



## **PLANNING & DEVELOPMENT DEPARTMENT COMMUNITY DEVELOPMENT BOARD STAFF REPORT**

**MEETING DATE:** April 18, 2017  
**AGENDA ITEM:** F. 1.  
**CASE:** TA2017-03004  
**ORDINANCE NO.:** 9030-17  
**REQUEST:** Review and recommendation to the City Council, of an amendment to the Community Development Code.  
**INITIATED BY:** City of Clearwater, Planning and Development Department

### **BACKGROUND:**

At its meeting of February 2, 2017, the City Council adopted the US 19 Zoning District and Development Standards as part of Ordinance 8988-17. The ordinance, however, did not include any changes to the Community Development Code (CDC) with regard to signage. As a result, the CDC is now inequitable with regard to how freestanding signs would be permitted in the City.

### **ANALYSIS:**

Proposed Ordinance No. 9030-17 amends only Section 3-1807 of the CDC, and only adds language that would enable those properties now within the new US 19 zoning district to have freestanding signage because, in its present form, the CDC would not permit for any such signage. There are no changes proposed to those regulations on height, area, number and location of signs.

### **CRITERIA FOR TEXT AMENDMENTS:**

CDC Section 4-601 sets forth the procedures and criteria for reviewing text amendments. All text amendments must comply with the following:

#### **1. The proposed amendment is consistent with and furthers the goals, policies and objectives of the Comprehensive Plan.**

A review of the Clearwater Comprehensive Plan identified the following Goals, Objectives and Policies which will be furthered by the proposed Code amendments:

Objective A.3.1 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.

As noted previously, in its present form the CDC would not permit for freestanding signage within the US 19 zoning district. This amendment corrects this oversight.

**2. The proposed amendment furthers the purposes of the Community Development Code and other City ordinances and actions designed to implement the Plan.**

The proposed text amendment will further the purpose of the CDC in that it will be consistent with the following purpose set forth in CDC Section 1-103:

Sec. 1-103.A. It is the purpose of this Development Code to implement the Comprehensive Plan of the city; to promote the health, safety, general welfare and quality of life in the city; to guide the orderly growth and development of the city; to establish rules of procedure for land development approvals; to enhance the character of the city and the preservation of neighborhoods; and to enhance the quality of life of all residents and property owners of the city.

This amendment only corrects an oversight in the CDC with regard to the new US 19 zoning district that does not allow for freestanding signs in said district. With regard to the above referenced section of the CDC, this amendment will essentially establish a rule of procedure allowing for freestanding signs in the US 19 zoning district.

**SUMMARY AND RECOMMENDATION:**

The proposed amendment to the Community Development Code is consistent with and will further the goals of the Clearwater Comprehensive Plan and the purpose of the Community Development Code. Based upon the above, the Planning and Development Department recommends **APPROVAL** of Ordinance No. 9030-17 that amends the Community Development Code.

Prepared by Planning and Development Department Staff: \_\_\_\_\_



Robert G. Tefft,  
Development Review Manager

ATTACHMENTS: Ordinance No. 9030-17