



APPLICATION FOR CONCEPT PLANNING GRANT

COMPLETE!
DREW ST 4 ALL

DREW ST FROM N FORT HARRISON AVE TO US HWY19



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1.0 INTRODUCTION

1.1 OVERVIEW

The City of Clearwater (City) is seeking funding assistance through the Forward Pinellas Complete Streets Program to develop a Complete Street Concept Plan for Drew Street from N Fort Harrison Avenue to US Highway 19 (Project).¹

The City's primary goals for this Project are to:

- Balance accessibility for all modes of transportation within the corridor
- Enhance safety, comfort, and function for all users, especially pedestrians and bicyclists
- Encourage economic revitalization and reinvestment along Drew Street and within surrounding neighborhoods

The Project has the strong support of local communities who asked the City to pursue the Forward Pinellas Complete Streets grant. Residents, businesses, and schools see the potential to make Drew Street safer, more livable, and a better street for commerce.

Complete Street improvements on Drew Street would work in harmony with a broad spectrum of city and countywide plans, especially those addressing designated activity centers on both ends of the Project.

The estimated cost of Complete Street conceptual planning for the 4.2-mile Project is \$100,000 (see **Section 2.12**). The Project includes an extensive public process to reimagine mobility and accessibility on this important regional thoroughfare and residential and commercial street.



The intent of the Forward Pinellas Complete Streets Program is to promote transportation improvements that serve as a catalyst for transformative change within a corridor or activity center.

1.2 PROJECT CONTACT

City planner Ellen Crandall will serve as the point of contact for this application.



ELLEN CRANDALL
Senior Planner

Planning & Development Department
City of Clearwater

E: Ellen.Crandall@myclearwater.com
PH: 727.562.4836 | F: 727.562.4735

1. On December 15, 2016, the City Council supported the Project as described with the addition of the segment of Drew Street from N Osceola Avenue to N Fort Harrison Avenue.

2.0 PROJECT DESCRIPTION



2.1 PROJECT LOCATION

The proposed Complete Street Concept Plan will address Drew Street from N Fort Harrison Avenue in Downtown Clearwater to US Highway 19 (see **Map 1**). The total length of the Project is 4.2 miles.

2.2 AGENCY JURISDICTION

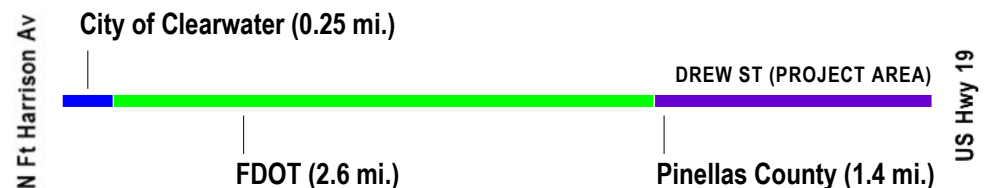
Roadway

Drew Street within the Project limits is under the jurisdiction of the following agencies. **Map 1** and **Figure 1** below show the location and extent of each agency's jurisdiction.

- City of Clearwater
- Pinellas County
- Florida Department of Transportation (FDOT)



FIGURE 1 ROADWAY JURISDICTION



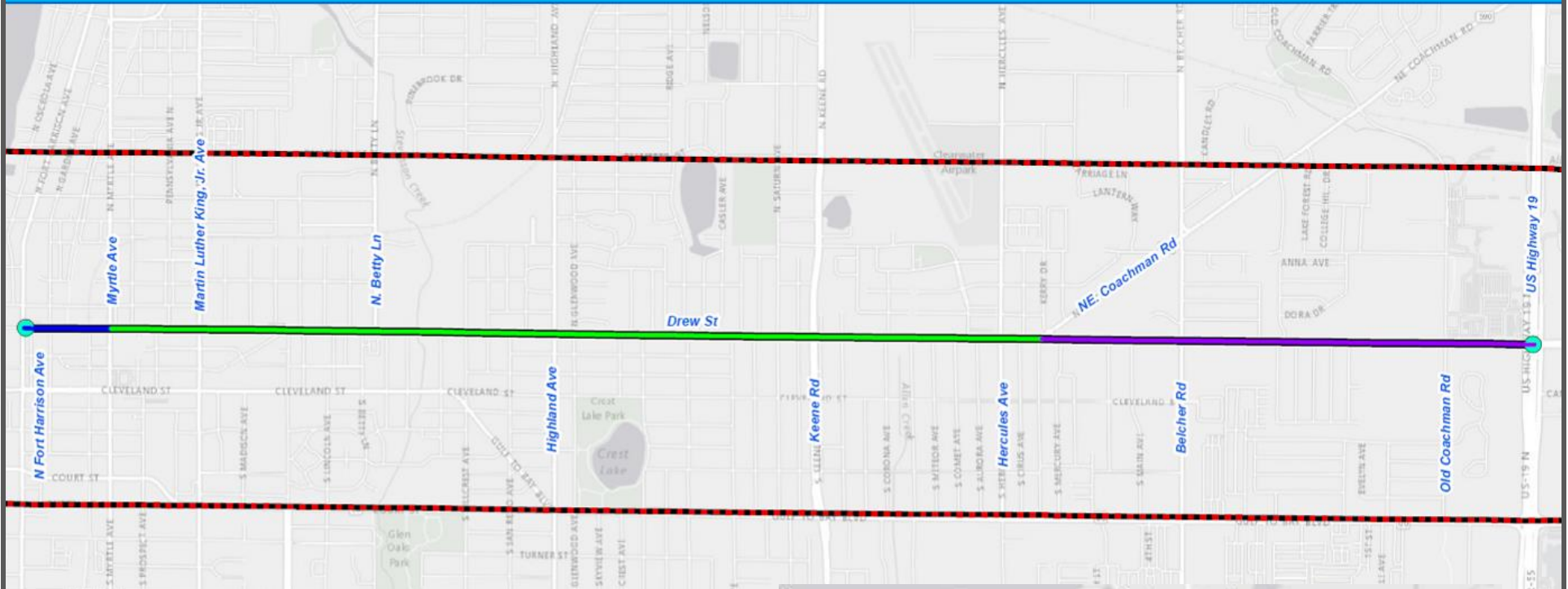
Abutting Properties

Most properties abutting Drew Street within the Project corridor are entirely within the City of Clearwater incorporated area (see **Appendix Map A-1**). The incorporated area is governed by City land use policy and development regulations.

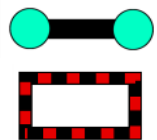


PROJECT LOCATION AND AGENCY JURISDICTION

Proposed "Complete Street" Corridor
Drew St from N Fort Harrison Ave to US Hwy 19



LEGEND



Project Corridor

Project Area (0.5-Mile Buffer)

Jurisdiction

City

County

State



2.3 LAND USE CHARACTERISTICS

Existing Land Use

The Project corridor has a diverse mix of urban land uses ranging in intensity from low-medium density residential to light industrial. Retail/office is the predominant land use with the bulk of this use located east of Duncan Avenue and extending to US Highway 19. From Martin Luther King Jr Avenue to Duncan Avenue, the corridor is almost entirely single-family residential except for small-scale commercial nodes at NE Cleveland Street and Duncan Avenue. From N Fort Harrison Avenue to Martin Luther King Jr Avenue, the corridor is largely retail, light industrial, and office uses. The land use character of five distinct areas along Drew Street within the Project corridor are described on page 5.

Future Land Use

The Future Land Use Plan generally reflects the existing land use patterns within the Project corridor (see **Appendix Map A-2**), however, greater density and intensity are planned within certain areas. For more on future land use planning, refer to **Section 2.9**.

2.4 STREET CHARACTERISTICS

Drew Street an automobile-dominated arterial thoroughfare that provides a secondary east-west travel option north of Gulf to Bay Boulevard. Drew Street serves local and regional traffic.

Traffic and Level of Service

The average annual daily traffic (AADT) and operating level of service (LOS) on Drew Street are shown by segment in the following:

<i>Drew Street Segment</i>	<i>AADT (2015)</i>
Myrtle Ave to Martin Luther King Jr Ave	12,700
Missouri Ave to Betty Ln	19,700
Lake Ave to Keene Rd	26,500
Hercules Ave to Belcher Rd	23,500
Old Coachman Rd to US Hwy 19	36,892

<i>Drew Street Segment</i>	<i>LOS (2016)</i>
US Hwy 19 to NE Coachman Rd	F
Ft Harrison Ave to Missouri Ave	C
Missouri Ave to Highland Ave	C
Highland Ave to N Saturn Ave	C
N Saturn Ave to NE Coachman Rd	C

Typical Street Sections

Drew Street has two street section types within the Project corridor, as described below:

- **Street Section Type: Four-Lane Undivided**
This typical section exists along the segment from N Fort Harrison Avenue to Duncan Avenue. Right-of-way widths along this segment range from approximately 62 feet to 78 feet.
- **Street Section Type: Four-Lane Divided with 2-Way Center Turn Lanes/Raised Medians**
This typical section exists along the segment from Duncan Avenue to US Highway 19. Right-of-way widths along this segment range from approximately 101 feet to 108 feet.



LAND USES ABUTTING THE PROJECT CORRIDOR

Character: Downtown Industrial ①

N Ft Harrison Ave to Martin Luther King Jr Ave. This location of Downtown retains some of its historic industrial character. Newer uses include convenience commercial and office uses.

Character: Downtown and In-Town Neighborhoods ②

Martin Luther King Jr Ave to Duncan Ave. This segment of Drew Street is almost entirely residential except for the small-scale commercial nodes at NE Cleveland Street and Duncan Avenue and the Clearwater Golf Course and Country Club.

Character: Retail/Services Strip ③

Duncan Ave to Belcher Rd. In this segment, the residential character transitions to retail/office, warehouse, and automotive uses. A private school, church, and small linear park are also found here.

Character: Institutional/Athletics ④

Belcher Rd to Old Coachman Rd. The major extent of Drew Street in this location is lined by the St. Petersburg College Clearwater Campus, City athletic fields, and a City library. To a lesser extent are retail/office buildings, single family residences, churches, and a drainage.

