

July 13, 2016

5C6. Case CW 01-25 (Change No. 9-2016) – City of Clearwater



SUMMARY

From: Activity Center (AC)
To: Activity Center (AC)
Area: 100.72 acres m.o.l.
Location: Generally bounded by Nicholson Street to the north, N. Myrtle Avenue to the east, Drew Street to the south, and Clearwater Harbor to the west

This proposed amendment is submitted by the City of Clearwater and seeks to amend the Old Bay Character District of the Clearwater Downtown Redevelopment Plan by: specifying where tourism-related development such as restaurants and hotels are allowed; specifying that neighborhood-scale restaurant and other commercial uses are desired along the Pinellas Trail; providing for an increase in the permitted floor area ratio from 0.5 to 1.0 for properties fronting North Fort Harrison Avenue and westward; differentiating between dwelling unit and hotel unit density and providing a maximum density of 50 hotel units per acre for properties equal to or greater than two acres that are located west of North Osceola Avenue and north of Seminole Boulevard; and adding policy support for the desired development patterns and uses of the North Marina Area Master Plan.

If approved, this amendment will allow the properties within this Activity Center (AC) to conform to the City of Clearwater's Old Bay Character District of the Clearwater Downtown Redevelopment Plan.

FINDINGS

Staff submits the following findings in support of the recommendation for approval:

- A. The AC category recognizes the proposed use of the site, and is consistent with the criteria for utilization of this category.
- B. The proposed amendment either does not involve, or will not significantly impact, the remaining relevant countywide considerations.

Please see accompanying attachments and documents in explanation and support of these findings.

LIST OF MAPS & ATTACHMENTS:

- Map 1 Locator Map
- Map 2 Site Map
- Map 3 Aerial Map
- Map 4 Current Countywide Plan Map
- Map 5 Proposed Countywide Plan Map

Attachment 1 Forward Pinellas Staff Analysis
Attachment 2 City of Clearwater Ordinance

MEETING DATES:

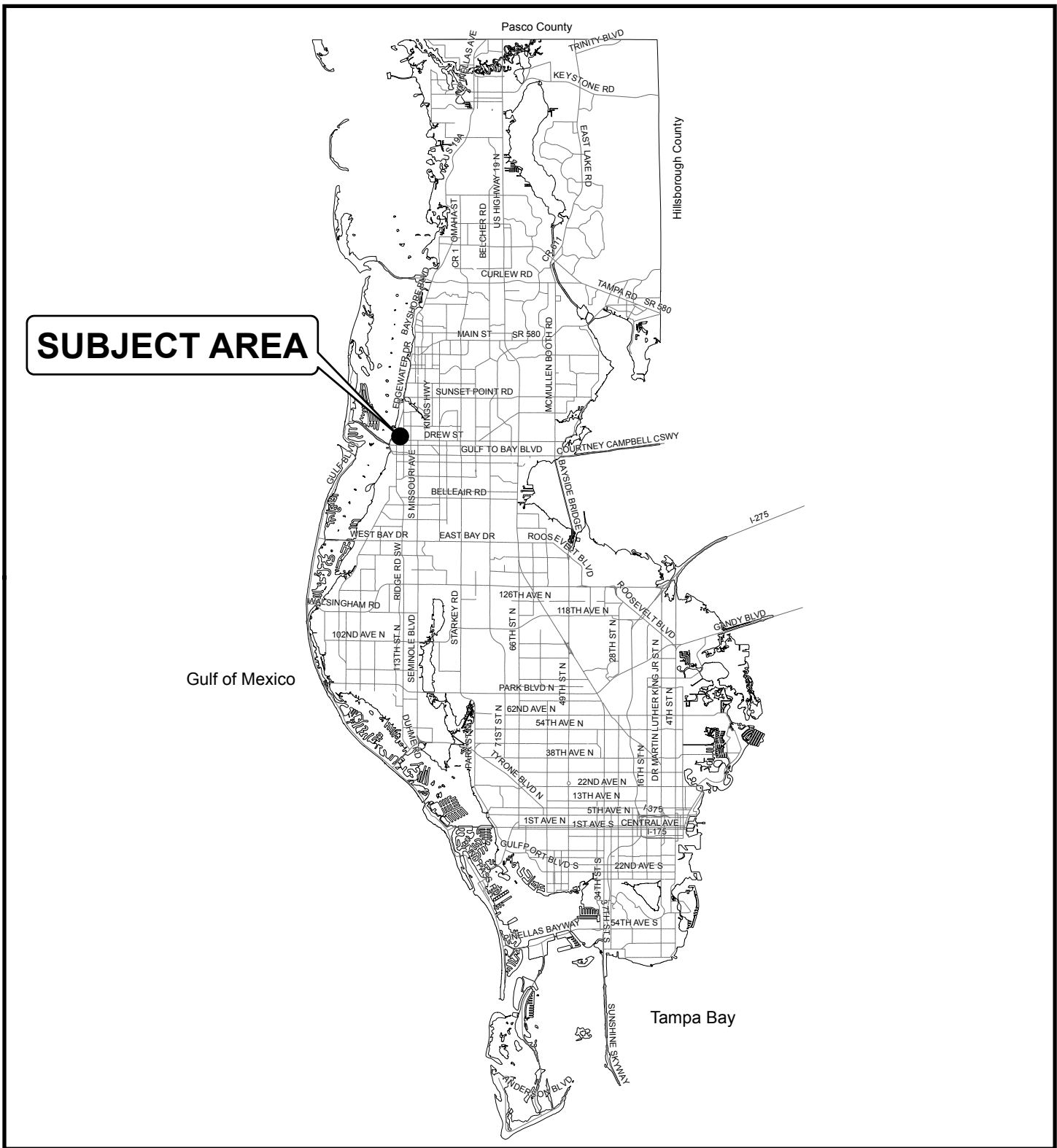
Planners Advisory Committee, July 5, 2016 at 1:30 p.m.
Forward Pinellas, July 13, 2016 at 1:00 p.m.
Countywide Planning Authority, August 9, 2016 at 9:30 a.m.

ACTION: Board, in its role as the Pinellas Planning Council, recommend approval or denial of the amendment.

STAFF RECOMMENDATION: The staff recommends to the Board that it recommend approval of the requested amendment.

ADVISORY COMMITTEE RECOMMENDATION: The Planners Advisory Committee met on July 5, 2016 and voted 14-0 to approve this amendment.

FORWARD PINELLAS BOARD RECOMMENDATION: The Board met on July 13, 2016 and voted 12-1 to recommend approval of this amendment.



