

# Downtown Update

July 17, 2017

*Planning & Development  
Department*



**CLEARWATER**  
BRIGHT AND BEAUTIFUL • BAY TO BEACH



# Where Are We in the Update?

- Two Community Meetings To Date
- Downtown Redevelopment Plan Is Close to Completion
- Downtown Zoning District Still In Progress



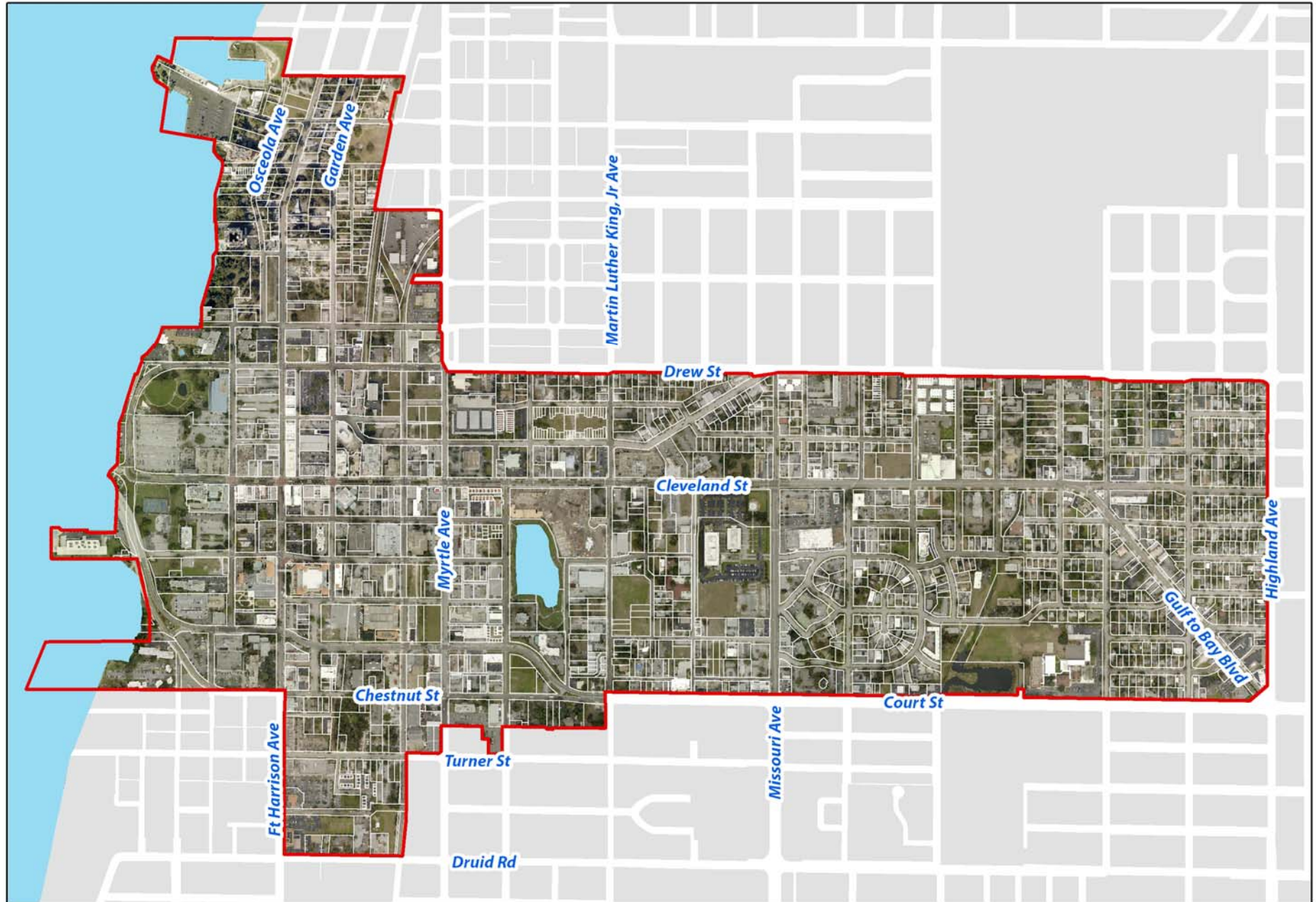
# What is the Downtown Redevelopment Plan?

- **Acts as the Guiding Plan for the Downtown Planning Area**
- **Sets the Goals and Vision for the Downtown**
- **Establishes the Entitlements**
- **Directs Private Development and City Actions**

# Entire Scope of Project

- **Update and Affirm Plan Vision and Guiding Principles**
- **Revise Goals, Objectives and Policies**
- **Review Character District Boundaries and Vision**
- **Review Development Potential and Height**
- **Remove Design Guidelines**
- **Update Data and Reorganize Document**

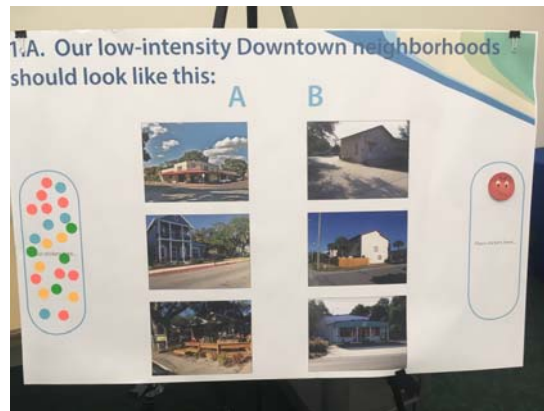
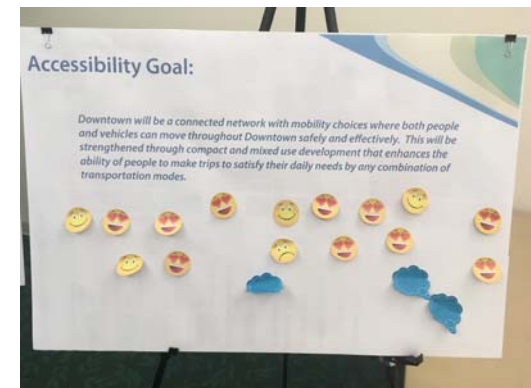
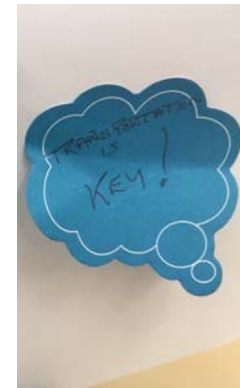
# Clearwater Downtown Redevelopment Plan



# Community Meeting - April 26

## Reaffirmed the Vision and Goals

### Visual Preference and Feedback Boards



# Downtown Redevelopment Plan

## Vision and Guiding Principles

- Vision Statement

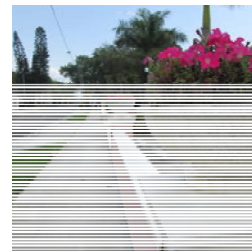
*Downtown Clearwater will thrive as the urban core and heart of the City, as the center of business and government, and as an attractive place to live, work, shop and play. A revitalized Downtown will be achieved through quality urban design, continued creation of a high quality public realm, and a dense and livable pattern which will strengthen the overall health of the City.*



# Downtown Redevelopment Plan Vision and Guiding Principles

- 14 Guiding Principles

Authentic  
Economic Center  
Linked Success  
Integrated Variety  
Retail Grid  
Primarily Pedestrian  
Waterfront & Harbor





# Downtown Redevelopment Plan Vision and Guiding Principles

- 14 Guiding Principles, *continued*

Urban Design

Pinellas Trail

Park Once

Arts

Adaptive Reuse

Environment

Resilience



# People Goal

- Downtown shall be a place that attracts residents, visitors, businesses and their employees and enables the development of community. The City shall encourage a vibrant and active public realm, exciting recreation and entertainment, and support the community and neighborhoods.

