

December 11, 2008



*East Gateway
District*

Stakeholder Advisory Group

December 11, 2008, 6:00 p.m. to 7:00 p.m.

Achieva Credit Union Meeting Room

Agenda

1. Meeting Summary (10/2028)
 2. Clearwater Sidewalk Program
 3. Neighborhood Revitalization Strategy
 4. Façade & Lot Improvement Program
 5. Tot Lot Planning
 6. East Gateway Business & Neighbors Association
 7. Multicultural Celebration (Spring '09)
 8. Other
- Adjourn

Future East Gateway Meetings:

Stakeholder Advisory Group:

- February 12, 2008, 6:00 pm
- April 9, 2008, 6:00 pm

Business & Neighbors Association:

- December 9, 2008, 6:30 pm*
- January 11, 2008, 6:30 pm*

* Greektown Grille, 1230 Cleveland St

~ MEETING SUMMARY ~

EAST GATEWAY STAKEHOLDER ADVISORY GROUP
October 2, 2008, 6:00 p.m.

Location: Achieva Credit Union, 1499 Gulf to Bay Boulevard

Attendance:

SAG Members: Duggan Cooley Rich Levy
Dawn Dixon Sandra Lyth
Claude Griffin Joanna Siskin
Donna Maxa R. Smokey Townson

SAG Alternates: Shelly Kuroghlian

East Gateway Task Force: Tammy Vrana (Economic Development & Housing) Dan Bates (Development & Neighborhood Services)

Others: Linda Mignone (Achieva)

1. Welcome & Introductions

T. Vrana announced the first meeting of the East Gateway Stakeholder Advisory Group (SAG) and welcomed the SAG members, SAG alternates and others in attendance. T. Vrana introduced herself as a member of the East Gateway Task Force and the program manager of the East Gateway District Five-Year Action Program. All in attendance introduced him or herself and indicated their relationship to East Gateway, vision for East Gateway and what they consider to be the neighborhood's greatest challenge.

	<u><i>East Gateway Vision</i></u>	<u><i>Greatest Challenge</i></u>
J. Siskin	A destination	<ul style="list-style-type: none">▪ Crime (prostitution & drugs); St. Vincent de Paul soup kitchen
R. Levy	An alive and inviting place that attracts visitors by being culturally unique	<ul style="list-style-type: none">▪ Less customers since bridge opening▪ Businesses don't have a prayer now that traffic is routed to beach via Court Street
D. Maxa	A destination	<ul style="list-style-type: none">▪ Needs cleaning up
D. Dixon	An environment that is safe for workers to walk to lunch or dinner and for children to play	<ul style="list-style-type: none">▪ Needs a face lift▪ Eliminate blighted hotels where drug use and crimes occur
C. Griffin	A comfortable and connected place that contributes to the City	<ul style="list-style-type: none">▪ Vagrants▪ Isolation from the rest of the City▪ Image (name)
S. Lyth	A multi-ethnic place that brings interest to the City, and where people feel ownership and are involved in their community	<ul style="list-style-type: none">▪ Communication▪ Cooperation from all stakeholders, including Hispanics
D. Cooley	A community that serves people with dignity, respectful of	<ul style="list-style-type: none">▪ Dark and depressing at night

	<u>East Gateway Vision</u>	<u>Greatest Challenge</u>
	community and neighbors	
R. Townson	A place where people feel safe outside	<ul style="list-style-type: none"> ▪ Elderly and handicapped fearful of leaving homes at night
S. Kuroghlian	Basic quality of life 24-hour environment with people on the street	<ul style="list-style-type: none"> ▪ Safety

2. East Gateway District Five-Year Action Program FY07/08 - FY11/12

T. Vrana provided an overview of the approved Five-Year Action Program. The SAG was informed of their role in providing guidance and feedback to the East Gateway Task Force on Action Program projects and initiatives.

T. Vrana discussed the public involvement component of the Action Program and asked the SAG to provide comments on a draft of the Public Involvement and Communications Plan that will be used during implementation of the Action Program.

