

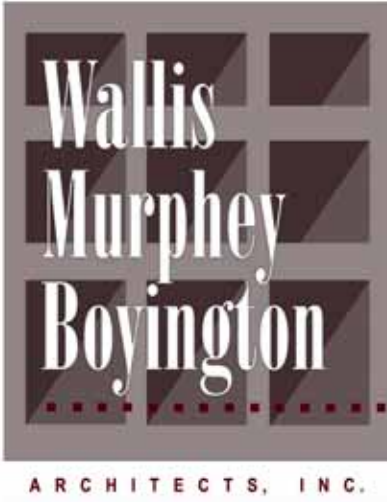


CLEVELAND STREET FACADE DESIGN ANALYSIS

“A New Image As A Catalyst For A Rejuvenated Downtown”



PROJECT TEAM MEMBERS:



City of Clearwater
Cleveland Street Façade Design Analysis

Table of Contents

- Table of Contents.....1
- Introduction2
- Organizational Chart.....3
- Project Scope.....4
- Context.....8
- Process.....11
- Strategy.....17
- Implementation and Façade Improvement Program...22
- Project Recommendations/Conclusions.....30

Appendix:.....32

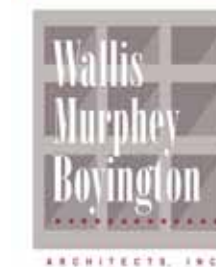
- Public Workshop 1 Group Notes
- Public Workshop 1 Survey Results
- Public Workshop 2 Meeting Minutes
- Examples of Eligible Improvements
- Project Renderings
- Base Drawing with overlay
- Public Comments Overlay
- Façade Design Sketches

Bibliography.....42



Facade Analysis:

The basic structure for study within this facade analysis project is shown above. In the context stage of the analysis, the existing conditions on the street were studied and documented. Next, the process of gathering information and understanding the problem. Later, the strategy is developed. Then the implementation of the strategy can occur resulting in the ‘new’ vibrant Cleveland Street.



INTRODUCTION

The City of Clearwater: Cleveland Street Façade Design Analysis
“A New Image as a Catalyst for a Rejuvenated Downtown”

The project team members of Wallis Murphey Boyington Architects, Wilson Miller, and the Swan Development Advisors Inc., submitted their proposal for RFP #13-05 Cleveland Street Façade Design Analysis. The RFP outlined the following three goals: identify opportunities for façade improvements along Cleveland Street, from Osceola Ave to Myrtle Ave in downtown Clearwater, prepare illustrative concepts of façade improvements to selected buildings, and establish a “vision” for building design and character, reflective of Clearwater’s unique character. The consultants have fulfilled these criteria and expanded the scope to include a unifying concept for the street.

Consultants carefully documented the existing north and south facades of Cleveland Street and presented them in a public interactive workshop to gather input as to the “vision” and character of street. The various workshop activities concluded that the ‘vision’ should not only propose new facade design ideas for the street, but to create a ‘vision’ that promotes specific activities at the street.

Consultants identified the following limitations within the street for providing strictly design renovation ideas:

- The most of the buildings on Cleveland Street are owned by the private sector and these individual owners control the fate of the building’s exterior and its activity.
- Building restoration and redesign is very costly.
- Past efforts for façade improvement grant programs have been minuscule and ineffective.

Therefore, the unifying concept developed in the analysis, targets these identifiable constraints and provides for a concept that becomes a vehicle to achieve realistic goals. This concept utilizes and transforms the zone between the building and the street into an economically viable space.

This unifying concept for Cleveland Street is the new 'Cafe Society' which first promotes a sidewalk café environment with its integration in the new proposed streetscape in the short term. Long term, a restoration and façade redesign effort to existing buildings and identify parameters for new construction. The team’s recommendations for implementation uses the current Downtown Design Guidelines, the Secretary of Interior Standards for Historic Buildings, and coinciding recommendations for a new modified facade improvement grant program.

Specific design recommendations for the ‘Café Society’ are provided for new façade building elements, historic building restoration, canopy and awning design, signage location, sidewalk utilization, modifications to proposed streetscape plan, and adherence to current design guidelines.

Façade Improvement Program recommendations provide for short term and long term benefits to property owners who intend to make improvements that will contribute to the ‘Café Society’. These include: design assistance, grants and loans, covenants that assure businesses on going support and participation, sidewalk furniture, and amenities. Short Term (Phase I) Improvements are provide upon inception of the program until TIF levels enable deeper financial participation as required by Phase II improvements. Long Term (Phase II) Improvements provide storefront improvements that adhere to current design guidelines and/or standards, that are large-scale and include 2nd floor and above. These improvements are designed to create authentic, restored environment ensuring that property values increase and that buildings are renovated and then maintained in good repair further enhancing the corridor and retaining business. This multi- faceted ‘Café Society’ program becomes the vehicle to develop a Downtown Clearwater as the attractive “destination” urban center.

The proposed concept was later presented at another public input session, and was successfully received and encouraged. Many of the public’s concerns were identified and incorporated into project recommendations, among these included parking and public transportation concerns.



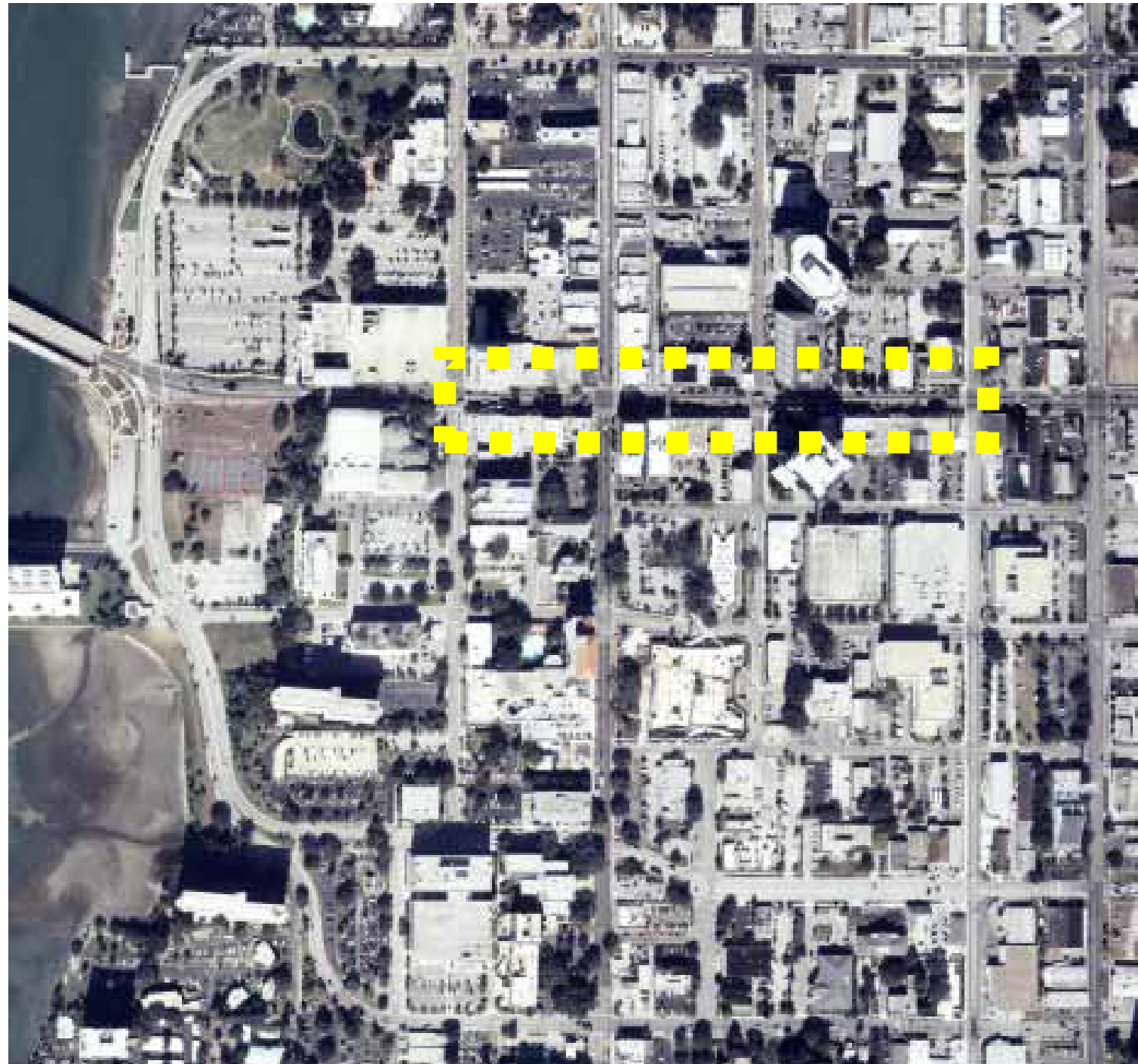
ORGANIZATIONAL CHART:

<h1>City of Clearwater</h1>	
<p>Architecture & Planning Wallis Murphey Boyington Architects</p> <p>Steve Boyington, VP, Project Architect David Rubin, Project Manager</p>	
<p>Financial Swan Development Advisors, Inc.</p> <p>Bruce Lyon, Financial Consultant</p>	<p>Wilson Miller</p> <p>Bob English, Regional Manager Leigh Grey, Land Planner Lea Del Tosto, Senior Project Manager</p>



Project Scope

CLEVELAND STREET:



DOWNTOWN CLEARWATER

Δ North

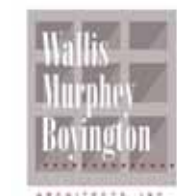
CLEVELAND STREET

The core of Downtown Clearwater, Cleveland Street Facade Analysis encompasses 5 city blocks from **Osceola Ave to Myrtle Ave**. This downtown district has been identified as the focus of this analysis for the implementation of a redevelopment plan which will identify and illustrate the form and design of future building renovations and redevelopment. This analysis shall serve as a basis for the improvement of the Community Redevelopment Agencies Facade Improvement Grant Program.

Most importantly, is the establishment and development of a “unifying vision” reflective of the unique character of Clearwater’s Downtown that then becomes the “Destination” place for residents and visitors.

North, south, and side street elevations were carefully documented, measured, and photographed. Assumptions such as the completion of Station Square on the north block of the street were included as a part of the analysis.

