



FORWARD
PINELLAS

Integrating Land Use & Transportation

Countywide Planning Authority Countywide Plan Map Amendment

CW 20-14

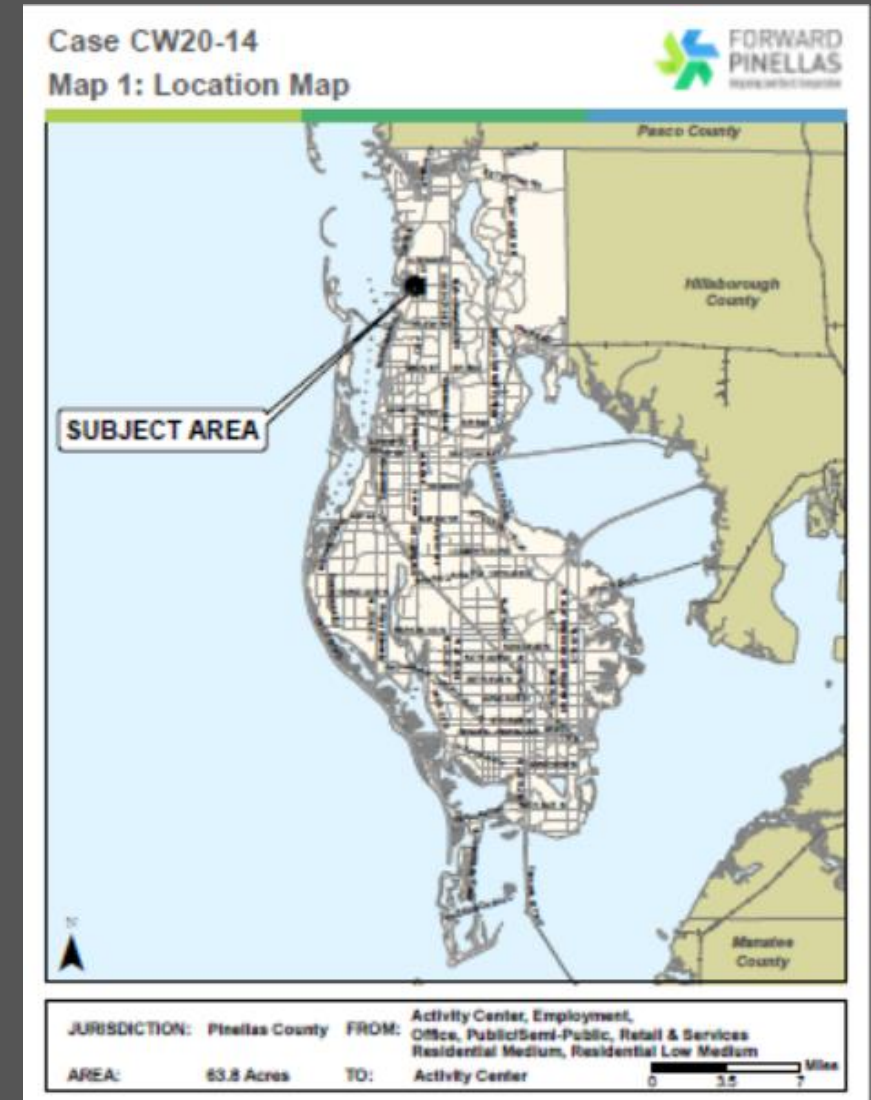
Pinellas County

October 6, 2020



Pinellas County Requested Action

- Pinellas County seeks to amend properties from Activity Center, Retail & Services, Employment, Office, Public/Semi-Public, Residential Medium and Residential Low Medium to Activity Center
- The purpose of the proposed amendment is to expand the existing Downtown Palm Harbor Neighborhood Activity Center



Site Description

- **Location:** Downtown Palm Harbor
- **Area Size:** Approximately 63.8 acres
- **Existing Uses:** Residential, Retail, Office, Automobile Repair
- **Surrounding Uses:** Residential, Retail, Recreation/Open Space



