



MADEIRA BEACH MASTER PLAN

Guiding the City Towards a Resilient Future



Working Draft: August 2024

Kimley»Horn
Expect More. Experience Better.



Community Workshop #1 Summary

When: Thursday, June 27th, 2024 from 6 – 7:30pm

Where: Madeira Beach City Hall Chambers

Who attended: Residents, elected officials, the City Manager, and the Project Team (Community Development Department staff and Kimley-Horn staff)

Purpose: To inform those who live, work, and visit Madeira Beach about the new City Master Plan and receive feedback on the community’s vision and ideas for improvements related to new development/redevelopment, transportation/mobility, economic and business development, resiliency, public spaces, and beautification.

Event Summary

The Community Workshop was held in a roundtable format where the Project Team presented an overview of the Master Plan project and then led workshop attendees through a series of questions related to the Master Plan topic areas. Workshop attendees discussed each question posed by the Project Team at their tables and then shared key takeaways from their respective discussions with the whole group. The Project Team recorded responses, asked follow up questions, and encouraged attendees to fill out comment cards to capture feedback that was not shared aloud. Key takeaways and major themes are summarized below and on the following pages.

Major Themes

The following themes emerged from feedback received at the meeting and have been sorted into opportunities and challenges, which will help inform the Master Plan’s overall vision, goals, and recommendations presented in Chapters 4 and 5.

Opportunities

- ▶ Leverage existing recreational amenities for revenue-generating opportunities to promote year-round economic growth
- ▶ More event programming that appeals to diverse groups to generate more engagement and social connection amongst the community
- ▶ Marina improvements to benefit both residents and visitors alike
- ▶ Collaborate with hotels and businesses to provide educational information to visitors to promote stewardship of the City’s coastal resources and transportation safety
- ▶ As new development/redevelopment occurs, work with developers to encourage quality architectural design, green building practices, and the provision of public benefits, such as structured parking garages, green space, and sidewalk improvements

Challenges

- ▶ Concerns over flooding and surface water management due to storm events and sea level rise
- ▶ Need to balance tourism-based economic development with the needs of residents
- ▶ Gulf Boulevard is a physical barrier to accessing the City’s beaches and is not a pedestrian-friendly roadway
- ▶ Transportation infrastructure and utilities in need of upgrades in certain areas
- ▶ Inconsistency in the accessibility of public spaces
- ▶ Difficult to regulate Short Term Rentals, which detract from housing stock and lead to other code violations related to noise and property maintenance





“What do you think of Madeira Beach today and what would you change in the future?”

Workshop attendees were asked to describe how they see Madeira Beach today, what characteristics of the City are important to them, and then describe their vision for the City’s future. The overwhelming response was that **people see Madeira Beach as a small coastal village**, however, many noted that the City is **experiencing growing pains** and is at a cross-roads for what its identity might become. **Among some of the elements that were important to the attendees were the proximity to daily needs and recreational amenities, proximity to neighboring communities, and how the City has retained its character even as growth occurs.** There are many reasons to like Madeira Beach, but its **name-sake beaches, natural beauty, and coastal resources** are what truly stood out to attendees as one of the characteristics they liked the most, as well as the casual, laid-back atmosphere and **friendliness of those who live, work, and visit the City.**

When attendees were asked what they would change and what they would want to see more of, there was a range of answers that covered all of the Master Plan topic areas. **Attendees primarily noted the desire to see small changes that have the potential to have a big impact**, such as improvements to existing recreational amenities, more community events/programming, code enforcement to better regulate noise, litter, and short-term rentals, enhanced landscaping along roadways, and more pedestrian crossings along Gulf Boulevard. Please see pages 12 to 13 for a comprehensive summary of improvements.

Online Engagement

Opportunities to engage virtually were provided throughout the project . The volume of feedback received through online engagement is presented below, with major themes captured in the overall engagement summary on pages 12-13.