This same city block is currently in the process of implementation of a \$5 million streetscape plan. This plan was studied in conjunction with the facade improvement analysis with the assistance of Wilson Miller planning team. Opportunities to coordinate design efforts between the streetscape and facades were considered and identified by consultants.



PROJECT GOALS:

SCOPE OF PROJECT:

GOALS DEFINED BY CITY'S REQUEST FOR PROPOSAL:

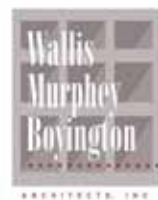
1. IDENTIFY OPPORTUNITIES FOR FACADES
2. PREPARE ILLUSTRATIVE CONCEPTS
3. ESTABLISH A VISION FOR THE BUILDINGS

IN ADDITION, WE PROPOSE A **UNIFYING CONCEPT**, DEVELOPING A VISION AS A TOOL TO ACTIVATE THE STREET ENVIRONMENT

As stated in RFQ #13-05, the three goals for this analysis are recognized. First, opportunities for the facades were identified. Through the documentation of existing conditions, photography, historical data and public input, the opportunities for redevelopment were mapped. This included areas with the most redevelopment potential and interest to pursue as select buildings for the study. The central block between Watterson Ave and East were the focus for the analysis.

Second, the preparation of illustrative concepts were utilized, refer to renderings located within the appendix. Select areas and buildings were modeled 3 dimensionally to depict the potential of these identified structures within this block.

Third, the establishment of a "vision" for the district was required. Input, mostly from public workshops, lead the team to developing the "vision" further into a "**unifying concept**". This concept is a holistic view and strategy for redevelopment. It becoming the tool which to make the redevelopment happen by activating the street environment. The three goals outlined above cannot be achieved without a realistic approach to making them develop.



PROJECT SERVICES:

FACADE ANALYSIS SERVICES

1. CREATE BASE DRAWINGS OF ENTIRE STREET
2. GATHER ISSUES AND CONCERNS
3. DEVELOP INITIAL CONCEPT
4. PRESENT CONCEPT AND GATHER INPUT
5. INCORPORATE INPUT INTO THE FINAL ANALYSIS AND PRESENTATION

Basic Services

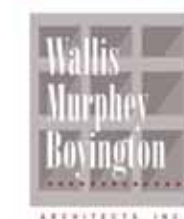
Base drawings of the street were created. These documents were constructed from survey documentation, the proposed streetscape plans, field measurements of the structures, plans for proposed new construction, and photography. Base drawings are delivered in electronic CAD format and include streetscape plans from Bellomo-Herbert Landscape Architects who were responsible for the streetscape design. These drawings are illustrative in character and are not considered 'as-built' drawings. They are used only to illustrate conceptual vision for possible improvements.

Two public meetings were held to solicit input from the public, merchants, Main Street committee, Downtown Development Board, stakeholders, and interested parties. These meetings were vital in the development of the 'vision' and unifying concept. Feedback from each workshop was incorporated into project recommendations.

Refer to appendix for meeting minutes, summaries, and feedback from both workshops.

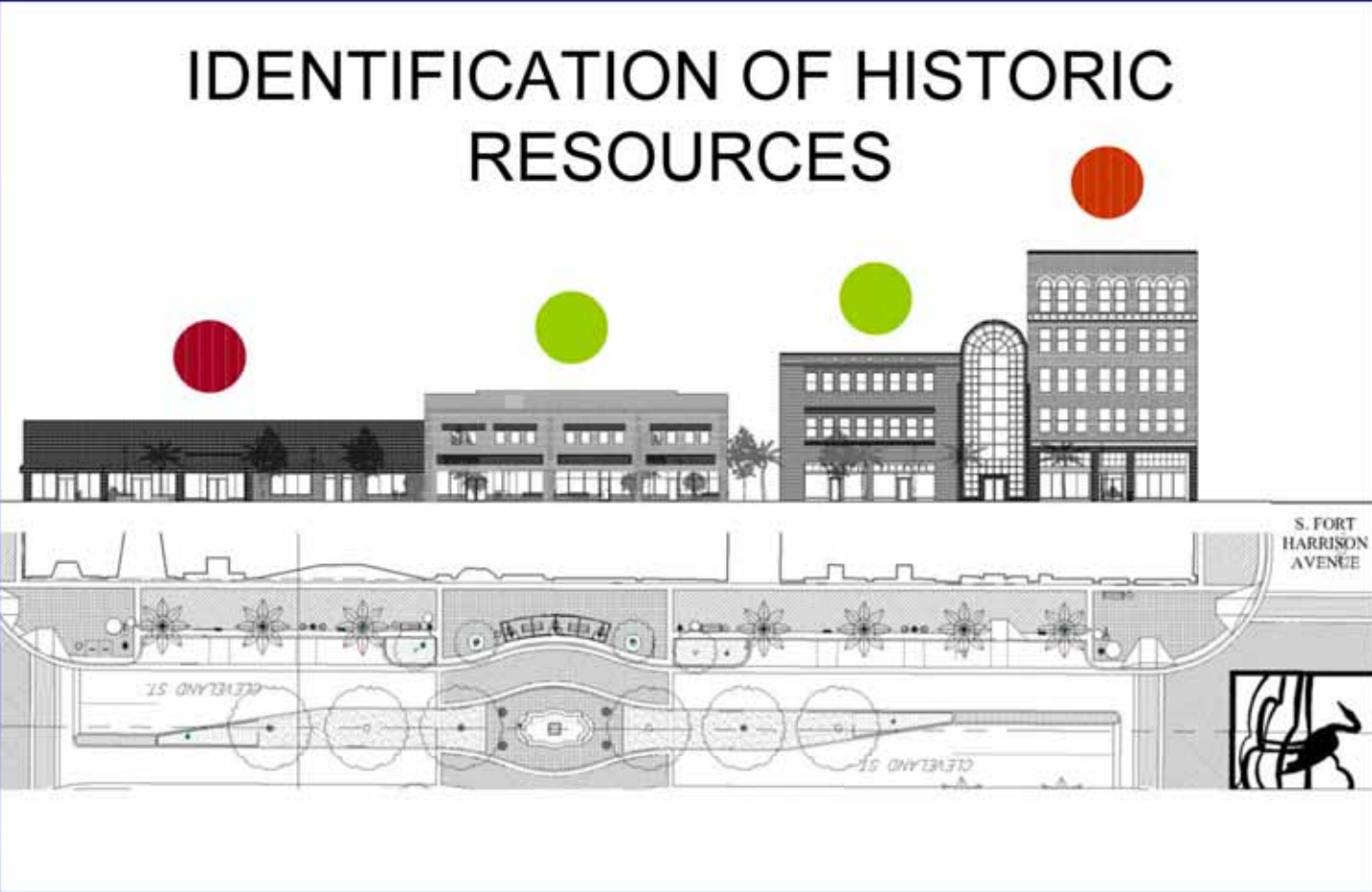
The initial concept was created out of this public input, the result being a vision for Cleveland Street as a 'Café Society'.

This concept was then presented at the 2nd public workshop where it was accepted and encouraged by the participants. The concerns were identified and incorporated within the project recommendations within this report.



Context

CONTEXT:

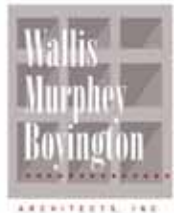


- 1. National Register Historic Place
- 2. Potential NRHP, Local Eligible Historic Place
- 3. Potential Rehab Resource
- 4. Potential New Vision Integration Resource
- 5. Rehabbed Resource

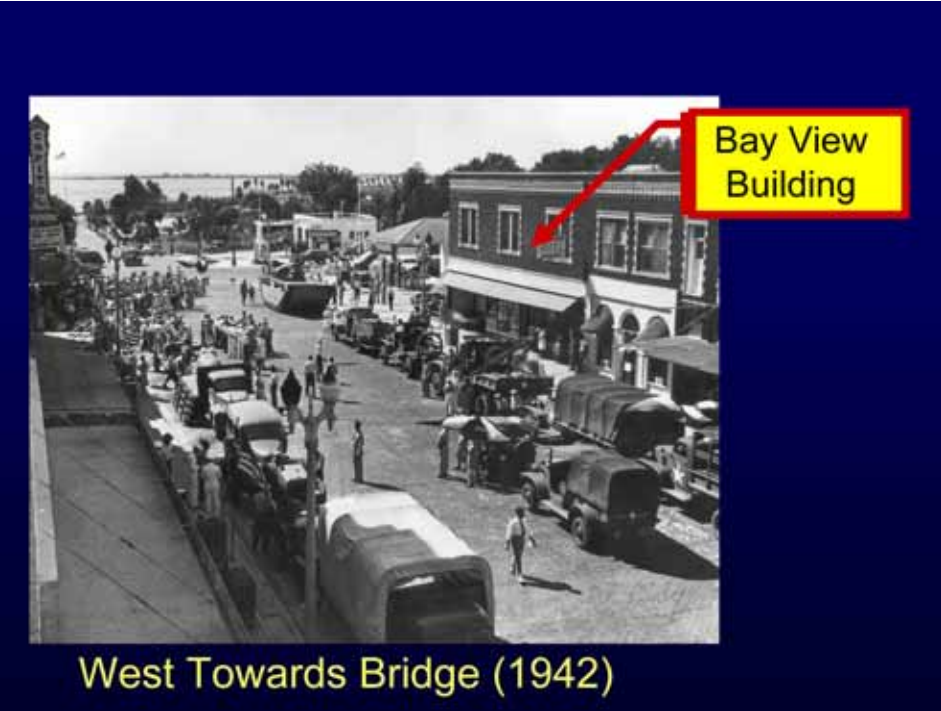
Historic Resources on Cleveland Street

The City of Clearwater’s survey conducted of historic structures in the downtown core identified 8 contributing resources within the specified area of this analysis. They identified 19 Contributing Resources If Rehabilitated. It also concluded that the concentration of these resources do not create a density that justifies a Historic District (1). Although, not a historic district, these historic structures do contribute to a strong ‘Authenticity’ of Cleveland Street. These structures have been identified and encourage restoration and reconstruction. The structures become a vital part of this district’s character defining elements. Refer to mapping of resources within layered overlay located in the appendix of this report. Also, note the restoration and reconstruction projects modeled within the renderings.