Map 1 - Location

CASE #: CW 01-25 (Change No. 9-2016)

FROM: Activity Center

AREA: 76.7 Acres

JURISDICTION: Clearwater

TO: Activity Center





Map 2 - Current Countywide Plan Map & Jurisdictional Map


CASE #: CW 01-25 (Change No. 9-2016) **FROM:** Activity Center

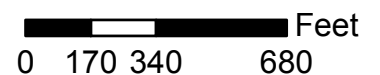
AREA: 76.7 Acres

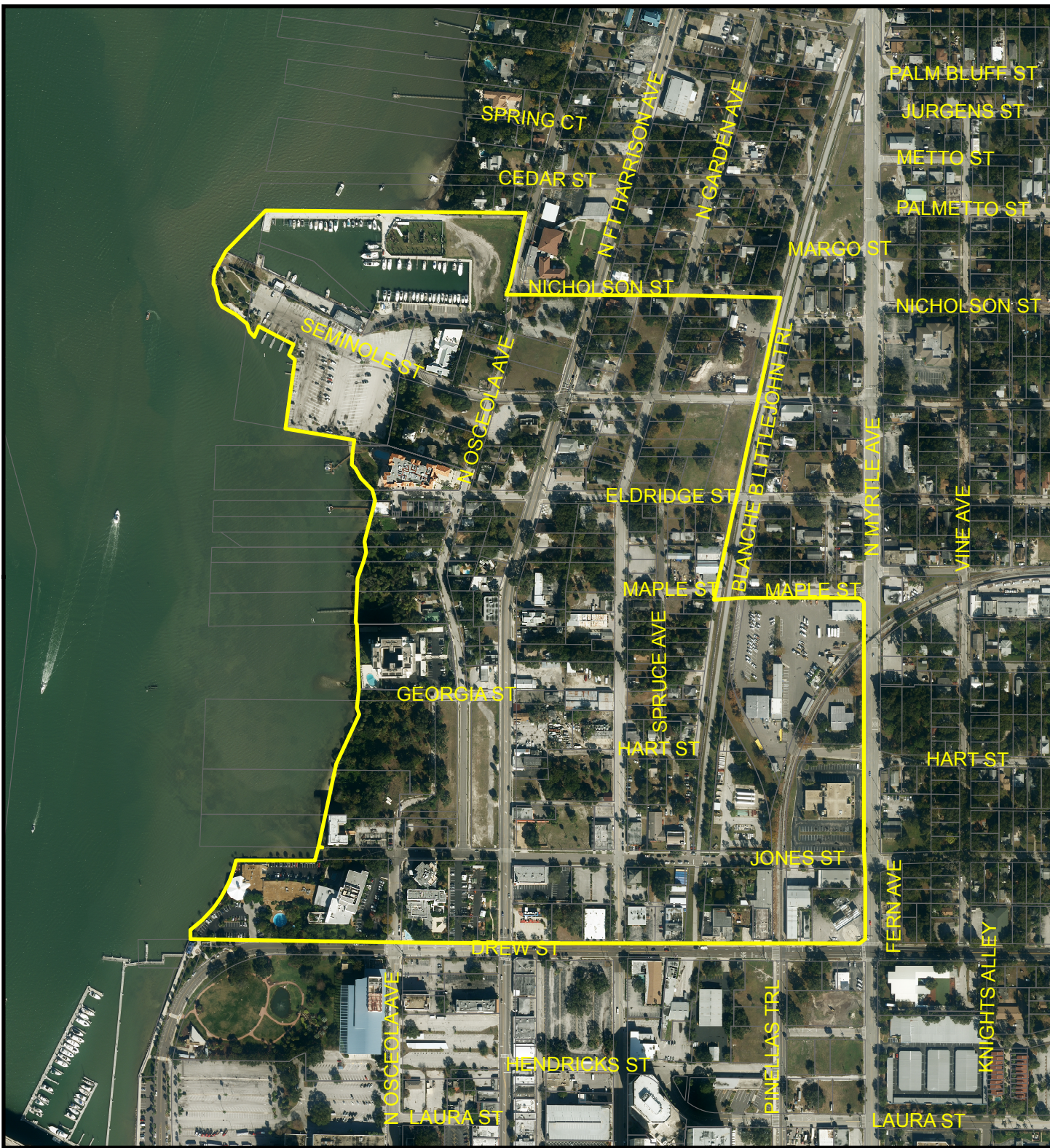
JURISDICTION: Clearwater

TO: Activity Center

LEGEND:

 Clearwater





Map 3 - Aerial

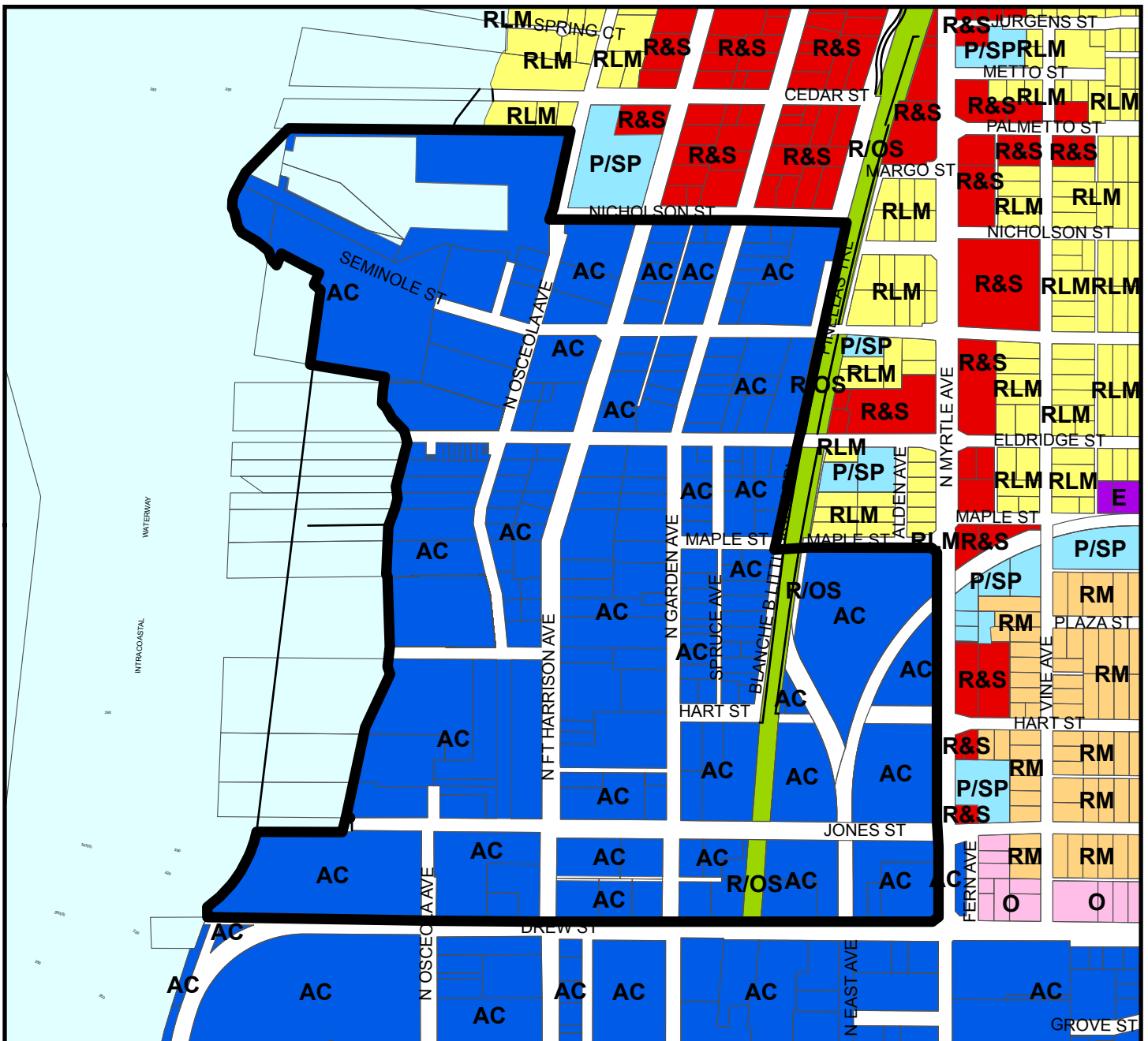
CASE #: CW 01-25 (Change No. 9-2016) **FROM:** Activity Center

AREA: 76.7 Acres

JURISDICTION: Clearwater

TO: Activity Center





Plan Map Categories

Residential Low Medium	Retail & Services	Recreation/Open Space
Residential Medium	Employment	Activity Center
Office	Public/Semi-Public	