Recent Action Program accomplishments were reported including:

- New police patrol in East Gateway
- New street lighting on Missouri Ave
- Crime Prevention through Environmental Design (CPTED) process for development review
- New East Gateway liaison in the Building Division
- Landlord/tenant laws seminar
- Quarterly East Gateway briefings with development review staff
- May 3rd neighborhood clean-up
- May 5th Code sweep
- New trash cans in litter “hotspots”
- Awareness campaign for black barrel & recycling programs
- Coordination with Hispanic businesses
- Bilingual communications (Guía de Diversión)
- Multicultural “Back to School” celebration

The presentation prompted several questions and comments. S. Townson said he noticed new streetlights on Franklin Street in East Gateway. S. Lyth suggested that the order of Cleveland Street Streetscape phases be changed so that the phase in East Gateway (Phase 3) would be started sooner. This would allow construction when there are fewer businesses that would be disrupted and the area would be upgraded sooner, stimulating new investment, new businesses and commerce. There was resounding support for this idea.

S. Kuroghlian added that the time to do streetscaping is now when business in the area is dead, not later when small businesses are more apt to be up and running. S. Levy said that streetscaping would increase the appeal of the area. S. Lyth stated that there didn’t seem to be much going on in the section where Streetscape Phase II is planned (Myrtle Ave to Missouri Ave). Streetscaping sooner would better showcase existing businesses and new investments, such as the Greektown Grille.

J. Siskin reminded the group about a consultant that advised the City to initiate the streetscape in East Gateway rather than in the downtown core. She suggested a roundabout at juncture of Gulf-to-Bay Boulevard and Cleveland Street.

C. Griffin commented that their needs to be more City investment in East Gateway -- if only a fraction of the money that has been spent elsewhere in the City. R. Levy suggested that East Gateway's diverse businesses make the area unique and should be celebrated and promoted to attract visitors/customers.

T. Vrana discussed current work on design concepts and cost estimates for a decorative gateway feature and intersection improvements at the Five Points intersection. The gateway feature project was first identified during Action Program development as mitigation for reduced traffic volumes from relocation of SR 60 outside East Gateway (result of new bridge). The Task Force intends to present the project to the CRA for consideration and funding. Design concepts will be presented to the SAG for input.

S. Lyth stated that safe routes to school are a big concern for East Gateway families. Neighborhood children are not far enough away to be bussed to Skycrest Elementary and must walk across or around Crest Lake park or along Gulf-to-Bay Boulevard. She suggested that this may be an issue to prompt Hispanic families to be more involved in the community. She added that the Hispanic Outreach Center serves an estimated 2,700 clients from this area of Clearwater.

S. Kuroghlian commented on the numerous streets in East Gateway that have little or no sidewalks. She suggested that sidewalks and lighting projects are potential quick action projects that would have much impact.

The Action Program discussion prompted input on the neighborhood's ongoing homeless issue. Because there are different reasons and associated attitudes about the homeless, J. Siskin asked that the group use the term "vagrants" to distinguish the chronically homeless. Homeless persons and families that are intent on seeing their way out of homelessness (e.g., C.H.I.P. clients) are not viewed as the problem in East Gateway. S. Lyth suggested that East Gateway's homeless issue requires a thorough discussion to dispel misconceptions and arrive at potential solutions. She and D. Cooley suggested asking George Bolden to speak on to the SAG or a larger audience on the topic. S. Kuroghlian expressed that East Gateway should not be viewed as the center for serving the needs of the homeless (e.g., future shelter space). T. Vrana distributed the minutes of the 9/16/08 C.H.I.P. Board of Directors meeting that described a presentation by Bill Horne, City Manager, on the East Gateway Action Program and the City's concerted effort to resolve homeless impacts on the neighborhood.

3. Public Involvement Plan

SAG comments were solicited on a draft Public Involvement Plan distributed at the meeting. Comments can be voiced at the next meeting on 12/11/08.