*Downtown shall be a place that attracts residents, visitors, businesses and their employees and enables the development of community. The City shall encourage a vibrant and active public realm, exciting recreation and entertainment, and support the community and neighborhoods.*



# Accessibility Goal

- Downtown will be a connected network with mobility choices where both people and vehicles can move throughout Downtown safely and effectively. This will be strengthened through compact and mixed use development that enhances the ability of people to make trips to satisfy their daily needs by any combination of transportation modes.



*Downtown will be a connected network with mobility choices where both people and vehicles can move throughout Downtown safely and effectively. This will be strengthened through compact and mixed use development that enhances the ability of people to make trips to satisfy their daily needs by any combination of transportation modes.*



# Amenity Goal

- Downtown will be a memorable place to be enjoyed that enhances Clearwater's waterfront location, natural resources, built environment and history.



*Downtown will be a memorable place to be enjoyed that enhances Clearwater's waterfront location, natural resources, built environment and history.*



# Urban Design Goal

- Downtown will be a dynamic built environment of dense and livable patterns, active and attractive streets, achieved through quality urban design and architecture.



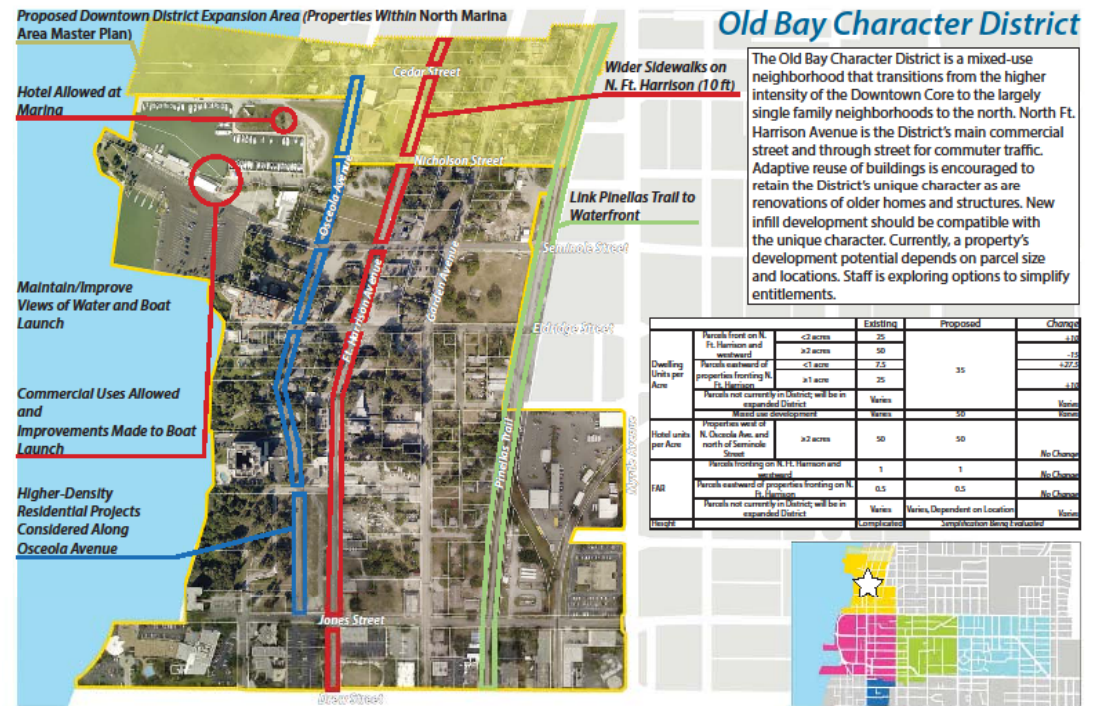
*Downtown will be a dynamic built environment of dense and livable patterns, active and attractive streets, achieved through quality urban design and architecture.*



# Community Meeting - May 31

## Character Districts and Display Boards

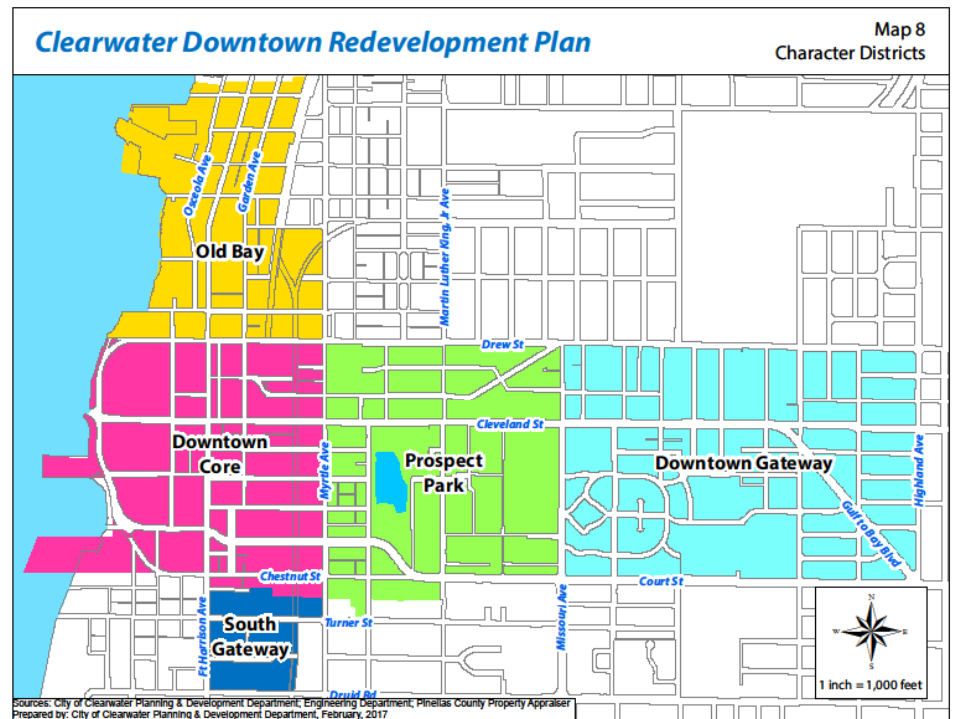
### Introduced Changes to Downtown Zoning



