



PLANNING & DEVELOPMENT DEPARTMENT COMMUNITY DEVELOPMENT BOARD STAFF REPORT

MEETING DATE: February 19, 2026

AGENDA ITEM: ID#25-1331

CASE: CPA2025-10001

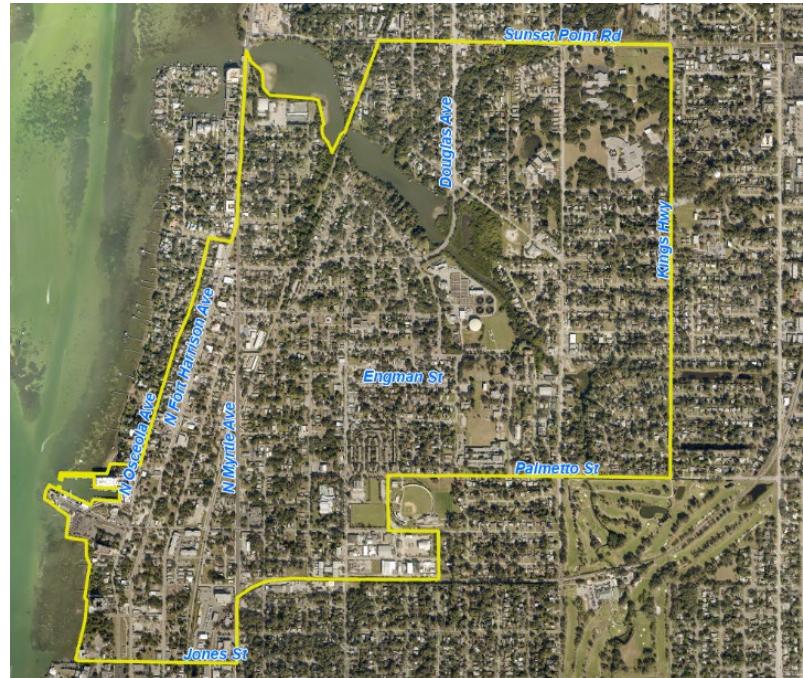
ORDINANCE NO.: 9860-26

REQUEST: Comprehensive Plan amendments to establish a new Planned Redevelopment District (PRD) Overlay future land use category, with associated bonuses, and incorporate policies for a new North Greenwood Community Overlay District.

INITIATED BY: City of Clearwater, Planning and Development Department

BACKGROUND:

The city of Clearwater, its residents, and partner agencies have been working to establish strategies to revitalize the North Greenwood community, which has experienced decline for decades. Beginning in 2019, the Clearwater Urban Leadership Coalition encouraged the city and county to undertake the process of creating a community redevelopment area in North Greenwood. The city advanced that effort by completing a Finding of Necessity Study in August 2020, supported by extensive public outreach in fall 2020 that reached more than 2,000 people. Based on the Study, the City Council and the Board of County Commissioners agreed on and established the North Greenwood CRA boundaries. As shown on the map below, the CRA is generally bounded by Sunset Point Road to the north; Kings Highway to the east; Palmetto Street, the CSX Railway, and Jones Street to the south; and North Osceola Avenue, North Fort Harrison



Avenue, and Clearwater Harbor to the west.

The next step was development and adoption of the Community Redevelopment Plan and the Redevelopment Trust Fund. On January 12, 2023, the City Council adopted the North Greenwood Community Redevelopment Area Plan (CRA Plan) via Resolution No. 23-01. The CRA Plan addresses the unique needs of the area, establishes overall redevelopment goals, and identifies specific projects. In developing the CRA Plan, the city conducted multiple public engagement opportunities and convened a steering committee with representation from the Clearwater Urban Leadership Coalition, business owners, the faith-based community, non-profit and community organizations, industry and development, and other neighborhood representatives.

Several themes resulted from this input, including the desire to focus on revitalization of the North Martin Luther King Jr. Avenue corridor and the importance of rehabilitation of existing homes. Chapter 4 of the CRA Plan focuses on implementation and identifies emphasis areas for physical improvement through renovation of existing buildings, new construction on vacant or underutilized sites, and land use policies. The CRA Plan notes that the recommended land use, zoning, and design standards are intended to prevent displacement and provide opportunities for a variety of housing options compatible with existing neighborhood character, and it identifies catalytic redevelopment opportunities such as the North Ward School site and the North Martin Luther King Jr. Avenue corridor, as well as the need for infill development on vacant sites throughout the neighborhood.

To implement the CRA Plan's land use recommendations, the Planning and Development Department initiated a multi-part effort focused on updating the city's regulatory framework. In March 2024, the Department engaged Benesch to prepare amendments to the city's Community Development Code, and between April and September 2024 the project team engaged the community through listening sessions and hands-on activities to confirm the community vision and identify amendments necessary to achieve that vision.

Through that process, it was determined that an overlay-based future land use tool would be appropriate to provide incentives for reinvestment while remaining consistent with current state statutory limitations on adopting new, more restrictive standards. In recent years, the Pinellas Planning Council (Forward Pinellas) and the Board of County Commissioners, acting as the Countywide Planning Authority, approved amendments to the Countywide Rules creating the Planned Redevelopment District (PRD) category. PRD is intended to facilitate infill and redevelopment in areas with mixed residential and nonresidential uses, supported by densities/intensities and urban design that promote walking, biking, and transit use, and that allow for a variety of building styles. The North Greenwood area aligns with these objectives, but the city has not previously established this category in its Comprehensive Plan.

The city's efforts align with the requirements to utilize the Planned Redevelopment District (PRD) category available through the Countywide Rules. The city has completed planning work in the North Greenwood

area and is advancing implementing zoning standards intended to maintain and restore the area's established urban form. Implementation of this overall project includes amendments to the Comprehensive Plan, Future Land Use Map, Community Development Code, and Zoning Atlas, as well as amendments to the Countywide Plan Map.

The main purpose of the proposed *Comprehensive Plan* amendments is to:

1. Establish the Planned Redevelopment District (PRD) Overlay future land use category which provides residential, nonresidential, mixed-use and impervious surface ratio (ISR) bonuses;
2. Add the new Planned Redevelopment District (PRD) Overlay bonus as an option within multiple existing future land use categories in the Plan; and
3. Update applicable policies related to the North Greenwood area to establish and incorporate reference to a new North Greenwood Community Overlay District, which will later be applied to the city's Zoning Atlas.

