



PLANNING & DEVELOPMENT DEPARTMENT COMMUNITY DEVELOPMENT BOARD STAFF REPORT

MEETING DATE:	September 17, 2019
AGENDA ITEM:	F.1
CASE:	TA2019-06002
ORDINANCE NO.:	9308-19
REQUEST:	To amend the Clearwater Community Development Code to expand the geographical area within the Regional Center Subdistrict of the US 19 District where self-storage warehouses are currently allowed on a limited number of parcels, to allow the use on certain parcels 1.1 to 1.2 acres in area with frontage on Seville Boulevard
INITIATED BY:	BDG Properties

BACKGROUND:

Pursuant to Community Development Code Section 4-601.B, amendments to the Code may be initiated by the City Council, the Community Development Coordinator, or by any person in conjunction with an application for a development approval. BDG Properties, owner of a 1.13-acre parcel located at 2611 Seville Boulevard, has applied for a text amendment to expand the area within the Regional Center Subdistrict of the US 19 Zoning District where self-storage warehouses are allowed, in conjunction with an application to redevelop the property with a self-storage warehouse (companion case FLS2019-06022). This amendment is being initiated because this property is located within the Regional Center Subdistrict but is not located on a site where self-storage warehouse uses are currently allowed. The US 19 District permits self-storage warehouses on any property within the Corridor Subdistrict, as well as in the Regional Center Subdistrict on parcels of 0.75 acres to 0.9 acres in size that existed on or before October 17, 2018 with only Street Frontage Type C. The owner has a pending purchase agreement with RK Development Partners, LLC, a firm which wants to construct a 900-unit self-storage warehouse with 4,500 square feet of office/retail on the property.

This is the second private property owner-initiated application of this type within a year related to the self-storage warehouse use specifically in the Regional Center Subdistrict. In June 2018, Savelle Clearwater Countryside, LLC petitioned to amend the Community Development Code to allow the self-storage warehouse use within the Regional Center Subdistrict, where at the time the

use was only allowed in the Corridor Subdistrict. Planning and Development staff recommended denial of the application because the self-storage warehouse use in the Regional Center Subdistrict is inconsistent with goals and objectives of many of the city's adopted plans, as well as the extensive planning work that was completed which ultimately allowed the city to increase the development potential along US 19 (as detailed in the staff report for TA2018-06003, and further summarized below). The Community Development Board unanimously recommended denial of the proposed amendment, as it was presented on September 18, 2018. At that time, the proposed amendment would have allowed self-storage warehouses on approximately 18 parcels within the District's two Regional Centers. The Board expressed concerns about negatively impacting the city's plans for US 19, as implemented through the US 19 Zoning District and Development Standards, which were adopted February 2, 2017, stating they wanted to give the plan time to work before making changes to the Code.

The applicant presented an updated amendment to City Council at its October 18, 2018 meeting, further restricting the locations on which this use would be allowed effectively to two parcels – the one under contract by the applicant at that time (26489 US Highway 19 North) and one additional property along US 19 – and City Council approved Ordinance 9161-18, as amended, on November 1, 2018, with a vote of three in support and two against. In April 2019, the developer for 26489 US Highway 19 North submitted a request to transfer an additional 11,000 square feet of development rights to this parcel which was approved July 16, 2019 by the Community Development Board, thereby resulting in a development order for a 93,083 square foot self-storage warehouse with only 2,838 square feet of non-storage use space (2.71 FAR), consistent with the requirements established by the aforementioned Code amendment.

Planning for US Highway 19

The City of Clearwater, with the assistance and support of Forward Pinellas and Pinellas County Economic Development, has invested significant time and resources planning for the redevelopment of the US Highway 19 corridor. The goal for these efforts is to reposition the corridor to make Clearwater a more economically competitive, sustainable, and livable community. A summary of these efforts is provided in Table 1, including Forward Pinellas's regulatory changes that enabled the increase in development potential within the US 19 District. Although Table 1 is organized by year of plan adoption or completion, several of these efforts were running concurrently. For example, because both the US 19 Corridor Redevelopment Plan (Corridor Plan) and the updated Countywide Plan were being prepared concurrently, the city had the opportunity to work closely with Forward Pinellas to ensure that the vision in the Corridor Plan was achievable under the updated Countywide Plan and would appropriately address the new Planning and Urban Design Principles in the new Countywide Plan Strategies. The Corridor Plan provided the foundation to have US 19 designated as Multimodal Corridor and Activity Center at the time the new Countywide Plan Map was adopted in 2015, and the strategies within the Corridor Plan identified how the city would meet the requirements in the Countywide Rules through Comprehensive Plan amendments and the adoption of a form-based code (the US 19 Zoning District and Development Standards).

