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January 21, 2016



North Marina Area MASTER PLAN



ACKNOWLEDGEMENTS

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1

Executive Summary

The North Marina Area Master Plan is the result of extensive research, analysis, and community engagement. A strong consensus-building effort drove the planning process that identified issues, opportunities and values to create a vision and concept plan supported by the community. It balances the needs of the boating community, residents and developers. Everyone will have a role to play in the Master Plan's successful implementation, leading to new public investment and private development.



Existing Conditions

Why this plan?

The North Marina Area Master Plan was commissioned by the City of Clearwater in response to objectives identified by the Urban Land Institute (ULI) Advisory Services Panel. The ULI Panel was asked to provide strategic advice regarding a comprehensive and long-term perspective for the continued growth and development of Downtown Clearwater. The ULI Panel found that the largest concentration of opportunities with the greatest catalytic potential were located in the area designated as the Downtown Core, with certain solutions extending to the Old Bay District. The entire waterfront should be tied together throughout Downtown and connected to the beach.

With the overall objective being to enhance public access to the waterfront, the ULI Panel recommended that a plan be created for the North Marina area. The goals for this Plan are to: 1) balance the needs of the boating community, area residents, and the development community; and 2) provide the greatest value to the residents and the City, specifically to enhance the publicly-accessible open space elements at the Seminole Boat Ramp. ULI also recommended that the planning process include developers of the proposed high and dry facility or other

developers interested in the area, and adhere to the Old Bay Character District design guidelines of the Clearwater Downtown Redevelopment Plan created in conjunction with neighborhood residents and stakeholders.

The ULI Panel also recommended that a comprehensive boating plan be completed before major decisions are made regarding boat-related infrastructure along Clearwater's waterfront, in order to identify opportunities and challenges in providing a full-service environment for boaters. Therefore, the North Marina Area Master Plan was completed in conjunction with the City's Comprehensive Boating Plan, and includes boating plan recommendations relevant to this area.

Assets & Liabilities

The 55-acre study area includes portions of the Old Clearwater Bay Neighborhood, the Pinellas County Schools' former North Ward School, the Francis Wilson Playhouse, the Seminole Boat Ramp, the Clearwater Basin Marina and other privately-owned properties. It encompasses a portion of the Old Bay Character District of the City's Downtown Redevelopment Plan.



The North Marina Area includes underutilized and vacant properties that are in need of redevelopment. Within one-mile of the area's center, 46 percent of housing units are renter-occupied. Area demographics identify a lower than national average income, where there are also higher unemployment and poverty rates.



However, the area's proximity to Downtown, waterfront access, connection to major vehicular transportation corridors, Pinellas Trail, and other physical assets provides for an incredible opportunity for improved public open space and private redevelopment.

The Downtown Redevelopment Plan guides development and redevelopment through a series of goals, objectives and policies and by the establishment of development potential for six unique character districts. The Old Bay Character District is one district within the Downtown Redevelopment Plan and represents a transitional area between the Downtown Core and the low density residential areas to the north. Making the district more successful will require both public and private investment in the North Marina Area's assets and commitment to remedy under-performing uses. Enhancement and investment in publicly-owned properties and public realm areas are needed to create an identity, remedy negative conditions and set the stage for private redevelopment to occur.

The City's Seminole Boat Ramp and parking facility is a unique city-wide asset and one of the most used locations within the area, but it needs enhancement to improve vehicular circulation, provide staging for boat launching,

and to establish a more direct and safe pedestrian connection to the waterfront and site amenities. The North Ward School is another publicly-owned property that affects the overall visual quality of the area. While the building's architectural quality is high, this unused property surrounded by a chain-link fence represents a negative condition to everyone passing through the area.

The Pinellas Trail runs through the area and connects to Dunedin and Downtown Clearwater. The trail has been a major economic redevelopment asset in many portions of the County, but the segment in this area is seen as uninviting due to safety concerns and unsightliness. While special street lights were installed on Fort Harrison Avenue in this area, this area's main street needs attention. Investing in public realm improvements and making better connections to the waterfront for residents and visitors will help to reestablish the North Marina Area as a true destination in the City.

The Opportunity

The Master Plan builds upon the existing assets and establishes a vision that was defined through extensive public engagement to remedy existing deficiencies. The area is envisioned to be a mixed-use neighborhood supporting the Downtown employment base with residential, neighborhood commercial, office and community uses. Redevelopment in the area should include a connection to the Pinellas Trail, multi-modal connections, and improvements to the Seminole Boat Ramp to enhance both waterfront access and appearance.

The community vision and concept plan for the North Marina Area were created with residents, property owners and interested citizens. Everyone will have a role to play in the Plan's implementation that leads to new public and private development. The phasing of strategies creates an action plan for implementation.



Community Vision

The North Marina Area is a vibrant waterfront community on Clearwater Harbor.

With a variety of uses, it attracts residents, businesses, visitors, and the boating community.

It is unique, charming and peaceful, with historic character and culture.

It promotes a healthy, active, social, family-friendly, and environmentally-responsible lifestyle.

It is a safe and fun place to live, work, and play, day and night.

This plan balances the needs of the boating community, residents, and developers.

The North Marina Area Master Plan accomplishes this by:

- 1 Protecting views of water and bluff**
- 2 Improving connectivity to Downtown**
- 3 Creating a waterfront destination**
- 4 Enhancing the area's unique character**
- 5 Putting people first**
- 6 Establishing a cultural hub**
- 7 Promoting a better environment**
- 8 Unlocking development potential**



This plan balances the needs of the boating community, residents, and developers by:

- 1** **Protecting views of water and bluff** by establishing an important view corridor from Nicholson Street, enhancing public waterfront access at Seminole Boat Ramp, and encouraging taller buildings at the peak of the bluff.



- 2** **Improving connectivity to Downtown** through roadway and trail improvements, as well as enhanced bus and ferry service.



Photo courtesy of Clearwater Ferry

- 3** **Creating a waterfront destination** for the recommended uses and their locations. A hotel, restaurants, marine-related amenities and park areas will attract visitors, residents and boaters.



- 4** **Enhancing the area's unique character** by encouraging compatible building massing and form and maintaining well-kept historic buildings.



- 5** **Putting people first** by creating a vibrant pedestrian-oriented and bicycle-friendly place through Pinellas Trail improvements, multi-use path connections to new park and play areas, and wider sidewalks on Fort Harrison Avenue.



- 6** **Establishing a cultural hub** by repurposing North Ward School for community use, inspiring a live-work "Makers Courtyard," and integrating the Francis Wilson Playhouse into the area.



7 Promoting a better environment

through environmental education, energy and water conservation, clean marina programs, and wildlife protection.



8 Unlocking development potential

by identifying catalytic publicly-funded projects intended to add value and capitalize on the area's assets. It also offers strategies to reduce regulatory barriers to private redevelopment.



Photo courtesy of City of Fairhope, AL [top]



Concept Plan



SYMBOLS KEY

- EXISTING**
- A** North Ward School
 - B** Francis Wilson Playhouse
 - C** Seminole Boat Ramp
 - D** Bayview Condos
 - E** Clearwater Garden Club
 - F** Clearwater Neighborhood Housing Services
 - G** Garden Trail Apartments (construction pending)
 - H** Apartments at 708 N. Osceola Avenue
 - I** Hotel with Private Event Space
 - J** Restaurant/Café
 - K** Marine Retail
 - L** Small Watercraft Launch
 - M** Cultural Arts Center
 - N** Maritime School
 - O** Makers Courtyard Live-Work Units
 - P** Incubator Kitchen
 - Q** Bicycle Repair/Rental
- PROPOSED CONCEPTUAL FUTURE USES**

PERSPECTIVES LOCATION KEY

- 1** Seminole Boat Ramp
- 2** Fort Harrison Avenue
- 3** Pinellas Trail

Point faces direction of view

SEMINOLE BOAT RAMP



LOOKING NORTHEAST FROM PARKING LOT

BUILDING TYPE LEGEND

- Existing
- Residential, Single-Family
- Residential, Multi-Family
- Hotel
- Commercial/Office
- Academic/Community
- Park/Green Space
- Structured Parking

FORT HARRISON AVENUE



LOOKING NORTH FROM SEMINOLE STREET

PINELLAS TRAIL



LOOKING SOUTHWEST NEAR NICHOLSON STREET



Implementation Strategies

Specific strategies and actions were developed based on the analysis, outreach, research and planning efforts for the North Marina Area Master Plan. These are intended to be catalysts for transformation. The strategies are grouped in categories of administrative, public realm and transportation, and sustainability. They are prioritized in time frames within which the actions are to occur. Chapter 5 provides additional information about these strategies and parties responsible for implementation.

Time Frame

0 to 6 months

Administrative

- Strategy 1C – Encourage Hotel Development on the Waterfront
- Strategy 1E – Explore the Opportunity to Expand the CRA
- Strategy 1F – Coordinate with PCS to Reopen North Ward School

6 to 12 months

Administrative

- Strategy 1H – Program Public Spaces
- Strategy 1I – Coordinate with Owner of WCIND Park Area
- Strategy 1K – Support Makers Courtyard Concept
- Strategy 1L – Market the Plan

Public Realm and Transportation

- Strategy 2I – Identify Temporary Creative Improvements

Sustainability

- Strategy 3A – Require Low Impact Development (LID) for Sites and Buildings
- Strategy 3E – Encourage Healthy Water Bodies
- Strategy 3F – Protect Manatees & Coastal Wildlife



Implementation Strategies

1 to 2 years

Administrative

- Strategy 1A – Amend the Downtown Planning Area Boundaries
- Strategy 1B – Establish View Corridors
- Strategy 1D – Establish New Building Setback on Fort Harrison Avenue
- Strategy 1G – Review Minimum Parking Standards
- Strategy 1J – Provide Assistance in Renovating Historic Houses

Public Realm and Transportation

- Strategy 2A – Enhance the Seminole Boat Ramp Function

Time Frame

3 to 5 years

Public Realm and Transportation

- Strategy 2B – Activate the Waterfront
- Strategy 2C – Complete Streets from Pinellas Trail to Seminole Boat Ramp
- Strategy 2D – Enhance Gateways
- Strategy 2G – Improve the Pinellas Trail
- Strategy 2J – Redesign the Apex of Fort Harrison Avenue at Fairmont Street & Myrtle Avenue
- Strategy 2K – Install Public Art
- Strategy 2L – Improve Bus Transit Service

6 to 10 years

Public Realm and Transportation

- Strategy 2E – Add Streetscape Amenities
- Strategy 2F – Improve Street & Pedestrian Lighting
- Strategy 2H – Redesign Fort Harrison Avenue

Sustainability

- Strategy 3B – Use LID Techniques in Seminole Boat Ramp Improvements
- Strategy 3C – Expand Green Streets Program & Initiatives
- Strategy 3D – Improve Energy & Water Efficiency



2

Existing Conditions

Successful community planning requires a comprehensive understanding of the existing conditions, current market forces, and previous planning efforts. This chapter identifies land use characteristics, key properties, and transportation conditions within the area. It also provides an overview of market conditions and potential drivers of change.



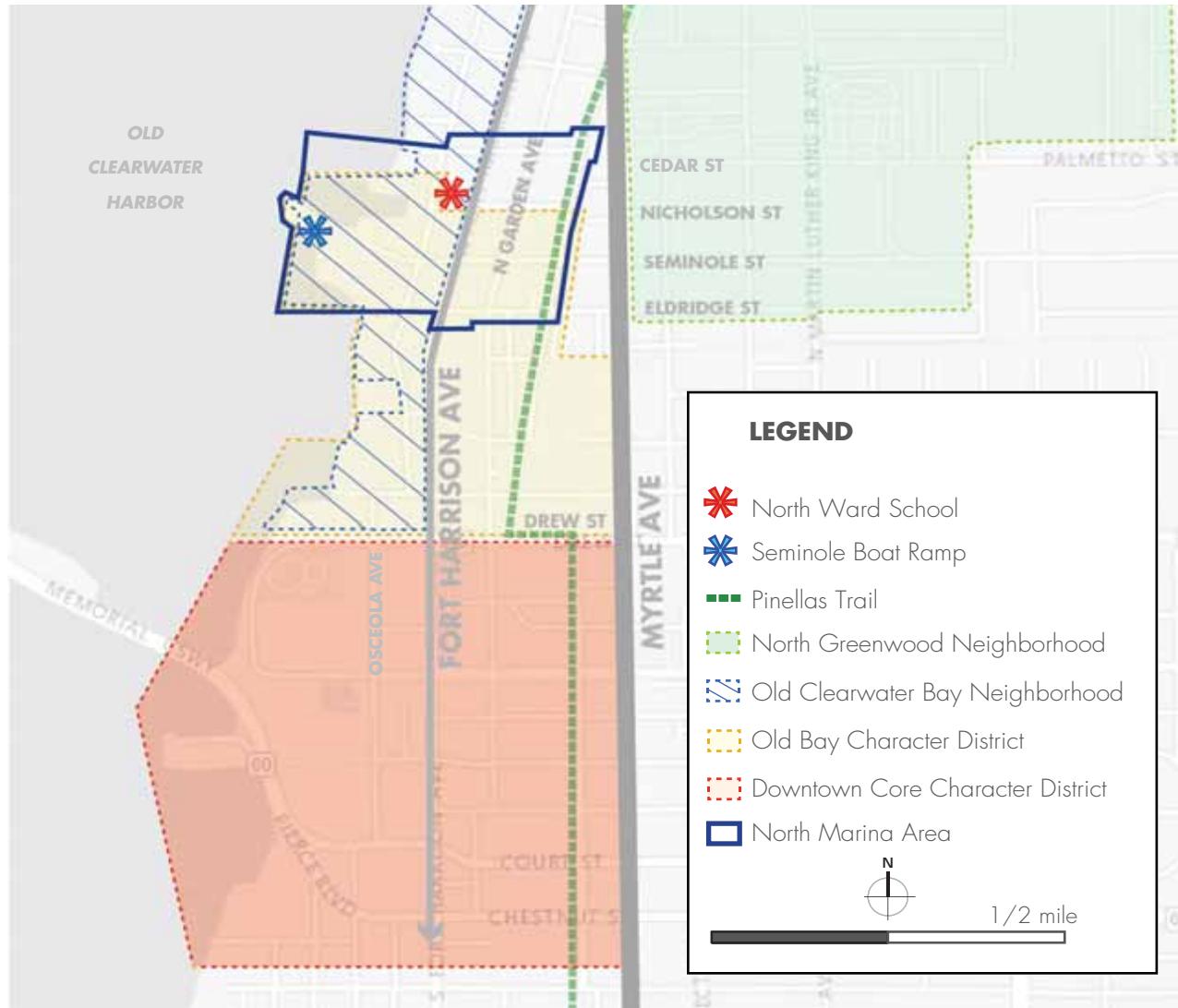
Context Area

Study Area Boundary

The North Marina Area study area is approximately 55 acres within 13 city blocks. It is bound by the parcels fronting Cedar Street to the north, the Pinellas Trail and Blanche B. Littlejohn Trail to the east, the parcels fronting Eldridge Street to the south, and Clearwater Harbor to the west. An additional nine acres are submerged land and open water. The boundary is based on parcel lines from the Pinellas County Property Appraiser.

The North Greenwood Neighborhood is located to the east of the study area, and the Old Clearwater Bay Neighborhood is to the north and south. A portion of the area falls within the Old Bay Character District of the Clearwater Downtown Redevelopment Plan. The study area is a half-mile from the Downtown Core Character District.

MAP 1. CONTEXT AREA



Land Use

Existing Uses

A large percentage (24%) of the North Marina Area is undeveloped land, totaling 13.3 acres and 52 parcels. Vacant, deteriorated and for-sale properties dominate the landscape. City-owned land at the Seminole Boat Ramp totals 6.2 acres and four parcels. Table 1 shows a snapshot of existing uses in the study area.

Housing Stock and Residential Character

There are 103 residential units in the area, with only 21% of those being owner-occupied. Several bungalow homes built between 1900-1925 are in good condition and represent the historic character of the neighborhood. While there are specific criteria for listing an historic building on local and national registers, the homes identified in Map 2 are considered to be historically significant only in general terms. Table 2 lists the existing housing types in the study area, followed by photos of existing housing located in the study area.

TABLE 1. EXISTING USES IN THE NORTH MARINA AREA

Existing Uses	Acres	Percent of Area	Number of Parcels
Single-family	4.7	9%	35
Multi-family	4.0	7%	13
Commercial	1.2	2%	3
Office	0.9	2%	3
Institutional	2.9	5%	7
Industrial/Manufacturing	1.6	3%	2
Vacant/Undeveloped	13.3	24%	52
Boat Ramp and Marina	12.7	23%	--
Recreation/Open Space	1.5	3%	--
Roadway Right-of-Way	12.1	22%	--
Total (approximate)	54.7	100%	115

Source: City of Clearwater with analysis by Stantec, July 2015

TABLE 2. EXISTING HOUSING TYPES IN THE NORTH MARINA AREA

Type of Housing	Number of Units	Owner-Occupied	Rentals or Vacant
Single-family Detached	26	8	18
Single-family Attached	9	3	6
Condo	29	11	18
Multi-family Apartments	39	0	39
Total Units	103	22	81

Source: Pinellas County Property Appraiser with analysis by Stantec, July 2015





Housing examples: (1) 901 N. Fort Harrison Ave, single-family built 1920; (2) 700 N. Garden Ave, single-family built 2000; (3) 400 Cedar St, single-family built 1925; (4) 708 N. Osceola Ave, apartments built 1900-1925; (5) 607 Cedar Street, duplex built 1925; (6) 700 N. Osceola Ave, Bayview Condos built 2004; (7) 701 N. Osceola Ave, duplex built 1974; (8) 605 Nicholson St, single-family built 1925; (9) 508 Nicholson St, duplex built 1925.



MAP 2. OWNER-OCCUPIED AND HISTORIC HOMES IN THE NORTH MARINA AREA



Source: Pinellas County Property Appraiser and Stantec, July 2015



MAP 3. KEY PROPERTIES AND BUSINESSES/SERVICES IN THE NORTH MARINA AREA



Key Properties

The key properties identified in the North Marina Area represent large parcels or contiguous parcels with the same ownership, parcels of significant importance to the community, and parcels of strategic importance to future development/redevelopment within the community. The following sites are identified in Map 3 above and described on the next pages.

MAP #	KEY PROPERTIES & BUSINESSES/ SERVICES
1	Clearwater Basin Marina *
2	Clearwater Bay Marina / Bait Shop *
3	West Coast Inland Navigation District
4	Seminole Boat Ramp and Parking
5	Francis Wilson Playhouse *
6	North Ward School
7	Former Funeral Home and Parking
8	Clearwater Free Clinic *
9	Howard Jimmie's Demolition *
10	Garden Trail Apartments
11	James P King CPA +
12	Clearwater Garden Club +
13	Blew Chocolate Salon +
14	Clearwater Neighborhood Housing Services +

* Business/Service and Key Property

+ Business/Service but not Key Property

Key Properties

1 | Clearwater Basin Marina

The original basin was constructed in 1973 and included a small high and dry boat storage facility. The original high and dry was razed to accommodate two 12-story condo towers; however, the condo project was abandoned and only the footings for the towers were constructed. The same portion of the marina was purchased in 2010 and improvements were made to the 65 boat slips. This area is controlled by a Sovereignty Submerged Lands Lease with the State of Florida.

In 2013, a proposal for a 68-foot tall high and dry boat storage facility on the property triggered conflict with the surrounding residential community due to its industrial use, location, massing and height. The proposal did not meet the City's Downtown Redevelopment Plan requirements, and specifically the Old Bay Character District Transition Area guidelines.



2 | Clearwater Bay Marina/Bait Shop

This strip of land has two buildings and a limited number of parking spaces, with access through land owned by the City and the Clearwater Basin Marina. One building is currently closed, and the other is operating as Blue Shark Bait Shop. This marina has a few wet slips, and there used to be a boat fueling station here. This area is partially controlled by a Sovereignty Submerged Lands Lease with the State of Florida. Ownership of this site recently changed and the new owner is interested in making improvements.



Key Properties

3 | West Coast Inland Navigation District

The 0.5-acre parcel is owned by the West Coast Inland Navigation District (WCIND), the local sponsor for maintenance of the Gulf Intracoastal Waterway for the U.S. Army Corps of Engineers. The parcel, surrounded by water on two sides, is maintained by the City and features a park-like setting with trees, sidewalks, and benches.



4 | Seminole Boat Ramp and Parking

Built in 1968, the City-owned and operated boat ramp is located at the western terminus of Seminole Street. The boat ramp is a self-service facility serving 100-150 boats daily during peak periods. The boat ramp is heavily used on most weekends, holidays, and the annual Superboat Race. It has eight lanes with relatively short, 30-35 foot long staging docks between every two ramps. Boats remain at the staging docks while trailers are parked and boats are loaded, delaying use of the ramp by the next patron. Homeless people often congregate near the ramp and cause safety concerns for boaters.



The boat ramp has an adjacent 115-space boat trailer parking lot. Daily parking permits are required and can be purchased for \$6/day from machines on-site. Permit fees amounted to approximately \$103,000 this past year. Cars, trucks and boat trailers use two adjacent City-owned grass lots when parking at the boat ramp is full. Since it is illegal to park on non-designated lots or on-street locations, towing of trailers sometimes occurs.



Key Properties

5 | Francis Wilson Playhouse

The 192-seat playhouse sits on 0.8 acre of City-owned land governed by a 99-year lease signed in 1935 for payment of \$1/year. The land includes 25 parking spaces west of the playhouse. Nine additional parking spaces in that area were licensed in 2014 for \$1035/year. The Clearwater Garden Club and the Clearwater Free Clinic allow playhouse parking on weekends in exchange for complimentary show tickets. Additional parking during performances is needed, especially for matinées on weekends. The 14,000 s.f. building includes: areas for set construction, costumes and props storage; dressing rooms; a large rehearsal room; and the lobby which houses art displays and a small refreshment stand.



6 | North Ward School

Built in 1915, the original campus included two red brick two-story buildings approximately 35-feet tall. Later expansions unified the two buildings and added a building with additional classrooms on Fort Harrison Avenue. The campus has 21,000 s.f. of buildings, a large lawn, outdoor basketball court, auditorium, kitchen, several classrooms, storage buildings, and parking areas. The 2-acre site encompasses a city block that is surrounded by a chain link fence. The elementary school, owned by Pinellas County Schools (PCS), was closed in 2009 and has been vacant since then. PCS does not wish to sell the property, and has restrictive uses on how the building can be used in a lease agreement. The building has excellent views of the harbor from the second story.



Key Properties

7 | Former Funeral Home and Parking

The 2.1-acre site of the former funeral home is vacant and encompasses a city block with frontage on Fort Harrison Avenue. The site is split between two owners: SCI Funeral Services and Clearwater Bay Marina, LLC. The site was approved for a 153-unit senior housing development at 52-feet tall. The development approval (FLD2013-12045) is still active, although securing financing has delayed construction.



