

CYCLE SPRINGS POWERSPORTS  
29703 US HWY 19 N, CLEARWATER, FL 33761  
APPLICATIONS: FLU-23-06 & ZN-23-07

Presented by: Katie Cole, Hill Ward Henderson, Daniel Bergin, P.E. Civil On Demand,  
Bill Bingham, Skyway Architects, & John Vrabec, Design/Build Client Services





Cycle Springs Powersports has delivered industry-leading and distinctive products to the Tampa Bay community for over 30 years and is the world's largest Yamaha jet propulsion dealer. Brand offerings include Sea-Doo personal watercraft and pontoon boats, Suzuki motorcycles, Polaris ATVs & side-by-sides, Kawasaki Jet Skis, Yamaha and Scarab jet boats, and so much more.





Legacy, history, and lifestyle automotive are ingrained into the Dimmitt name. The Dimmitt family has proudly owned and operated a network of dealerships spanning from Crystal River in the north, to St. Petersburg in the south. As one of the few original Clearwater families, the Dimmitt's have and continue to work with the local communities in all their efforts.



BENTLEY



CADILLAC

JAGUAR



ABOVE & BEYOND

McLaren

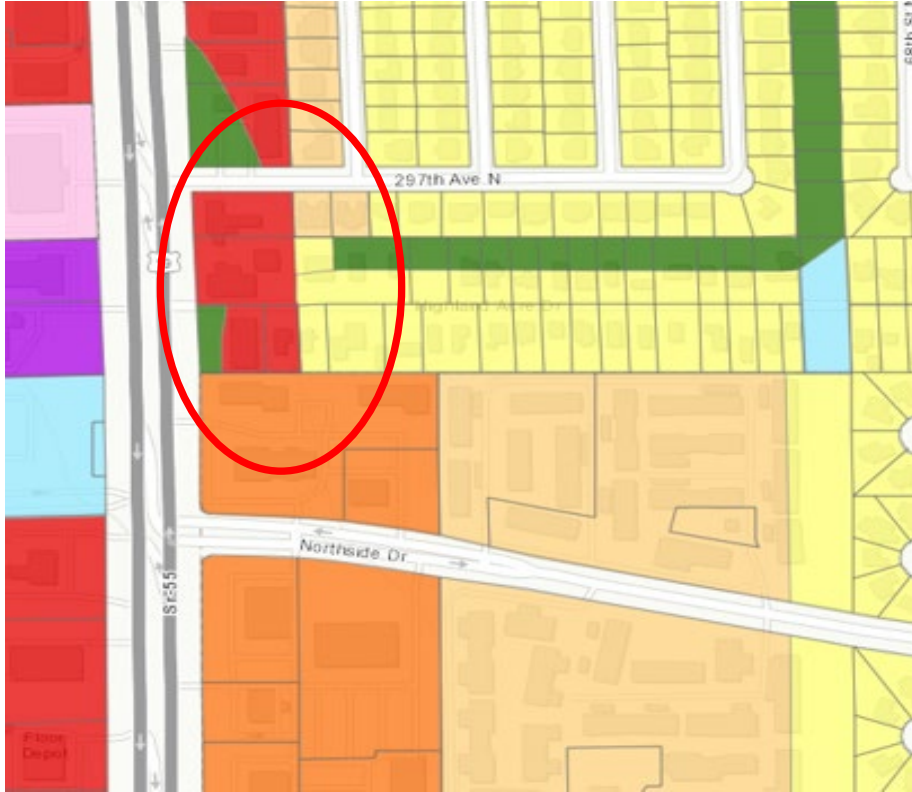


100 YEARS

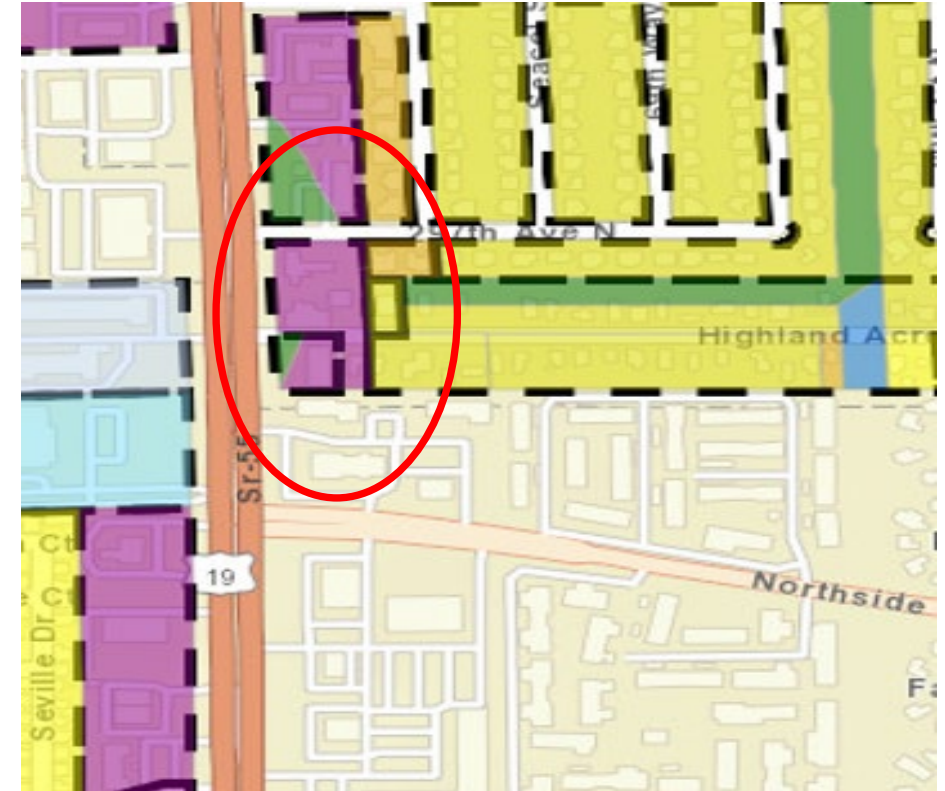
DIMMITT AUTOMOTIVE GROUP  
4 GENERATIONS SINCE 1924  
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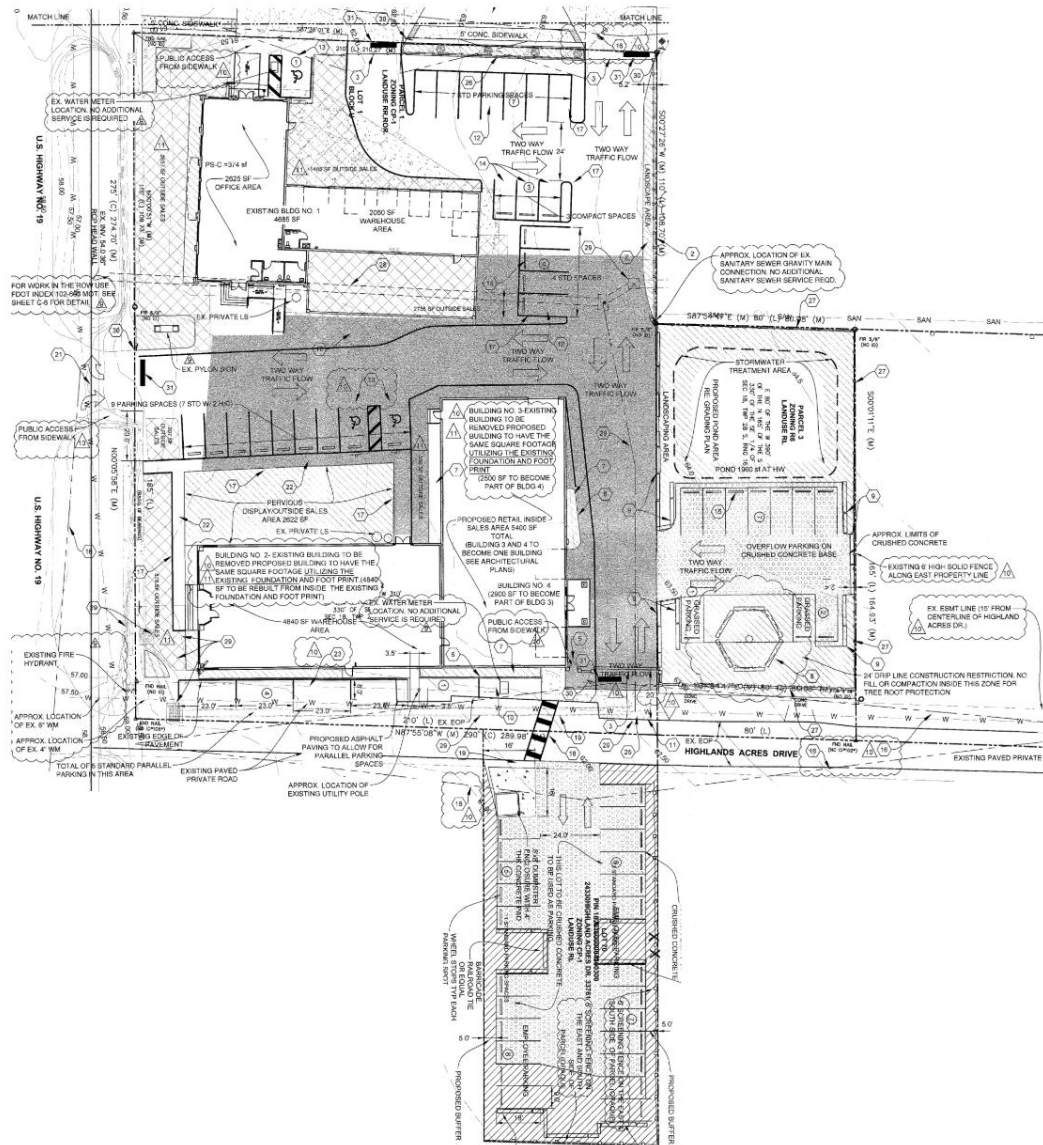
# FUTURE LAND USE MAPS



