

Juno Beach Community Vision and Master Plan

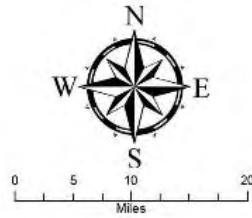


Work in Progress Presentation

Wednesday, August 6, 2025

TREASURE COAST REGIONAL PLANNING COUNCIL

Treasure Coast Region



TREASURE COAST REGION “QUICK FACTS”

- 4 Counties
- 52 Municipalities
- 2.1 million people
- 791,603 Jobs
- 1,002,244 Housing Units
- 105 miles of Atlantic Coastline
- 3,589 square miles
- 2.6 million people (2045)
- 294 local elected officials
- 5 state senators
- 13 state house members

Project Objectives

Solicit Public Input Into
Key Planning and Growth Issues

Develop Real Estate Market Study to Understand
Future Growth Potentials and Limitations

Develop a Master Plan That Addresses Issues
Important to the Community

Maintain the Quality of Life ~ Increase Opportunities

Project Objectives

Create Redevelopment Concepts for
Parcels along the US 1 Corridor

Make Recommendations for Implementation
and Potential Policy/Code Changes

Will NOT Address Harmony Regulations
(Town currently considering options)

Maintain the Quality of Life ~ Increase Opportunities

Process To Date

Town Council

Mayor Wheeler

Vice Mayor Callaghan

Vice Mayor Pro Tem Davis

Councilmember Hosta

Councilmember Halpern

Key Staff

Robert A. Cole, Town Manager

Frank Davila, CFM, Director of Planning and Zoning

Caitlin E. Copeland-Rodriguez, MMC,
Town Clerk



Process To Date

Conducted 32 Interviews

Residents

Council Members

Business Owners

Property Owners

Commercial Brokers

Town/TPA Staff

Data and Analysis Collection

Market Study Initial Findings

Public Workshop and Presentation

March 13, 2025

Met with Waterford H.O.A.