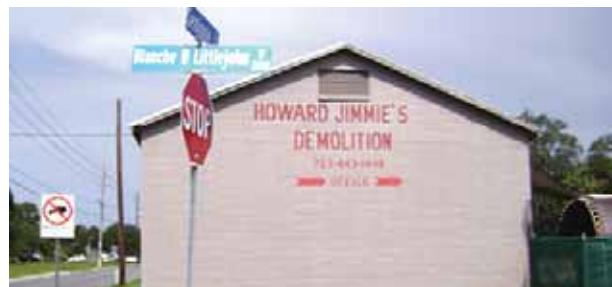
8 | Clearwater Free Clinic

The clinic has been at 707 N. Fort Harrison Avenue since 1981. It expanded in 2011. The clinic is open Monday through Thursday and currently serves 4,000 Pinellas residents. This volunteer driven non-profit, non-government medical facility provides primary health care at no cost to those whom do not qualify for government assistance and whom cannot afford private medical care. The clinic's director is exploring options to relocate the clinic in the near future. Therefore, its 1.3-acre site will be available for redevelopment.



9 | Howard Jimmie's Demolition

The business is a non-conforming use since the current zoning of the property does not allow open storage and the use predates the Downtown Redevelopment Plan. This business processes construction demolition debris on the 1.6-acre site. The business has been in operation for over 30 years. Ideally, this incompatible use will move out of the area in the near future.



Key Properties

10 | Future Garden Trail Apartments

The approved project (FLS2015-02005) includes 76 attached dwellings within five townhouse and apartment style buildings 40-feet tall, with a clubhouse, amenity area, stormwater retention pond, and 120 surface parking spaces. It will be for-rent workforce housing. While building construction has yet to begin, overhead power lines were buried along all four adjacent streets in November 2015.



Garden Trail Apartments Building Elevation Facing Seminole Street

11-14 | Businesses/Services

The Clearwater Garden Club, Blew Chocolate Salon, accounting firm James P King CPA, and Clearwater Neighborhood Housing Services are also located in the area. Quick Check Food Mart and Mavik Marine closed in fall 2015.



Clearwater Neighborhood Housing Services (#14 on Map 3)



Clearwater Garden Club (#12 on Map 3)



James P King CPA (#11 on Map 3)



Blew Chocolate Salon on right (#13 on Map 3) and Former Quick Check Food Mart on left



Former Mavik Marine

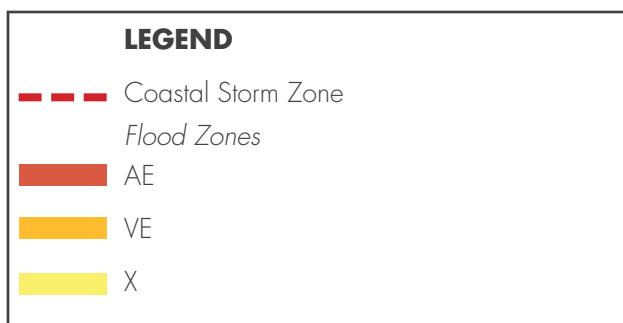


Floodplain and Coastal Storm Zone

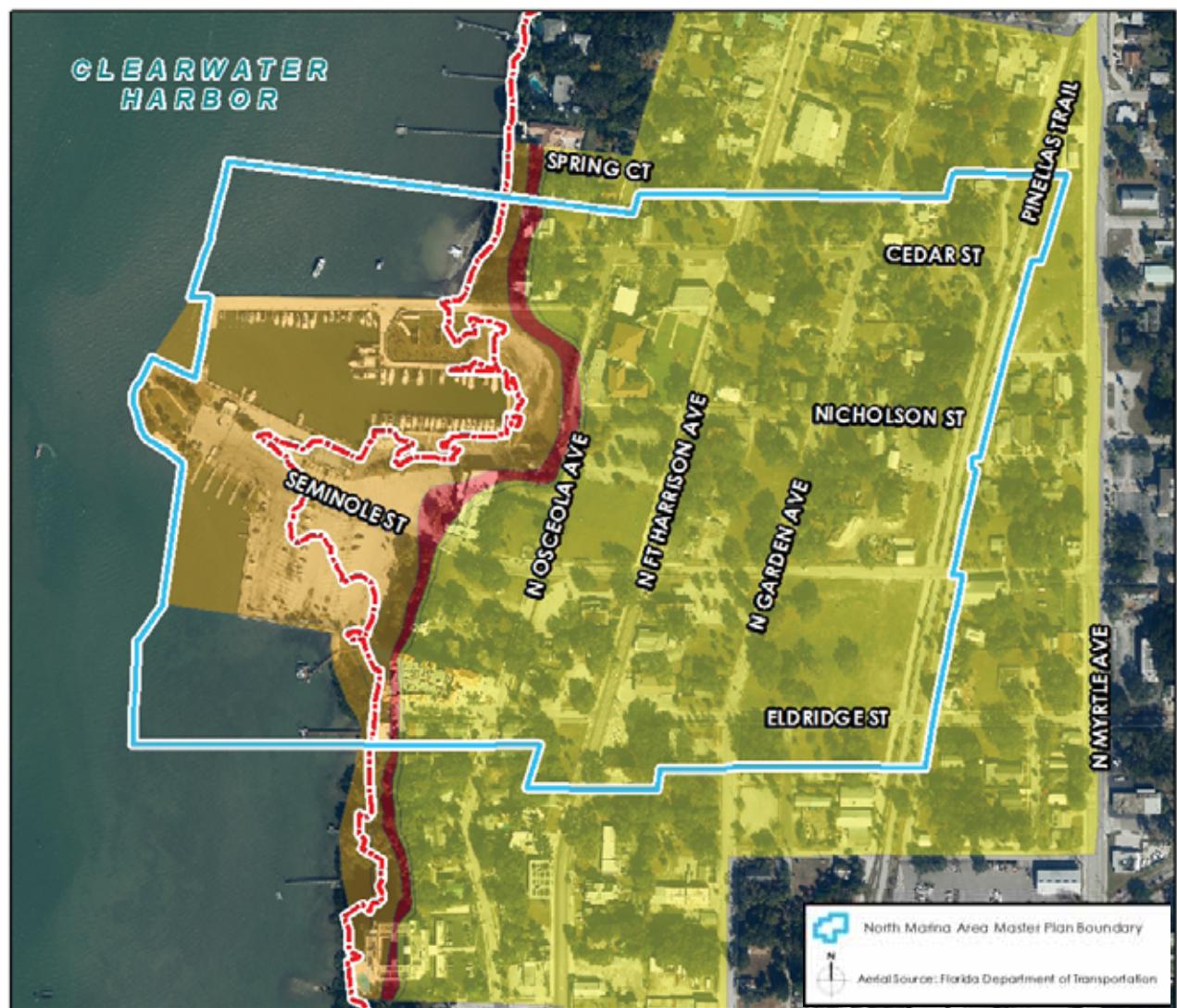
Most of the area is outside of the 100-year floodplain shown as Zone X on Map 4. Zones AE and VE are within the 100-year floodplain, which the Federal Emergency Management Agency (FEMA) calls the Special Flood Hazard Area (SFHA).

The SFHA is the area where the National Flood Insurance Program's floodplain management regulations must be enforced and the area where the mandatory purchase of flood insurance applies. The private marinas, the Seminole Boat Ramp, and other land at the water's edge fall within the SFHA, or zones AE and VE. There are special development requirements for SFHA lands.

The Coastal Storm Zone includes all areas seaward of the coastal construction control line established by state law and/or the velocity flood hazard area as established by FEMA. Only the Clearwater Basin Marina and a portion of the Seminole Boat Ramp facility are within the City's Coastal Storm Zone.



MAP 4. FLOODPLAIN AND COASTAL STORM ZONE



Flood Zone Source: FEMA; Coastal Storm Zone Source: City of Clearwater

Views of Water and Bluff

The elevation above mean sea level (AMSL) ranges from zero to 33 feet from Clearwater Harbor to the Pinellas Trail in the study area. The rise from 12 feet AMSL to 28 feet AMSL between Osceola Avenue and Fort Harrison Avenue on the south side of Nicholson Street presents an opportunity to provide structured parking underneath buildings without having to excavate. North Ward School at 24 feet AMSL has significant water views from the second floor windows. Likewise, views from the water create a unique opportunity to create a special place, and the height and placement of new buildings should be carefully considered.

The bluffs which line the banks of the harbor provide for excellent water views of Clearwater Harbor. These water views are attractive for residential development and are a unique opportunity to draw tourists and visitors.

The only public access points to the water in this area are at the ends of public streets and at the Seminole Boat Ramp. Nicholson Street is the only street with a clear view of the water from Osceola Avenue, as shown in the top left photo. The west end of this street is an opportunity to draw people in, and for them to recognize their location on the water.



View Looking West to Nicholson Street from Osceola Avenue



View from Second Floor of North Ward School



View from Seminole Boat Ramp Parking Lot



View from Osceola Avenue at Seminole Street Looking West



View from Harbor North of Clearwater Basin Marina



View from Harbor South of Seminole Boat Ramp



Property Encumbrances

North Ward School

Pinellas County Schools (PCS) owns this facility and does not wish to sell it. Even if it was made available to sell, PCS policy requires any surplus property to first be made available for charter school use. While PCS is open to working with the City to repurpose the facility through a lease agreement, there are restrictions on how it can be used. PCS staff identified a desire for the facility to include youth education related to visual and performing arts.

West Coast Inland Navigation District (WCIND)

While the City maintains this parcel at the end of Seminole Street, there are limitations to the use of this site since it is owned by the WCIND. Therefore, acquisition of the property or use agreements may pose a challenge. However, this is worth pursuing due to the parcel's prime location.

Seminole Boat Ramp

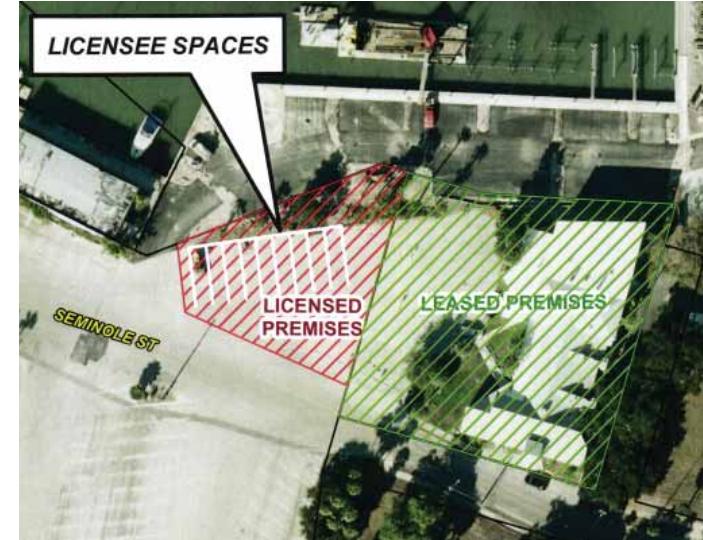
Use of City-owned land is limited by the City Charter which states: "No municipally owned real property which was identified as recreation/open space on the city's comprehensive land use plan map on November 16, 1989, or at any time thereafter, may be sold, donated, leased for a new use, or otherwise transferred without prior approval at referendum, except when the council determines it appropriate to dedicate right-of-way from, or easement over, such property. Such recreation/open space property may be leased for an existing use, without referendum, unless

such lease is otherwise prohibited by charter or ordinance."

The western portion of the Seminole Boat Ramp parking area was designated Recreation/Open Space in 1989. The remaining City-owned areas, including the eastern portion of the parking area, Francis Wilson Playhouse, and the two grass lots used for overflow parking, were designated as Public/Semi-Public use in 1989. Therefore, this area is not restricted by the City's Charter. The City's property in this area has since been designated Central Business District (CBD) future land use with Downtown (D) zoning, as shown on Maps 5 and 6.

Francis Wilson Playhouse

The portion of City-owned land where the Francis Wilson Playhouse sits is governed by a 99-year lease signed in 1935. As shown in the exhibit to the right, the leased premises include 25 parking spaces to the west of the playhouse. The use of nine additional parking spaces west of the leased area was licensed by the City to Francis Wilson Playhouse in June 2014. In June 2015, the term was extended one year. In June 2016, the license may be extended one more year; after which the license will expire.



Francis Wilson Playhouse License Agreement Exhibit from the City of Clearwater, April 30, 2014



Future Land Use

The Future Land Use Element of the City's Comprehensive Plan offers guidance on the preferred character, pattern, scale, and density/intensity of development within the City limits. The North Marina Area is primarily designated Central Business District (CBD) and Commercial General (CG). Small portions of Institutional (I) and Residential Urban (RU) are in the northwest corner of the study area. These designations are shown on Map 5. Table 3 defines the maximum densities and intensities and zoning districts consistent with these future land use categories.

The uses and development potential of a parcel of land is determined by the future land use designation, as well as the standards found in the City's Community Development Code and the Clearwater Downtown Redevelopment Plan. The City's Comprehensive Plan must be consistent with the Countywide Plan for Pinellas County.

MAP 5. CITY OF CLEARWATER FUTURE LAND USE IN THE NORTH MARINA AREA

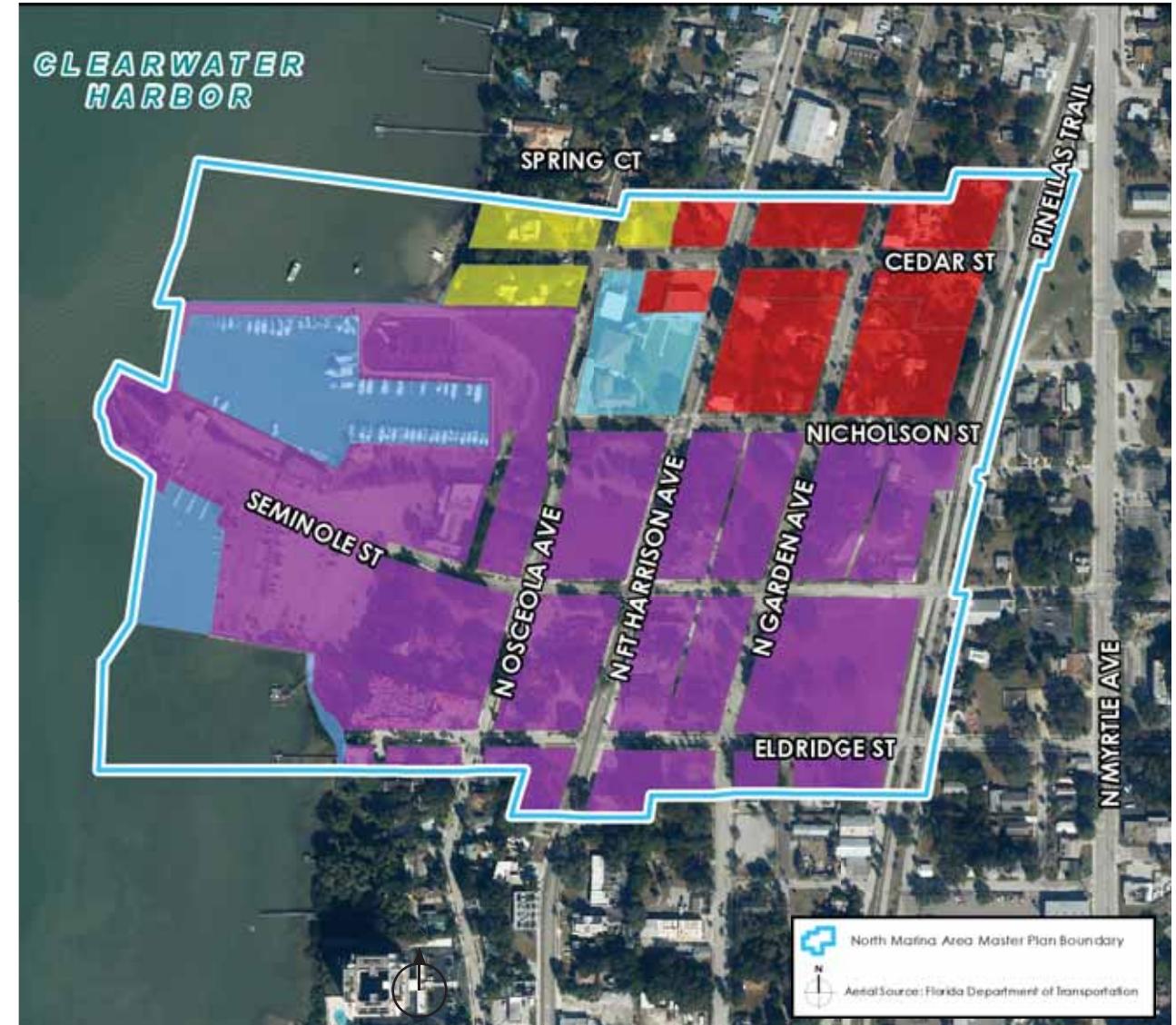


TABLE 3. CITY OF CLEARWATER FUTURE LAND USE PLAN CLASSIFICATIONS IN THE NORTH MARINA AREA

Consistent Countywide Plan Map Category/Subcategory	Primary Uses Per Future Land Use Category	Maximum Density/Intensity Per Future Land Use Category	Consistent Zoning District(s)/SubDistrict(s)
Central Business District (CBD)	Residential, Office, Retail, and Public/Semi-Public Uses as indicated in approved Redevelopment Plan	As set forth in the approved Downtown Redevelopment Plan, Old Bay Character District *	Downtown (D)
Commercial General (CG)	Office, Retail, Personal Services, Overnight Accommodations, Wholesale, and Warehouse	24 dwelling units per acre, FAR 0.55, 40 overnight accommodation units per acre, ISR 0.90	Commercial (C); Office (O)
Institutional (I)	Public/Private Schools, Churches, Public Offices, and Hospitals	12.5 dwelling units per acre, FAR 0.65, ISR 0.85, Hospital Bonus Provision up to FAR 1.0 subject to bonus provisions	Institutional (I)
Residential Urban (RU)	Urban Low Density Residential	7.5 dwelling units per acre, FAR 0.40, ISR 0.65	Low Medium Density Residential (LMDR); Medium Density Residential (MDR)

FAR - Floor Area Ratio

ISR - Impervious Surface Ratio

*** Old Bay Character District Intensity, Density, and Height Requirements**

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

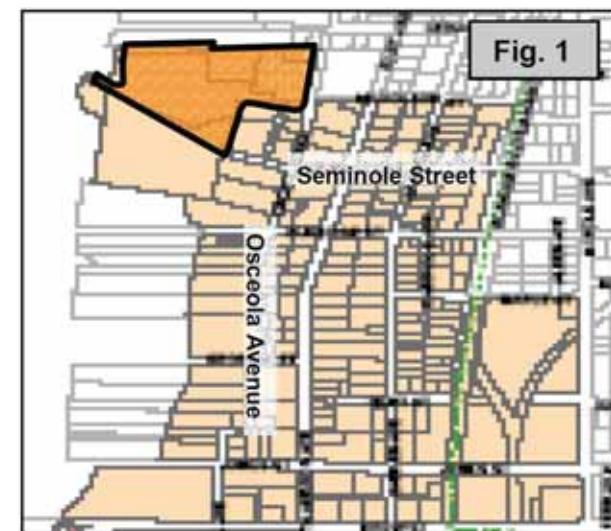
> 1 acre – 25 units/acre

Height within the North Marina Area

- 100' West of Osceola Avenue between Eldridge Street and the Old Bay northern boundary
- 40' Between Osceola and Ft. Harrison Avenues and east of Osceola Avenue

Additional Requirements

Transition area guidelines apply to the properties in the Old Bay Character District located north of Seminole Street and west of Osceola Avenue, as shown in Fig. 1 to the right. Refer to the Downtown Redevelopment Plan for specific transition area requirements.



Old Bay Character District Transition Area shown in dark orange



Zoning

The North Marina Area is primarily zoned Downtown (D) and Commercial (C). Smaller portions are Institutional (I) and Preservation (P), with Low Medium Density Residential (LMDR) in the northwest corner of the study area. These zones are shown in Map 6.

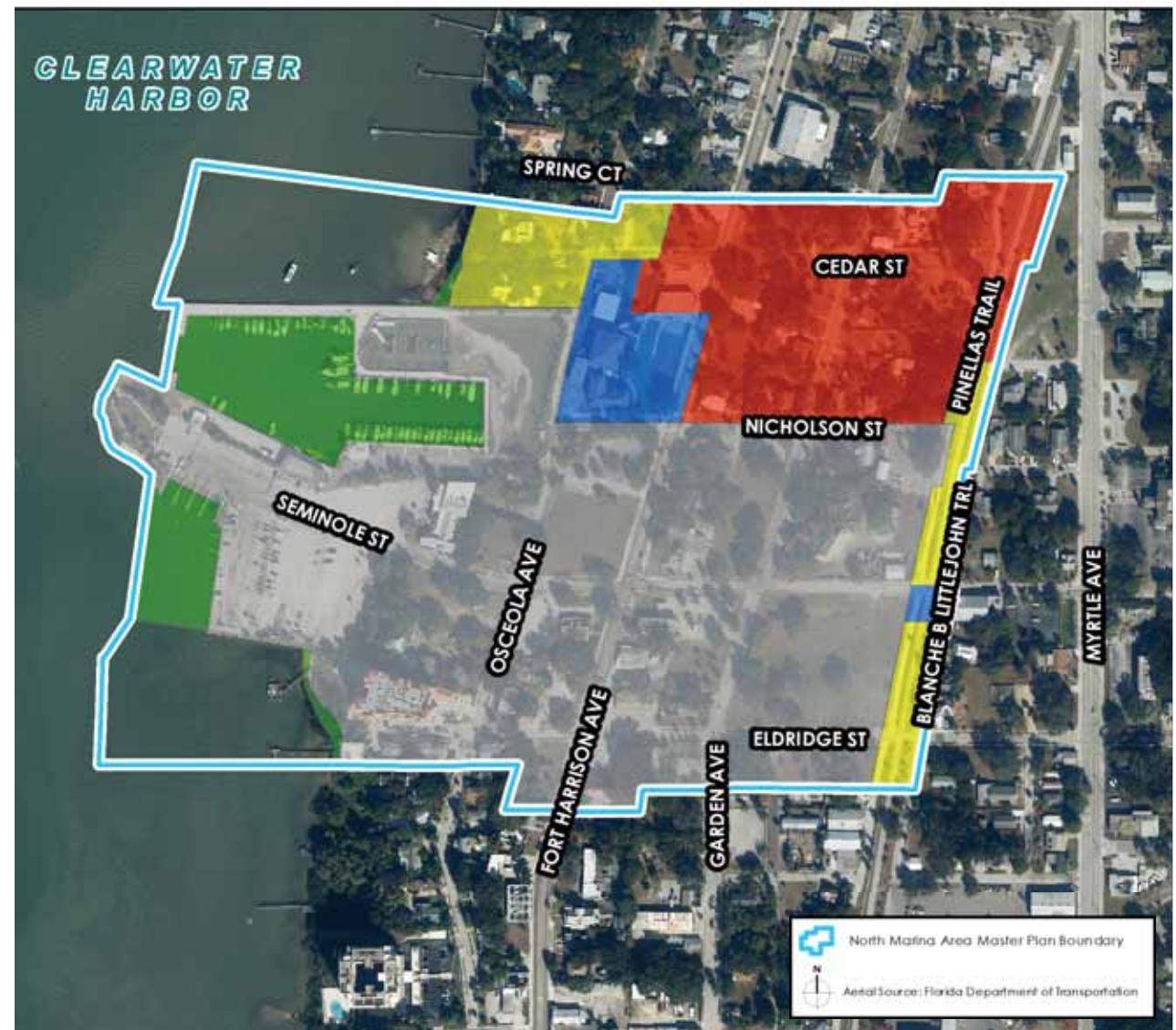
The Community Development Code identifies the Downtown (D) district as a mixed-use environment where people can work, live, and shop in a place which is the economic, governmental, entertainment and cultural focal point of a livable city. The majority of the North Marina Area is governed by the Downtown Redevelopment Plan's Old Bay Character District guidelines.

