



CITY OF CLEARWATER

POST OFFICE BOX 4748, CLEARWATER, FLORIDA 33758-4748
CITY HALL, 112 SOUTH OSCEOLA AVENUE, CLEARWATER, FLORIDA 33756
TELEPHONE (727) 562-4040 FAX (727) 562-4052

COMMUNITY REDEVELOPMENT
AGENCY

October 1, 2018

Renea Vincent, AICP
Director, Pinellas County Planning
310 Court St.
Clearwater, FL 33756

Dear Ms. Vincent,

The purpose of this letter is to request that Pinellas County review and approve the City of Clearwater Community Redevelopment Agency's 15-year Tax Increment Finance (TIF) report. Attached to this letter is a copy of Ordinance No. 7214-03 which outlines the information the CRA is required to submit to the County and the TIF report. I am pleased to report that the 2004 Downtown Redevelopment Plan is working as intended. Over the past 15 years, the CRA area has seen an increase in property values, an increase in population and employment as well as a decrease in crime and blight. The County's financial contribution has played a large part in stabilizing downtown and incentivizing private investment through the construction of several capital improvement projects and the assembly of development sites through land acquisition. The Clearwater CRA is grateful for that support.

With the creation of the CRA as a separate department in 2016 and adoption of the 2018 Clearwater Downtown Redevelopment Plan, the CRA is poised to move forward with a stronger focus on completing outstanding transportation projects, redeveloping CRA owned properties and building a positive brand for downtown that attracts private investment. Retaining our County designation as an urban revitalization area eligible for the full 95% tax contribution is critical to these efforts. We respectfully request that Pinellas County continues its full contribution.

I am happy to meet with you to discuss this report and/or provide additional information as needed. Thank you for your time and consideration.

Sincerely,

Amanda Thompson
Director, Clearwater Community Redevelopment Agency



ORDINANCE NO. 7214-03

AN ORDINANCE OF THE CITY OF CLEARWATER, FLORIDA, AMENDING ORDINANCE 2779-82, WHICH ESTABLISHED A REDEVELOPMENT TRUST FUND PURSUANT TO SECTION 163.387, FLORIDA STATUTES TO PROVIDE FOR THE DEPOSIT OF FUNDS INTO THE TRUST FUND FOR THE GATEWAY CRA EXPANSION AREA AS ESTABLISHED IN RESOLUTION 03-22; ESTABLISHING THE BASE YEAR FOR THE EXPANSION AREA; PROVIDING FOR THE FUNDING OF THE REDEVELOPMENT TRUST FUND FOR THE COMMUNITY REDEVELOPMENT EXPANSION AREA; PROVIDING FOR THE APPROPRIATION OF TAX INCREMENT REVENUES OF THE CITY AND THE COUNTY TO THE REDEVELOPMENT TRUST FUND; PROVIDING FOR THE USE OF SUCH FUNDS BY THE COMMUNITY REDEVELOPMENT AGENCY; PROVIDING FOR THE DURATION OF THE TAX INCREMENT FINANCING; PROVIDING FOR SEVERABILITY; PROVIDING FOR REPEAL OF ORDINANCES OR PARTS OF ORDINANCES IN CONFLICT THEREWITH; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Legislature of Florida has enacted the Community Redevelopment Act of 1969, as amended, and codified as Part III, Chapter 163, Florida Statutes (the "Redevelopment Act"); and

WHEREAS, all powers arising through the Redevelopment Act were conferred by that Act upon counties which have adopted home rule charters, which counties in turn are authorized to delegate such powers to municipalities within their boundaries when such municipalities desire to undertake redevelopment within their respective municipal boundaries; and

WHEREAS, Pinellas County, Florida (the "County") and the City of Clearwater, Florida (the "City") mutually desire to increase the ad valorem tax base of the County and City; and

WHEREAS, under circumstances where a delegation for redevelopment has already occurred and the City wishes to expand that delegation, the County finds that delegation of certain redevelopment powers and authority to the City under the Redevelopment Act is an appropriate vehicle to accomplish the necessary planning for redevelopment within the proposed expanded area in the City; and

WHEREAS, the Board of County Commissioners of Pinellas County, Florida, by its Resolution No. 81-466 dated June 30, 1981, delegated to the City Commission of the City of Clearwater, Florida, the power and authority to conduct redevelopment activities as defined in the Redevelopment Act; and

WHEREAS, the City Commission of the City of Clearwater, by its Resolution No. 81-67 dated August 6, 1981, declared a blighted area in downtown Clearwater and the need for a Community Redevelopment Agency to carry out redevelopment activities in this blighted area; and

WHEREAS, the City Commission of the City of Clearwater, by its Resolution No. 81-68 dated August 6, 1981, declared the City Commission to be the Community Redevelopment Agency; and

WHEREAS, the City Commission of the City of Clearwater, by its Ordinance No. 2576-81 dated December 17, 1981, adopted a Redevelopment Plan for the Downtown Redevelopment Area; and

WHEREAS, the City Commission of the City of Clearwater, by its Ordinance No. 2779-82 dated August 19, 1982, established a Redevelopment Trust Fund for redevelopment projects within the redevelopment area and set the duration of the Trust Fund; and

WHEREAS, the Board of County Commissioners of Pinellas County, Florida, by its Ordinance No. 82-34, dated October 26, 1982, approved a redevelopment project schedule within the Clearwater Downtown Redevelopment District and created a redevelopment trust fund and provided for the appropriation of tax increment revenues of the County to the redevelopment trust fund; and

WHEREAS, the City Commission of the City of Clearwater, by its Ordinance No. 3021-83 dated February 28, 1983, amended the Redevelopment Plan to add the Community Redevelopment Project Schedule; and

WHEREAS, by Ordinance No. 86-14, dated April 16, 1986, the Board of County Commissioners of Pinellas County, Florida, amending Ordinance No. 82-34 approving a redevelopment project schedule within the Clearwater Downtown Redevelopment District and creating a redevelopment trust fund and providing for the appropriation of tax increment revenues of the County to the redevelopment trust fund; and

WHEREAS, the City Commission of the City of Clearwater, by its Resolution No. 99-26 dated April 7, 1994, adopted an official map clearly and precisely showing the boundaries of the community redevelopment area; and

WHEREAS, the Board of County Commissioners of Pinellas County, Florida, by its Resolution No. 94-157, dated June 7, 1994, re-delegated redevelopment powers to the City Commission of the City of Clearwater, Florida, after a rectification between the Redevelopment District map and the Redevelopment District legal description; and

WHEREAS, the City Commission of the City of Clearwater, by its Resolution No. 95-65, dated August 17, 1995, adopted an amended redevelopment plan for the Redevelopment Area;

WHEREAS, the Board of County Commissioners of Pinellas County, Florida, by its Resolution No. 95-261, dated September 19, 1995, approved the new Downtown Redevelopment Plan; and

WHEREAS, the City Commission of the City of Clearwater, by its Resolution No. 96-48 dated July 18, 1996, amended the Downtown Redevelopment Plan; and

WHEREAS, the Board of County Commissioners of Pinellas County, Florida, by its Resolution No. 98-42, dated February 24, 1998, approved the amendment to the Clearwater Downtown Redevelopment Plan; and

WHEREAS, the City Commission of the City of Clearwater, by its Resolution No. 98-47 dated October 1, 1998, amended the Downtown Redevelopment Plan to change the land use designation for certain property located within the Redevelopment Area; and

WHEREAS, the City Commission of the City of Clearwater, by its Resolution No. 99-35 dated September 2, 1999, amended the Downtown Redevelopment Plan to change the land use designation for certain property located within the Redevelopment Area; and

WHEREAS, the City Commission of the City of Clearwater, Florida, by its Resolution No. 02-41, dated August 8, 2002, declared an area generally east of the Redevelopment District of the City described in said Resolution, hereinafter referred to as the "Gateway Expansion Area" to be a slum or blighted area; and

WHEREAS, the Board of County Commissioners, by Resolution 02-287 dated October 29, 2002, delegated certain authority and power for the Gateway Expansion Area to the City.

WHEREAS, the City Commission of the City of Clearwater, by its Resolution 03-22 dated May 1, 2003, expanded the boundaries of the Downtown Redevelopment Area; and

WHEREAS, the City Commission of the City of Clearwater on September 18, 2003, passed Ordinance 7153-03, as amended by Ordinance 7231-03 on December 4, 2003, adopted an amended Downtown Redevelopment Plan; and

WHEREAS, the Board of County Commissioners, by Resolution 03-248 dated December 16, 2003, approved the amended Downtown Redevelopment Plan; now therefore:

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY
OF CLEARWATER, FLORIDA:

Section 1. Ordinance 2779-82, which was passed and adopted on August 19, 1982 is hereby amended and readopted to read as follows:

1. Creation and Purpose

There is hereby established and created, pursuant to Section 163.387, Florida Statutes, a Redevelopment Trust Fund, hereinafter referred to as the "Fund," to be used exclusively to finance or refinance community redevelopment projects by the City of Clearwater Community Redevelopment Agency, pursuant to Chapter 163, Florida Statutes, Part III, Community Redevelopment Act.

The funds allocated to, and deposited into, the Fund as provided in this Ordinance are hereby appropriated to the City of Clearwater Community Redevelopment Agency, hereinafter referred to as "Agency," to finance the City of Clearwater community redevelopment projects within the redevelopment area identified in Ordinance No. 7153-03 of the City of Clearwater, as it may be amended from time to time. The Agency shall utilize the funds and revenues paid into and earned by the Fund for those community redevelopment purposes delegated to it as contained in the plan for redevelopment and as provided by law, and such fund shall exist for the duration of the projects within the redevelopment area, and for so long thereafter as indebtedness continues to exist.

