



**FORWARD
PINELLAS**
Integrating Land Use & Transportation

Countywide Planning Authority Regular Countywide Plan Map Amendment

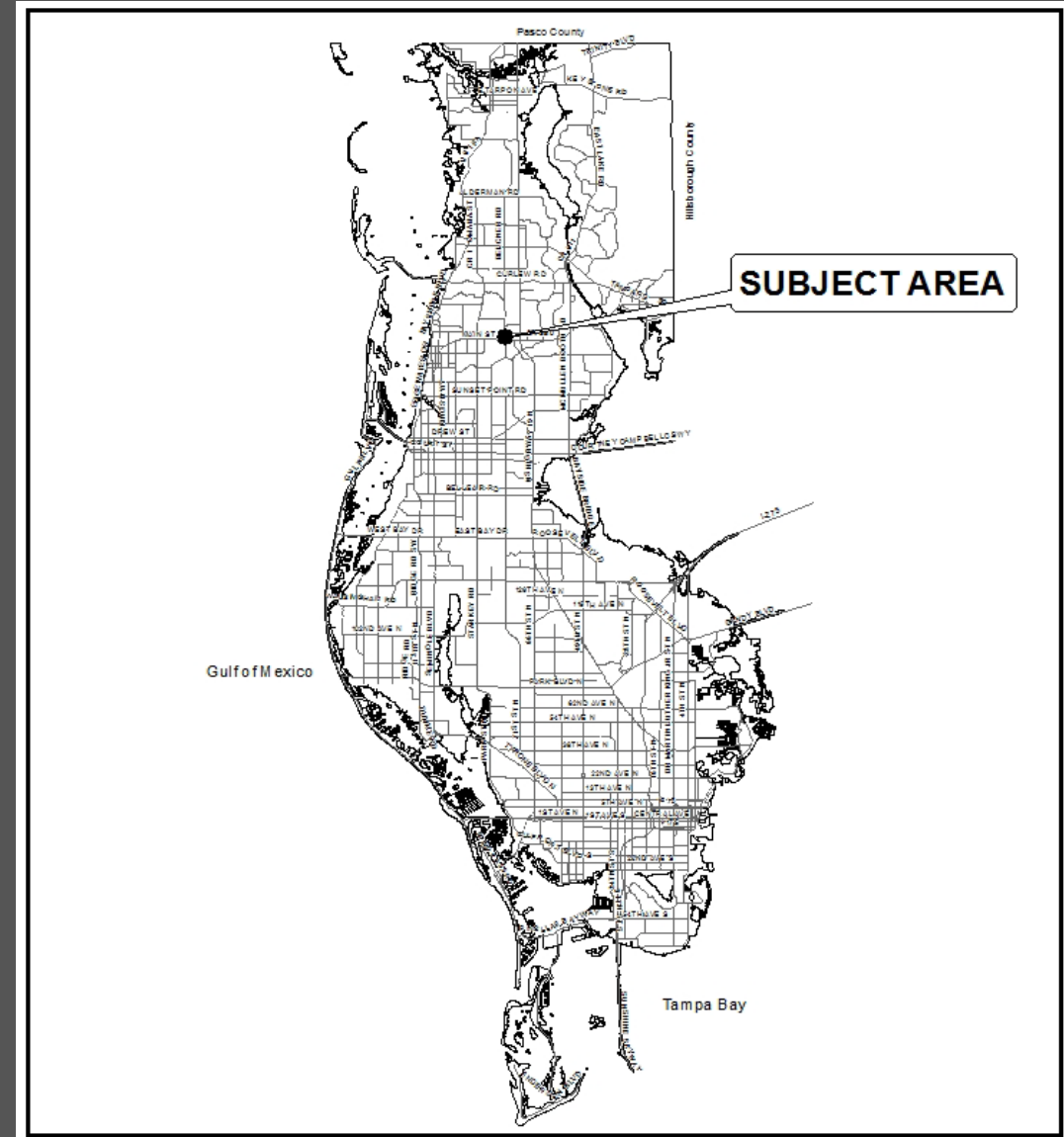
Case CW17-10

