

North Greenwood Community Redevelopment Area Plan

North Greenwood Community Redevelopment Area Plan

Workshop #2

April 19, 2022 (6:30 to 8:15 PM)

North Greenwood Recreation Center

Welcome & Opening Remarks

- City of Clearwater – Mayor Frank Hibbard

Agenda

- Workshop #1 – SWOT Exercise Results
- Vacant Lands & Housing
- Small Group Activity – Neighborhood Framework
- Small Group Reports
- Next Steps

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 Jacob

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.*

North Greenwood Community Redevelopment Area Plan

Workshop #1 – SWOT Exercise Results
Thomas Huggins III – Ariel Business Group

Workshop #1 Recap

- Workshop #1 Meeting Summary
 - Thursday, February 24, 2022 (6:30-8:30 P.M.)
 - North Greenwood Recreation Center Gym
 - Topic: Where are we now?
 - 93 Participants



Map and Note Pad Comments



Table Reports

Neighborhood SWOT Analysis

Existing Conditions

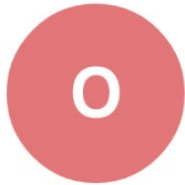


Strengths: Features that directly contribute to the quality of life in the neighborhood and should be preserved.



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.

SWOT Recap

- Table Exercise: Strengths, Weaknesses, Opportunities, Threats
 - Map & Note Pads
 - Table Reports
 - 381 Verbatim Comments
- Word Cloud Images
- Major Topics
 - People & Place Based

North Greenwood CRA Plan – Workshop #1 SWOT Comments (Verbatim Note Pads and Table Maps)