Table 1 Summary of Planning Efforts & Associated Costs Related to US 19

Year	Plan	Author/Firm	Cost	Key Components Addressing US 19
2006	Evaluation & Appraisal Report	Wade Trim	\$295,290	Identified need for comprehensive and diverse strategy for redevelopment as issue of local concern; Identified Countryside & Clearwater Malls as Activity Centers; Emphasized importance of improving overall city character with a community design structure
2008	Comprehensive Plan Update	City Staff (in-house)	N/A	Adopted Citywide Design Structure (Map A-14), designating two Activity Centers on US 19 and identifying US 19 as a corridor to redevelop
2011	Economic Development Strategic Plan	TIP Strategies	\$75,975	Outlined six priority strategies, including establishing an employment center overlay district to encourage higher-wage employment in strategic locations; Noted US 19's transportation access and strategic location in region
2011	Clearwater Greenprint	Renaissance Planning Group & ECO ₂ Asset Solutions	\$219,815	Identified the need for land use and transportation to be more closely linked for economic and environmental reasons, by creating mixed-use, walkable, transit-supportive activity centers to link people with jobs and support multiple modes of travel, including along US 19
2012	US 19 Corridor Redevelopment Plan	HDR & RCLCO	\$131,185	Refined the vision for US 19 by organizing it into three revitalization areas – regional and neighborhood centers and corridor areas - with different objectives based on locational characteristics; introduced design standards to achieve vision of compact, accessible, and attractive pedestrian- and transit-friendly destinations

2015	Countywide Plan Update	Forward Pinellas staff & Tindale Oliver	N/A	Created new Activity Center and Multimodal Corridor designations with significant increases in development potential accessible in areas where cities have planned for pedestrian-oriented and transit-supportive development to ensure critical employment and population mass for future transit; Established Planning and Urban Design Strategies that must be addressed in local codes, plans; Designated US 19 accordingly on the new Countywide Plan Map when adopted in 2015
2016	Comprehensive Plan Amendments	City Staff (in-house)	N/A	Established the US 19 Regional Center, US 19 Neighborhood Center and US 19 Corridor future land use categories as well as the corresponding US 19 zoning district and subdistricts; Updated Citywide design structure policies to include policies supporting Corridor Plan implementation, consistent with the requirements for the Activity Center and Multimodal Corridor designations on the Countywide Plan Map
2016-2017	Future Land Use Map & Zoning Atlas Amendments	City Staff (in-house)	N/A	Changed the designations on 1,641 acres (4,036 parcels) to streamline the process for redevelopment within the US 19 District and provide certainty for property owners
2017	US 19 Zoning District & Development Standards	HDR	\$131,460	Established the US 19 Zoning District and Development Standards (Appendix B), consistent with the Corridor Plan and the Countywide Plan
TOTAL CITY INVESTMENT: (excluding in-house work)			\$853,725	

US 19 Zoning District and Design Standards

The culmination of the above planning work was the adoption of the US 19 Zoning District and Development Standards in 2017 and the rezoning of seven miles along US Highway 19. The District established three subdistricts to govern development potential, uses and parking: Regional Center, Neighborhood Center and Corridor. According to the Corridor Plan, regional centers are appropriate for mixed-use development with an emphasis on employment-intensive and transit supportive uses. Two areas previously designated as activity centers in the Clearwater Comprehensive Plan are the two Regional Center Subdistricts - the Countryside/Westfield and Clearwater Mall areas. The Neighborhood Centers are applied to areas planned to serve as local shopping and employment destinations and are generally located between Northeast Coachman and Sunset Point Roads, Curlew Road, and between Nursery and Belleair Roads. The remainder of US Highway 19 is designated Corridor where a wide range of employment-intensive office uses is favored over small-scale retail uses and greater flexibility is provided for site design and larger front landscaped areas required.

To facilitate the goals and objectives of the City's planning efforts, allowable uses and development potential of each Subdistrict reflect the stated objectives and design standards to ensure the uses, development pattern, and desired activity is consistent with the vision. Development potential for the Subdistricts are as follows: Regional Center – 2.5 FAR; Neighborhood Center – 1.5 FAR; and Corridor – 1.5 FAR.

