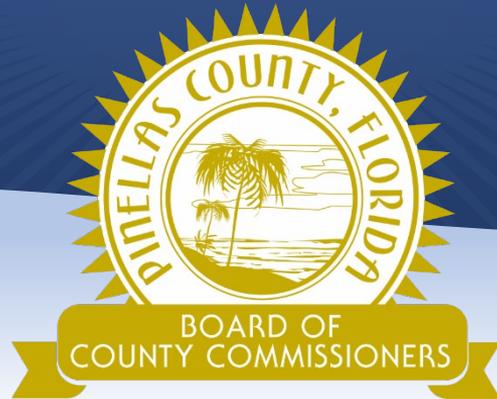


La Mirage Beauty Salon

Case #s FLU-23-01 & ZON-23-01

July 18, 2023



Our Vision:
To Be the Standard for
Public Service in America.

Request



Subject Property: 3.3 acres at 3720 & 3730 Tampa Road in Palm Harbor

Future Land Use Map (FLUM) Amendment

From: R/OG, Residential/Office General **To:** E, Employment

Zoning Atlas Amendment

From: GO, General Office **To:** E-2, Employment-2

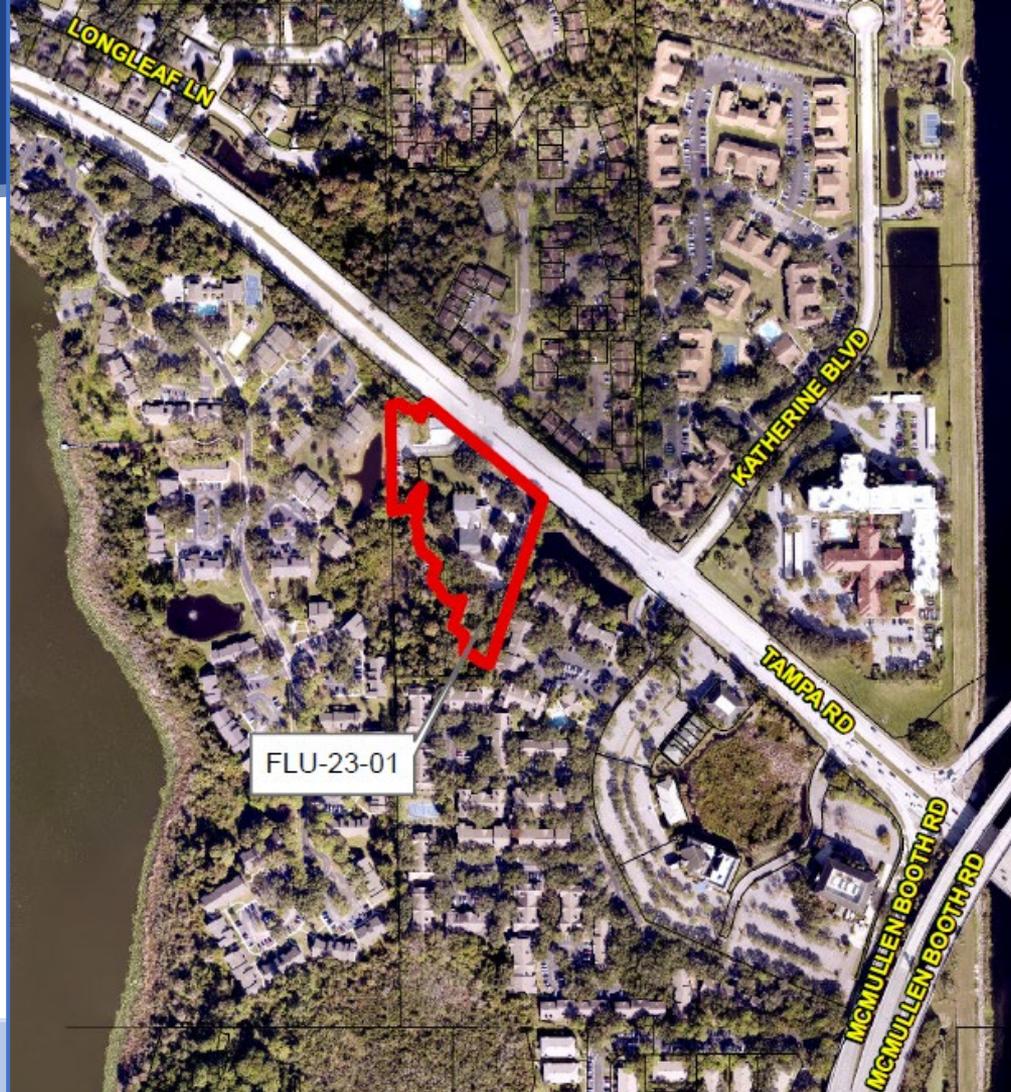
Development Agreement: Size and use limitations