Commercial zoning allows primarily retail and personal service uses and allows residential if part of a mixed-use project. The Low Medium Density Residential (LMDR) district allows residential (up to 7.5 units per acre), parks, recreation, and school uses. The Institutional (I) district is for public and private institutions with a public interest to operate in support of the quality of life of Clearwater citizens.

LEGEND

- Downtown (D)
- Commercial (C)
- Institutional (I)
- Low Medium Density Residential (LMDR)
- Preservation (P)

MAP 6. CITY OF CLEARWATER ZONING IN THE NORTH MARINA AREA



Zoning Source: City of Clearwater

 North Marina Area Master Plan Boundary
Aerial Source: Florida Department of Transportation



Transportation and Infrastructure

Traffic and Signage

All roads in the study area have excess capacity. The widening of Myrtle Avenue caused a reduction in traffic on Fort Harrison Avenue, where travel lanes are excessively wide. There are 13-foot lanes in each direction with a 16-foot continuous middle turn lane. The posted speed is 30 miles per hour. According to the Florida Department of Transportation, in 2014, the average annual daily traffic on Fort Harrison Avenue was 8,700 trips from Drew Street to Fairmont Street, while on Myrtle Avenue it was 12,200 trips from Cleveland Street to Palmetto Street.

In 2015, the Pinellas County Metropolitan Planning Organization (MPO) classified Myrtle Avenue as Level of Service (LOS) C from Drew

Street to Fairmont Street in the afternoon peak hours. LOS C is average, compared with F which is failing, meaning there is not significant traffic congestion on Myrtle Avenue. Fort Harrison Avenue is not classified by the MPO because it is a local road. Traffic impacts will need to be evaluated by the City when development proposals are submitted for review.

Boater traffic related to the use of the Seminole Boat Ramp increases significantly on weekends and holidays, sometimes causing back-ups on Seminole Street to Myrtle Avenue and local streets.

Along Fort Harrison Avenue, signs delineate the Old Clearwater Bay Neighborhood and guide traffic. At Nicholson Street, a sign and flashing light warns Alt-19 northbound traffic to turn right at Fairmont Street in order to avoid the



Myrtle Avenue apex. The base of that sign post covers three feet of the sidewalk, as shown in the photo below. A permanent variable message sign informs southbound traffic about Downtown events. Signage for businesses, real estate sales, and now unnecessary school traffic dominates the streetscape along Fort Harrison Avenue.



Bus Transit

Pinellas Suncoast Transit Authority (PSTA) bus route 66 and the Jolley Trolley serve the study area. The PSTA bus route 78 runs along Myrtle Avenue very close to the study area. The Jolley Trolley, which connects Clearwater Beach, Downtown Clearwater, Dunedin and Palm Harbor, operates on Myrtle Avenue and Fort Harrison Avenue in the study area. It runs only on Friday, Saturday and Sunday, once an hour from 10 a.m. to midnight.

Bus route 66 runs on Fort Harrison Avenue from Tarpon Springs to Indian Rocks Shopping Center serving the Tarpon Springs Sponge Docks, Alternate 19, Causeway Plaza, Bayshore Blvd, Main St/580, Patricia/HIGHLAND Ave, Sunset Point Rd, Park Street Terminal, Downtown Clearwater, Morton Plant Hospital, Diagnostic Clinic, Largo Medical Center, Sun Coast Hospital, and Indian Rocks Road. It runs Monday to Saturday from 5:10 a.m. to 7:50 p.m. and on Sundays and Holidays from 8:15 a.m. to 6:00 p.m.



Sidewalk and Bicycle Facilities

While not well-maintained, five-foot wide sidewalks are located along both sides of most streets in the study area. Sidewalks are missing in the following locations: 1) both sides of Spruce Avenue/Railroad Avenue and Blanche B. Littlejohn Trail, 2) the north side of Seminole Street between the Pinellas Trail and Garden Avenue adjacent to Howard Jimmie's Demolition, and 3) the west side of Osceola Avenue.

Sidewalks along Fort Harrison Avenue are 7.5-feet wide. On this street, overhead power lines were buried and special street light fixtures were installed. Some bus stops include a bench, but no shelters or trash receptacles. There are no designated bicycle lanes on any streets in the study area. Cyclists are often seen riding on the sidewalks of Fort Harrison Avenue.



Pinellas Trail

The Pinellas Trail connects the North Marina Area to Downtown, as well as to the City of Dunedin and other communities in the County. This trail segment has been perceived to be unsafe by residents, business owners and through-riders which deters from its use. The trail has street crossings at Eldridge Street and Seminole Street, where cars must yield to cyclists, and bollards prevent cars from entering the trail.

In the North Marina Area, streets with two-way car traffic run along both sides of the Pinellas Trail. These streets are Railroad Avenue (also called Spruce Avenue in this location), and Blanche B. Littlejohn Trail. There are guardrails on both sides of the Pinellas Trail from Jones Street to the south near Downtown, and Myrtle Avenue on the north. No other section of the trail has guardrails on both sides.



Gateways and View Corridors

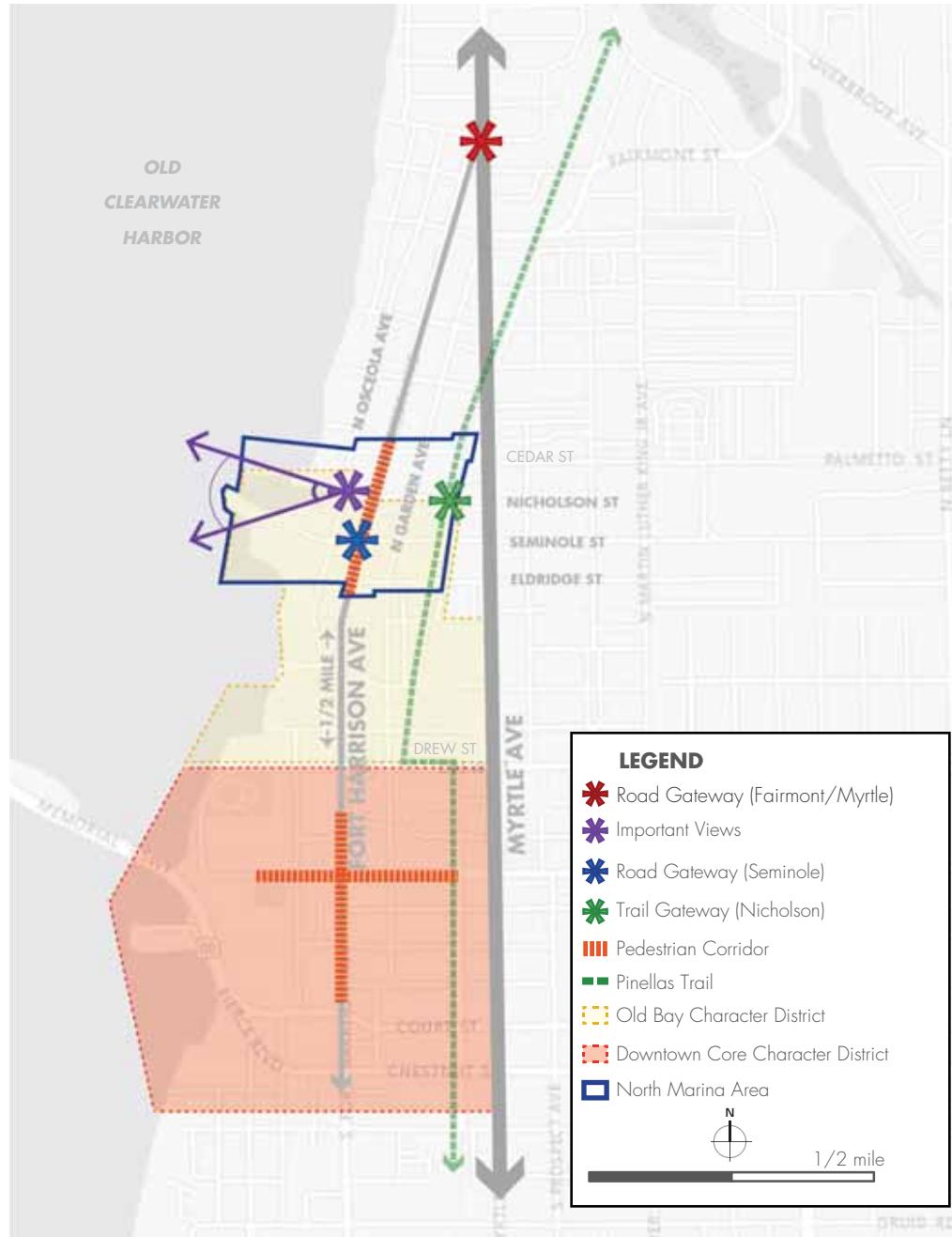
Recent redevelopment along Fort Harrison Avenue on the north edge of Downtown has enhanced the pedestrian qualities of the roadway that could be carried up into the North Marina Area, which is only a half-mile from the Downtown Core Character District. Seminole Street and Fort Harrison Avenue is the area's gateway at the intersection of these two roads.

Views of the waterfront are most prominent from Nicholson Street at the top of the bluff. It will be important to preserve this view corridor to maintain a connection with the water, a highly valuable asset in Clearwater.

Connections from the Pinellas Trail to the waterfront have been examined. Due to the boat trailer traffic on Seminole Street there is not enough right-of-way to add bicycle lanes. Nicholson Street is a viable and safer bicycle route, via Osceola Avenue to Seminole Street. Therefore, a trail gateway would occur at Nicholson Street.

It is reported that traffic congestion and unsafe conditions often occur at the connection of Fort Harrison Avenue and Myrtle Avenue, both at that apex and at the Fairmont Street intersection, north of the study area.

MAP 7. GATEWAYS AND VIEW CORRIDORS



Infrastructure

The City of Clearwater provides public utility services throughout the study area limits. The consultant team reviewed the City's Engineering Department atlas map series and provides the following description of existing major service area improvements.

Potable Water

A 16-inch ductile iron main line is located within the Garden Avenue right-of-way and a 20-inch ductile iron main line located in the Cedar Street right-of-way provides the main potable service for the study area. These main lines are interconnected to a network of 6-inch water mains located within the Osceola Avenue, Fort Harrison Avenue, Garden Avenue, Eldridge Street, Nicholson Street and Cedar Street rights-of-way. Potable water service to future development parcels may be provided by private developers during site development planning and permitting processes in response to local site conditions.

Sanitary Sewer

A 24-inch force main located along the west side of the Pinellas Trail right-of-way and an 6-inch force main along the Nicholson Street right-of-way provide service to the study area and connect with gravity-fed systems in the Osceola Avenue, Fort Harrison Avenue, Garden Avenue, Spruce Street and Nicholson Street rights-of-way. Sanitary service connection to future development parcels may be provided by private developers during site development planning and permitting processes in response to local site conditions.

Natural Gas

The study area is served by a high pressure gas main located along the west side of the Fort Harrison Avenue right-of-way and through other north-south running low pressure main lines along the Osceola Avenue, Fort Harrison Avenue, and Garden Avenue rights-of-way. East-west running low pressure mains connect the system along Nicholson Street, and portions of Cedar Avenue, Seminole Street and Eldridge Street rights-of-way. Extension of natural gas service to future development parcels may be provided by private developers during site development planning and permitting processes in response to local site conditions.

Reclaimed Water

A portion of the study area is served by a 20-inch ductile iron main line that is located within the Seminole Street and Garden Avenue rights-of-way. Smaller 8-inch and 4-inch diameter PVC lines provide service for properties adjacent to Seminole Street (west of Garden Avenue to Osceola Avenue) and along the entire length of Osceola Avenue in the study area limits. Extension of reclaimed water service to future development parcels may be provided by private developers during site development planning and permitting processes in response to local site conditions.



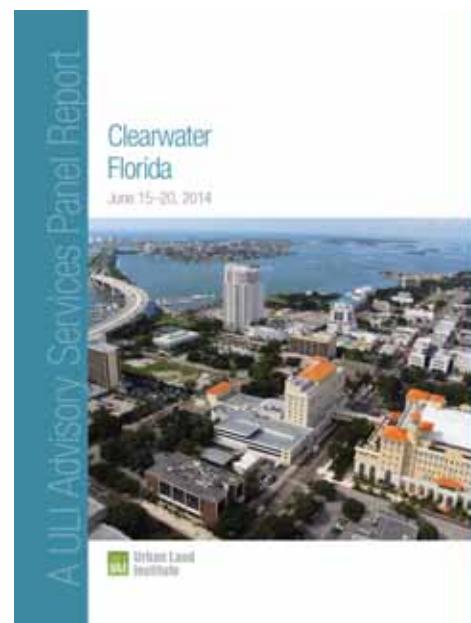
Related Planning Efforts

Urban Land Institute (ULI) Advisory Services Panel Report

This report was the impetus for this North Marina Area Master Plan. In June 2014, an Urban Land Institute (ULI) Panel recommended that a plan be created for the North Marina area, including the proposed “high and dry” site, with the goals being to balance the needs of the boating community, area residents, and the development community; and provide the greatest value to the residents and the City.



The ULI Panel said that the plan should investigate opportunities to enhance the publicly accessible open space elements at the Seminole Boat Ramp, and work with developers of the proposed high and dry facility or other developers interested in the area. The Plan should adhere to the Old Bay Character District design guidelines created in conjunction with neighborhood residents and stakeholders. The overall goal is to enhance public access to the waterfront.



Comprehensive Boating Plan

The June 2014 ULI report also recommended that the City of Clearwater prepare a comprehensive plan that identifies opportunities and challenges in providing a full-service environment for boaters. This plan was prepared during the same time frame as the North Marina Area Master Plan. Comprehensive Boating Plan recommendations relating to the Seminole Boat Ramp are included in the North Marina Area Master Plan.

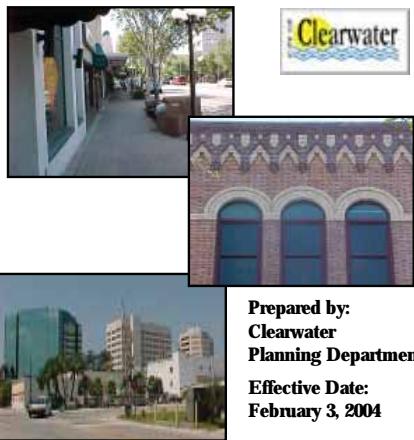


Clearwater Downtown Redevelopment Plan

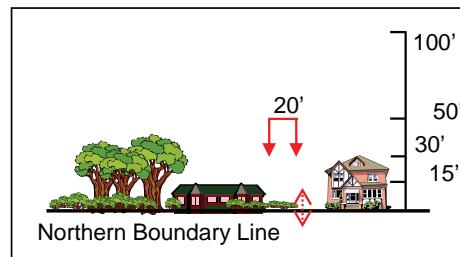
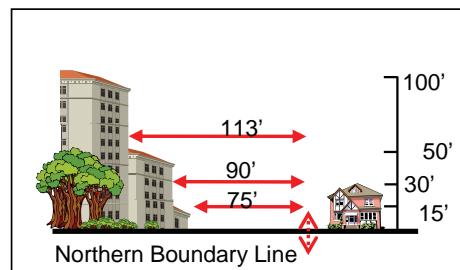
The purpose of this Plan is two-fold: 1) to serve as a Special Area Plan in accordance with the Countywide Rules of Pinellas County and Florida Growth Management Rules; and 2) to serve as a Community Redevelopment Plan in accordance with Florida's Community Redevelopment Act. As a Special Area Plan, 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. The Old Bay Character District has density, intensity and height limits

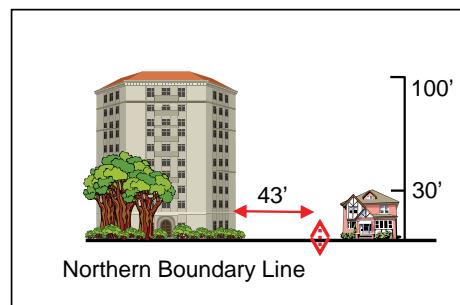
Clearwater Downtown Redevelopment Plan



for the portion of the North Marina Area zoned as Downtown. It identifies the private marina site as a transition area with special setback and height requirements as illustrated in the picture below.



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



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

Old Bay Character District Transition Area
Heights and Setbacks

Economic Development Strategic Plan

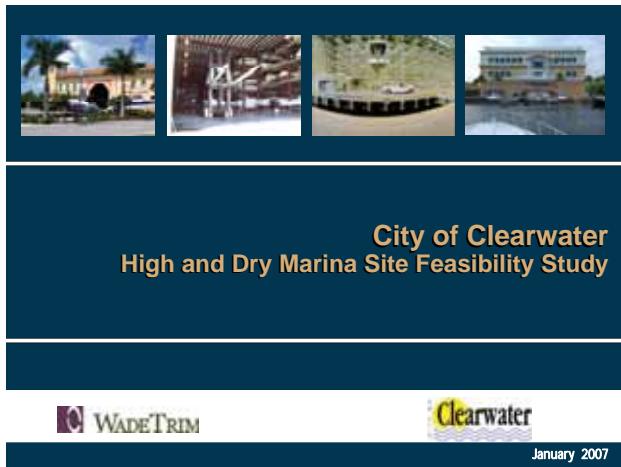
In August 2011, the City approved the Economic Development Strategic Plan to evaluate the economic challenges facing Clearwater, evaluate opportunities, and establish guiding principles, goals, and priority strategies to best position the City for future investment. One of the City's goals is to "Continue enhancing public amenities and aesthetics." Many Clearwater business owners and professionals stated their interest in preserving and expanding the city's parks, recreational facilities, and natural amenities. Not only is this a strong value held within the community, it also makes sense for promoting economic development. This value was expressed by participants in the North Marina Area Master Plan, and it is clear that public amenities and aesthetics are critical components in the master plan.

CITY OF CLEARWATER, FLORIDA
ECONOMIC DEVELOPMENT STRATEGIC PLAN | AUGUST 2011



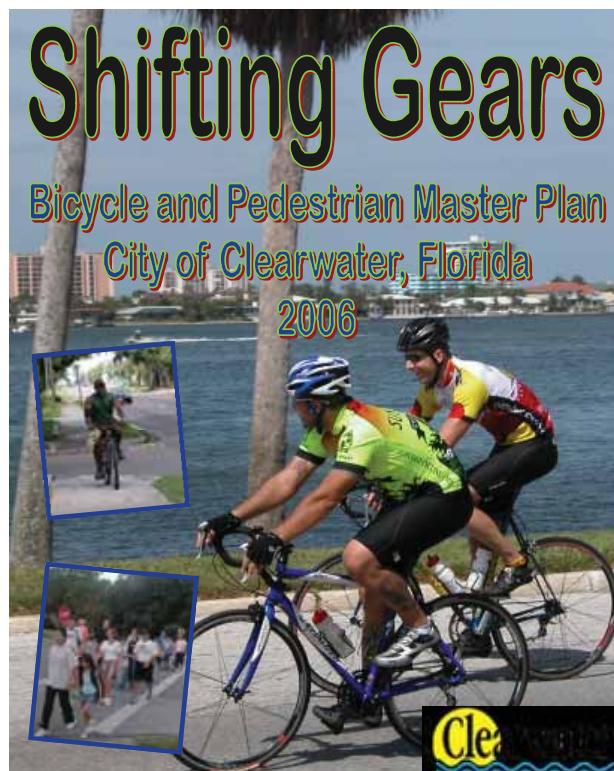
High and Dry Marina Site Feasibility Study

The City conducted a High and Dry Marina Site Feasibility Study in 2007. Three sites were identified for the potential to add 250-300 high and dry storage spaces for vessels up to 35 feet tall with access to the Seminole Boat Ramp. These sites were: Stevenson Creek, Jack Russell Stadium, and Seminole Boat Ramp. Impacts on roadway system, neighborhood compatibility, and adjacent development proposals were considered. City Council endorsed the Seminole Boat Ramp location. At the time of this study, the Antigua Bay Yacht Club project was under construction at the Clearwater Basin Marina. The next steps were to produce the following: 1) a market study documenting existing and future demand; 2) site engineering for the boat storage and retrieval system; and 3) construction, operation and maintenance costs. The next steps were not taken.



Shifting Gears: Bicycle and Pedestrian Master Plan

In 2006, the City developed a comprehensive Bicycle and Pedestrian Master Plan to further improve the bicycling and walking environment. The Plan incorporated and expanded the existing Bikeways and Trails Plan, and recommended actions to achieve specific objectives. It set the stage for taking the prioritization of bicycle and pedestrian improvements to the next level in the City. These types of improvements are a focal point of the North Marina Area Master Plan.



Clearwater Greenprint

Clearwater Greenprint is a community sustainability plan prepared in 2011 that identified a series of tangible actions across eight topic areas that have the potential to reduce energy consumption, pollution and greenhouse gas emissions while stimulating the local economy and improving the quality of life. Through creating and implementing Clearwater Greenprint, the City government is leading a community-wide effort to understand the challenges of today with a view toward creating a sustainable future. The strategies included in Clearwater Greenprint provide a framework for government, resident and business actions in the short, medium and long term. Several implementation strategies for the North Marina Area are directly correlated with Clearwater Greenprint.