Character: Highway Commercial ⑤

Old Coachman Rd to US Hwy 19. As Drew Street approaches the major highway, retail/office uses have a larger footprint. The Duke Energy utility corridor and trail traverse this segment.



Street Frontages

The character of the street frontage along Drew Street within the Project area generally corresponds to four different development typologies. This section and the photos on page 7 describe the different street frontages beginning with larger scale development patterns then moving down the scale to finer grained varieties.

Frontage Type ①: The first street frontage type is a building with a deep parking lot organized with multiple parking aisles. These buildings, mostly retail shopping centers, tend to have a large footprint and are setback a great distance from Drew Street (and from pedestrians on the sidewalk). Some buildings do not face Drew Street. This frontage type is most prevalent in the highway commercial area between Old Coachman Road and US Highway 19, although it exists intermittently along the corridor. Examples of this typology include Kanes Furniture and Campus Walk on the eastern end of the Project corridor.

Frontage Type ②: The predominant street frontage type along Drew Street within the Project corridor is a building with one or two bays of front yard parking. Many of these buildings are retail strip centers oriented to Drew Street. Site constraints on shallow parcels limit the installation of landscaping, and parking spaces or drive aisles often abut the full length of the adjacent right-of-way. These frontages in particular stand to benefit from right-of-way-related solutions as their redevelopment potential is limited under existing conditions.

Frontage Type ③: The third type of street frontage found on Drew Street is a building near the street with a parking lot on the side or rear yard area. These buildings, which include retail, office, and multi-family residential, typically face Drew Street. Some land-

scaping exists along the frontage (e.g., parking lot buffers). Examples of this frontage type include the Social Security Administration office, Florida Spine Institute, and Behar Eye Center. As the most pedestrian-oriented of the four described, this street frontage type sets the standard for building 'build-to' lines, scale, and orientation to Drew Street.

Frontage Type ④: The fourth and final street frontage type in the Project area is associated with single-family residential use. This residential typology has front building setbacks of varying distances. Front yard parking on a driveway leading to a garage is typical.

Speed Limits and School Zones

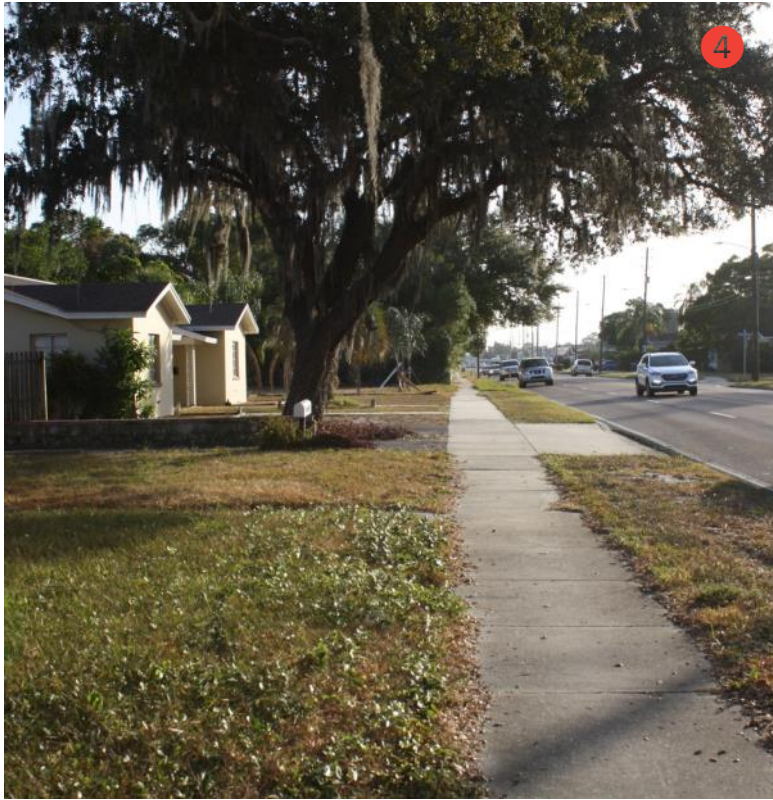
Speed limits along Drew Street within the Project corridor range from 25 to 45 miles-per-hour (see **Appendix Map A-3**). Four school zones are located on Drew Street within the Project corridor. Some of these zones do not have a lower speed limit during the journey to school hours. Crossing guards are stationed at Keene Road and mid-block between N Orion Avenue and N Corona Avenue.

2.5 SIDEWALK & BICYCLE FACILITIES

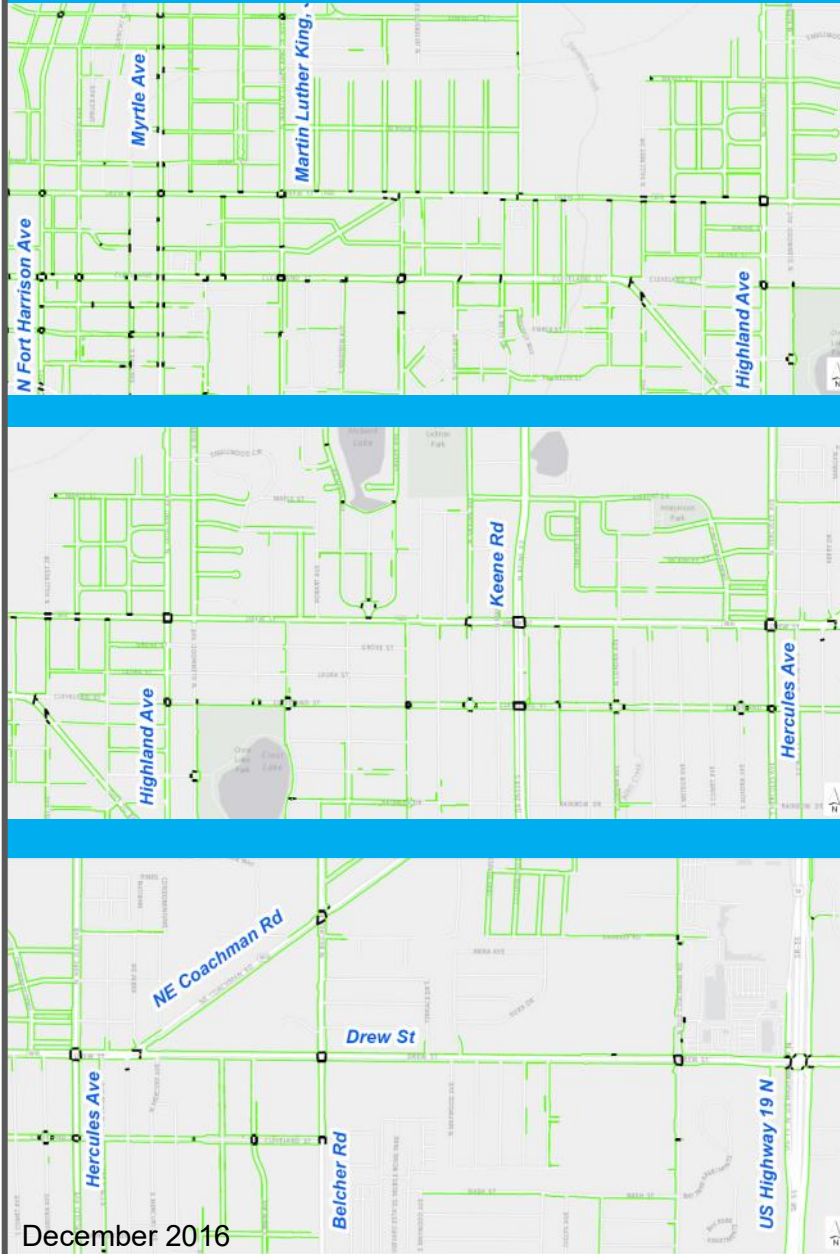
The corridor has sidewalks of varying widths and discontinuous sidewalks from N Betty Lane to mid-block near N Jefferson Avenue (see **Map 2** on page 8). Pedestrian crossings can be intimidating on this heavily traveled and fast-moving street, especially on wider segments. These conditions create a less than optimal environment for vulnerable users. The corridor has discontinuous bike lanes west of Jupiter Avenue (see **Appendix Map A-4**).

(Continued on page 8.)





MAP 2 Proposed "Complete Street" Corridor Drew St from N Fort Harrison Ave to US Hwy 19 SIDEWALKS AND CROSSWALKS



Keene Road, which intersects Drew Street, has bicycle lanes. Trails within the Project corridor include the Pinellas Trail near Downtown and the Progress Energy Trail east of Old Coachman Road.

2.6 TRANSIT SERVICE

Existing transit service within and proximate to the Project corridor is identified below and depicted in **Map 3**.

Pinellas Suncoast Transit Authority (PSTA)

- Route 67 - 1-hour headways
- Route 76 - 1-hour headways

Jolley Trolley

- Beach Route - 1-hour headways
- Coastal Route - 1-hour headways

Clearwater Ferry

- Downtown Clearwater Dock - 1-hour headways

Additional transit service is not currently proposed along Drew Street in the Project corridor. However, Forward Pinellas is presently studying the SR 60 corridor, which encompasses Drew Street, to identify potential multimodal improvements including transit service between Clearwater Beach and Tampa International Airport. The SR 60 Multimodal Implementation Strategies study is projected to be completed in fall 2017.

2.7 STREET LIGHTING

Street lighting on Drew Street within the Project corridor consists of overhead Cobrahead lighting spaced at standard intervals. Illumination deficiencies will be assessed during the Project.



MAP 3 TRANSIT ROUTES

Proposed "Complete Street" Corridor
Drew St from N Fort Harrison Ave to US Hwy 19



LEGEND



Project Area (0.5-Mile Buffer)



Bus Stop

Bus Routes

--- PSTA Route 67

--- PSTA Route 76

--- Jolley Trolley - Coastal

--- Jolley Trolley - Beach

2.8 SAFETY CONCERNS

Map 4 on page 11 shows the location of the 1,870 crashes having occurred over the past five years (2011-2016) on Drew Street within the Project corridor. **Table 1** shows the crash data by category. Since October 2011, the crashes have resulted in five deaths and 246 injuries to users of Drew Street. Involved in the crashes were 34 pedestrians, 42 bicycle riders, and 45 motorcycle riders.

