



PLANNING & DEVELOPMENT DEPARTMENT COMMUNITY DEVELOPMENT BOARD STAFF REPORT

MEETING DATE: June 16, 2026
AGENDA ITEM: ID#26-0658
CASE: FLD2008-05013A
REQUEST: Flexible Development approval for an outdoor amenity area, accessory to existing 450 overnight accommodation units in the Tourist (T) District and the Open Space/ Recreation (OSR) District as a Comprehensive Infill Redevelopment Project and the Beach Walk District of Beach by Design for the property located at 100 Coronado Drive. The existing building is 150 feet in height and includes 543 off-street parking spaces. Requested is flexibility for the use and reduced landscaping along the west property line through a Comprehensive Landscape Program. (Community Development Code Section 2-803.D, Section 2-1404.A., Section 3-1202, Article 4, Division 14 and Beach by Design)

GENERAL DATA:

Agent..... Brian Aungst, Jr.; Macfarlane, Ferguson & McMullen, P.A.
Owners..... Jemb Pocono LLC and City of Clearwater (City property – license)
Location..... South and east sides of S. Gulfview Boulevard, west side of Coronado Drive, north side of Second Street.
Property Size..... 2.77 acres
Future Land Use..... Resort Facilities High (RFH) & Recreation/Open Space (ROS)
Zoning..... Tourist (T) & Open Space/Recreation (OSR) Districts
Special Area Plan..... Beach by Design, Beach Walk District
Adjacent Zoning... *North:* Open Space/Recreation (OSR)
South: Tourist (T)
East: Tourist (T)
West: Open Space/Recreation (OSR)
Existing Land Use..... Overnight Accommodation
Proposed Land Use..... Overnight Accommodation/Accessory outdoor amenity area

BACKGROUND:

Location and Existing Conditions:

The 2.77-acre project site consists of one parcel located at the northwest corner of S. Gulfview Boulevard and Coronado Drive, with approximately 491 feet of frontage along Coronado Drive, 227 feet of frontage along Second Street, and 746 feet of frontage along S. Gulfview Boulevard. The property is located within the Beach Walk District of *Beach by Design* and contains the existing Wyndham Grand Hotel. While the majority of the hotel development is located within the Tourist (T) District, a portion of the site area immediately west of the hotel is located within the Open Space/Recreation (OSR) District on City-owned property currently used as enhanced landscaping at the terminus of Beach Walk. This area has functioned as enhanced landscaping associated with the hotel development since construction.

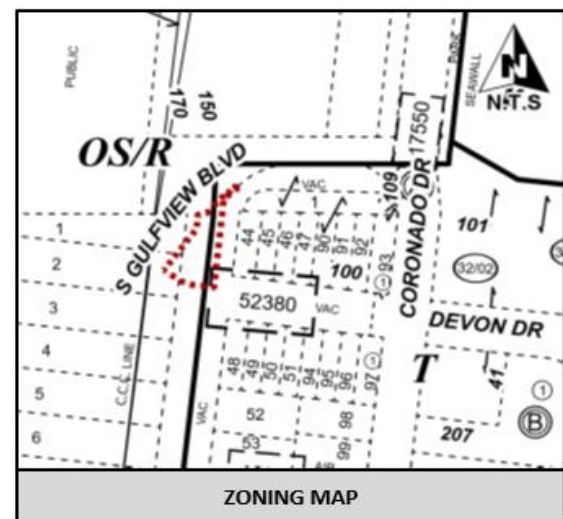
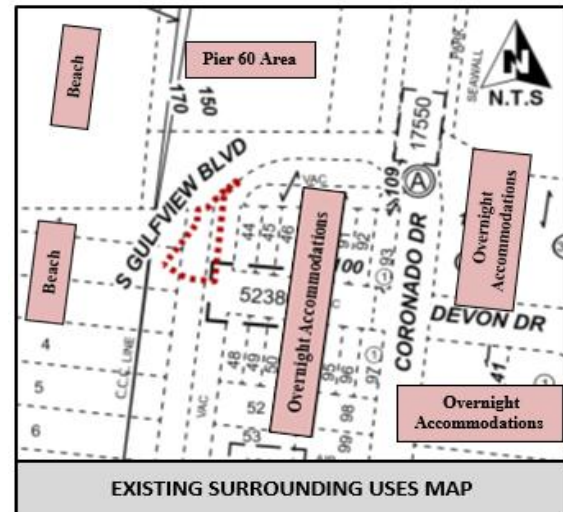
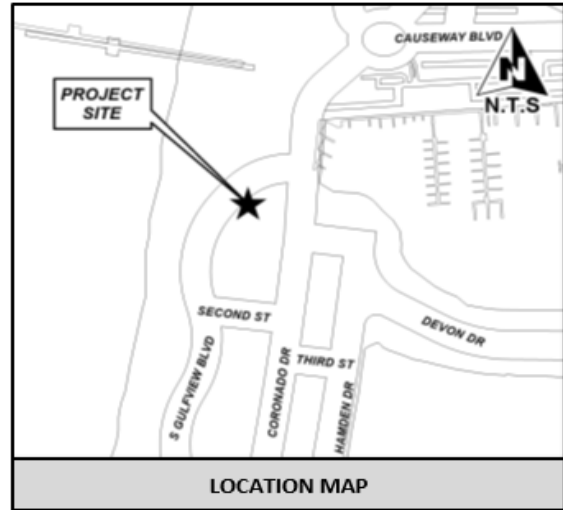
The landscaped area serves as a transition between the hotel and the public recreational areas to the west and contains portions of the landscaping and site improvements associated with the hotel. A 20-foot-wide easement granted to the hotel encumbers a portion of the City property and accommodates existing landscaping and related improvements. The surrounding area is characterized by overnight accommodation uses to the east and south, public beach and recreation areas to the west, and Pier 60 Park and associated recreational facilities to the north.

Site History:

The project site has been the subject of several Level Two Flexible Development approvals, as well as multiple Level Three Development Agreement approvals and subsequent amendments. A summary of the approvals and actions most relevant to the current request is provided below.

Level Two Approvals:

- On October 19, 2004, the Community Development Board (CDB) approved a Flexible Development application for the construction of a 350-unit hotel with associated amenities and 75 attached dwellings as a mixed-use development (FLD2004-02013). This approval was never constructed and expired.



- On May 17, 2005, the CDB approved a Flexible Development application (FLD2004-02013A) amending the prior project to modify the location of an elevated pedestrian walkway over South Gulfview Boulevard. This approval was never constructed and expired.
- On October 21, 2008, the CDB approved FLD2008-05013. This application consisted of a “resort hotel” containing 250 overnight accommodation rooms and 200 interval ownership / timeshare rooms – a total of 450 rooms (163.6 rooms/acre on total site) with 250 rooms being granted to the project from the Destination Resort Density Pool, and a maximum of 37,000 square feet (0.31 FAR on total site) of amenities accessory to the hotel at a height of 150 feet (to roof deck). Also included with the application was the vacation of the former pedestrian bridge landing area right-of-way on the northwest corner of the site and the dedication of additional right-of-way at the intersection of S. Gulfview Boulevard and Coronado Drive.
- On November 13, 2013, the Community Development Coordinator approved Minor Revision #1 to the site plan approved under FLD2008-05013. The revision reduced the height of the ballroom/banquet facility by 22 feet and relocated the spa from above the ballroom to the connecting element between the two towers. The connecting element was set back approximately 30 feet from Coronado Drive and reduced in height by approximately 47 feet. The revision also lowered the podium structure between the towers from approximately 38 feet above Beach Walk to approximately five feet above Beach Walk, creating a more pedestrian-oriented relationship with the public realm. Access between Beach Walk and the pool, amenity deck, and restaurant areas was provided through stairways and ADA-compliant ramps.
- On August 13, 2015, the Community Development Coordinator approved Minor Revision #2 to the site plan. This revision increased the height of portions of the connecting element facing Coronado Drive to accommodate two Presidential Suites, resulting in an additional 5,600 square feet of floor area. The modification did not increase the approved number of hotel units or the overall approved building height. The revision also included minor changes to the pattern of openings within the parking garage façade.