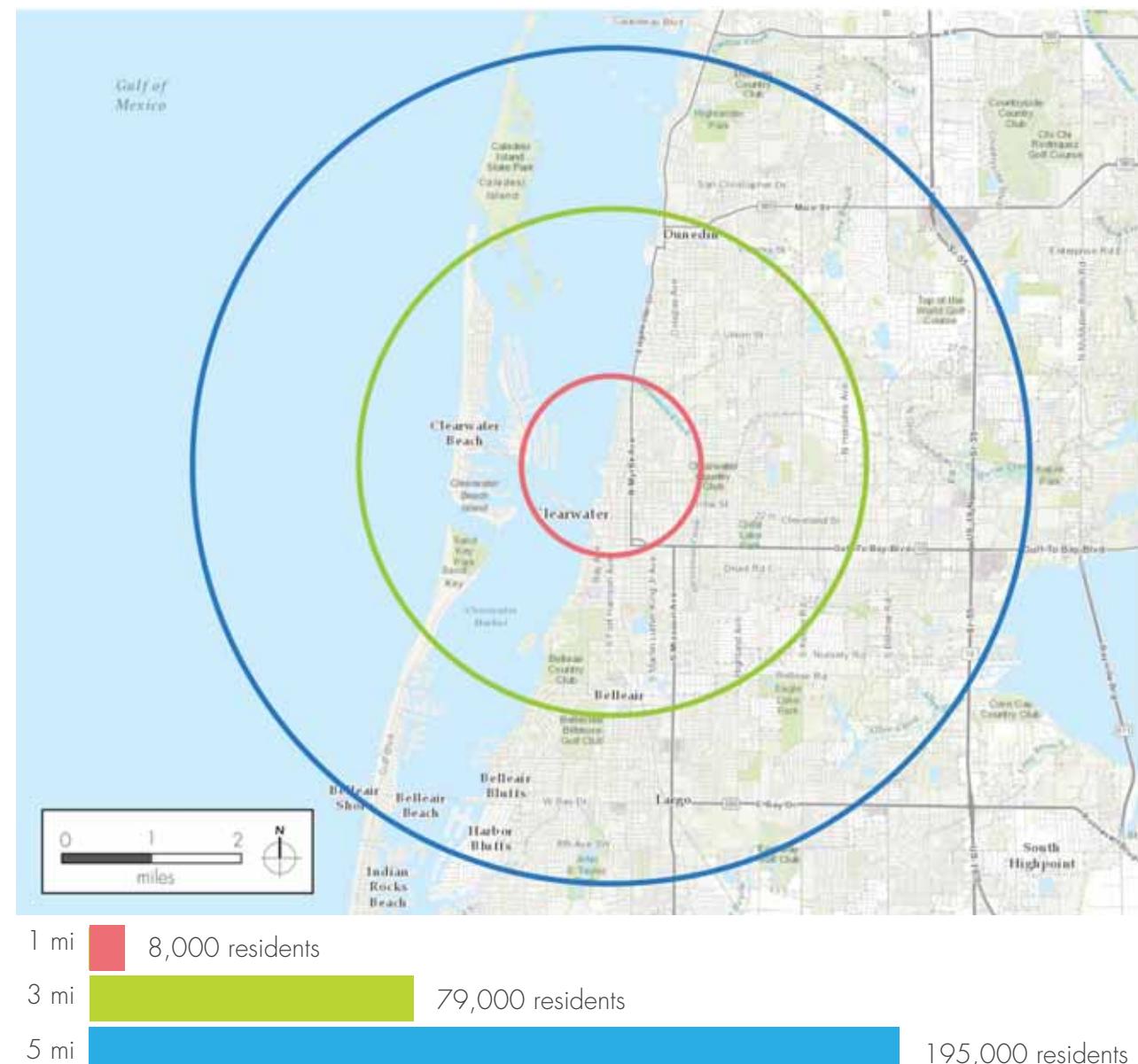
Market Conditions

Market Area Characteristics

A market analysis was completed by Lakemont Group in order to examine the real estate and economic development potential of the North Marina Area. The market area is the geographic region in which residents are most likely to visit to shop, use the marina and boat ramp, or even relocate to live. While marina-related uses may draw demand from a much larger trade area (conceivably all of Tampa Bay), residents in the 1, 3, and 5 mile radii around the center of the North Marina Area are the defined market for this analysis, shown in Map 8.

Maps 9-13 provide a profile of the market in terms of population, age, home value, retail sales, and crime. Tables 4-6 provide a snapshot of population and household size, income, and projected growth rates. These and other factors help assess the development potential for the area. Overall, the nation, state, and region appear relatively healthy with slow to moderate growth (in both employment and broad economic production) to support the need for additional real estate development in the North Marina Area over the next ten years.

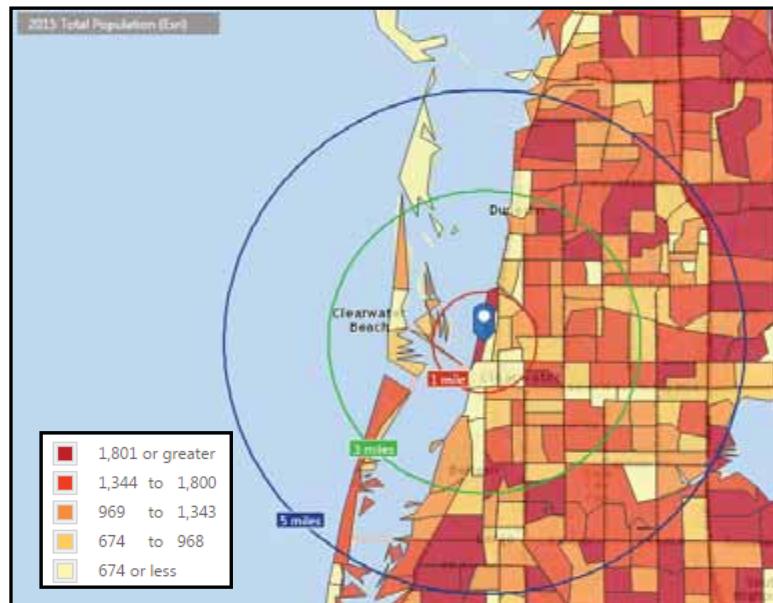
MAP 8. RESIDENTS WITHIN 1, 3 AND 5 MILE RADII OF SITE AREA



Source: ESRI, Lakemont Group



MAP 9. TOTAL POPULATION DENSITY (BY CENSUS BLOCK GROUP), 2015



Source: ESRI (Blue arrow represents study area center)

MAP 10. MEDIAN AGE (BY CENSUS BLOCK GROUP), 2015



Source: ESRI (Blue arrow represents study area center)

TABLE 4. POPULATION AND HOUSEHOLD SIZE

Location	1 Mile*	3 Miles*	5 Miles*	County	Florida	US
Population 2015	8,234	74,715	189,419	924,995	19,603,934	318,536,439
Population 2020	8,362	75,814	193,018	942,459	20,654,191	330,622,575
Annual Growth Rate 2015-2020	0.31%	0.29%	0.38%	0.37%	1.05%	0.75%
Median Age 2015	41.2	44.9	48.3	48.0	41.8	37.9
Median Age 2020	41.8	45.5+	49.3	49.2	42.4	38.6
Households 2015	2,989	32,166	87,493	420,138	7,718,695	120,746,349
Households 2020	3,090	32,696	89,159	428,490	8,130,902	125,477,562
Annual Growth Rate 2015-2020	0.67%	0.33%	0.38%	0.39%	1.05%	0.77%
Average Household Size 2015	2.27	2.23	2.12	2.15	2.48	2.57
Average Household Size 2020	2.23	2.23	2.12	2.15	2.49	2.57

Source: ESRI

*Distance from Study Area Center



TABLE 5. INCOME CHARACTERISTICS

Location	1 Mile*	3 Miles*	5 Miles*	County	Florida	US
Median Household Income 2015	\$30,415	\$39,355	\$40,503	\$45,478	\$47,255	\$53,217
Median Household Income 2020	\$36,935	\$45,964	\$47,944	\$52,866	\$54,478	\$60,683
Per Capita Income 2015	\$19,894	\$25,076	\$26,637	\$29,508	\$26,461	\$28,597
Per Capita Income 2020	\$23,326	\$28,400	\$30,084	\$33,377	\$29,995	\$32,501

Source: ESRI

*Distance from Study Area Center

Area Demographics

The population of the market area can be characterized as steady with slow growth. Median Household Income is below the national average and the Median Age is above the national average. These two data points are likely influenced by the number of retirees who locate in areas of Florida like this and have fixed incomes.

The rate of population growth projected by ESRI using Census Bureau data is very slow, and likely due to the relative lack of new housing supply seen in recent years. Overall, the market area appears to be aging faster and growing more slowly than the state and nation. This is consistent with Census data and private forecasts which show that an increasing percentage of the United States will be over the age of 65 and that Florida will remain a top destination for retirees.

The market area has income characteristics that are below the nation on average and are particularly low in the area closest to the North Marina Area, within the one-mile radius.

This is explained by the relatively higher unemployment rate, lower percentage of population aged 25+ with bachelor's degree, and higher poverty rate within the one-mile radius compared with the overall market area. Further, it also partially explains the higher relative crime index in the area, both statistically and according to local resident statements, which reduces the sense of safety of residents and likely deters new business openings.

Overall, the market area could be best described as highly mixed with high-end housing, owner-occupied housing units (often near or facing the water) and low-income housing units occupied by renters along with middle-income renters and homeowners interspersed.

The housing units in the one-mile market area are predominantly renter-occupied (46%) which is in character with the overall income and demographic profile of the market area. Within the five-mile radius, the ratio of renter-to-owner households decreases, but is still lower than the nation on average (U.S. owner-occupied percentage is 56% and renter-occupied percentage is 33% as of 2015).

Not surprisingly, median home values rise with proximity to the waterfront in the market area. This trend of higher values based on proximity to water extends to the rental market as well. However, homeownership rates stay consistent in the area while home age is relatively old for the area but slightly newer for the part facing the water.

While relatively close to the core of Downtown Clearwater, the Study Area appears isolated and disconnected from Downtown due to the lack of activity and relatively high number of vacant buildings along Fort Harrison Avenue.

Overall, retail goods expenditures in the Study Area are relatively low compared to the market area, but as expected, higher along the waterfront. Further, the overall market area exhibits retail leakage (sales potential occurring outside of the area) but is logical given the location of shopping hub areas in the overall region. The leakage factor is highest along the waterfront indicating potential for new retail establishments within the area.

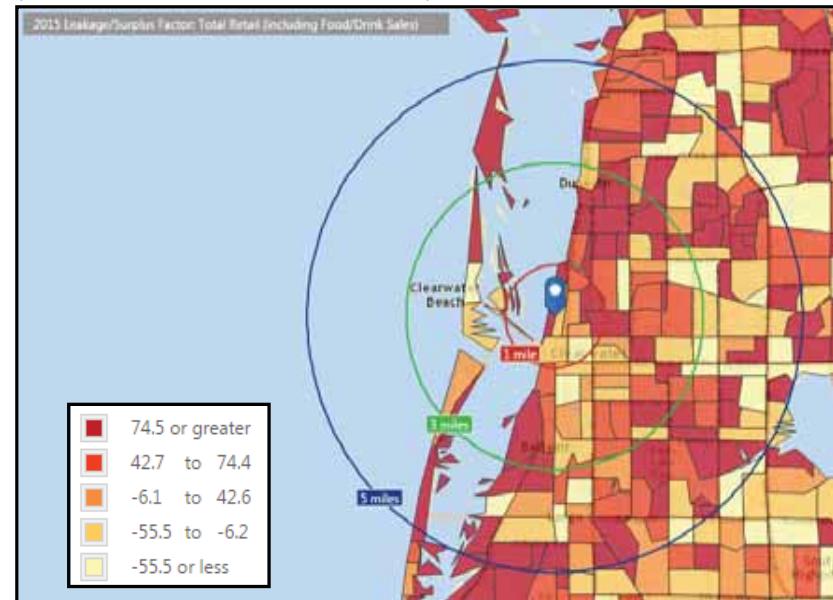


TABLE 6. INCOME CHARACTERISTICS

Distance from Study Area Center	1 Mile	3 Miles	5 Miles
Income <\$15K	24%	17%	15%
\$15K – \$25K	20%	16%	16%
\$25K - \$35K	10%	12%	12%
\$35K - \$50K	15%	15%	16%
\$50K - \$75K	15%	18%	18%
\$75K – \$100K	7%	9%	10%
\$100K - \$150K	6%	8%	8%
\$150K - \$200K	2%	2%	2%
\$200K +	3%	3%	3%

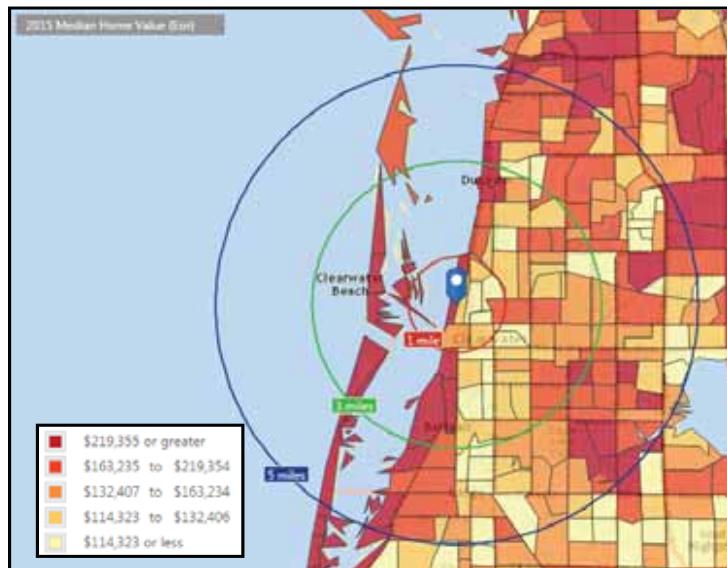
Source: ESRI

MAP 11. LEAKAGE-SURPLUS FACTOR: TOTAL RETAIL SALES (BY CENSUS BLOCK GROUP), 2015



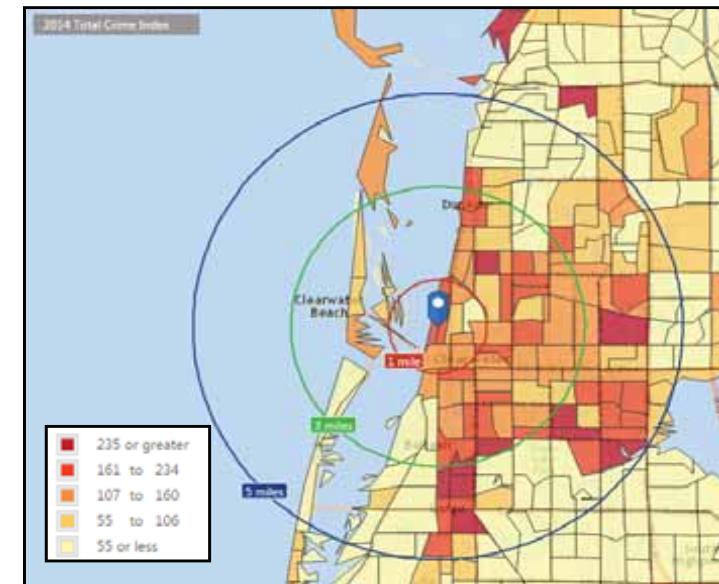
Source: ESRI [Blue arrow represents study area center]

MAP 12. MEDIAN HOME VALUE (BY CENSUS BLOCK GROUP), 2015



Source: ESRI [Blue arrow represents study area center]

MAP 13. TOTAL CRIMES (BY CENSUS BLOCK GROUP), 2015



Source: ESRI [Blue arrow represents study area center]



The general demographic that will most likely desire to live in the area, shop at the establishments, and use the boat ramp and other marina-focused establishments will have the following characteristics:

- Older couples with no children living at home (i.e. most are likely to want living units with 3 bedrooms/2 baths and approximately 1,500 square feet, but larger and smaller configurations will probably be demanded as well);
- Predominantly upper-middle-class with wealth from accumulated savings and home equity (i.e. can afford \$300,000 to \$600,000 in today's dollars to buy a primary residence); and
- People working in or retired from professions that are more skill-based than professional-based but still command above average incomes (i.e. nurse, military, teacher, welder, etc.) and are considered to need workforce housing.

Study Area Development Potential

Marina-Focused

Parcels surrounding Seminole Boat Ramp, Clearwater Basin Marina and Clearwater Bay Marina remain largely undeveloped or in uses that do not support, benefit or take advantage of the marina and boat launch. Future development that directly ties to the marina and boat launch will act as catalysts and demand drivers for parcels throughout most of the North Marina Area.

A marina assessment was completed by Moffatt and Nichol for this Plan to understand the market potential specifically related to marina facilities in the area. The assessment shows that boating destinations generally succeed based on the popularity of the landside activities available to boaters and non-boaters. These attractors are places or activities for the visitors to experience once they arrive and include signature waterfront restaurants, green space that encourages passive (non-event) use while supporting active (event) uses, public art, signature waterfront hotels, and family friendly activities like playgrounds. Boating destinations also have convenience facilities for boaters including restrooms and wayfinding.

While additional wet slips or a high and dry facility would satisfy some of the demand for boat storage in the market area, they are not necessary for Clearwater to become a boating destination. However, hourly wet slips would benefit boaters visiting the area to enjoy the waterfront activities and businesses.

Opportunities to enhance functionality for boaters include updating and enhancing the existing boater supply store and grab-and-go food service, providing publicly accessible restrooms, and constructing additional staging docks for handling boats during launch and retrieval.

It is important to note that if any marina-focused development (such as a high and dry boat storage facility) is built in the study area, great care should be taken to avoid or mitigate any negative externalities such development could create. Potential negative externalities include traffic congestion, noise pollution, blockage of view of waterfront (for the upland parcels), and other effects that are inconsistent with development of a pedestrian-oriented district. Such uses have the potential to negatively impact all of the other development potential, especially residential uses.

Residential

Residential development offers quick access to major employment and activity centers of Downtown Clearwater, Clearwater Beach, Downtown St. Petersburg, and Downtown Tampa. In particular, due to its proximity to Downtown Clearwater, the North Marina Area should naturally have a residential focus supporting employment Downtown. The road systems are not highly congested and thus better suited for residents than for business purposes (except those focused on the boat ramp and marina).



Residential development is a logical use for many parcels in the area. There are two distinct areas within the Plan boundary suitable for residential development.

The first area is located west of Fort Harrison Avenue overlooking Clearwater Harbor (referred to as Waterside). This part is well positioned for development of mid-rise for-rent housing, such as attached townhouses, condominiums, or apartment buildings, along with for-sale (including second/vacation home) condominium buildings that have clear views of the water. The Waterside commands a value and desirability premium given its proximity and views of Clearwater Harbor, now and in the future. It is anticipated that the Waterside can absorb approximately 90 new residential units over the next five years.

The second area is located east of Fort Harrison Avenue, abutting the Pinellas Trail (referred to as Landside). This area is best suited for low-rise (such as detached single-family homes or duplexes) and mid-rise (such as garden style apartments or attached townhouses) housing, with price points suitable for low-to-middle-income or workforce residents.

At present, the Landside is best for the rental market. It could benefit from special programs such as tax credit and bond financing if available, modeled after the Garden Trail Apartments development. It is anticipated that the Landside can absorb approximately 100 new residential units over the next five years, in addition to the 76 units at Garden Trail Apartments.

Given that there is no evidence of rapid population growth according to Census Bureau projections, it is advisable to keep to a slow pace of for-rent unit development as absorption may be slower here than the regional average. It is suspected that the bulk of the renters who will inhabit a newly built apartment complex in the area will come from the existing stock of structures in the area which were on average built in the 1960s or earlier according to the Census Bureau. It is possible for the Landside to transition to a more owner-occupied, higher-income residential area over many years.

Retail/Shopping

The Seminole Boat Ramp, Clearwater Basin Marina and Clearwater Bay Marina generate the potential for significant visitor traffic from across the region. As such, there is natural potential for service-oriented retail such as restaurants, gas stations/convenience stores, and small specialty stores (such as bait and tackle shops, marine supplies, and tourist-oriented boutiques). Further, the North Marina Area could support a reasonable amount of other low-intensity commercial uses such as professional office, medical office, or educational/civic facilities.

Additional demand could likely be generated by completing the aforementioned residential development and orienting the marina/water features to be a bigger destination for regional residents and tourists alike. The best locations for retail/commercial development within the area are facing the water, along Fort Harrison Avenue, and on the Pinellas Trail similar to

Nauti-Nancy's restaurant located on the east side of the Pinellas Trail at Eldridge Street. It is anticipated that the area can absorb approximately 55,000 s.f. of retail/restaurant/office over the next five years.

Hotel/Tourism

Given that the Seminole Boat Ramp and Clearwater Basin Marina could generate demand by users from outside the immediate region on vacation, there is potential for hotel and other tourism development. Overall, the study area is inferior to local areas such as Clearwater Beach and even Downtown Clearwater for hotel/resort development, but could be ideal for a limited service hotel to specifically serve people staying overnight to utilize the boat ramp or other services of the marina and boat ramp. Additional tourist establishments such as charter tours and boat rentals from the nearby marinas could enhance this demand. If the North Ward School site were to become a visitor attraction, a hotel would be an even more viable use.

Industrial

The North Marina Area presently has some low intensity industrial/commercial uses, however the area appears to have failed to thrive in development of this use. Overall, industrial uses are not best for the area and will not enhance the development of projects in the area. This is primarily due to lack of infrastructure for industrial development and that such uses tend to conflict with the aforementioned residential uses and generate negative externalities that would likely impact the overall North Marina Area.



Special Recommendations

There are two unique properties in the North Marina Area that could be repurposed from their present condition. These are the Francis Wilson Playhouse and the North Ward School.

The playhouse is not the highest and best use for the land on which it sits directly in front of the water and marina. The best outcome would be to relocate the playhouse inland (one possible location is the North Ward School site) and then reclaim the land for part of a retail/commercial district. The playhouse brings visitors and is a positive cultural, community amenity, thus keeping it in the area may be very wise if physically and financially feasible.

The North Ward School has been closed since 2009. Reopening this site for a community use is critical for the redevelopment of the North Marina Area. Removing the chain link fence and occupying the building will bring dramatic improvement. Potential uses include a cultural center that hosts classes and events open to the community (possibly to include the Francis Wilson Playhouse), and/or a marine/maritime school. While the owner, Pinellas County Schools, does not wish to sell or allow the property to have private uses, from a market perspective, the site is ideal for a mixed-use residential, retail and restaurant development.

Map 14 shows the areas well-positioned for each type of development as summarized.



MAP 14. RECOMMENDED USES BASED ON MARKET ANALYSIS



Source: Lakemont Group

LEGEND

- Marina-Focused Development
- Mid-Rise For-Rent and For-Sale Residential
- Low-Rise and Mid-Rise For-Rent Residential
- Retail/Shopping Development
- Hotel/Tourism Development



3

Community Vision

A strong consensus-building effort with significant input from the community drove the master planning process. This effort resulted in a community-based plan with the help from those residents and stakeholders whom are close to neighborhood issues, can clearly identify community needs, and advocate passionately for local concerns. The vision created will guide planning decisions at multiple levels: from the City's Planning and Development Department to City Council and to residents and developers alike.