(1) SOURCE: Historic Resource Reconnaissance Survey of the Downtown Core (prepared by Janus Research 2005)



CONTEXT:

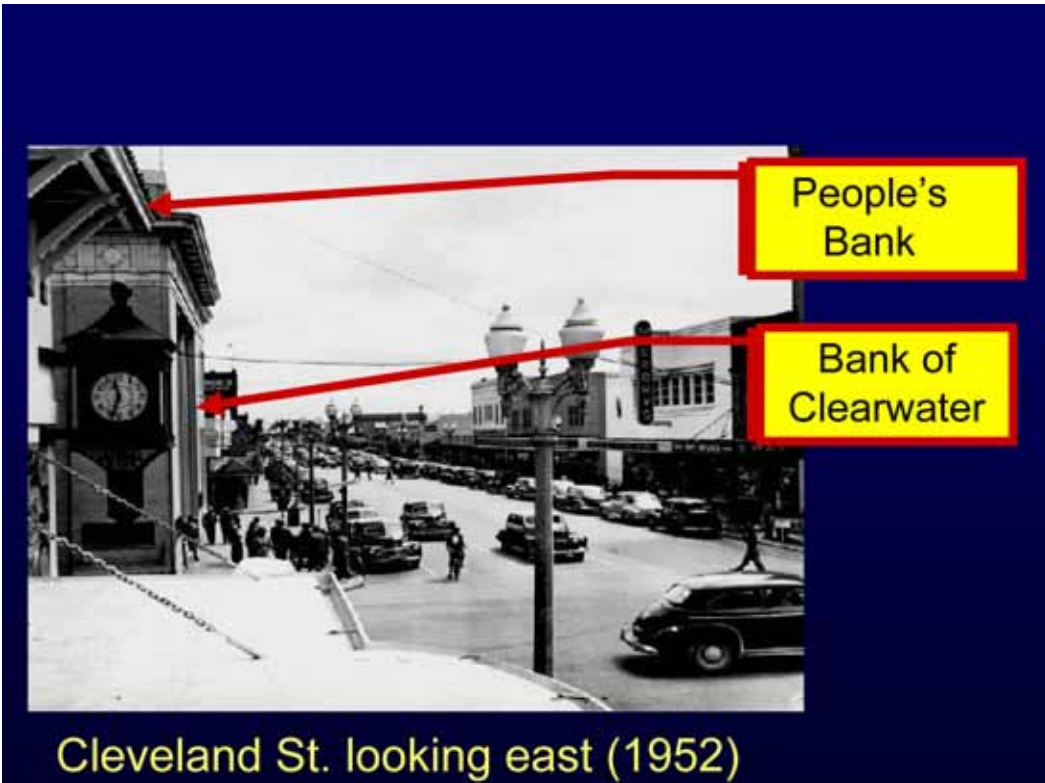


West Towards Bridge (1942)

Historical Photographs

Historical documentation was collected, reviewed and shared in the public workshop. In the development of this street's unique character, it was determined that the concentration of historic resources currently with the street and covered behind non-original elements, creates an 'authenticity' which contributes to the unique character that is Cleveland Street. A district that becomes a destination place does so by the existence of these unique structures. In this case, historic structures become the character defining elements and can provide inspiration for new construction.

This historic documentation can also be used as a tool for historic restoration.



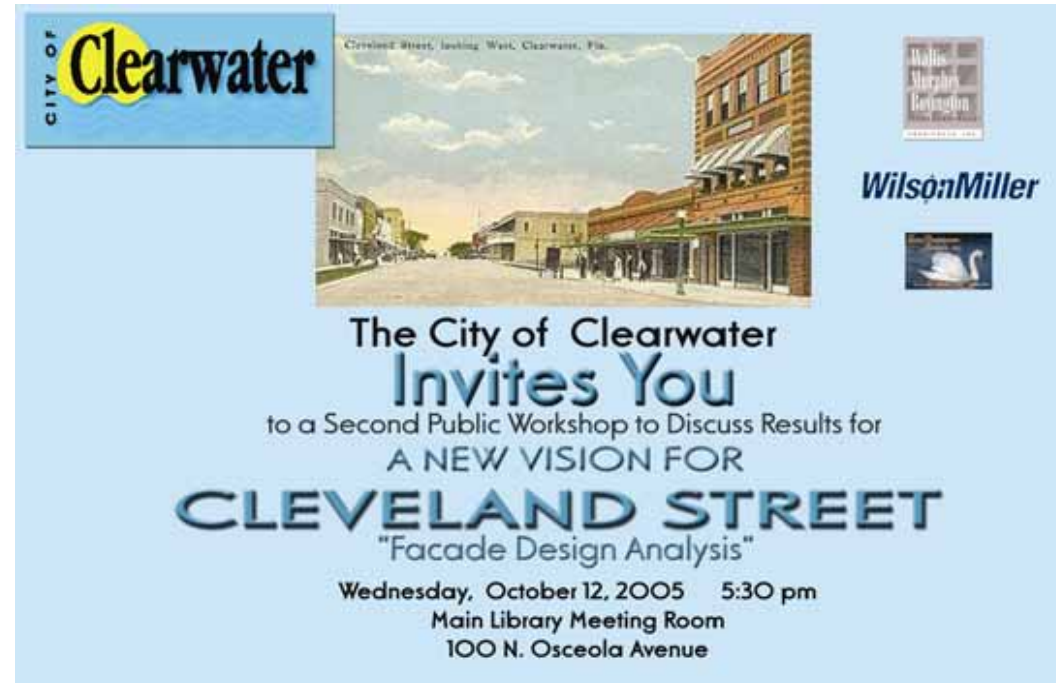
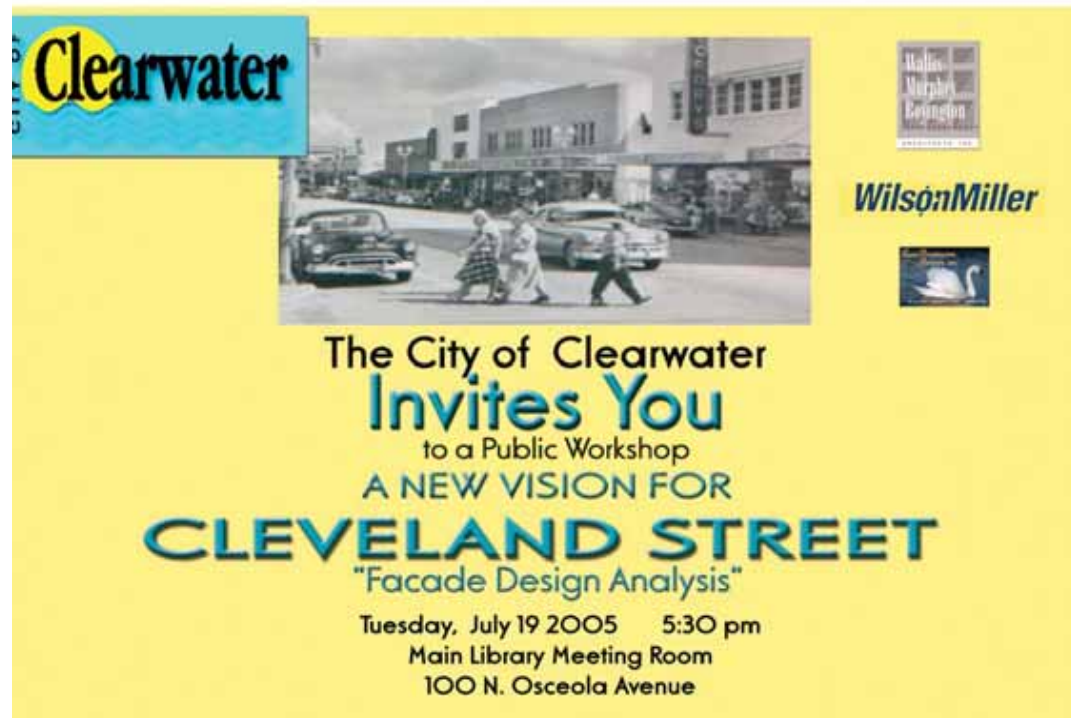
Cleveland St. looking east (1952)



Cleveland Street

Process

PROCESS:



Public Workshops

Two public workshops were conducted as the means to gather input. At these meetings, stakeholders were encouraged to identify the current strengths, weaknesses, and opportunities that they see. Public workshops were held at the city library.

The first public workshop (July 19th, 2005) was a hands-on activity workshop used to help define the character of the street.

Once the character and visions was defined, it was presented for input at the second workshop (October 12, 2005) for public input. The concept received positive feedback from the public.

PUBLIC Workshop #1

Approximately 38 attendees attended first public workshop. The attendees were asked to break into 5 randomly selected groups. Each group participated in the workshops three activities.

First each individual was given 3 yellow dots, and asked to review the sample project boards. They each placed a yellow dot on the sample project that appeals to you the most. The grouping they had to select from was a collection of sample streets each with unique character. The intent was to find which sample photograph best represent the 'vision' for Cleveland Street.

The second activity was group participation and discussion of a questionnaire. The purpose of the questionnaire was to further define activity and use of the street. The results are compiled in the appendix, Public Workshop #1 Survey Results

The third activity was to markup the scale drawings in each group, when they identified the property ownership, locate where you live or work, identify buildings or elements you consider an important asset to the street, problematic areas, visibility problems, access issues, etc. The participants were also asked to identify buildings you consider as historically significant as well as any other questions, comments, and concerns.

