



# City of Clearwater

Main Library - Council  
Chambers  
100 N. Osceola Avenue  
Clearwater, FL 33755

## Cover Memo

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**Agenda Date:** 4/12/2021

**Version:** 1

**Status:** Filed

**In Control:** Planning & Development

**File Type:** Action Item

**Agenda Number:** 7.3

### **SUBJECT/RECOMMENDATION:**

Presentation of the Comprehensive Plan Update Project. (WSO)

### **SUMMARY:**

The city has begun efforts to update its Comprehensive Plan, a policy document which sets the vision and future direction of our community for the next 20 years. Since first adopted in 1989, the Clearwater Comprehensive Plan has been revised incrementally over the years; with the most recent major update in 2008. Although there have been revisions to the document over the years, it has been a very long time since the city has undertaken a systematic approach to assess and rewrite the Plan. As such, the city has made it a priority to update the Comprehensive Plan at this time. Planning and Development Department staff will lead the project while HDR, Inc. and SB Friedman Development Advisors will provide land use, housing, and mobility expertise to supplement the City's efforts. This Comprehensive Plan Update will modernize this important policy document and chart the course of the city through 2045.

The Comprehensive Plan details long-term goals and outlines strategies for the orderly and balanced economic, social, physical, environmental, and fiscal development of the city. Key topics that are addressed in the required Elements include land use, housing, transportation, utilities, coastal management, conservation, recreation and open space, and capital improvements. An analysis of the existing conditions, trends, and deficiencies will enable the city to develop a strategy to ensure that current and future demands on infrastructure, services, and facilities will be met. Once adopted, the goals, objectives, and policies in the document will guide future decisions as well as shape other city plans, policies, programs, and activities.

Community outreach and engagement will be critical to the success of the plan. Over the course of the 2-year planning process, the project will include a variety of virtual and in-person approaches to public engagement. In April, a dedicated project website will be launched to disseminate information about the plan update and notifications about upcoming meetings; and to provide opportunity for input through various engagement tools, surveys, and commentary on draft documents. Small group sessions will be held with the public and community leaders to discuss the future vision and gather feedback. The public will be able to review the documents on the website and view discussions with Council and CDB on the Vision and draft documents. Public hearings will offer opportunities for community comments on the Draft Plan. Examples of other methods of community outreach that may be implemented include postings to social media, maintaining an email/contact list, features in citywide publications, media outreach, grassroots tactics, and flyers or handouts.

At the April 12, 2021 city council work session, Planning and Development Department staff will

provide an overview of the project and the anticipated timeline for adoption, and will explain the planned community engagement and outreach efforts, highlighting the various ways City Council will be involved throughout the initiative.

**APPROPRIATION CODE AND AMOUNT: N/A**

**USE OF RESERVE FUNDS: N/A**