improvements along Cleveland Street, from Osceola Avenue to Myrtle Avenue; to prepare illustrative concepts of façade improvements to selected buildings; and to establish a "vision" for building design and character for Cleveland Street reflective of Clearwater's unique character.

Four proposals were received and the Selection Committee met March 10, 2005 to review the proposals. The Selection Committee selected the top ranked team of Wallis Murphy Boyington Architects, Inc., Swan Development Advisors, Inc. and Wilson Miller to conduct this work.

A presentation to the CRA will be made in FY 05-06. The DDB allocated $50,000 for the Façade Design Analysis.

Downtown Market Study

The current redevelopment activity in Downtown Clearwater is an indicator of the positive market potential for this area. However, a true understanding of the existing and future residential, retail, and office markets were needed in order to successfully implement redevelopment strategies.

CRA staff proposed the Downtown Market Study as a joint project between the CRA and the DDB. In January 2005, a RFP was released to select a consultant to complete a downtown market study. The goals of the market study were to identify Downtown Clearwater's existing economic base; to identify the market potential for future redevelopment within Downtown; to identify opportunities for projects that would draw visitors and users from throughout the Tampa Bay region to Downtown Clearwater; to identify potential residential supporting uses for Downtown Clearwater; and to identify recommendations and next steps based on the baseline collected.

Nine proposals were received and the Selection Committee met March 11, 2005 to review the proposals. The Selection Committee selected the top ranked team of Lambert Advisory, LLC and PRG Real Estate Research to conduct the work. The CRA received a draft report in August 2005.

Paul Lambert of Lambert Advisory, LLC made a presentation before the CRA on October 3, 2005. The DDB allocated $35,000 for the Market Study.