

North Greenwood Community Redevelopment Area Plan

North Greenwood Community Redevelopment Area Plan

Workshop #1

February 24, 2022 (6:30 to 8:15 PM)

North Greenwood Recreation Center

Welcome & Opening Remarks

- City of Clearwater – City Manager – Jon Jennings

Agenda

- Welcome & Opening Remarks
- About the Project - North Greenwood CRA Plan
- Community Engagement & Outreach
- Small Group Activity
- Small Group Report Out
- Next Steps

North Greenwood Community Redevelopment Area Plan

***Consultant Team / Background & Data /
Project Outline & Schedule
Neale Stralow (VHB)***

Consultant Team



Prime Consultant & Authorship

Neale Stralow, Project Manager
Roberta Fennessy, Director
Jared Jones, Community Planner
Ivy Clinton, Sr. LA

Special Advisor / QAQC

Michael English (ME)



D/E/I / Engagement

Thomas Huggins III
Emily Rogers



Urban Design / Housing

Mickey Jacobs
Erica Hagan

Workshop Guiding Tenants

- All opinions are valued. Feel free to express yours.
- Allow everyone opportunity to speak.
- Engage in constructive and productive dialogue.
- Ask questions for clarity. Provide honest answers.
- Respect and build on the strength that diverse perspectives offer!

***Note:** Portions of this event are being photo/video recorded which may be used in City publications.*

Project Background

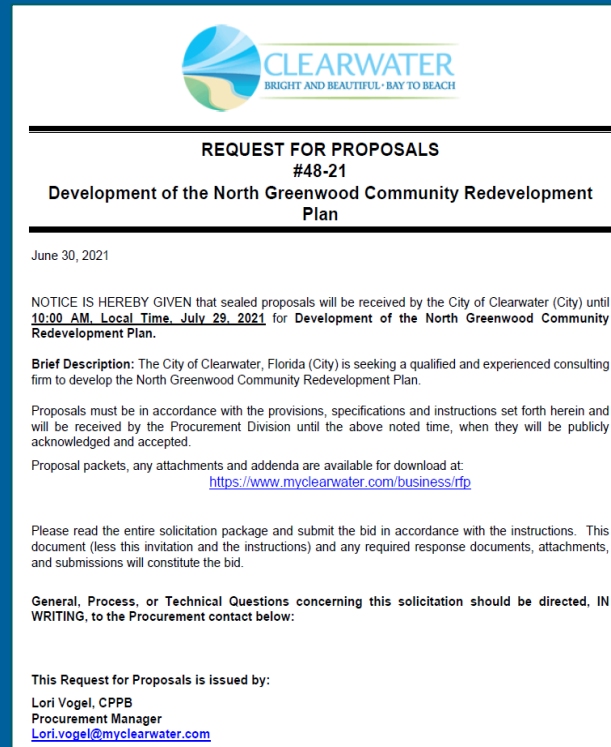
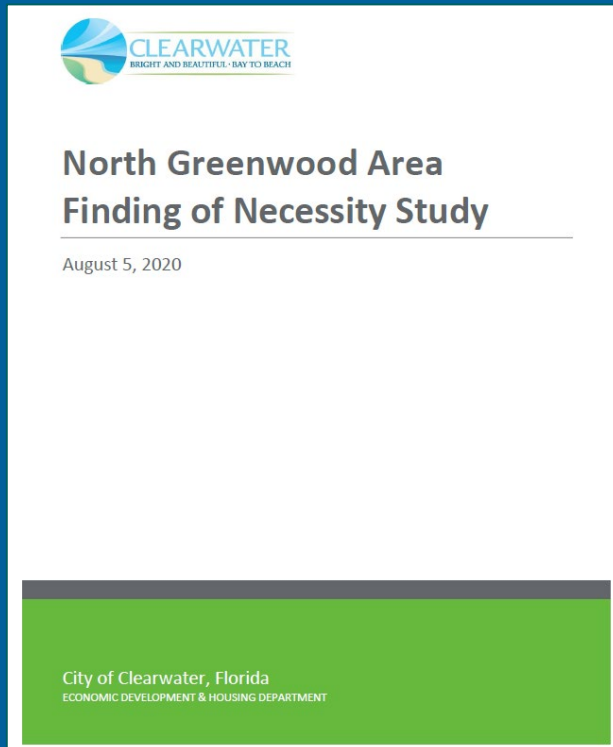


CLEARWATER URBAN
LEADERSHIP COALITION

Proposed North Greenwood Community Redevelopment Area



Project Elements, Data, & Requirements



Florida Statutes, Chapter 163.362 – Contents of community redevelopment plan.