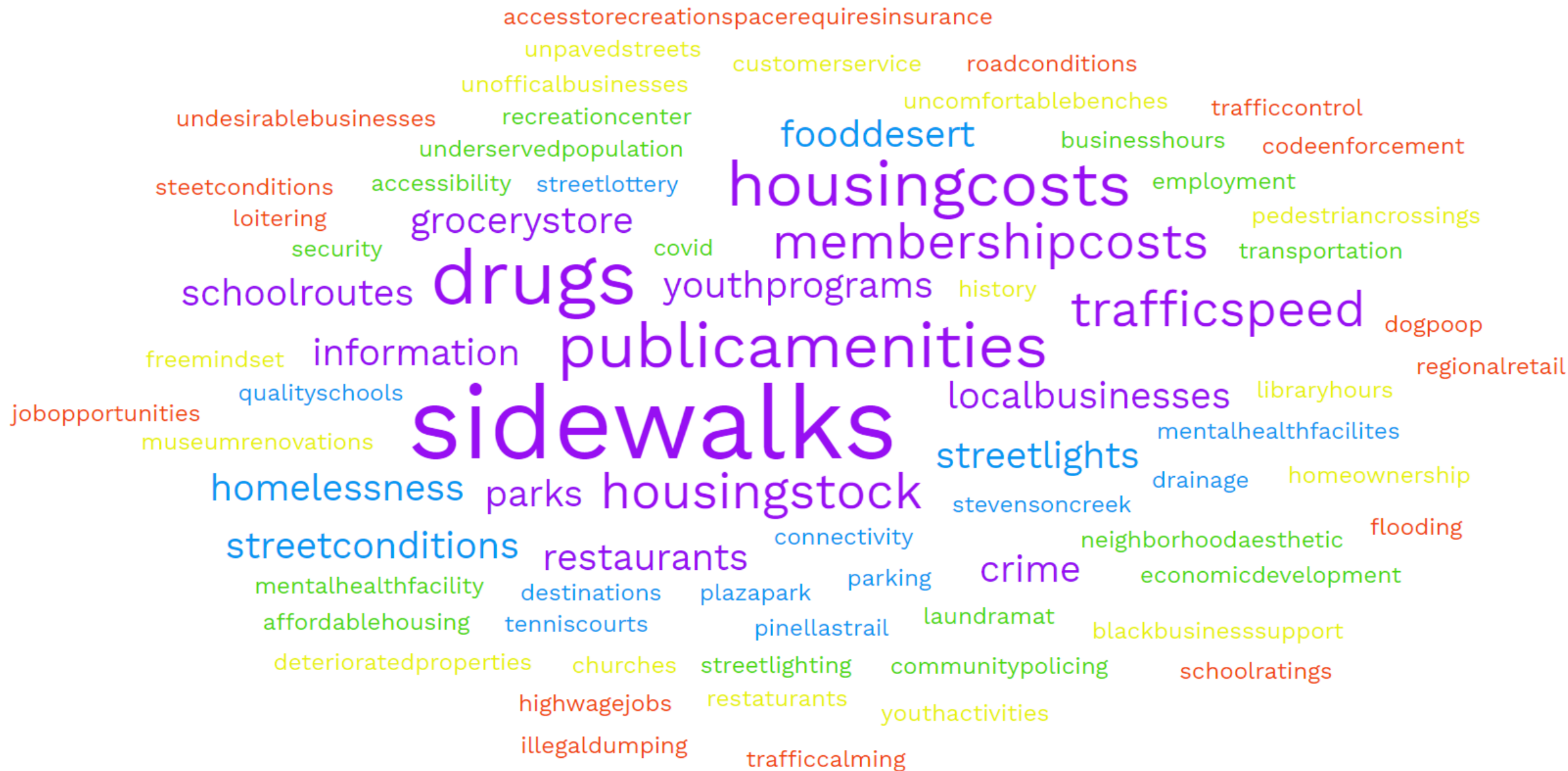
Strengths	Weaknesses	Opportunities	Threats
Natural resources	Lack of destinations	Jack Russell	Crime
Gulf of Mexico	housing stock	Redevelopment of housing	Gentrification
Stevenson creek	Lack of connectivity	Housing grants	Displacement
Streetscaping	Quality of schools	Investment in people	Boat ramp
Community	High crime rates	Trade / vocational school	Empty corner store on LaSalle
Multi-generational residents	North Greenwood Recreation Center - Pricing	Affordable housing	Gentrification
Marina	Housing stock - aging / outdate	Proximity to Imagine Clearwater (Coachman Park)	Outside investment
Location	Access / recognition of African American Museum	605 Marshall Street Art Center	School zone lights on Palmetto by Clearwater Intermediate
North Greenwood Recreation Center	Stevenson creek	Old Strip Mall on Betty Lane (has been cleaned up)	Lack of affordable housing
Aquatic Center	Plaza park - lack of engagement use	Redevelopment	Gentrification
Pinellas Trail	Lack of affordable housing	Existing residents should invest in properties	Street lottery
605 Marshall St - Art Center	North Greenwood Recreation Center - lack of knowledge of programs	Plaza park development	Drugs
Walmart Neighborhood Market	MLK Jr Center	Jack Russell - community engagement	Store owners that allow drugs
HEP - Barbara Green	Mental health facilities	MLK and Ft Harrison corridors for commercial development	Homelessness
Value of properties	Street lottery	Marshall street Park 2 (SE corner of Betty Ln and Overlea)	Mental health issues
Stevenson creek	Nothing for youth	Stevenson creek open for fishing	Gentrification
Curtis museum	Lack of parking by MLK Center	Mental health services	Blocking felons from a second chance