Level Three Approvals:

- On February 17, 2005, the City Council approved Development Agreement DVA2004-00001, which authorized the use of 250 hotel rooms from the Beach by Design Destination Resort Density Pool, a maximum building height of 150 feet, the vacation of portions of Gulfview Boulevard and First Street, and the dedication of property for proposed Second Street and Coronado Drive.
- On March 16, 2006, the City Council approved an amendment to the Development Agreement through DVA2004-00001A. This amendment addressed issues associated with Beach Walk construction, the timing of land dedication for relocated First Street, which was later constructed as Second Street, and the construction of the relocated street segment.
- On December 18, 2008, the City Council approved an amended and restated Development Agreement, DVA2008-00001, in connection with FLD2008-05013. The amended and restated agreement incorporated the new development approval, reestablished the effective date of the Development Agreement, extended the overall term of the agreement to April 2019, and extended the deadline to commence construction to February 11, 2012.

- On January 12, 2012, the City Council approved an additional amendment to the Development Agreement through DVA2008-00001A. This amendment clarified that the applicant was no longer seeking interval ownership/timeshare use for the units at that time, provided a breakdown of floor area dedicated to meeting space, and extended the effective date from February 11, 2009, to approximately February 11, 2012. As a result, the applicant received an additional three years to commence construction before losing the 250 overnight accommodation units allocated from the Destination Resort Density Pool.
- On September 18, 2014, the City Council approved a further amendment to the Development Agreement. This amendment clarified that certain obligations of the City and property owner had been completed or otherwise satisfied, reinstated the inclusion of timeshare units, revised and clarified various provisions of the agreement, and changed the commencement date. The amendment also confirmed that the Development Agreement would remain in effect for a period not to exceed ten years.

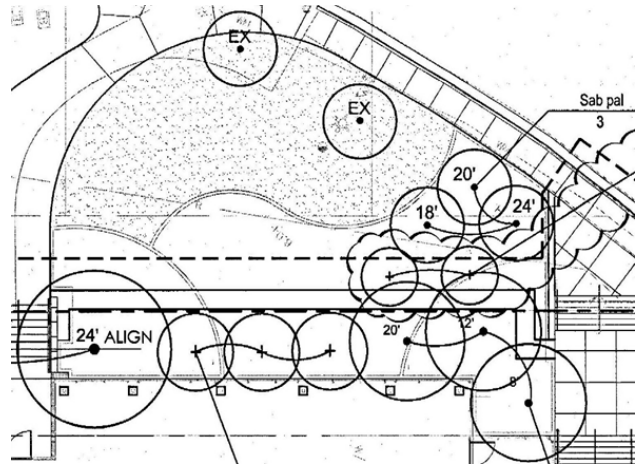
The 2014 amendment included several substantive revisions. It reinstated authorization for a maximum of 200 timeshare units, clarified the relationship between the 250 hotel units allocated from the Destination Resort Density Pool and the interval ownership units, and confirmed that the term “Resort Hotel Units” included both hotel units and interval ownership units, for a total of 450 units. The amendment also clarified provisions related to timeshare interests, including the creation, sale, and use of such units, and confirmed that a mixed-use project consisting of both hotel and timeshare units was permitted without further City approval.

The amendment further revised provisions related to project amenities, clarified the location of the interval ownership units within the building, and updated the applicable resort operating standards. It also revised the commencement date to February 15, 2015, addressed the reservation of required capacity through September 12, 2018, and documented that certain conditions related to prior property vacations had been satisfied. In addition, the amendment substituted the previously attached preliminary plans with the site plans approved by the Community Development Board under FLD2008-05013, as later amended through the November 13, 2013 minor revision.

Additional revisions addressed shared use of spaces, amenities, and common areas by hotel and timeshare occupants, clarified that the hotel and timeshare components could be operated by more than one operator, acknowledged that the developer had satisfied the Performance Assurance Milestones, and added provisions related to ownership transfers following foreclosure or similar events.

- January 30, 2017, Approved As-Built Landscaping Plan through Building Construction Permit, BCP2014-08264H:

Quantity	Botanical/Common Name
1	<i>Phoenix dactylifera</i> /Phoenix Palm
3	<i>Cocos nucifera</i> /Coconut Palm
3	<i>Sabal palmetto</i> /Sabal Palm
5	<i>Ligustrum japonicum</i> /Japanese Privet
7	<i>Boutelous gracilis</i> /Blue Grama
39	<i>Ilex vomitoria</i> /Yaupon Holly
44	<i>Coccoloba uvifera</i> /Sea Grape
178	<i>Tridax procumbens</i> /Coatbuttons



Code Compliance Analysis:

There are no active Code Compliance cases for the subject property.

Development Proposal:

The project request is an amendment to the Development Order and approved landscape plan associated with FLD2008-05013 for the Wyndham Grand Hotel property. The request seeks approval to utilize a portion of City-owned property, currently used as enhanced landscaping at the terminus of Beach Walk, for an outdoor amenity area accessory to the existing overnight accommodation use. The area proposed for the amenity, since the hotel was constructed, has functioned as enhanced landscaping associated with the hotel development and was incorporated into the original Development Order approval.