- Legal description
- Diagrammatic plan and description
- Neighborhood impact element
- Capital improvement program
- Adequate safeguards
- Residential use
- Statement of project costs
- Completion time

CRA Approval Steps

We are here!



**Adopted
North
Greenwood
CRA**

1. Community Request

Clearwater Urban Leadership Coalition

2. Finding of Necessity Study

City identification of conditions and adoption of qualifying area limits.

3. CRA Plan

Create a redevelopment plan meeting Florida Statute requirements, and gain City / County final approval.

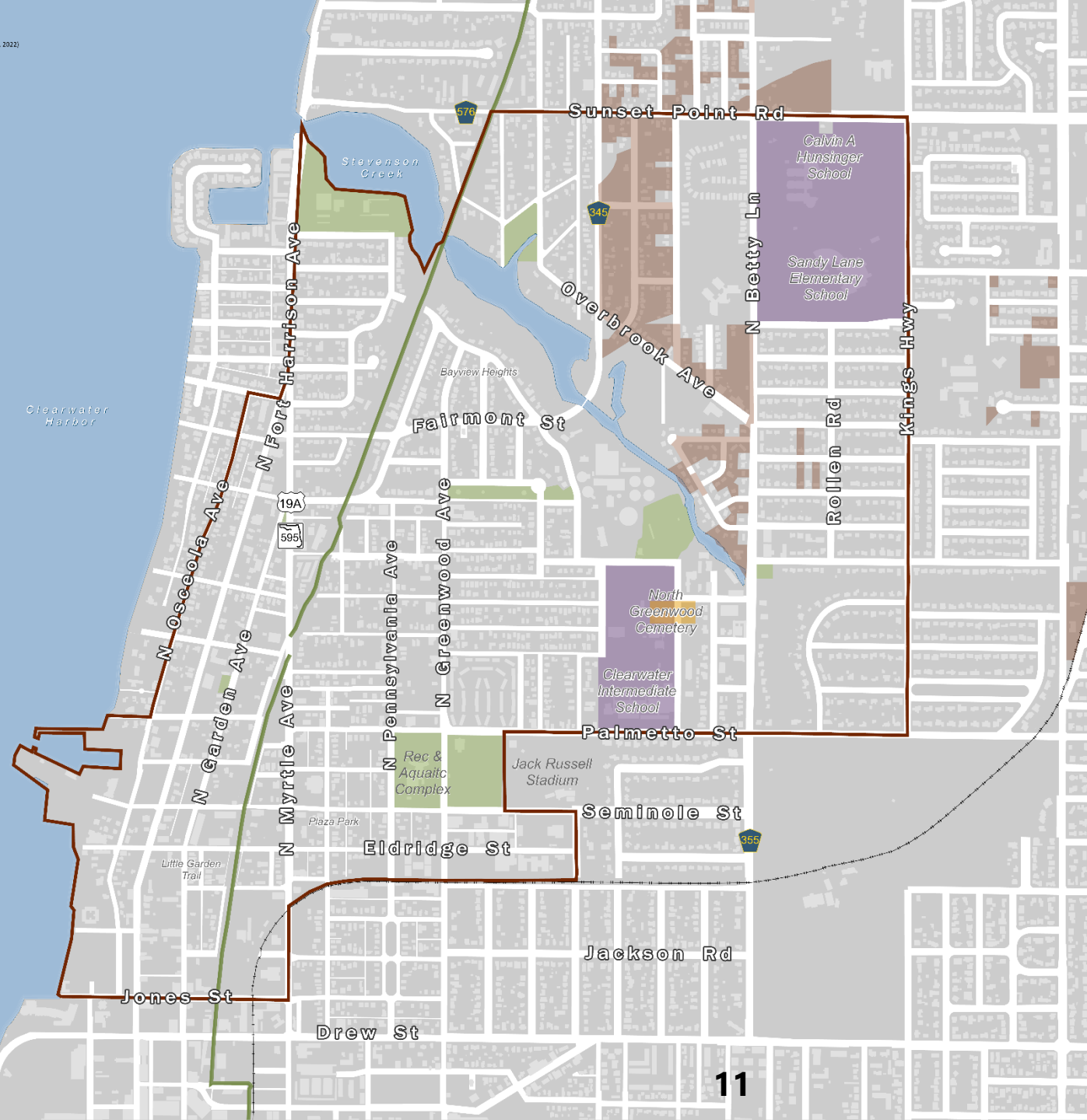
4. Establish TIF and Implement

Create Tax Increment Fund, collect revenues, and program future improvements that reduce conditions.

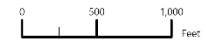
North Greenwood CRA

Workshop #1 (February 24, 2022)

-  North Greenwood CRA
-  Parks
-  Schools
-  North Greenwood Cemetery
-  Unincorporated Pinellas
-  Pinellas Trail



Clearwater	783.78
Unincorporated	40.59
Water	16.51
CRA Total	840.89 acres



Stevenson Creek



North Fort Harrison Avenue



Former North Ward School



North Greenwood Recreation & Aquatic Complex



Calvin A. Hunsinger School







Sandy Lane Elementary School



Clearwater Intermediate School

Schedule

-  Prep/work period
-  Meeting
-  Deliverable
-  Online survey issued

Contract Tasks	2021	2022											
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
TASK 1.0 - PROJECT START UP													
1.1 Project Kick Off Mtg (12/7/21)	■												
1.2 Project Engagement Plan			■										
1.3 Project Website Development & Maintenance			■										
Online Surveys					☀		☀						
1.4 Project Property Owner Mailing			■										