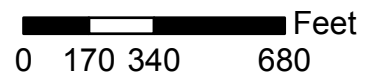
Map 4 - Current and Proposed Countywide Plan Map

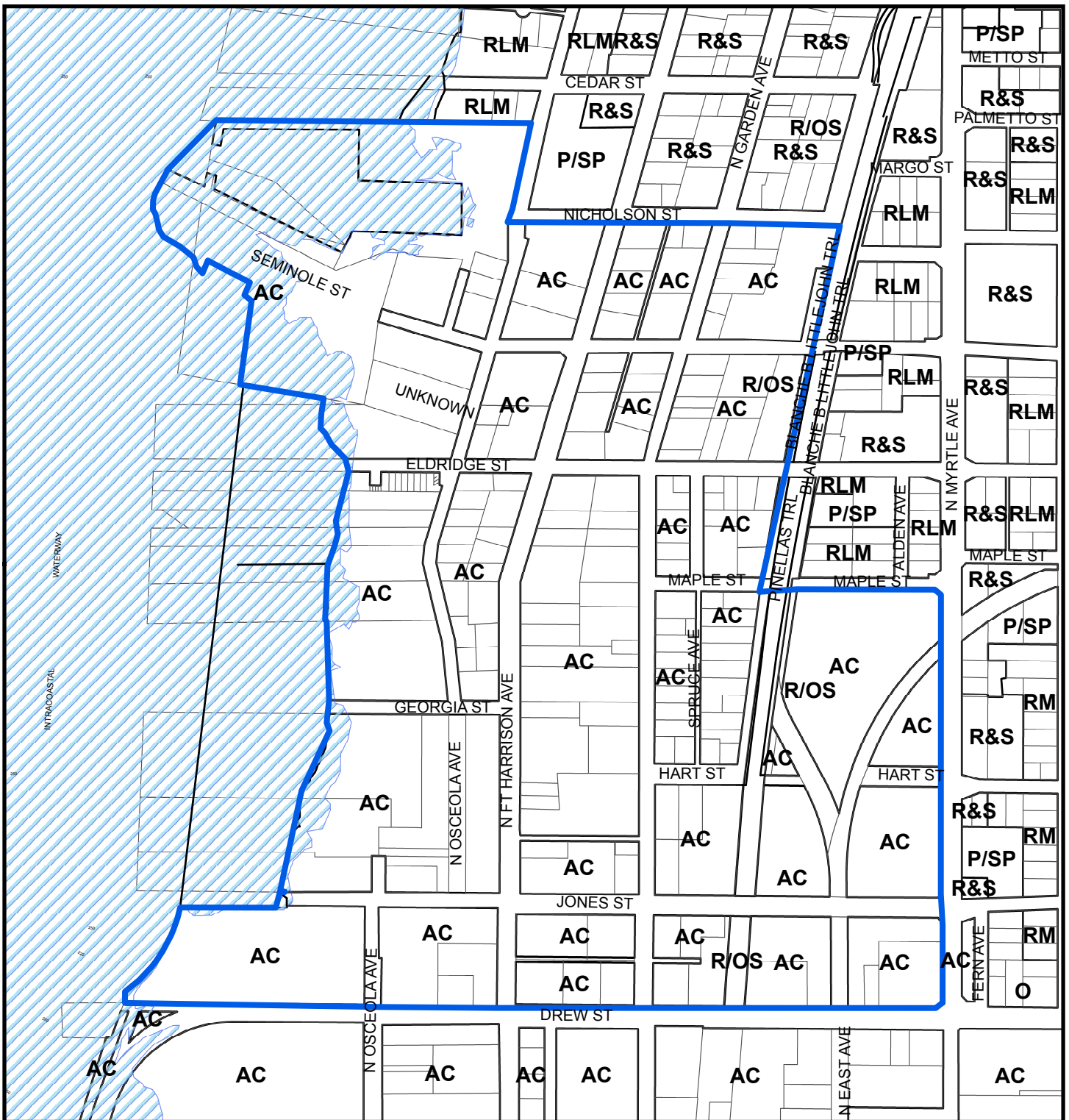
CASE #: CW 01-25 (Change No. 9-2016) **FROM:** Activity Center

AREA: 76.7 Acres

JURISDICTION: Clearwater

TO: Activity Center





Map 5 - Coastal High Hazard Area (CHHA)

CASE #: CW 01-25 (Change No. 9-2016) **FROM:** Activity Center

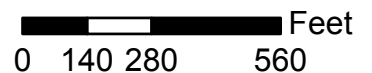
AREA: 76.7 Acres

JURISDICTION: Clearwater

TO: Activity Center

LEGEND:

 CHHA



CW 01-25 (Change No. 9-2016)
Forward Pinellas Staff Analysis

Relevant Countywide Considerations:

- 1) Consistency with the Countywide Plan and Rules – The City of Clearwater proposes to amend the Old Bay Character District of the Clearwater Downtown Redevelopment Plan by: specifying where tourism-related development such as restaurants and hotels are allowed; specifying that neighborhood-scale restaurant and other commercial uses are desired along the Pinellas Trail; providing for an increase in the permitted floor area ratio from 0.5 to 1.0 for properties fronting North Fort Harrison Avenue and westward; differentiating between dwelling unit and hotel unit density and providing a maximum density of 50 hotel units per acre for properties equal to or greater than two acres that are located west of North Osceola Avenue and north of Seminole Boulevard; and adding policy support for the desired development patterns and uses of the North Marina Area Master Plan.

The current and proposed Activity Center category is used to recognize those areas of the county that have been identified and planned for in a special and detailed manner, serve as identifiable centers of business, public, and residential activity that are the focal point of a community, and are served by enhanced transit commensurate with the type, scale, and intensity of use. This particular area is considered relevant to and most consistent with the Community Center subcategory as found in the Countywide Rules.

Therefore, the proposed amendment can be deemed consistent with this Relevant Countywide Consideration.

- 2) **Adopted Roadway Level of Service (LOS) Standard** – The amendment area does not have any roadways that are below a LOS of “C.” The proposal to add the right to build hotel units on a portion of the amendment area, plus the proposed change to allow a 1.0 floor area ratio (FAR), up from a 0.5 FAR for areas on the western portion of the amendment area does not appear to have a significant impact on the roadways serving the area.

Therefore, the proposed amendment can be deemed consistent with this Relevant Countywide Consideration.

- 3) **Location on a Scenic/Noncommercial Corridor (SNCC)** – The amendment area is not located on a SNCC, so those policies are not applicable.

- 4) **Coastal High Hazard Areas (CHHA)** – The amendment area is located within the CHHA and is therefore subject to the Countywide Rules criteria regarding development in the CHHA. These criteria are used for reviewing proposed amendments that would increase density or intensity, or that would permit certain

uses, within the CHHA. The Council and the Countywide Planning Authority may, at their discretion, consider approving such amendments based on a balancing of the ten criteria below.

The amendment area contains 6.7 acres within the CHHA, with the majority of this included in the City's marina property and the remainder along the shoreline of the currently developed parcels. In this area there is no change proposed to the allowable permanent dwelling units, but the proposal will allow an increase from a 0.5 floor area ratio (FAR) to a 1.0 FAR, plus the addition of up to 50 hotel units per acre on a small portion of the marina (northern section).

Access to Emergency Shelter Space and Evacuation Routes – The uses associated with the requested amendment will have access to adequate emergency shelter space as well as evacuation routes with adequate capacities and evacuation clearance times.

