



# North Greenwood Planned Redevelopment District (PRD) Overlay

## FREQUENTLY ASKED QUESTIONS

### GENERAL QUESTIONS

#### What is being proposed?

The city of Clearwater is proposing a Planned Redevelopment District (PRD) overlay to most of the North Greenwood Community Redevelopment Area (CRA). An overlay is an extra layer of land use rules that sits on top of the existing Future Land Use Map and Zoning Atlas. It does not change a property's existing Future Land Use or zoning. The overlay is being established through the following actions:

1. Clearwater 2045 (Comprehensive Plan) amendments to create the overlay
2. Future Land Use Map amendments to apply the overlay to most of the North Greenwood CRA
3. Zoning Atlas amendment to implement the overlay
4. Community Development Code amendments to establish development and design standards

### COMMUNITY REDEVELOPMENT AREA

#### What is a Community Redevelopment Area (CRA)?

A CRA is an area where the city focuses on improvements and reinvestment. The North Greenwood CRA Plan was approved in 2023 and sets the vision and policies for the area.

#### What is the CRA vision?

North Greenwood will flourish as a vibrant community where social and economic equity is prioritized to eliminate poverty and enhance the quality of life for all. The success of North Greenwood will be achieved through people-based solutions, academic excellence, the improvement of existing infrastructure, and the creation of new spaces that will foster a thriving and sustainable future.

## PRD OVERLAY

### What is the purpose of the PRD overlay?

The overlay recognizes areas appropriate for residential, commercial, and mixed-use redevelopment in close walking or biking distance of activity centers. It supports the North Greenwood CRA Plan vision by revitalizing North Martin Luther King Jr. Avenue as a walkable historic main street, increasing the amount and types of housing, and building public infrastructure over time.

### How was North Greenwood selected for the overlay?

The proposed overlay implements goals and strategies from many planning efforts in the North Greenwood area, including the North Greenwood Martin Luther King Design Charrette, Clearwater 2045 (Comprehensive Plan), North Greenwood CRA Plan, and community outreach meetings. In addition, the area's existing street grid, bus service, and the Pinellas Trail make it well-suited for the type of development the overlay would allow.

### Where is the overlay area proposed?

The overlay would apply to 494 acres, or 75% of the North Greenwood CRA. The area is located south of Sunset Point Road, west of Kings Highway, north of Palmetto Street /CSX Railway/Jones Street, and east of North Osceola Avenue/North Fort Harrison Avenue/Clearwater Harbor.

### Which areas are NOT included in the overlay?

The following areas are not in the overlay:

- Downtown - 73.7 acres
- Water - 24.0 acres
- Recreation / Open Space - 27.6 acres
- Preservation - 11.1 acres
- Transportation / Utility - 18.3 acres
- Industrial Limited - 11.4 acres

This totals 166 acres,  
or 25% of the CRA.

### What steps have taken place?

Community Redevelopment Area (CRA) Plan Adoption	March 2023
North Greenwood Martin Luther King Design Charrette	March 2023
Community Kick Off Meeting	July 2024
Stakeholder Listening Sessions	July 2024
"Game of Zones" Workshop	September 2024

## WHAT DOES THE OVERLAY MEAN FOR PROPERTY OWNERS?

### Does the overlay change what I can do with my property?

The overlay does not change a property's existing Future Land Use or zoning. Participation is voluntary. Property owners can opt in to the overlay to build more homes or larger buildings than are currently allowed. Developments using the overlay must follow design standards.

### Will I be required to sell my property?

No. The overlay does not require the sale of property.

### Will property taxes go up because of the overlay?

Property taxes are based on the property's assessed value and tax/millage rates. The overlay alone will not increase property taxes. Over time, redevelopment and new investment in an area may affect property values. For homesteaded properties, Florida's Save Our Homes program limits how much assessed property value can increase each year. For questions about property taxes, contact the Pinellas County Property Appraiser at [pcpao.gov](http://pcpao.gov).



## NEIGHBORHOOD CHARACTER

### What kinds of housing does the overlay encourage?

The CRA Plan supports “missing middle” housing or housing types that fall in between single-family homes and large apartment buildings. Examples include duplexes, townhomes, cottage apartments, or accessory dwelling units (ADUs). This type of housing provides more options for families, seniors, and young adults, while fitting into existing neighborhoods.

### Will there be design standards?

Yes. Community Development Code amendments are being prepared to add design standards for developments that opt in to the overlay. For example, buildings along North Martin Luther King Jr. Avenue will be required to have architectural details like awnings and a maximum front building setback. Development next to the Pinellas Trail will be required to provide a sidewalk connection to the trail.

### What is mixed-use development?

Mixed-use development combines residential, commercial, and/or office uses into one building or development to provide a place where people can live, work, and play.

## HOW TO PARTICIPATE

### What are the next steps?

On March 30, 2026, the Clearwater City Council gave preliminary approval to the Comprehensive Plan and Future Land Use amendments (Actions 1 and 2). The applications were sent to the state and Forward Pinellas for review.

Upcoming public hearings include:



Work is beginning on amendments to the Community Development Code and Zoning Atlas (Actions 3 and 4). The overlay in the Community Development Code will be called the “North Greenwood Overlay.”

### When does the overlay take effect?

The overlay is estimated to take effect after the Community Development Code amendments are approved (February 2027).

### How can I get involved?

You can get involved by attending community meetings regarding the draft Community Development Code amendments, which are scheduled to begin in September 2026, or visit [MyClearwater.com/NorthGreenwoodLandUseZoning](https://MyClearwater.com/NorthGreenwoodLandUseZoning).

For more information, subscribe to city email updates at [MyClearwater.com/CityNews](https://MyClearwater.com/CityNews) or call the city of Clearwater Planning & Development Department at (727) 562-4567.