The US 19 Zoning District and Development Standards is a form based code, and the standards are intended to ensure that new buildings and significant renovations and additions are designed in accordance with the vision in the Corridor Plan. Development is regulated by subdistrict, as previously described, as well as by street frontage type. Street Frontage Types A and B identify the most pedestrian- and transit-oriented locations along major streets crossing US 19 and along US 19 frontage roads, respectively. Street Frontage Type C also identifies pedestrian- and transit-oriented locations along US 19 while introducing limited front parking areas. Street Frontage Types E and F are the least pedestrian- and transit-supportive by design and are designated on properties consistent with this approach.

PROPOSED CODE AMENDMENT:

The applicant is proposing to revise Section B-303.A, Table 2, Use and Parking to expand where the self-storage warehouse use would be permitted as a Flexible Standard Use in the Regional Center Subdistrict to include parcels of 1.1 acres to 1.2 acres in size fronting Seville Boulevard that existed on or before June 3, 2019. Currently, this use is allowed within the US 19 Zoning District but only in the Corridor Subdistrict (no parcel size or locational restrictions) or on two parcels within the Regional Center Subdistrict (as amended by Ordinance 9161-18 on November 1, 2018).

The same use specific standards previously established in the 2018 amendment for those warehouses located in the Regional Center Subdistrict would continue to apply to this new parcel. Specifically, 100% of the ground floor frontage and a minimum of 20% of the total ground floor area would be required to be occupied by retail, restaurant or office uses, or a combination thereof. These standards would also require access to the storage units from the building interior and would

prohibit any outdoor storage. The applicant has included minor modifications to bring consistency between the previously approved amendment and the proposed language, at the request of the city (e.g., changing “and/or” to “or a combination thereof”).

ANALYSIS:

Use Considerations

Permitted uses in the US 19 Zoning District are organized by subdistrict. Because the Regional Center Subdistrict objectives focus on creating an environment conducive to attracting high wage employment, activity and transit, the list of uses permitted is very deliberate. Economically unproductive land uses and those that do not generate people and activity, or support transit were not included, while economically productive uses such as light assembly were added throughout the District. While it is recognized the corridor is a place to accommodate a large variety of uses, with the exception of dirty industry, not all uses are appropriate in all subdistricts. Uses excluded from the Regional Center or Neighborhood Center Subdistricts are generally allowed in the Corridor Subdistrict. Examples include nursing homes, animal boarding, outdoor recreation/entertainment, problematic uses, social and community centers, and limited vehicle service. These uses were excluded from key locations because they typically do not generate activity or high wage employment.

Cities in Pinellas County and across the country are dealing with the onslaught of new self-storage warehouse uses, many of which are consuming key sites in redevelopment areas that would otherwise be available for uses that generate activity and jobs. Forward Pinellas recently wrote about the challenges of self-storage uses in its blog¹. Regarding the recent increase in market demand: “According to Pinellas County Economic Development, the Pinellas County market does have potential to support more self-storage units; it is under the national average for the number of units and square footage per person and has higher rents because of lower supply. Pinellas County has about 5.4 square feet of self-storage per person, or only 77% of the national average of about 7 square feet. Local developers are looking for creative ways to build self-storage in Pinellas County and say that the local market is challenging because of high land values and the lack of available real-estate that can accommodate self-storage.”

In Fall 2018, Forward Pinellas hosted a series of Self-Storage Subcommittee meetings to explore the topic, learn more about the industry directly from a representative of a self-storage company, and discuss the challenges and best practices to mitigate the negative characteristics of the use. According to industry leader The Lock Up Self Storage, a FAR of 0.8 – 1.2 will accommodate most self-storage projects; many of the Countywide Plan Map categories have lower FARs established, other than the transit-oriented Activity Center and Multimodal Corridor categories, which in part could be driving the use to these areas. The city’s Corridor Subdistrict permits self-storage warehouses at a FAR of 1.5.

The research and discussion informed proposed Countywide Plan amendments to the Activity Center and Multimodal Corridor categories which, to date, have been approved by Forward Pinellas. Forward Pinellas noted in its blog, “From a land use planning perspective, the greatest

