

2018 Clearwater Downtown Redevelopment Plan

Chapter 4: Plan Implementation

The Role of the Downtown Redevelopment Plan

- Guiding document for the City and its partners on how to redevelop downtown
- Chapters 1-3 were recently updated by Council and the County
- Illustrates how County TIF funds will be used in the CRA area (October 2018 renewal request)

Ch. 4 Implementation Plan Process

Activities to Date

- Reviewed adopted plans and CIP budget
- Met with department heads to review their roles in downtown
- Prepared a draft list of projects and programs for discussion
- Solicited feedback from CRA trustees, Community Development Board, Downtown Development Board and the public
- Refined budget estimates
- Prepared TIF revenue projections
- Added in explanatory text

Chapter Outline

1. Introduction
2. Role of the Community Redevelopment Agency
3. Funding Sources
4. Incentives
5. Capital Improvement Program and Policy
Implementation Projects

| Funding Total for all Projects and Programs 2018 - 2023 | |
|---|--------------|
| Total Public Investment | \$82,639,000 |
| CRA TIF Funds | \$12,155,000 |
| County TIF Funds | \$6,650,000 |

Role of the Community Redevelopment Agency (CRA)

We focus on

- Creating and promoting a positive brand for Downtown
- Expanding and strengthening networks
- Reducing barriers to new housing and businesses
- Providing platforms, real and virtual, for implementing the Downtown vision

We partner with

- City departments including Economic Development and Housing, Planning and Development, Parks and Recreation, Engineering
- Downtown Development Board
- Forward Pinellas
- PSTA
- Non-profit Organizations

Funding

| Name of Funding Source | Funding Entity | Likelihood of Funding Availability [1=Strong, 2=Moderate, 3=Limited] |
|--|--|--|
| General Fund | City of Clearwater unrestricted tax dollars | 1 |
| Enterprise Funds (Parking, Gas, Solid Waste, Water/Sewer, Stormwater, Special Program) | City of Clearwater restricted tax dollars | 1 |
| Penny for Pinellas | Sales Tax | 2 |
| CRA TIF | Designated City tax increment funds from the CRA district | 1 |
| County TIF | Designated County tax increment funds from the CRA district | 1 |
| Downtown Development Board | Designated City tax funds from the DDB district | 1 |
| HOME/SHIP/CDBG | Federal and State program funds | 2 |
| Forward Pinellas | County tax dollars | 2 |
| Pinellas Suncoast Transit Authority | Tax dollars generated through a special district, fares | 3 |
| Grants | This is funding from a variety of public and non-profit sources that is typically limited to a specific project or program | 3 |
| Private Investment | Funds from non-governmental entities | 2 |

Funding

| 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 |
| 2004 | \$157,877,040 | \$421,226 | \$4,157 | \$421,397 | \$4,437 | \$851,217 |
| 2018 | \$475,989,561 | \$1,402,091 | \$80,751 | \$1,457,704 | \$85,374 | \$3,025,922 |
| 2023 | \$551,802,357 | | | | | \$3,539,858 |
| | | | | | | |

Incentives

- Planning (2 programs)
- Economic Development (9 programs)
- Engineering (1 program)
- CRA – Façade grant and Sidewalk Café Furniture grant

Future Incentives Framework

1. Is the proposed incentive compliant with federal, state and local laws?
2. Is the proposed incentive aligned with the Vision and Goals of the 2018 Downtown Redevelopment Plan?
3. Has the private sector attempted to implement this project without an incentive?
4. What is the expected return on investment from a financial and public benefit perspective?

Capital Improvement Program and Policy Implementation Projects

- Table for each character district
- Connections between projects and specific goals/objectives are documented
- For example, “Implement a bike share program (O.2F)” refers to Objective 2F: Provide safer and more convenient bike facilities, including a bike share program under the Accessibility Goals in the downtown plan.
- Table includes a brief description of the Project/Action, the project lead, the total cost, the funding source and the year(s) when the action will take place. Some projects and programs will span more than one year.

Capital Improvement Projects

- Water, sewer and gas pipelines
- Drew Street improvements
- Ft. Harrison street improvements

Programs

- Zoning updates
- Housing market studies and funding for construction of mixed income housing
- Community policing
- Public art
- Targeted marketing campaigns and incentive programs

Capital Improvement Projects

- Seminole Boat Launch Improvements
- North Ward School
- Connections to the Pinellas Trail

Programs

- Historic designation of the North Ward School
- Continue support community non-profits like the Francis Wilson Playhouse, Garden Club
- Community programs outlined in the North Marina Area Master Plan

Capital Improvement Projects

- N/A

Programs

- Create marketing materials and signage that promote the use of the Druid Trail and Pinellas Trail

Capital Improvement Projects

- All components of Imagine Clearwater
- Library renovations
- Re-design of Station Square
- Potential parking/multi-modal facility
- Property Acquisition

Programs

- Parking study
- Updated streetscape master plan
- RFP's for redevelopment
- Coordination with the County and others on transportation services and facilities
- Façade grants

Capital Improvement Projects

- Land Acquisition

Programs

- Issue RFP's for redevelopment of CRA owned property

Capital Improvement Projects

- Phase III Streetscape
- Festival Market/Mercado
- Stevenson Creek Greenway

Programs

- Community led art projects
- Update the 5 year Gateway Plan

Additional Proposed Changes

- Correcting directional references in Chapter 3 text
- Updating Housing Policy language
- Deleting Appendix 8 East Gateway Five Year Action Plan