

## **WORKSHOP #3 – Where do we want to go?**

Date: Monday, June 13, 2022, 6:30 to 8:40 P.M.

Location: North Greenwood Recreation & Aquatic Center

Community Workshop #3 was held on Monday, June 13<sup>th</sup> and was a success with more than 69 (32 previous and 37 new sign in attendees) members of the public in attendance. Among the participants were representatives of the North Greenwood CRA Plan Steering Committee, community non-profits, faith-based organizations, business owners, homeowner associations, and the Pinellas County School District.

Vice-Mayor Beckman provided a welcome message and introductory comments. She thanked all attendees for their continued participation, City and consultant teams for all the efforts made to date.

The purpose of this workshop was to answer the question, “Where do we want to go?” VHB introduced the VHB team including Ariel Business Group, and Goodwyn Mills Cawood teammates along with City staff who set up and were providing support during the meeting. VHB provided an overview of the Agenda and activities that will help shape the CRA Plan. A PDF copy of the MS PowerPoint presentation is attached to this summary.

VHB quired how many had attended the previous Workshop #1 and #2 events. It was seen that about 50% of the audience had attended previously. A review of the sign in sheets shows that 23 of the 58 (39.6%) attendees were new.

The participants were presented a brief overview of the main consensus points from the Workshop #1 SWOT Exercise Results. A Major Topic Summary Table organized the SWOT responses by People Based or Place Based topics. Interestingly most of the consensus Strengths were Place-Based and all of the Threats were People-Based topics. This tends to represent that past City public infrastructure investment in the neighborhood are seen as assets and that participants concerns relate mostly to human capital and societal topics.

The participants were presented a brief overview of the responses gained from the Workshop #2 Neighborhood Exercise Results. A set of slides identified the locations of key Paths, Edges, Districts, Nodes, and Landmarks within North Greenwood. A Composite Framework slide showed the consensus locations and the Small Group Exercise focused upon identifying Neighborhood Framework conditions. Florida Statutes requires inclusion of a diagrammatic plan and description. Participants were encouraged to participate so that the SWOT topics will feed

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into the Neighborhood Framework plan and that future strategies are calibrated to the specific location. Kevin Lynch's – "Image of The City" 5 basic elements of wayfinding (e.g. Path, Edge, Landmark, District, and Node) were described as the organizational features for participants to map and describe in North Greenwood. Examples were reviewed for potential use. This process is seen as a transparent method to collect broad community comment that the team can then synthesis into a consensus diagrammatic plan. Table reports provided key topics for each of the 5 basic elements.

The attendees participated in a Group Activity completing an electronic survey. Attendees were issued Turning Point digital keypads and led through a questionnaire that included demographic, strategies and vision questions to help shape the CRA Plan. Opportunities, actions necessary to promote people-based and place-based strategies, and support of actions that would improve the North Greenwood conditions. Implementation of the survey was flawed in several multiple ranking questions that required 6-9 responses in ranked order of importance. To remedy the reporting issue, participants were live queried and manually counted for total responses. This will be noted in the survey response data materials. In questions where "Other" option responses were permitted, participants were asked to expand upon the response and their comments recorded by the meeting scribe on flipcharts. These responses will also be included in data materials. Participants were encouraged to submit their hand completed surveys at the end of the meeting and a total of 16 were received and will be manually entered into the project website ([www.ngreenwoodcra.com](http://www.ngreenwoodcra.com)) online survey for compilation.