Unincorporated Pinellas County

November 28, 2017

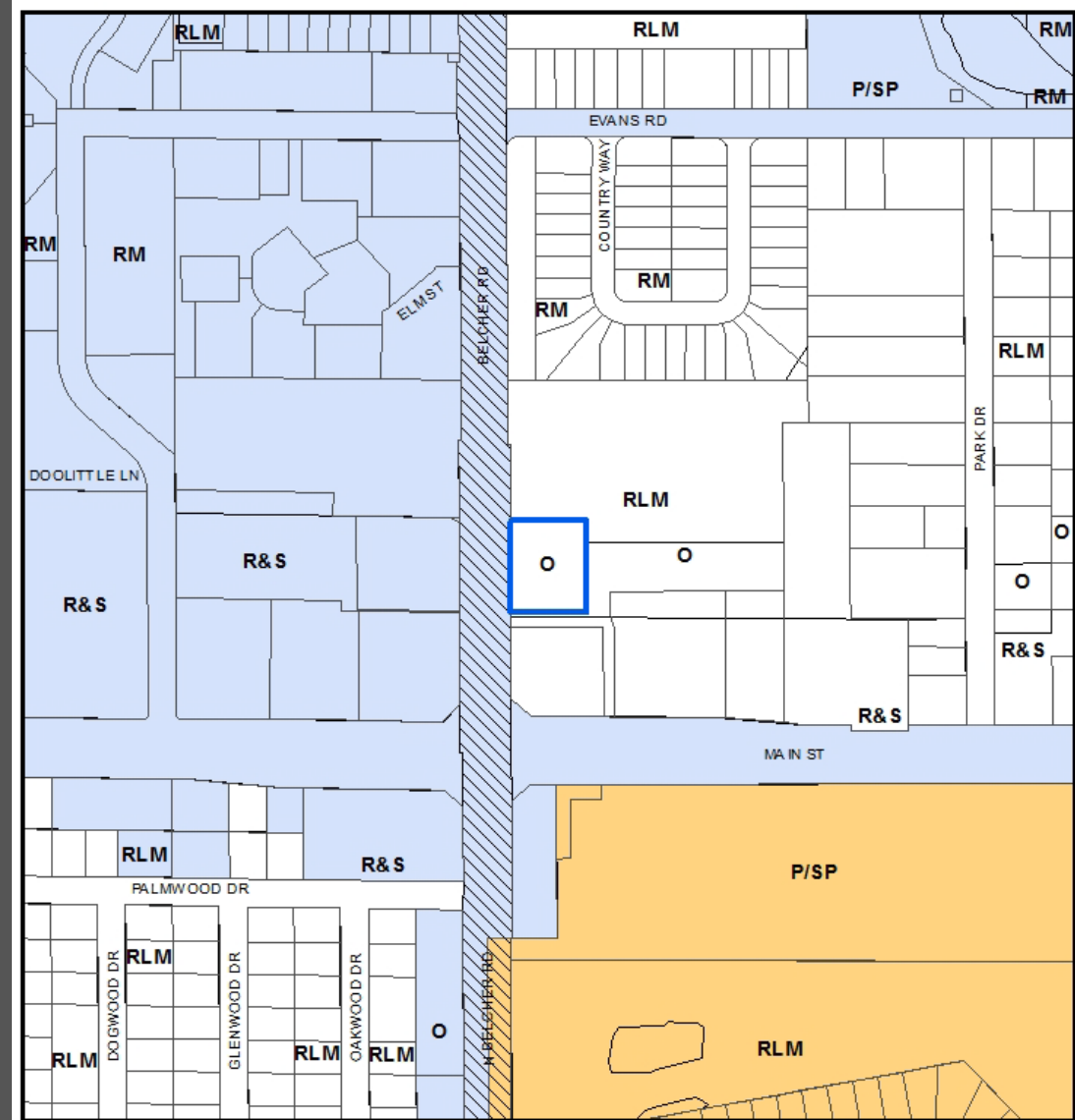
General Location

- LOCATION: 1255 Belcher Road
- SIZE: 0.74 acres m.o.l.
- EXISTING USES: Insurance office