Staff recommends that the City require an evacuation plan for all hotel uses. Such plan would requires guests be out of the area prior to storm arrival, with reservations altered based on the storm event and timing.

Utilization of Existing and Planned Infrastructure – The requested amendment will result in the utilization of existing infrastructure, as opposed to requiring the expenditure of public funds for the construction of new, unplanned infrastructure with the potential to be damaged by coastal storms.

Redevelopment will be relying on existing infrastructure.

Utilization of Existing Disturbed Areas – The requested amendment will result in the utilization of existing disturbed areas as opposed to natural areas that buffer existing development from coastal storms.

The property within the CHHA has been developed over time. That is, there are no natural, undisturbed areas remaining on the site.

Maintenance of Scenic Qualities and Improvement of Public Access to Water – The requested amendment will result in the maintenance of scenic qualities, and the improvement of public access, to the Gulf of Mexico, inland waterways (such as Boca Ciega Bay), and Tampa Bay.

The subject area within the CHHA has scenic qualities which will primarily be maintained by the marina property/launch and parking facilities, and may also enhance public access to the water by allowing hotels uses to be constructed on the northern parts of the marina.

Water Dependent Use – The requested amendment is for uses which are water dependent.

The area that is within the CHHA has a marina, which is a water dependent uses, however uses added to this site should help to enhance the City’s waterfront location

Part of Community Redevelopment Plan – The requested amendment is included in a Community Redevelopment Plan, as defined by Florida Statutes for a downtown or other designated redevelopment areas.

The amendment is an integral part of the City’s Community Redevelopment Plan.

Overall Reduction of Density or Intensity –The requested amendment would result in an increase in density or intensity on a single parcel, in concert with corollary amendments which result in the overall reduction of development density or intensity in the surrounding CHHA.

This proposed amendment is for a broader area, but it does not appear that it will result in a reduction in density or intensity in the CHHA.

Clustering of Uses – The requested amendment within the CHHA provides for the clustering of uses on a portion of the site outside the CHHA.

This proposed amendment is for a broader area, but it does not appear that it will result in a reduction in a clustering of uses outside the CHHA.

Integral Part of Comprehensive Planning Process – The requested amendment has been initiated by the local government as an integral part of its comprehensive planning process, consistent with the local government comprehensive plan.

The City is proposing to integrate these changes into their ongoing comprehensive planning process involving the larger adjacent redevelopment area, which includes the City’s downtown.

On balance, the proposed amendment can be deemed consistent with this Relevant Countywide Consideration.

- 5) **Designated Development/Redevelopment Areas** – This is a proposed amendment to the Old Bay Character District of the Clearwater Downtown Redevelopment Plan, which was adopted prior to August 7, 2015.

Therefore, the proposed amendment can be deemed consistent with this Relevant Countywide Consideration.

6) **Adjacent to or Impacting an Adjoining Jurisdiction or Public Educational Facility** – The proposed amendment area is not adjacent to another jurisdiction. The amendment area is adjacent to a public education facility, North Ward Elementary, which is located at 900 North Fort Harrison Avenue. However, the school is not on the Pinellas County School Board’s active school list, so those policies are not applicable.

Conclusion:

The proposed amendment to the AC is deemed consistent with the Relevant Countywide Considerations found in the Countywide Rules.



CITY OF CLEARWATER

POST OFFICE BOX 4748, CLEARWATER, FLORIDA 33758-4748

MUNICIPAL SERVICES BUILDING, 100 SOUTH MYRTLE AVENUE, CLEARWATER, FLORIDA 33756

TELEPHONE (727) 562-4567 FAX (727) 562-4865

PLANNING & DEVELOPMENT

Whit Blanton, FAICP
Executive Director
Pinellas Planning Council
310 Court Street, 2nd Floor
Clearwater, Florida 33756

Received
JUN 13 2016
Pinellas Planning
Council

June 13, 2016

RE: Request to amend the *Clearwater Downtown Redevelopment Plan*

Dear Mr. Blanton:

The City of Clearwater is pleased to submit the enclosed amendments to the Old Bay Character District of the *Clearwater Downtown Redevelopment Plan*. The City of Clearwater adopted Ordinance 8885-16 on June 2, 2016 to implement key provisions of the North Marina Area Master Plan (January 2016) as part of a Tier II review. The proposed plan amendments apply to an area designated as Special Center on the Countywide Plan Map, which is governed by a Special Area Plan approved prior to the adoption of the Countywide Rules in August 2015.

The City requests that these amendments be approved Pursuant to The Countywide Rules Section 6.1.4.3:

A. Pre-Application Meeting:

A pre-application was determined by PPC Staff to be unnecessary.

B. Boundary Map:

The *Clearwater Downtown Redevelopment Plan* planning area boundaries are not changing with the amendments. Supplemental maps Old Bay Density Map and Old Bay FAR Map are provided and show the specific areas where changes to intensity of use (density and FAR) are proposed.

C. Existing and Proposed Land Use Designations:

No changes to the existing Land Use Designation are proposed.

D. Planning & Urban Design Principles:

This section is not applicable because the *Clearwater Downtown Redevelopment Plan* was adopted prior to August 7, 2015

E. Implementation Tools:

The proposed amendments will continue to be implemented by the existing *Clearwater Downtown Redevelopment Plan* and applicable sections of the Community Development Code.

F. Subsequent Review of Implementation Tools:

This requirement as determined to be not applicable by PPC Staff.



The public hearings for this Amendment were held on the following dates:

- Local Planning Agency (Community Development Board) April 19, 2016
- City Council (First Reading) May 19, 2016
- City Council (Second Reading) June 2, 2016

The Local Planning Agency unanimously recommended approval and City Council adopted the amendment unanimously on June 2, 2016.

If you need any additional information, please contact Lauren Matzke, AICP, Long Range Planning Manager at 727-562-4547 or lauren.matzke@myclearwater.com.

Sincerely,



Michael L. Delk, AICP
Planning and Development Director

Attachments:

Ordinance 8885-16
Old Bay Density Map
Old Bay FAR Map
Community Development Board Staff Report



COMMUNITY DEVELOPMENT BOARD PLANNING AND DEVELOPMENT DEPARTMENT STAFF REPORT

MEETING DATE: April 19, 2016
AGENDA ITEM: G.6.
ORDINANCE NO.: 8885-16
REQUEST: Amendments to the *Clearwater Downtown Redevelopment Plan*
INITIATED BY: City of Clearwater, Planning and Development Department

BACKGROUND:

The North Marina Area Master Plan project was commissioned by the City of Clearwater in response to objectives identified by the Urban Land Institute (ULI) Advisory Services Panel, who provided strategic advice regarding a comprehensive and long-term perspective for the continued growth and development of Downtown Clearwater. The North Marina Area Master Plan is a comprehensive plan that balances the needs of the boating community, area residents and the development community. This planning area overlaps with the northern portion of the Old Bay District of the *Clearwater Downtown Redevelopment Plan* generally from property fronting both sides of Eldridge Street to the northern boundary of the Old Bay District generally along Nicholson Street. With assistance from a consultant team led by Stantec, the Planning and Development Department worked with community stakeholders to identify community needs, leverage the area's unique locational advantages, capitalize on market opportunities, and determine how to balance the needs of the boating community with area residents. The North Marina Area Master Plan was accepted by City Council on January 21, 2016.