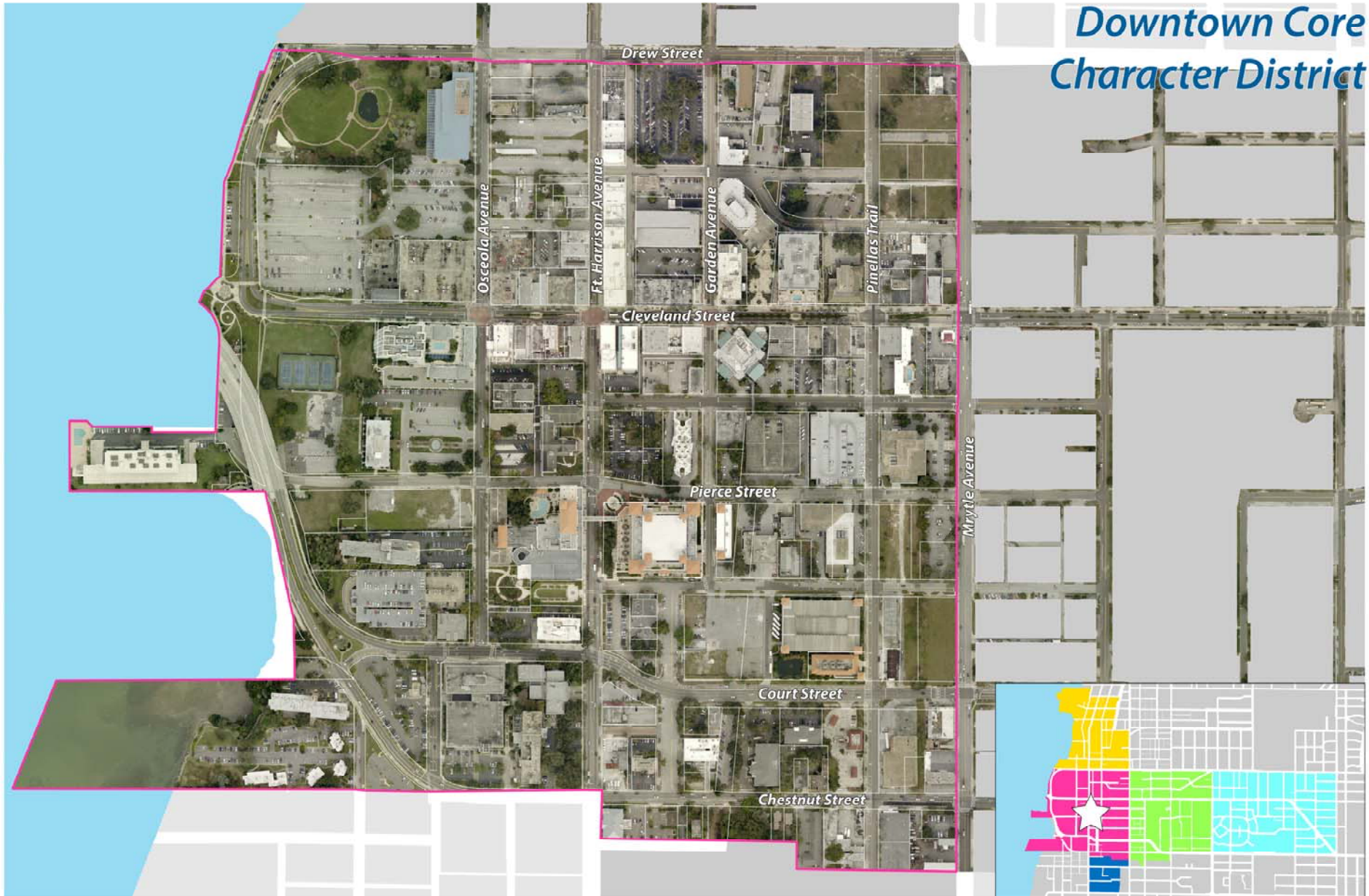
# Downtown Redevelopment Plan

## Character Districts

- Downtown Core
- Old Bay
- Prospect Lake
- Downtown Gateway
- South Gateway



# Downtown Core Character District



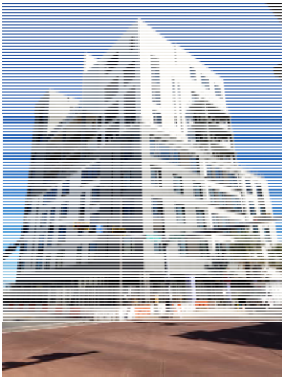


# Downtown Core Character District

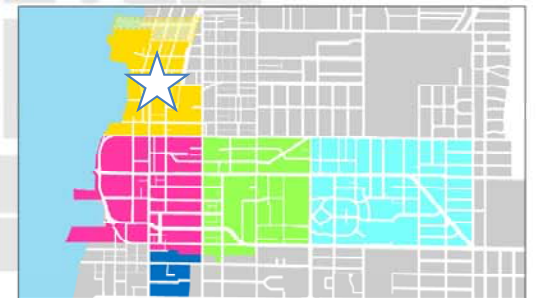
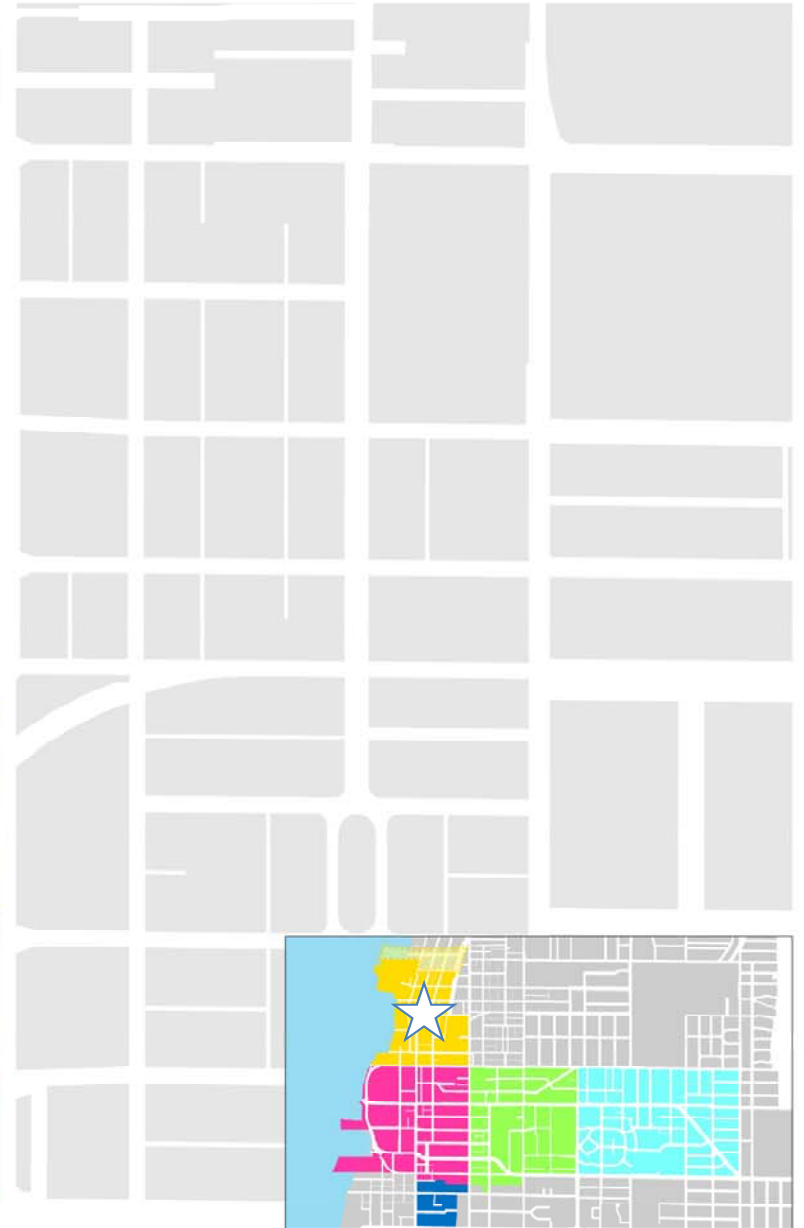
