

# CLEARWATER

A bright and beautiful future.

20  
45

*Quality Places*



# TABLE OF CONTENTS

INTRODUCTION .....	1
Planning Context .....	1
Chapter Focus .....	1
Chapter Goals .....	3
Intergovernmental Coordination.....	3
Framework Map.....	3
GOAL QP 1 .....	4
GOAL QP 2.....	18
GOAL QP 3.....	19
GOAL QP 4.....	22
GOAL QP 5.....	25
GOAL QP 6.....	31
GOAL QP 7.....	34
GOAL QP 8.....	38
GOAL QP 9.....	39

# LIST OF MAPS

QP 1. Planning Area.....	2
QP 2. Existing Land Use .....	8
QP 3. Future Land Use .....	9
QP 4. View Corridors .....	21
QP 5. Historical Sites .....	24
QP 6. Framework.....	30
QP 7. US 19 Plan Corridor .....	36

# LIST OF TABLES

QP A. Future Land Use Categories .....	5
QP B. Future Land Use and Zoning Matrix .....	7











# INTRODUCTION

This chapter of the plan offers goals, objectives, and policies designed to secure Clearwater's long-term livability, resilience, and competitiveness.

This chapter provides guidance for city leaders and staff related to land use, development, and redevelopment; place character and preservation; neighborhood stability and housing affordability; and economic development. This chapter offers recommendations for the continued revitalization of Downtown and Clearwater Beach, the conservation and improvement of the city's diverse neighborhoods, and the retrofit and redevelopment of employment districts, commercial corridors, and mixed-use destinations.

## PLANNING CONTEXT

Clearwater's position as a largely built-out community sets the stage for land use planning and policy development. With only 4% of the city's land area characterized as vacant, the development of unoccupied, greenfield sites will only have a modest impact on the city's future. Given this limited opportunity for new development, planning policies and programs focus on directing new investment to appropriate locations, ensuring compatibility between redevelopment projects and surrounding neighborhoods, promoting neighborhood livability and stability, and attracting jobs and opportunities that offer community and fiscal benefits.

The chapter also addresses unique challenges faced by neighborhoods across the city. Few large sites exist to attract employment-intensive land uses, pockets of disinvestment have impacted older neighborhoods, housing affordability is a persistent issue, and changing market conditions and consumer demand have led to disinvestment along key commercial corridors. Policies and programs presented in this chapter provide direction to address these challenges.

## CHAPTER FOCUS

Goals, objectives, and policies in this chapter are designed to build on important programs and initiatives currently underway. Objectives and policies recognize the following:

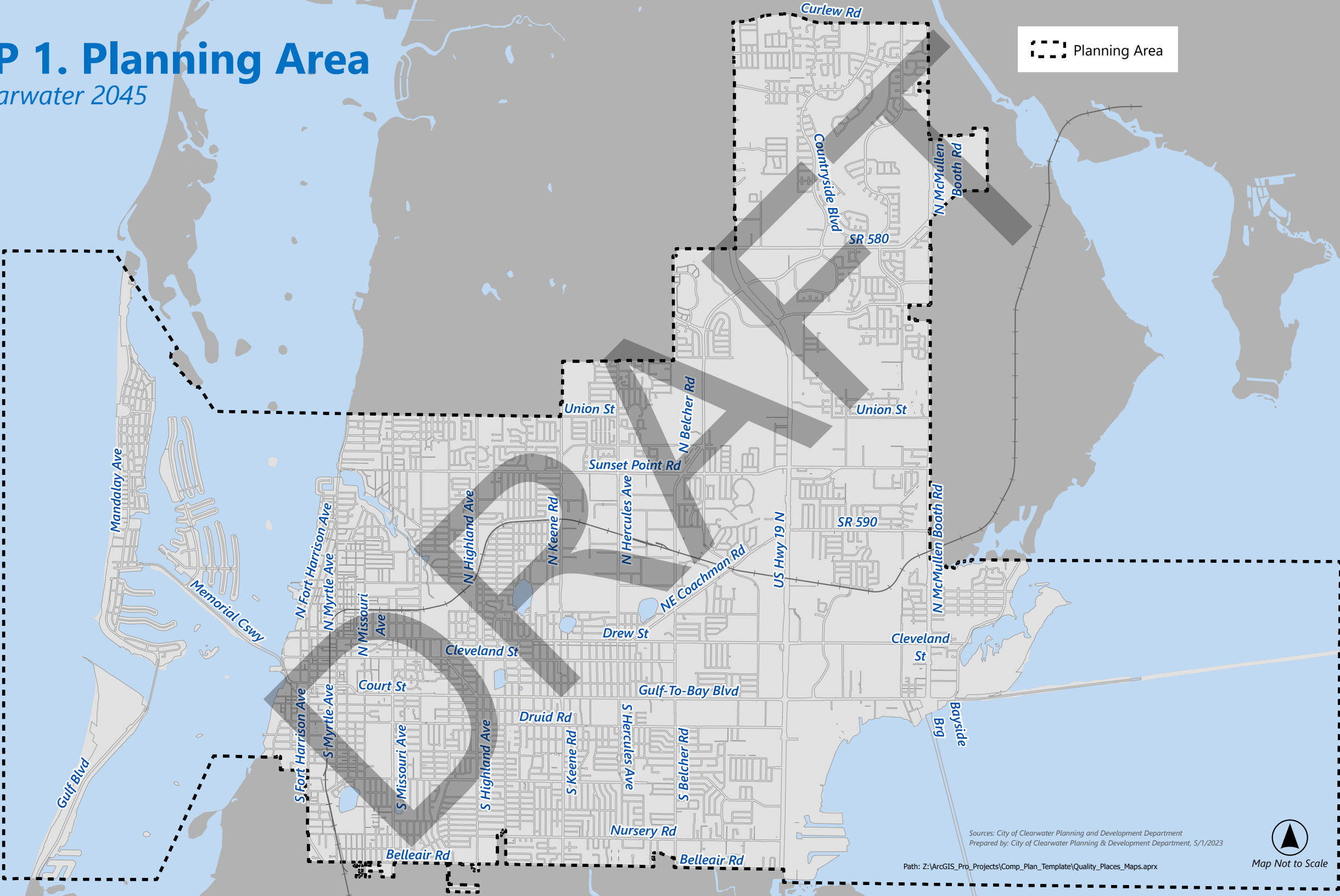
- Clearwater Beach is an important economic engine for the city and remains a powerful draw for local and out-of-town visitors;
- Downtown Clearwater's success as a regional destination for living, working, arts, and culture remains a critically important vision;
- Older, auto-oriented commercial corridors present important opportunities for early phase projects along US 19 and Gulf to Bay Boulevard creating more walkable and transit-supportive places; and
- Ensuring neighborhood livability, sustainability, and attractiveness is critical to the city's future - vthe new plan for North Greenwood is an excellent example of Clearwater's commitment to the future of city neighborhoods.



# QP 1. Planning Area

Clearwater 2045

 Planning Area



Sources: City of Clearwater Planning and Development Department  
Prepared by: City of Clearwater Planning & Development Department, 5/1/2023

Path: Z:\ArcGIS\_Pro\_Projects\Comp\_Plan\_Template\Quality\_Places\_Maps.aprx

  
Map Not to Scale



## CHAPTER GOALS

### QP 1. GENERAL LAND USE & DEVELOPMENT

Land use and development in the city will be planned and regulated to protect public health and safety, promote high quality development, and protect the rights of property owners.

### QP 2. PROPERTY RIGHTS

In accordance with the legislative intent expressed in Sections 163.3161(10) and 187.101(3), Florida Statutes, this Comprehensive Plan shall respect judicially acknowledged and constitutionally protected private property rights.

### QP 3. CAUSEWAYS & VIEW CORRIDORS

Protect and enhance the Courtney Campbell Causeway, Memorial Causeway, city gateways and view corridors as natural, recreational, scenic, historic, and cultural resources.

### QP 4. HISTORY & HERITAGE

Through arts, cultural, and historic preservation initiatives, promote local history and heritage, celebrate the unique qualities of Clearwater neighborhoods, and preserve and enhance significant historic and cultural places and districts.

### QP 5. HOUSING AFFORDABILITY & DIVERSITY

Encourage the development of housing units in a variety of types, costs, and locations and provide an adequate supply of housing in stable neighborhood settings, diversify housing options and provide housing that meets the evolving needs of Clearwater households.

### QP 6 DOWNTOWN & CLEARWATER BEACH

Support the on-going transformation of Downtown and Clearwater Beach as high intensity, walkable, and attractive regional centers for living, working, shopping, and entertainment.

### QP 7. CENTERS & CORRIDORS

Promote mixed-use, walkable, and transit-supportive redevelopment and infill development in areas designated as Corridors or Mixed-Use or Neighborhood Centers Map QP 5.

### QP 8. EMPLOYMENT DISTRICTS

Protect and improve the Hercules Employment District and areas identified in the 2023 Target Employment and Industrial Lands Study (TEILS), as primary locations for office use; light industrial, manufacturing and assembly, and warehouse and distribution uses; and other small-scale uses supportive of the light industrial use.

### QP 9/ NEIGHBORHOOD CONSERVATION & IMPROVEMENT

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

## INTERGOVERNMENTAL COORDINATION

The comprehensive plan requires multi-departmental and multi-jurisdictional coordination to ensure it is fully implemented.

Intergovernmental coordination goals, objectives, and policies have been moved to the Plan Implementation Chapter, which can be found at the end of this comprehensive plan.

## FRAMEWORK MAP

As part of this comprehensive plan update, the city reimaged and reworked the Citywide Design Structure into a new Framework Map, Map QP-5. This map establishes the city's Corridors, Neighborhoods, Activity, Mixed-Use and Neighborhood Centers, and Employment Districts. These areas will form the basis of development and redevelopment goals, objectives, and policies found later in this chapter.



## GOAL QP 1

Land use and development in the city will be planned and regulated to protect public health and safety and promote high quality development.

### OBJECTIVE QP 1.1

Use the Future Land Use Map, Map QP 3, to guide development in the city consistent with the Countywide Plan Map and implemented through the Community Development Code.

#### POLICIES

##### QP 1.1.1

The density and intensity standards listed in Table QP A are the maximum allowed by each future land use category, except where otherwise permitted by special area or redevelopment plans approved by the City Council.