June 18, 2025

Public Q&A Discussion

July 16, 2025



Focus Areas for Redevelopment

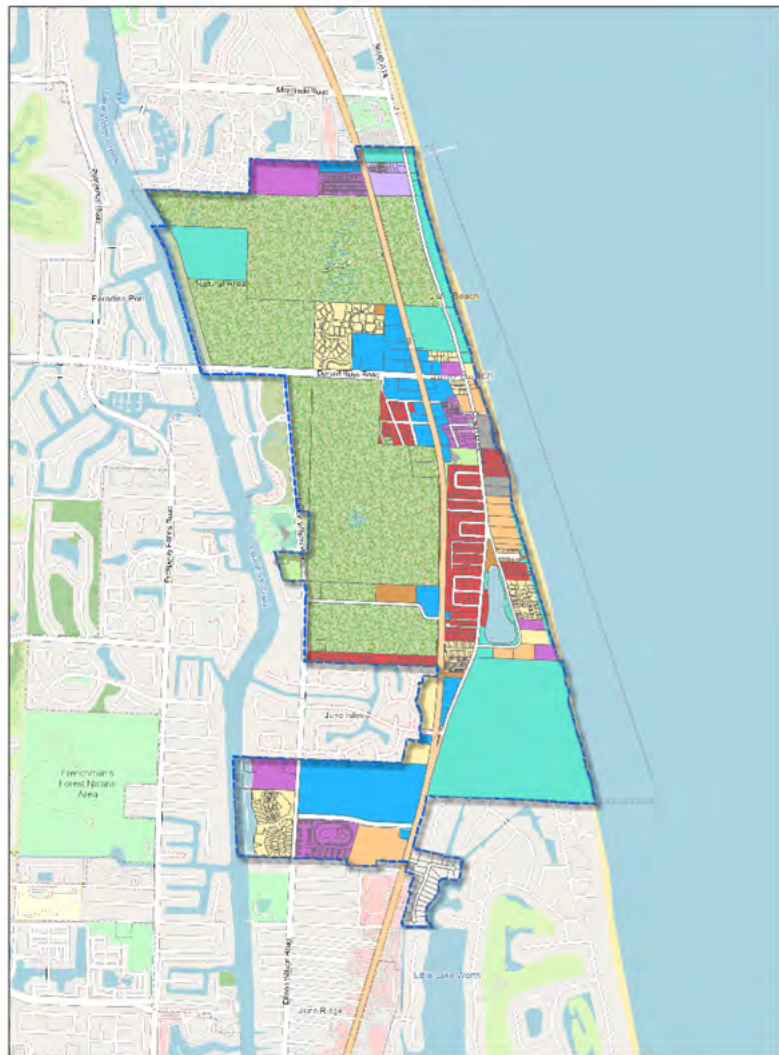
Identifying Primary
Districts

Testing Different Sites



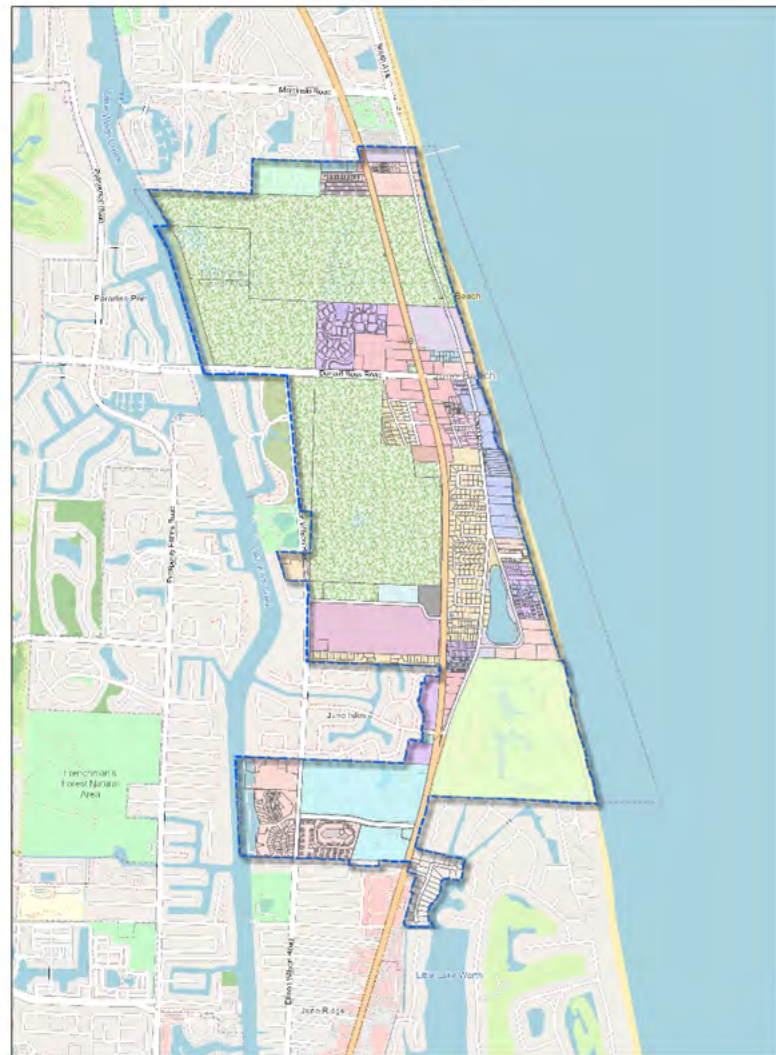
Regulatory Considerations

Town of Juno Beach



Future Land Use Designations

Town of Juno Beach

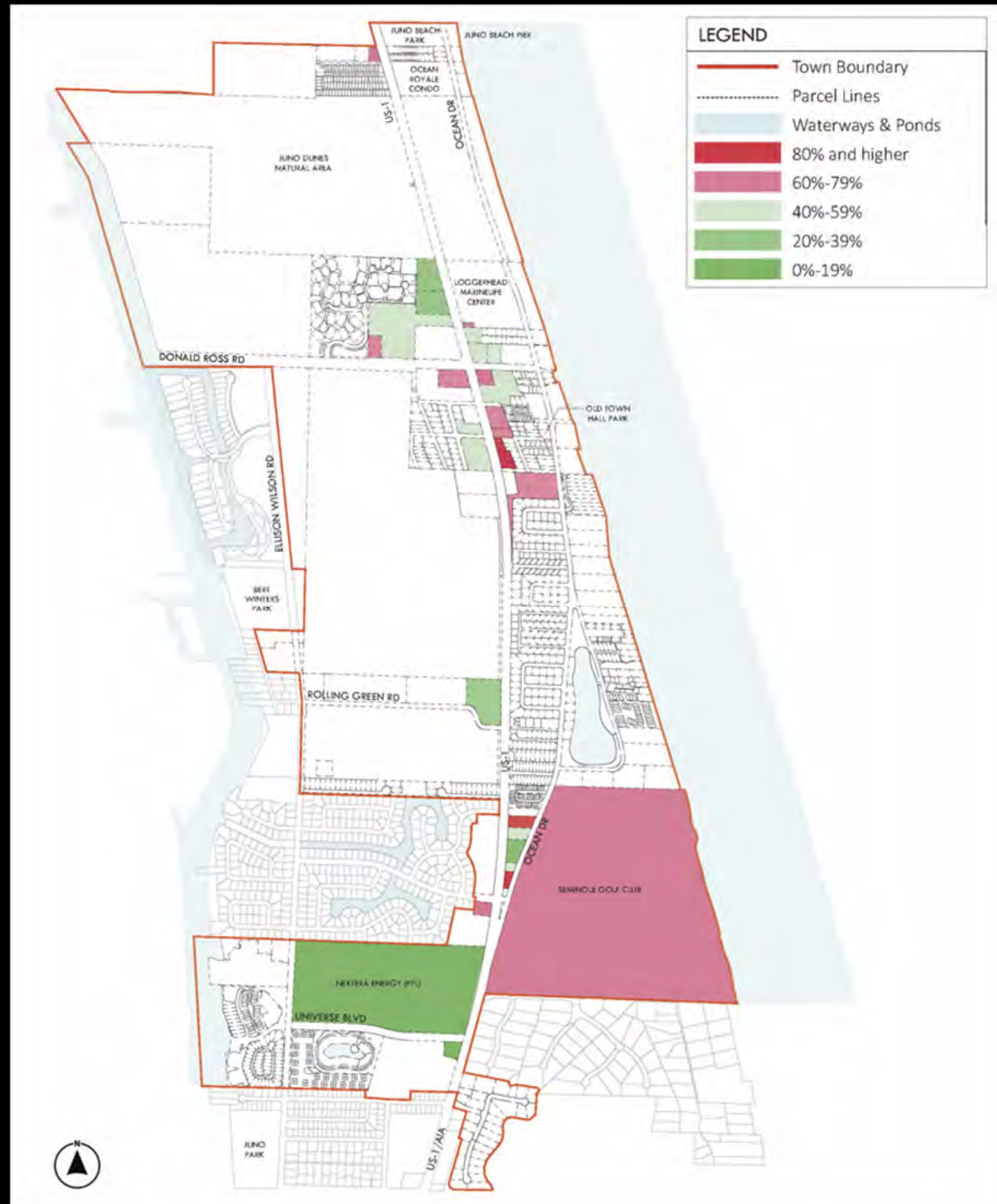


Zoning Regulations

Land Value to Assessed Value

Analysis to Help
Identify Sites More
Likely to Redevelop

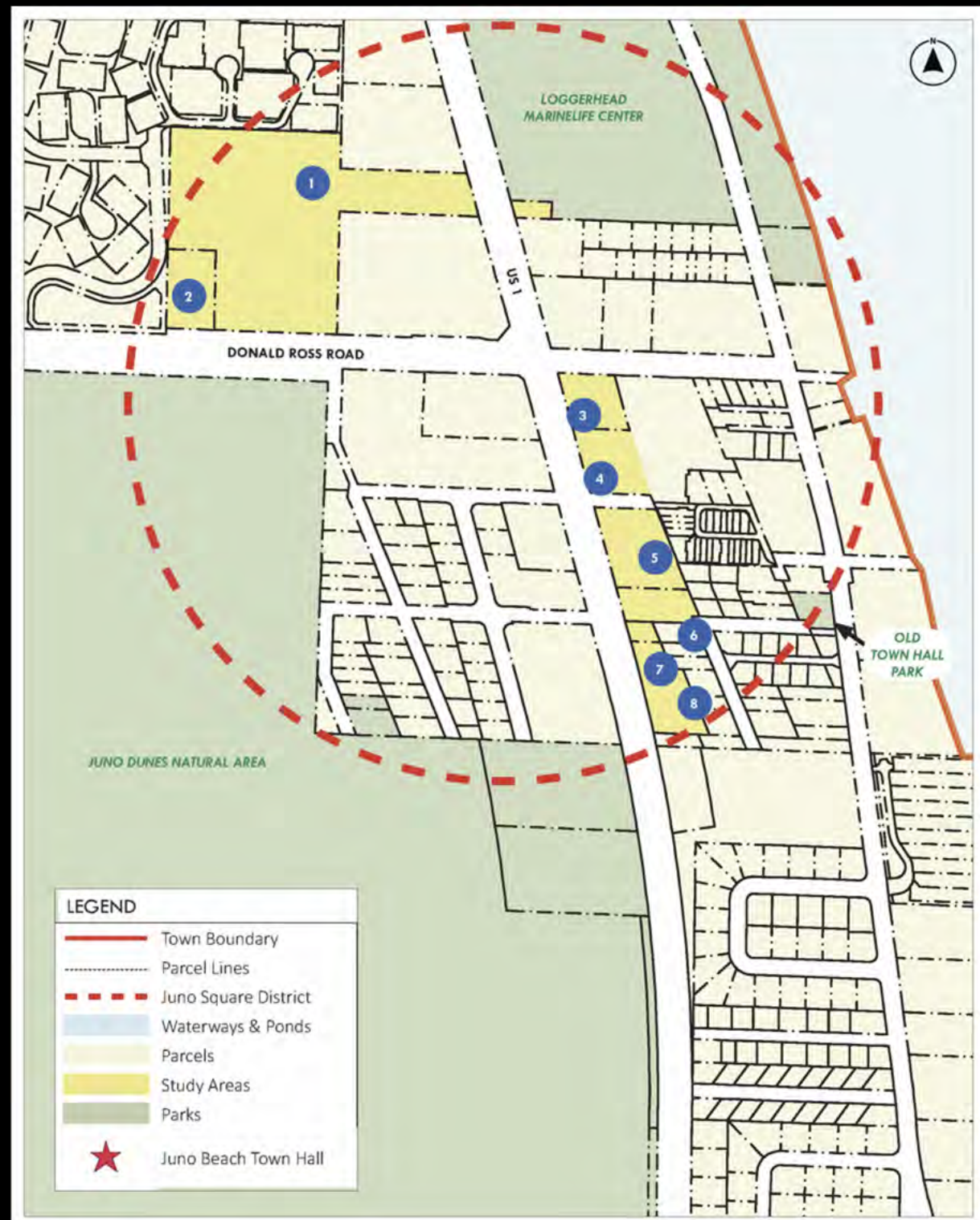
Testing Different Sites



“Juno Square” Juno Beach

Proposing a new
Redevelopment
Overlay District

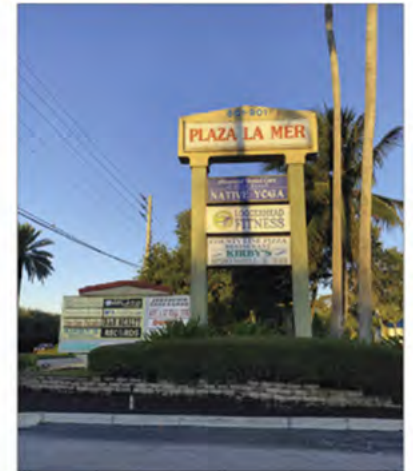
Testing Different Sites



Plaza La Mer

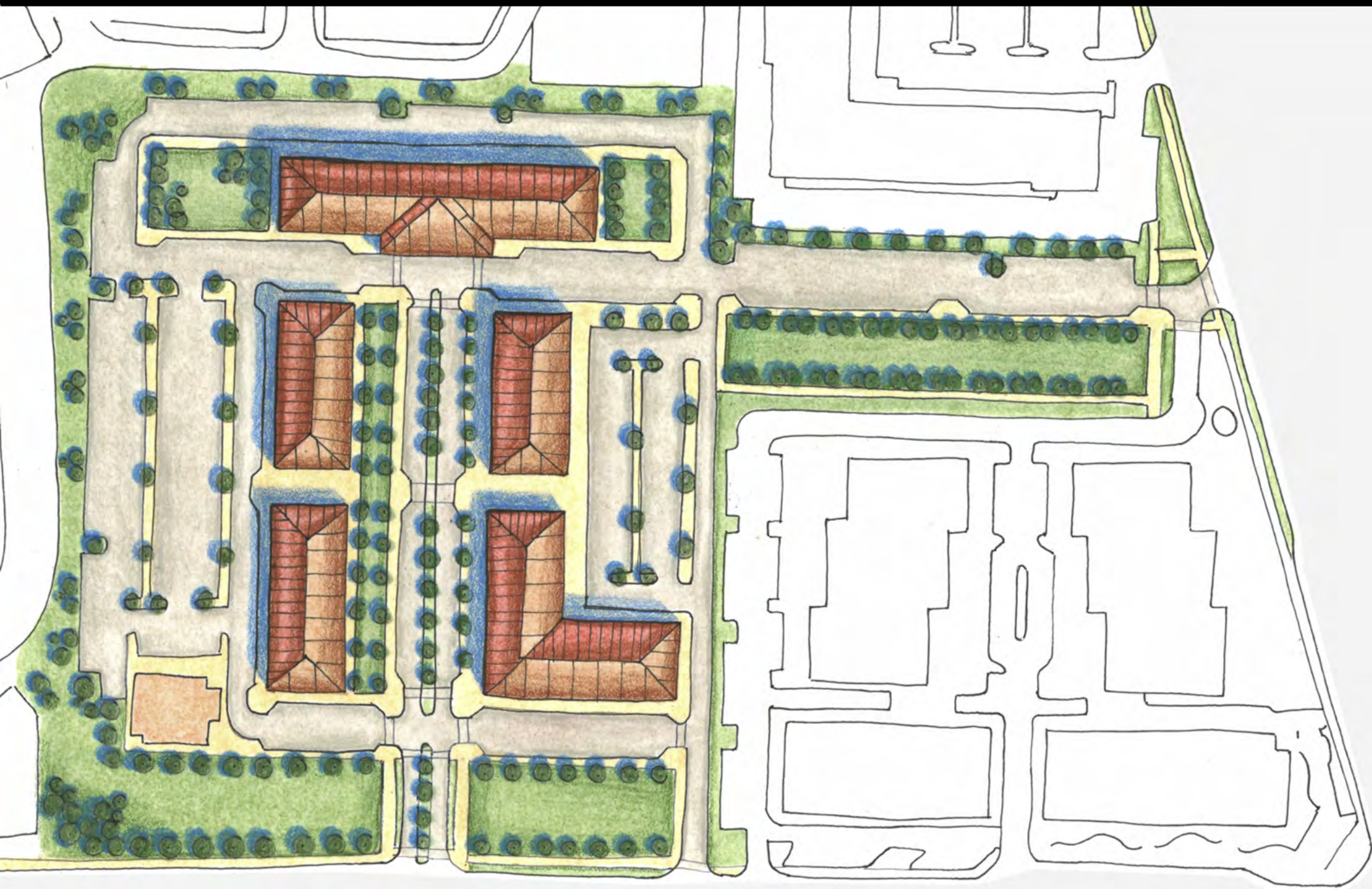
II. TOUR OF THE PLAN

