



Meeting Name: Master Development Plan Forum Work Session
Meeting Date: November 12, 2025
Prepared By: C. Copeland-Rodriguez, MMC, Town Clerk
Item Title: Format and Discussion Plan for Upcoming Work Session

DISCUSSION:

This memorandum outlines the format, table assignments, and discussion procedures for the upcoming work session. The session is designed to promote collaborative dialogue among councilmembers and panelists. Due to the large number of participants, staff believe a focus group approach may be more productive and interactive than a single large circle, particularly within the limited time available.

FORMAT

Staff, along with consultant Dana Little, will provide a general introduction at the beginning of the work session.

Table Arrangement:

- The room will be organized with 5 round tables and the participants will be divided equally into each table.
- Each table will include a mix of panelists and one town council member serving as facilitator. The facilitator shall listen, seek follow-up clarification, and encourage all table members to participate.

Table Assignment:

- To promote equal distribution and maximize opportunity for varied viewpoints, participants will be assigned to tables upon arrival.

Table Resources:

1. Project area map
2. Sample development types
3. List of potential attributes to maximize, 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, etc.
4. Copies of code section for Commercial General (CG) zoning district (permitted uses, preferred uses, special exception uses, building site area regulations)

Facilitated Discussion:

- Each table will receive the same set of discussion questions.
- Participants are encouraged to engage in open, respectful, and constructive dialogue, focusing on thoughts, concerns, and preferences for identified Commercial General zoned properties in the study area. Note the focus is on these sites and surrounding public rights-of-way, not other community areas.

Table Scribe:

- Each table will select one scribe or notetaker to summarize the group's discussion.

Table Spokesperson:

- Each table will select one spokesperson, other than the table's facilitator, to present the group's discussion outcomes...
- Summaries should highlight key themes, points of consensus, and any differing opinions or recommendations.

Floater (Staff and Consultant):

- Designated floaters, including Town Manager, Town Attorney, Director of Planning & Zoning, Town Clerk, and the consultant Dana Little, will circulate among the tables during discussions.
- Their role is to observe conversations, provide clarifications, answer process or factual questions, and offer technical or contextual support as needed.
- Floaters will not lead or dominate any discussion but will serve as resources and observers to capture themes and ensure consistent understanding across groups.

QUESTIONS

The overall objective is to solicit viewpoints, preferences, and concerns regarding potential redevelopment on the identified Commercial General zoned properties.

1) Existing Conditions:

Our current zoning allows for a variety of commercial uses, see Table Resource #4. If redevelopment were to occur, would you support and prefer the outcomes possible under our current zoning, as opposed to seeking to pursue some other version of success you envision?

2) Character and Identity

Considering different types of potential redevelopment, which of the following do you feel is most contextually appropriate for Juno Beach. Please elaborate on the three criteria options below.

- **Scale and height** (not too tall or dense for the area)
- **Design and character** (architecture and materials that feel coastal/small-town rather than urban)
- **Use and activity** (for example, small shops, cafes, or low-rise condos vs. high-rises or big-box stores)

3) **Infrastructure and Environment:**

Thinking about what it's like to drive or walk along the streets next to these sites, what changes or improvements would you like to see in the future? (Circle your top three (3) choices.)

- wider sidewalks
- stores along sidewalks
- green space
- parking not visible from public view
- public art
- small public seating area (green space)
- shade structures
- other: _____

4) **Trade-offs**

If the current zoning rules don't allow what you want to see happen, what changes or ideas would you support to help make your vision possible? (Circle your top three (3) choices.)

- Have the Town purchase commercial properties that go up for sale.
- Change zoning regulations.
- Offer incentives to businesses or developers.
- Partner with private owners or organizations to guide future development.
- Maintain current regulations.
- Other: _____

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.

CONCLUSION

The purpose of this session is to facilitate meaningful, inclusive dialogue that informs council decision-making and strengthens collaboration within the community. The contributions of all participants including council members, panelists, staff, and consultants will play an essential role in shaping the plan and our community's future.

Please be advised that the Work Session will be livestreamed on YouTube for public viewing. Due to the room layout and discussion format, individual table conversations may not be fully audible on the livestream. However, the summaries and key outcomes from each table discussion will be presented aloud into the microphone during the report-out portion of the session to ensure that all results are captured and available to the public.

RECOMMENDATION:

Staff recommend proceeding with this type of format for the upcoming Master Development Plan Work Session.