Great Public Places in Florida

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American Planning Association

Making Great Communities Happen

Since 2007, the **A**merican **P**lanning **A**ssociation has celebrated places of exemplary character, quality, and planning. They are enjoyable, safe and desirable. They are places where people want to be - not only to visit, but to live and work every day.

They include:

- Great Neighborhoods
- Great Streets
- Great Public Spaces

GREAT PLACES IN AMERICA:
STREETS

The American Planning Association celebrates excellen

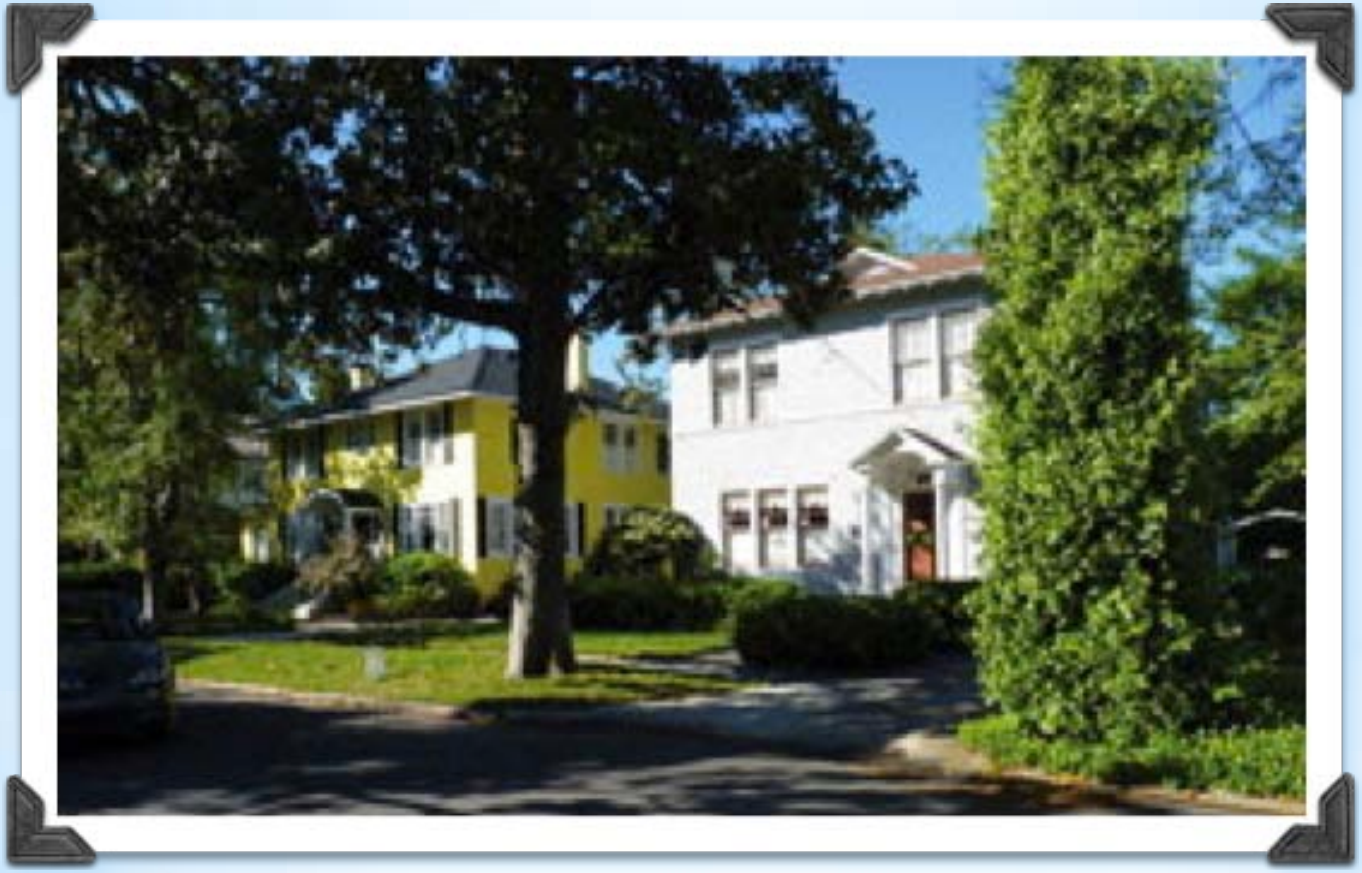
Ocean Drive – Miami Beach

7th Avenue – Ybor City, Tampa

Duval Street – Key West

GREAT PLACES IN AMERICA:
NEIGHBORHOODS

The American Planning Association celebrates excellence in planning



Riverside Avondale - Jacksonville

GREAT PLACES IN AMERICA:
PUBLIC SPACES

The American Planning Association celebrates excellence in planning

Plaza Real, Boca Raton

A public space may be a gathering spot or part of a neighborhood, downtown, special district, waterfront, or other area within the public realm that helps promote social interaction and a sense of community.

What sets a space apart from others spaces to qualify as a Great Space designation?

- Reflects the communities character and personality.
- Reflects the local culture or history.
- Fosters social interaction and a sense of community and neighborliness.
- Encourages use & interaction among a diverse cross section of the public.
- A sense of comfort & safety to people gathering and using the space.
- Has design and architectural features that are visually interesting.
- Promotes human contact and social activities.
- Promotes community involvement.
- Relates well to bordering uses.
- Well maintained.
- Has a unique or special character.

APA FL

GREAT PLACES IN FLORIDA

The Florida Chapter of the American Planning Association celebrates excellence in planning.

Public Spaces Award to recognize and to promote vibrant, successful, active public spaces which offer an outstanding example of a unique sense of place and public destination that has contributed to the enrichment and revitalization of its surrounding community.

