IMAGINE CLEARWATER
SUMMARY OF SEPTEMBER COMMUNITY WORKSHOPS

Meeting Introduction
The consultant team hosted two community workshops in Clearwater, on September 12th and 13th. Each workshop began with a presentation that summarized the team’s progress to-date and the development of a framework plan for the waterfront and Bluff.

Vision and Guiding Principles
The team began the presentation by describing the vision and guiding principles for the waterfront, which were based on community feedback collected during the August workshops. Meeting participants were invited to submit written feedback to City representatives in attendance or online at MyClearwaterInput.com.

Framework Plan
The consultant team presented a summary 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 inspirational precedent images as examples of design interventions that Clearwater can make to achieve the community’s vision and guiding principles for its downtown waterfront. The framework plan provided a series of targeted recommendations, ideas, and options, as follows:

What should the character of the waterfront and park be?

- **The Water’s Edge.** The western edge of the waterfront could provide visitors with a diverse set of experiences shaped by new and restored connections to the site’s unique ecology through a combination of hardscape and natural pathways. Various points of interest – temporary, seasonal, and permanent – could be installed at key points along the water’s edge to enhance the walk along the waterfront.

- **The Parks.** Coachman Park could be enhanced and expanded to accommodate a more robust offering of passive and active spaces along the waterfront. These could include spaces for performance activities, landscaped areas, children’s play spaces, passive lawns, and recreation areas.
• **The Slope.** A shaded promenade could be incorporated into the elevation between the Parks and Bluff, featuring native plantings, spaces for strolling and lingering, enhanced waterfront views, direct park access, and captivating elements, such as interactive art pieces, to attract people of all ages.

**What should the character of the Bluff be?**
• **The Bluff.** Successful urban parks require a strong frame as a way to attract users to the space, activate the edges, increase safety, and support park operations. Parcels along the Bluff could be activated to better frame the waterfront and connect it to downtown, in order to foster a symbiotic relationship between these independent parts and create a unified district. The City owns little land in downtown Clearwater and could leverage its key parcels along the Bluff to catalyze a more vibrant, mixed-use downtown that is an attractive place to live, work, and play. Activating uses could include a civic gateway, café, residences, retail, event space, and/or a hotel.

**How should we access the site?**
• **Access.** As part of the final master plan, the consultant team will develop a unified parking and multimodal access strategy that is responsive to the community’s desired uses and activities for the waterfront, and informed by the site’s design, phasing, and cost implications. This strategy will feature enhanced pedestrian corridors, integration between transit systems, and improved multimodal access guided by daily and event-specific program-driven needs.

**Discussion**
Following the introductory presentation, participants were invited to participate in small discussion groups of 8 to 10 people for a 30-minute facilitator-led discussion session, followed by a 15-minute period dedicated to reporting back on the main topics of conversation. Because strategies concerning access to the site will be informed by the design and program of the park and Bluff, participants were encouraged to focus their conversation around the first two framework plan guiding questions. While attendees were not explicitly asked to discuss access-related questions, participants provided a range of responses that included this topic, as summarized below:

**What should the character of the waterfront and park be?**
• **The Water’s Edge.** Direct, convenient and safe waterfront access should be provided for pedestrians and cyclists, and complemented by the ability to interact with the water, resources for boaters and ferry passengers, naturalized areas, and marina-supporting concessions including light snacks and beverages.
• **The Parks.** An enhanced and expanded Coachman Park should consist of a balance of open and flexible spaces for events and active recreation, and more intimately scaled spaces for passive enjoyment. Park features should include children’s play areas, enhanced performance spaces, natural areas, facilities for dog owners, temporary and permanent art installations, and concessions and amenities that support park users, such as coffee, ice cream, light snacks, and/or equipment rental.
• **The Slope.** A pedestrian promenade that may be open to cyclists should be established along the Bluff parallel to Osceola Avenue to capitalize on the site’s unique topography and ocean views. Convenient connections between the slope and park should be placed at regular intervals, in the
form of staircases, accessible ramps, or other features. Concessions should be incorporated into the promenade at appropriate locations and at a scale that does not overwhelm or interfere with its pedestrian function and views. Overlooks, shade, and ample seating should be provided.

What should the character of the Bluff be?
• The Bluff. The Harborview Center should be demolished to make way for a civic gateway that connects Coachman Park and the waterfront to Cleveland Street. The City should encourage sensible mixed-use development along the Bluff that brings users to Osceola Avenue and the park year-round. Higher density development should be limited to the area south of Cleveland and development north of Cleveland should be lower in height and density.

How should we access the site?
• Access. Vehicular access via Drew, Pierce, and Cleveland Streets should remain, but roadways along the water’s edge should be removed to make way for pedestrian and cycling amenities. Onsite surface parking lots should be minimized or eliminated, and connections to nearby downtown parking facilities should be enhanced. Ferry, Jolley Trolley, and PSTA service to the waterfront should be expanded and integrated, with improved connections to the Park Street bus terminal to build off of existing regional links.