COUNTYWIDE MAP - EXISTING



PINELLAS COUNTY MAP - EXISTING



## PREVIOUSLY APPROVED PLAN: SP #4608.10

- Initial Plan was approved in 2016 and revised in 2020.
- Commercial Parkway & Residential Zoning Districts
- Allows for offstreet parking & inventory overflow in Residential areas.
- Permits multiple driveways on 297<sup>th</sup> Ave. & Highland Acres Dr.
- No enhanced buffer or setbacks required adjacent to Residential areas or US HWY 19

# PROPOSED AMENDMENTS FLU-23-06 & ZN-23-07

## EXISTING LAND USES:

- P - Preservation (0.40-ac)
- RL - Residential Low (1.3-ac)

## PROPOSED LAND USE

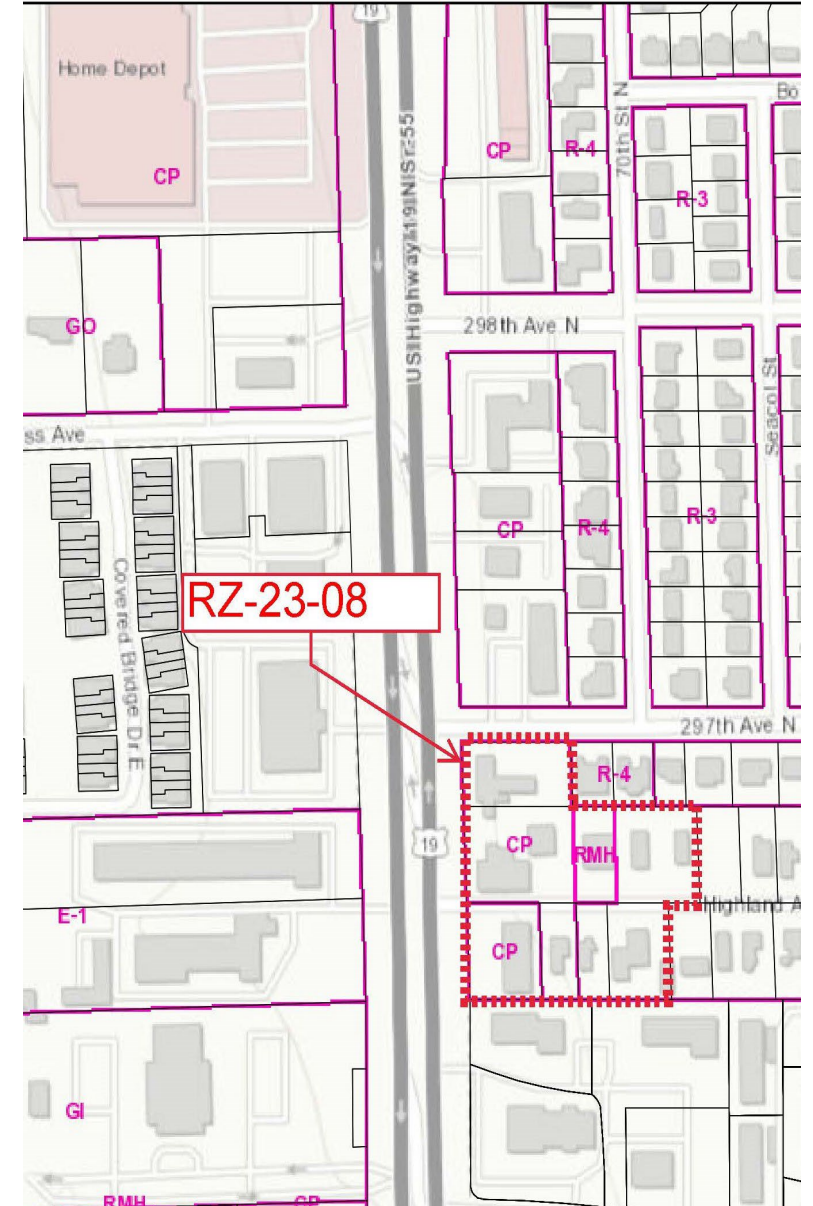
- R/O/R – Residential / Office / Retail (1.7-ac)

