
FW: Palm Pavilion Hotel

From Kozak, Ted <Ted.Kozak@myclearwater.com>
Date Thu 6/4/2026 1:39 PM
To Horanlji, Alba <Alba.Horanlji@MyClearwater.com>

Teresa Ames is another for HAD.

Ted Kozak, AICP
ISA Certified Arborist FL-6327A
Development Review Manager
100 S. Myrtle Avenue
Clearwater, FL 33756
(727) 444-8941

From: Kozak, Ted
Sent: Tuesday, May 19, 2026 9:51 AM
To: Matzke, Lauren <Lauren.Matzke@MyClearwater.com>
Subject: FW: Palm Pavilion Hotel

FYI.

I'll call her at 1030 if she answers... since she left her phone number with you.

Ted Kozak, AICP
ISA Certified Arborist FL-6327A
Development Review Manager
100 S. Myrtle Avenue
Clearwater, FL 33756
(727) 444-8941

From: Kozak, Ted
Sent: Tuesday, May 19, 2026 9:33 AM
To: 'teresa ames' <tcames@att.net>
Subject: RE: Palm Pavilion Hotel

Good morning,

I received your phone message yesterday while I was in meetings all day. Unfortunately, you didn't leave your phone number.

Could you confirm your number? I'll be available in about an hour, if you are available.

Thank you,

Ted Kozak, AICP
ISA Certified Arborist FL-6327A
Development Review Manager
100 S. Myrtle Avenue
Clearwater, FL 33756
(727) 444-8941

From: teresa ames <tcames@att.net>
Sent: Monday, May 18, 2026 2:39 PM
To: Kozak, Ted <Ted.Kozak@myclearwater.com>
Subject: Re: Palm Pavilion Hotel

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Thank you for your reply! Without considering the Density Reserves, are you saying that the proposed space is only zoned for 55 rooms? If that is not what you are saying, using current setback rules, required green space, and the limitation for 75 feet in height, how many rooms can be built on the site?

Are you concerned by the lack of green space? A quick reply would be appreciated as a group of citizens is preparing for the Thursday night Council meeting.

Cheers,

Teresa

On Monday, May 18, 2026 at 10:53:32 AM EDT, Kozak, Ted <ted.kozak@myclearwater.com> wrote:

Good morning,

Sorry for the delay in responding to your question. Your email was forwarded to me last week and was inadvertently saved elsewhere in my inbox. I understand the math in the application can be confusing, so I will try to clarify how the unit count was derived.

There are approximately 110 units currently available in the Hotel Density Reserve. The current request is for 91 units from that Reserve.

The existing Palm Pavilion Inn contains 30 hotel units proposed to be demolished and replaced with a new 144-unit hotel development. Without using any additional Hotel Reserve units, the property's underlying density would allow for 53 hotel units. Therefore, the calculation for the proposed hotel is: 53 units permitted by underlying density

+ 91 units requested from the Hotel Density Reserve

= 144 total proposed hotel units

The existing 30 hotel units are not being added on top of the 144 units. Rather, the existing hotel is being redeveloped, and the proposed density is based on the combination of the property's allowable base density plus the requested Hotel Reserve allocation.

Regarding the broader Hotel Density Reserve questions, the Reserve has been administered through the Beach by Design process since 2001.

Condo-hotels and hotel approvals have been tracked through approved development orders over time. The Reserve balance changes as allocations are approved and vested through development approvals.

I hope this helps clarify the unit calculations associated with the application.

Thank you,

Ted Kozak, AICP
ISA Certified Arborist FL-6327A
Development Review Manager
100 S. Myrtle Avenue
Clearwater, FL 33756
(727) 444-8941

From: teresa ames <tcames@att.net>

Sent: Monday, May 11, 2026 4:37:48 PM

To: Sam Hutkin <s.hutkin@outlook.com>; Matzke, Lauren <Lauren.Matzke@MyClearwater.com>

Subject: Re: Palm Pavilion Hotel

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Hello,

Thank you for all of your help! Your explanations have been articulate, and you have been terrific at directing us towards the information that we are seeking!

The math in the application is confusing. Palm Pavilion Inn has 30 rooms, half of which are non-conforming. My understanding is that the non-conforming rooms are no longer available once the Inn is either not used for a certain period or the building is torn down. How were the non-conforming rooms counted when establishing the Beach by Design Density Reserves? Do the non-conforming rooms survive the tearing down of the Inn?

I understood that there were only 65 rooms available in the Density Reserves before this project started. Is that correct? Where is the information on hotel rooms granted on Clearwater Beach since the inception of Beach by Design in 2001? Are condo/hotels included in the rooms available from the Density Reserves? If not, are there any parameters around issuing permits for rooms in condo/hotels? Are there hotel rooms or condo/hotel rooms that are held by developers that have not been used, or which are still available in the Density Reserves?

Assuming, for the sake of argument, that 30 rooms existing at the Palm Pavilion are available, and there were 91 rooms in the Density Reserves, that would allow for a hotel with 121 rooms. Why is the application for 144 rooms?

As always, I appreciate your help!

Cheers,

Teresa

On Wednesday, May 6, 2026 at 10:39:08 PM EDT, Matzke, Lauren <lauren.matzke@myclearwater.com> wrote:

I don't recall specifically, but our internal deadlines require everything to be approved in the agenda system by May 11 for the May 21 Council Agenda, and I know the Clerk publishes quickly thereafter.

Council and other meeting agendas can be found on MyClearwater.com. If you go to Meetings & Agendas (Large button near the top) it will take you to a page where you will see another large yellow button that says "Stream Meetings and View Agendas". You'll see a variety of options on this next page. The most near/upcoming meetings are listed first, and if the agenda is published the hyperlink will take you there. Beneath that are past meetings, so if you need to look back at any time you can do so.

One of the great things you can do also on this page is sign up to get the alerts when agendas are published. I have pasted a quick screenshot with boxes around the areas I am describing to help.

I will ask if a summary of the misc. changes is readily available. It may not be something that was produced. An example that I saw of changes handled via email conversations was modification to some outdated language pertaining to transportation analysis. What was in our previous template, which they used, was language that predated the removal of transportation concurrency when the County shifted to a mobility management system. So, the inaccurate information was removed, and the correct statement included. But there were some other things. Otherwise, I would have to refer you to our

records specialist. If we don't have something already written, we don't have to create a new record. I understand this may sound bureaucratic – the main point would be that there are ways to get the information, it may just not already exist so there may be some analysis on your end if it does not.

I understand the desire for the information, and appreciate your interest in understanding the process, records, etc. I'll check on the summary, but wanted to get you the rest of the information since I had some time to respond.



The agenda outlines topics and business items requiring council action or direction. Agenda items present follow an approval workflow based on topic.

These videos cannot be viewed via Internet Explorer or Edge. If you would like to view the videos using Int view the meetings via our [YouTube Channel](#).

For more information about the advisory board meetings and city council meetings, and to view the schedi visit the [Watch City Meetings & View Meeting Calendars](#) page.

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Upcoming Events

City Council on 2026-05-07 6:00 PM	May 7, 2026 - 06:00 PM
Neighborhood and Affordable Housing Advisory Board on 2026-05-12 9:00 AM	May 12, 2026 - 09:00 AM
Community Development Board on 2026-05-19 1:00 PM	May 19, 2026 - 01:00 PM

Past Meetings

+ Affordable Housing Advisory Committee

From: teresa ames <lcames@att.net>
Sent: Wednesday, May 6, 2026 11:42 AM
To: Sam Hutkin <s.hutkin@outlook.com>; Matzke, Lauren <Lauren.Matzke@MyClearwater.com>
Subject: Re: Palm Pavilion Hotel

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Hi,

I do have a couple of additional questions which hopeful are easy to answer.

How far ahead of the counsel meeting does the agenda get published? Where can we access the agenda and attachments? When will the amended plan be available on the website?

Can you or the city project manager provide the changes that were agreed upon. We would like the information to make an educated decision on how our committee moves forward. We also want to be fully prepared to communicate our concerns at the meeting.