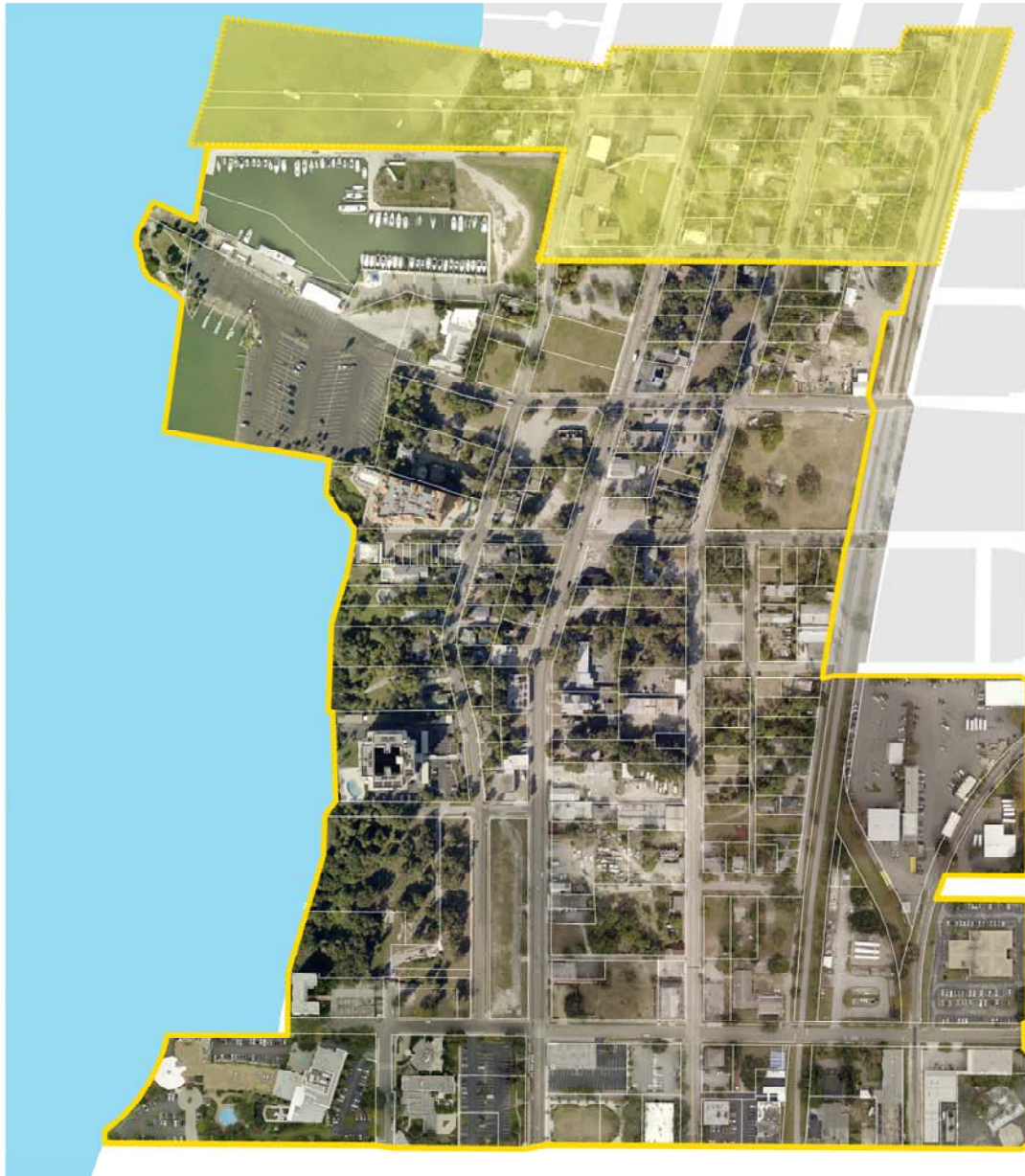
- Height, unlimited
- FAR 4.0
- 70 Dwelling Units Per Acre
- 95 Overnight Units Per Acre

*Proposed:*

- 75 du/ac
- 125 ov/ac  
(TBD)



# Old Bay Character District



# Old Bay Character District

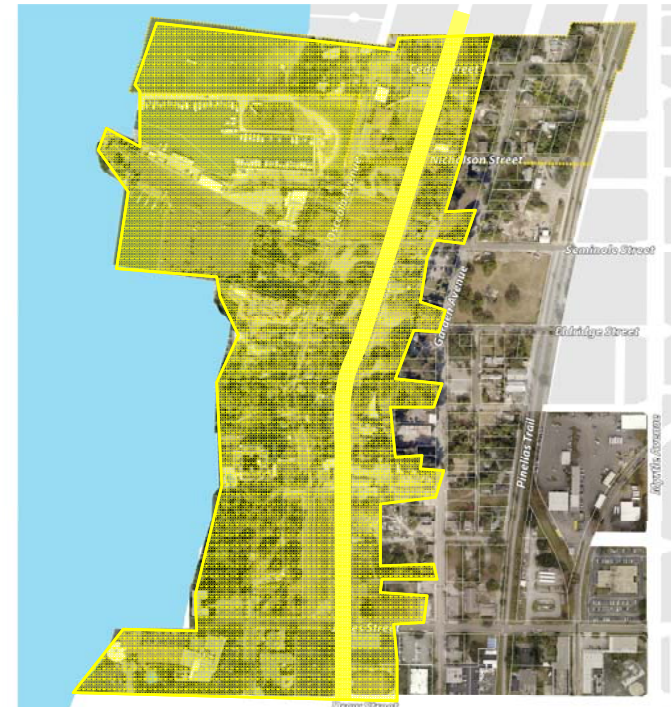
- Parcels Fronting on N Ft Harrison and Westward
- FAR 1.0
- < 2 Acres 25 du/ac
- ≥ 2 Acres 50 du/ac

Proposed:

