

# FACILITATOR



John Callaghan  
Vin - speak  
Teo - scribe  
Mary - This  
John S - barge haul

**Meeting Name:** Master Development Plan Forum Work Session  
**Meeting Date:** December 11, 2025  
**Prepared By:** Town Staff  
**Item Title:** Master Development Plan Forum Work Session Guideline & Questions for Discussion

## INTRODUCTION:

This work session will begin with a general introduction by staff and consultant Dana Little, followed by a structured, table-based group discussion. Participants will be randomly assigned to a table upon arrival, with a Council member serving as a facilitator for each. Each table will designate its timekeeper, scribe, and spokesperson.

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Staff and Dana Little will serve as floaters, checking in with tables and providing clarification and technical support while observing discussions and offering support or information when requested or they otherwise determine it may be helpful.

## QUESTIONS FOR DISCUSSION:

### 1) Preferred Uses (20 minutes)

3:35

Our current Commercial General zoning allows a variety of commercial uses (*see Attachment #4*). If redevelopment were to occur, which uses are most important to retain or add? If a preferred use is not listed, please feel free to suggest it.

As a follow-up, do you presently have access to most of your daily living needs within reasonable distance, and are there any you wish were right here in Juno Beach rather than elsewhere?

How should we support local business retention, and would you support redevelopment negotiations that provide concessions in exchange for local business retention strategies?

### 2) Commercial General Character (35 minutes)

A) Scale and Height

4:10

subsidize  
relocate  
by Developer

As of right, meaning that we presently have no legal means to deny an application presenting such a permit request, current zoning allows up to four stories (60 feet) and 18 units per acre. Under what circumstances, if any, is that level of height and unit density acceptable to you and if not, what is?

As a follow-up, what would you exchange, if anything, to make height and density more acceptable to you?

B) Architectural Design

Thinking about Caretta, the Pulte Homes project, and the look and feel of our existing strip-oriented commercial development with large surface parking lots, what types of buildings and associated "vibe" would you like to see if a Commercial General parcel were to be redeveloped?

As a follow-up, how important is the "Old Florida" architectural style to you in reference to future commercial redevelopment?

C) Considering different types of potential Commercial General redevelopment (see Attachment #2), which do you feel is most contextually appropriate for Juno Beach?

As a follow-up, if we simply leave our regulations as they are, do you believe that no redevelopment will occur?

3) Infrastructure and Environment (20 minutes) 4:30

Thinking about what it's like to drive or walk along the streets next to our commercial properties, what changes or public/private improvements would you like to see in the future? We would like to hear about table consensus for the top three to five potential improvements, though it is OK to also express support for others

- Wider sidewalks to accommodate more users with fewer conflicts
- Stores with windows and entryways right along sidewalks (traditional Mainstreet look)
- Outdoor cafés along public sidewalk
- Public benches with shade
- Small public gathering/plaza area(s)
- Passive greenspace, whether public or private
- Parking not visible from public view
- Public art
- Enhanced public landscaping, including native plants and shade trees
- Other: \_\_\_\_\_

4) Trade-offs (20 minutes) 4:50

If the current zoning regulations don't allow your vision of success to be achieved, which strategies would you support to help make your vision possible? (Circle or highlight your top three (3) choices.)

- 3 A) Use taxpayer dollars to buy commercial properties and vacant land that go up for sale.  
 2 B) Modify zoning regulations to make it easier to redevelop commercial properties.  
 3 C) Authorize interest-based negotiations with property owners and developers, noting that outcomes are not well-defined from a regulatory perspective.  
 2 D) Increase zoning regulations to slow development, noting risk for litigation and delay of code changes due to Senate Bill 180.  
 3-1 E) Offer taxpayer-funded incentives directly to businesses to open and/or stay in town.  
 F) Encourage businesses to tax themselves in order to support local retention strategies.  
 G) Do nothing. Maintain current zoning regulations and let the chips fall where they may.  
 H) Other: \_\_\_\_\_

5) Economic Vitality (30 minutes): *8:20*

- 1 A) How important is it for Juno Beach to have a strong, vibrant local economy — with small businesses that thrive and provide resources to you as a resident — even if that brings a bit more activity and traffic?  
 2-2 B) How do you feel about zoning code changes that shift from business uses toward more residential development?  
 C) Currently, about 27% of Juno Beach is residential and 9% is commercial, and the town is sometimes described as a 'bedroom community.' What is your opinion on continuing this pattern of development?