Thanks,

Teresa

On Wednesday, May 6, 2026 at 09:20:50 AM EDT, Matzke, Lauren <lauren.matzke@myclearwater.com> wrote:

Your welcome, thank you for your patience. It's pretty busy here, and I realize I need to update my voicemail message to better reflect current response times. While it was more for you, I do appreciate the email with the questions, and also the phone message (or, if you had preferred, an email follow-up). Ideally the follow-ups aren't necessary, but sometimes they do help me prioritize the hundreds of emails I receive daily.

I know what was sent was a lot to digest, if you have any additional questions, please reach out. I will be traveling next week for a work conference, but monitoring my emails as time permits throughout the day (during breaks, etc.).

From: teresa ames <tcames@att.net>
Sent: Wednesday, May 6, 2026 8:56 AM
To: Sam Hutkin <s.hutkin@outlook.com>; Matzke, Lauren <Lauren.Matzke@MyClearwater.com>
Subject: Re: Palm Pavilion Hotel

CAUTION: This email originated from outside of the City of Clearwater. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good morning,

Thank you for your reply! You were thorough and we appreciate your time and effort.

Teresa

On Tuesday, May 5, 2026 at 05:56:40 PM EDT, Matzke, Lauren <lauren.matzke@myclearwater.com> wrote:

Good afternoon,

I understand that you connected with Assistant City Manager Battle today, and he has passed along some of the additional questions that you raised. I'll try to be comprehensive here, but if anything else comes up, please let me know.

What I will do is paste the questions here, and then respond to each.

Where is that [Palm Pavilion] request in the process? The city received an application for a Hotel Density Reserve Development Agreements (HDAs). This is the agreement that is required in order to receive any additional hotel rooms from a pool/bonus that certain hotel projects may request. To date, the proposed HDA has been reviewed by the city's Development Review Committee. This is an internal staff team that reviews many development applications. The DRC met with the applicant on April 2 and shared it's feedback. The applicant has resubmitted and the next step is consideration by City Council.

When is City Council going to vote on this request? This is scheduled for City Council consideration on May 21, and then the adoption hearing of the Resolution that would memorialize the agreement would be on June 4, if Council moves forward with it in May.

Wondering if there are any feasibility studies regarding this project? Feasibility – financial? That is not something that is required to be addressed. The city's Community Development Code establishes the requirements for development agreements. All of that can be found online here: https://library.municode.com/fl/clearwater/codes/community_development_code?nodeId=PTICODECO_ART4DEREOTPR_DIV6LETHAP_S4-606DEAG This link will take you to Section 4-606 of the city's Code and that talks through what the application requirements are, what needs to be in the agreement, the process for Council review, the standards for that review, etc.

Studies I am particularly interested in are: traffic, parking, sewage, electric, internet, density, and need. If so, how do we get copies? The application and other support materials are available online here: <https://aca-prod.accela.com/CLEARWATER/Cap/CapDetail.aspx?Module=Planning&TabName=Planning&capID1=26DVA&capID2=00000&capID3=00002&agencyCode=CLEARWATER> There is a dropdown menu under "Record Info" and you can select "Attachments" and all of the documents are there. Unfortunately, the system doesn't show the most recent first, so I would recommend you advance to the end. I would also add that some revisions to the Agreement itself were finalized today, so those will be attached to the City Council agenda item when that is published.

Now, questions that Mr. Battle shared:

When was Beach by Design approved? BBD was originally adopted on February 15, 2001, and effective on June 6, 2001. It has been amended 10 times, most recently 2019.

Where is the project in the development process? See answer above.

Is there a development application submitted? The current application is the Development Agreement. This includes a conceptual plan for the site. If City Council approves this, the next step would be an application for development approval (planning/zoning, etc.) and if/when that is approved, they would submit for building permits.

Is the development using all hotel units available to them and are they using some formerly reserved for another development? As of February 5, 2026, there were 10 rooms remaining for certain that could be allocated. Rooms became "available" or "turned in" after a different project's prior approval

(development order) expired on February 12, 2026. The Palm Pavillion project is requesting some of those newly available rooms.

Does the project go before DRC, CDB and City Council? The Agreement goes to DRC (happened), and then City Council. If it is approved, then a planning application would be required. That would be reviewed by the DRC, and the CDB has final authority for that application.

What is the distance for sign notices for development applications? The Community Development Code requires that a notice sign be posted on the property. Additionally notice of the application shall be mailed to each owner of record of any land within 200-foot radius of the perimeter boundaries of the subject property.

How or when can residents engaged in the public process for the project? I did not attend the DRC meeting, so I cannot speak to whether anyone from the public attended. It is a public meeting, but not a public hearing, which means people can come and listen but not speak because there isn't a public comment period. The assigned planner has likely received emails or questions also, that is pretty typical once notices go out, etc.

Lauren Matzke, AICP

Director | Planning & Development

100 S. Myrtle Ave., Clearwater, FL 33756

PH: 727.444.8702 | E: lauren.matzke@myclearwater.com

From: teresa ames <tcames@att.net>

Sent: Friday, May 1, 2026 2:13 PM

To: Matzke, Lauren <Lauren.Matzke@MyClearwater.com>; Sam Hutkin <s.hutkin@outlook.com>

Subject: Palm Pavilion Hotel

CAUTION: This email originated from outside of the City of Clearwater. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Lauren,

My name is Teresa Ames and I live on North Clearwater Beach. At our last Neighborhood Association meeting, we learned that there is a proposed 91 room hotel at the Palm Pavilion site. Where is that request in the process? When is City Council going to vote on this request? We do not want to miss the opportunity to ask questions and provide feedback.

Wondering if there are any feasibility studies regarding this project? Studies I am particularly interested in are: traffic, parking, sewage, electric, internet, density, and need. If so, how do we get copies?

As residents and taxpayers on Clearwater Beach, it is important for us to know what is going on in our community. Any information that you can provide is greatly appreciated! if there are other people whom you believe can provide more information, please provide their names, titles and contact information.

Looking forward to connecting!

Thanks,

Teresa

FW: Hotel Density Reserve Pools and Beach by Design

From Kozak, Ted <Ted.Kozak@myclearwater.com>
Date Thu 6/4/2026 1:29 PM
To Horanlli, Alba <Alba.Horanlli@MyClearwater.com>

 1 attachment (625 KB)
BBD p54 90 Units per Acre.pdf;

FYI – one person who reached out

Ted Kozak, AICP
ISA Certified Arborist FL-6327A
Development Review Manager
100 S. Myrtle Avenue
Clearwater, FL 33756
(727) 444-8941

From: RudyChris Michalek <rudy.chris@icloud.com>
Sent: Tuesday, May 26, 2026 1:14 PM
To: Rector, Bruce <Bruce.Rector@MyClearwater.com>; Allbritton, David <David.Allbritton@MyClearwater.com>; Cotton, Ryan <Ryan.Cotton@MyClearwater.com>; Mannino, Michael <Mike.Mannino@myclearwater.com>; Teixeira, Lina <Lina.Teixeira@MyClearwater.com>; Kohler, Owen <Owen.Kohler@MyClearwater.com>; Poirrier, Jennifer <Jennifer.Poirrier@MyClearwater.com>; Slaughter, Daniel <Daniel.Slaughter@MyClearwater.com>; Battle, Alfred <Alfred.Battle@MyClearwater.com>; Matzke, Lauren <Lauren.Matzke@MyClearwater.com>; Kozak, Ted <Ted.Kozak@myclearwater.com>; Call, Rosemarie <Rosemarie.Call@myClearwater.com>
Subject: Hotel Density Reserve Pools and Beach by Design

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May 26, 2026
Good day everyone,
I trust that all of you had a relaxing and restful holiday weekend.

First, let me begin by thanking you for extending Citizens to be Heard on Topics Pertaining to City Business but not on the Agenda.

At last Thursdays May 21st Council Meeting, as I previously did four weeks ago, I presented my thoughts regarding the need for a thorough review of Beach by Design (BBD) and the established Hotel Density Reserve Pools.

As you are aware, our City Council adopted Beach by Design 25 years ago, last amended in 2019. BBD appears based on a reasonable and logical development of Clearwater Beach offering a big picture view of the future of the beach and its neighborhoods along with specific regulations with requirements and construction limits.