Separate from the North Greenwood efforts, staff are proposing two additional amendments to the *Comprehensive Plan* which set the policy direction for the Termination of Status as a Nonconformity provisions located in Section 6-109 of the Community Development Code. While this provision has been in the Code since its adoption in 1999, corresponding policies were not previously included in the *Comprehensive Plan*.

ANALYSIS:

The proposed amendments to the *Comprehensive Plan* are summarized below:

1. Planned Redevelopment District (PRD) Overlay [pages 4, 6 through 15 of Ordinance]

The proposal creates a new Planned Redevelopment District (PRD) Overlay future land use category and establishes maximum residential, nonresidential, mixed-use and impervious surface ratio (ISR) bonuses that would be potentially available to properties designated with this new overlay on the city's Future Land Use Map.

To implement this, the maximum bonuses for residential, nonresidential/mixed-use, and impervious surface ratio (ISR) are added to several future land use categories in Table QP1, Future Land Use Categories. While the city may consider use of the PRD Overlay in other locations in the future, this effort is focused on enabling property owners in North Greenwood to utilize these bonuses in connection with redevelopment. Accordingly, the bonuses are proposed for the future land use categories currently present within the North Greenwood area.

Residential categories (i.e., Residential Low, Residential Urban, Residential Low Medium, Residential Medium, and Residential High) would be permitted up to 40 units per acre as a bonus. This density is

consistent with current best practices for enabling “missing middle” housing types such as two- to four-unit buildings, townhouses, and small apartment buildings. The specific regulations and design requirements for utilizing this bonus in the North Greenwood area will be established through the new zoning overlay and related Community Development Code amendments.

Four nonresidential or mixed-use future land use categories are present in North Greenwood (Residential/Office General, Commercial General, Institutional, and Industrial Limited), and the proposed PRD bonuses differ based on the intent of each category. Residential/Office General is proposed to allow both residential and nonresidential/mixed-use bonuses to support integrated development patterns. Commercial General is primarily intended for commercial and employment uses where residential may be appropriate in certain contexts; in North Greenwood, this designation is concentrated along North Martin Luther King Jr. Boulevard and between Myrtle and Fort Harrison Avenues. For that reason, the recommended approach is to establish a mixed-use bonus rather than a residential-only (density) bonus, supporting redevelopment patterns consistent with traditional “Main Street” areas.

Recognizing that new development may require greater utilization of smaller parcels, an additional 10% bonus for ISR is recommended, but in no category was it proposed to exceed 0.85 through the bonus.

2. **North Greenwood Community Overlay District [pages 3 through 4 of Ordinance]**

The proposed amendments also establish direction for a new zoning overlay for the North Greenwood community and link that overlay to the PRD Overlay bonuses. Portions of the North Greenwood CRA are currently within unincorporated Pinellas County. Proposed Policy QP 1.3.9 provides that, upon annexation, unincorporated parcels within the North Greenwood CRA should be designated with the PRD Overlay, eliminating the need for a separate future land use action to apply the overlay and ensuring consistency with similarly situated properties already within the city.

3. **Nonconforming Lots, Uses/Structures [page 5 of Ordinance]**

Staff is proposing the addition of two policies – QP 5.1.5 and QP 5.1.6 – to establish Comprehensive Plan policy direction for processes already included in the Community Development Code. Article 6 (Nonconformity Provisions) addresses lots, structures, and uses that were lawful before the adoption of the Code or subsequent amendments, with the intent of reducing or eliminating nonconformities, or bringing them as close as practicable to a conforming status. Section 6-106 allows a principal use or structure on a residential lot of record that was legally created prior to a specified date, subject to a defined process and requirements. Section 6-109 (Termination of a Status as a Nonconformity) provides a pathway for a structure that is nonconforming with respect to density or intensity to request termination of that status, allowing it to remain and potentially be expanded or reconstructed.

consistent with the Code. The proposed policies provide corresponding policy support and legal context for these existing Code provisions.

STANDARDS FOR REVIEW:

Pursuant to Community Development Code Section 4-603.F., no amendment to the *Comprehensive Plan* shall be approved unless it complies with the following standards:

1. The amendment will further implementation of the *Comprehensive Plan* consistent with the goals, policies and objectives contained in the Plan.

The proposed amendments to the *Clearwater Comprehensive Plan* are consistent with the following goals, objectives, and policies in the *Plan*:

Goal QP1 Sustain and improve livability, stability, and attractiveness of neighborhoods.

Objective QP 1.3 Support the vision of the North Greenwood area through the implementation of the strategies in the *North Greenwood Community Redevelopment Area (CRA) Plan*.

Policy QP 1.3.4 Work to retain the existing neighborhood character of North Greenwood when evaluating the creation of form-based standards or amendments to the *CDC*.

Policy QP 1.3.5 Consider amendments to the *CDC* to create missing middle housing and infill development opportunities.

Policy QP 1.3.6 Utilize findings from the North Martin Luther King, Jr. Avenue Design Charrette to guide amendments to the *CDC* to facilitate redevelopment along the North Martin Luther King, Jr. Avenue Corridor.

Goal QP 2 Promote mixed-use development, walkable and transit-supportive redevelopment, and infill development in areas designated as Corridors or Mixed-Use or Neighborhood Centers on **Map QP 1. Framework**.

Policy QP 2.1.2 Support the adoption and utilization of future land use categories made available by the *Countywide Plan for Pinellas County* to prioritize infill development and redevelopment along corridors identified as Investment Corridors in the *Advantage Pinellas: Long Range Transportation Plan*.

Objective 5.1 Use **Table QP 1. Future Land Use Categories** and **Map QP 3. Future Land Use** to guide development in the city consistent with the Countywide Plan Map and implemented through the *CDC*.

Policy QP 5.1.3 Utilize **Table QP 1. Future Land Use Categories** for maximum permitted density and intensity standards for each future land use category, except where otherwise permitted by special area or redevelopment plans approved by the City Council.

