

Profile

Luis

First Name

N

Middle Initial

Serna

Last Name

Inserna@gmail.com

Email Address

2819 Anderson Drive South

Home Address

Suite or Apt

Clearwater

City

FL

State

33761

Postal Code

Home: (850) 556-5357

Primary Phone

Business: (727) 394-3825

Alternate Phone

Length of Residency - please select one. *

☒ 6+ years

Do you own or represent a business in Clearwater?

☐ Yes ☒ No

If yes, where is the business located? Do you conduct business with the City?

N/A

Which Boards would you like to apply for?

Community Development Board: Submitted

Calvin, Giordano & Associates, Inc.

Employer

Planning Director

Job Title

Occupation - If retired, enter former occupation.

Planning Consultant

Have you served or do you serve on a board in Clearwater?

☐ Yes ☒ No

If yes, please list the name of the board.

N/A

Why do you wish to serve on this board/committee? If seeking reappointment, state why you should be reappointed.

I would like to become more active in the community and would like to use my knowledge and experience in city planning to help promote and improve the community.

What personal qualifications can you bring to this board or committee?

I have been a professional city planner for over 30 years. I am a LEED Accredited Professional in Building Design and Construction. I am an avid runner and cyclist who would like to promote the planning of facilities serving these activities. I have knowledge about what factors promote a vibrant and successful community.

List Community Activities

I completed Clearwater Citizens Academy in 2023. I currently serve on the Foward Pinellas Citizens Advisory Committee. I previously served on the Clearwater Complete Streets Advisory Committee. I am a volunteer with Ready for Llife Pinellas which serves youth who have aged out of the foster care system.

[LuisNSerna_Resume.pdf](#)

Upload a Resume

Question applies to multiple boards

[LNSerna_Voters.pdf](#)

Please attach a copy of your current voter registration within city limits.

Question applies to multiple boards

[LNSerna_DL.pdf](#)

Please attach a copy of one of the following documents: 1) valid current Florida Driver License issued to an address within city limits, or 2) Declaration of Domicile filed with the city clerk affirming residency within city limits.

Question applies to multiple boards

Are you related to any member of the City Council?

☐ Yes ☒ No

Question applies to multiple boards

If yes, please provide name and explain relation.

N/A

Question applies to multiple boards

Are you related to a city employee?

☐ Yes ☒ No

Question applies to multiple boards

If yes, please provide name and explain relation.

N/A

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts. (Optional)

Ethnicity

☒ Hispanic

Gender

☒ Male

10/29/1964

Date of Birth

The City of Clearwater strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

None

By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I understand and agree to the responsibilities and commitment of time associated with an appointment to a Clearwater advisory board or committee.

☒ I Agree

All material submitted to the City of Clearwater is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

Luis N. Serna, AICP, LEED AP BD+C

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Clearwater, Florida 33761
850-556-5357

www.linkedin.com/in/LuisNSerna
E-mail: LNSerna@gmail.com

SUMMARY OF QUALIFICATIONS:

Over 30 years of experience in land planning consultation for public and private sector clients. Extensive experience in all aspects of local government Comprehensive Planning and permitting. LEED Accredited Professional in Green Building Design and Construction.

PROFESSIONAL EXPERIENCE:

Calvin, Giordano & Associates, Inc.

Clearwater, Florida, September 2015 to Present:

Planning Director, Tampa Bay Region, responsible for the planning operations of the Tampa Bay office. Providing planning services to local governments including site plan and permit reviews; land development code and comprehensive plan updates; preparing neighborhood and special area plans; reviewing and preparing staff recommendations on applications for rezoning, plan amendments, site plans, development agreements, special exceptions, and variances. Providing planning consultant services to private clients including site feasibility and entitlement studies; preparation of land use amendments and rezoning applications; and consultation on special exceptions, variances, and other development applications.

**Wakulla County Department of Planning & Community Development,
Crawfordville, Florida, January 2012 to August 2015:**

Director responsible for the daily operation of the Planning and Community Development Department. Represent the department at Planning Commission and County Commission meetings. Hold pre-application review meetings. Review planning and zoning applications including site plans, subdivisions, rezonings, and Comprehensive Plan amendments. Coordinate the department's budget. Manage and direct department staff. Administer policy provisions adopted by the Board of County Commissioners. Assist in strategic planning. Serve as liaison with State and Federal agencies on issues related to various housing programs. Work with the Chief Building Official as needed regarding code enforcement and building code requirements. Oversee administration of the Comprehensive Plan and Land Development Code by providing technical planning information to the public, the Planning Commission, and the Board of County Commissioners. Developed overlay zoning district for Crawfordville, and began implementation of a tax increment financing district for this community.

GPI Southeast, Inc. (Formerly Varnum & Associates, Inc.), Tallahassee, Florida, October 2001 to July 2011:

Land Planner responsible for project management, planning consultation, and zoning and environmental permitting approvals. Conduct development feasibility and site analyses for zoning and comprehensive plan compliance. Develop neighborhood, subdivision, and site development plans for public and private sector clients. Serve as expert witness in matters pertaining to Land Development Code and Comprehensive Plan implementation. Prepare planning analyses for eminent domain right-of-way takings. Assist small communities secure grant funds for planning and infrastructure projects.

Vertical Solutions, LLC/Big Bend Towers, Tallahassee, Florida, July 2000 to October 2001:

Land Planner responsible for project management and zoning and permitting approvals for telecommunications towers. Managed local government review and approval process for wireless services providers, and prepared application packages for local zoning and site and development plan reviews. Presented applications at public hearings and conducted neighborhood meetings for proposed tower sites when necessary.

Leon County Department of Community Development, Tallahassee, Florida, October 1997 to July 2000:

Development Review Administrator responsible for the county's land use administrative functions. Supervised a staff of professional planners and served as lead staff person on matters pertaining to current planning. Evaluated and prepared amendments to land development regulations as needed.

Leon County Department of Community Development, Tallahassee, Florida, June 1996 to October 1997:

Development Review Coordinator responsible for the county's technical review, processing and management of subdivision and site development plan applications. Developed a permitting manual on the county's development review process and managed review of the county's permitted use verification certificates.

St. Lucie County Department of Community Development, Fort Pierce, Florida, May 1990 to June 1996:

Economic Development and Land Use Planner responsible for the completion of an economic base study and economic plan to promote economic development in St. Lucie County. Responsible for coordination of reviews and served as support staff for 13-member project steering committee. Developed budget and completed quarterly financial reports for grant funding. Reviewed site plans. Prepared and evaluated amendments to the Comprehensive Plan and Land Development Code.

EDUCATION:

- 1990 Graduate Studies in Urban and Regional Planning, **University of Miami**, Coral Gables, Florida
- 1987 B.S. in Economics with an emphasis in Economics of Industry, **Florida State University**, Tallahassee, Florida
- 1987 Certificate of Planning Studies, **Florida State University**, Tallahassee, Florida

QUALIFICATIONS, REGISTRATIONS, AND CERTIFICATIONS:

American Institute of Certified Planners (AICP) Certification, Since 1997 (#013237)

LEED Accredited Professional – Building Design and Construction, Since 2008

Qualified Expert Witness in Florida

PROFESSIONAL AFFILIATIONS/COMMUNITY ORGANIZATIONS:

American Institute of Certified Planners

American Planning Association

South Walton Community Council

Forward Pinellas Citizens Advisory Committee

City of Clearwater Complete Streets Advisory Committee

U.S. Green Building Council, Florida Capital Area Chapter