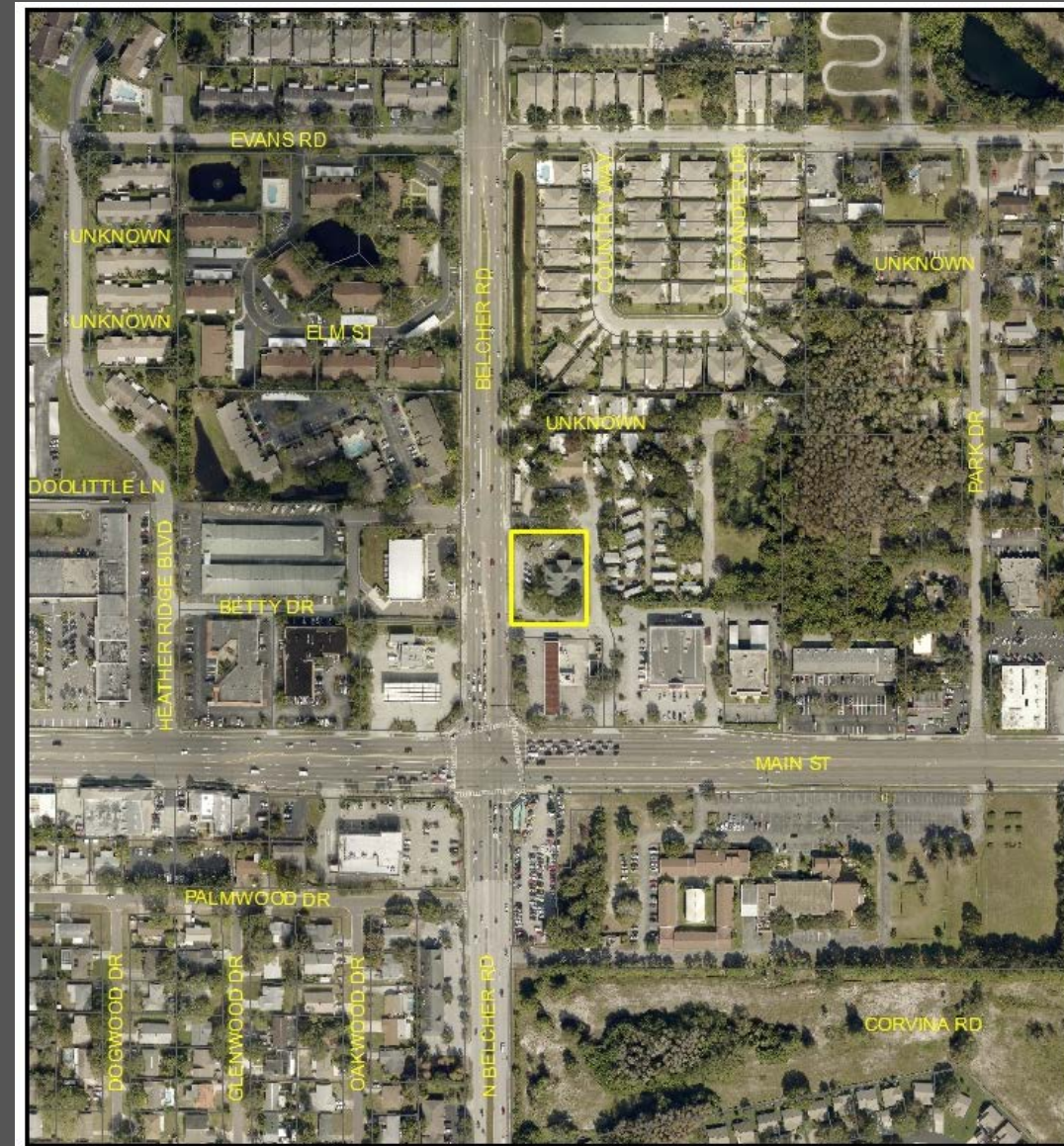
Jurisdiction

- Amendment area is located in unincorporated Pinellas County
- Adjacent to the City of Dunedin to the west



Area Characteristics

- Surrounding uses are residential to the north and east, and commercial to the south and west



