



Meeting Name: Town Council Meeting
Meeting Date: January 28, 2026
Prepared By: Mayor Peggy Wheeler
Item Title: Discussion on Future Development Scenarios

Purpose

- **Ensure informed decision-making:**
It is important for Council to have current, factual, and professional analyses, particularly regarding traffic impacts connected to future commercial and residential development. Objective professional evaluation is essential for Council to proactively understand development implications before approvals are considered.
- **Background on prior request:**
A formal traffic-impact review process was first requested around May 2024, but its initiation was postponed pending the completion of the Master Plan, based on the belief that the Master Plan would provide the necessary data.
- **Master Plan limitations and timing:**
It was noted at that time that the Master Plan would likely not provide the full scope of information required to evaluate traffic issues tied to the Town's residential and commercial buildout. Additionally, with the Master Plan projected finalization still not known, the Town should have a way to address traffic-related concerns with new development applications.
- **Urgency created by the Moratorium expiration:**
With the Commercial and Mixed-Use Development Moratorium set to expire in approximately two months, Council must be prepared to receive and evaluate new development applications. The Moratorium was enacted specifically to ensure Council had information before it expired, underscoring the need for timely, objective analysis.

Historical Context

Mixed-Use Background

- The Comprehensive Development Plan and Zoning Code permit mixed-use projects with residential components within the Commercial General, Commercial Office, and Medical Commercial Zoning Districts.

- By code, the residential component of a mixed-use project is generally limited to 75% of the gross floor area.

Prior Council Considerations

- 2020 Workshop: Council and the Planning & Zoning Board reviewed the “Juno Point” proposal (Cathy’s Beach Connection, Captain Charlie’s, and adjacent parcels). The developer presented small residential units (900–1,100 sq. ft.) under the 25% commercial / 75% residential structure allowing 18 units per acre.
- Concerns were raised that smaller units might encourage transient occupancy rather than long-term residency, impacting community character.

2021–2022 Council Action

- In 2021, Council discussed options for regulating mixed-use density and impacts.
 - In 2022, Council adopted Ordinance 747, establishing a 5–25% commercial sliding scale to: Evaluate each site individually for an optimal commercial/residential balance that prevents overburdening the road network.
 - Allow the developer to propose commercial percentages under 25% only if Council retained full control over site plan, architectural review, on-site and off-site improvements, and traffic mitigation.
 - Enable negotiation of public-benefit enhancements such as:
 - Underground parking
 - Enhanced landscaping and architecture
 - Public amenities and site improvements
 - Financial contributions
 - Caretta Project Example: Council secured \$500,000 toward Police Department expansion, eliminated US-1 parking, required architectural modifications, mandated public courtyard seating, and required a full-service restaurant, benefits made possible through the sliding-scale authority.

2023 Legislative Change

- Ordinance 765 (2023) permitted an 80% residential component in the Commercial General Zoning District via a site area modification special exception.
- Council cannot dictate the type of commercial uses within a development proposal.

Current Conditions

Retail Inventory

Treasure Coast Planning completed a Retail Inventory Assessment evaluating Juno Beach’s existing retail supply, market saturation, and the community’s need for additional commercial square footage.

Need for Professional Analysis

To responsibly prepare for renewed development activity, the Town may consider engaging a qualified to evaluate:

1. Development Scenarios

- Analyze potential redevelopment across the Town using various commercial/residential ratios (e.g., 25/75; 20/80; 15/85; 10/90; 5/95; 0/100; 100/0).
- Prepare build-out projections based on staff-identified redevelopment sites.

2. Walkability and Land Use Mix

- Identify characteristics necessary to support walkable communities, including typical retail square-footage. (*Anticipated to be provided by the Master Plan and Safe Streets Study.*)
- Highlight parcels suitable for walkable mixed-use development.

Recommendation

Direct staff on how to proceed.