IMAGINE CLEARWATER
Community Workshop 1
August 2016
Clearwater has a once in a lifetime opportunity to develop a transformative vision for its downtown waterfront.
The Bluff’s **natural beauty** is unique to the region.
Coachman Park is a treasured community asset.
The park is a space for community gathering.
How can the waterfront unite Clearwater’s distinct, separate economies?
The Clearwater Bluff/Waterfront Master Plan will focus on the waterfront areas between Drew and Court Streets.
The 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.
The **Tampa Bay Area** itself has recently seen a rise in downtown waterfront investment.
Vibrant waterfronts are assets that support downtown growth.
Waterfronts are first and foremost community gathering spaces.
They are **areas of respite** that provide the community with access to the water.
Well designed and programmed waterfronts can attract people of all ages, at all times of the year.
Waterfronts are places where people live, work, and play.
Successful downtown waterfronts are also **regional attractors**.
HOW DO WE THINK ABOUT THE FUTURE OF CLEARWATER’S WATERFRONT?
How does the park compare to other regional and national parks?
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The popularity of major park events suggests that there is an appetite for activation and use on a regular basis.

Over 150,000 people attended ticketed events in and around Coachman Park last year.
There is also an opportunity to **tailor the park’s design** to the community’s desired activities and connections.

FEW PEOPLE VISIT COACHMAN PARK DURING NON-EVENT HOURS
While there are sidewalk connections, enhanced quality will help to create a sense of arrival to the waterfront.

TODAY THE PEDESTRIAN EXPERIENCE VARIES THROUGHOUT THE SITE.
A re-envisioned waterfront can also support a stronger downtown.

BUILDING CONNECTIONS BETWEEN THE BEACH, WATERFRONT, AND DOWNTOWN CAN HELP BOOST THE AREA’S VIBRANCY AND INCREASE SPENDING AT DOWNTOWN SHOPS AND RESTAURANTS.
Healthy downtowns serve a variety of functions.
Clearwater’s tourism industry is thriving, with potential positive implications for downtown.

Millions of people visited Clearwater and the beaches in 2015; nearly all of these visitors passed through downtown Clearwater.
WHAT’S NEXT?

IMAGINE CLEARWATER
We are at the beginning of this planning process.

EXISTING CONDITIONS ANALYSIS

How can we develop a successful waterfront plan building on local and regional strengths?

FRAMEWORK PLAN DEVELOPMENT

How can we build on community goals for the waterfront to create a great place?

MASTER PLAN DEVELOPMENT

What will the future waterfront look like, and how can we get there?

7 PUBLIC WORKSHOPS
Join the conversation.

Visit www.ImagineClearwater.com to see our schedule of upcoming public meetings.

Sign up to receive updates on our progress via email.

Follow the City of Clearwater on Facebook, Twitter, and Instagram.

Submit questions or suggestions to Gina Clayton, the City’s Assistant Director of Planning and Development at (727) 562-4587.
Imagine Clearwater begins with your vision for what the waterfront can and should be:
What if there were a great civic plaza?
What if you could touch the water’s edge?
What if the waterfront were a recreational destination?
What if people came from near and far just to walk the Bluff?
What if you could enjoy a sunset view while grabbing a bite to eat?
What if there were something to **capture the imagination** of young and old?
What if the downtown waterfront were a source of pride for all?
Discussion.

45 minutes of breakout conversation.

20 minutes to report back.

Discussion will be focused on a set of key questions:

WHAT SHOULD THE ROLE OF THE WATERFRONT BE?

HOW CAN WE FOSTER A SENSE OF PLACE?

HOW CAN WE BETTER CONNECT TO CLEARWATER?
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