## EXISTING ZONING:

- RMH – Residential Mobile / Manufactured Home
- CP – Commercial Parkway

## PROPOSED ZONING:

- CP – Commercial Parkway with Conditional Overlay (3.17-ac)



# FUTURE LAND USE GOALS, OBJECTIVES, & POLICY STRATEGIES

## FLU POLICY 1.1.3:

*Maintain a Future Land Use Map (FLUM) that reflects the land use and growth strategy for Unincorporated Pinellas County.*

- Site has operated as a powersports dealership for 40 years at this location.
- An existing Retail/Office complex is located immediately south of the property and extends approximately 500-lf east from US-19 right-of-way. Proposed limits of R/O/R will extend 450-lf (max.) from US-19.
- R/O/R is consistently found within the US-19 corridor of Unincorporated Pinellas County

## FLU POLICY 1.2.1:

*Utilize the Land Development Code to regulate the use, intensity and design of (re)development in a manner consistent with the Future Land Use Categories and FLUM.*

- Restrictions to allowable uses within R/O/R have been proposed limiting the site to only the current use as a powersports dealership.
- No increase in intensity (FAR) has been requested.
- Reduction in building height and enhanced buffers have been proposed to promote compatibility with adjoining residential.

## FLU OBJECTIVE 5.3:

*Enhance aesthetics along key roadway corridors throughout the County.*

- The subject site is located directly on US HWY 19.
- Approval of applications will allow for the re-development of Cycle Springs which will include a new dealership facility, sidewalks, and landscaping.