BBD also established the Density Pool Allocation and after requesting an updated Density Pool Allocation Report for 6+ years, we received the Report this past February. The Report shows 10 units unallocated and 393 of 1385 allocated units, presently not built.

Additionally, since the February Report, 100 units from the Captain Bligh Hotel were returned to the City/Density Pool.

Due to the above, one question that our City Council, Staff, and Planning Department should be asking: **“IS THERE A NEED FOR MORE BEACH HOTEL ROOMS?”**

As some examples, these City Council, CDB earlier approved projects support the rationale for a future **NO MORE BEACH HOTEL ROOMS** action:

- The approved February 2025 Beach project at 405 Coronado (highly questioned by the community) which after 10 years and a new Owner was downsized yet today remains a parking lot.

- The currently under discussion (HDA2026-03001) Palm Pavilion Hotel now requesting TDRs from the Captain Bligh project which after approximately 20 years was not constructed as noted above.

- The newly constructed building on Clearwater Point at 850 Bayway Blvd., which was built under the BBD formula: a 0.66-acre site which had 33 overnight accommodation units plus the 27 units that were allocated from the Hotel Density Reserve for a **TOTAL 60 UNITS**. Currently, this property is being marketed as CONDOMINIUMS FOR SALE! – **NO NEED FOR A HOTEL?** If the building had been originally built as a Condominium, due to the lot size, a 0.66-acre site, only **20 units** would be permitted.

NOTE: Page 54 of Beach by Design (attached) states **TOTAL “90 hotel rooms per acre.”** With this formula and the (HDA2026-03001) Palm Pavilion's 1.06 acres of real property, **how can the Developer request 144 Units?**

Other Related BBD/DENSITY Questions:

- “Has the City Council been presented with a consolidated Infrastructure Capacity Report?”
- “Has the Infrastructure Capacity Report included the status of all drainage lines?” **NOTE:** North Beach is in its 2nd/3rd year of a 10 year – \$120 million program to repair and improve their sewer and systems.
- “As regards to infrastructure, where in BBD are the projected needs for the future (beyond 2019) which provide actuarial data on how development projects and the increased Density will put pressure, demands on our City’s infrastructure?”
- “Have the BBD established development requirements been applied to all submitted projects, in particular any within the “Old Florida” district?”

With consideration for the above and our current reality we request that the City Council take Immediate action **TO HALT** anymore allocation of Reserve Units until a study is done for at least the minimum questions asked above. *

Further, our request is that you, our City Council, be presented with hard data and facts from staff that are documented in writing.

With profound gratitude for your service,

Rudy Michalek

Clearwater Point

855 Bayway Blvd. #707

Clearwater Beach, Florida 33767

214-418-6307

*This **HALT** includes the currently under discussion Palm Pavilion HDA2026—03001.

P.S. I have copied our City Clerk Rosemarie Call here to ensure that this correspondence is filed as Public Record.

Fw: Letter from Pura Vida Condo Association - Draft pending Board approval

From Matzke, Lauren <Lauren.Matzke@MyClearwater.com>

Date Thu 6/4/2026 6:56 PM

To Horanlli, Alba <Alba.Horanlli@MyClearwater.com>; Kozak, Ted <Ted.Kozak@myclearwater.com>; Katie E. Cole <katie.cole@hwhlaw.com>

 1 attachment (15 KB)

Pura Vida Board Letter to the City regarding the Palm Pavillion Inn redevelopment proposal.docx;

Good evening,
This came through earlier and I wanted to make sure you have it for records.

Thanks.

Get [Outlook for iOS](#)

From: Call, Rosemarie <Rosemarie.Call@myClearwater.com>

Sent: Thursday, June 4, 2026 3:34:21 PM

To: City Council <City.Council@myClearwater.com>; Battle, Alfred <Alfred.Battle@MyClearwater.com>; Slaughter, Daniel <Daniel.Slaughter@MyClearwater.com>; Matzke, Lauren <Lauren.Matzke@MyClearwater.com>

Subject: FW: Letter from Pura Vida Condo Association - Draft pending Board approval

From: MARIANO LEGAZ <mariano.legaz@gmail.com>

Sent: Wednesday, June 3, 2026 5:49 PM

To: ClearwaterCouncil <ClearwaterCouncil@MyClearwater.com>

Subject: Letter from Pura Vida Condo Association - Draft pending Board approval

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**This message needs your attention**

- This is their first email to your company.

Dear Members of the City Council,

Please find attached a formal letter from the Board of Directors on behalf of Pura Vida, located at 15 Avalon St, Clearwater Beach, Florida, 33767.

We are writing to formally share our community's concerns and recommendations regarding the Palm Pavilion Inn redevelopment proposal. As active constituents and property owners, we request that this correspondence be officially reviewed and entered into the public record for the upcoming council meeting on June 4th, 2026.

Thank you for your time, leadership, and dedication to our community. We look forward to your response.

Sincerely,

Mariano J. Legaz

DRAFT – PENDING BOARD APPROVAL

The Board of Directors of Pura Vida Condominiums respectfully submits concerns regarding the proposed 144-room, 9-story redevelopment of the Palm Pavilion Inn property.

While the Association recognizes that redevelopment is an important part of Clearwater Beach's continued evolution, the Board has significant concerns regarding the scale, density, and cumulative impacts of the current proposal on the surrounding North Beach community.

The proposed project raises concerns related to:

- Traffic congestion and pedestrian safety;
- Flood-zone resiliency and emergency access;
- Infrastructure and utility capacity;
- Shadowing impacts on adjacent properties and vegetation;
- Neighborhood compatibility and building scale;
- Consistency with Beach by Design and the Old Florida District character.

The Board is particularly concerned that the subject parcel has historically been recognized as a constrained and nonconforming site. The dramatic increase in intensity proposed through a 144-room, 9-story development appears disproportionate to the size and context of the property and surrounding neighborhood.

The Association respectfully requests that the city carefully evaluate whether the current proposal is compatible with the long-term character, resilience, and livability objectives for North Beach and whether a substantially reduced-scale alternative would be more appropriate.

Respectfully submitted,

Board of Directors
Pura Vida Condominiums

FW: ** Public Comment & Supplemental Materials for the Record - Item 8.5, Development Agreement HDA2026-03001 - Palm Pavilion Hotel (June 4, 2026 Public Hearing)

From Matzke, Lauren <Lauren.Matzke@MyClearwater.com>

Date Tue 6/9/2026 11:03 AM

To Kozak, Ted <Ted.Kozak@myclearwater.com>; Horanlli, Alba <Alba.Horanlli@MyClearwater.com>

 3 attachments (564 KB)

PALM_P Oral argument.pdf; Palm_Pavilion_Impact_Assessment.pdf; Palm_Pavilion_Hotel_Opposition_Slides.pdf;

FYI

From: Chandler-Baier, Allie <Allie.ChandlerBaier@MyClearwater.com>

Sent: Tuesday, June 9, 2026 10:55 AM

To: Matzke, Lauren <Lauren.Matzke@MyClearwater.com>

Cc: Sellman, Kyree <kyree.sellman@MyClearwater.com>

Subject: Fw: ** Public Comment & Supplemental Materials for the Record - Item 8.5, Development Agreement HDA2026-03001 - Palm Pavilion Hotel (June 4, 2026 Public Hearing)

FYI - There is a resident who plans on sharing the attached at Council. I just wanted you to be aware ahead of time and ask if there is anything we can share with them.

