

Opportunities (321)

- Facilities (91 – 28%)
 - Marinas (21)
 - Community Centers (15)
 - Cultural Facilities (13)
 - Harborview (6)
 - Coachman Park (6)
 - Hiking & Biking Trails (5)
- Planning & Development Issues (77 – 24%)
 - Downtown Development (34)
 - Entertainment Venues (12)
 - Housing (9)
 - Public Parks & Green Space (5)
- Infrastructure Issues (64 – 20%)
 - Public Transportation (19)
 - Traffic (17)
 - Parking (14)
- Social & Community Issues (32 – 10%)
 - Education (15)
- Financial & Economic Issues (24 – 7%)
 - Job Creation (13)
- Environmental & Aesthetic Issues (20 – 6%)
 - Recycling (5)
 - Alternative Energy (4)
- Administrative Issues (13 – 4%)



Analysis

As is often the case, items and issues that are perceived as Weaknesses are also seen as Opportunities for future change and improvement.

The desire for new **Facilities** (28%) and new **Infrastructure** (20%) are two of the top three sets of perceived Opportunities for the future of the City. Combined with the second highest ranked category – **Planning & Development Issues** (24%)—the top three sets of perceived opportunities account for nearly three-quarters of the listings. All three relate to future growth within the community and the types of growth that residents would like to see.

The potential to create additional facilities within the City dominates the list of perceived Opportunities. Primary amongst these desired facilities are **marinas** (which, alone, accounted for seven percent of the responses), followed by **community centers**, **cultural facilities** and a wide variety of **recreational facilities**.

Planning and Development issues accounted for nearly a quarter of the responses. This category was dominated by concerns for revitalizing **Downtown Clearwater** – this single issue received 11% of the votes related to future Opportunities. Additional entertainment venues (primarily movie theaters) are also desired, as is a range of affordable and work-force housing.

Opportunities to improve Infrastructure accounted for one-fifth of the responses in this category. Again, the primary concerns related to transportation; however, the opportunity to create and/or improve **Public Transportation** headed the list, followed by the desire to improve **Traffic** within the City and to enhance opportunities for **Parking**.



The desire for increased educational opportunities dominated the category of Social & Community issues, as did the issue of Job Creation (particularly high-wage jobs) for Financial & Economic issues.

On-line Survey

The language of the responses in the on-line surveys is slightly different than that of the meetings, but the concerns are essentially the same. There are opportunities to improve recreational and leisure time activities -- primarily a call for more parks and marinas. Planning & Development opportunities abound (20%); there is also a call for improved Infrastructure. There was also notable support for creating more high-paying jobs within the community.

Summary

As is often the case with maturing cities, there is demand for increasing diversification in the services and facilities available to residents. The demand for Marinas reinforces the perceived Strengths of the City which are its natural environment and its plethora of leisure-time activities. Cultural Facilities also fit into this category, highlighting the perceived wealth of cultural resources within the community. Community Centers relate more to the day-to-day lives of the residents of the City, at the scale of the individual neighborhoods, as opposed to the others which can be seen as city-wide resources.

The perceived weaknesses in the current Downtown are seen as Opportunities for future improvements; this is graphically highlighted in the map of Composite Opportunities. Again, the issues desired for the future relate to the community's desire to have a mixed-use, diverse, focal downtown that serves as a hub of activities for everyone in the community.

It is to be expected that Infrastructure improvements would emerge on the list of Opportunities, and that Transportation issues would lead this list. It is somewhat unusual that concerns for public transportation would dominate concerns for enhancements aimed at the private automobile.