## FLU OBJECTIVE 7.1:

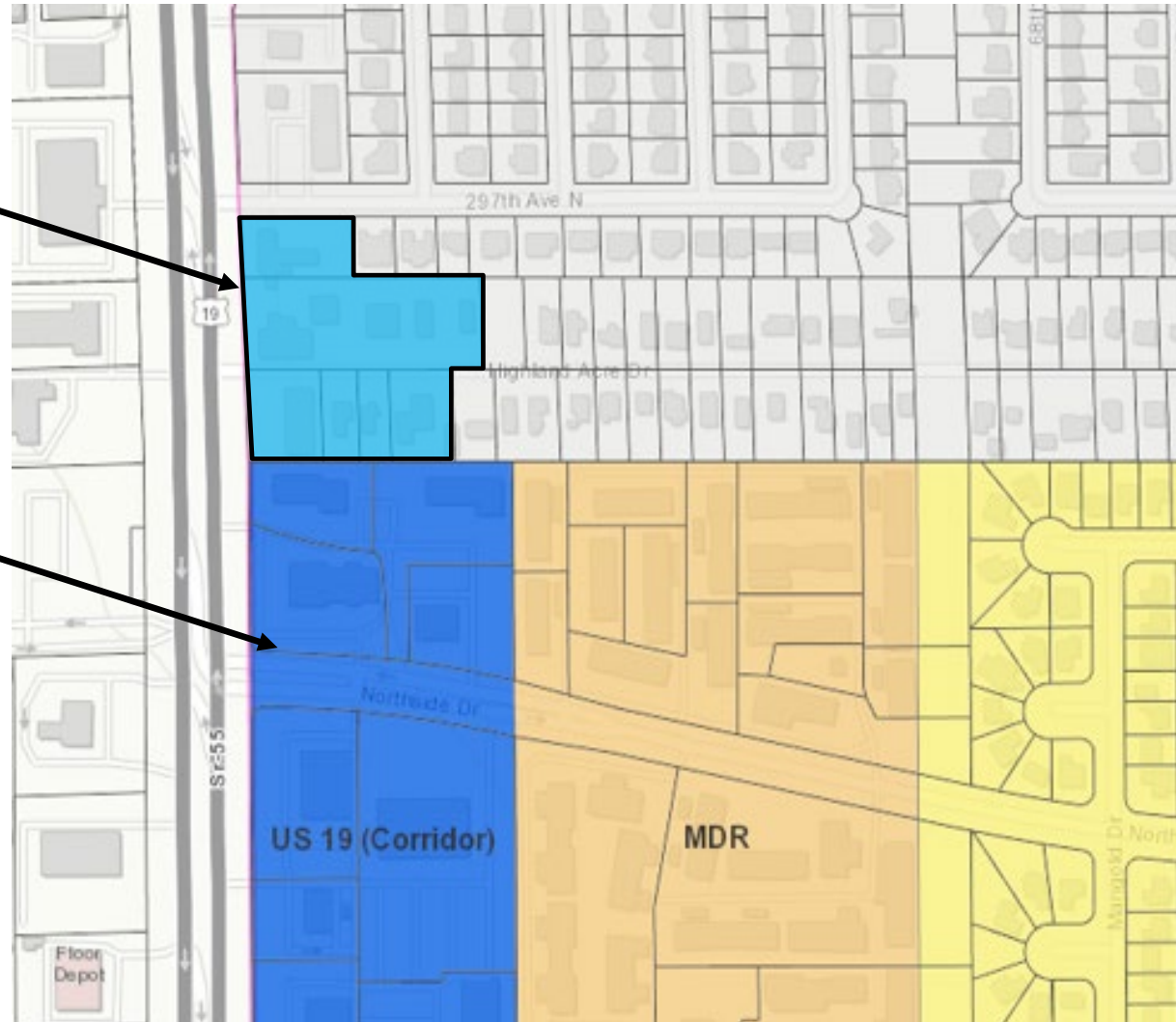
*Ensure that the land use pattern established by the Future Land Use Map (FLUM) is supported by adequate public infrastructure and facilities.*

- US HWY 19 which is a major Arterial Roadway. Public transportation is readily available on US HWY 19.
- The site has pedestrian connectivity to US HWY 19 and 297<sup>th</sup> Ave.
- The redevelopment of the site will improve pedestrian access and provide for non-single motorist means of access (bicycle parking) per the Pinellas County LDC.

# ZONING CHANGE – COMMERCIAL PARKWAY CONDITIONAL OVERLAY

PROPOSED ZONING  
BOUNDARY – SITE  
AREA

CITY OF CLEARWATER





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# ZONING DISTRICT: COMMERCIAL PARKWAY PINELLAS CO. LDC SEC. I 38-74 I

*CP, Commercial Parkway District* – The purpose of the CP district is to allow and plan for orderly development and redevelopment along the arterial roadways. The CP district is intended to support land uses that are normally associated and marketed to primary transportation corridors yet achieve an attractive, economically viable and orderly appearance. While development within the CP district is associated with primary transportation corridors, district standards are intended to result in pedestrian-oriented and transit supportive site design.

# PROPOSED ZONING OVERLAY CONDITIONS

	ALLOWABLE	PROPOSED	NET CHANGE
Building Height	75 feet/45 feet <sup>(1)</sup>	45 feet (max)	30-foot reduction
Building Setback	Front = 5 feet Side/Rear = 0/15 <sup>(2)</sup>	Front = 5 feet Side/Rear = 0/20 <sup>(2)</sup>	5-foot increase adj. to all residential
Perimeter Landscaping	Width = 5 feet 3 trees / 100-lf 2-ft hedge @ 30" o.c.	Width = 8 feet 4 trees / 100-lf <sup>(3)</sup> 2-ft hedge @ 30" o.c. 6-foot opaque PVC fence	<ul style="list-style-type: none"> <li>• Added one tree per 100-ft</li> <li>• Added 6-foot PVC opaque fence</li> <li>• Added 3 feet to required width of landscape buffer</li> </ul>

