



Parking solutions

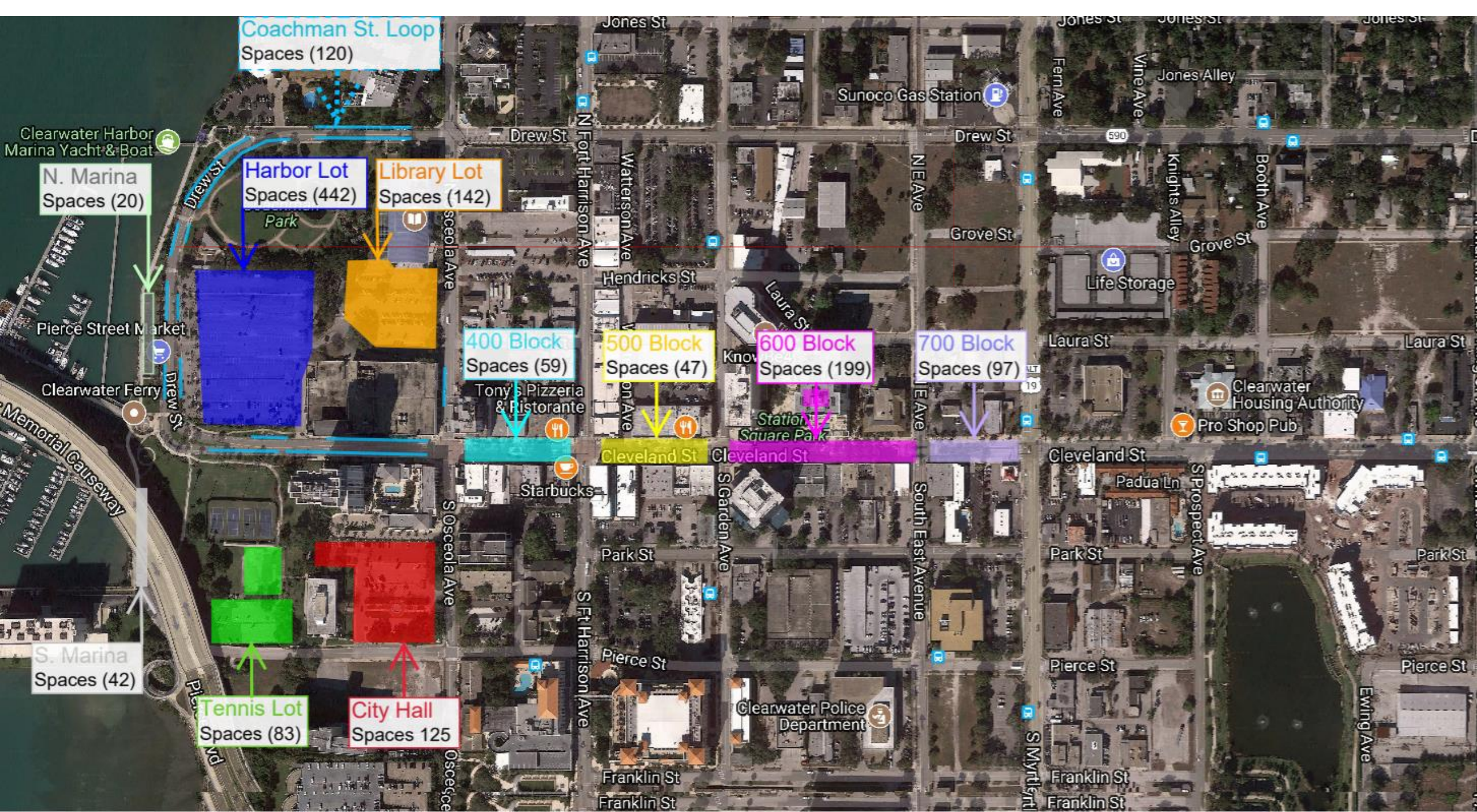
For Downtown Clearwater

Downtown Clearwater

Sits at a critical time

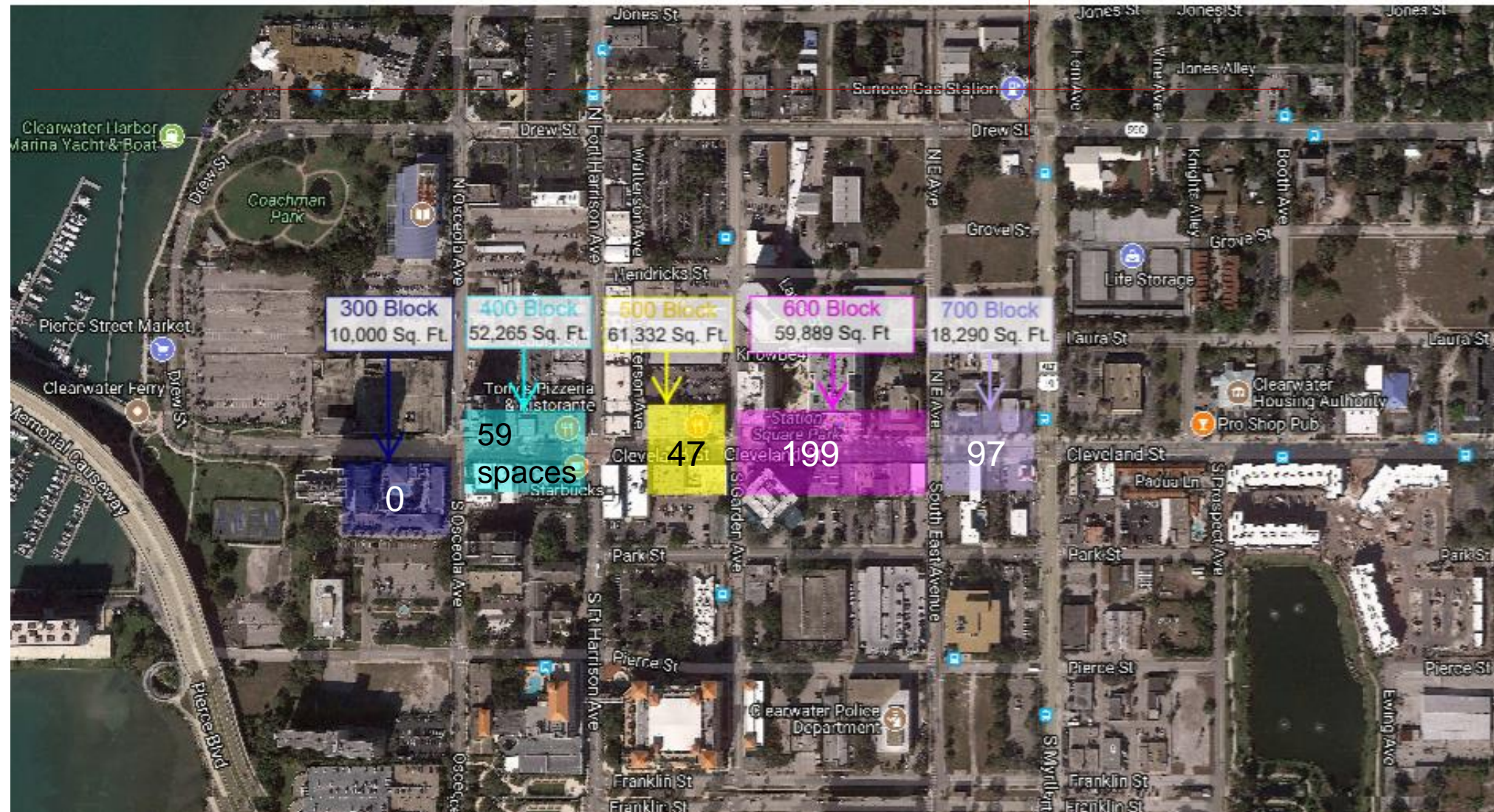
If current business are to grow and be successful,
AND if we want to encourage new businesses to
consider Clearwater for their investment, creative
parking solutions **MUST** be implemented now.