*Keep it*

*infrastructure seniors?*

6) Future Generations (20 minutes) *5:40*

- A) Looking ahead, what types of uses or amenities—such as retail, restaurants, schools, or mixed-use spaces—should Juno Beach encourage through zoning or redevelopment to support future residents, including children and grandchildren  
 B) To what extent do you agree or disagree that Juno Beach should maintain its current mix of businesses and housing versus making changes to attract housing and amenities that support young families and children?

*community center*

*Additional comments or questions may be raised at the conclusion of each presentation. Please be mindful of time to ensure that all participants have the opportunity to ask questions and share their perspectives.*

ATTACHMENTS:

1. Project area map
2. Architectural Styles Examples
3. Potential Attributes, e.g., green space, pedestrian-oriented sidewalks complemented by small-scale, locally owned retail establishments fronting the street, shade, public art, park-like plazas, parking not visible from street, bicycle lanes, multi-modal paths, etc.
4. Copies of code section for Commercial General (CG) zoning district (permitted uses, preferred uses, special exception uses, building site area regulations)

Late Victorian (Key West Cracker)

**Key West Cracker architecture** is defined by its simple, functional wood-frame construction designed for Florida's climate. Typical features include raised foundations for airflow, wide porches that wrap or extend across the front, metal roofs, exposed rafters, and plentiful windows that promote cross-ventilation. Color palettes traditionally lean toward soft pastels, whites, creams, and weathered natural wood tones, creating a light, coastal character. This style reflects the practical, climate-responsive building traditions of early Florida settlers.



1122

## Spanish Revival

**Spanish Revival architecture** draws influence from Mediterranean and Spanish colonial traditions, featuring stucco walls, red clay tile roofs, arched doorways and windows, wrought-iron details, and decorative tile work. Many buildings include courtyards or garden walls that emphasize indoor-outdoor living. The color palette commonly uses warm earth tones such as terracotta, sand, ochre, and beige, accented by deeper hues like cobalt blue, dark green, or deep red. This style conveys a sense of historic charm and architectural ornamentation.



1112



### Mid-Century Modern

**Mid-Century Modern architecture** emphasizes simplicity, openness, and a strong connection to the surrounding landscape. Hallmarks include clean horizontal lines, flat or low-sloped roofs, large panes of glass, carports, open floor plans, and minimal ornamentation. Materials often mix natural woods with concrete or stone. Color palettes typically focus on whites, grays, and natural wood tones, occasionally accented with bold mid-century colors such as mustard yellow, teal, burnt orange, or olive green. This style promotes transparency, indoor-outdoor flow, and modern functionality.



7322

# ATTACHMENT #4

PART II - CODE OF ORDINANCES  
Chapter 34 - ZONING  
ARTICLE III. - DISTRICT REGULATIONS  
DIVISION 14. COMMERCIAL GENERAL (CG) ZONING DISTRICT

*Foreign food  
businesses*

## DIVISION 14. COMMERCIAL GENERAL (CG) ZONING DISTRICT

### Sec. 34-625. Purpose.

- (a) The purpose of the CG commercial general district is to provide attractive and efficient retail shopping and personal service uses, to be developed either as a planned unit or in individual parcels. Retail drive-in businesses are not permitted. To enhance the general character of the district and its compatibility with its residential surroundings, this district is also suitable for professional, administrative, and general sales offices together with certain commercial uses designed primarily to serve employees in the district.
- (b) Certain preferred uses are identified in the district and provided incentives to encourage their development. The purpose of the preferred uses is to encourage an environment which is particularly compatible and complementary to the adjacent residential area. The town desires a traditional town center atmosphere in its commercial areas, so as to link the commercial areas with the residential areas by both aesthetics and vehicular/pedestrian access, and to encourage residents to patronize such businesses.

(Ord. No. 207, § 4.61, 8-8-1979; Ord. No. 302, 6-25-1986; Ord. No. 375, 11-15-1989; Ord. No. 476, 12-13-1995; Ord. No. 491, 2-12-1997)

### Sec. 34-626. Uses permitted.

Permitted uses in the CG commercial general district are as follows:

- (1) Retail and service establishments, hardware stores, food stores, clothing stores, drugstores, barbershops, beauty salons and jewelry stores. (1)
- (2) Business services. (2)
- (3) Department stores. (3)
- (4) Churches, synagogues or other houses of worship. (3)
- (5) Nonprofit cultural centers. (2)
- (6) Professional offices (greater than 40,000 gross floor area (GFA)). (3)
- (7) Medical and dental offices. (1)
- (8) Health spa/gym (greater than 20,000 GFA). (1)
- (9) Banks and financial institutions (greater than 50,000 GFA). (3)
- (10) Professional or studio-type schools (greater than 50,000 GFA). (3)
- (11) Public safety facilities such as fire and/or police stations. (1)
- (12) Day care centers, if not adjacent to a residential use or residentially zoned property. (2)
- (13) Adult entertainment establishments. (3)
- (14) Outpatient substance abuse treatment provider. (3)