2. Monies Appropriated To and Comprising the Fund

The Redevelopment Trust Fund shall consist of, and the City of Clearwater hereby appropriates, commits and sets over for payment into the Fund a sum equal to that increment from the income, proceeds, revenues and funds of the City derived from or earned in connection with the community redevelopment project area, and agencies undertaking and carrying out of the community redevelopment projects therein. Such tax increment shall be determined and appropriated annually, and shall be an amount equal to 95 percent of the difference between:

- (a) The amount of ad valorem taxes levied each year by the City and County, exclusive of any amount from any debt service millage, on taxable real property contained within the geographic boundaries of the redevelopment area as defined in the adopted Redevelopment Plan for Downtown Clearwater (Ordinance No. 7153-03, as amended by Ordinance No. 7231-03); and
- (b) (1) For the original CRA area: the amount of ad valorem taxes which would have been produced by the rate upon which the tax is levied each year by the County and City, exclusive of any amount from any debt service millage, upon the total of the assessed value of the taxable property in the above-referenced redevelopment area as shown upon the assessment role used in connection with the taxation of such property by

the County and the City prior to the effective date (December 17, 1981) of Ordinance No. 2576-81 of the City of Clearwater; or

(2) For the Gateway Expansion Area: the amount of ad valorem taxes which would have been produced by the rate upon which the tax is levied each year by the County and City, exclusive of any amount from any debt service millage, upon the total of the assessed value of the taxable property in the above-referenced redevelopment area as shown upon the most recent assessment role used in connection with the taxation of such property by the County and the City prior to the effective date of the County ordinance providing for the funding of the trust fund.

In calculating the increment, the amount of ad valorem taxes levied based on county-wide debt service on general obligation County bonds or city-wide debt service on general obligation City bonds shall be excluded from the calculation. All increments in this amount shall continue to be used for its voter-approved purpose and shall not be appropriated in any part to the Fund. In no year shall the County or City obligation to the Fund exceed the amount of that year's tax increment as defined by this ordinance.

The Agency is directed to establish and set up the Fund and to develop and promulgate rules, regulations and criteria whereby the Fund may be promptly and effectively administered, including the establishment and maintenance of books and records and adoption of procedures whereby the Agency may, expeditiously and without undue delay, utilize such funds for their allocated statutory purpose.

The Agency is faced with full responsibility for the receipt, custody, disbursement, accountability, management and proper application of all monies paid into the Fund.

3. Duration of the Fund

Subject to approval by the County, the County and City shall annually appropriate to the Fund the tax increment due the Fund at the beginning of the County and City fiscal year. However, the Fund shall receive the tax increment only as, if and when such taxes are collected. The City's obligation to annually appropriate to the Fund shall commence immediately upon effective date of this ordinance and continue until all loans, advances, indebtedness and obligations incurred as a result of the community redevelopment project have been paid or for thirty years from the effective date of this ordinance, if there has not been at the end of that thirty year period a pledge of the tax increment funding granted by this ordinance through a formal commitment to expend funds or the issuance, sale or delivery of an instrument of indebtedness such as bonds or tax anticipation notes described in Section 163.385, Florida Statutes.

Notwithstanding the above, in 2019, the County may review its tax increment contribution to determine whether given the totality of the circumstances, it continues to

be appropriate to dedicate the County portion of tax increment at the existing level, beyond 15 years. Nothing herein precludes the County from considering dedication at a reduced commitment provided that option is legally available.

Redevelopment Conditions for 15-year TIF review

The success of the Plan relies on significant private investment in residential, employment and retail uses so that the Downtown is marketable. Absent realizing this investment, the Plan is not succeeding.

1. Performance of TIF revenues

During the 15-year review period, how do the annual TIF revenues collected compare to the estimated revenues?

Measures: Collected TIF revenues (per Property Appraiser and Tax Collector)

2. Implementation of Downtown Redevelopment Plan

During the 15-year review period, how has the City performed in implementing the Downtown Redevelopment Plan with particular emphasis on use of TIF funds in implementation.

Measures: Capital projects built or almost complete compared to the Capital Improvement Plan of the Downtown Redevelopment Plan; and CRA Programs and Initiatives implemented compared to those in the Downtown Redevelopment Plan implementation chapter.

Changes in the employment opportunities in the Downtown/CRA comparing the year of Plan adoption to the 15th year after adoption.

3. Effectiveness of Downtown Redevelopment Plan at Mitigating Blighting Influence

During the 15-year review period, did the actions implementing the Downtown Redevelopment Plan have the desired effect of redeveloping the CRA?

Measures: Changes in the Downtown/CRA assessed property value as compared to the City's assessed value between the years of Plan Adoption to the 15th year after adoption.

Demographic changes in the Downtown/CRA and in the City comparing the year of Plan adoption to the 15th year after adoption.

Housing changes in the Downtown/CRA and in the City comparing the year of Plan adoption to the 15th year after adoption.

Property ownership rates, code violation enforcement rates and crime rates in the Downtown/CRA and in the City comparing the year of Plan adoption to the 15th year after adoption.

The City shall submit the data and analysis to the County for the 15 year review no later than October 1, 2018. The Board of County Commissioners shall complete its review prior to March 1, 2019 and shall notify the Community Redevelopment Agency in writing by March 1, 2019, if it intends to eliminate or reduce the amount and/or duration of the County's tax increment contribution after the 15th year of increment. In the absence of such notification, the contribution shall continue as provided herein.

4. Projects

The assets of the Redevelopment Trust Fund shall be applied, allocated, expended and invested or reinvested in furtherance of the projects outlined in the Downtown Redevelopment Plan as adopted in Ordinance 7153-03, and amended by Ordinance 7231-03 or as that Plan is amended from time to time. Such application of the funds shall also be consistent with the provisions of Chapter 163, Florida Statutes, Part III, Community Redevelopment Act.

There is hereby established and created, in accordance with the provisions of the Act, a Community Redevelopment Trust Fund ("Trust Fund") for the Community Redevelopment Area including the Gateway Expansion Area, which funds shall be utilized and expended for the purposes of and in accordance with the Plan, including any "community redevelopment," as that term is defined in Section 163.340(9), Florida Statutes, under the Plan.

The funds deposited or allocated into the Trust Fund are appropriated to the City of Clearwater Community Redevelopment Agency to finance the Downtown Clearwater Community Redevelopment Plan. The Community Redevelopment Agency shall use the funds paid into or earned by the Trust Fund for any community redevelopment purpose delegated to it, as set forth in the modified Downtown Clearwater Community Redevelopment Plan Ordinance. Use of that portion of the tax increment attributable to the County shall be limited to capital improvements, land acquisition and environmental remediation as more specifically provided in Ordinance 7153-03, as amended by Ordinance 7231-03 and as it is amended from time to time.

Section 2. Severability

If any provision or portion of this Ordinance is declared by any court of competent jurisdiction to be void, unconstitutional or unenforceable, then all remaining provisions and portions of this Ordinance shall remain in full force and effect.

Section 3. Repeal Conflicting Ordinance

All ordinances or parts of ordinances in conflict herewith are to the extent of such conflict hereby repealed.

Section 4. Effective Date

This ordinance shall take effect upon adoption of the County ordinance establishing the Redevelopment Trust Fund as provided herein.

PASSED ON FIRST READING

December 18, 2003

PASSED ON SECOND AND FINAL
READING AND ADOPTED AS AMENDED

January 15, 2004




Brian J. Aungst
Mayor-Commissioner

Approved as to form:

Attest:



Pamela K. Akin
City Attorney



Cynthia E. Goudeau
City Clerk



D O W N T O W N
CLEARWATER

CLEARWATER COMMUNITY REDEVELOPMENT AGENCY TIF 15-YEAR REVIEW

BACKGROUND AND HISTORY

The City of Clearwater initially established a Community Redevelopment Agency (CRA) in 1981. The CRA was expanded in 2002 with approval of the Pinellas County Board of Commissioners to incorporate the eastern gateway area to downtown now referred to as the "Downtown Gateway." In 2004, the city and the county approved a significant update to the Clearwater Downtown Redevelopment Plan that set forth an ambitious list of capital improvement projects and strategies for reducing blight and spurring economic redevelopment. As a condition of CRA expansion, the CRA was required to update the County on its progress in implementing the 2004 redevelopment plan after a 15-year time period.

This report meets the requirements of City of Clearwater Ordinance 7214-03 which requires a summary and analysis of the redevelopment that has occurred in the Clearwater CRA since 2004. The analysis focuses on three main areas:

1. Performance of annual Tax Increment Financing (TIF) revenues as compared to the 2004 estimated TIF projections
2. Implementation of capital projects and CRA programs
3. Effectiveness of the Downtown Plan at mitigating blight

In 1981 blighting factors were:

- A predominance of defective or inadequate street layout by modern standards;
- Faulty lot layout limiting the nature and extent of uses of properties;
- Deterioration of sites, buildings and other improvements;
- Unusual conditions of title based on large institutional holdings in this area which restrict the market supply and size of private enterprise land; and,
- A static tax base, with conditions of ownership which support a continuing relative decline in the downtown areas values.

In 2004, the expanded downtown gateway area was added to the CRA because of additional blighting factors:

- Excessive emergency calls;
- Unsafe environment;
- High vacancy rates; and,
- Lack of appreciable increase in values.

Where possible, this report has set 2004 as the base year for comparison to data available on July 1, 2018. In situations where this data has not been available, we have used to closest possible year from sources such as the United States Census and American Community Survey. Several sections of this report incorporate information from the recently adopted 2018 Clearwater Downtown Redevelopment Plan which serves as the Special Area Plan and Community Redevelopment Plan for the city. Pinellas County has designated the Clearwater CRA as an urban revitalization area and it receives 95% of the eligible TIF increment. As the County seat and one of the most urbanized areas of the county, the Clearwater CRA continues to plan an important role as an economic center and county asset.

PERFORMANCE OF TIF REVENUES AND ASSESSED PROPERTY VALUES

TIF revenues and assessed property values have performed better than anticipated in 2004 Redevelopment Plan. Table 1 lists the Base Year values of the original 1981 and expanded 2004 CRA areas. It illustrates the increase in total tax roll valuation between 2004 and 2018 as well as the increase in the City and County TIF contribution between 2004 and 2018.

TIF revenues are vulnerable to increases in homestead exemptions and reductions in city and county millage rates. Over the past 15 years, the original CRA area has reacted strongly to swings in the real estate market experiencing double digit increases in tax roll valuation during the real estate bubble in the 2000's with a 23% jump in valuation in 2007. After the recession began in 2008, valuation dropped -13% at its lowest point in 2010. Values began to recover with the first positive increase in 2014. In 2018, the original area valuation increased 22% and the expanded area increased by 9% over 2017 numbers resulting in a total tax roll valuation of \$487,635,880. The majority of this recent increase can be attributed to the construction of The Nolen apartment complex.