Objective QP 5.3 Continue to promote redevelopment and infill development that is consistent and compatible with the surrounding properties.

Policy QP 5.3.1 Support the adoption and utilization of future land use categories that promote infill development and desired redevelopment along corridors.

The proposed amendments further implementation of the Clearwater Comprehensive Plan by establishing a Planned Redevelopment District (PRD) Overlay framework that supports infill and redevelopment consistent with the vision of the North Greenwood Community Redevelopment Area (CRA) Plan. The PRD Overlay enables bonus density, intensity, and impervious surface ratio (ISR) for qualifying projects, while requiring such development to conform to design and development criteria established in the Community Development Code. This approach advances the Plan's goals and policies related to neighborhood revitalization, missing middle housing, mixed-use development, and redevelopment along corridors, particularly within the North Greenwood area, by providing additional tools to implement adopted planning efforts and encourage compatible reinvestment.

2. The amendment is not inconsistent with other provisions of the *Comprehensive Plan*.

The proposed amendments are not inconsistent with other provisions of the Comprehensive Plan. The amendments add policies and an overlay framework that are intended to be implemented in a manner consistent with the Plan's future land use structure and applicable special area and redevelopment plan provisions. The PRD Overlay does not eliminate existing standards; rather, it provides an optional set of bonus provisions for qualifying redevelopment projects, subject to adopted criteria and subsequent implementing regulations. Additionally, the amendments improve internal consistency by updating Quality Places goals, objectives, and policies to reflect the adopted North Greenwood CRA Plan and the availability of the PRD category through the Countywide Rules.

3. The available uses, if applicable, to which the property may be put are appropriate to the property in question and compatible with existing and planned uses in the area.

The proposed amendments establish a PRD Overlay framework and associated bonus provisions within existing future land use categories; however, they do not, by themselves, rezone property or immediately authorize specific new land uses. Land uses and development standards remain regulated through the Community Development Code and the city's zoning districts. The detailed implementing regulations, including the zoning overlay standards and related development requirements for projects seeking to utilize PRD bonuses, will be considered later this year through the Community Development

Code amendment process and associated public hearings. As a result, the amendments are appropriate and compatible with existing and planned uses while providing a policy-based tool to support context-sensitive infill, mixed-use development, and a broader range of housing types consistent with the North Greenwood CRA Plan and surrounding neighborhood character.

4. Sufficient public facilities are available to serve the property.

This amendment does not result in changes to the City's Future Land Use Map; therefore, this criterion is not applicable at this time. However, a review of public facility availability in order to support the related Future Land Use Map amendment for the North Greenwood area is provided within the staff report for LUP2025-11005.

5. The amendment will not adversely affect the natural environment.

This criterion is not applicable to the proposed amendments.

6. The amendment will not adversely impact the use of property in the immediate area.

This criterion is not directly applicable in the same manner as a site-specific land use change, as the proposed amendments are policy-based and establish an overlay framework and implementing direction rather than approving a development project. The PRD Overlay provides potential bonuses only for qualifying redevelopment and would be implemented through future map and zoning actions, each subject to the public hearing process and detailed development standards. By linking the PRD Overlay to the North Greenwood CRA Plan vision and requiring conformance with Community Development Code criteria, the amendments are intended to support compatible reinvestment and redevelopment that does not adversely impact the use of property in the surrounding area.

SUMMARY AND RECOMMENDATION:

The purpose of the proposed amendment is to update the Clearwater Comprehensive Plan to establish the Planned Redevelopment District (PRD) Overlay future land use category and related bonus provisions, update applicable policies supporting implementation of the North Greenwood CRA Plan, and add Comprehensive Plan policy support for existing nonconformity procedures in the Community Development Code. The proposed amendment is consistent with and will further the goals, objectives, and policies of the Comprehensive Plan, is not expected to result in inappropriate or incompatible uses because it is implemented through subsequent regulations and map actions, and will not adversely affect the natural environment or the use of surrounding property. Public facilities will be evaluated as part of any future, site-specific development actions and related map or zoning approvals.

Based upon the above, the Planning and Development Department recommends **APPROVAL** of Ordinance No. 9860-26, amending the Clearwater Comprehensive Plan.

Prepared by Planning and Development Department Staff: _____



Lauren Matzke, AICP
Planning and Development Director

ATTACHMENTS: Ordinance No. 9860-25
 Resume

ORDINANCE NO. 9860-26

AN ORDINANCE OF THE CITY OF CLEARWATER, FLORIDA, MAKING AMENDMENTS TO THE CLEARWATER COMPREHENSIVE PLAN BY AMENDING THE QUALITY PLACES CHAPTER TO ESTABLISH A NEW PLANNED REDEVELOPMENT DISTRICT (PRD) OVERLAY FUTURE LAND USE CATEGORY WHICH SETS FORTH RESIDENTIAL, NONRESIDENTIAL, MIXED-USE AND IMPERVIOUS SURFACE RATIO (ISR) BONUSES; AMEND THE RESIDENTIAL LOW (RL), RESIDENTIAL URBAN (RU), RESIDENTIAL LOW MEDIUM (RLM), RESIDENTIAL HIGH (RH), RESIDENTIAL/OFFICE GENERAL (R/OG), COMMERCIAL GENERAL (CG), AND INSTITUTIONAL (I) FUTURE LAND USE CATEGORIES TO INCORPORATE BONUSES FOR QUALIFYING DEVELOPMENT IN THE PLANNED REDEVELOPMENT DISTRICT OVERLAY; ADD POLICIES REQUIRING THE PORTIONS OF THE NORTH GREENWOOD COMMUNITY REDEVELOPMENT AREA (CRA) BE DESIGNATED WITH PLANNED REDEVELOPMENT DISTRICT OVERLAY ON THE FUTURE LAND USE MAP, AND REFERRING TO A NEW NORTH GREENWOOD DISTRICT ON THE ZONING ATLAS; ADD POLICIES ADDRESSING NONCONFORMING STRUCTURES AND USES AND PROVIDE FOR TERMINATION OF NONCONFORMITIES THROUGH A PROCESS ESTABLISHED IN THE COMMUNITY DEVELOPMENT CODE; UPDATE EXISTING POLICIES FOR CONSISTENCY WITH CHANGES; CERTIFYING CONSISTENCY WITH THE CITY'S COMPREHENSIVE PLAN AND PROPER ADVERTISEMENT; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS the Local Government Comprehensive Planning and Land Development Regulation Act of Florida empowers and requires the City Council of the City of Clearwater (the "City Council") to plan for the future development and growth of the City, and to adopt and periodically amend the City of Clearwater Comprehensive Plan (the "Comprehensive Plan"), including elements and portions thereof; and