FAR 1.0

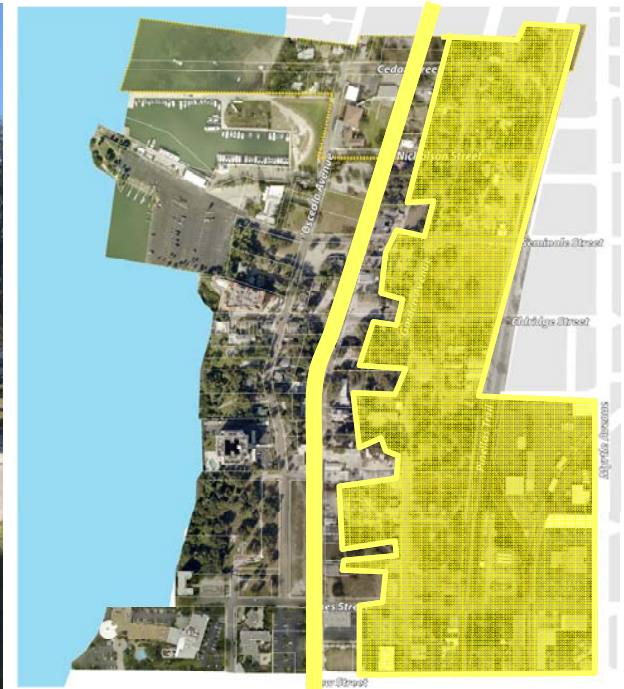
35 du/ac

50 du/ac for Mixed Use



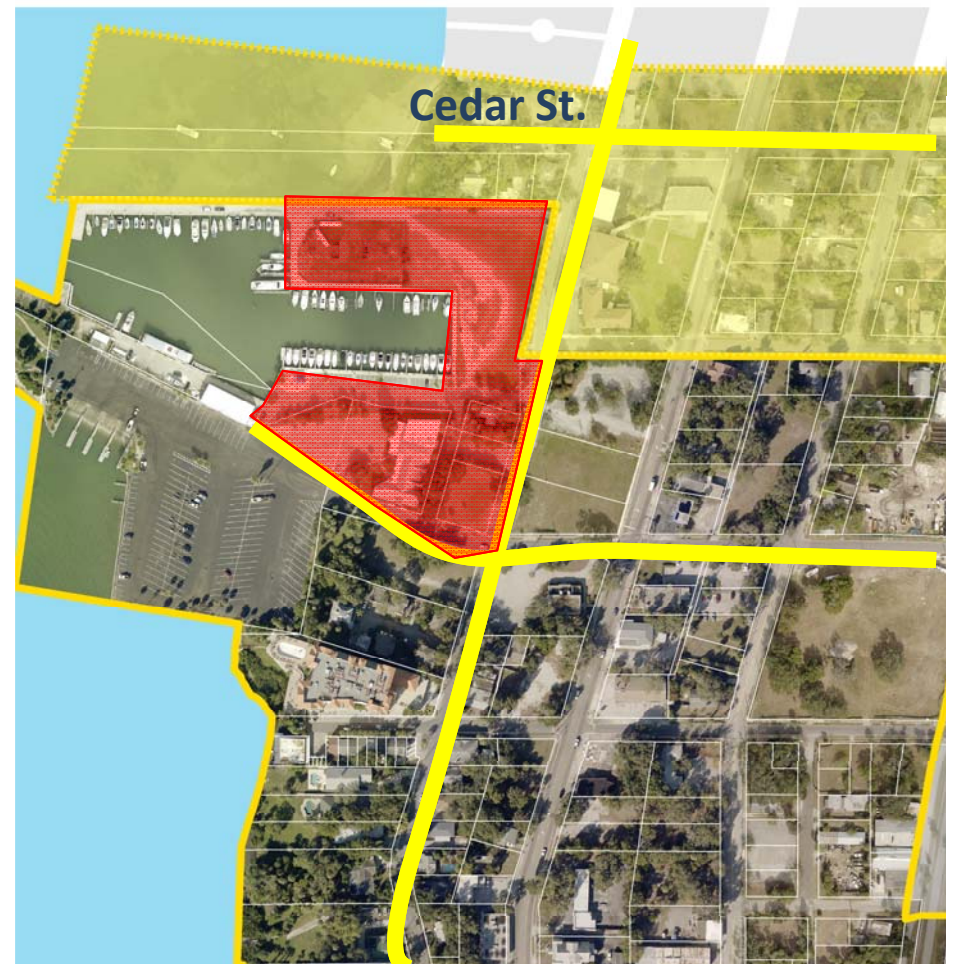
# Old Bay Character District

- Parcels Eastward of N Ft Harrison Ave
- FAR 0.5
  - <1 Acre 7.5 du/ac
  - ≥ 1 Acres 25 du/ac
- Proposed:
  - FAR 0.5
  - 35 du/ac



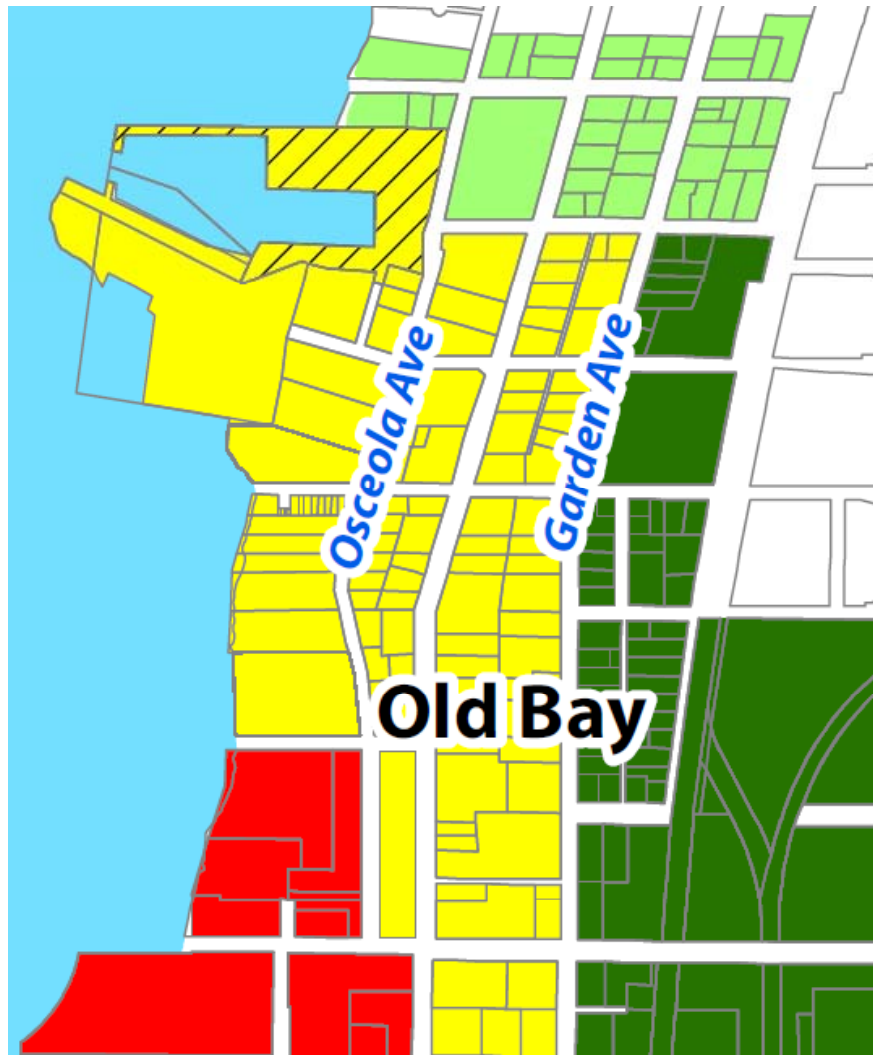
# Old Bay Character District

- West of N Osceola Ave and North of Seminole Blvd
  - 50 Overnight Units Per Acre
  - Excluding Properties Fronting on Cedar St.