- **Public space in an active area (not a sidewalk or street scape)**
- **At least 10,000 square feet.**
- **Open to the public for at least two years.**
- **Central, dynamic civic place (used moderately to intensively on a daily basis).**
- **Catalyzed private investment and regeneration in the surrounding community.**

APA FL

GREAT PLACES IN FLORIDA

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Beachwalk - Clearwater (2012)

Lake Mirror - Lakeland (2011)

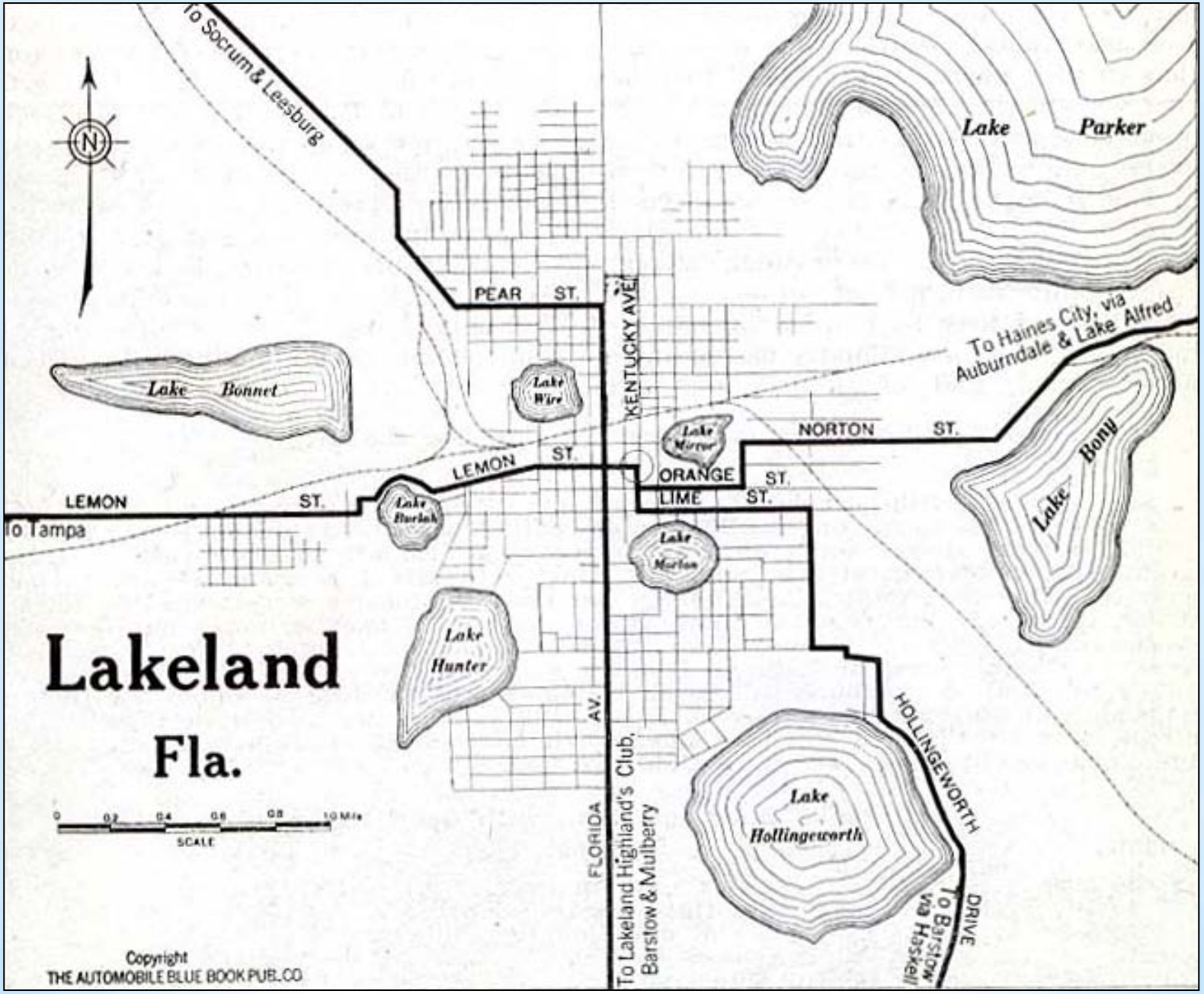
APA FL
GREAT PLACES IN FLORIDA
The Florida Chapter of the American Planning Association celebrates excellence in planning.

New Category "People's Choice"

- Information to be released in June
- Nominations from local governments and citizens
- Finalist will be select by a panel of experts including local government officials.
- Voting from the APA Florida web site in August.
- Announce the winner and recognition in October (National Planning Month)

AMERICAN PLANNING ASSOCIATION
FLORIDA CHAPTER

City of LAKELAND


To Socrum & Leesburg
Lake Parker
PEAR ST.
KENTUCKY AVE.
To Haines City, via Auburndale & Lake Alfred
Lake Bonnet
Lake Wire
Lake Mirror
NORTON ST.
LEMON ST.
ORANGE ST.
LIME ST.
LEMON ST.
To Tampa
Lake Bonny
Lake Parlak
Lake Morton
Lake Hunter
Lakeland
Fla.
FLORIDA AV.
To Lakeland Highland's Club, Barstow & Mulberry
HOLLINGSWORTH DRIVE
Lake Hollingsworth
To Barstow via Haskell
SCALE
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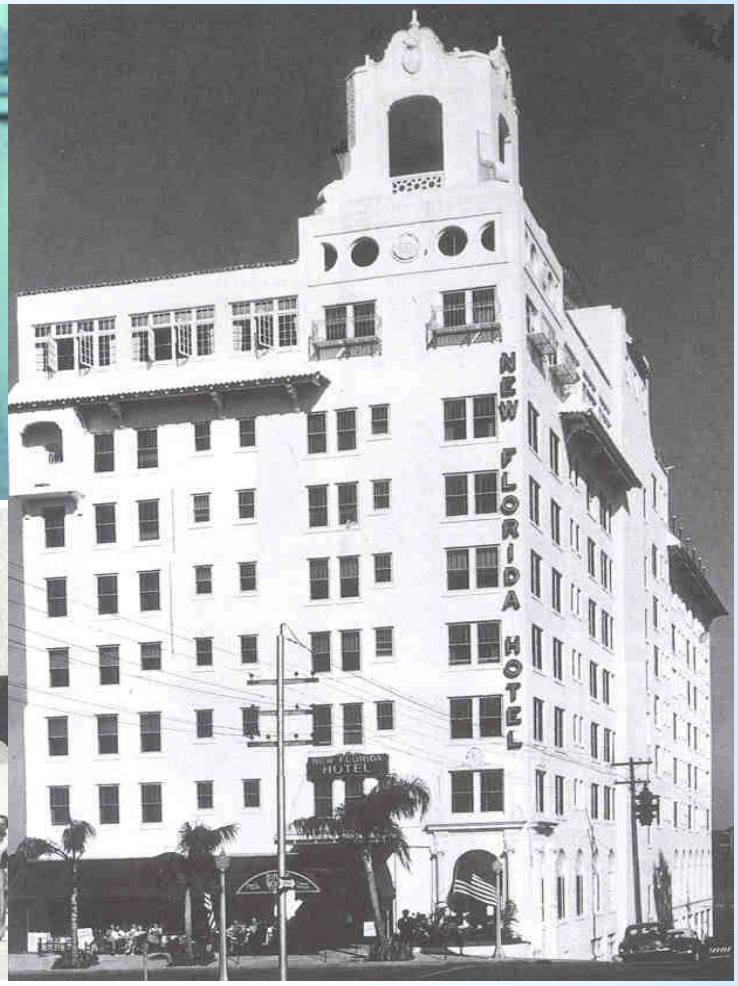
THE AUTOMOBILE BLUE BOOK PUB. CO