Public Workshop # 2

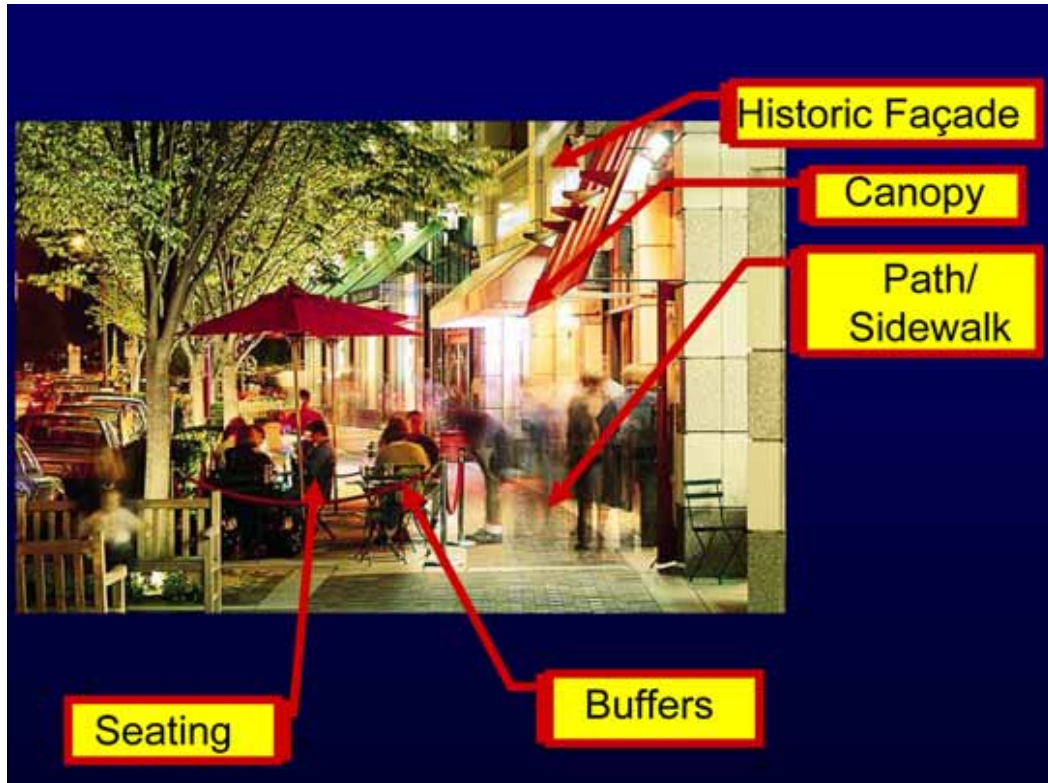
Approximately 32 attendees attended the second public workshop. This was the consultant's opportunity to present the most favorable concept for Cleveland Street. The **unifying concept** of the 'Café Society' was presented for feedback in the form of electronic media and printed renderings. The concept for the 'Café Society' along with the implementation process was discussed. The concept was positively received among the participants at the workshop.

The public had various concerns on how to implement the strategy. These concerns were documented and incorporated into the project recommendations, implementation strategy and facade improvement program recommendations.

Refer to the appendix for Public Workshop #2 meeting minutes for notes concerning workshop #2.



PROCESS:



Most Favorable Photographs

Public workshop #1, activity was to identify from select projects, the projects which best represent the vision for Cleveland Street.

Each applicant with 5 votes, were asked to recognize the projects which represent the most favorable ideas and elements for the future of Cleveland Street.

These images to the left represent the four projects with the most votes. Consultants analyzed elements and themes within each to assist in determining the vision for Cleveland Street.



PROCESS:

“When we think of great urban experiences--cities like Paris, Barcelona, Venice--we invariably think of sitting out in a sidewalk café, sipping a drink, eating a great meal, watching the life of the city pass by. It is not just a part of being a tourist; it is a tradition of city life, one that is embedded in our psyche as the quintessential “good life”.”

*SOURCE: CITY OF CHARLESTON,
SC SIDEWALK CAFÉ ORDINANCE*

“The presences of great numbers of people gathered together in cities should not only be frankly accepted as a physical fact... they should also be enjoyed as an asset and their presence celebrated.”

-Jane Jacobs

“To have a rewarding life, each of us needs three places -- a home, a work place, and a "third place" where we can gather to relax, hang out, and socialize. The "third place" is the English pub, the German Biergarten, the French sidewalk cafe and bistro,”

*-The Great Good Place,
Sociologist Ray Oldenburg*

Urban Life and the Street Cafe:

The City of Charleston South Carolina, understanding the benefits of sidewalk cafes in unique urban settings, has developed a new Sidewalk Ordinance, and has defined them as ‘assets’ to the city. They acknowledge great urban cities which celebrate the sidewalk cafe as part of culture.

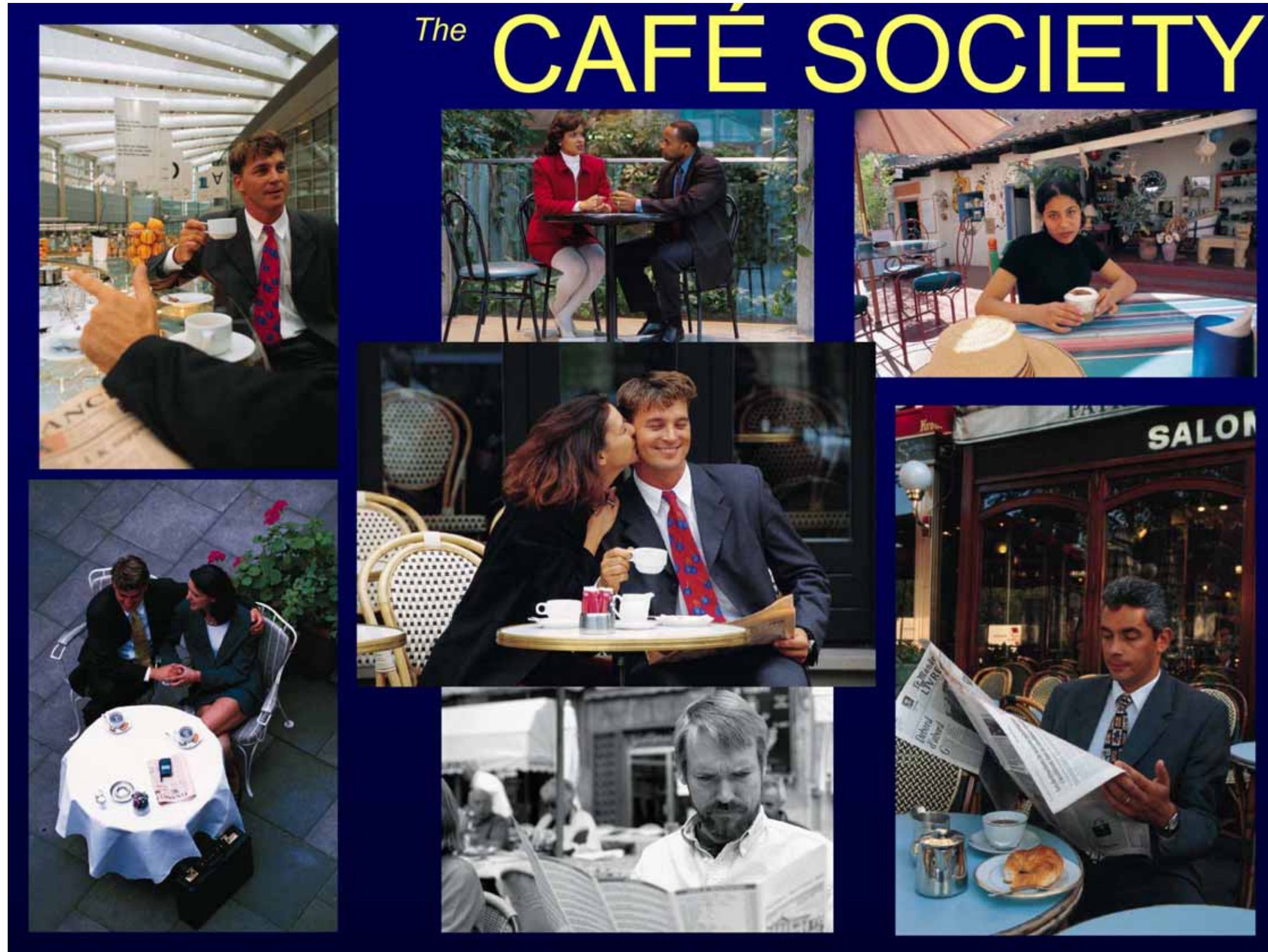
Writer Jane Jacob, known for *The Death and Life of Great American Cities* (1961), a critique of the urban renewal policies of the 1950s, is quoted for her thoughts on the importance of gathering people in urban settings.

Sociologist Ray Oldenburg on the elements of a rewarding life. The “third place” being a sidewalk cafe.

These quotations were derived from the thoughts and conclusions of the public workshop #1 and taken into account in the development of the unifying concept of the ‘Cafe Society’.



PROCESS:

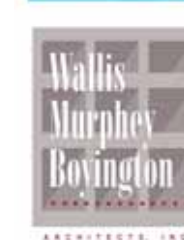


The Vision: 'Café Society'

The creation of the Café Society is more than just providing a cafe; it's the development of a culture. It becomes the cultural attraction for the street. It is a product that complements retail stores, office, residential and public arts. It allows city dwellers the opportunity to enjoy the full urban experience. It's about:

- seeing and being seen
 - embedding yourself in an urban environment
 - enjoying historic structures
 - socializing
 - reading
- and of course,
- eating and drinking

Most importantly, the 'Café Society' becomes the vehicle to stimulate activity on the street, changing the economic environment, encouraging and directing property owners, and engaging the public in the street and into businesses.



PROCESS:

CLEVELAND STREET



(example)

BRANDING, MARKETING, OWNERSHIP,
THEME, SENSE OF PLACE

Branding:

Once the concept is embraced, the City and business owners now have the opportunity and responsibility to develop the concept further and market it to the public as the **'destination'** for not only outdoor cafes but:

- Restaurants
- The Arts and Theatre
- Entertainment
- Retail
- Residential
- Office

All the successful components of an urban city street.



Strategy

VISION:



Applying the 'Vision':

The selected block for analysis was the north and south facades between Watterson Avenue and Garden Avenue. This block was selected as a model to explore the application of the 'vision' for the following reasons:

- Contains historic buildings capable of restoration
- historically documented pre-existing structures for historic interpretation in new design
- Non-historic structures with the opportunity to implement the new vision
- Contains pre-existing cafe merchants
- Contains opportunities within the proposed streetscape for the creation of sidewalk cafe environment

Identifying all these potential opportunities, the consultants utilized the existing Downtown Design Guidelines, Secretary of Interior Standards for Restoration, the City of Clearwater Sidewalk Cafe Ordinance, and the new City streetscape plans.

The result is a rejuvenated, continuous cafe district in this block.