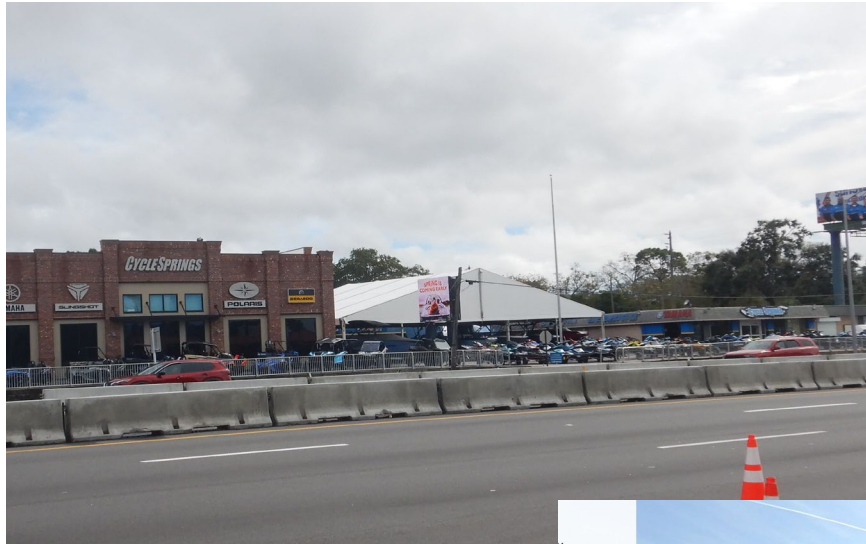
1. CP requires building height is limited to 45 feet for the portions of a building located within 50 feet of residentially zoned property.
2. When the side/rear of a lot abuts a residential district, there shall be a 20-foot building setback for the lot portions that abut the residential district. This does not apply to adjacent stormwater ponds or similar lands that cannot be used for residential purposes.
3. One canopy tree will be required every 25 feet of the landscape buffer.

# PROPOSED ZONING OVERLAY CONDITIONS

	ALLOWABLE	PROPOSED	NET CHANGE
Permitted Uses	All permitted uses in R/O/R district	Motor vehicle sales, recreational vehicle/boat sales, and vehicle storage, maintenance and repair	Substantial reduction in permitted uses
Inventory Parking Setback	5 feet	No recreational vehicle/boat inventory parking within 30 feet of the easternmost property line. (4)	25-foot increase adj. easternmost property line for recreational vehicle/boat inventory. <sup>(4)</sup>

4. Customer an employee parking is still permitted per code, though preliminary plans propose a 15-foot setback from the easternmost property line.

