



D O W N T O W N
CLEARWATER
DOWNTOWNCLEARWATER.COM

COMMUNITY REDEVELOPMENT AGENCY COMMUNITY DEVELOPMENT BOARD STAFF REPORT

MEETING DATE: July 17, 2018

ORDINANCE NO.: 9169-18

REQUEST: Review and recommendation to the City Council on amendments to the *Clearwater Downtown Redevelopment Plan*, repealing Chapter 4 Plan Implementation; amending Chapter 3 to clarify the graphics and housing policy language; adopting a new Chapter 4 Plan Implementation; and deleting Appendix 8.

INITIATED BY: City of Clearwater, Community Redevelopment Agency

BACKGROUND:

Earlier this year, the City Council approved the 2018 Clearwater Downtown Redevelopment Plan Chapters 1-3 and several appendices including the adoption of new Goals and Objectives, the establishment of new density and height standards for various character districts and the incorporation of redevelopment policies from several plans including *Imagine Clearwater*, the *North Marina Area Master Plan*, *Clearwater Comprehensive Boating Plan* and the *East Gateway District Vision Plan*. The 2018 Plan has been adopted by the Pinellas County Commission and Forward Pinellas as well.

Community Redevelopment Agency – July 16, 2017
Community Development Board – July 17, 2018
City Council – July 19, 2018
Ordinance No. 9169-18

The Community Redevelopment Agency was tasked with updating Chapter 4: Plan Implementation. The CRA met with each City department, reviewed all adopted plans and the City's Capital Improvement Budget to develop a comprehensive list of capital improvement projects that would occur in Downtown. A list of programs and policies was created to correspond with adopted Goal and Objective by character district. The table of proposed capital improvement projects and programs was presented to the general public in March 2018, to the Chamber of Commerce, Downtown Development Board and Community Development Board in April and May 2018 for comment.

ANALYSIS:

The Plan Implementation chapter has one purpose. It illustrates how the Goals and Objectives of the Clearwater Downtown Redevelopment Plan will be implemented through capital improvement projects and programs. It identifies the lead city department, funding sources, budget and timeline for each project and program. Changes in technology, unanticipated funding opportunities or restrictions and demographic changes will inevitably impact the process of Plan implementation. However, all changes to work programs and capital improvements must remain in alignment with the Plan's goals and objectives.

Proposed Ordinance No. 9169-18 repeals and replaces Ch. 4 Plan Implementation, deletes Appendix 8 and contains minor revisions in Chapter 3 for clarity. Below is a summary of the major amendments.

There are four sections in the Chapter:

- Role of the Community Redevelopment Agency
- Funding Sources
- Incentives
- Capital Improvement Program and Policy Implementation Projects

The Community Redevelopment Agency (CRA) section outlines the role of the CRA in downtown revitalization. The Funding Sources section contains all the identified and potential sources of revenue for implementation as well as tax increment projects for the CRA districts. The Incentives section provides

information on available incentive programs for the downtown area. It also includes the relationship of this plan to the Community Development Code and Public Amenities Incentive Pool. The Capital Improvement Program and Policy Implementation Projects section lists planned improvements for the entire downtown plan area as well as each character district.

The Plan has a ten-year horizon with a detailed five-year action plan. The total investment of public dollars over that time is \$82,639,000. Within that total, CRA funds are \$12,155,000 and County TIF funds are \$6,650,000 assuming they maintain their 100% contribution.

SUMMARY AND RECOMMENDATION:

The Community Development Board is reviewing the plan in its capacity as the Local Planning Agency (LPA) and should make a recommendation regarding the updated plan to the City Council. Additionally, the CRA should make a recommendation to the City Council regarding this document as the Redevelopment Plan for the CRA. Once the City Council approves the Plan amendments, it will be submitted to the Board of County Commissioners for approval as the Community Redevelopment Plan for the CRA. The Plan will also be submitted to Forward Pinellas and the Countywide Planning Authority for review and approval as the Special Area Plan governing Downtown.

The proposed amendments to the Plan provide a timeline and funding schedule for implementation of the Goals and Objectives adopted in the Clearwater Downtown Redevelopment Plan. The proposed capital improvements and programs reinforce the City's commitment to implementing the strategies developed from the ULI study that were incorporated in the 2018 Downtown Plan update. Based on the above, the Community Redevelopment Agency recommends APPROVAL of Ordinance No. 9169-18 which updates the 2018 Clearwater Downtown Redevelopment Plan.

Prepared by CRA staff: _____

Amanda Thompson
CRA Director

Attachments: Ordinance No. 9169-18

Exhibit A

Resume

Community Redevelopment Agency – July 16, 2017
Community Development Board – July 17, 2018
City Council – July 19, 2018
Ordinance No. 9169-18