Best regards,

Allie Chandler Baier

Public Communications | City of Clearwater

 (727) 542-3899

 Allie.ChandlerBaier@myclearwater.com

 MyClearwater.com



From: Call, Rosemarie <Rosemarie.Call@myClearwater.com>

Sent: Tuesday, June 9, 2026 9:19 AM

To: Chandler-Baier, Allie <Allie.ChandlerBaier@MyClearwater.com>; Epperson, Krystie <Krystal.Epperson@MyClearwater.com>

Subject: FW: ** Public Comment & Supplemental Materials for the Record - Item 8.5, Development Agreement HDA2026-03001 - Palm Pavilion Hotel (June 4, 2026 Public Hearing)

VERBAL PUBLIC COMMENT

Proposed Palm Pavilion Hotel — Agenda Item 8.5

City Council Public Hearing | Clearwater Beach, FL | June 2026

DELIVERY NOTES

- **Estimated delivery time:** 3 minutes 45 seconds at a measured pace.
- **If limited to 3 minutes:** Remove the "Developer Arguments" section and proceed directly to "What I'm Asking."
- **State your name and address for the record before beginning.**

OPENING

Good evening, Mayor Rector and Councilmembers.

My name is Ryan Zaborske, and I'm a homeowner at the Pura Vida condominiums on Avalon Street — directly neighboring the proposed Palm Pavilion hotel site. Thank you for the opportunity to speak.

I want to begin by saying something that may surprise you:

I support Clearwater Beach's success. I chose to live here. I want it to thrive. But tonight, I'm asking you to pause and ask a harder question —

At what point does more become too much?

THE RESERVE IS ALMOST GONE

This project would claim 91 units from the Hotel Density Reserve — leaving just 19 units remaining. That's it. The reserve that Beach by Design created over 20 years ago to modernize our beach is nearly exhausted. And the projects that used it up? Just since 2019:

JW Marriott — 198 rooms (opened 2023)

Hilton Hiatus — 88 rooms (opened 2024)

Opal Sol — 248 suites (still under construction)

Palm Pavilion Hotel (proposed) — 144 more rooms

That is over

780 new hotel rooms added in roughly six years.

How many new homes for permanent residents in that same period? Fewer than 120 units — almost entirely luxury condos.

This is not balance. This is a one-way march.

WHAT THIS BUILDING LOOKS LIKE TO MY NEIGHBORS

Nine stories. Seventy-five feet of hotel rising directly next to a residential building.

Floors one through four: a parking garage — mechanical and utilitarian. Floor five: an amenity deck, with all the noise that comes with it. Floors six through nine: 144 guest rooms and the lights, traffic, and activity that come with them.

The Gulf views that drew my neighbors and me to invest here — gone.

That's not a minor inconvenience. Studies show water views can represent 25 to 30 percent of a beachfront property's value. The developer does not compensate us for that loss. We absorb it quietly, while they profit.

ON THE DEVELOPER'S ARGUMENTS [REMOVE IF TIME IS LIMITED TO 3 MINUTES]

They'll say: "It meets Beach by Design." It does. But compliance with a 20-year-old plan is not the same as serving today's community. Beach by Design envisioned a balance between tourism and livability. We've achieved the tourism side. Where is the livability?

They'll say: "It brings jobs." Yes — mostly hourly service jobs whose workers cannot afford to live anywhere near Clearwater Beach. The workers commute in, adding traffic, and the cycle worsens.

They'll say: "Traffic studies show no significant impact." Council members said themselves at the May work session that cumulative hotel growth has strained North Beach traffic beyond what models predicted. One study cannot capture the gridlock residents live through every holiday weekend.

WHAT I'M ASKING

Do not approve this project in its current form. But if approval is on the table, impose real conditions:

- 1. Reduce the height.** Floors one through four are parking. Could we cut one level and lower the overall footprint? Fewer stories means less wall blocking the sky for the people who live here.
- 2. Require meaningful setbacks** on the east side of the property, facing our residences — not symbolic, but a real buffer that preserves a corridor of light and view.
- 3. Demand step-backs on upper floors** so the guest rooms recede from the property line rather than looming directly at window level.
- 4. Consider whether this site could support a mixed-use development** — hotel rooms on some floors, residential units on others. Give something back to the permanent community.

CLOSING

Clearwater Beach is running out of land. Every parcel that becomes a hotel is a parcel that will never be a home, a park, or a community space. With only 19 density reserve units left after tonight, this may quite literally be your last meaningful opportunity to say:

Enough hotels — let's ensure this island remains a place people can actually live.

I am not asking you to stop growth. I am asking you to shape it.

Vote no on the current proposal, or impose conditions that meaningfully protect the residents who call this beach home.

Thank you.

Supporting data: Tampa Bay Times / Beacon Media (June 2026); City of Clearwater staff report (Item 8.5); Beach by Design guidelines; Pura Vida owner research.

PROPERTY IMPACT ASSESSMENT

Proposed Palm Pavilion Hotel — 10 & 18 Bay Esplanade, Clearwater Beach

Prepared for: Pura Vida Condominiums, 8th Floor Owner | June 2026

1. THE PROPOSED PROJECT

Developer: MHG Palm Pavilion Hotel LP & Sixth Flag Planted LLC | **Location:** 10 & 18 Bay Esplanade, Clearwater Beach (North Beach)

Floor(s)	Use
Floors 6–9	144 guest rooms
Floor 5	Amenity deck / pool
Floors 1–4	Parking garage — 173 spaces (back-of-house, mechanical, trash & laundry)

Total height: 75 feet (9 stories). Beach by Design permits up to 100 ft. **Approval:** City Council vote required to approve Development Agreement. Public hearing: Thursday, June 4, 2026.

Timeline if approved: Site plan within 1 year → vertical construction within 4 years → CO within 6 years of site plan approval.

2. WHAT THE PRIOR PLANNING RECORD REVEALS

The most important context for this project is what the City of Clearwater approved — and explicitly did not approve — in August 2024.

The 2024 Approval Was Not an Endorsement of Redevelopment

In August 2024, the city approved Case FLD2024-02007 — a "termination of status of nonconformity" for the east parcel at 18 Bay Esplanade. The planning staff report explicitly stated: **"No redevelopment is being proposed at this time."** The approval was granted solely to recognize the existing 30-room inn as a legal nonconformity on a constrained historic site — not to authorize future intensification.

The developer has now used that administrative approval as a springboard for a 144-room, 9-story hotel — a use **never contemplated in the 2024 record**. This distinction is critical: the city's prior approval did not signal acceptance of large-scale redevelopment.

The Density Escalation Is Extreme — Even by the City's Own Standards

Scenario	Units	Notes
Base zoning allows	14 units	Resort Facilities High @ 50 units/acre × 0.299 ac ≈ 14 units
2024 city approval (FLD2024-02007)	30 units	Recognized existing nonconformity — explicitly not a redevelopment approval

Currently proposed	144 units	Requires 91 additional units from Hotel Density Reserve; 10× the zoning baseline
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Old Florida District Incompatibility

The property is located within Beach by Design's **Old Florida District** — a sub-area with specific guidelines emphasizing lower-scale, historic coastal character. The district was designed to preserve the architectural scale and atmosphere that distinguishes North Beach from the high-rise resort corridor to the south. A 9-story, 144-room hotel may be fundamentally incompatible with the intent and planning principles of that district.

3. CRITICAL QUESTIONS NOT YET ANSWERED

As documented in resident letters submitted to the Council, the following analyses have not been presented in the public record and should be required before any approval:

Study Missing	Why It Matters
View & shadow analysis	Has a visual impact or view corridor study been completed for neighboring residences? Has a shadow study been done — particularly regarding impacts on adjacent units and mature trees on the site?
Utility capacity analysis	Has water pressure, sewer capacity, stormwater management, and fire suppression infrastructure been evaluated for a nearly 5× increase in hotel occupancy, including peak tourism periods?
Peak-condition traffic study	The submitted traffic study reflects average daily conditions. Has an analysis been done for peak tourism scenarios, including rideshare drop-offs, service deliveries, and pedestrian circulation?
Flood zone & emergency access	The site is in the AE Flood Zone. Has a resiliency analysis been completed? Can North Beach's road network support 144-room hotel traffic load during a hurricane evacuation order?
Public benefit justification	What specific public benefits justify granting 91 of the last remaining Hotel Density Reserve units to a single private developer on a 0.299-acre site?