A diagrammatic plan is required in the CRA Plan by Florida Statutes. A review of a Framework Diagram with specific place-based Emphasis Areas where the highest concentration of responses from Workshop #2 participants were seen occurred. The Framework Diagram used major and minor roadway corridors, the Pinellas Trail, and comments that had been heard during the process to identify generalized areas capturing the highest concentration of wayfinding responses and potential opportunities in these areas:

- A. North Ward / Seminole Boat Ramp – City's historic designation and upcoming redevelopment Request For Proposal process can be coupled with improved bike/ped connections and linkages to neighborhood. The area is regulated in part by the Downtown Redevelopment Plan and future redevelopment in adjacent properties may add to the vibrancy of the area.
- B. N. Ft. Harrison Ave. / N. Myrtle Ave. / Pinellas Trail – The two major road corridors have the highest Average Annual Daily Trips everyday in the neighborhood. it is a through place, not a to place. Underutilized or vacant commercial parcels need redevelopment. The Pinellas Trail has a reduced number of users in this segment. Incentivizing redevelopment and orientation to the trail should be considered to increase activity. Future Complete Street redesign can add to sense of place and link the corridors to North Greenwood neighborhood.
- C. CSX Industrial Area / Armory – The industrial area contains numerous businesses and has potential for support and expansion for increased local employment. The potential for

additional pedestrian trail along the railroad line is possible. Recognize the State owned Armory use and potential for future reuse if not need by the City in the future.

- D. N. Greenwood Recreation Center / Library – The combination of these facilities is the heart of the neighborhood. Great community assets and use. Desire for enhanced access to recreational land and expanded youth (18+) programs and event parking options for the adjacent stadium.
- E. N. MLK. Jr. Ave. Corridor – This is the neighborhood’s traditional local business corridor. High level of vacant parcels and City ownership. The need for redevelopment and activity on city owned parcels is needed. Seek incentives to activate business and other redevelopment opportunities.
- F. Curtis Museum / Cherry Harris Park – Curtis Museum anchors the north end of MLK Jr Ave corridor. Great early 1920’s architecture. Protect and highlight the museum. Possible adaptive reuse of upper floors and redevelopment of adjacent vacant parcels.
- G. Clearwater Intermediate School / MLK Neighborhood Center / Park / Cemetery – Several community assets. Need for recognition and memorial of cemetery. Address WWTP facility odors. Enhance and beautify the resources.
- H. Stevenson Creek / Shuffleboard / Lawn Bowling – Increase recreational access to Stevenson Creek with non-motorized crafts. Protect natural and recreational uses.
- I. Hunsinger / Sandy Lane Schools – Expand safe routes to schools and connections to neighborhoods. Seek infill of underutilized lands. Provide access to recreational courts.

In addition to the emphasis areas discussion, there are numerous overarching topics that have been identified affecting the entire community. Major goals that supports residential housing, commercial business, infrastructure capacity, culture and community, and recreation and open space are needed in the CRA Plan. Strategies that protects from gentrification, increases housing availability and options, increases local business opportunities, reduces commercial vacancy, increases walkability, reduces speeding, and activates important corridors are all important and will be included in the CRA Plan.

Chuck Lane, City of Clearwater Economic Development Department, provided an Elks Lodge Property Status update. The City’s elected officials are moving to demolish the former Elks Lodge property located at the SW corner of N. MLK Jr. Ave and Engman Ave. He identified the City’s past actions of working with the Elks property representatives in attempt to stabilize the private organization’s building and then purchasing the property. He identified the expert review of the building’s conditions including structural and asbestos. He identified the commitment to memorialize the building through use of the building corner stone in a future development. He identified the desire to make the city owned properties available for private development. The City has determined to demolish the building due the cost of remediation and stabilization costs. Participants identified both opposition to the demolition and support for City actions based upon the information discussed.

The Future Workshop 4 date (August 2 at 6:30pm) was announced. The availability to take the survey at the project website ([www.ngreenwoodcra.com](http://www.ngreenwoodcra.com)) was announced.

An off agenda item was asked from Pinellas County School District representatives, Ms Long, identified her past connection to local N Greenwood schools, and newly identified program and campus improvements that will occur at Clearwater Intermediate School in fall 2022. Renaming to Clearwater Innovation School with concentration on career academy programs. Expansion of use with relationship to evening PTech workforce training programs that will continue active use into early evenings. Campus capital improvements and re-institution of historic Pinellas HS colors (Maroon and Gold) as link to past community.

The results of the workshop and information provided will be incorporated into the CRA Plan.