##### QP 1.1.2

Residential equivalent uses have a density equivalent to 3.0 beds per dwelling unit per acre.

##### QP 1.1.3

Ensure that an adequate number of future land use categories exist in the city and that land uses transition from higher density and intensity to lower density and intensity away from commercial corridors.

##### QP 1.1.4

Allow for floating solar facilities to be constructed in stormwater ponds or drainage features, which are allowed in all future land use categories, and establish appropriate development standards for floating solar facilities in the Community Development Code.

##### QP 1.1.5

Consider creating development standards to facilitate neighborhood-serving commercial development consistent with the Commercial Neighborhood (CN) or Commercial Limited (CL) future land use categories.



Table QP.A. Future Land Use Categories

Future Land Use Category	Primary Uses	Maximum Density (Units per Acre, UPA), Intensity (Floor Area Ratio, FAR), and Impervious Surface Ratio (ISR)						
		UPA	FAR	ISR	Special			
Residential Estate (RE)	Very Low Density Residential	1.0 DU	0.30	0.60				
Residential Suburban (RS)	Low Density Residential	2.5 DU	0.30	0.60				
Residential Low (RL)	Low Density Residential	5.0 DU	0.40	0.65				
Residential Urban (RU)	Urban Low Density Residential; Residential Equivalent	7.5 DU	0.40	0.65				
Residential Low Medium (RLM)	Low to Moderate Density Residential; Residential Equivalent	10 DU	0.50	0.75				
Residential Medium (RM)	Moderate to High Density Residential; Residential Equivalent	15 DU	0.50	0.75				
Residential High (RH)	High Density Residential; Residential Equivalent	30 DU	0.60	0.85				
Residential/Office Limited (R/OL)	Low Density Residential; Residential Equivalent	7.5 DU	0.40	0.75				
Residential/Office General (R/OG)	Medium Density Residential; Residential Equivalent; Office	15 DU	0.50	0.75				
Residential/Office/Retail (R/O/R)	Moderate Density Residential; Residential Equivalent; Office; Retail Sales & Service; Overnight Accommodations	18 DU 30 OV	0.40	0.85				
Commercial Neighborhood (CN)	Office; Retail Sales & Service	10 DU	0.40	0.80				
Commercial Limited (CL)	Office; Retail Sales & Service; Overnight Accommodations	18 DU 30 DU	0.45	0.85				
Commercial General (CG)	Office; Retail Sales & Service; Overnight Accommodations	24 DU 40 OV	0.55	0.90	If located in TEC, FAR 1.1 maximum for Office and Research & Development uses			
Institutional (I)	Public/Private Schools; Churches; Public Offices; Hospitals; Residential Equivalent	12.5 DU	0.65	0.85	Hospital Bonus Provisions: FAR 1.0 subject to Bonus Provisions in Policy QP.x.x.x			
Resort Facilities High (RFH)	High Density Residential; Overnight Accommodations; Commercial; Residential Equivalent	30 DU 50 OV	1.2	0.95	Clearwater Beach: As set forth in <i>Beach by Design</i> Special Area Plan			
					Overnight Accommodations on Property that is*:	OV UPA	FAR	ISR
					Less than 1 acre	70	2.0	0.95
					Between 1 and 3 acres	90	3.0	0.95
					Greater than 3 acres	110	4.0	0.95
					*Subject to CDC provisions consistent with Section 5.2.1.3, Countywide Plan Rules			

DU = Dwelling Units  
OV = Overnight Accommodation Units

TEC = Target Employment Center  
CDC = Community Development Code



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

Future Land Use Category	Primary Uses	Maximum Density (Units per Acre, UPA), Intensity (Floor Area Ratio, FAR), and Impervious Surface Ratio (ISR)						
		UPA	FAR	ISR	Special			
Central Business District (CBD)	Moderate to High Density Residential; Office; Retail Sales & Service; Public/Semi-Public uses as indicated in approved Redevelopment Plan	As set forth in the approved <i>Clearwater Downtown Redevelopment Plan</i>						
US 19 Regional Center (US 19-RC)	Office; High Density Residential; Residential Equivalent; Retail Sales & Service; Overnight Accommodations; Research/Development; Light Manufacturing	N/A	2.5	N/A	Residential and overnight accommodations development potential governed by FAR			
US 19 Neighborhood Center (US 19-NC)	Office; High Density Residential; Residential Equivalent; Retail Sales & Service; Overnight Accommodations; Research/Development; Light Manufacturing	N/A	1.5	N/A	Residential and overnight accommodations development potential governed by FAR			
US 19 Corridor (US 19-C)	Office; High Density Residential; Residential Equivalent; Institutional; Warehouse; Light Manufacturing; Research/Development	N/A	1.5	N/A	Residential and overnight accommodations development potential governed by FAR			
Industrial Limited (IL)	Light/Medium Manufacturing; Overnight Accommodations; Research/Development; Wholesale	50 OV	0.65	0.85	75 OVUPA; FAR 1.5; ISR 0.85 are subject to CDC provisions consistent with Section 5.2.1.3, Countywide Plan Rules			
Industrial General (IG)	All Manufacturing; Wholesale; Warehouse; Research/Development; Vehicular Salvage	N/A	0.75	0.95	If located in TEC, FAR 1.3 maximum for Manufacturing, Office, and Research & Development Uses			
Target Employment Center (TEC)	Office; Manufacturing; Research/Development	100% intensity bonus for Manufacturing, Office, and Reserach & Development Uses; otherwise, density, FAR, and ISR based upon the underlying future land use category						
Recreation/Open Space (R/OS)	Public/Private Open Space; Recreation Facilities; Beach/Water Access	N/A	0.25	0.60				
Preservation (P)	Natural/Undeveloped Water Features; Beaches and Dunes; Environmental Parks	N/A	0.10	0.20				
Transportation/Utility (T/U)	Airports; Marinas; Utility Facilities	N/A	0.70	0.90				
Transportation/Utility (T/U) Overlay	Utility Transmission Lines located in an easement	Density, FAR, and ISR based upon the underlying future land use category; applicable to property <10 acres						
Water Drainage Feature	Water Body; Drainage Features; Submerged Land	N/A	N/A	N/A	Applicable to water bodies >3 acres			
Water Drainage Feature Overlay	Drainage Features	Density, FAR, and ISR based upon the underlying future land use category						

DU = Dwelling Units

OV = Overnight Accommodation Units

TEC = Target Employment Center

CDC = Community Development Code



Table QP.B. Future Land Use and Zoning Matrix

Countywide Plan Category	City Future Land Use Category	Zoning Districts														
		LDR <sup>1</sup>	LMDR <sup>1,2</sup>	MDR <sup>2</sup>	MHDR <sup>2</sup>	HDR <sup>2</sup>	MHP	C <sup>2</sup>	T	D	O	US 19	I <sup>2</sup>	IRT	OS/R	P
Residential Very Low (RVL)	Residential Estate (RE)															
Residential Low Medium (RLM)	Residential Suburban (RS)															
	Residential Low (RL)															
	Residential Urban (RU)															
	Residential Low Medium (RLM)															
Residential Medium (RM)	Residential Medium (RM)															
	Residential High (RH)															
Office (O)	Residential/Office Limited (R/OL)															
	Residential/Office General (R/OG)															
Retail & Services (R&S)	Residential/Office/Retail (R/O/R)															
	Commercial Neighborhood (CN)															
	Commercial Limited (CL)															
	Commercial General (CG)															
Resort (R)	Resort Facilities High (RFH)															
Activity Center (AC) / Special Center	Central Business District (CBD)															
Activity Center (AC) / Major Center	US 19 Regional Center (US 19-RC)											-RC				
Activity Center (AC) / Community Center	US 19 Neighborhood Center (US 19-NC)											-NC				
Multimodal Corridor (MMC) / Primary	US 19 Corridor (US 19-C)											-C				
Employment (E)	Industrial Limited (IL)															
Industrial (I)	Industrial General (IG)															
Target Employment Center (TEC)	Target Employment Center (TEC)															
Recreation/Open Space (R/OS)	Recreation/Open Space (R/OS)															
Preservation (P)	Preservation (P)															
Public/Semi-Public (P/SP)	Institutional (I)															
	Transportation/Utility (T/U)															
	Transportation/Utility (T/U) Overlay	Consistent with all zoning districts														
Shown as "Water"	Water/Drainage Feature	Consistent with all zoning districts														
	Water/Drainage Feature Overlay	Consistent with all zoning districts														