REDEVELOPMENT STUDIES - JUNO SQUARE DISTRICT



Images of the existing conditions of Parcel 1

Plaza La Mer



Plaza La Mer



Plaza La Mer



Plaza La Mer



Plaza La Mer



Plaza La Mer

Design Concept Calculations

Testing Different Sites

Design Concept Details	
PARCEL SIZE	10.24 Acres
ZONING	CG- Commercial General
MINIMUM LOT SIZE	15,000 sf for any freestanding building, or 12,000 sf in mixed use
MAXIMUM LOT COVERAGE	40%
CONCEPT USE	Residential Mixed-Use- 71,700 sf (total building footprint) Commercial- 21,100 sf Residential- 215,000 sf 10 % Commercial Use
CONCEPT HEIGHT	3 and 4 stories / up to 60'
CONCEPT DENSITY	RH density: 4 to 18 du/acre by use 18 du/acre with 10.24 acres = 184 units Provided- 184 units
PARKING RECOMMENDATIONS	Multiple-family dwelling 1.5 spaces per dwelling unit. Provided- 276 spaces Commercial retail establishments 1 parking space per 200 sq. ft. of gross floor area. Provided- 105 spaces Total Parking Required with Recommendations: 381 Total Provided Spaces: 400
Notes: 1. Code includes maximum building length requirements of 100' to 300' depending on the zoning and arrangement	

PARCEL CONCEPT

1

The Plaza Le Mer parcel details inclusive of recommendations to policy and regulations are listed in the table on this page.

RESIDENTIAL UNIT CALCULATION EXAMPLE

10,000 SF footprint X 3 stories average = 30,000SF
30,000 ÷ 1,200 SF/Unit = 25 DU

Approximately 200 SF/Unit is allocated to mechanical and circulation, creating an average unit size of 1,000 SF.