SWOT Recap - Strengths

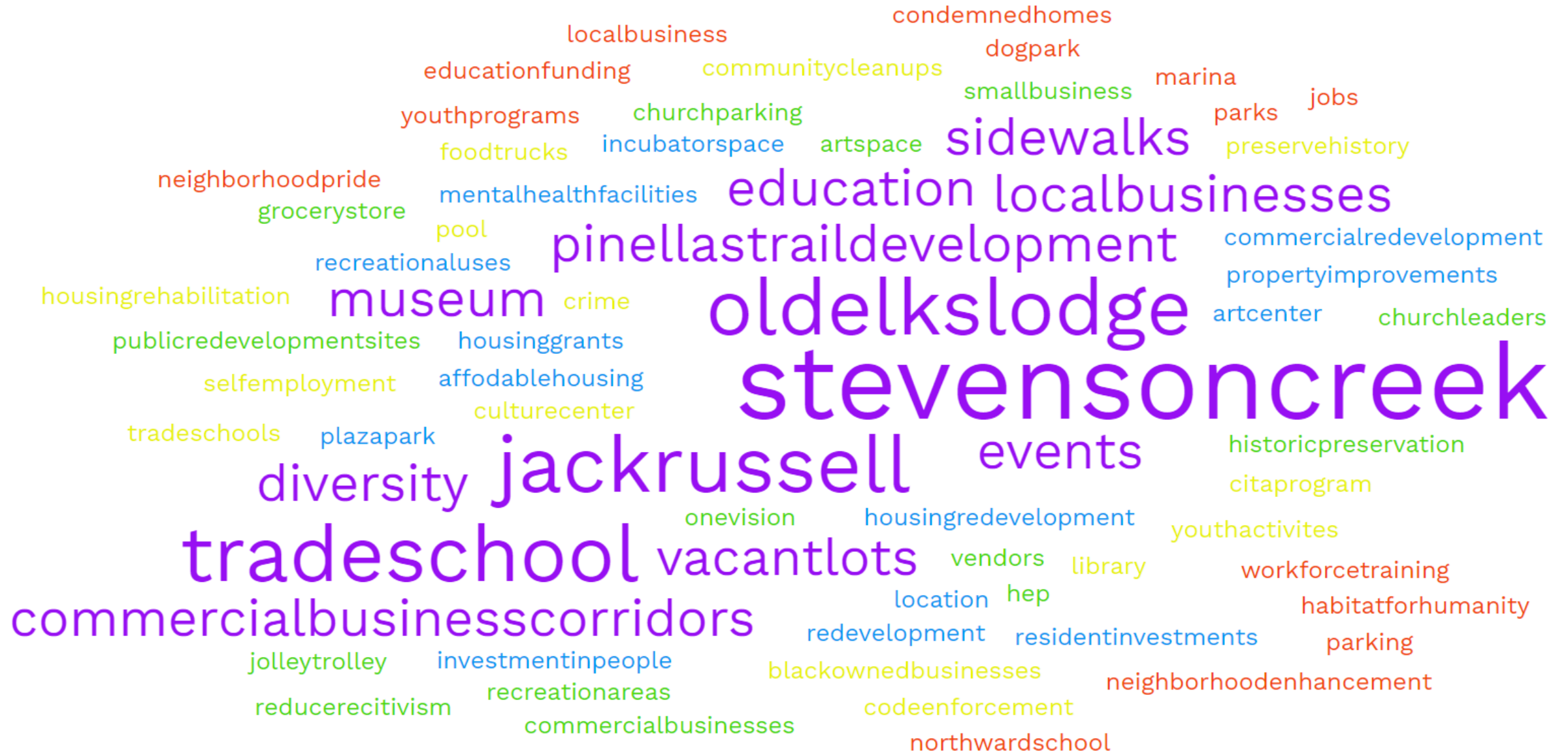
A word cloud of various strengths, with the most prominent words in purple and others in various colors like green, blue, and orange. The words are scattered across the page, with some appearing multiple times.

greenwoodpanthersfootball
stevensoncreek
library
parks
recreationcenter
curtismuseum
jolleytrolley
charterschool
schoolproperties
habitathomes
shuffelboard
educationalfacilities
walkable
landvalues
tradeschool
stablecommunity
partnerships
newhousing
waltercampbellpark
healthandwellnessclasses
educational
oldelkslodge
willacarsonhealthresourcecenter
history
spiritualchangeoffice
black-ownedbusinesses
northwardschool
lawnbowling
social
artslife
propertyvalues
programs
firestation
speed
streetscaping
landavailable
city
location
multipleorganizations
helpingpeoplehelptemselves
churches
naturalresources
openspace
commuitygarden
operationgraduate
aquaticcenter
safehouse
center
community
cherryharrisark
youngkingssteppers
residents
pinellastrail
trees
walmartneighborhoodmarket
firstrungprogram
commercialcorridors
greenwoodstreetfest
availableproperty
commercialbusinesscorridors
departments
octoberfest
healthfacilities
turlycenterofhealth
pinellas
recreation
freeclinic
trail
marina
artcenter
clearwaterneighborhoodfamilycenter
policesubstation
greenwoodapartmentsrenovating
hispaniccenter
childcare
worksforcetraining
bumps

SWOT Recap - Weaknesses



SWOT Recap - Opportunities



Major Topics Summary

- People Based Topics
 - Human Capital
- Place Based Topics
 - Physical Infrastructure