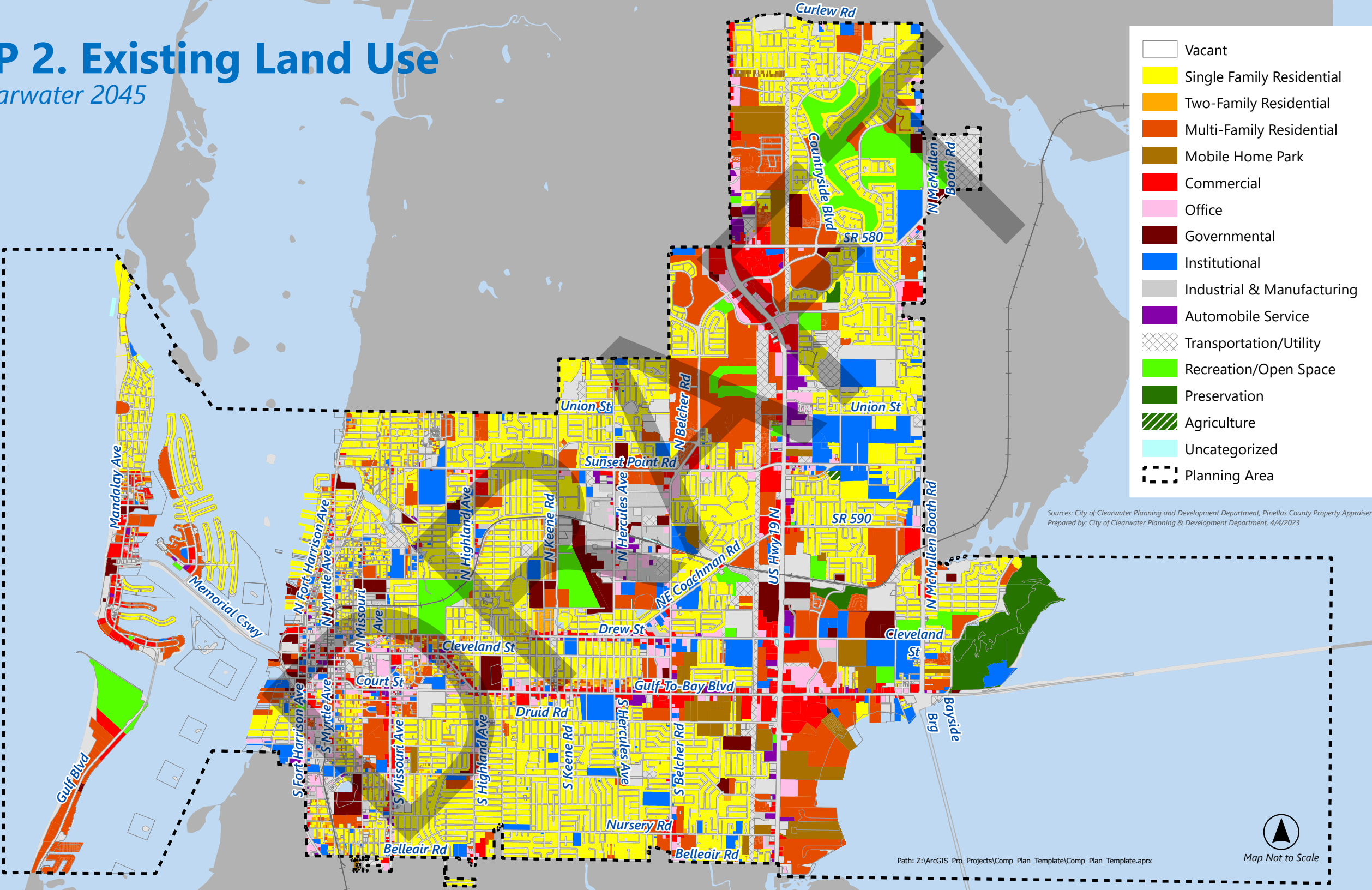
1. Is consistent with the Coachman Ridge Neighborhood Conservation Overlay District (CRNCOD) per Section 2-1601, Community Development Code.

2. Is consistent with the Island Estates Neighborhood Conservation Overlay District (IENCOD) per Section 2-1602, Community Development Code.



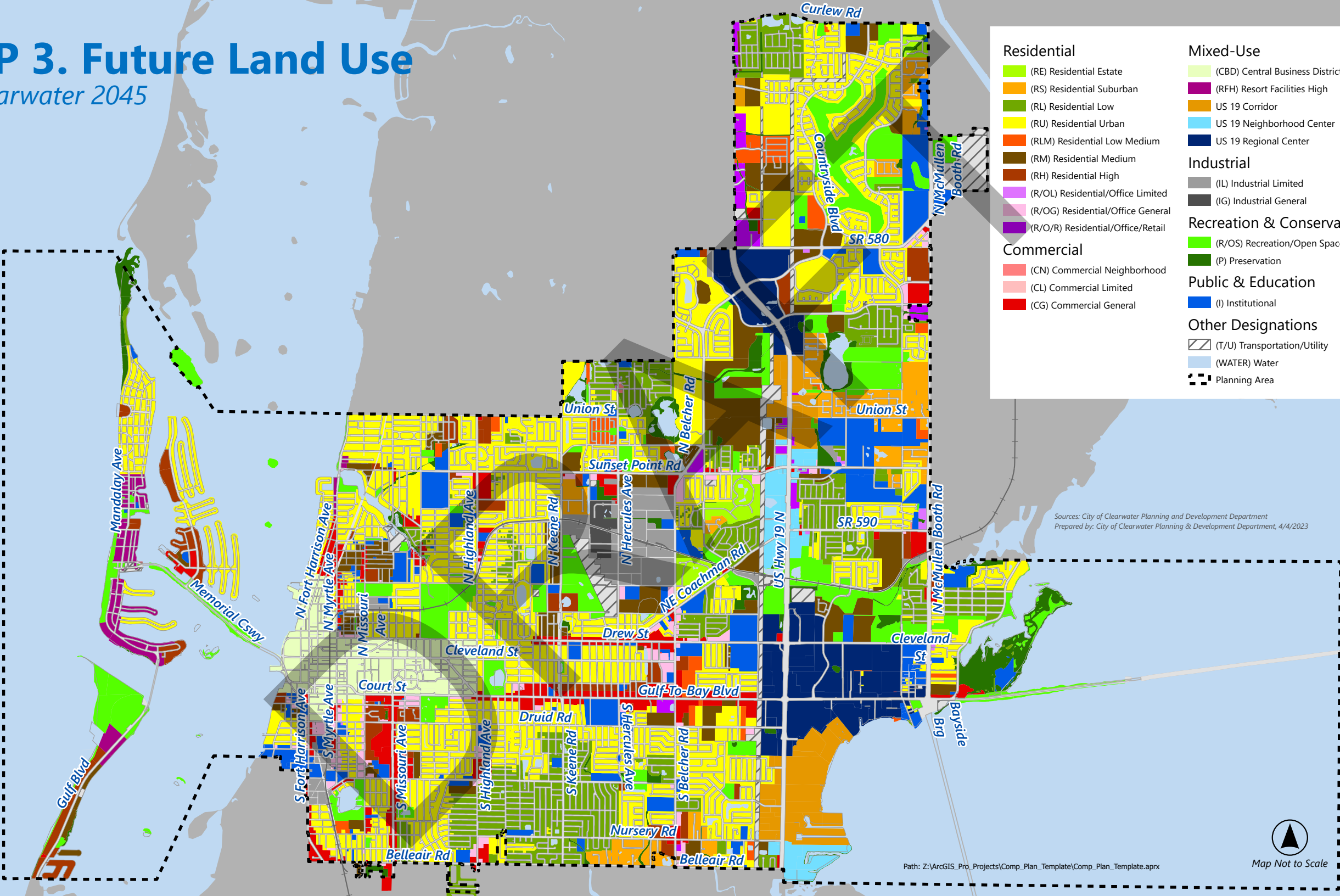
# QP 2. Existing Land Use

Clearwater 2045



# QP 3. Future Land Use

Clearwater 2045





## OBJECTIVE QP 1.2

Continue to review and evaluate proposed amendments to the Future Land Use Map for consistency with the Comprehensive Plan, Countywide Rules, and the Community Development Code.

### POLICIES

#### QP 1.2.1

Continue to limit amendments that are on singular parcels where the requested future land use designation does not exist adjacent to the proposed amendment area.

#### QP 1.2.2

Direct amendments of higher density and intensity future land use categories to Multimodal Corridors or Future Transit Corridors as delineated by the Land Use Strategy Map in the Countywide Rules.

#### QP 1.2.3

Continue to evaluate that sufficient public facilities are available to support proposed increases to density or intensity and require mitigation strategies if sufficient public facilities will not be available.

#### QP 1.2.4

Evaluate proposed amendments to ensure there are appropriate density and intensity transitions within the neighborhood and the proposed amendment will not create uses, densities, or intensities that are incompatible with the surrounding neighborhood or any applicable special area or redevelopment plans.

#### QP 1.2.5

Continue to maintain consistency between the Countywide Map and the city's Future Land Use Map.

#### QP 1.2.6

Complete a detailed comparison of the city's Future Land Use Map, the Countywide Plan Map, and the city's Zoning Atlas to ensure consistency and identify amendments to address inconsistencies.

#### QP 1.2.7

Review proposed Future Land Use Map Amendments for properties near the Clearwater Airpark to ensure they do not conflict with requirements found in the Airport Master Plan.

*Notice Sign for a Future Land Use Amendment*





**QP 1.2.8**

Deny Future Land Use Map Amendments that result in an increase of residential density or intensity within the Coastal Storm Area unless applicable statutory requirements and the following balancing criteria found in Section 4.2.7 of the Countywide Rules are met:

- a. Access to Emergency Shelter Space and Evacuation Routes. The uses associated with the requested amendment will have access to adequate emergency shelter space as well as evacuation routes with adequate capacities and evacuation clearance times.
- b. Utilization of Existing and Planned Infrastructure. The requested amendment will result in the utilization of existing infrastructure, as opposed to requiring the expenditure of public funds for the construction of new, unplanned infrastructure with the potential to be damaged by coastal storms.
- c. Utilization of Existing Disturbed Areas. The requested amendment will result in the utilization of existing disturbed areas as opposed to natural areas that buffer existing development from coastal storms.
- d. Maintenance of Scenic Qualities and Improvement of Public Access to Water. The requested amendment will result in the maintenance of scenic qualities, and the improvement of public access, to the Gulf of Mexico, inland waterways (such as Stevenson Creek), and Tampa Bay.
- e. Water Dependent Use. The requested amendment is for uses which are water dependent.
- f. Part of a Community Redevelopment Plan. The requested amendment is included in a Community Redevelopment Plan, as defined by Florida Statutes for a downtown or other designated development area.
- g. Overall Reduction of Density or Intensity. The requested amendment would result in an increase in density or intensity on a single parcel, in concert with corollary amendments which result in the overall reduction of development density or intensity in the surrounding coastal storm area.
- h. Clustering of Uses. The requested amendment within the coastal storm area provides for the clustering of uses on a portion of the site outside the coastal storm area.
- i. Integral Part of Comprehensive Planning Process. The requested amendment has been initiated by the local government as an integral part of its comprehensive planning process, consistent with the local government comprehensive plan.

Courtney Campbell Causeway





## OBJECTIVE QP 1.3

Continue to promote infill development and redevelopment that is consistent and compatible with the surrounding environment.

### POLICIES

#### QP 1.3.1

Encourage context-sensitive redevelopment and promote infill development of economically underutilized sites, corridors, and districts through land assembly opportunities, incentives, and public investments.

#### QP 1.3.2

Facilitate the development of abandoned, brownfield, or underutilized properties and buildings, bringing them back into productive use.

#### QP 1.3.3

Continue to allow the transfer of development rights (TDRs), consistent with the Community Development Code, between properties to help facilitate redevelopment within special area or redevelopment plans, or to protect historical structures or environmentally sensitive lands outside of special area or redevelopment plans.

