

rental rates. A second goal is to bring an identity to the area and increase the business vitality of the neighborhood and engage the neighborhood and business community in the area's improvement.

The CRA identified the need for assistance in collecting business and resident input with a key focus on business development. Additionally, staff needed a bilingual person that could facilitate meetings in both English and Spanish. Staff developed a Request For Proposal for Professional Services and one response was received from ALC Development Group. The consultant presented her credentials at the August 15, 2006 CRA Meeting.



MAYOR HIBBARD

A block party, three focus groups and a community meeting are planned in the fall to gather feedback from businesses and residents, address their issues and offer potential solutions to their concerns. The Economic Development and Housing Department allocated \$20,000 from its Professional Services line item for these consulting services.

Façade Design Analysis For Cleveland Street

The CRA approved the scope of work for the team of Wallis Murphey Boyington Architects, Wilson Miller, and Swan Development Advisors in response to RFP #13-05 Cleveland Street Façade Design Analysis at the April 18, 2005 CRA meeting. The three goals that were outlined were: 1) Identify opportunities for façade improvements along Cleveland Street, from Osceola Ave to Myrtle Ave in downtown Clearwater, 2) Prepare illustrative concepts of façade improvements to selected buildings, and 3) Establish a vision for building design and character, reflective of Clearwater's unique character.

The team determined that the city provide grants and loans to property owners whose intended renovations and improvements contributed to the Café Society, limit the

program to Cleveland Street from Osceola to Myrtle Avenues and adjacent properties north and south one block and require all recipients to agree to a set of covenants that assure their ongoing support and participation in the “Café Society” or Sidewalk Café District.

Other recommendations included utilizing tools in place like the Downtown Design Guidelines, Standards and Ordinances, provide incentives that will encourage the vision, modify the existing Sidewalk Café Ordinance to encourage building owner buy-in and utilize the Secretary of Interior Standards for Historic Restoration as outlined within the Downtown Design Development Guidelines for all historic resources seeking restoration.



The team presented their findings to the CRA on January 30, 2006. The DDB allocated \$50,000 for the Façade Design Analysis.

The Façade Design Analysis received the 2006 Out of the Box Award from the Florida Redevelopment Association on October 17, 2006 at the Florida Redevelopment Association Annual Meeting in Miami.

Historic Resource Reconnaissance Survey of the Downtown Core

One of the implementation strategies set forth in the Downtown Redevelopment Plan was to evaluate the potential for a National Register of local historic district in several areas of the Downtown. Janus Research was hired to conduct a historic resource survey of the Downtown Core.

The consultant determined that historic buildings are not concentrated enough in Clearwater’s Downtown to form a cohesive district. Seven properties were found to be eligible for listing on the Local Register. An evaluation is needed to determine the feasibility of 27 structures, which may have reversible alterations.