TerMarsch Plaza

Including Adjacent
Sites to the South

II. TOUR OF THE PLAN

REDEVELOPMENT STUDIES - JUNO SQUARE DISTRICT



Images of the existing conditions of Parcel 5



TOWN OF JUNO BEACH
COMMUNITY VISION & MASTER PLAN

TerMarsch Plaza

Mixed-Use and
Townhouse
Development Along
US-1 Corridor

Including New Public
Paseo



TerMarsch Plaza



New Townhouses Facing Paseo



Alleyway with Garage Apartments

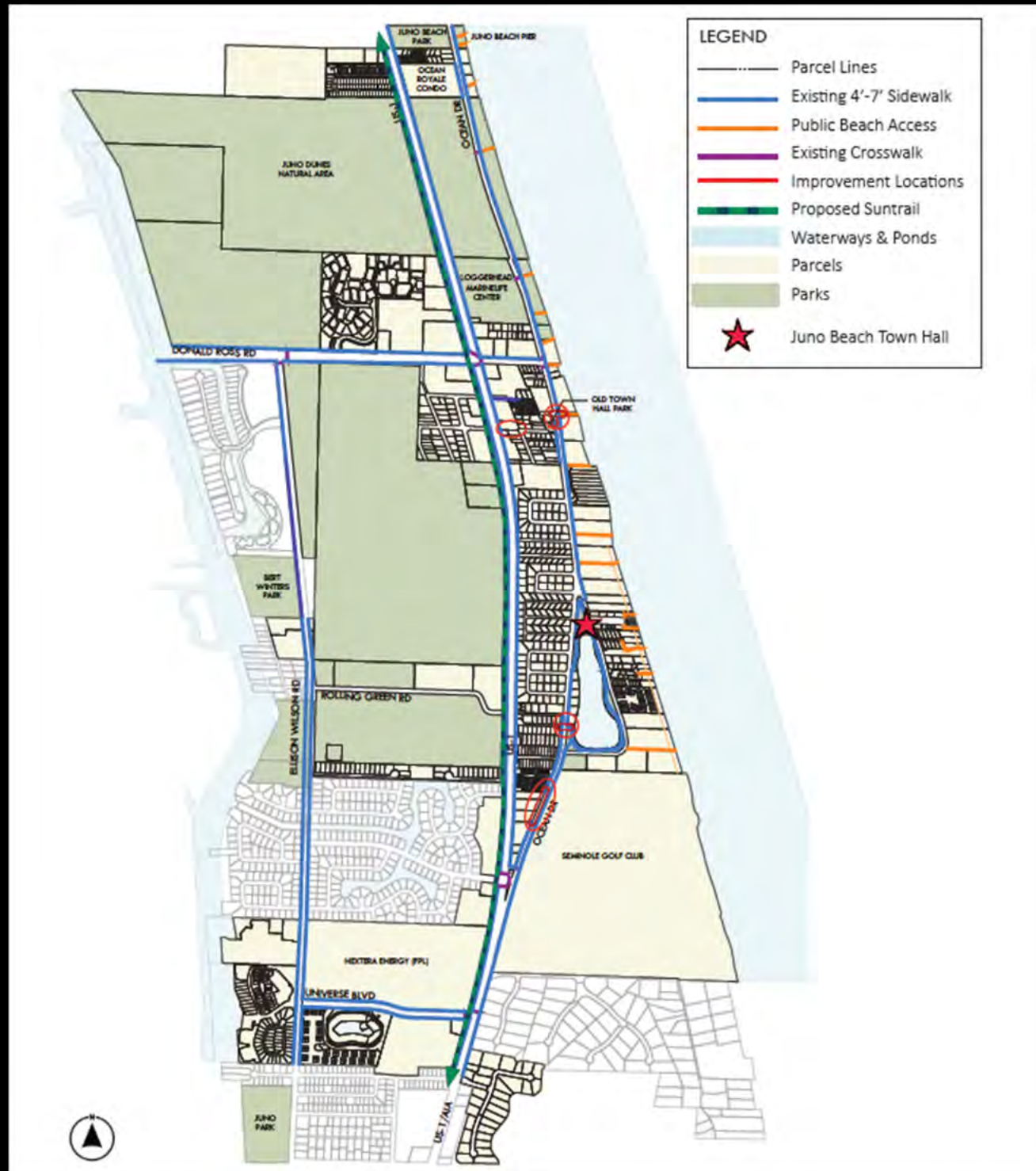


New Townhouses Facing US-1



Mobility Considerations

Sidewalk Network
Crosswalks
SunTrail



New Raised Crosswalk – Olympus Drive

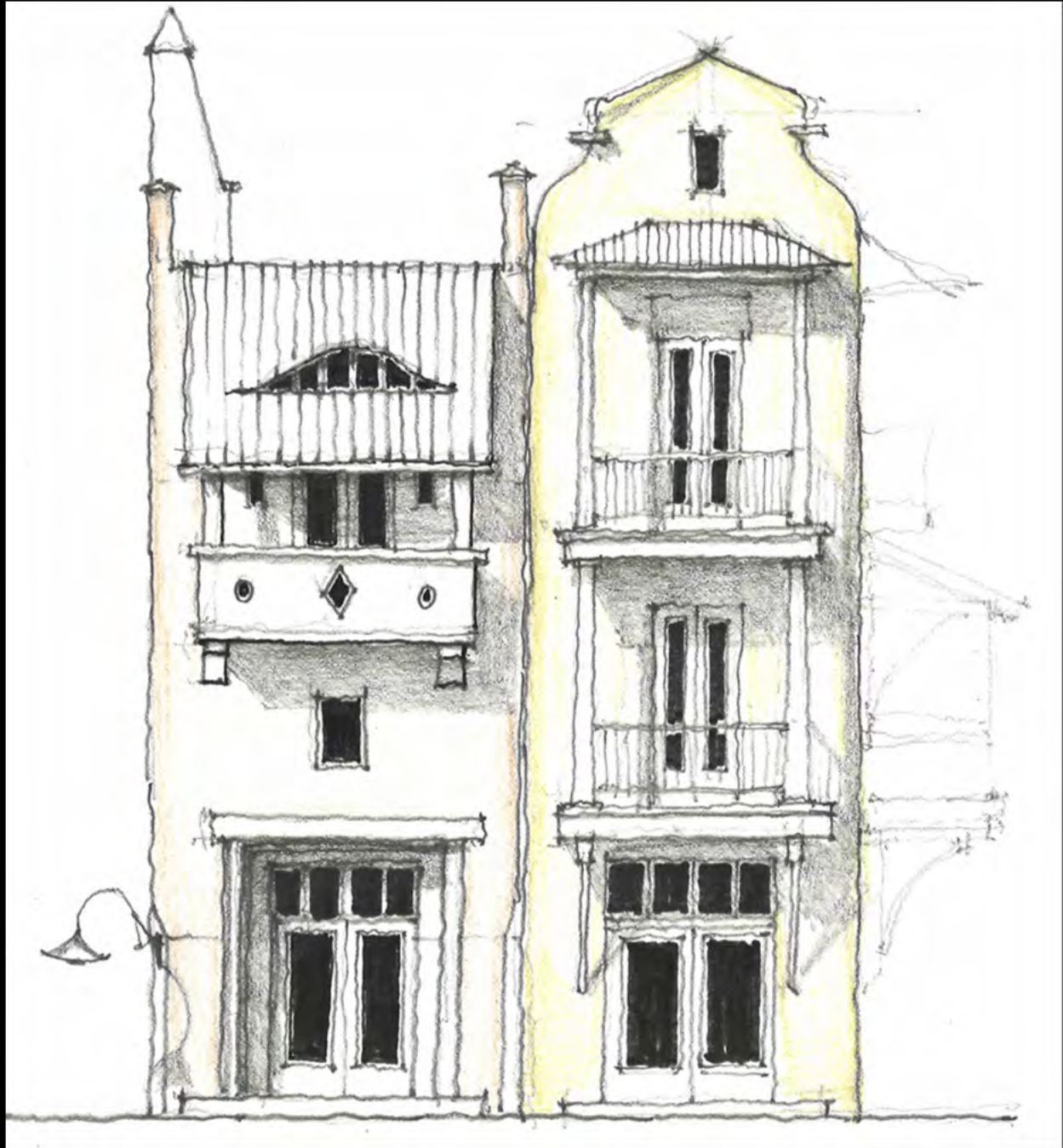


New Raised Crosswalk – Beach Access



Architectural Design

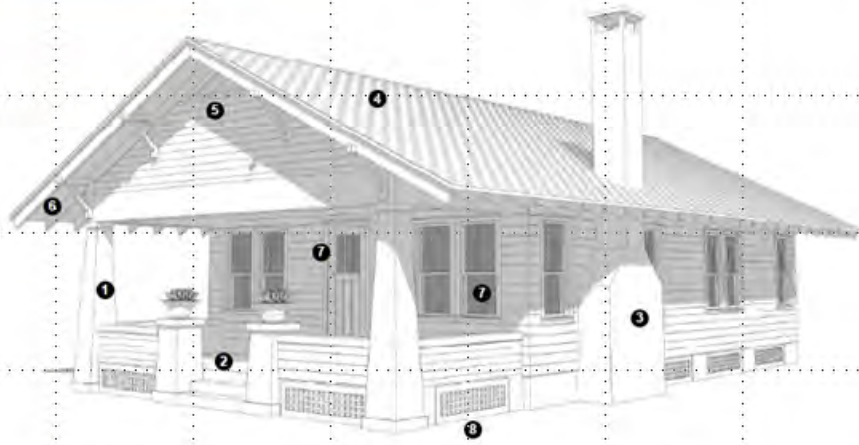
Providing Insights to
Future Design
Guidelines



Architecture and Design Guidelines

V. Bungalow

Bungalow:



1. Exterior Finishes and Features:

- Finishes are primarily wood and masonry.
- Although stucco is a common wall finish, variations of wood siding and shingles give the Bungalow its true craftsman aesthetic.
- Wooden brackets, railings, balustrades and tapered columns are all common.

2. Porches and Stoops:

- The front porch is an important element in the Bungalow composition.
- Porches (as shown) or covered stoops can either be part of the primary structure or added as secondary elements to the house composition.

3. Chimney:

- Masonry built with either a stone, brick, or stucco finish.
- Chimney often flares to the bottom of the home and shares the same material as the foundation.

A Style Defined:

4. Roofs:

- Roofs of the Bungalow are predominantly gabled with shallow slopes between 3:12 and 6:12.
- Roofing Materials are typically wooden shingles or shakes, metal shingles or asphalt shingles. Metal standing seam, or "V" crimp was less commonly used.

5. Attic Vent:

- Typically wood-framed and placed on center beneath roof ridge.
- Can be embellished with louvers or other decorative features.

6. Overhangs:

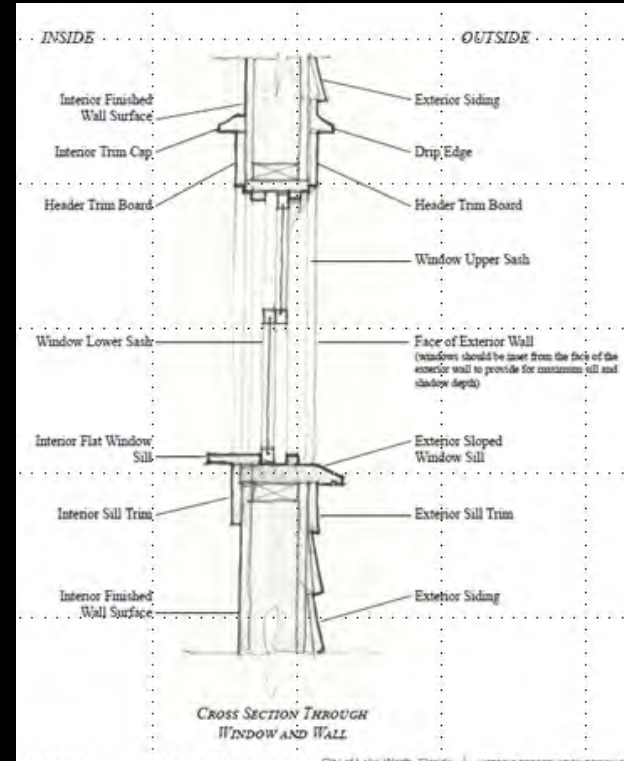
- Deep overhangs are characteristic as are exposed rafter tails and support joinery.