#### QP 1.3.4

Continue to use development agreements to allow for redevelopment that is compatible with surrounding neighborhoods.

#### QP 1.3.5

Ensure compatibility with surrounding properties by requiring development transitions between higher density and intensity development and surrounding residential neighborhoods.

#### QP 1.3.6

Support the adoption and utilization of future land use categories that are consistent with the Countywide Plan and promote infill and desired redevelopment along Corridors found on map QP 5.

## OBJECTIVE QP 1.4

All signage within the City of Clearwater shall be consistent with the Clearwater sign code, as found within the Community Development Code, and all proposed signs shall be evaluated to determine their effectiveness in reducing visual clutter and in enhancing the safety and attractiveness of the streetscape.

### POLICIES

#### QP 1.4.1

Continue to restrict commercial signs in the city to discourage the proliferation of visual clutter, promote community aesthetics, provide for highway safety, and to allow the identification of business locations.

#### QP 1.4.2

Continue to prohibit the proliferation of billboards along major collector and arterial streets as is currently provided in the Community Development Code.

Wyndham Grand Signage



## OBJECTIVE QP 1.5

Ensure all development meets the landscaping and tree protection standards of the Community Development Code.

### POLICIES

#### QP 1.5.1

Continue to protect trees during site development or redevelopment through standards in the Community Development Code.

#### QP 1.5.2

Research possible amendments to the Community Development Code to incorporate arboricultural and horticultural standards for development or redevelopment initiatives.

#### QP 1.5.3

Ensure any new development is sited to reduce impacts to trees within rights-of-way.

#### QP 1.5.4

Consider establishing enhanced landscaping standards in the Community Development Code for scenic corridors.

#### QP 1.5.5

Maintain and enhance the existing landscaped medians throughout the city to preserve the natural beauty and character of the community.

#### QP 1.5.6

Continue to pursue and achieve the designation of Tree City USA.

#### QP 1.5.7

Promote the use of native plants and xeriscaping during site development or redevelopment.

*Glen Oaks Park*





## OBJECTIVE QP 1.6

Prioritize the creation of a sustainable and long-lived tree canopy on public and private properties during development, redevelopment, or maintenance.

### *POLICIES*

#### *QP 1.6.1*

Preserve a shade tree canopy on private property by limiting shade tree removal and ensuring shade trees are replaced/replanted in appropriate locations.

#### *QP 1.6.2*

Support the retention of tree canopies over public rights-of-way by developing strategies for maintaining, re-establishing, and enhancing those tree canopies.

#### *QP 1.6.3*

Survey the city's current tree canopy and set a goal to increase the canopy coverage in accordance with Greenprint 2.0.

## OBJECTIVE QP 1.7

Hospital uses within the Institutional future land use category shall be guided by the FAR bonus provisions for hospital uses in the Institutional classification and shall be subject to the following criteria:

### *POLICIES*

#### *QP 1.7.1*

Hospital uses, including Morton Plant Hospital, must be based on and subject to an approved final master plan or site plan; and

#### *QP 1.7.2*

The master plan or site plan must include any and all adjacent, contiguous, or touching property, structures, facilities, and uses, which are:

- a. Attributable to common ownership; or
- b. Part of a common plan of operation, administration, promotion, advertising, service, or business; or
- c. Voluntarily sharing facilities or infrastructure; or
- d. Used in any way in conjunction with the hospital use; and

**QP 1.7.3**

Where the municipal boundary of any adjoining local government is contiguous to or within 150 feet of the hospital use, the provisions set forth hereunder shall apply. The city shall approve the final master plan or site plan or any amendment thereto, subject to the following specific provisions:

- a. The hospital use shall not exceed a FAR of 0.65 for the uses located within 150 feet of a municipal boundary of adjoining local government(s); and
- b. Adjoining local government(s) shall be given an opportunity to review and comment on the master plan or site plan, or any amendment thereto, as it applies to the property within 150 feet of the municipal boundary. This shall include the following:
  - i. Transmittal of two copies of the master plan or site plan or any amendment thereto, to the adjoining local government(s) not less than 30 days prior to scheduled action by the city; and
  - ii. The opportunity and specific process by which to provide comments and recommendations by the adjoining local government(s) so as to be timely and meaningfully considered; and
- c. Any proposed use within 150 feet of adjoining local government(s) shall be so designed and located as to consider specifically each of the following:
  - i. The height of any building or structure in relationship to the distance from adjoining property and buildings in the adjoining jurisdiction(s) to ensure minimum negative visual impact based on the standards for setback, separation distance and buffering in the adjoining local government(s); and
  - ii. The separation distance and landscape buffer provisions for any vehicular use, storage, or service area or structure, consistent with the character and use of the adjoining property based on the standards for such buffer area in the adjoining local government(s); and
  - iii. The landscape treatment, including the type, side, and intensity of vegetative buffer areas consistent with the character and use of the adjoining property based on the standards for such landscape treatment in the adjoining local government(s); and
  - iv. That no use shall constitute a nuisance with respect to noise, odor, air quality, fire or explosive hazard, vibration, or electromagnetic interference based on the performance standards in the adjoining local government(s).



## OBJECTIVE QP 1.8

Ensure standards of the Community Development Code are met and maintained through building and code enforcement activities.

### *POLICIES*

#### *QP 1.8.1*

Continue to educate property owners and residents on city standards established in the Community Development Code.

#### *QP 1.8.2*

Continue to enforce and uphold city standards through code enforcement procedures.

#### *QP 1.8.3*

Continue to administer the Florida Building Code and the permitting process in a fair and equitable manner to create safe and comfortable buildings.

#### *QP 1.8.4*

Continue to administer the minimum housing and unsafe structures codes to maintain a stable building stock and property values.

## OBJECTIVE QP 1.9

Support the recruitment, retention, and expansion of economic opportunity and existing industries, and the creation of jobs and training opportunities within the city.

### *POLICIES*

#### *QP 1.9.1*

Work with Pinellas County to establish an economic development plan through interlocal agreement or resolution.

#### *QP 1.9.2*

Encourage prospective businesses to work with the city's Economic Development and Housing Department to find locations and potential incentives for locating within the city.

#### *QP 1.9.3*

Create programs or policies that work to reduce employment disparities across race, geography, and educational attainment status.

#### *QP 1.9.4*

Continue to support and enhance tourism opportunities within the city.

#### *QP 1.9.5*

Encourage the formation and growth of small businesses.

#### *QP 1.9.6*

Continue partnering with area colleges to promote awareness about business-related curriculums and degrees.

#### *QP 1.9.6*

Continue promoting and supporting workforce training grant programs.

#### *QP 1.9.8*

Evaluate city-owned properties for possible expansion of economic opportunities or industries before being declared surplus.

## OBJECTIVE QP 1.10

Continue to ensure development, redevelopment, or renovations of city-owned properties or buildings meet Americans with Disabilities Act (ADA) standards.

### POLICIES

#### QP 1.10.1

Continue to implement the ADA implementation guide as prepared by Benesch to reduce non-compliant structures.

#### QP 1.10.2

Ensure publicly accessible buildings or portions of buildings are ADA compliant or incorporated renovations to make as compliant as feasible.

#### QP 1.10.3

Implement improvements to city facilities to ensure the necessary needs are provided to the community.



## GOAL QP 2

In accordance with the legislative intent expressed in Sections 163.3161(10) and 187.101(3), Florida Statutes, this Comprehensive Plan shall respect judicially acknowledged and constitutionally protected private property rights.

### OBJECTIVE QP 2.1

The following statements of private property rights shall be considered in local decision making:

#### *POLICIES*

##### *QP 2.1.1*

The right of a property owner to physically possess and control his or her interests in the property, including easements, leases, or mineral rights.

##### *QP 2.1.2*

The right of a property owner to use, maintain, develop, and improve his or her property for personal use or the use of any other person, subject to state law and local ordinances.

##### *QP 2.1.3*

The right of the property owner to privacy and to exclude others from the property to protect the owner's possessions and property.

##### *QP 2.1.4*

The right of a property owner to dispose of his or her property through sale or gift.

##### *QP 2.1.5*

Recognize the overriding Constitutional principle that private property shall not be taken without due process of law and the payment of just compensation, which principle is restated in Section 163.3194 (4) (a), Florida Statutes.

## GOAL QP 3

Protect and enhance the Courtney Campbell Causeway, Memorial Causeway, city gateways, and view corridors as natural, recreational, scenic, historic, and cultural resources.

### OBJECTIVE QP 3.1

Preserve the existing aesthetic and character of the Courtney Campbell and Memorial Causeways.

#### POLICIES

##### QP 3.1.1

Continue to support the vision, goals, and objectives of the Courtney Campbell Causeway Florida Scenic Highway designation.

##### QP 3.1.2

Support efforts to retain the current physical cross-sectional character of the Courtney Campbell Causeway reminiscent of its historic origin.

##### QP 3.1.3

Continue to promote educational programs and community partnerships that work to preserve natural and recreational features of the Courtney Campbell and Memorial Causeways.

##### QP 3.1.4

Continue to work with volunteer groups through the Adopt-a-Park, -Street, and -Trail programs to facilitate litter cleanup days to maintain the natural environment of the Courtney Campbell and Memorial causeways.

##### QP 3.1.5

Maintain the scenic views and natural coastal-style landscaping of the Courtney Campbell Causeway and iconic native Florida landscaping of the Memorial Causeway.



## OBJECTIVE QP 3.2

Maintain and preserve the unique water views as gateways into the city along Edgewater Drive, the Bayside Bridge, Bayshore Boulevard, and the Sand Key Bridge.

### POLICIES

#### QP 3.2.1

Consider developing corridor beautification projects to enhance the image of Clearwater.

## OBJECTIVE QP 3.3

Preserve corridors identified on Map QP 4. View Corridors that provide a clear view of the water from the abutting street.

### POLICIES

#### QP 3.3.1

Review site plans and land use decisions near view corridors to ensure these corridors will not be negatively impacted.

#### QP 3.3.2

Preserve and maintain public access to right-of-way ends that are protected by the city charter.