For further details on the breakdown of City and County millage rates, senior homestead exemptions and the tax increment please see Appendix Tables 1-4.

Table 1: Clearwater CRA Tax Roll Valuation and Tax Increment Contribution 2004 and 2018

CRA Base Year Tax Roll Valuation				1981 CRA Area	2004 CRA Area	
				\$84,658,490	\$88,234,600	
Year	Total Tax Roll Valuation	City TIF Contribution "Original" Area	City TIF Contribution "Expanded" Area	County TIF Contribution "Old" Area	County TIF Contribution "New" Area	TOTAL City and County TIF Contribution
2004	\$157,877,040	\$421,226	\$4,157	\$421,397	\$4,437	\$851,217
2018	\$487,635,880	\$1,459,490	\$80,388	\$1,517,374	\$84,997	\$3,142,249

PERFORMANCE OF TIF REVENUES AND ASSESSED PROPERTY VALUES

Projections versus Actual Tax Roll Valuations

Original TIF projections are contained in the Appendix in Tables 1 and 2 taken from the 2004 Downtown Redevelopment Plan. The 2004 TIF projections assumed that the City and County would keep a stable millage rate and would experience a 2.78% yearly increase in the tax roll valuation. It was also assumed that the City and County would maintain the full contribution of 95% total tax increment.

In both the original and expanded CRA areas, the actual tax roll valuation exceeds the 2018 projected tax roll valuation from the 2004 plan. The total actual valuation exceeds the projected valuation by \$134,740,471.

The 2004 plan projected by the year 2033 there would be an additional \$195,235,039 increase in Tax Roll Value for the Original CRA Area and an increase in Tax Roll Value of \$37,890,254 for the Expanded CRA Area. The year 2018 is the halfway point for this 30-year projection. Since 2003, the Tax Roll Value for the Original CRA area has increased by \$229,427,174 exceeding the 2033 projection. The Tax Roll Value for the Expanded CRA area has increased by \$32,671,091 which is under the 2033 total projected increase, but well over the halfway mark towards reaching it.

It is difficult to predict how and when the real estate market will decline again. The CRA's tax roll value has benefited from investments in the construction of new townhouses, apartments and market rate condos. The real estate projects have been supported by the Cleveland Street streetscape improvements, park improvements and renovation of Capitol Theater. The existing increases in the tax roll and continued incremental growth will allow the CRA to take on more significant capital improvement projects, like the implementation of the Imagine Clearwater waterfront renovations. Continuing the full contribution from the city and county TIF is essential for continuing to implement projects during an economic downturn.

Table 2 : Clearwater CRA 2018 Projected versus Actual Tax Roll Valuation

Clearwater CRA 2018 Projected versus Actual Tax Roll Valuation			
	CRA Original/Old Area	CRA Expanded/New Area	TOTAL Tax Roll Valuation
Projection for Year 2018 from 2004 Plan	\$258,950,827	\$93,944,582	\$352,895,409
2018 Actual Valuation	\$382,705,854	\$104,930,026	\$487,635,880

Table 3: Clearwater CRA 30 Year Projected Increase of Tax Roll Value

CRA Tax Roll Value 30 Year Projections			
	CRA Original/Old Area	CRA Expanded/New Area	TOTAL Increase to Base Year Tax Roll Value
Increase Projected by Year 2033 from 2004 Plan	\$195,235,039	\$37,890,254	\$233,125,293
Increased Projection for Year 2018 from 2004 Plan (50% mark)	\$97,617,519	\$18,945,127	\$116,562,646
2018 Actual Increase to Tax Roll Value	\$229,427,174	\$32,671,091	\$262,098,265

IMPLEMENTATION OF DOWNTOWN REDEVELOPMENT PLAN

Investment in Downtown

This section summarizes the major improvements in downtown over the past fifteen years, the status of the Capital Improvement projects identified in the 2004 Redevelopment Plan and the specific allocation of County TIF dollars to capital improvements.

INVESTMENT IN DOWNTOWN

Since the inception of the original Downtown CRA in 1981, considerable public and private investment has been made in the Downtown area. Often the first step in large investment projects is property acquisition and then remediation, assemblage, marketing and redevelopment. The City and CRA also provide incentives and investment in programs that support business development. Capital Improvement Projects and transportation comprise a large portion of investment in the Downtown Planning Area that enhances necessary infrastructure as well as quality of life. Investments in arts, culture and programming also improve quality of life and desirability of Downtown. Often a significant project will span multiple categories of investment. Selected investments are shown on Map 2.9. Below is a list of some recent and significant programs and projects undertaken by the City and/or CRA:

Property Acquisitions

Pierce Street Lot, 301 Pierce Street

- \$4.25M purchase price
- Key property for Imagine Clearwater redevelopment

Triangle Property, 1384 Gulf to Bay Boulevard

- \$160k purchase price
- Key property for Cleveland Streetscaping Phase III and Mercado

Former St. Pete Times Lot, 704 and 710 Court Street

- \$2.4M purchase price
- Key properties for future Intermodal Center



Multiple Brownfields Sites

- Harbor Oaks Shopping Plaza, \$110k for remediation
- Clearwater Automobile Salvage Yard, \$1.2M purchase price and \$648k for remediation
- Car Pro Site, \$296k purchase price and \$661k assessment and remediation

Economy Inn Redevelopment Site, 1274 Cleveland Street, and adjacent parcel 1247 Grove Street

- \$1.6M and \$67.5k purchase prices, respectively

Capital Improvement Projects

Clearwater Harbor Marina, 210 Drew Street

- \$1.2M assistance for a 126 boat slip project and fishing pier

Capitol Theatre, 405 Cleveland Street

- \$8.8M renovation project

Cleveland Streetscape Phase I & II, Osceola to Missouri Avenues

- \$.1M for Phase I, \$2.5M for Phase II
- New sidewalks, stormwater, electrical improvements, street amenities, a wayfinding signage master plan and new plantings

Main Fire Station #45, 1140 Court Street

- \$10.3M construction funding

Five Points Intersection, Gulf to Bay Boulevard, Court Street, and Highland Avenue

- \$728k in improvements and landscaping

Redevelopment Incentives

Garden Trail Apartments, 609 Seminole Street

- \$354k in acquisition and environmental remediation

Country Club Townhomes, 1273 Drew Street

- \$700k towards acquisition
- \$449k for construction
- \$320k for down payment assistance

Marriott Residence Inn, 940 Court Street

- \$227k in impact fee, permit fee, and a portion of City TIF reimbursement

Cleveland Street and Fort Harrison Avenue Façade Improvement Grants

- 50+ buildings
- More than \$279,933 since 1996

The Nolen Apartments, 949 Cleveland Street

- \$700k fees reimbursed, 257 market rate units and 13,000 square feet of retail/restaurant space
- \$725k to address soil condition and \$485k to reduce stormwater fees and relocate utilities

Water's Edge Condominiums, 391 Cleveland Street

- \$1M reimbursement of impact fees, portion of sidewalks costs and site improvements paid from Ad Valorem taxes
- 153 units with 10,000 square feet of retail space

Station Square Condominiums, 628 Cleveland Street

- \$1.2M for 99 public parking spaces

Business Development

Business SPARK, 112 South Osceola Avenue

- Network of programs, services and facilities provided by public and private partners to support businesses and entrepreneurs in every stage of development

The Ring Workspaces, 600 Cleveland Street

- \$600k investment in a private, state-of-the-art coworking office facility

Clearwater Main Library, 100 N. Osceola Avenue

- Interlocal agreement with the Clearwater Main Library to conduct activities that support community learning in the areas of STEM (science, technology, engineering and math), entrepreneurship and small business development

Community Arts, Culture & Events

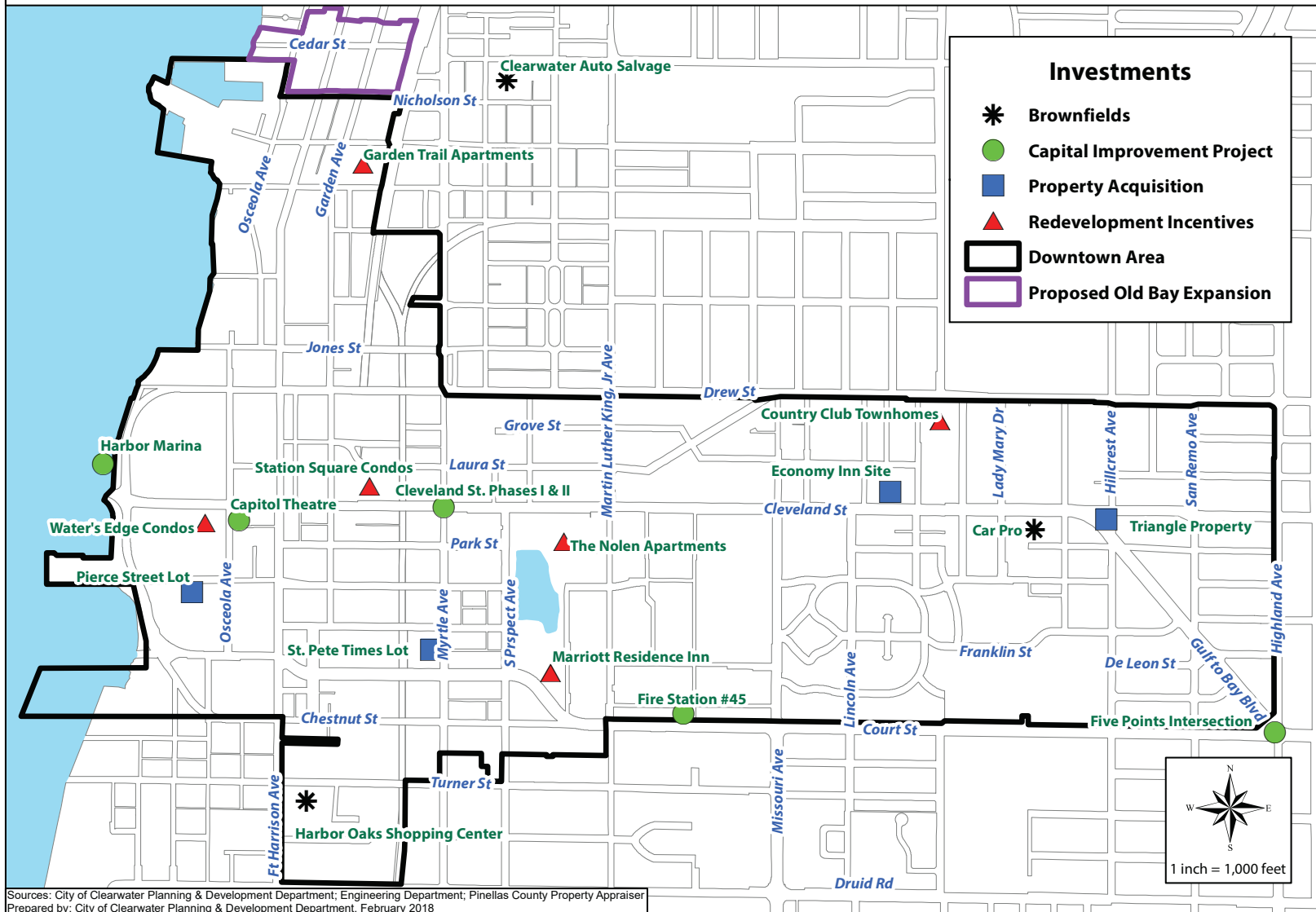
- 30-year agreement with Ruth Eckerd Hall for the operation of the Capitol Theatre
- Sculpture 360, rotating artwork in the median of Cleveland Street in the Downtown Core
- Second Century public Art Gallery
- Downtown waterfront markets
- El Dia del Nino (Children's Day), a neighborhood event to celebrate the Downtown Gateway community
- Public art banners and art wraps on utility signal boxes
- Programming, events and activation of parks (Station Square) and public spaces
- Interlocal agreement with Clearwater Police Department for Community Policing in Downtown Gateway which has decreased drug dealing, prostitution and street crime