The North Marina Area Master Plan includes provisions to encourage hotel, restaurant and other tourism-related businesses to locate within the waterfront area in order to strengthen the City's position as a boating destination. Specifically, it emphasizes activating the waterfront by enabling opportunities for the establishment of a mix of public and private development and active uses while also creating new open/green space. The Old Bay District also currently encourages more intensive commercial development along North Fort Harrison Avenue. Although Article 2, Division 9. Downtown District of the Community Development Code includes overnight accommodations and restaurants as permitted uses, the Old Bay District Vision does not include hotels and restaurants as permitted uses. In addition the Old Bay District does not include an intensity of use for overnight accommodations and therefore precludes a hotel from being developed.

Amendments to the *Clearwater Downtown Redevelopment Plan* are proposed which will support the community's vision regarding desired types of development in the area and will bring the North Marina Area Master Plan and *Clearwater Downtown Redevelopment Plan* into alignment. The Community Development Board is reviewing the proposed amendments in its capacity as the Local Planning Agency and is requested to make a recommendation regarding the amendments to the City Council. The Community Redevelopment Agency is requested to make a recommendation to the City Council regarding the amendments. Once the City Council approves these amendments, they will be submitted to the Board of County Commissioners for approval as amendments to the Redevelopment Plan. They will also be submitted to the Pinellas Planning Council and the Countywide Planning Authority for approval as amendments to the Special Area Plan governing Downtown.

ANALYSIS:

Proposed Ordinance No. 8885-16 includes amendments revising the Old Bay District Vision by providing language in support of the desired uses provided for by the North Marina Area Master Plan, adding intensity of use specific to overnight accommodations, increasing the permitted Floor Area Ratio (FAR) in a portion of the district from 0.5 to 1.0 and adding a policy in support of the North Marina Area Master Plan. Below is a summary of each proposed amendment.

1. **Allow Hotel Uses:** The proposed amendment updates the Old Bay District Vision to specify where tourism-related development such as restaurants and hotels are desired. These uses would help to strengthen the City's position as a boating destination, which is supported by the market analysis completed as part of the North Marina Area Master Plan, as well as the Clearwater Comprehensive Boating Plan.
2. **Encourage Certain Uses Along the Pinellas Trail:** The proposed amendment also specifies that neighborhood-scale restaurant and other commercial uses are desired along the Pinellas Trail. The North Marina Area Master Plan notes that the Trail has been a major economic redevelopment asset in many portions of the County with few exceptions including the segment which runs through this area, and discusses the Trail as a potential economic engine for residential and commercial investment. These proposed uses are supported by the community and are specified in the North Marina Area Master Plan.
3. **Increase Overall Allowed FAR in a Limited Area of the Old Bay District:** The Intensity section includes a proposed update to provide an increase in the permitted FAR from 0.5 to 1.0 for properties fronting North Fort Harrison Avenue and westward. The North Marina Area Master Plan encourages more intensive tourism-centric uses along the waterfront. In addition, the *Clearwater Downtown Redevelopment Plan* currently envisions North Fort Harrison Avenue to be the main commercial area in the character district providing neighborhood commercial uses on properties on both sides of the street. Increasing the permitted FAR for properties as noted above will better support the desired level of intensity of commercial and mixed uses in the district. The current FAR of 0.5 is proposed to remain the same in the remainder of the Old Bay District.

4. **Establish Density for Hotels:** The Old Bay District’s Intensity section is also updated to differentiate between dwelling unit and hotel unit density and provides a maximum density of 50 hotel units per acre for properties equal to or greater than two acres that are located west of North Osceola Avenue and north of Seminole Boulevard. Establishing hotel unit density will allow hotels in selected portions of the Old Bay District.

5. **Add Policy Regarding Master Plan:** Policy 12 is added which specifically provides support for the desired development patterns and uses of the North Marina Area Master Plan. This will reinforce the relationship and connection between the two plans.

The proposed amendments support several principles that guided the development of the *Clearwater Downtown Redevelopment Plan* and are set forth below (see Vision of the Plan, page 47):

- Downtown Clearwater is a major center of activity, business and governments;
- Downtown’s unique waterfront location should be a focal point for revitalization efforts and an orientation for all of Downtown. Views of and access to the water must be preserved;
- The Pinellas Trail is a unique resource for recreation and economic development within Downtown; and
- The elimination of blighting conditions and the revitalization of the existing and expanded CRA are critical to the future health of Downtown.

The proposed amendments also support Goals and Objectives currently found in the *Clearwater Downtown Redevelopment Plan* (pages 48-50) including:

- Goal 1 (People Goal): Downtown shall be a place that attracts people for living, employment and recreation. The City shall encourage redevelopment that will attract residents and visitors to Downtown as a recreation, entertainment and shopping destination.

- Goal 3 (Amenity Goal): Create Downtown as a memorable place to be enjoyed by residents and visitors that capitalizes on Clearwater’s waterfront location, natural resources, built environment and history.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

A review of the Clearwater Comprehensive Plan identified the following Goal, Objectives and Policies which will be furthered by the proposed amendments to the *Clearwater Downtown Redevelopment Plan*:

- Policy A.5.5.1 Development should be designed to maintain and support the existing or envisioned character of the neighborhood.

- Goal A.6 The City of Clearwater shall utilize innovative and flexible planning and engineering practices, and urban design standards in order to protect historic resources, ensure neighborhood preservation, redevelop blighted areas, and encourage infill development.

- Objective A.6.1 The redevelopment of blighted, substandard, inefficient and/or obsolete areas shall be a high priority and promoted through the implementation of redevelopment and special area plans, the construction of catalytic private projects, city investment, and continued emphasis on property maintenance standards.

- Policy A.6.1.7 Downtown Clearwater is designated as a Regional Activity Center suitable for increased threshold intensity for development consistent with the boundaries of the Central Business District as identified by the Tampa Bay Regional Planning Council's Strategic Regional Policy Plan and as indicated in the Clearwater Downtown Redevelopment Plan approved in 2004.

- Policy A.6.1.8 The City shall continue to support and implement approved community redevelopment area plans, such as the Clearwater Downtown Redevelopment Plan adopted in 2004 and Beach by Design adopted in 2001.

- Policy A.6.5.1 The City shall support the Pinellas Trail and examine opportunities for Trail extensions or spurs to connect regional attractions and employers

- Objective A.6.6 Tourism is a substantial element of the City's economic base and as such the City shall continue to support the maintenance and enhancement of this important economic sector.

- Policy A.6.6.1 The City supports and encourages the continued development and redevelopment of overnight accommodation uses.

- Policy A.6.6.2 The City supports the adoption of higher density/intensity standards for overnight accommodation uses such that a sufficient supply shall be available within the City provided that concurrency standards are met.

SUMMARY AND RECOMMENDATION:

The proposed amendments to the *Clearwater Downtown Redevelopment Plan* implement the City Council’s desire to provide opportunities for tourism-related uses such as hotel and restaurant within certain areas of the North Marina Area Master Plan and the Old Bay District. These provisions confirm and reinforce the City’s commitment to implementing the strategies developed from the ULI study and the subsequent acceptance of the North Marina Area Master Plan by City Council. In addition, the proposed amendments are consistent with and will further the goals of the Clearwater Comprehensive Plan. Further, the proposed ordinance establishes intensity of use standards for hotels, increases the maximum FAR standards in certain areas and provides language in support of the desired uses specified by the accepted North Marina Area Master Plan for property in the Old Bay District in support of the vision of the Master Plan area as developed by City Staff, its consultants and the surrounding community. The proposed amendments to the Old Bay District, as outlined above, will align the North Marina Area Master Plan with the *Clearwater Downtown Redevelopment Plan* providing a unified vision for the area. Based upon the above, the Planning and Development Department recommends **APPROVAL** of Ordinance No. 8885-16 that amends the *Clearwater Downtown Redevelopment Plan*.