Charles Wellford Leavitt's Vision

Inspired by the City Beautiful Movement of the late 1800's and early 1900's

"Make no small plans. They have no magic to stir men's blood." – Daniel H. Burnham

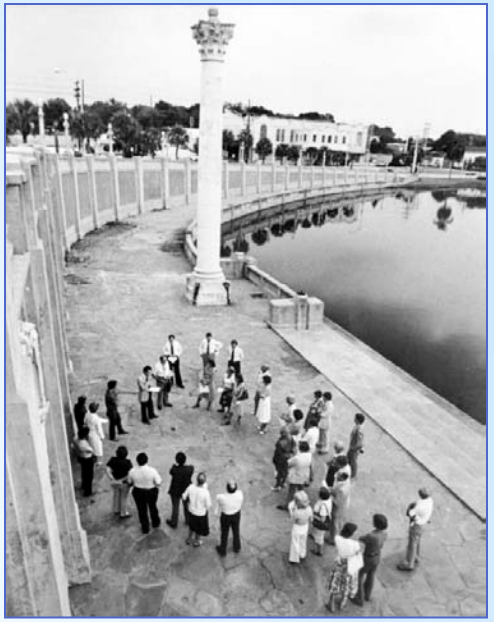
1920's Real Estate Boom



Lake Mirror Promenade

"The Civic Center is a magic, tangible monument to the vision, enterprise, and civic pride of Lakeland. A city, like an individual, is vested with personality and character. It is measured by the spirit of the people and cannot rise above the vision of a city's builders."

Florida Governor Doyle Carlton

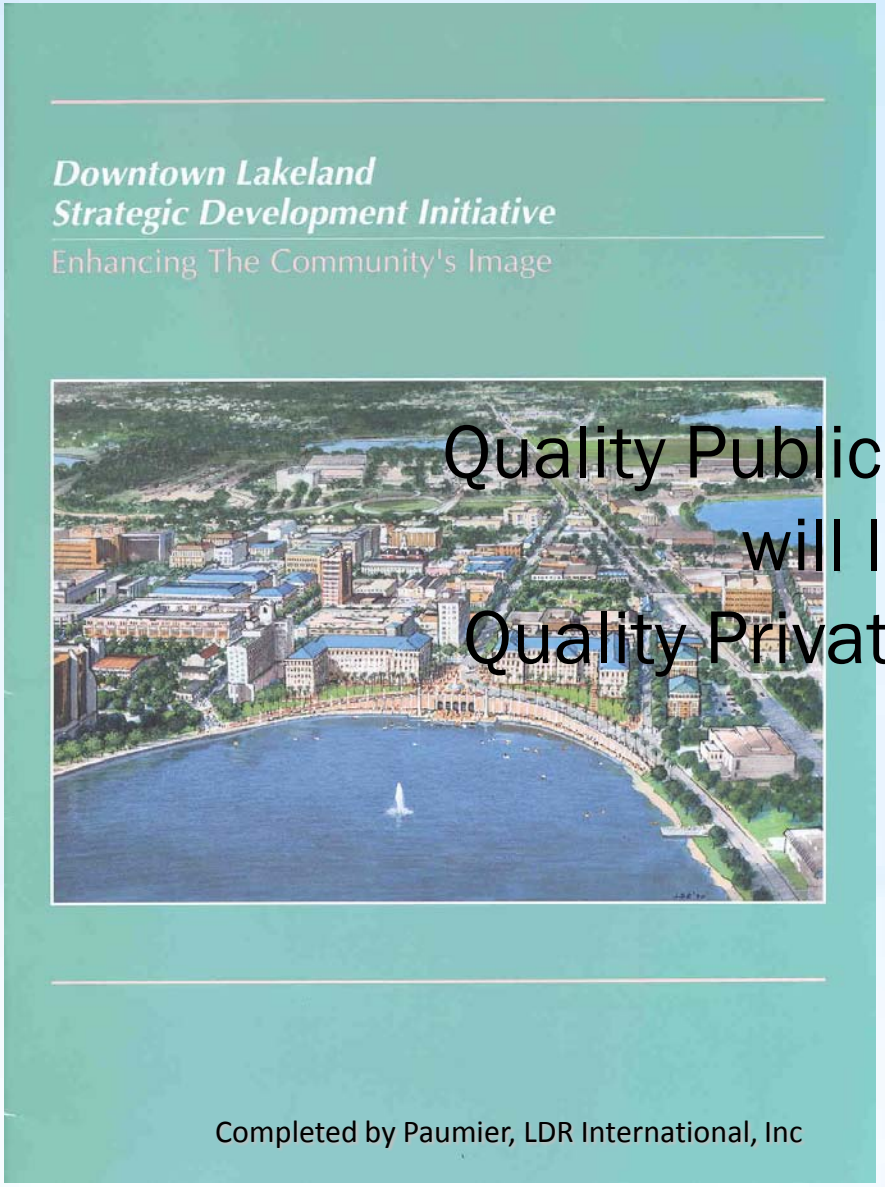


Francis Langford Promenade 1946

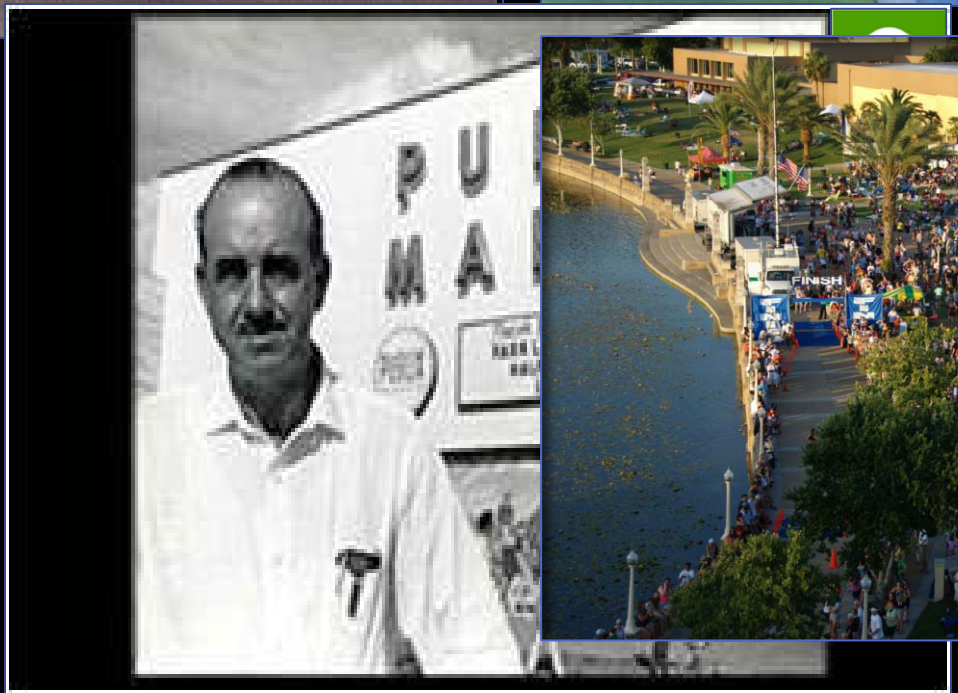
1980: First Downtown Plan

Completed by Post, Buckley, Schuh & Jernigan, Inc.