1.5 Project Management & Coordination													
1.6 Project Meetings													
A. Steering Committee Mtg 1 of 5			■										
B. Technical Committee Mtg 1 of 4			■										
C. Workshop 1 of 4 - Where are we now?				■									
TASK 2.0 - DATA & ANALYSIS													
2.1 Current Property Conditions							■						
2.2 Past and Present Plans							■						
2.3 Public Infrastructure / Systems							■						
2.4 Population & Demographics							■						
2.5 Project Meetings													
A. Steering Committee Mtg 2 of 5				■									
B. Technical Committee Mtg 2 of 4				■									
C. Workshop 2 of 4 - Where are we going?					■								
TASK 3.0 - VISION & GOAL SETTING													
3.1 Vision & Goal Setting								■					
3.2 Alternative Solutions								■					
3.3 Project Meetings													
A. Steering Committee Mtg 3 of 5								■					
B. Technical Committee Mtg 3 of 4								■					
C. Workshop 3 of 4 - Where do we want to go?									■				
TASK 4.0 - NORTH GREENWOOD CRA PLAN & IMPLEMENTATION STRATEGIES													
4.1 Creation of the Draft CRA Plan												■	
A. Florida Statute Requirements												■	
B. Pinellas County Requirements												■	
C. Community Requirements												■	
4.2 Project Meetings													
A. Steering Committee Mtg 4 of 5										■			
B. Technical Committee Mtg 4 of 4										■			
C. Workshop 4 of 4 - How do we get there?											■		
4.3 Preparing Final Draft CRA Plan													
A. Steering Committee 5 of 5												■	
B. Public Presentation (Optional)												■	
TASK 5.0 - WORK SESSIONS & APPROVAL HEARINGS													
Work Sessions (3)													
City Draft Review to VHB										■			
City Final Draft Review to VHB											■		

Note:

This schedule and any updates will be available on the Project Website:

www.ngreenwoodcra.com

North Greenwood Community Redevelopment Area Plan

Community Engagement & Outreach
Thomas Huggins III (Ariel Business Group)

Community Engagement & Outreach

- Objectives
- Communication Channels
- Meeting Opportunities



Community Engagement & Outreach

- Increase Awareness & Understanding
- Inform & Educate
- Obtain Input From Diverse Voices
- Foster New & Reinforce Existing Partnerships
- Nurture Champions & Gain Broad Support

Communication Channels

- **Press Releases** (City – All media desks and on media alert news feeds)
- **Email Addresses** (City – Listserv email blast, Team - project website specific)
- **Mailings** (Consultant - Post card notice to owners and tenants)
- **Project Website** (Consultant - Resources, contacts, online & print surveys)
- **City Website** (City - Connection to project website, current activities)
- **Ambassadors** (Steering Committee and other well-connected persons)
- **Social Media** (City – Nextdoor, LinkedIn, Facebook, Instagram, and Twitter)
- **Workshops** (City – Street-side info signs, photographer/videographer)
- **Places & Events** (Consultant - Posted materials & Direct Outreach)

Meeting Opportunities

FORMAL:

- **Steering Committee** (5 Meetings)
- **Technical Committee** (4 Meetings)
- **Public Workshops** (4 Meetings)
 - Meeting 1 – Where are we now? (Feb. 24th)
 - Meeting 2 – Where are we going? (April 19th)
 - Meeting 3 – Where do we want to go? (June)
 - Meeting 4 – How do we get there? (July)

INFORMAL:

- **Topic Area / Community Outreach**
 - Clearwater Urban Leadership Coalition
 - Homeowner's Associations
 - Businesses
 - Faith-Based
 - Non-Profits
 - Youth
 - Others

North Greenwood Community Redevelopment Area Plan

Small Group Exercise
Roberta Fennessy (VHB)

Neighborhood SWOT Analysis

SWOT stands for *strengths, weaknesses, opportunities, and threats*.

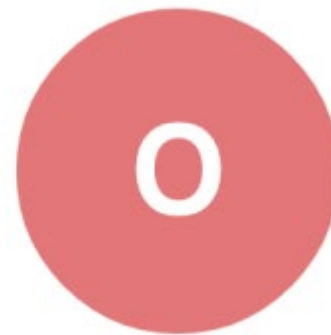
A SWOT analysis leads one to better understand neighborhood components worth saving, enhancing or in need of drastic change.



Strengths



Weaknesses



Opportunities



Threats

Neighborhood SWOT Analysis

Existing Conditions

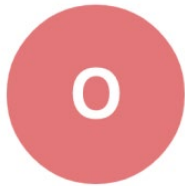


Strengths: Features that directly contribute to the quality of life in the neighborhood and should be preserved.



Weaknesses: Features that detract from the quality of life in the neighborhood and should be addressed.

Future Oriented



Opportunities: Features that could become strengths in the neighborhood if they are enhanced.



Threats: Features that could become weaknesses in the neighborhood if not addressed.

Neighborhood SWOT Analysis

- Small Group Activity Instructions
- 40 minutes for each table to identify and discuss together
 - What is a Strength?
 - What is a Weakness?
 - What is an Opportunity?
 - What is a Threat?
 - Do you agree or have different opinions?
- Use your map and handouts to write down and organize your thoughts.
- 20 minutes to make table reports to all.

Next Steps

- Workshop #1 – Where Are We Now?
 - Thursday, February 24, 2022 (6:30 PM-8:15 PM)
- **Workshop #2 – Where Are We Going?**
 - **Tuesday, April 19, 2022 (6:30 PM)**
- Workshop #3 – Where Do We Want to Go?
 - June 2022 (TBD)
- Workshop #4 – How Do We Get There?
 - August 2022 (TBD)

Thank you !



If you have any questions or comments, please contact:

Dylan Prins

Planning & Development Dept.

ngreenwoodcra@myclearwater.com

Sign up for project updates:

www.ngreenwoodcra.com