Master Plan Process



Stakeholder Committee

Committee Activities Summary

The North Marina Area Master Plan Stakeholder Committee was comprised of residents, business and land owners, and managers of key properties within and near the North Marina Area.

Twelve members were invited to participate in the committee. Three meetings were held at different points in the planning process.

Stakeholder committee attendance ranged from six to eight stakeholders at each stakeholder committee meeting.

Prior to the first stakeholder committee meeting, a few individual stakeholder interviews were conducted in July 2015. During the interviews, the consultant team gained a better understanding of the various viewpoints of those stakeholders regarding the area. It also allowed for participation by stakeholders unable to attend the committee meetings.

At the first stakeholder committee meeting on August 6, 2015, the consultant team provided an overview of the project and information gleaned from stakeholder interviews. The committee was asked to brainstorm about several topics regarding the North Marina Area, including: 1) area strengths and weaknesses, 2) desired uses and building types, 3) transportation system, and 4) ideas to help the area reach its full potential. This brainstorming session helped to frame the



presentation and discussions that would occur at the first community-wide meeting. Ideas generated by the stakeholders were consistent with those from attendees at the community-wide meeting, described in the next section.

The second stakeholder committee meeting was held on September 17, 2015. Stakeholders were asked for feedback on the results of the community-wide meeting held the day prior, as well as to provide guidance on next steps in the process. Their input helped to inform the master plan concepts presented to the community. The third and final stakeholder committee meeting on December 1, 2015, was held between

the third and fourth community meetings in order to both gain feedback on the process to date, as well as to preview the materials being prepared for presentation to the community at the final meeting.

Comment forms were provided at each stakeholder committee meeting to additional feedback.



Community Meetings

Meeting #1

The first community meeting was held on August 26, 2015. Approximately 70 people attended this meeting. Stantec presented an overview of the North Marina Area Master Plan project and a summary of existing conditions. Lakemont Group presented a market analysis overview. Attendees were then asked to participate in a facilitated group discussion and answer the following questions about the North Marina Area.

- What do you like about the area?
- What do you value in community improvement?
- What businesses and services would you like to have in the area?
- What types of new housing are needed in the area?
- What do you think about recent development proposals near the waterfront?
- What transformations do you want to see happen in the area?
- What is your group's vision statement for the area?

The overall group was divided into eight groups, each of which were provided with a large chart to write down the items discussed. It was a collaborative effort by participants with varying



perceptions and motivations. Each group gave much effort and generated many ideas. When the groups were ready, each group designated a reporter to present their ideas to everyone. Each presentation was well-received. Comment forms were provided to gain additional feedback.

After the meeting, the words from each chart were typed into a spreadsheet and processed through a program called Woordle™ which generates “word clouds” from text provided. The clouds give greater prominence to words that appear more frequently in the source text. The word clouds that were generated are shown on the following page.

An overall community vision statement was then drafted with the intent to account for each group's ideas. This statement was presented for review and comment at the next three community meetings. It was also presented in an online survey. Online engagement is explained in Section D of this chapter.

Revisions were made to the vision statement over the course of the planning process to fully capture the community's collective values and aspirations for the area.



Strengths

New Development

Values

Comments regarding transformations needed in the area included:

- Absentee owners to committed owners
 - More pride of ownership to fix up homes
 - Elevated market value of homes without displacement
 - Uses that promote activity and bring people here
 - North Ward School for arts program and community center
 - Balanced approach to mix commercial and residential uses
 - Boat accessibility to restaurants and retail
 - More walking paths, lighting, and on-street parking
 - Traffic calming and parking control in residential areas



COMMUNITY VISION STATEMENT

This vision statement is a road map, indicating both what the community wants to become and guiding transformational initiatives by setting a defined direction for the community's growth. It is a fusion of the collective values and aspirations expressed by a diverse cross-section of participants during a five-month community-wide planning process.

The North Marina Area is a vibrant waterfront community on Clearwater Harbor.

With a variety of uses, it attracts residents, businesses, visitors, and the boating community.

It is unique, charming and peaceful, with historic character and culture.

It promotes a healthy, active, social, family-friendly, and environmentally-responsible lifestyle.

It is a safe and fun place to live, work, and play, day and night.



Meeting #2: Design Charrette

The second community meeting was held on September 16, 2015. Approximately 80 people attended from different locations in Clearwater, as shown on the map below entitled "Where are you from?"

This meeting was led by Stantec's urban design team, and conducted in the format of a design charrette. A charrette is an intensive planning session where citizens, designers and others collaborate on a vision for development. It allows everyone who participates to be a mutual author of the Plan. A summary of Meeting #1 was presented to set a framework for the facilitated exercise. Each of the eleven groups were asked to create a plan concept for the North Marina Area using a variety of tools and information.

Each table was provided:

- Large map of the area scaled to one inch on the map equals 100 feet on the ground;
- Building block templates for various uses at same scale as map;
- List of typical square footage of various uses (bank, grocery, residential dwellings, etc.);
- List of typical off-street parking needed for various uses;
- Photos of existing conditions; and
- Pens, stickers, scissors, rulers, tape, etc.

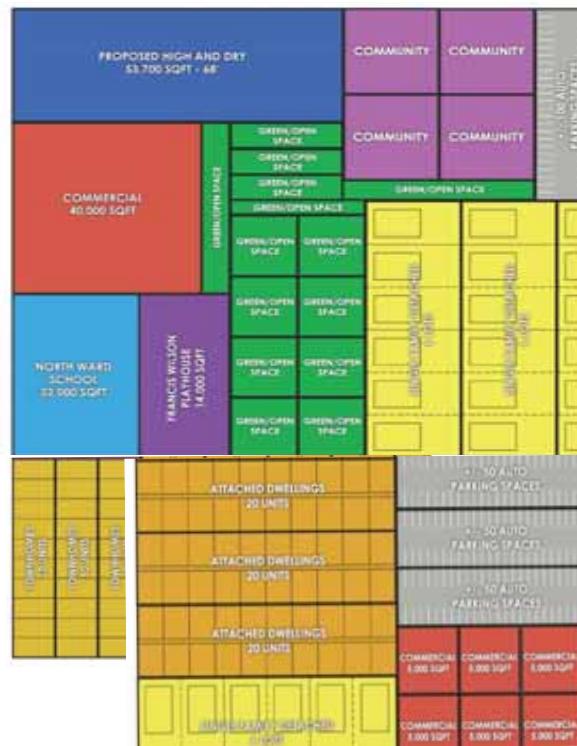
Participants were asked to depict on the map:
1) Features to protect; 2) Features to improve;
3) Public enhancements; and 4) Private development.





When the groups were ready, each designated a reporter to present their plan to everyone. All eleven plans offered a mix of residential types, community uses, parking, ample green/open space and waterfront restaurants. Some showed on-street parking, residential over retail, restaurant over retail, first floor parking, commercial uses along the Pinellas Trail, a kayak launch, and a hotel. Many provided details on public amenities, such as a waterpark, boardwalk, farmers market, culinary school, mini-golf, fishing, skate park, trolley service, and a ferry to Clearwater Beach.

Some plans included North Ward School programming ideas including the relocation of Francis Wilson Playhouse, an amphitheater, performance arts, marine charter school, and cultural center. The proposed 68-feet-tall high



and dry boat storage was shown in seven of the eleven plans, but many noted that the height should be reduced. Other specific new uses included a laundry facility, gas station, local art shops, cafés and grocers. One plan showed a trail on Nicholson Street.

Comment forms were provided to gain additional feedback.

Meeting #3: Open House

The third community meeting was held on October 20, 2015, with approximately 60 people in attendance. The primary purpose of the meeting was to present three scenarios for review and comment. Stantec presented a summary of Community Meeting #2 to explain how the scenarios were created and the different features of each.

The scenarios were created utilizing many different information sources, including:

- Stakeholder Committee Input
- Community Meeting #1 Group Discussions
- Community Meeting #2 Group Concepts
- Comment forms
- Online survey responses
- Market analysis
- Owner-occupied homes
- Historic homes
- Property-owner plans
- Land topography
- City regulations
- Property encumbrances

It was explained that information still needed to create the preferred concept plan included:

- Comments from Meeting #3
- Additional online survey responses
- Data from the Comprehensive Boating Plan



At this meeting, attendees were also asked to review different scales of development and provide feedback on appropriate building heights in the area. Pictures were shown to provide examples of low-rise, mid-rise and high-rise buildings. There was also a survey about desired amenities in the North Marina Area and specifically at the Seminole Boat Ramp. Results from these surveys, which were also available online, can be found in Section D.

After a brief presentation, the meeting format switched to open house for attendees to review the boards on display and ask questions of the consultant team. The boards depicted each of the three scenarios, as shown on the pages that follow. Also on display was a view analysis of the proposed high and dry included in Scenario 1 shown in relation to the North Ward School. Comparisons were made with the alternative uses of hotel and residential in that location as shown in Scenarios 2 and 3.

Display boards also showed the proposed connection between the Pinellas Trail and the Seminole Boat Ramp by adding bicycle lanes on Nicholson Street, and on Osceola Avenue between Nicholson Street and Seminole Street. Cross-sections and plan views of these streets were depicted to obtain comments. A cross-section for Fort Harrison Avenue was also displayed to show potential on-street parking with a reduction in travel lanes. The final version of these street cross-sections are included in Chapter 4.

The three scenarios are shown on the pages that follow. Each contains elements of the group concepts created at Community Meeting #2. Comment forms were provided to learn what people liked and disliked about each scenario.



SCENARIO 1



BUILDING TYPE LEGEND

	Existing		Commercial/Office		Hotel
	Residential, single-family		Academic/Community		
	Residential, multi-family		Park/Green Space		



SYMBOLS KEY

- | | |
|----------------------------------------------------------------------------------|---------------------------------------------|
| A | North Ward School (35' tall) |
| B | Francis Wilson Playhouse |
| C | Seminole Boat Ramp |
| D | Bayview Condos |
| E | Clearwater Garden Club |
| F | Clearwater Neighborhood Housing Services |
| G | Approved Garden Trail Apartments (40' tall) |
| H | Proposed High & Dry (68' tall) |
| I | Gas Station & Convenience Store |
| J | Marina Facility (could include boat wash) |
| K | Restaurant/Café |

SCENARIO 2



SYMBOLS KEY

- | | EXISTING | PROPOSED |
|-----|-------------------------------------------------------------------------------------------|----------|
| (A) | North Ward School (35' tall) | |
| (B) | Francis Wilson Playhouse | |
| (C) | Seminole Boat Ramp | |
| (D) | Bayview Condos | |
| (E) | Clearwater Garden Club | |
| (F) | Clearwater Neighborhood Housing Services | |
| (G) | Approved Garden Trail Apartments (40' tall) | |
| (H) | Marina Facility (could include boat wash) | |
| (I) | Restaurant/Café | |
| (J) | Culinary Learning Center (could include cooking classes and restaurant incubator kitchen) | |
| (K) | Hotel | |

SCENARIO 3



SYMBOLS KEY

- | EXISTING | |
|----------|-----------------------------------------------------------------------------------------|
| (A) | North Ward School (35' tall) |
| (B) | Seminole Boat Ramp |
| (C) | Bayview Condos |
| (D) | Clearwater Neighborhood Housing Services |
| (E) | Approved Garden Trail Apartments (40' tall) |
| (F) | Marina Facility (could include boat wash) |
| (G) | Restaurant/Café |
| (H) | Cultural Arts Center (could include relocated Garden Club and Francis Wilson Playhouse) |
| (I) | Hotel |

Scenario 1 Comments

What do you like about Scenario 1?

- Marine/maritime school
- Restaurants/cafés
- Green space and amphitheater
- Cultural aspects

What do you dislike about Scenario 1?

- Gas station/convenience store
- Too many parking spaces
- Don't need amphitheater here

Specific Comments on Proposed High and Dry

- 8 positive comments
- 21 negative comments, stating that it is not right for this area, it is too dominant, too tall, and too high

Scenario 2 Comments

What do you like about Scenario 2?

- Hotel location & its people traffic (on water, boutique hotel, event space)
- Culinary learning center
- Mixed-use on Fort Harrison Avenue

What do you dislike about Scenario 2?

- Boat ramp parking on water
- Mid-rise residential next to Bayview Condos (block existing views)
- Too much residential on Fort Harrison Avenue
- Not enough high-rise development on land side for upscale condos with views of water
- Lack of live-work units (small houses can be for artists and bakers)

Scenario 3 Comments

What do you like about Scenario 3?

- Cultural arts center
- Hotel location

What do you dislike about Scenario 3?

- Hotel location (block Bayview Condo's north views, better in Scenario 2)
- Residential on water is too high at 5 stories over parking
- Lack of commercial on Fort Harrison Avenue
- Lack of free standing shops for food & artists
- Parking too far from Fort Harrison Avenue

Other Comments

What do you like overall?

- Commercial/restaurants on boardwalk
- Restaurant/café on Pinellas Trail
- Mixed-use development on Fort Harrison Avenue
- On-street parking on Fort Harrison Avenue
- Bicycle designated areas

What do you dislike overall?

- Parking shown on private land
- Boat wash because it is loud

Suggestions

- Keep turn lanes on Fort Harrison Avenue and Seminole Street
- Build parking garage at Seminole Boat Ramp
- Add wet slips
- Hide parking
- Be flexible for investors to choose what they want
- Keep the integrity of this being a neighborhood



Meeting #4: Preferred Concept

Community Meeting #4 was held on December 10, 2015, and was attended by approximately 50 people. At this meeting, Moffatt and Nichol provided an overview of the Comprehensive Boating Plan and specific recommendations for the Seminole Boat Ramp and private marinas. The Preferred Master Plan Concept and associated recommendations were presented by Stantec. These are depicted in Chapter 4.

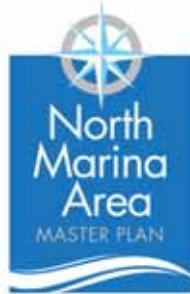
Comment forms were provided to gain additional feedback. Attendees were asked: "Do you think the Preferred Concept and recommendations presented tonight address all components of the Community Vision Statement?" Of the comment forms collected, the majority of the responses answered yes.

When asked what was missing from the Preferred Concept and recommendations, responses were as follows:

- Ensure ample parking
- Move traffic to Myrtle Avenue if not going to North Marina Area
- Integrate this plan with existing Downtown plans
- Provide flexibility in commercial zoning for a single-family house
- Provide incentives for development, including a facade program for existing homes



Welcome to the Community Meeting!



Please Sign In
Thank you for participating

North Marina Area Master Plan

COMMENT FORM
City of Clearwater Community Meeting #4, December 10, 2015

1. Do you think the Preferred Concept and recommendations presented tonight address components of the Community Vision Statement?

Yes
 No

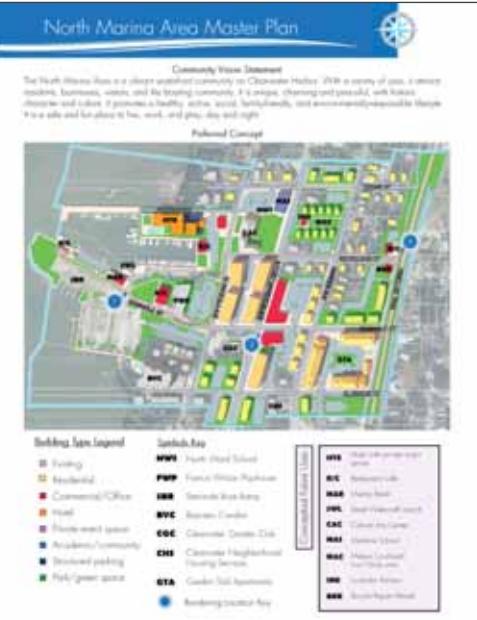
If no, what is missing from the Preferred Concept and Recommendations?

2. What other comments do you have about the North Marina Area Master Plan?

Optional - If you wish to be contacted about this project, please provide the following:

Name _____
Email _____ Phone _____

Thank you for participating tonight!





Online Engagement

MyClearwaterInput Website

The City's online engagement website myclearwaterinput.com was utilized to obtain feedback on the North Marina Area Master Plan. Over the course of five months, four surveys were posted and advertised. In addition to these surveys, at anytime, the public was able to submit an idea about the project on this website. The website also provided a link to find additional information on the City's project page www.myclearwater.com/NorthMarinaAreaPlan.

Survey 1

On August 24, 2015, Survey 1 was posted for three weeks and generated five responses. The purpose of Survey 1 was to collect general information regarding the respondents' familiarity with the North Marina Area, what they do when they visit, and what they would like to see there in the future. The features chosen as most liked in the area were boat access, the waterfront, and proximity to Downtown. Planning for the future, the most important areas of focus selected were leisure activities, entertainment, and business development.

When asked about desired businesses and services in the area, the most popular responses were restaurants, condominiums, live-work units and shopping. Development of vacant land

near the waterfront has the most potential to positively impact the area. When asked about previous projects proposed in the area in the last 15 years, respondents expressed concerns about two condominium buildings 127 and 138 feet in height. It was also stated that a marina with boat storage should be limited in size, and development along the waterfront needs to improve access and not restrict access.

Survey 2

Survey 2 was posted on September 18, 2015. There were nine responses during the four weeks it was open. The purpose of this survey was to obtain feedback on the proposed Community Vision Statement. Comments received were incorporated in revisions to the statement.

Survey 3

From October 8, 2015 through November 16, 2015, Survey 3 generated 13 responses. The primary purpose of the survey was to determine what the neighborhood considers to be the most appropriate scale of development within the North Marina Area. The survey also asked about amenities in the North Marina Area and specifically at the Seminole Boat Ramp. These questions were also asked at Community Meeting #3. Responses from both the meeting and online are compiled on the following page.

Online Survey 3 also asked about uses for the North Ward School. The most popular responses were visual and performing arts and education, specifically a marine charter school or marine-related higher education. Seminole Boat Ramp users were asked about securely parking their trailers and the majority responded that the furthest distance they would be willing to park is one block from the launch. Half responded that they would be willing to use a valet parking service for their trailer.

Survey 4

The fourth and final survey was posted on October 23, 2015 for three weeks. The purpose of the survey was to obtain feedback on the three scenarios presented at Community Meeting #3. It was noted that the format of the website made it difficult to see the detailed maps. Seventeen responses were generated. Responses are included in the summary of comments.



Home Projects Discussions Forums Meetings Surveys

Kate Sow -

[Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#) [Help](#)

myclearwaterinput The City of Clearwater's community engagement portal

SPEAK-UP!

WE'RE LISTENING

Project: North Marina Area Master Plan

Help create the master plan for the North Marina/Seminole Boat Ramp area! The City of Clearwater is preparing a master plan for the area around the Old Clearwater Bay and North Greenwood neighborhoods around the City's Seminole Boat Launch. This Master Plan will assist the City in creating a new vision for the area which balances the needs of area residents and the boating community and also identifies appropriate redevelopment options.

Join the Discussion and Learn More!

For more information on the project background, see the North Marina Area webpage. [CLICK HERE](#) to sign up for email updates.

1 Attachments • 7 Feature Items • Closed 2015-12-01

RECENT ACTIVITY

- Milo Foley commented on an idea
- Kate Sow commented on an idea
- Robert Eason created an idea
- Karen Conneff commented on a discussion
- Karen Conneff commented on a discussion

PARTICIPANTS

Survey: North Marina Area Master Plan: Survey 2

We need you to help create the North Marina Area project Vision Statement. A Vision Statement is a road map, indicating both what the community wants to become and guiding transformational initiatives by setting a defined direction for the community's growth.

City Staff has created a draft vision statement based on feedback from the 1st Community Meeting and we need you to tell us what you like, don't like and would like to change.

The draft vision statement is as follows:

The North Marina Area is a vibrant waterfront community on Clearwater Harbor. With a variety of uses, it is attractive to residents, businesses, visitors, and the boating community. It is unique, charming and peaceful, with historic character. It promotes a healthy, family-friendly, and environmentally-responsible lifestyle. It is a safe and fun place to live, work, and play.

Please visit the [North Marina Area Plan](#) page to learn about the North Marina Area Master Plan. This Master Plan will assist the City in creating a new vision for the area which balances the needs of area residents and the boating community and also identifies appropriate redevelopment options.

9 Responses • Closed 2015-10-18

[View Survey](#)

Discussion: North Marina Area Master Plan: Scale of New Development

What scale of new development do you think is most compatible within the North Marina Area?

For the purpose of this conversation, we have divided the North Marina Area into two areas: Waterside and Landside. Maps below show you the boundaries of each.

Please look at the following *Slideshow Attachments* and join in the conversation through the topics below. Refer to the [Waterside Map](#) and [Landside Map](#) in order to determine which scale of development would be appropriate in the Waterside area and Landside area.

5 Topics • 29 Attachments • 6 Answers • Closed 2015-11-16

3 Attachments

Attachment: Slideshow - Scale of New Development: Low-Rise Development

Description:

Low-Rise buildings are typically 1 to 3 stories tall (or up to approximately 40 feet).

Tell us which area you believe would be the most appropriate for Low-Rise Development. Waterside or Landside in the North Marina Area. See the Slideshow Attachment, [Waterside and Landside Maps](#).

Please be as specific as you like.

Please be sure to answer the North Marina Area Project: Survey 3 questions.

Above are screen shots of the online engagement website and surveys posted for the North Marina Area Master Plan.



SURVEY RESULTS

The three survey questions below were asked on comment forms at the October 20th community meeting and online at myclearwaterinput.com. The results below are a compilation of these responses.

WHAT SCALE OF DEVELOPMENT IS APPROPRIATE IN THE NORTH MARINA AREA? (MAP 15 SHOWS THE "WATER-SIDE" AND "LANDSIDE" BOUNDARIES)

SCALE OF DEVELOPMENT	VOTES FOR WATERSIDE	VOTES FOR LANDSIDE
Low-rise (1-3 stories or up to 40' tall)	34	21
Mid-rise (4-10 stories or 50-100' tall)	11	24
High-rise (10-12+ stories or 100'+ tall)	9	13

WHICH AMENITIES WOULD BE THE MOST APPROPRIATE IN THE NORTH MARINA AREA?