TABLE 1: CRASH DATA, 2011-2016
Drew Street from N Fort Harrison Ave to US Highway 19

Type	Total Crashes	Pedestrian	Bicycle	Motorcycle
All Crashes	1,870	34	42	45
With Injuries	246	21	19	24
With Fatalities	5	2	1	1

2.9 PLANS & SPECIAL DESIGNATIONS

Forward Pinellas Countywide Plan Strategies

The Transit-Oriented Land Use Vision Map (see **Appendix Map A-5**) in Forward Pinellas’ Countywide Plan Strategies depicts the segment of Drew Street within the Project corridor as a *Supporting Multimodal Corridor* flanked by two activity centers. Where Drew Street intersects US Highway 19 is designated as a *Major Activity Center*. The western-most segment of the Project corridor is designated as a *Special Activity Center*. Additionally, the Project corridor intersects with two *Supporting Multimodal Corridors*: N Hercules Avenue and N Belcher Road. A *Secondary Corridor* is designated at

N Fort Harrison Avenue and Drew Street. These special designations indicate areas that are most suitable to accommodate higher densities and intensities in coordination with transit service and other multimodal transportation.

Clearwater Comprehensive Plan

The Clearwater Comprehensive establishes a *Citywide Design Structure* to guide redevelopment along important corridors such as Drew Street. From Myrtle Avenue to US Highway 19, the plan envisions the creation of walkable communities and livable neighborhoods on Drew Street through redevelopment, lot consolidation, transit accessibility, and streetscape improvements (Policy A.5.4.6). Where Drew Street intersects N Martin Luther King Jr Avenue, the plan calls for preservation of walkability/livability elements and support of residential, office and institutional uses (Policy A.5.4.3). Where Drew Street intersects Missouri Avenue, the plan supports the development of affordable housing, mixed-use development, and streetscape improvements. Planned future land uses within the Project corridor are shown in **Appendix Map A-2**.

US 19 Corridor Redevelopment Plan and Development Standards

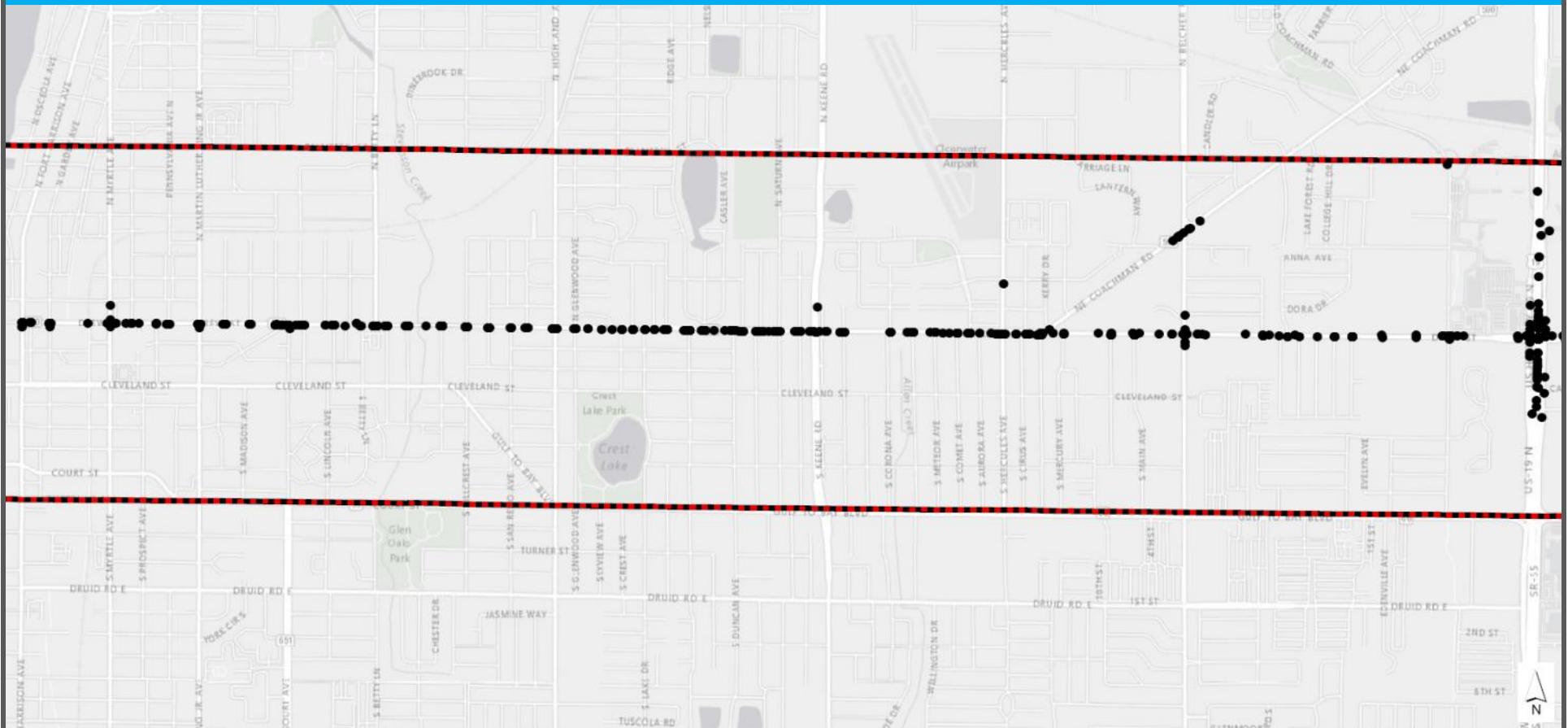
The adopted *US 19 Corridor Redevelopment Plan* identifies the area between Drew Street and Gulf to Bay Boulevard as a *Regional Center*. Regional centers are positioned as favored locations for high-intensity office, residential, retail, institutional, and sports and entertainment uses (retail/offices uses up to 2.5 FAR and



MAP 4 CRASHES

Proposed "Complete Street" Corridor

Drew St from N Fort Harrison Ave to US Hwy 19



Source: Forward Pinellas, 2016.

LEGEND

- **Crash Location** (October 1, 2011— October 31, 2016)

Section 2.9 Plans & Special Designations continued.

residential uses up to 50 units per acre). Public investments in streetscape and transit service are envisioned to increase the potential for these centers to serve as attractive, regionally-competitive, mixed-use destinations. To define the pedestrian realm and create a distinctive sense of place, the plan calls for minimal to no building setbacks, consistent building heights, and parking in midblock and rear yard locations. The US 19 Corridor Redevelopment Plan identifies pedestrian and transit-oriented frontages along major streets crossing US Highway 19 including Drew Street. For these *Type A Street Frontages*, development standards limit front setbacks, prohibit parking in front of buildings, and require buildings oriented to public sidewalks/pedestrian areas along streets.

To implement the US 19 Corridor Redevelopment Plan vision, the City is currently processing amendments to the Clearwater Community Development Code to include customized zoning and development standards for the corridor.

Clearwater Downtown Community Redevelopment Area

The Project area borders 1.5 miles of the Clearwater *Downtown Community Redevelopment Area* (CRA) as shown in **Map 5**. The 488-acre CRA consists of six distinct districts created to guide development and redevelopment within Downtown. While the districts range in the desired mix and intensity of land uses, all aspire to support multimodal travel through infrastructure, urban design, and streetscape improvements. Emphasis is placed on pedestrian accessibility and comfort. Design guidelines in the Downtown Redevelopment Plan provide a framework for:

- Enhancing the built environment
- Achieving quality contextual design
- Achieving design that implements character district visions

- Creating a pedestrian-oriented environment built upon the City's history and activities
- Encouraging a diversity of architectural styles
- Providing design flexibility

The Downtown Redevelopment Plan specifically calls for new development on Drew Street in the Old Bay District to be oriented toward the street to encourage pedestrian activity. In the Town Lake District, the plan allows neighborhood-scale commercial and office uses at Drew Street and Martin Luther King Jr Avenue to serve daily/convenience needs of the immediate neighborhood.

Imagine Clearwater Downtown Waterfront Vision

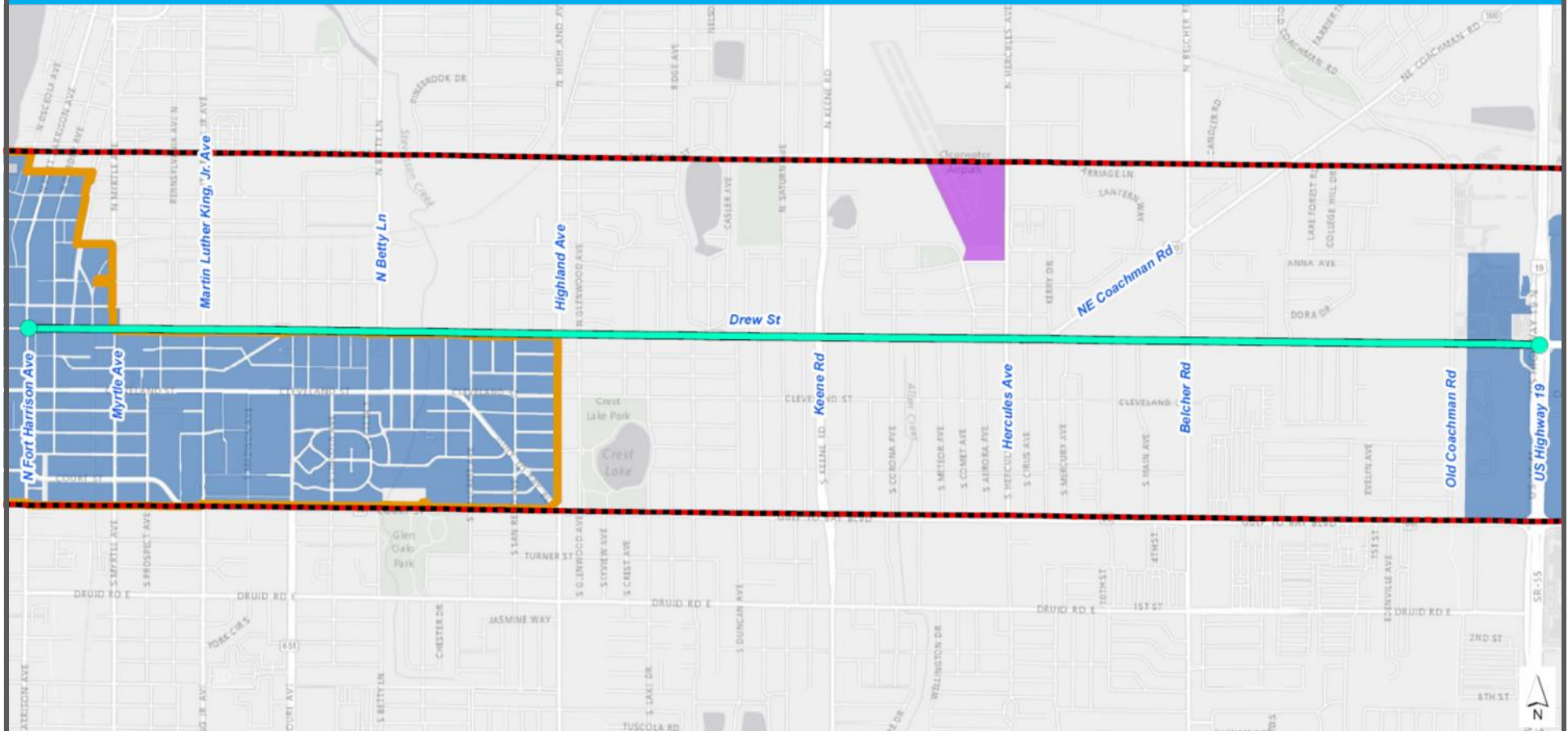
The western portion of the Project corridor is located within the planning area for the Imagine Clearwater Downtown Waterfront Vision. If embraced by the community, the vision and strategy will guide a major transformation of the area. The draft vision depicts more walkable space to support major events in Coachman Park and other Downtown venues. A guiding principle of the vision states, *"Safe, convenient, reliable, and multi-modal links will be provided between the waterfront and the rest of Clearwater."* The vision plan will be considered by City Council in early 2017.