WHEREAS, the City Council, by its Resolution No. 20-52 dated October 14, 2020, declared the North Greenwood area of the city to be a slum or blighted area and the need for a Community Redevelopment Agency to carry out redevelopment activities in the blighted area; and

WHEREAS, the City Council, by its Resolution No. 23-01 dated January 12, 2023, adopted the North Greenwood Community Redevelopment Area Plan (the "CRA Plan") to assist residents, property owners, organizations, and officials in identifying and implementing solutions to conditions that have affected the neighborhood for decades; and

WHEREAS, the CRA Plan establishes a vision for North Greenwood and sets forth redevelopment policies to address vacant land redevelopment, housing needs, and the ability for community members to “age in place”; and

WHEREAS, the CRA Plan implementation included establishing new zoning district standards and allowing additional density to support “missing middle” housing; and

WHEREAS, Forward Pinellas, in its role as the Pinellas Planning Council, administers the Countywide Future Land Use Plan for Pinellas County (the “Countywide Plan”), inclusive of the Countywide Strategies, Countywide Plan Map and Countywide Rules; and

WHEREAS, the Countywide Rules, as amended through August 21, 2023, provide the Planned Redevelopment District Countywide Map category to depict areas of the county developed with a mix of residential and nonresidential uses, within neighborhoods or distinct areas that are interrelated and complementary, with densities/intensities and urban design that promote walking, biking and transit use; and

WHEREAS, cities may establish planned redevelopment districts locally, provided their policies and land development regulations are consistent with the requirements in the Countywide Rules; and

WHEREAS, the southwestern portion of the North Greenwood CRA is also located within the city’s Central Business District, designated as Downtown District on the City’s Zoning Atlas, and is subject to the policies set forth in the Clearwater Downtown Redevelopment Plan and the Downtown District and Design Standards in Community Development Code Appendix C, and therefore this portion of the North Greenwood CRA would not be designated as a Planned Redevelopment District; and

WHEREAS, the City Council finds it necessary, desirable, and proper to amend the Comprehensive Plan in order to reflect the changing conditions;

WHEREAS, at a duly noticed public meeting the Clearwater Community Development Board (the “CDB”), pursuant to its responsibilities as the Local Planning Agency, has reviewed this amendment, conducted a public hearing, considered all public testimony and has determined that this amendment is consistent with the Comprehensive Plan and recommended that the City Council adopt this amendment; and

WHEREAS, the City Council has fully considered the recommendation of the CDB and testimony and evidence submitted at its public hearing.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CLEARWATER, FLORIDA THAT:

Section 1. That the Quality Places Chapter of Clearwater 2045, Objective QP 1.3 and associated policies be amended and new policies added to read as follows:

QUALITY PLACES

Goal QP 1

Sustain and improve the livability, stability, and attractiveness of neighborhoods.

Objective QP 1.3

Support the vision of the North Greenwood area through implementation of the strategies in the North Greenwood Community Redevelopment Area (CRA) Plan and application of the North Greenwood Community Overlay District and Development Standards.

Policies

QP 1.3.1

Continue to support the tax increment financing program and redevelopment efforts of the North Greenwood area through activities of the Community Redevelopment Agency.

QP 1.3.2

Review the *North Greenwood CRA Plan* periodically to ensure that goals and strategies are being met and consider revisions if needed.

QP 1.3.3

Update the *North Greenwood CRA Plan* by 2033 to identify tax increment financing projects and strategies for the final ten years of the planning period from 2033 through 2042.

QP 1.3.4

Work to retain the existing neighborhood character and vision of North Greenwood ~~when evaluating the creation through the application~~ of form-based standards ~~or amendments to in the CDC.~~

QP 1.3.5

~~Incentivize the creation of Consider amendments to the CDC to create~~ missing middle housing and infill development opportunities through bonus density provisions enabled by the Countywide Rules.

QP 1.3.6

Utilize findings from the North Martin Luther King, Jr. Avenue Design Charrette to guide amendments to the CDC to facilitate redevelopment along the North Martin Luther King, Jr. Avenue Corridor.

QP 1.3.7

Designate those portions of the North Greenwood CRA not currently designated as Central Business District (CBD) as Planned Redevelopment District (PRD) Overlay on the city's Future Land Use Map.

QP 1.3.8

Establish the North Greenwood Community Overlay District in the *Community Development Code (CDC)* and on the city's Zoning Atlas, consistent with provisions in the *Countywide Rules*, and determine appropriate bonus density and intensity provisions for this district to achieve the vision in the adopted CRA Plan.

QP 1.3.9

Designate unincorporated property within the North Greenwood CRA not currently designated with the Planned Redevelopment District (PRD) Overlay in addition to its existing future land use category upon annexation into the city of Clearwater, consistent with the boundaries depicted on **Map QP 3. Future Land Use Map**.

Section 2. That the Quality Places Chapter of Clearwater 2045, be amended to add a new Objective QP 2.4 and policies to read as follows:

Goal QP 2

Promote mixed-use development, walkable and transit-supportive redevelopment, and infill development in areas designated as Corridors or Mixed-Use or Neighborhood Centers on **Map QP 1. Framework**.

Objective QP 2.4

Utilize the Planned Redevelopment District (PRD) Overlay to provide maximum density and intensity bonuses that enable missing middle and mixed-use development in areas meeting the characteristics and standards set forth in the *Countywide Rules*.

Policy 2.4.1

Planned Development District (PRD) Overlay bonus density and intensity provisions are provided for in Table QP 1. Future Land Use Categories and shall be enabled for qualifying projects as defined in Community Development Code (CDC).

