP, 25"X40", KEYED LOCK, NO SAND PAN, POWDERCOAT FINISH, COLOR: BLACK.	1 SD-05
[Bike rack symbol]	BIKE RACK	P' BIKE RACK BY LANDSCAPE FORMS (407) 645-4857 (GAP ARCHITECTURAL PRODUCTS, INC.) OR APPROVED EQUAL. EMBEDDED, POWDERCOAT COLOR 'BLACK'.	2 SD-05
[Removable bollard symbol]	REMOVABLE BOLLARDS	REMOVABLE & LOCKABLE CAST IRON BOLLARD BY URBAN ACCESSORIES (253) 572-1112, OR APPROVED EQUAL. MODEL: SAN FRANCISCO BOLLARD. FINISH & COLOR: POWDER COAT, BLACK.	4 SD-05
[Light symbol]	LIGHT	LIGHTS BY PROGRESS ENERGY: DOUBLE MONITCELLO FIXTURE ON 'WASHINGTON' DECORATIVE CONCRETE POLE, 12 FT. MOUNTING HEIGHT, COLOR: BLACK.	SEE SITE ELECTRICAL PLANS
[Light with banner bracket symbol]	LIGHT WITH BANNER BRACKET	LIGHTS BY PROGRESS ENERGY: DOUBLE MONITCELLO FIXTURE ON 'WASHINGTON' DECORATIVE CONCRETE POLE, 12 FT. MOUNTING HEIGHT, COLOR: BLACK, WITH BANNER BRACKET.	SEE SITE ELECTRICAL PLANS

## NOTE:

1. ALL POLE LIGHTS INDICATED WILL BE INSTALLED BY PROGRESS ENERGY UNDER SEPARATE AGREEMENT WITH THE CITY OF CLEARWATER, AND IS NOT A PART OF THE WORK.
2. CONTRACTOR SHALL BE RESPONSIBLE FOR INSTALLATION OF ALL ELECTRICAL CONDUIT & PULL BOXES

DETAILS	PAVER TYPES
1&2 SD-04	'V-1' VEHICULAR PAVER, VALET PARKING 2 3/8" THICK, 12X12 AND 8X8 'ATHENS STONE' PAVERS, IN 90° PATTERN, COLOR: AP PEACH/LIGHT CORAL/LT. HUNTINGTON, BY TREMIRON CO. (904) 359-5900 OR APPROVED EQUAL.
3&4 SD-03	'V-2' VEHICULAR PAVER, CROSSWALKS 2 3/8" THICK, 12X8 AND 8X8 'ATHENS STONE' PAVERS, IN 45° PATTERN, COLOR: AP PEACH/LT. CORAL/LT. HUNTINGTON, BY TREMIRON CO. (904) 359-5900 OR APPROVED EQUAL.
5 SD-03	'V-3' VEHICULAR PAVER, MEDIAN NOSES 2 3/8" THICK, 12X8 AND 8X8 'ATHENS STONE' PAVERS, IN RUNNING BOND PATTERN, COLOR: AP PEACH/LT. CORAL/LT. HUNTINGTON, BY TREMIRON CO. (904) 359-5900 OR APPROVED EQUAL.
4&5 SD-01	'P-1' PEDESTRIAN PAVER, BANDING ONE ROW (24" WIDE) OF ESTATE AND 8X8 SQ. PAVERS IN 'TESORO' PATTERN BY TREMIRON (904) 359-5900 OR APPROVED EQUAL. ESTATE PAVER: AP PEACH/LT. CORAL/LT. HUNTINGTON. 8X8 PAVER: AP PEACH (SOLID).
4&5 SD-01	'P-2' PEDESTRIAN PAVER, FIELD, 90° 12" SQUARE, 12" SQ., IVORY SHELLSTONE BY TREMIRON CO. (904) 359-5900 OR APPROVED EQ.
4&5 SD-01	'P-3' PEDESTRIAN PAVER, FIELD, 45° 12" SQUARE, 12" SQ., IVORY SHELLSTONE BY TREMIRON CO. (904) 359-5900 OR APPROVED EQ.

FOC	FACE OF CURB
BOC	BACK OF CURB
PT	POINT OF TANGENCY
EJ	EXPANSION JOINT
CJ	CONTROL JOINT
R	RADIUS

CITY OF CLEARWATER, FLORIDA  
ENGINEERING DEPARTMENT  
100 S. Myrtle Ave.  
Clearwater, Fl 33756

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# CLEVELAND STREET STREETSCAPE PHASE II 'SITE PLAN'

DWG NAME: 2008061 FIELD BOOK: N/A SURVEYED BY: N/A SCALE: AS SHOWN  
CONTRACT NO: 08-0055-EN DATE DRAWN: 8/16/10 DRAWN BY: MK/MH VERT. AS SHOWN  
JOB NO: 08.259.00 DESIGNED BY: MH/FB HORIZ. AS SHOWN  
APPROVED FOR CHECKED BY: FB SHEET NO: SP-05  
CONSTRUCTION BY: M/S.G. CITY ENGINEER MICHAEL D. QUILLIN, P.E. # 33721 DATE: 9/10/10

NORTH

0' 20' 40'  
SCALE: 1" = 20'  
GRAPHIC SCALE (IN FEET)

WHEN REDUCED TO 11x17 THESE PLANS ARE "NOT TO SCALE"

BH BELLOMOHERBERT  
AND COMPANY, INC.833 Highland Ave, Suite 201, Orlando, Florida 32803  
tel 407 422 4645 | fax 407 422 0699 | bellomo-herbert.com

# **East Gateway Vision Plan Community Workshop**

**Wed. Sept 21, 2011**

## **Community Goals**

### **Desires and Priorities**

### **Voting Results**

#### **1. Streetscape Phase III**

- Cleveland thru Gulf to Bay
- Median Design (U-Turns possible)
- Cross Street Access
- Destination Development
- Safe, Secure Pedestrian Zones
- Lighting & Landscaping
- Service & Delivery Truck Accessible
- Parking Solutions

#### **2. Social Services**

- Soup Kitchen Relocation
- Rid Homelessness/Drugs & Prostitution
- Safe Harbor location option
- City Manager & Organization Discussion Meetings

#### **3. Overlay District**

- Land Use/Zoning
- Code Development
- Shared Resources
- Signage Regulation
- Building Placement

#### **4. Transportation/Transit**

- PSTA Routes & Shelters
- Trolley Extension to District
- Bicycles
- Other Mobility Vehicles

**Business Incentives**

**Police Presence**

**Brand Identity/Strategy**

**Parks, Trails & Boardwalks**

**Leverage District Partners**

**Parking Solutions/Availability**

**Sidewalk Construction**

**Code Enforcement**

**Community Gardens**

**Events**

**Mural Program**