

**DEVELOPMENT AGREEMENT  
APPLICATION—HDA2024-09001**

**AP BEACH PROPERTIES  
LLC**

**405 CORONADO DRIVE  
CLEARWATER, FL 33767**





**405 CORONADO DRIVE, CLEARWATER, FL 33767**



**- HDA2013-08006**

- Approved - 10/2/2014

- Expiration Date -  
10/1/2024

**- HDA2013-08006A**

(Amendment to HDA2013-  
08006)

- Approved - 02/02/2022

- Expiration Date of  
HDA2013-08006  
unchanged

**- HDA2024-09001**

- Filed - 09/04/2024

- Hearing - 02/06/2025

**- FLD2015-0516**

(DO entitling units to  
site)

- Effective until  
01/16/2025

- This item was to be  
heard on 01/16/2025  
but was moved to  
02/06/2025 due to a  
noticing error by the  
City.

- Extended pursuant to  
Executive Orders

**PREVIOUS REQUEST  
VS.  
CURRENT PROPOSAL**

**PREVIOUS REQUEST**

- 166 OVERNIGHT ACCOMM. UNITS
- PARKING SPACES:
  - 199 FOR UNITS
  - 50 FOR PUBLIC USE

**CURRENT PROPOSAL**

- 135 OVERNIGHT ACCOMM. UNITS
- 20,000SF RETAIL
- 6,825SF RESTAURANT
- PARKING SPACES:
  - 162 FOR UNITS
  - 50 FOR PUBLIC USE
  - 186 ALLOCABLE TO SITE USES



## PERFORMANCE MILESTONES

### PREVIOUS REQUEST

- Site plan approval within 1 year



### CURRENT PROPOSAL

- Site plan approval within 1 year
- Commence vertical construction within 4 years of site plan approval
- Obtain certificate of occupancy within 6 years of site plan approval



## BEACH BY DESIGN

The City hired DKS & Associates to conduct a traffic analysis in order to determine what density could be achieved on Clearwater Beach while maintaining the established Level of Service (LOS) for transportation concurrency. The study determined that the densities needed to achieve true economic parity would degrade the LOS for the transportation network below that allowed by the Clearwater Comprehensive Plan. Therefore, additional scenarios were undertaken and it was subsequently determined that Clearwater Beach could support an additional 1,385 hotel rooms or an across-the-board density of 90 hotel rooms per acre. However, since this density fell short creating the economic parity desired, the City determined that it could better meet its goal of facilitating the mid-size, mid-priced hotel by capturing this development potential into a reserve and allocating those reserved hotel rooms on a parcel-by-parcel basis. This approach would also allow the typical 120-room mid-size, mid-price hotel to be constructed on smaller properties.

Hotel industry sources have indicated that 120 is a practical minimum for the number of hotel rooms that would be required in order to create a successful and profitable mid-size, mid-priced hotel. For Clearwater Beach that would mean an assembly of roughly 2.4 acres under the current regulatory

structure. Given the urban nature of Clearwater Beach as well as the extent to which the existing parcels of land are configured or “broken-up”, the assemblage of a parcel of land large enough to generate 120 rooms at the current base density or under the CPA approved alternatives, is very unlikely. On average, between three and five separate parcels would need to be acquired to amass just one acre of land, and at least ten parcels would need to be acquired to amass three acres of land, and in most scenarios some segment of those ten parcels would be separated from the balance by a right-of-way; thereby making the development of a hotel difficult at best.

In order to overcome the constraints upon hotel development on Clearwater Beach due to the economic disparity with condominium development, as well as to facilitate the restoration of those lost mid-size, mid-priced hotels, Beach by Design establishes a Hotel Density Reserve (Reserve) of 1,385 hotel rooms.

The allocation of hotel rooms from the Reserve shall be made through the approval of a development agreement with the City of Clearwater with said allocation being strictly controlled.



## BEACH BY DESIGN CONCURRENCY MANAGEMENT

- The current proposal includes 100 overnight accommodation units from the Hotel Density Reserve as provided for in Beach by Design and conforms to all standards provided for in Beach by Design, including concurrency management requirements.
- In creating Beach by Design, the City hired experts to perform the necessary traffic impact studies and other analyses to determine that the units which comprise the Hotel Density Reserve would be allocated in concurrency with the available facilities and character of Clearwater Beach.
- This proposal aligns with the character and goals of Beach by Design.