¹ Mounting Stuff, Less Space: Where to Store Self-Storage, accessed on September 3, 2019 from <http://forwardpinellas.org/blog/mounting-stuff-less-space-where-to-store-self-storage/>

potential for conflict is in downtowns and planned transit corridors, where self-storage buildings can disrupt the active, pedestrian-oriented streetscapes that are integral to the success of these areas.” In the aforementioned land use categories, Forward Pinellas has determined that the Storage/Warehouse/Distribution-Light and -Heavy, Commercial/Business Service, and Automobile-Oriented Retail Commercial uses are inconsistent with the stated purpose “... to create areas of intensive residential density, nonresidential density, and mixed uses in conjunction with urban design that allows and encourages multimodal transportation ...” An amendment permitting these uses would be classified as “Tier III”, which requires the applicant to provide additional analysis including a “Justification Narrative as to why the proposed amendment should be considered” and requires approval by the Countywide Planning Authority. Forward Pinellas determined that this application to expand the area in which self-storage warehouse is allowed within the Regional Center Subdistrict is consistent with the *current* Countywide Plan because the use had already been added to the Regional Center Subdistrict last year.

Due to the concerns with the consumption of valuable land for warehousing purposes, cities are taking a variety of approaches such as prohibiting self-storage warehouses in certain zoning districts, instituting distance requirements between self-storage uses, prohibiting warehouses within a certain distance from specific zoning districts, instituting design criteria and requiring a mix of uses, etc. For example, locally, Pinellas County recently updated its future land use categories and now prohibits self-storage in the Employment or Industrial General categories to preserve these higher-intensity areas for employment uses; therefore, on properties in unincorporated Pinellas County, self-storage is only permitted in Commercial General future land use category (FAR 0.55).

The City of Clearwater currently accommodates self-storage warehouses in the Commercial (C) and Industrial, Research, and Technology (IRT) zoning districts, as well as in the Corridor Subdistrict and on two parcels in the Regional Center Subdistrict of the US 19 Zoning District. The use is allowed in the Downtown District provided it is accessory to another principal use. In the last year, three self-storage warehouses were approved in the City of Clearwater, two of which at lower FARs than the industry standard: one in the Commercial (C) zoning district (0.55 FAR), one on a site zoned both Commercial (C) and Industrial, Research and Technology (IRT) (FARs of 0.55 and 0.65, respectively), and the aforementioned project in the Regional Center Subdistrict (2.5 FAR permitted, 2.71 FAR approved utilizing TDRs).

Use Specific Standards

In an attempt to mitigate the concerns about self-storage warehouses in the Regional Center Subdistrict, the applicant proposed that the same use specific standards previously incorporated in the Code also apply to this parcel:

- Limit use to parcels of 1.1 acres to 1.2 acres in size fronting Seville Boulevard that existed on or before June 3, 2019 (i.e., 2611 Seville Boulevard), in addition to the previous limitation to parcels of .75 acres to .9 acres in size that existed on or before October 17, 2018 with Street Frontage Type C that do not have any other Street Frontage Type (i.e., two parcels: 26489 US Highway 19 and 25856 US Highway 19)

- Require 100% of ground floor frontage and a minimum of 20% of the total ground floor area to be occupied by retail, restaurant, and/or office uses not associated with the self-storage warehouse use
- Require access to all storage units from the building interior
- Prohibit outdoor storage

Limiting the use to only one new parcel through the provision of parcel size requirements is intended to prevent the use from spreading throughout the Regional Center Subdistrict. It is acknowledged that the parcel has several unique development challenges, including an irregular parcel shape and a 50-foot easement for a City of St. Petersburg water main; however, amending the US 19 Zoning District and Development Standards to change permitted uses each time a property owner has entered into an agreement to sell his or her property, whether it be self-storage warehouse or some other use intentionally excluded from one of the Subdistricts, undermines the predictability of the Code for adjacent property owners, the business and development community, and residents.

The required commercial space along the ground floor is insignificant compared to the overall size of the building and property. The applicant's development proposal includes 900 self-storage units. It also proposes 4,500-4,600 square feet of "office/retail" use (size varies in development application), a portion of which is on the ground floor and the remainder which is on the 8th floor. With a proposed ground floor of 14,740 square feet, only 2,948 square feet of commercial space is required to be incorporated into the project on the ground floor. (It should be noted the proposed site plan needs to be revised to meet the requirements of the US 19 Zoning District and the proposed text amendment, and to clarify the size and location of non-self-storage warehouse use affiliated spaces.) Such a small amount of commercial floor area does not create a dynamic mixed-use or employment intensive project consistent with the intent of the Regional Center Subdistrict.