VISION:



BEFORE



AFTER

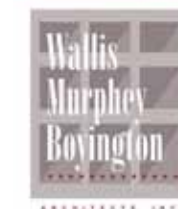
(SOUTH BLOCK BETWEEN WATTERSON AND GARDEN)

Applying the 'Vision':

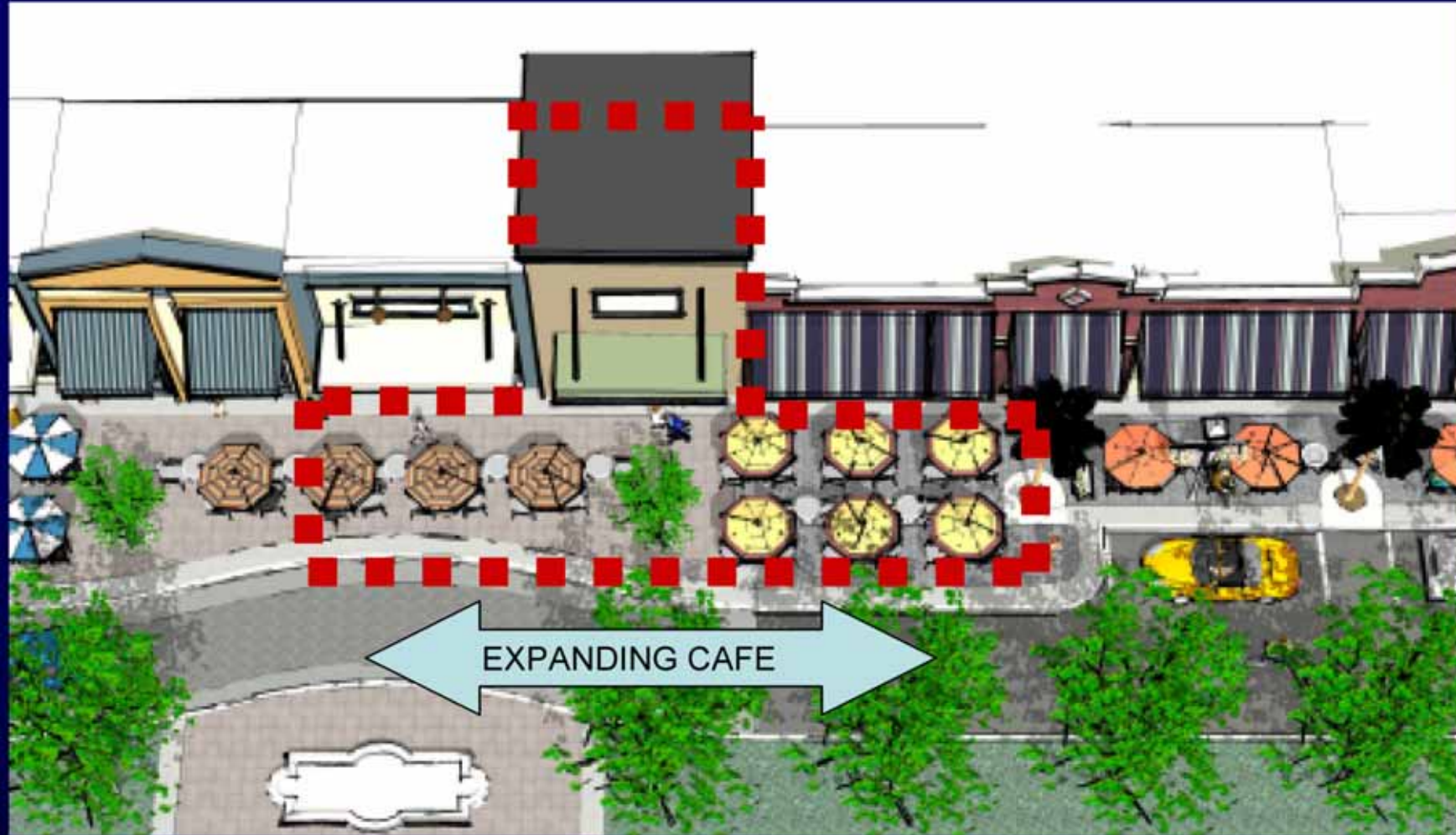
South block of same intersection. As with the north facade model, within the south facades, opportunities for the development of the new concept were explored.

Facades were restored and redesigned, cafe seating and the pedestrian sidewalk are integrated into the 'zone of exchange' or area between the facades and the street.

Refer to appendix renderings, plan view (page 17) and typical street section diagram (page 18).



VISION:



PLAN VIEW

Applying the 'Vision':

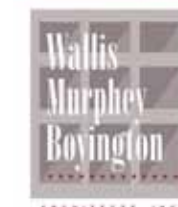
Plan view of cafe showing the integration of outdoor seating at the sidewalk. Seating opportunities are greatest (2 table wide) at wider sidewalk areas, (1 table wide) at standard areas.

Note the location of the pedestrian path located along the face of the buildings. This enables the pedestrian to walk next to the storefront windows providing direct views of merchandise.

Canopy structures protruding from face of buildings approximately 4-6' wide to protect the continuous sidewalk below.

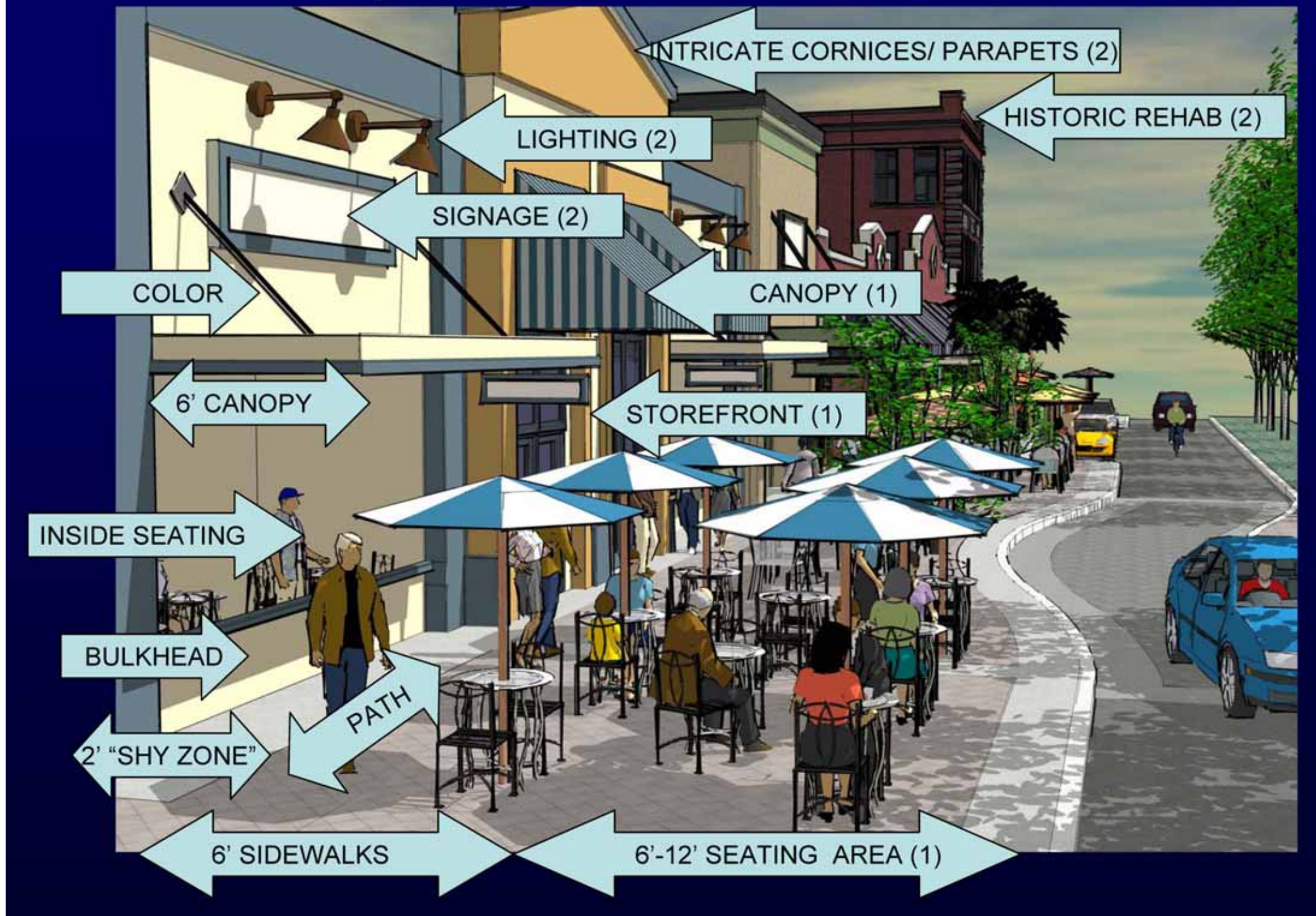
Path location also places the pedestrian between the outdoor seating spaces and the building face allowing one to be immersed in the activity zone. Seating space occurs between the landscape features identified in the proposed streetscape plan. Refer to Typical Street Section Diagram (page 18) for details.

Possible expanding cafe seating may take place perpendicular to the restaurant in a 'T' shaped pattern. This enables the cafe to encompass more seating space provides more exposure to adjacent retailers.



VISION:

TYPICAL STREET SECTION DIAGRAM

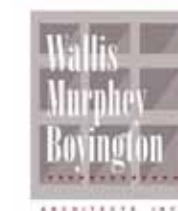


The Zone of Exchange:

The phrase describing the space which becomes the interface between the public activity and business. This zone of space becomes the environment for the 'Café Society'. The proposed model for this space is a balance of:

- Sidewalk planning space and clearances
- Buffers and planters
- Storefronts and visibility
- Appropriate signage
- Variety of Color
- Canopy coverage
- Entry circulation
- Parking
- Streetscape and hardscape elements
- Landscaping
- Cafe seating areas
- Cafe furnishings
- Facade design elements and articulated parapets
- Lighting
- Historic rehabilitation

All of which become the life of the street experience.



Implementation and Facade Improvement Program

FAÇADE GRANT PROGRAM HISTORY/ CONSTRUCTION COSTS:



DOWNTOWN FAÇADE GRANT PROGRAM		
1996-1997	\$14,442	TOTAL: \$130,184 (1996-present)
1997-1998	\$15,288	
1998-1999	\$ 8,430	
1999-2000	\$10,705	
2001-2002	\$13,663	
2002-2003	\$30,730	
2003-2004	\$14,063	
2004-2005	\$13,925	

The past performance of the existing facade grant program has been ineffective in comparison to high costs of construction. Based on historical cost information, the costs associated with facade renovation could exceed \$500,000 for part of a Cleveland Street city block. With past facade grant program contributing \$130,184 over the past ten years for the entire downtown core, the program has been ineffective. There is not the proper incentives and motivation for property owners to renovation existing structures downtown.

This is where the unifying concept of the 'Café Society' becomes the tool to leverage a two phase strategy for implementation.