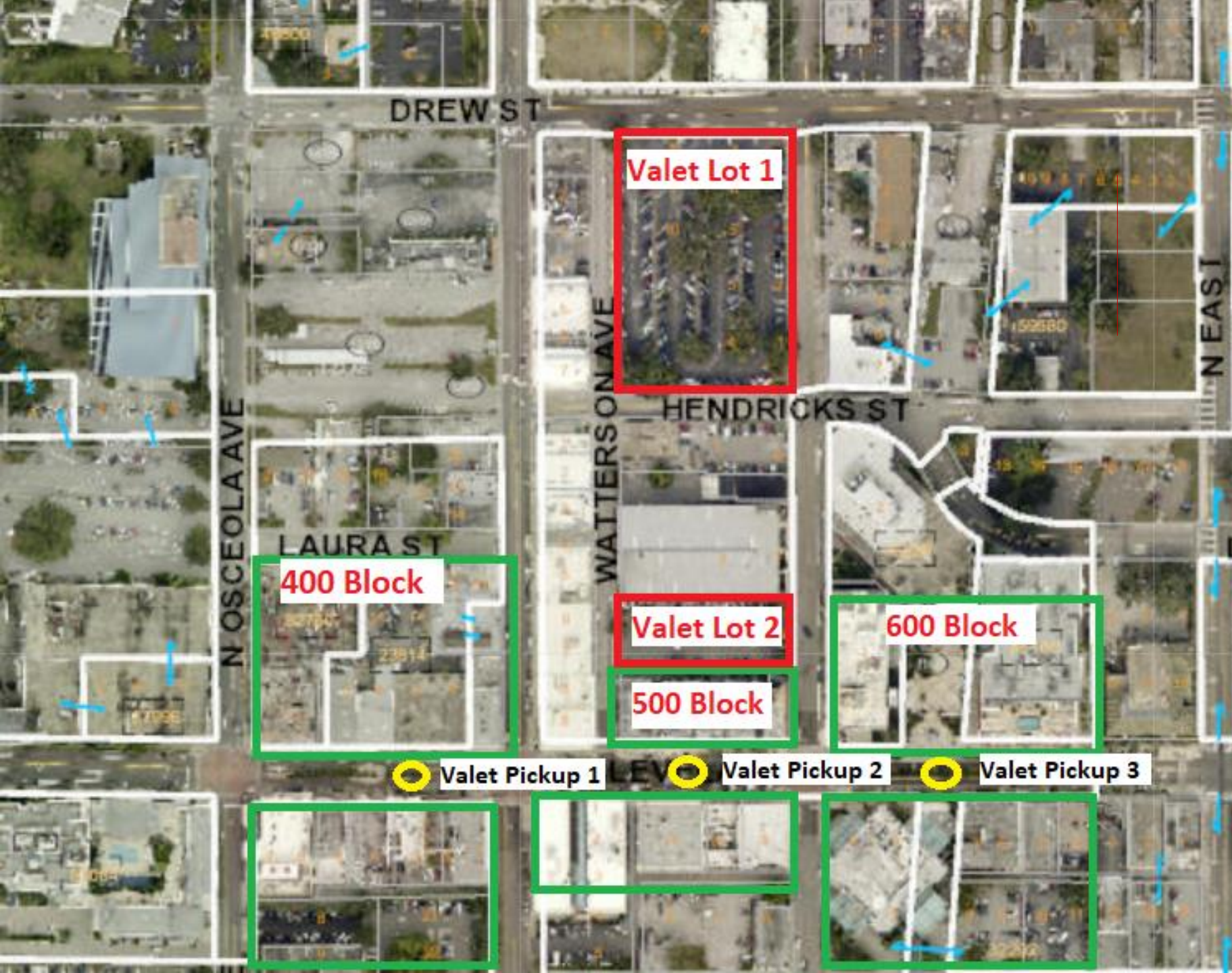




Cleveland Street District

Retail & Commercial Space Assessment





Valet Proposal for Downtown Clearwater:

Contingent upon swap, valet lots 1 & 2 will provide valuable Parking for the 400, 500 And 600 blocks.

Operating Thursday, Friday And Saturday but could be scaled up and be flexible with our growing downtown.

Program

- This is an opt-in program per merchant
 - Based on size of retail or restaurant location
- Participating merchants will validate parking tickets upon purchase

Quote 1

- Roughly \$3,000 per month for program, per block

Quote 2

- Roughly \$11,044 a month with pick up/drop off at 400 block

BENEFITS

- Visitors to Downtown Clearwater will know there is dedicated, guaranteed and easily accessible parking.
- Affordable for the Merchants
- Will allow new business to circumvent the current lack of parking for employees
- Handled by a professional valet service management company with decades of experience.
- Has proven very successful in St. Petersburg





Vacant East Street Lot
Owned by City of
Clearwater

Old bank drive
through owned by The
Ring Workspaces LLC

Firestation 45 and
adjoining lot

Opportunity

- With the guaranteed free parking on nights and weekends set to expire on lots one and two in September, this land swap is vital to preserving these and providing parking solutions for all of downtown
- 120 North Garden Avenue (lot 1) provides an annual value to the City of \$131,997
- 15 North Garden Avenue provides an annual value of \$75,910
- Total annual value given back to the City of Clearwater, it's merchants and residents is **\$207,907**



Example: 400 Block

- Total of 52,000 square feet of retail/restaurant space

Option 1

- Valet Parking Cost Per Station: \$3,000/month
- Number of Attendants: 2
- Hours of operation: Thursday 4:00 p.m. – 10:00 p.m. Friday-Saturday 4:00 p.m. – 11:00 p.m.
- 5,000 sq. ft. restaurant would pay \$289/month if every merchant signs up



Example: 400 Block

- Total of 52,000 square feet of retail/restaurant space

Option 2

- Valet Parking Cost Per Station: \$5,950/month
- Number of Attendants: 2
- Hours of operation: 11:00 a.m. – 10:00 p.m.
Sunday-Thursday and 11:00 a.m. – 1:00 p.m.
Friday and Saturday
- 5,000 sq. ft. restaurant would pay
\$572/month if every merchant signs up

