

ORDINANCE NO. 24- _____

AN ORDINANCE AMENDING THE COUNTYWIDE PLAN MAP OF PINELLAS COUNTY, FLORIDA, BY ACTION ON CASE NUMBER CW 23-03 INITIATED BY THE CITY OF MADEIRA BEACH AND TRANSMITTED TO THE BOARD OF COUNTY COMMISSIONERS IN ITS CAPACITY AS THE COUNTYWIDE PLANNING AUTHORITY IN ACCORDANCE WITH THE SPECIAL ACT; PROVIDING FOR AMENDMENT TO THE PLAN; PROVIDING FOR SEVERABILITY; PROVIDING FOR FILING OF THE ORDINANCE; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, a proposed amendment to the Countywide Plan Map, which is an element of the Countywide Plan of Pinellas County, Florida, has been presented at a public hearing to the Board of County Commissioners in its capacity as the Countywide Planning Authority; and

WHEREAS, notices of public hearings have been accomplished as required by Chapter 2012-245, Laws of Florida; and

WHEREAS, procedures of the Special Act and County Charter have been followed concerning Forward Pinellas, in its role as the Pinellas Planning Council, and the Countywide Planning Authority, for the proposed amendment to the Countywide Plan; and

WHEREAS, the City of Madeira Beach initiated a proposed amendment which was considered at a public hearing by Forward Pinellas, in its role as the Pinellas Planning Council, on September 13, 2023 with recommendations made by Forward Pinellas that are documented in the reports filed of record; and

WHEREAS, the Board of County Commissioners in its capacity as the Countywide Planning Authority has conducted a public hearing and taken action as documented herein.

NOW, THEREFORE, BE IT ORDAINED by the Board of County Commissioners of Pinellas County, Florida, in its capacity as the Countywide Planning Authority, in regular meeting duly assembled on February 20, 2024 as follows:

Section 1. Amending the Countywide Plan Map

The Countywide Plan Map for Pinellas County adopted in Section 2 of Ordinance 15-30, as amended, is amended to reflect the changes adopted as follows:

#CW 23-03: 27.0-acres m.o.l., An area generally bounded by 133rd Ave. W. to the west, John's Pass to the east, Boca Ciega Bay to the north, and the Gulf of Mexico to the south. From Retail & Services (R&S), Resort (R), Residential Medium (RM), and Recreation/Open Space (R/OS) to Activity Center (AC).

Section 2. Severability. If any Section, Subsection, sentence, clause, phrase, or provision of this Ordinance is for any reason held invalid or unconstitutional by a Court of Competent Jurisdiction, such holding shall not be construed to render the remaining provisions of this Ordinance invalid or unconstitutional.

Section 3. Filing of Ordinance; Effective Date. A certified copy of this ordinance shall be filed with the Secretary of State with the Ordinance and reports of record to be filed with the Clerk of the Circuit Court. This Ordinance shall take effect upon filing with the Department of State.

APPROVED AS TO FORM
By: Derrill McAteer
Office of the County Attorney

REQUESTED AMENDMENT

From: Residential Medium, Resort, Retail & Services and Recreation/Open Space
To: Activity Center (Neighborhood Center)
Area: 27.04 acres m.o.l.
Location: John’s Pass Village Area

The proposed amendment is submitted by the City of Madeira Beach to amend parcels from Residential Medium, Resort, Retail & Services and Recreation/Open Space to the Activity Center category, with a Neighborhood Center subcategory designation. The proposed amendment will create the John’s Pass Village Activity Center. The Activity Center category is intended to “recognize those areas of the county within each local government jurisdiction that have been identified and planned for in a special and detailed manner, based on their unique location, intended use, appropriate density/intensity and pertinent planning considerations. It is the intent of this category to recognize those important, identifiable centers of business, public and residential activity, as may be appropriate to the particular circumstance, that are the focal point of a community and served by enhanced transit commensurate with the type, scale and intensity of use. Activity Centers are designated at a size and scale that allows for internal circulation by pedestrians, bicyclists and transit users, and typically encompass areas developed in a radial pattern within walking distance (1/4 to 1/2 mile) of a central point or hub served by transit.” The Neighborhood Center subcategory allows for up to 60 units per acre (UPA) for residential density, up to 100 UPA for temporary lodging and a maximum of 2.0 floor area ratio (FAR) for nonresidential or mixed-use buildings.

The definitions for each of the current categories are listed in Table 1 below. Furthermore, the table shows the acreage and percentage of existing categories within the amendment area:

Table 1: Current Countywide Plan Map Categories

Countywide Plan Map Category	Definition	Acreage within Amendment Area	Percentage of Amendment Area
Residential Medium	It is the purpose of this category to depict those areas of the county that are now developed, or appropriate to be developed, in a medium-density residential manner; and to recognize such areas as primarily well-suited for residential uses that are	3.36 acres	12.4%

	consistent with the urban qualities, transportation facilities, including transit, and natural resources of such areas		
Resort	This plan category is intended to depict areas developed, or appropriate to be developed, in high-density residential and resort use; and to recognize such areas as well-suited for the combination of residential and temporary lodging use consistent with their location, surrounding uses, transportation facilities, and natural resources of such areas	11.06 acres	40.9%
Retail & Services	This plan category is intended to depict areas developed with, or appropriate to be developed with, a mix of businesses that provide for the shopping and personal service needs of the community or region, provide for employment opportunities and accommodate target employment uses, and may include residential uses as part of the mix of uses	12.16 acres	44.9%
Recreation/Open Space	This plan category is intended to recognize recreation/open space uses that serve the community or region	0.46 acres	1.7%

HISTORICAL CONTEXT

John’s Pass Village is located in the City of Madeira Beach and serves as the center of tourism for the city. Development standards in this area have been inconsistent with the Countywide Rules for several years, and as such, the proposed John’s Pass Village Activity Center (JPVAC)

aims to correct these inconsistencies while also providing for an increment of new development potential in the John's Pass Village area.

Inconsistencies arose circa 2008, when as part of the city's comprehensive planning process, an existing Activity Center designation for John's Pass Village was removed only by name, leaving much of the area designated as Commercial General on the city's future land use map with a floor area ratio standard of 1.2 FAR. The Commercial General category corresponds to the Countywide Plan Map category of Retail & Services, which only allows for a maximum FAR of 0.55, rendering the city inconsistent with Countywide Rules standards.

In 2020, the city began a community planning process to determine the best and most responsible approach to reconcile the inconsistencies created in 2008. After careful consideration of the character and scale of the existing development patterns, a decision was made to adopt the Activity Center category (with a proposed Community Center subcategory).

The City of Madeira Beach subsequently transmitted the map amendment request to Activity Center and this case was heard at the September 2023 Forward Pinellas meeting. The Forward Pinellas Board adopted an "Alternative Compromise" recommendation (consistent with Section 6.3.1 of the Countywide Rules) to reduce the subcategory from Community Center to Neighborhood Center. The city staff revised the Special Area Plan to reflect the reduced density and intensity maximums consistent with the Neighborhood Center subcategory and presented the alternative recommendation to the Madeira Beach City Commission in December. The commission voted to approve the Forward Pinellas Board's "Alternative Compromise" recommendation and the matter is properly before the Countywide Planning Authority for action.

AMENDMENT AREA BACKGROUND

The proposed amendment area is approximately 27.04 acres and extends from properties west of Gulf Boulevard to Boca Ciega Bay on the east, and from John's Pass north to 133rd Avenue East. It includes traditional tourist business uses located along the east side of Gulf Boulevard, Village Boulevard, and the boardwalk area, as well as a mix of residential and temporary lodging uses on the west side of Gulf Boulevard, transitional residential and temporary lodging uses on the east and west sides of Gulf Boulevard north of the traditional village business area, and a mix of residential and temporary lodging uses on the east side of Pelican Lane. The proposed amendment will involve designating six different character districts within the Activity Center: Traditional Village, Commercial Core, Boardwalk, Low Intensity Mixed Use, John's Pass Resort and Transitional character districts.

EXISTING DENSITIES AND INTENSITIES

Table 2 below shows a comparison of the existing local future land use categories and their current adopted density/intensity standards (some of which are inconsistent), compared to the corresponding Countywide Plan Map categories and their allowable density/intensity standards. Colors that match in the table below indicate the categories that correspond with one another (for example, Commercial General and Retail & Services both in red indicate that these are corresponding categories).

Table 2: Local Future Land Use Categories vs Countywide Plan Map Categories Densities/Intensities

Countywide Plan Future Land Use			Madeira Beach Comprehensive Plan Future Land Use		
Retail and Services	FAR 0.55	RES UPA: 24 TEMP UPA: 40	Commercial General	FAR 1.2	RES UPA: 15 TEMP UPA: 60
			Residential/Office/Retail	FAR 1.0	RES UPA: 18 TEMP UPA: 45
Resort	FAR 1.2	RES UPA: 30 TEMP UPA: 50	Resort Facilities Medium	FAR 1.0 – 2.0 (Depends on Lot Area)	RES UPA: 18 TEMP UPA: 45-75
Residential Medium	FAR 0.5	RES UPA: 15 TEMP UPA: 0	Residential Medium	Not specified in Comp Plan. In Zoning	RES UPA: 15 TEMP UPA: 0
Recreation/Open Space	FAR 0.25	RES UPA: 0 TEMP UPA: 0	Recreation/Open Space	FAR 0.25	RES UPA: 0 TEMP UPA: 0

Table 2 shows that many of the current local future land use categories and their adopted standards exceed that which is allowable by Countywide Rules standards. Table 3 below provides the existing FAR and density ranges by the proposed character districts within the JPVAC, which further reinforce the inconsistencies with allowable density/intensity standards per the Countywide Rules. These density/intensity ranges are shown for each proposed character district.

Table 3: Existing FAR and Density Ranges in the Proposed Character Districts

Character District	Residential Density Range, Units Per Acre (UPA)	Temporary Lodging Density Range (UPA)	FAR Range
Traditional	10.9	0	0.03-1.7
Commercial Core	14.5	12.4	0.2.-1.1
Boardwalk	0	0	0.4 – 1.3
Low Intensity Mixed Use	9.4-37.7	17.5-34.0	0.2-0.7
John’s Pass Resort	4.8-70	36.4	0.1-1.6
Transitional	8.3-45.5	42-58.9	0.2-1.3

The city has identified that the existing local future land use categories and corresponding Countywide Plan Map categories illustrate three fundamental issues that are problematic to the long-term viability and enhancement of John’s Pass Village:

1. The density/intensity standards in the respective city and Countywide Plans are not consistent – particularly between the city’s Commercial General category and the Countywide Plan’s Retail & Services Category.
2. The existing plan categories do not sufficiently reflect the distinct characteristics of the uses within, and their relationship to the overall area.
3. The density/intensity standards do not accurately reflect or provide support for either the existing density/intensity of, or the future potential to revitalize and enhance, John’s Pass Village.

PROPOSED ACTIVITY CENTER PLAN

As mentioned, the proposed Activity Center designation will involve the creation of six character districts within the Activity Center, for the purpose of recognizing the district location, use, and density/intensity features of these components of the John's Pass Village area and provide for their future continuation and enhancement. Table 4 below shows the proposed character districts, their allowable uses and permitted density/intensity standards. Table 4 also shows the current corresponding local future land use category and the allowable densities/intensities under those categories, in order to show the changes that will occur as a result of an amendment to the Activity Center category. Under normal circumstances, these would be compared to the corresponding Countywide Plan Map category. However, since the city has adopted inconsistent standards and developed under these misapplied standards, it is necessary to compare it to the local future land use category for an accurate reflection of standards that are changing. These differences in densities/intensities in the table below will contribute to the understanding of impacts in the Coastal High Hazard Area, in which the entirety of the amendment area is located. CHHA impacts are addressed in detail in the attached staff analysis.

Table 4: Proposed Character Districts and Current Corresponding Countywide Plan Map Categories Densities/Intensities

Character District	Allowable Uses	Maximum Allowable Density (UPA)	Maximum Allowable Intensity (FAR)	Current Corresponding Countywide Plan Map Category	Current Countywide Allowable Standards
Traditional Village District <i>Defined by massing, rhythm, minimal setbacks orientation of buildings to the street and active ground-level retail</i>	Residential; Temporary Lodging, and Commercial	Residential 15 UPA; Temporary Lodging 45 UPA	2.0 FAR	Commercial General	Residential 15 UPA; Temporary Lodging 60 UPA; 1.2 FAR
Commercial Core District <i>Defined by orientation of buildings to the street, wide walks, ground-level and upper-level commercial, business access, build-to lines and upper-level tourist facilities</i>	Residential; Temporary Lodging; and Commercial	Residential 15 UPA; Temporary Lodging 60 UPA (75/100 UPA permitted for Temporary Lodging with Development Agreement)	2.0 FAR (2.2/3.0 FAR permitted for Temporary Lodging with Development Agreement)	Commercial General	Residential 15 UPA; Temporary Lodging 60 UPA; 1.2 FAR
Boardwalk District <i>Defined by rustic, unfinished "fishing village" style of commercial buildings</i>	Commercial, Commercial Recreation, and Services	Residential 0 UPA; Temporary Lodging 0 UPA	1.5 FAR	Commercial General	Residential 15 UPA; Temporary Lodging 60 UPA; 1.2 FAR

<i>accessible from the second floor along the boardwalk</i>					
Low Intensity Mixed Use District <i>Defined by mix of residential and temporary lodging uses of various tenure and type</i>	Residential, Temporary Lodging, and Commercial only up to 20 percent of the building floor area	Residential 18 UPA; Temporary Lodging 40 UPA (60 UPA permitted for Temporary Lodging with Development Agreement)	1.5 FAR (2.0 FAR permitted for Temporary Lodging with Development Agreement)	Residential Medium	Residential 15 UPA; Temporary Lodging 60 UPA; 1.2 FAR
Transitional District <i>serves as a buffer from higher intensity/density to lower intensity/density</i>	Residential and Temporary Lodging; Commercial is only allowed up to 20 percent of the building floor area ratio for properties on the west side of Gulf Blvd; Commercial is allowed on east side of Gulf Blvd.	Residential 18 UPA; Temporary Lodging 50 UPA (75 UPA permitted for Temporary Lodging with Development Agreement)	1.5 FAR (2.0 FAR permitted with Development Agreement)	Resort Facilities Medium; Commercial General (with Recreation/Open Space)	Resort Facilities Medium: 17 UPA; 45, 60, 75 UPA (depending on land size); 1.0 FAR Commercial General: Residential 15 UPA; Temporary Lodging 60 UPA; 1.2 FAR
John's Pass Resort District <i>Defined by a mix of residential development, tourist accommodations and limited business activities</i>	Residential, Temporary Lodging, and Commercial only up to 20 percent of the building floor area	Residential 18 UPA; 60 (75/100 UPA permitted for Temporary Lodging with Development Agreement)	2.0 FAR (2.2/2.5 FAR permitted with Development Agreement)	Resort Facilities Medium (with Recreation/Open Space)	17 UPA; 45, 60, 75 UPA (depending on land size); 1.0 FAR

TRANSPORTATION CONSIDERATIONS

Transit is a major consideration in the establishment of Activity Centers. Madeira Beach is currently served by the Suncoast Beach Trolley and PSTA bus routes, connecting John's Pass

Village with other island communities in Pinellas County and connecting to the Park Street Terminal in downtown Clearwater and the transfer center at Tyrone Square Mall. The trolley route also connects John's Pass Village with other Activity Centers: the Madeira Beach Town Center, the Treasure Island Downtown Special Area Plan, the St. Pete Beach Community Redevelopment Plan, and the Clearwater Downtown Redevelopment Plan. Furthermore, the Suncoast Beach Trolley operates with 30-minute headways, seven days a week.

Route 68 is also a supporting local route, operating with hourly frequency, that serves a transit hub at Tyrone Square Mall, Madeira Beach Town Center, and John's Pass Village. Within the proposed JPVAC, there are five existing bus stops, one of which is served exclusively by Route 68, one served exclusively by the Suncoast Beach Trolley, and the remaining three served by both routes.

SUMMARY

The proposed Activity Center, character districts, associated uses and maximum allowable densities and intensities would address and reconcile existing inconsistencies within the John's Pass Village amendment area. Activity Centers are intended to be areas that are the focal point of a community, are walkable, and served by enhanced transit commensurate with the type, scale and intensity of use. Within the JPVAC, Gulf Boulevard has more dense development concentrations than the lower-density residential areas around the city. Furthermore, while Gulf Boulevard is designated as a future secondary transit corridor on the Forward Pinellas Land Use Strategy Map, the proposed amendment area is along one transit corridor and other Activity Centers with the Neighborhood Center subcategory have been approved in the past. Further, the amendment area meets the minimum acreage standard of 20 acres.

FINDINGS

Staff submits the following findings in support of the recommendation to Activity Center with the Neighborhood Center subcategory:

- A. The amendment area meets the 20-acre minimum for a Neighborhood Center subcategory.
- B. The amendment area is along Gulf Boulevard which is one of the future transit corridors identified on the Land Use Strategy Map.
- C. The proposed amendment does involve impacts to the Coastal High Hazard Area. These impacts are further discussed in detail in the attached staff analysis.
- D. The sidewalk network in the amendment area is disconnected and will hinder the area's ability to serve as a safe, walkable destination for residents and visitors.

Please see accompanying attachments and documents in explanation and support of these findings.

LIST OF MAPS & ATTACHMENTS:

Map 1	Location Map
Map 2	Jurisdictional Map
Map 3	Aerial Map
Map 4	Current Countywide Plan Map
Map 5	Proposed Countywide Plan Map

Map 6 CHHA Map
Map 7 Character Districts Map
Map 8 Existing FAR Map
Map 9 Proposed MAX FAR Map
Map 10 Existing Density Map
Map 11 Proposed Max Density Map

Forward Pinellas Staff Analysis
Exhibit A JPVAC Special Area Plan
Memo from Pinellas County Emergency Management
Forward Pinellas Staff Presentation

MEETING DATES:

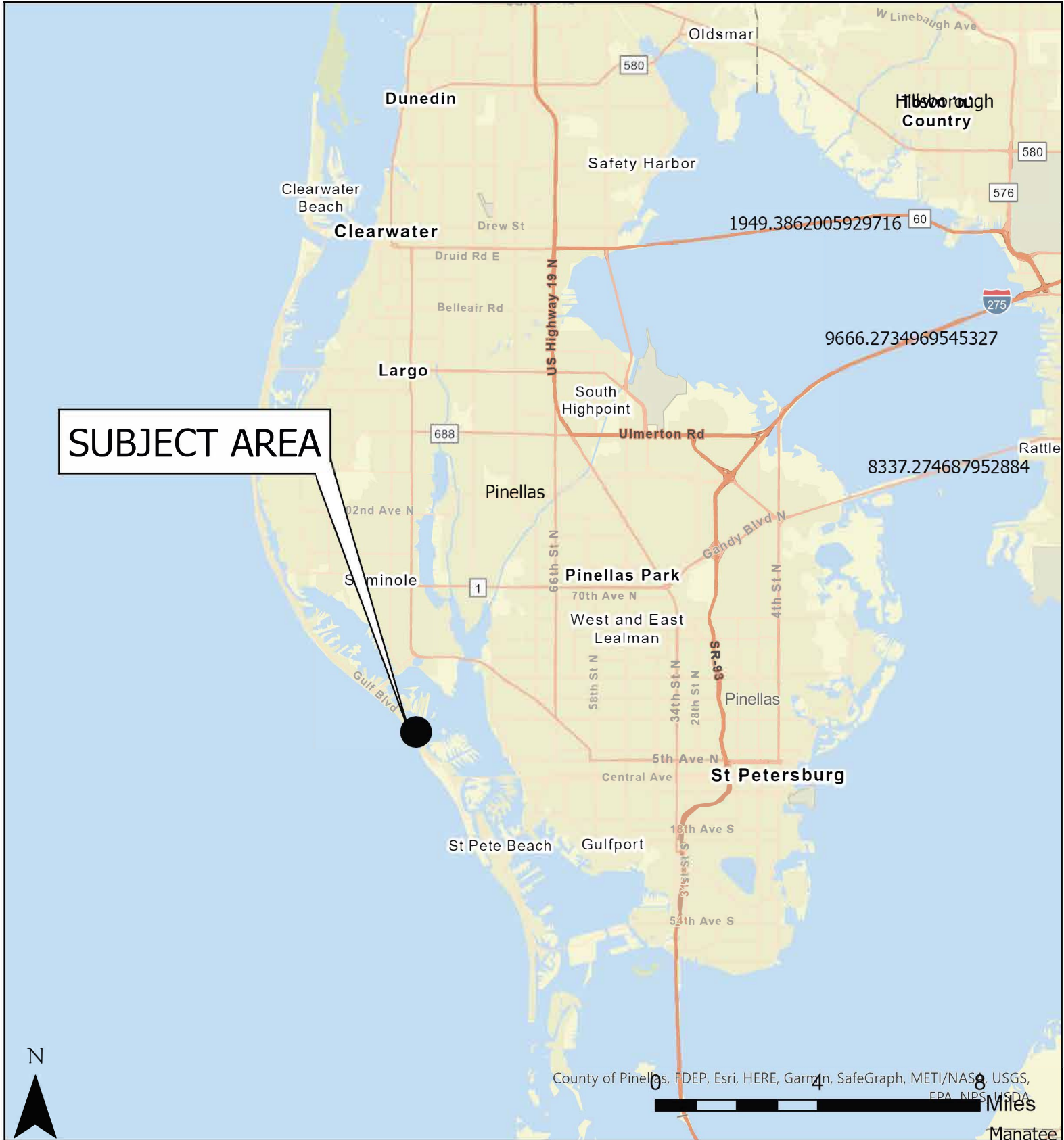
Planners Advisory Committee, September 5, 2023 at 1:30 p.m.
Forward Pinellas, September 13, 2023 1:00 p.m.
Countywide Planning Authority, February 20, 2024 at 9:30 a.m.

ADVISORY COMMITTEE RECOMMENDATION: At its September 5, 2023 meeting, the Planners Advisory Committee voted 12-0 to recommend approval of the alternative compromise as proposed by Forward Pinellas staff.

FORWARD PINELLAS BOARD RECOMMENDATION: The board met on September 13, 2023 and voted 11-0 to recommend an alternative compromise to approve an amendment to Activity Center with a subcategory of Neighborhood Center with lower densities and intensities than the originally proposed subcategory of Community Center.

Case CW23-03

Map 1: Location Map



JURISDICTION: Madeira Beach
AREA: 27.04 acres m.o.l.