4. DIRECT IMPACT ANALYSIS: PURA VIDA 8TH FLOOR

Likely Negative Factors

Factor	Assessment
View Obstruction	At 75 ft / 9 stories, the hotel rises to roughly the same elevation as an 8th-floor unit. Depending on your unit's orientation toward Bay Esplanade, east- or north-facing views may be significantly blocked. No view corridor analysis has been conducted.
Shadow Impact	A building of this height and mass directly adjacent to a residential property will create significant shadow impacts — particularly in morning and early afternoon hours. No shadow study has been presented.
Noise	Hotel operations generate sustained noise: 144 rooms of guest traffic, daily service deliveries, trash pickup, HVAC rooftop equipment, and an active amenity deck on Floor 5. A near-fivefold increase over the prior 30-room inn.

Light Pollution	An amenity deck and four floors of guest rooms will introduce sustained nighttime lighting — especially from the pool and outdoor areas — directly facing neighboring residential windows.
Construction Disruption	Vertical construction could begin as early as 2027–2028 and last 2–3 years. Expect noise, crane activity, heavy truck traffic on adjacent residential streets, and reduced desirability during that period.
Traffic & Access	The hotel will generate hundreds of additional vehicle trips daily. North Beach roads are already congested at peak times. No peak-condition traffic analysis has been presented to the Council.
Flood Zone Risk	The site is in the AE Flood Zone. A 144-room hotel adds significant population density to a hurricane evacuation zone with limited road access. Emergency access implications have not been analyzed.

Neutral / Mixed Factors

Factor	Assessment
Reserve Depletion	This project claims 91 units from the Hotel Density Reserve, leaving only ~19 units remaining. This effectively limits future large-scale hotel development nearby — though it also signals that the reserve's purpose has been exhausted.
Self-Contained Parking	The 173-space garage meets code requirements. On-street parking spillover from hotel guests is unlikely to be a major issue.
Restaurant Preservation	Crabby's Beachside Pavilion (formerly the Palm Pavilion restaurant) is preserved on the west parcel. It was already sold, renovated, and reopened successfully in early 2026 — independently of this hotel project.

5. THE FISCAL ARGUMENT: HOTEL REVENUE IS NOT MATERIALLY BETTER THAN RESIDENTIAL

A common argument made in favor of hotel projects is that they generate more tax revenue for the city than residential development. This claim deserves scrutiny — particularly on a constrained, premium beachfront site like this one.

Property Tax: Comparable Between Uses

A 144-room, 9-story hotel on a \$23M land purchase will generate substantial property tax revenue. However, a comparable residential development — say, 30–50 luxury beachfront condominiums on the same footprint — would likely be assessed at **similar or higher per-unit valuations**, given that Clearwater Beach luxury condos regularly trade at \$800K–\$2M+ per unit. The tax base difference between a high-end hotel and high-end residential on this site is likely **negligible**.

Where Bed Tax Revenue Actually Goes

The developer's 'tax revenue' argument relies heavily on bed tax (tourist development tax) as a benefit to the city. The reality:

- Pinellas County bed tax is collected at the county level and allocated primarily to tourism marketing, beach maintenance, and capital projects — **not to the City of Clearwater's general fund**.
- The city's direct fiscal benefit from hotel operations is largely limited to property tax — which, as noted above, is comparable to what a residential development would produce.
- A residential development also produces **year-round, stable property tax revenue** with no seasonality

— unlike hotel revenue, which fluctuates significantly with tourism cycles, economic downturns, and weather events.

Service Costs Offset Hotel Revenue

Hotels generate higher demands on city services than residential developments of comparable size: more public safety calls, more beach cleanup and maintenance, more traffic enforcement, and greater strain on utilities. Residential owners — particularly at the price point that Clearwater Beach commands — contribute to the tax base while generating lower per-capita service demands.

Sales Tax: Indirect and Diffuse

Hotel proponents often cite indirect economic activity (visitor spending at restaurants, retail, charters) as a city benefit. This spending generates state sales tax, only a fraction of which flows back to the municipality. Permanent residents also generate local spending — and they do so **year-round**, supporting local businesses during the off-season when tourism drops and the hotel's economic contribution is lowest.

FISCAL BOTTOM LINE: The net fiscal benefit of this hotel to the City of Clearwater — after accounting for service costs, the county-level destination of bed taxes, and the comparable property tax yield from a residential alternative — **is not materially greater than what a high-end residential development would produce.** The economic argument for approval does not withstand scrutiny on fiscal grounds alone.

6. BOTTOM LINE & PROPERTY VALUE ASSESSMENT

The most material risk to your unit's value is **view obstruction** — particularly if your unit faces east (bay-side) or north toward Bay Esplanade. At 75 feet, the hotel rises to approximately your floor level. A unit with an unobstructed bay or northern view that is now partially or fully blocked could see a **5-15% reduction in resale value** based on comparable beachfront condo research, with the most acute impact during construction and shortly after opening.

If your unit faces **west toward the Gulf**, impact is likely minimal, and the area-wide investment signal may modestly support values over the longer term.

Additional Risk Factors Identified in Uploaded Documents

- The site is in the AE Flood Zone — adding hotel density increases evacuation risk for the entire North Beach corridor.
- No shadow, view corridor, or utility impact studies have been conducted. These gaps represent unresolved risk to neighboring property owners.
- The Old Florida District character of North Beach is a key component of what makes this area desirable — and therefore what supports property values. Erosion of that character through oversized hotel development is a long-term value risk beyond just your specific unit.
- The Pura Vida Condominium Association Board has formally submitted written opposition, citing scale, density, flood-zone concerns, and incompatibility with the Old Florida District.
- A prior resident letter (Wheat, Pura Vida) formally requests view/shadow/utility studies before approval — establishing a documented public record of unresolved concerns.

Recommended Next Steps

- **Review the site plan:** Pull the conceptual site plan from Item 8.5's agenda attachments to confirm the hotel's exact footprint relative to your unit's sightlines.
- **Attend Thursday's hearing:** Submit written comment or speak during public comment. Frame your concern around the missing studies and the 2024 planning record — not just personal impact.
- **Reference the prior planning approval:** Cite Case FLD2024-02007 and the explicit statement that 'no redevelopment is being proposed.' This is the strongest procedural argument in the record.
- **Consult a local appraiser:** Request a unit-specific valuation opinion from a Clearwater Beach appraiser familiar with beachfront condo comparables, ideally before and after the approval decision.
- **Coordinate with the Pura Vida Board:** The Board has already submitted formal opposition. Align your individual comment with the Board's documented concerns for maximum impact.

Sources: Tampa Bay Times / Beacon Media (June 2026); City of Clearwater planning staff report (Item 8.5 & Case FLD2024-02007, August 2024); Beach by Design / Old Florida District guidelines; Jonathan Wheat resident letter to Council (June 2026); Pura Vida Condominium Association Board letter (June 2026); Pura Vida owner research.

Proposed Palm Pavilion Hotel

A Community Perspective

City Council Public Hearing | Clearwater Beach, FL | June 2026

Presented by Pura Vida Residents & Neighbors

Item 8.5 — Development Agreement for 144-Room, 9-Story Hotel at 10 & 18 Bay Esplanade