Existing insurance office on the subject property



Entrance from Belcher Rd. to the mobile home park



Commercial use directly to the west

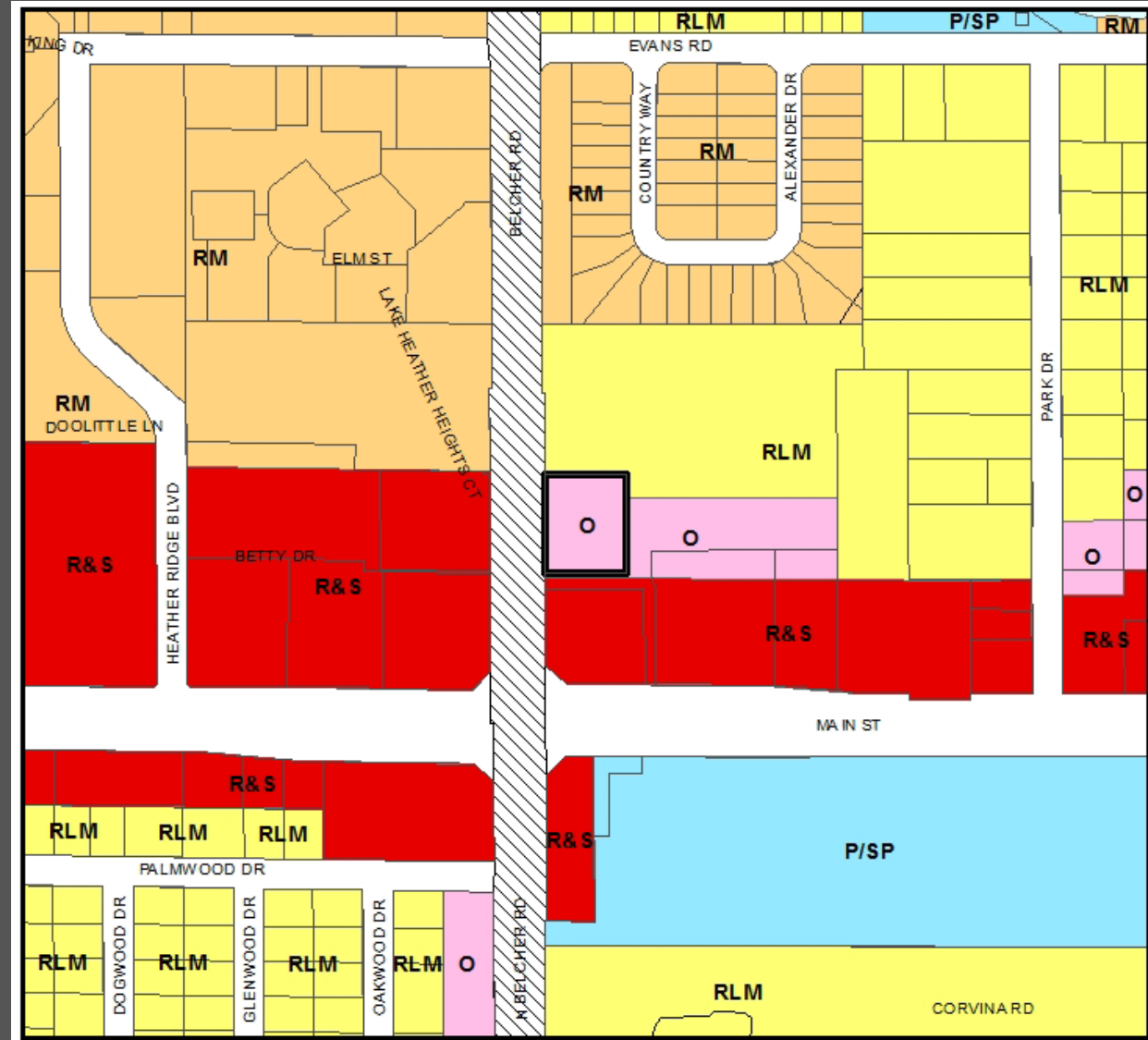


Gas station to the immediate south of the property



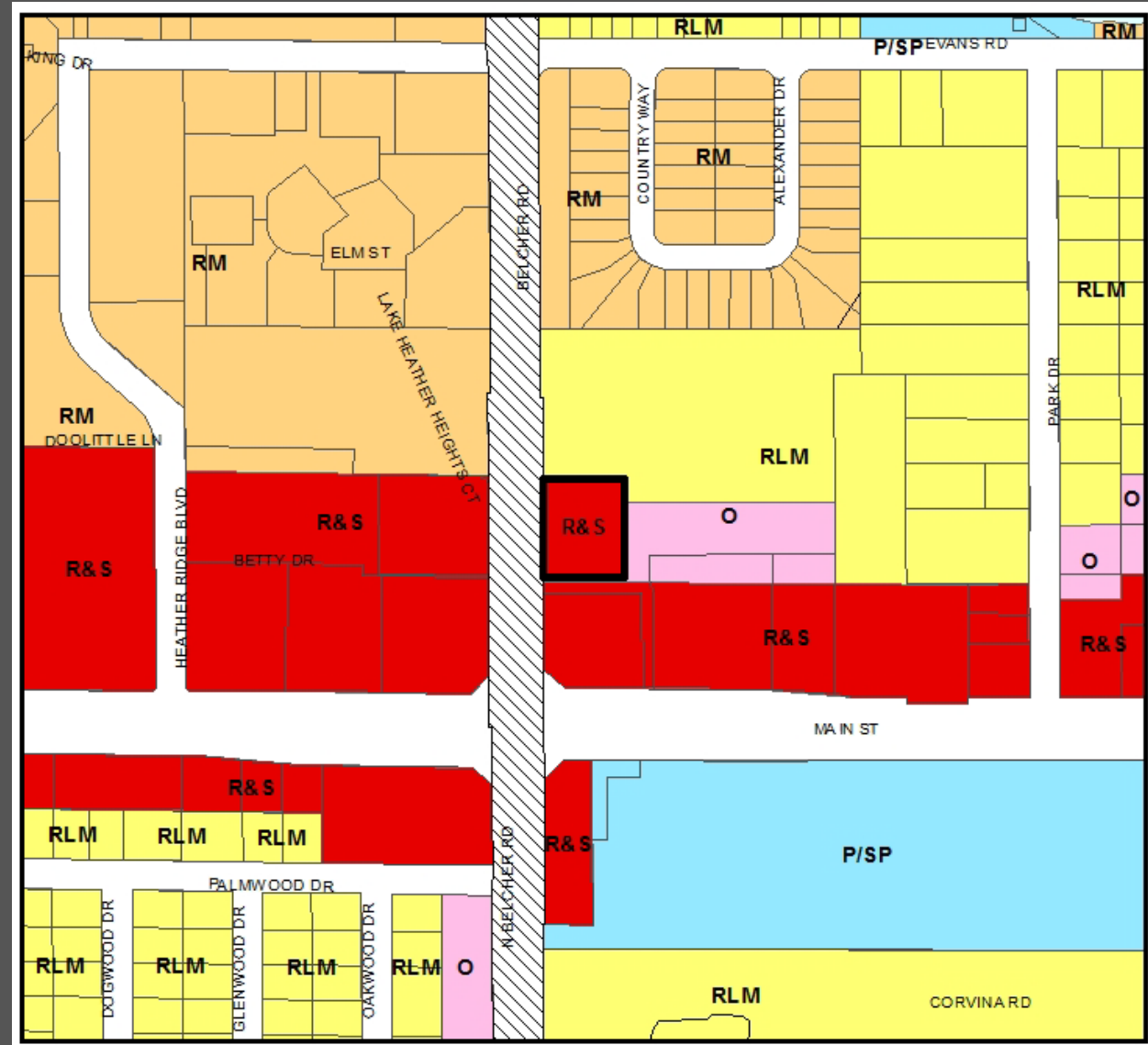
Current Categories

- Currently categorized as Office



Proposed Categories

- This amendment seeks to change the category from Office to Retail & Services



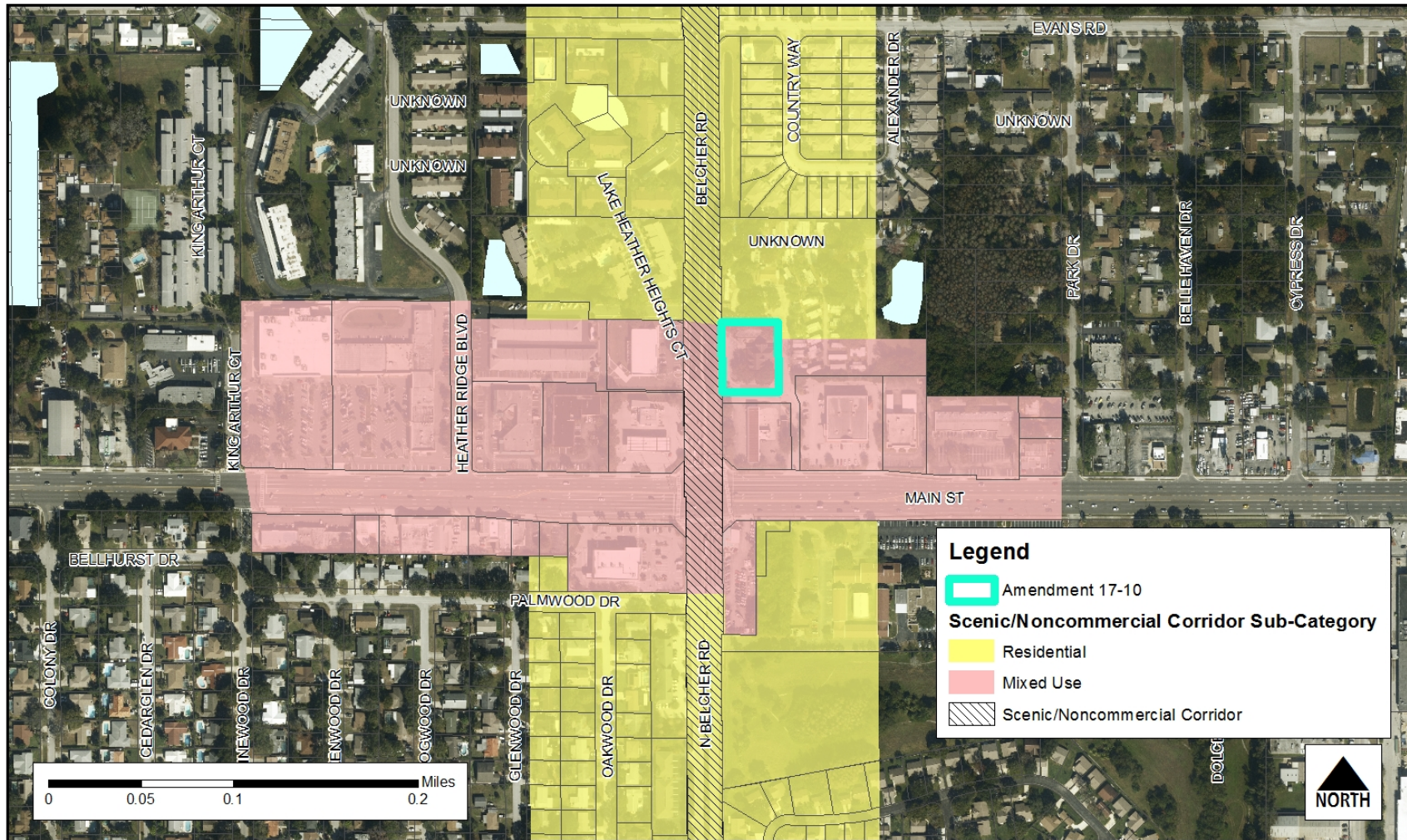
Findings

- The Countywide Rules state that the requested Retail & Services category is considered to be potentially consistent with the “Mixed Use” corridor type. Section 6.5.4.1.4.B. requires a balancing of the character, intensity, and scale of the permitted uses, other Countywide Plan Map categories in the area, and adjoining existing uses.
- The application of the Retail & Services category to the subject property can be deemed consistent with this section given the “Mixed Use” corridor type and the retail and/or service designations and uses (i.e., 7-Eleven, Mobil, Dollar General, CVS, automobile sales) to the south and west.
- The subject property is currently within the mixed use node along the intersection.



Mixed Use Node

SNCC Mixed Use Node



Recommendation

- Consistent with the Countywide Rules, and reviewed against the relevant Countywide Considerations:
 - Consistent with the utilization of this category; and
 - Will not significantly impact other Countywide Considerations.
- Staff recommends approval