Economic Development Strategic Plan Considerations

Another important factor considered when determining the allowable uses in the Regional Center Subdistrict at the time the US 19 Zoning District and Development Standards were adopted was how that use contributes to the local economy. Self-storage warehouses were excluded at that time due to the lack of positive economic impact associated with this use. Self-storage generates very few direct and in-direct jobs (typically 3-4) and provides low wages. According to data from Indeed.com (accessed in August 2018), average self-storage hourly pay ranges from approximately \$9.19 per hour for an Associate to \$13.38 per hour for a Store Manager. (According to Indeed.com this information was based on 188 data points collected directly from employees, users and past and present job advertisements on Indeed over the past 36 months.) Assuming Associates and Store Managers are full-time employees, those average wages fall below 80% of the area median income.

In sum self-storage warehouse facilities account for low to average wages and are extremely limited employment generators at best, which does not meet the objectives of the Regional Center Subdistrict or the Economic Development Strategic Plan. Allowing this use in additional areas within the Regional Center Subdistrict will remove what would be an opportunity for productive land in terms of job creation and income on this parcel, even if other uses not built to the Regional Center Subdistrict's maximum permitted FAR.

CRITERIA FOR TEXT AMENDMENTS:

Community Development Code (CDC) Section 4-601 sets forth the procedures and criteria for reviewing text amendments. A determination should be made whether the proposed amendment is consistent with and furthers the goals, policies and objectives of the Comprehensive Plan, and furthers the purposes of the development code and other city ordinances and actions designed to implement the plan.

The proposed amendment is inconsistent with and does not further 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 not be furthered by the proposed text amendment to the Community Development Code:

- Goal A.5 The City of Clearwater shall identify and utilize a Citywide design structure comprised of a hierarchy of places and linkages. The Citywide design structure will serve as a guide to development and land use decisions while protecting those elements that make the City uniquely Clearwater.
- Policy A.5.1.1 Identify Activity Centers: high intensity, high-density multi-use areas designated as appropriate for intensive growth and an integrated pattern of development that routinely provide service to a significant number of citizens of more than one county or that serve multiple residential communities by providing a mix of neighborhood-serving shopping centers as well as a mix of employment and residential opportunities. Activity centers are composed of multiple destination points, landmarks and character features, and are proximate and accessible to interstate or major arterial roadways or to minor arterial roadways, collector or local major streets, if the activity center is neighborhood serving. Activity Centers are served by enhanced transit commensurate with the type, scale and intensity of use.
- Policy A.5.4.5 U.S. Highway 19 North from Curlew Road to Belleair Road, including cross streets and Gulf-to-Bay Boulevard east of U.S. Highway 19 North. Amendments to the Future Land Use Map and Zoning Atlas should promote redevelopment and land assembly. Redevelopment should prioritize pedestrian- and transit-supportive street frontages and establish mixed-use destinations at major cross streets that provide safe, attractive and accessible settings in order to create a safe and attractive environment and an economically competitive community. Annexations and the installation of appropriate streetscape improvements should be encouraged.
- Policy A.5.5.6 Implement design standards for US Highway 19, which has transitioned from a roadway providing land access to a controlled access highway with ramps that are located less than two miles apart. Such standards should allow for higher intensities and a mix of land uses to allow for greater employment opportunities

along the corridor, while improving accessibility and safety for cars, people and bicycles.

Policy A.6.1.6 Land use decisions in Clearwater shall support the expansion of economic opportunity, the creation of jobs and training opportunities as well as the maintenance of existing industries through establishment of enterprise zones, activity centers and redevelopment areas and by coordination with the Chamber of Commerce, Tourist Development Council and other economic development organizations and agencies.

Policy A.6.1.11 US Highway 19 is recognized on the Countywide Plan Map as a Multimodal Corridor (MMC), with major intersections designated as Activity Center (AC). The applicable Multimodal Corridor and Activity Center subcategories are shown on the Transit-Oriented Land Use Vision Map within the Countywide Plan Strategies.

Policy A.6.1.12 Redevelopment of US Highway 19 shall be encouraged through the establishment of development standards which implement the Planning and Urban Design Principles within the Countywide Plan Strategies by allowing for more intense development while also promoting more employment-intensive, transit- and pedestrian-supportive development, establishing mixed-use destinations and providing safe and attractive settings for working, living and shopping. These standards should:

- a. Concentrate office and other employment-intensive uses in places with easy access to US 19;
- b. Provide for retail, entertainment and other uses that serve the needs of surrounding neighborhoods;
- c. Promote high-intensity uses in close proximity to potential or planned transit routes;
- d. Lessen demands on local and regional street network by maximizing opportunities for the localization of work, shopping and leisure trips;
- e. Support shared parking and “park once” trips;
- f. Promote active lifestyles by encouraging walking and biking as convenient alternatives to automobile travel; and
- g. Contribute to street-level pedestrian activity and the informal surveillance of public spaces.