The Proposal at a Glance

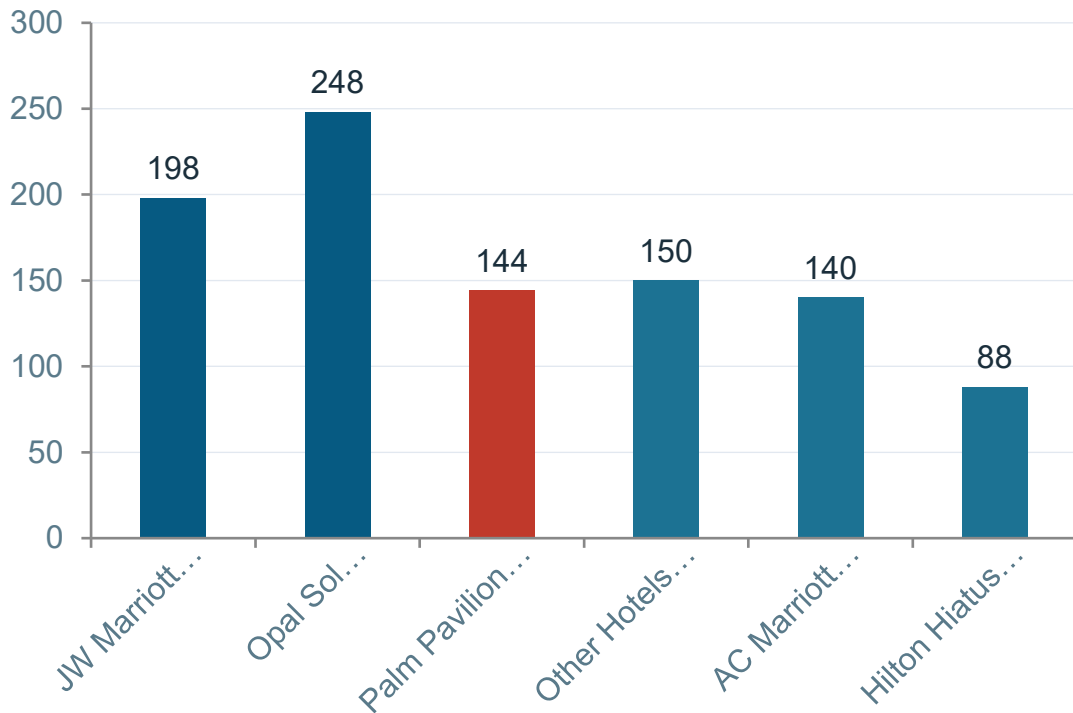
Floors 6–9	144 Guest Rooms
Floor 5	Amenity Deck / Pool
Floors 1–4	Parking Garage (173 spaces)

9 Stories / 75 ft

Location:	10 & 18 Bay Esplanade, Clearwater Beach (North Beach)
Developer:	MHG Palm Pavilion Hotel / Sixth Flag Planted
Rooms:	144 rooms — requiring 91 units from Hotel Density Reserve
Height:	75 feet (Beach by Design max: 100 ft)
Replaces:	Historic 30-room Palm Pavilion Inn (demolished)
Preserved:	Crabby's Beachside Pavilion restaurant (west parcel)
Approval type:	Development Agreement — requires City Council vote
Timeline:	Site plan: 1 yr Vertical construction: 4 yrs CO: 6 yrs

Hotel Boom vs. Housing Drought: Clearwater Beach 2019–2026

New Hotel Rooms by Project



~780

new hotel rooms added
(Clearwater Beach, 2019–2026)

~120

new residential units
(mostly luxury condos)

6.5:1 ratio — hotels outpacing
homes by 6.5× on Clearwater Beach

The Hotel Density Reserve is Almost Gone

Beach by Design created the Hotel Density Reserve 20+ years ago to modernize aging motels. That mission is now complete — and the reserve is nearly depleted.



281 units USED

**19
left**

Hotel Density Reserve Utilization

91

Units requested
by this project alone

19

Units remaining
after approval

0

Units reserved
for future housing

The Prior Planning Record — What the City Already Approved

Density on 18 Bay Esplanade (0.299 acres)



14 units

Zoning allows



30 units

2024 approved (FLD2024-02007)



144 units

Now proposed

The 2024 Approval Was Never About Redevelopment

In August 2024, the city approved Case FLD2024-02007 — a "termination of nonconforming status" for the 30-room inn. The staff report explicitly stated: "No redevelopment is being proposed at this time." That approval was granted to preserve a constrained historic site. The developer has now used it as a springboard for a 144-room, 9-story hotel — a use never contemplated by the 2024 record.

Old Florida District: Wrong Place for a 9-Story Hotel

This property sits within Beach by Design's Old Florida District — a sub-area with specific guidelines emphasizing lower-scale, historic coastal character. The district was designed to protect the 'Old Florida' feel that distinguishes North Beach from the high-rise resort zone to the south. A 9-story, 144-room hotel is fundamentally incompatible with that vision and may not meet the intent of the district's planning principles.

Critical Questions Not Yet Answered — From the Public Record

View & Shadow Studies

Has a visual impact or view corridor analysis been performed for neighboring residential properties? Has a shadow study been completed — particularly regarding impacts on adjacent residences and mature trees?

Utility Capacity

Has a utility capacity analysis been performed covering water pressure, sewer capacity, stormwater management, and fire suppression infrastructure during peak tourism periods and storm events?

Peak-Condition Traffic

Has a traffic analysis been completed for peak tourism conditions, including rideshare drop-offs, service deliveries, and pedestrian circulation — not just average daily traffic?

Flood Zone & Emergency Access

The site is in AE Flood Zone. Has a flood resiliency and emergency evacuation analysis been completed? Can North Beach roads support 144-room hotel traffic during a hurricane evacuation?

Public Benefit Justification

What specific public benefits justify granting 91 additional hotel units from the Density Reserve? What is the community receiving in exchange for this significant density allocation?

Precedent for North Beach

This decision may set the template for future large-scale redevelopment across North Clearwater Beach. Has the Council considered the precedent being established?



OFFICIAL BOARD OPPOSITION:

The Pura Vida Condominium Association Board of Directors has formally submitted written opposition citing scale, density, cumulative impacts, flood-zone resiliency, and incompatibility with the Old Florida District. The Board calls for a substantially reduced-scale alternative.

Who Bears the Cost? Stakeholder Impact Analysis

Residents & Condo Owners

✓ Indirect area prestige (marginal)

X View loss, property value risk, noise, light, traffic, privacy — no compensation

Local Small Businesses

✓ More visitor foot traffic

X Hotel keeps guests on-premises; corporate amenities compete with independents

Workforce & Renters

✓ ~150 permanent hotel jobs created

X No affordable housing added; workers can't afford to live here; worsens commute

Tourism Industry

✓ Modern resort capacity; higher ADR; bed-tax revenue

X Potential off-peak oversupply; resort saturation; staff housing crisis

City of Clearwater

✓ Higher tax base; tourism revenue; Beach by Design vision advanced

X Infrastructure strain; no new housing stock; long-term community erosion

Anticipating the Developer — Claims vs. Reality

Developer Claim

"It meets Beach by Design — staff supports it."

"We're bringing jobs and tax revenue."

"We're saving the historic Palm Pavilion restaurant."

"Our traffic study shows no significant impact."

"The 2024 planning approval supports this project."

The Reality

Compliance ≠ obligation. Council has discretion on the reserve. The Old Florida District guidelines favor lower-scale development. With only 19 units left, now is the time to recalibrate.

Mostly low-wage hospitality jobs. Workers can't afford to live here — they commute, worsening traffic. A condo development would generate comparable property tax with permanent residents.

Crabby's was already sold, renovated, and reopened successfully in 2026 — independently of this hotel. Its survival does not offset the hotel's neighborhood impacts.

The study reflects average conditions, not peak tourism gridlock. No rideshare, delivery, or pedestrian circulation analysis for peak conditions has been presented. Council members acknowledged cumulative strain.

The 2024 approval (FLD2024-02007) explicitly stated 'no redevelopment is being proposed.' It recognized existing nonconforming density — it was never intended to authorize a 144-room, 9-story hotel.

Could This Be Done Differently? Scope Reduction Options

If outright rejection is not on the table, the Council can — and should — impose meaningful conditions.

Reduce Building Height

Fewer Floors = Less Impact

The hotel's 4 parking floors + 5 hotel floors = 9 stories. Could 3 parking levels serve the same need? Removing just 1 story brings the building below the 8th floor eyeline of neighboring residences. Fewer floors = fewer rooms = less traffic, less noise, and less view obstruction.

Developer pushback: "Economics don't pencil." Counter: They paid \$23M knowing the current rules. A smaller hotel is still a profitable hotel.

Require Meaningful Setbacks

Buffer the East Residential Side

Currently, no perimeter buffer is required in the Tourist District. The Council can condition approval on a minimum setback from the east property line (adjacent to Pura Vida) — preserving a view corridor and reducing shadow and privacy impacts.

Even a 15–20 ft setback on the residential side would be a meaningful concession that costs the developer little in room count but matters enormously to neighbors.