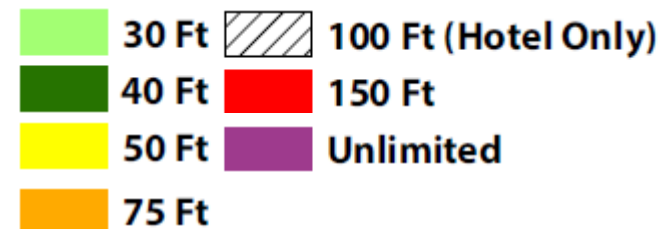
# Old Bay Character District

- Height

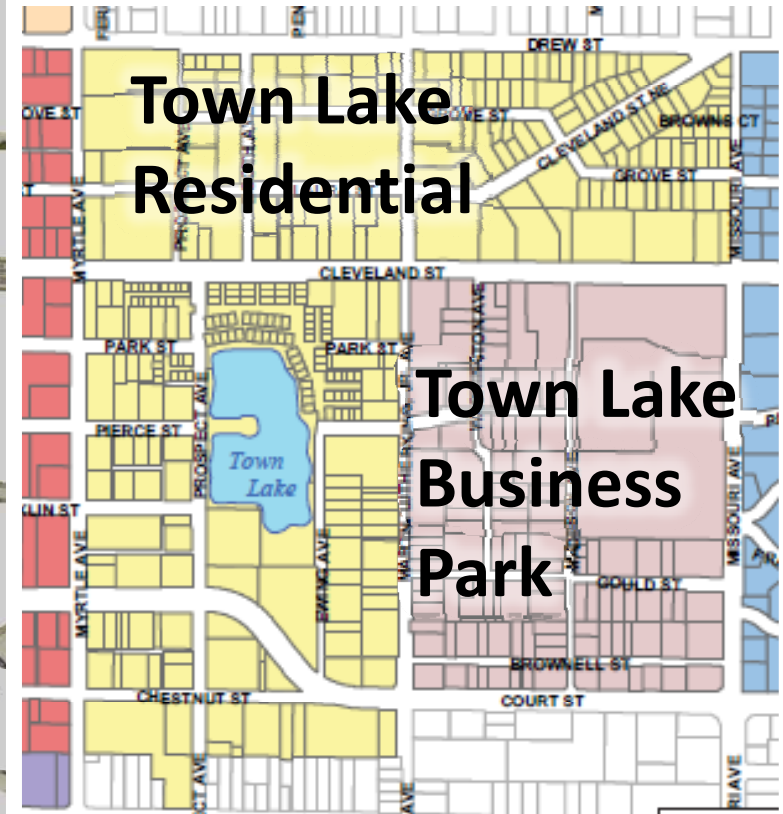
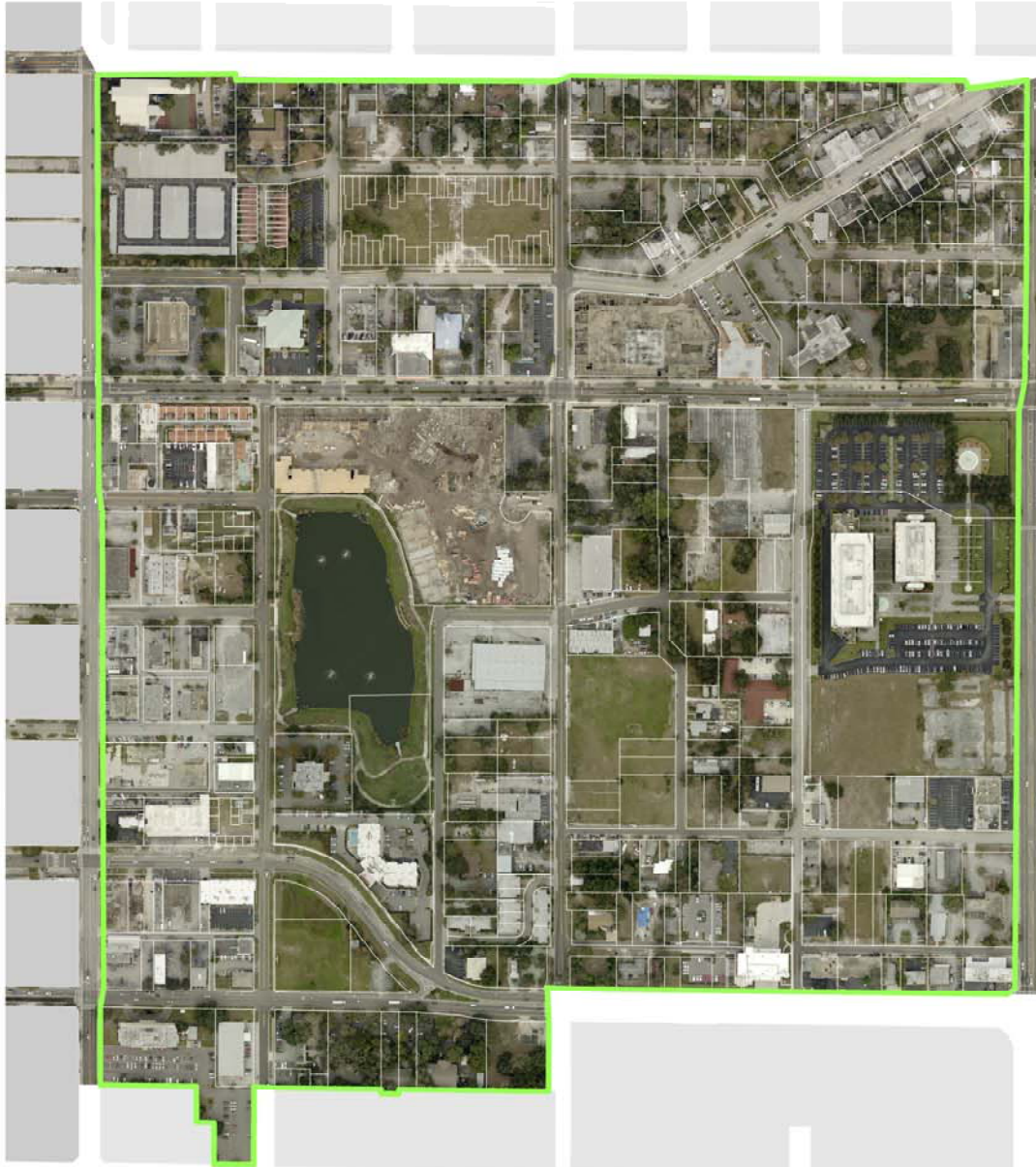


Currently More Steps  
Transitioning From 150  
To 50 feet. Disconnect  
Between Height and  
Entitlements and  
Existing Character.

## Heights



# Prospect Lake Character District



# Prospect Lake Character District

- FAR 1.0
  - 30 Dwelling Units Per Acre
  - 40 Overnight Units Per Acre
- Proposed:**
- 50 du/ac
  - 80 ov/ac  
(TBD)