Policy A.6.8.2 Encourage mixed-use development that includes a combination of compatible land uses having functional interrelationships and aesthetic features. Commercial and mixed-use buildings shall be sited to maximize pedestrian connections from the building to adjacent streets. Buildings should be sited and parking arranged to minimize the off-site impacts to residential areas.

Because the city recognizes a community need for self-storage, the US 19 District has provided a place for it in the Corridor Subdistrict (473 acres available to accommodate the use, which is almost the size of the area governed by the Clearwater Downtown Redevelopment Plan). Additionally, the District was amended to allow the self-storage warehouse use on two parcels

within the Regional Center Subdistrict, one of which has a development order for 800 units within a 93,083 square foot building. As a whole, the self-storage warehouse use does not support the goals of the activity centers on US Highway 19 as designated on the Citywide Design Structure and does not prioritize or support an employment producing or transit supportive land use in the Regional Center; therefore, expansion of this use in the Regional Center Subdistrict would be inconsistent with the Comprehensive Plan.

The proposed amendment does not further the purposes of the Community Development Code and other City ordinances and actions designed to implement the Plan.

The proposed text amendment does not further the purposes of the CDC in that it will be inconsistent with the intent and purpose of the US 19 Zoning District and Design Standards as set forth in in CDC Section B-101:

The intent and purpose of the US 19 District & Development Standards (“Development Standards”) is to guide the development and redevelopment of sites along US 19 consistent with strategies defined in the US 19 Corridor Redevelopment Plan. The standards are designed to accomplish the following.

- Promote employment-intensive and transit supportive forms, patterns and intensities of development;
- Encourage the development of mixed use destinations at major cross streets;
- Provide for the design of safe, attractive, and accessible settings for working, living and shopping.

The proposed text amendment expands where a warehouse use is allowed in the Regional Center Subdistrict which is the most intensive designated activity center outside of Downtown Clearwater. The Regional Center Subdistrict has a significant FAR allowance to incentivize dynamic high wage employment and commercial activity. Consistent with the Countywide Plan these activity centers are intended to maximize the concentration of jobs and populations along transit routes. This site is within walking distance from a PSTA bus stop along the US 19 frontage road served by Route 19, which connects to the Clearwater Mall stop where passengers can transfer to Route 60 as well.

Self-storage warehouses are antithetical to these goals as they do not attract people and result in dead space in an area where vibrancy and vitality are measures of success. Self-storage is not compatible with the intent and purpose of the Regional Center Subdistrict of the US 19 District or the US 19 Corridor Redevelopment Plan.

The following maps depict the two Regional Center Subdistricts within the US 19 District; the subject parcel is shown within the Gulf to Bay area Regional Center. No other use within the District (Section B-303.A, Table 2, Use and Parking) is governed utilizing use-specific criteria written to otherwise limit the use to certain parcels.