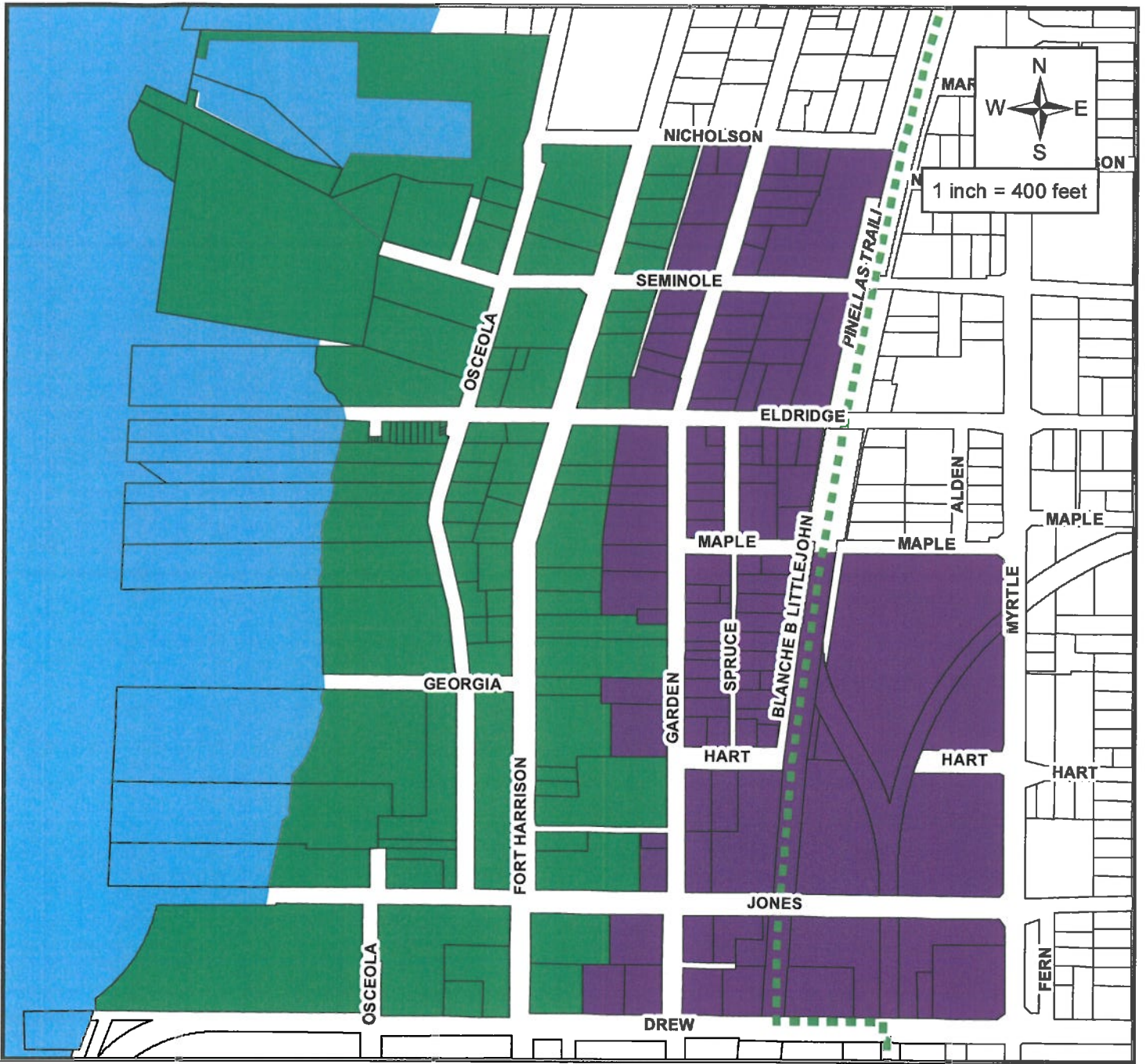
Prepared by Planning and Development Department Staff:



Mark T. Parry, AICP
Senior Planner

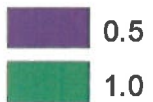
ATTACHMENTS:

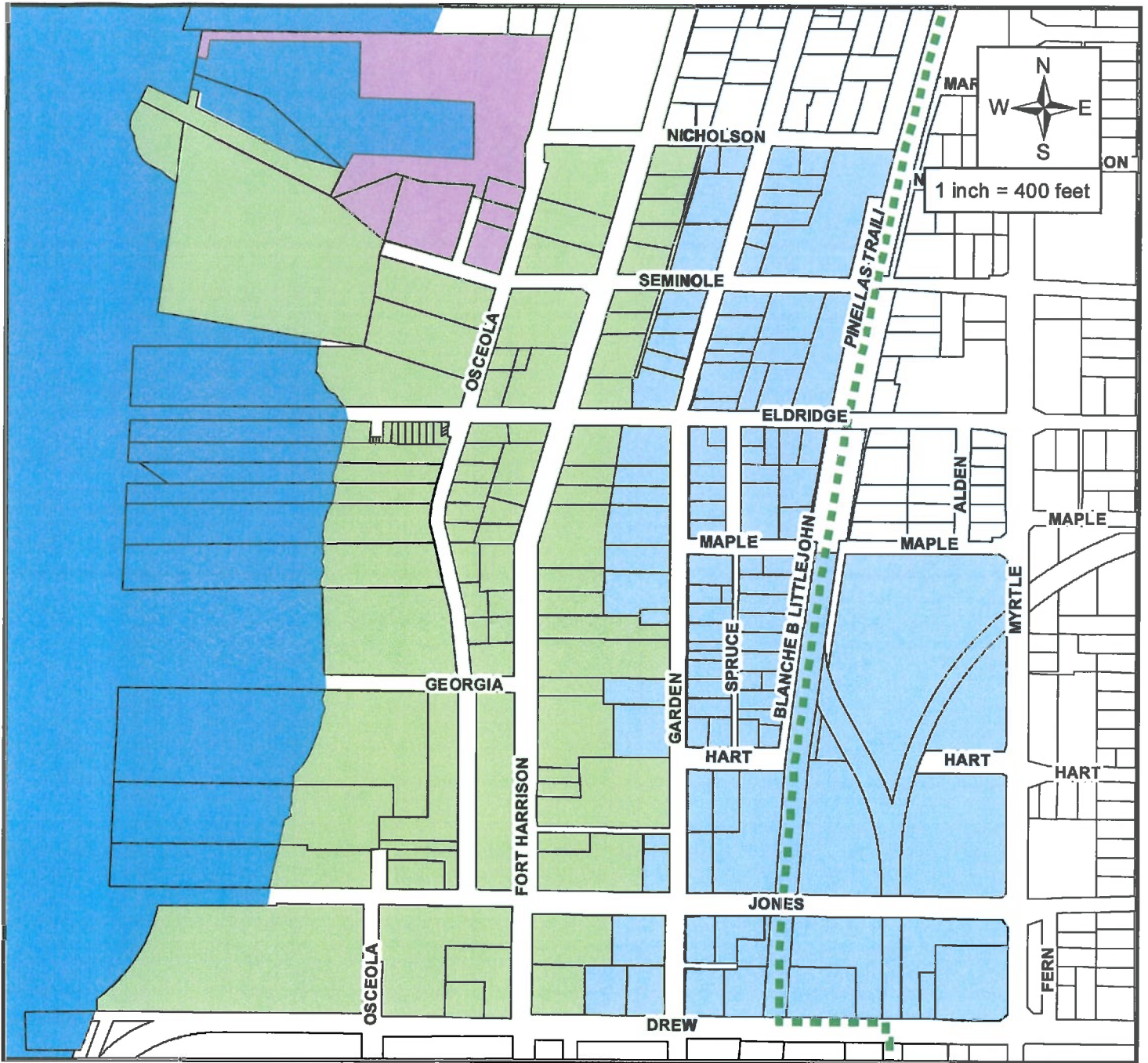
- Ordinance No. 8885-16
- Resume
- Maps



Old Bay District, Proposed FAR

Floor Area Ratio





Old Bay District, Proposed Density

Density

- Less than 2 Acres = 25 DU/A*
 Greater than or equal to 2 Acres = 50 DU/A* or 50 HU/A**
- Less than 2 Acres = 25 DU/A*
 Greater than or equal to 2 Acres = 50 DU/A*
- Less than 1 Acre = 7.5 DU/A*
 Greater than or equal to 1 Acre = 25 DU/A*