1990: Second Downtown Plan



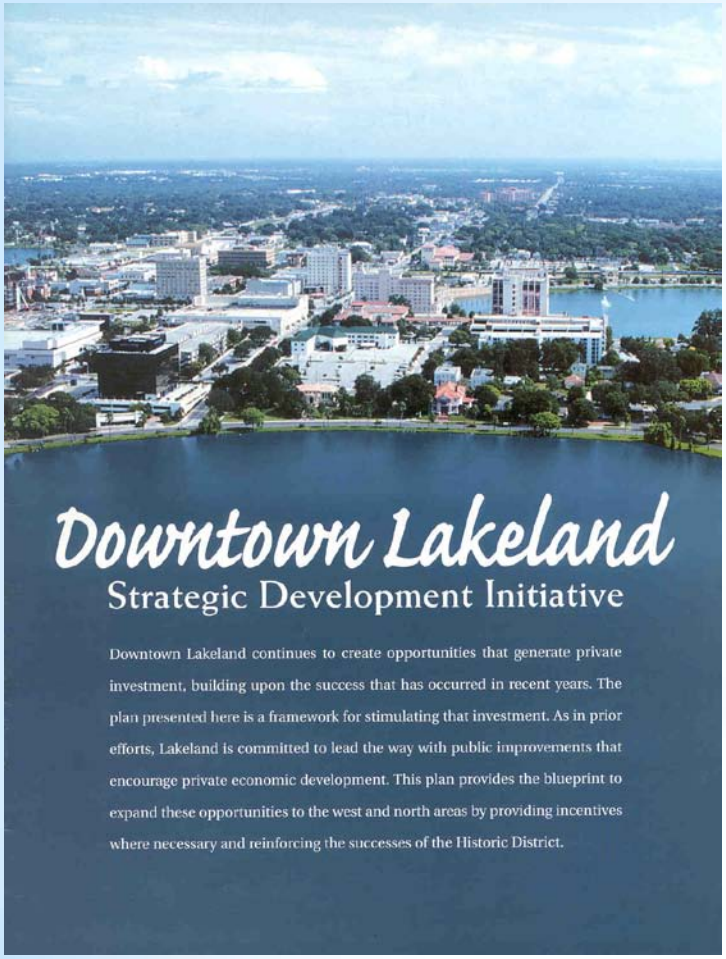
Quality Public Improvements
will lead to
Quality Private Investments