STRENGTHS	WEAKNESSES
<p>Recreation Center Parks Curtis Museum Library Greenwood Panthers Football Pinellas Trail</p> <p>Stevenson Creek Jack Russell Elks Lodge Trade School Local Businesses Pinellas Trail Development Diversity Sidewalks Commercial Business Corridors Education Events Vacant Lots Museum</p>	<p>Sidewalks Drugs Public Amenities Housing Stock Traffic Speed Membership Costs</p> <p>Gentrification Drugs Crime Housing Costs Homelessness Aging In Place Displacement Resources</p>

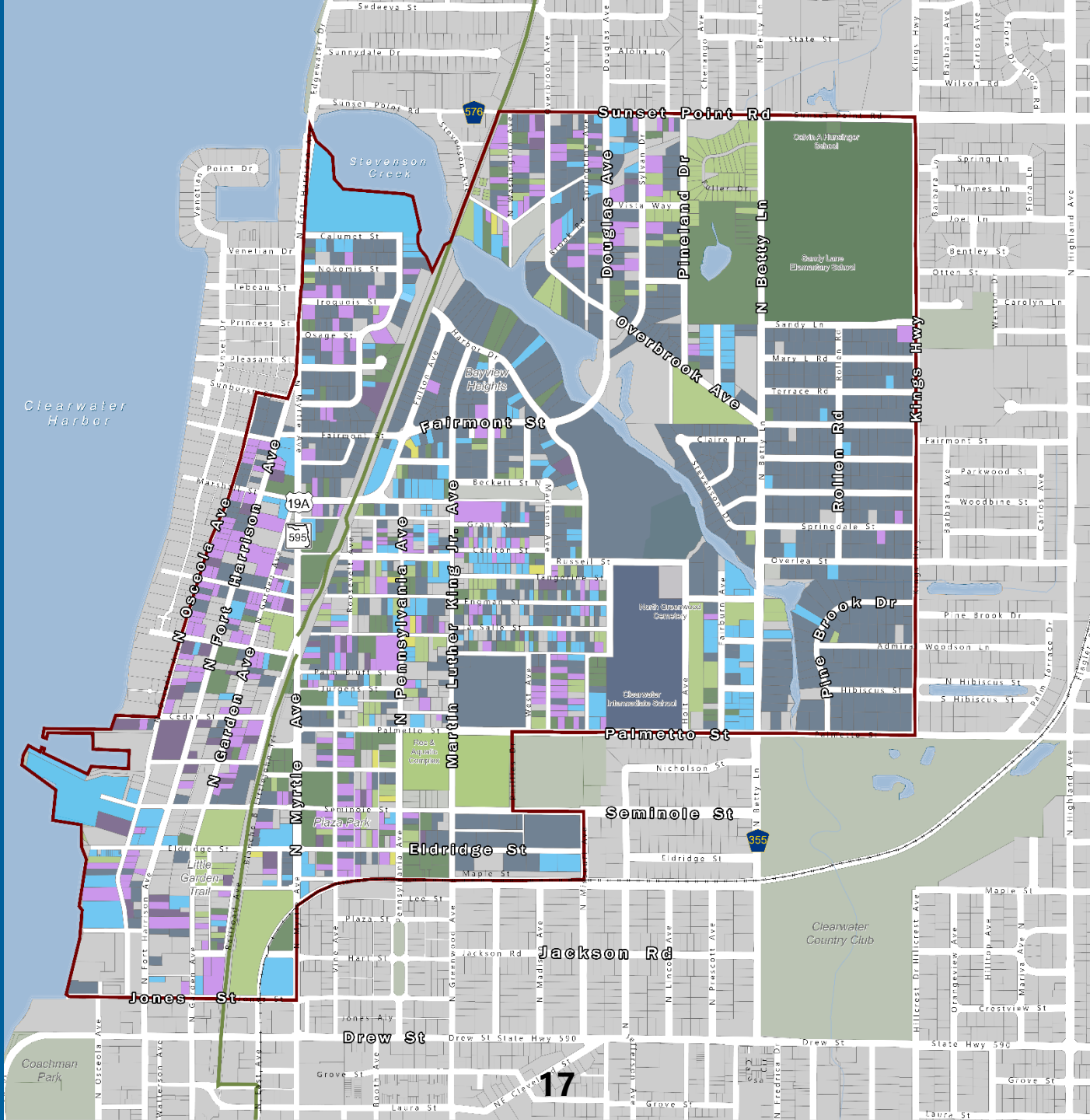
Blue Text = People Based Topic

Black Text = Place Based Topic

North Greenwood Community Redevelopment Area Plan

Vacant Lands & Housing
Mickey Jacob – Goodwyn Mills Cawood

Construction History



North Greenwood CRA

Year Built

- North Greenwood CRA
- Pinellas Trail
- 1900 - 1920
- 1921 - 1940
- 1941 - 1960
- 1961 - 1980
- 1981 - 2000
- 2001 - 2020
- 2021+
- No Structure / No Data

