Meeting Introduction

The consultant team traveled to Clearwater from September 12th-14th to host two community workshops. As part of this trip, the Imagine Clearwater Stakeholder Coalition reconvened on the 13th to discuss the team’s progress to-date, the previous day’s workshop, and the remaining steps in the development of the team’s master plan for the downtown waterfront and Bluff.

Vision and Guiding Principles

The team began the presentation with a discussion of the vision and guiding principles for the waterfront, which were based on community feedback collected during the August workshops. The consultant team presented the vision and each of the principles in sequence.

Coalition members’ feedback focused primarily on the need to:

- Further emphasize the importance of infusing Clearwater’s history into the waterfront; and,
- More explicitly note the waterfront’s role as a large and free public gathering space.

Framework Plan

The consultant team presented an abridged version of the Community Workshop presentation of its framework plan, structured around three key questions:

- What should the character of the waterfront and park be?
- What should the character of the Bluff be?
- How should we access the site?

For each of these questions, the team provided information on comparable waterfronts that have successfully addressed them, and precedent images as examples of design interventions that Clearwater can make to achieve the community’s vision and guiding principles for its downtown waterfront.

Discussion

Following the consultant team’s presentation, Stakeholder Coalition members spent 30 minutes discussing feedback on the framework plan collected during the previous day’s community workshop. As in the workshops, conversation was structured around the three framework plan guiding questions. Coalition members provided a range of responses, as summarized below:

October 14, 2016
What should the character of the waterfront and park be?

- **The Water's Edge.** Pedestrians and cyclists should have convenient and safe waterfront access. There should be a mix of natural areas and marina-supporting concessions, such as light snacks or coffee.

- **The Parks.** There should be a balance of open and flexible spaces for events and active recreation, and more intimately scaled spaces for passive enjoyment.

- **The Slope.** A pedestrian promenade that may be open to cyclists along the Bluff, parallel to Osceola Avenue, could capitalize on the site's ocean views and be a great destination for the residents of Clearwater.

What should the character of the Bluff be?

- **The Bluff.** The Bluff should be an active space that draws people from downtown to the park. Successful activation of the Bluff will rely on the creation of a new north-south promenade along the Bluff line, ensuring that development along Osceola Avenue effectively interacts with and frames the park. Cultural, retail, and residential uses can be effective at drawing year-round activity to the waterfront, and they should all be considered as part of a Bluff development strategy. The Harborview Center should be demolished.

How should we access the site?

- **Access.** Onsite parking capacity should be replaced by offsite parking located within a short and enjoyable walk’s distance from the waterfront. The location of parking should support downtown businesses by encouraging park visitors to walk through downtown. Pedestrian and cyclists should be prioritized along the waterfront.