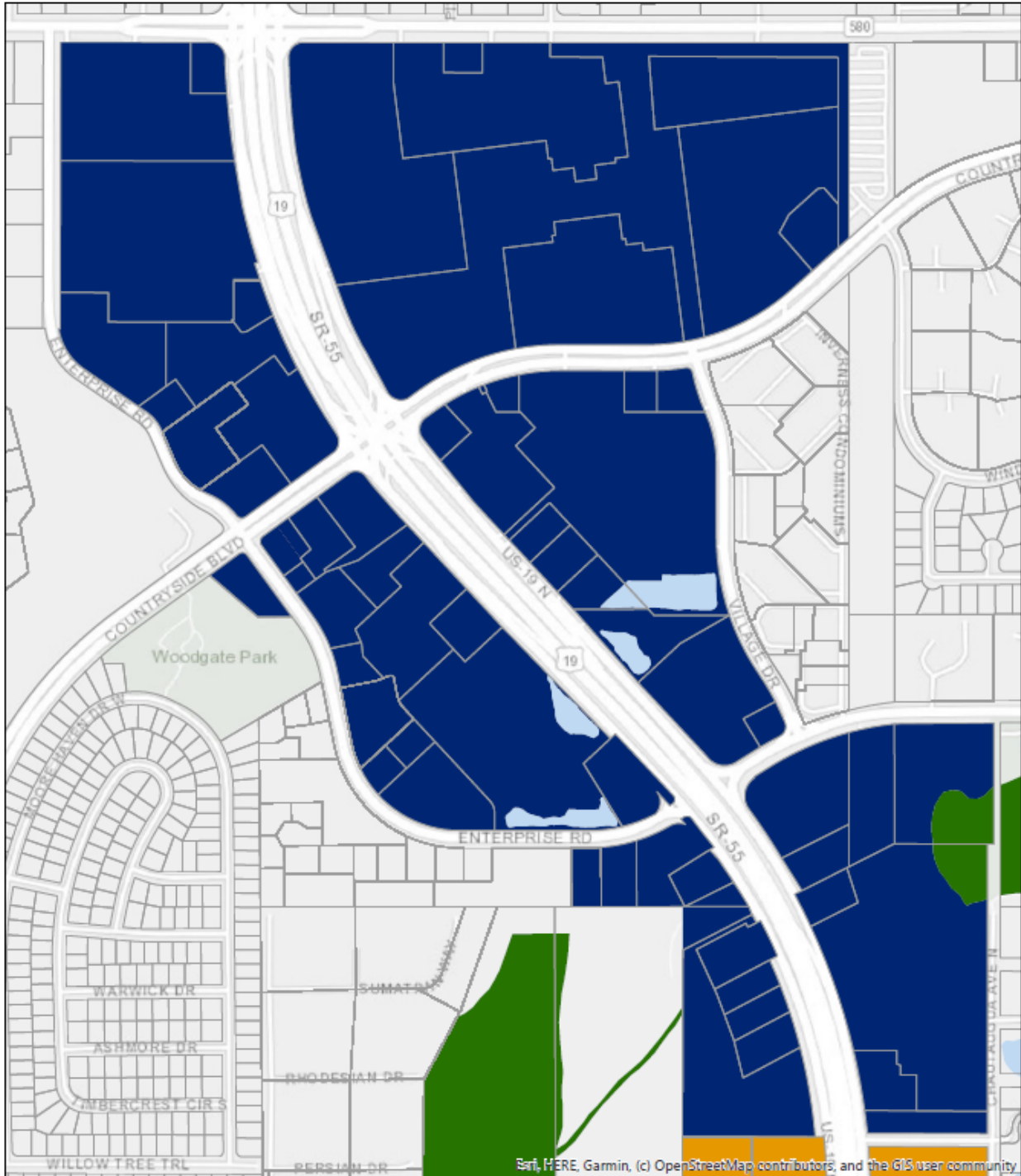
US 19 Regional Center Subdistricts

Countryside Area

- US 19 Regional Center
- US 19 Neighborhood Center
- US 19 Corridor
- (P) Preservation
- (WATER) Water