**FROM: Residential Medium, Resort,
Retail & Services, Recreation/Open Space**
TO: Activity Center

Case CW23-03

Map 3: Aerial Map

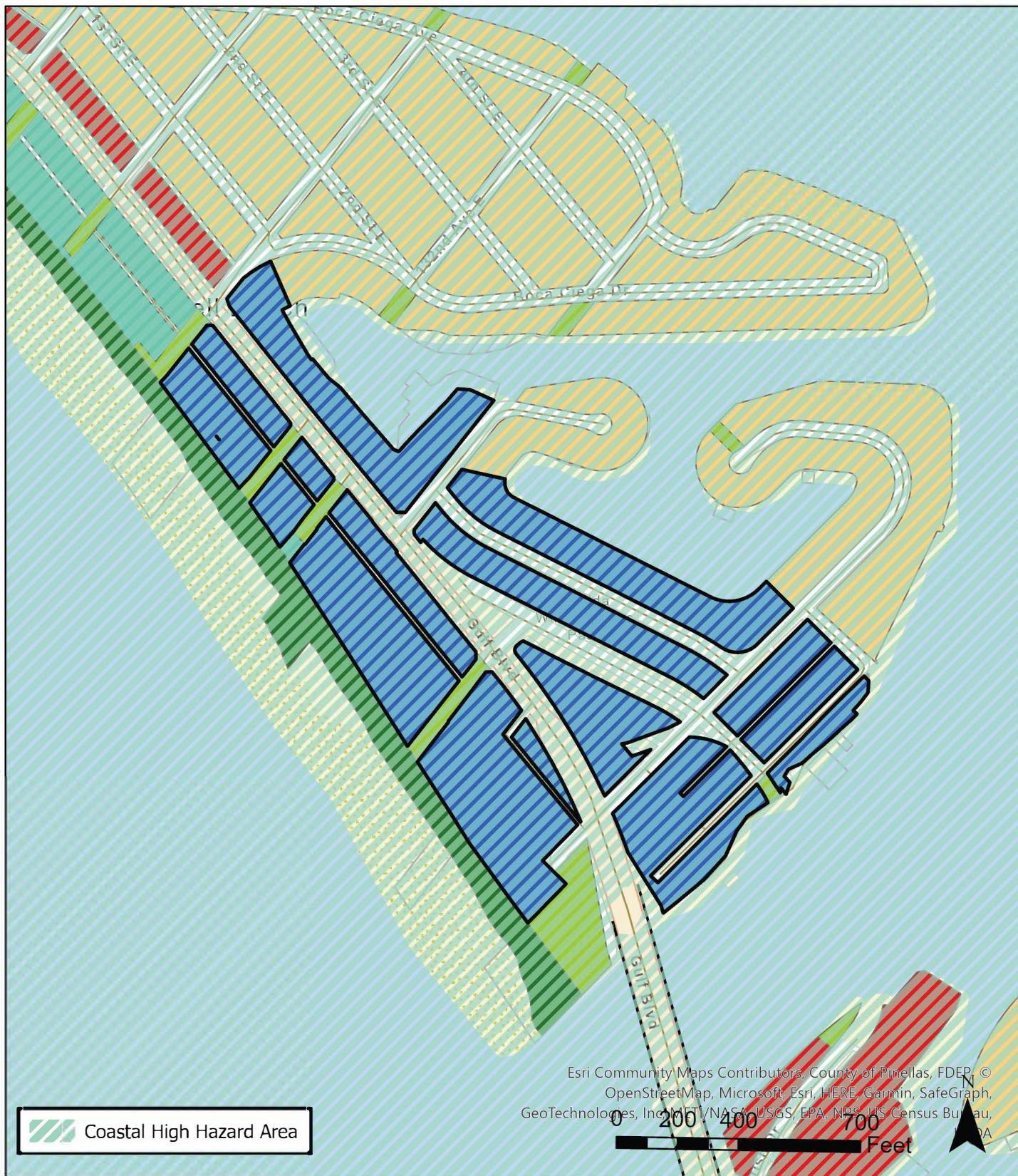


JURISDICTION: Madeira Beach
AREA: 27.04 acres m.o.l.

FROM: Residential Medium, Resort,
Retail & Services, Recreation/Open Space
TO: Activity Center

Case CW23-03

Map 6: Coastal High Hazard Area

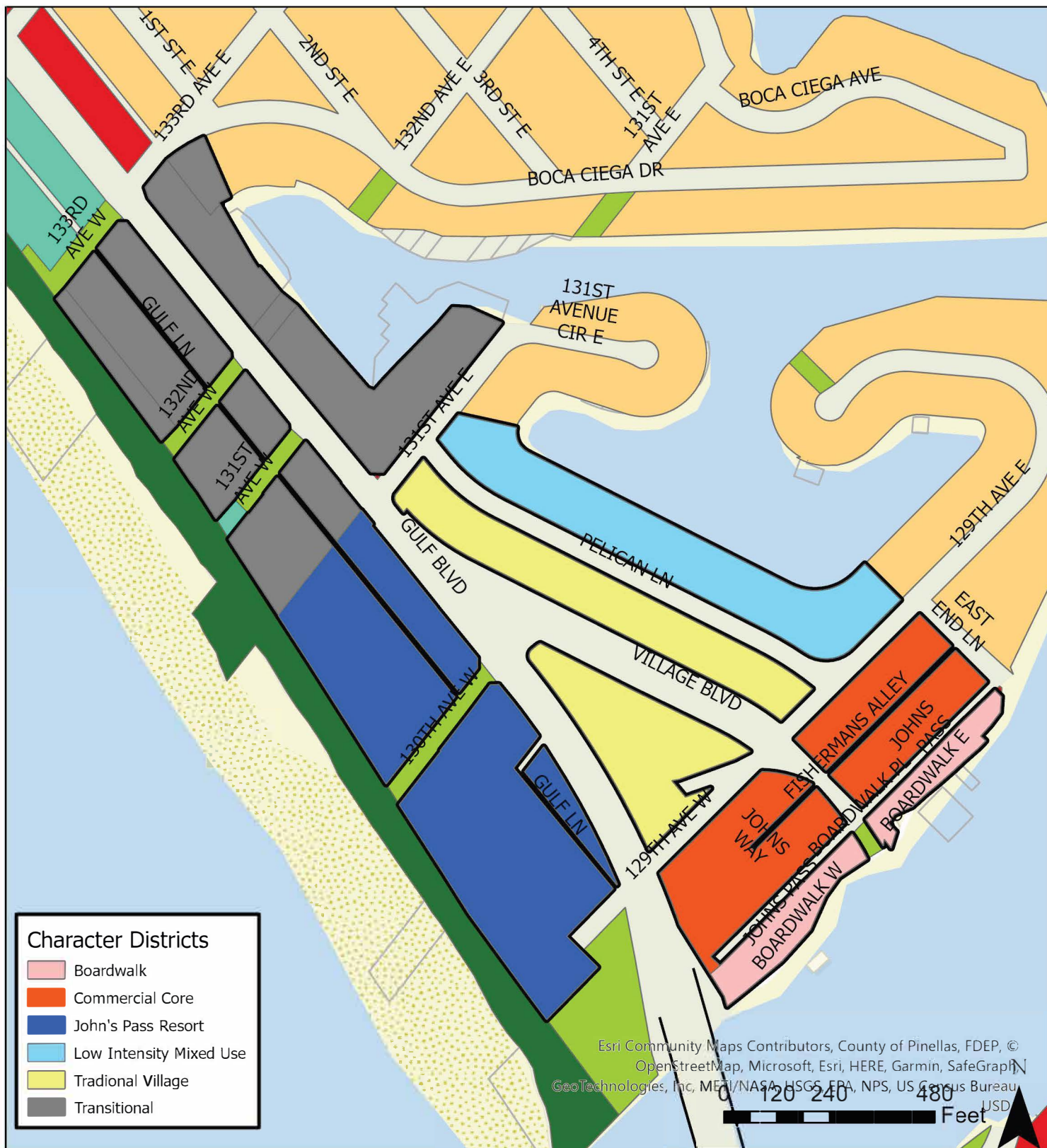


JURISDICTION: Madeira Beach
AREA: 27.04 acres m.o.l.

**FROM: Residential Medium, Resort,
Retail & Services, Recreation/Open Space**
TO: Activity Center

Case CW23-03

Map 7: Proposed Character Districts



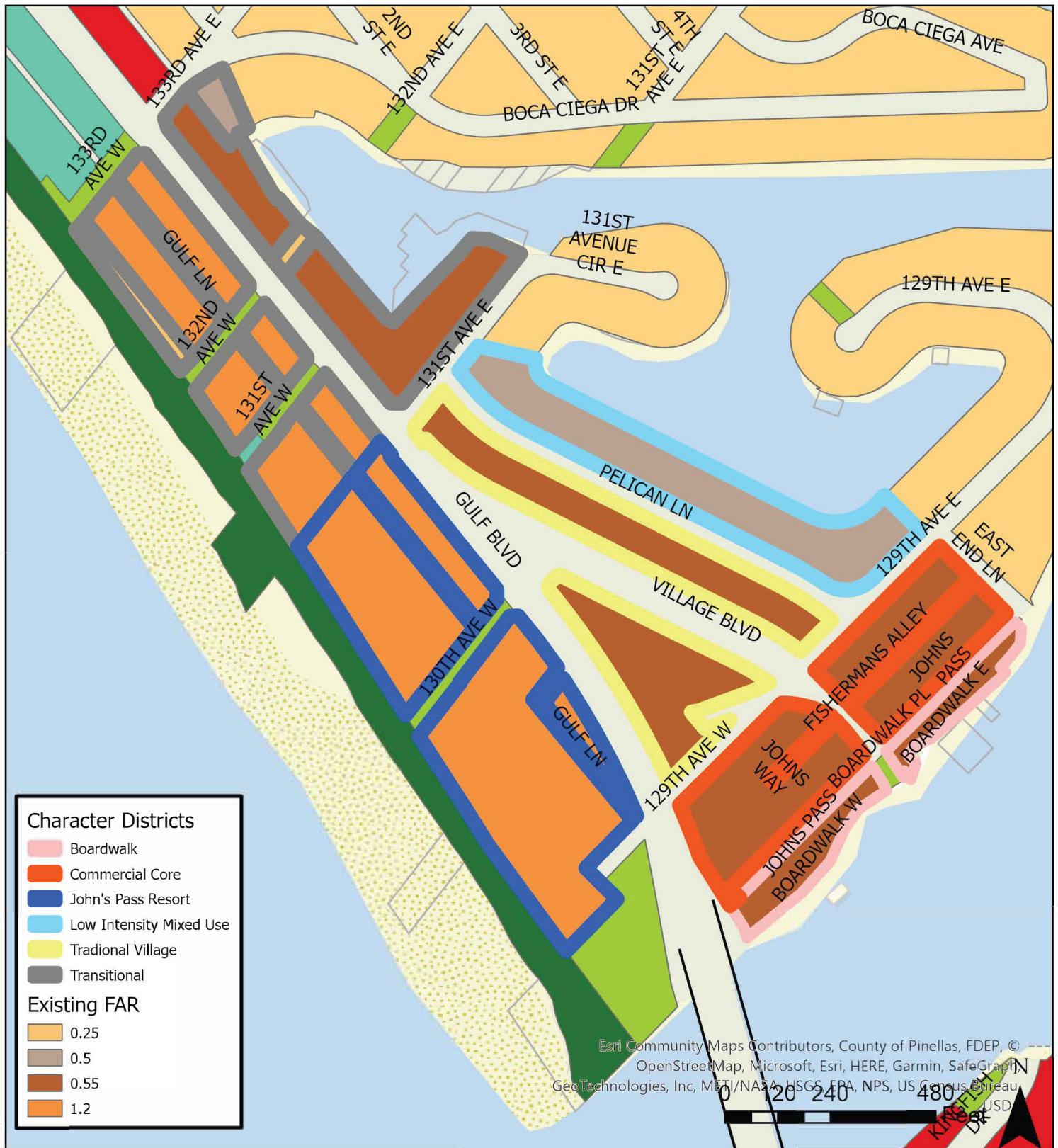
JURISDICTION: Madeira Beach

FROM: Residential Medium, Resort, Retail & Services, Recreation/Open Space

AREA: 27.04 acres m.o.l.

TO: Activity Center

Map 8: Existing FAR Per Character District



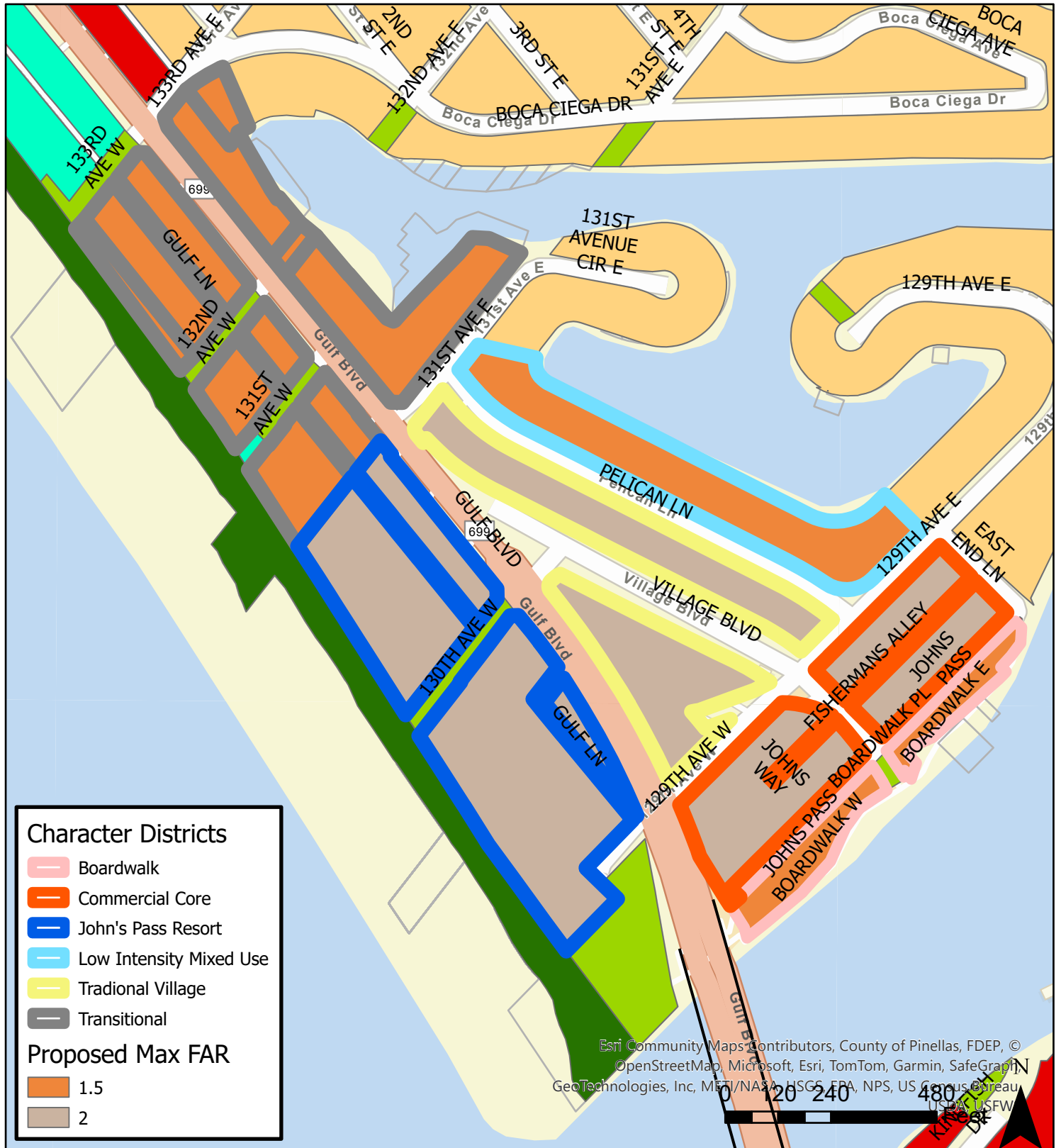
JURISDICTION: Madeira Beach

AREA: 27.04 acres m.o.l.

FROM: Residential Medium, Resort, Retail & Services, Recreation/Open Space

TO: Activity Center

Map 9: Proposed Maximum FAR Per Character District (Alt. Compromise)



JURISDICTION: Madeira Beach
AREA: 27.04 acres m.o.l.

FROM: Residential Medium, Resort, Retail & Services, Recreation/Open Space
TO: Activity Center

Case CW23-03

Map 10: Existing Residential Density Per Character District



JURISDICTION: Madeira Beach
AREA: 27.04 acres m.o.l.

FROM: Residential Medium, Resort, Retail & Services, Recreation/Open Space
TO: Activity Center

FORWARD PINELLAS STAFF ANALYSIS



APPLICATION NO.:	Case CW 23-03
STAFF:	Rodney Chatman, Planning Division Manager
APPLICANT:	City of Madeira Beach
PROPERTY SIZE:	27.04 acres m.o.l.
CURRENT COUNTYWIDE PLAN MAP CATEGORY:	Residential Medium, Resort, Retail & Services and Recreation/Open Space
PROPOSED COUNTYWIDE PLAN MAP CATEGORY:	Activity Center (Neighborhood Center Subcategory)
CURRENT LOCAL FUTURE LAND USE PLAN MAP CATEGORY:	City of Madeira Beach – Residential Medium, Resort Facilities Medium, Residential/Office/Retail, Commercial General, Recreation/Open Space
PROPOSED LOCAL FUTURE LAND USE PLAN MAP CATEGORY:	City of Madeira Beach – Traditional, Commercial Core, Boardwalk, Low Intensity, Mixed Use, John’s Pass Resort, Transitional
LOCATION / PARCEL ID:	John’s Pass Village - Extends from properties west of Gulf Boulevard to Boca Ciega Bay on the east, and from John’s Pass north to 133rd Avenue East

BACKGROUND SUMMARY:

The proposed amendment is submitted by the City of Madeira Beach to amend parcels from Residential Medium, Resort, Retail & Services and Recreation/Open Space to the Activity Center category, with a Community Center subcategory designation. The proposed amendment will create the John’s Pass Village Activity Center. The Activity Center designation is proposed as part of the John’s Pass Village Activity Center Plan (JPVAC). John’s Pass Village is located in the City of Madeira Beach and serves as the

center of tourism for the city. This area has been recognized as inconsistent with the Countywide Rules, and as such, the JPVAC aims to reconcile the inconsistencies, account for the existing development in the John's Pass Village area and provide for an increment of new development potential.

Inconsistencies arose circa 2008, when as part of the city's comprehensive planning process, an existing Activity Center designation for John's Pass Village was removed only by name, leaving much of the area designated as Commercial General on the city's future land use map with a floor area ratio standard of 1.2 FAR. The Commercial General category corresponds to the Countywide Plan Map category of Retail & Services, which only allows for a maximum FAR of 0.55, rendering the city inconsistent with Countywide Rules standards.

John's Pass Village has been a longstanding area of mixed-use, commercial development, but has misapplied its density and FAR standards in its ongoing redevelopment. As such, the city began a community planning process and review of the current Countywide Plan categories to determine the best and most responsible designation to reconcile the inconsistencies created in 2008 and finds the Activity Center category to be best suited for its needs.

The proposed amendment will involve designating six different character districts within the Activity Center: Traditional Village, Commercial Core, Boardwalk, Low Intensity Mixed Use, John's Pass Resort and Transitional character districts. If the request is approved, the city will begin the process of amending its Land Development Code to establish zoning and development standards for the associated character districts.

STAFF RECOMMENDATION:

In consideration of, and based upon a balanced determination of the Relevant Countywide Considerations, it is recommended that the board approve an amendment to the Neighborhood Center subcategory for the proposed amendment area.

PLANNERS ADVISORY COMMITTEE RECOMMENDATION:

At its September 5, 2023 meeting, the Planners Advisory Committee voted 12-0 to recommend approval of the alternative compromise as proposed by Forward Pinellas staff.

LOCAL GOVERNMENT COUNCIL/COMMISSION ACTION:

The city presented this case at its January 11, 2023, Board of Commissioners Regular Meeting. The Board approved the first reading of Ordinance 2023-01 by a 3-2 vote. There were no public comments at the above noted meeting.

The Madeira Beach Board of Commissioners approved the Forward Pinellas Board's Alternative Compromise recommendation at the December 13, 2023 meeting.

CURRENT PROPERTY INFORMATION:

Property Use(s):	A mix of residential, temporary lodging, and commercial uses
Site Features:	Densities and intensities in the area vary considerably and, in some cases, exceed current standards.

PLANNING CONSIDERATIONS:

Within the JPVAC, Gulf Boulevard has more dense concentrations of development compared to the lower density residential areas around the city. Furthermore, Gulf Boulevard is designated as a future secondary transit corridor on the Forward Pinellas Land Use Strategy Map and other Activity Centers are located along the corridor, such as in Treasure Island. The area proposed as an Activity Center is a coastal tourist hub with a clustering of cultural, employment and retail uses, making the area suitable for a lower-intensity Activity Center designation.

The city has identified that the existing local future land use categories and corresponding Countywide Plan Map categories illustrate three fundamental issues that are problematic to the long-term viability and enhancement of John’s Pass Village:

1. The density/intensity standards in the respective City and Countywide Plans are not consistent – particularly between the City’s Commercial General category and the Countywide Plan’s Retail & Services Category
2. The existing plan categories do not sufficiently reflect the distinct characteristics of the uses within, and their relationship to the overall area.
3. The density/intensity standards do not accurately reflect or provide support for either the existing density/intensity of, or the future potential to revitalize and enhance, John’s Pass Village.

RELEVANT COUNTYWIDE CONSIDERATIONS:

The proposed amendment area is approximately 27 acres and extends from properties west of Gulf Boulevard to Boca Ciega Bay on the east, and from John’s Pass north to 133rd Avenue East. It includes traditional tourist business uses located along the east side of Gulf Boulevard, Village Boulevard, and the Boardwalk area, as well as a mix of residential and temporary lodging uses on the west side of Gulf Boulevard, transitional residential and temporary lodging uses on the east and west sides of Gulf Boulevard north of the traditional village business area, and a mix of residential and temporary lodging uses on the east side of Pelican Lane.

The Countywide Rules state that the Activity Center category is intended to “recognize those areas of the county within each local government jurisdiction that have been identified and planned for in a special and detailed manner, based on their unique location, intended use, appropriate density/intensity and pertinent planning considerations. In particular, it is the intent of this category to recognize those important, identifiable centers of business, public and residential activity, as may be appropriate to the particular circumstance, that are the focal point of a community and served by enhanced transit commensurate with the type, scale and intensity of use. Activity

Centers are designated at a size and scale that allows for internal circulation by pedestrians, bicyclists and transit users, and typically encompass areas developed in a radial pattern within walking distance (1/4 to 1/2 mile) of a central point or hub served by transit.”

EXISTING DENSITIES AND INTENSITIES

Table 2 below shows a comparison of the existing local future land use categories and their currently adopted density/intensity standards (some of which are inconsistent), compared to the corresponding Countywide Plan Map categories and their allowable density/intensity standards. Colors which match in the table below indicate the categories which correspond with one another (for example, Commercial General and Retail & Services both in red indicate that these are corresponding categories).

Table 2: Local Future Land Use Categories vs Countywide Plan Map Categories Densities/Intensities

Countywide Plan Future Land Use			Madeira Beach Comprehensive Plan Future Land Use		
Retail and Services	FAR 0.55	RES UPA: 24 TEMP UPA: 40	Commercial General	FAR 1.2	RES UPA: 15 TEMP UPA: 60
			Residential/Office/Retail	FAR 1.0	RES UPA: 18 TEMP UPA: 45
Resort	FAR 1.2	RES UPA: 30 TEMP UPA: 50	Resort Facilities Medium	FAR 1.0 – 2.0 (Depends on Lot Area)	RES UPA: 18 TEMP UPA: 45-75
Residential Medium	FAR 0.5	RES UPA: 15 TEMP UPA: 0	Residential Medium	Not specified in Comp Plan. In Zoning	RES UPA: 15 TEMP UPA: 0
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Table 2 shows that many of the current local future land use categories and their adopted standards exceed that which is allowable by Countywide Rules standards. Table 3 below provides the existing FAR and density range by the proposed character districts within the JPVAC, which further reinforce the inconsistencies with allowable density/intensity standards per the Countywide Rules. These density/intensity ranges are shown for each proposed character district.