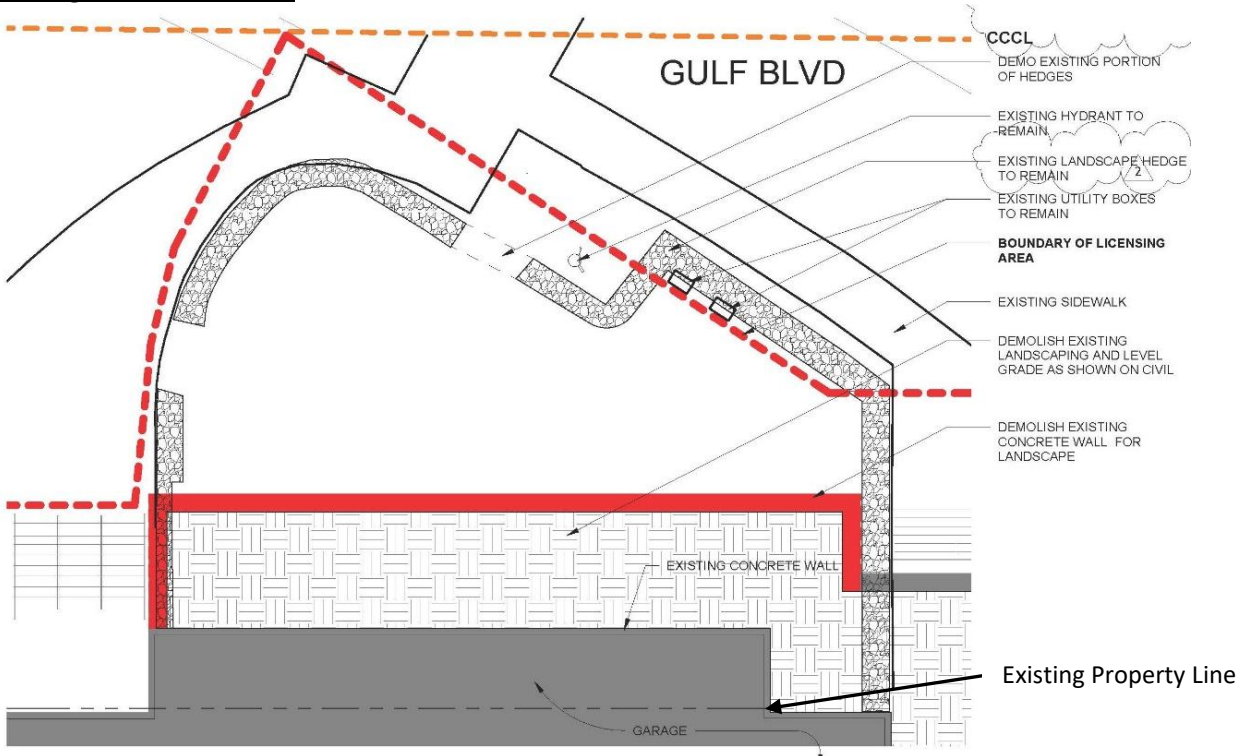
The proposed outdoor amenity area is located within the Open Space/Recreation (OSR) District and was included as part of the overall hotel development approval. The landscaped area served as an important design component of the approved site plan and contributed to the approval of the hotel's zero-foot west front setback by providing enhanced landscaping, visual buffering, and an improved pedestrian environment adjacent to Beach Walk and the public beach area. The existing hotel development already includes landscaping and site improvements that are partially located on City property within a 20-foot-wide easement granted to the hotel. The proposed amendment recognizes and expands upon the relationship between the hotel and this area while maintaining the overall character and intent of the original approval. Activation of this portion of the City property has not previously been contemplated as an outdoor amenity area and therefore an amendment to incorporate the proposed improvements, operational plan, and updated landscaping is required. The existing landscaping plant materials to be impacted are detailed in the approved landscape plan and associated inventory.

The proposed Amenity Area is proposed to be permitted through a concurrent license agreement between the applicant and the City regarding the use of City property that has functioned as enhanced landscaping associated with the Wyndham Grand Hotel development. The proposed improvements will create a food and beverage amenity without impeding pedestrian circulation or obstructing the existing sidewalk or Beach Walk.

The proposal includes perimeter landscaping and screening adjacent to Beach Walk and existing pedestrian facilities. Users will access the amenity area through designated pedestrian access from the hotel. Food and beverage service will be supplemented through the provision of, according to the applicant, as mobile vending carts designed to be compatible with Beach by Design and the character of the adjacent Beach Walk. These are considered equivalent to temporary structures and may be removed during storm events, thereby enhancing resiliency and public safety.

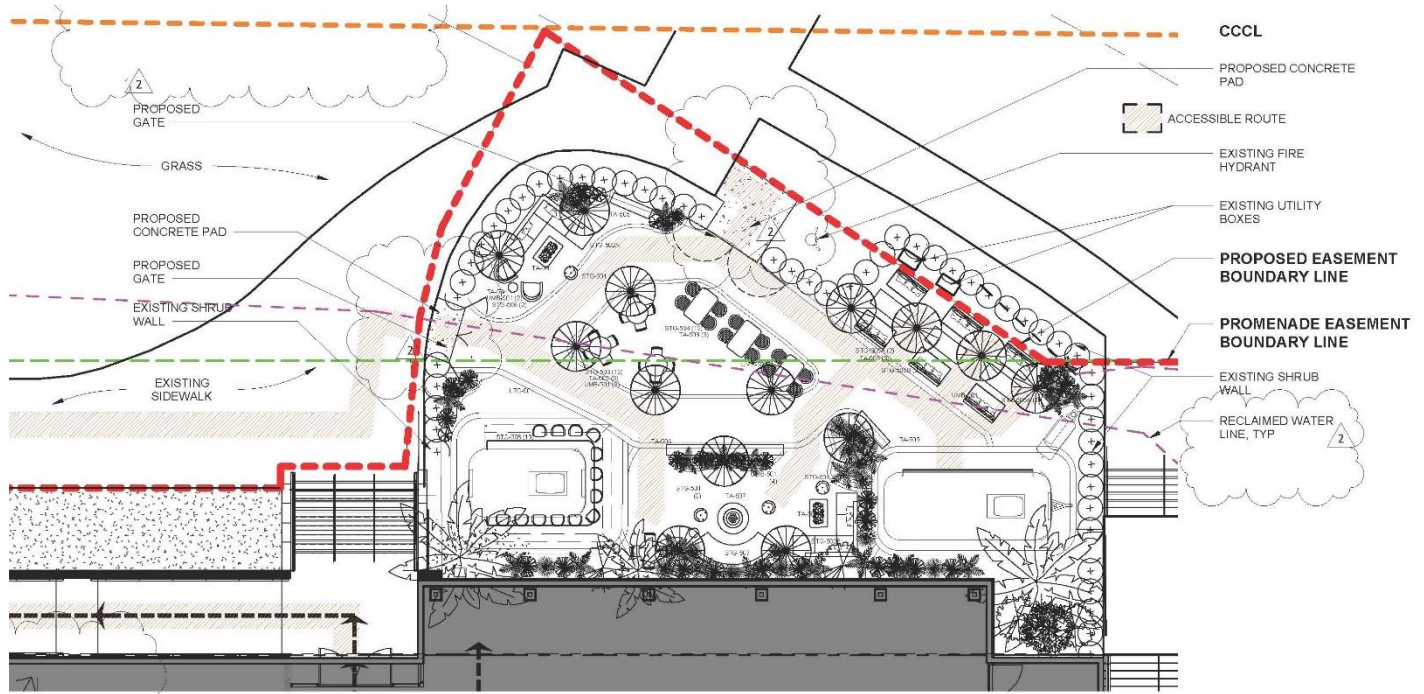
A Level Two Flexible Development application is required because the proposed outdoor amenity area is located within the OSR District and constitutes an increase of intensity of the prior approval and is beyond the scope of what can be consideration as a minor revision to a Level Two development approval, consistent with CDC Section 4-406. Therefore, a new Level Two application is required to allow and memorialize the changes through as a Comprehensive Infill Redevelopment Project pursuant to CDC Sections 2-803.D and 2-1404.A and includes an amendment to the approved Comprehensive Landscaping Program pursuant to CDC Section 3-1202. No modifications are proposed to the existing hotel building, approved height, density, or parking configuration.