Map not to scale



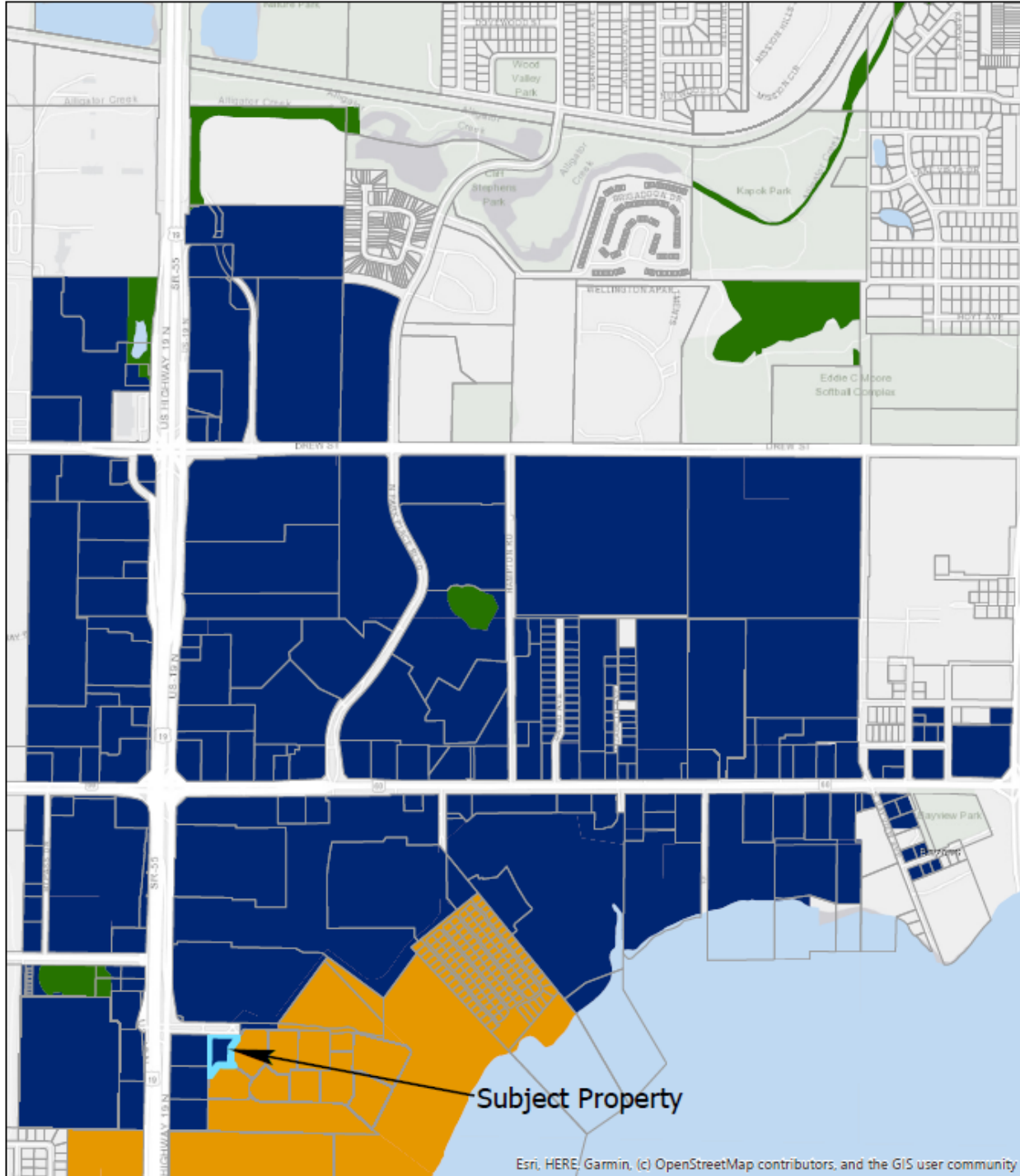
US 19 Regional Center Subdistricts

Gulf to Bay Area

- US 19 Regional Center
- US 19 Neighborhood Center
- US 19 Corridor
- (P) Preservation
- (WATER) Water
- Subject Parcel



Map not to scale



The proposed amendment affords development rights to the owner of one property (1.13 acres) out of the 660 properties located within the Regional Center Subdistrict on a specific street (Seville Boulevard). The amendment applies to 0.12% of the 914.55 acres of land in the Regional Center Subdistrict. The applicant has not demonstrated what conditions or factors warrant amending the Code for this parcel at this time.

The proposed text amendment does not further the following general purposes of the Community Development Code:

- 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.
- Sec. 1-103.B. It is the purpose of this Community Development Code to create value for the citizens of the City of Clearwater by:
- Allowing property owners to enhance the value of their property through innovative and creative redevelopment;
 - Ensuring that development and redevelopment will not have a negative impact on the value of surrounding properties and wherever practicable promoting development and redevelopment which will enhance the value of surrounding properties; and
 - Strengthening the city's economy and increasing its tax base as a whole.
- Sec. 1-103.E.2. Protect the character and the social and economic stability of all parts of the city through the establishment of reasonable standards which encourage the orderly and beneficial development of land within the city.
- Sec. 1-103.E.9. Establish permitted uses corresponding with the purpose and character of the respective zoning districts and limit uses within each district to those uses specifically authorized.

As outlined above, the proposed text amendment does not further the goals, objectives and policies of numerous city plans related to the redevelopment of US Highway 19. The proposed expansion of areas in which self-storage warehouses are permitted in the Regional Center Subdistrict does not promote the economic stability of the subdistrict, will not strengthen the economy, and the use is inconsistent with the purpose and character of the Regional Center.

SUMMARY AND RECOMMENDATION:

The proposed amendment to the Community Development Code is inconsistent with and in direct conflict with the goals and objectives of Clearwater Greenprint, Clearwater Economic Development Strategic Plan, US 19 Corridor Redevelopment Plan and the Clearwater Comprehensive Plan and is inconsistent with purposes of the Community Development Code.

Furthermore, it is unnecessary to accommodate the proposed activity. Based upon the above, the Planning and Development Department recommends **DENIAL** of Ordinance No. 9308-19 that amends the Community Development Code.



Prepared by Planning and Development Department Staff: _____

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Long Range Planning Manager

ATTACHMENTS: Ordinance No. 9308-19
Resume