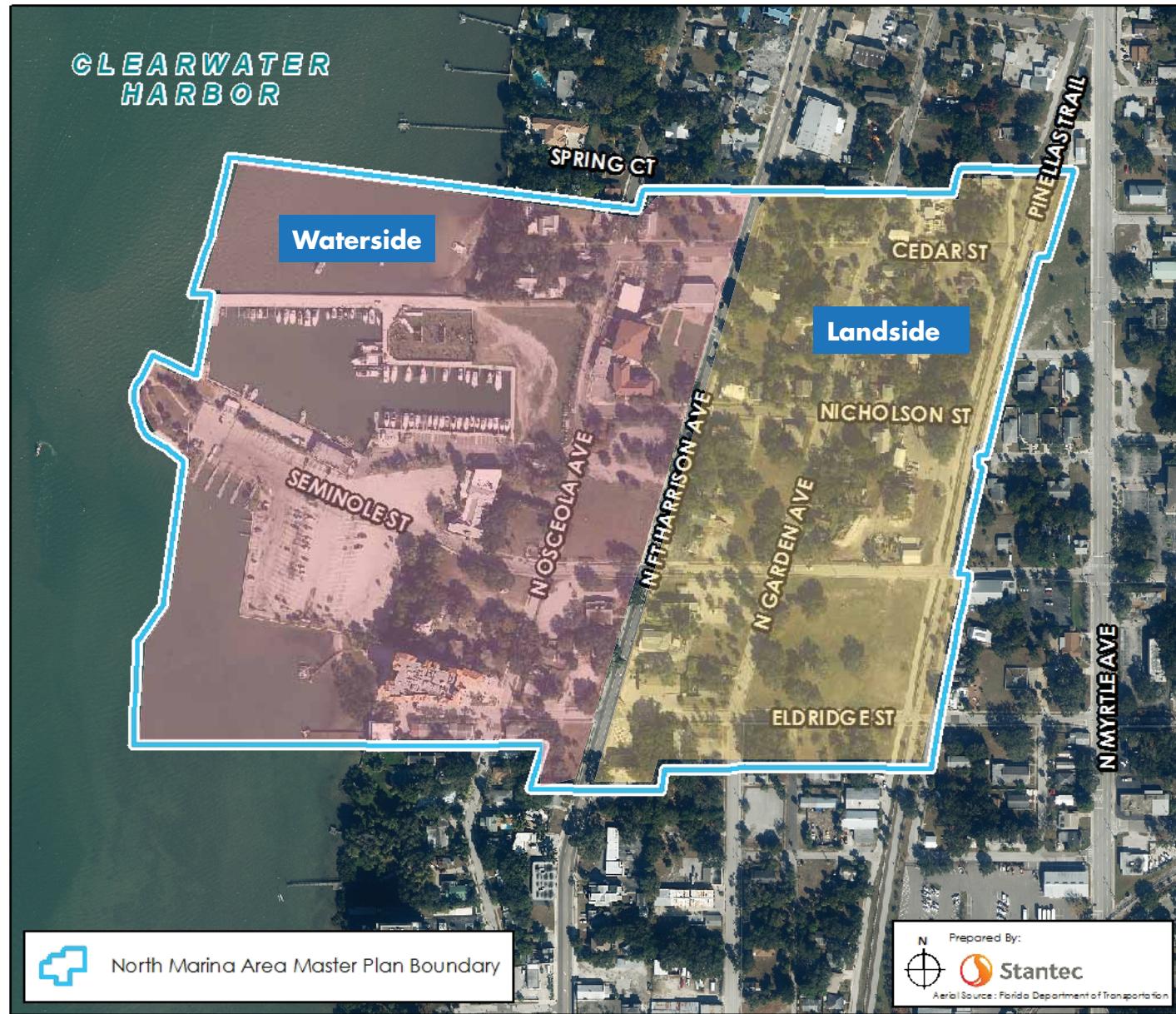
AMENITY	VOTES
Green park space	28
Flexible event space	24
Shelter with picnic tables	23
Outdoor amphitheater	20
Playground	19
Bicycle rental	18
Splash pad (large fountains)	18
Community garden	16

WHICH AMENITIES WOULD BE THE MOST APPROPRIATE AT THE SEMINOLE BOAT RAMP?

AMENITY	VOTES
Sit down casual restaurant	37
Waterfront boardwalk	37
Restrooms	35
Sit down upscale restaurant	31
Bait and fishing supplies	30
Ferry/water taxi service	30
Boat parking, specifically wet slips for hourly use	28
Grab-and-go food	24
Trolley/bus services	23
Small watercraft rentals, such as kayak, canoe, paddle board, electric boat, etc.	22



MAP 15. SCALE OF DEVELOPMENT ZONES





4

Concept Plan

The community identified a variety of components that were used to create the preferred concept plan. Recommendations are included for the Seminole Boat Ramp, private marinas, North Ward School, Cedar Block, Fort Harrison Avenue, and the Pinellas Trail. This chapter describes improvements and features that would be needed in order to fulfill the community vision. Photos and renderings help to visualize the desired future conditions for the area.



Development Program

The tables below describe the new development shown in the preferred concept plan on the pages that follow. The square footage (s.f.) amount of each use is consistent with the development potential described in the market analysis. This development program is conceptual based on the community vision, and is subject to adjustment by the City. The parking program is based on the typical market demand for parking, and not necessarily the amount required by the City.

DEVELOPMENT PROGRAM

Commercial/office	55,000 s.f.
Hotel	100+ rooms and 4,000 s.f. private event space
Academic	7,500 s.f. (marine/maritime school)
Residential Total:	190 units*
Apartment	100 units
Single-family detached	20 units
Duplex	20 units
Townhouse	40 units
Live-Work	10 units

* This does not include 76 units at Garden Trail Apartments

PARKING PROGRAM BASED ON TYPICAL MARKET DEMAND**

Commercial/office	3 spaces per 1,000 sf
Hotel	1 space per hotel room
Residential	1.5 spaces per unit for multi-family units
Total Parking:	240 surface parking spaces 120 garage parking spaces

**Refer to the City's Code for parking requirements.



There is potential for multiple types of housing in future development.

Photos courtesy of Realtor.com (left) and Apartment Guide (right)



Parking should be screened and hidden from view.

Photos courtesy of Google Streetview



Overall Plan



SYMBOLS KEY

- EXISTING**
- A** North Ward School
 - B** Francis Wilson Playhouse
 - C** Seminole Boat Ramp
 - D** Bayview Condos
 - E** Clearwater Garden Club
 - F** Clearwater Neighborhood Housing Services
 - G** Garden Trail Apartments
 - H** Apartments at 708 N. Osceola Avenue
 - I** Hotel with Private Event Space
 - J** Restaurant/Café
 - K** Marine Retail
 - L** Small Watercraft Launch
 - M** Cultural Arts Center
 - N** Maritime School
 - O** Makers Courtyard Live-Work Units
 - P** Incubator Kitchen
 - Q** Bicycle Repair/Rental
- PROPOSED CONCEPTUAL FUTURE USES**

PERSPECTIVES LOCATION KEY

- 1** Seminole Boat Ramp
 - 2** Fort Harrison Avenue
 - 3** Pinellas Trail
- Point faces direction of view*

SEMINOLE BOAT RAMP



LOOKING NORTHEAST FROM PARKING LOT

FORT HARRISON AVENUE



LOOKING NORTH FROM SEMINOLE STREET

PINELLAS TRAIL



LOOKING SOUTHWEST NEAR NICHOLSON STREET



Looking Northeast



BUILDING TYPE LEGEND

	Existing		Hotel		Park/Green Space
	Residential, Single-Family		Commercial/Office		Structured Parking
	Residential, Multi-Family		Academic/Community		Private Event Space



Looking East



BUILDING TYPE LEGEND

	Existing
	Residential, Single-Family
	Residential, Multi-Family
	Hotel
	Commercial/Office
	Academic/Community
	Park/Green Space
	Structured Parking
	Private Event Space



Looking West



BUILDING TYPE LEGEND

	Existing		Hotel		Park/Green Space
	Residential, Single-Family		Commercial/Office		Structured Parking
	Residential, Multi-Family		Academic/Community		Private Event Space



Looking South



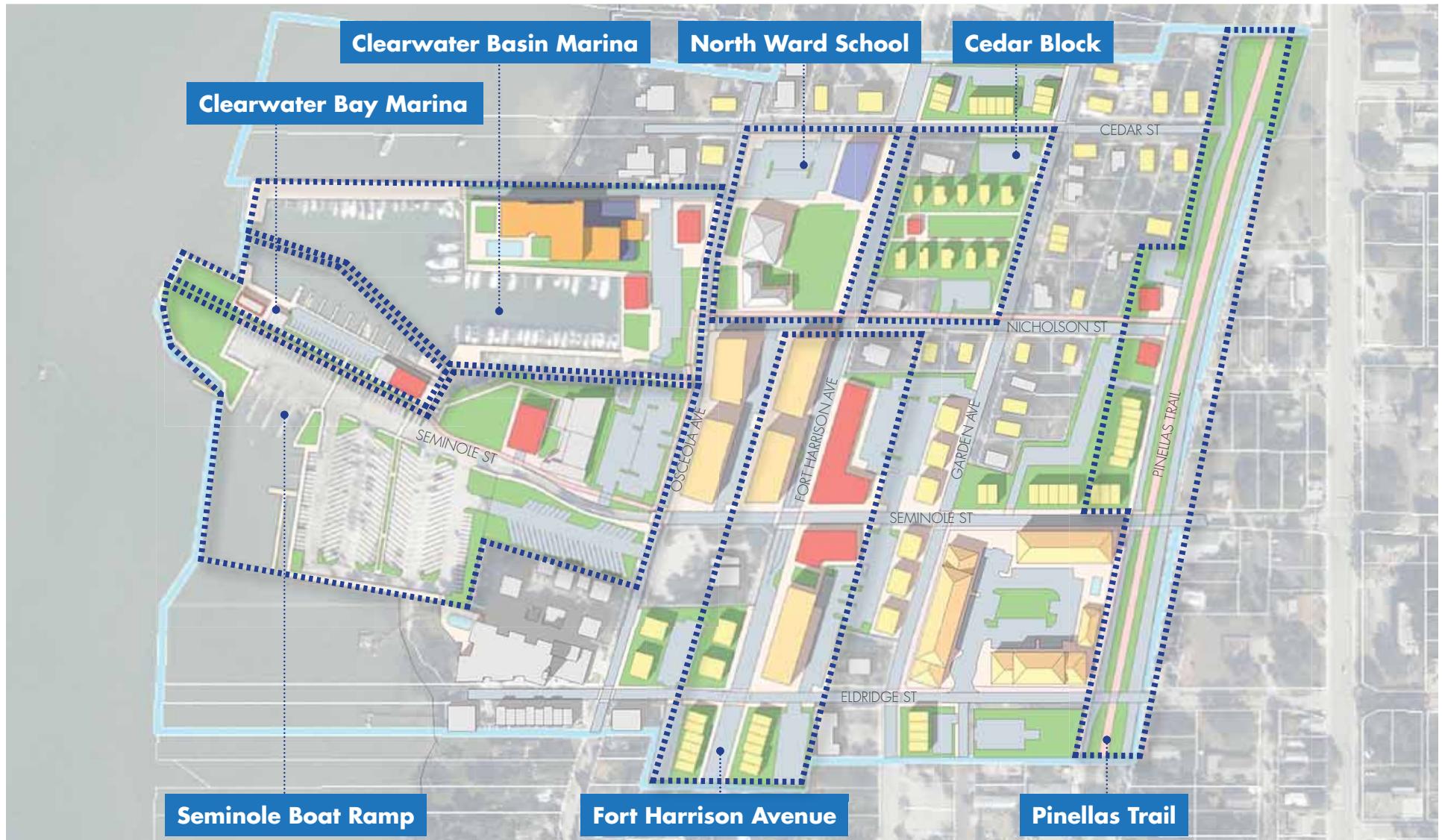
BUILDING TYPE LEGEND

	Existing		Hotel		Park/Green Space
	Residential, Single-Family		Commercial/Office		Structured Parking
	Residential, Multi-Family		Academic/Community		Private Event Space



Plan Components

This section describes the components of each geographic area that will be needed to achieve the community vision. Some areas call for public improvements, while others depend on private development initiatives. Recommendations for implementing the plan are in Chapter 5.



SEMINOLE BOAT RAMP

The Seminole Boat Ramp area can transform into an activated waterfront asset with improved access for boaters and non-boaters that integrates sustainable solutions to protect water quality. This is achieved through the improvements shown below and detailed on the following pages. These changes are consistent with the City's Comprehensive Boating Plan Recommendations.



SEMINOLE BOAT RAMP

PARKING AND VEHICLE CIRCULATION

- Paved parking area reconfigured with increased parking stall size to accommodate trailer parking and improved vehicle circulation
- Low Impact Development (LID) methods such as exfiltration trenches and bioswales or rain gardens in new landscape islands and green spaces manage stormwater and improve water quality
- Improved overflow parking lot at the corner of Seminole Street and Osceola Avenue, which is striped for boat trailers and cars using permeable pavers; and the preservation of the large oak trees on the north side of the lot
- New staging docks to help with launch operations
- Operational Improvements not shown on Plan include:
 1. Center queuing lane for trailers to use while waiting for ramp access, allowing cars to bypass the waiting line, in order to improve traffic flow into the site; and
 2. Boat launch staffing during peak demand periods to assist boaters in launching and retrieving boats, while also providing additional security and opportunities for customer service



Photo courtesy of CoolToppers

PUBLIC REALM

- Wayfinding signage and clear paths to traverse the site to reduce pedestrian and cyclist conflicts with boat trailer traffic
- Walkway and shaded picnic areas along the seawall to improve public access to the waterfront
- Multi-use path connecting the Pinellas Trail to the park at the west end of the boat ramp for bicyclists and walkers
- Educational displays about protecting the environment intended to reduce pollution and improve water quality
- Exterior improvements to the Francis Wilson Playhouse to improve appearance and better integrate with overall area



Photo courtesy of Sandie Parrott

RESTAURANT AND LAWN

- New lawn area with play structures, seating, shade, elevated views, a paved area for a stage and tents, and lighting for daytime and nighttime gatherings
- New waterfront restaurant on City land between the Playhouse and new lawn, with parking underneath, via a public-private partnership with a developer
- Additional parking east of Francis Wilson Playhouse to support waterfront activities and replace parking lost to new lawn (requires acquisition of two parcels)



1

SEMINOLE BOAT RAMP PERSPECTIVE SKETCH - LOOKING NORTHEAST FROM PARKING LOT



CLEARWATER BAY MARINA

Although the Clearwater Bay Marina is privately-owned, it is possible to integrate it into the larger boat ramp area through partnerships and new investment that also serves to activate the waterfront consistent with the vision.

PRIVATE ENHANCEMENTS

The following changes activate the waterfront, consistent with the City's Comprehensive Boating Plan recommendations:

- Open air casual restaurant with grab-and-go food and waterside views
- Existing bait shop maintained for bait and fishing supplies for boaters
- Marine-related store added in renovated building on eastern portion of site
- Restrooms open to the public in renovated building
- Small watercraft rentals (kayak, paddle board, electric boat, etc.) and wet slips for hourly boat parking
- Ferry landing (one possible location)



Photo courtesy of Ocean Kayak



Photo courtesy of Design Wagen



CLEARWATER BASIN MARINA

Although the Clearwater Basin Marina is privately-owned, it is possible to integrate it into the larger boat ramp area that also serves to activate the waterfront consistent with the vision.

PRIVATE ENHANCEMENTS

The following changes activate the waterfront, consistent with the City's Comprehensive Boating Plan recommendations:

- Hotel with private event space to attract people to the area, and is compatible with adjacent residential properties
- New view corridors established to preserve water views
- Restaurant/Café on waterfront
- Ferry landing (one possible location)



High and Dry Recommendation

In order to achieve the vision of activating the North Marina Area, a hotel is recommended on the Clearwater Basin Marina property, rather than a high and dry. A hotel would help to strengthen the City's position as a boating destination, which is supported by the market analysis and community feedback. While a high and dry would benefit the boating community, it is not needed for Clearwater to become a boating destination and does not advance that objective to the extent hotel development would.



Example of Hotel

Photo courtesy of Stephen Orsillo/Shutterstock



View Looking South

NORTH WARD SCHOOL

Pinellas County Schools (PCS) may reopen this as a public elementary or middle school with a magnet program. Non-PCS programming of this site will need a formal partnership with PCS. Desirable uses identified by the community are listed below.

OPTIONS FOR COMPATIBLE PROGRAMMING

- Cultural center, art gallery/museum, visual and performing arts, events, and classes with a youth focus
- Marine/maritime school or higher-education satellite campus
- New building at the corner of Fort Harrison Avenue and Cedar Street to accommodate new uses
- Publicly accessible amenities like a playground or garden, or space for outdoor events



Photo above courtesy of Buy Local Food



Photo above courtesy of Travelience, Inc.



Photo below courtesy of Landscape Structures Inc.

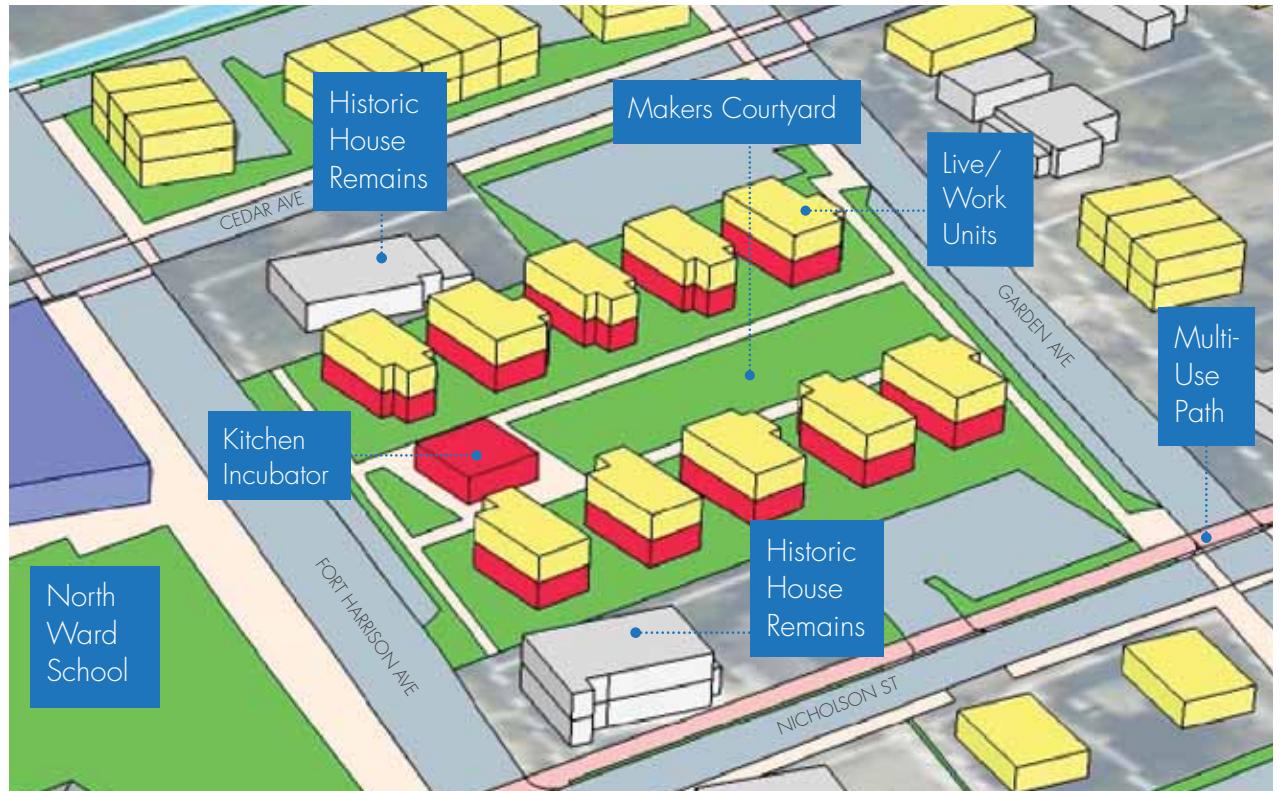


CEDAR BLOCK

This concept combines creative workspaces and community-use facilities with housing that is affordable to create catalysts for economic development. Although this area is privately-owned, there may be opportunities for the City to support the development of a Makers Courtyard such as this. In this location there is synergy with the North Ward School community use, however, this concept also would be well-suited closer to the waterfront.

MAKERS COURTYARD CONCEPT

- Live-work bungalows with “makers” shops and galleries on the first floors with residences above
- Makers create and sell candies, pottery, candles, jewelry, paintings or other art
- Kitchen incubator to help chefs start a business, or for cooking classes and events
- Courtyard for small outdoor events and a community garden
- Existing historic homes renovated to maintain area’s character



Photos courtesy of Food Navigator



Example of a Kitchen Incubator (Union Kitchen in Washington D.C.)

FORT HARRISON AVENUE

Fort Harrison Avenue is the main street of the North Marina Area, connecting with Downtown only a half-mile away. Development of this mixed-use corridor will depend on private investment to redevelop properties. The City intends to invest in sidewalk, streetscape, and on-street parking improvements on Fort Harrison Avenue as described on the following pages.

MIXED-USE CORRIDOR

- Mid-rise scale of development to capture views of the harbor
- Variety of residential types, including townhouses, quad apartments, and mid-rise apartment buildings
- Single-use and multi-use buildings with parking and retail on the first floors, and structured parking integrated within buildings
- Parking lots placed mid-block, screened and hidden from view
- Gateway feature with mini-park at the southwest corner of Seminole Street adjacent to the Clearwater Garden Club
- Existing historic homes maintained where appropriate to add character



FORT HARRISON AVENUE

STREETSCAPE

- Building entries facing Fort Harrison Avenue
- Limited or no driveways to interfere with pedestrian enjoyment along each block
- Seating and trees provide shaded areas to relax
- Complete street design amenities, including benches, wayfinding signs and kiosks, lighting, trash and recycling receptacles, as well as other street amenities
- Bus stops with shelters and seating to promote riding transit
- Wide sidewalks to accommodate groups of pedestrians enjoying the street
- Streetscape improvements continued to the Downtown Core to link the areas



Photos courtesy of Destination Main Streets

Examples of Retail Development



FORT HARRISON AVENUE

Buildings along Fort Harrison Avenue on the block south of Cleveland Street (in the Downtown Core) are set back to provide a wider sidewalk, which will result in a more appealing pedestrian environment, compared to the block north of Cleveland Street where new buildings are built on the property line.

In the North Marina Area, wider sidewalks should be provided in order to accommodate the various streetscape amenities and accommodate additional people walking. This can be accomplished through both a “road diet” where lanes are narrowed and by requiring properties on the east side of Fort Harrison Avenue to provide a five-foot easement as properties are redeveloped.