4. Election of Chair/Vice Chair

The SAG elected the following officers:

- Dawn Dixon, Chair (Achieva Credit Union)
- Rich Levy, Vice Chair (Rich Limousines and T-Shirt Warehouse)

5. Future Meeting Times/Locations

Future meetings will be held bi-monthly on the second Thursday of the month at 6:00 p.m. at Achieva Credit Union, 1499 Gulf to Bay Boulevard. The next meeting is December 11, 2008.

6. Other

A draft community survey was distributed to the SAG for input on content and the value of surveying the East Gateway community (the survey had previously been distributed at the Mexican Independence Day Event on 9/14/08).

The meeting was adjourned at 7:10 p.m.

Agenda Item 2: Clearwater Sidewalk Program

Presenter: Steve Doherty, City of Clearwater Engineering Department

Action Program Directive:

Guiding Principle: "Make streets safe and attractive places to walk, bike and meet"

Background:

At the October 3, 2008 SAG meeting, a comment about gaps in the East Gateway sidewalk network was expressed. Lack of sidewalks or missing links are of special concern since many Skycrest Elementary students from the neighborhood walk to and from school. Sidewalks would provide a safer route to school and further the community's objective to make East Gateway more walkable (and livable).

The Clearwater Engineering Department administers the City's Sidewalk Program. Steve Doherty will discuss the program, including ways East Gateway residents can assist in identifying candidate sidewalk projects and securing funding for their construction.

Potential Sidewalk Projects (*see attached map*)

To assist in identifying areas of the neighborhood with the greatest sidewalk deficiencies, the Parks and Recreation Department prepared a pedestrian level of service (PLOS) analysis. The analysis uses a statistically reliable method of measuring safety and comfort of pedestrians in the roadway or nearby roadside environment. PLOS is based on four variables with relative importance ordered in the following:

- Existence of a sidewalk
- Lateral separation of pedestrians from motorized vehicles
- Motorized vehicle volumes
- Motorized vehicle speeds

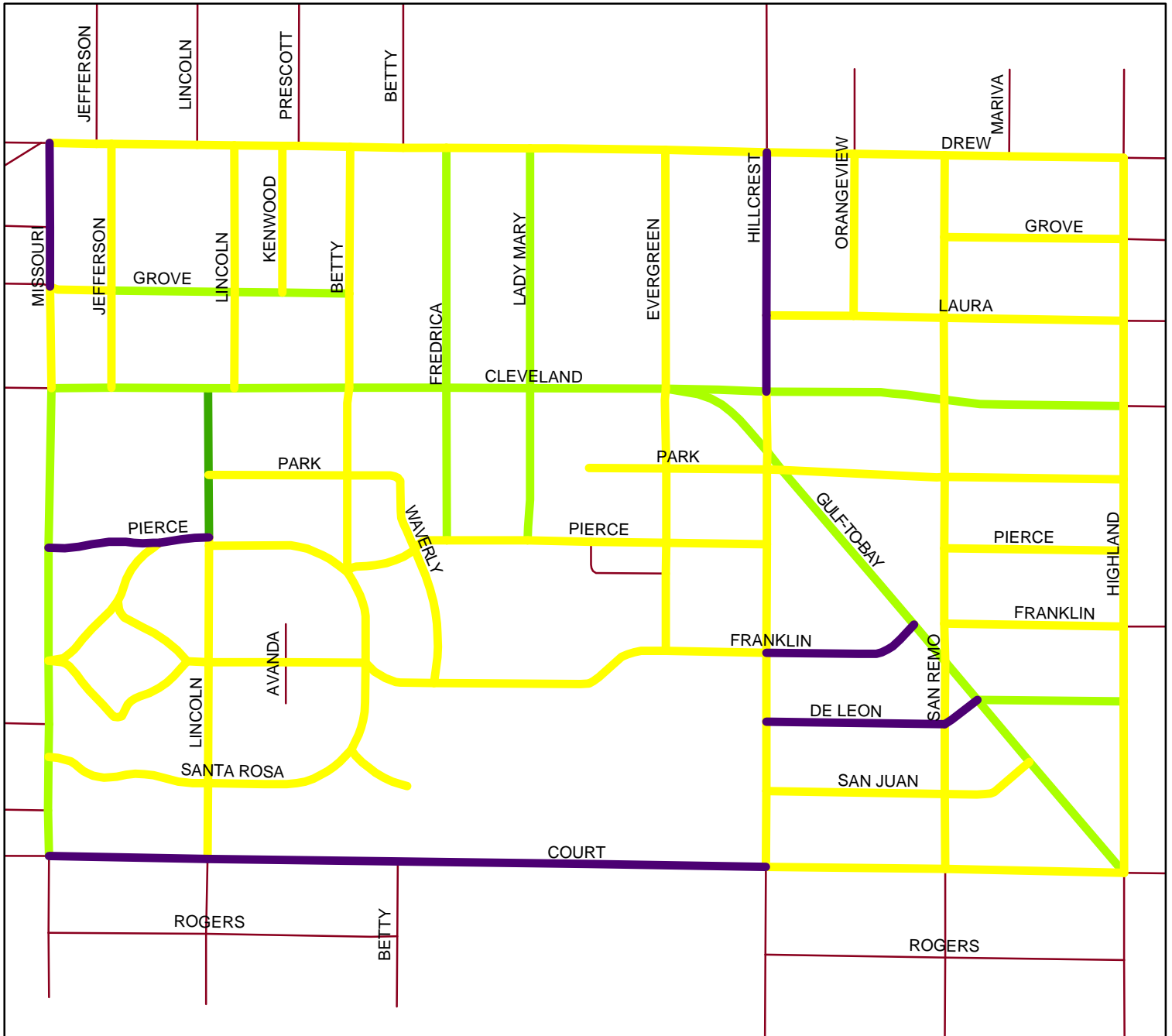
To evaluate pedestrian levels of service for East Gateway streets, the following data were collected: length of road segment; average daily traffic counts; number of traffic lanes; posted speed limit; width of pavement; parking pavement; outside width; occupied parking; pavement condition; designated bike lane; street cross-section; buffer width; percent of segment with sidewalk; sidewalk width; tree spacing in buffer; and roadside profile.