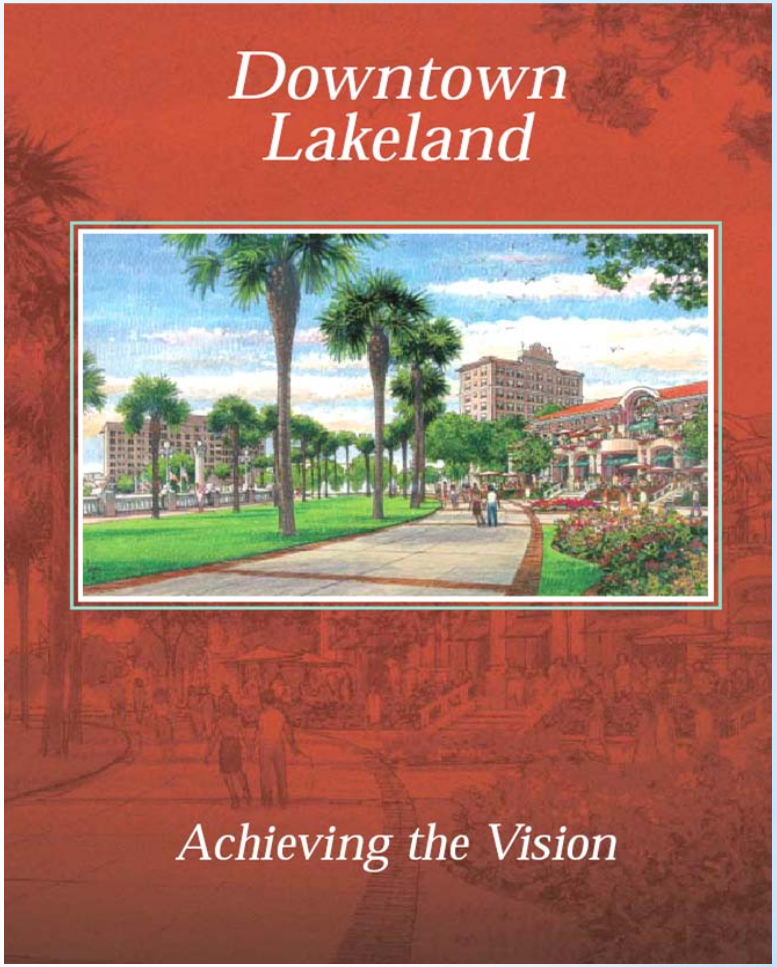
FINISH

2000's: Updates to the Second Downtown Plan

2000

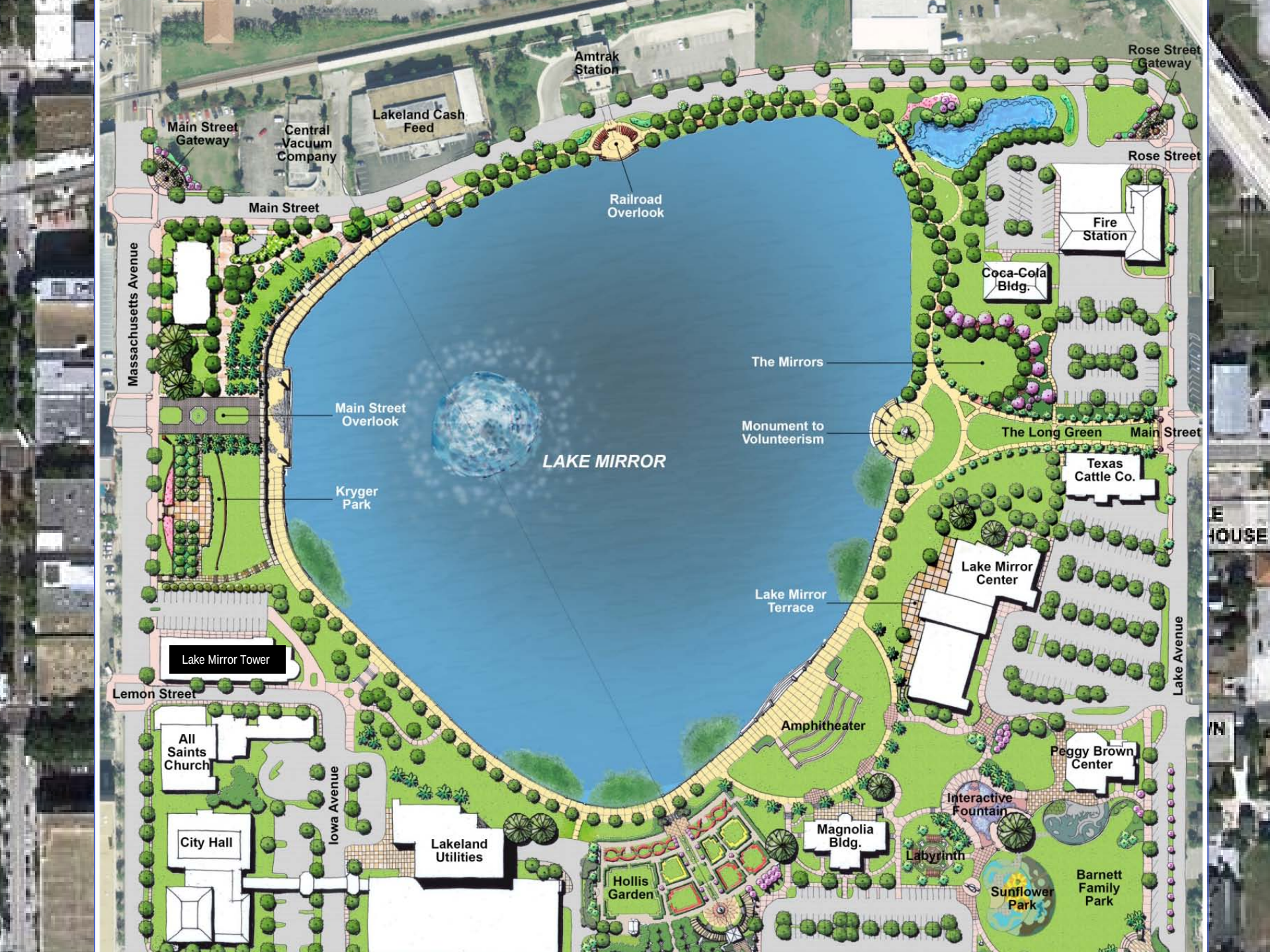


2003



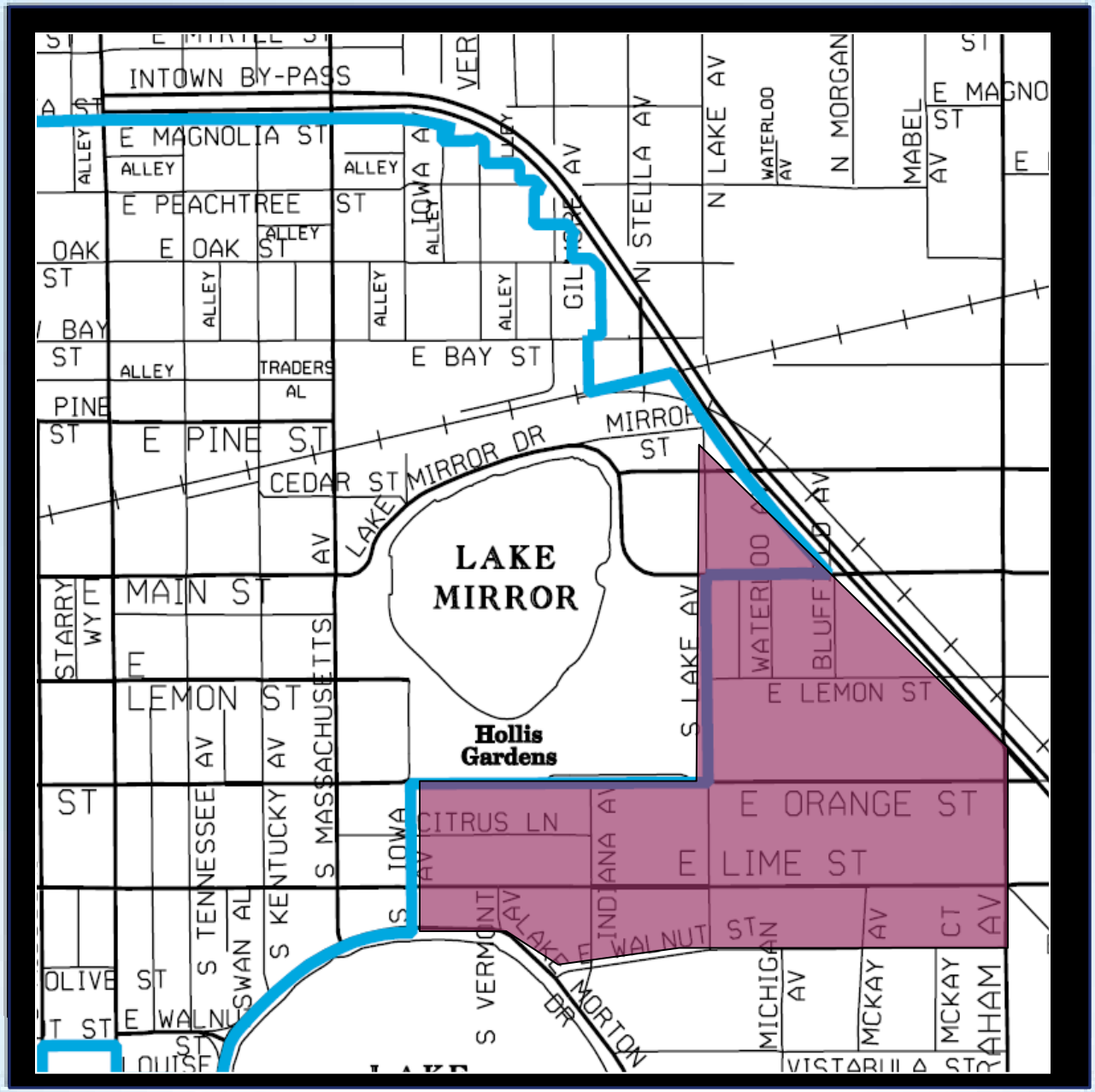
Completed by Paumier, LDR International, Inc