Existing Use: Beauty salon and office

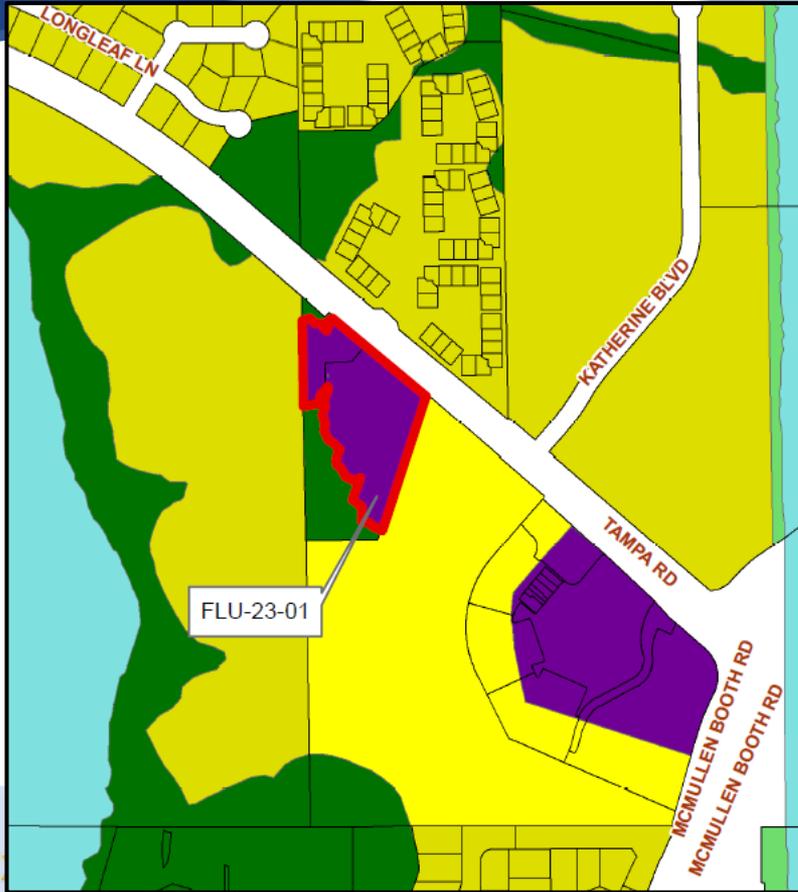
Proposed Use: Not specified



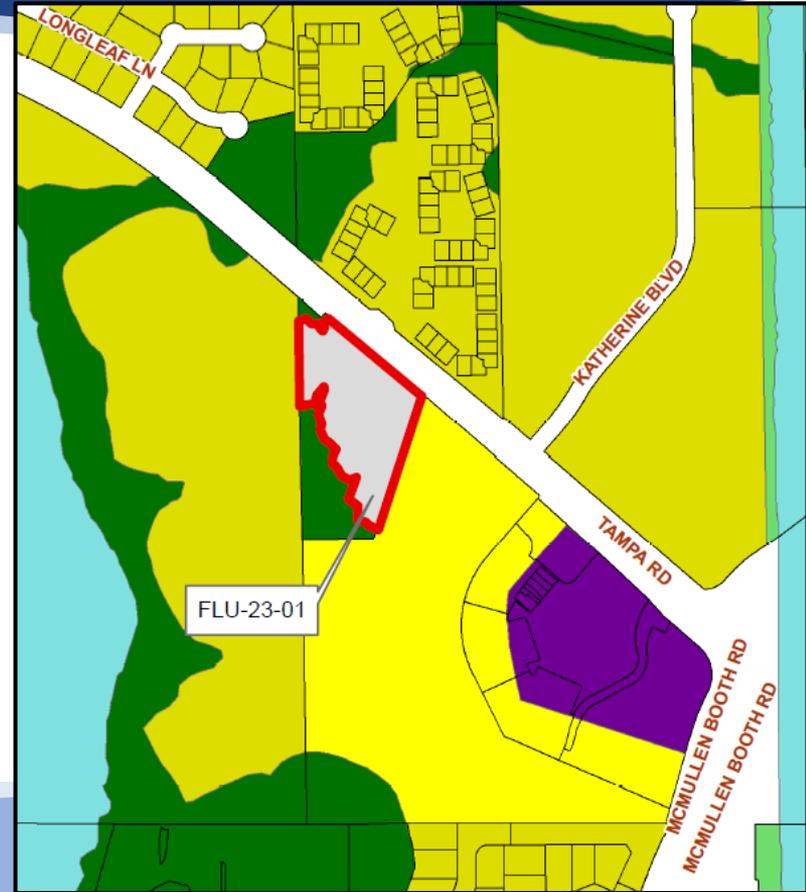
Location



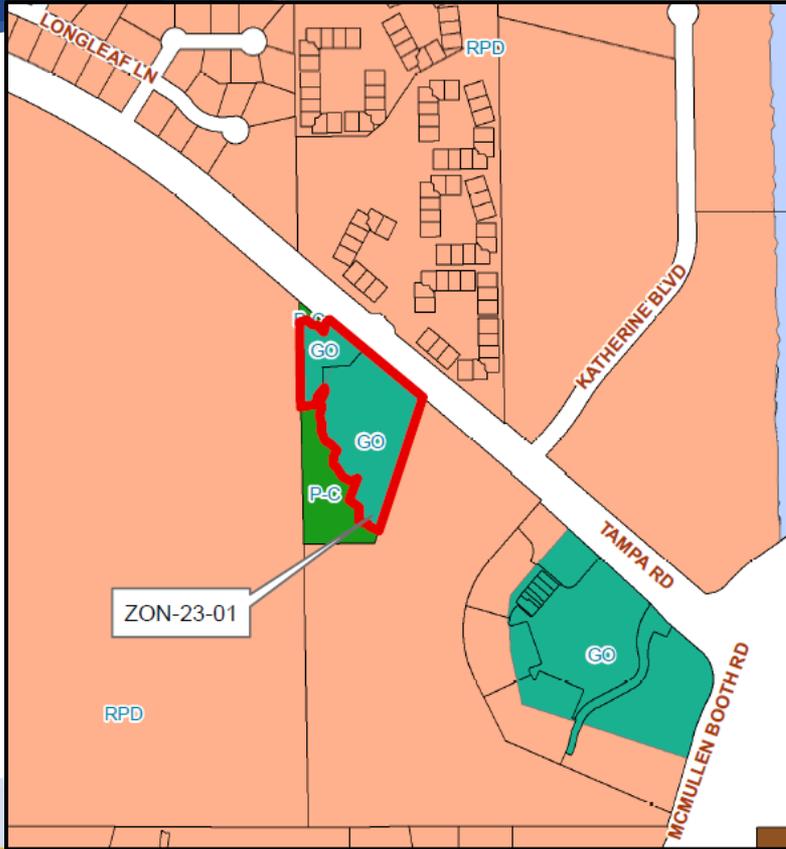
Future Land Use Map (FLUM)



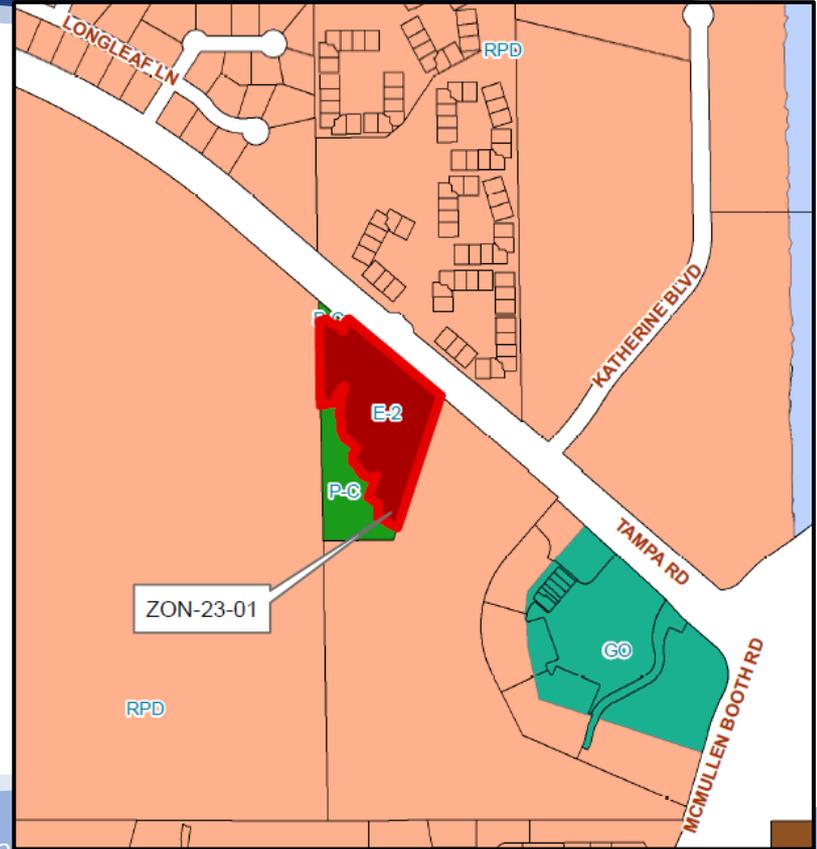
- Parcels
- Residential Low
- Residential Urban
- Residential Low Medium
- Commercial Neighborhood
- Commercial General
- Residential Office General
- Residential Office Retail
- Preservation
- Recreation Open Space
- Transportation Utility
- Water
- Pinellas County