Policy 2.4.2

Qualifying projects within the Planned Redevelopment District (PRD) Overlay shall conform to all design and development criteria in the Community Development Code.

Section 3. That the Quality Places Chapter of Clearwater 2045 be amended and new policies be added to read as follows:

Goal QP 5

Plan and regulate land use and development in the city to protect public health and safety and promote high quality development.

Objective 5.1

Use **Table QP 1. Future Land Use Categories** and **Map QP 3. Future Land Use** to guide development in the city consistent with the Countywide Plan Map and implemented through the *CDC*.

Policies

QP 5.1.1

Recognize the consistency between the countywide future land use categories, the city's future land use categories, and the city's zoning districts as shown in **Table QP 1. Future Land Use Categories**.

QP 5.1.2

Interpret the land uses on the city's Future Land Use Map as indicated in **Table QP 1. Future Land Use Categories**.

QP 5.1.3

Utilize **Table QP 1. Future Land Use Categories** for maximum permitted density and intensity standards for each future land use category, except where otherwise permitted by special area or redevelopment plans approved by the City Council.

QP 5.1.4

Ensure that an adequate number of future land use categories exist in the city, as established in **Table QP 1. Future Land Use Categories**, and that land uses transition from higher density and intensity to lower density and intensity away from commercial corridors.

QP 5.1.5

Allow each residential lot of record lawfully established prior to March 8, 1999, to be developed with a conforming structure and use, regardless of the lot's conformance with the minimum density requirements of the applicable Future Land Use category. All development remains subject to criteria and standards in the Community Development Code.

QP 5.1.6

Allow nonconforming uses or structures to seek a termination of such status and be permitted to remain, expand, or be reconstructed provided certain standards, as established in the Community Development Code, are met.

Section 4. That the Quality Places Chapter of Clearwater 2045, Table QP 1. Future Land Use Categories be amended to read as follows:

Table QP 1. Future Land Use Categories

Residential Estate (RE)

The Residential Estate category is intended to recognize areas appropriate for estate residential uses that are consistent with the suburban, non-intensive qualities and natural resource characteristics of such areas.

Maximum Development Potential:

Residential:	1.0 UPA
Nonresidential:	0.30 FAR
ISR:	0.60

Consistent Countywide Plan Category:

Residential Very Low (RVL)

Consistent Zoning District(s):

Low Density Residential (LDR)

Residential Suburban (RS)

The Residential Suburban category is intended to recognize areas appropriate for residential uses where development characteristics are suburban, low-density residential in nature.

Maximum Development Potential:

Residential:	2.5 UPA
Nonresidential:	0.30 FAR
ISR:	0.60

Consistent Countywide Plan Category:

Residential Low Medium (RLM)

Consistent Zoning District(s):

Low Density Residential (LDR)

Residential Low (RL)

The Residential Low category is intended to recognize areas appropriate for residential uses that are consistent with low-density, non-intensive qualities and serve as transitions between more suburban and more urban residential areas.

Maximum Development Potential:

Residential:	5.0 UPA
<u>Residential Bonus*:</u>	<u>40 UPA</u>
Nonresidential:	0.40 FAR
ISR:	0.65
<u>ISR Bonus*:</u>	<u>0.75</u>

**For qualifying development in the Planned Redevelopment District (PRD) Overlay.*

Consistent Countywide Plan Category:

Residential Low Medium (RLM)

Consistent Zoning District(s):

Low Density Residential (LDR)
Low Medium Density Residential (LMRD)

Table QP 1. Future Land Use Categories (con't)

Residential Urban (RU)

The Residential Urban category is intended to recognize areas appropriate for residential and residential equivalent uses, consistent with urban qualities. These areas are appropriate to locations between commercial and employment centers, and serve as a transition between more suburban and more urban residential areas.

Maximum Development Potential:

Residential:	7.5 UPA
<u>Residential Bonus*:</u>	<u>40 UPA</u>
Nonresidential:	0.40 FAR
ISR:	0.65
<u>ISR Bonus*:</u>	<u>0.75</u>

*For qualifying development in the Planned Redevelopment District (PRD) Overlay.

Consistent Countywide Plan Category:

Residential Low Medium (RLM)

Consistent Zoning District(s):

Low Medium Density Residential (LMDR) Medium Density Residential (MDR)

Residential Low Medium (RLM)

The Residential Low Medium category is intended to recognize areas for residential and residential equivalent uses consistent with urban qualities in a low- to moderately-intensive residential manner, and served by a range of urban services and transit. These areas act as a transition between low-density and high-density residential areas.

Maximum Development Potential:

Residential:	10 UPA
<u>Residential Bonus*:</u>	<u>40 UPA</u>
Nonresidential:	0.50 FAR
ISR:	0.75
<u>ISR Bonus*:</u>	<u>0.85</u>

*For qualifying development in the Planned Redevelopment District (PRD) Overlay.

Consistent Countywide Plan Category:

Residential Low Medium (RLM)

Consistent Zoning District(s):

Medium Density Residential (MDR)
Mobile Home Park (MHP)

Residential Medium (RM)

The Residential Medium category is intended to recognize areas appropriate for residential and residential equivalent uses in a moderately intensive residential manner in close proximity to major employment centers. These areas serve as a transition between less urban and more urban residential and mixed-use areas, and have a range of urban services and transit service available.

Maximum Development Potential:

Residential:	15 UPA
<u>Residential Bonus*:</u>	<u>40 UPA</u>
Nonresidential:	0.50 FAR
ISR:	0.75
<u>ISR Bonus*:</u>	<u>0.85</u>

*For qualifying development in the Planned Redevelopment District (PRD) Overlay.

Consistent Countywide Plan Category:

Residential Medium (RM)

Consistent Zoning District(s):

Medium Density Residential (MDR)
Medium High Density Residential (MHDR)

Table QP 1. Future Land Use Categories (con't)

Residential High (RH)

The Residential High category is intended to recognize areas appropriate for residential and residential equivalent uses developed in a highly intensive manner and areas well-suited for these uses and transportation facilities. These areas are served by a complete range of urban services with particular emphasis on the availability of enhanced transit.