# EXISTING SITE PHOTOS



FRONT OF BUILDING

US HWY 19 facing east



Sales and Service  
Highland Acres facing east

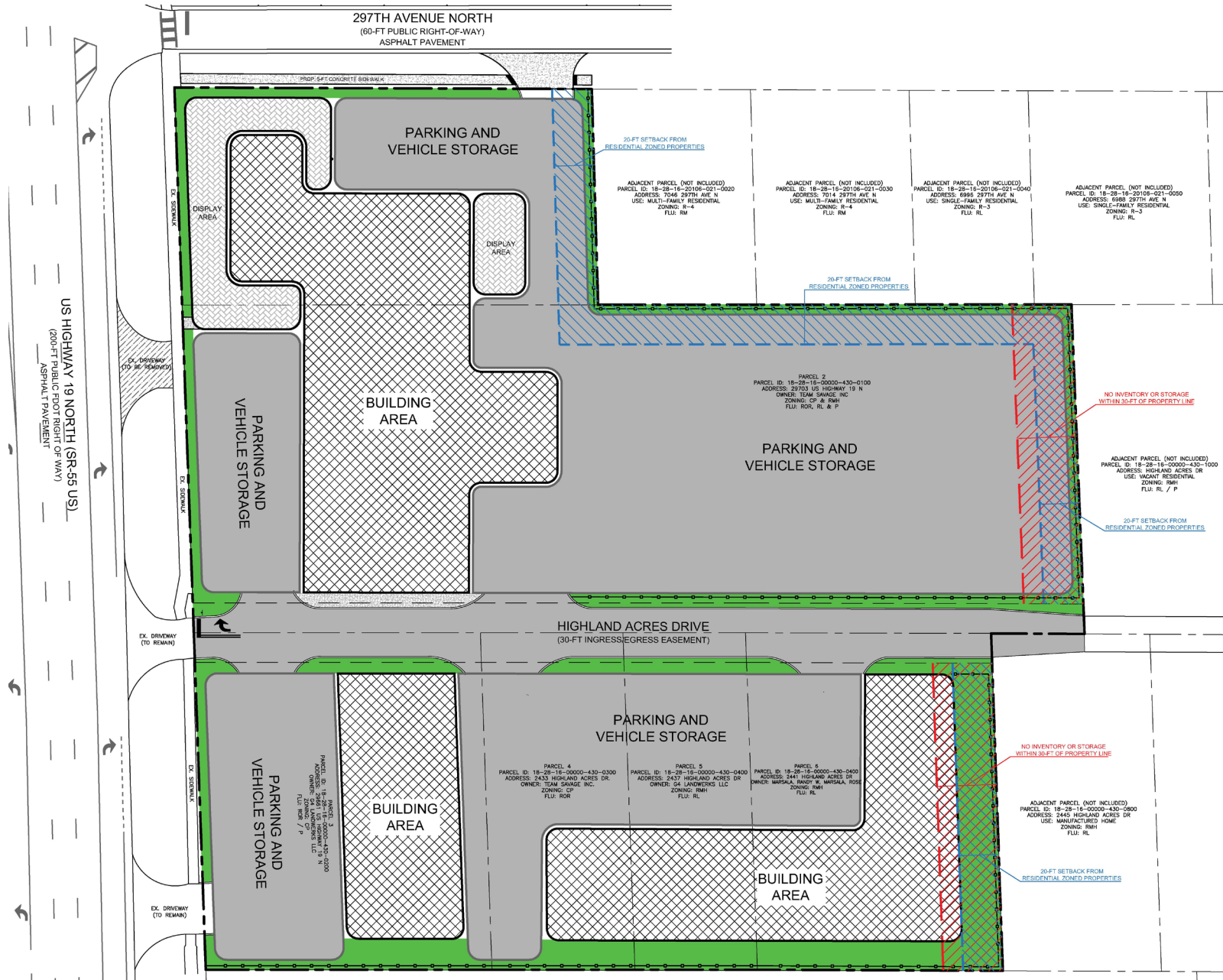


Northern Site Limits  
297<sup>th</sup> Ave. facing east



Rear Storage Lot  
Highland Acres facing north

# CONCEPTUAL SITE PLAN- CYCLE SPRINGS POWERSPORTS



# PROJECT RENDERINGS



AERIAL VIEW OF REAR OF DEARLERSHIP  
Looking northwest towards US HWY 19

AERIAL VIEW OF FRONT OF DEALERSHIP  
US HWY 19 looking east



# PROJECT RENDERINGS



Service Canopy & Customer Entrance  
297<sup>th</sup> Avenue looking southwest

HIGHLAND ACRES DRIVE

US HWY 19 looking east down Highlands



# ADDITIONAL SUPPORT

## RENOVATION & REINVESTMENT

- New modern dealership & service facilities.
- Interior sales, service and detail spaces.
- Consolidation of buildings.
- Landscaping & site beautification
- Enhanced perimeter buffering

## COMMUNITY IMPROVEMENTS

- Sidewalk construction on 297<sup>th</sup> Avenue.
- Improved Traffic Circulation
- Driveway reduction on US-19
- Widening & beautification of Highlands Drive adjacent to project area.
- Elimination of parking within ROW of 297 Ave. and Highlands Drive

## PINELLAS DRC SUPPORT

- Unanimous approval in support of both the FLU and ZN applications.
- Applications provide necessary clarity and unification with existing land use and zonings





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4 GENERATIONS SINCE 1924  
SERVING FLORIDA'S GULF COAST



architects & associates | home design  
*"You've got to have a plan!"*

**THANK YOU!**

On behalf of Cycle Springs Powersports, Dimmitt Automotive Group, Hill Ward Henderson, Civil On Demand LLC, Design/Build Client Services, and Skyway Architects Inc., we would like to thank the Pinellas County DRC and the Local Planning Agency for review and consideration of this application.