Clearwater Economic Development Strategic Plan

A goal of the 2011 Economic Development Strategic Plan is the development of sites and buildings to accommodate higher intensity employment opportunities in strategic locations. An identified strategic location for an *Employment Center Overlay* appropriate for higher intensity commercial office development is the area between Drew Street and Gulf to Bay Boulevard.




MAP 5 CITY ACTIVITY CENTERS

Proposed "Complete Street" Corridor
Drew St from N Fort Harrison Ave to US Hwy 19



Source: City of Clearwater, 2016

LEGEND

-  Downtown Community Redevelopment Area (CRA)
-  Target Employment Center
-  Activity Center

2.10 COMMUNITY DESTINATIONS

A significant array of community focal points is located within a five to 10-minute walk of Drew Street in the Project area (see **Appendix Map A-6**). In addition to abundant opportunities for daily needs shopping and services at corridor businesses, popular nearby destinations include:

- Schools (Skycrest Elementary School, Clearwater Academy, Delphi Academy, and Skycrest Christian School)
- St. Petersburg College Clearwater Campus
- Parks (Coachman Park, Crest Lake Park, Marymount Park, Walter C. Campbell Park, Northeast Coachman Park, Coachman Ridge Park, and Sid Lickton Park)
- Recreation centers (North Greenwood Recreation and Aquatic Complex and Long Center)
- Libraries (Clearwater Main Library and Clearwater East Library)
- Professional league athletic facilities (Jack Russell Stadium, Joe DiMaggio Sports Complex, and Bright House Field)
- Clearwater Golf Course and Country Club
- Drew Street Fishing Pier

Numerous large and small employers are located within a 10-minute walk of the Project corridor including St. Petersburg College, Pinellas County Schools (Skycrest Elementary), KnowB4, Frank Crum, Clearwater Golf Course and Country Club, and the City of Clearwater.

2.11 DEMOGRAPHIC CHARACTERISTICS

Select demographic characteristics of the population residing within one-half-mile or a 10-minute walk of Drew Street within the Project corridor are provided in **Table 2**. For comparison, the table also provides citywide and countywide population data.

Within the Project corridor, the minority population and the low-income population (populations addressed in the Environmental Justice [Executive Order 12898](#)) represent a greater share of the total population than in the City and County. The population under age 18 (children) and occupied housing units with no vehicle available (transportation disadvantaged) are proportionately higher within the Project Corridor than in the City and County. The median household income is lower within the Project corridor than in the City and County.

In **Table 3**, the demographics of specific segments of the Project corridor are provided for further comparison. The segment from Martin Luther King Jr Avenue to Duncan Avenue has the highest percentage minority population and population below poverty level.

The segment from Old Coachman Road to US Highway 19 has the highest percentage of persons under age 18 (children).

The segment from N Fort Harrison Avenue to Martin Luther King Jr Avenue has the highest percentage occupied housing units with no vehicle available.

TABLE 2: DEMOGRAPHIC COMPARISON - PROJECT CORRIDOR, CITY, AND COUNTY

Drew Street from N Fort Harrison Ave to US Highway 19

Description	Project Corridor ¹	City of Clearwater	Pinellas County
Minority	43.73%	28.53%	24.07%
Under age 18	21.57%	12.5%	17.39%
Age 65 and over	11.11%	21.3%	22.06%
Median household income	\$31,371	\$43,306	\$45,574
Population below poverty level	20.42%	16.1%	14.35%
Occupied housing units with no vehicle	20.31%	11.8%	9.07%

¹ Includes the area within ½-mile walkshed of the Project corridor (10-minute walkshed).

Source: 2010-2014 American Community Survey 5-year estimates.

TABLE 3: DEMOGRAPHIC COMPARISON - PROJECT CORRIDOR SEGMENTS

Drew Street from N Fort Harrison Ave to US Highway 19

Description	N Fort Harrison Av to Martin Luther King Jr Av ¹	Martin Luther King Jr Av to Duncan Av ¹	Duncan Av to Belcher Rd ¹	Belcher Rd to Old Coachman Rd ¹	Old Coachman Rd to US Hwy 19 ¹
Minority	40.04%	50.59%	37.62%	37.56%	44.09%
Under age 18	20.44%	20.62%	21.32%	23.98%	26.49%
Age 65 and over	18.28%	10.42%	11.91%	9.81%	7.06%
Median household income	\$26,926	\$27,014	\$36,250	\$36,042	\$41,534
Population below poverty level	18.83%	23.51%	19.11%	15.74%	17.56%
Occupied housing units with no vehicle	29.44%	23.90%	13.74%	13.99%	14.88%

¹ Includes the area within ½-mile of the Project segment (10-minute walkshed).

Source: 2010-2014 American Community Survey 5-year estimates.

2.12 PROJECT COST

The estimated total cost of the Project is \$100,000. An outline of the scope of services and associated cost estimate by task is shown in **Figure 2**.

Grant Request

The City’s request for Project funding from Forward Pinellas is \$50,000.

City Matching Funds

City matching funds valued at \$50,000 shall be allocated as follows:

- \$25,000 - Monetary funds
- \$25,000 - In-kind services

The value of in-kind services by task is identified below:

- **TASK 1:** \$2,000
- **TASK 2:** \$4,000
- **TASK 3:** \$7,000
- **TASK 4:** \$3,000
- **TASK 5:** \$9,000
- TOTAL:** **\$25,000**

2.13 PROJECT TIMELINE

The anticipated timeframe to complete the concept planning process, prepare design concepts, and document outcomes is 8 months (see **Figure 3**).

FIGURE 2
SCOPE OF SERVICES OUTLINE & COST ESTIMATE
Drew Street Complete Street Concept Plan

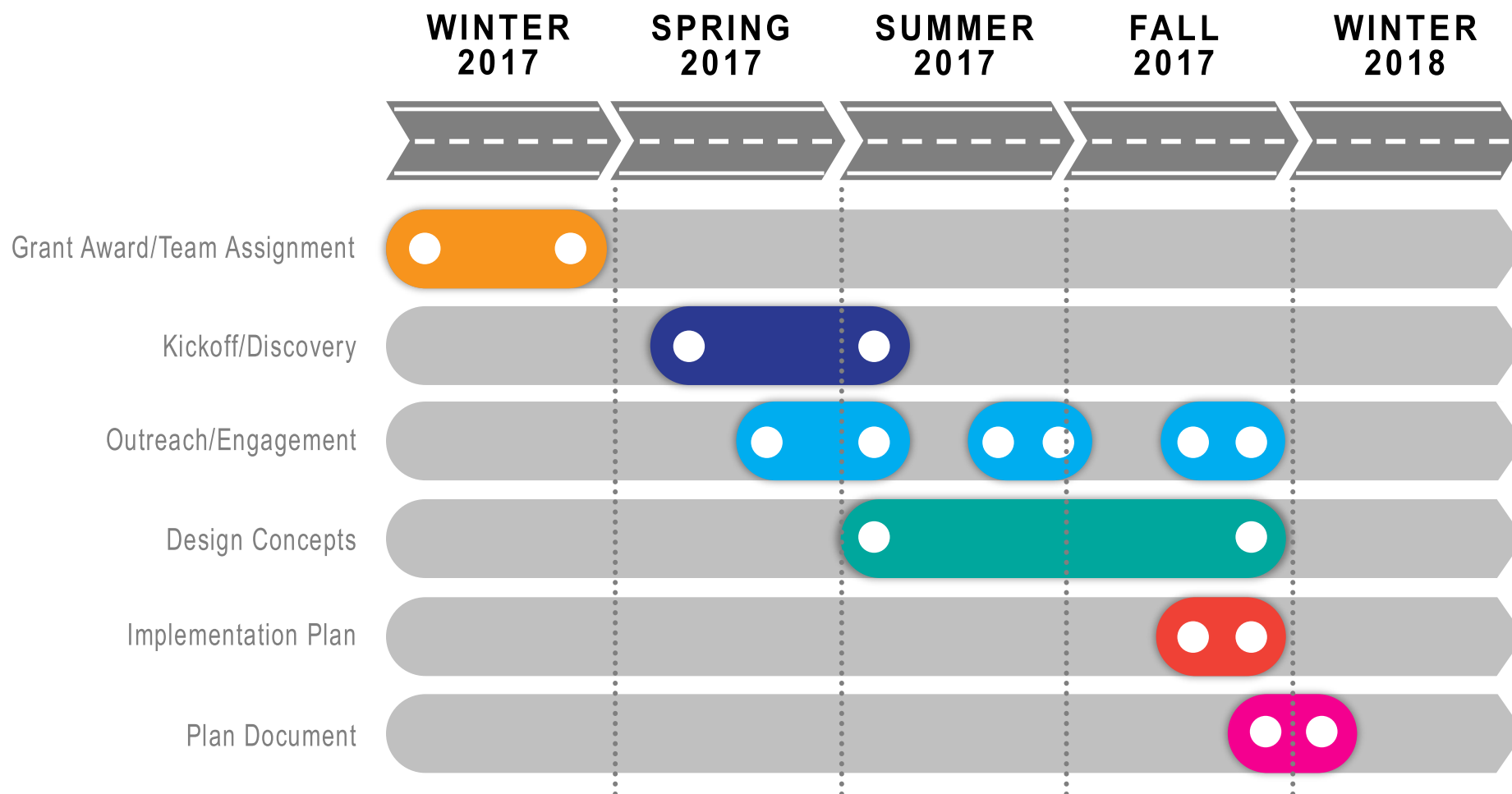
TASK 1: PROJECT KICKOFF (TEAM)	\$10,000
Develop project management plan	
Gather existing data	
Collect additional data (as needed)*	
Conduct walking tour	
Prepare community participation plan*	
TASK 2: DISCOVERY	\$26,000
Analyze and map data	
Review conditions in the field	
Interview key stakeholders*	
Host community kickoff event and walking audits*	
Field community survey*	
TASK 3: PRELIMINARY DESIGN CONCEPTS & EVALUATION CRITERIA	\$32,000
Prepare preliminary design concepts and evaluation criteria	
Host community meeting (review draft concepts and criteria and provide feedback)*	
Synthesize community input	
Present preliminary design ideas	
TASK 4: UPDATED DESIGN CONCEPTS & DECISION MAKING	\$20,000
Update design concepts	
Host community open house (present updated concepts and obtain feedback)*	
Develop implementation plan and plan document	
TASK 5: OUTREACH & COORDINATION	\$12,000
Create Project branding*	
Develop and distribute Project communications*	
Coordinate agency review*	
GRAND TOTAL	\$100,000