Existing Site Conditions*:



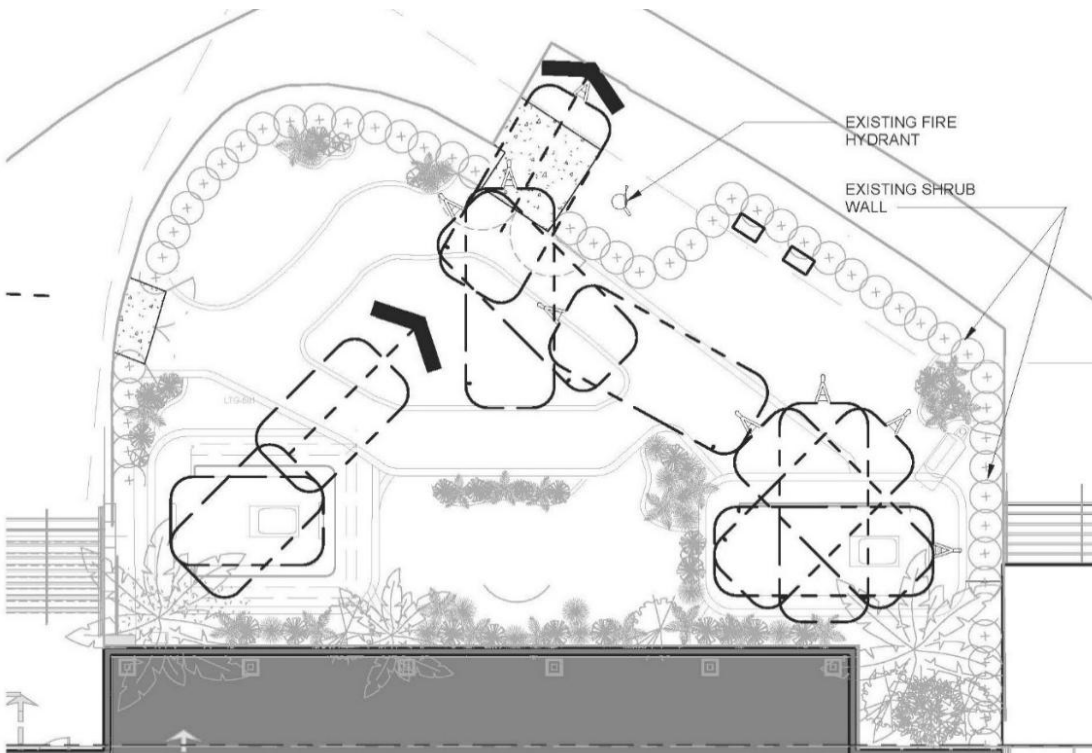
*The new easement indicated above is subject to a license agreement.

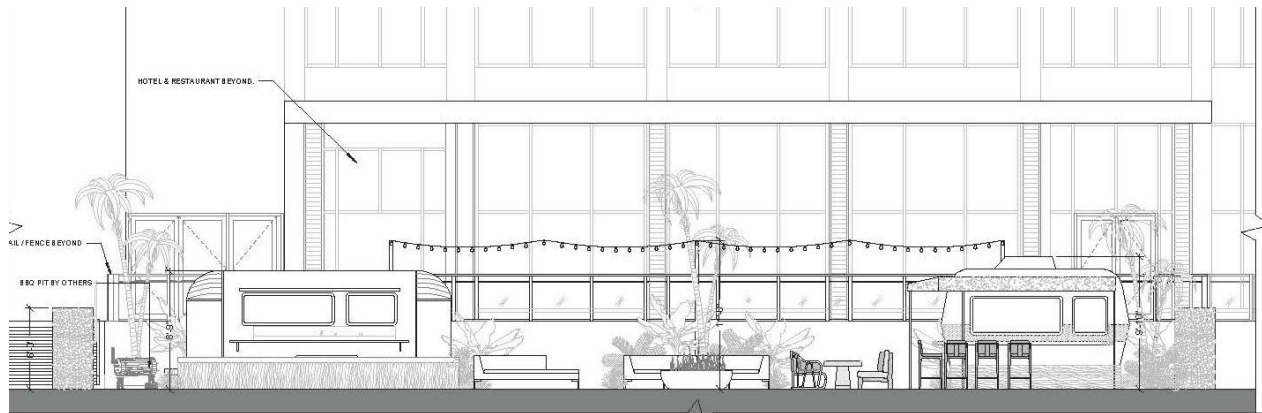
Proposed Site Improvements*:



*The new easement indicated above is subject to a license agreement.

Temporary Structure Access and Removal Route



Amenity Area West Elevation:**ANALYSIS:****Comprehensive Plan:**

The proposal is supported by applicable Goals, Objectives and/or Policies of the City's Comprehensive Plan as follows:

Future Land Use Plan Element:

- Goal QP 3* Support the ongoing transformation of the Downtown and Clearwater Beach Activity Centers as high intensity, walkable, and attractive regional centers for living, working, shopping, and entertainment.
- Objective QP 3.3* Continue to use Beach by Design: A Preliminary Design for Clearwater Beach and Design Guidelines (Beach by Design) to guide development, redevelopment, and placemaking on Clearwater Beach.
- Goal QP 5* Plan and regulate land use and development in the city to protect public health and safety and promote high quality development.
- Objective QP 5.3* Continue to promote redevelopment and infill development that is consistent and compatible with the surrounding properties.
- Policy 5.10.1* Continue to recognize tourism as a substantial economic base and support the enhancement of tourism throughout the city.

Beach by Design: Special Area Plan Governing Clearwater Beach:

In 2001, the city demonstrated through the creation of the special area plan, *Beach by Design*, that it recognizes the need for pedestrian-friendly development to create a vibrant active resort and waterfront destination serving tourists and locals alike. It is understood that a broad range of uses including hotels and motels, condominiums, retail sales and service, and restaurants contribute to the creation of the unique character and atmosphere that is Clearwater Beach. As indicated above, the site is in the Beach

Walk District of *Beach by Design* which is envisioned to be an area of strategic revitalization and renovation in response to improving conditions on the balance of Clearwater Beach.

In short, *Beach by Design* specifically envisioned that the preferred form of redevelopment for this area is mixed use with resort residential and hospitality uses fronting the beach and retail, restaurant, and resort residential uses fronting on Coronado Drive. However, the Beach Walk District does not feature specific development standards beyond the Design Guidelines of *Beach by Design*. The project will not involve any new building square feet, and the proposed Amenity Area is supported through the existing overnight accommodation. The proposed Amenity Area is subject to the Design Guidelines of *Beach by Design*. Furthermore, the Design Guidelines of *Beach by Design* provide that “Any issue not addressed in [the] Design Guidelines shall be governed by the requirements of the Community Development Code.” Therefore, the hierarchy of applicability is as follows:

- The Design Guidelines supersede the requirements of the Community Development Code.
- The Community Development Code applies to development within the Destination Resort District when not in conflict with either the development parameters of the Destination Resort District and/or the Design Guidelines of *Beach by Design*.

Overall, the project is compatible with the character of the Beach Walk District and the surrounding mix of hospitality, recreational, and public open space uses. The proposal activates an area within the OSR District that has historically functioned as enhanced landscaping associated with the Wyndham Grand Hotel and expands the hotel's use into adjacent City property currently utilized for enhanced landscaping. The proposed landscaping and site improvements are compatible with the Florida coastal design character envisioned by *Beach by Design* and maintain the established relationship between the Wyndham Grand Hotel, Beach Walk, and the adjacent public spaces.

Community Development Code Section 1-103. Purpose, Intent, Objectives:

The proposal is supported by the general purpose, intent and basic planning objectives of this Code as follows:

- Section 1-103.B.1.* Allowing property owners to enhance the value of their property through innovative and creative redevelopment.
- Section 1-103.B.2.* Ensuring that development and redevelopment will not have a negative impact on the value of surrounding properties and wherever it is practicable promoting development and redevelopment which will enhance the value of surrounding properties.
- Section 1-103.C.* It is the further purpose of this Development Code to promote economic development, neighborhood revitalization, and regional cooperation to sustain efforts through which development will protect regionally significant water and other environmental resources.
- Section 1-103.D.* It is the further purpose of this Development Code to make the beautification of the city a matter of the highest priority and to require that existing and future uses and structures in the city are attractive and well-maintained to the maximum extent permitted by law.