Table 3: Existing FAR and Density Range in Proposed Character Districts

Character District	Residential Density Range, Units Per Acre (UPA)	Temporary Lodging Density Range (UPA)	FAR Range
Traditional	10.9	0	0.03-1.7
Commercial Core	14.5	12.4	0.2.-1.1
Boardwalk	0	0	0.4 – 1.3
Low Intensity Mixed Use	9.4-37.7	17.5-34.0	0.2-0.7
John’s Pass Resort	4.8-70	36.4	0.1-1.6
Transitional	8.3-45.5	42-58.9	0.2-1.3

PROPOSED ACTIVITY CENTER PLAN

As mentioned, the proposed Activity Center designation will involve further differentiation of six character districts within the Activity Center, for the purpose of recognizing the district location, use, and density/intensity features of these components of John’s Pass Village and provide for their future continuation and enhancement. Table 4 below shows the proposed character districts, their allowable uses and permitted density/intensity standards. Table 4 also shows the current corresponding local future land use category and the allowable densities/intensities under those categories, in order to show the changes that will be occurring as a result of an amendment to the Activity Center category. Under normal circumstances, these would be compared to the corresponding Countywide Plan Map category. However, because the city has adopted inconsistent standards and permitted development under these standards, it is necessary to compare it to the local future land use category for an accurate reflection of standards which are changing. These differences in densities/intensities in the table below will contribute to the understanding of impacts in the Coastal High Hazard Area, which are discussed below. The proposed standards below would render the JPVAC consistent with the Countywide Rules density/intensity standards for the Neighborhood Center subcategory of Activity Centers.

Table 4: Proposed Character Districts and Current Corresponding Countywide Plan Map Categories Densities/Intensities

Character District	Allowable Uses	Maximum Allowable Density (UPA)	Maximum Allowable Intensity (FAR)	Current Corresponding Countywide Plan Map Category	Current Countywide Allowable Standards
Traditional Village District <i>Defined by massing, rhythm, minimal setbacks orientation of buildings to the street and active ground-level retail</i>	Residential; Temporary Lodging, and Commercial	Residential 15 UPA; Temporary Lodging 45 UPA	2.0 FAR	Commercial General	Residential 15 UPA; Temporary Lodging 60 UPA; 1.2 FAR
Commercial Core District <i>Defined by orientation of buildings to the</i>	Residential; Temporary Lodging; and Commercial	Residential 15 UPA; Temporary Lodging 60 UPA	2.0 FAR (2.2/3.0 FAR permitted for Temporary Lodging with	Commercial General	Residential 15 UPA; Temporary Lodging 60 UPA;

<i>street, wide walks, ground-level and upper-level commercial, business access, build-to lines and upper-level tourist facilities</i>		(75/100 UPA permitted for Temporary Lodging with Development Agreement)	Development Agreement)		1.2 FAR
Boardwalk District <i>Defined by rustic, unfinished “fishing village” style of commercial buildings accessible from the second floor along the boardwalk</i>	Commercial, Commercial Recreation, and Services	Residential 0 UPA; Temporary Lodging 0 UPA	1.5 FAR	Commercial General	Residential 15 UPA; Temporary Lodging 60 UPA; 1.2 FAR
Low Intensity Mixed Use District <i>Defined by mix of residential and temporary lodging uses of various tenure and type</i>	Residential, Temporary Lodging, and Commercial only up to 20 percent of the building floor area	Residential 18 UPA; Temporary Lodging 40 UPA (60 UPA permitted for Temporary Lodging with Development Agreement)	1.5 FAR (2.0 FAR permitted for Temporary Lodging with Development Agreement)	Residential Medium	Residential 15 UPA; Temporary Lodging 60 UPA; 1.2 FAR
John’s Pass Resort District <i>Defined by a mix of residential development, tourist accommodations and limited business activities</i>	Residential, Temporary Lodging, and Commercial only up to 20 percent of the building floor area	Residential 24 UPA; Temporary Lodging 75 UPA	2.0 FAR (2.5 FAR permitted with Development Agreement)	Resort Facilities Medium (with Recreation/Open Space)	17 UPA; 45, 60, 75 UPA (depending on land size); 1.0 FAR

Transitional <i>District serves as a buffer from higher intensity/density to lower intensity/density</i>	Residential and Temporary Lodging; Commercial is only allowed up to 20 percent of the building floor area ratio for properties on the west side of Gulf Blvd; Commercial is allowed on east side of Gulf Blvd.	Residential 18 UPA; Temporary Lodging 50 UPA (75 UPA permitted for Temporary Lodging with Development Agreement)	1.5 FAR (2.0 FAR permitted with Development Agreement)	Resort Facilities Medium; Commercial General (with Recreation/Open Space)	Resort Facilities Medium: 17 UPA; 45, 60, 75 UPA (depending on land size); 1.0 FAR Commercial General: Residential 15 UPA; Temporary Lodging 60 UPA; 1.2 FAR
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TRANSPORTATION CONSIDERATIONS

Transit is a major consideration in the establishment of Activity Centers. Madeira Beach is currently served by Suncoast Beach Trolley and PSTA bus routes, connecting John’s Pass Village with other island communities in Pinellas County and connecting to the Park Street Terminal in downtown Clearwater and a transfer center at Tyrone Square Mall. The trolley route also joins John’s Pass Village with other existing Activity Centers: the Madeira Beach Town Center, the Treasure Island Downtown Special Area Plan, the St. Pete Beach Community Redevelopment Plan, and the Clearwater Downtown Redevelopment Plan. Furthermore, the Suncoast Beach Trolley operates with 30-minute headways, seven days a week.

Route 68 is also a supporting local route, operating on an hourly frequency, that serves a transit hub at Tyrone Square Mall, Madeira Beach Town Center, and John’s Pass Village. Within the proposed JPVAC, there are five existing bus stops, one of which is served exclusively by Route 68, one served exclusively by the Suncoast Beach Trolley, and the remaining three served by both routes.

Section 6.5.3. of the Countywide Rules provides the review criteria for amendments to the Countywide Plan Map. An analysis of these criteria are provided below:

1. The manner in, and extent to, which the amendment is consistent with the Countywide Rules and with the Countywide Plan Strategies as implemented through the Countywide Rules.

Staff Analysis: The proposed amendment is submitted by the City of Madeira Beach, amending approximately 27 acres of properties from Residential Medium, Resort, Retail & Services and Recreation/Open Space to Activity Center, with a Neighborhood Center subcategory designation. The proposed amendment is part of the John's Pass Activity Center Plan (JPVAC), which will be adopted by the city if this amendment is approved. The Neighborhood Center subcategory to be implemented within the JPVAC, allows for up to 60 units per acre (UPA) for residential density, up to 100 UPA for temporary lodging density and a maximum of 2.0 floor area ratio (FAR) for nonresidential or mixed-use intensity.

The proposed Activity Center, character districts, associated uses and maximum allowable densities and intensities would address and reconcile existing inconsistencies within John's Pass Village, while recognizing existing development within the amendment area. Activity Centers are intended to be areas that are the focal point of a community and served by enhanced transit commensurate with the type, scale and intensity of use. Within the JPVAC, Gulf Blvd. has more dense concentrations of development compared to the lower density residential areas around the city. Furthermore, Gulf Blvd is designated as a future secondary transit corridor on the Forward Pinellas Land Use Strategy Map and other Activity Centers are located along the corridor, such as in St. Pete Beach.

2. An amendment adopting or amending the AC, MMC or PRD category and affecting 10 acres or more shall include the following transportation impact analysis: A) Calculate the average daily trips for the current land use category(ies) of the proposed AC, MMC or PRD category based on the acreage and traffic generation characteristics for each applicable category described in Section 2.3.3.; and B) Calculate the average daily trips for the proposed AC, MMC or PRD category based on the acreage and traffic generation characteristics for each applicable category described in Section 2.3.3, multiplied by 50%. If the proposed average daily trips calculated in (B) is smaller than the current average daily trips calculated in (A), then only the requirements of Section 6.2.3 must be met and no additional transportation assessment is required.

Staff Analysis: The average daily trips for the existing categories of Recreation/Open Space, Residential Medium, Resort, and Retail & Services is 8,674. Applying the above-referenced review standards, the average daily trips that this area would generate if the proposed Activity Center is approved is 4395.

3. **If located within a Scenic/Noncommercial Corridor, the manner in, and extent to, which the amendment conforms to the criteria and standards contained in Section 6.5.4.1 of these Countywide Rules.**

Staff Analysis: The amendment area is not located on an SNCC; therefore, those policies are not applicable.

4. **If located within a Coastal High Hazard Area, the manner in, and extent to, which the amendment conforms to the terms set forth in Section 4.2.7.**

Staff Analysis: The entirety of the amendment area is located in the CHHA. As such, the proposed amendment is required to be evaluated against the balancing criteria provided in the Section 4.2.7 of the Countywide Rules.

A. ACCESS TO EMERGENCY SHELTER SPACE AND EVACUATION ROUTES

Because the proposed amendment will not result in an increase in permanent residential populations, adverse impacts to emergency shelter space capacity are not anticipated.

Gulf Boulevard is a designated evacuation route. Additionally, Madeira Beach is connected to the mainland through the Tom Stuart Causeway and Treasure Island Causeway. John's Pass Village is located within eight miles of four different shelters, and nine miles from seven different shelters. Forward Pinellas did reach out to Emergency Management for a review of the proposal. They noted the following:

A Level A evacuation status mandates the evacuation of residents, hotel staff and guests, commercial establishments and employees at all subsequent levels of mandatory evacuation orders (A-E).

The Activity Center area directly intersects with the Gulf Boulevard emergency evacuation route. Consequently, concerns regarding access during ordered evacuations are not anticipated. Per Pinellas County Emergency Management, it is recommended that the city adopt stronger mitigation and construction practices that exceed the mandates outlined in prevailing building codes. This proactive approach will help minimize the adverse consequences of wind and storm surge events and their associated hazards.

B. UTILIZATION OF EXISTING AND PLANNED INFRASTRUCTURE

The JPVAC establishes standards that are reflective of what has been developed within the amendment area. As such, it largely would be served by the existing infrastructure system.

C. UTILIZATION OF EXISTING DISTURBED AREA

Similarly, the JPVAC will be served by the existing disturbed area within John's Pass Village area, and no natural areas that buffer existing development from coastal storms will be altered as a result of the proposed amendment.

D. MAINTENANCE OF SCENIC QUALITIES AND IMPROVEMENT OF PUBLIC ACCESS TO WATER

The overall plan for John's Pass Village will enhance public access and visibility to the amendment area, and will also encourage new opportunities to view and access the surrounding waterfront through redevelopment activities. Furthermore, existing scenic qualities will be maintained as the JPVAC is largely reflective of what is currently developed in the area.

E. WATER DEPENDENT USE

The JPVAC recognizes and provides for the continuation of existing water-dependent uses along John's Pass Village.

F. PART OF COMMUNITY REDEVELOPMENT PLAN

In a broad sense, this proposed Special Area Plan and associated Activity Center request has been developed with the intent of serving as a redevelopment plan for the area.

G. OVERALL REDUCTION OF DENSITY OR INTENSITY

The analysis of impacts to densities/intensities will be conducted by comparing the existing developed densities/intensities within the amendment area to the proposed maximum allowable densities/intensities. Typically, this analysis would be conducted by comparing the densities/intensities of the current and proposed categories. However, as this area is currently nonconforming in its standards and has developed as such, it is necessary to compare what is actually developed on the ground to what will be allowed as a result of the proposed amendment.

To that end, Table 5 below incorporates information shown earlier in this staff report and combines them for a clear comparison, showing the existing density/intensity ranges and comparing them to the proposed maximum allowable densities/intensities within the amendment area, by character district. While many of the proposed densities/intensities of the character districts are reflective of the existing development within the JPVAC, there will be increases in the allowable development potential as compared to what is currently developed in the amendment area. It should be noted, however, that increases in Temporary Lodging density do not impact emergency shelter and evacuation route considerations. Furthermore, the increases in density can be deemed minor when considering what is already developed within the CHHA. For example, the Commercial Core District is currently developed at a maximum 14.5 UPA, and the proposed maximum density for this district is 15 UPA.

The proposal results in maintaining an overall residential density of 16 UPA. Because this area is highly vulnerable to climate hazards, Forward Pinellas is not in support of any increase in residential density.

In Table 5, it is also apparent that the maximum developed densities of some of the character districts (namely, the Low Intensity Mixed Use, John’s Pass Resort and Transitional districts), surpass the proposed maximum densities allowed in those respective districts. Per information provided by Madeira Beach staff, these character districts contain certain older condominiums and multifamily properties that were built in the 1950s, ‘60s, and ‘70s, which predate the adoption of the city’s zoning regulations provided for in the Madeira Beach Code of Ordinances and further, the Comprehensive Plan.

The Madeira Beach Code of Ordinances has provisions that allow for those nonconforming multifamily properties to continue lawfully but restrict further investment. Currently in the Madeira Beach Code of Ordinances, Sec. 110-96 outlines the process to rebuild nonconforming structures after a catastrophic loss from a disaster. Multifamily residential and temporary lodging developments may be rebuilt to the same density, height, and side setbacks, but must comply with the front setback, the county coastal construction control line, floodplain regulations, fire codes, and parking regulations as contained in their certificate of occupancy and any other requirements effective at the time of building permit application. Commercial development must meet the current intensity standards after a catastrophic loss. Many of the commercial buildings within John’s Pass Village exceed the allowed FAR. However, it is of note that the city is considering amending their regulations to permit commercial development to build back to the same FARs.

Table 5: Existing Densities/Intensities and Proposed Maximum Densities/Intensities

Character District	Existing Residential and Temporary Lodging Density (UPA)		Proposed Maximum Residential and Temporary Lodging Density (UPA)		Existing FAR Range	Proposed Maximum FAR
	<i>Residential</i>	<i>Temporary Lodging</i>	<i>Residential</i>	<i>Temporary Lodging</i>		
Traditional	10.9	0	15	45	0.03-1.7	2.5 (3.0 with Development Agreement)
Commercial Core	14.5	12.4	15	60 (75/100 with Development Agreement)	0.2-1.1	2.0 (2.2/3.0 with Development Agreement)
Boardwalk	0	0	0	0	0.4-1.3	1.5
Low Intensity Mixed Use	9.4-37.7	17.5-34.0	18	40 (60 with Development Agreement)	0.2-0.7	1.5 (2.0 with Development Agreement)

John's Pass Resort	4.8-70	36.4	18	60 (75/100 with development agreement)	0.1-1.6	2.2 (2.5 with Development Agreement)
Transitional	8.3-45.5	42-58.9	18	50 (75 with Development Agreement)	0.2-1.3	1.5 (2.0 with Development Agreement)

H. CLUSTERING OF USES

As the entirety of the city, including the area encompassing the proposed Activity Center is within the CHHA, it is not possible, nor is there any opportunity or ability, to cluster uses outside of the CHHA.

I. INTEGRAL PART OF COMPREHENSIVE PLANNING PROCESS

The proposed JPVAC Plan has been prepared as an important part of the city's comprehensive planning process and represents the city's expressed objective to recognize and provide for the preservation and enhancement of John's Pass Village as a vital tourist, business and residential component of the city.

- 5. If the amendment involves the creation, expansion, contraction of, or substantive change to the Activity Center, Multimodal Corridor, or Planned Redevelopment District category, the manner in, and extent to, which the amendment conforms to the purpose and requirements of the applicable category, and addresses the relevant Planning and Urban Design Principles described in Section 6.2.6 and Land Use Goal 16.0 of the Countywide Plan Strategies.**

Staff Analysis: The amendment area involves the establishment of a new Activity Center. As such, it is required to meet the Planning and Urban Design Principles detailed in Section 6.2.6 of the Countywide Rules Land Use Goal 16.0 in the Countywide Plan Strategies. Below are some examples of how these standards have been met, and the associated JPVAC Plan addresses them in further detail:

LOCATION, SIZE AND DENSITY/INTENSITY STANDARDS

The proposed Activity Center is consistent with the locational criteria of Activity Centers and is appropriate in its size. Furthermore, the proposed density/intensity recommendations for the Activity Center do not exceed the maximum standards for the Neighborhood Center subcategory.

CONNECTIVITY

The JPVAC involves improvements in connectivity, particularly along Gulf Boulevard. A key initiative of the proposed Activity Center is to locate and design transit connections on Gulf Blvd. (which is a designated Secondary Transit Corridor), to achieve a more visible, direct and safe connection for pedestrians to and from the village, to improve the connections to off-street parking to reduce automobile traffic within the JPVAC and to provide improved connections to the

transit system for both automobile and bicycle travel. However, commitments should be made to complete the sidewalk network in the amendment area so that pedestrians can move about in a safe manner.

SITE ORIENTATION

Site orientation provides opportunities to create convenient, safe, and comfortable experiences for pedestrians in relationship to the buildings that adjoin the public right-of-way or building entryway. Many buildings in the Traditional Village, Boardwalk and Commercial Core Character Districts are oriented towards the pedestrian. Furthermore, pedestrians can be unaware of the parking located in the back of the building and is able to focus more on interacting with ground levels of buildings, encouraging them to visit the uses along the pedestrian right-of-way.

PUBLIC REALM ENHANCEMENT

Public realm refers to the publicly owned space and privately owned space adjoining the rights-of-way that can be accessed and used by the public. Within the JPVAC, pedestrian safety and comfort will be achieved by maintain an unobstructed means of accessing both the Traditional Village and Commercial Core Character Districts. Furthermore, the JPVAC identifies two key focal points – one at the main pedestrian point of access to Village Boulevard, and one at the southern terminus of Village Boulevard at 129th Avenue West – as opportunities for significant place-making potential and the establishment of wayfinding, public seating and landscaping to enhance the public realm. Redevelopment initiatives will consider these two identified focal points.

GROUND FLOOR DESIGN AND USE

The current development pattern in the JPVAC achieves the desired objective of a continuation of interaction between the public right-of-way and adjoining private use through its direct uninterrupted access and use of the ground floor for existing structures.

TRANSITION TO NEIGHBORHOODS

The proposed Activity Center has planned for transitional areas through the Transitional Character District along Gulf Blvd at its northern terminus. This character district provides for a decrease in temporary lodging use density, as well as non-residential floor area intensity from the John's Pass Resort Character District.

Overall, the JPVAC has sufficiently addressed the required Planning and Urban Design Principles. Furthermore, the implementation of these principles will be monitored as zoning and development standards are established.

- 6. The manner in, and extent to, which the amendment significantly impacts a public educational facility or an adjoining jurisdiction.**

Staff Analysis: The proposed amendment is not adjacent to a public educational facility or adjoining jurisdiction; therefore, those policies are not applicable.

- 7. If the amendment involves the conversion from the Employment (E), Industrial (I), or Target Employment Center (TEC) category, the extent to which the amendment area can continue to provide for target employment opportunities as evaluated and set forth in Section 6.5.4.5.**

Staff Analysis: The proposed amendment area does not involve the reduction of land designated as Industrial or Employment; therefore, those policies are not applicable.

PUBLIC CORRESPONDENCE

City staff have held the following community engagement opportunities:

- Three public meetings
 - One business focus
 - Two general public focus
- Online Survey
- Alternatives were presented
- Input from meeting guided current proposal

Forward Pinellas has received 36 emails of public opposition. The following were main areas of concern:

- Main concern: increase in density / intensity
- Traffic congestion
- Allowing more hotel/condos
- Ruin Madeira Beach appeal
- Overdevelopment

JOHN'S PASS VILLAGE

ACTIVITY CENTER PLAN





Board of Commissioners

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Linda Portal, Community Development Director

Jenny Rowan, Senior Planner

Andrew Morris, Planner/GIS Technician

Dave Healey, Consultant

TABLE OF CONTENTS

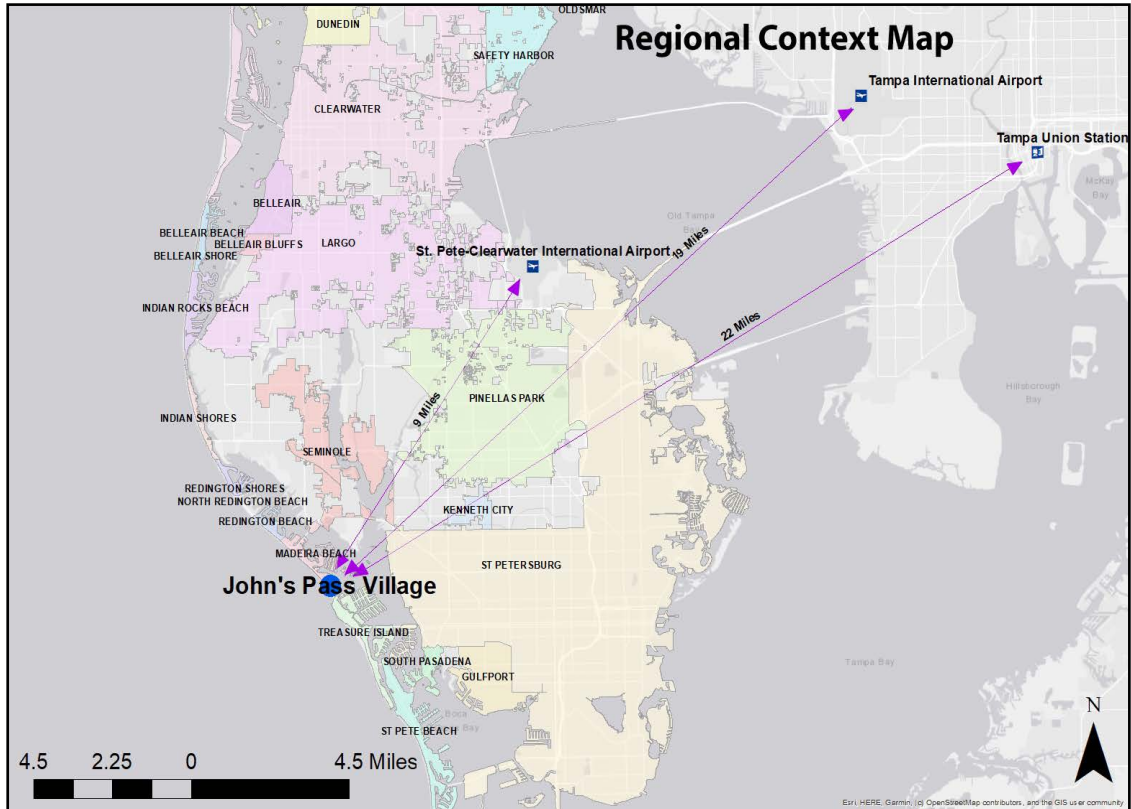
CHAPTER ONE INTRODUCTION.....	Page 4
CHAPTER TWO BACKGROUND & CONTEXT.....	Page 8
CHAPTER THREE THE PLAN.....	Page 17
CHAPTER FOUR TRANSPORTATION.....	Page 34
CHAPTER FIVE COASTAL HIGH HAZARD AREA CONSIDERATIONS.....	Page 47
CHAPTER SIX PLANNING & URBAN DESIGN PRINCIPLES.....	Page 53
CHAPTER SEVEN IMPLEMENTATION STRATEGIES.....	Page 68

INTRODUCTION

Chapter One

PREFACE

The City of Madeira Beach is a barrier island community consisting of a mix of low-density residential development to medium-density tourism-oriented commercial, multifamily residential, and temporary lodging accommodations. At the south end of Madeira Beach lies the center of tourism for the city, John's Pass Village. While this area is recognized as an important tourist destination for the Tampa Bay Metro Area, it has been underutilized and saddled with an inconsistent land use policy for decades. The John's Pass Village Activity Center Plan accounts for the existing development and encourages compatible design for future growth.



An Activity Center designation will maintain the character of the area through tailored land use and zoning policies, with a focus on tourism and multi-modal connectivity, and foster a pedestrian-friendly environment in John's Pass Village.

PURPOSE

The John's Pass Village Activity Center Plan recognizes, protects, and enhances this unique and important area. The purposes of the Activity Center Plan are as follows:

- 1) Establish the standards and means to preserve and rebuild the existing character, uses, and density/intensity of John's Pass Village in the event of a disaster.
- 2) Reconcile inconsistencies among existing land use characteristics in the City Comprehensive Plan and The Countywide Rules Standards.
- 3) Provide for consistency and enhancement in the Activity Center for future improvement, revitalization, and potential redevelopment within the Village.