Upper-Floor Step-Backs

Reduce Visual Bulk on High Floors

Require the 7th–9th floors to step back from the building edge by 10–15 ft. This reduces the 'wall' effect from a neighbor's perspective, allows more skylight, and improves architectural character — consistent with Old Florida District principles.

This is a standard design requirement in many coastal cities and doesn't require redesigning from scratch — just terracing the upper stories.

Mixed-Use Alternative

Hotels AND Homes

What if the upper floors included residential condos rather than all hotel rooms? A mixed-use approach — hotel on floors 1–6, condos on 7–9 — would reduce transient density, add permanent residents, and still deliver economic value.

This is the model emerging in cities that recognize over-reliance on tourism erodes year-round community vitality. Clearwater Beach should consider it.

Our Ask to the Council

1

Vote NO on the current proposal

The project as designed is too large, too tall, and too impactful for its residential neighbors and the Old Florida District. With only 19 reserve units left, this is the wrong time for a maximalist hotel.

2

If approving, mandate a height reduction

Cap the hotel at 6–7 stories. Explore whether 3 parking floors can replace 4. Reducing height is the single most impactful condition for neighboring residents.

3

Require east-side setbacks, step-backs, and missing studies

Impose a 15-ft setback from the residential property line, upper-floor step-backs, and require view/shadow/utility/traffic studies before any approval — questions the record currently cannot answer.

4

Pause and reassess the hotel density reserve

With the reserve nearly exhausted and the Old Florida District's character at stake, ask staff to review Beach by Design's vision for North Beach before committing the last available units.

Clearwater Beach Deserves Both: Tourism AND Community

We welcome thoughtful development. We oppose a maximalist hotel that treats our home as an afterthought.

Please vote to protect the residents who live here year-round.

"The measure of a great city is how it treats those who call it home — not just those who visit."

Hi Allie – FYI, the individual below may speak next week at the council and may use the attached PowerPoint during his three minutes. Sharing the slides so that it may be reviewed and uploaded in chambers.

Thank you!

From: ryan.zaborske@gmail.com <ryan.zaborske@gmail.com>

Sent: Thursday, June 4, 2026 12:07 AM

To: Rector, Bruce <Bruce.Rector@MyClearwater.com>; Cotton, Ryan <Ryan.Cotton@MyClearwater.com>; Mannino, Michael <Mike.Mannino@myclearwater.com>; Allbritton, David <David.Allbritton@MyClearwater.com>; Teixeira, Lina <Lina.Teixeira@MyClearwater.com>; Call, Rosemarie <Rosemarie.Call@myClearwater.com>; citycouncil@myclearwater.com

Cc: 'Melissa Ellingworth' <iammelissaellingworth@gmail.com>; 'BOD Pura Vida' <board@puravidacondos.org>; City Clerk Department <ORLSDL@myclearwater.onmicrosoft.com>

Subject: ** Public Comment & Supplemental Materials for the Record - Item 8.5, Development Agreement HDA2026-03001 - Palm Pavilion Hotel (June 4, 2026 Public Hearing)

CAUTION: This email originated from outside of the City of Clearwater. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Mayor Rector and Councilmembers Cotton, Mannino, Allbritton, and Teixeira,

Please find attached my written public comment and supplemental materials regarding the proposed Palm Pavilion Hotel redevelopment project on North Clearwater Beach.

(File No. 26-09b — Development Agreement, Hotel Density Reserve — HDA2026-03001) (10 & 18 Bay Esplanade, Clearwater Beach — Agenda Item 8.5)

My name is Ryan Zaborske, and my wife and I are residents of Pura Vida Condominiums at 15 Avalon Street, directly neighboring the proposed project site. I respectfully request that this correspondence and all attached materials be included in the official public record for the public hearing scheduled for Thursday, June 4, 2026, and that they be considered as part of the Council's full review of this application.

The attached documents include:

1. **Property Impact Assessment** — A review of the project's anticipated effects on neighboring residential properties, including view, noise, traffic, and property value impacts.
2. **Written Public Comment** — My prepared remarks opposing the project in its current form, with specific requests for conditions the Council should consider if approval is pursued, including height reduction, residential-side setbacks, upper-floor step-backs, and a reassessment of the Hotel Density Reserve.
3. **Supplemental Presentation** — A slide deck summarizing the hotel development trend on Clearwater Beach versus residential development over the past six years, council member context, stakeholder impact analysis, and a direct response to anticipated developer arguments.

My central concern is not growth itself, but balance. Since 2019, Clearwater Beach has added over 780 new hotel rooms while adding fewer than 120 residential units. This project would claim 91 of the last remaining units in the Beach by Design Hotel Density Reserve, leaving only 19 units after approval. I believe this milestone warrants a deliberate pause to ask whether the current trajectory serves the long-term interests of the residents who call this beach home, not only those who visit.

I intend to speak during the public comment period on Thursday and respectfully ask for the Council's full consideration of these materials in advance.

Thank you for your time, your service, and your continued stewardship of Clearwater Beach.

Respectfully,

Ryan Zaborske

Pura Vida Condominiums, Unit 803, 15 Avalon Street, Clearwater Beach, FL ryan.zaborske@gmail.com

Palm Pavilion Inn Redevelopment Project

From Dan Farrington <farringtondan2@gmail.com>

Date Sun 7/12/2026 10:21 AM

To Teixeira, Lina <Lina.Teixeira@MyClearwater.com>; Mannino, Michael <Mike.Mannino@myclearwater.com>; Cotton, Ryan <Ryan.Cotton@MyClearwater.com>; Rector, Bruce <Bruce.Rector@MyClearwater.com>; Allbritton, David <David.Allbritton@MyClearwater.com>

Cc Kozak, Ted <Ted.Kozak@myclearwater.com>; Horanlli, Alba <Alba.Horanlli@MyClearwater.com>; Call, Rosemarie <Rosemarie.Call@myClearwater.com>

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Mark Safe

Report

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Dear Mayor Rector and Councilmembers Allbritton, Cotton, Mannino, and Teixeira:

I have a residence at Pura Vida Condominiums, which is immediately north across Kendall Street from the proposed Palm Pavilion Inn redevelopment site. My unit faces west toward the Gulf and south directly toward the proposed project.

I appreciate the City's efforts to promote Clearwater Beach tourism and economic development and I am not opposed to the redevelopment of the Palm Pavilion Inn. I am, however, deeply concerned that the proposed project is too large and too dense for this location. The proposal would replace a 30-room inn with a nine-story, 144-room hotel and 173-space parking garage occupying essentially an entire city block.

For neighboring residents, the consequences are substantial. The project would bring hundreds of additional nightly guests, increased noise, nighttime activity, lighting, and direct sightlines into neighboring homes.

The project also raises significant traffic and safety concerns. One of the proposed hotel garage entrances would be located directly across from Pura Vida's south-facing garage entrance, which is the only means by which Pura Vida residents and guests can access assigned parking spaces on the second floor of our garage. In addition to hotel guest vehicles, the new hotel will generate rideshare traffic, deliveries, service vehicles, employee traffic, waste collection, and likely public parking too. Concentrating that activity on Kendall Street, which is a narrow street already heavily used by

residents, pedestrians, and beachgoers (and is usually narrowed even further by parked cars), will increase congestion and vehicle/pedestrian conflicts. During busy season, it is hard to imagine how Pura Vida's south-facing garage will not become inaccessible because of increased traffic on Kendall.

Finally, unlike many redevelopment projects that introduce new public amenities, restaurants, retail, or enhanced public space, this proposal largely just adds hotel rooms. The Palm Pavilion restaurant is already there and already busy and successful. What would be added is not a new community amenity, but a substantial increase in overnight occupancy. The community and those who already flock to this part of the beach will bear the resulting increase in traffic, congestion, noise, and activity, while receiving little in return.

Clearwater Beach succeeds because it balances tourism with residential living. This proposal would significantly alter that balance by cramming a large-scale hotel in a space too small for it directly across a narrow street from existing homes. I respectfully submit that this level of density is not appropriate at this location and ask you to vote against the Development Agreement, or require substantial modifications to reduce its scale and its effects on neighboring residents and others who use Kendall Street and the surrounding area.

Thank you for your consideration and your service to the City of Clearwater.