Community Development Code Sections 2-801.1 and 2-1401.1 - Maximum Development Potential:

The property has future land use designations of Resort Facilities High (RFH) and Recreation/Open Space (ROS). The RFH designation permits a maximum Impervious Surface Ratio (ISR) of 0.95, while the ROS designation permits a maximum ISR of 0.60. The existing hotel development approved under FLD2008-05013 was constructed with an ISR of 0.92 within the RFH-designated portion of the site. The proposed Amenity Area encompasses approximately 3,730 square feet within the ROS-designated area, of which approximately 1,022 square feet is proposed as impervious surface. This results in an ISR of 0.27, which is below the maximum permitted ISR of 0.60 for the ROS designation.

Community Development Code Sections 2-803.D and 2-1404.A - Flexible Development Standards:

As previously noted, the request pertains to the proposed outdoor amenity area located within the Open Space/Recreation (OSR) District on City property adjacent to the Wyndham Grand Hotel. A Comprehensive Infill Redevelopment Project approval is required because the request modifies the previously approved use of this area and increases the intensity of the original approval. No modifications are proposed to the existing hotel building or site improvements located within the Tourist (T) District.

The Comprehensive Infill Redevelopment Project provisions do not establish specific development standards such as lot area, lot width, setbacks, or building height. Instead, minimum off-street parking requirements are determined by the Community Development Coordinator based upon the specific use and/or applicable ITE standards. For comparison purposes, the Community Development Code requires a minimum of 10 parking spaces per 1,000 square feet of restaurant area in the OSR District. Based on this ratio, approximately 17 parking spaces would otherwise be required. However, because the proposed amenity area is accessory and ancillary to the existing overnight accommodations and is intended to serve hotel guests and patrons already accommodated by the existing development, no additional parking is required.

Community Development Code (CDC) Section 2-803.D - Comprehensive Infill Redevelopment Project Flexibility Criteria T District:

DEVELOPMENT STANDARD	COMPLIANCE WITH STANDARD
<i>Section 2-803.D.1. The development or redevelopment is otherwise impractical without deviations from the use and/or development standards set forth in this zoning district.</i>	The request involves an outdoor amenity area located on City property within the Open Space/Recreation (OSR) District that is accessory to the existing Wyndham Grand Hotel. No modifications are proposed to the existing hotel building, site improvements, or operations located within the Tourist (T) District. Approval of a Comprehensive Infill Redevelopment Project is necessary to accommodate the increased intensity associated with the proposed amenity area and associated site improvements within the OSR District.
<i>Section 2-803.D.2. The development or redevelopment will be consistent with the goals and policies of the Comprehensive Plan, as well as with the general purpose, intent and basic</i>	The proposal makes effective use of City property that has functioned as enhanced landscaping associated with the Wyndham Grand Hotel development since construction. The area was

<p><i>planning objectives of this Code, and with the intent and purpose of this zoning district.</i></p>	<p>incorporated into the original Development Order approval and served as part of the approved site design supporting the hotel's zero-foot west front setback. No changes are proposed within the Tourist (T) District. The proposal maintains the landscaping function of the area while introducing an accessory amenity use that is compatible with the existing hotel, Beach Walk, and surrounding public spaces.</p>
<p><i>Section 2-803.D.3. The development or redevelopment will not impede the normal and orderly development and improvement of surrounding properties.</i></p>	<p>The proposed project area is located within the OSR District and does not include any expansion or modification of the existing hotel building within the Tourist (T) District. The outdoor amenity area is located on City property that has historically functioned as enhanced landscaping associated with the approved hotel development. The proposal activates an area already integrated into the overall site design while preserving pedestrian access and maintaining compatibility with surrounding uses.</p>
<p><i>Section 2-803.D.4. Adjoining properties will not suffer substantial detriment as a result of the proposed development.</i></p>	<p>The proposed Amenity Area is an expansion of an existing hotel use into an area that has historically functioned as enhanced landscaping associated with the Wyndham Grand Hotel. The proposed use is compatible with the surrounding mix of hospitality, recreational, and public open space uses and is not anticipated to generate impacts that would be detrimental to adjoining properties. The proposal provides additional outdoor activation adjacent to Beach Walk and the public beach area while maintaining compatibility with surrounding development.</p>
<p><i>Section 2-803.D.5.a.-f. The proposed use shall otherwise be permitted by the underlying future land use category, be compatible with adjacent land uses, will not substantially alter the essential use characteristics of the neighborhood; and shall demonstrate compliance with one or more of the following objectives:</i></p> <p><i>a. The proposed use is permitted in this zoning district as a minimum standard, flexible standard or flexible development use;</i></p>	<p>a. The proposed use is permitted through the Comprehensive Infill Redevelopment Project provisions. While the existing hotel is located within the Tourist (T) District, the requested</p>

<p><i>b. The proposed development complies with applicable design guidelines adopted by the city;</i></p> <p><i>c. The design, scale and intensity of the proposed development supports the established or emerging character of an area;</i></p> <p><i>d. In order to form a cohesive, visually interesting and attractive appearance, the proposed development incorporates a substantial number of the following design elements:</i></p> <ul style="list-style-type: none"> • <i>Changes in horizontal building planes;</i> • <i>Use of architectural details such as columns, cornices, stringcourses, pilasters, porticos, balconies, railings, awnings, etc.;</i> • <i>Variety in materials, colors and textures;</i> • <i>Distinctive fenestration patterns;</i> • <i>Building setbacks; and</i> • <i>Distinctive roof forms.</i> <p><i>e. The proposed development provides for appropriate buffers, enhanced landscape design and appropriate distances between buildings</i></p>	<p>impede the normal and orderly development or improvement of surrounding properties.</p> <p>b. The applicant has collaborated with the city during the application process to ensure the proposed project's design meets the applicable design guidelines adopted in <i>Beach by Design</i> and incorporated through the original Level Two planning application approval.</p> <p>c. The proposed development is consistent with the established character of Clearwater Beach and functions as an accessory amenity to the existing Wyndham Grand Hotel. The project area is designed to be compatible with the Beach Walk District and the design objectives of <i>Beach by Design</i>, while maintaining consistency with the original hotel approval and the surrounding mix of hospitality, recreational, and public open space uses.</p> <p>d. The proposed development incorporates a variety of materials, colors, textures, and landscape elements to create a cohesive and visually attractive appearance. The design incorporates coastal Florida architectural and landscape features that are compatible with the Beach Walk District and the design objectives of <i>Beach by Design</i>. The coordinated use of landscaping, screening elements, site furnishings, and mobile elements contribute to a unified design that complements the existing Wyndham Grand Hotel and surrounding public spaces.</p> <p>e. The design team has incorporated appropriate buffers and enhanced landscape design as part of the proposed development of the Amenity Area to ensure that the use has minimal impacts to surrounding properties and provides a functional space for the Clearwater Beach community.</p>
---	---

Community Development Code (CDC) Section 2-1404.A - Comprehensive Infill Redevelopment Project Flexibility Criteria OSR District:

DEVELOPMENT STANDARD	COMPLIANCE WITH STANDARD
<p><i>Section 2-1404.A.1. The development or redevelopment is otherwise impractical without deviations from the use and/or development standards set forth in this zoning district.</i></p>	<p>The request involves the activation of an outdoor amenity area on City property within the Open Space/Recreation (OSR) District that functions as an accessory eating area to the existing Wyndham Grand Hotel. Accordingly, approval of a Comprehensive Infill Redevelopment Project as an increase to the intensity of the overall hotel development is necessary to allow the proposed amenity area and associated site improvements while maintaining the established relationship between the hotel, Beach Walk, and the adjacent City property.</p>
<p><i>Section 2-1404.A.2. The development or redevelopment will be consistent with the goals and policies of the Comprehensive Plan, as well as with the general purpose, intent and basic planning objectives of this Code, and with the intent and purpose of this zoning district.</i></p>	<p>The proposal makes effective use of City property that has functioned as enhanced landscaping associated with the Wyndham Grand Hotel development. The area was incorporated into the original Development Order approval and serves as part of the approved site design that supported the hotel's zero-foot west front setback. The proposal maintains and enhances the landscaping function of the area while introducing a low-intensity amenity use that complements the existing hotel and Beach Walk environment.</p>
<p><i>Section 2-1404.A.3. The development or redevelopment will not impede the normal and orderly development and improvement of surrounding properties.</i></p>	<p>The surrounding properties are developed within the established framework of Clearwater Beach and include overnight accommodation, recreational, and public open space uses. The proposed Amenity Area is located on City property adjacent to Beach Walk that has functioned as enhanced landscaping associated with the Wyndham Grand Hotel. The proposed improvements are compatible with surrounding uses and will not impede the normal and orderly development, redevelopment, or improvement of adjacent properties.</p>
<p><i>Section 2-1404.A.4. Adjoining properties will not suffer substantial detriment as a result of the proposed development.</i></p>	<p>The proposed Amenity Area is an expansion of an existing hotel use into an area that has functioned as enhanced landscaping associated with the Wyndham Grand Hotel. The proposed use is compatible with the surrounding mix of hospitality, recreational, and public open space</p>

	<p>uses and is not anticipated to generate impacts that would be detrimental to adjoining properties. The proposal provides additional outdoor activation adjacent to Beach Walk and the public beach area, creating an opportunity for increased pedestrian activity and utilization of the area by hotel guests and beach visitors. The Amenity Area will continue to be operated and maintained by the Wyndham Grand Hotel and will remain subject to the operational and maintenance standards applicable to the existing hotel development.</p>
<p><i>Section 2-1404.A.5.a.-f. The proposed use shall otherwise be permitted by the underlying future land use category, be compatible with adjacent land uses, will not substantially alter the essential use characteristics of the neighborhood; and shall demonstrate compliance with one or more of the following objectives:</i></p> <p><i>a. The proposed use is permitted in this zoning district as a minimum standard, flexible standard or flexible development use;</i></p> <p><i>b. The proposed use would be a significant economic contributor to the city's economic base by diversifying the local economy or by creating jobs;</i></p> <p><i>c. The development proposal accommodates the expansion or redevelopment of an existing economic contributor;</i></p>	<p>a. The use as a Comprehensive Infill Redevelopment Project is permitted as a flexible development use in the OSR zoning district as ancillary to the Wyndham Grand Hotel use in the Tourist zoning district.</p> <p>b. N/A</p> <p>c. The proposed Amenity Area accommodates the expansion of the existing Wyndham Grand Hotel, an established economic contributor on Clearwater Beach, by extending hotel-related amenities into an area that has historically functioned as enhanced landscaping associated with the development. The proposal provides additional outdoor activation adjacent to Beach Walk and the public beach area, expands opportunities for food and beverage service, and increases the range of amenities available to hotel guests and beach visitors. The Amenity Area will be operated and maintained as part of the existing hotel use and incorporates temporary and mobile improvements that may be removed prior to</p>

<p><i>d. The proposed use provides for the provision of affordable housing;</i></p> <p><i>e. The proposed use provides for development or redevelopment in an area that is characterized by other similar development and where a land use plan amendment and rezoning would result in a spot land use or zoning designation; or</i></p> <p><i>f. The proposed use provides for the development of a new, and/or preservation of a working waterfront use.</i></p>	<p>severe weather events, providing operational flexibility within the OSR District.</p> <p>d. The project does not include affordable housing.</p> <p>e. The project does not require a land use plan amendment or a rezoning.</p> <p>f. The property is not a waterfront parcel.</p>
<p><i>Section 2-1404.A.6.a.-e. Flexibility with regard to use, lot width, required setbacks, height and off-street parking are justified based on demonstrated compliance with all of the following design objectives:</i></p> <p><i>a. The proposed development will not impede the normal and orderly development and improvement of the surrounding properties for uses permitted in this zoning district;</i></p> <p><i>b. The proposed development complies with applicable design guidelines adopted by the city;</i></p> <p><i>c. The design, scale and intensity of the proposed development supports the established or emerging character of an area;</i></p>	<p>a. The proposed development will not impede the normal and orderly development and improvement of surrounding properties for uses permitted in this zoning district. The proposed Amenity Area is located on City property within the OSR District that has functioned as landscaping associated with the Wyndham Grand Hotel. The proposed use is compatible with the surrounding mix of hospitality, recreational, and public open space uses and does not affect the ability of adjacent properties to develop, redevelop, or improve in accordance with the uses permitted within the zoning district. The proposed improvements are limited in scope and maintain the established relationship between the hotel, Beach Walk, and the surrounding public spaces.</p> <p>b. The applicant has collaborated with the city during the application process to ensure the proposed project’s design meets the applicable design guidelines adopted in <i>Beach by Design</i> and incorporated through the original Level Two planning application approval and approved landscaping plan.</p> <p>c. The proposed development is consistent with the character of Clearwater Beach by adding a relatively small, but functional amenity area to the</p>

<p><i>d. In order to form a cohesive, visually interesting and attractive appearance, the proposed development incorporates a substantial number of the following design elements:</i></p> <ul style="list-style-type: none"> • <i>Changes in horizontal building planes;</i> • <i>Use of architectural details such as columns, cornices, stringcourses, pilasters, porticos, balconies, railings, awnings, etc.;</i> • <i>Variety in materials, colors and textures;</i> • <i>Distinctive fenestration patterns;</i> • <i>Building setbacks; and</i> • <i>Distinctive roof forms.</i> <p><i>e. The proposed development provides for appropriate buffers, enhanced landscape design and appropriate distances between buildings</i></p>	<p>existing Wyndham Grand Hotel. The project area is designed so that it is compatible with <i>Beach by Design</i>.</p> <p>d. The proposed development incorporates a mix of materials, colors, textures, and landscape elements to create a cohesive and visually attractive appearance. The design is consistent with the Florida coastal character envisioned by <i>Beach by Design</i> and complements the existing Wyndham Grand Hotel and Beach Walk environment. The coordinated landscape treatment, screening elements, and mobile elements contribute to the activation of the area while maintaining compatibility with the surrounding hospitality, recreational, and public open space uses.</p> <p>e. The design team have incorporated appropriate buffers and enhanced landscape design as part of the proposed development of the Amenity Area to ensure that the use has minimal impacts to surrounding properties and provides a functional space for the Clearwater Beach community.</p>
---	--

Community Development Code (CDC) Section 3-1202.G - Comprehensive Landscaping Program