(Ord. No. 207, § 4.62, 8-8-1979; Ord. No. 302, 6-25-1986; Ord. No. 375, 11-15-1989; Ord. No. 434, 12-16-1992; Ord. No. 476, 12-13-1995; Ord. No. 491, 2-12-1997; Ord. No. 644, § 2, 1-12-2011; Ord. No. 668, § 4, 5-28-2014)

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### **Sec. 34-627. Preferred permitted uses.**

Preferred permitted uses in the CG commercial general district are as follows:

- (1) Professional offices (40,000 gross floor area (GFA) or less).
- (2) Residential (single-family and/or multifamily dwellings). A maximum 75 percent of the total gross floor area on the site may be used for residential.
- (3) Health spa/gym (20,000 GFA or less).
- (4) Banks and financial institutions (50,000 GFA or less).
- (5) Retail deli, bakery, and sandwich shop.
- (6) Retail landscape nursery with outdoor displays.
- (7) Temporary festive outdoor markets (only fruits, vegetables, plants, flowers, arts, and handcrafted items shall be sold). Maximum two-year temporary permit, renewable at the discretion of the town council.
- (8) Professional or studio type schools (50,000 GFA or less).
- (9) Transient residential facilities (maximum 30 units or less for timeshare and maximum 15 rooms or less for bed and breakfast).
- (10) Hotel/motel (150 rooms/units or less).

(Ord. No. 207, § 4.62.1, 8-8-1979; Ord. No. 302, 6-25-1986; Ord. No. 375, 11-15-1989; Ord. No. 434, 12-16-1992; Ord. No. 476, 12-13-1995; Ord. No. 491, 2-12-1997; Ord. No. 581, § 2(exh. A), 8-24-2005; Ord. No. 644, § 3, 1-12-2011; Ord. No. 668, § 4, 5-28-2014; Ord. No. 689, § 13, 1-25-2017)

### **Sec. 34-628. Accessory uses.**

Accessory uses in the CG commercial general district are as follows:

- (1) Off-street parking and loading.
- (2) Signs.
- (3) Drive-in financial facilities.
- (4) Accessory uses customarily incident to the permitted or approved special exception uses.
- (5) Satellite dish antennas (see article IV, division 13 of this chapter).

(Ord. No. 207, § 4.63, 8-8-1979; Ord. No. 302, 6-25-1986; Ord. No. 375, 11-15-1989; Ord. No. 476, 12-13-1995; Ord. No. 491, 2-12-1997)

### **Sec. 34-629. Special exception uses.**

Special exception uses in the CG commercial general district are as follows:

- (1) Public parking garages
- (2) Public and private utility structures.
- (3) Fuel service stations (see section 34-869).

- (3) Minimum lot depth: 100 feet.
- (4) Setbacks: See section 34-631(5); covered arcades, cafes, awnings and walkways may extend up to eight feet into a required front or side yard setback provided that the property adjacent to such yard or setback does not have a residential or "R" zoning district designation.
- (5) Maximum building height: See section 34-631(8). No building shall exceed 60 feet in height. Notwithstanding the foregoing, the town council may approve five stories within this overall height limitation for buildings with a mix of uses, including a residential component, provided that the town council determines that the applicant has demonstrated that the proposed project meets the purpose and intent of this section.
- (6) Maximum building dimension: 300 feet.
- (7) Maximum lot coverage: 45 percent.
- (8) Minimum landscaped open space: 15 percent. Additionally, all building sides shall be required to install foundation planting materials along a minimum of 30 percent of the length of each facade. Such foundation plantings shall be at least four feet deep, as measured from the edge of the building.
- (9) Parking:
  - a. See section 34-631(12) for parking standards. A minimum of 90 percent of the parking provided for a project shall be located behind the principal buildings and screened from the roadway by structures and/or a heavily landscaped buffer.
  - b. Preferred permitted nonresidential uses may be permitted up to a 25 percent reduction in the number of spaces required pursuant to section 34-981 (b)(5) provided that the town council determines that the applicant has demonstrated that the proposed project meets the purpose and intent of this section. This reduction in required parking shall not be available in conjunction with a shared parking plan.
- (10) Signage: Mixed use developments may be entitled to utilize both the commercial and residential sign standards (see article IV, division 6 of this chapter).
- (11) Residential (single-family and/or multifamily dwellings) uses: A maximum of 80 percent of the total gross floor area on the site may be used for residential provided that the town council determines that the applicant has demonstrated that the proposed project meets the purpose and intent of this section.