2000's Lake Mirror Park


Amtrak Station
Rose Street Gateway
Main Street Gateway
Central Vacuum Company
Lakeland Cash Feed
Rose Street
Railroad Overlook
Main Street
Fire Station
Massachusetts Avenue
Coca-Cola Bldg.
The Mirrors
Main Street Overlook
Monument to Volunteerism
The Long Green
Main Street
LAKE MIRROR
Texas Cattle Co.
Kryger Park
Lake Mirror Center
Lake Mirror Terrace
Lake Mirror Tower
Lemon Street
Lake Avenue
Amphitheater
All Saints Church
Peggy Brown Center
Interactive Fountain
Iowa Avenue
City Hall
Lakeland Utilities
Magnolia Bldg.
Labyrinth
Hollis Garden
Sunflower Park
Barnett Family Park

2002: Lake Mirror Tower

BARNETT
Family Park



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E MAGNOLIA ST
ALLEY
E PEACHTREE ST
E OAK ST
OAK ST
E BAY ST
TRADERS AL
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CEDAR ST
LAKE MIRROR DR
MIRROR ST
LAKE MIRROR
Hollis Gardens
E MAIN ST
STARRY WY
E LEMON ST
S MASSACHUSETTS AV
S TENNESSEE AV
S KENTUCKY AV
S IOWA AV
CITRUS LN
E ORANGE ST
E LIME ST
E WALNUT ST
S VERMONT AV
LAKE MORTON DR
MICHIGAN AV
MCKAY AV
MCKAY CT
RAHAM AV
VISTABULA ST
OLIVE ST
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WATERLOO AV
BLUFFIELD AV
N STELLA AV
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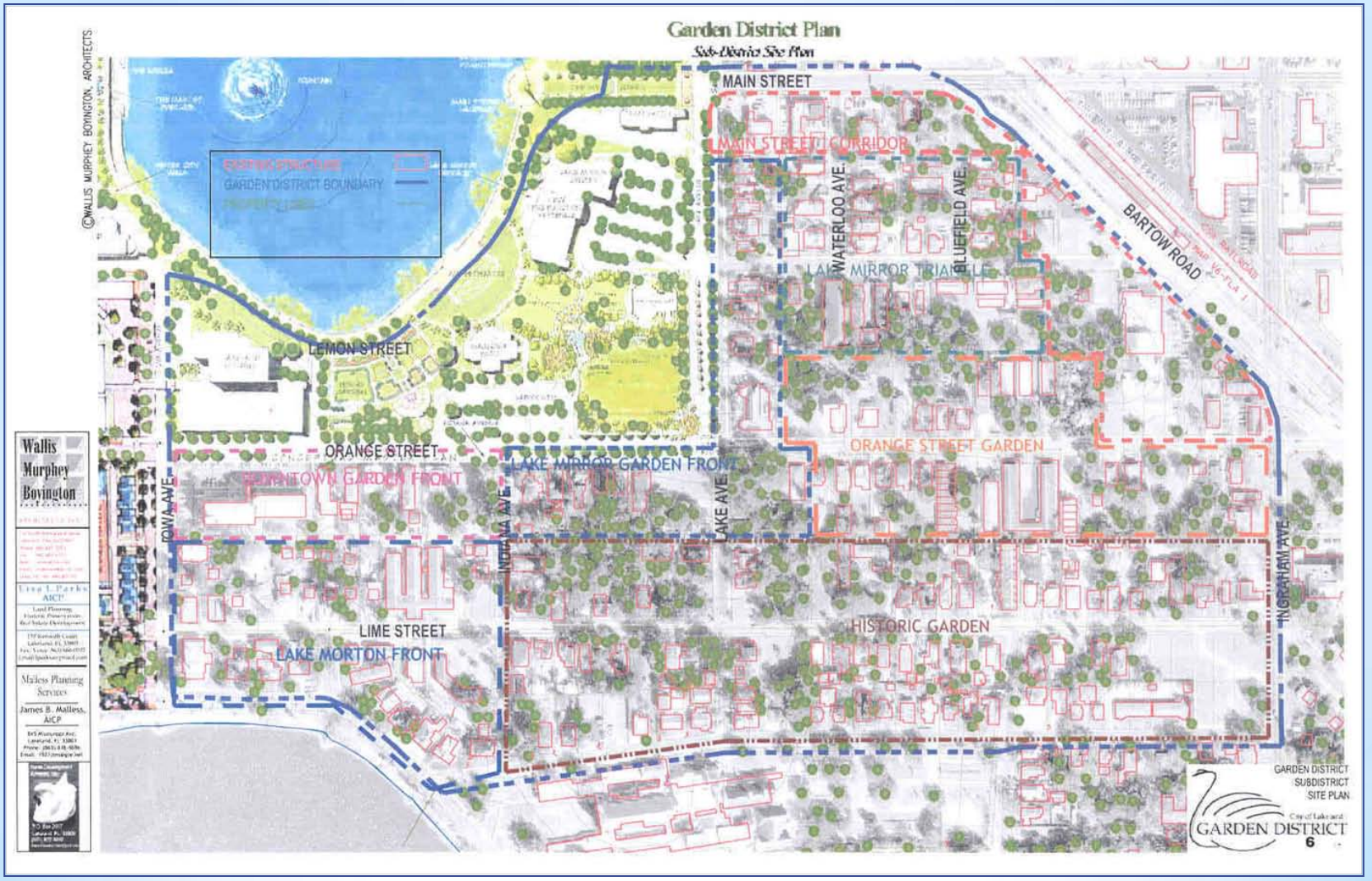
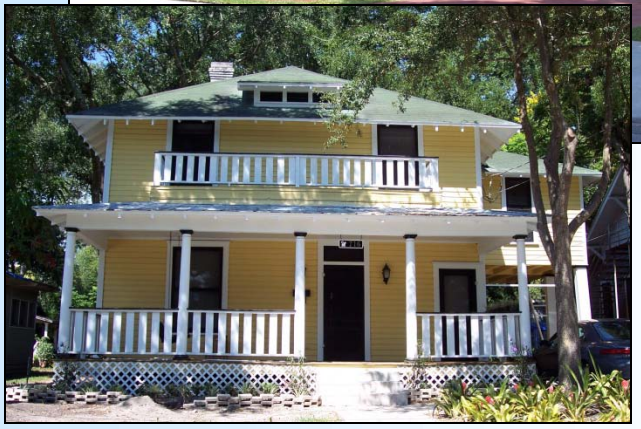
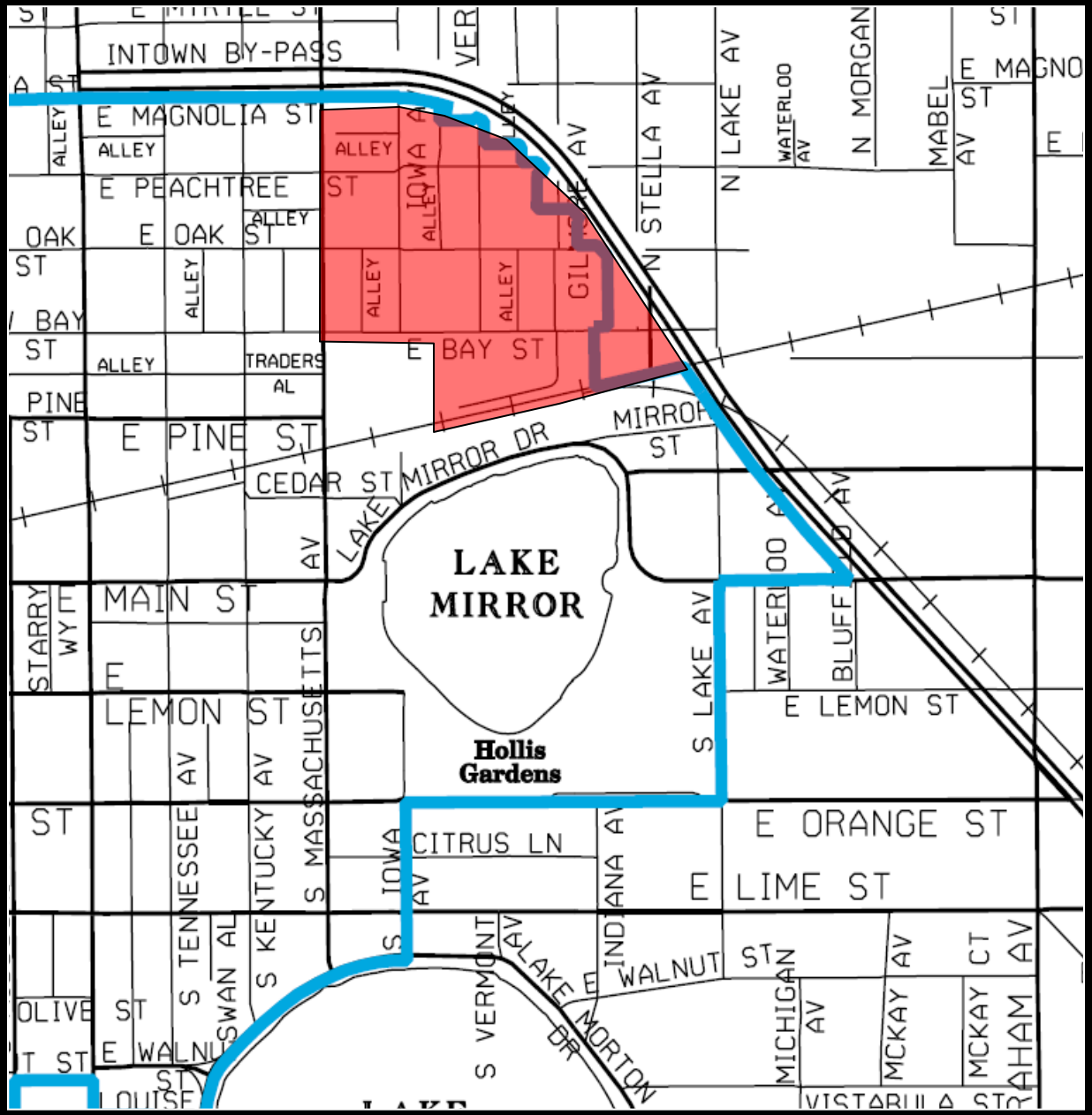
N MORGAN
MABEL AV
E MAGNO ST