* Led and substantially performed by City staff.

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FIGURE 3

PROJECT SCHEDULE



3.0 PROJECT IMPACT

The community stands to be ***Safer, Better, and Stronger*** from the outcomes of Complete Street planning for Drew Street between the Downtown and US Highway 19 Activity Centers.

3.1 SAFER DREW STREET (VISION ZERO)

An expected outcome of Complete Street improvements along Drew Street is to reduce the number of crashes and related injuries and to prevent fatalities (Vision Zero). Of the 75 crashes involving a pedestrian or bicyclist, 40 injuries and three fatalities were reported. Through the Project, the City and community would aspire to increase safety for all users of Drew Street, but especially vulnerable users such as the children and people without access to a car that frequently use Drew Street.

A complete sidewalk network, wider sidewalks (in some locations), and better separation of the pedestrian realm from vehicular travel lanes would improve pedestrian safety and comfort. Other potential safety enhancements could include ADA ramps, high-visibility crosswalks, and pedestrian countdown timers. Enhanced sidewalks and crossings would make safer walking environments for numerous children who travel the corridor on school days. The potential for lane reductions, curb extensions, and possibly roundabouts in suitable locations would create shorter crossing distances to accommodate non-motorized travel. Vehicle-to-vehicle conflict points in a roundabout configuration reduces the potential for severe injuries and fatalities as compared to conventional intersections.

3.2 BETTER MOBILITY & ACCESSIBILITY

Better integration of transportation facilities for all modes of travel as a result of Complete Street improvements would improve overall mobility within the Project corridor. Complete pedestrian and bicycle facilities and safer, more convenient means of crossing Drew Street would make the street more appealing for non-motorized travel. Enhanced trail connectivity on the east and west ends of the Project would serve the numerous bicycle commuters and recreational users who use these trails. The location of bus stops, design of bus shelters, and traffic signal timing could enhance access to and the efficiency of transit. Improved operational performance of intersections could help offset any Project-related effects on traffic flows. Buffered or protected bicycle lanes would take bikes off sidewalks. Additional bicycle parking opportunities would encourage biking to local destinations.

3.3 STRONGER LOCAL ECONOMY

A multimodal transportation system is a key driver to the local planning discussed in **Section 2.9**. Complete Street improvements on Drew Street would complement planned redevelopment in two Activity Centers and special designation locations within the corridor. Already, the Project corridor is undergoing renewal (see text boxes on page 19 and 20). Local planning requirements have been effective in generating greater pedestrian orientation of new development activity, which translates to better transit accessibility.

Multimodal transportation options connecting the Downtown and US Highway 19 Activity Centers should help stimulate the types of mixed-use development envisioned by adopted city and county-wide plans. The special designations afford areas within the Project corridor the most permissive density and intensity standards.

Accessibility is of central importance to urban development and commerce. Studies show that customers spend more when they walk or bike to local business districts. The Project is also an opportunity to incorporate green infrastructure such as bioswales and tree pits within the right-of-way to increase functionality and beauty.

Improving the safety, comfort, and aesthetic qualities of a dynamic corridor like Drew Street are reliable measures for attracting people and boosting economic vitality and value.

DREW STREET RENEWAL STORIES

DOWNTOWN

N Fort Harrison and Martin Luther King Jr Avenues

Recent redevelopment on Drew Street in this area includes two corners at N Ft Harrison Avenue. More good news is that there are sound opportunities for more redevelopment of existing structures, development of vacant lots, and addition of more beautifying landscaping in this area. A large portion of the area is zoned Downtown, which strongly encourages building placement near the street. Zero or minimal front yard setbacks continue the historic development. The importance of increasing connectivity to Downtown is seen in several special designations applied to this area such as the **Community Redevelopment Area**, **Regional Activity Center** (Comprehensive Plan), and **Special Activity Center** (Countywide Plan TOD Land Use Vision).

DOWNTOWN AND IN-TOWN NEIGHBORHOODS

Martin Luther King Jr and Duncan Avenues

Established and growing neighborhoods in this area of Drew Street are critical to supporting local retail and services. Seven new single-family homes have been constructed one block north of Drew Street at Ridgewood Street and Edgewood Avenue. These residential side streets are pedestrian-friendly and inviting. Greater walking and biking connectivity to nearby businesses will benefit the residential neighborhood and retail and services. Local planning requirements allow building placement close to the sidewalk. This is best seen in the recent development **Country Club Townhomes** at the corner of N Betty Lane and Drew Street. The front doors face Drew Street and N Betty Lane and parking is located behind buildings. These conditions create opportunity for dynamic street life and set the standard for future development.

Drew Street Renewal Stories continued.

RETAIL/SERVICE STRIP

Duncan Avenue and Belcher Road

The **Chainwheel Drive** property at Keene Road redeveloped in 2010 and, thereafter, received a City beautification award. This business enhances the streetscape and makes the environment safer by locating its frontage on Drew Street and minimizing the parking area between the building and street. Smaller buildings and tenant spaces in this area allow for a diverse mix of retail and services. The smaller scale is pedestrian-friendly. Local planning requirements allow flexibility to continue the minimal front building setback as evidenced by recent City approvals for zero to five feet front setbacks. The existing development pattern (building placement) will set the standard for future development.

INSTITUTIONAL/ATHLETICS NODE

Belcher Road to Old Coachman Road.

Local planning requirements allow flexibility to maintain the reduced front setbacks as evidenced by recent planning approvals such as the **Florida Spine Institute**. The building setback of 16 feet from the property line on Drew Street is consistent with retail/office uses in the area. Florida Spine Institute located its primary entrance to Drew Street, limited the amount of parking in the front yard, and installed ample landscaping to create an inviting streetscape. Existing development patterns support the City's site plan decision making. The area's existing pattern of building placement will set the standard for future development. Landscape improvements at the **Joe DiMaggio Sports Complex** at Old Coachman Road improve visual aesthetics in the area. Likewise, the **St Petersburg College Clearwater Campus** has open space, canopy trees, and inviting pedestrian paths emanating from Drew Street. Also, a landscaped median exists near Old Coachman Road/Drew Street intersection.

HIGHWAY COMMERCIAL NODE

Old Coachman Road to US Highway 19

There is redevelopment momentum within the retail/office node at Drew Street and US Highway 19. Several buildings, including **Campus Walk**, have undergone rehabilitation contributing to pedestrian activity and dynamic street life. A pattern of buildings and landscaping abutting the right-of-way and parking in the back or sides is found in this area. The design intent of the **US 19 Corridor Redevelopment Plan and Development Standards** is to minimize the presence of parking between buildings and the street. Complete Street improvements on Drew Street would provide an additional catalyst to further private property investments that enhance street frontages.



4.0 COMMUNITY SUPPORT

The transformation of the Drew Street corridor to a Complete Street has strong community support. The Project was conceived by neighborhood organizations in the city in the hopes their concerns about safety, aesthetics, and neighborhood stability would be addressed through the Project.

The Clearwater Neighborhoods Coalition has established three strategic priorities for 2017 including: 1) neighborhood improvements and revitalization; 2) encouraging and promoting bike and pedestrian trails; and 3) lessening the negative impact of traffic. The Clearwater Neighborhoods Coalition is one of five community organizations to provide letters of support for the Project:

- Clearwater Neighborhoods Coalition
- Community Advocates for Neighborhoods
- Intercultural Advocacy Institute and Hispanic Outreach Center
- Skycrest Elementary Parent Teacher Association
- Skycrest Neighbors Association

These letters and *City of Clearwater Resolution 16-27* committing support for the Project are provided in the **Appendix**.