Zoning Atlas



- Parcels
- C-2
- C-2-W
- GO
- P-C
- R-A
- RPD
- Zoning - Label Only
- Pinellas County



Site Photos



Site Photos



Additional Information – Land Use

Current R/OG Land Use

- **Allows residential, office, personal services, light R&D/manuf.**
- **15 residential units per acre maximum in this location**
- **0.5 Floor Area Ratio (FAR) for nonresidential uses**

Proposed E Land Use

- **R&D, manufacturing, warehouse/distribution, office, limited retail**
- **Does not allow residential**
- **0.65 FAR for nonresidential uses**
- **Potential traffic impacts of 60 fewer daily trips**



Additional Information - Zoning

Current GO Zoning

- **Allows a full range of office uses (general, medical, etc.)**
- **Maximum building height of 75 feet**
- **Modified by deed restrictions – past Development Agreement**

Proposed E-2 Zoning

- **Allows office, R&D, manufacturing, warehouse, retail, etc.**
- **Maximum building height of 75 feet**
- **Would be modified by proposed Development Agreement**

Part of Master Planned Development

- **Originally a church – built in 1988 (3730 Tampa Rd)**
- **76% of development rights transferred to other parts of master plan**
- **24% of development potential remains**
- **Church building redeveloped into beauty salon**

Z/LU Amendment & 1st Development Agreement (1999)

- **From Residential to Limited Office (R/OL & P-1A)**
- **Building area limited to 10,464 sf**
- **2nd building constructed – 2002 (3720 Tampa Rd) – offices**



Z/LU Amendment & 2nd Development Agreement (2013/14)

- **From Limited Office to General Office (R/OG & P-1)**
- **Changed wetland areas to Preservation**
- **Building area limitation increased to 14,690 sf**
- **Deed restrictions make limitations permanent – still in force**
- **No additional construction occurred**



Proposed Development Agreement



Terminates the 2014 deed restrictions

Increases building area limitation to 23,314 sf

- **Based on the higher FAR of the Employment land use (0.65)**

Prohibits certain uses otherwise allowed in the E-2 zone

- **Contractor's yard, trucking, manufacturing, outdoor and vehicle storage, recycling center, gas station, vehicle towing and repair, adult use, shooting range, day labor office.**



Proposed Development Agreement



Several new uses would be allowed that are not currently

- **Retail, car wash, fitness center, brewery, kennel, self-storage, warehouse, commercial recreation, agriculture, plant nursery, etc.**

New deed restrictions would make limitations permanent

Wetlands would stay Preservation

No concept plan included



Scenic/Noncommercial Corridor (SNCC)



Tampa Road is a designated SNCC – Comprehensive Plan

- Intent to preserve scenic nature and traffic capacity
- Low density residential is preferred land use
- Nonresidential land uses may be applied if compatible with surrounding uses and the intensity is consistent with Comprehensive Plan policy
- Mixed use nodes at major intersections allow more intense development

Subject Property

- Surrounded by environmentally sensitive areas and residential uses
- Not within a mixed-use node



Recommendation – Land Use (FLU-23-01)



Proposed Land Use Amendment (R/OG to E)

- **Subject property is located along a Scenic/Non-Commercial Corridor**
- **Surrounded by environmentally-sensitive and residential uses**
- **Request would allow additional intensity and new nonresidential uses**
- **Would be the third time that development intensity is increased**
- **Inconsistent with the Comprehensive Plan**

Staff recommends Denial

Local Planning Agency recommended Denial (6-1 vote)



Recommendation – Zoning (ZON-23-01)



Proposed Zoning Amendment (GO to E-2) & Development Agreement

- **Subject property is located along a Scenic/Non-Commercial Corridor**
- **Surrounded by environmentally-sensitive and residential uses**
- **Request would allow additional intensity and new nonresidential uses**
- **Existing zoning provides opportunity for reasonable uses of the land that are more appropriate with the property's locational characteristics**
- **Inconsistent with the Comprehensive Plan**

Staff recommends Denial

Local Planning Agency recommended Denial (6-1 vote)