PLOS scores by segment are determined by calculating the equation for each respective mode and then applying level of service thresholds to the calculated scores. The numerical score ranges from a good score of 0.5 to a bad score of 6.5. A letter grade is associated with the numerical score, 'A' representing the best score and 'F' representing the worst.

Bicycle Level of Service Map (*see attached map*)

The Parks and Recreation Department also conducted a bicycle level of service analysis. The attached BLOS map is only provided for your information at this time.

East Gateway District PLOS Grade Map

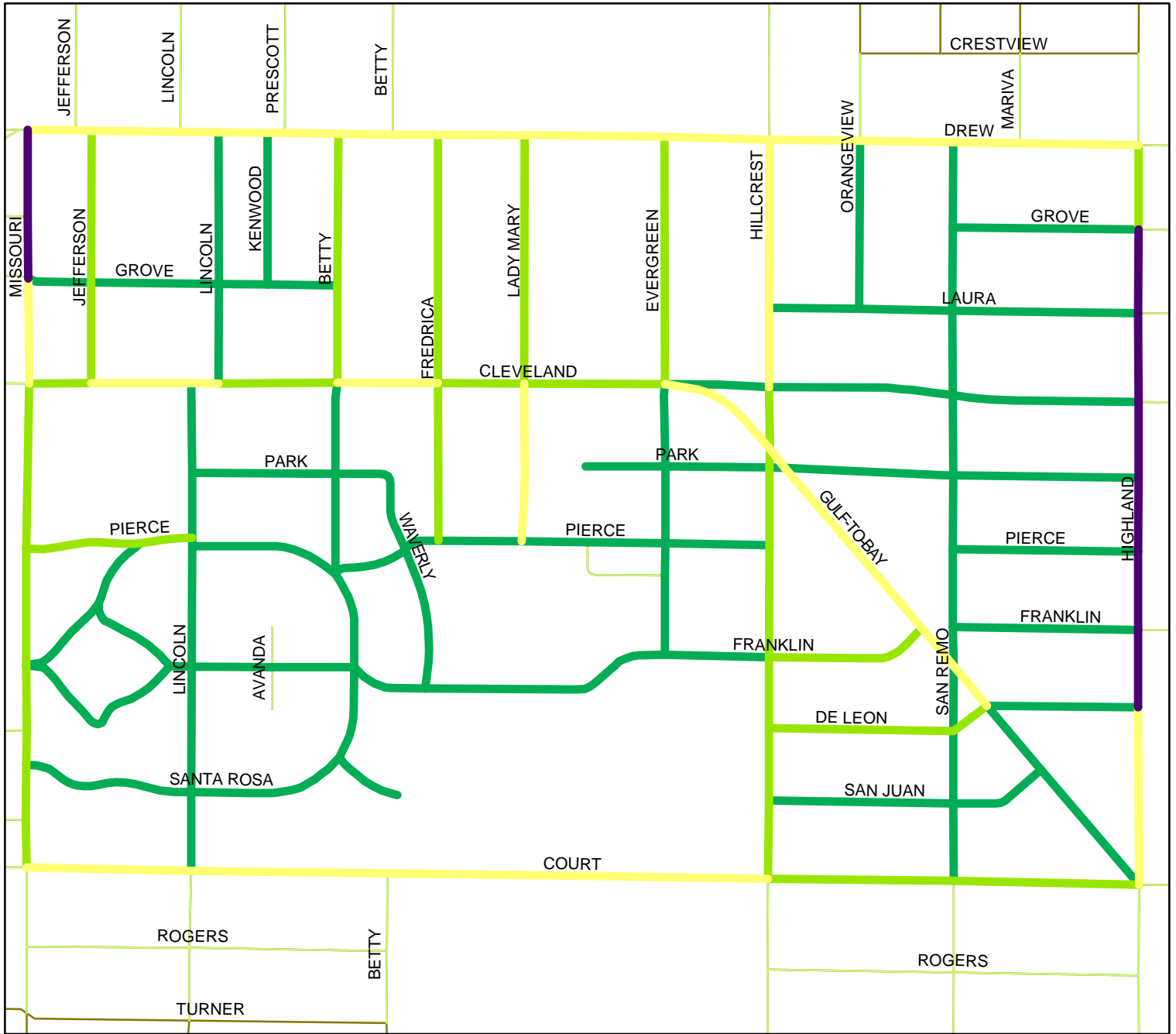


Legend

- PLOS Grade A
- PLOS Grade B
- PLOS Grade C
- PLOS Grade D
- Roads

0 0.05 0.1 0.2 Miles

East Gateway District BLOS Grade Map



Legend

- BLOS Grade A
- BLOS Grade B
- BLOS Grade C
- BLOS Grade D
- Roads

0 0.05 0.1 0.2 Miles

Agenda Item 3: Neighborhood Revitalization Strategy Area (DRAFT)

Presenter: Tammy Vrana, City of Clearwater Economic Development & Housing Dept.

Action Program Directive:

Action Item N.2: Develop and promote a façade and building lot improvement program that offers design and financial assistance to eligible commercial properties in East Gateway.

Action Item E.10: Leverage funding to acquire and rehabilitate apartment complexes in need of repair for affordable housing.

Background:

The City is proposing to establish a District Neighborhood Revitalization Strategy Area for the East Gateway District. A Neighborhood Revitalization Strategy Area (NSRA) created under the U.S. Department of Housing and Urban Development's (HUD) Community Development Block Grant (CDBG) Program encourages the coordination of resources to facilitate neighborhood revitalization. The program encourages partnerships among community stakeholders, including federal and local governments, the private sector, community organizations and neighborhood residents, to stimulate reinvestment of human and economic capital while economically empowering low to moderate income residents.

Communities with approved NRSAs enjoy enhanced flexibility in undertaking economic development, housing and public service activities with their CDBG funds. This flexibility is designed to promote innovative programs in economically disadvantaged areas of the community. Through designation of the East Gateway District as a NSRA, the City will be able to offer more intensive economic assistance to address the most pressing needs of this disadvantaged community.

The East Gateway District NSRA would represent the third NSRA in the City of Clearwater. The North Greenwood NSRA and South Greenwood NSRA were approved in 2000.