Existing Single Family



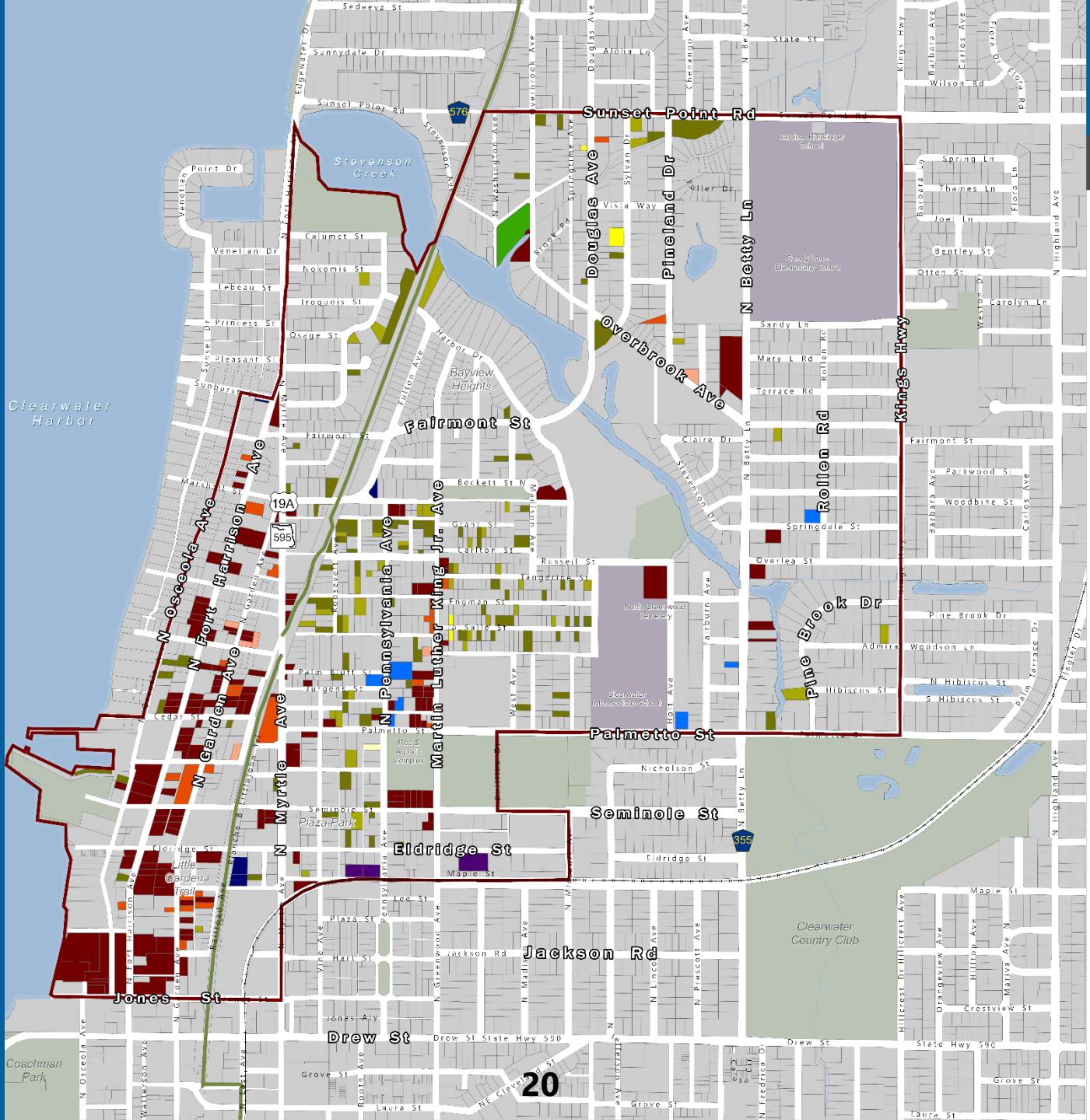
Existing Multi-Family



Neighborhood Opportunities

North Greenwood CRA

Vacant Parcels & Owner Location



- North Greenwood CRA
- Pinellas Trail
- DOR Vacant Land Use**
- City Government (6)
- Institutional (7)
- Park (1)
- Vacant Commercial**
- Commercial, In Clearwater (143)
- Commercial, In Florida (30)
- Commercial, In Pinellas (7)
- Vacant Industrial**
- Industrial, In Florida (3)
- Vacant Residential**
- Residential, In Clearwater (102)
- Residential, In Florida (45)