* = Dwelling Units per Acre

** = Hotel Units per Acre

ORDINANCE NO. 8885-16

AN ORDINANCE OF THE CITY OF CLEARWATER, FLORIDA, MAKING AMENDMENTS TO THE CLEARWATER DOWNTOWN REDEVELOPMENT PLAN BY AMENDING CHAPTER 3 LAND USE PLAN/REDEVELOPMENT PLAN, OLD BAY DISTRICT, ADDING THE CAPABILITY FOR HOTEL DEVELOPMENT IN THE DISTRICT VISION; ENCOURAGING RESTAURANT, COMMERCIAL, AND TOURISM-RELATED DEVELOPMENT WEST OF NORTH OSCEOLA AVENUE AND ALONG THE PINELLAS TRAIL; INCREASING THE PERMITTED FLOOR AREA RATIO (FAR) FOR ALL PROPERTY FRONTING NORTH FORT HARRISON AVENUE AND WESTWARD; ESTABLISHING PERMITTED MAXIMUM HOTEL DENSITY; ADDING A NEW POLICY SUPPORTING THE DEVELOPMENT PATTERNS AND USES WITHIN THE NORTH MARINA AREA MASTER PLAN; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council approved the updated Clearwater Downtown Redevelopment Plan on September 18, 2003 by adopting Ordinance No. 7153-03 and has subsequently amended it; and

WHEREAS, the Pinellas Planning Council has recognized the Clearwater Downtown Redevelopment Plan as an adopted Special Area Plan, pursuant to Section 6.5.4.3 of The Countywide Rules; and

WHEREAS, the City of Clearwater has the authority pursuant to The Countywide Rules to amend a Special Area Plan adopted prior to August 7, 2015; and

WHEREAS, the requirements of Florida Statutes Chapter 163 have been met; and

WHEREAS, The North Marina Area Master Plan project was commissioned by the City of Clearwater in response to objectives identified by the Urban Land Institute (ULI) Advisory Services Panel, who provided strategic advice regarding a comprehensive and long-term perspective for the continued growth and development of Downtown Clearwater; and

WHEREAS, the North Marina Area Master Plan is a comprehensive plan that balances the needs of the boating community, area residents and the development community and was accepted by City Council on January 21, 2016; and

WHEREAS, the North Marina Area Master Plan, which encompasses a portion of the Old Bay District of the Downtown Redevelopment Plan, provides for the inclusion of hotel, restaurant, commercial and other like tourism-related development; and

WHEREAS, the increased intensity of use, as proposed herein, within the Old Bay District of the Downtown Redevelopment Plan, will encourage hotel, restaurant, commercial and other like tourism-related development, consistent with the North Marina Area Master Plan; and

WHEREAS, these proposed amendments conform to the Comprehensive Plan of the City of Clearwater; now, therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF
CLEARWATER, FLORIDA:

Section 1. That Chapter 3. Land Use Plan/Redevelopment Plan of the Clearwater Downtown Redevelopment Plan, Old Bay District, District Vision, pages 63 through 66, be amended to read as follows:

District Vision

Uses

The Old Bay District is envisioned to be a mixed-use neighborhood supporting the Downtown employment base with residential, limited neighborhood commercial and office uses. A variety of densities and housing styles are encouraged throughout the District, as well as renovations of existing older structures.

This District provides an opportunity for higher-density residential uses along Clearwater Harbor west of North Osceola Avenue, provided such development is sensitive to the established low-rise historic character of the District. The area west of North Osceola Avenue may also consider tourism-related development, such as retail and restaurants. Hotel development, however, may only occur in the area west of North Osceola Avenue and north of Seminole Street. The eastern frontage of North Osceola Avenue may retain its residential use, convert existing buildings to offices, redevelop with residential scale offices or combine these two uses on the same site. North Fort Harrison Avenue is envisioned as the main commercial area providing neighborhood commercial uses on properties on both sides of the street. The area between North Fort Harrison Avenue and North Garden Avenue should continue to be a mixed-use area permitting commercial and office development and encouraging the incorporation of residential uses in mixed-use projects. Properties located east of North Garden Avenue may be redeveloped with residential uses, residential scale office development or a mix of these two uses. Neighborhood-scale restaurant or commercial development is permitted along the Pinellas Trail. The parcel within the District east of the Pinellas Trail through to North Myrtle Avenue is envisioned to remain as the City's Gas Department administrative offices and warehouse.

* * * * *

Section 2. That Chapter 3. Land Use Plan/Redevelopment Plan of the Clearwater Downtown Redevelopment Plan, Old Bay Character District, Intensity, pages 64 through 65, be amended to read as follows:

~~Intensity~~

~~Floor Area Ratio (FAR) — 0.5 FAR;~~

~~Density — West of North Garden Avenue:~~

~~< 2 acres — 25 units/acre~~

~~> 2 acres — 50 units/acre~~

~~Between North Garden Avenue and the
Pinellas Trail:~~

~~< 1 acre – 7.5 units/acre~~
~~> 1 acre – 25 units/acre~~

Intensity of Use¹

Floor Area Ratio:

Properties fronting North Fort Harrison Avenue and westward:

Floor Area Ratio (FAR) - 1.0 FAR

Properties eastward of properties fronting North Fort Harrison Avenue:

Floor Area Ratio (FAR) - 0.5 FAR

Density¹

Properties fronting North Fort Harrison Avenue and westward:

< 2 acres – 25 dwelling units/acre

≥ 2 acres – 50 dwelling units/acre

Properties eastward of properties fronting North Fort Harrison Avenue:

< 1 acre - 7.5 dwelling units/acre

≥ 1 acre - 25 dwelling units/acre

Properties west of North Osceola Avenue and north of Seminole Boulevard:

≥ 2 acres - 50 hotel/dwelling units/acre

1. Properties with frontage along both North Fort Harrison and North Garden Avenues shall be considered as fronting North Fort Harrison Avenue for the purposes of intensity of use.

Section 3. That Chapter 3. Land Use Plan/Redevelopment Plan of the Clearwater Downtown Redevelopment Plan, Old Bay District, Old Bay District Policies, page 65, be amended by adding a new Policy 12, to read as follows:

* * * * *

Policy 12: The Old Bay District will support the desired development patterns and uses within the North Marina Area Master Plan.

Section 4. The City Manager or designee shall forward said amendments to any agency required by law or rule to review or approve same.

Section 5. Should any part or provision of this Ordinance be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the Ordinance as a whole, or any part thereof other than the part declared to be invalid.

