Great Public Places in Florida

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Since 2007, the American Planning Association 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 excellence in planning.

Ocean Drive - Miami Beach

7th Avenue - Ybor City, Tampa

Duval Street - Key West
The American Planning Association celebrates excellence in planning

GREAT PLACES IN AMERICA: NEIGHBORHOODS

Riverside Avondale - Jacksonville
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.
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 streetscape)
- 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.
New Category “People’s Choice”

- Information to be released in June
- Nominations from local governments and citizens
- Finalist will be selected by a panel of experts including local government officials.
- Voting from the APA Florida website in August
- Announce the winner and recognition in October (National Planning Month)
2011 Great Places in Florida
Public Spaces Award of Merit
Lake Mirror Complex
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

![Graph showing real estate statistics from 1920 to 1924.](image1)

- 1920: 7,062
- 1924: 16,500

& 20,000 WINTER VISITORS!!

![Building image, possibly a hotel.](image2)

![Advertisement poster for Lakeland.](image3)

COME TO LAKELAND, WORLDS CITIES CENTER

Get 3 Big Attractions

Cypress Gardens, Bok Tower at Florida Southern College

This sign donated by the Lakeland Advertising Council and the Lakeland Visitors Bureau.

![Group photo of people, possibly business professionals.](image4)
"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
1980: First Downtown Plan

DOWNTOWN Lakeland
FRAMEWORK FOR ACTION

PLAN SUMMARY

Completed by Post, Buckley, Schuh & Jernigan, Inc.
1990: Second Downtown Plan

Downtown Lakeland Strategic Development Initiative
Enhancing The Community's Image

Quality Public Improvements will lead to Quality Private Investments

Completed by Paumier, LDR International, Inc
1990's: The Road to Revitalization
2000’s: Updates to the Second Downtown Plan

2000

**Downtown Lakeland**
Strategic Development Initiative

Downtown Lakeland continues to create opportunities that generate private investment, building upon the success that has occurred in recent years. The plan presented here is a framework for stimulating that investment. As in prior efforts, Lakeland is committed to lead the way with public improvements that encourage private economic development. This plan provides the blueprint to expand those opportunities to the west and north areas by providing incentives where necessary and reinforcing the successes of the Historic District.

2003

**Downtown Lakeland**

*Achieving the Vision*

Completed by Paumier, LDR International, Inc
2002: Lake Mirror Tower

Before
Major Annual Community Events

- Lakeland Classic Car Show - October
- Hispanic Festival - October
- Lake to Lake 10k Race - November
- Margarita Ball - November
- Alzheimer's Memory Walk - November
- Pops in the Park “Imperial Lakeland Symphony” – November
- Hanukkah Menorah Lighting Celebration - December
- Snowfest - December
- Christmas Parade - December
Major Annual Community Events

* Alliance for Independence Wine Festival - March
* Swan Derby LVIM - April
* World of Reading May Faire Arts Festival – April
* Mayfaire 5k Race - April
* Child of the Sun Urban Triathlon - April
* Pics on the Promenade – April, May, October, November
  * Red, white and KaBoom – July
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
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.
NOTHING IS PERFECT
SOME OF THE BEST PLANS CALL FOR
MID-COURSE ADJUSTMENT
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
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