Clearwater Bluff/Waterfront Master Plan
Stakeholder Coalition Meeting

June 2016
The Clearwater Bluff/Waterfront Master Plan has the potential to activate downtown and connect it to the waterfront.
Cities are activating their waterfronts as a way to enliven their downtowns, combining passive and active uses.
This master plan will focus on the waterfront areas between Drew and Court Streets.
The Master Plan will be a comprehensive document to guide future development and City-led implementation.

### Framework Plan
- Site plan
- Catalyst projects
- Open space & public realm improvements
- Access & circulation
- Parking strategy

### Action Plan
- Public-private partnerships
- Timeline & phasing
- Responsible parties & key partnerships
- Funding strategies
PROJECT INTRODUCTION

PROCESS

DISCUSSION

NEXT STEPS
Master Plan Team

**CITY OF CLEARWATER**

- Cary Hirschstein
- Alex Stokes

**PUBLIC**

- Kate Coburn
- Erin Lonoff

**REAL ESTATE AND ECONOMIC DEVELOPMENT**

- Martin Zogran

**TRANSPORTATION & PARKING ANALYSIS**

- Keith Greminger

**URBAN DESIGN, MASTER PLANNING**

- Martin Zogran

**PUBLIC OUTREACH**

- Kyle Parks
- Diane Jones
Role of the Stakeholder Coalition

Inform the vision for the waterfront and provide input throughout the master planning process

Shape the public engagement strategy and help us implement it

Act as an ambassador to the community to drive public participation and build broader support
Project Timeline

Phase I & II
Kick-Off + Existing Conditions

Phase III
Framework Plan Development

Phase IV
Action Plan Development

Phase V
Final Master Plan

Public Meetings

Ongoing Digital Outreach + Media Relations
Public Engagement Activities

1. **Kick-Off**
   - Weeks 1-3
   - *Trip #1*
   - *Week 3*

2. **Existing Conditions**
   - Weeks 4-8
   - *Trip #2*
   - *Week 8*

3. **Framework Plan**
   - Weeks 9-17
   - *Trip #3*
   - *Week 14*
   - WebEx
   - *Week 21*

4. **Action Plan**
   - Weeks 18-21
   - *Trip #4*
   - *Week 25*

5. **Master Plan**
   - Weeks 22-25

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**Public Meetings**

- **Goals & Existing Conditions**
- **Discuss Development Scenarios**
- **Present Draft Master Plan**

**Ongoing Digital Outreach + Media Relations**
Discussion | Area Needs & Opportunities

• What is your vision for the future Bluff and Waterfront?

• What role should the Bluff/Waterfront play within the downtown and greater Clearwater?

• What currently works well at the site, and what could use improvement? (Coachman Park, connections to downtown, waterfront activity, etc.)

• What are some potential future uses?
  • Destination attractions?
  • Open space and public realm improvements?
  • Opportunities for living, working, and entertainment?
Discussion | Ensuring Success

• How do we ensure the successful engagement of the public in the process?
• How do we ensure the plan can be successfully implemented?
  • Public support
  • Attracting investment
  • Key partnerships
Next Steps

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     - Week 3

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   - Weeks 22-25

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**Stakeholder Coalition**

**Public**

**City Council**
Next Steps

- Reach out to constituent groups
- Encourage participation at public meeting
- Provide ongoing feedback