

~ MEETING SUMMARY ~  
**EAST GATEWAY STAKEHOLDER ADVISORY GROUP**  
**January 14, 2009, 6:00 p.m.**

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**Location:** 2<sup>nd</sup> Floor Conference Room, Clearwater City Hall, 112 S. Osceola Avenue

**Attendance:**

*SAG Members:* R. Smokey Townson, Chair                      Donna Maxa  
Maryce Garber, Vice Chair                                      Elvira Morgan  
Dr. Gilbert Jannelli

*SAG Alternates:* Elizabeth Cruikshank

*City Staff:* Tammy Vrana (Eco Dev & Housing)

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**1. Meeting Summary**

The summary will be provided at the February 11, 2010 SAG meeting.

**2. Tracking Report: East Gateway Action Program (Discussion Part 2 of 3)**

Picking up where the SAG left off at the October 2009 meeting, the following actions items were discussed in the context of: 1) continued relevance; 2) implementation timeframe; 3) implementation approach; and 4) other.

**N.1.** Develop an awareness campaign on the availability of black barrels and recycling bins to City solid waste customers in East Gateway.

***SAG Comment:** Due to rental character and probability of resident turnover in East Gateway, these campaigns should continue on an annual basis. T. Vrana would report back on whether businesses could obtain recycling bins*

**N.2.** Develop and promote a façade and building lot improvement program that offers design and financial assistance to eligible commercial properties in East Gateway.

***SAG Comment:** Continue to implement program and monitor its effectiveness in improving neighborhood appearance and stimulating private investment.*

**N.3.** Identify policies and programs implemented in other communities that have been successful in improving aesthetic conditions in business and residential areas.

***SAG Comment:** Suggestions include potted flowering plants or colorful banners along major corridors to create interest and beauty while the community is waiting for the Cleveland St/Gulf to Bay Blvd streetscape project.*

**N.4.** Enforce existing code requirements that pertain to the appearance of vacant buildings (e.g., prohibited coverings on windows).

***SAG Comment:** Code enforcement continues to be a top priority of the SAG.*

**N.5.** Install trash receptacles in the public right-of-way in locations where littering is a recurring problem.

**SAG Comment:** *T. Vrana will check into feasibility of installing more trash receptacles at locations identified by the SAG (Cleveland St at S Betty Ln and Franklin St at Evergreen Ave).*

**N.6.** Design and build a distinctive gateway feature at the “Five Points” intersection (Gulf-to-Bay Drive, Highland Avenue and Court Street) that celebrates the identity of the East Gateway and Cleveland Street districts of the CRA.

**SAG Comment:** *The SAG is highly supportive of this project.*

**N.7.** Coordinate with organizations that provide services to the chronically homeless to develop strategies to reduce the significant physical impacts of this population on residential and business areas in East Gateway.

**SAG Comment:** *The need to establish a SAG subcommittee to help address the chronically homeless issue was discussed. It was noted that the Business & Neighbors Association has established a “Soup Kitchen” subcommittee and the Clearwater Regional Chamber of Commerce is hosting a “Business Summit for Homeless Solutions” (February 24, 8:30AM, Homeless Emergency Project, 1120 N. Betty Ln).*

**N.8.** Identify the need for recreational facilities in East Gateway or ways to make playgrounds near East Gateway more accessible to users.

**SAG Comment:** *No SAG direction was given.*

**N.9.** Identify opportunities and costs for creating more green space in East Gateway (e.g., street rights-of-way, community garden).

**SAG Comment:** *Possibility of creating more green space in conjunction with the Cleveland Street/Gulf to Bay Boulevard streetscape project was stated.*

**N.10.** Assist residents in establishing a neighborhood association.

**SAG Comment:** *It was noted that the East Gateway Business & Neighbors Association was established in 2008.*

**N.11.** Leverage funding to facilitate the redevelopment of underutilized, blighted or problematic properties in East Gateway to end-uses that contribute to the East Gateway vision.

**SAG Comment:** *No SAG direction was given.*

**N.12.** Identify opportunities for use of the landscaped, triangular-shaped property bounded by Gulf to Bay Boulevard and Hillcrest Avenue.

**SAG Comment:** *No SAG direction was given.*

**N.13.** Design Phase 3 of the Cleveland Street Streetscape Project within East Gateway.

**SAG Comment:** *Consistent with prior SAG recommendation, the streetscape project should not be delayed to 2016. The project should be done sooner when business activity is down rather than later when street construction could potentially impair businesses finally getting a foothold in the marketplace.*

**N.14.** Install a bus shelter on Gulf to Bay Boulevard in East Gateway.

**SAG Comment:** *Recommendation that the action item be eliminated. The need for a shelter will probably not be great enough during the Action Program period (2012/2013) and the shelter would likely facilitate loitering.*

### 3. Updates:

a. Community Vision for Future Development & Community Character

An update was provided on the CRA's approval of the East Gateway Visioning Process. City staff will be developing a scope of services for market analysis and another scope for an urban design firm to help with the visioning process and development of a vision plan.

b. Commencement of Sidewalk Construction

The City hired a sidewalk contractor in December 2009 and will be starting East Gateway sidewalks in February/March 2010.

c. Talento 2010 Community Mural Project & Related Events

The first mural will be designed and created by the Business & Neighbors Association mural team sometime in March. Subsequent murals will be done by the Police Department/Boys & Girls Club team (April) and the Hispanic Outreach Center team (May). Everyone is welcome to participate in the painting of murals and other activities happening at the mural sites.

d. East Gateway Decorative Entryway & Safety Project

Construction is projected to start in summer 2010 and completed by the end of the year.

e. Business & Neighbors Association Activity

Monthly meetings continue to be held on the 2<sup>nd</sup> Tuesday of the month at 6:30PM at Greektown Grille. A Neighborhood Crime Walk is scheduled on January 28, 2010 at 6:00PM.

### 4. Other Business

None.

**Next SAG Meeting:** March 11, 2010, 6:00 pm, City Hall 2<sup>nd</sup> Floor Conference Room

The meeting was adjourned at approximately 7:15 p.m.