Refer to Facade Improvement Program recommendations and 2 phase strategy diagram located on page 24.

For a comparison of project construction related costs and their application on Cleveland Street, the above project completed 18 months ago was referenced. The project is the renovation of a non-historic structure called the Booktraders Complex for the 6/10 Corporation. This project is located on Central Avenue in Winter Haven, Florida.

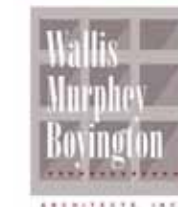
Due to the similarity in project scope to various projects located on Cleveland Street, this project among others were referenced to gain an order of magnitude costs associated with similar facade restoration projects.

The renovation costs associated for this façade were in excess of \$300,000. This included new exterior finishes, some new storefront entries, and window replacement, parts of the original canopy was retained.

Costs associated with facade restoration can be very costly, in this case approximately \$1,000 to \$2,000 per lineal foot or higher.

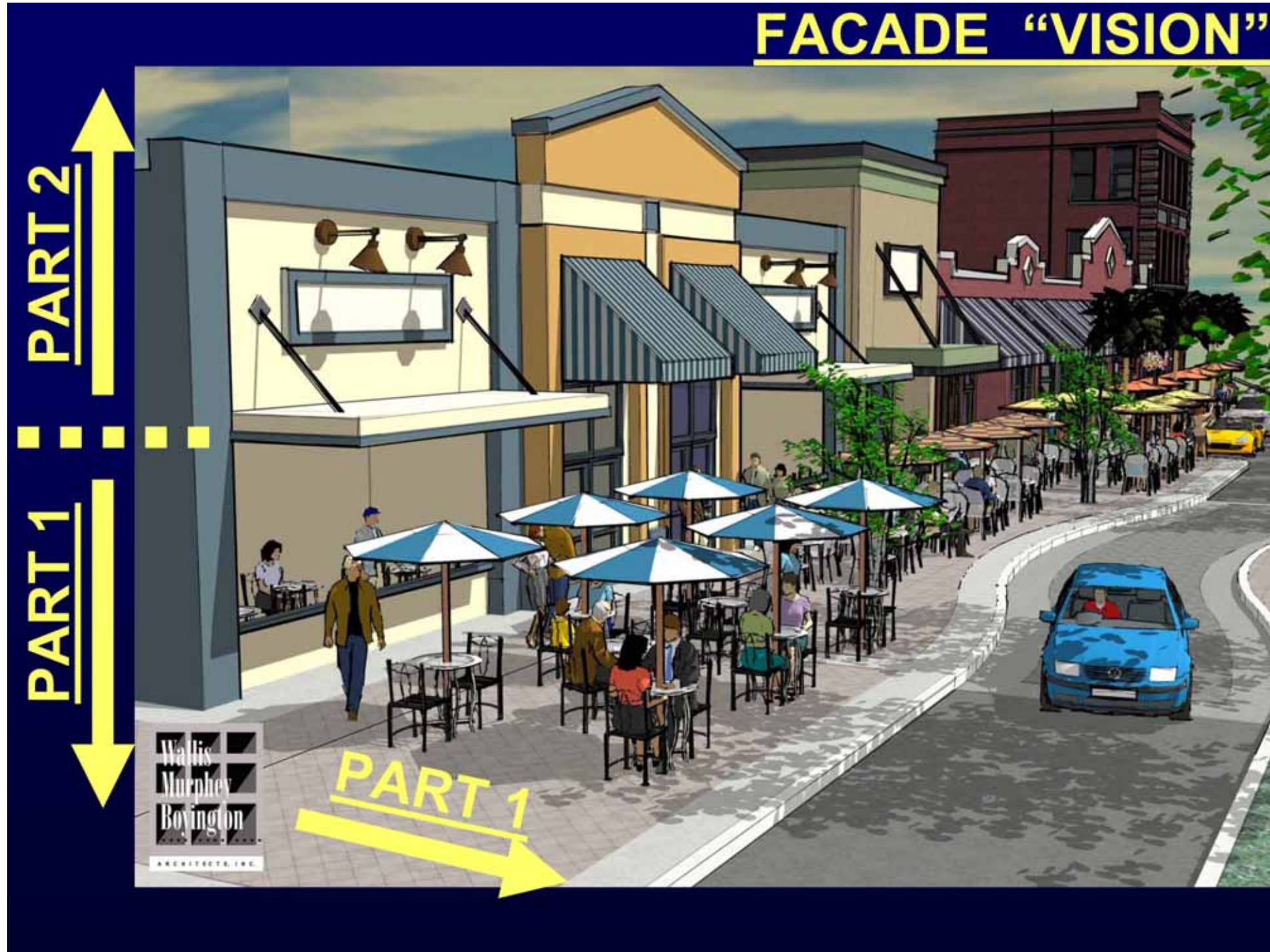
Source: City of Clearwater

The history of the existing Downtown Façade Grant program over the last ten years. This includes areas all over the downtown core. Most of the improvements made were small and include painting, door replacement, awnings, etc.



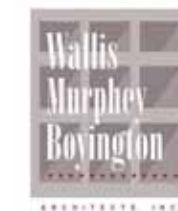
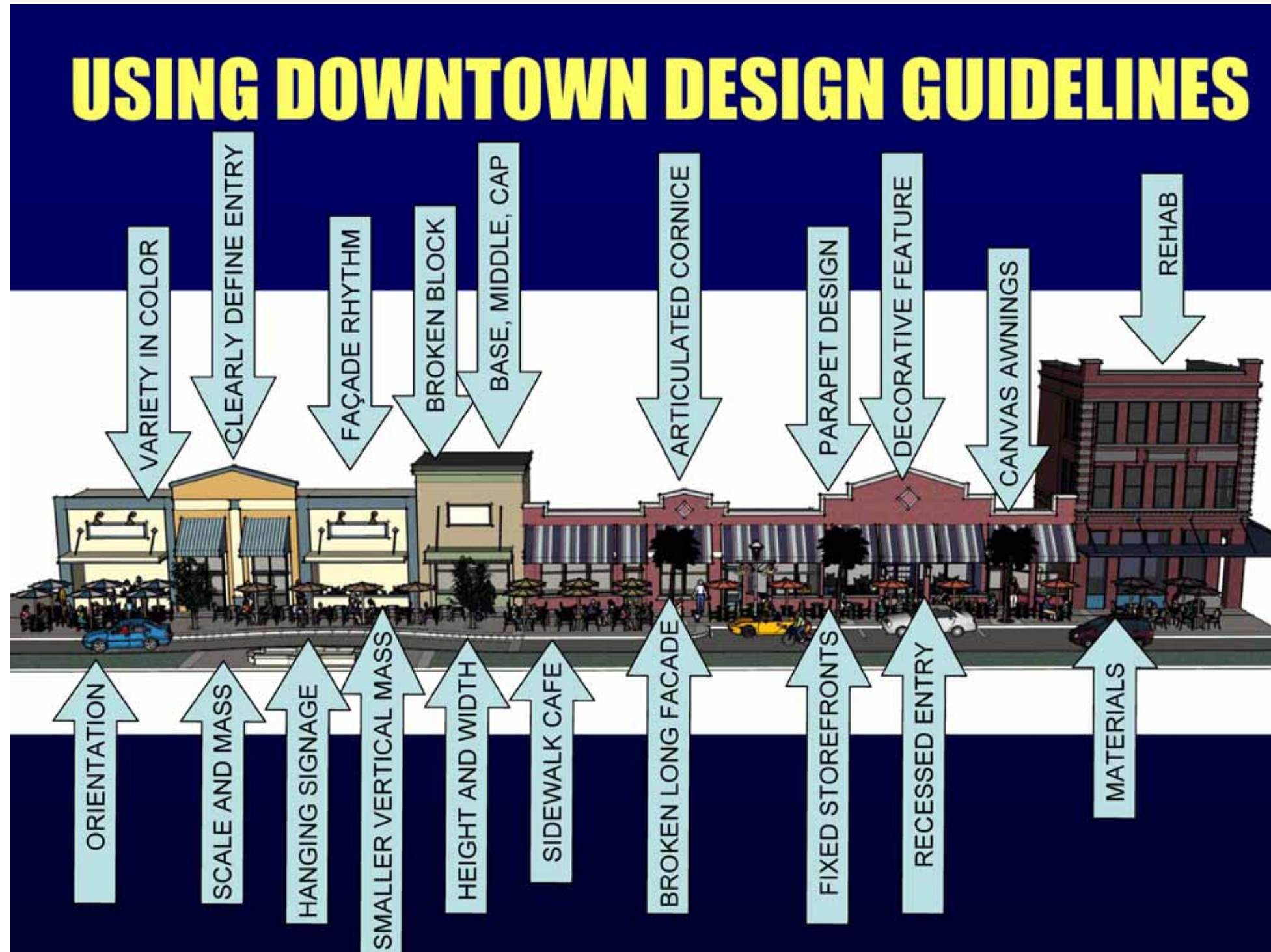
2 PHASE IMPLEMENTATION:

In order to produce realistic goals for the vision. The creation of a two phase strategy is recommended. This strategy utilizes the creation of the 'Cafe Society' first in the short term to leverage the phase 2 strategy



USING DOWNTOWN DESIGN GUIDELINES:

Current Downtown Design Guidelines were used by the consultant a proposed existing street.



HISTORIC RESTORATION:

Secretary of interior standards for restoration were used to recreate this historic structure.

USING SECRETARY OF INTERIOR STANDARDS FOR RESTORATION

The diagram shows a three-story brick building with a ground-floor cafe. Arrows point to various parts of the building, indicating restoration actions:

- REPLACE MISSING FEATURES
- REMOVE NON-HISTORIC ELEMENTS
- RETAIN HISTORIC FEATURES
- CAREFULLY CLEAN NON ABRASIVE
- REPAIR RATHER THAN REPLACE
- DO NOT ADD FEATURES
- ORIGINAL FEATURES UNCOVERED
- RESTORE WINDOW OPENINGS
- REPAIR WINDOWS OR REPLACE WITH CONSISTENT ARCHITECTURAL STYLE

Logos for the City of Clearwater, Wallis Murphey Boyington Architects, and Wilson Miller Architects are displayed at the bottom of the diagram.