Area Context and Building Typology/Vision for the Amendment Area

- The amendment area is part of the Downtown Palm Harbor Master Plan, established in 2001, and updated on December 5, 2019.
- A key recommendation included in the update of the Master Plan was the expansion of the existing Activity Center – Neighborhood designation.
- Pinellas County also intends to adopt the Palm Harbor Form-Based Code Zoning District to serve as a regulating plan for new development in this area, which is to be adopted by the Board of County Commissioners in the coming months.
- By expanding the existing Neighborhood Activity Center, it is the intention of the County to provide a more holistic approach to planning for the greater downtown area and to plan for transition between the downtown core that centers along Florida Avenue and the primarily residential neighborhoods adjacent to the boundaries of the proposed Activity Center.



South and West of Alternate US 19



West of Alternate US 19



South of Alternate US 19



North of Florida Avenue

11th Street and
Nebraska Avenue



Downtown Palm Harbor Master Plan

Historical Character

- Existing Designated Historic Buildings



1190 Georgia Avenue



1017 Omaha Circle



1219 Florida Avenue



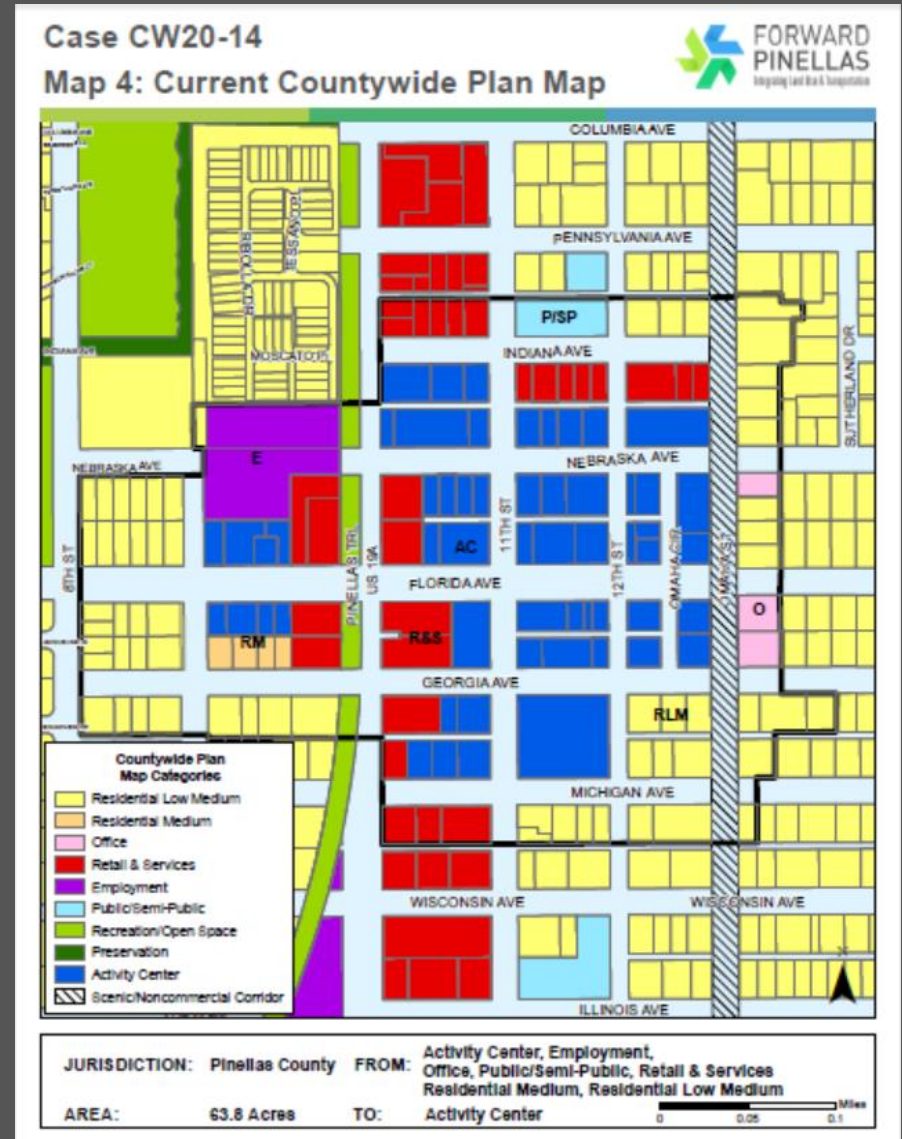
1123 Florida Ave. (Approved COA)