The proposed Activity Center Plan does not establish a new, significantly different, or undeveloped center, but recognizes and provides for the long-term viability of this established tourist and commercial center.

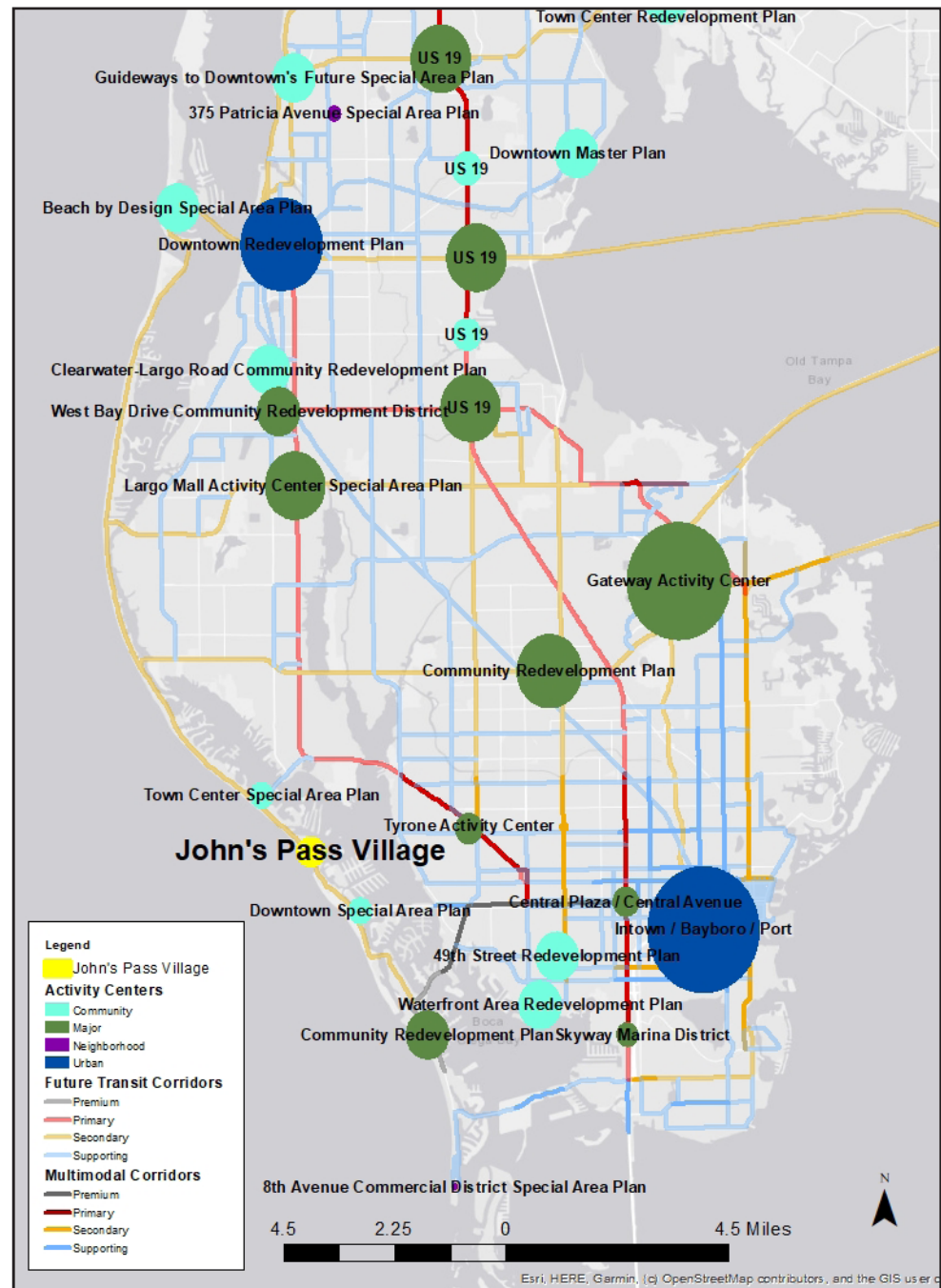
PLAN OVERVIEW

The John's Pass Village Activity Center Plan is a comprehensive attempt to memorialize the character and function of this tourist, commercial, and cultural center, and to provide for future enhancement and revitalization. The Plan documents the purpose, background, existing and proposed land use characteristics, transportation and sustainability considerations, design principles, and implementation strategies. The John's Pass Village Activity Center encompasses approximately 27 acres of land as shown on the accompanying map.



The John's Pass Village Activity Center (JPVAC) is comprised of six distinct Character Districts to better reflect existing and proposed land use and density/intensity. The density/intensity standards as provided for in the Countywide Rules for a **Community Neighborhood** Center Activity Center are reduced through these Character Districts. The characteristics and standards for each Character District are described further in Chapter Three of this plan.

The Countywide Rules indicate Activity Center land use designations are areas of the county that are the focal point of a community and served by enhanced transit commensurate with the type, scale, and intensity of use. Within the JPVAC, Gulf Boulevard has more dense concentrations of development compared to the lower density residential areas of the city. Gulf Boulevard is designated as a future secondary transit corridor and already has multiple Activity Centers located along the corridor. The area within the proposed John's Pass Village Activity Center is a tourist hub with a clustering of cultural, employment, and business development. John's Pass Village definitely meets the criteria for an Activity Center designation.



PLAN IMPLEMENTATION

The process to adopt and implement the John's Pass Village Activity Center Plan includes the following steps:

- Amend the Future Land Use Element of the City Comprehensive Plan to establish an Activity Center Future Land Use Plan map category.
- Adopt the Activity Center Plan and corresponding amendment of the Future Land Use Map to place the Activity Center category on the map.
- Amend the Countywide Plan Map to establish the Activity Center (Community Neighborhood Center) Plan Category on the Countywide Plan Map and the Land Use Strategy Map.
- Amend the City's Land Development Code to establish Activity Center and Character District zoning standards to administer and implement the Activity Center Plan.



BACKGROUND & CONTEXT

Chapter Two

BEGINNING 1910-1950

In 1912, George Roberts established the first homestead in Madeira Beach on 140 acres north of John's Pass. The area, then called Olive Island, was sold in 1914 to Noel Mitchell, who replaced

the homestead with Mitchell's Beach Hotel. That same year, Mitchell also made plans to develop the island for over 1,000 residents and filed a large subdivision of 40-foot-wide lots over the area now known as John's Pass Village. With no road connections to the mainland, those initial development plans were abandoned by the end of World War I and the subdivision was amended over time.

In 1927, the Corey Causeway opened between St. Pete Beach and the mainland (replacing the old wooden McAdoo Bridge toll road) and another bridge was built to span Blind Pass. The original John's Pass Bridge opened in 1927, resulting in the establishment of a commercial fishing industry on both sides of the Pass. By the mid-1930s, automobiles could travel from the Sand Key area north of Indian Rocks all the way to Pass-a-Grille.

Mitchell's Beach, Johns Pass,
near St. Petersburg, Fla.

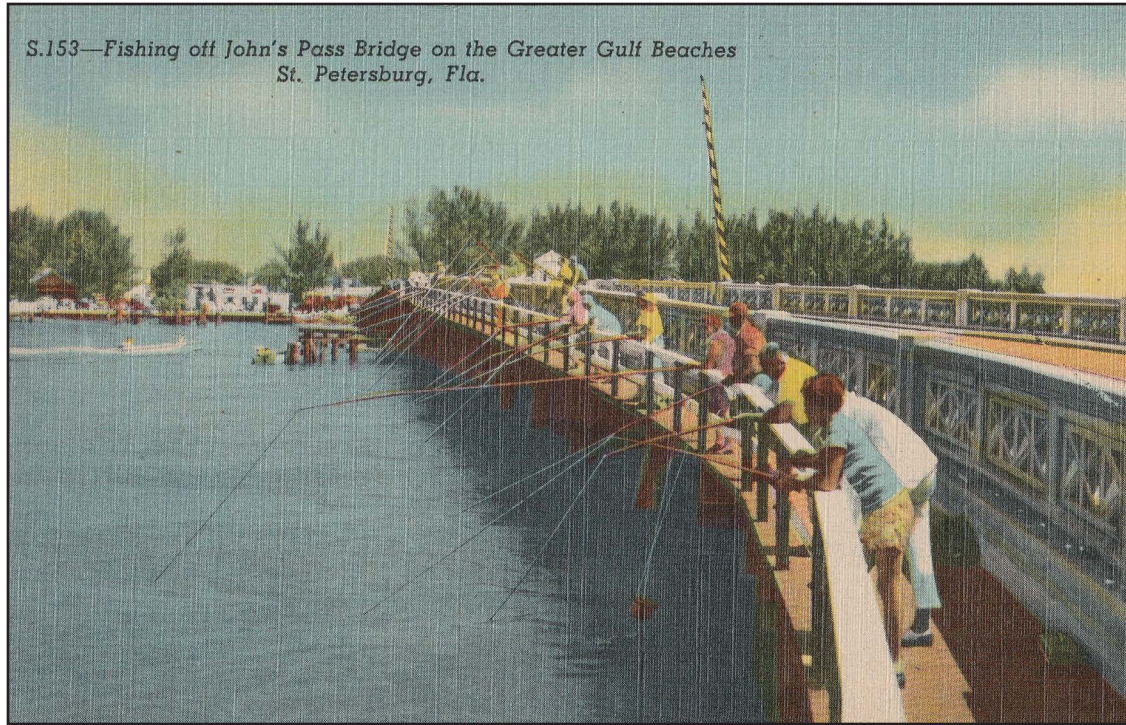




Madeira Beach remained an integral part of the growing commercial development along the beaches. John's Pass grew in popularity as a prime fishing destination and small businesses at the pass provided services to recreational fishermen and industrial fleets. The Little House Restaurant opened in 1937 on the north side of the pass. Gulf Boulevard connected various hotel and casino destinations in Redington, Treasure Island, St. Pete Beach, and the Madeira Beach Amusement Park. The Bay Pines Veterans Center was under development in the mid-1930s.

Madeira Beach was divided into subdivisions in the early 1930s, and by the 1950s the fill islands were approved and developing. Commercial activities mixed with residential, fishing, and tourist uses, continued to develop along Gulf Boulevard, as did the Town Center in the area first developed as the amusement park around 150th Avenue. In 1947, Madeira Beach was incorporated as a city. Over time, John's Pass remains the city's highest concentration of mixed-use development and the city's economic engine.

Between 1934 and 1947, the areas in Madeira Beach now known as John's Pass Village and South Beach were developed to include a bridge tender's home and office, a fishing camp, a gas station, a real estate office, and the only post office between Pass-a-Grille and Indian Rocks Beach. The area was promoted as a destination for holiday fishing with postcards and advertisements featuring men fishing from the John's Pass Bridge. The area continued to develop during the 1950s and 1960s as a fishing and holiday destination with both sides of the pass featuring bait shops, curio shops,



restaurants, vacation rental cottages, and charter boat excursions. In the 1950s, hotels and various tourist attractions were located near John's Pass.

CONSTRUCTION AND LAND USE PLANNING 1960-2008

In 1971, a new twin-span bridge was constructed across John's Pass. This improvement included moving the access closer to the Gulf and away from Village Boulevard. The move allowed Madeira Beach to reclaim Village Boulevard as a local business street, spared from the pressure of traffic and roadway expansion that doomed small town commercial districts all over the country. The reconstructed street, Village Boulevard, was narrowed to local street standards, leaving extra right-of-way for sidewalks and parking. In 1972, merchants along the right-of-way were allowed by city action to expand the balconies and upper walkways fourteen



feet to cover the expanded pedestrian area. Parking was added in lots and on-street public parking spaces. The main street, traditional development pattern of the area was thus preserved. In fact, many of the original buildings, although expanded and altered in use, remain today.

During the 1970s and 1980s, many of the former fishing and holiday cottages in John's Pass Village were converted to commercial use or removed. This transition continued to current times with many cottages being replaced by parking to accommodate the needs of daily tourists. By the mid-1980s



the boardwalk running along the Madeira Beach side of the pass extended from the point of the old bridge to East End Lane. Recreational boating businesses replaced much of the industrial fishing fleet located near the pass.

As stated previously, Madeira Beach was originally developed as an amusement, holiday, recreational and commercial fishing destination. However, as the residential areas developed, the area grew to require regulation for compatibility and service provision. The first zoning map and regulations were adopted in 1964. The John's Pass area was given designations specific to its purpose and historic character. Along the boardwalk and seaward, the area was designated for C-4 Marine Commercial use. The remaining area was designated as C-1 Tourist Commercial, which provided for continuing the intense, but low scale mixed-use character historically built in the pass.

In the early 1980s, the city undertook major amendments to the local land development code, adopting setbacks

and other site regulations more typical of a suburban location. These regulations had the effect of rendering numerous structures non-conforming in the John's Pass area. Since the structures predated the codes, they continued to be used and improved as grandfathered structures and lots. In the 1980s, the boardwalk along the pass was extended along the second-floor height and buildings expanded upward to take advantage of direct access to the boardwalk.



In 1989, the city adopted its first comprehensive plan, noting in policy that John's Pass Village was an Activity Center, but not including a definition of Activity Center characteristics or a distinct map designation for the use. The area was instead classified with a unique designation of John's Pass Village and administered as Commercial General land use, with a row of lots along Boca Ciega Bay identified as Residential Medium. In 1992, the Rules concerning the administration of the Countywide Future Land Use Plan were amended to require that local governments' future land use plans be consistent with the Countywide Plan categories and Map.

While amendments to the City's plan were made between 1993 and 2006 that addressed certain of the standards applicable to John's Pass Village, the issue of consistency with the Countywide Plan was not fully resolved.

LAND USE AND CURRENT STATUS

2008-2023

In 2008, a consultant facilitated by the Pinellas County Planning Council on behalf of Madeira Beach completed an Evaluation and Appraisal Report. This report was used to amend the City's Future Land Use Plan. The designation of John's Pass Village as an "Activity Center" was removed from the plans policy, leaving the area designated as Commercial General and assigning it a new floor area ratio (FAR) of 1.2.

Thus, while the updated plan recognized the nature of John's Pass as a mixed use, commercial anchor, and in a state of ongoing redevelopment, it did not address its unique characteristics that typify an "Activity Center." Further, the 1.2 FAR that was assigned to the Commercial General plan category was apparently a misapplication of a Countywide standard for temporary lodging use and rendered this aspect of the new plan inconsistent with the Countywide Plan.

Though the City Plan has been updated since the 2008 edition, and the land use plan designated for other areas amended, the designation and FAR for the John's Pass Village area have not changed. Today, this largely

commercial area of John's Pass Village is classified as Retail & Services under the Countywide Plan and allows for maximum FAR of 0.55, whereas the corresponding City Plan designation of Commercial General allows for a maximum FAR of 1.2.

While the City both desires and is obligated to adopt a plan that is consistent with the Countywide Plan, it must do so in a manner that reflects both the existing, and desired future, development pattern for John's Pass Village.

To this end, the city began a community planning process and review of the current Countywide Plan categories to determine the best and most responsible designation for this important focal point in the city. The Countywide Plan was updated in 2015 and now provides for an Activity Center plan category that is intended for "areas of the county that are the focal point of the community and served by enhanced transit commensurate with the type, scale, and intensity of use." This category appears well-suited to meet the needs of the John's Pass Village area and at the same time achieve consistency with the Countywide Plan.

The City is now undertaking the community planning process to define the appropriate use of that new

category, as applied to the John's Pass area, and to request an amendment of each the City Plan and Countywide Plan to recognize the area as an Activity Center.

COMMUNITY ENGAGEMENT

The city held two public meetings and one workshop, and conducted surveys to receive public input for potential options to move forward with continued Comprehensive Plan development and revision within the guidelines of the Countywide Plan. The city sought public input to develop a plan to present to Forward Pinellas.

The city created and posted an online survey to obtain community feedback on future development of Gulf Boulevard and John's Pass Village. The survey was comprised of nine questions and 169 residents responded. Most of the respondents were 55 years or older and had lived in the city for more than five years. Most agreed that parking is an issue in the community; however, they were divided on increasing the Suncoast Beach Trolley frequency. Overall, the community responded that the maximum height of buildings in John's Pass Village and the west side of Gulf Boulevard should be four to five stories, while responses were split regarding the east side of Gulf Boulevard, feeling the heights could be more than five stories.



The community response from the survey continued through the efforts to engage businesses, residents, and owners in John's Pass Village on the potential direction of an updated plan that would better serve their interests and those of the city as a whole.

This Activity Center Plan is a comprehensive attempt to reflect the long-term interests of the city to recognize, protect and enhance the character and contributions of John's Pass Village to the city and Pinellas County.



In June 2021, the city held two public meetings and one workshop to identify two proposed

alternatives to present to Forward Pinellas with regard to the Countywide Plan Amendment. The purpose of these meetings was to inform the business owners in John's Pass Village, as well as city residents, of the need to update the land use policies and development regulations to bring the city into conformance with the Pinellas Countywide Plan.

On Wednesday, June 2nd, 2021, the city presented options to the John's Pass Village business leaders. Over 15 business leaders, Board of Commissioners, and interested parties attended the presentation.

The original proposal included designating John's Pass Village as a Community Activity Center. This option would raise maximum residential dwelling units from 24 to 90, temporary lodging units from 40 to 100, and maximum Floor Area

Ratio from 0.55 to 3.0 in John's Pass Village under the Countywide Plan. The land use strategy would contain Activity Centers at each end of the future secondary corridor, Gulf Boulevard, with development to support all modes of transportation in between. Another suggested option sought to extend the existing activity center in Town Center to include the Gulf Boulevard Corridor down to John's Pass Village. This plan proposed the same changes to maximum densities and floor area ratio and was proposed to enhance community connections.

After hearing concerns from the community about increasing the amount of development along Gulf Boulevard north of John's Pass Village, the study area for the Activity Center was scaled down to just John's Pass Village and areas near John's Pass Village along Gulf Boulevard. The Community Planning staff modified the Activity Center Plan to establish this designation, while at the same time defining Character Districts and distinct density/intensity standards that would allow for more refined development within the City and protect nearby residential areas.

[Forward Pinellas recommended an alternative compromise to reduce the proposed Community Center Activity Center to a Neighborhood Center Activity Center. The city reduced the Activity Center to a Neighborhood Center subcategory with allowances of the alternative temporary lodging use standards.](#)



THE PLAN

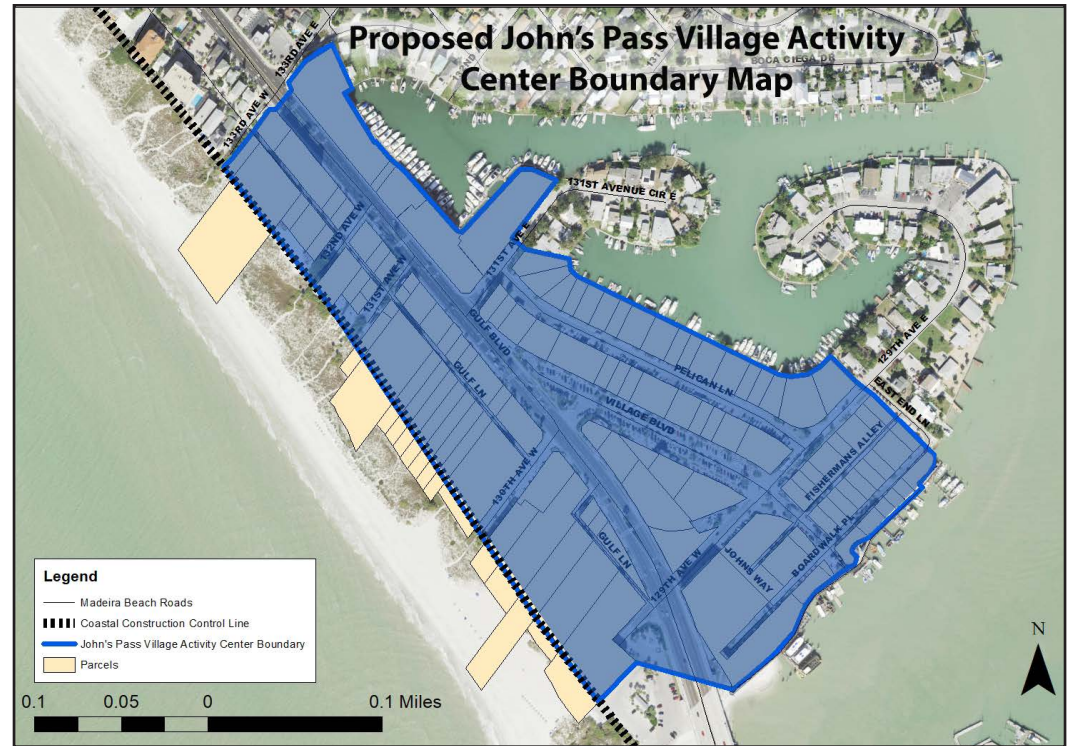
Chapter Three

OVERVIEW AND CONTENT

This chapter examines the proposed JPVAC area, the existing land use relationships, and a comparison of current City and Countywide Future Land Use designations and standards. Each of these considerations has informed and given direction to the proposed Activity Center Plan, its Character Districts and standards, and their relationship to an amended Countywide Plan that recognizes the John's Pass Village Activity Center.

PROPOSED ACTIVITY CENTER AREA

The proposed Activity Center area is identified on the map above. The area encompassed within the Activity Center is approximately 27 acres. The Activity Center extends from the properties west of Gulf Boulevard to Boca Ciega Bay on the east, and from John's Pass north to 133rd Avenue East.



The designated Activity Center area includes the traditional tourist business uses located along the east side of Gulf Boulevard, Village Boulevard, and the Boardwalk area; the mix of residential and temporary lodging uses on the west side of Gulf Boulevard; the transitional residential and temporary lodging uses on the east and west sides of Gulf Boulevard north of the traditional village business area; and the mix of residential and temporary lodging uses on the east side of Pelican Lane. The Activity Center designation does not include any portion of a parcel that extends west of the Coastal Construction Control Line.

EXISTING USES AND DENSITIES

The existing land uses within the Activity Center include a mix of residential, temporary lodging, and commercial uses, many of which focus on or are related to the tourism industry. Parcel size varies, but the typical lot size is quite small averaging approximately one-quarter acre. Densities and intensities in the area vary considerably and, in some cases, exceed current standards. The accompanying exhibits illustrate the essential features of the existing land use, parcel size, and density/intensity pattern.



The tables below identify the approximate percentage of use by major type for the Activity Center as a whole, as well as within the six Character Districts proposed to recognize these distinct sub-areas within the Activity Center.