FACADE IMPROVEMENT PROGRAM RECOMMENDATIONS:

The following Façade Improvement Program recommendations are designed to encourage private market investment by creating certainty for the property owner about how much funding will be available, the methods in which it can be used, and the intended impact of the funds. The program is designed to be relatively simple for the CRA or program administrator to manage. In the future it may be appropriate to adjust the system to encourage investment in specific renovations. If so, a weighted point system may be more effective to direct or tailor efforts to meet those specific needs.

Program recommendations:

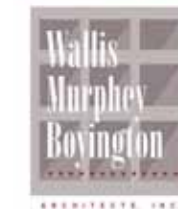
1. Provide Grants and Loans ONLY to property owners whose intended renovations and improvements will contribute to or perpetuate the Café Society. Tenants are not eligible for grant or loan funds. The long-term benefits of this program will accrue to the property owners, so it will be important for the property owners to make the matching investments.
2. Limit the program area to Cleveland Street from Osceola to Myrtle, and adjacent properties on side streets north and south one block. This area will benefit from the streetscape improvements and the CRA should build from that strength.
3. Require all recipients of Grants or Loans to agree to a set of covenants that assure their ongoing support and participation with the Café Society.
Include that recipients will:
 - a. Allow furniture and amenities in the public areas in front of their building
 - b. Participate in group branding and marketing efforts
 - c. Support business district events and established business district operating hours
 - d. Agree to police (waste, cleanliness, loitering) the public spaces adjacent to their building.
4. Allocate any unused program funds to future year façade improvements.
5. Applications submitted by tenants or other interested parties, on behalf of property owners, must be accompanied by an endorsement from the property owner that the Property owner will provide the matching investment and that the property owner will allow program liens or covenants to be recorded against the property.

Phase I

Short Term Improvements: Intended for use upon inception of the program until TIF levels enable deeper financial participation as required by Phase II improvements. Program should be evaluated annually to determine when Phase II improvements will be supported by grant or loan funds. Phase I of this program is intended to stimulate improvements that:

- 1) Adhere to design guidelines or standards.
- 2) Are designed to directly impact the economics of the corridor by improving the shopping experience for customers. This will improve the shopping behavior of customers and encourage greater spending.
- 3) Increase the number of shoppers and increase the volume of sales to each customer.

The result of the expected increase in commerce will be a subsequent increase in profits and thus provide additional motivation for property or business owners to improve their buildings.



FAÇADE IMPROVEMENT PROGRAM RECOMMENDATIONS:

(CONT.)

Program

1. Provide Design Assistance to Property Owners

Design Assistance is intended to provide property owners with a vision of potential improvements that will impact the visual and functional elements of storefronts from eye-level to the ground. Establish a system where applicants can receive assistance from ‘approved’ Architects, Designers, Engineers, etc up to \$1,500 in value per 30 lineal feet. A designer of their choosing would provide assistance to applicant. CRA would pay the designer directly.

2. Provide Matching Grants for Signage, Lighting, Paint and other Aesthetic Improvements

These grants to property owners would be used to implement visual improvements to storefronts. They are intended to match the owner’s investment on a 1:1 reimbursable basis. Grants should be up to, depending on annual budget and program demand, \$5,000 per storefront or per 30 lineal feet, whichever is less.

3. Provide Matching Grants for Façade Renovations that contribute to the Café Society

These grants would be used for functional storefront construction and renovation efforts that contribute to the development of a Café Society. They are intended to match an owner’s investment on a 1:1 reimbursable basis. Grants should be up to \$10,000 per storefront or per 30 lineal feet, whichever is less.

Examples of Renovations that Qualify for Assistance:

- First Floor, Storefront Renovations beyond those listed under #2 above.
- Reconfiguration of Storefront to allow sidewalk and indoor/outdoor seating
- Functional Improvements
- For additional details see Façade Improvement Program – Appendix A

4. Provide Sidewalk Furniture and Amenities

The CRA would contribute (or lease for a nominal fee) to the appropriate businesses sidewalk furniture and other public space amenities that contribute to the Café Society.



FAÇADE IMPROVEMENT PROGRAM RECOMMENDATIONS:

(CONT.)

Phase II

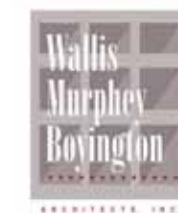
Long Term Improvements - Store-front Improvements, that adhere to design guidelines or standards, that are large-scale, structural or include 2nd floor and above. These improvements are designed to create a safe, authentic, and fully renovated environment on Cleveland Street. They are intended to ensure that property values increase and that buildings are renovated or restored and then maintained in good repair, yielding long life and directly impacting the authentic atmosphere of Cleveland Street for generations. These renovations will further enhance the corridor, reinforcing the shopping behavior of customers, maximizing sales and retaining businesses. Typically, these Phase II program expenditures would include all Phase I components and also allow for major renovations that cost in excess of \$50,000. Phase II of this Improvement Program would be designed to encourage greater and earlier investments of this level to occur. The result of these renovations and rehabilitations will be stronger building stock, higher property values, higher rent levels and greater safety and security for the public.

NOTE: The financial assistance provided for large-scale rehabilitation or renovation would generally follow the following framework, though the specific funding thresholds may be adjusted based on annual CRA budget and annual review of the effectiveness of the program.

1. Offer all of the components of Phase I and add the following:
2. Provide 1:1 Matching Grants, Forgivable Loans and Low-Interest Loans for Large Scale Investments that perpetuate the ‘Café Society’
 - Matching Grants not to exceed \$10,000 per storefront or per 30 lineal feet OR
 - Forgivable Loans¹ not to exceed \$20,000 per storefront or per 30 lineal feet AND/OR
 - Low-Interest Loans (1-4%) not to exceed \$35,000 per storefront or per 30 lineal feet.

Quick Reference Table of Lineal Feet

Phase I	25 feet	30 feet	35 feet	40 feet
1. Design Assistance	\$1,250	\$1,500	\$1,750	\$2,000
2. Aesthetic Improvements	\$4,167	\$5,000	\$5,833	\$6,667
3. Façade Renovations	\$8,333	\$10,000	\$11,667	\$13,333
4. Furniture and Amenities		TBD		
Phase II				
Matching Grants	\$8,333	\$10,000	\$11,667	\$13,333
Forgivable Loans	\$20,833	\$25,000	\$29,167	\$33,333
Low-Interest Loans	\$29,167	\$35,000	\$40,833	\$46,667



¹ Forgivable Loans and Interest-bearing loans would be established by executing a Note and Mortgage with the property owner. Mortgages would be with zero payments of principal and interest. Full payment would be due upon the sale or refinancing of the building. There would be no ongoing servicing of the loans, but the CRA would be able to recoup its investment upon transfer or refinancing of the property. These loans should be subordinate to any conventional bank debt, but superior to any financing that may occur other than conventional bank debt.

Conclusion/ Recommendations

FAÇADE ANALYSIS CONCLUSIONS/ RECOMMENDATIONS:

SUMMARY

- Develop the “Café Society” Vision (Phase I)
- Restore And Design Facades (Phase II)
- Utilize Existing Tools in Place (City Design Guidelines, Standards, and Ordinances)
- Provide Incentives That Will Encourage The Vision (Phase I and II)
- Building Owners Can Use Tools and Incentives in Place to Make the Vision a Reality

Summary Facade Improvement Program recommendations:

1. Provide Grants and Loans to property owners whose intended renovations and improvements will contribute to or perpetuate the Café Society.
2. Limit the program area to Cleveland Street from Osceola to Myrtle, and adjacent properties on side streets north and south one block.
3. Require all recipients agree to a set of covenants that assure their ongoing support and participation with the Café Society.
4. Allocate any unused program funds to future year façade improvements.
5. Implement phase I and phase II strategy.

Implement Rules and Regulations for a Sidewalk Café Program:

1. Establish operating hours
2. Cafes serving liquor on the street should have buffers set in place around seating areas.
3. Establish rules for maintenance and garbage
4. Establish rules for noise, music, speakers or audio devices.
5. Establish standard for spaces and clearances
 - A sidewalk café shall only be permitted on a sidewalk with a min. width of 14'
 - Maintain a clear pedestrian path of 6'

Implement the ‘Cafe Society’ vision as the unifying concept on Cleveland Street by initiating a two phase strategy to achieve short and long term goals of brings activity, beauty, restoration and preservation to this downtown asset. Market this asset as the “destination place” for both visitors and residents of the city, as the place for, not only cafes, but the arts, retail, entertainment, business, and residential. Use the two phase strategy to activate the environment in the short term, building an economic base, and then concentrate on the costly building facade develop and renovation efforts for the long term.

The following constraints were identified, resulting in the two phase strategy.

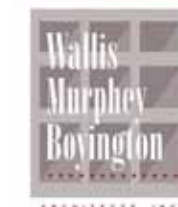
- BUILDING OWNERSHIP, private owners control the fate of the building’s exterior and its activity.
- HIGH COST OF CONSTRUCTION, Building restoration and redesign is very costly.
- PAST FAÇADE PROGRAM PERFORMANCE, program activity has been minuscule and ineffective.

Facade Analysis Recommendations:

1. Property owners should adhere to Downtown Design Development Guidelines. Guidelines can include amendments to allow for 6’ sidewalk path adjacent to building face between cafe seating and property line. Appropriate canopy and awnings should protrude 4’-6’ (Phase I). Otherwise existing design guidelines support the vision.
2. Renovation efforts should be encouraged for historic resources identified on Cleveland Street in the City of Clearwater Planning and Eligibility Study Historic Resource and Reconnaissance Survey of the Downtown Core.
3. Utilize the Secretary of Interior Standards for Historic Restoration as outlined within the Downtown Design Development Guidelines for all historic resources seeking restoration (Phase II).
4. Modify existing sidewalk cafe ordinance, sidewalk path should be maintained with a min. of 6’
5. Refer to Appendix base plan overlay for modifications to proposed streetscape plan.
6. Provide assistance for eligible improvements and renovations as outlined in Appendix
7. Implement rules and regulations and a sidewalk café program.

Concerns from Public Meeting #2 that should be addressed:

1. Provide for ample parking and adequate public transportation for the development of the downtown core.
2. Educate business owners on incentives available to implement phase I and II strategy.
3. Market the ‘Vision’ as an attraction for, not only cafes, but retail businesses, and residential.
4. Adhere to the timeline set forth in the Facade Improvement Program recommendations.