- Residential, In Pinellas (4)
- Residential, Out of State (1)

Historic Preservation

METRO 510 Tampa Florida



Repurposed Micro Units

220 MADISON

Tampa Florida



Affordable Multi-Family

GREENWOOD APARTMENTS

Clearwater Florida



Attached Dwellings



GMC

Affordable Infill



Single Family Individual Lot



Multi-Family Apartments



Accessory Units



North Greenwood Community Redevelopment Area Plan

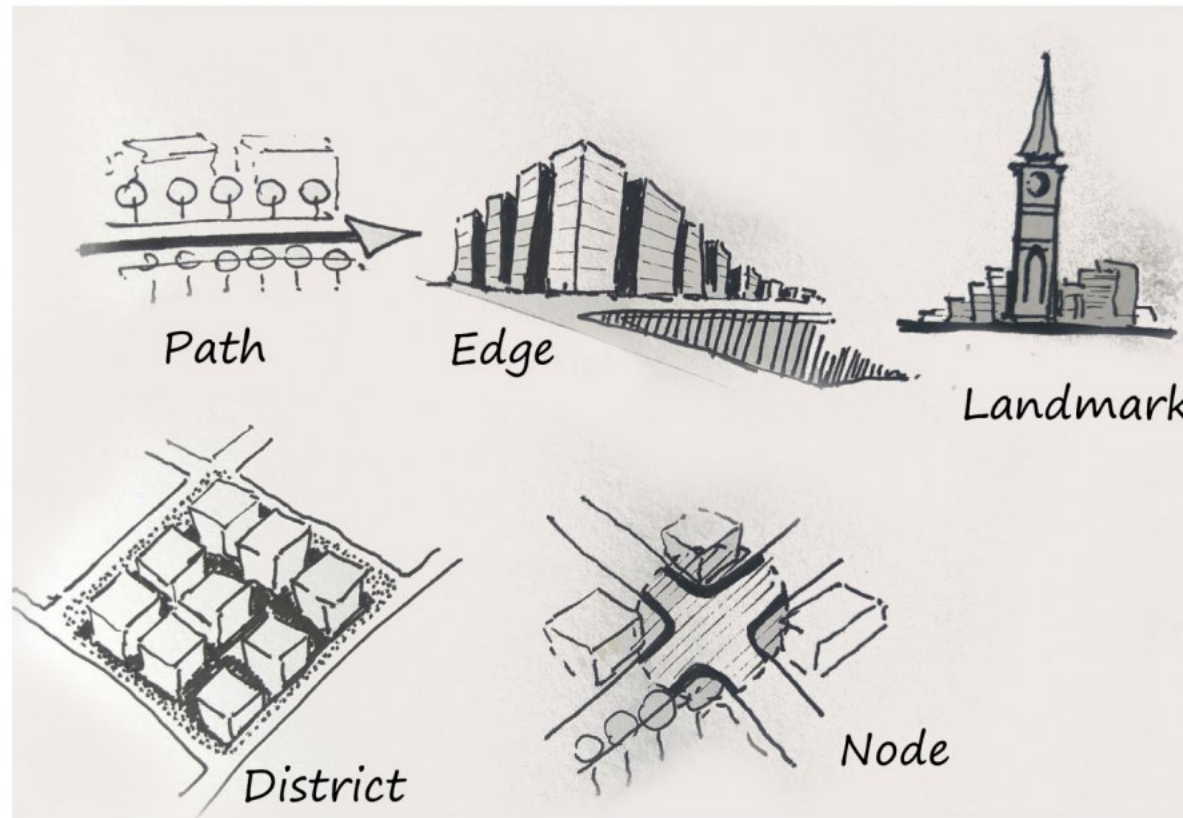
Small Group Exercise – Neighborhood Framework
Neale Stralow (VHB)