Transportation & Mobility

- Jolley Trolley (non-profit trolley system) and Water Taxi/Ferry subsidies
- Beach Connector Trail portion of the Druid Trail
- Downtown Wayfinding

Map 2.9 Selected Downtown Investments

Clearwater Downtown Redevelopment Plan



IMPLEMENTATION OF DOWNTOWN REDEVELOPMENT PLAN

Capital Improvement Projects

Table 4 below contains the Capital Improvement projects list adopted in the 2004 Downtown Redevelopment Plan. There were 29 identified projects. 18 have been completed, 1 is in design, 9 projects have been moved to the 2018-2023 CRA redevelopment plan. The Beach to Bluff Guideway project was a federal transportation project that has been delayed without an identified date for moving forward at this time.

The 9 projects that have been moved to the 2018-2023 CRA redevelopment plan are primarily transportation projects that require streetscape design and construction. The Clearwater Planning department is taking the lead on designing Complete Streets and new streetscape standards for private redevelopment throughout downtown with the support of the CRA. The CRA is taking the lead on a parking study to identify how many parking spaces are needed and where they should be located in the downtown to support parking demand in light of the Imagine Clearwater redevelopment project and projected build out for new office buildings and residential developments. Finally, the city and county are still working together on determining the right location and plan for a multi modal transportation center and other joint use facilities. The CRA will issue a letter of interest for redevelopment by the private sector for the old Fire Station 45 location to determine if there is interest in reusing that site for a commercial purpose or if it will be retained for municipal purposes.

Table 4: Status of Capital Improvement Projects from the 2004 Redevelopment Plan

PROJECT NAME	FY	EXISTING/POTENTIAL FUNDING SOURCE	COST	COMPLETION STATUS
Wayfinding Sign Package	2003/2004	CDBG, TIF, General Fund	\$750,000	COMPLETED
"Fort Harrison Avenue/ Alt 19 Resurfacing"	2003/2004	FDOT	\$8.6M	COMPLETED
Pump Station #16	2003/2004	Water and Sewer Bond	\$698,500	COMPLETED
Pump Station # 12	2003/2004	Water and Sewer Bond	\$186,000	COMPLETED
"Cleveland Street & Memorial Causeway Repaving"	2005	FDOT	\$960,000	COMPLETED
Main Fire Station	2005/2006	Penny for Pinellas	\$4.6M	COMPLETE
Osceola Avenue Parking Garage (app. 375-500 spaces)	2005-2007	Parking fund, Private, TIF and bonds	\$5.5-7.5M	Moved to 2018-2023 Redevelopment Plan

Table 4: Status of Capital Improvement Projects from the 2004 Redevelopment Plan (continued)

PROJECT NAME	FY	EXISTING/POTENTIAL FUNDING SOURCE	COST	COMPLETION STATUS
Redevelopment Garage (app. 375-500 spaces)	2005-2010	Parking fund, Private, TIF and bonds	\$5.5-7.5M	Moved to 2018-2023 Redevelopment Plan
Reuse of Existing Main Fire Station	2006/2007	Penny for Pinellas, TIF and Grants	\$TBD	Moved to 2018-2023 Redevelopment Plan
Coachman Park Redevelopment (\$7.5M) and 450 space garage (\$7M)	2005-2008	"Park portion: General Fund, Private, Penny for Pinellas and TIF Garage portion: Private, Parking System, and TIF"	\$14.5M	COMPLETED
Downtown Marina	2006/2007	Revenue Bond, Private and TIF	\$5M	COMPLETED
Pinellas Trail and East Avenue widening	2006/2007	Grants and Penny for Pinellas	\$3M	COMPLETED
New City Hall and associated parking	2006/2007	Sale revenue from existing site and Bonds	\$13.5M	Moved to 2018-2023 Redevelopment Plan
Osceola Avenue Streetscape	2005-2010	Private, Pinellas County and TIF	\$3M	Moved to 2018-2023 Redevelopment Plan
Cleveland Street Streetscape	2004-2006	Penny for Pinellas, TIF and Private	\$3.7M	COMPLETED
Intersection Improvements	2004/2005	Gas Tax and Transportation Impact Fees	\$1M	COMPLETED
Myrtle Avenue Reconstruction and Streetscape	2004/2005	Stormwater Utility TIF	"\$12M \$1M "	COMPLETED
Station Square Park Redevelopment	2005/2006	Private & TIF	\$1M	COMPLETED
Clearwater Beach Connector Spur (Pinellas Trail)	2004/2005	Pinellas County, Penny for Pinellas, CMAQ	\$1.2M (include entire project)	COMPLETED

Table 4: Status of Capital Improvement Projects from the 2004 Redevelopment Plan (continued)

PROJECT NAME	FY	EXISTING/POTENTIAL FUNDING SOURCE	COST	COMPLETION STATUS
Gulf to Bay Blvd. and Highland Avenue Gateway Intersection Improvements	2004-2006	FDOT (For paving only), TIF and CDBG, Penny for Pinellas	\$1.5M	COMPLETED
Fort Harrison Avenue Streetscape	2004-2006	Private, Pinellas County, Grants and TIF	\$4.7M	Moved to 2018-2023 Redevelopment Plan
Glenn Oaks Park Stormwater Retention Facility	2004/2005	Stormwater Utility, SWFWMD	\$4.3M	COMPLETED
Memorial Causeway Bridge Landscaping	2004-2006	FDOT, Grants and Special Development Fund	\$500,000	COMPLETED
Cleveland Street and Gulf to Bay Blvd. Repaving	2005	FDOT	\$870,000	COMPLETED
Cleveland Street and Gulf to Bay Blvd. Streetscape	2007-2015	TIF, Private, and CDBG	\$8.6M	IN DESIGN
Commercial Streets "A" and "B"	2010+	TIF, Bond, private and Penny for Pinellas	\$8.6M	Moved to 2018-2023 Redevelopment Plan
Court/Chestnut Beach Corridors Streetscape	2010+	TIF, Private Bond, and Penny for Pinellas	\$5M	Moved to 2018-2023 Redevelopment Plan
Beach to Bluff Guideway	2010+	Federal Grant, private, FDOT, Federal Transit Authority	\$40M	NOT PURSUED
New PSTA Multi-Modal transportation center	2010+	PSTA, Penny for Pinellas, Pinellas County, Parking Fund, TIF	\$3M, City Share	Moved to 2018-2023 Redevelopment Plan
Myrtle Avenue Reconstruction and Streetscape	2004/2005	Stormwater Utility TIF	"\$12M \$1M"	COMPLETED
Station Square Park Redevelopment	2005/2006	Private & TIF	\$1M	COMPLETED

IMPLEMENTATION OF DOWNTOWN REDEVELOPMENT PLAN

County TIF Funds

Please see fold out Table 5, attached.

From Fiscal Year 2000/2001 through Fiscal Year 2015/2016, the Clearwater CRA has spent \$14,192,698 in County TIF funds on capital expenditures. The table below lists all of the CRA's capital expenditures during that time with the County funds highlighted in blue. County TIF funds have been used primarily for streetscape design, streetscape construction and land acquisition. The partnership between the city and county has allowed the Clearwater CRA to take a comprehensive approach to redevelopment. County funds have been focused on capital improvements and City funds have been focused on staffing, marketing, events and incentives.

The 2018 Clearwater Community Redevelopment Plan anticipates that between 2018-2023 \$83,089,000 in public funds will be invested in the downtown. City TIF funds represent about \$12 million of that total amount and County TIF funds represent about \$6.6 million of that total amount.



IMPLEMENTATION OF DOWNTOWN REDEVELOPMENT PLAN

CRA Redevelopment Strategies

The 2004 plan identified 38 strategies to implement downtown redevelopment and the CRA has successfully implemented 31 of those strategies. The zoning code has been amended to allow transfer of development rights, payment in lieu of parking and to establish the density bonus pool. The code was amended in 2018 to increase the allowable heights, density and FAR in certain districts as well as greatly reduce parking requirements. The city evaluated the potential of downtown for a historic district and while a handful of significant buildings were identified, there was no justification to create a local historic district.

The façade grant program was amended in 2018 to increase the number of eligible properties throughout the CRA and increase the match amount from the CRA to up to 50% of the total construction costs. This is the least utilized and potentially most impactful program the CRA has to reduce blight and vacancy rates. Many property owners in downtown are “cash poor” and need additional financial assistance to improve their facades. With additional promotion of the expanded grants and changes in the design regulations we anticipate a greater use of this grant program.