Wide sidewalk along Fort Harrison Avenue, south of Cleveland Street



Fort Harrison Avenue near Seminole Street



Narrow sidewalk along Fort Harrison Avenue, north of Cleveland Street



FORT HARRISON AVENUE

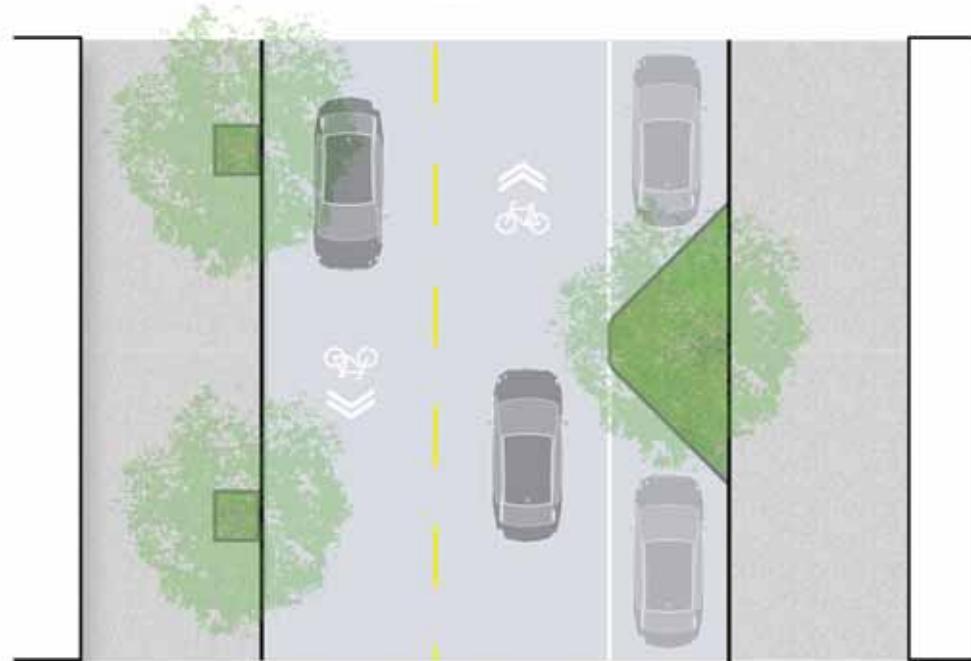
ROAD "DIET" AND ON-STREET PARKING

- Wider sidewalks (13.5 feet) with additional landscaping/street trees
- Narrower travel lanes (reduced from 13.3 feet to 12 feet wide) to provide right-of-way for other improvements but still accommodate boat traffic
- On-street parking added along east side to support businesses and slow through-traffic
- Continuous middle turn lane removed to improve safety
- New five-foot building setback on east side to allow for widened sidewalk on both sides of road
- North-bound left turn lane at Seminole Street intersection provided if warranted
- “Sharrows” markings to indicate cars share the travel lane with bicyclists since separate bike lanes cannot be provided properly without additional right-of-way

CROSS-SECTION



PLAN VIEW



2 FORT HARRISON AVENUE PERSPECTIVE SKETCH - LOOKING NORTH FROM SEMINOLE STREET



PINELLAS TRAIL

The Pinellas Trail is a potential economic engine for residential and commercial investment dependent upon private initiatives to redevelop properties. Garden Trail Apartments on the block between Seminole Street and Eldridge Street is a good example of such a redevelopment project.

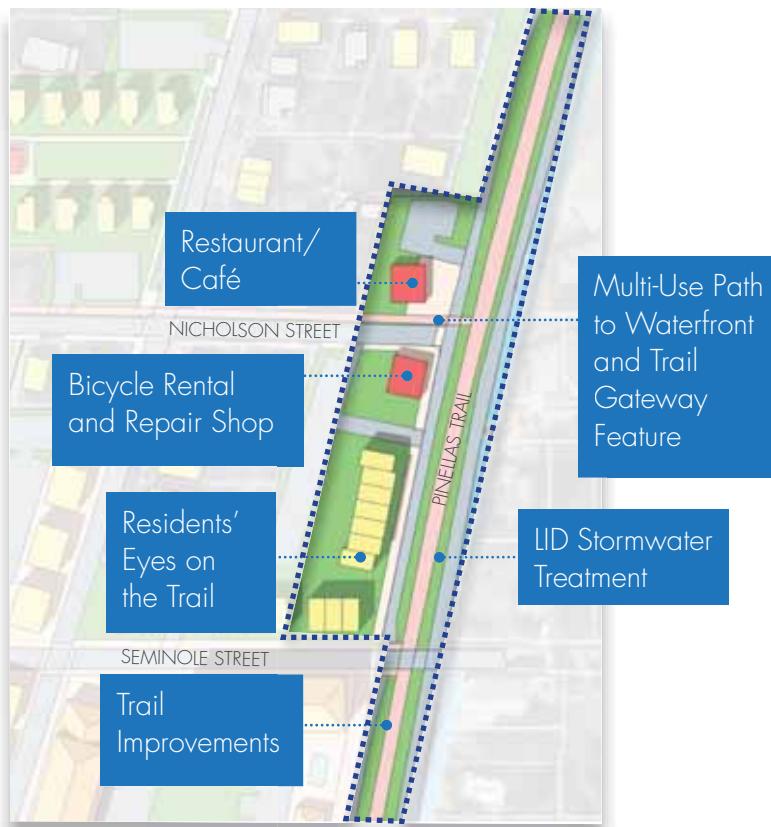
Publicly-funded improvements to the trail will help to incentivize this private investment. Various trail improvements by the City in coordination with Pinellas County are described on the next page. Conditions of the trail segment to the south should be evaluated to improve the connection to Downtown.

PRIVATE DEVELOPMENT

- Townhouses for residents provide eyes on the trail for crime prevention
- Small restaurant or café at the Nicholson Street multi-use path connecting with the waterfront to bring more people into the area
- Neighborhood scale commercial development at the Nicholson Street gateway, such as a bicycle rental and repair shop or other cyclist amenities



Cyclists are seen using the trail going to restaurants such as Nauti-Nancy's on Eldridge Street just east of the area boundary.



PINELLAS TRAIL

PUBLIC IMPROVEMENTS

- A combination of curbs, landscaping, and bollards in place of guardrails
- Trail lighting, solar-powered lighted signs, gateway feature, and enhanced roadway crossings
- Gateway at Nicholson Street to create a “place” and draw people into neighborhood
- LID methods in new green spaces to manage stormwater and improve water quality
- Car traffic restricted on Railroad Avenue and Blanche B. Littlejohn
- Crossings at Eldridge Street and Seminole Street remain open
- Linear parks in vacated right-of-way near the trail



Both photos above courtesy of Pinellas County Communications Department
Examples of Pinellas Trail in Dunedin, Florida



3

PINELLAS TRAIL PERSPECTIVE RENDERING - LOOKING SOUTHWEST FROM TRAIL NEAR NICHOLSON STREET



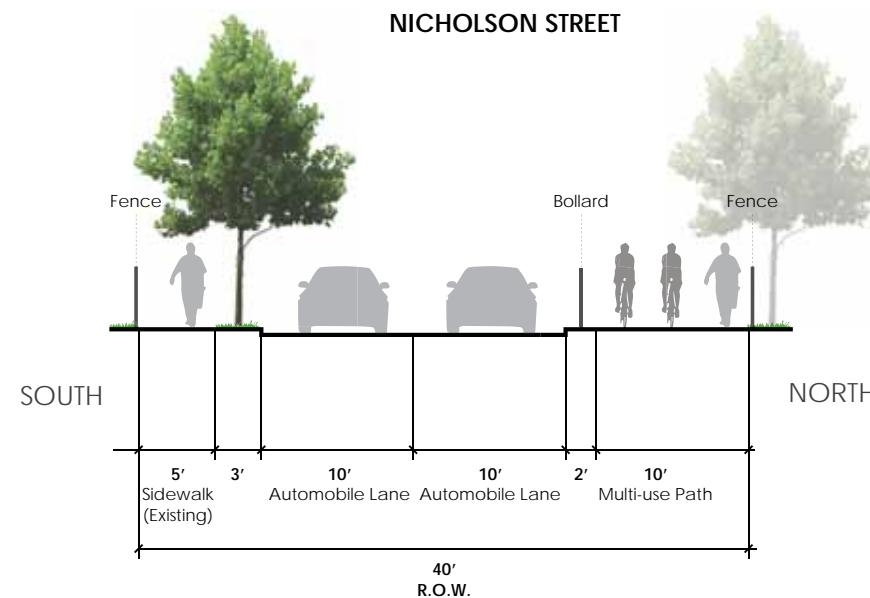
NICHOLSON STREET

The Pinellas Trail connection to the waterfront would be constructed on Nicholson Street, Osceola Avenue and Seminole Street, leading to the boat ramp. These streets would be redesigned by the City to include a multi-use path.

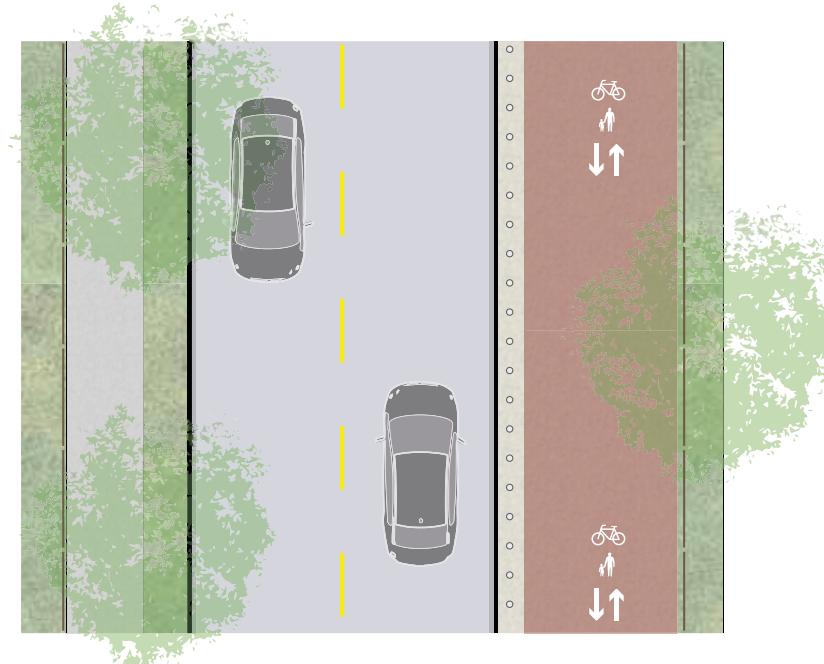
MULTI-USE PATH IMPROVEMENTS

- Travel lanes reduced from 12-feet to 10-feet wide
- Existing 5-foot wide sidewalk and 3-foot landscape strip on south side remain
- Reconstructed curb and raised 10-foot wide multi-use path on the north side, adjacent to a 2-foot wide protective barrier such as bollards
- Special pavement utilized for the path that continues across street intersections
- Pedestrian crossing signals at Fort Harrison Avenue and Osceola Avenue (solar powered)
- Overhead utility lines buried
- Streetlights and trees added on the south side

CROSS-SECTION



PLAN VIEW



OSCEOLA AVENUE

The following changes would be made to the block of Osceola Avenue between Nicholson Street and Seminole Street:

MULTI-USE PATH IMPROVEMENTS

- Travel lanes reduced from two lanes (two-way) to one 12-foot wide lane (one-way) northbound
- Reconstructed curb and raised 10-foot wide multi-use path added on the west side, adjacent to a 2-foot wide protective barrier such as bollards
- Special pavement utilized for the path which continues across street intersections
- Pedestrian crossing signals at Nicholson Street (solar powered)

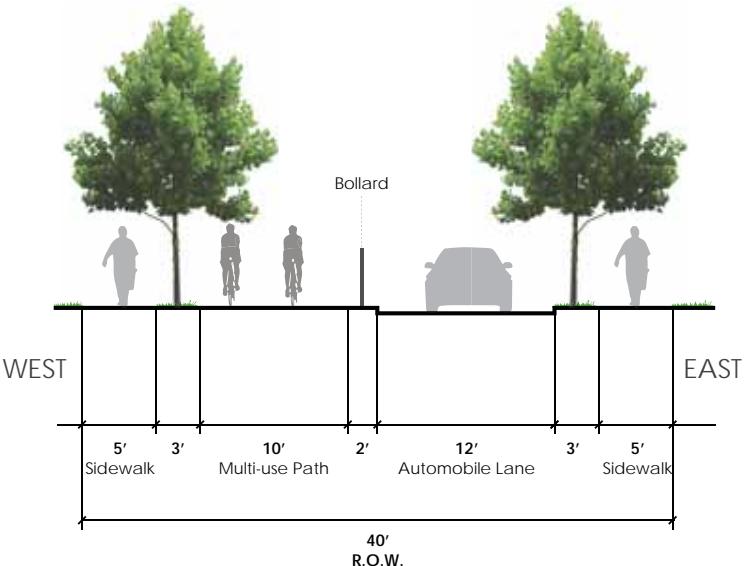
ONE-WAY ENTIRE STREET

- Road converted to one-way northbound, consistent with other segments of the street outside the North Marina Area, reduces confusion for cars and pedestrians
- Existing 5-foot wide sidewalk and 3-foot landscape strip on both sides remain
- Designated on-street parking on the east side in the blocks north and south of the multi-use path where cars currently park in the travel lane
- Overhead utility lines buried
- Streetlights and trees on sides

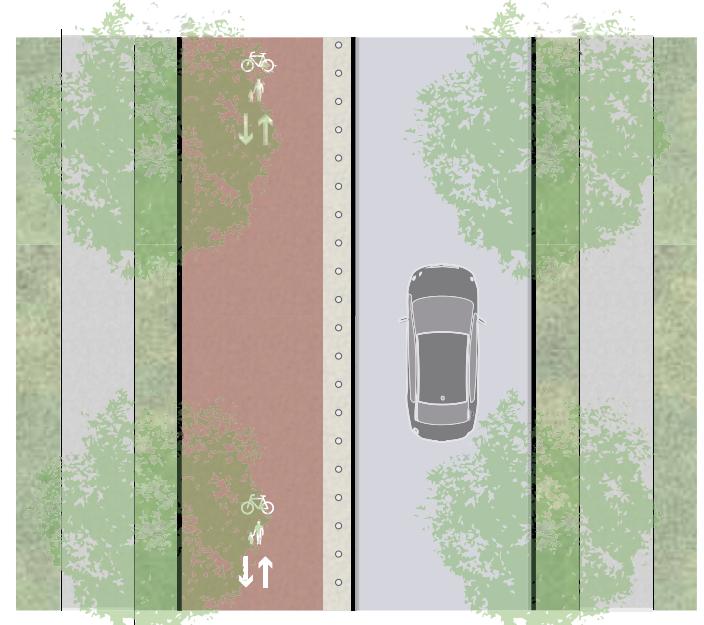


CROSS-SECTION

OSCEOLA AVENUE
BETWEEN NICHOLSON STREET AND SEMINOLE STREET



PLAN VIEW



Achieving the Community Vision

COMMUNITY VISION STATEMENT OF THE NORTH MARINA AREA

The North Marina Area is a vibrant waterfront community on Clearwater Harbor. With a variety of uses, it attracts residents, businesses, visitors, and the boating community. It is unique, charming and peaceful, with historic character and culture. It promotes a healthy, active, social, family-friendly, and environmentally responsible lifestyle. It is a safe and fun place to live, work, and play, day and night.

1 With a variety of uses, the North Marina Area attracts residents, businesses, visitors and the boating community.

- Protecting existing owner-occupied homes maintains neighborhood character.
- Variety of residential housing types attracts residents.
- Live/work units such as “Makers Courtyard” attracts residents, businesses, and visitors.
- Fort Harrison Avenue mixed-use development attracts residents, businesses, and visitors.
- Hotel on water with event space attracts businesses and visitors.
- Cultural arts center attracts residents, businesses, and visitors.
- Marine/maritime school attracts businesses and visitors.
- Culinary learning center attracts residents, businesses, and visitors.
- Restaurants (upscale, casual, grab-and-go, waterfront & trailside) attracts residents and visitors.
- Addition of trailer parking and wet slips attracts the boating community.
- Seminole Boat Ramp improvements (restrooms, bait and fishing supplies, marine-related merchandise, wayfinding signage, boat pump out) attract the boating community and visitors.

2 The North Marina Area is unique, charming and peaceful, with historic character and culture.

- Preserving views from bluff and of the water helps create a unique place.
- Protecting homes with historic value provides historic character.
- Performing arts classes and shows provide culture.
- Visual arts and crafts classes provide culture.
- Outdoor music venues provide culture.
- Art gallery and museum provide culture.
- Public art/play sculptures provide charm and culture.
- Live/work units for artisans provide charm and culture.
- Parking that is screened protects character.
- Exterior improvements to Francis Wilson Playhouse adds to charm.
- Small watercraft rentals, such as kayak, canoe, paddle board, electric boat, etc. (non-motorized) are peaceful.
- Preserving street grid of the traditional neighborhood maintains historic character.



③ The North Marina Area promotes a healthy, active, social, family-friendly and environmentally responsible lifestyle.

- Pedestrian and bicycle-friendly amenities promote healthy active transportation.
- Trolley/bus services can help save gas and reduce air pollution.
- Outdoor event spaces provide options for social activities.
- Youth-focused classes at North Ward School are family-friendly.
- Farmers market can offer locally-made healthy products.
- Community garden provides locally-grown organic food.
- Butterfly garden provides habitat for pollination.
- Solar panels on signs and buildings can save energy.
- Recycling bins can reduce waste.
- Environmental information displays help educate the public.
- Stormwater treatment provides cleaner water and healthier marine habitat.
- Small watercraft rentals promote active and social lifestyle.

④ The North Marina Area is a safe and fun place to live, work and play, day and night.

- Streetlights on the Pinellas Trail and multi-use path provide safer transport.
- Slowed traffic on Fort Harrison and Osceola Avenues is safer.
- Waterfront boardwalk can be fun day and night.
- Trolley and ferry transport is fun and social.
- Play areas are fun for children and parents.
- Outdoor events and music offer fun day and night.
- Outdoor picnic areas are fun.
- Small watercraft rentals are fun.
- Wayfinding signage provides safer navigation.
- New businesses provide jobs and activity.
- Residents provide eyes on the street for safety.
- Francis Wilson Playhouse attracts patrons for daytime and evening performances.



CONCEPT PLAN

Looking Northeast

BUILDING TYPE LEGEND

- Existing
- Residential, Single-family
- Residential, Multi-family
- Hotel
- Commercial/Office
- Academic/Community
- Park/Green Space
- Structured Parking
- Private Event Space



CONCEPT PLAN

Looking Northeast





5

Plan Implementation

Everyone will have a role to play in making the North Marina Area Master Plan one that is implemented and leads to new public and private development. Strategically integrating physical, economic and social investments will create a critical mass of support for the housing, retail and service uses that fulfill the community's vision for the North Marina Area.



Implementation Strategies

This chapter identifies specific strategies and actions that can be taken based on the analysis, outreach, research and planning efforts presented in the previous chapters of the North Marina Area Master Plan. These are intended to be catalysts for transformation. The strategies are grouped in categories of administrative, public realm and transportation, and sustainability.

1. Administrative

Strategy 1A – Amend the Downtown Planning Area Boundaries

The City should amend the Downtown Redevelopment Plan to include all of the North Marina Area within the Old Bay Character District. This would include changing the added area's Future Land Use to Central Business District and Zoning to Downtown District.

If expanding the planning area is not feasible through the Countywide Rules, then the City should evaluate other means to achieving the North Marina Area vision within areas outside of the Downtown Redevelopment Plan's purview, such as a zoning overlay. This could include evaluating the Commercial District zoning standards to enable the development of single-use residential through the City's staff-level development review process.

Alternatively, the City may wish to propose a new zoning district for certain parcels where residential is more compatible with the surrounding areas.



Photo courtesy of Uluman

Strategy 1B – Establish View Corridors

The City should more specifically establish view corridors in the Downtown Redevelopment Plan to preserve views of Clearwater Harbor from Nicholson Street and other important points, including the bluff from the water. Height and placement of new buildings should be carefully considered. Views of the water are attractive for residential development and are a unique opportunity to draw tourists and visitors.

Strategy 1C – Encourage Hotel Development on the Waterfront

The City should update the Old Bay Character District of the Clearwater Downtown Redevelopment Plan to allow hotel development, limited to the area west of Osceola Avenue. The market analysis, Comprehensive Boating Plan and community input indicated that a hotel use is highly desirable in this area on the waterfront, since it serves as an attractor. Therefore, City rules should make hotel development more appealing than residential development in this area. Review of development proposals should focus on the mass, scale and design of hotel development, which would be a mid-rise structure, up to 100 feet in height. Any new development should meet the transition area requirements and preserve view corridors.



Photo courtesy of North Country Rambler

Strategy 1D – Establish New Building Setback on Fort Harrison Avenue

The City should establish a five-foot building setback on the east side of Fort Harrison Avenue in order to provide a widened sidewalk where on-street parking and landscaping will be located.

Strategy 1E – Explore the Opportunity to Expand the CRA

The City should explore the opportunity to expand the City's Community Redevelopment Area (CRA) to include the Old Bay Character District and the North Marina Area. This would create a much needed funding source for redevelopment of the area.

Strategy 1F – Coordinate with PCS to Reopen North Ward School

The City should coordinate with Pinellas County Schools (PCS) and possibly partner with a non-profit organization to reopen the North Ward School for community use. This will entail identifying resources and partnerships for programming and funding opportunities. A non-profit organization may be identified as the appropriate leaseholder. Desirable uses are outlined in Chapter 4.

Strategy 1G – Review Minimum Parking Standards

The City should review its minimum parking standards to determine if changes are needed. Shortages could exist or possible reductions could be made due to a high level of transit service and a walkable, mixed-use urban environment.



Strategy 1H – Program Public Spaces

The City should create a program to activate public spaces. Temporary uses such as festivals, farmers markets, pop-up shops, and food trucks should be encouraged both in the proposed green spaces as well as within existing parking lots. While the appropriate regulations will need to be created to safely and effectively manage these events, it should be flexible and more permissive to encourage creative and lively environments.



Photo courtesy of Savannah College of Art and Design

Strategy 1I – Coordinate with Owner of WCIND Park Area

The City should coordinate with owner of West Coast Inland Navigation District (WCIND) property so the City can help this parcel meet its full potential for public use of the waterfront.

Strategy 1J – Provide Assistance in Renovating Historic Houses

The City should provide assistance in renovating the unique mix of older housing types, which consists largely of historic bungalows built between 1900-1920, which give the area a rare taste of "old Florida," to bring them up to a modern standard of living while retaining their



historic charm. This assistance may come in the form of low-interest loans or grants that help property owners update their houses under specific criteria. The City should also promote the development of housing products that are sympathetic to this older housing stock within the North Marina Area, including modern bungalows, quads and similar housing types that are geared to a mixed-income population.



Photo courtesy of Dan Parolek

Strategy 1K – Support Makers Courtyard Concept

The City should identify ways to support the Makers Courtyard concept as described in Chapter 4. Assisting local artisans and chefs creates business opportunities that benefit the local economy and community.

Strategy 1L – Market the Plan

The City should identify a marketing plan for discussing the North Marina Area Master Plan with the local development community. Partners may include PCS, Clearwater Downtown Partnership, Clearwater Ferry, residents, property owners, and other stakeholders to potentially help advocate, fund, volunteer, market, and otherwise support the efforts.

2. Public Realm and Transportation

Strategy 2A – Enhance the Seminole Boat Ramp Function

The City should enhance the Seminole Boat Ramp to be more functional for boaters by implementing the parking and vehicle circulation elements described in Chapter 4. Additionally, if public restrooms are not provided at Clearwater Basin Marina, the City should identify alternatives in order to provide permanent restroom facilities at the boat ramp.