DEVELOPMENT STANDARD	COMPLIANCE WITH STANDARD
<p><i>Section 3-1202.G.1.a. or b. Architectural Theme.</i></p> <p><i>b. The design, character, location and/or materials of the landscape treatment proposed in the comprehensive landscape program shall be demonstrably more attractive than landscaping otherwise permitted on the parcel proposed for development under the minimum landscape standards.</i></p>	<p>b. The proposed landscaping is designed to integrate with the outdoor amenity area while remaining consistent with the originally approved landscape plan and overall site design of the Wyndham Grand Hotel. The landscape treatment incorporates a coordinated palette of palms, flowering shrubs, ornamental grasses, and tropical understory vegetation that is compatible with the Florida coastal character envisioned by <i>Beach by Design</i>. The proposed plantings provide enhanced visual interest, screening, and landscape layering beyond the minimum landscape standards and reinforce the established character of Beach Walk and the surrounding Clearwater Beach area.</p>

<p><i>Section 3-1202.G.2. Lighting.</i></p> <p><i>Any lighting proposed as a part of a comprehensive landscape program is automatically controlled so that the lighting is turned off when the business is closed.</i></p>	<p>No additional lighting is proposed.</p>
<p><i>Section 3-1202.G.3. Community Character.</i></p> <p><i>The landscape treatment proposed in the comprehensive landscape program will enhance the community character of the City of Clearwater.</i></p>	<p>The proposed landscape plan enhances the community character of Clearwater Beach by improving an area associated with the Wyndham Grand Hotel and Beach Walk. The proposed vegetation is compatible with the Florida coastal character envisioned by <i>Beach by Design</i>.</p> <p>The installation of palms will provide vertical landscape elements and reinforce the tropical identity of Clearwater Beach. The shrubs will introduce seasonal color and visual interest along pedestrian areas, while the decorative grasses will provide texture, movement, and a natural coastal appearance. Overall, the proposed vegetation will create a layered landscape treatment that softens views of the amenity area, provides visual screening, and enhances the pedestrian experience along Beach Walk, which is consistent with the objectives of <i>Beach by Design</i> and the Comprehensive Landscaping Program.</p>
<p><i>Section 3-1202.G.4. Property Values.</i></p> <p><i>The landscape treatment proposed in the comprehensive landscape program will have a beneficial impact on the value of property in the immediate vicinity of the parcel proposed for development.</i></p>	<p>The proposed landscape treatment will maintain the visual character of the area, complement surrounding development, and positively contribute to property values and the overall appearance of properties adjacent to Beach Walk and the public beach area.</p>
<p><i>Section 3-1202.G.5. Special Area or Scenic Corridor Plan.</i></p> <p><i>The landscape treatment proposed in the comprehensive landscape program is consistent with any special area or scenic corridor plan which the City of Clearwater has prepared and adopted for the area in which the parcel proposed for development is located.</i></p>	<p>As previously noted, the property is located within the Beach Walk District of <i>Beach by Design</i>. The proposed landscape treatment is consistent with the character and design objectives of <i>Beach by Design</i> through the use of a coordinated palette of palms, flowering shrubs, ornamental grasses, and tropical understory vegetation that complements the character of Clearwater Beach. The proposed landscaping is compatible with the existing Wyndham Grand Hotel development, Beach Walk, and the surrounding public spaces, and maintains the established visual character envisioned for the Beach Walk District.</p>

Community Development Code (CDC) Section 3-914. General Applicability Standards:

The proposal supports the General Applicability standards of this Code as follows.

GENERAL APPLICABILITY STANDARDS	FINDINGS
<i>Section 3-914.A.1. The proposed development of the land will be in harmony with the scale, bulk, coverage, density and character of adjacent properties in which it is located.</i>	The proposed Amenity Area will be ancillary to the hotel, and its addition will be in harmony with the scale, bulk, coverage, density, and character of adjacent properties. The proposed Amenity Area will be located in a manner without impeding pedestrian flow or blocking existing sidewalks and will offer an attractive Florida tiki-style food and beverage option which fits into the character adjacent to Beach Walk.
<i>Section 3-914.A.2. The proposed development will not hinder or discourage development and use of adjacent land and buildings or significantly impair the value thereof.</i>	The proposal will not hinder or significantly impair the development or value of adjacent properties. Surrounding properties are developed with overnight accommodation, retail sales and services, and restaurants, that are compatible with the proposed conversion. No changes to the existing building footprint or exterior modifications beyond new landscaping are proposed, maintaining stability with respect to adjacent land and structures.
<i>Section 3-914.A.3. The proposed development will not adversely affect the health or safety of persons residing or working in the neighborhood.</i>	Surrounding land uses include commercial development to the north, east, and south, with Clearwater Beach recreational area to the west. The existing hedge row of sea grapes encompasses the project site. Beyond the installation of new landscaping, the proposal includes no exterior modifications, with no anticipated impacts to surrounding development.
<i>Section 3-914.A.4. The proposed development is designed to minimize traffic congestion.</i>	The proposed Amenity Area will not have an effect on traffic congestion as it will be ancillary to the hotel use and not accessible by vehicle. Additionally, the Amenity Area will offer another walkable option for residents and visitors along Beach Walk.
<i>Section 3-914.A.5. The proposed development is consistent with the community character of the immediate vicinity.</i>	The proposed Amenity Area is consistent with the character of the immediate vicinity, which is defined by a mix of hospitality, recreational, and public open space uses within the Beach Walk District of Beach by Design. The proposed landscaping incorporates a coordinated palette of palms, flowering shrubs, ornamental grasses, and tropical understory vegetation that is compatible with the Florida coastal character of Clearwater Beach. In addition, the improvements and temporary structures are designed to incorporate design elements that complement the existing Wyndham Grand Hotel, Beach Walk, and the design objectives of <i>Beach by Design</i> . Collectively, the proposed site improvements maintain compatibility with the established character of the surrounding area and the pedestrian-oriented environment envisioned for Clearwater Beach.

<p><i>Section 3-914.A.6. The design of the proposed development minimizes adverse effects, including visual, acoustic and olfactory and hours of operation impacts on adjacent properties.</i></p>	<p>The design of the proposed Amenity Area incorporates landscaping, screening elements, and operational controls that minimize potential visual, acoustic, and operational impacts on adjacent properties. The proposed landscape treatment provides buffering between the Amenity Area, Beach Walk, and surrounding uses, while the outdoor seating area remains integrated with the existing hotel development. The Amenity Area will operate in conjunction with the Wyndham Grand Hotel and maintain hours of operation that are compatible with surrounding hospitality and recreational uses. In addition, the Amenity Area will be closed during non-business hours, further limiting potential impacts on adjacent properties and surrounding public spaces.</p>
--	---

RECOMMENDATION

The Development Review Committee (DRC) reviewed the application and supporting materials at the DRC meeting of May 7, 2026. The Planning and Development Department, having reviewed all materials submitted by the applicant and the requirements of the Community Development Code, recommends the following findings of facts and conclusions of law.

Recommended Findings of Fact

1. The 2.77- acre site is located at the south and east sides of S. Gulfview Boulevard, west side of Coronado Drive, and the north side of Second Street.
2. The property is located in the Beach Walk District of *Beach by Design* and the Tourist (T) District and the Open Space/ Recreation (OSR) District with Resort Facilities High (RFH) and Recreation Open Space (ROS) future land use designations.
3. The project site is comprised of 3,730 square feet in area, existing outdoor landscaped area between the west façade of the Wyndham Grand and the east frontage of S. Gulfview Boulevard.
4. The development proposal is consistent with the Flexibility Criteria of CDC Sections 2-803.D and 2-1404.A for a Comprehensive Infill Redevelopment Project for an accessory outdoor amenity area within the OSR District.
5. The City property proposed for the expansion of the outdoor amenity area for activation with proposed site landscaping is consistent with the Flexibility Criteria of CDC Section 3-1202, Article 4, Division 14, and the Florida coastal character envisioned by *Beach by Design*.
6. The project improvements and temporary structures within the proposed outdoor amenity to allow for activation of the public realm is compatible with the character of Clearwater Beach, Beach Walk, and *Beach by Design*.
7. There are no active Code Compliance cases.