**TABLE 3.1
EXISTING USES FOR JOHN'S PASS
VILLAGE ACTIVITY CENTER (JPVAC)**

Type of Use	Percentage of Type of Use for JPVAC
Vacant Residential	5.9%
Single Family Residential	6.1%
Multifamily & Temporary Lodging	50.7%
Vacant Commercial	6.1%
Tourist & General Commercial	29.5%
Marine Commercial	1.6%
	100%

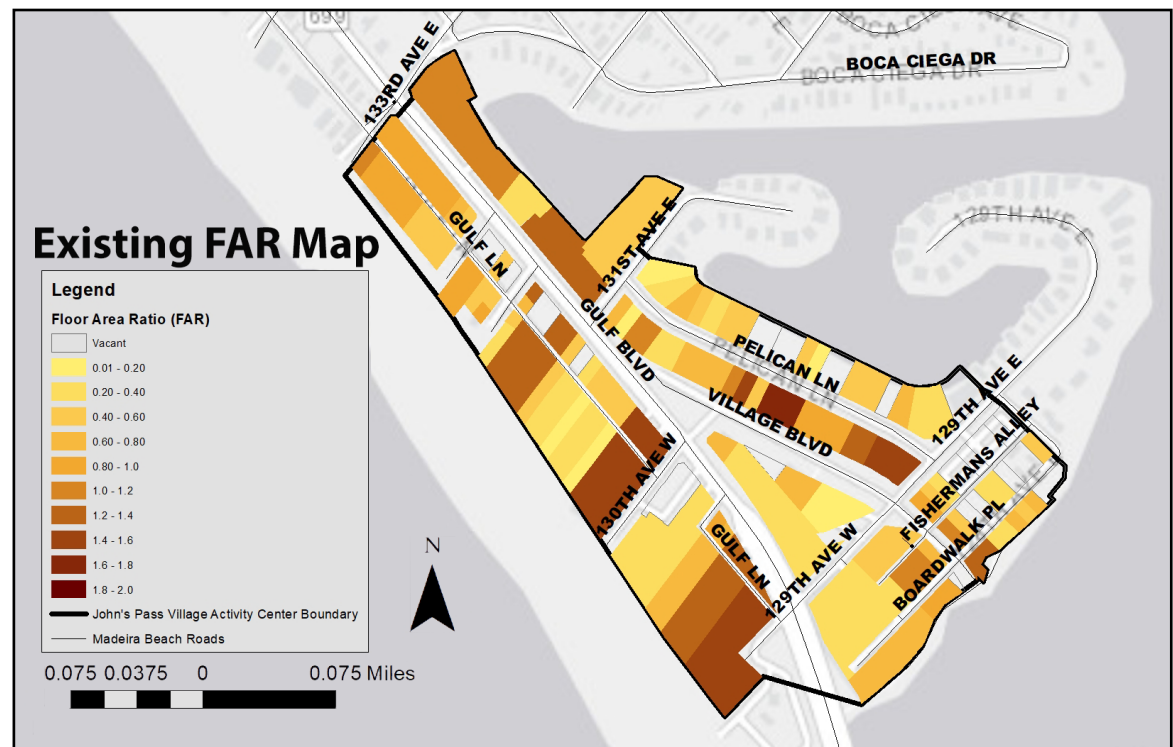
**TABLE 3.2
EXISTING LAND USES PER CHARACTER DISTRICT**

Type of Use	Boardwalk	Commercial Core	John's Pass Resort	Low Intensity Mixed-Use	Traditional Village	Transitional
Vacant Residential	0	0	6%	24%	0	6%
Single Family Residential	0	0	12%	7%	0	8%
Multifamily & Temporary Lodging	0	0	78%	69%	2%	82%
Vacant Commercial	2%	29%	0	0	12%	0
Tourist & General Commercial	88%	71%	4%	0	86%	0
Marine Commercial	10%	0	0	0	0	4%
	100%	100%	100%	100%	100%	100%

**TABLE 3.3
EXISTING FAR AND DENSITY RANGE**

Character District	Residential Density Range (UPA)	Temporary Lodging Density Range (UPA)	FAR Range
Boardwalk	0	0	0.4 - 1.3
Commercial Core	14.5	12.4	0.2 - 1.1
John's Pass Resort	4.8 - 70	36.4	0.1 - 1.6
Low Int. Mixed Use	9.4 - 37.7	17.5 - 34.0	0.2 - 0.7
Traditional Village	10.9	0	0.03 - 1.7
Transitional	8.3 - 45.5	42 - 58.9	0.2 - 1.3

The current intensity of development, as measured by Floor Area Ratio (FAR), frequently exceeds the current FAR standard of 0.55 in the areas designated Retail & Services on the Countywide Plan. These examples of higher density/intensity are consistent with the characteristics and standards of the proposed individual Character Districts of the Activity Center Plan. They are also consistent with or well below the maximum permitted standards of the Countywide Plan for a **Community Neighborhood** Center Activity Center.



**TABLE 3.4
AVERAGE LOT SIZES IN EACH CHARACTER DISTRICT**

Character District	Average Lot Size (Square Feet)	Average Lot Size (Acres)
Boardwalk	6,419.2	0.15
Commercial Core	7,964.9	0.18
John’s Pass Resort	17,542.2	0.40
Low Int. Mixed Use	7,478.4	0.17
Traditional Village	8,822.0	0.20
Transitional	12,401.8	0.28
John’s Pass Activity Center	11,720.5	0.27

The average lot size of approximately one-quarter acre, which varies somewhat by Character District, is relatively small and reflects the original platting of this area. Lot size is relevant to both the types of use that can be accommodated and the resultant density/intensity that can be achieved.

EXISTING PLAN DESIGNATIONS AND STANDARDS

The following exhibits show the existing City and Countywide Future Land Use Plan categories in the John’s Pass Village Activity Center area, the land area and percentage of total area attributable to each, and their respective density/intensity standards.

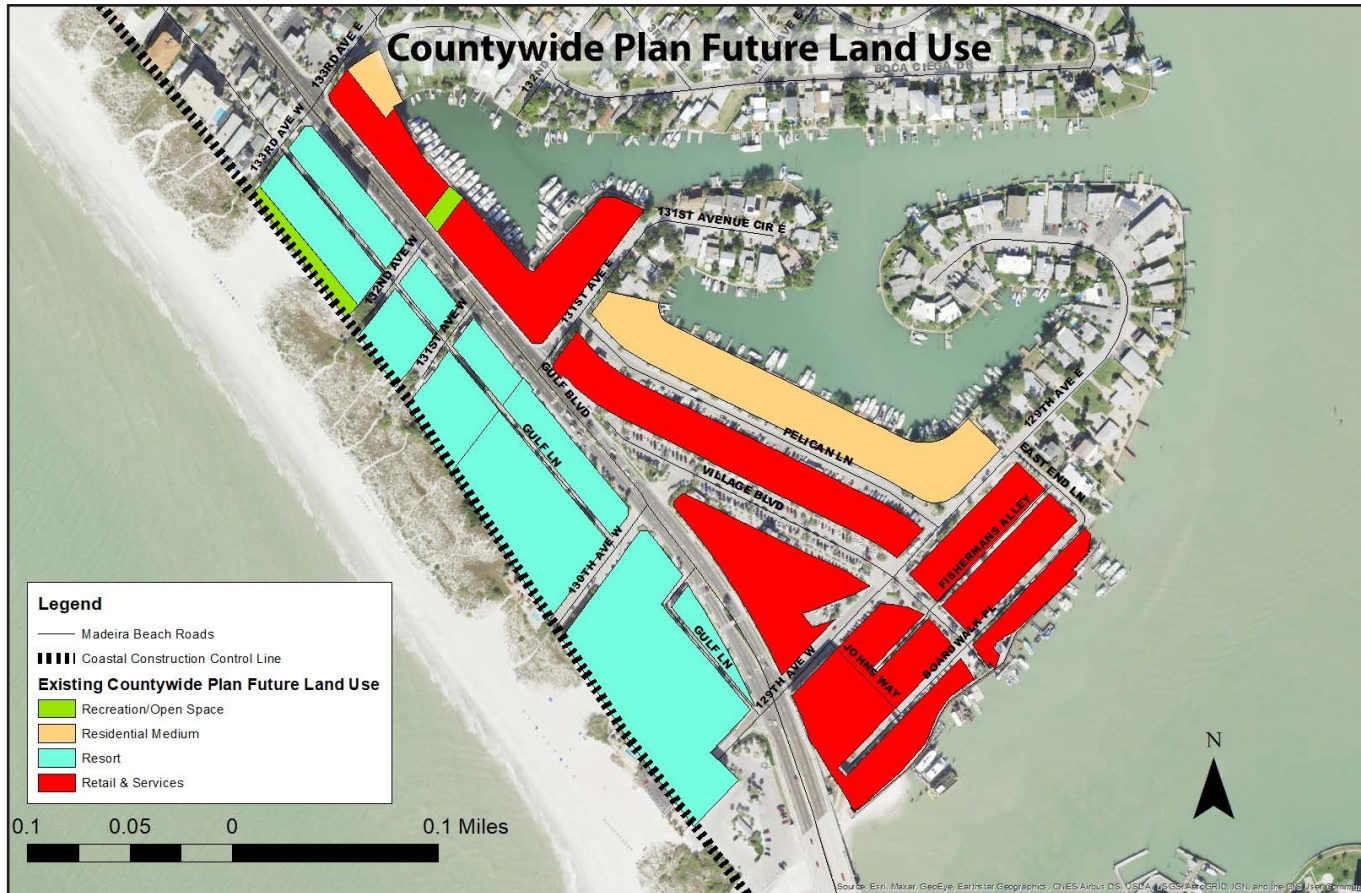


TABLE 3.6 EXISTING COUNTYWIDE FUTURE LAND USE CATEGORY DENSITY AND INTENSITY MAXIMUMS

Future Land Use Category	Residential UPA	Temporary Lodging UPA	Floor Area Ratio	Acres	Future Land Use Category Percentage of Total Acres
Recreation/Open Space	0	0	0.25	0.46	1.7%
Residential Medium	15	0	0.5	3.36	12.4%
Resort	30	50	1.2	11.06	40.9%
Retail & Services	24	40	0.55	12.16	45%
				27.04	100%

Most of the area east of Gulf Boulevard is currently designated Commercial General, with a small portion at the northeast corner of the proposed Activity Center designated Residential/Office/Retail on the City Future Land Use Map. The Countywide Plan Map designates this area as Retail & Services. These areas east of Gulf Boulevard are approximately 12 acres of the 27 acres, or 45 percent of the Activity Center. These categories represent the traditional center and focal point of John's Pass Village.

The area west of Gulf Boulevard has a City Future Land Use Map designation of Resort Facilities Medium. The Countywide Plan Map category for this area is Resort. This area is some 11 acres or 41 percent of the Activity Center. These "Resort" classifications consist of a mix of residential and temporary lodging uses that form the western edge and are an integral part of John's Pass Village.

The final two existing plan categories are located in the Transitional district, which includes a small 0.46-acre area of Recreation/Open Space that is part of private development along Gulf Boulevard on the inland side of the Coastal Construction Control Line. The Recreation/Open Space designation on the east side of Gulf Boulevard is due to a utility easement that traverses

the property. Properties designated as Residential Medium on the Future Land Use maps of both the City and Countywide Plans are located along the east side of Pelican Lane, characterized by a mix of residential and temporary lodging uses.

The existing City and Countywide Plan categories and their respective density/intensity standards illustrate three fundamental issues that are problematic to the long-term viability and enhancement of John's Pass Village. These three issues are:

1. The density/intensity standards in the respective City and Countywide Plans are not consistent – particularly between the City's Commercial General category and the Countywide Plan's Retail & Services category.
2. The existing plan categories do not sufficiently reflect the distinct characteristics of the uses within, and their relationship to, the overall area.
3. The density/intensity standards do not accurately reflect or provide support for either the existing density/intensity of, or the future potential to, revitalize and enhance John's Pass Village.

The composition and key features of the proposed Activity Center Plan described in the following section are designed to address these fundamental issues.

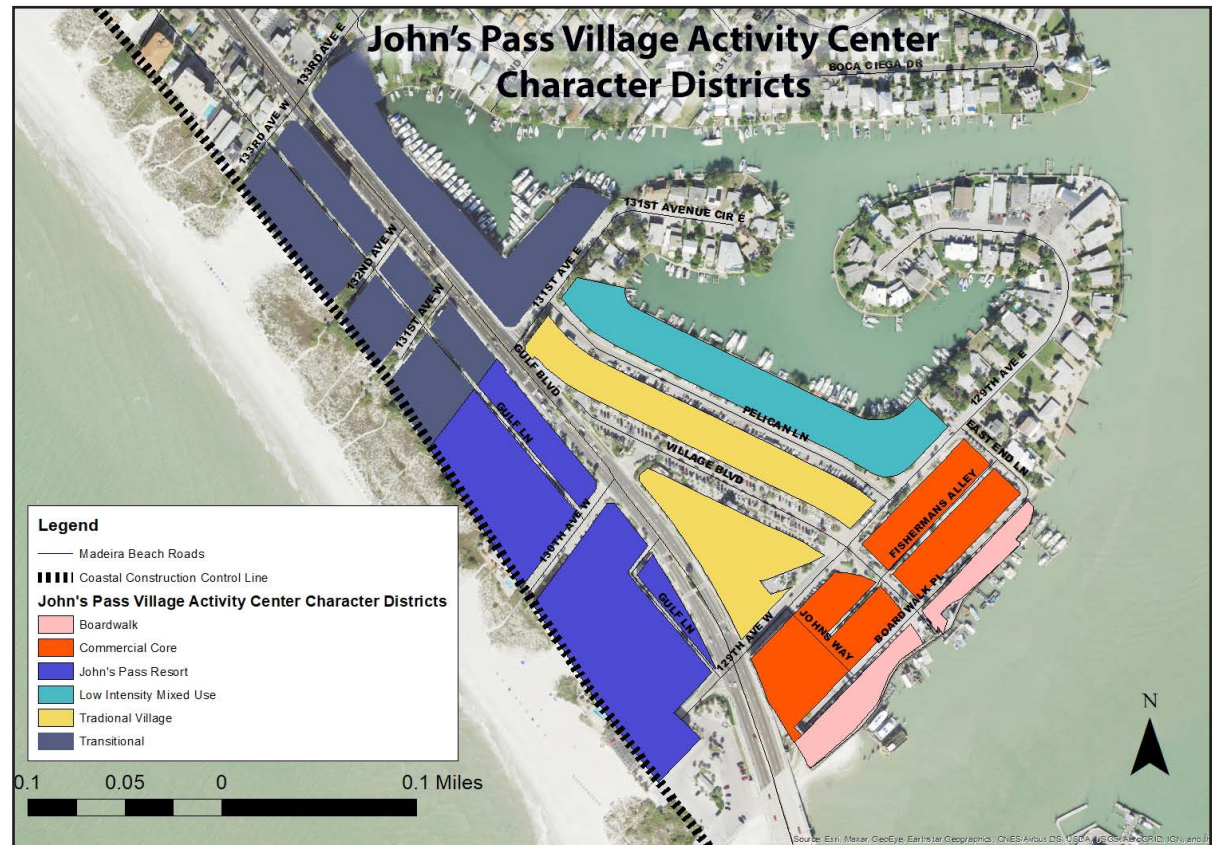
PROPOSED ACTIVITY CENTER PLAN

Plan Categories and Standards

The proposed plan designates the area shown on the accompanying map as an Activity Center on both the Madeira Beach Comprehensive Plan Map and the Countywide Plan Map.

The City's Activity Center designation will further differentiate the six Character Districts within the Activity Center, with each district recognized as part of the approved plan for both the City and Countywide Plans.

Each of the Character Districts is intended to recognize the distinct location, use, and density/intensity features of these components of John's Pass Village and provide for their future continuation and enhancement.



Character Districts

The following provides a description of the purpose, characteristics, and guidelines for development and revitalization of each of these districts within the Activity Center. The density and intensity standards for each Character District in the Activity Center are to be employed as dual standards; wherever applicable, both the unit count and the all-inclusive floor area maximums must be complied with.

Traditional Village

The character of this district is defined by the massing, rhythm, minimal setbacks, orientation of buildings to the street, and active ground-level retail. An elongated arcade envelops part of the wide sidewalk to create a separate public space sheltered from the sun and an opportunity for sidewalk business activity. Village Boulevard is a tree-lined street consisting of mostly palm trees and low shrubbery in designated landscape areas.

Surface parking will only be allowed in the rear of buildings. All uses are required to meet parking standards at one-half the required parking standards otherwise required in the City, and shared or contracted parking is encouraged.



Stand-alone structured parking will not be allowed in this district. Land Development Regulations will provide specifics regarding build-to lines, parking requirements, outdoor uses, unified signage, architectural articulation, and design guidelines.

Allowed Uses: Residential, Temporary Lodging, and Commercial.

Density: Residential 15 UPA, Temporary Lodging 45 UPA.

Intensity: FAR 2.0, 5, and FAR 3.0 with a Development Agreement.

Impervious Surface Ratio: 0.85

Commercial Core

The character of this district is defined by the orientation of buildings to the street, wide sidewalks, ground-level and upper-level commercial, business access, build-to lines, and upper-level tourist facilities. Sites will be planned and buildings designed to respect adjacent residential use, with design and massing techniques to minimize any incompatibility. Parking will be designed in small integrated lots or in structured parking facilities with ground-level commercial to camouflage the parking structure. Land Development Regulations will provide specifics regarding the build-to lines, architectural articulation, height, parking requirements, outdoor uses, unified signage, and design guidelines.

Allowed Uses: Residential, Temporary Lodging, and Commercial.

Density: Residential 15 UPA, Temporary Lodging 60 UPA, ~~and Temporary Lodging 100 UPA with Development Agreement.~~

Intensity: FAR 2.0 5, ~~and FAR 3.0 with Development Agreement.~~

Alternative Temporary Lodging Use Standard: Areas less than an acre Temporary Lodging 75 UPA and FAR 2.2
Areas over an acre Temporary Lodging 100 UPA and FAR 3.0.

Impervious Surface Ratio: 0.85



Boardwalk District

This district's character is defined by the rustic, unfinished "fishing village" style of commercial buildings accessible from the second floor along the boardwalk. The boardwalk wraps around the district overlooking John's Pass. The ground floor level, under the boardwalk, is mostly open air and commonly used for tourist services and commercial fishing-related businesses. There are no setbacks from the boardwalk and minimal setbacks between buildings, and along the sidewalk adjacent to Boardwalk Place. The docks adjacent to the boardwalk are used primarily for boat charters and seating for restaurants. All buildings are within the Flood Insurance Rate Map (FIRM) designation of Coastal A. The mix of commercial



fishing, recreational fishing, and tourism-related retail and services are allowed and compatible in this district. Land Development Regulations will provide specifics regarding the architectural articulation, height, parking requirements, outdoor uses, unified signage, buffering, and design guidelines.

Allowed Uses: Commercial, Commercial Recreation, and Services.

Density: Residential and Temporary Lodging
0 UPA.

Intensity: FAR 1.5, ~~and FAR 2.0 with Development Agreement.~~

Impervious Surface Ratio: 0.85

Low Intensity Mixed Use

The character of this district is defined by the mix of residential and temporary lodging uses of various tenure and type. The district sits directly behind the commercial activity in the Traditional Village District. Historically, this district was the site of tourist cottages, rooming houses, and retirement homes. Development needs to be sensitive in nature and limited in scale given the presence of single-family residential units and temporary lodging immediately adjacent to and located between the service side of the Traditional Village District and Boca Ciega Bay. Small lots and pedestrian activity will be supported in the Land Development Regulations with the inclusion of build-to lines, curb cut limitations, height, shared refuse collection sites in Traditional Village District, and sidewalk requirements.



Allowed Uses: Residential, Temporary Lodging, and Commercial only up to 20 percent of the building floor area.

Density: Residential 18 UPA, Temporary Lodging 40 UPA and 60 UPA with Development Agreement.

Intensity: FAR 1.5, ~~and 2.0 with Development Agreement.~~

Alternative Temporary Lodging Use Standard:
Temporary Lodging 60 UPA and FAR 2.0

Impervious Surface Ratio: 0.85

John's Pass Resort

The character of this district is defined by a mix of residential development, tourist accommodations, and limited business activities. The John's Pass Resort District is situated on the east side of the beach along Gulf Boulevard. Building scale varies and includes large scale, multi-story residential, and temporary lodging uses with large ground-level parking lots, and multi- and single-family homes. The Land Development Regulations will include setbacks, landscaping, and height.

Allowed Uses: Residential, Temporary Lodging, and Commercial only up to 20 percent of the building floor area.

Density: Residential ~~24~~ 18 UPA, Temporary Lodging ~~75-60~~ UPA; and Temporary Lodging ~~100~~ UPA with a Development Agreement.

Intensity: FAR 2.0, ~~and FAR 2.5~~ with Development Agreement.

Alternative Temporary Lodging Use Standard: Areas less than an acre Temporary Lodging 75 UPA and FAR 2.2

Areas over an acre Temporary Lodging 100 UPA and FAR 2.5

Impervious Surface Ratio: 0.85



Transitional

This district serves as a buffer from higher intensity/density to lower intensity/density. The east side of Gulf Boulevard section of the district has the potential to support mixed-use buildings with residential uses above the base flood elevation plus freeboard, while single-use buildings remain a development option. Existing setback lines are to be replaced by reduced setbacks to make better use of the shallow lot depth, and encourage access and parking designs that provide maneuvering and queuing away from the traffic on Gulf Boulevard. The west side of Gulf Boulevard will continue to stay focused on residential and temporary lodging uses. Standalone commercial uses are prohibited on the west side of Gulf Boulevard within this district. The Land Development Regulations will include setbacks, landscaping, and height.

Allowed Uses: Residential and Temporary Lodging. Commercial is only allowed up to 20 percent of building floor area for properties on the west side of Gulf Boulevard. Commercial is allowed on the east side of Gulf Boulevard.

Density: Residential 18 UPA, Temporary Lodging 50 UPA, ~~and Temporary Lodging 75 UPA with Development Agreement.~~

Intensity: FAR 1.5, ~~and FAR 2.0 with Development Agreement.~~

Alternative Temporary Lodging Use Standard: Temporary Lodging 75 UPA and FAR 2.0

Impervious Surface Ratio: 0.85



RELATIONSHIP TO COUNTYWIDE PLAN

The adoption of an amendment to the City's Future Land Use Plan, establishing the Activity Center for John's Pass Village, requires approval of a corresponding amendment to the Countywide Plan. The amendment of the Countywide Plan will create the Activity Center designation on the Countywide Plan Map.

The Countywide Plan provides for a hierarchy or subcategories of Activity Center, based on their location, size and function. In the case of John's Pass Village, the appropriate sub-classification under the Countywide Rules is a "Community Center" Neighborhood Center. The City Activity Plan standards must be consistent with the overall standards of the Countywide Plan for a Community Neighborhood Center level Activity Center designation.

It is the intent of the Activity Center Plan and the maximum density and intensity standards of each Character District that the maximum density and intensity standard shall not be exceeded absent an amendment to the Activity Center Plan to provide for any such change. The Activity Center Plan further stipulates that any such amendment to the maximum density and intensity standards for each Character District shall also require a corresponding amendment of the Countywide Plan approving any such amendment.

As illustrated in the tables on the next page, the overall average density/intensity that could be achieved under the City's Activity Center Plan, based on the proportionate acreage in each Character District and their respective standards, is substantially less than the maximum permitted under the Countywide Plan.

**TABLE 3.7
JOHN'S PASS ACTIVITY CENTER CHARACTER DISTRICT MAXIMUM DENSITY AND INTENSITY STANDARDS**

<i>Character District</i>	<i>Residential</i>	<i>Temporary</i>	<i>FAR</i>	<i>Acres</i>	<i>District Percentage</i>
Boardwalk	0	0	1.5/2.0*	1.33	4.9%
Commercial Core	15	60/100*	2.5/3.0*	3.84	14.2%
John's Pass Resort	24	75/100*	2.0/2.5*	7.25	26.8%
Low Int. Mixed Use	18	40/60*	1.5/2.0*	3.09	11.4%
Traditional Village	15	45	2.5/3.0*	4.25	15.7%
Transitional	18	50/75*	1.5/2.0*	7.29	26.9%
				27.04	100%

*Bonus Standards are available only through a Development Agreement

<i>Character District</i>	<i>Residential UPA</i>	<i>Temporary Lodging UPA</i>	<i>Alternative Temporary Lodging UPA*</i>	<i>FAR</i>	<i>Alternative Temporary Lodging FAR*</i>	<i>Impervious Surface Ratio</i>
Boardwalk	0	0	n/a	1.5	n/a	0.85
Commercial Core	15	60	less than one acre 75* one acre or more 100*	2.0	less than one acre 2.2* one acre or more 3.0*	0.85
John's Pass Resort	18	60	less than one acre 75* one acre or more 100*	2.0	less than one acre 2.2* one acre or more 2.5*	0.85
Low Int. Mixed Use	18	40	60*	1.5	2.0*	0.85
Traditional Village	15	45	n/a	2.0	n/a	0.85
Transitional	18	50	75*	1.5	2.0*	0.85

*A Development Agreement is required by the City's Comprehensive Plan, Land Development Regulations, and Forward Pinellas' Countywide Rules to use the Alternative Temporary Lodging Use Standard. The Development Agreement must follow all requirements in Forward Pinellas Countywide Rules to use the Alternative Temporary Lodging Use Standards.