Appendix

APPENDIX: A

Public Workshop 1 Group notes:

Public Workshop Meeting Notes:

Group 1

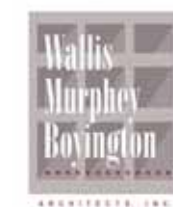
- Balance flow of the façade
- Mix of activity in day and night
- Traffic Reduction is a good point, but less traffic might not encourage new businesses to relocate
- Cafes/restaurants contribute most followed by the theater but overall a mix
- Support activities and entertainment are important for the future of the street
- They want a diverse street
- The street needs to be a destination for both tourists and locals
- Function should drive the design of the street
- The street should be known for Dining and entertainment
- Cleveland Streets future should be vibrant and fun getting away from uniformity
- The car seems to be the most common form of transport to the street
- Outdoor Cafes would be the biggest draw for the street but any entertainment is good
- Not one style, Diversity of the Mediterranean, modern and historic coming together
- Winter and Spring destination

Group 2

- Similar to group 1
- Parking is a must somewhere
- Cafes and Coffee shops contribute to the street
- Living and working will bring people and other activities will result
- Diversity is key in Cleveland Streets future
- It should be a Local destination for year round
- Bring back the historic building
- Create a Vibrant authentic downtown
- Summer good time
- Smaller trees to save view to water
- Murals if nothing else
- Want activities to occur on street. Wider sidewalks
- Athens Georgia very popular
- Sidewalk activity

Group 3

- Similar to groups 1 and 2
- Facades should be unique with historic
- Day and Night activity
- Quality traffic over quantity
- Balance of shops
 - Living, Entertainment
 - Working, dining
 - Shopping



APPENDIX: B

Public Meeting #1: Survey Results

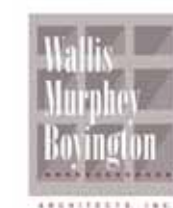
- Facades along the street should _____.
A. be mostly similar in appearance
B. each have a unique identity
 A- 2
 B- 21
Comments
 Mix with a unifying feature
 Historic/authentic
 Share connection
 Harmony
 Overall theme
 Authentic with a connection to Clearwater past
- Do you envision Cleveland Street as having the most activity at:
 Day-4
 Night- 4
 Both- 18
Comments
 Business during day; entertainment at night
 More inviting means more business
- You feel the reduction of traffic on Cleveland Street will encourage new businesses to relocate?
 Y- 17
 N- 9
Comments
 Move to downtown
 Make more pedestrian friendly
 Depends on business
 Needs parking
- Which businesses do you feel contribute the most to the activity of the street? Rank from best (#1) to worst.

Top 4	Worst 3
Cafes and restaurants	Drug stores
Retail	Offices
Coffee shops	Post Office
Theater	

Comments
 All necessary balance
 Need mix without any dominance
 Need good restaurant
 All are important
 Cafes bring more people here

Public Workshop 1 Survey Results

- Which of the following activities do you feel are the most important to include in the future of Cleveland Street?
 Living- 18
 Working- 12
 Shopping- 12
 Entertainment- 17
 Dining- 18
Comments
 Community center for the immediate surrounding neighborhood
 All are needed
 Need each to support the other
 All vital to creating a 24 hour city
- Which term best describes the future look of Cleveland Street?
 Uniformity- 0
 Diversity- 24
Comments
 With overall theme
 Diversity should reflect authenticity
 Personality not a strip mall type
- Should Cleveland Street be a destination for:
 Tourists - 1
 Local residents- 10
 Both- 14
Comments
 Both but put local residents first
 Local residents first that the tourists will follow
 Right for local residents will make it right for tourists
 Locals but it is so cool tourists come
- The main purpose of architectural design on Cleveland Street should be _____.
 Functional- 15
 Maintenance free - 0
 Beautiful- 15
 All- 1
Comments
 Attractive functions to accommodate people
 Charm with beauty, function, and maintenance free
 Authentic reflection of Clearwater history. Uniquely Clearwater- a place that is different
 Reflection of Clearwater history with its own charm
 Historic charm
 Bring back more original design



Public Workshop 1 Survey Results Cont

- What should Cleveland Street be known for?

Theater - 4
 Dining - 7
 Shopping - 9
 Jazz - 2
 All- 5

Comments

All at different times
 Social gathering place supported by business and residents
 Public place, comfortable, understandable, social gathering place
 Scientologists
 Clearwater's front porch
 A great destination for many diverse activities and purposes

- How would rank the importance of the following terms in the description of the future look for Cleveland Street? Rank from best (#1) to worst

Ranked from overall best to worst

Vibrant
 Authentic
 Fun
 Colorful
 Sophisticated
 Uniform

- What method of transportation do you take to arrive at Cleveland Street?

Car- 24
 Bike- 5
 Walk- 0
 All- 1

Comments

With new residential there will be more foot traffic
 Sometimes park and will walk because of too much traffic

- What kind of activities will create the most draw for pedestrians to Cleveland Street as a destination:

Car shows- 0
 Theater- 8
 Public art- 13
 Outdoor cafes- 19
 Music festivals- 10
 All- 1

Comments

Musicians, inviting restaurants, and shops
 Events
 Will events be at night?
 Street musicians

- Rank which building style best fits the vision of Cleveland Street. Rank from best (#1) to worst.

Ranked overall best to worst

Classic (Historic)
 Mediterranean
 Contemporary
 Modern

Comments

Eclectic
 Mediterranean revival
 Authentic

- What time of the year will produce the most activity on Cleveland Street

Winter- 19
 Spring- 15
 Summer- 2
 Fall- 8

Comments

Snow bird time



APPENDIX: C

Public Workshop 2 Meeting Notes

Comments:

- 1) Former owner of a café
 - a. Problem – no parking
 - b. Parking needs to be close to stores
- 2) Newspaper stand owner
 - a. Need angled parking
- 3) Public requests:
 - a. Need residential
 - b. Need public transportation – buggies, etc., to bring people downtown
- 4) How will this happen – timeline?
 - a. Up to property owners
- 5) Don't see a unified vision! What is being done about unity?
- 6) Should be a pedestrian oriented downtown – put trolley system in place.
- 7) Pieces of architecture that are not historic - should more mimic history, not look like a new “urbanist” town center.
- 8) Need commitment from big names in order to bring people to the downtown.
- 9) What advice can be given to developers so they know how to make this happen?
How do they have to anticipate the structure? How do you approach and deliver this message to developers?
- 10) What happens when a developer buys a whole block and tears it down?
- 11) Is there a minimal threshold number of tables that is required in order to create this society
- 12) How do you “incentivize” businesses to come to the downtown? Chamber...
- 13) Geri addresses all the proposed residential and retail space being planned



Examples Of Eligible Improvements And Renovations

APPENDIX: D

Paint and Color

Reference Downtown Development Guidelines (DDG). Colors should contribute to the overall color scheme of the building accentuating trim, building elements, and architectural style.

Signage

Hanging signage from canopy and building signage in conjunction with sign ordinance and DDG are eligible.

Awnings and Canopies

Installation of awnings should be above a storefront opening or along the storefront to provide protection from the elements for the pedestrian and should extend a min. of 4' and max of 6' and in accordance with building/zoning regulations.

Doors and Windows

Buildings identified as contributing historic structures that restore original windows, if new replacement windows are proposed, replacements should be similar in style and design as original.

Storefront replacements that provide a more traditional storefront appearance by eliminating darkly tinted windows, opaque glass or mirrored and reflective glass in the ground level storefront windows and provide for a bulkhead at the base, elevating the display space.

The relocating doors and storefronts that allow for covered indoor/outdoor seating are eligible.

Siding/ Exterior building finishes

Removal of non-original building finishes uncovering and restoring original finishes or brick facades.

Historic Restoration

Buildings identified within the district as contributing structures may follow Secretary of Interior Standards for Restoration as outlined in the DDG. Restoration efforts made in conjunction with these standards are eligible. Refer to *Historic Resource Reconnaissance Survey of the Downtown Core (May 2005)*.

Fencing/Walls

The incorporation of fencing and walls should be used to buffer parking from street and low walls are which enclose indoor/outdoor café seating areas are eligible.

Café Seating Buffers:

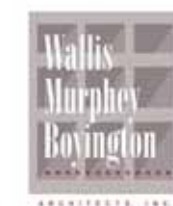
Elements such as roping, movable planters, and movable retaining devices which can be used to enclose café seating areas on the sidewalk. Elements should not be placed within the pedestrian path.

Landscaping

At-grade, raised or portable planters used to differentiate café seating areas is encouraged at the street. Landscaping elements should not impede the pedestrian path adjacent to facades.

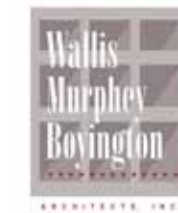
Exterior Lighting

Improvement and addition of exterior accent lighting that enhances a building facade and improves the pedestrian environment by illuminating the sidewalk and outdoor café space are eligible.



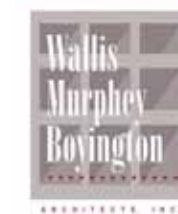
APPENDIX: E

RENDERINGS 1-9



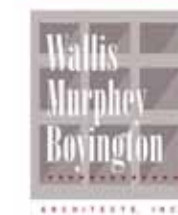
APPENDIX: F

BASE DRAWING OVERLAY



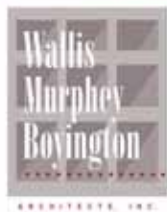
APPENDIX: G

PUBLIC COMMENTS OVERLAY



APPENDIX: H

Facade Design Process Sketches



BIBLIOGRAPHY

- Alexander, Christopher, et al. A Pattern Language. New York: Oxford University Press, 1977.
- Baraban, Regina S. and Joseph F. Durocher, Ph.D. Successful Restaurant Design. New York: Van Nostrand Reinhold, 1989.
- Cerver, Francisco A. Remarkable Restaurants. New York: Hearst Books International, 1998.
- Currimbhoy, Nayana. Designing Entrances for Retail and Restaurant Spaces. Gloucester: Rockport Publishers, Inc., 1999.
- Davis, Stephen, et al. What Do People Do Downtown?. Washington, D.C.: The Preservation Press, 1981.

- Dorf, Martin E. Restaurants that Work. New York: Whitney Library of Design, 1992.
- Janus Research. City of Clearwater Planning and Eligibility Study. Tampa: Janus Research, 2005.
- Maddox, Adrian. Classic Cafes. London: Black Dog Publishing Limited, 2003.
- Murtagh, William J., Keeping Time: The History and Theory of Preservation in America. New York: John Wiley & Sons, Inc., 1997.