Requested SAG Action:

Review the draft East Gateway District Neighborhood Revitalization Strategy Area (attached) and provide input. Public input will also be solicited from the community at-large. Public input will be factored into the final draft document. The deadline for public comments is January 15, 2009.

Two public hearings will be scheduled in January and February 2009 for consideration of the proposal. Public notice will be provided.

Agenda Item 4: East Gateway Façade and Building Lot Improvement Program (DRAFT)

Presenter: Tammy Vrana, City of Clearwater Economic Development & Housing Dept.

Action Program Directive:

Action Item N.2: Develop and promote a façade and building lot improvement program that offers design and financial assistance to eligible commercial properties in East Gateway.

Background:

Because strong commercial districts have a stabilizing influence on neighborhoods, the Clearwater Community Redevelopment Agency is proposing to establish the East Gateway District Façade & Building Lot Improvement Program. The program would provide incentives for private reinvestment within East Gateway's aging commercial corridors as a way to enhance the physical environment and, in turn, the economic and social viability of the area.

Improvements to a single building in a run-down commercial district can strengthen commitment to and belief in the district's future, influencing other property owners to do the same. A more attractive environment draws the attention of customers—old and new—who associate quality of place with the quality of products and services offered. Surrounding residential areas also reap benefits from more viable commercial districts.

The objectives of the program objective

- Stabilize existing businesses and stimulate new business activity by improving the overall visual quality of existing buildings.
- Improve the view from the street by focusing on improvements most visible to customers, neighboring merchants and residents, and pass-by traffic.
- Establish a positive neighborhood image and a "sense of place" that are vital to the economic revitalization of the area.
- Promote green building and Crime Prevention through Environmental Design (CPTED) techniques applicable to building facade and site design.
- Leverage City funds for neighborhood revitalization and economic development by encouraging private investment in facade and building lot improvements.

Funding for the program would be derived from U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) funds (property improvements) and CRA Tax Increment Financing funds (design services).

Requested SAG Action:

The draft program is currently undergoing staff review. The SAG is requested to provide input and indicate whether there is general support for the program.

The Community Redevelopment Agency will consider the program at an upcoming meeting (sometime in January or February 2009). The SAG will be notified of the date of this meeting.

Agenda Item 5: Tot Lot Planning

Presenter: Tammy Vrana, City of Clearwater Economic Development & Housing Dept.

Action Program Directive:

Action Item N.8: Identify the need for recreational facilities in East Gateway or ways to make playgrounds near East Gateway more accessible to users.

Action Item N.9: Identify opportunities and costs for creating more green space in East Gateway (e.g., street rights-of-way, community garden).

Background:

The need for recreational opportunities within East Gateway was raised by the public during the development of the Five-Year Action Program. A recent analysis of the parkland level of service in East Gateway revealed that the City's standards are currently being met. However, based on the community's request, it may be of interest to the Community Redevelopment Agency to achieve a higher level of service in East Gateway by funding a small park with playground equipment (tot-lot) internal to the neighborhood and more proximate to families with young children.

Staff will identify candidate sites and prepare cost estimates for consideration by the community and the Community Redevelopment Agency.

Requested SAG Action:

The SAG is requested to provide input and indicate whether there is general support for a tot-lot within East Gateway.

Agenda Item 6: East Gateway Business & Neighbors Association

Presenters: Shelley Kuroghlian and Joanna Siskin
East Gateway Business & Neighbors Association

Action Program Directive:

Goal 1: Engage residents, businesses and other neighborhood interests in the creation and implementation of the action program.

Guiding Principal: "It takes a village – Create synergies through strategic partnerships."

Background:

The East Gateway Business & Neighbors Association (BNA) is a newly organized neighborhood association.

In contrast to the Stakeholder Advisory Group, which was established by the City specifically to provide guidance during implementation of the Five-Year Action Program, the BNA is a grass roots organization established by residents and businesses. The BNA is a neighborhood organization--people getting involved in the matters of their neighborhood--with no pre-determined life span.