APPENDIX

EVIDENCE OF COMMUNITY SUPPORT

City of Clearwater Resolution 16-27

RESOLUTION NO. 16-27

A RESOLUTION OF THE CITY OF CLEARWATER (THE CITY), FLORIDA AUTHORIZING THE COMMUNITY DEVELOPMENT DIRECTOR OR DESIGNEE TO TRANSMIT EXHIBIT A AS THE CITY'S APPLICATION FOR THE FORWARD PINELLAS COMPLETE STREET GRANT PROGRAM ON BEHALF OF THE CITY'S COUNCIL, THE CITY'S GOVERNING BODY; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, "complete streets" is a design concept contextualizing the relationship between the streets and their surrounding area that endeavors to provide accessible and efficient connections between home, school, work, recreation, and retail destinations for all, regardless of age or ability, by improving pedestrian and vehicular environments and supporting economic growth and community stability; and

WHEREAS, Forward Pinellas has a competitive funding program for "complete streets" concept planning and design; and

WHEREAS, representatives of the Skycrest Neighborhood Association and other interested citizens approached the City requesting the City's participation in the Forward Pinellas Complete Street Grant Program (hereinafter referred to as Program) for the development of a "complete streets" conceptual design plan; and

WHEREAS, the City desires to develop a "complete streets" concept and design plan for Drew Street (S.R. 590) from North Ft. Harrison Avenue to U.S. Highway 19 (hereinafter referred to as the Project), which could serve to enhance the connectivity between the City's Downtown Community Redevelopment Area and the US 19/Drew Street Activity Center, if the City elects to implement the plan; and

WHEREAS, Exhibit "A" is the City's grant application, and it describes the Project and provides a cost estimate to complete concept planning process, prepare design concepts, and finalize documents related to the "complete streets" plan; and

WHEREAS, the City commits to a contribution of \$50,000.00 toward the Project, which is in the form of \$25,000.00 in-kind services and \$25,000.00 direct funding, and the City expects Forward Pinellas to match the City's contribution, via the Program, to help the City create the plan for the Project; ,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. The City Council supports the proposed Project, as described in Exhibit "A" with the addition of the block from North Osceola Avenue to North Ft.

Harrison Avenue, and authorizes the Community Development Coordinator or Designee to transmit to Forward Pinellas as the City's application for the Program.

Section 2. This resolution shall take effect immediately after adoption.

PASSED AND ADOPTED this 15 day of December, 2016.

George N. Cretekos

George N. Cretekos
Mayor

Approved as to form:

Camilo Soto
Camilo Soto
Assistant City Attorney

Attest:

Rosemarie Call
For: Rosemarie Call
City Clerk



Clearwater Neighborhoods Coalition

Clearwater Neighborhoods Coalition
"Your Link to a Better Neighborhood"
P.O. Box 8204, Clearwater, FL 33758

December 14, 2016

Chelsea Favero, AICP
Forward Pinellas
310 Court Street, Clearwater, Florida 33756

Re: Forward Pinellas Complete Streets Grant Application - Drew Street Complete Street Plan

Dear Ms. Favero:

The Clearwater Neighborhoods Coalition supports the community effort to upgrade Drew Street to a "complete street," featuring designated and separate lanes for pedestrians, bike riders and motor vehicles.

The Drew Street corridor should enhance the wonderful ethnic neighborhood and business corridor through which it passes. By designing a complete street plan it will encourage the use by more pedestrians and bicyclists thus leading to safer traffic speeds and a better human experience. This will encourage a vibrant corridor to develop which can then showcase the food and services of Clearwater's multicultural community.

We are hopeful that the City of Clearwater will be awarded the Forward Pinellas Complete Streets grant and are eager to assist the city in engaging the whole community in developing the Drew Street concept plan.

The proposal to upgrade Drew Street to a "complete Street" was presented by former CNC President Carl Schrader at the CNC Board meeting, September 12, 2016. The "complete streets" concept is compatible with CNC's goal of neighborhood revitalization. The Board vote was unanimous to support the proposal. This is a great opportunity to secure available state funding for the initial study of this "complete street" proposal.

Sincerely,

Howard Warshauer, President

cc: Mayor George Cretekos, City Council, City of Clearwater
William Horn, City Manager, City of Clearwater
Ellen Crandall, Planning & Development Department, City of Clearwater

Skycrest Elementary Parent Teacher Association (PTA)

12/15/2016 10:21 SKYCREST ELEMENTARY SCHOOL ADMIN → 95624735

NO. 357 0002

Skycrest Elementary PTA

December 14, 2016

Chelsea Favero, AICP
Forward Pinellas
310 Court Street
Clearwater, Florida 33756

Re: Forward Pinellas Complete Streets Grant Application - Drew Street Complete Street Concept Plan

Dear Ms. Favero:

The Skycrest Elementary PTA fully supports the City of Clearwater's application for the Forward Pinellas Complete Streets grant for Drew Street. The residents within the Drew Street corridor stand to substantially benefit from a plan that considers safety and convenience for all users of the street.

Addressing pedestrian and bicycle safety are critically important to Skycrest Elementary PTA. Many of our families are from neighborhoods along Drew Street. Many of these families do not have reliable access to a vehicle, so a good part of their day is spent walking and biking to destinations or to catch the bus. Children from these neighborhoods are more likely to walk to school and many navigate Drew Street at some point during their twice daily trip.

A better walking and biking environment would increase foot and bicycle traffic on Drew Street. That translates to a larger "walk up" customer base for the many small, ethnically diverse businesses lining Drew Street. We have long envisioned this corridor as a vibrant, welcoming district that proudly showcases the food, wares, music, and services of Clearwater's multicultural community.

We are hopeful that the City of Clearwater will be awarded the Forward Pinellas Complete Streets grant and are eager to assist the city in engaging the whole community in developing the Drew Street concept plan.

Sincerely,



Dana Black Demetree

Skycrest Elementary PTA President

Community Advocates for Neighborhoods

Community Advocates for Neighborhoods
121 N Crest Ave.
Clearwater FL 33755

December 14, 2016

Chelsea Favero, AICP
Forward Pinellas
310 Court Street
Clearwater, Florida

Dear Ms. Favero,

Community Advocates for Neighborhoods (CAN) is a newly formed, local, nonprofit civic league dedicated to educating individuals on issues concerning neighborhood and home improvement. As such, we are very enthusiastic in our support of Drew Street as a candidate for a complete street grant.

Drew Street is an important gulf to bay corridor for the city of Clearwater, connecting downtown to US Highway 19 and to the bay. At its Belcher Road to Duncan Avenue segment, it is also an important element in creating a walkable neighborhood and/or a bicycle destination for the low and middle income residents who live in the areas immediately surrounding it and in a two mile radius.. As such it is important to the transportation system and to the livability of this city. It is very important that this road become safer and more accessible for pedestrians, bicyclists and bus riders, as well as automobile drivers.

Thank you for any assistance you can give us in making this happen.

Sincerely yours,

JoAnna Siskin,
President of Community Advocates for Neighborhoods
President of Skycrest Neighborhood Association

Intercultural Advocacy Institute & Hispanic Outreach Center

December 14, 2016

Chelsea Favero, AICP
Forward Pinellas
310 Court Street
Clearwater, Florida 33756

Re: Forward Pinellas Complete Streets Grant Application - Drew Street Complete Street Concept Plan

Dear Ms. Favero:

The InterCultural Advocacy Institute fully supports the City of Clearwater's application for the Forward Pinellas Complete Streets grant for Drew Street. The residents and businesses within the Drew Street corridor stand to substantially benefit from a plan that considers safety and convenience for all users of the street.

Addressing pedestrian and bicycle safety are critical importance to our organization. Many of our clients are families from neighborhoods along Drew Street. Many of these families do not have reliable access to a vehicle, so a good part of their day is spent walking and biking to destinations or to catch the bus. Children from these neighborhoods are more likely to walk to school and many navigate Drew Street at some point during their twice daily trip.

A better walking and biking environment would increase foot and bicycle traffic on Drew Street. That translates to a larger "walk up" customer base for the many small, ethnically diverse businesses lining Drew street. We have long envisioned this corridor as a vibrant, welcoming district that proudly showcases the food, wares, music, and services of Clearwater's multicultural community.

We are hopeful that the City of Clearwater will be awarded the Forward Pinellas Complete Streets grant and are eager to assist the city in engaging the whole community in developing the Drew Street concept plan.

Sincerely,

Sandra Lyth, CEO

cc: Mayor George Cretokos, City Council, City of Clearwater
William Horn, City Manager, City of Clearwater
Ellen Crandall, Planning & Development Department, City of Clearwater

Skycrest Neighbors Association

SKYCREST NEIGHBORS

December 12, 2016
Chelsea Favero, AICP
Forward Pinellas
310 Court St,
Clearwater, FL 33756

Re: Forward Pinellas Complete Streets Grant Application-Drew Street Complete Street Concept Plan

Dear Ms. Favero

The Skycrest Neighborhood Assoc. fully supports the City of Clearwater's application for Forward Pinellas Complete Streets Grant for Drew St. The residents and businesses within the Drew Street corridor stand to substantially benefit from a plan that considers safety and convenience for all users of the street.

We believe pedestrian and bicycle safety are of critical importance to the community. We also feel such a project will help to revitalize the commercial and residential areas it passes through. We are hopeful the grant will be awarded to the City of Clearwater.