*Memorial Causeway Looking West*




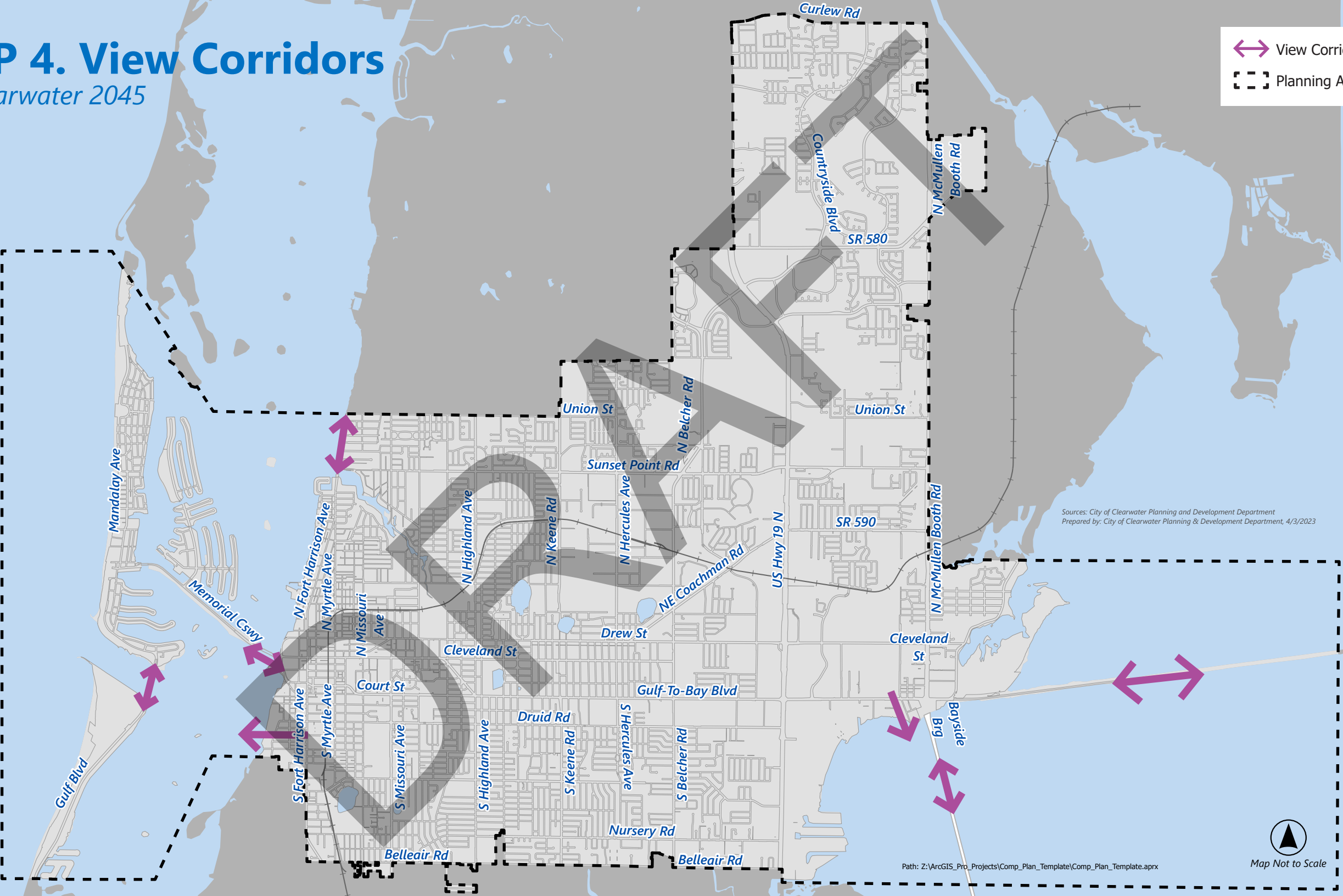


# QP 4. View Corridors

Clearwater 2045

View Corridor

Planning Area



Sources: City of Clearwater Planning and Development Department  
Prepared by: City of Clearwater Planning & Development Department, 4/3/2023



## GOAL QP 4

Through arts, cultural, and historic preservation initiatives, promote local history and heritage, celebrate the unique qualities of Clearwater neighborhoods, and preserve and enhance significant historic and cultural places and districts.

### OBJECTIVE QP 4.1

Use the Cultural Arts Strategic Plan to contribute to the city's visual appeal and identity, create memorable experiences for residents and visitors, create a prosperous environment for artists and cultural organizations, and provide support for arts and culture.

### POLICIES

#### QP 4.1.1

Create art projects and programs that help shape the city's image, strengthen civic connectivity through art placement in community facilities and parks, and support neighborhood identity with programs such as the Storm Drain and Signal Box programs to create attraction points.

#### QP 4.1.2

Explore the creation of a cultural exchange with the Sister Cities Program or the creation of an Artist-in-Residence program to expand artistic offerings throughout the city.

#### QP 4.1.3

Designate Downtown as an Arts District with Coachman Park as the anchor and explore the feasibility of an incentive program to support the viability of gallery and live music programming.

#### QP 4.1.4

Expand cultural arts programming to neighborhood parks, libraries, and recreation centers and determine the feasibility of creating a community arts center.

#### QP 4.1.5

Continue to implement the 2002 Clearwater Cultural Plan as funds become available.

## OBJECTIVE QP 4.2

Preserve the authenticity of the built environment and celebrate historic places as shown on Map QP 5.

### POLICIES

#### QP 4.2.1

Review and update the historic preservation provisions in the Community Development Code.

#### QP 4.2.2

Encourage the implementation of historic overlay districts, and continue to protect, preserve, and maintain existing historic properties, housing, and neighborhoods through the preservation provisions in the Community Development Code.

#### QP 4.2.3

Support research to identify local historic preservation opportunities and conduct surveys to identify and evaluate potential historic sites and districts, including publicly owned sites and buildings eligible for local designation.

#### QP 4.2.4

Increase public awareness of the city's history and benefits of historic preservation through outreach, education, and installation of historical markers and interpretive signage.

#### QP 4.2.5

Work with property owners in the Harbor Oaks Neighborhood Association to determine whether there is interest in pursuing local historic district designation of the city's only National Register Historic District.

#### QP 4.2.6

Consult with the Florida Department of State and private historical and archaeological organizations when proposed development or redevelopment is through to be on historically or archaeologically significant lands.



# QP 5. Historical Sites

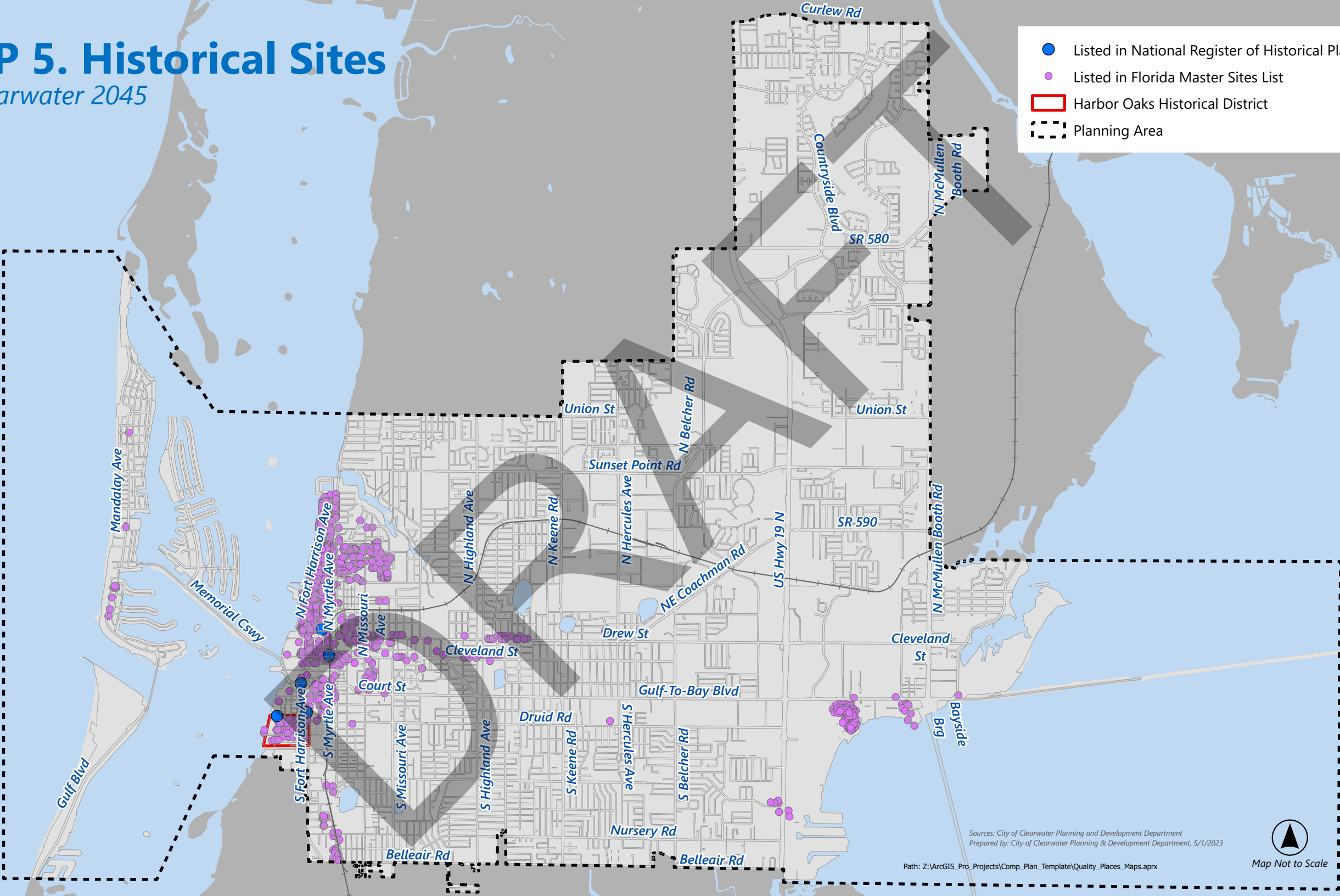
Clearwater 2045

Listed in National Register of Historical Places

Listed in Florida Master Sites List

Harbor Oaks Historical District

Planning Area



Sources: City of Clearwater Planning and Development Department  
Prepared by: City of Clearwater Planning & Development Department, 5/1/2023

Path: Z:\ArcGIS\_Pro\_Projects\Comp\_Plan\_Template\Quality\_Places\_Maps.aprx



Map Not to Scale

## GOAL QP 5

Encourage the development of housing units in a variety of types, costs, and locations and provide an adequate supply of housing in stable neighborhood settings, diversify housing options, and provide housing that meets the evolving needs of Clearwater households.