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

Kevin Lynch's – Image of The City (1960)

- 5 Basic Elements of Wayfinding
























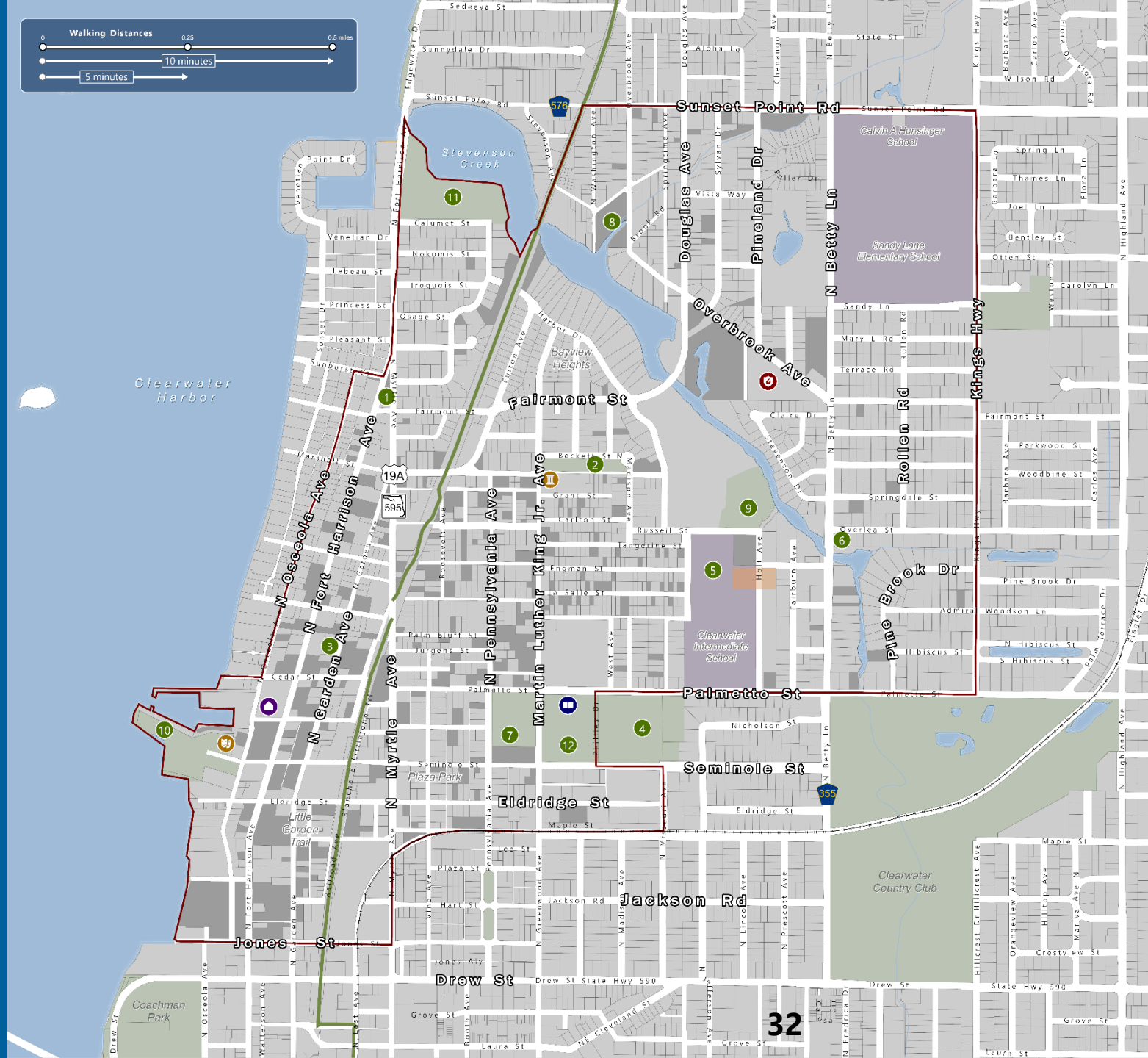
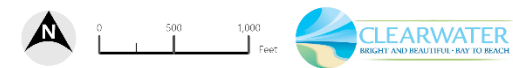
Path, Edge, Landmark, District and Node as defined by Lynch.