Board of Directors
Skycrest Neighbors

MAP A-1

PROPERTY OUTSIDE CITY BOUNDARY

Proposed "Complete Street" Corridor
Drew St from N Fort Harrison Ave to US Hwy 19



LEGEND



Project

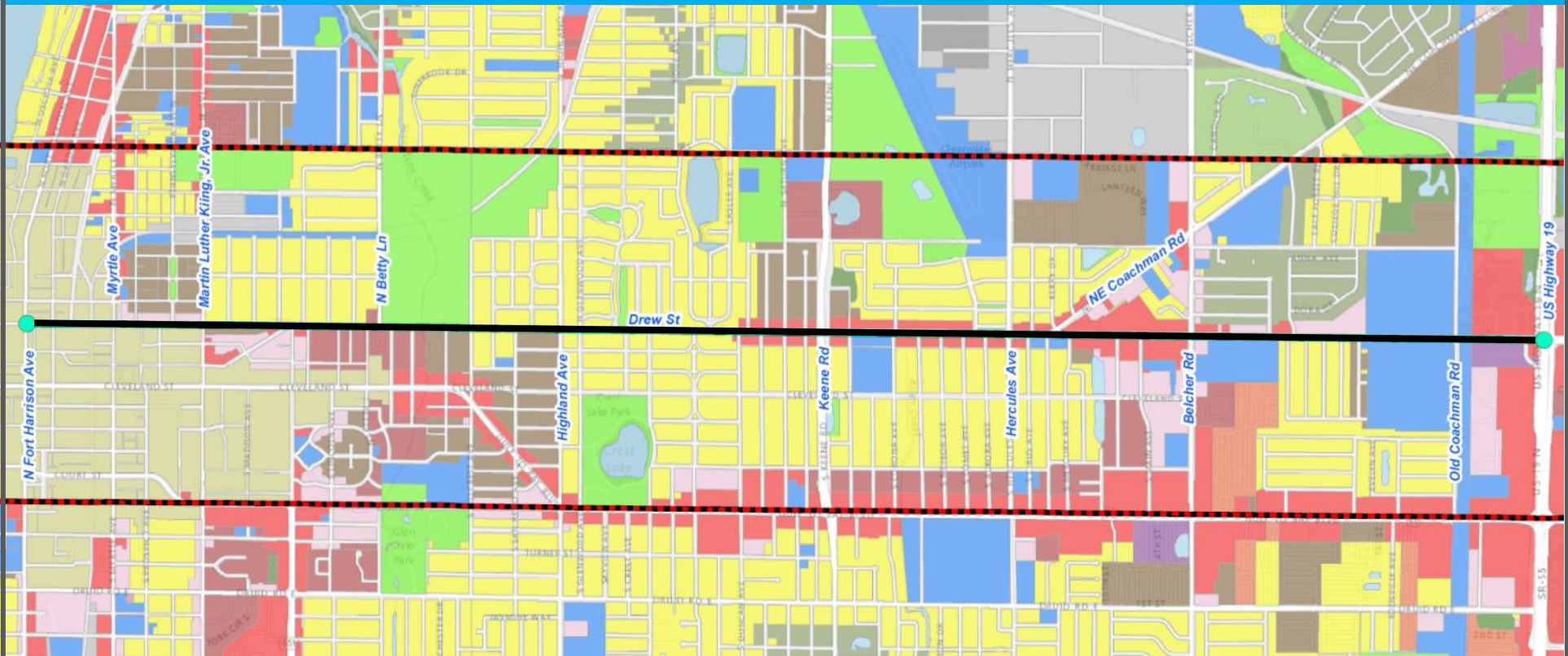


Project Area (0.5-Mile Buffer)



Unincorporated Area

December 2016



LEGEND

Future Land Use

(CBD) Central Business District	(I) Institutional	(R/OL) Residential/Office Limited	(RLM) Residential Low Medium
(CG) Commercial General	(IG) Industrial General	(R/OS) Recreation/Open Space	(RM) Residential Medium
(CL) Commercial Limited	(IL) Industrial Limited	(RE) Residential Estate	(RS) Residential Suburban
(CN) Commercial Neighborhood	(P) Preservation	(RFH) Resort Facilities High	(RU) Residential Urban
(CRD) Community Redevelopment District	(R/O/R) Residential/Office/Retail	(RH) Residential High	(T/U) Transportation/Utility
	(R/OG) Residential/Office General	(RL) Residential Low	(WATER) Water



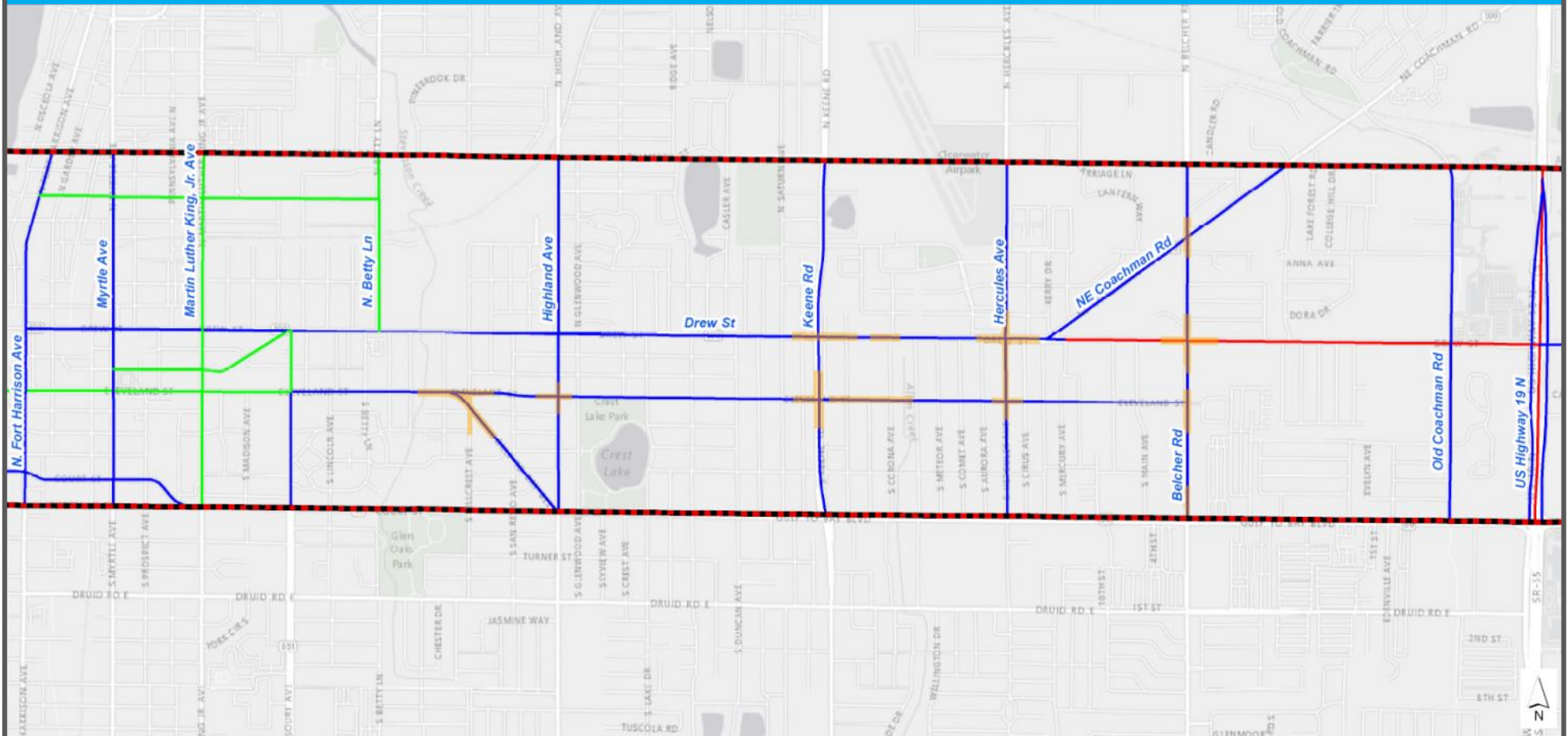
Project



Project Area (0.5-Mile Buffer)

MAP A-3 SPEED LIMITS & SCHOOL ZONES

Proposed "Complete Street" Corridor
Drew St from N Fort Harrison Ave to US Hwy 19



LEGEND



Project Area (0.5-Mile Buffer)



School Zone

Speed Limit (Miles Per Hours)

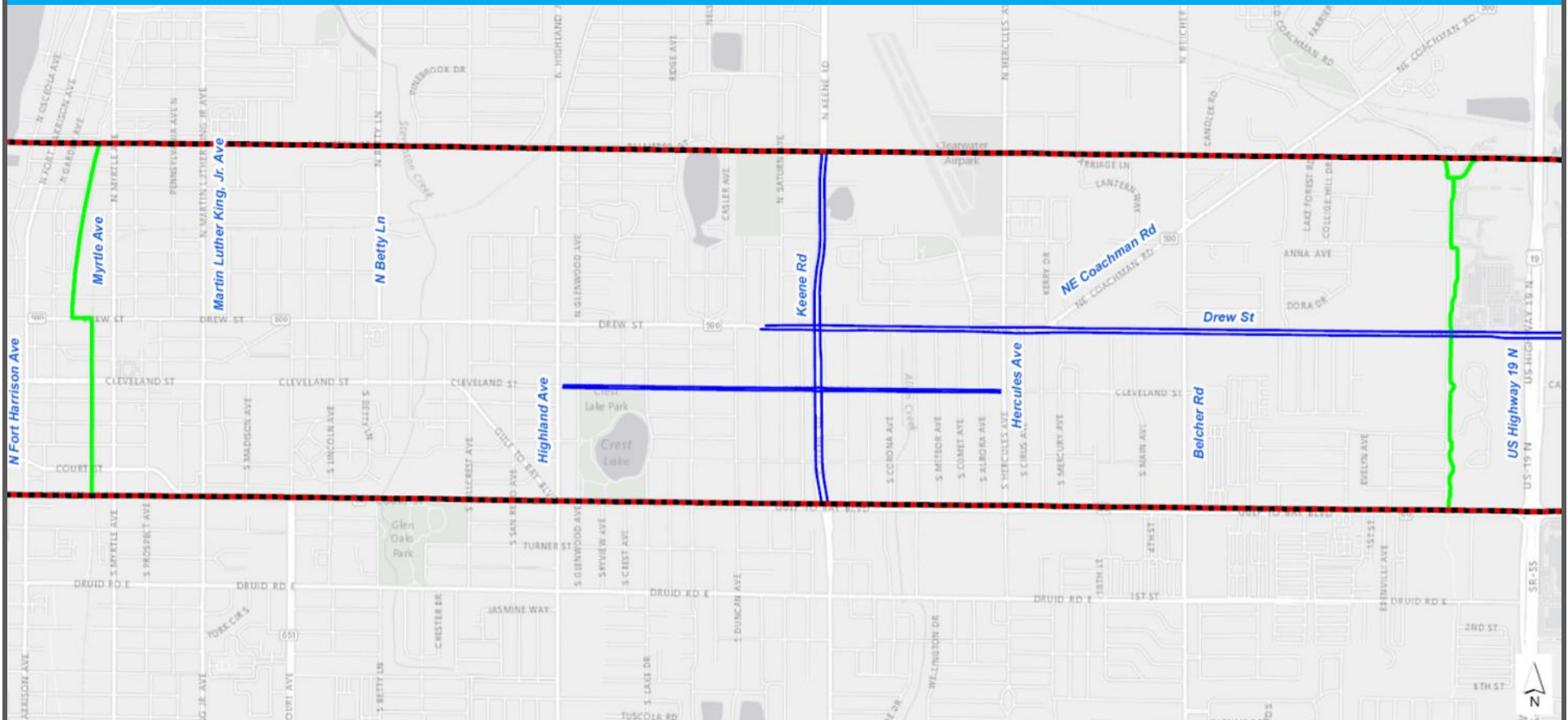
0-25

30-40

45+

MAP A-4

Proposed "Complete Street" Corridor



LEGEND



Project Area (0.5-Mile Buffer)