The city established a nuisance abatement board. Community policing techniques were adopted and continue successfully throughout the CRA with two dedicated officers, typically on bicycles. The regional stormwater detention pond was constructed in the Prospect Lake district and has been utilized by several redevelopment sites around it. The East Gateway, renamed the Downtown Gateway in 2018, developed a merchant’s association, neighborhood watch and Hispanic outreach programs. The Downtown Gateway 5-year action plan expired in 2017 and the CRA is in the process of developing a new 5-year action plan.

Finally, small business partnerships and connections to local banks have taken hold under the city’s economic development initiative SPARK. SPARK is a network of programs, services and facilities provided by public and private partners to support business and entrepreneurs in every stage of development. The 2012 ULI planning process played a significant role in identifying projects and programs in downtown that created a cohesive redevelopment vision for the community. It also provided a path forward for collaboration between the city, institutional property owners and private investment. The ULI plan led to the master plan for Imagine Clearwater, the \$55 million catalytic waterfront redevelopment.

IMPLEMENTATION OF DOWNTOWN REDEVELOPMENT PLAN

CRA Redevelopment Strategies (continued)

In 2016, the CRA was established as an independent department to provide greater focus on downtown redevelopment. In the past year, the following developments have come to fruition:

- The completion of The Nolen – a mixed use development with 257 apartment units, 24,000sf of commercial space and 300 parking spaces. The Nolen was acquired by NM Residential in July 2018 for \$44.5 million and is 85% leased.
- The renovation of 1100 APEX – a mixed use development with 134 apartment units, 4,348sf of commercial space and 202 parking spaces. It is anticipated to open March 2019, at 1100 Cleveland Street.

- The CRA acquired a 60+ space surface parking lot at the intersection of Cleveland Street and S. Martin Luther King, Jr. Avenue to provide parking for retail customers visiting nearby businesses.

- The Madison, an 80-unit age and income restricted development, is under construction at 400 S. Martin Luther King, Jr. Avenue.

- The CRA will release 3 requests for proposals for CRA owned property in October 2018 – two sites for apartment development and one site for a destination restaurant/ brewery and entertainment venue.



IMPLEMENTATION OF DOWNTOWN REDEVELOPMENT PLAN

Changes in employment

The 2004 plan did not contain any base data related to employment in the CRA. The Clearwater Economic Development department prepared an economic development plan in 2011 that included some employment information that is helpful for this analysis. The study found that one-third (32 percent) of Clearwater households earn less than \$25,000 a year, compared to 25 percent for the nation and 27 percent for the MSA and state. While salaries in Clearwater increased during the previous decade, many jobs in Clearwater still paid relatively low wages. In 2008, about 27 percent of the jobs in the City of Clearwater paid at least \$40,000 per year. By comparison, 33 percent of St. Petersburg's jobs paid this level or more. The study found that to ensure long-term economic vitality, Clearwater must attract a younger mix of professionals in higher-wage occupations over the next decade. The most significant challenge facing Clearwater is the lack of available greenfield development sites. Existing Class A office space does not meet the needs of local businesses and many property owners have failed to make improvements to existing structures that high tech firms require.

To prevent existing businesses from leaving the city in search of preferable space and in order to create the conditions to attract new firms, Clearwater's primary goal must be to promote higher intensity employment opportunities on new and existing sites. Establishing a stock of new and re-developed professional buildings will help the City attract target industries and accommodate higher wage jobs, which, in turn, will diversify the City's tax base and improve the demographic mix.

In the past five years, commercial property owners have responded to this challenge by renovating the existing downtown office towers which have in turn attracted several new high-tech companies, like AutoLoop and KnowBe4. The CRA supported the establishment of The Ring, a co-working space, that caters to start-up companies in Clearwater. It is all one of the first WELL certified work environments in the region. Since 2004, downtown has added over 900 jobs in high-tech companies with a focus on cyber security. Currently, there are 1,261 businesses in downtown with 16,940 employees.

EFFECTIVENESS OF DOWNTOWN REDEVELOPMENT PLAN AT MITIGATING BLIGHTING INFLUENCE

Demographic and Housing Changes

The 2018 Clearwater Downtown Redevelopment plan contained a comprehensive review of the change in demographics for all of downtown since the year 2000. The CRA contains the Downtown Core, Prospect Lake and Downtown Gateway character districts.

DEMOGRAPHICS

Population

Downtown experienced a significant increase in population between 2000 and 2010, from 1,256 residents to 4,974 residents, which was primarily concentrated in the Downtown Gateway District (formerly the East Gateway). Current population estimates are slightly lower at 4,430 residents, where limited population growth has occurred since 2010 in the Downtown Core and South Gateway Districts, but the remaining Districts have shown declines. Graph 2.1 summarizes population in the Character Districts.

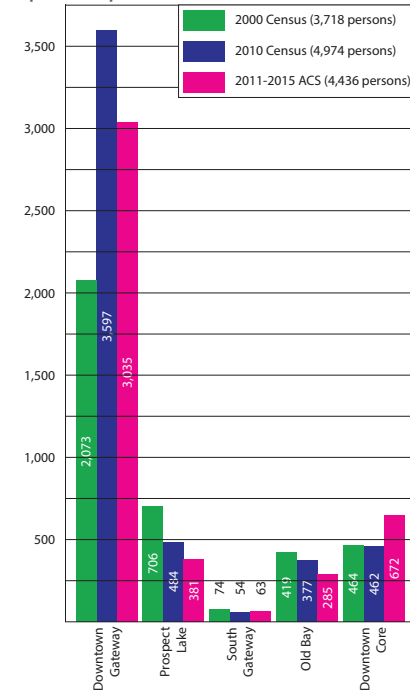
This growth did not result in a diversification of Downtown’s resident population, a fact reflected in the recent demographic data collected during the ACS 2011-2015 estimates. Graphs 2.2 and 2.3 summarize age, race and ethnicity of Downtown’s population.

According to the ACS 2011-2015 estimates, Downtown has seen an increase, as a percentage of the population, in the proportion of white residents since 2000 (from 73.8% to 81.5%), while the proportion of black or African American residents declined slightly (11.9% to 11.8%) and the other racial populations, including Asian, American Indian, and those identifying as two or more races or some other race, declined more significantly (14.3% to 7.3%). However, during this same time frame, Downtown saw an increase in its Hispanic, Latino or Spanish origin population from 28.2% in 2000 to 46%. Downtown has a significantly higher percent of population identifying as Hispanic, Latino or Spanish origin

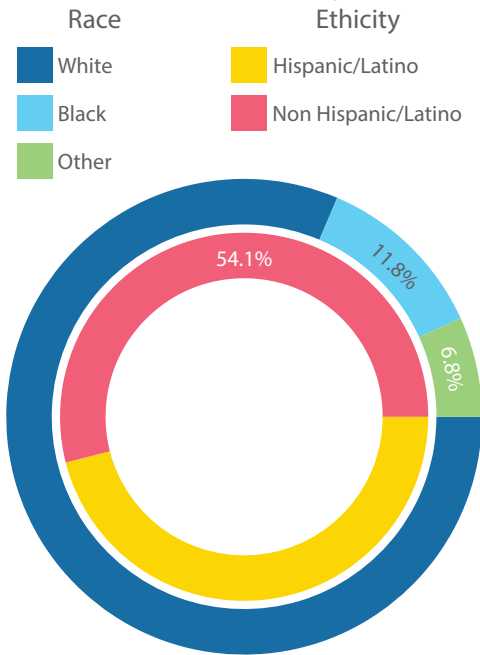
compared to the City as a whole (13.9%), and the majority of this population within Downtown (92.9%) lives in the Downtown Gateway District.

Downtown residents are younger on average compared to the City (median ages of 38.2 years and 44.8 years, respectively). This demographic varies by Character District. The Downtown Gateway has the youngest median age (31.7 years), whereas both Prospect Lake and the Downtown Core Districts have relatively older populations with median ages of 61.1 years and 64.1 years respectively. Generally, throughout Downtown there is a slightly higher percentage of males, although the Downtown Core’s population is 63.1% female.

Graph 2.1. Population

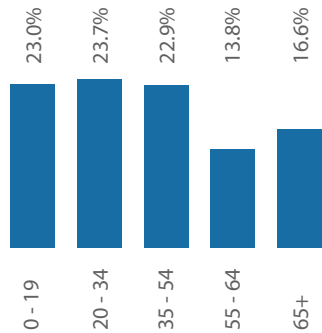


Graph 2.2. Downtown Race/Ethnicity



Source: mySidewalk.com; US Census 2011-2015 ACS

Graph 2.3. Downtown Age

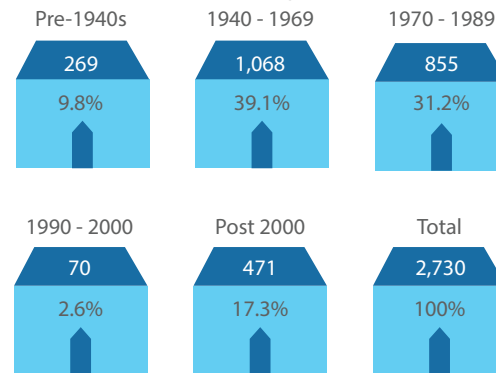


Source: mySidewalk.com; US Census 2011-2015 ACS

Housing

Between 2000 and 2010 the City saw a very modest 1.8% increase in the number of housing units, whereas Downtown experienced more substantial growth (12.8%) during the same time period, increasing to 3,159 units overall. Between 2010 and 2015, Downtown experienced a slight (0.9%) decrease in the overall number of housing units, where new units were constructed within the Downtown Core (114 units) and Prospect Lake (43 units), while the Old Bay District and Downtown Gateway both lost units (63 housing units and 122 housing units respectively). Recent figures are ACS 2011-2015 estimates that include units demolished within the time period but not new housing units that have been constructed since 2015 (e.g., Garden Trail and The Nolen apartments). On average, however, the housing available in Downtown is older, with the majority being constructed between 1940 and 1989 (70.4%), as depicted in Graph 2.4.

Graph 2.4. Downtown Housing Stock



Source: mySidewalk.com; US Census 2011-2015 ACS



Median home value has risen Citywide by 43.1% since 2000, to \$162,285 in recent estimates, while the Downtown median home value increased by 111.3% to \$183,676 during this same time (ACS 2011-2015). The Downtown Core and Old Bay Districts have the highest median home values within the Downtown, at \$277,600 and \$217,795 respectively; however, for the Downtown Core this reflects a decrease on average by 20.7% (down from \$350,000 in 2000) whereas for the Old Bay District this is an increase of 123.4% (up from \$97,500 in 2000). For greater analysis on housing see Housing and Neighborhoods in Chapter 3.