Source: The University of Manchester

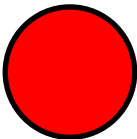
North Greenwood CRA

Workshop #2 (April 19, 2022)

-  North Greenwood CRA
-  Pinellas Trail
-  North Greenwood Cemetery
-  Vacant Parcels
-  Fire Station 51
-  Francis Wilson Playhouse
-  Pinellas County African American Museum
-  North Greenwood Library
-  North Ward School
-  1 Atrium Park
-  2 Cherry Harris Park
-  3 Garden Avenue Park
-  4 Jack Russell Stadium
-  5 MLK Jr Community Center
-  6 North Betty Lane Park
-  7 North Greenwood Rec Center
-  8 Overbrook Park
-  9 Phillip Jones Park
-  10 Seminole Boat Ramp
-  11 Shuffleboard & Lawn Bowling Complex
-  12 Walter C Campbell Park

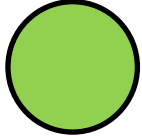


Paths

- Definition: *A sidewalk, trail, or street.*
- Potential Examples:
 - Pinellas Trail
 - N. MLK Jr. Ave.
 - N. Fort Harrison Ave.
 - N. Myrtle Ave.
 - Fairmont St.
-  Dots & Notes




Edges

- Definition: *A natural or built limit.*
- Potential Examples:
 - Stevenson Creek
 - CSX Railroad
-  Dots & Notes

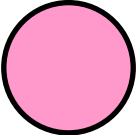


Districts

- Definition: *An area with a distinct character or identity.*
- Potential Examples:
 - N. MLK Jr. Ave. Business / Recreation
 - Residential Areas
 - Commercial Corridors
 - Industrial Areas
-  Dots & Notes

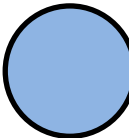


Nodes

- Definition: *A center or community focal point.*
- Potential Examples:
 - N. Fort Harrison Ave./ N. Myrtle Ave.
 - N. MLK Jr. Ave./ Palmetto St.
 - Sunset Point Rd./ Edgewater Dr.
-  Dots & Notes









Landmarks

- Definition:
 - A recognized historic, cultural or community feature.
- Potential Examples:
 - Churches
 - North Ward School
 - Cemetery
-  Dots & Notes



Neighborhood Framework Elements

- Small Group Activity Instructions.
- 30 minutes for each table to identify and discuss together.
 - Identify Key ***Paths, Edges, Districts, Nodes, & Landmarks*** in North Greenwood.
- Use your ***Table Map & Color Dots*** to note on maps key elements.
 - 30 minutes to make table reports to all.
 - Turn in your ***Comment Cards*** with any additional thoughts.

 Comment Card – Table # _____	
ADDITIONAL COMMENTS - Thank you for participating in the Community Workshop #2. We value your opinion and input. If you want to note your Table Exercise comments and provide the project team with additional information, please fill out this Comment Card and return it to the Comment Box at the registration desk after tonight's meeting.	
You may also email any comments to the project team by visiting the project website: www.ngreenwoodcra.com . PLEASE PRINT	
Name (If desired)	
Address (If desired)	
Organization (If desired)	
Email (If desired)	
 Paths:	
 Edges:	
 Districts:	
 Nodes:	
 Landmarks:	
Other Comments:	

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?**
– **Monday, June 13, 2022 (6:30 PM)**
- Workshop #4 – How Do We Get There?
– Tuesday, August 2, 2022 (6:30 PM)

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