Maximum Development Potential:

Residential:	30 UPA
<u>Residential Bonus*:</u>	<u>40 UPA</u>
Nonresidential:	0.60 FAR
ISR:	0.85
<u>ISR Bonus*:</u>	<u>0.90</u>

**For qualifying development in the Planned Redevelopment District (PRD) Overlay.*

Consistent Countywide Plan Category:

Residential High (RH)

Consistent Zoning District(s):

Medium High Density Residential (MHDR) High Density Residential (HDR)

UPA = Units per Acre | FAR = Floor Area Ratio | ISR = Impervious Surface Ratio

Residential/Office Limited (R/OL)

The Residential/Office Limited category is intended to recognize areas appropriate for residential, residential equivalent, or limited office uses and provide a transition from more intensive nonresidential use to low-density residential or less intensive public/semi-public use.

Maximum Development Potential:

Residential:	7.5 UPA
Nonresidential:	0.40 FAR
ISR:	0.75

Consistent Countywide Plan Category:

Office (O)

Consistent Zoning District(s):

Office (O)

Residential/Office General (R/OG)

The Residential/Office General category is intended to recognize areas appropriate for residential, residential equivalent, office, or employment uses in areas well-suited for a mix of uses with residential and office character. These areas serve as a transition from a high intensity activity center or more intensive nonresidential use to low-density residential or public/semi-public use.

Maximum Development Potential:

Residential:	15 UPA
<u>Residential Bonus*:</u>	<u>40 UPA</u>
Nonresidential:	0.50 FAR
<u>Nonresidential/Mixed-Use Bonus*:</u>	<u>1.1 FAR</u>
ISR:	0.75
<u>ISR Bonus*:</u>	<u>0.85</u>

**For qualifying development in the Planned Redevelopment District (PRD) Overlay.*

Consistent Countywide Plan Category:

Office (O)

Consistent Zoning District(s):

Medium Density Residential (MDR)
Office (O)

Table QP 1. Future Land Use Categories (con't)

Residential/Office/Retail (R/O/R)

The Residential/Office/Retail category is intended to recognize residential, office, or retail commercial uses in areas appropriate for employment uses and have a mix of uses with residential/office/retail character. These areas serve as a transition from more intensive nonresidential uses or major roadways to residential, office, or public/semi-public uses.

Maximum Development Potential:

Residential:	18 UPA
Overnight Accommodations:	30 UPA
Nonresidential:	0.40 FAR
ISR:	0.85

Consistent Countywide Plan Category:

Retail & Services (R&S)

Consistent Zoning District(s):

Medium Density Residential (MDR)
Commercial (C)
Office (O)

Commercial Neighborhood (CN)

The Commercial Neighborhood category is intended to recognize areas appropriate for local, neighborhood-scale convenience commercial goods and services in areas adjacent to and on the periphery of large residential neighborhoods. These areas are well-suited for neighborhood commercial use consistent with the need, scale, and character of adjoining residential areas which they serve.

Maximum Development Potential:

Residential:	10 UPA
Nonresidential:	0.40 FAR
ISR:	0.80

Consistent Countywide Plan Category:

Retail & Services (R&S)

Consistent Zoning District(s):

Commercial (C)

Commercial Limited (CL)

The Commercial Limited (CL) category is intended to recognize areas appropriate for local, neighborhood-scale commercial goods and services in areas adjacent to and on the periphery of large residential neighborhoods. These areas are well-suited for commercial use consistent with the need, scale, and character of adjoining residential areas which they serve.

Maximum Development Potential:

Residential:	18 UPA
Overnight Accommodations:	30 UPA
Nonresidential:	0.45 FAR
ISR:	0.85

Consistent Countywide Plan Category:

Retail & Services (R&S)

Consistent Zoning District(s):

Commercial (C)

Table QP 1. Future Land Use Categories (con't)

Commercial General (CG)

The Commercial General category is intended to recognize areas designed to provide community or regional commercial goods and provide for employment uses. Residential uses can be located in these areas when appropriate and consistent with the objective of encouraging a mix of uses. These areas are typically found along major corridors or intersections of major corridors.

Maximum Development Potential:

Residential:	24 UPA
Overnight Accommodations:	40 UPA
Nonresidential:	0.55 FAR
Nonresidential/ <u>Mixed-Use</u>	1.1 FAR
Bonus*:	
ISR:	0.90

*For Office and Research & Development Uses in a Target Employment Center (TEC) or qualifying mixed-use development in the Planned Redevelopment District (PRD) Overlay.

Consistent Countywide Plan Category:

Retail & Services (R&S)

Consistent Zoning District(s):

Commercial (C)

UPA = Units per Acre | FAR = Floor Area Ratio | ISR = Impervious Surface Ratio

Institutional (I)

The Institutional category is intended to recognize areas appropriate for public/semi-public uses while being consistent with the scale of the surrounding areas. These areas provide for uses to serve the community, including educational, health, public safety, civic, religious, and similar uses.

Maximum Development Potential:

Residential:	12.5 UPA
Nonresidential:	0.65 FAR
Nonresidential/ <u>Mixed-Use</u>	1.0 FAR
Bonus*:	
ISR:	0.85

*For Hospital Uses as detailed in Objective QP 5.10 or qualifying mixed-use development in the Planned Redevelopment District (PRD) Overlay.

Consistent Countywide Plan Category:

Public/Semi-Public (P/SP)

Consistent Zoning District(s):

Institutional (I)

Resort Facilities High (RFH)

The Resort Facilities High category is intended to recognize areas appropriate for residential, overnight accommodations, and resort attached dwellings, usually situated in close proximity to unique recreational assets or resort areas.

Maximum Development Potential:

Residential:	30 UPA
Overnight Accommodations:	50 UPA
Nonresidential:	1.2 FAR
ISR:	0.95
Clearwater Beach Overnight Accommodation Uses*:	
<1 acre	70 UPA; 2.0 FAR
1-3 acres	90 UPA; 3.0 FAR
>3 acres	110 UPA; 4.0 FAR

*Consistent with applicable Alternative Temporary Lodging provisions of the Countywide Rules.