- Substantial wooden brackets are typical at the gable's end.

7. Doors & Windows:

- Windows and doors are vertically proportioned with wooden jambs and sills.
- Windows are usually double hung with divided lights (in this case 9 over 1).

8. Foundation:

- The Bungalow house sits on a masonry base. Wooden lattice is often placed between piers.
- This house type is always elevated to allow for better ventilation, and increased visual privacy from the street.



Lake Worth Historic Preservation Design Guidelines

Working from the City, to the Neighborhood, to the Block, and the Building

Juno Beach Master Plan

Implementation Considerations



WTL⁺a

**Real Estate &
Economic Advisors**
Washington, DC & MA

Prepared for:
**Treasure Coast
Regional Planning
Council**

On behalf of:
**Town of Juno
Beach**

August 2025



Issues & Objectives

2

- Core recommendation in Master Plan focuses on policy tools/incentives to support existing local businesses
- “Mom & pop” retailers face multiple challenges:
 - Lack of access to capital, cohesive business plans
 - Underperforming sales as compared to regional/national tenants
 - Cannot afford significantly higher rents required in new mixed-use developments due to high land, construction costs
- Understand what other communities facing these challenges are doing to guide Master Plan recommendations



Retail Market Facts

3

- Households spend **\$34,960/year** on retail, groceries, food & beverage
- Total HH retail spending of **\$73 million/year** can be spent *anywhere*
- **Weakened market conditions in Juno Beach:**
 - Limited inventory—187,000 SF of occupied space
 - *Reported* vacancies range from **10% to 20%**
 - **Negative net absorption** & no new retail space built over past 15 years
 - Conversion of Seminole Plaza to medical
- **Significant nearby retail competition:**
 - PGA corridor—**3.9 million SF** in 108 retail properties
 - Northlake Boulevard corridor—**2.9 million** in 183 properties
 - Donald Ross Road/Alton/Abacoa—643,000 SF in 36 properties
- Other customers (visitors, daytime employees, pass-through traffic) supplement resident spending, but unknown