Strategy 2B – Activate the Waterfront

The City should activate the waterfront by implementing the public realm, restaurant and lawn elements described in Chapter 4. After the City has committed funding for Seminole Boat Ramp improvements and a multi-use path connection to the Pinellas Trail, the City should evaluate the issuance of a Request for Proposals (RFP) for a restaurant at the Seminole Boat Ramp. Entering into a partnership with a developer through a RFP process will bring a new restaurant which will activate the waterfront. Also see Sustainability Strategy 3B.



Photo courtesy of TravelAssets.com

Strategy 2C – Complete Streets from Pinellas Trail to Seminole Boat Ramp

The City should construct multi-use path segments on Nicholson Street, Osceola Avenue, and Seminole Street as described in Chapter 4.



Photo courtesy of Amos Robinson

Strategy 2D – Enhance Gateways

The City should install branding elements, landscaping, and other aesthetic improvements at key gateways, including: 1) Fort Harrison Avenue and Seminole Street; 2) the Pinellas Trail and Nicholson Street; and 3) Myrtle Avenue and Fort Harrison Avenue (“Downtown North Gateway” in the City’s Public Art and Design Master Plan). New and visible investment within these gateways will immediately signal that positive change is taking place within the area and identify them as places where art and culture are part of the built environment.





Photo courtesy of Destination Main Streets

Strategy 2E – Add Streetscape Amenities

The City should provide streetscape amenities on Fort Harrison Avenue, Nicholson Street and Osceola Avenue, as described in Chapter 4. These amenities could include benches, bicycle racks, and solar-powered trash and recycling systems, as well as solar-powered signage. These are important components of complete street design, but they also need regular maintenance in order to provide a high-quality environment. An assessment would include identifying grants and other funding sources to support their purchase, installation, and long-term maintenance.

Strategy 2F – Improve Street & Pedestrian Lighting

The City should upgrade lighting in open spaces, paying attention to security, energy efficiency, and the aesthetic quality of fixtures. An assessment should be conducted for a street and pedestrian lighting plan and ensure all new development plans include a full range of lighting strategies to enhance the public realm.

Strategy 2G – Improve the Pinellas Trail

The City should coordinate with Pinellas County to improve the Pinellas Trail as described in Chapter 4. Also see Strategy 3C.

Strategy 2H – Redesign Fort Harrison Avenue

The City should redesign Fort Harrison Avenue to add on-street parking on the east side and wider sidewalks, as described in Chapter 4. Changes to the Downtown Redevelopment Plan will be needed to provide wider sidewalks on the east side of the street which will require developers to set back buildings five feet from the property line. Also see Strategy 1B and 3C.

Strategy 2I – Identify Temporary Creative Improvements

The City should identify creative, incremental small-scale low-cost options to improve streets and public space. For example, until Fort Harrison Avenue can be reconstructed, it could be re-striped and planters used to create “curbs” for expanded sidewalks. Experimentation like this helps to inform the design of permanent improvements.



Photo courtesy of Stephen Miller



Strategy 2J – Redesign Apex of Fort Harrison Avenue at Fairmont Street & Myrtle Avenue

The City should redesign the apex of Fort Harrison Avenue at Fairmont Street and Myrtle Avenue. While it is outside of the North Marina Area, it is a gateway to it. Traffic movement there is challenging, both at that apex and at the Fairmont Street intersection. A potential solution could be a traffic roundabout, or other reworking of these intersections.

Strategy 2K – Install Public Art

The City should produce a focused study, guided by the criterion of the Public Art & Design Master Plan, to identify preferred sites for public art installations and evaluate funding options for the North Marina Area. This would include reaching out to the local art community, schools, corporate sponsors, and public benefactors. Public art creates visual excitement and will help to draw visitors – and activity – to the public realm.

Strategy 2L – Improve Bus Transit Service

The City should work with PSTA to identify locations where new transit shelters should be located and allow these to be incorporated into new building facades along Fort Harrison Avenue. When the City redesigns streets, the accommodation of bus stops should be included and the physical appearance of bus stop locations and amenities should be improved. The City should work with PSTA to evaluate the feasibility of circulator routes and plan for more frequent service on Fort Harrison Avenue.

3. Sustainability

Strategy 3A – Require Low Impact Development (LID) for Sites and Buildings

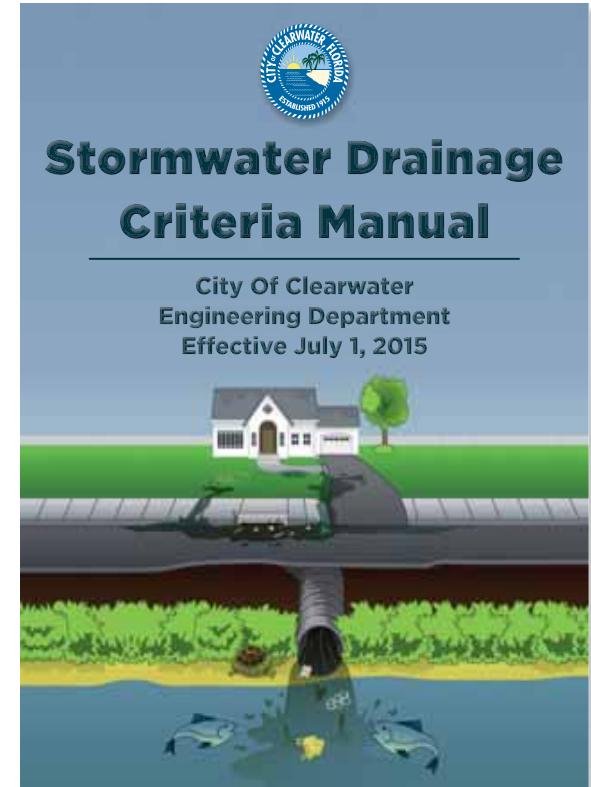
The City should require the inclusion of LID techniques in site design to manage stormwater through small, cost-effective land forms, landscape areas, and built structures to reduce the volume of stormwater leaving developments or retrofit existing sites. The City's Stormwater Drainage Criteria Manual (effective July 1, 2015, updated September 15, 2015) includes LID stormwater treatment methods, such as exfiltration trenches, bioswales or rain gardens, and permeable pavement.

Strategy 3B – Use LID Techniques in Seminole Boat Ramp Improvements

The City should use LID techniques in Seminole Boat Ramp improvements. The existing parking lot improvements should include exfiltration trenches and bioswales or rain gardens. The overflow trailer parking lot improvements should include permeable pavers and preserve the large oak trees on the north side of the lot.

Strategy 3C – Expand Green Streets Program & Initiatives

The City should explore the potential to implement Green Streets programs and initiatives to incorporate the use of innovative stormwater management techniques in the redesign of Fort Harrison Avenue, Nicholson Street, Osceola Avenue, and the Pinellas Trail. A pilot program could demonstrate bioswale or rain garden effectiveness near the trail



Example of a Green Street with Rain Gardens

connection. A Green Streets approach can enhance the pedestrian environment with park-like elements and reduce the need to upsize the existing piped infrastructure.



Pervious pavers with pea gravel over an infiltration area.



Parking lot runoff is captured in this bioswale.

Photos above courtesy of Jessica Hall.

Strategy 3D – Improve Energy & Water Efficiency

As called for in Clearwater Greenprint, the City should continue to explore ways to incentivize and promote the use of energy and water conservation in the design of new and the retrofit of existing buildings. Specifically relevant to the North Marina Area are Clearwater Greenprint recommendations calling for the creation of new Community Development Code provisions related to localized energy production through the installation of solar panels or compact wind turbines and energy efficiency and conservation measures for new construction and substantial renovation.

The City should continue to expand the reclaimed water system where it is available and emphasize landscaping that is native to the area. Indoor water efficiency efforts should promote the use of efficient toilets, urinals, rinsing and cleaning facilities. The City should also explore techniques to use heating, ventilating, and cooling (HVAC) system condensate as an on-site alternative water supply for use in toilets and landscaping.

Strategy 3E – Encourage Healthy Water Bodies

The City should encourage healthy water bodies through environmental education and continued coordination with the Florida Department of Environmental Protection (FDEP). This may include engagement of a qualified entity to



periodically monitor marine health, creating policies that help protect marine habitat and the quality of water, and empowering the harbor master or similar position with enforcing these policies. This may involve marina compliance with the requirements of Sovereign Submerged Land Leases, participation in Florida's Clean Marina Programs, and the Gulf of Mexico Alliance Clean and Resilient Marina Program.

At the Seminole Boat Ramp, the City should provide new educational displays about protecting and restoring water quality through pollution prevention education. The cleanliness of the water is part of the brand of the City and will help the City live up to its name.

Strategy 3F – Protect Manatees & Coastal Wildlife

The City should coordinate with Pinellas County Water and Navigation staff to educate the public on the expanded year-round manatee protection zone in Clearwater Harbor north of Memorial Causeway toward Island Estates, which is overlaid on the existing wake zone. Motorboat speed is limited due to a sustained increase in boat-related manatee fatalities and other risks. This new requirement was made by the Florida Fish and Wildlife Conservation Commission. Rule adoption is expected to occur in early 2016, but the zones will not go into effect on the water until regulatory markers are posted. At the Seminole Boat Ramp, the City should provide new educational displays about protecting manatees and coastal wildlife.



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Preliminary Cost Estimates

The North Marina Area Master Plan includes multiple planning concepts that will aide in the creation of a more vibrant waterfront community. Both public and private investment will be needed to support redevelopment of the area. The consultant team has prepared a preliminary opinion of probable cost estimates for the identified major public and public-private partnership project elements. These initial estimates are intended for capital planning purposes only and are based upon

Pinellas Trail Improvements	
Components	Costs
Remove guardrails between Eldridge St and Cedar St (approx. 2,400 LF)	\$33,500
Upright concrete curbing adjacent to adjacent streets	\$48,000
LID stormwater improvements	\$250,000
Landscaping, irrigation and street furnishings	\$100,000
Estimated Project Cost Summary	
Sub-total	\$431,500
Estimated General Contractor Fee (25%)	\$107,875
Estimated Design Fee (8%)	\$34,520
Sub-total	\$573,895
Unknown Conditions (25%)	\$143,474
Opinion of Probable Cost	\$717,369

limited area-wide analyses and currently available market construction planning data. It is assumed that specific costs will vary based upon the overall defined project, bid costs of construction material, procurement requirements, and current trends. Preliminary engineering design will be required to further quantify project design, permitting and cost requirements. General contractor, design and

N. Osceola Avenue Improvements	
Components	Costs
Between Eldridge St to Cedar St, convert 2-way to 1-way northbound traffic, re-stripe with on-street parking, designate portion of west lane from Nicholson St to Seminole St as a multi-use path	\$101,000
Minor demolition	\$30,500
Bollards/trail separators	\$66,000
Landscaping, irrigation and street furnishings	\$150,000
Estimated Project Cost Summary	
Sub-total	\$347,500
Estimated General Contractor Fee (25%)	\$86,875
Estimated Design Fee (8%)	\$27,800
Sub-total	\$462,175
Unknown Conditions (25%)	\$115,544
Opinion of Probable Cost	\$577,719

unknown conditions percentages are included in the estimates. The City's capital project public art program commitment is assumed to be a percentage of the overall project cost.

The consultant team used available data sources to generate the opinion of probable cost estimates including, but not limited to:

Nicholson Street Improvements	
Components	Costs
Replace existing 2-lane urban x-section from Pinellas Trail to Osceola Ave to create parallel, multi-use path along north side of street (approx. 950 LF)	\$768,000
Demolish existing street	\$43,500
Bury overhead utility lines	\$192,000
Street lights	\$60,000
Bollards/trail separators	\$57,000
Landscaping, irrigation and street furnishings	\$150,000
Estimated Project Cost Summary	
Sub-total	\$1,270,500
Estimated General Contractor Fee (25%)	\$317,625
Estimated Design Fee (8%)	\$101,640
Sub-total	\$1,689,765
Unknown Conditions (25%)	\$422,441
Opinion of Probable Cost	\$2,112,206



the Florida Department of Transportation (FDOT) Long Range Estimates (Cost Per Mile Models), FDOT Six Month and Twelve Month Moving Statewide Averages for the Tampa market, Florida Heavy Construction Costs (2015), Moffatt and Nichol's Marina Assessment Memorandum (January 21, 2016), RS Means square foot cost estimates, and other resources. The grand total for all projects is \$11,411,595.

North Ward School - Adaptive Reuse	
Components	Costs
Coordination with longterm public lease with Pinellas County Schools, Private Developer RFP, etc.	\$25,000
Adaptive reuse of structure - Private Developer	\$0
Outdoor event space	\$75,000
Playground	\$100,000
Landscaping, irrigation and street furnishings	\$150,000
Estimated Project Cost Summary	
Sub-total	\$350,000
Estimated General Contractor Fee (25%)	\$87,500
Estimated Design Fee (8%)	\$28,000
Sub-total	\$465,500
Unknown Conditions (25%)	\$116,375
Opinion of Probable Cost	\$581,875

N. Fort Harrison Avenue Improvements	
Components	Costs
Reconstruct new west half of 3-lane x-section and modify east lanes from Eldridge Street (south) to Cedar St (north) to replace the existing urban, 3-lane x-section with an urban 2-lane, bicycle sharrows x-section, with on-street parking on east side (approx. 1,225 LF)	\$909,000
Mill and resurface east half of 3-lane x-section and replace west lanes from Eldridge St (south) to Cedar Str (north) to replace the existing urban, 3-lane x-section with an urban 2-lane, bicycle sharrows x-section, with on-street parking on east side (approx. 225 LF)	\$103,000
New concrete sidewalks	\$54,000
Minor street demolition	\$34,500
New concrete curb	\$19,000
Landscaping, irrigation and furnishings	\$150,000
Estimated Project Cost Summary	
Sub-total	\$383,000
Estimated General Contractor Fee (25%)	\$95,750
Estimated Design Fee (8%)	\$30,640
Sub-total	\$509,390
Unknown Conditions (25%)	\$127,348
Opinion of Probable Cost	\$636,738

Seminole Boat Ramp Improved Parking and Public Realm	
Components	Costs
Mill and resurface existing asphalt boat trailer parking lot (approx. 105,000 SF)	\$252,000
New concrete sidewalk	\$15,500
Pavement striping and signage	\$50,000
Two (2) picnic shelters	\$30,000
Landscaping, irrigation and furnishings	\$100,000
New construction of 2-lane, urban street with multi-use path (approx. 920 LF)	\$768,000
Demolish existing street	\$76,500
Bury overhead utility lines	\$170,000
Street lights	\$60,000
Bollards/multi-use path separators	\$30,000
Landscaping, irrigation and furnishings	\$150,000
Parking lot waterfront boardwalks	\$80,000
North staging dock	\$150,000
South staging dock	\$150,000
Dredging for south staging dock	\$100,000
Private Developer Restaurant RFP	\$10,000
New lawn/open space	\$400,000
LID stormwater improvements	\$350,000
New boat trailer surface parking lot	\$627,000
New car surface parking lot	\$426,000
Estimated Project Cost Summary	
Sub-total	\$3,995,000
Estimated General Contractor Fee (25%)	\$998,750
Estimated Design Fee (8%)	\$319,600
Sub-total	\$5,313,350
Purchase of two (2) private parcels	\$144,000
Unknown Conditions (25%)	\$1,328,338
Opinion of Probable Cost	\$6,785,688

Action Plan

The following matrix lists the strategies previously identified. It includes both City departments and aligned outside agencies and stakeholders that are critical to assist in the implementation. All public physical improvements begin with the identification of Capital Improvement Project (CIP) prioritization and budgeting, and include the Request for Proposals (RFP) process to build the projects.

For the North Marina Area Master Plan to be successful, department support and public funding will be needed to design and construct major infrastructure improvements. The matrix identifies a potential time frame that is based upon a preliminary prioritization of improvement actions. These may be modified based upon the City's available budget and other priorities as needed.

The following parties are suggested responsible parties that would assist with implementation efforts.

- CDP – Clearwater Downtown Partnership
- CF – Clearwater Ferry
- County – Pinellas County
- ED&H – City Economic Development and Housing Department
- Eng. – City Engineering Department
- FDEP – Florida Department of Environmental Protection
- FDOT – Florida Department of Transportation
- FFWCC – Florida Fish and Wildlife Conservation Commission
- M&A – City Marine and Aviation Department
- PC – City Public Communications Department
- PCS – Pinellas County Schools
- P&D – City Planning and Development Department
- P&R – City Parks and Recreation Department
- PSTA – Pinellas Suncoast Transit Authority



1. ADMINISTRATIVE ACTIONS

Strategy/Action	Responsible Party	Time Frame					
		Ongoing	0 to 6 months	6 to 12 months	1 to 2 years	3 to 5 years	6 to 10 years
Strategy A: Amend the Downtown Planning Area Boundaries Action 1: Amend the Plan to include entire North Marina Area, or evaluate other means to achieve the vision such as zoning overlay	P&D				X		
Strategy B: Establish View Corridors Action 1: Establish view corridors to preserve views of water and bluff	P&D				X		
Strategy C: Encourage Hotel Development on the Waterfront Action 1: Review development proposals and advance Master Plan concepts	P&D		X	X			
Strategy D: Establish New Building Setback on Fort Harrison Avenue Action 1: Amend the code to require setback	P&D				X		
Strategy E: Explore the Opportunity to Expand the CRA Action 1: Seek feedback on feasibility of expanding the CRA boundary	P&D, ED&H			X			
Strategy F: Coordinate with PCS to Reopen North Ward School Action 1: Identify partners for programming and funding opportunities	P&D			X			
Strategy G: Evaluate Minimum Parking Standards Action 1: Evaluate minimum parking standards					X		
Strategy H: Program Public Spaces Action 1: Establish program to promote festivals, markets, food trucks, etc.	P&D, P&R, M&A			X			
Strategy I: Coordinate with Owner of WCIND Park Area Action 1: Coordinate with owner for park improvements	P&D, P&R, M&A				X		
Strategy J: Provide Assistance in Renovating Historic Houses Action 1: Identify funding sources Action 2: Establish program to distribute funding	P&D, ED&H			X			
Strategy K: Support Makers Courtyard Concept Action 1: Identify ways to support concept for economic development	ED&H	X		X			
Strategy L: Market the Plan Action 1: Engage development community and other local partners	P&D, ED&H, PCS, CDP, CF	X		X			



2. PUBLIC REALM AND TRANSPORTATION ACTIONS

Strategy/Action	Responsible Party	Time Frame					
		Ongoing	0 to 6 months	6 to 12 months	1 to 2 years	3 to 5 years	6 to 10 years
Strategy A: Enhance Seminole Boat Ramp Function	M&A, Eng.				x		
Action 1: Establish CIP funding budget					x		
Action 2: Solicit / complete design					x		
Action 3: Solicit build RFP					x		
Action 4: Construction					x		
Strategy B: Activate the Waterfront	P&D, M&A, P&R				x		
Action 1: Establish CIP funding budget for public realm and path					x		
Action 2: Solicit / complete design					x		
Action 3: Solicit build RFP						x	
Action 4: Construction						x	
Action 5: Issue RPF for restaurant developer partner						x	
Strategy C: Complete Streets from Pinellas Trail to Seminole Boat Ramp	Eng., M&A						
Action 1: Establish CIP funding budget					x		
Action 2: Solicit / complete design						x	
Action 3: Solicit build RFP						x	
Action 4: Construction						x	
Strategy D: Enhance Gateways	Eng.						
Action 1: Establish CIP funding budget					x		
Action 2: Solicit / complete design						x	
Action 3: Solicit build RFP						x	
Action 4: Construction						x	
Strategy E: Add Streetscape Amenities	Eng.						
Action 1: Establish CIP funding budget					x		
Action 2: Solicit / complete design						x	
Action 3: Solicit build RFP							x
Action 4: Construction							x



2. PUBLIC REALM AND TRANSPORTATION ACTIONS (continued)

Strategy/Action	Responsible Party	Time Frame					
		Ongoing	0 to 6 months	6 to 12 months	1 to 2 years	3 to 5 years	6 to 10 years
Strategy F: Improve Street & Pedestrian Lighting	Eng.				x		
Action 1: Establish CIP funding budget					x		
Action 2: Solicit / complete design					x		
Action 3: Solicit build RFP						x	
Action 4: Construction						x	
Strategy G: Improve the Pinellas Trail	Eng.				x		
Action 1: Establish CIP funding budget				x			
Action 2: Solicit / complete design				x			
Action 3: Solicit build RFP					x		
Action 4: Construction				x			
Strategy H: Redesign Fort Harrison Avenue	Eng.				x		
Action 1: Establish CIP funding budget				x			
Action 2: Solicit / complete design				x			
Action 3: Solicit build RFP					x		
Action 4: Construction				x			
Strategy I: Identify Temporary Creative Improvements	P&D		x	x			
Action 1: Identify options to improve streets and public realm		x	x				
Strategy J: Redesign Apex at Fort Harrison Ave & Myrtle Ave	Eng., FDOT, P&D				x		
Action 1: Establish CIP funding budget				x			
Action 2: Solicit / complete design					x		
Action 3: Solicit build RFP				x			
Action 4: Construction				x			
Strategy K: Install Public Art	P&D				x		
Action 1: Coordinate with existing CIP programs		x			x		
Action 2: Promote private development program		x					
Action 3: Identify future installation locations in area				x			
Action 4: Install art				x			
Strategy L: Improve Bus Transit Service	P&D, Eng., PSTA						
Action 1: Coordinate with PSTA to locate new shelters and service		x			x		



3. SUSTAINABILITY

Strategy/Action	Responsible Party	Time Frame					
		Ongoing	0 to 6 months	6 to 12 months	1 to 2 years	3 to 5 years	6 to 10 years
Strategy A: Require Low Impact Development (LID) for Sites and Buildings	P&D, Eng.						
Action 1: Require LID techniques in new development and redevelopment		x	x				
Strategy B: Use LID Techniques in Seminole Boat Ramp Improvements	Eng.					x	
Action 1: Include LID in design improvements						x	
Strategy C: Expand Green Streets Program & Initiatives	P&D, Eng.						
Action 1: Pinellas Trail		x			x		
Action 2: Nicholson Street and Osceola Avenue		x			x		
Action 3: Fort Harrison Avenue		x				x	
Strategy D: Improve Energy & Water Efficiency	P&D						
Action 1: - Revise code provisions to promote solar / wind / conservation methods					x		
Strategy E: Encourage Healthy Water Bodies	P&D, M&A, Eng., FDEP						
Action 1: Identify CIP funding for educational displays			x				
Action 2: Design displays and public education programs				x			
Action 3: Coordinate with private marinas		x					
Strategy F: Protect Manatees & Coastal Wildlife	M&A, County, FFWCC						
Action 1: Identify CIP funding for educational displays			x				
Action 2: Design displays and public education programs				x			



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