



**CLEARWATER**

BRIGHT AND BEAUTIFUL • BAY TO BEACH

# Downtown Bluffs Development Proposal and Nov. 8 Referendum





## THE BLUFFS

CLEARWATER, FLORIDA

ARTISTIC REPRESENTATION, FOR ILLUSTRATIVE PURPOSES ONLY.

NORTHERLY DEVELOPMENT PARCEL

SCALE : nts

**hp** BeharPeteranecz  
ARCHITECTURE / INTERIORS

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29 JUNE 2022

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# VIEW FROM PARK



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## VIEW FROM HOTEL



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# PUBLIC PLAZA



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# HISTORY



Clearwater Flying Co.

Downtown Clearwater bluff construction – Clearwater Public Library System,  
Pinellas Memory

- Charter restrictions on the land
- Original RFP in 2021
- May 2022 the CRA issued a “Call for Development Concepts” for two city-owned bluff sites.
- Three developers responded
- Unanimous council support Gotham Property Acquisitions, LLC (Gotham) and The DeNunzio Group, LLC (DeNunzio)



## CHARTER RESTRICTIONS

- Sale of city land must be to highest bidder
- Bluff-specific restrictions
  - 2.01(d)(7)—prohibits the sale, donation or lease or other transfer or use of the property for other than city facilities without a referendum.
  - 2.01(d)(7)—contains three exceptions:
    - the Harborview Center structure which may be leased and used for any municipal purpose (this provision is no longer applicable);
    - The Downtown Main Library may lease space for café or restaurant and other compatible public and commercial uses; and
    - Council may grant easements for underground utilities

# REFERENDUM QUESTION

**Redevelopment of two government-owned properties located west of Osceola Avenue in the downtown core**

Shall the Clearwater City Charter be amended to allow the City, instead of selling the vacant City Hall and a portion of the former Harborview sites to the highest bidder at a public auction, to sell the properties to Gotham Property Acquisitions and The DeNunzio Group; who will create approximately 600 apartments and 158-key hotel, retail, entertainment, restaurants and cultural uses available to all Clearwater residents, as further described and limited by City Ordinance 9597-22?

Yes \_\_\_\_\_ No \_\_\_\_\_



## IMAGINE CLEARWATER

- \$84 million investment in Coachman Park
- Approved by voters in 2016 and 2017
- Complete for July 4, 2023



## DEVELOPER BACKGROUND AND WHY CHOSEN

**GOTHAM**  
PROPERTIES





## LOCATION

- The Harborview Center
- The parking lot located between the library and the Harborview Center
- The old City Hall building and parking lot



LEGEND

- 1 IMAGINE CLEARWATER PARK
- 2 COVERED BANDSHELL
- 3 CLEARWATER MAIN LIBRARY
- 4 HARBORVIEW SITE PROPOSED HOTEL
- 5 VEGETATED RETAIL COORIDOR
- 6 COMMERCIAL BUILDING
- 7 PUBLICLY ACCESSIBLE ROOFTOP AMENITY
- 8 CIVIC GATEWAY
- 9 ELEVATED BLUFF WALK
- 10 EXISTING CONDO BUILDING
- 11 CITY HALL SITE PROPOSED RESIDENTIAL BUILDING
- 12 GREEN ROOF
- 13 POOL
- 14 TERRACED LANDSCAPE / SEATING WALLS
- 15 LANDSCAPE BUFFER
- 16 DROP-OFF
- 17 PARKING GARAGE ACCESS
- 18 SERVICE AREA ACCESS
- 19 SLOPED ROOF / LAWN WITH TERRACE SEATING

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## HARBORVIEW SITE PROPOSAL

- 1.348 acres
- 2 buildings and underground parking
  - North Building
    - In May 2022, the CRA issued a call for development concepts (No. 28-22) for two city-owned bluff sites. 158-unit hotel with typical amenities
    - 9,000 +/-SF commercial uses
    - 157 feet tall (13 stories)



## HARBORVIEW SITE PROPOSAL

- South Building
  - 12,000 square footage of commercial space
  - 53 feet tall (2 stories)
- Parking: 169-space underground garage
  - 119 spaces required
  - 50 spaces reserved and allocated to city





## CITY HALL SITE PROPOSAL

- 2.6 acres – one proposed building with podium and two towers
- 500 – 600 attached residential units (apts.)  
40,000 square feet of commercial use (Retail, Food & Beverage, Cultural)
- 289 feet tall (27 Stories)
- Site density – 253 UPA (95 UPA Allowed)
- Site intensity – FAR 0.35 (4.0 Allowed)
- 422 unit request from public amenities incentive pool
- 500 – 600 space parking garage (size depending on units constructed - 1:1 Ratio)



# FINANCIALS

- Developer pays \$9.3 million for former Harborview site
- Developer pays \$15.4 million for former city hall site
- City to get \$1.5 million toward impact fees from the CRA
- City pays \$22 million for parking from parking fund
- Splitting up to \$2 million for pedestrian bridge cost
- Estimated to be a \$400 million project
- Will stimulate other economic development in the area

# KEY DEVELOPMENT AGREEMENT PROVISIONS

- 30 year (max allowed by state law), both can agree to extend
- Restriction of sale until completion and then can only be sold to qualified transferee
- Prohibits self-storage facilities, light assembly uses and nightclubs unless in a hotel
- Limits use of amplified music
- Requires publicly accessible ingress/egress areas
- City contribution to offset costs of providing underground parking
- Requires buildings to attain LEED Silver Certification

# KEY DEVELOPMENT AGREEMENT PROVISIONS

- Requires 10% of all parking spaces to be EV capable and 5 percent to be EV-installed
- Requires city to demolish City Hall and perform any needed environmental remediation
- Provides for the design, construction and cost-sharing relating to pedestrian bridge or walkway in Coachman Park
- Requires all building permits and other approvals prior to sale—project must be shovel ready prior to sale to developer

# TIMELINE FOR DEVELOPMENT

- Nov. 8 - Referendum
- December 2024 - Deadline for developer to break ground
- December 2027 - Deadline for construction to be complete



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