Interactive Map

- ▶ **Number of Responses: 25** (August 2024)
 - » Most commented category: Infrastructure and Resiliency

Survey #1: Community Visioning

- ▶ **Number of Responses: 68** (August 2024)
- ▶ **Top 3 priority topic areas** (thus far)
 - » Parks, Recreation, and Public Spaces
 - » Beautification and Placemaking
 - » Sustainability and Resiliency
 - » *(New Development/Redevelopment is overwhelmingly the lowest priority)*

Survey #2: Master Plan Recommendations

- ▶ **Number of Responses:** (TBD)

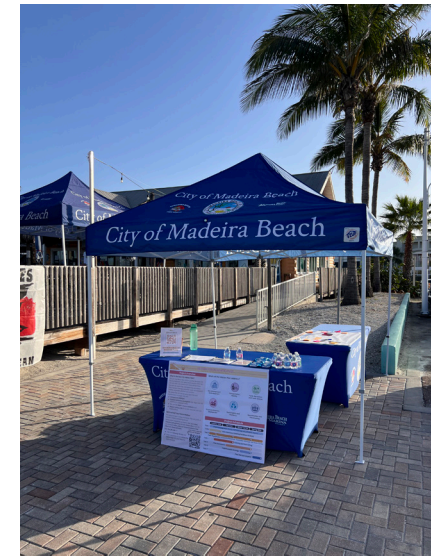


Community Pop-Up Events

Throughout Visioning and Goal Setting phase of the Master Plan, the Project Team employed a “pop-up” engagement strategy where we set up a booth in conjunction with events were already occurring in the City to spread the word about the Master Plan. These pop-up engagements put the Project Team in places where the City’s residents, workers, and visitors already were and offered those who would not typically attend a traditional community workshop or public meeting a quick and casual opportunity to learn about the project and provide feedback. A list of pop-up engagement events is provided below with feedback summarized on pages 12-13.

Pop-Up Engagements

- ▶ Final Friday at John’s Pass Village, July 26, 2024
- ▶ Trash Pirates of Mad Beach August Beach Clean Up, August 3, 2024
- ▶ Final Friday at John’s Pass Village, August 30, 2024
- ▶ Pop-up event #4
- ▶ Pop-up event #5
- ▶ Pop-up event #6



Pop-up engagements afforded the opportunity to receive feedback from a diversity of people: youth, families, retirees, residents, and visitors alike shared their ideas for what they’d like to see the Master Plan address



As attendees of Final Friday at John’s Pass passed by the project booth, they wrote down their vision and ideas for improving the City



The Project Team spent a Saturday morning with the Trash Pirates of Mad Beach at the August Beach Clean Up to hear from volunteers and see the community in action



Commissioner Eddie McGeehen (District 3) stopped by the pop-up booth at Final Friday



A Vision for a Thriving and Sustainable Future

The following quotes are taken directly from written responses gathered through workshop comment cards, pop-up engagement events, and online survey and interactive map responses.

“A great little beach town geared towards permanent residents while welcoming visitors”

“Laid back, quiet, beachy vibes”

“Excellence in architecture”

“Casual, tropical beach town with lots of green spaces and locally owned businesses”

“Better planning for infrastructure and protection against sea level rise”

“Classic, small town feel, but updated. A place where you don’t have to be rich to reside, vacation, and enjoy.”

“Modern look with a fishing village feel”

“Family friendly”



What is your vision for Madeira Beach?

“More cohesion”

“Promote logical, planned growth. This growth must protect businesses while acknowledging the needs of residents, as well as taking into account environmental factors and societal needs.”

“A safer Gulf Boulevard”

“Green space”

“Hasn’t been overdeveloped”

“Places for new generations”

“Pristine beaches, environmentally conscious, easy travel throughout the city, safe”

“More focus on beaches, pet friendly. Water fountains, cold non alcoholic drinks, more seating on boardwalk”

“Equal opportunities for all who live rent or visit our town.”