TABLE 3.8
JOHN'S PASS VILLAGE ACTIVITY CENTER AVERAGE DENSITIES AND INTENSITIES STANDARDS
AS COMPARED TO COUNTYWIDE MAXIMUM STANDARDS

	Existing Madeira Beach Comprehensive <u>Plan Existing</u> <u>Average Standards</u>	Countywide Plan Existing Average Standards	Countywide Plan Activity Center (Community <u>Neighborhood</u> Center) Maximum Standard	Highest <u>by right</u> Standards in JPVAC	Average <u>by right</u> Standards in JPVAC	<u>Average Bonus*</u> <u>Standards in</u> <u>JPVAC</u>
Residential UPA	16.07	24.92 <u>25</u>	90- <u>60</u>	24 <u>18</u>	19.44- <u>16</u>	19.44
Temporary Lodging UPA	51.02	38.43 <u>38</u>	150- <u>100</u>	100 <u>60</u>	56.44 <u>50</u>	75.14
FAR	1.24	0.80	3.0- <u>2.0</u>	3.0 <u>2.0</u>	1.93 <u>1.78</u>	2.43

TABLE 3.9
THE COUNTYWIDE ALTERNATIVE TEMPORARY LODGING USE STANDARDS AS COMPARED TO JOHN'S PASS VILLAGE ACTIVITY CENTER ALTERNATIVE
TEMPORARY LODGING USES DENSITIES AND INTENSITIES STANDARDS

	<u>Highest Alternative</u> <u>Temporary Lodging Use</u> <u>Standards (Activity Center)</u> <u>in Countywide Plan</u>	<u>Highest Alternative</u> <u>Temporary Lodging</u> <u>Use standard in JPVAC</u>	<u>Average Highest or</u> <u>Alternative Temporary</u> <u>Lodging Use Standard in</u> <u>JPVAC</u>
Temporary Lodging UPA	125	100	70
FAR	4.0	3.0	2.08

ALTERNATIVE TEMPORARY LODGING USE STANDARD

The alternative temporary lodging use standard is detailed in the Forward Pinellas Countywide Rules in Section 5.2.2. The alternative temporary lodging use standards are only allowed with an approved development agreement that at a minimum details concurrency management, design standards, mobility management, and complies with emergency evacuation plans and procedures as required in the Countywide Rules. Local governments may allow the Countywide Plan’s alternative temporary lodging use standards equal to or lesser than what is states in the Countywide Rules (Table 3.10).

All development that uses the alternative temporary lodging use standard as presented in this plan must comply with the Countywide Rules’ required standards at the time of the application. Any new standards adopted by the county after this plan is adopted must be followed to receive the alternative temporary lodging use standards. Development agreements to use the alternative standards in the John’s Pass Village Activity Center must also comply with the requirements for a development agreement in the Madeira Beach Code of Ordinances.

Table 3.10 shows the maximum alternative temporary lodging standards in the Countywide Rules for the Activity Center plan category. The John’s Pass Village Activity Center alternative temporary lodging standards (shown in Table 3.7) do not exceed the allowed standards, and in many cases are more restrictive than the maximum allowed by the Countywide Rules.

TABLE 3.10
ALTERNATIVE TEMPORARY LODGING DENSITY AND INTENSITY STANDARDS IN
THE COUNTYWIDE RULES FOR ACTIVITY CENTER PLAN CATEGORY

<u>Property Area</u>	<u>Units/Acre</u>	<u>FAR</u>
<u>Less Than One Acre</u>	<u>75</u>	<u>2.2</u>
<u>Between One and Three Acres</u>	<u>100</u>	<u>3.0</u>
<u>Greater Than Three Acres</u>	<u>125</u>	<u>4.0</u>



TRANSPORTATION

Chapter Four

TRAFFIC GENERATION RATES AND IMPACTS

In Section 6.2.5 of the Countywide Plan, proposed Activity Centers that are ten acres or larger require a transportation impact analysis to compare traffic generation rates of the existing future land use categories with those of the proposed Activity Center. The Countywide Plan includes traffic generation characteristics for each Future Land Use category based on average daily trips (ADT) per acre. The traffic generation rate for an existing future land use category is calculated by multiplying average daily trips per acre by the total number of acres.

Most of John's Pass Village Activity Center currently has a future land use designation of Retail & Services. This category is focused on suburban style retail commercial and employment centers along major transportation facilities that generate a large number of vehicle trips. The traffic generation rate for Retail & Services is 433 average daily trips (ADT) per acre (see Table 4.1).

**TABLE 4.1
EXISTING FUTURE LAND USE TRAFFIC GENERATION RATE**

Existing Future Land Use Categories	Acres	Traffic Generation Rate	Average Daily Trips
Recreation/Open Space	0.46	3	1.39
Residential Medium	3.36	96	322.9
Resort	11.06	279	3086.45
Retail & Services	12.16	433	5263.39
	27.04		8674.13

**TABLE 4.3
CURRENT VS PROPOSED AVERAGE DAILY TRIPS**

Category	Average Daily Trips
Current	8674.13
Proposed	4394.72 2920.80

These traffic generation rates based on the Countywide Plan Standards, illustrate that the average daily trips projected to occur as a result of the reclassification of the Countywide Plan to Activity Center will not increase, and in fact may be reduced.

**TABLE 4.2
PROPOSED FUTURE LAND USE TRAFFIC GENERATION RATE**

Proposed Future Land Use Categories	Acres	Traffic Generation Rate	Average Daily Trips	Average Daily Trips at 50% (Countywide Rule Sec 6.2.5)
Activity Center (Community Neighborhood Center)	27.04	216,325	5841.60 8789.44	4394.72 2920.80

**TABLE 4.4
GULF BOULEVARD 2018 ANNUAL AVERAGE DAILY TRAFFIC (AADT) AND LEVEL OF SERVICE (LOS)**

Facility	Length (mi)	Signals per mile	2018 AADT	Volume	Physical Capacity	V: Cap Ratio	Facility LOS
Gulf Blvd/State Road 699 Treasure Island Cswy to Madeira Beach	2.95	1.758	23950	1065	1960	0.543	D

**TABLE 4.5
GULF BOULEVARD 2020 ANNUAL AVERAGE DAILY TRAFFIC (AADT) AND LEVEL OF SERVICE (LOS)**

Facility	Length (mi)	Signals per mile	2020 AADT	Volume	Physical Capacity	V: Cap Ratio	Facility LOS
Gulf Blvd/State Road 699 Treasure Island Cswy to Madeira Beach	2.95	1.758	21500	940	1960	0.48	D

These annual average daily traffic counts and level of service ratings indicate that Gulf Boulevard operates at an acceptable level of service and has adequate carrying capacity in relationship to current and projected traffic generation attributable to the John's Pass Village Activity Center.

The future land use category for the proposed John’s Pass Village Activity Center is a **Community Neighborhood Center** Activity Center. This category has a traffic generation rate of 325 average daily trips (ADT) per acre. The Activity Center future land use category is focused on pedestrian, cyclist, and transit user-friendly areas compared to the Retail & Services future land use category, which is more automobile oriented. The Countywide Rules note that the total traffic generation rate for Activity Centers is multiplied by 50 percent. Based on this formula, the total traffic generation rate for the proposed John’s Pass Village Activity Center is 4394.72 average daily trips (ADT) (see Table 4.2). Since the proposed John’s Pass Village Activity Center average daily trips (ADT) are less than the current future land use categories’ average daily trips (ADT), no additional transportation assessment is required pursuant to the Countywide Rules submittal requirements.

EXISTING PUBLIC TRANSIT IN JOHN’S PASS VILLAGE

The Suncoast Beach Trolley and PSTA bus routes serve Madeira Beach. The Suncoast Beach Trolley connects John’s Pass Village with the other barrier island communities in Pinellas County and connects to the Park Street Terminal in downtown Clearwater. This route joins John’s Pass Village with three



Community Center Activity Centers (Madeira Beach Town Center, Treasure Island Downtown Special Area Plan, and Clearwater Beach by Design), a Major Center Activity Center (St. Pete Beach Community Redevelopment Plan), and an Urban Center Activity Center (Clearwater Downtown Redevelopment Plan). Park Street Terminal in downtown Clearwater functions as a transit hub that connects the Suncoast Beach Trolley with various Core, Frequent Local, Supporting Local, and Trolley PSTA routes. In St. Pete Beach, the Suncoast Beach Trolley will connect with PSTA's SunRunner Bus Rapid Transit in September 2022, which will provide high frequency bus service between St. Pete Beach and downtown St. Petersburg. The Suncoast Beach Trolley is PSTA's sixth busiest route with 585,183 total trips in 2019 (PSTA, 2020). The Suncoast Beach Trolley currently operates with 30-minute headways seven days a week, making it one of PSTA's more frequent routes (PSTA, 2020).

Route 68 is a Supporting Local route that serves as a connection among the transit hub at Tyrone Square Mall, Madeira Beach Town Center, and John's Pass Village. The transit hub at Tyrone Square Mall is served by twelve bus routes, which connect it to the rest of Pinellas County. Route 68 serves two Activity Centers: a Major Center (Tyrone Activity Center) and a Community Center (Madeira Beach Town Center). PSTA's Route 68 ridership is 64,580

trips a year and has 60-minute headways (PSTA, 2020).

Within the proposed John's Pass Village Activity Center, there are five existing bus stops. One stop is exclusively served by Route 68, one stop is exclusively served by the Suncoast Beach Trolley, and three stops are served by both routes. These three collaborative bus stops have nearby crosswalks to allow riders to safely cross the street to the stop. While all three bus stops have benches, only two have bus shelters.

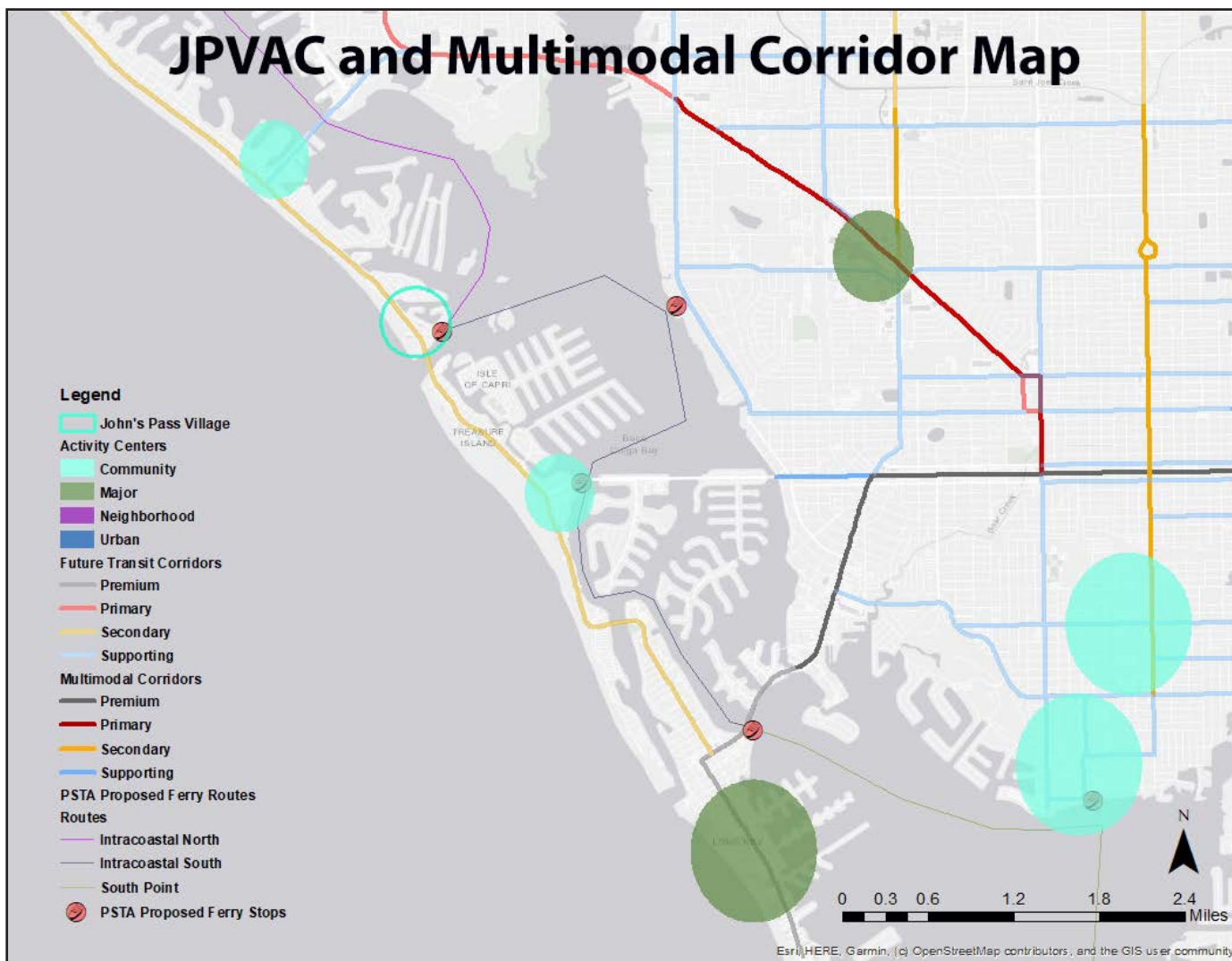
EXISTING ACTIVITY CENTERS, EXISTING MULTI-MODAL CORRIDORS, AND FUTURE TRANSIT CORRIDORS NEAR JOHN'S PASS VILLAGE

PSTA's Transit Development Plan proposes to expand the frequency for both routes that serve Madeira Beach (Suncoast Beach Trolley and Route 68) and proposes increasing the Suncoast Beach Trolley to 15-minute headways (PSTA, 2020). Increasing the frequency of service would help make public transit to and from John's Pass Village more attractive, since riders would have minimal wait times for the next trolley. Tourists staying in nearby beach communities along Gulf Boulevard may

be more apt to ride the Suncoast Beach Trolley to John’s Pass Village, which would reduce the pressure on existing roads and parking facilities. PSTA would like to increase the frequency of Route 68 to 30-minute headways for weekdays and 60-minute headways for weekends to increase ridership (PSTA, 2020). Doubling the frequency of service for Route 68 could potentially raise weekday ridership by 85.8% in PSTA’s Optimal Plan Scenario (PSTA, 2020). Increasing the service frequency for Route 68 would provide transit-dependent riders and choice riders better access from Pinellas County’s

inland communities to John’s Pass Village for recreation and employment.

In the Forward Pinellas Countywide Plan Land Use Strategy Map, the section of Gulf Boulevard within the proposed John’s Pass Village Activity Center is designated as a Secondary Future Transit Corridor. This category is for a corridor that could support investment in frequent transit services for local or regional connectivity. A major goal for the Land Use Strategy Map is to focus Activity Centers along roadway



corridors that are planned to receive future transit investment. Gulf Boulevard already has multiple activity centers, including Madeira Beach Town Center.

The Forward Pinellas Waterborne Transportation Committee is having PSTA study expanding ferry service in the Tampa Bay Metro Area. Forward Pinellas is developing a revised waterborne transportation section in their Advantage Pinellas: Long Range Transportation Plan. In their System Plan Vision, there are two routes proposed to connect to John’s Pass Village. The North Intra-coastal Route would travel from North Beach Clearwater Marina with stops at Sand Key, Belleair Bluffs, Indian Rocks Beach, and John’s Pass Village. The South Intra-coastal Route would travel from John’s Pass Village and connect to Jungle Prada, Treasure Island, and St. Pete Beach. John’s Pass Village is the fifth highest scoring waterborne stop in the Proposed Countywide Waterborne Policy Framework. Any proposed route in the System Vision Plan would require a local funding match for capital and operating expenses.

**TABLE 4.6
CITY OWNED PARKING IN PROPOSED JPVAC**

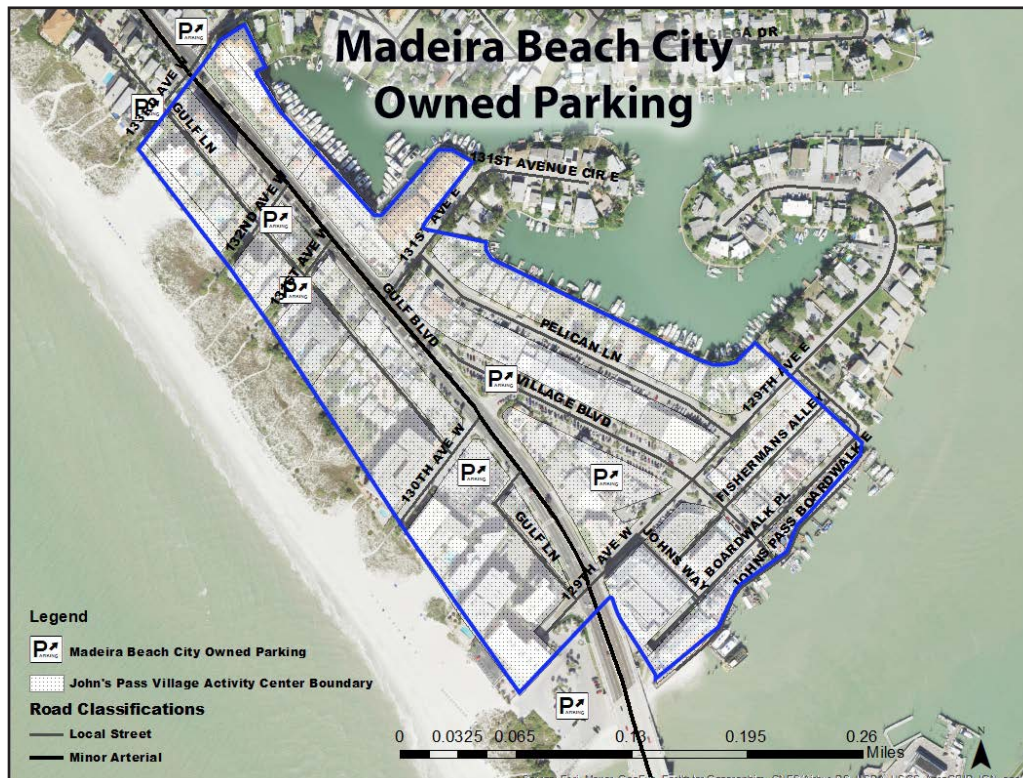
<i>Location</i>	<i>Regular Spaces</i>	<i>Handicap Spaces</i>	<i>City Vehicle Spaces</i>	<i>Employee Spaces</i>
John’s Pass Village Parking Lot	53	4	1	2
Village Blvd	111	3	0	0
John’s Pass Park (South Beach)	89	10	1	0
130th Ave W	76	2	0	0
131st Ave W	6	0	0	0
132nd Ave W	26	2	0	0
133rd Ave E	12	1	0	0
133rd Ave W	5	0	0	0

RELATED TRAFFIC AND PARKING CONSIDERATIONS

Gulf Boulevard, also known as State Road 699, is the only arterial road that crosses through the proposed John’s Pass Village Activity Center. It is a signalized arterial road with four lanes (two lanes in each direction) and a divided median. The right-of-way width of Gulf Boulevard varies between 80 and 100 feet within the proposed Activity

Center. The speed limit through the proposed Activity Center is thirty-five miles per hour, and traffic lights are currently located in the proposed Activity Center. In 2019 and 2021, Forward Pinellas released Annual Level of Service Reports related to state and county roads within Pinellas County. Gulf Boulevard has a Level of Service of D, which is acceptable for an arterial road in an urbanized area. Gulf Boulevard is not projected to have capacity issues in the near future.

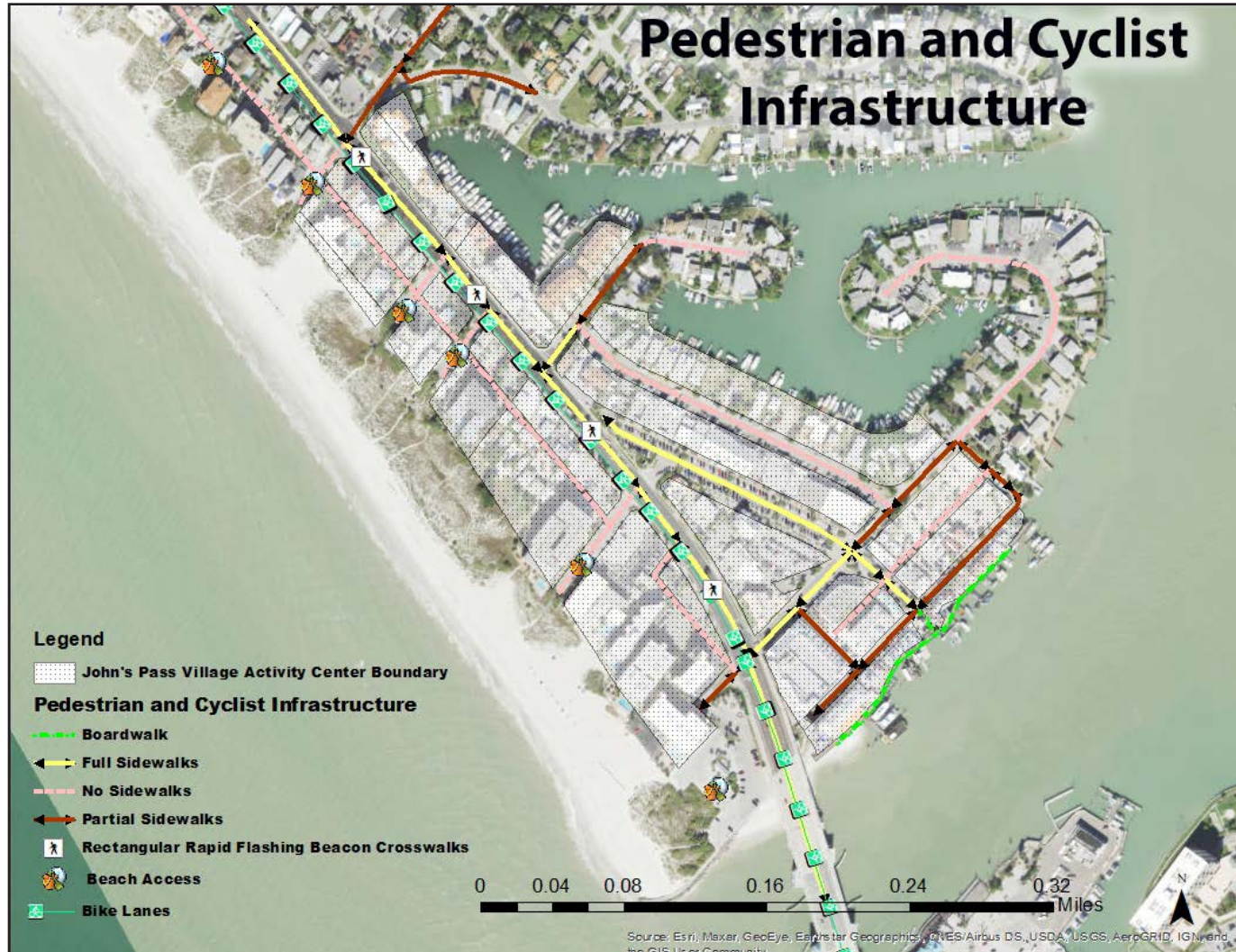
Within the proposed John’s Pass Village Activity Center are city-owned public parking spaces located on the street, at the beach access points, and at surface parking lots. There are 385 regular spaces, twenty-three handicap spaces, two city vehicle spaces, and two employee spaces. In the Madeira Beach Code of Ordinances Sec. 110-954. - Special parking areas, John’s Pass Village has a special parking area designation that reduces the required parking to be 50% of the otherwise required minimum number of parking spaces. This reduction of required parking is because John’s Pass Village is a compact, interrelated mix of commercial uses that leads to some internal capture of vehicle trips.



