



**Community Redevelopment Agency
2020-2022 Strategy
(DRAFT)**

Adopted Vision for Downtown

(2018 Downtown Clearwater
Redevelopment Plan)

“Downtown Clearwater will thrive as the **urban core and heart** of the City, as the center of business and government, and as an attractive place to *live, work, shop and play*. A revitalized Downtown will be achieved through quality urban design, **continued creation of a high-quality public realm**, and a dense and livable pattern which will strengthen the overall health of the City.”

Desired Outcome

Create lasting change in downtown by *shifting the perceptions* held by the public and investors about city government and downtown Clearwater to one that aligns with the adopted downtown vision.

CRA

Operational Requirements

Commitment to a strategy and funding priorities allows staff to successfully plan for multi-year projects and communicate potential CRA investments to its partners.

- State Statute
- Local Ordinances
- 2018 Redevelopment Plan
- Strategy (Short Term Implementation Plan)
- Annual Budget and CIP programs

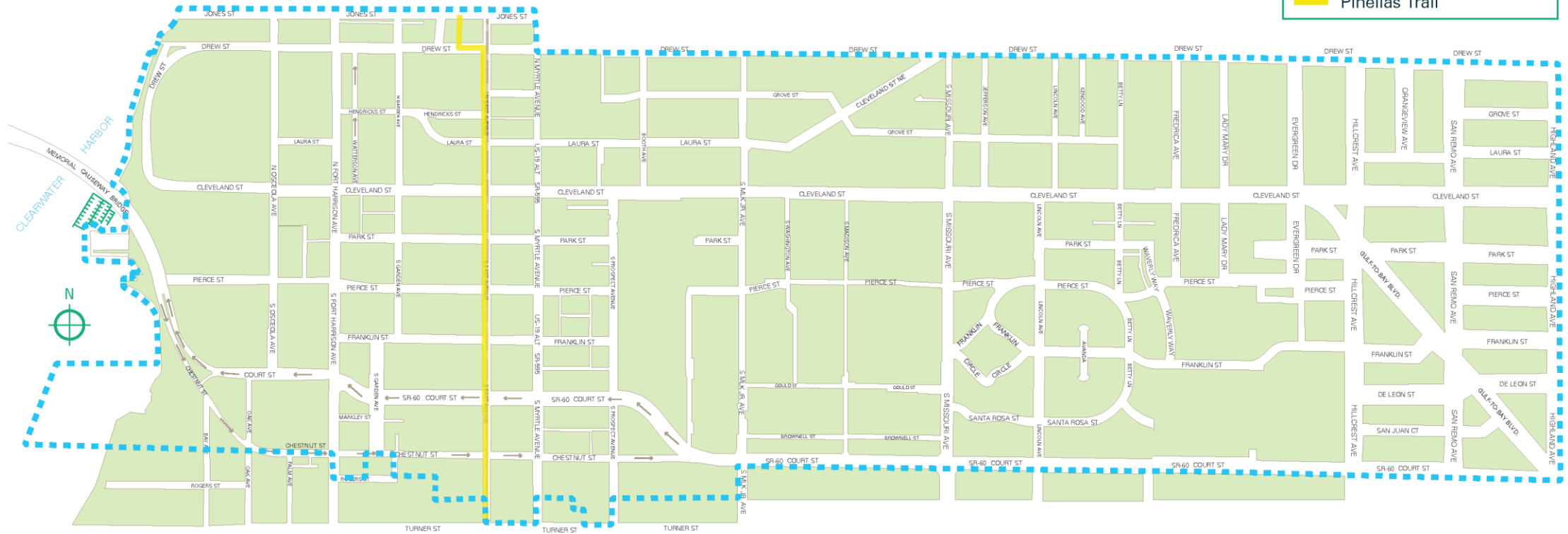
BOUNDARY MAP

MAP KEY:

- ■ ■ Downtown CRA Boundary
- Pinellas Trail

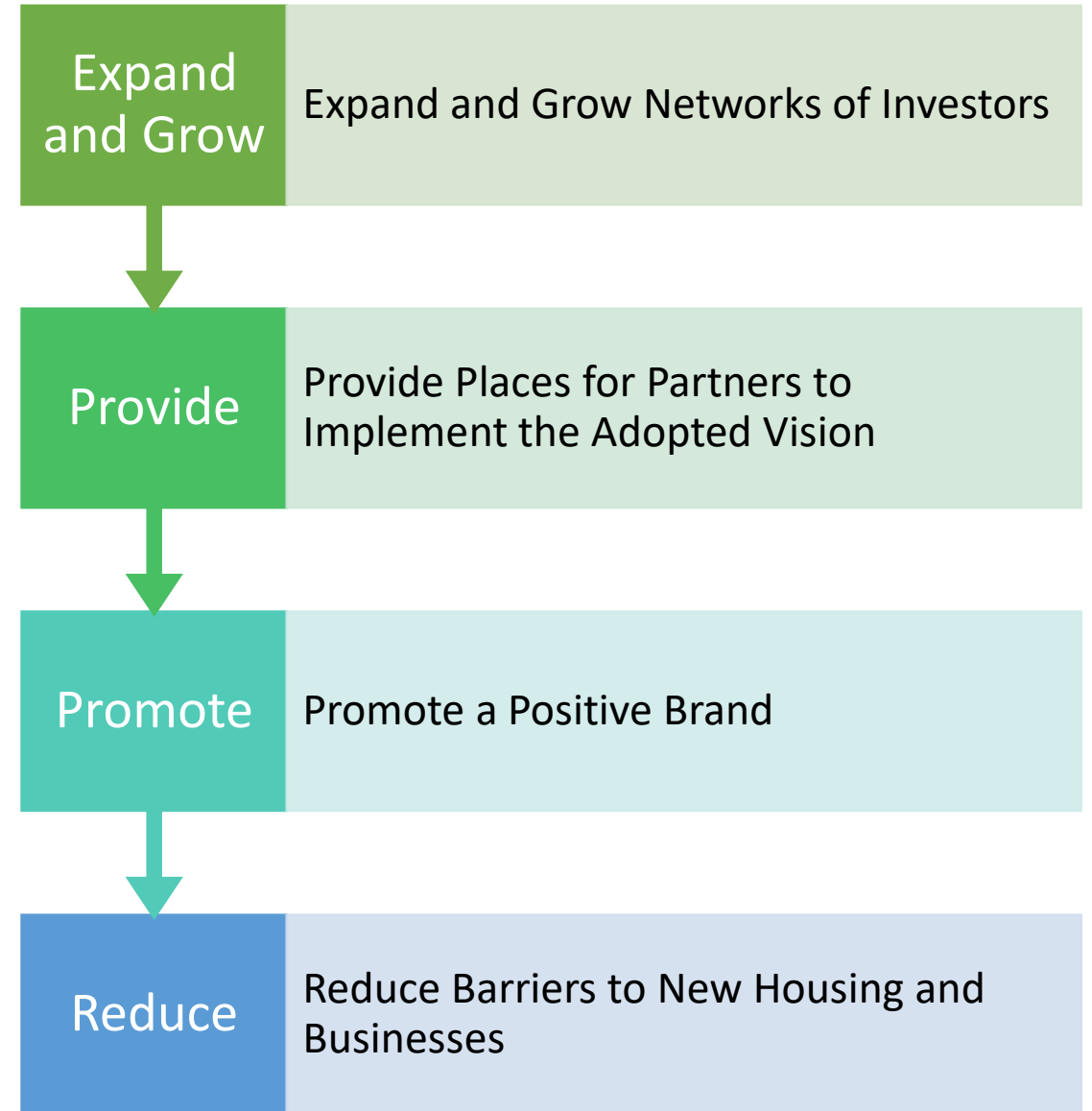
 Downtown CRA Boundary
 Pinellas Trail

 Pinellas Trail



COMMUNITY REDEVELOPMENT AGENCY DISTRICT

How the CRA Facilitates Change



It takes everyone to
revitalize a
downtown

Government & Development Authorities

Downtown Advocacy Organizations

Residents

Property Owners

Non-profit Service Providers

Artists & Cultural Institutions

Private Investors & Lenders

Businesses & Entrepreneurs



Impacts on CRA Operations

COVID – 19

Construction of waterfront and
streetscapes

New trustees

Location of new City Hall

Funding for workforce housing

Focus Areas

1

Create and Share
Positive, Authentic
Stories about
Downtown
Clearwater

2

Increase Investor
Confidence

3

Invest in Placemaking
and Placekeeping



Create and Share Positive,
Authentic Stories

Focus Area 1: CRA Actions

- Targeted Marketing Campaigns
- Facilitate the Production of Special Events
- Conduct Sentiment Analysis
- Start a Downtown Champions Program
