

8/6/2025

I am deeply concerned with the current Work-In-Progress draft of the Juno Beach Master Plan. It needs to be realigned to reflect the vision and values of the Juno Beach Community and to create long-term quality of life benefits for our existing residents.

My expectation for a Master Plan is that it should ensure that when redevelopment does occur, it is guided by strong Land Development Codes that:

- Preserves our unique small-town character, scale and charm
- Retains and supports our local mom-and-pop businesses
- Improves pedestrian safety and traffic flow
- Enhances walkability bikeability and sidewalk shade
- Protects and complements our beach and commercial corridors

Treasure Coast Regional Planning Council needs to remember, as a Town, Juno Beach is fiscally responsible and do not need to be built out to meet our financial obligations, this plan seems to represent a developer's list of incentives to redevelop our Town as quickly as possible without creating corresponding benefits for our existing residents.

We need a course correction; we need a plan that will:

1. **Create tangible benefits for existing residents** as redevelopment occurs—such as identifying the right mix of goods and services to reduce travel time for daily needs and proposing ways to attract those businesses to our Town.
2. **Develop a unifying vision for architectural styles and landscape palettes** for these commercial areas for upgrades that reflect and reinforce the identity and charm of Juno Beach, while retaining its scale and identity.
3. Create incentives so that the existing retail will remain in place. Our existing businesses need stability so that they can be offered long term leases to make investments in our Town.

I will be making the following motions, to:

4. **Reject the developer incentives** (90% residential / 10% commercial) in our commercial zoning districts. These incentives were removed from our code following the Caretta Project's approval. Our codes do allow residential in commercial districts but at 75%

residential and 25% commercial, and it is only special exception for the 80% residential and 20% commercial.

5. **Reject proposed Plaza La Mer Plan that is a drastic reduction in retail/service space** at Plaza La Mer—from 111,361 sq. ft. down to just 21,100 sq. ft. Reject the architectural style, the landscape proposal and the lower number of parking spaces. The developer incentives are not balanced with proposed public benefits of reduction in mass, height, scale, density, or improvements for quality architecture or increases in landscape coverage.
6. **Reject the conversion of U.S. 1 commercial parcels into townhouses.** I want to support our local businesses, so I will not vote to decrease our commercial zoned properties that is approx. 10% if you do not count the FPL campus – however, in expressing my deep disappointment with the plan's presentation there was not even an attempt to show benefits for existing residents. For example, whether you love or hate the Pulte Town home proposal for the Christmas tree lot, there were tangible benefits written up by the applicant such as (1) reduction in density from 18 units an acre allowed to 8.5 units an acre. (2) Reduction in height from 60' allowed to 40'. (3) Reduction in coverage from 40% allowed to 18%. And (4) Increase in minimum landscape coverage from 15% minimum required to 41%.
7. **I cannot form an opinion about the Tera Marsch groves shops plan, I like the public piase, but there are no details to give the benefits of this plan to existing residents.**
8. **Direct coordination with our other consultant's work on code improvements by Chen Moore and Associates, our vulnerability assessment, and our strategic plan initiatives.**

Finally, I would suggest that we reschedule our next meeting to look at an In-Progress Master Plan re-write in December and then have our votes in January, so our residents are back and have a greater opportunity to participate in the process.

Traffic increases are a real concern of building our Town's commercial areas into condominiums such as Caretta. While the Palm Beach County traffic trip counts show that residential generates less trips than commercial business, we know from living here that it is the residential

seasonal visitors that create bumper-to-bumper traffic and it is only season when we have to sit through several traffic signal cycles to get through the intersection of Donald Ross and U.S. 1. When Treasure Coast Regional Planning Council pitched what a master plan could do, Kim Delaney specifically said that the correct mix of commercial businesses could reduce the amount of time our existing residents are on the road getting their needed goods and services. The Palm Beach Country trip counts are only one data point and not the decision-making factor.

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Town of Juno Beach – Work-In-Progress Master Plan Review

Vice Mayor Pro Tem Diana Davis – Talking Points / Summary Evaluation

Strengths of the Draft Master Plan

☒ **Mobility Improvements**

- Raised pedestrian crosswalks at key locations (Olympus, Atlantic, Ocean Drive) improve safety and walkability. [research - noise level in decibels, can the street lighting replace flashing street signs]
- Focus on integrated sidewalk networks, crosswalks, and SunTrail connectivity is a step forward for pedestrians and cyclists. [must add shaded sidewalks and water fountains]

☒ **Support for Local Businesses**

- Strong recommendation to **support existing businesses** through policy tools and incentives
- Supporting our mom-and-pop businesses within the US-1/Donald Ross commercial cluster aligns with community goals.
- Creative ideas like a **small business grant program** for façade upgrades, signage, landscaping, and lighting.
- Suggestion to create a **merchant's association**, host events, and launch multimedia marketing campaigns to promote local business.
- Exploring a **special taxing district** (US-1 Corridor Improvement District) to fund business retention is worth pursuing.

☒ **Urban Design Recommendations (with conditions)**

- Proposal to require **high-quality public spaces**, visibility, and amenities in new mixed-use projects is positive—if tied to Juno Beach's unique design identity.
- Future **Architectural and Design Guidelines** Pattern Book would help preserve the coastal town character. However, now as part of the Master Plan the vision for our commercial corridor, it needs to have an architectural and landscape identity or vision that does not wait on a pattern book (as a separately billed project that includes residential design).

☒ **Plaza Redevelopment Opportunity (with modifications)**

- The idea of a public paseo in TerMarsch Plaza is promising.
 - Opportunity exists to improve Plaza La Mer, but the current concept **must be revised** to match the Town's character and scale. Can we incentivize a smaller scale project or voluntary historical preservation?
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Areas of Concern / Recommendations for Revision

✕ Architectural Style & Massing at Plaza La Mer

- The current concept lacks architectural character—it feels large, institutional, and disconnected from our community vision.
- Design should reflect **Old Florida vernacular**, Key West, Mediterranean, or pedestrian-scale Victorian styles found in Juno's civic buildings and older neighborhoods.
- Priority must be given to preserving a sense of space, light, and landscaping—not just density and height.

✕ Loss of Commercial Space

- The current proposal for Plaza La Mer includes only **21,100 SF of commercial space**, down from **111,000 SF** currently.
- Encourage commercial investors to give long term leases so businesses can invest in the community
- We should **retain at least the current commercial square footage** and avoid incentives that encourage residential over retail.

✕ Traffic Impacts Mischaracterized

- Master Plan relies on county-level trip counts that suggest residential has less traffic impact than commercial.
- However, **seasonal residential traffic** is what clogs U.S. 1 and Donald Ross, especially during rush hours.
- Commercial businesses like cafés and hardware stores may spread out trips throughout the day and reduce the need to leave Town—a **major quality-of-life improvement**.

✕ Overlay Regulations Concerns

- **Reducing residential parking to 1.5 spaces/unit** is unrealistic. With 682 current spaces at Plaza La Mer, the new concept proposes only 400 total.
- **Increased density from 18 to 25 units/acre** will exacerbate seasonal traffic, parking shortfalls, and infrastructure strain.

✕ Missed Opportunities

- No clear **landscape palette or buffer strategy** to screen buildings, shade pedestrians, or define a sense of place.