Recommended Conclusions of Law

1. The development proposal is consistent with the applicable components of the City's Comprehensive Plan.
2. The development proposal is consistent with the Beach Walk District and Design Guidelines provisions of *Beach by Design*.
3. The development proposal is consistent with the maximum development potential set forth in CDC Sections 2-801.1. and 2-1401.1

4. The development proposal is consistent with the Flexible Development standards pursuant to CDC Tables 2-803 and 2-1404.
5. The development proposal is consistent with the Flexibility Criteria pursuant to CDC Sections 2-803.D. and 2-1404.A. for a Comprehensive Infill Redevelopment Project.
6. The development is consistent with the Flexibility Criteria pursuant to Sections 3-1202.D. E. and G. for a Comprehensive Landscape Program.
7. The development proposal is consistent with the General Standards for Level One and Two Approvals pursuant to CDC Section 3-914.A.

Based on the above recommended findings of fact and conclusions of law, the Planning and Development Department recommends **APPROVAL** of application FLD2008-05013A, subject to the following conditions:

Conditions of Approval

General/Miscellaneous Conditions

1. An application for a building construction permit shall be submitted no later than June 16, 2027, unless time extensions are granted pursuant to CDC Section 4-407.
2. A business tax receipt must be obtained and maintained in order for the business to operate.
3. The project must remain generally consistent with the plans and elevations approved by the Community Development Board.
4. All applicable state or federal permits shall be obtained for the subject project prior to the commencement of development as defined under Fla. Stat. § 380.04.
5. Acknowledge that each condition of approval will be met with any applicable permit submittal subject to any applicable timing requirement to the satisfaction of City Staff.
6. All Conditions of Approval included in the previously approved case, FLD2008-05013, and not modified by this request, shall be met.

Timing Conditions – Prior to Issuance of Permit, Excluding Demolition, and Clearing, and Grubbing Land Resources

7. All landscape plan(s), if applicable, shall provide a statement that shall, rock, gravel, and any similar materials are not acceptable landscape materials pursuant to CDC Section 3-1204.B to the satisfaction of Planning and Development (Land Resources) Staff.
8. All landscaped areas shall be covered with shrubs, ground cover, turf, three inches of organic mulch or other suitable material which permits percolation. Where mulch is used, it must be protected from washing out of the planting bed, landscape rock with a minimum size of ¾ inch to one inch in diameter shall be used to redirect stormwater gutter systems to prevent erosion. Plastic sheets / weed barrier shall not be installed under mulches.

Legal

9. The Revocable License Agreement shall be executed with the City for all proposed improvements and operations located on City-owned property.

Planning

10. Prior to Building Construction Permit (BCP), all plans shall be revised to ensure consistent terminology throughout the application materials, including the use of consistent references to the temporary elements and the licensed area on City property.
11. Prior to BCP all applicable plans shall be revised to demonstrate that all gates associated with the Amenity Area are designed to swing inward.
12. Prior to BCP all applicable plans shall be revised to correct and consistently identify the orientation of all building elevations and directional references.


-
13. To obtain a building construction permit, properties located in flood zones must adhere to the requirements of Florida Building Code, Pinellas County Coastal code, City flood ordinance, and FEMA requirements for construction. Permit applications must include pertinent flood zone information.
 14. No food preparation shall be prepared outside.

Timing Conditions - Prior to Landscape Final

Engineering

15. All sod, sidewalk, curb and sprinkler damage, if any, within the right-of-way shall be repaired/replaced prior to Engineering final inspection.

Prepared by Planning and Development Department Staff:



Melissa Hauck-Baker, AICP, Planner III

ATTACHMENTS: Resume, Photographs

Melissa Hauck-Baker, AICP, NJPP
100 South Myrtle Avenue
Clearwater, Florida 33756
727.562.4567 x2855
melissa.hauck-baker@myclearwater.com

PROFESSIONAL EXPERIENCE

- **Senior Planner, Development Review Division**

City of Clearwater, FL

July 2013 – Present

Provide professional urban planning services to citizens, City Officials and businesses regarding Land Development Review procedures and legal requirements of the Community Development Code for the City. Assist in the day to day planning and zoning operations as well as long range planning initiatives, interdepartmental cooperation and assistance. Conduct plan reviews, site investigations, report preparation, meeting attendance and presentation of findings as relating to proposed development projects and required regulatory review procedures.

- **Professional Planner Consultant**

City of Clearwater, FL

March 2010 to June 2013

Provide consulting services to clients as requested for various residential and commercial scale projects as relating to the necessary zoning and planning review processes required by the specific governing entity. Supervise the preparation of reports and plans, conduct site visits, attend and present findings at municipal and all related public meetings, coordinate with applicant, various municipal staff and related professional consultants.

- **Senior Associate**

January 2005 to March 2010

- **Project Manager**

KEPG, LLC, Atlantic City, NJ

April 2001 to January 2005

Oversee consulting services provided to municipal clients in the area of zoning, planning, master planning and redevelopment planning. Review all proposed projects before any required municipal board, authority and commission as well as any additional jurisdictional requirement of other local, state and federal entities. Provide professional guidance regarding planning and zoning concepts, zoning ordinance development, urban design issues, master plans, and redevelopment plans as outlined within the New Jersey Municipal Land Use Law. Supervise the preparation of reports and plans, conduct site visits, attend and present findings at municipal and all related public meetings, coordinate with firm staff, various municipal staff and related consultants to effectuate an efficient and thorough review process.

- **Zoning Administrator**

June 1998 to April 2001

- **City Planner**

November 1994 to May 1998

- **Historic Preservation Specialist**

City of Reading, PA

September 1993 to October 1994

Staff liaison and administrator to the Zoning Hearing Board, Planning Commission, Historic Architectural Review Board, Reading Redevelopment Authority and Fine Arts Board. Enforcement, interpretation and regulatory cooperation of the following ordinances; subdivision, land development, historic preservation, redevelopment and zoning. Provide assistance with downtown, neighborhood, comprehensive master plan, parks, recreation, and public property planning. Conduct site inspections, process violations, and pursue cases through the court system. Assist with review of proposed development projects in conjunction with planning, engineering, and building code staff as well as with the preparation of the Comprehensive Master Plan. Generate graphics for various presentations as required by the department.

EDUCATION

Bachelor of Landscape Architecture, Magna Cum Laude, State University of New York, Syracuse, 1993

LICENSES AND ASSOCIATION MEMBERSHIPS

American Institute of Certified Planners #023351 (2009 to Present) American Planning Association (2001 to Present)

Florida Chapter (2013 to Present) New Jersey Chapter (2001 to 2012)

Licensed New Jersey Professional Planner #33LJ00609500 (2009 to Present)



Facing southwest at the subject property along the west façade of the Wyndham Grand.



Facing southwest at the project site along S. Gulfview Boulevard.



Facing southwest along S. Gulfview Boulevard.



Facing southwest along the sidewalk located to the west of the project site along S. Gulfview Boulevard.



Facing southwest along S. Gulfview Boulevard at the project site where Beach Walk bisects the right-of-way.



Facing southeast along S. Gulfview Boulevard where Beach Walk continues to the south.

**100 Coronado Drive
FLD2008-05013A**