# Prospect Lake Character District

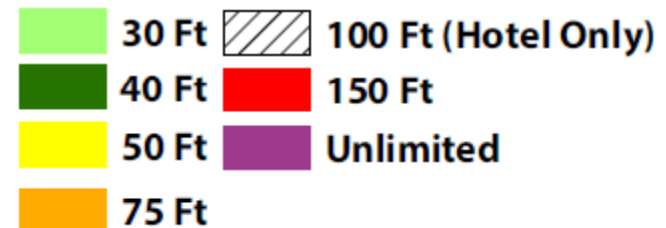
- Height



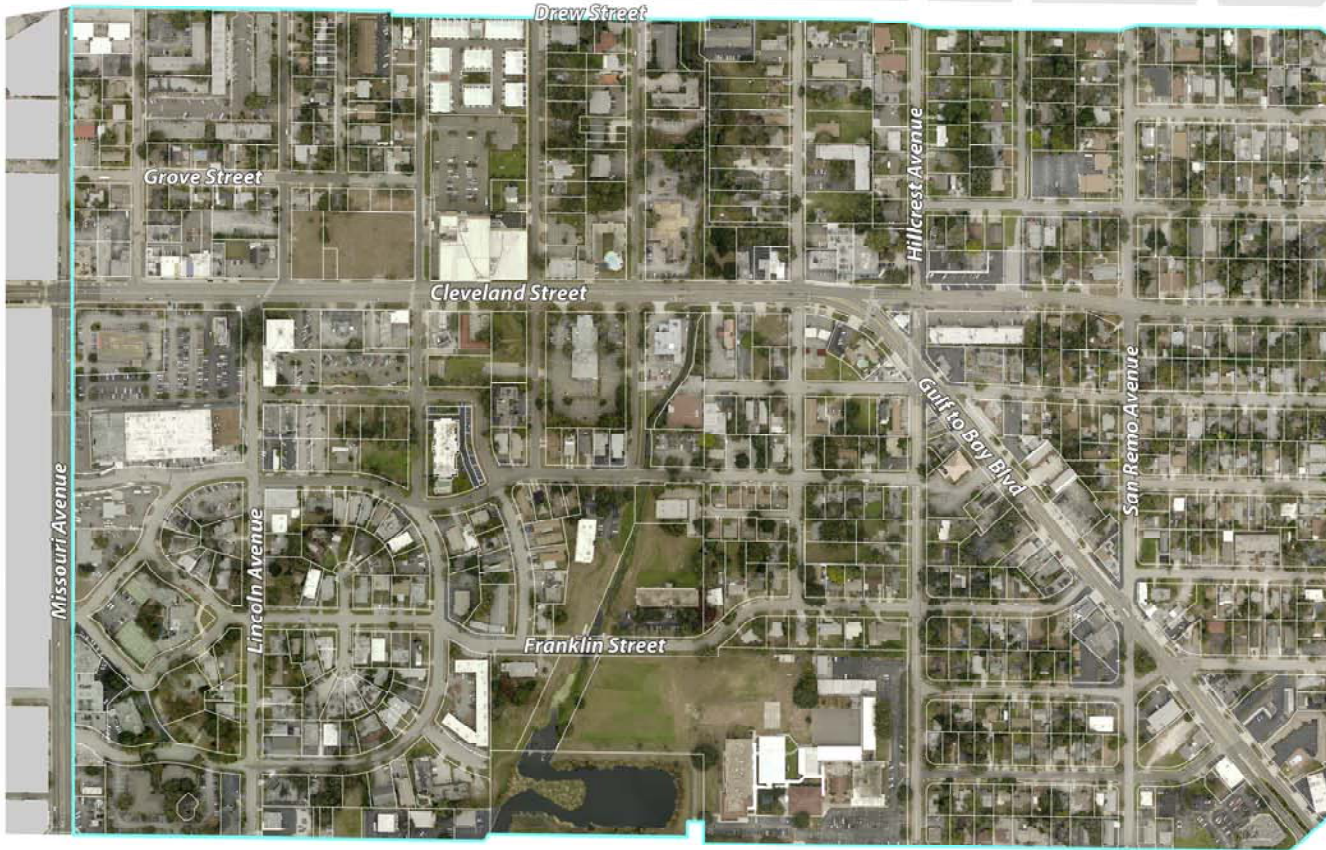
Currently 75 Feet, But Reduced Through Vague Policies.

Setting Clear and Appropriate Maximum Heights.