*Garden Avenue Apartments*





## OBJECTIVE QP 5.1

Continue implementation of housing affordability initiatives that are consistent with the most recent version of the city's Local Housing Assistance Plan, Consolidated Plan, and Annual Action Plan, including initiatives focused on the creation of incentives for and removal of regulatory barriers to the delivery of diverse forms of housing.

### POLICIES

#### QP 5.1.1

Maintain sufficient residentially zoned acreage of varying densities and locations to accommodate the existing and future housing needs of the city.

#### QP 5.1.2

Continue to further fair housing goals so that a variety of housing choices are available to households without regard to religion, handicap, age, race, national origin, or marital status.

#### QP 5.1.3

Support the continuation of the Clearwater Housing Authority's programs for affordable housing opportunities, including its rental subsidy program and public housing units.

#### QP 5.1.4

Support amendments to the Community Development Code to enable greater housing diversity and affordability, such as accessory dwelling units and other missing middle housing types.

#### QP 5.1.5

Continue to provide information, incentives, and technical assistance to promote housing production that meets the needs of very low- to moderate-income households.

#### QP 5.1.6

Continue to provide density bonuses for affordable housing developments. Such bonuses shall not be provided to properties within in the Coastal Storm Area.

#### QP 5.1.7

Consider establishing missing middle and senior housing density bonuses and standards in the Community Development Code consistent with provisions of the Countywide Rules.

#### QP 5.1.8

Encourage affordable and mixed-income housing in close proximity to employment centers, transit stops, parks, educational and job training centers, social service providers, and commercial centers, including along corridors identified as Investment Corridors in *Advantage Pinellas, 2045 Long Range Transportation Plan*.

#### QP 5.1.9

Develop standards to implement state legislation allowing affordable housing to be built on any parcel of land zoned for commercial or industrial use.

#### QP 5.1.10

Continue to identify surplus city-owned lands with potential to support affordable housing development.

#### QP 5.1.11

Identify other publicly owned lands suitable for workforce and affordable housing and partner with property owners for potential development.

#### QP 5.1.12

To provide additional and diverse housing options integrated into existing neighborhoods, accessory dwelling units shall be exempt from density provisions and allowed in all residential zoning districts. Such accessory dwelling units shall not be used for short-term rental purposes.

#### QP 5.1.13

Review and, if necessary, amend the Community Development Code to determine if barriers exist that slow the delivery of housing development.



## OBJECTIVE QP 5.2

Develop policies and strategies to address housing disinvestment and displacement.

### POLICIES

#### QP 5.2.1

Identify residential areas, including mobile home parks, at risk of disinvestment, demolition, or redevelopment, and prepare regulatory, financial, and other programs to preserve or address replacement of naturally occurring affordable units.

#### QP 5.2.2

Continue to require property owners of mobile home sites to ensure adequate mobile home sites or other suitable sites exist for the relocation of mobile homeowners prior to city actions, including the approval of a rezoning, which results in removal or relocation of mobile homeowners.

#### QP 5.2.3

Consider mechanisms to provide temporary relocation or counseling to enable the rehabilitation of substandard housing and to affect the clearance of dangerously deteriorated houses, as needed.

#### QP 5.2.4

Encourage the renovation, rehabilitation, or removal and replacement of substandard housing units through code enforcement activities, housing programs, or strategic capital investments.

#### QP 5.2.5

Create and expand programs to minimize displacement from the loss of rental housing units due to demolition or conversion, and the financial hardships created by rising rents.

#### QP 5.2.6

Continue to track neighborhood change, development, and housing costs to identify areas of the city that are experiencing, or likely to experience, displacement pressures.

## OBJECTIVE QP 5.3

Strengthen outreach, partnerships, funding, and capacity to deliver workforce and affordable housing projects.

### POLICIES

#### QP 5.3.1

Expand city outreach to low-income and housing insecure neighborhoods to develop a better understanding of housing needs and promote existing assistance and support programs.

#### QP 5.3.2

Continue meeting with the Neighborhood & Affordable Housing Board (NAHAB) and the Affordable Housing Advisory Committee (AHAC) to help facilitate the construction of affordable housing units within the city.

#### QP 5.3.3

Promote efforts to strengthen the capacity of existing and create new not-for-profit entities (e.g., Community Based Development Organizations or community land trust) with the potential to own, manage, and construct workforce and affordable housing.

#### QP 5.3.4

Continue to provide assistance to qualified residents to retrofit housing in order to be barrier free and accessible to accommodate households with special needs.

#### QP 5.3.5

Partner with public and private sector entities to explore funding opportunities and other financial tools to support the delivery of workforce and affordable housing.

#### QP 5.3.6

Support the creation of workforce and affordable housing and mixed-use development along Investment Corridors found in *Advantage Pinellas, 2045 Long Range Transportation Plan*.

## OBJECTIVE QP 5.4

Continue to provide zoning and land use regulations which allow the establishment of group homes, foster care facilities, and special needs housing subject to minimum state requirements.

### POLICIES

#### QP 5.4.1

Establish population-based standards for group homes and foster care facilities in concert with knowledgeable state and community human services organizations.

#### QP 5.4.2

Encourage and assist human services agencies and other community groups in developing special living facilities at a level appropriate to Clearwater's population and needs.

#### QP 5.4.3

Periodically review and adjust the separation requirement for group homes as found in the Community Development Code so that the requirement continues to function to provide broad dispersion without inhibiting these facilities.

#### QP 5.4.4

Continue to permit licensed group homes in all residential districts provided the use meets the minimum separation requirement of the State of Florida and development standards found in the Community Development Code.

#### QP 5.5.5

Special Needs Housing is defined as housing that is temporary, supportive, or permanent that provides shelter for the elderly, frail elderly, persons with disabilities (mental, physical, developmental, persons with HIV/AIDS and their families) persons with alcohol or other drug addiction, and other categories the city may specify and describe as special needs housing. Special needs housing shall include but not be limited to include emergency and supportive housing, transitional housing and other permanent housing designed to allow for independent living and prevent individuals from becoming homeless.

## OBJECTIVE QP 5.5

Encourage the conservation, rehabilitation, and preservation of the existing housing stock through both public and private resources.

### POLICIES

#### QP 5.5.1

Continue to utilize a collaborative code enforcement process for housing in order to provide residents with information regarding rehabilitation assistance programs and the additional time needed to bring housing structures into compliance.

#### QP 5.5.2

Continue to use Community Development Block Grant (CDBG), Home Investment Partnerships Program (HOME), State Housing Initiatives Partnership Program (SHIP), and any other available funds for housing construction, rehabilitation, and preservation.

#### QP 5.5.3

Involve private lending institutions in the development of programs to encourage investments in affordable housing, community services targeted to low- and moderate-income individuals, promotion of economic development, or revitalization or stabilization of very low- to moderate-income geographies.

#### QP 5.5.4

Encourage private lending institutions, through their participation in program and project planning, to be more responsive to the household income needs of very low- to moderate-income households.

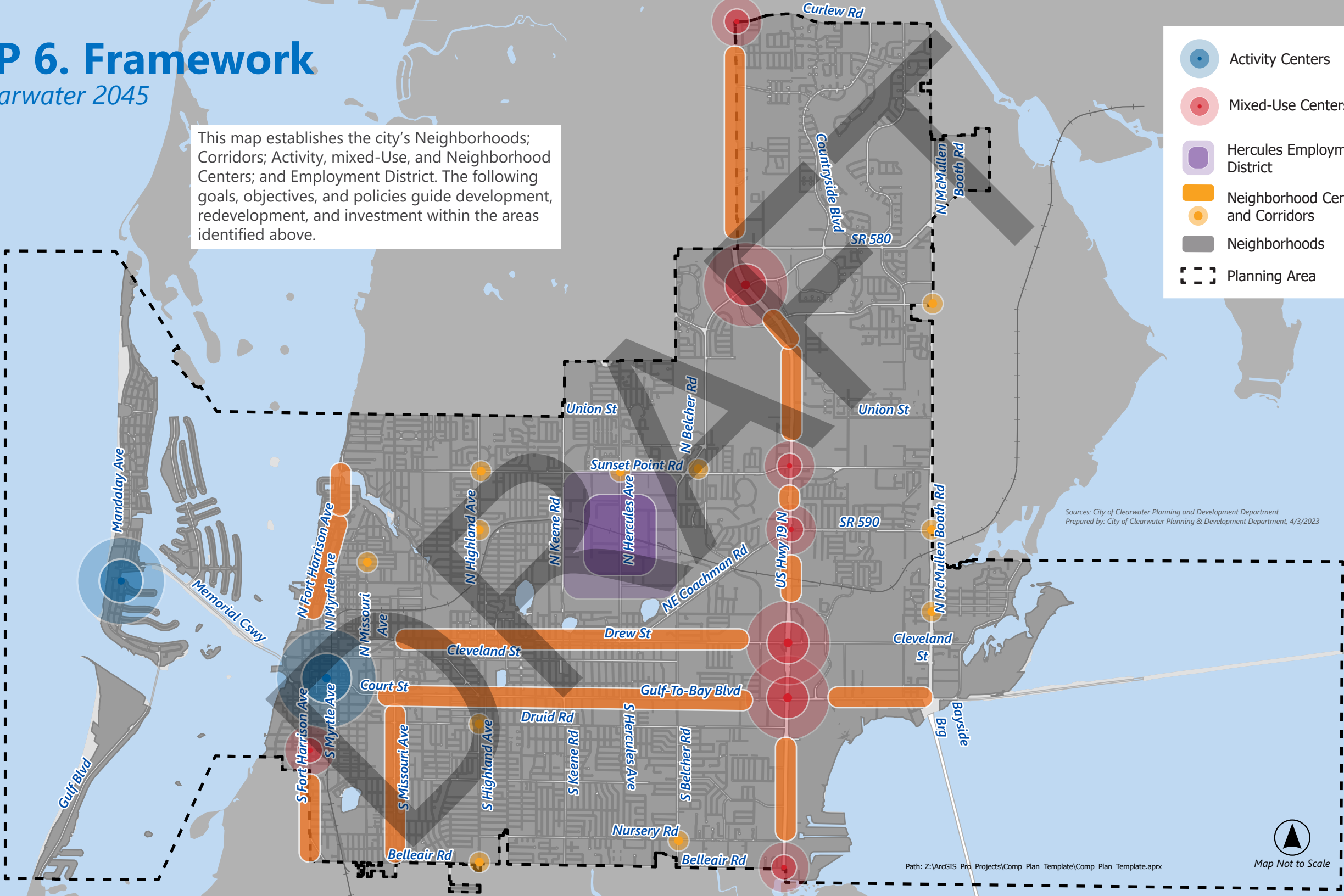


# QP 6. Framework

Clearwater 2045

This map establishes the city's Neighborhoods; Corridors; Activity, mixed-Use, and Neighborhood Centers; and Employment District. The following goals, objectives, and policies guide development, redevelopment, and investment within the areas identified above.