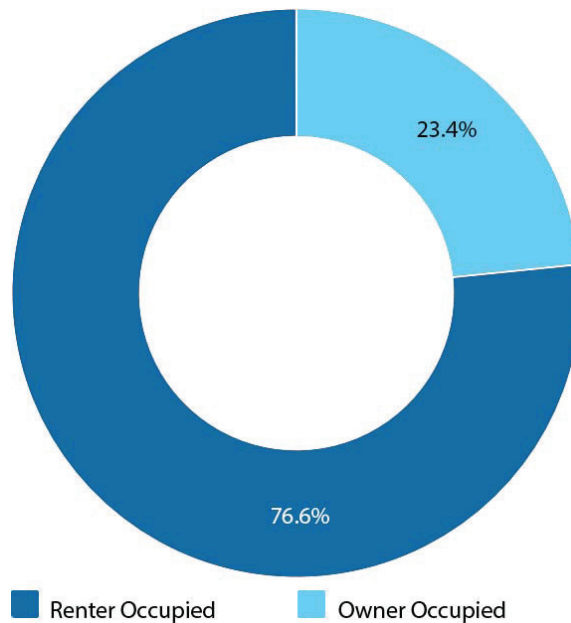
There is a much larger proportion of renters located within Downtown, compared to the City. According to the ACS 2011-2015 estimates, the total percentage of renters within the Downtown is 76.6%, versus 41.7% for the City as a whole. This translates into a larger proportion of owner-occupied houses in the City (61.6% versus 23.4% in Downtown). Within the Character Districts this pattern is consistent except within the Prospect Lake District, which has nearly an even split of owner occupied and renter occupied housing units. Graph 2.5 shows the percentages of owner vs. renter occupancy in the Downtown.

Because the majority of housing units are renter occupied throughout most of Downtown, it is important to note the median home rent. Citywide median home rent is \$919, while the Downtown median rent is slightly more at \$1,055. The Downtown Core median home rents are the highest at \$1,768. Graph 2.6 shows the breakdown of median home rents.

Households

Downtown experienced a 4.6% increase in the number of households between 2000 and 2010, but since has experienced a 2.3% decline to 2,307 households overall. The average household size both Citywide and within Downtown specifically has increased since 2000, from 2.2 (Citywide) and 2.05 (Downtown) persons per household in 2000 to 2.34 and 2.36 persons per household in 2010 respectively. Within the Character Districts, Downtown Gateway saw an increase in average household size of 17.9% to 2.7 persons per household, contributing to the Downtown-wide population increase, while the other Districts remained close to their 2000 average household sizes.

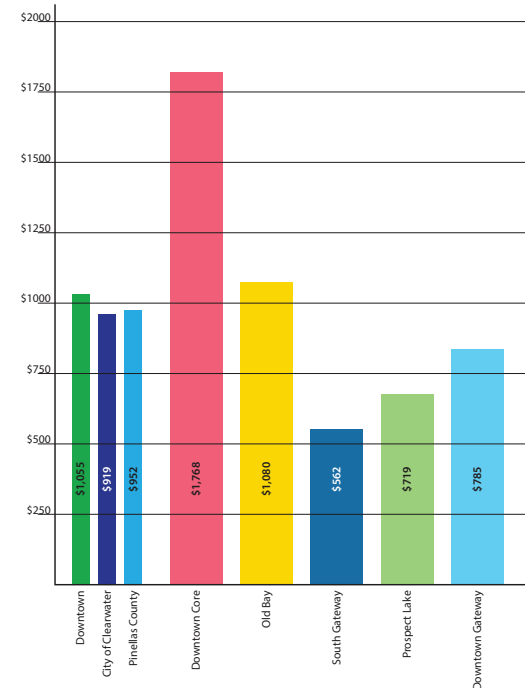
Graph 2.5. Downtown Occupancy



Source: mySidewalk.com; US Census 2011-2015 ACS

Citywide, median household income has increased 9.2% from \$40,480 in 2000 to \$44,198 based on current estimates. Although current estimates of Downtown residents' median household income is less (\$35,427), it also grew during the same time. Within the Character Districts, the Old Bay and Downtown Gateway Districts are the closest to the Downtown average at \$35,606 and \$31,382 respectively. The South Gateway has the lowest median household income at \$17,167, and the Downtown Core has the highest at \$56,426.

Graph 2.6. Median Home Rent



Source: mySidewalk.com; US Census 2011-2015 ACS

The majority of renters in Downtown pay over 15% of their income on average towards rent, with 33.2% of renters spending between 15% and 30% of their income towards rent. Over 27% of renters spend between 31% and 49% of their income towards rent, which meets HUD's definition of being "cost-burdened", while an additional 30.9% spend over 50% of their income towards rent, which HUD defines as having "severe rent burden". Graph 2.7 shows both the percentage of income towards rent for all of Downtown as well as how that percentage is distributed through the Character Districts.

Demographic Synopsis

When compared to the City of Clearwater, Downtown is demographically different in many areas; however, the Downtown Planning Area is not homogenous and has areas of concentrated extremes within its boundary. Downtown residents are more ethnically diverse and younger on average than the City. This can be attributed to residents in the Downtown Gateway District where a high proportion of younger residents, as well as residents of Hispanic, Latino or Spanish origin live. Conversely, the other extreme is concentrated in the Downtown Core which is the least ethnically diverse and also has the oldest mean age. The Downtown Core is also the outlier with the smallest household size, and the highest median income, rent and home values. The concentration of high-rise condominium buildings in this District, some with water views, is consistent with this analysis. Similarly, the Old Bay Character District which has waterfront homes has the second highest median home values in Downtown. Though the Downtown's median home value is higher than

that of the City, there is a wide range of median home values across the Character Districts. However, a lack of recent data from the ACS for two Districts may contribute to the Downtown Core's high values inflating the overall median home value for Downtown. The pattern of many Downtown residents spending more than 30% of their income towards rent, which is higher than the City as a whole, may be exacerbated by Downtown's median income, which is less than the City's.



Photo Source: (Center) Asplan Viak, Battery Park

EFFECTIVENESS OF DOWNTOWN REDEVELOPMENT PLAN AT MITIGATING BLIGHTING INFLUENCE

Code Violations

Since 2004, the number of overall code cases has been reduced from 754 to 268 cases. The majority of cases are violations of the Community Development Code or Public Nuisance violations. Reductions in code cases can be attributed to several redevelopment strategies including the creation of the Downtown Gateway neighborhood and merchant’s association, the establishment of a public nuisance board, community policing efforts and greater coordination between the city’s codes enforcement staff and community development staff to identify and educate property owners with persistent violations.

BUSINESS CODE:

All business code cases include Business Tax Receipt and Sign cases.

CODE HISTORICAL CASE:

Historical data on an individual code violation.

COMMUNITY DEVELOPMENT CODE:

All cases, which fall under the Community Development Code, with the exception of nuisance cases fall under this category. This category includes zoning and parking violations.

PUBLIC NUISANCE:

Community Development Code cases carved out and identified as a Public Nuisance category for reporting purposes and additional enforcement mechanisms. 3-1503.A - No person owning, leasing, operating, occupying or having control of any premises within the city shall maintain, keep or permit any nuisance affecting the citizens of the city.

WATER VIOLATIONS:

All illegal watering cases.

Table 6: Code Cases in the Existing and Expanded CRA by Fiscal Year

CASE TYPE	FISCAL YEAR					
	2004		2010		2018	
Business Code	243	32.22%	83	20.80%	66	24.63%
Code Historical Case	1	0.13%	0	0	0	0
Community Development Code	184	24.40%	142	35.58%	109	40.67%
Public Nuisance	320	42.44%	168	42.10%	92	34.32%
Water Violations	6	0.79%	6	1.50%	1	0.37%
TOTALS	754	99.98%	399	99.98%	268	99.99%

EFFECTIVENESS OF DOWNTOWN REDEVELOPMENT PLAN AT MITIGATING BLIGHTING INFLUENCE

Crime Statistics

The CRA has seen a reduction in crime overall since 2006, with the exception of sexual battery. Drug cases and sexual battery cases remain major issues in the Downtown Gateway district. Reductions in crime have been supported by the CRA's ongoing funding for community policing, including inter-local agreements where the CRA funds two dedicated police officers to the CRA area. The CRA purchased and maintains a police sub-station in the Downtown

Gateway district. With the construction of Phase III of the Cleveland Streetscape and the Mercado public gathering space, we anticipate a further reduction in crime because there will be more "eyes on the street" and less blighted space to conduct criminal activity, like drug sales and prostitution.

Table 7: Clearwater CRA Crime Statistics 2006, 2010, 2017

Entire CRA	2006/2007	% of total crime type	2010/2011	% of total crime type	2017/2018	% of total crime type	GRAND TOTAL
Aggravated Battery	28	3.88%	27	5.13%	18	3.99%	73
Assault/Battery- All Others	195	27.01%	123	23.38%	98	21.73%	416
Burglary	92	12.74%	56	10.65%	37	8.20%	185
Burglary-Vehicle	46	6.37%	26	4.94%	29	6.43%	101
Disturbance	43	5.95%	35	6.65%	20	4.43%	98
Drug Case	284	39.34%	220	41.83%	218	48.34%	722
Robbery	24	3.32%	35	6.42%	15	3.33%	74
Sexual Battery	10	1.39%	4	1.00%	16	3.55%	30
TOTAL	722	100.00%	526	100.00%	451	100.00%	1699

EFFECTIVENESS OF DOWNTOWN REDEVELOPMENT PLAN AT MITIGATING BLIGHTING INFLUENCE

Crime Statistics (continued)

TABLE 7 Clearwater CRA Crime Statistics 2006, 2010, 2017

Downtown Gateway	2006/2007	% of total crime type	2010/2011	% of total crime type	2017/2018	% of total crime type	GRAND TOTAL
Aggravated Battery	14	3.62%	8	3.05%	11	3.78%	33
Assault/Battery- All Others	75	19.38%	58	22.14%	65	22.34%	198
Burglary	45	11.63%	29	11.07%	26	8.93%	100
Burglary-Vehicle	22	5.68%	18	6.87%	15	5.15%	55
Disturbance	15	3.88%	13	4.96%	7	2.41%	35
Drug Case	199	51.42%	107	40.84%	150	51.55%	456
Robbery	15	3.88%	27	10.31%	7	2.41%	49
Sexual Battery	2	0.51%	2	0.76%	10	3.43%	14
TOTAL	387	100.00%	262	100.00%	291	100.00%	940

CONCLUSION

The Clearwater CRA area has seen significant improvements in the economy, environment and population since 2004. The CRA has been able to leverage the County's TIF investment to increase property values, increase the downtown population and attract private investment in new housing and businesses. In spite of this success, there still remains persistent conditions including a lack of diversity of land owners, under utilized and vacant commercial property, brown fields and streets in need of significant redesign to serve all modes of travel. As the downtown redevelops, the CRA must ensure that the housing stock and public spaces remain accessible to all ages and all income levels, which will require public subsidy. The 2018 Clearwater Downtown Redevelopment Plan contains the CRA's investment framework and five-year plan for capital projects and programs and is available at www.myclearwater.com.