- Provide Marketing Assistance to Small Businesses

Increase Investor Confidence

- CRA must provide “proof of concept”
- Connect willing property owners with willing investors
- Use CRA properties to develop housing and other uses that generate foot traffic for all ages and all wages



Focus Area 2: CRA Actions



OZ Advertising Campaigns and Events



Redevelopment of CRA and City Owned Properties



Business Assistance Grants for Building Improvements



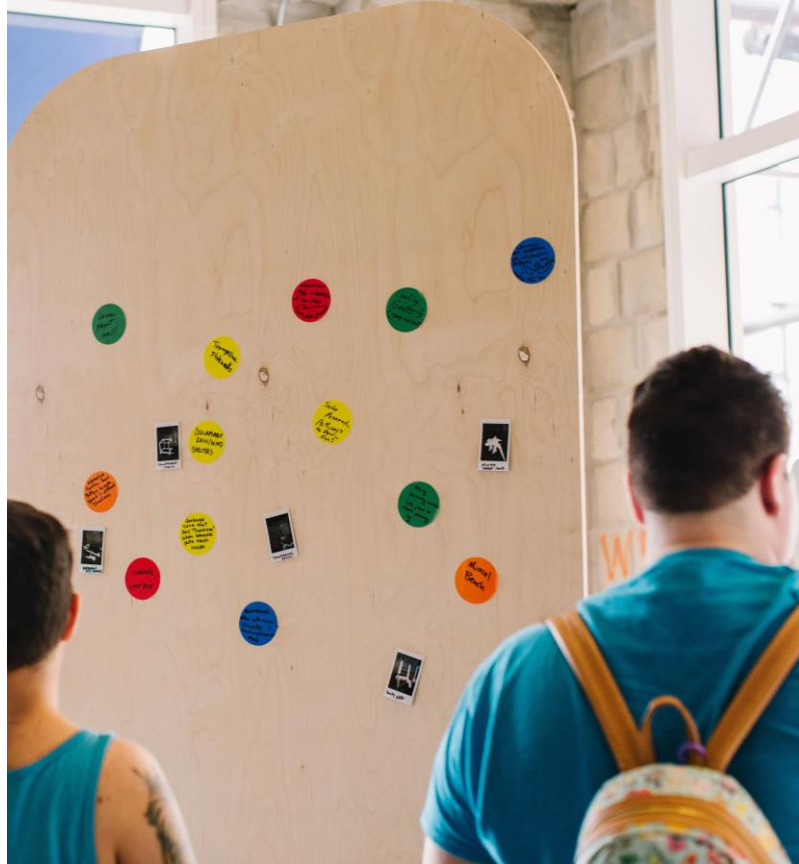
Monthly CRA Business Meeting



DDB Grant Programs



Capacity Building for Downtown Organizations



Invest in Placemaking &
Placekeeping



Focus Area 3: CRA Actions

Wayfinding

Mercado/Streetscape
Phase III

Cleveland Lighting
Project

Recruiting Cultural &
Entertainment
Providers

Community
Engagement Programs

Public Art Programs

Cleveland Street
Temporary Closure
Programming

Community Policing
and Codes
Enforcement

Are we changing the
perception of downtown?



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