Consistent Countywide Plan Category:

Resort (R)

Consistent Zoning District(s):

High Density Residential (HDR)

Commercial (C)

Tourist (T)

Table QP 1. Future Land Use Categories (con't)

Central Business District (CBD)

The Central Business District category is intended to recognize Downtown Clearwater, for which a special area plan and development standards have been adopted. General uses include: moderate- to high-density residential, office, public/semi-public, and others as indicated in the *Clearwater Downtown Redevelopment Plan* and the *Downtown District and Development Standards*.

Maximum Development Potential:

As set forth in the *Clearwater Downtown Redevelopment Plan*.

Consistent Countywide Plan Category:

Activity Center (AC)/Special Center

Consistent Zoning District(s):

Downtown (D)

US 19 Regional Center (US 19-RC)

The US 19 Regional Center category is intended to recognize areas of the *US 19 Redevelopment Plan* that provide for the highest intensity of development. General uses include: office, high density residential, retail sales & service, overnight accommodations, research & development, and light manufacturing.

Maximum Development Potential:

All uses: 2.5 FAR

Consistent Countywide Plan Category:

Activity Center (AC)/Major Center

Consistent Zoning District(s):

US 19

US 19 Neighborhood Center (US 19-NC)

The US 19 Neighborhood Center category is intended to recognize areas of the *US 19 Redevelopment Plan* that provide for neighborhood-serving development. General uses include: office, high density residential, retail sales & service, overnight accommodations, research & development, and light manufacturing.

Maximum Development Potential:

All uses: 1.5 FAR

Consistent Countywide Plan Category:

Activity Center (AC)/Community Center

Consistent Zoning District(s):

US 19

Table QP 1. Future Land Use Categories (con't)

US 19 Corridor (US 19-C)

The US 19 Corridor category is intended to recognize areas of the *US 19 Redevelopment Plan* that provide for development that falls between exits along US 19. General uses include: office, high density residential, institutional, warehouse, light manufacturing, and research & development.

Maximum Development Potential:

All uses: 1.5 FAR

Consistent Countywide Plan Category:

Multi Modal Corridor (MMC)/Primary

Consistent Zoning District(s):

US 19

UPA = Units per Acre | FAR = Floor Area Ratio | ISR = Impervious Surface Ratio

Industrial Limited (IL)

The Industrial Limited category is intended to recognize areas appropriate for a broad range of employment uses, such as light/medium manufacturing, research and development, and wholesale uses along with overnight accommodations. These areas allow for internal service areas and have access to transportation and utility facilities.

Maximum Development Potential:

Overnight Accommodations:	50 UPA
Overnight Accommodations Bonus ^{1,3:}	75 UPA
Nonresidential:	0.65 FAR
Nonresidential Bonus ^{1,3:}	1.5 FAR
Nonresidential Bonus ^{2,3:}	1.3 FAR
ISR:	0.85

1. Development potentials subject to applicable Alternative Temporary Lodging provisions of the Countywide Rules.
2. For Manufacturing, Office, and Research & Development Uses in a TEC.
3. Development within the Planned Redevelopment Overlay (PDR) Overlay must conform to criteria set forth in the Community Development Code (CDC).

Consistent Countywide Plan Category:

Employment (E)

Consistent Zoning District(s):

Industrial, Research & Technology (IRT)

Industrial General (IG)

The Industrial General category is intended to recognize areas appropriate for development with heavy industrial uses, including wholesale, warehouse, research & development, vehicular salvage, and all manufacturing uses. These areas provide for internal service access and buffer impacts to neighboring properties, and have good access to transportation and utility facilities.

Maximum Development Potential:

Nonresidential:	0.75 FAR
Nonresidential Bonus*:	1.5 FAR
ISR:	0.95

*For Manufacturing, Office, and Research & Development Uses in a TEC.

Consistent Countywide Plan Category:

Industrial (I)

Consistent Zoning District(s):

Industrial, Research, & Technology (IRT)

Table QP 1. Future Land Use Categories (con't)



Target Employment Center (TEC) Overlay

The Target Employment Center Overlay is intended to recognize areas appropriate for the development of uses that include high-wage jobs and increase the employment base. These TECs are based upon TEILS and associated provisions found within the *Countywide Rules*. General uses include office, manufacturing, and research & development.

Maximum Development Potential:

100% intensity bonus for Manufacturing, Office, and Research & Development Uses; otherwise, density, FAR, and ISR are based upon the underlying future land use category.

Consistent Countywide Plan Category:

Target Employment Center (TEC)

Consistent Zoning District(s):

Commercial (C)
Office (O)
Institutional (I)
Industrial, Research, & Technology (IRT)

Recreation/Open Space (R/OS)

The Recreation/Open Space category is intended to recognize areas appropriate to be developed with recreational and open space uses, including public or private open space, recreational facilities, and beach or water access.

Maximum Development Potential:

Nonresidential:	0.25 FAR
ISR:	0.60

Consistent Countywide Plan Category:

Recreation/Open Space (R/OS)

Consistent Zoning District(s):

Open Space/Recreation (OS/R)

Preservation (P)

The Preservation (P) category is intended to recognize and protect those areas of the city that are ecologically sensitive, including natural or undeveloped water features, beaches and dunes, and environmental parks.

Maximum Development Potential:

Nonresidential:	0.10 FAR
ISR:	0.20

Consistent Countywide Plan Category:

Preservation (P)

Consistent Zoning District(s):

Preservation (P)

Table QP 1. Future Land Use Categories (con't)



Transportation/Utility (T/U)

The Transportation/Utility category is intended to recognize areas appropriate to be developed with transportation and utility related uses, including airports, marinas, or utility facilities.

Maximum Development Potential:

Nonresidential:	0.70 FAR
ISR:	0.90

Consistent Countywide Plan Category:

Public/Semi-Public (P/SP)

Consistent Zoning District(s):

Institutional (I)



Transportation/Utility (T/U) Overlay

The Transportation/Utility Overlay is intended to recognize utility transmission lines which are located in easements.

Maximum Development Potential:

Density, FAR, and ISR are based upon the underlying future land use category; applicable to properties less than 10 acres.



Water

The Water category is intended to recognize water bodies that are greater than 3 acres in size, typically ponds, lakes, or submerged lands.

Maximum Development Potential:

There is no development potential associated for property designated as Water.