Garden District



City of Lakeland
GARDEN DISTRICT

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S IOWA AV
S VERMONT AV
S TENNESSEE AV
S KENTUCKY AV
S MASSACHUSETTS
INDIANA AV
MICHIGAN AV
MCKAY AV
MCKAY CT
ALLEY
TRADERS AL
SWAN AL
STARRY WY

PDC Group
WilsonMillerDesign

Lake Mirror Today

Major Annual Community Events

Major Annual Community Events

e Festival -

* Pics on the
October, N
* Red, white

Great Public Spaces

Making a great public space includes the following elements:

- Connections to the community and easily accessible
- Promotes social interaction and a sense of community
- Supports a diversity of activities: arts, sports, entertainment, and relaxation
- Frequently celebrates history and tradition

2011 Great Places in Florida
Public Spaces Award of Merit
Lake Mirror Complex

City of LAKELAND

BEACHWALK
Clearwater's Great Public Place

Michael L. Delk, AICP
Planning and Development Director
City of Clearwater

Leveraging Waterfronts

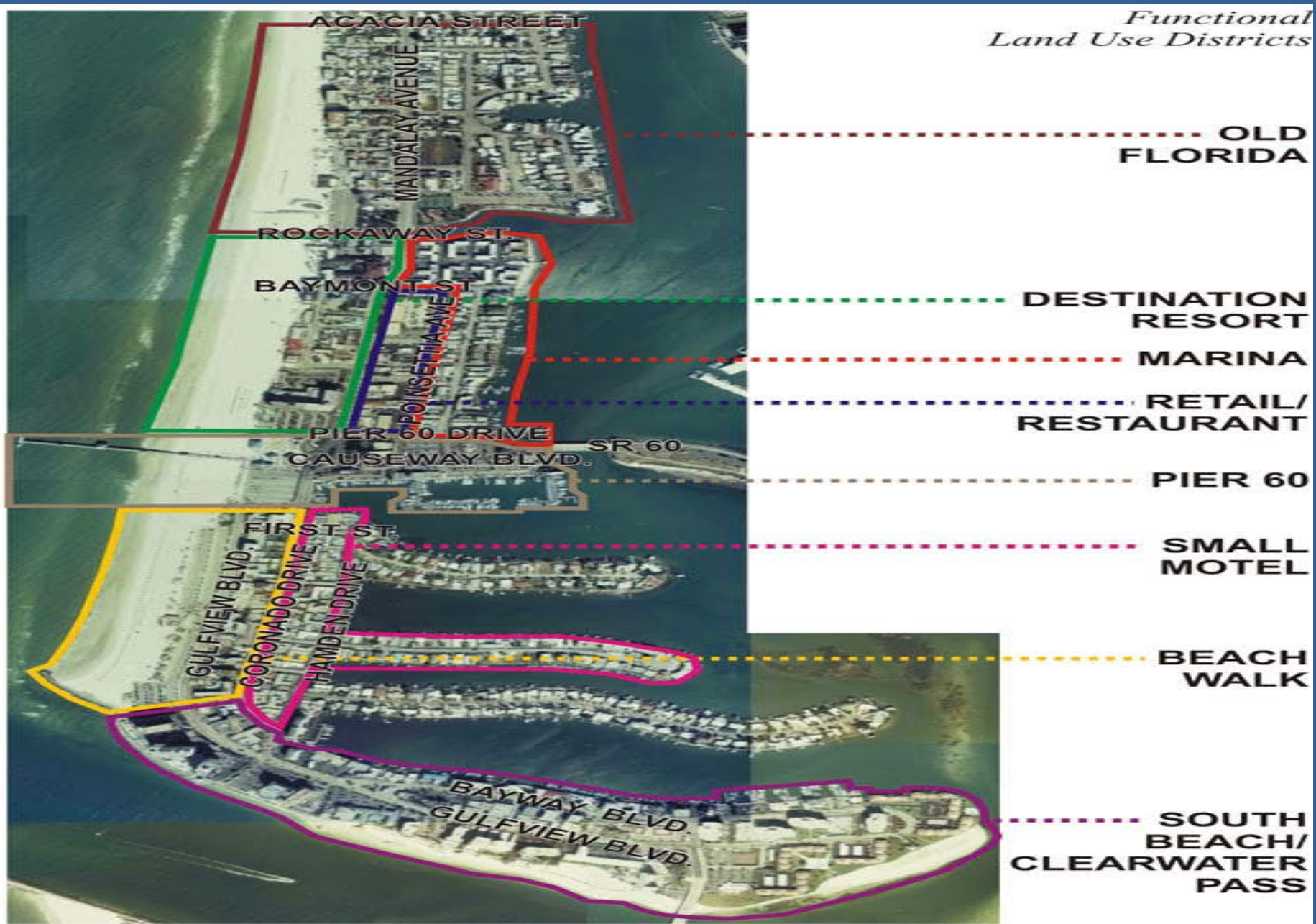
1. Challenges making the project work – Financial, market, regulatory, political

2. Overcoming Challenges

3. Lessons Learned and Applied

The $30 million Beach Walk project, envisioned by the city's *Beach by Design* plan, has transformed the look and feel of south Clearwater Beach, delivering new vitality to the region, and is a vital component to the future of the tourism industry for both Pinellas County and Clearwater (the city's number one industry), drawing national and international visitors to the area.

BEACH BY DESIGN



Clearwater Beach Walk:

- Half-mile long beachside promenade along south Clearwater Beach
- Created cycling, rollerblading and pedestrian areas
- Created safe and convenient access and unimpeded views to Clearwater's award-winning beach
- Promotes strolling, sunset gazing, people watching, beachfront dining and shopping.

Beach Walk was designed with accessibility in mind, providing routes that are wheelchair accessible, as well as numerous amenities such as a beach wall, benches, and sunshades to provide comfortable resting spots along the way.

Beach Walk:

- Improved pedestrian access and connectivity
- Relocated and reconfigured roadways adjacent to the beach
- Removed parking lots
- Restored dune structure
- Added amenities and decorative features
- Protected sea turtle nesting

Beach Walk is revitalizing the community that surrounds Clearwater's popular south beach destination

Increasing investment including several new hotels/retail shops/restaurants

Private parking garage open to the public

SPEED
LIMIT
20

SURF STYLE
VISITOR'S CENTER

NOTHING IS PERFECT
SOME OF THE BEST PLANS CALL FOR MID-COURSE ADJUSTMENT

Hotel Density Reserve

1. Since 2002, Clearwater Beach has suffered a loss of numerous mid-size, mid-priced hotel rooms to what had been a thriving condominium market until 2006/07.

2. A study prepared by Dr. Owen Beitsch, FAICP, CRE (Real Estate Research Consultants, Orlando) in October 2006, analyzed the market and noted the existence of a great economic disparity of roughly five to seven rooms per condominium unit just to compete with potential condominium development in terms of economic viability.

3. Based upon the existing density for condominiums of 30 units per acre, hotels would require a density of between 150 and 210 rooms per acre to be an economically viable alternative to condominiums. The current regulatory structure permits 50 hotel rooms per acre.

City hired DKS & Associates to conduct a traffic analysis in order to determine what density could be achieved on Clearwater Beach while maintaining the established Level of Service (LOS) for transportation concurrency.

It was determined that Clearwater Beach could support an additional 1,385 hotel rooms or an across-the-board density of 90 hotel rooms per acre.

The City determined that it could better meet its goal of facilitating the mid-size, limited service hotel by capturing this development potential into a reserve and allocating those reserved hotel rooms on a parcel-by-parcel basis.

This approach would also allow the typical 120-room mid-size, limited service hotel to be constructed on smaller properties instead of relying on very challenging land assembly.

For Clearwater Beach that would mean an assembly of roughly 2.4 acres under the current regulatory structure.

Development Agreement

- A maximum of 100 hotel rooms may be allocated from the Reserve to any development with a lot size less than 2.5 acres.

- Those developments with a lot size greater than or equal to 2.5 may use the Reserve to achieve a density of 90 hotel rooms per acre (maximum 150 units per acre)

- No hotel room allocated from the Reserve may be converted to a residential use (i.e. attached dwelling);

- Mandatory evacuation/closure covenant after hurricane watch.

- **Allocated Hotel Reserve Units:**
- 101 Coronado Drive (Built) 72 (Pool) (108 Total) (0.72 Area)(150.00 UPA) (36 Base)
- 619 S. Gulfview Boulevard (UC) 68 (Pool) 186 (Total) (2.37 Area) (78.48 UPA) (118 Base)
- 300 Hamden Drive (Hotel A) 95/142/1.10/148.90/ 47
- 316 Hamden Drive (Hotel B) 79/118/ 0.82/149.44/39
- 40 Devon Drive (Sea Captain) 53/85/ 0.66/128.98/ 32.00
- 443 East Shore Drive (Courtyard) 71/ 134/1.26/106.35/ 63

Phillies

A Changing Paradigm

- A detailed and successfully implemented plan led by Public Investment
- Economic viability accommodated to accomplish desired form of development
- Recognizing an “urban” development pattern
- Parking as “infrastructure” and not use
- Design matters
- Accepting success
- Political commitment

And the best beach town in Florida is…

Clearwater Beach the Gulf of Mexico barrier island resort community that USA TODAY Travel readers crowned the best beach town in Florida.

February, 2013.

BEACH WALK CLEARWATER
myclearwater.com