



PLANNING & DEVELOPMENT DEPARTMENT COMMUNITY DEVELOPMENT BOARD STAFF REPORT

MEETING DATE:	October 15, 2019
AGENDA ITEM:	F.1
ORDINANCE NO.:	9340-19
REQUEST:	To amend <i>Beach by Design: A Preliminary Design for Clearwater Beach and Design Guidelines</i> to update the public boardwalk standards in “Marina District Boardwalk Design Guidelines and Specifications”
INITIATED BY:	City of Clearwater, Parks & Recreation Department

BACKGROUND:

In 2001, the City adopted *Beach by Design: A Preliminary Design for Clearwater Beach and Design Guidelines*. This special area plan sets forth a series of revitalization strategies for Clearwater Beach and established character districts to regulate land use, location of uses, and, generally, the scale of development. In 2013, the City adopted language into *Beach by Design* that references the “Marina District Design Guidelines and Specifications” and adopted by reference detailed design guidelines and specifications prepared by the City’s Parks and Recreation Department for the construction of the public boardwalk identified within *Beach by Design*. The proposed amendment updates the “Marina District Design Guidelines and Specifications” to account for the construction of the Papaya Street Plaza entry node and updated citywide standards for benches, trash cans and trees and landscaping.

The Marina District covers the area to the east of Poinsettia Avenue, north of Causeway Boulevard, and south of the Clearwater Beach Recreation Complex. It is a mixed-use district occupied by residential, motel, and limited commercial uses in at-grade structures primarily one-two stories in height. *Beach by Design* supports the redevelopment of the Marina District into a pedestrian and boater-friendly destination that includes a variety of dock facilities and water related uses. To realize this vision, *Beach by Design* offers development incentives of increased building height for waterfront development proposals that provide to the City a 15-foot wide boardwalk within a 20-foot public access easement adjacent to the seawall, either over water or on the land as determined by the City. Non-waterfront development proposals are able to capitalize upon the height bonus

by contributing financially to the Papaya and Baymont Street streetscapes or the public boardwalk in a manner determined by the City. The public boardwalk is intended to run along Clearwater Harbor from Baymont Street to the north, to Causeway Boulevard (State Road 60), the southern boundary of the District, and should be connected when appropriate to the City Marina’s boardwalk located under Causeway Boulevard. The City constructed the Papaya Street entrance node in 2016. Map 1 below shows the general location of the Marina District.



Map 1

ANALYSIS:

Proposed Ordinance No. 9340-19 amends Section VIII. Appendix B. “Clearwater Marina District Boardwalk Design Guidelines and Specifications,” of *Beach by Design*, in order to update the design guidelines and figures within the document.

Modifications to design and materials were necessary during the construction of the Papaya Street entrance node. The proposed changes include updated requirements for finish materials, lighting,

trash receptacles, benches, landscaping, and the boardwalk construction and materials (e.g., timber piles, decking, and railing). Section diagrams of the boardwalk and East Shore Drive sidewalk have been revised to reflect the updated design requirements. The updated guidelines will ensure any privately constructed portion of the boardwalk is consistent with existing conditions.

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 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:

- 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.

- Objective A.5.5 Promote high quality design standards that support Clearwater’s image and contribute to its identity.

- Policy A.5.5.4 Update *Beach by Design: A Preliminary Design for Clearwater Beach* and Design Guidelines, the Clearwater Downtown Redevelopment Plan, as needed.

- Objective A.6.1 The redevelopment of blighted, substandard, inefficient and/or obsolete areas shall be a high priority and promoted through the implementation of redevelopment and special area plans, the construction of catalytic private projects, city investment, and continued emphasis on property maintenance standards.

- Policy A.6.1.1 Redevelopment shall be encouraged, where appropriate, by providing development incentives such as density bonuses for significant lot consolidation and/or catalytic projects, as well as the use of transfer of developments rights pursuant to approved special area plans and redevelopment plans.

Policy A.6.1.2 Renewal of the beach tourist district shall be encouraged through the establishment of distinct districts within Clearwater Beach, the establishment of a limited density pool of additional hotel rooms to be used in specified geographic areas of Clearwater Beach, enhancement of public rights-of-way, the vacation of public rights-of-way when appropriate, transportation improvements, inter-beach and intra-beach transit, transfer of development rights and the use of design guidelines, pursuant to *Beach by Design: A Preliminary Design for Clearwater Beach and Design Guidelines*.

Objective A.6.6 Tourism is a substantial element of the City's economic base and as such the City shall continue to support the maintenance and enhancement of this important economic sector.

The proposed amendment modifies the design guidelines and specifications which apply to the public boardwalk in the Marina District, consistent with current standards and with the newly constructed Papaya Street entry node. The Marina District is the northern gateway to Clearwater Beach and has a high profile location along Clearwater Harbor and visibility from Causeway Boulevard. The construction of a public boardwalk along Clearwater Harbor will create a pleasant pedestrian environment and will encourage a flow of pedestrians that will contribute to the economic development and tourism activities along the east shore of Clearwater Beach. As such, the proposed amendment will further the above referenced elements of the Comprehensive Plan.

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 purposes of the CDC in that it will be consistent with the following purposes set forth in CDC Section 1-103:

- Allowing property owners to enhance the value of their property through innovative and creative redevelopment (*Section 1-103.B.1., CDC*).
- 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 (*Section 1-103.B.2., CDC*).
- 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 (*Section 1-103.E.2., CDC*).
- Preserve the natural resources and aesthetic character of the community for both the resident and tourist population consistent with the city's economic underpinnings (*Section 1-103.E.5., CDC*).

- Provide for open spaces through efficient project design and layout that addresses appropriate relationships between buildings on the project site and adjoining properties, including public rights-of-way and other public spaces (*Section 1-103.E.6., CDC*).

The amendment proposed by this ordinance will further the above referenced purposes by updating the existing design guidelines and specifications for the public boardwalk in the Marina District in Clearwater Beach, the construction of which will serve to protect the character and the social and economic stability of Clearwater Beach. Due to the high visibility of the Marina District from Causeway Boulevard, and its location within Clearwater Beach, a public boardwalk with a network of docks will add to the aesthetic character of the community for both resident and tourist populations. It will also provide a unique public space that encourages the flow of pedestrians throughout the east shore, thereby enhancing the area’s sense of place and the economic vitality of the District.

SUMMARY AND RECOMMENDATION:

The proposed amendment to *Beach by Design: A Preliminary Design for Clearwater Beach and Design* is consistent with and will further the goals of the Clearwater Comprehensive Plan and the purposes of the Community Development Code. Further, the proposed ordinance updates the “Marina District Design Guidelines and Specifications” which includes design criteria to be followed for construction of a new boardwalk in the Marina District and sidewalk improvements along East Shore Drive. Based upon the above, the Planning and Development Department recommends **APPROVAL** of Ordinance No. 9340-19 that amends *Beach by Design*.

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ATTACHMENTS: Ordinance No. 9340-19
Resume