Current Countywide Plan Map Category

- **Categories:** Activity Center, Retail & Services, Employment, Office, Public/Semi-Public, Residential Medium and Residential Low Medium

Category	Summary of Permitted Uses (Not subject to acreage thresholds)	Maximum Density/Intensity Standards
Activity Center	Determined by local government's implementing regulations, pursuant to Section 6.2.3.2	Residential 60 UPA Nonresidential 3.0 FAR
Retail and Services	Office, Retail, Residential/Residential Equivalent, Storage/Warehouse/Distribution/Manufacturing	Residential 24 UPA; Nonresidential .55 or FAR, .90 ISR
Employment	Office, Research/Development, Storage/Warehouse/Distribution/Distribution/Manufacturing	Nonresidential .65 FAR or .85 ISR
Office	Office, Residential Equivalent, Research/Development	Residential 3.0 beds per dwelling unit at 15 UPA; Nonresidential .50 FAR or .75 ISR
Public/Semi-Public	Institution, Transportation/Utility, Residential/Residential Equivalent, Storage/Warehouse/Distribution	Residential 12.5 UPA, Nonresidential 3.0 beds per dwelling unit at 12.5 UPA
Residential Medium	Residential/Residential Equivalent, Public Educational Facility, Recreation/Open Space	Residential 15 UPA; Nonresidential .50 FAR or .75 ISR
Residential Low Medium	Residential/Residential Equivalent, Public Educational Facility, Recreation/Open Space	Residential 10 UPA; Nonresidential .50 FAR or .75 ISR