Consistent Countywide Plan Category:

Not designated on the Countywide Map

Consistent Zoning District(s):

All zoning districts

Table QP 1. Future Land Use Categories (con't)

Drainage Feature Overlay

The Drainage Feature Overlay is intended to recognize drainage ditches, channels, or easements and those water bodies that are less than 3 acres in size, which are typically used for stormwater.

Maximum Development Potentials:

Based upon the underlying future land use category.

Consistent Countywide Plan Category:

Not designated on the Countywide Map

Consistent Zoning District(s):

All zoning districts

Planned Redevelopment District (PRD) Overlay

The Planned Redevelopment District (PRD) Overlay is intended to recognize areas appropriate for residential, commercial and mixed-use redevelopment in close, walkable, or bikeable proximity to Activity Centers and Multimodal Corridors. Qualifying projects that conform to the criteria set forth in the Community Development Code (CDC) may utilize the bonuses set forth below, consistent with provisions in the Countywide Rules. A secondary planning process may be required.

Maximum Development Potential for Qualifying Development:

Residential Bonus*: Up to 40 units per acre and up to 1.1 FAR

Nonresidential Bonus: Up to 1.05 FAR

Mixed-Use Bonus*: Up to a 1.5 FAR for all uses

ISR Bonus*: Up to 0.90

**not to exceed maximum bonus permitted in Future Land Use Category*

Consistent Countywide Plan Category:

Planned Redevelopment District (PRD)

Consistent Zoning District(s):

Low Density Residential (LDR)

Low Medium Density Residential (LMDR)

Medium Density Residential (MDR)

Medium High Density Residential (MHDR)

High Density Residential (HDR)

Commercial (C)

Office (O)

Institutional (I)

Industrial, Research & Technology (IRT)

Section 5. Should any part or provision of this Ordinance be declared by a court of competent jurisdiction to be invalid, the same shall not affect the validity of the Ordinance as a whole, or any part thereof other than the part declared to be invalid.

Section 6. The effective date of this plan amendment, if the amendment is not timely challenged, shall be 31 days after the Department of Economic Opportunity notifies the City that the plan amendment package is complete. If timely challenged, this amendment shall become effective on the date the Department of Economic Opportunity or the Administration Commission enters a final order determining this adopted amendment to be in compliance. No development orders, development permits, or land uses dependent on this amendment may be issued or commence before it has become effective. If a final order of noncompliance is issued by the Administration Commission, this amendment may nevertheless be made effective by adoption of a resolution affirming its effective status, a copy of which resolution shall be sent to the Department of Economic Opportunity.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL
READING AND ADOPTED

Bruce Rector
Mayor

Approved as to form:

Attest:

Matthew J. Mytych, Esq.
Senior Assistant City Attorney

Rosemarie Call, MPA, MMC
City Clerk

Lauren Matzke, AICP
100 South Myrtle Avenue
Clearwater, FL 33756
727-444-8702
lauren.matzke@myclearwater.com

PROFESSIONAL EXPERIENCE

- **Director** *July 2025 to present*
City of Clearwater, FL
Responsible for directing the day-to-day planning, zoning, building and code compliance operations including the supervision of the Long Range Planning, Development Review, Development Service Center and Code Compliance Managers, as well as the Building Official. Serve as staff to the Community Development Board, Municipal Code Enforcement Board and City Council.
- **Planning and Development Director Interim** *December 2024 to July 2025*
City of Clearwater, FL
Responsible for the day-to-day planning, zoning, building and code compliance operations. Serve as staff to the Community Development Board, Municipal Code Enforcement Board and City Council.
- **Assistant Director** *March 2020 to December 2024*
City of Clearwater, FL
Responsible for assisting the Planning and Development Director in directing the day-to-day planning, zoning, building and code compliance operations including the supervision of the Long Range Planning, Development Review, Development Service Center and Code Compliance Managers, as well as the Building Official. Serve as staff to the Community Development Board, Municipal Code Enforcement Board and City Council.
- **Long Range Planning Manager** *December 2011 March 2020*
• **Planner III, Long Range Division** *October 2008 to December 2011*
• **Planner II, Long Range Division** *September 2008 to October 2008*
City of Clearwater, FL
Responsible for numerous aspects of the Growth Management Act of Florida such as comprehensive planning, future land use map amendments, rezonings, and annexations. Update Community Development Codes by Ordinance. Prepare staff reports for the City Council and Community Development Board. Responsible for providing informational assistance to the public and developers concerning development plans. Coordinate and manage various projects. Serve as the city's representative on countywide and regional planning agency committees.
- **Senior Planner** *February 2007 to September 2008*
City of St. Pete Beach, FL
Implemented new legislative directives for Florida's growth management laws related to governments' comprehensive planning and land development regulations. Served as staff to the City Commission, Planning Board and Historic Preservation Board. Administered the land development regulations, processed future land use map amendments and rezonings. Prepared special area plans.
- **Environmental Specialist III** *August 2005 to February 2007*
Florida Department of Environmental Protection, Tallahassee, FL
Served as primary reviewer of local government comprehensive plan amendments, sector plans and evaluation and appraisal reports for the northwest region of Florida. Drafted policies and comprehensive plan language regarding natural resource protection, assisting local government representatives.

EDUCATION

Master's Degree in Urban and Regional Planning, Florida State University, 2006
Bachelor of Science in Design and Environmental Analysis, concentration in Gerontology, Cornell University, 1998

Professional Memberships & Activities

American Institute of Certified Planners (2009 to Present)
American Planning Association (2003 to Present)
 Florida Chapter (2005 to Present)
 New York Metro Chapter (2003 to 2005)
 Secretary, Sun Coast Section of Florida Chapter (2011-2014)
Congress for the New Urbanism (2012 to Present)
Urban Land Institute (2013 – Present)
APA Florida Annual Conference:
 Speaker, “Innovative Sustainability Strategies” (2012)
 Moderator, “City as a Canvas, Introducing Art into New Places” (2020)
Conference Chair/Committee Member:
 APA Florida Annual Conference (2010)
 CNU Florida Statewide Summit (2017)
 CNU Florida Statewide Summit (2019)