Retail Market Facts

4

- Local underperforming/undercapitalized **businesses at risk** as rents increase:
 - Average retail rent past 5 years: \$25/SF NNN
 - Alton Town Center: \$41/SF
- Short-term opportunities captured by Caretta's 21,090 SF retail/restaurants
- Long-term opportunities require more customers, higher capture & stronger sales performance
- High tenant fitout costs for restaurants require *above-market* rents
- Design of new mixed-use projects requires high-quality public space, visibility, pedestrian activity & amenity features to enhance marketability



Retail Incentives

5

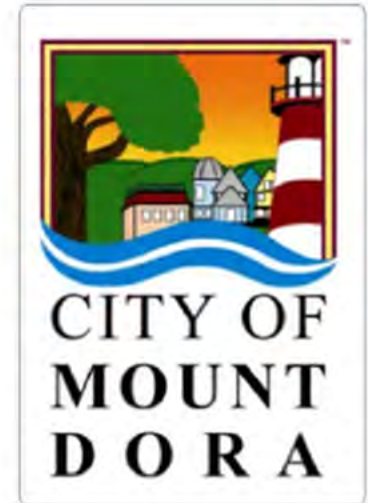
- Multiple incentive programs formed in communities across the US to mitigate Pandemic impacts, significant increases in commercial rents
- Retail incentives clustered in:
 - Historic buildings/Main Street communities
 - Downtown retail cores
 - Suburban commercial corridors
- Incentives take several forms:
 - Foster organizational capacity to promote local businesses (merchants association)
 - Provide direct rent subsidies/write-downs
 - Offer rebates or revolving loan funds to offset costs of property upgrades



Case Study: Mount Dora, FL CRA

6

- Created **Commercial Visual Improvement Program** to reduce blight, serve as catalyst for improvements to nearby properties, bring properties up to code
- Provides financial assistance for significant exterior improvements
- **Rebates 50% up to max of \$10,000** for hard construction costs. Property owner pays non-reimbursable soft costs (architecture/engineering, permitting)
- Eligible improvements—façade upgrades; parking facilities; matching signage; painting/lighting; entryways; new/repaired windows/doors/awnings; window tinting; extensive cleaning; permanent landscaping; additions/expansions; demolition of obsolete structures



Case Study: Sioux City, IA

7

- Downtown BID created **Business Recruitment & Rent Relief Program** to offer financial support to new business owners & fill vacant downtown storefronts
- BID pays 25% matched by 25% property owner contribution up to a **max of \$3,600**; provides a **50% rent reduction for up to 6 months** on 3-year leases
- BID created **Storefront Grants Program** to retain existing & attract new retail/office tenants for storefront improvements or start-up business needs
- Offers a matching grant to property owners or tenants **up to 50% of investment capped at \$4,000/storefront**, paid upon completion of an approved project



Downtown Partners
SIOUX CITY



Case Study: Greenwood, SC

8

- City created a special taxing district to fund incentives—Uptown Special Tax District
- Uptown Greenwood Development Corp. offers small business incentives & loans to fund improvements, develop vacant properties & expand businesses
- Small Business Council focuses on small business retention & expansion:
 - Multimedia marketing campaigns & special events
 - Cross promotion with Discover Greenwood, Chamber of Commerce & local municipalities
 - Technical services, training & marketing assistance



Case Study: Portland, OR

9

- Prosper Portland created the **Affordable Commercial Tenanting Program** to address recent dramatic increases in retail rents, decrease vacancies & small business displacement, reduce barriers to entry
- Retail incentives focused in both specific commercial areas & projects
- *Oliver Station*—incentives for 50% of the project's ground floor retail space (4,000 SF):
 - Applicants to occupy a minimum of 1,000 SF for commercial retail & 1,500 SF for restaurants
 - Offers rents **10% below market-rate rents**
 - Tenants also eligible for grants as a **contribution toward tenant improvements**



Case Study: DeLand & Sebring, FL

10

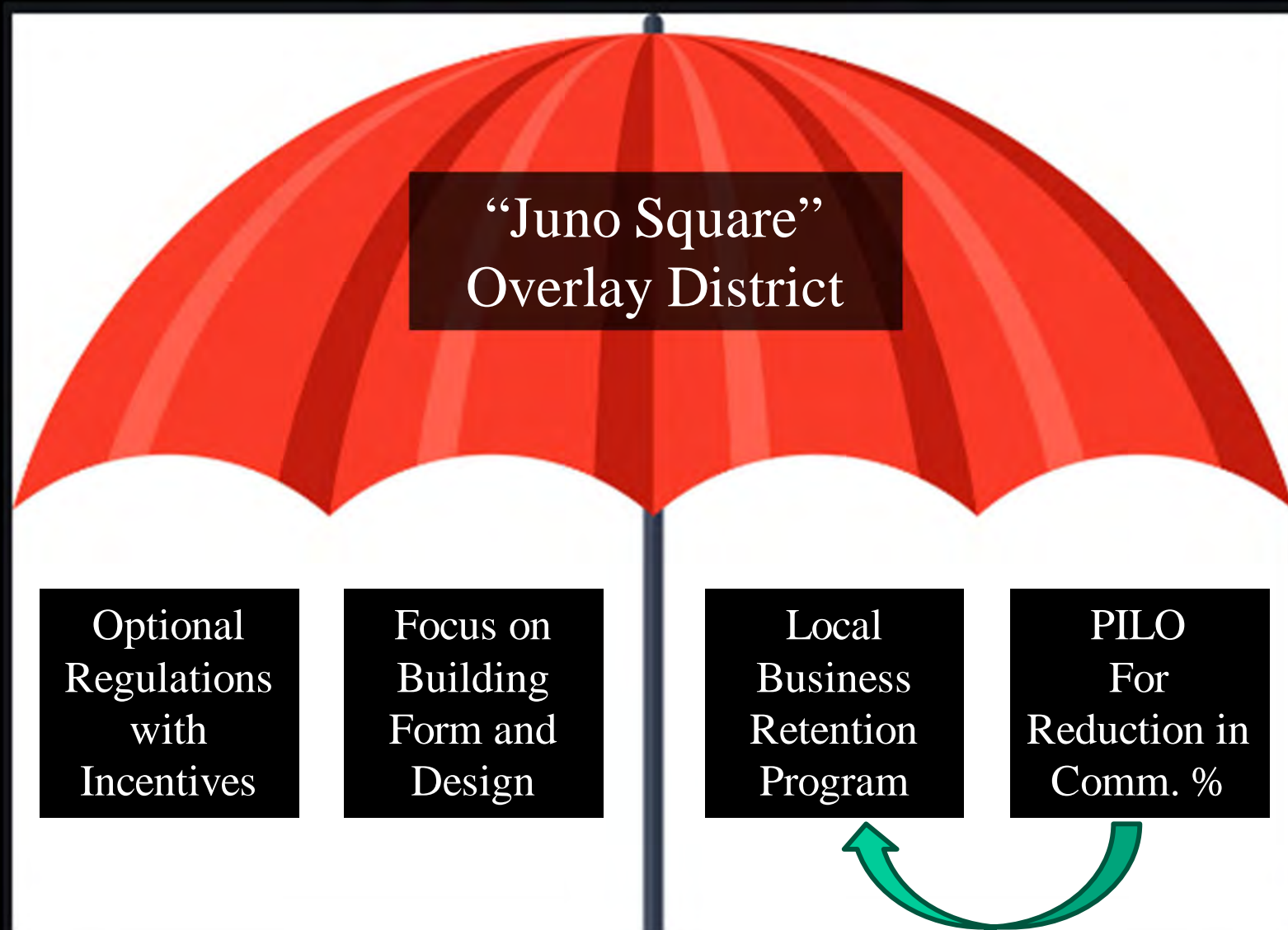
- DeLand created the **Gateway Business Improvement Grants Program** to provide matching grants to property owners for building improvements *outside its CRA* in its Gateway districts
- Grant awards cover **up to 50% of project costs** **not to exceed \$5,000** as a reimbursement
- City Commission may award larger grants for exceptional projects based on recommendations from Main Street Grant Committee & City Community Development Department
- Sebring CRA is considering creating a **Retail Rental Assistance Program** that would provide rental assistance grants for downtown retail tenants
- Proposal to **supplement a portion of monthly rent for 12 months** in exchange for a 3-year lease or 24 months for a five-year lease