- Activity Centers
- Mixed-Use Centers
- Hercules Employment District
- Neighborhood Centers and Corridors
- Neighborhoods
- Planning Area



Sources: City of Clearwater Planning and Development Department  
Prepared by: City of Clearwater Planning & Development Department, 4/3/2023

## GOAL QP 6

Support the on-going transformation of Downtown and Clearwater Beach as high intensity, walkable, and attractive regional centers for living, working, shopping, and entertainment.

### OBJECTIVE QP 6.1

Continue to protect and enhance waterfront uses that promote tourism and recreation within the city.

#### POLICIES

##### QP 6.1.1

Continue to invest in the Downtown and Clearwater Beach marinas to provide safe and efficient access for all users of the marinas.

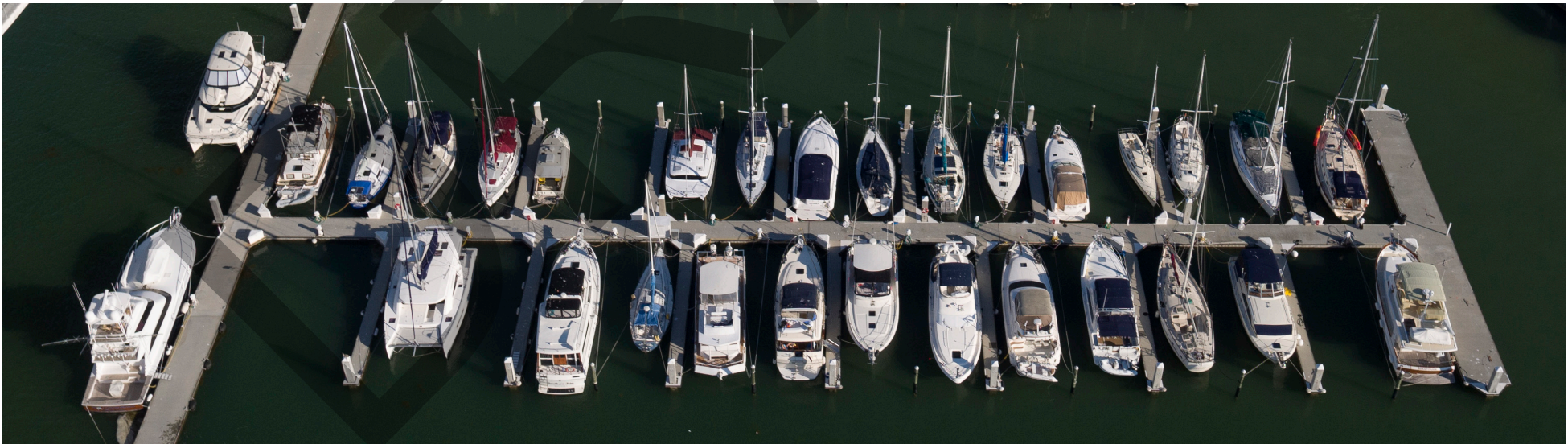
##### QP 6.1.2

Encourage the preservation of recreational and commercial working waterfronts and marinas and other water-dependent facilities.

##### QP 6.1.3

Discourage land use and zoning changes of recreational and commercial working waterfronts.

Downtown Marina





## OBJECTIVE QP 6.2

Continue to promote reinvestment and revitalization in Downtown through implementation of the *Clearwater Downtown Redevelopment Plan* and application of the *Downtown District and Development Standards*, as amended.

### POLICIES

#### QP 6.2.1

Review of the *Clearwater Downtown Redevelopment Plan* and *Downtown District and Development Standards* should be undertaken periodically to determine if amendments are necessary to guide redevelopment and public investment.

#### QP 6.2.2

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

#### QP 6.2.3

Activate streets and streetscapes to support local businesses through various Community Redevelopment Agency projects and programs.

#### QP 6.2.4

Encourage the continued presence and concentration of public uses downtown, including city and county governmental uses.

#### QP 6.2.5

Explore integrated parking management and pricing strategies to reduce parking demand, encourage walking and biking for short trips, encourage micromobility and transit options for longer trips, increase space sharing in private development, and maximize the benefits of publicly available on-street parking and public parking resources.

#### QP 6.2.6

Continue to utilize the Public Amenities Incentive Pool as established in the *Clearwater Downtown Redevelopment Plan* to incentivize development.

#### QP 6.2.7

Encourage increased residential development in Downtown to create a larger and more stable population base.

*Downtown Clearwater*





## OBJECTIVE QP 6.3

Continue to use *Beach by Design: A Preliminary Design for Clearwater Beach and Design Guidelines (Beach by Design)* to guide development, redevelopment, and placemaking on Clearwater Beach.

### POLICIES

#### QP 6.3.1

Review of *Beach by Design* should be undertaken periodically to determine if amendments are necessary to guide redevelopment and public investment.

#### QP 6.3.2

The area governed by *Beach by Design* shall be recognized on the Countywide Plan Map as a Community Redevelopment District, which is indicated on the map as Activity Center with Special Center subcategory. This area is bounded on the north by the line dividing the block between Acacia Street and Somerset Street, the Gulf of Mexico on the west, Clearwater Harbor on the east, excluding Island Estates, and the Sand Key Bridge on the south, excluding Devon Avenue and Bayside Drive. Beachfront and public property located adjacent to the Gulf of Mexico and the Intracoastal Waterway with a future land use designation of Recreation/Open Space shall be excluded from the Community Redevelopment District.

#### QP 6.3.3

The use of the Destination Resort Density Pool of additional hotel rooms established in *Beach by Design* is permitted in the following areas:

- a. The land located between Mandalay Avenue and the Gulf of Mexico between Rockaway Street and Papaya Street; and
- b. The land located south of the Pier 60 parking lot and north of the southerly lot lines of Lots 77 and 126 of the Lloyd-White-Skinner Subdivision between South Gulfview Boulevard and Coronado Drive.

#### QP 6.3.4

Continue to utilize the Hotel Density Reserve allocation of hotel units to facilitate hotel development on Clearwater Beach as prescribed in *Beach by Design*.

#### QP 6.3.5

Continue to administer and monitor a tracking system for the allocation of units from the Destination Resort Density Pool and the Hotel Density Reserve permitted by *Beach by Design*.

## GOAL QP 7

Promote mixed-use, walkable, and transit-supportive redevelopment, and infill development in areas designated as Corridors or Mixed-Use or Neighborhood Centers on Map QP 5. Framework Map.

### OBJECTIVE QP 7.1

Identify areas appropriate for and support context-sensitive, mixed-use, walkable, and transit-supportive redevelopment, and infill development, within a Corridor or Mixed-Use or Neighborhood Center.

#### POLICIES

##### QP 7.1.1

Prioritize corridors to redevelop identified as Investment Corridors in the *Advantage Pinellas, 2045 Long Range Transportation Plan*.

##### QP 7.1.2

Support the adoption and utilization of future land use categories made available by the Countywide Plan to promote infill and redevelopment along corridors identified as Investment Corridors in the *Advantage Pinellas, 2045 Long Range Transportation Plan*.

##### QP 7.1.3

Advocate for mixed-use development that includes a combination of compatible land uses having functional interrelationships and design and build human-scale active, attractive neighborhoods that encourage walking, cycling, and the use of mass transit.

##### QP 7.1.4

Promote high quality design and initiate corridor planning to identify opportunities for conservation, redevelopment, and reinvestment along existing commercial and mixed-use corridors.

##### QP 7.1.5

Explore the potential to establish a neighborhood main street program which could serve as a foundation for promoting reinvestment in older neighborhood-serving commercial areas and supporting placemaking, public space improvement and activation, and community-building activities.

##### QP 7.1.6

Inventory vacant land and identify target areas for mixed-use development options.

## OBJECTIVE QP 7.2

Continue to promote redevelopment along the US 19 corridor through implementation of the *US 19 Redevelopment Plan* and application of the *US 19 Zoning District and Development Standards*, as amended.

### POLICIES

#### QP 7.2.1

Review US 19 Zoning District and Development Standards to ensure provisions encourage transit-supportive and walkable forms of development while allowing sufficient levels of flexibility to address unique development opportunities and constraints.

#### QP 7.2.2

Designate through a Future Land Use Map Amendment upon annexation unincorporated property within the Clearwater Planning Area located within the US 19 Corridor redevelopment area with the appropriate future land use category, consistent with the US 19 Regional Center, US 19 Neighborhood Center, and US 19 Corridor future boundaries depicted on Map QP 6. US 19 Plan Corridor.

#### QP 7.2.3

Continue to market preferred sites within the US 19 Corridor.