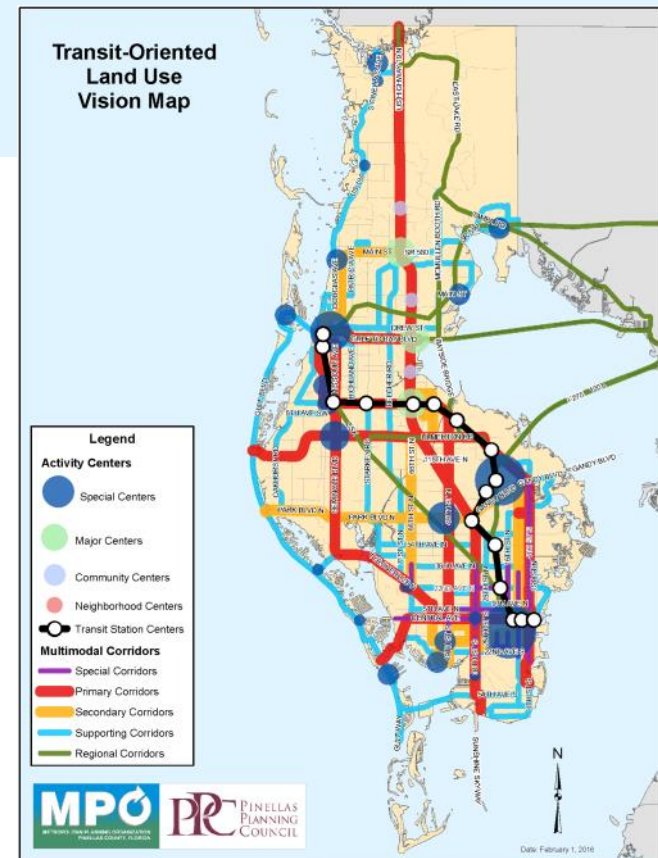
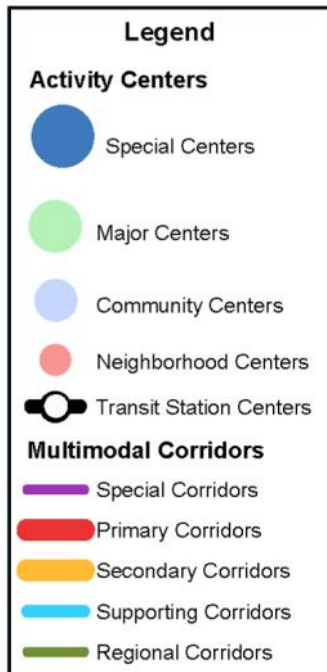
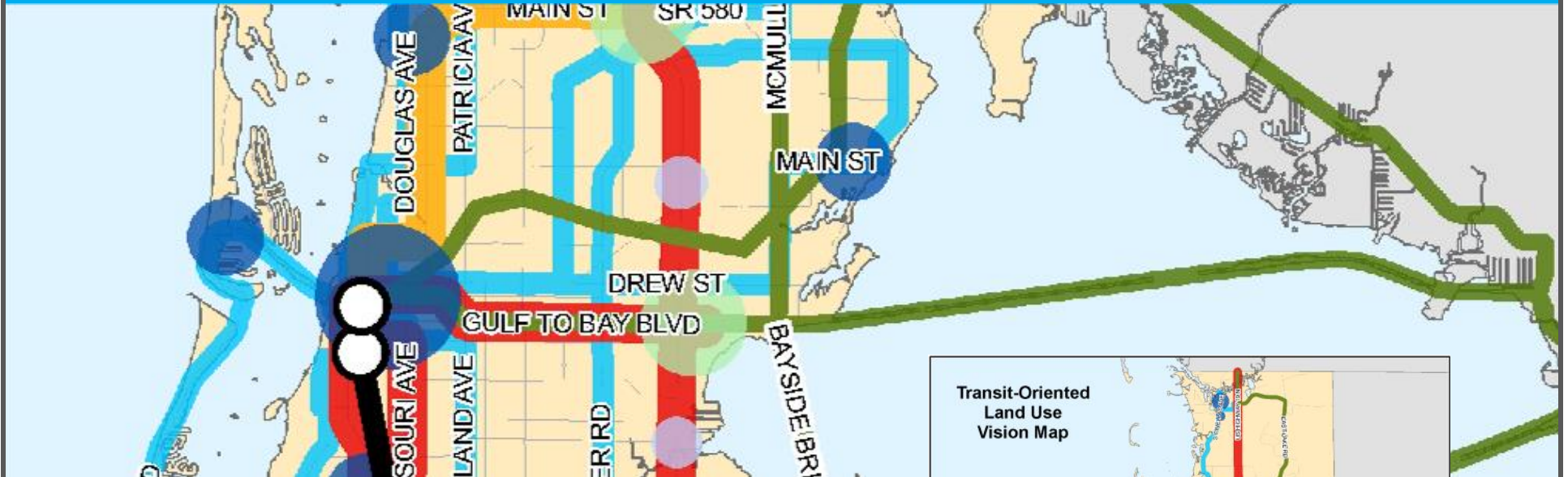
Trail



Bicycle Lane

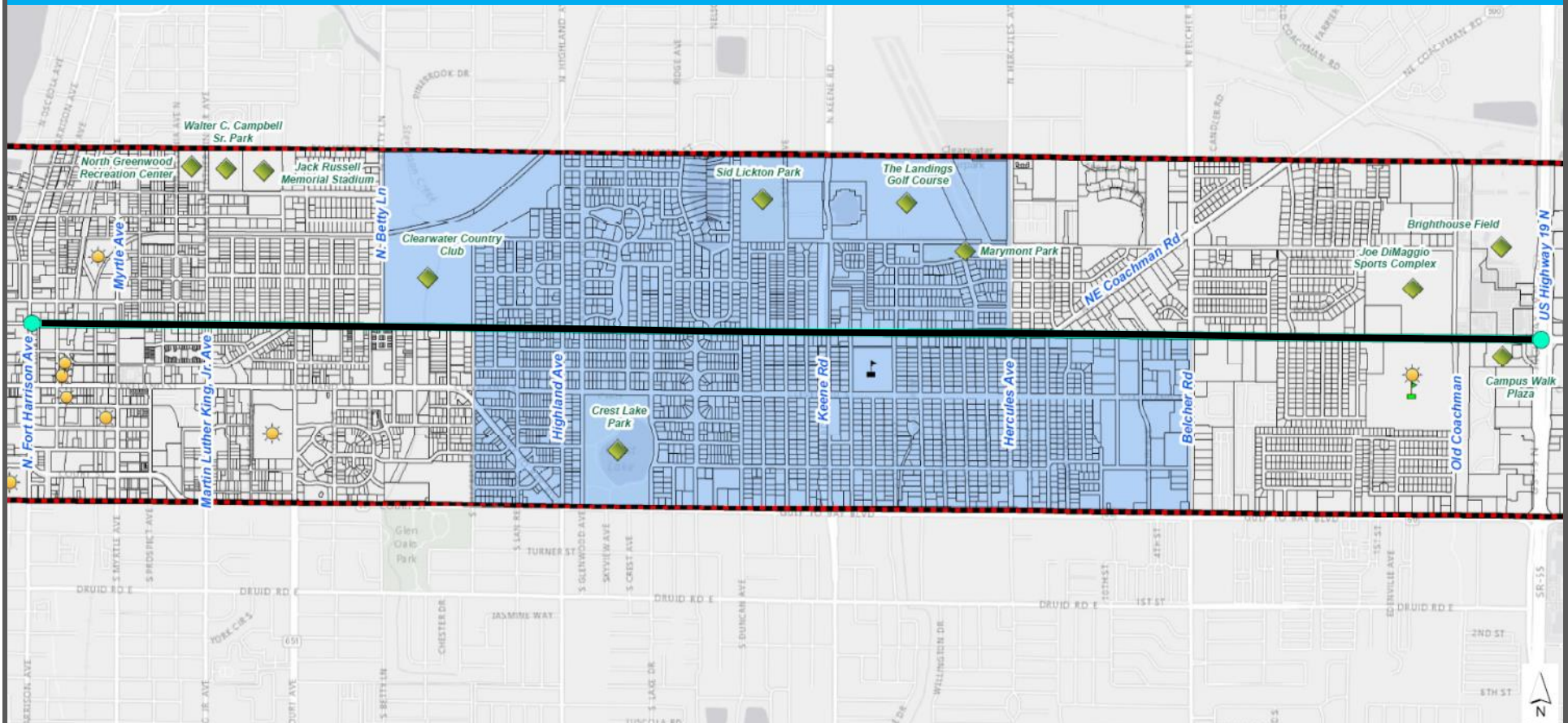
TRANSIT-ORIENTED LAND USE VISION MAP

Proposed "Complete Street" Corridor
Drew St from N Fort Harrison Ave to US Hwy 19



MAP A-6 COMMUNITY DESTINATIONS

Proposed "Complete Street" Corridor
Drew St from N Fort Harrison Ave to US Hwy 19



LEGEND



Project



Project Area (0.5-Mile Buffer)

Points of Interest



Destination



Employment

Pinellas County Schools



St. Petersburg College



Skycrest Elementary

Skycrest Boundary



COMPLETE!
DREWST4LL

END APPLICATION

