

ORDINANCE NO. 6689-01

AN ORDINANCE OF THE CITY OF CLEARWATER, FLORIDA ADOPTING A COMMUNITY REDEVELOPMENT AREA PLAN FOR CLEARWATER BEACH ENTITLED BEACH BY DESIGN: A PRELIMINARY DESIGN FOR CLEARWATER BEACH AND DESIGN GUIDELINES; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the economic vitality of Clearwater Beach is a major contributor to the economic health of the City overall; and

WHEREAS, the public infrastructure and private improvements of Clearwater Beach are a critical part contributing to the economic vitality of the Beach; and

WHEREAS, substantial improvements and upgrades to both the public infrastructure and private improvements are necessary to improve the tourist appeal and citizen enjoyment of the Beach; and

WHEREAS, Policy 2.1.1 of the Future Land Use Element of the Clearwater Comprehensive Plan calls for the renewal of the beach tourist district to be encouraged through the establishment of a community redevelopment area; and

WHEREAS, the City of Clearwater contracted with the consulting firm of Siemon and Larson for the purpose of preparing a redevelopment strategy for Clearwater Beach; and

WHEREAS, the City of Clearwater has invested significant time and resources in studying Clearwater Beach; and

WHEREAS, the City of Clearwater has conducted numerous public meetings regarding *Beach by Design* and has considered the public testimony in the development of the plan; and

WHEREAS, *Beach by Design* represents the consultant's recommendation, based upon its professional expertise and research, and input from Clearwater residents, property owners, business owners, and City staff; and

WHEREAS, *Beach by Design* contains specific development standards and design guidelines for areas of Clearwater Beach that are in addition to and supplement the Community Development Code; and

WHEREAS, the City of Clearwater has the authority pursuant to Rules Governing the Administration of the Countywide Future Land Use Plan, as amended, Section 2.3.3.8.4, to adopt and enforce a specific plan for redevelopment in accordance with the Community Redevelopment District plan category, and said Section requires that a special area plan therefore be approved by the local government; and

WHEREAS, *Beach by Design* provides a limited density pool that can only be used for hotel resort development which will aid in the renewal of the beach tourism industry; and

WHEREAS, *Beach by Design* establishes Clearwater Beach as an area where transfer of development rights may be used pursuant to the Pinellas Planning Council Rules Governing the Administration of the Countywide Future Land Use Plan, as amended; and

WHEREAS, *Beach by Design* has been submitted to the Community Development Board acting as the Local Planning Authority (LPA) for the City of Clearwater; and

WHEREAS, the Local Planning Agency (LPA) for the City of Clearwater held a duly noticed public hearing and found that *Beach by Design* is consistent with the Clearwater Comprehensive Plan; and

WHEREAS, on February 1, 2001 and February 15, 2001, the City Commission of the City of Clearwater reviewed and approved *Beach by Design*; now therefore,

BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF
CLEARWATER, FLORIDA:

Section 1. *Beach by Design*: A Preliminary Design for Clearwater Beach and Design Guidelines attached hereto as Exhibit "A" is hereby adopted.

Section 2. The boundaries of the special area plan governed by *Beach by Design* are shown on the map attached hereto as Exhibit "B."

Section 3. *Beach by Design* is hereby approved and adopted as the special area plan and prescribes long range planning strategies for the area.

Section 4. *Beach by Design* contains specific development standards and design guidelines for areas of Clearwater Beach that are in addition to and supplement the Community Development Code; and

Section 5. *Beach by Design* establishes a limited density pool for hotel resort development that can be used in a specified area pursuant to the specific requirements established in *Beach by Design*.

Section 6. *Beach by Design* establishes an area where the transfer of development rights may be used pursuant to the specific requirements established in *Beach by Design*.

Section 7. The City Manager or designee shall forward said plan to any agency required by law or rule to review or approve same.

Section 8. It is the intention of the City Commission that this ordinance and plan and every provision thereof, shall be considered separable; and the invalidity of any section or provision of this ordinance shall not affect the validity of any other provision of this ordinance and plan.

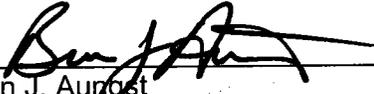
Section 9. This ordinance shall take effect immediately upon adoption.

PASSED ON FIRST READING

February 1, 2001

PASSED ON SECOND AND FINAL
READING AND ADOPTED

February 15, 2000



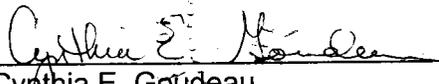
Brian J. August
Mayor-Commissioner

Approved as to form:

Attest:



Leslie K. Dougall-Sides
Assistant City Attorney



Cynthia E. Goudeau
City Clerk

PLS 1

Exhibit B

BEACH BY DESIGN Special Area Plan Boundaries