Section 6. This ordinance shall take effect immediately upon adoption, subject to the approval by the Pinellas County Board of County Commissioners and the Countywide Planning Authority.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL
READING AND ADOPTED

George N. Cretekos
Mayor

Approved as to form:

Attest:

Camilo Soto
Assistant City Attorney

Rosemarie Call
City Clerk

Old Bay District

The Old Bay Character District is generally bounded by Nicholson Street on the north, Blanche B. Littlejohn Trail and Myrtle Avenue on the on the east, Clearwater Harbor on the west and Drew Street on the south as illustrated on Map 8, page 57. There are 228 parcels totaling 81.5 acres of land within the District representing 15 percent of the total Downtown Plan area.

Existing Character

The Old Bay District, which is the area previously known as the Northwest Periphery Plan area and the land south of Jones Street to Drew Street, is a transitional area between the Downtown Core and the low density residential areas to the north. North Fort Harrison Avenue Avenue, which is currently designated as Alternate U.S. Highway 19, is the main traffic corridor in this District, and serves as the northern most gateway into the Downtown area.

Old Bay is comprised of a mix of land uses including governmental, residential (including single-family dwellings), commercial, industrial, institutional and recreational. This mix, while giving the District great diversity, also results in incompatible development patterns and uses.

The District's unique character is derived from its location along Clearwater Harbor and the significant number of older structures (greater than 50 years). The North Ward Elementary School, a National Register Historic site and the City of Clearwater's Partnership School, is located on the northern edge of the District, and is a neighborhood amenity. The location of North Fort Harrison Avenue and the high volumes of traffic on it essentially divide the District into two distinct sections and contribute to the lack of a cohesive identity. Furthermore, the most eastern portion of the District does not enjoy close proximity to the waterfront and the single-family residential uses are surrounded by nonconforming vehicle services and industrial uses.

District Vision

Uses

The Old Bay District is envisioned to be a mixed-use neighborhood supporting the Downtown employment base with residential, limited neighborhood commercial and office uses. A variety of densities and housing styles are encouraged throughout the District, as well as renovations of existing older structures.

This District provides an opportunity for higher-density residential uses along Clearwater Harbor west of North Osceola Avenue, provided such development is sensitive to the established low-rise historic character of the District. The area west of North Osceola Avenue may also consider tourism-related development, such as retail and restaurants. Hotel development, however, may only occur in the area west of North Osceola Avenue and north of Seminole Street. The eastern frontage of North Osceola Avenue may retain its residential use, convert existing buildings to

offices, redevelop with residential scale offices or combine these two uses on the same site. North Fort Harrison Avenue is envisioned as the main commercial area providing neighborhood commercial uses on properties on both sides of the street. The area between North Fort Harrison Avenue and North Garden Avenue should continue to be a mixed-use area permitting commercial and office development and encouraging the incorporation of residential uses in mixed-use projects. Properties located east of North Garden Avenue may be redeveloped with residential uses, residential scale office development or a mix of these two uses. Neighborhood-scale restaurant or commercial development is permitted along the Pinellas Trail. The parcel within the District east of the Pinellas Trail through to North Myrtle Avenue is envisioned to remain as the City's Gas Department administrative offices and warehouse.

Function

The character of Old Bay should be strengthened through streetscape elements that identify the District as a Downtown neighborhood. Emphasis should be placed on tying the eastern and western sections of the entire District together by providing linkages between the waterfront and the Pinellas Trail. Public improvements to the Seminole Boat ramp will also enhance waterfront access and appearance.

Development Patterns

Greater heights in the higher density residential area west of Osceola Avenue may be considered. The development pattern in the balance of the District is expected to remain urban in character reflecting the low-rise scale (two to three stories) of the existing neighborhood. Renovation/restoration of existing historic homes is strongly encouraged and new development should provide references to the neighborhood's historic features in their design. Redevelopment should provide opportunities for comfortable pedestrian travel and access to public areas including the Seminole Street Launching Facility and Pinellas Trail.

Prohibited Uses

Automobile service stations, all types of vehicle sales and services, fast food restaurants with drive-through service, adult uses, industrial and problematic uses (examples include, but are not limited to, day labor, pawn shops, check cashing and blood plasma centers and body piercing and tattoo parlors).

Intensity

~~Floor Area Ratio (FAR) 0.5 FAR; Density~~ *West of North Garden Avenue:*
~~< 2 acres 25 units/acre~~
~~> 2 acres 50 units/acre~~

*Between North Garden Avenue and
the Pinellas Trail:*

~~<1 acre – 7.5 units/acre~~
~~>1 acre – 25 units/acre~~

Intensity of Use¹

Floor Area Ratio:

Properties fronting North Fort Harrison Avenue and westward:

Floor Area Ratio (FAR) - 1.0 FAR

Properties eastward of properties fronting North Fort Harrison Avenue:

Floor Area Ratio (FAR) - 0.5 FAR

Density¹

Properties fronting North Fort Harrison Avenue and westward:

< 2 acres – 25 dwelling units/acre

≥2 acres – 50 dwelling units/acre

Properties eastward of properties fronting North Fort Harrison Avenue:

< 1 acre - 7.5 dwelling units/acre

≥ 1 acre - 25 dwelling units/acre

Properties west of North Osceola Avenue and north of Seminole Boulevard:

≥ 2 acres - 50 hotel/dwelling units/acre

1. Properties with frontage along both North Fort Harrison and North Garden Avenues shall be considered as fronting North Fort Harrison Avenue for the purposes of intensity of use.

Height

West of Osceola Avenue:

Between Drew and Georgia Streets – 150’;

Between Georgia and Eldridge Streets – 120’;

Between Eldridge Street and the Old Bay northern boundary – 100’;

Between Osceola and Ft. Harrison Avenues and between Jones and Drew Streets – 150’;

East of Osceola Avenue – 40’

Old Bay District Policies

The following policies shall govern development within the Old Bay District, as well as City actions.

- Policy 1: The Public Incentives Amenities Pool shall not be available to any property located on the west side of Osceola Avenue between Eldridge Street and the northern boundary of the Old Bay character district.
- Policy 2: Connections from the Pinellas Trail through the neighborhood to Clearwater Harbor should be accomplished through signage, sidewalks and bicycle/pedestrian facilities.
- Policy 3: The Seminole Street Launching Facility should be maintained as a recreation site, recognized as an area attraction, and should be improved with the addition of elements such as picnic areas, park benches, landscaping, lighting and parking management.
- Policy 4: City rights-of-way that dead-end at the harbor shall be retained and improved for public access to the water.
- Policy 5: Clearwater Gas property should be landscaped, buffered and beautified appropriately.
- Policy 6: Existing commercial uses fronting on North Fort Harrison Avenue may be expanded or redeveloped through the block to North Osceola Avenue. If this occurs, it shall be adequately buffered from the surrounding properties with materials such as landscaping or fencing.
- Policy 7: New development on North Fort Harrison Avenue shall be oriented toward the street to encourage pedestrian activity and a dynamic street life.
- Policy 8: New development on Drew Street shall be oriented toward the street to encourage pedestrian activity.
- Policy 9: Mixed-use development that has office and retail uses on the first floor and residential uses above are encouraged along North Fort Harrison Avenue.
- Policy 10: New construction and renovations of existing single-family platted areas east of Garden Avenue shall maintain the existing character of the neighborhood for lot size, setbacks and height.
- Policy 11: Preferred housing styles east of Osceola Avenue are single-family detached and townhouses. Attached dwellings in this area may be considered upon assembly of at least one acre and preferably one city block.

Policy 12: The Old Bay District will support the desired development patterns and uses within the North Marina Area Master Plan.