

Strengths

Geography & Aesthetics (32) 21%

- Beautiful beaches (29)
- Causeway
- Gulf
- Water

Recreation & Leisure Time Activities (27) 18%

- Parks (8)
- Bright House Fields (3)
- Coachman Park (3)
- Trails (2)
- Dog parks (2)
- Baseball teams (2)
- Shopping (2)
- Boating
- Playgrounds
- 4th of July fireworks
- Entertainment variety
- Natural resources (Moccasin Lake, Coopers Point, Bay View, Maple Swamp)

Infrastructure (22) 15%

- Police (4)
- City Services (3)
- Garbage Collection (2)
- Schools (2)
- Fire/EMS (2)
- Bridge
- Pier 60
- Old buildings
- St. Pete University
- Sidewalks
- Parking
- Traffic
- Homeless services/facilities
- Website

Social & Community Issues (19) 13%

- Low Crime Rate (2)
- Demographics (2)
- Small town atmosphere (2)
- Civic pride (2)
- Focus on families
- Low key atmosphere
- Diverse businesses and restaurants
- Website
- Island estates
- Culture of citizens
- Quality neighborhoods
- Mix of mid to high income residents
- Countryside
- Sense of community



- People trying to make downtown work

Location (17) 11%

- Waterfront (7)
- Geographic location in Tampa Bay (4)
- Near two airports (2)
- Center of Pinellas County
- Blue water
- Views of the bluff
- Major Highways

Cultural Facilities (10) 7%

- Libraries (5)
- Free concerts
- Jazz Fest
- Ruth Eckerd Hall
- Festivals
- Music programs

Environment (11) 7%

- Weather/climate (10)
- Clean

Leadership (7) 5%

- Good government services (2)
- Excellent City Manager
- Competent City staff
- Strong Council and Mayor
- Honest leadership
- Easy access to public officials

Planning & Development Issues (6) 4%

- Downtown (2)
- Diverse businesses and restaurants (2)
- Building inspectors
- Continued growth

Weaknesses

Infrastructure (40) 32%

- Traffic (14)
- Limited parking (7)
- Roundabout (2)
- Aging infrastructure
- Lack of free parking
- Slow traffic lights
- Traffic lights poorly positioned
- Turn lanes needed on major thoroughfares
- School system
- Countryside Blvd.
- Countryside Library
- Downtown roads
- Lacking technology- wireless zones
- Lacking resources to provide for the growing population (water, public transportation, electricity)
- Graffiti



- Code enforcement
- Public transportation
- Sidewalks
- No community pool in Countryside
- Website information incorrect

Social & Community Issues (29) 23%

- Scientology (8)
- Negative attitude of downtown (2)
- The beach is getting too expensive for locals (2)
- Too many homeless (2)
- Drugs and prostitution
- Not elder friendly
- East Clearwater being ignored
- People who do not want to change
- No sense of neighborhoods-need porches
- Not enough tolerance for diversity
- Splintered citizenship
- Clearwater does not have an identity
- Area near Crest Lake Park needs improving
- Save the Bayfront group swaying public opinion
- Neighborhoods do not have distinct boundaries or personalities
- Trash cans and dumpsters over flowing and left out
- Illegal commercial vehicles left on street
- Exploiting the natural environment
- Litter

Planning & Development Issues (28) 19%

- Downtown (7)
- Too much growth (5)
- Beach development (4)
- The City needs to revamp the older buildings
- Losing family motels on the beach
- Too much asphalt on the water
- Lack of zoning control
- Clearwater can not sustain the growth
- Too many vacant buildings
- Cleveland street
- Need more Palm Trees
- Spending too much money on Downtown
- Overpopulation
- Few unique private business and restaurants- mainly chains
- Lack of up-scale businesses

Recreation & Leisure Time Activities (16) 13%

- Not enough nighttime activities (2)
- No movie theaters (2)
- Not enough youth activities
- No "hip" place to hang out
- Lack of tourist activity
- Trails
- Moccasin Lake
- Too many non-profit golf courses
- Cable channel needs an update
- No senior center
- Farmers Market hampers downtown businesses



- Lack of athletic programs
- Residents should get more of a discount for programs.
- New fees for Courtney Campbell beach area

Administrative Issues (12) 10%

- Council's objective to turn Beach into "condoland" (2)
- Poor attitudes of firefighters (2)
- Not enough money to support Police and Fire
- Lack of leadership and public interest in long term issues
- Abbreviated government office hours
- Most departments don't answer phones-voicemail
- City employees do not call citizens back
- Planning and Zoning are too cumbersome and costly
- Growth of City Payroll
- Police writing too many tickets

Opportunities

Recreation & Leisure Time Activities (13) 22%

- Parks (3)
- More marinas (2)
- Movie Theaters (2)
- Thrasher's Field
- Bike trails
- Recreational assets
- Special events/ performing arts
- Hobby park for aviation
- Shopping opportunities
- Arts

Planning & Development Issues (12) 20%

- Downtown restaurants (not bars) (2)
- Monorails to Beach/St. Pete/Tampa (2)
- Wider roads
- Tax breaks for longtime business owners
- US 19
- Private boat taxi service
- Economic growth
- Approach to the beach
- Beach activities
- Move Government offices out of bluff

Infrastructure (9) 15%

- Bridge
- Condos
- Downtown
- Sidewalks
- Cleveland street- outdoor cafes
- Streetscape
- Cars allowed in downtown
- Gulf to Bay corridor
- Parking



Social & Community Issues (7) 12%

- Partner with Scientology
- Younger median age
- Reduce government
- Drug issues in downtown
- Homeless in downtown
- Partner with Tampa/St. Pete
- Emergency preparedness for nursing homes

Economics (7) 12%

- More high paying jobs (5)
- Tax dollars
- Tourism dollars

Geography & Aesthetics (6) 10%

- Beach (4)
- Rivers
- Water

Environmental Issues (5) 9%

- Wildlife resources
- Weather
- Natural areas
- Create an Environmental Earth Day
- “Eco-friendly” lawns that don’t need water

Cultural Facilities (1) 2%

- Library events

Threats**Planning & Development Issues (25) 33%**

- Over-development (6)
- Downtown (4)
- Too many condos (4)
- Overpopulation (3)
- Condo conversions (2)
- Vacant high rises
- Rising property values
- Weak code enforcement
- Too much water front housing
- Quaint hotels being torn down
- Beachwalk

Infrastructure (20) 26%

- Traffic (9)
- Water availability (3)
- Parking (2)
- Adequate wastewater treatment
- Public transportation to beach
- Water quality
- Need more handicapped parking
- Affordable housing
- Public parking near public transit



Social & Community Issues (12) 16 %

- Scientology (6)
- Homeless
- Illegal minorities
- Drugs and prostitution on Gulf to Bay
- Property owners need to enhance their property
- Trying to be a City we are not
- Uneducated anti-development stances

Environmental Issues (12) 16%

- Pollution (6)
- Hurricanes (3)
- Red Tide (1)
- Building on wildlife areas
- Beach erosion

Administrative Issues (4) 5%

- Public image of important departments- fire, police, building code enforcement
- Ineffective City department – fire, police, zoning
- Inadequate hurricane plans
- Politicians that cater to money or votes

Recreation & Leisure Time Activities (3) 4%

- Lack of youth activity
- Need more open spaces
- Walkable neighborhoods