Proposed Countywide Plan Map Category

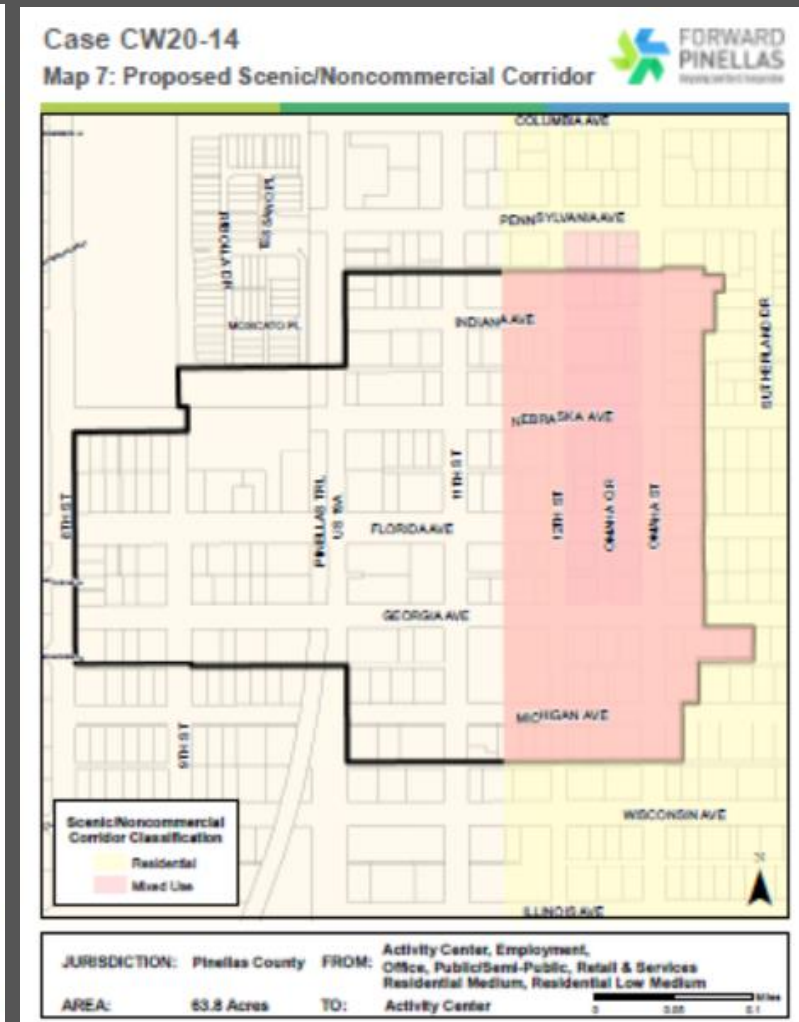
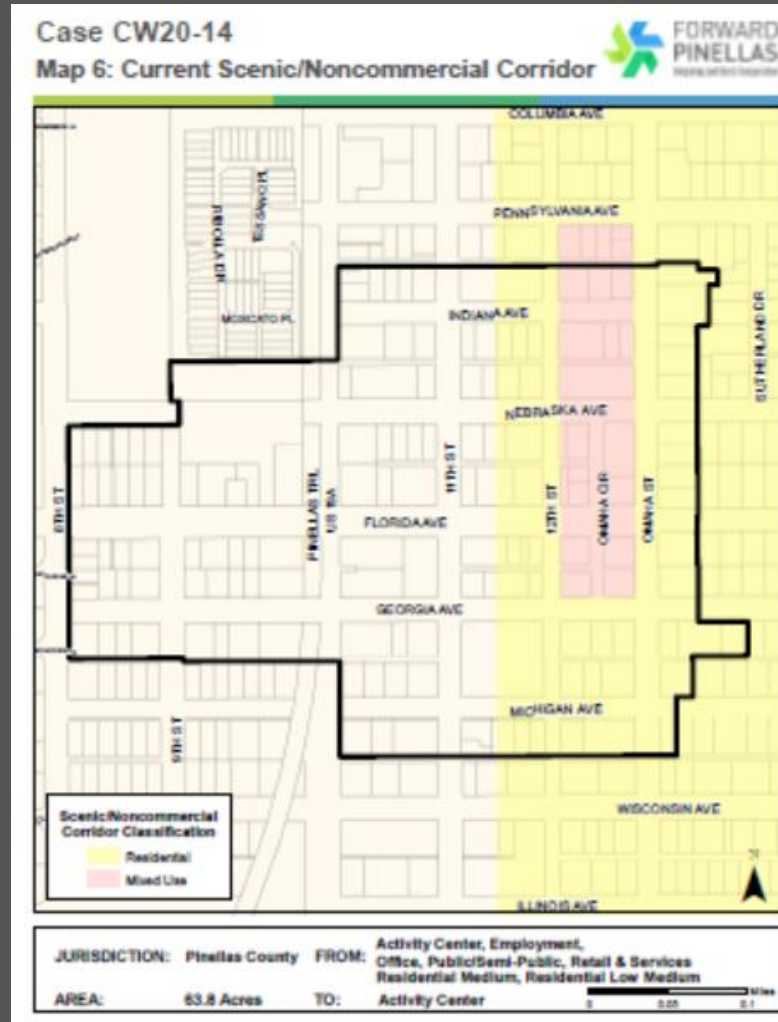
- **Category:** Activity Center
- **Permitted Uses:** As determined by the local government's implementing regulations adopted pursuant to Section 6.2.3.2. Amendments to permitted uses shall be pursuant to Planning and Urban Design Principles described in Section 6.2.6 and Land Use Goal 16.0 of the Countywide Plan Strategies, and the use provisions of Section 6.2.4
- **Density/Intensity Standards (Neighborhood Center):**

Use	Density/Intensity Standard
Residential	Shall not exceed 60 units per acre (UPA)
Temporary Lodging	Shall not exceed 100 UPA
Non-Residential or Mixed-Use Intensity	Shall not exceed 3.0 floor area ratio (FAR)