(Ord. No. 207, §§ 4.67—4.67.7, 8-8-1979; Ord. No. 302, 6-25-1986; Ord. No. 375, 11-15-1989; Ord. No. 476, 12-13-1995; Ord. No. 491, 2-12-1997; Ord. No. 581, § 2(exh. A), 8-24-2005; Ord. No. 668, § 4, 5-28-2014; Ord. No. 689, § 13, 1-25-2017; Ord. No. 747, § 2, 3-23-2022; Ord. No. 765, § 2, 7-26-2023)

**Secs. 34-633—34-652. Reserved.**

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As a follow-up, what would you exchange, if anything, to make height and density more acceptable to you?

#### B) Architectural Design

Thinking about Caretta, the Pulte Homes project, and the look and feel of our existing strip-oriented commercial development with large surface parking lots, what types of buildings and associated "vibe" would you like to see if a Commercial General parcel were to be redeveloped?

As a follow-up, how important is the "Old Florida" architectural style to you in reference to future commercial redevelopment?

#### C) Considering different types of potential Commercial General redevelopment (*see Attachment #2*), which do you feel is most contextually appropriate for Juno Beach?

As a follow-up, if we simply leave our regulations as they are, do you believe that no redevelopment will occur?

### 3) Infrastructure and Environment (20 minutes)

Thinking about what it's like to drive or walk along the streets next to our commercial properties, what changes or public/private improvements would you like to see in the future? We would like to hear about table consensus for the top three to five potential improvements, though it is OK to also express support for others

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- Passive greenspace, whether public or private
- ② Parking not visible from public view
- Public art
- ③ Enhanced public landscaping, including native plants and shade trees
- Other: *Take Control of Ocean Blvd from County*

### 4) Trade-offs (20 minutes)

If the current zoning regulations don't allow your vision of success to be achieved, which strategies would you support to help make your vision possible? (Circle or highlight your top three (3) choices.)

- ☒ A) Use taxpayer dollars to buy commercial properties and vacant land that go up for sale.
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- ☐ C) Authorize interest-based negotiations with property owners and developers, noting that outcomes are not well-defined from a regulatory perspective.
- ☒ D) Increase zoning regulations to slow development, noting risk for litigation and delay of code changes due to Senate Bill 180.
- ☒ E) Offer taxpayer-funded incentives directly to businesses to open and/or stay in town.
- ☒ F) Encourage businesses to tax themselves in order to support local retention strategies.
- ☒ G) Do nothing. Maintain current zoning regulations and let the chips fall where they may.
- ☒ H) Other: properties on Mercy to CG

#### 5) Economic Vitality (30 minutes):

- A) How important is it for Juno Beach to have a strong, vibrant local economy — with small businesses that thrive and provide resources to you as a resident — even if that brings a bit more activity and traffic?
- B) How do you feel about zoning code changes that shift from business uses toward more residential development?
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MARY PETERSON

## AGENDA ITEM

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#### 2) Commercial General Character (35 minutes)

A) Scale and Height

# ATTACHMENT #4

## PART II - CODE OF ORDINANCES

### Chapter 34 - ZONING

#### ARTICLE III. - DISTRICT REGULATIONS

#### DIVISION 14. COMMERCIAL GENERAL (CG) ZONING DISTRICT

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- 1 - Parking not visible from public view
- 1 - Public art
- 3 - Enhanced public landscaping, including native plants and shade trees
- Other: \_\_\_\_\_

### 4) Trade-offs (20 minutes)

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①

- Possible Grocery store coming in.
- Develop/poss subsidizing commercial businesses in their % of Comm. Space
- Forced development to allow businesses to stay.
- No tax payer money

② (A) We would prefer smaller scale but need to meet the code.  $\Rightarrow$  it is acceptable

(B) 85/15 w/c lot of concessions for the businesses to stay

(C) Hide the parking - Old Florida (1)  
 $\searrow$  Important

- (C) (1) Spanish  
 (2) Key West  
 (3) MCI Modern

Eclectic / Creative / Mix of The Three  
 but not WACKYS

Lower Density/

Xmas -

Same Road - 58 to 108

95-

4 on Table on set.

Commercial  
F

Old Florida Arch

Academy

35 Cycles

MIX

Test,

#2

Subsized Comm Space  
Developer

10 Acres

500K.

No Taxpayer Money.

Scale & Height

60' - 18/Ac.

Acceptable 60' Ht.