The County TIF contribution has played a critical role in the stabilization of downtown and the growth in property value. Without the investment in transportation improvements, land acquisition and environmental remediation, significant housing projects and the enhancement of public spaces would not have occurred. The Clearwater CRA respectfully requests that the County continue its full contribution and share in the implementation of the newly adopted 2018 redevelopment plan to keep moving downtown Clearwater's revitalization forward.



APPENDIX

Appendix Table 1:
Tax Increment Revenue
Projects Original Community
Redevelopment Area 30-Year
Projection from 2003-2033

Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	DDB Taxes	Total Tax Increment (95% of Taxes)
2003	\$153,278,680	\$394,772	\$421,397	\$68,620	\$840,549
2004	\$157,877,040	\$421,226	\$449,635	\$73,219	\$896,876
2005	\$163,402,737	\$453,016	\$483,568	\$78,744	\$964,562
2006	\$169,938,846	\$490,618	\$523,707	\$85,280	\$1,044,625
2007	\$177,586,094	\$534,613	\$570,668	\$92,928	\$1,138,298
2008	\$186,465,399	\$585,695	\$625,196	\$101,807	\$1,247,063
2009	\$196,720,996	\$644,696	\$688,176	\$112,063	\$1,372,687
2010	\$208,524,256	\$712,600	\$760,660	\$123,866	\$1,517,269
2011	\$218,950,469	\$772,582	\$824,687	\$134,292,	\$1,644,983
2012	\$227,708,487	\$822,967	\$878,470	\$143,050	\$1,752,262
2013	\$234,539,742	\$862,267	\$920,421	\$149,881	\$1,835,940
2014	\$239,230,537	\$889,253	\$949,227	\$154,572	\$1,893,399
2015	\$244,015,148	\$916,779	\$978,609	\$159,357	\$1,952,008
2016	\$248,895,450	\$944,855	\$1,008,579	\$164,237	\$2,011,788
2017	\$253,873,359	\$973,493	\$1,039,149	\$169,215	\$2,072,764
2018	\$258,950,827	\$1,002,704	\$1,070,329	\$174,292	\$2,134,959
2019	\$264,129,843	\$1,032,499	\$1,102,134	\$179,471	\$2,198,398
2020	\$269,412,440	\$1,062,889	\$1,134,574	\$184,754	\$2,263,107
2021	\$274,800,689	\$1,093,888	\$1,167,663	\$190,142	\$2,329,109
2022	\$280,296,703	\$1,125,507	\$1,201,414	\$195,638	\$2,396,431
2023	\$285,902,637	\$1,157,758	\$1235,840	\$201,244	\$2,465,100
2024	\$291,620,689	\$1,190,654	\$1,270,955	\$206,962	\$2,535,142
2025	\$297,453,103	\$1,224,207	\$1,306,772	\$212,795	\$2,606,585
2026	\$303,402,165	\$1,258,432	\$1,343,305	\$218,744	\$2,679,457
2027	\$309,470,209	\$1,293,342	\$1,380,569	\$224,812	\$2,753,786
2028	\$315,659,613	\$1,328,949	\$1,418,578	\$231,001	\$2,829,602
2029	\$321,972,805	\$1,365,269	\$1,457,347	\$237,314	\$2,906,934

**Appendix Table 1:
Tax Increment Revenue
Projects Original Community
Redevelopment Area 30-Year
Projection from 2003-2033**

Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	DDB Taxes	Total Tax Increment (95% of Taxes)
2030	\$328,412,261	\$1,402,315	\$1,469,892	\$243,754	\$2,985,813
2031	\$334,980,506	\$1,440,103	\$1,537,228	\$250,322	\$3,066,269
2032	\$341,680,116	\$1,478,645	\$1,578,370	\$257,022	\$3,148,335
2033	\$348,513,719	\$1,517,959	\$1,620,335	\$263,855	\$3,232,042
Cumulative Total		\$30,394,551	\$32,444,453	\$5,253,252	\$64,716,143
Addition in Tax Roll Value since 2003					\$195,235,039
Average Yearly Increase in Value					2.78%

Assumptions

1. Base year is 1982 at \$84,658,490
2. County and City millage rate is constant

**Appendix Table 2: Tax Increment Revenue Projects Expanded Community Redevelopment Area
30-Year Projection from 2003-2033**

Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	Total Tax Increment (95% of Taxes)	Year	Tax Roll Valuation	City Taxes at 100%	County Taxes at 100%	Total Tax Increment (95% of Taxes)
2003	\$72,258,935			Base Year	2026	\$102,738,226	\$175,347	\$187,173	\$344,395
2004	\$72,981,524	\$4,157	\$4,437	\$8,165	2027	\$103,765,608	\$181,258	\$193,482	\$356,003
2005	\$73,711,340	\$8,356	\$8,919	\$16,411	2028	\$204,803,265	\$187,228	\$199,855	\$367,728
2006	\$75,185,566	\$16,837	\$17,972	\$33,069	2029	\$105,851,297	\$193,257	\$206,291	\$379,570
2007	\$76,689,278	\$25,488	\$27,207	\$50,060	2030	\$106,909,810	\$199,346	\$212,791	\$391,531
2008	\$78,989,956	\$38,724	\$41,335	\$76,056	2031	\$107,978,908	\$205,497	\$219,356	\$403,611
2009	\$81,359,655	\$52,356	\$55,888	\$102,832	2032	\$109,058,697	\$211,709	\$225,987	\$415,812
2010	\$82,986,848	\$61,718	\$65,880	\$121,218	2033	\$110,149,284	\$217,983	\$232,685	\$428,134
2011	\$84,646,585	\$71,266	\$76,073	\$139,972	Cumulative Total		\$3,624,234	\$3,868,664	\$7,118,254
2012	\$85,916,284	\$78,571	\$73,870	\$154,318					
2013	\$87,205,025	\$85,985	\$91,784	\$168,880	Additional Tax Roll Value since 2003				\$37,890,349
2014	\$88,513,103	\$93,510	\$99,817	\$183,661	Average Yearly Increase in Value				1.42%
2015	\$89,840,800	\$101,148	\$107,970	\$198,663	Assumptions				
2016	\$91,188,412	\$108,901	\$116,246	\$213,890	1. Base year is 2003				
2017	\$92,556,238	\$116,770	\$124,646	\$229,345	2. County and city millage rate is constant				
2018	\$93,944,582	\$124,758	\$133,172	\$245,033					
2019	\$85,353,750	\$132,864	\$141,825	\$260,955					
2020	\$96,784,056	\$141,093	\$150,609	\$277,117					
2021	\$87,751,897	\$146,661	\$156,552	\$288,053					
2022	\$98,729,416	\$152,285	\$162,555	\$299,098					
2023	\$99,716,710	\$157,965	\$168,618	\$310,254					
2024	\$100,713,877	\$163,701	\$174,742	\$321,521					
2025	\$101,721,016	\$169,495	\$180,927	\$332,901					

Appendix Table 3: Preliminary Taxable Values/Millage Rates as of 6/28/2018

CLEARWATER COMMUNITY REDEVELOPMENT AGENCY
Tax Increment Revenues
Preliminary Tax Roll - 01/01/2018 for FY 2018/19

Preliminary Taxable Values / Millage Rates as of 6/28/2018

	"Old" CRA (CWI) Fiscal 18/19 Valuation 1/01/18	"New" CRA (CWIA) Fiscal 18/19 Valuation 1/01/18	Total CRA Fiscal 18/19 Valuation 1/01/18
CRA Base Year (1/01/81 for "Old" CRA & 1/01/2004 for "New" CRA)	\$84,658,490	\$88,234,600	
Current Tax Roll Valuation (1/01/18 for fiscal 18/19)	\$382,705,854	\$104,930,026	
Taxable Value Increment	298,047,364	16,695,426	
County Share - Millage Rate	5.3590	5.3590	
Estimated County amount due CRA @ 95%	\$1,517,374.03	\$84,997.25	\$1,602,371.28
DDB Share - Millage Rate	0.9700	N/A	
Estimated DDB amount due CRA @ 95%	\$274,650.65	\$-	\$274,650.65
Current Tax Roll Valuation - <u>adjusted for senior exemptions*</u> (1/01/18 for fiscal 18/19)	\$382,680,854	\$104,649,701	
Taxable Value Increment	298,022,364	16,415,101	
City Share - Millage Rate	5.1550	5.1550	
Estimated City amount due CRA @ 95%	\$1,459,490.02	\$80,388.85	\$1,539,878.87
Total Estimated CRA Tax Increment Revenue	\$3,251,514.70	\$165,386.10	\$3,416,900.80

* The current tax roll valuation for City share differs from County and DDB valuations due to senior property tax exemptions that are applicable to the City portion only.