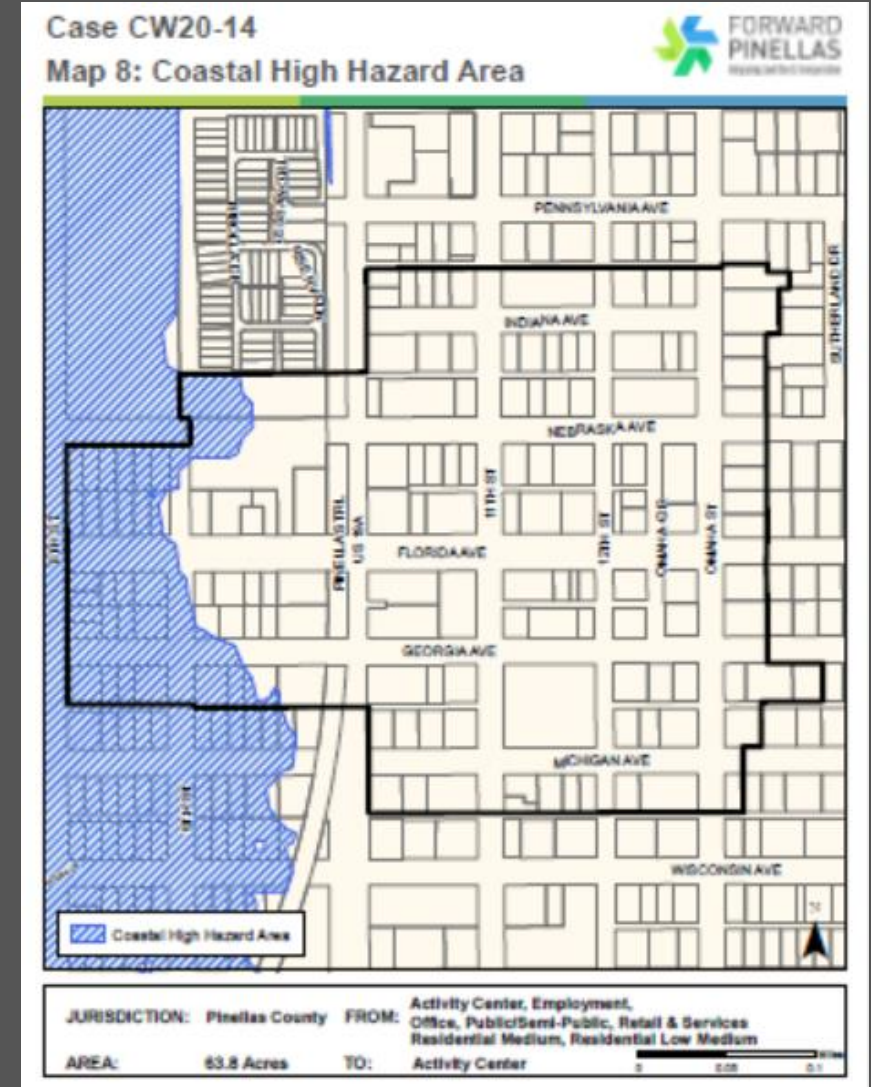
Scenic/Noncommercial Corridor

- The amendment area is located on a SNCC with the Residential and Mixed Use classifications
- However, the Residential classification within the amendment area is proposed to be changed to the Mixed Use classification
- The Mixed Use classification is compatible with the proposed Activity Center category



Coastal High Hazard Area

- A portion of the amendment area is located on a CHHA.
- However, most of these properties are existing single-family residential homes that are unlikely to redevelop into more intense uses, which limits the impact on the CHHA.
- Properties within the Coastal High Hazard Area shall maintain their maximum permitted densities per the Future Land Use Map designation in place prior to an Activity Center/Mixed Use Corridor land use change.