The BNA meets on the second Tuesday of the month at 6:30 pm at Greektown Grille (next meeting is December 9, 2008).

Requested SAG Action:

None.

Agenda Item 7: Multicultural Celebration Planning (Spring 2009)

Presenter: Tammy Vrana, Economic Development & Housing Dept.

Action Program Directive:

Action Item H.7: Hold multicultural celebrations and other special events that strive to include long-time East Gateway residents as well as newcomers to the neighborhood.

Goal 1: Engage residents, businesses and other neighborhood interests in the creation and implementation of the action program.

Goal 3: Establish a unique and positive identity that instills neighborhood pride and sense of ownership.

Background:

It is time to plan for our next East Gateway community event. Many have suggested some form of street festival. The attachment includes a pitch for a bicycle event often referred to as *Ciclovía*. Miami just held their first *ciclovía* (*Bike Miami*) on November 9th. It was so successful the city has committed to do one every month (www.bikemiami.blogspot.com).

The last multicultural celebration was the Back to School event in August 2008.

Requested SAG Action:

Input, ideas, suggestions and whatever else you're willing to do to help make this a great event!

It all started in Bogotá, Colombia 30 years ago...

Ciclovía



Ciclovía has spread and now takes place regularly in Canada, Australia and in many Latin American cities. **Chicago, Portland, New York, El Paso and Las Cruces** are among U.S. cities that have created similar events.

Ciclovía is a community event that brings new **life** and **fun** into the streets!

Aerobics, tai chi, healthy foods and local businesses... line Ciclovía's path.

The **ciclovía** – which means 'cycle way,' or bike path, in Spanish – was designed as a relatively inexpensive way to promote walking and bicycling, and to encourage the mingling of people from all backgrounds in the city's streets.

During Ciclovía, miles of partially closed roads give way to a festival atmosphere where thousands of families, cyclists, casual and serious strollers, dog walkers, skateboarders, skaters, joggers and runners of all ages, races and ethnicity have a great time together!

A Clearwater Ciclovía ??

East Gateway, March 2009

<p>Cleveland St</p>	<p>Showcase East Gateway BUSINESSES</p>		<p>March is Florida Bike Month</p>		 <p>CICLOVIA 2007 EVERY SUNDAY IN MAY 7-11AM</p> <p>It's time to Get Outside Every Sunday morning in May, from 7 am to 11 am, the streets are your playground! It's Ciclovía and that means the streets of El Paso are open to you. So check out the route you want to explore and get outside. Walk, run, skip, jump, dance, ride, roll... whatever! It's time to get outside! www.ciclovialepaso.com</p> <p>TAKE THE PARKS TO THE STREETS</p> <p>CICLOVIA IS A temporary urban space in which neighbors regularly interact with one another and their community through exercise. Streets are closed off to car traffic - pedestrians, cyclists, roller bladers, and walkers take over.</p> <p>CICLOVIA IS NOT</p> <ul style="list-style-type: none"> • A race or parade • A trail, path or bike lane • Just for kids • Random or occasional bladers, and walkers take over. <p>CICLOVIA ORIGIN Twenty years ago, Bogota Columbia began the Ciclovía by reserving selected streets for pedestrian use only. Now, nearly a million people fill the roads of Bogota every Sunday morning and the event has spread like wildfire throughout Latin America. Join us in making the El Paso launch of Ciclovía, an event to be remembered for years to come.</p> <p><small>FOUNDING SPONSORS: HUNT, Camex, Tenet, W, PETRO, etc.</small></p>
<p>Miami did it!</p>		<p>Tampa BayCycle celebrates Bike Month during March, 2009</p>	 <p>Tampa BayCycle celebrates Bike Month March 2009</p>	<p>El Paso did it!</p>	
<p>Gulf-to-Bay</p>	<p>East Gateway ~ SUNDAY ~ 7:00 am to 2:00 pm</p>	<p>Potential Partners: City of Clearwater Pinellas MPO Bike Clubs Tampa Baycycle ???</p>	<p>Neighborhood event & REGIONAL attraction</p>	<p>Showcase East Gateway ARTS COMMUNITY</p>	