



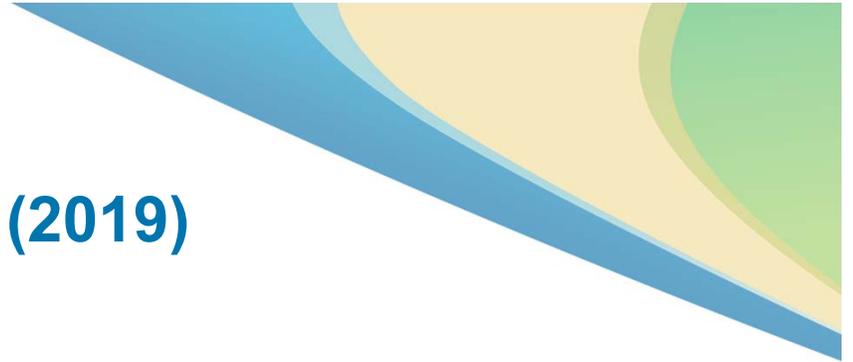
Downtown Public Amenities Incentive Pool

May 17, 2021
City Council Work Session



100 S. Myrtle Ave. | Clearwater, FL 33756
www.myclearwater.com

COUNTYWIDE RULE CHANGES (2019)



Density / Intensity Comparison - Allowable Development Potential

Intensity Measure	Existing Clearwater (Downtown Core)	Countywide Plan (Urban Center)
FAR (floor area ratio)	4.0	8.0
Density (residential)	75 units per acre	200 units per acre
Density (hotels)	95 rooms per acre	330 rooms per acre

EXISTING PUBLIC AMENITIES INCENTIVE POOL

Additional floor area and units are allocated for provision and/or fees in-lieu of certain public amenities

- Allows density / intensity above current max
- Negotiated process with CDB approval
- Available to all Downtown properties
- Few projects have requested Pool units or sq ft

**Public Amenities
Incentive Pool
Availability
(4/30/2021)**

- 2,326 units
- 2,119,667 sq ft

STAFF RECOMMENDATIONS

✓ Consider a 2-Tiered Approval to Existing Pool Program

Tier 1 (new)

- Streamlined approval by DRC
- Applies to Downtown Core only
- Predictable allocation based on meeting well-defined criteria
- Base maximum density/intensity + “stackable” bonus density/intensity

Tier 2 (existing)

- Level II approval by CDB
- Applies to entire Downtown District
- Negotiated allocation based on public amenities and/or fees in-lieu
- Max density / intensity is based on negotiated process

✓ Establish Well-Defined Bonus Criteria for Tier 1

Criteria	Max Bonus
Minimum 15% Workforce or Affordable Housing	20 UPA
Minimum 25% Workforce or Affordable Housing	40 UPA
Achieve LEED Silver Certification or Equivalent	1.0 FAR or 50 UPA or 60 RPA
Achieve LEED Gold Certification or Equivalent	1.5 FAR or 75 UPA or 95 RPA
Contributions to Approved Planned Public Amenities	0.50 FAR or 35 UPA
Structured Public Parking	0.50 FAR or 35 UPA
Mixed Use Projects: >25% GFA of Residential (Long-term rental)	0.50 FAR or 35 UPA
Hotel Use with Public Function Space	0.25 FAR or 45 RPA
Meets Downtown Building Design Standards – No Flexibility Needed	0.25 FAR or 20 UPA

✓ **Establish a Bonus Maximum**

Set a maximum base plus “stacked” bonus density / intensity

- Residential – 150 UPA
- Hotel – 190 RPA
- Nonresidential – 6.0 FAR

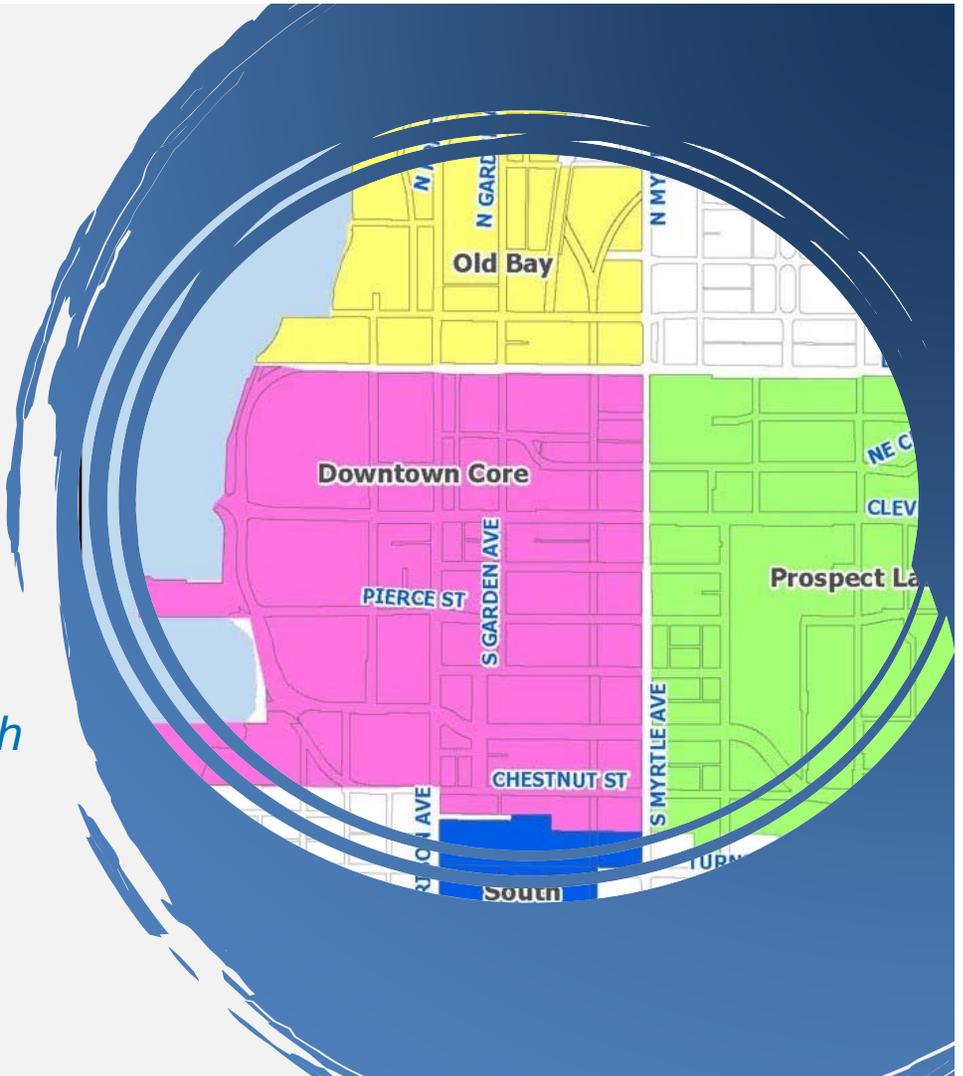
✓ **Other Considerations**

- Pool is finite
- Use conversions from Pool allowed – intensity equivalencies
- Waiver of proportionate density/intensity for vertical mixed use

NEXT STEPS

- ✓ **City Council Direction**
- ✓ **If concepts supported, amend:**
 - Downtown Redevelopment Plan
 - Appendix C, Downtown District & Design Standards

Community benefits from predictability with a bonus program that supports Downtown Redevelopment Plan objectives, while developers benefit from streamlined process and increased predictability.





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