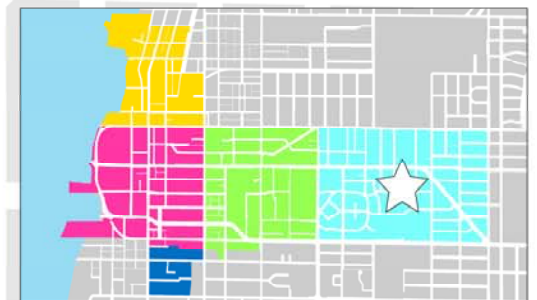
## Heights



# Downtown Gateway Character District



*Downtown Gateway  
Character District*



# Downtown Gateway Character District

- Intensity and Density

- FAR 0.55

- 30 Dwelling Units Per Acre

- 40 Overnight Units Per Acre

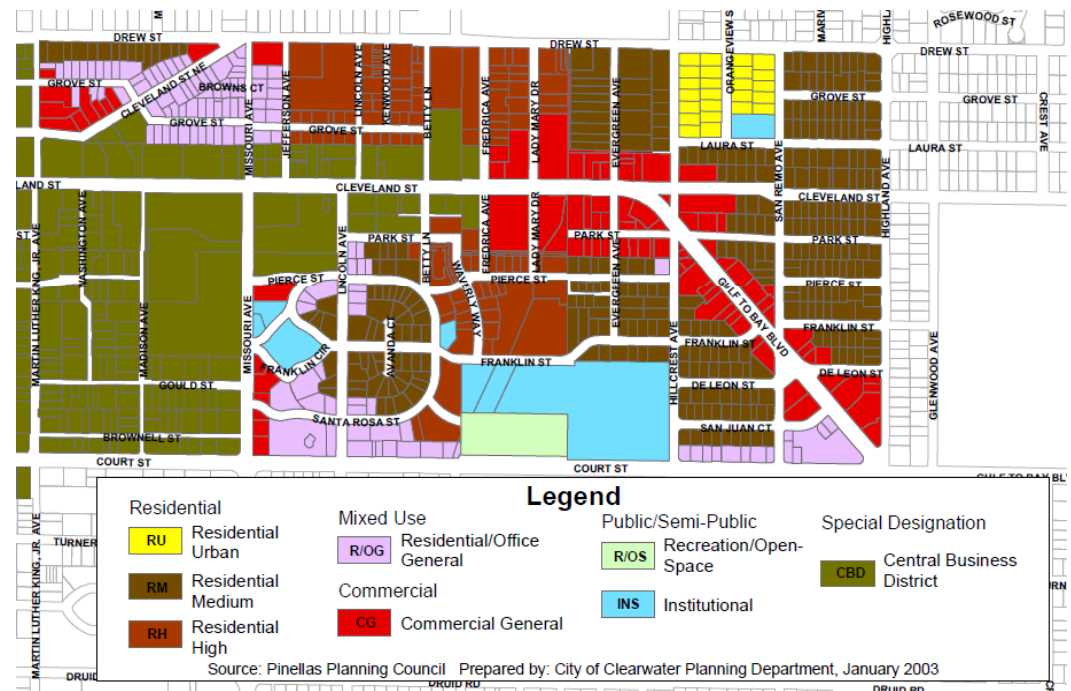
- Or Per Future Land Use Category

Proposed

- 35 du/ac

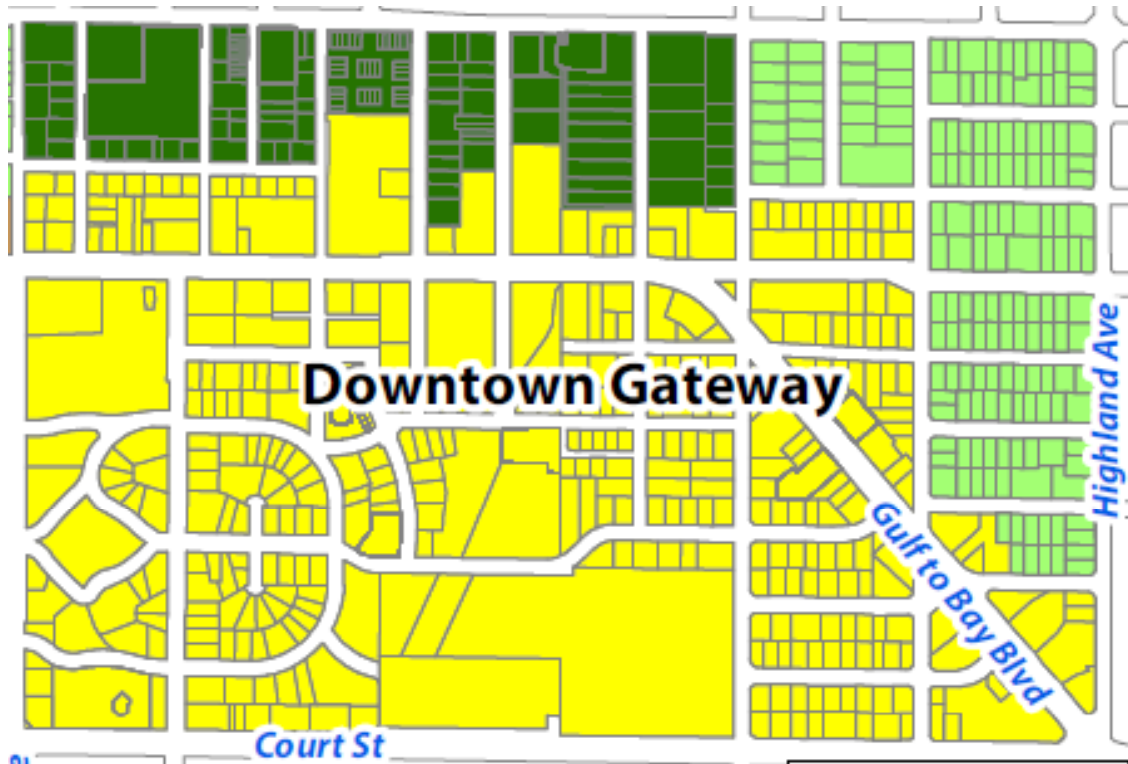
- 50 ov/ac

(TBD)



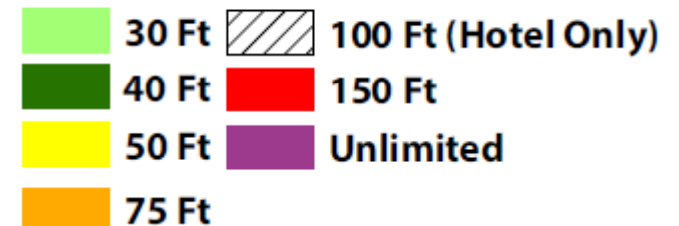
# Downtown Gateway Character District

- Height

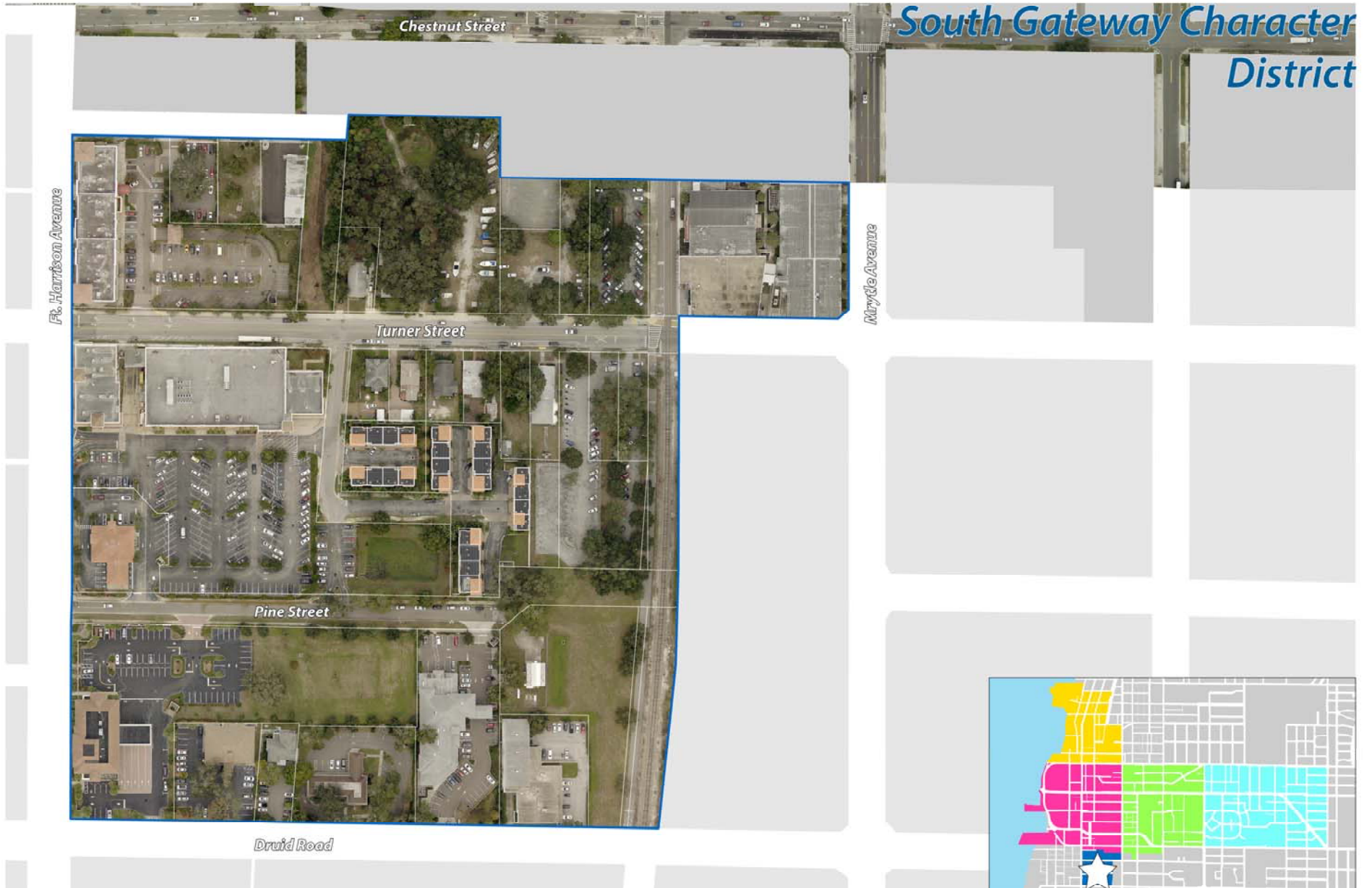


Currently Varies by Use and Zoning.

## Heights



# South Gateway Character District



# South Gateway Character District

- Height 50 Feet
  - FAR 1.0
  - <2 Acres 25 du/ac
  - ≥ 2 Acres 35 du/ac, Residential Only
  - ≥ 2 Acres 50 du/ac, Mixed Use
- Proposed:
- 35 du/ac or 60 ov/ac (TBD)
  - Mixed Use 50 du/ac



# Summary of Plan Update

- *Reaffirm Vision and Principles*
- *Incorporate Plans*
- *Expand Old Bay*
- *Combine Prospect Lake and Amend FLU*
- *Amend FLU Downtown Gateway*
- *Eliminate Lot Consolidation Requirements and Increase Density*

*Make Existing Properties  
and Buildings More  
Viable and Better  
Preserve Neighborhood  
Character*





# *Thank you*

**Please contact:**

**Ellen Crandall**

**Planning & Development**

**Department**

**562-4836**

**[Ellen.Crandall@myclearwater.com](mailto:Ellen.Crandall@myclearwater.com)**



**CLEARWATER**

BRIDGE AND ISLANDS • BAY BEACH



# Downtown Update

July 17, 2017

*Planning & Development  
Department*



**CLEARWATER**  
BRIGHT AND BEAUTIFUL • BAY TO BEACH