Very truly yours,

Dan Farrington
15 Avalon Street, Unit 801
Clearwater, FL 33767

RE: Formal Opposition – Resolution 26-09 / Development Agreement HDA2026-03001 (Palm Pavilion Hotel, 10 & 18 Bay Esplanade); Public Hearing July 16, 2026

From Lynn Parrish <lparrish@franklycoastal.com>

Date Mon 7/13/2026 4:12 PM

To Rector, Bruce <Bruce.Rector@MyClearwater.com>; Cotton, Ryan <Ryan.Cotton@MyClearwater.com>; Mannino, Michael <Mike.Mannino@myclearwater.com>; Allbritton, David <David.Allbritton@MyClearwater.com>; Teixeira, Lina <Lina.Teixeira@MyClearwater.com>; Call, Rosemarie <Rosemarie.Call@myClearwater.com>; Kozak, Ted <Ted.Kozak@myclearwater.com>; Horanlli, Alba <Alba.Horanlli@MyClearwater.com>

 1 attachment (144 KB)

Pura Vida Board Letter - Palm Pavilion Opposition.pdf;

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Mark Safe

Report

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Hello All,

My name is Lynn Parrish and I am the property manager for Pura Vida Residence Condominium Association on North Clearwater Beach

Please find attached letter of opposition from Pura Vida Residences Condominium regarding Resolution 26-09 / Development Agreement HDA2026-03001.

Thank you for your attention in this matter.

Lynn



Lynn Parrish, LCAM

Frankly Coastal Property Mgmt, LLC

P.O. Box 1294, Tarpon Springs, FL 34688

t: 727-799-0031 | Ext: 3005

e: lparrish@franklycoastal.com

w: www.franklycoastal.com

July 13, 2026

Mayor Bruce Rector and Members of the City Council
City of Clearwater
c/o Rosemarie Call, MPA, MMC, City Clerk
P.O. Box 4748, Clearwater, FL 33758-4748

RE: Formal Opposition – Resolution 26-09 / Development Agreement HDA2026-03001 (Palm Pavilion Hotel, 10 & 18 Bay Esplanade); Public Hearing July 16, 2026

Dear Mayor Rector and Members of the Council:

The Board of Directors of Pura Vida Residences Condominium Association — the 22-unit residential community at 15 Avalon Street, directly adjacent to the subject property — submits this letter in opposition to the proposed 144-room, 9-story redevelopment of the Palm Pavilion Inn property, and respectfully requests that it be entered into the official record of the July 16, 2026 public hearing. This letter reflects concerns raised by owners across our community. A number of owners are also writing to the Council individually to explain how the project would affect them personally.

The Association recognizes that responsible redevelopment is an important part of Clearwater Beach's continued evolution. This proposal, however, represents an excessive and incompatible level of development for a uniquely constrained site, creating significant adverse impacts for Pura Vida as well as numerous adjacent and nearby properties. We wish to emphasize that our property, Pura Vida, is a residential community, not a hotel, and it is within the Old Florida section of Beach by Design, which is meant for limited retail/commercial property with specific height, setback, and building setback requirements. Some of the issues that would affect Pura Vida residents include:

- **Garage access and Kendall Street conflict.** Pura Vida's second-floor parking garage entrance/exit is located on Kendall Street, directly across a narrow street from the proposed hotel's garage and pedestrian entrances. The hotel's garage entrance will directly conflict with residents' vehicular access to their homes and with the heavy beach pedestrian traffic that crosses Kendall daily. This would be a major access and safety concern, particularly during peak seasons. To the Board's knowledge, the traffic study and supporting infrastructure data for the project remain incomplete and unavailable for public review.
- **Privacy of residential units.** South-facing Pura Vida homes and balconies would be directly overlooked, at close range, by hotel rooms.
- **Shadowing, light, and views.** The building's height and mass would permanently shadow adjacent residential properties, public spaces, and mature vegetation.

These site-specific impacts flow from a level of intensity the code never contemplated for this parcel:

- **A ten-fold intensity increase on a constrained site.** The underlying code permits 14 hotel units on this property. Only in August 2024 did the Community Development Board recognize the property's nonconforming density of 30 units (Case FLD2024-02007). Less than two years later, the applicant seeks 144 units — nearly five times the recognized density and more than ten times what the code permits.

The proposal also raises serious and unresolved community-wide concerns regarding:

- Emergency vehicle access, barrier-island hurricane evacuation, and public safety;
- Flood-zone resiliency and stormwater management;
- Existing infrastructure and utility capacity;

- Neighborhood compatibility, excessive building mass, and overall scale; and
- Consistency with the vision, intent, and character established by Beach by Design and the Old Florida District.

Request. The Board respectfully urges the Council to deny Resolution 26-09 and Development Agreement HDA2026-03001 in their current form. At a minimum, the City should require substantial reductions in the project's height, density, and overall intensity to ensure that any future redevelopment is compatible with the surrounding community, protects public safety, and remains consistent with the long-term objectives of the City's Comprehensive Plan, *Beach by Design*, and the Old Florida District. There should also be a completed, publicly available traffic and infrastructure analysis that specifically addresses Kendall Street circulation and resident garage access, and an analysis considering the safety of pedestrians.

The owners of Pura Vida have made a significant investment in North Beach and support redevelopment that enhances the community while respecting its scale, character, and infrastructure limits. We ask that these concerns be given substantial weight.

Respectfully submitted,

Board of Directors

Pura Vida Residences Condominium Association, Inc.

15 Avalon Street, Clearwater Beach, FL 33767 • board@puravidacondos.org

cc: Ted Kozak, Assigned Planner, Planning & Development Department
Rosemarie Call, City Clerk (for inclusion in the official record)

Formal Opposition – Resolution 26-09 / Development Agreement HDA2026-03001 (Palm Pavilion Hotel, 10 & 18 Bay Esplanade); Public Hearing July 16, 2026

From Robert Lembersky <rblemembersky@gmail.com>

Date Mon 7/13/2026 9:37 PM

To Rector, Bruce <Bruce.Rector@MyClearwater.com>; Cotton, Ryan <Ryan.Cotton@MyClearwater.com>; Mannino, Michael <Mike.Mannino@myclearwater.com>; Allbritton, David <David.Allbritton@MyClearwater.com>; Teixeira, Lina <Lina.Teixeira@MyClearwater.com>; Call, Rosemarie <Rosemarie.Call@myClearwater.com>; Kozak, Ted <Ted.Kozak@myclearwater.com>; Horanlli, Alba <Alba.Horanlli@MyClearwater.com>

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Mayor Bruce Rector and Members of the City Council
City of Clearwater
c/o Rosemarie Call, MPA, MMC, City Clerk
P.O. Box 4748, Clearwater, FL 33758-4748

RE: Formal Opposition – Resolution 26-09 / Development Agreement HDA2026-03001 (Palm Pavilion Hotel, 10 & 18 Bay Esplanade); Public Hearing July 16, 2026

Dear Mayor Rector and Members of the Council:

My wife and I are grateful to call Pura Vida on Clearwater Beach our home. We cherish the area's natural beauty, breathtaking sunsets, outstanding restaurants, and the unique sense of community that makes this such a special place to live.

We are deeply concerned about the proposed construction of a large hotel just across Kendall Street from us at the Palm Pavilion Inn. A development of this scale would fundamentally change the character of the area, bringing increased traffic, commercial activity, service operations, and a constant turnover of visitors that are inherent to a hotel.

We respectfully ask the City Council to consider its ability to deny—or at the very least significantly reduce the scale of—this project. We believe there is an opportunity to achieve a solution that benefits everyone. A thoughtfully scaled development could allow the developer to move forward with a successful project while preserving the qualities that make Clearwater Beach such a desirable place to live and visit.

We hope the voices of the residents who call this community home will be given meaningful consideration. With compromise and thoughtful planning, there can be a positive outcome for the developer, the City Council, and the residents alike.

Thank you for your attention to this matter,

Robert Lembersky, MD
15 Avalon Street, Unit 401
Clearwater Beach 33767

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Robert Lembersky, MD
rblembersky@gmail.com

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