Overall Engagement Summary: Major Themes within the Master Plan Topic Areas



Development/Redevelopment

- ▶ Desire to limit density/intensity and building height; concerns with become “over-developed” and the strains larger, more intense developments could put on infrastructure
- ▶ Controlled and consistent growth is preferred, along with transparency from the City regarding new projects
- ▶ When new development does occur, mixed use developments are preferable, with retail space below and residential in the above stories
- ▶ Additional design standards/guidelines to create a more cohesive look along Gulf Boulevard
 - » Consider creating an architectural review board to create a more cohesive look in major activity centers as new development plans are proposed
- ▶ Limit impervious surface and encourage new development/redevelopment to provide green public spaces



Economic/Business Development

- ▶ Consistent enforcement and permitting of Short Term Rentals
- ▶ Restore working waterfronts and dock access to businesses along the intercoastal waterway in Boca Ciega Bay
- ▶ Become an attractive area for thriving small businesses that support year-round local area residents
 - » More small businesses such as specialty shops, clinics, daycares, and restaurants with outdoor dining
 - » Opportunities for roadside vending and micro-retail, such as produce stands and food trucks
- ▶ More concerts and events that take place throughout the year
- ▶ Leverage Activity Centers as entertainment hubs for both visitors and residents alike
- ▶ Build relationships with small businesses and encourage their involvement in citywide events (e.g., Final Friday, beach clean ups, markets, etc.)



Transportation/Mobility

- ▶ Create a safer Gulf Boulevard that is more comfortable for pedestrians
- ▶ Add more sidewalks (and wider sidewalks) and crosswalks
- ▶ Implementation of protected bike lanes or a separated multi-use path on Gulf Boulevard
- ▶ Install covered bike parking at the beach
- ▶ Slow down traffic at Tom Stuart Causeway/150th Avenue and Gulf Boulevard – needs to be safer for pedestrians
- ▶ Promote use of the Jolley Trolley and post signs with its schedule (as some people don’t bring their phones to the beach)
- ▶ Consider other forms of microtransit, such as the Freebee service



Sustainability and Resiliency

- ▶ Better public outreach regarding hazard mitigation measures, such as how to address flooding and property protection
- ▶ Address the silting of Boca Ciega Bay
- ▶ Continued push to get undergrounding of utilities from Duke Energy
- ▶ Flood mitigation measures such as improved drainage, bioswales, seawalls and raised streets
 - » Significant flooding issues noted from 140th Street to 142nd Avenue between Bayshore Boulevard and Gulf Boulevard
- ▶ Consider a ban on styroam and plastic straws
- ▶ Install electric vehicle charging stations powered by solar
- ▶ Improve capacity of sanitary sewer infrastructure



Parks, Recreation, and Public Spaces

- ▶ Improvements to the dog park, such as increased shade structures, water features and wash stations, as well as a more durable turf solution
- ▶ Additional recreational facilities, such as:
 - » Tennis and pickleball courts
 - » Public swimming pool
 - » Playground and/or splash pad on the beach
- ▶ Expand fitness center hours for residents and bring more programming to R.O.C. Park and the rec center
- ▶ More accessibility measures throughout the city's public spaces (such as the mats that run along the beach)
- ▶ A community garden or eco-learning center to provide opportunities for cross-generational interactions and education
- ▶ Develop educational materials and install signage (with an emphasis on graphics as opposed to text) to inform beach-goers about sea turtle nesting and good stewardship of coastal resources



Beautification and Placemaking

- ▶ Improve the entrances to the City with gateway signage, landscaping, and/or public art
- ▶ Install gateway signage at neighborhood entrances
- ▶ Install salt-tolerant, low-maintenance landscaping along major roadways – consider having a dedicated Public Works staff member to keep up with maintenance
- ▶ Plant shade trees along roadways and in R.O.C. Park
- ▶ Repaint existing public structures, such as the bridges and bridge towers
- ▶ Employ local artists to paint murals around the City, such as under the bridge at John's Pass