PEDESTRIAN AND BICYCLE CONNECTIVITY AND CIRCULATION

The section of Gulf Boulevard located in the proposed John's Pass Village Activity Center has bike lanes and sidewalks on both sides of the corridor. Four Rectangular Rapid Flashing Beacon-equipped crosswalks connect the condominiums

and tourist-oriented development on the beach side of Gulf Boulevard to John's Pass. There is an additional pedestrian connection under John's Pass Bridge that allows pedestrians to travel between South Beach Park and John's Pass Village without having to cross Gulf Boulevard. Within the Proposed Activity Center, Beach Access Points are located at 133rd Ave W, 132nd Ave W, 131st Ave W, 130th Ave W, and South Beach Park.



The boardwalk is a unique pedestrian amenity in John's Pass Village. The

boardwalk runs along the waterfront of John's Pass Village and is exclusively for pedestrians. Different types of businesses are located along the boardwalk, which focus on catering to tourists visiting John's Pass Village and marine-related uses. Many businesses have their entrances located directly on the boardwalk.

Some challenges exist related to expanded pedestrian and bicycle connectivity within the proposed John's Pass Village Activity Center. Outside of Gulf Boulevard and Village Boulevard, many streets within the proposed Activity Center lack sidewalks or only have a sidewalk on one side of the street. The right-of-way of many local streets within the proposed Activity Center is very constrained, making sidewalk installations on both sides of the street impractical. Gulf Lane and Fisherman's Alley



have the most restricted rights-of-way at only fifteen feet wide. Boardwalk Place has a right of way that is thirty feet wide with a sidewalk on one side of the street. The narrow right-of-way also restricts the potential to install bike lanes within these minor internal streets.

CONCLUSION

John's Pass Village is well-connected and served by Pinellas County's multi-modal transportation system. The proposed John's Pass Village Activity Center sits along Gulf Boulevard, which connects it to other Activity Centers within Pinellas County. John's Pass Village is currently served by two PSTA routes (Suncoast Beach Trolley and Route 68); both routes are proposed to receive more frequent service in PSTA's Transit Development Plan. Improving pedestrian and bicycle access within John's Pass Village will be an important priority where right-of-way allows. The proposed Activity Center Plan for John's Pass Village will complement and further the Countywide Land Use Strategy Map for Future Transit Corridors, PSTA's Transit Development Plan, and current efforts at enhancing waterborne ferry service.





COASTAL HIGH HAZARD AREA CONSIDERATIONS

Chapter Five

BACKGROUND AND CONTEXT

The entire City of Madeira Beach is within the Coastal High Hazard Area (CHHA). All the barrier island communities in Pinellas County – many of which have prepared and approved similar special area plans (Treasure Island, St. Pete Beach, Madeira Beach, and Clearwater) – are also located in the CHHA and Special Flood Hazard Area (SFHA). It is therefore important to identify the special challenges, considerations and opportunities inherent in preparing and implementing this special area plan for John’s Pass Village in the context of its location within the CHHA. The definition and requirements of the Coastal High Hazard Area are found in Section 163.3178 F.S. and the Countywide Rules, Article 4 - Plan Criteria and Standards, and Article 8 – Terms and Definitions.

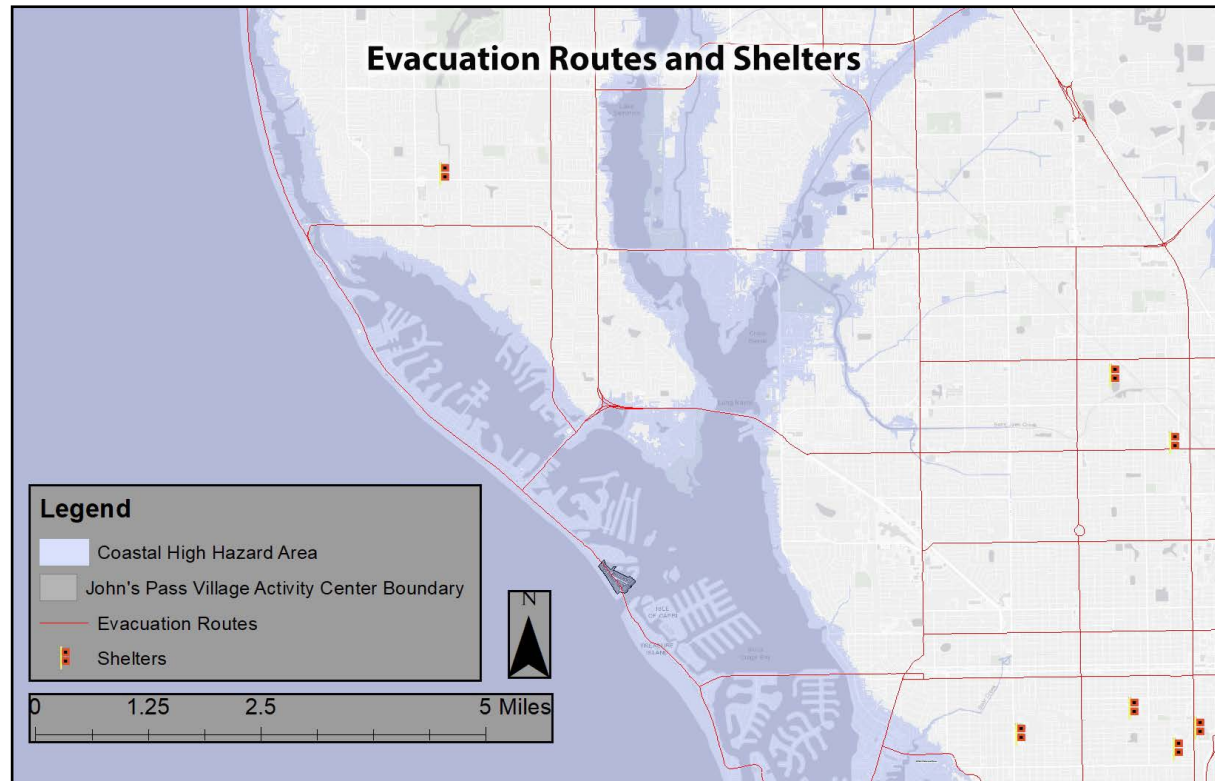
The CHHA is defined as follows:

“The area below the elevation of the Category 1 storm surge line as established by a Sea, Lake, and Overland Surges from Hurricanes (SLOSH) computerized storm surge model.”

The City’s Comprehensive Plan has been prepared and found consistent with the applicable provisions of Section 163.3178; and the proposed amendment to the Comprehensive Plan and the Countywide Future Land Use Map embodied in this Activity Center Plan has been prepared consistent with the provisions of Section 163.3178(8)(a) and the Countywide Rules, Article 4, Section 4.2.7. The City of Madeira Beach participates in the Community Rating System (CRS) and continuously adopts higher regulatory standards for building in the floodplain.

The policies, procedures and standards set forth in the Activity Center Plan for John’s Pass Village, and the corresponding development regulations to be adopted to assist in the administration and implementation of the Plan, include the following important objectives:

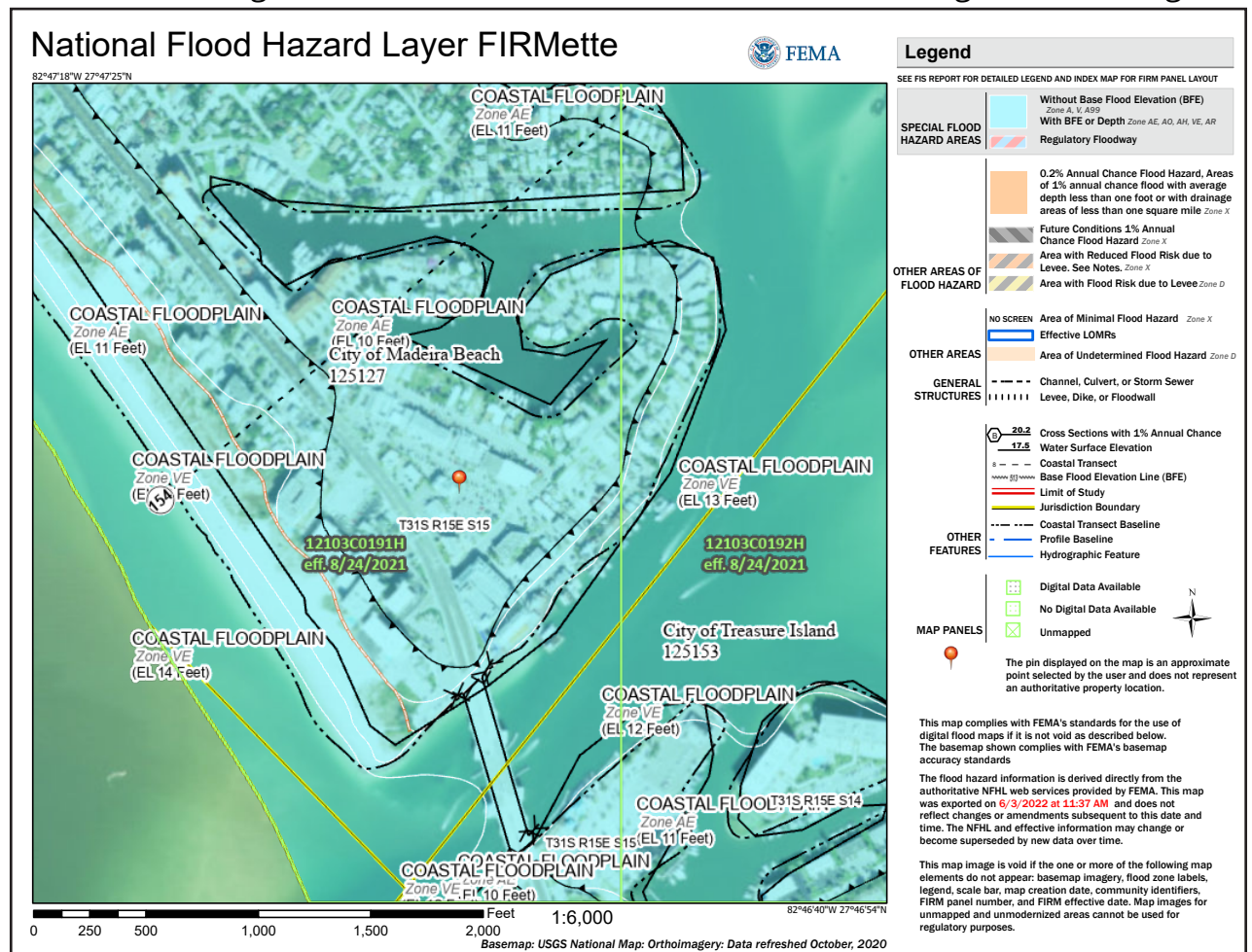
- To promote the sustainability, both economically and environmentally, of existing and planned development.
- To allow for needed infrastructure improvements that serve the existing and future built environment and enhance its function and resiliency.



APPLICABLE FLOODPLAIN MANAGEMENT PROVISIONS

The Coastal A Zone (CAZ) is defined by the Limit of Moderate Wave Action (LiMWA) line. Locations within the CAZ can expect to get wave heights from 1.5 to 3 feet during a base flood event. Therefore, the CAZ has higher standards for construction than a regular AE zone. In Madeira Beach Coastal A Zones are regulated like V Zones. A portion of the John's Pass Village Activity Center is located within the CAZ; these areas include most areas west of Gulf Boulevard, the Boardwalk Character District, and small portions of the Commercial Core Character District. Development is allowed to floodproof commercial areas on the ground floor in the CAZ with a letter from an engineer showing and stating that the flood velocity does not exceed five feet per second and showing that conformance with certain human intervention limits can be achieved.

Locations within the floodplain only allow commercial areas to be floodproofed and no living space is allowed below base flood elevation plus freeboard. Madeira Beach's freeboard is four feet to account for future sea level rise and takes into consideration the vulnerability assessment provided by Pinellas County.



COUNTYWIDE PLAN AND RULE CONSIDERATIONS

Countywide Plan Goals Pertinent to the Coastal High Hazard Area

The Countywide Plan Strategies set forth goals and strategies that serve as the basis for the Countywide Plan, including the Plan Map and Implementing Rules. The goals and strategies are organized under three main components – Land Use, Transportation, and Intergovernmental Coordination.

The goals and strategies particularly relevant to the Activity Center Plan and its location in the Coastal High Hazard Area are the following:

- Land Use Goal 3.0: *Land Use Strategy Map* - by directing future development consistent with the Land Use Strategy Map and the Locational Criteria for Activity Center Subcategories as proposed in this plan amendment.
- Land Use Goal 6.0: *Transit-Oriented Plan Categories* - by utilizing the Activity Center category to recognize those areas of the county within each local government jurisdiction that have been identified and planned for in a special and detailed manner, based on their unique location, intended use, appropriate density/intensity, and pertinent planning considerations.

- Land Use Goal 10.0: *Tourism* - by recognizing that tourism is, and will remain, a significant part of the city and county economy and providing for its retention and revitalization, including provision for higher temporary lodging use densities in appropriate locations.

- Land Use Goal 13.0: *Coastal High Hazard Area* - by addressing the specific criteria for evaluating density/intensity increases in the Coastal High Hazard Area as set forth in Article 4, Section 4.27 of the Countywide Rules as set forth below, including ensuring that any proposed density increases for temporary lodging use are consistent with disaster plans pursuant to Pinellas County requirements.

- Land Use Goal 16.0: *Planning and Urban Design Principles* - by addressing the specific design strategies enumerated under this goal as set forth in Chapter Six of this Activity Center Plan.

Countywide Rule Criteria for Consideration of Countywide Plan Map Amendments in the Coastal High Hazard Area (CHHA)

Article 4, Section 4.2.7 of the Countywide Rules identifies the factors that may be considered in evaluating any amendment that has the potential to increase density/

intensity in the CHHA. Specifically, the Planning Council and Countywide Planning Authority may approve such an amendment at their discretion, based on balancing the following criteria determined to be applicable and significant:

- *Access to Emergency Shelter Space and Evacuation Routes*
- The two closest causeways that connect Madeira Beach to the mainland are the Tom Stuart Causeway and Treasure Island Causeway. There are four shelters under eight miles from the John's Pass Village Activity Center and seven shelters under nine miles from the Activity Center. The Activity Center mainly increases the density of commercial uses (retail, services, and tourist accommodations). All temporary lodging facilities will be required to comply with the County's Emergency Management provisions of Chapter 34, Article III
- *Utilization of Existing and Planned Infrastructure*- given that the proposed Activity Center designation for John's Pass Village largely reflects what has been in place for many years, it will be served by the existing infrastructure system and the planned improvements to be addressed on an on-going basis through the City's Capital Improvement Program.
- *Utilization of Existing Disturbed Area* - the proposed amendment applies to existing "disturbed," built areas and no natural areas that buffer existing development

from coastal storms will be altered.

- *Maintenance of Scenic Qualities and Improvement of Public Access to Water*- existing scenic qualities will be maintained and enhanced wherever there is an opportunity to do so. The overall plan for the Activity Center will enhance public access and visibility to and through the Village, as well as encouraging new opportunities to view and access the surrounding waterfront through revitalization and redevelopment activities.
- *Water Dependent Use* - a significant and unique feature of the John's Pass Village Activity Center is the variety of water-dependent uses located along John's Pass. The Activity Center Plan recognizes and provides for the continuation of these uses.
- *Part of Community Redevelopment Plan* - the Activity Center Plan is an important part of the City of Madeira Beach Comprehensive Plan, is consistent with the provisions for a "community redevelopment plan" and "redevelopment area" as defined by Section 163.340 F.S., and is specifically prepared to be consistent with the Countywide Plan and Rules.
- *Overall Reduction of Density or Intensity* - the proposed amendment to Activity Center on each the City and Countywide plans may, in certain cases, increase density

and/or intensity on a given parcel within the Activity Center. In this instance, there will not be, and in fact cannot be, any corresponding reduction to the overall density/intensity in the surrounding CHHA-since the Activity Center, the City as a whole and the surrounding barrier island area are in the CHHA. The potential increase in density for residential and temporary lodging use as compared to the existing City Plan standards is minor. Conversely, and significantly, there will be an overall reduction in permitted density for residential use compared to existing Countywide Plan standards. The proposed increase in floor area intensity standards in each the City and Countywide Plan will better reflect existing floor area ratios, the desire to promote mixed use, and in furtherance of the objective to foster the concentration of activity within the limited area of the Activity Center that will support public transit and pedestrian utilization.

The proposed density/intensity standards for the Activity Center better reflect the existing and desired future development characteristics and distinguish the type of use and density/intensity among the six Character Districts.

- *Clustering of Uses* - since the entire city, including the area encompassing the Activity Center, is within

the CHHA, there is no opportunity or ability to cluster uses outside the CHHA.

- *Integral Part of Comprehensive Planning Process* - the Activity Center Plan has been prepared as an important part of the City's comprehensive planning process; and is provided for in, and is consistent with, its Comprehensive Plan. The John's Pass Village Activity Center Plan represents the expressed objective of the city to recognize and provide for the preservation and enhancement of this vital tourist, business, and residential component of the city.

In summary, this Activity Center Plan has been prepared consistent with, and based on full consideration of, the provisions of the Countywide Rules, Section 4.2.7 and the criteria in Section 4.2.7.1 A-I.

4.2.7.2 The creation of the John's Pass Village Activity Center does not allow permitted uses of hospitals, nursing homes, convalescent homes, adult living facilities, recreational vehicles and mobile homes.

4.2.7.3 As stated above, the overall allowable density and intensity in the proposed activity center is based on the present development patterns and plans for future tourism development, and is established to be consistent with the criteria set forth in the Countywide Plan Rules.



PLANNING AND URBAN DESIGN PRINCIPLES

Chapter Six

PURPOSE AND APPLICABILITY OF DESIGN PRINCIPLES

This Chapter is consistent with the Urban Design Principles detailed in Section 6.2.6 of the Countywide Plan requirements and Land Use Goal 16.0 in the Countywide Plan Strategies. These design principles are particularly relevant to the Activity Center plan designation in relation to current and future transit service and the other multi-modal facilities that will serve the Activity Center. This section evaluates all the Countywide Plan Urban Design Principles (Section 6.2.6), which includes location, size, density/intensity, connectivity, site orientation, public realm enhancements, ground floor design and use, and

transition to neighborhoods. The preservation and enhancement of John's Pass Village's unique character will be identified and memorialized in the urban design principles.

The Madeira Beach Comprehensive Plan supports the recognition and enhancement of John's Pass Village through several policies:

- Policy 1.9.6 The City shall recognize John's Pass Village for its unique focal points of tourism, employment, commerce, and housing and shall encourage redevelopment/revitalization and assist in maintaining the beach community theme.
- Policy 1.9.8 Redevelopment within the area adjacent to John's Pass Village and east of Pelican Lane shall be of a type that is in character with the overall design theme of the area.
- Policy 1.9.9 The City shall allow zero lot line, cluster, or other nontraditional lot layout or site design for John's Pass Village.

EXAMINATION OF PLANNING AND URBAN DESIGN STRATEGIES

The purpose, objectives, and application of these design strategies are set forth below.

Location, Size, and Density/Intensity Standards

The location, size, and density/intensity standards proposed for John's Pass Village Activity Center are consistent with the purpose and objectives of this strategy. The density/intensity recommendations for the Activity Center do not exceed the standards or conflict with Urban Design Principles.

- The area is bounded by John's Pass and the Intra-coastal Waterway on the south and east, and the Gulf of Mexico on the west.
- Gulf Boulevard, the main north-south artery on the Gulf beaches, is identified as a "Future Secondary Transit Corridor" on the Countywide Land Use Strategy Map. Gulf Boulevard serves as the primary transit corridor for

the John's Pass Village Activity Center. The Pinellas Suncoast Transit Agency bus and beach trolley services use Gulf Boulevard and directly serve the proposed Activity Center. Through the development of the Activity Center, densities and intensities will be located along and near the future secondary transit corridor.

- The “Village” is located along and within a walking distance of ¼ to ½ mile from existing transit stops.
- The area’s small size is dictated by both its geophysical boundaries and its traditional core and peripheral development pattern, which are distinguished by the six character districts with unique density/intensity standards.
- Future development will promote internal circulation for pedestrians and bicyclists and connectivity to transit service. These specific features will be examined and enhanced as part of the project review process. One of the design objectives is to better separate and direct pedestrian and vehicular movement within the “Village” for both safety and efficiency purposes.

The Madeira Beach Comprehensive Plan states the following regarding density and intensity standards:

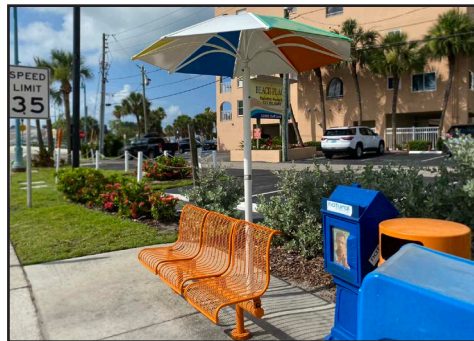
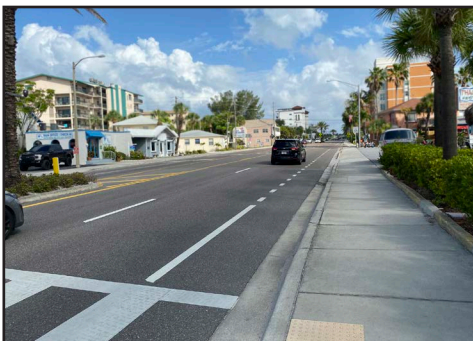
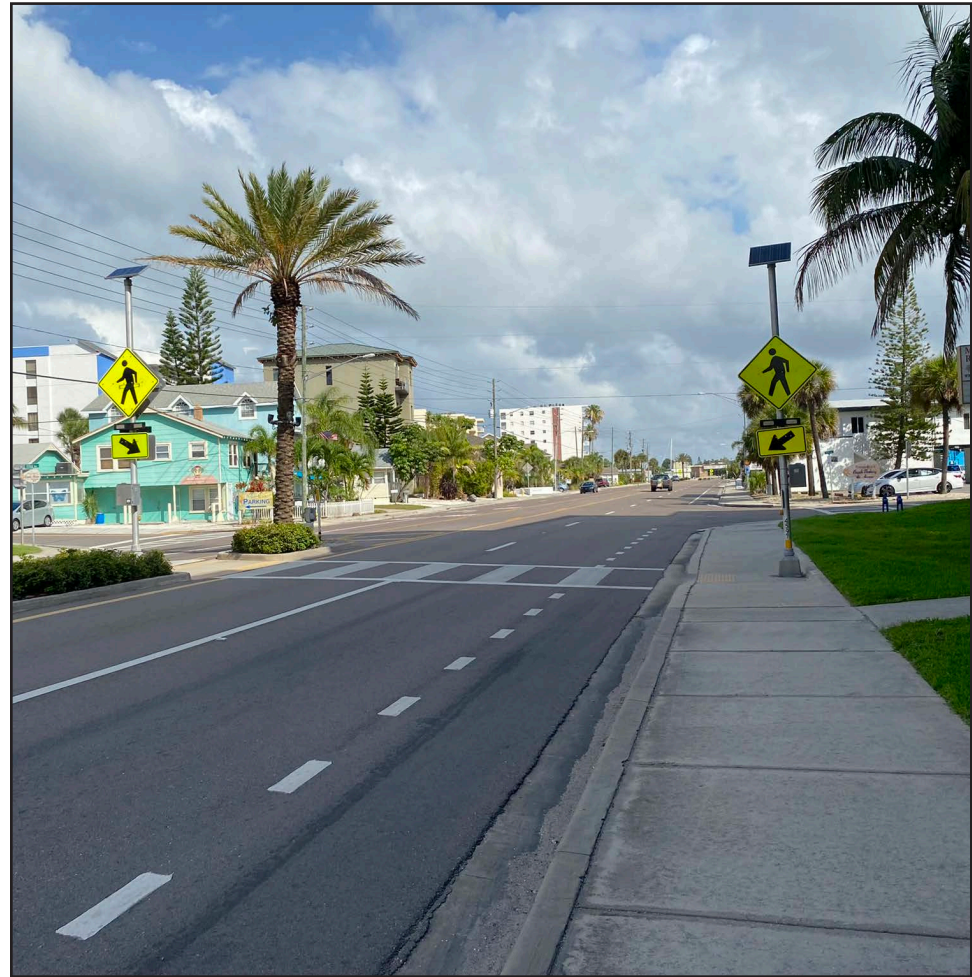
- Policy 1.5.3 Ensure the scale of proposed development shall be appropriate to the level of accessibility with more intensive development located in those areas with high accessibility.