Countryside Mall

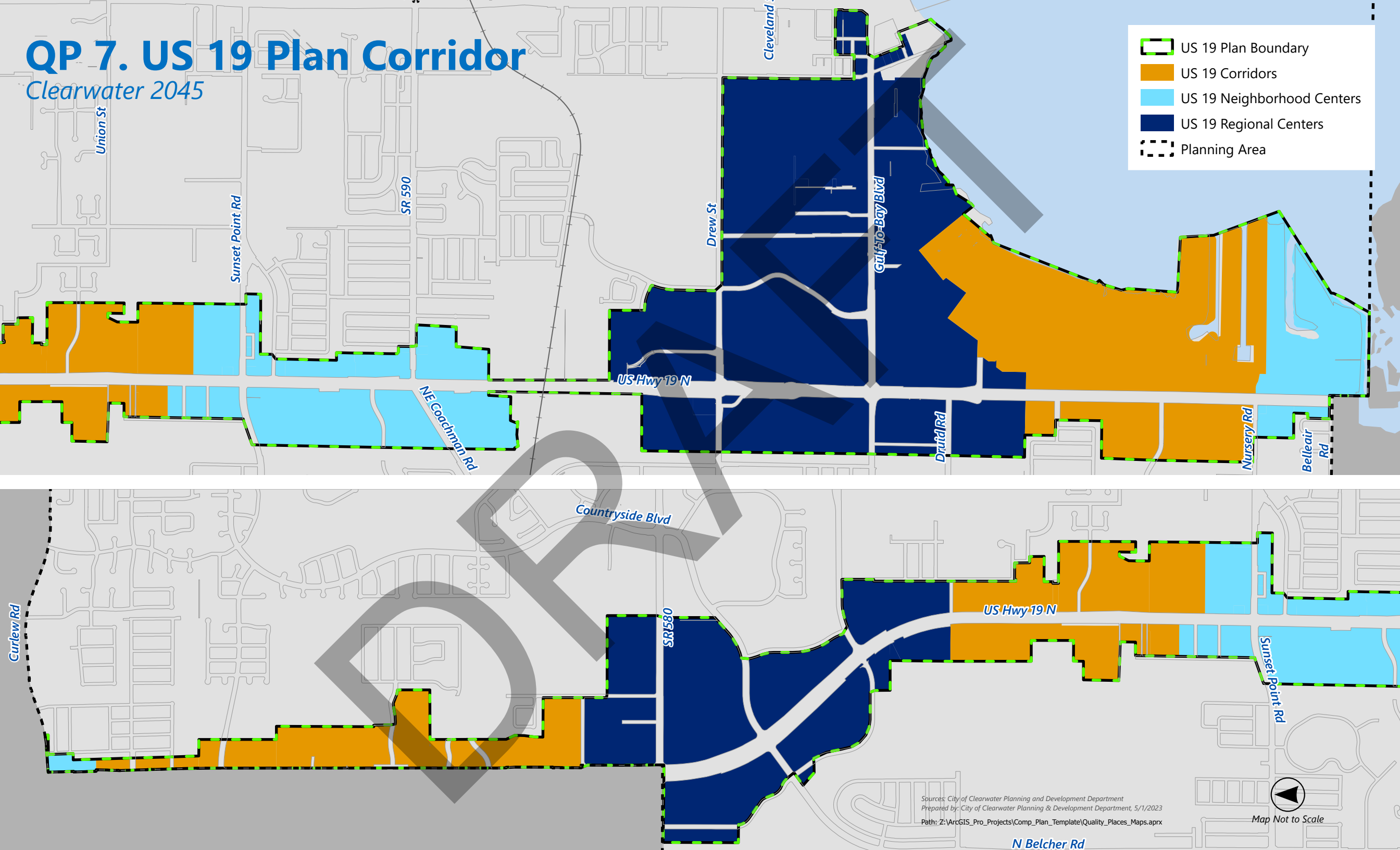




# QP 7. US 19 Plan Corridor

Clearwater 2045

-  US 19 Plan Boundary
-  US 19 Corridors
-  US 19 Neighborhood Centers
-  US 19 Regional Centers
-  Planning Area



Sources: City of Clearwater Planning and Development Department  
Prepared by: City of Clearwater Planning & Development Department, 5/1/2023  
Path: Z:\ArcGIS\_Pro\_Projects\Comp\_Plan\_Template\Quality\_Places\_Maps.aprx



Map Not to Scale

## OBJECTIVE QP 7.3

Preserve the existing and planned character and development of Neighborhoods and Corridors as shown on Map QP 5. Framework.

### POLICIES

#### QP 7.3.1

Continue to utilize the Countywide Plan's Scenic/Noncommercial Corridors to limit Future Land Use Map Amendments to incompatible future land use designations within those corridors.

#### QP 7.3.2

Preserve the residential character of the designated Scenic/Noncommercial Corridor of Belcher Road north of Sunset Point Road and south of Druid Road.

#### QP 7.3.4

Limit expansion of existing commercial uses at the intersections of Belcher Road with Sunset Point Road and Nursery Road.

#### QP 7.3.5

Support the continued existence of the residential and institutional character along Nursery Road between Belcher and U.S. 19.

#### QP 7.3.6

Continue to preserve the limited large-lot residential character of neighborhoods designated as Residential Estate (RE) and Residential Suburban (RS) by discouraging Future Land Use Map Amendments to higher-density or intensity future land use categories.

#### QP 7.3.7

Amend the Community Development Code to establish minimum lot sizes, larger setbacks, and development techniques such as the use of clustered development for zoning districts consistent with the Residential Estate (RE) and Residential Suburban (RS) future land use categories.

#### QP 7.3.8

Protect and preserve the golf course community character of the Countryside neighborhood.

#### QP 7.3.9

Preserve the scenic water views and residential character of North Clearwater Beach, Sand Key, and Island Estates, and Old Bay.

## GOAL QP 8

Protect and improve the Hercules Employment District and areas identified in the Target Employment and Industrial Lands Study (TEILS), as primary locations for office use; light industrial, manufacturing and assembly, research and development, and warehouse and distribution uses; and other small-scale uses supportive of the light industrial use.

### OBJECTIVE QP 8.1

Update the Comprehensive Plan to be consistent with the Countywide Rules as amended based on the accepted TEILS.

#### POLICIES

##### QP 8.1.1

Map Target Employment Center (TEC) overlays and establish TEC standards to protect and improve these areas in the Comprehensive Plan and Community Development Code based on the accepted TEILS report and any subsequent amendments to the Countywide Rules.

##### QP 8.1.2

Support investments in infrastructure, mixed-use, and employment-intensives uses consistent with TEILS.

### OBJECTIVE QP 8.2

Establish policies and programs to ensure the continued viability of small-scale manufacturing, assembly, and related uses in the Hercules Employment District and smaller industrial areas throughout the city.

#### POLICIES

##### QP 8.2.1

Continue to limit the potential for retail and office development, with the exception of allowing for smaller-scale supportive uses that directly serve the primary light industrial functions.

##### QP 8.2.2

Continue to ensure adequate buffering and transitions exist to minimize off-site impacts to surrounding neighborhoods.



## GOAL QP 9

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

#### OBJECTIVE QP 9.1

Ensure programs and investments are designed to support the long-term livability, sustainability, attractiveness, and safety of existing Neighborhoods.

#### POLICIES

##### QP 9.1.1

Consider creating a neighborhood planning program to identify opportunities for conservation, redevelopment, and reinvestment in existing Neighborhoods.

##### QP 9.1.2

Explore the potential to expand on existing neighborhood-focused programs, services, and initiatives to strengthen Neighborhood identity, celebrate history and heritage, and build new channels of communication to address the unique challenges of different neighborhoods.

##### QP 9.1.3

Incorporate public health and safety considerations in neighborhood planning to improve resident health outcomes, improve safety and security, reduce risks, and improve quality of life.

##### QP 9.1.4

Prioritize neighborhood planning and placemaking activities to support stabilization and revitalization of older and under-resourced Neighborhoods, including those identified as having the greatest need for support in the city's Consolidated Plan and Annual Action Plan.

##### QP 9.1.5

Develop and track measures of neighborhood stability to identify places at risk of disinvestment and declining quality of life.

##### QP 9.1.6

Work with neighborhoods to target code enforcement and housing assistance activities and assist in the prioritization of planning, placemaking, and public investment.

##### QP 9.1.7

Involve private lending institutions in the planning and development of programs designed to help with small business economic development loan needs in very low- to moderate-income Neighborhoods.

## OBJECTIVE QP 9.2

Guide development and public investment in Neighborhoods to conserve community character and promote context-sensitive conservation, strategic infill and redevelopment, and public realm improvements.

### POLICIES

#### QP 9.2.1

Evaluate standards in the Community Development Code to promote compact and walkable forms of mixed-income housing, ensure new and infill housing complements the character of the existing neighborhood, and ensure projects create interconnected street networks and provide effective transitions in scale.

#### QP 9.2.2

Encourage the provision of neighborhood services uses and amenities in locations planned for increased housing density, including in Downtown and in designated centers along the US 19 corridor.

#### QP 9.2.3

Protect the established character of South Martin Luther King, Jr. Avenue from Lakeview Road to Woodlawn Street by limiting Future Land Use Map and Zoning Atlas Amendments to key locations that support commercial uses.

#### QP 9.2.4

Consider Future Land Use Map or Zoning Atlas Amendments along Lakeview Road from South Fort Harrison Avenue to South Martin Luther King, Jr. Avenue that support the emerging character of the area and Morton Plant Hospital.

#### QP 9.2.5

Consider future land use and zoning amendments that promote affordable and mixed-income housing and mixed-use development along South Fort Harrison Avenue from A Street to E Street to support the emerging character of Morton Plant Hospital.

#### QP 9.2.6

Encourage lot consolidation, streetscape improvements, and the creation of affordable housing and mixed-use development along Missouri Avenue from Drew Street to Belleair Road.

#### QP 9.2.7

Encourage the creation of walkable and livable neighborhoods on Drew Street from Myrtle Avenue to Old Coachman Road.

*Neighborhoods Day*





North Martin Luther King, Jr. Avenue Corridor



## OBJECTIVE QP 9.3

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

### POLICIES

#### QP 9.3.1

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

#### QP 9.3.2

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

#### QP 9.3.3

Work to retain the existing neighborhood character of North Greenwood when evaluating the creation of form-based standards or amendments to the Community Development Code.

#### QP 9.3.4

Utilize findings from the North Martin Luther King, Jr. Avenue Design Charette to determine if amendments to the Community Development Code are needed to facilitate redevelopment along the North Martin Luther King, Jr. Avenue Corridor.

#### QP 9.3.5

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.