Appendix Table 4: 2018 Taxable Value by Tax Increment Financing (TIF) District as of June 28, 2018

Tax Increment Financing District	2017 Total Municipal Taxable Value	2018 Total Municipal Taxable Value	Percent Change in Muni Taxable Value	2017 Total County Taxable Value	2018 Total County Taxable Value	Percent Change in County Taxable Value	Taxable Value of New Construction	COUNT
Clearwater TIF	312,623,825	382,680,854	22.41%	312,698,825	382,705,854	22.39%	44,978,834	922
Clearwater TIF A	95,351,075	104,649,701	9.75%	95,623,251	104,930,026	9.73%	97,648	1,087
Dunedin TIF	120,920,412	135,485,669	12.05%	121,034,143	135,651,810	12.08%	7,816,421	607
Gulfport TIF	41,331,524	46,243,933	11.89%	41,481,024	46,368,433	11.78%	300,311	245
Largo TIF	164,946,479	177,846,978	7.82%	165,454,997	178,347,219	7.79%	1,925,650	819
Oldsmar TIF	84,585,412	90,257,887	6.71%	84,940,230	90,620,177	6.69%	59,529	345
Pinellas County TIF	551,795,348	602,296,752	9.15%	555,101,623	605,685,134	9.11%	4,033,369	6,425
Pinellas Park TIF	460,419,502	491,095,387	6.66%	461,875,835	492,436,890	6.62%	1,984,603	3,086
Safety Harbor TIF	87,648,579	95,502,136	8.96%	87,924,537	95,783,512	8.94%	2,457,322	376
St Petersburg TIF A	1,454,036,028	1,716,925,566	18.08%	1,454,199,118	1,717,074,456	18.08%	131,577,285	2,527
St Petersburg TIF B	38,567,352	43,035,254	11.58%	38,580,324	43,049,023	11.58%	275,879	190
St Petersburg TIF D	121,103,822	137,458,590	13.50%	121,103,822	137,458,590	13.50%	169,876	399
St Petersburg TIF E	720,057,727	826,440,218	14.77%	721,848,055	828,316,731	14.75%	14,598,727	14,795
Tarpon Springs TIF	80,999,301	89,330,702	10.29%	81,087,686	89,380,702	10.23%	3,678,500	594

Total taxable value for the city and county may differ in jurisdictions with an additional homestead exemption for low-income seniors

To review all parcels in a TIF District, go to www.pcpao.org, click on "Search Our Database" then select "Advanced /Sales Search." In step 1, scroll to "Choose Tax Increment Finance Districts" and highlight the district(s) of interest. In step 2, select the data fields you are interested in. The TIF flag fields are in the "Parcel Value" table.

Table 5: Clearwater CRA Capital Expenditures FY2000-FY2016

BLUE HIGHLIGHT = COUNTY TIF

FISCAL YEAR		FY2000/2001	FY2001/2002	FY2002/2003	FY2003/2004	FY2004/2005	FY2005/2006	FY2006/2007	FY2007/2008	FY2008/2009	FY2009/2010	FY2010/2011	FY2011/2012	FY2012/2013	FY2013/2014	FY2014/2015	FY2015/2016	COMBINED
Capital Expenditures Total		8,001.00	154,279.00	164,033.00	36,630.00	620,138.00	949,584.00	256,599.00	1,155,082.00	1,714,281.00	1,655,966.00	2,928,889.00	1,209,475.00	557,072.00	1,867,882.00	844,905.00	840,349.00	14,963,165.00
PROJECT DESCRIPTION	EXPENDITURE DESCRIPTION																	
315-94714 - Downtown Redevelopment CRA	Grants and aids to others	8,001.00																8,001.00
315-94714 - Downtown Redevelopment CRA	Wayfinding/Signage Consulting - Professional Services			33,381.00	10,450.00	4,920.00												48,751.00
315-94714 - Downtown Redevelopment CRA	Downtown Design Guidelines - Professional Services			10,000.00														10,000.00
315-94714 - Downtown Redevelopment CRA	Rule Development - Restaurant build-out and utility under-grounding, misc.									31,415.00	132,148.00	(163,563.00)	1,603.00		2,347.00		(1,217.00)	2,733.00
315/388-94714 - Downtown Redevelopment CRA	Tampa Bay Eng - Car Pro Site assessment							19,600.00										19,600.00
181/388-99986 - Town Lake Property	Land remediation, testing, document recording, legal fees		127,678.00	43,873.00	9,221.00	45,155.00	5,937.00	14,271.00	18,066.00	12,671.00	2,553.00		2,664.00	20,055.00	28,977.00	27.00		331,148.00
181/388-99986 - Town Lake Property	Land purchase			37,968.00														37,968.00
181/388-99968 - Cleveland Street Maintenance	Operating supplies and materials, landscaping		12,938.00	6,376.00	2,896.00	6,918.00	9,682.00	168.00	1,692.00	7,952.00	5,195.00	2,911.00	9,460.00	8,064.00	7,473.00	9,047.00	8,909.00	99,681.00
181/388-99968 - Cleveland Street Maintenance	Tfr to General Fund 010							190.00										190.00
181/388-99979 - Façade Program Implementation	Grants and aids to others - Façade grants		13,663.00	32,435.00	14,063.00	13,925.00	10,000.00	10,000.00	5,000.00	35,078.00	3,820.00			10,855.00		5,000.00	12,594.00	166,433.00
181/388-99963 - Economic Development Incentive Proj.	State of Florida BFR filing					1,250.00												1,250.00
181/388-99963 - Economic Development Incentive Proj.	Parking subsidy								6,075.00	22,275.00	18,225.00	16,200.00	5,265.00	1,620.00	1,620.00	1,485.00		72,765.00
181-99885/388-99881 - Clearwater Automotive Site	Land remediation, testing						139,515.00	211,085.00	435.00	595.00	1,615.00	0.00	3,922.00	0.00	0.00	0.00	90.00	357,257.00
388-94765 IMR Dev / CRUM Environmental	Environmental testing							1,285.00	3,376.00									4,661.00
388-92269 - Downtown Streetscape Ph I	Design and construction costs					547,970.00	784,450.00		20,920.00	0.00	0.00	0.00	0.00					1,353,340.00
388-92275 - Downtown Streetscape Ph II	Design and construction costs								0.00	59,168.00	192,047.00	357,592.00	89,569.00					698,376.00
315-92275 - Downtown Streetscape Ph II	Design and construction costs											1,180,678.00	619,249.00					1,799,927.00
388-94847 - Clwr Centre - 1100 Cleveland St	Developer incentives								505,917.00									505,917.00
388-94848 - Station Square Park	Design and construction costs								283,794.00	516,206.00								800,000.00
388-94849 - East Gateway	Community policing, events operating expenditures								2,787.00	145,487.00	132,009.00	145,613.00	154,057.00	155,583.00	167,765.00	179,675.00	354,738.00	1,437,714.00
388-94849 - East Gateway	Design and construction costs - façade improvements									37,000.00	17,508.00	41,275.00	27,299.00					123,082.00
388-94852 - Retail/Attraction/Assistance	Retail recruitment and retail design consulting services								37,471.00	135,486.00	24,829.00	87,647.00	10,887.00	23,263.00	5,015.00	2,152.00	800.00	327,550.00
388-94853 - Cleveland District Branding	Printing & mailing								3,671.00			76,634.00	460.00	4,180.00	450.00	2,999.00	2,825.00	91,219.00
388-94855 - Cleveland Auto EPA Loan #2	Land remediation								265,878.00	32,948.00					0.00			298,826.00
388-93405 - Downtown Boat Slips	Design and construction costs									500,000.00	500,000.00	500,000.00						1,500,000.00
388-94856 - Marriott Residence Inn	Reimburse permitting fees, property taxes									178,000.00		33,508.00	16,109.00					227,617.00
388-94860 - Water's Edge - Opus	Reimbursement to developer per development agreement													276,461.00	172,879.00	304,229.00	253,631.00	1,007,200.00
388-94862 - CarPro Site	Property purchase and demo											300,533.00	11,346.00			2,773.00	13,050.00	327,702.00
388-94869 - CarPro Site Clean-up	Land remediation											325,400.00	(58,050.00)	58,090.00				325,440.00
388-94864 - Mainstreet Clearwater Development	Mainstreet Clearwater Development agreement										49,023.00	977.00						50,000.00
388-94865 - Rule Development	Rule Development - Restaurant build-out and utility under-grounding											139,792.00						139,792.00
388-94867 - St Vincent de Paul property acquisition	Property acquisition												22,477.00	230.00	15,275.00			37,982.00
388-94866 - Economy Inn	Repay loan for property acquisition														673,136.00	335,111.00		1,008,247.00
388-94868 - Economy Inn Demo	Economy Inn Demo											0.00	275.00				500.00	775.00
388-94872 - Technology District Incentives														6,400.00	10,017.00	5,333.00	18,750.00	40,500.00
388-94876 - Property Acquisition at Park Ave	Property acquisition														228,310.00	26,690.00		255,000.00
388-94877 - Property Acquisition 1021 Park St.	Property acquisition													136,517.00	28,483.00			165,000.00
388-94870 - Capitol Theatre Contribution	Design & Construction														1,000,000.00			1,000,000.00
388-94884 - Property Acq 1356 Park	Property acquisition																61,584.00	61,584.00
388-94885 - ULI Implementation	2nd Century Clearwater Plan																287,984.00	287,984.00
388-94887 - Library Activation	Library Maker Space																79,742.00	79,742.00
Capital project property acquisition expenditures re-classed as land held for resale														(349,726.00)	(99,366.00)			(449,092.00)
Reimburse HUD for sale of Prospect Lake land																301,303.00		301,303.00
		8,001.00	154,279.00	164,033.00	36,630.00	620,138.00	949,584.00	256,599.00	1,155,082.00	1,714,281.00	1,655,966.00	2,928,889.00	1,209,475.00	557,072.00	1,867,882.00	844,905.00	840,349.00	14,963,165.00
County TIF Eligible Expenditures Above		0.00	127,678.00	81,841.00	9,221.00	593,125.00	929,902.00	225,356.00	589,093.00	1,158,588.00	1,290,717.00	2,589,170.00	1,011,359.00	347,107.00	1,673,195.00	337,911.00	74,724.00	11,038,987.00
County TIF Eligible Land Purchases												2,704,620.00		349,726.00	99,365.00			3,153,711.00
Total County TIF Eligible Expenditures		0.00	127,678.00	81,841.00	9,221.00	593,125.00	929,902.00	225,356.00	589,093.00	1,158,588.00	1,290,717.00	5,293,790.00	1,011,359.00	696,833.00	1,772,560.00	337,911.00	74,724.00	14,192,698.00