Planning and Urban Design Principles

- Amendments to the Activity Center designation are pursuant to the Planning and Urban Design Principles (PUDP) described in Section 6.2.6 and Land Use Goal 16.0 of the Countywide Plan Strategies
- The following are examples of how the County addresses the Planning and Urban Design Principles (PUDP) in the Downtown Palm Harbor Master Plan and associated proposed Form-Based Code Zoning District

Principle	Application
Location, Size, and Areawide Density/Intensity Ranges	The proposed amendment are would be an expanded area of the existing Downtown Palm Harbor and would more holistically address the character of the Downtown and its relationship to adjacent neighborhoods. The expanded Activity Center proposes a maximum combined floor area ratio (FAR) of 1.5, which is more restrictive than the Countywide Plan’s limit of 2.0 for Neighborhood Center Activity Centers.
Connectivity	The proposed amendment preserves and enhances the existing connectivity of Downtown Palm Harbor through implementation of the Master Plan. Downtown Palm Harbor has an extensive gridded street network, with walkable access to surrounding neighborhoods.
Site Orientation	As part of the recommendations outlined in the Downtown Palm Harbor Master Plan update, the County proposed to establish the Form-Based Code zoning district, which will apply to the proposed expansion of the Activity Center. The Form-Based Code regulations will minimize setbacks, address building placement, support non-auto movement and enhance the pedestrian experience.
Public Realm Enhancements	Recommendations In the proposed Master Plan update and associated Form-Based code further support enhancement of features such as on-street parking, sidewalks, street trees, street lighting, etc. For example, on-street parking provides a buffer between travel lanes and pedestrians.
Ground Floor Design and Use	Ground floor uses in the proposed expanded Activity Center currently have specific standards which will continue to be part of the proposed Form-Based Code. For example, first-floor uses must be actively geared towards the pedestrian experience, intended to encourage human interaction and socialability.
Transition to Neighborhoods	The Form-Based Code helps distinguish the central core of the downtown from the surrounding primarily residential neighborhoods. As such, less intensive neighborhood-scaled non-residential uses remain permissible in the districts outside of the core central district and transition to the adjacent neighborhoods.



Analysis of the Relevant Countywide Considerations

Conclusion:

- The proposed amendment is appropriate for the intended purpose, and is consistent with the locational characteristics for the Activity Center category.
- On balance, it can be concluded that the proposed amendment is consistent with the Relevant Countywide Considerations contained in Section 6.5.3.1 of the Countywide Rules.

Public Comments:

- Public comments were received for Case CW20-14. One resident expressed concerns regarding their property being split among two districts. However, the district map was amended to include their property in one district.
- A resident reached out to County Staff via email expressing their favor for the proposed amendment, stating that they “see this as a part of the original goal of the Historic/District Main Street”.



Analysis of the Relevant Countywide Considerations

Relevant Countywide Considerations

1. Consistency with the Countywide Rules: Consistent with purpose and locational characteristics.
2. Adopted Roadway Level of Service (LOS) Standard: Properties in the amendment area abut US Highway 19A, which is operating at LOS “F”. However, there is no projected increase to average daily trips as a result of the proposed Activity Center expansion. Furthermore, changes to the amendment area are anticipated to increase shared modes of transit, and reduce the need and demand for automobile trips.
3. Location on a Scenic/Noncommercial Corridor (SNCC): The amendment area is located on a SNCC with the Residential and Mixed Use classifications. However, the Residential Classification within the amendment area is proposed to be changed to the Mixed Use classification, which is compatible with the proposed Activity Center category.
4. Coastal High Hazard Areas (CHHA): The western portion of the amendment area is partially located in a CHHA. However, most of these properties are existing single-family residential homes that are unlikely to redevelop into more intense uses which limits the impact on the CHHA.
5. Activity Center and Multimodal Corridor Plan Categories: The amendment area involves the expansion of the Activity Center category. The amendment conforms to the purpose, locational characteristics and other requirements of the proposed category and addresses the relevant Planning and Urban Design principles.
6. Adjacent to or Impacting an Adjoining Jurisdiction or Public Educational Facility: The proposed amendment area is not adjacent to an adjoining jurisdictional or public educational facility; therefore, those policies are not applicable.
7. Reservation of Industrial Land: The proposed amendment involves the conversion of Employment designated land to Activity Center; however, this portion of the amendment area is not a viable target employment center; therefore, the proposed amendment will not significantly impact the reservation of industrial land.