Local Business Retention



How to Preserve Local Businesses of Juno Beach?

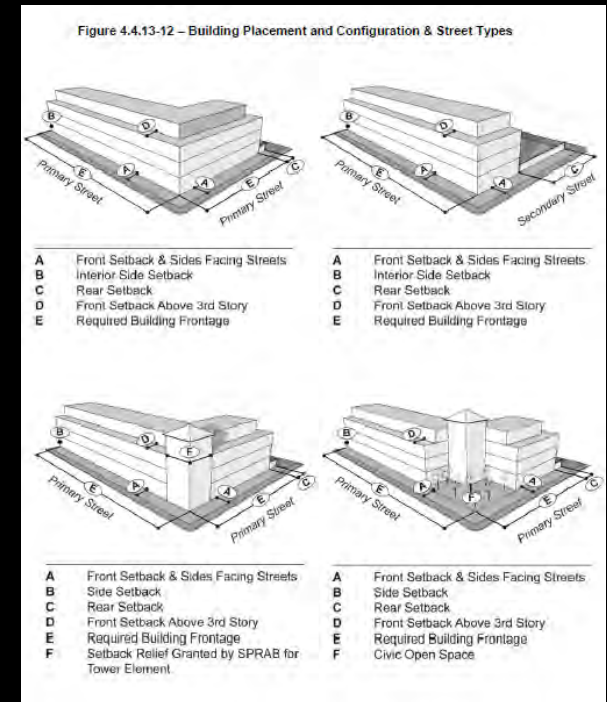
“Juno Square” Overlay District



**Strategies to Accommodate Redevelopment But
Maintain Town Character**

Recommended Overlay Regulations

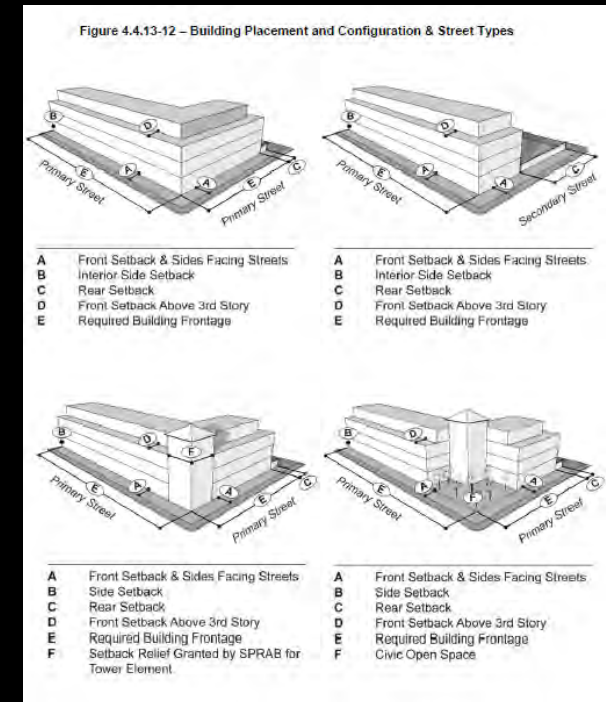
- Remove 5th Story Height Incentive
- PILO Program for Buying Down 25% Commercial Requirements
- Creation of Small Business Retention Program (funded through PILOP, Corridor Improvement District, Annual Town Budget)
- Reduce Residential Parking to 1.5 per d/u



“Juno Square”
Overlay District

Recommended Overlay Regulations

- Increase Allowable Density from 18 to 25 d/u per acre
- Compliance with Architectural Design Standards
- Consider US-1 Corridor Improvement District (special taxing district to fund business retention)



“Juno Square”
Overlay District

ATTACHMENT B
ANTICIPATED PROJECT SCHEDULE

[illegible]

Thank You!



Work in Progress Presentation

Wednesday, August 6, 2025

TREASURE COAST REGIONAL PLANNING COUNCIL