Connectivity

Connectivity improvements are a major objective for the Special Area Plan. Gulf Boulevard is the main artery of the Pinellas County barrier islands and links John's Pass Village to other barrier island Activity Centers. These Activity Centers provide for and encourage growth with additional transit use. The challenge and a key initiative of the Activity Center Plan is to locate and design the transit connections on Gulf Boulevard to achieve the following:

- A more visible, direct and safe connection for pedestrians to and from the Village.
- An improved connection to off-street parking to reduce automobile traffic within the Village and provide improved connection to the transit system for both automobile and bicycle travel.



Additional external access and connectivity can be achieved by providing for sidewalk and bicycle lane improvements through redevelopment - both within and peripheral to the Activity Center which will be facilitated by the proposed mixed-use and density/intensity standards of the Plan. Internal connectivity is a focal point of the Plan and a key to its ultimate success. Among the relevant considerations to be addressed are the following:

- To establish a clear and consistent way-finding system to avoid unnecessary confusion and conflict among modes of travel.
- To establish a clear circulation pattern for automobile travel through the Village to avoid congestion and conflict.
- To recognize and provide a clear distinction through signage and entry features that will avoid unintended traffic into and through the residential neighborhoods at the east end of 129th and 131st Avenue East.

The combination of these measures will improve connectivity to and within the Village and enhance the attractiveness and utilization of public transit on Gulf

Boulevard as a "Secondary Transit Corridor."

The Madeira Beach Comprehensive Plan states the following regarding connectivity:

- **Policy 1.5.5:** Promote pedestrian-oriented areas within concentrated development and activity areas.
- **Policy 1.5.7:** Minimize existing and potential traffic hazards by coordinating land use and traffic circulation decisions.
- **Objective 1.9:** Redevelopment shall be designed and constructed as orderly, planned, mixed-use development featuring pedestrian friendly design and protection of the natural environment.

Site Orientation

Site orientation is a strength of John's Pass Village – particularly along Village Boulevard and the Boardwalk. The purpose of focusing on site orientation is to create a convenient, safe, and comfortable pedestrian experience in relationship to the buildings that adjoin the public right-of-way or building entryway.

Many buildings in the Traditional Village, Boardwalk, and Commercial Core Character Districts are oriented towards the pedestrian. The photos on this page show an example of a pedestrian-oriented front facade with parking on the ground level and limited business and temporary lodging access through the alley in the back of the building. This is an ideal example of site orientation. The pedestrian is unaware of the parking in the back of the building and is able to interact with the ground level of the building. Most buildings within the Traditional Village have ground-level and some second-level commercial businesses with limited parking in the rear of the property and public street parking in the front of the building. Pedestrians are encouraged to visit stores through the wide tree-lined sidewalks. In the Boardwalk Character District, the ground level is mainly reserved for boating and open restaurant use, while the second level commercial opens on the boardwalk. This encourages pedestrians to walk along the boardwalk

and visit shops. See the next page with examples of site orientation within the Traditional Village, Boardwalk, and Commercial Core Character Districts.

The resort residential area along Gulf Boulevard has good visual access from this main travel corridor, while its individual buildings are more frequently interrupted by automobile access and parking – a characteristic that





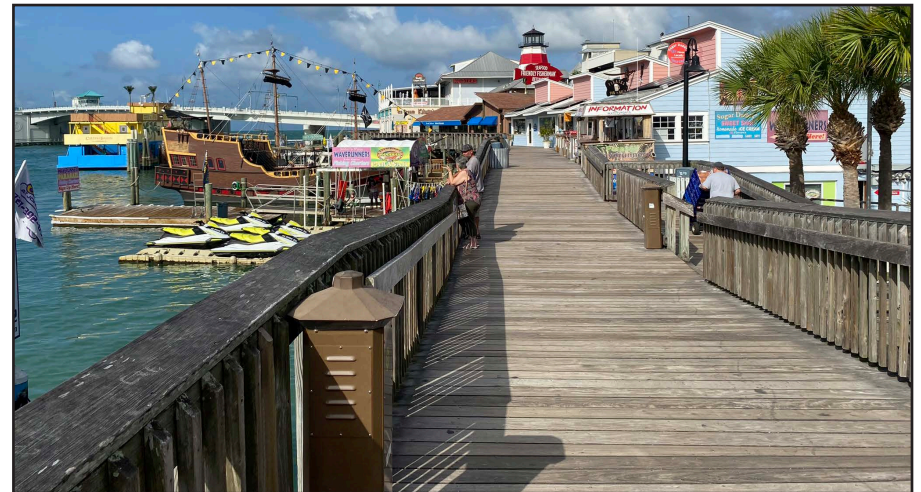
Traditional Village: shaded walking area, wide sidewalks, parking in rear and public parking in front.



Commercial Core: pedestrian activity surrounding a camouflaged parking garage



Boardwalk: access on the boardwalk with restaurant seating along the boardwalk.



Boardwalk: shops and restaurant access on the boardwalk and docks with restaurant seating and boating excursions.

detracts from its site orientation. Its improvement will be the focus of future redevelopment project review.

Additional attention will be given to the relationship of the uses in the Commercial Core District on 129th Avenue West and the “back” or east side of the uses in the Traditional Village District that abuts the Low Intensity Mixed Use District. Future redevelopment projects in the Commercial Core and Traditional Village Districts will need to recognize and seek to improve their orientation – both visual and physical – to the Boardwalk District and the John’s Pass waterfront.

Overall, the scale and size of the development pattern in John’s Pass Village contributes positively to building orientation, pedestrian connectivity, and the reduction in the need for on-site automobile use and parking.

The Madeira Beach Comprehensive Plan states the following regarding connectivity:

- **Policy 4.1.5.5:** Promote pedestrian-oriented areas within concentrated development and activity areas.
- **Objective 4.1.9:** Redevelopment shall be designed and constructed as orderly, planned, mixed-use development featuring pedestrian friendly design and protection of the natural environment.



Pelican Lane: rear of Traditional Village District contains dumpsters that overlook residential and resort uses in the Low Intensity Mixed Use District.



Public Realm Enhancements

The public realm refers to the publicly owned space – the public street and walkways – as well as privately owned space adjoining the rights-of-way that can be accessed and used by the public. Its purpose is to facilitate safe and convenient travel of a multi-modal nature and to create opportunities for identity and place-making.

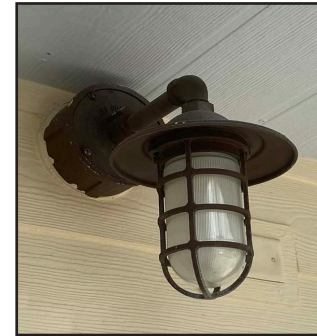
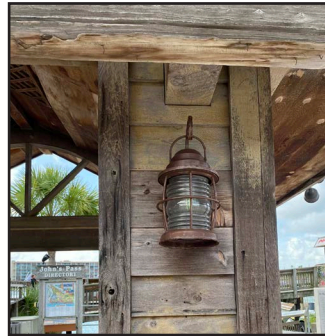
In relationship to multi-modal travel, a strategically located transit hub that provides for transit connections to parking, bicycle and pedestrian facilities would be of great assistance in establishing the “point of entry” from the Gulf Boulevard corridor to the Village.

Within the Village, pedestrian safety and comfort will be achieved by maintaining an unobstructed means of accessing both the Traditional Village and Commercial Core Districts.

In any redevelopment initiative, the opportunity to enhance small, public landscape, and seating areas will be considered. In particular, two key focal points – one at the main pedestrian point of access to Village Boulevard, and one at the

southern terminus of Village Blvd. at 129th Avenue West – are identified as having significant place-making potential and the establishment of way-finding, public seating and landscaping to enhance the public realm.

In the past there was an effort to create unified public realm improvements. Way-finding signs, lights, street signs, and other features were designed



with a “fishing village” aesthetic. Some of these features still remain in the Village. There are an assortment of light features, benches, signs, and trash receptacles within the Activity Center. Efforts for a cohesive public realm are important to create a sense of place.

The Madeira Beach Comprehensive Plan states the following regarding public realm enhancements:

- **Policy 1.10.1:** The city entranceway areas shall reflect the beach community character of the community, water-related activities, and include mixed uses.
- **Policy 1.10.2:** As part of a beautification effort, the City shall cooperate with service providers and Pinellas County to establish a plan that calls for the eventual burial of all existing utility lines.
- **Policy 1.10.3:** The City shall coordinate with the Florida Department of Transportation to install landscaped medians within the Gulf Boulevard right-of-way.



A walkway to the beach in JPV Activity Center.



An example of landscaped median on Gulf Boulevard with bike lanes and a pedestrian crosswalk.

Ground Floor Design and Use

The objective of considering ground floor design and use is to provide for continuity of interaction between the public right-of-way and adjoining private use – particularly where such use is designed to serve and be oriented to the pedestrian. The utilization of ground floor space is directly related to and intended to work in concert with the previously discussed design principles of “connectivity” and “site orientation.”

The current development pattern in John’s Pass Village



achieves the desired objective and provides for direct, uninterrupted access and use of the ground floor of the existing structures.

Future challenges to maintain this positive feature will arise during redevelopment that involve one or more of the following characteristics:

- A building of more than one or two stories where the upper floors are to be used for purposes such as residential or temporary lodging and that will require a more public mixed use on the ground floor.
- The need to address required flood elevation and flood-proofing requirements in recognition of the Coastal High Hazard Area and flood zone designations applicable in the Village.

Given the existing development pattern and predominant ground floor design and use, new or altered development will be reviewed and required to maintain this desirable characteristic as part of the Activity Center Plan and its implementation procedures.

Transition to Neighborhoods

This planning and urban design principle is directed at recognizing and protecting the character of adjacent neighborhoods. In John's Pass Village, where the existing development pattern has been in place for many years, much of the area on its periphery is well-established and reflects the change in type and density of use that is desirable.



Center itself between the back or east side of the Traditional Village District that abuts Pelican Lane and the Low Intensity Mixed Use District. One means of addressing the physical appearance of the backside of the Traditional Village District uses will be to require any renovation or redevelopment of those uses to improve the building finishes and the unified collection, location, and screening of appurtenant structures and equipment. To the extent feasible in the limited space

To further this design principle, the Activity Center Plan has specifically provided for the Transitional District as part of the Activity Center along Gulf Boulevard at its northern terminus. This character district provides for a step-down in temporary lodging use density, as well as non-residential floor area intensity from the John's Pass Resort District.

The adjoining uses north of the Activity Center are now, or proposed to be, designated for the types of use and density/intensity governed by the existing Resort plan category and accompanying zoning standards.



Two areas warrant additional consideration as to the transition principle. The first is within the Activity

available, landscape screening would also be desirable. Similarly, the existing and any proposed new or changed use in the Low Intensity Mixed Use District should reflect the need to distinguish and appropriately landscape the frontage along Pelican Lane from the west side of the street.

The second significant point of transition to receive additional consideration includes the exclusively residential areas at the eastern edge of the Activity Center on 129th, 131st, and 133rd Avenue East. These are especially challenging locations given that their sole points of entrance/exit are through or at the northern edge of the Activity Center. The transition from the Activity Center to these residential neighborhoods will require sensitive treatment, including the type, density/intensity, and building scale, of new or changed use at the eastern edge of the Low Intensity Mixed Use, Commercial Core and Transitional Character Districts. This transition would be further aided by a clear delineation through signage and entry features that will signify their entrance to residential neighborhoods with no separate

exit. This should help reduce unintended tourist or visitor traffic into the neighborhood and the resultant traffic inefficiencies and confusion on the part of the non-resident visitors.



The Madeira Beach Comprehensive Plan states the following regarding neighborhoods, residential and commercial areas of the city:

- **Policy 1.7.3:** The City shall ensure that existing residential land uses are protected from the encroachment of incompatible activities; likewise, other land uses shall be protected from the encroachment of incompatible residential activities.
- **Policy 1.7.4:** Land development patterns shall recognize and support the preservation of neighborhoods.
- **Policy 1.7.6:** Residential land uses shall be compatible with the type and scale of surrounding land uses.
- **Policy 1.8.2:** The City shall ensure that within any mixed-use development proper separation and buffering shall be required and maintained between residential and nonresidential land uses and shall be installed when a change of use or increase in intensity occurs.
- **Policy 1.8.3:** The City shall promote commercial

development in areas where a projected demand for those uses exists, where the use is compatible with the surrounding area, and where existing or programmed facilities will not be overburdened by matching planned commercial land uses to the projected demand.

- **Policy 1.8.4:** Commercial land uses shall be located, in a manner which ensures the compatibility with the type and scale of surrounding land uses and where existing or programmed public facilities shall not be degraded beyond the adopted level-of-service.
- **Policy 1.8.6:** Commercial development west of Gulf Boulevard shall be limited to only those uses associated with seasonal tourist accommodations, excluding general retail uses.
- **Policy 1.8.7:** The City shall encourage tourist-related development and redevelopment to reflect the beach community character of the City.
- **Policy 1.8.10:** Ancillary commercial uses may be incorporated into the Resort Facilities Medium and Resort Facilities High land use plan categories.

- **Policy 1.8.13:** The City shall encourage the concentration and/or clustering of commercial development.

Implementation of Planning and Urban Design Principles

The foregoing planning and design principles will be applied through a combination of measures that will include the following:

The Activity Center Plan

The plan itself has articulated the general purpose, features and overall design strategies to be pursued through the adoption of the Plan and its corollary means of achievement.

Activity Center Zoning Districts

New zoning districts will be established to be consistent with and help to achieve the Plan. The new zoning districts will be established concurrent with or within one (1) year of Plan adoption and will contain more detailed and specific guidelines for new or changed development within John's Pass Village Activity Center on a project-by-project basis.

The City's Site Plan Review Process

As set forth in the zoning regulations, this review process will provide an additional means of detailed review for the urban design strategies for projects of a certain size or composition. Development Agreements will be required for density or intensity bonuses. These must go before the local Land Planning Agency (Planning Commission) and Board of Commissioners for approval.

Future Design Concept Plan

It is recommended as part of the Activity Center Plan, that a future design study be authorized to suggest specific design prototype opportunities and their composition that will address multi-modal objectives, internal vehicular and pedestrian circulation, and public realm enhancements (e.g., matching lights, way-finding signage, benches, trash receptacles).



IMPLEMENTATION STRATEGIES

Chapter Seven

PLAN ADOPTION AND AMENDMENT STEPS

There are several major steps or action items that are required to adopt and implement the John's Pass Village Activity Center Plan. These major steps are outlined below.

Amendment of the City's Comprehensive Plan to Establish the Activity Center Plan Category

To adopt an Activity Center Plan and subsequently create it on the City's Future Land Use Map, the Activity Center category must first be established in the Future Land Use Element of the Comprehensive Plan. The first step in this process is to bring forward and consider an ordinance to establish the Activity Center Plan category within Section 3.3, Future Land Use Element, Policy 1.1.2 as a new Mixed-Use category of the Comprehensive Plan.

**Adoption of John’s Pass Village Activity Center Plan;
and**

**Amendment of the City’s Future Land Use Map to
Place the Activity Center Plan Category on the Plan
Map.**

These two separate items require, and are comprised of the subparts or incremental steps that include the following:

- Recommendation by the Local Planning Agency and action by the City Commission on first reading of an ordinance to adopt the Activity Center Plan.
- Recommendation by the Local Planning Agency and action by the City Commission on first reading of an ordinance to amend the Future Land Use Map to designate the Activity Center Plan category on the Map.
- Receipt and consideration of any comment by the State Department of Community Affairs on the two ordinances transmitted for review.
- Recommendation by Forward Pinellas and action by the Countywide Planning Authority on the

City’s application to approve the Activity Center Plan as the basis for an amendment to establish the Activity Center (~~Community~~ Neighborhood Center) designation on the Countywide Plan Map and the Land Use Strategy Map.

- Approval by the City and final reading of an ordinance to adopt the John’s Pass Village Activity Center Plan; and an ordinance to amend the City’s Future Land Use Map to place the Activity Center Plan category on the Future Land Use Map.

**AMENDMENT OF THE CITY’S CODE OF
ORDINANCES TO ESTABLISH THE JOHN’S PASS
VILLAGE ZONING DISTRICT(S)**

To establish a zoning district(s) that corresponds to and assists in the administration of the Activity Center Plan, an ordinance to amend the Zoning Map and provide for the uses, standards and procedures applicable to the district will be prepared and brought forward for consideration as an amendment to Chapter 110, Zoning, Article V – Districts, of the Code of Ordinances.

Land Development Regulation/Zoning Amendment (Ordinance)

These amendments will be written and considered by the City subsequent to, and within one (1) year of adoption of the Activity Center Plan and amendment of the City's Future Land Use Plan Map, to support the implementation of the Activity Center Plan.

Transmittal to Forward Pinellas

Upon adoption of the John's Pass Village Zoning Districts, the ordinance will be sent to Forward Pinellas in fulfillment of the requirements of Sec. 6.2.3.2 of the Countywide Rules.

PROJECT REVIEW AND COORDINATION

In addition to the adoption of the plan amendment and accompanying zoning regulations, an important component of the implementation process will be both individual privately - initiated redevelopment projects and public initiatives and infrastructure improvements.

Private Redevelopment Initiatives

The review and coordination of individual private development and redevelopment projects pursuant to the procedures and standards of the Activity Center Plan and the Activity Center Zoning District(s) will be an important implementation measure.

Public Initiatives and Coordination

The consideration and coordination of public investment needs and opportunities through the City's Capital Improvement Program, in conjunction with county and state resources where available, and in concert with private sector project initiatives, will be pursued as appropriate.

8/10/2023

To: Rodney Chatman
Planning Division Manager
Forward Pinellas

From: Joe Borries
Response and Recovery Manager
Pinellas County Emergency Management

Subject: Proposed John's Pass Village Activity Center Adoption Application in Madeira Beach.

The scope of this review includes an assessment of surge risk, potential flood hazards, feasibility of emergency evacuations, impacts on the county's shelter demand, and recommended mitigation measures to minimize these impacts.

The following summary is a response to the City of Madeira Beach's proposed 2023-01 ordinance for adopting the John's Pass Village Activity Plan.

Review Summary:

1. The digital elevation model (DEM)¹ indicates ground elevations within the project area between 3 and 6 feet (*Attachment 1*).
2. The entire area is located in the Coastal Storm Area (CSA)² identified in the Pinellas County Comprehensive Plan and lies within the Coastal High Hazard Area (CHHA)³ (*Attachment 2*). As a result, storm surge, floodplain management and sea level rise are important factors regarding this potential application.
3. The storm surge inundation analysis based on the Sea Lake and Overland Surges from Hurricanes (SLOSH)⁴ model indicates that this area could be subject to storm surge from tropical storms up to Category 5 Hurricane on the Saffir-Simpson scale⁵ (*Attachments 4 – 9*).
4. In the event of these storms, flooding can obstruct access to and from the area, affecting both residents and first responders.
5. Structures and infrastructure located at or slightly above ground levels, including AC units, electrical systems, elevators, pools, vehicles, and garages, are susceptible to inundation and

¹ Pinellas County. *Digital Elevation Model and Contours Derived from 2017 LiDAR Data*.

² Policy 1.3.3 http://www.pinellascounty.org/Plan/comp_plan/05coastal/2-goals.pdf

³ Policy 1.3.1 http://www.pinellascounty.org/Plan/comp_plan/05coastal/2-goals.pdf

⁴ *Sea, Lake, and Overland Surges from Hurricanes (SLOSH) Storm Surge Model Results for the west Florida Basin*. Version 2020. Published by the National Hurricane Center (NHC), National Oceanic and Atmospheric Administration (NOAA).

Online Linkage: <https://www.nhc.noaa.gov/nationalsurge/#data>. Accessed Oct. 2021

⁵ <https://www.nhc.noaa.gov/aboutsshws.php#:~:text=The%20Saffir%2DSimpson%20Hurricane%20Wind,Scale%20estimates%20potential%20property%20damage.>

damage from storm surges. Further, the SLOSH model results indicate that residential units could experience flooding inside their homes from a Category 1 storm or higher when storm surge levels exceed their base floor elevations. (*Attachments 5 – 9*).

6. The entire project area has been designated as a Level A evacuation zone. Consequently, any future construction within this vicinity will carry a Level A evacuation designation⁶ (*Attachment 3*).
7. A Level A evacuation status mandates the evacuation of residents, hotel staff and guests, commercial establishments and employees at all subsequent levels of mandatory evacuation orders (A-E).
8. The Activity Center region directly intersects with the Gulf Blvd emergency evacuation route. Consequently, concerns regarding access during ordered evacuations are not anticipated.

Additional Factors to Consider:

1. The existing SLOSH model does not consider the contribution of rainfall during storms, which can significantly influence overall flooding levels.
2. Storm surge depths provided by the SLOSH model do not encompass the effects of waves riding atop the surge. These waves, reaching up to 0.75 miles inland, can augment surge heights and intensify flooding.
3. The current SLOSH model does not account for sea level rise, potentially exacerbating the impact of future storm events.
4. One (1) foot of water can float various vehicles. With two (2) feet of moving water, it can carry away most vehicles, adding to the dangers of flooding.
5. Inundation of electrical outlets by storm surge poses the risk of electrocution and fire. Additionally, any electric vehicles remaining in the vicinity that become flooded with saltwater add an extra layer of potential fire hazards that needs attention.
6. Recognizing that a surge event can extend over many hours is crucial. The aftermath could lead to hours or days before emergency responders gain access due to standing water and debris accumulation.
7. Storm surge often carries significant debris, including cars, boats, trees, and structural components. This debris not only hampers access but also introduces health and safety hazards that demand effective management.
8. Building and dock foundations are threatened by storm surge's potential to undermine their structural integrity, potentially resulting in complete collapse. The impact on essential infrastructure and property cannot be underestimated.
9. The vulnerability of underground utilities, such as water, sewage, and gas lines, to storm surge is critical to assessing the overall impact and recovery efforts.
10. Financial losses resulting from property damage, infrastructure repair, and disruption of economic activities should be evaluated as part of the overall impact assessment.

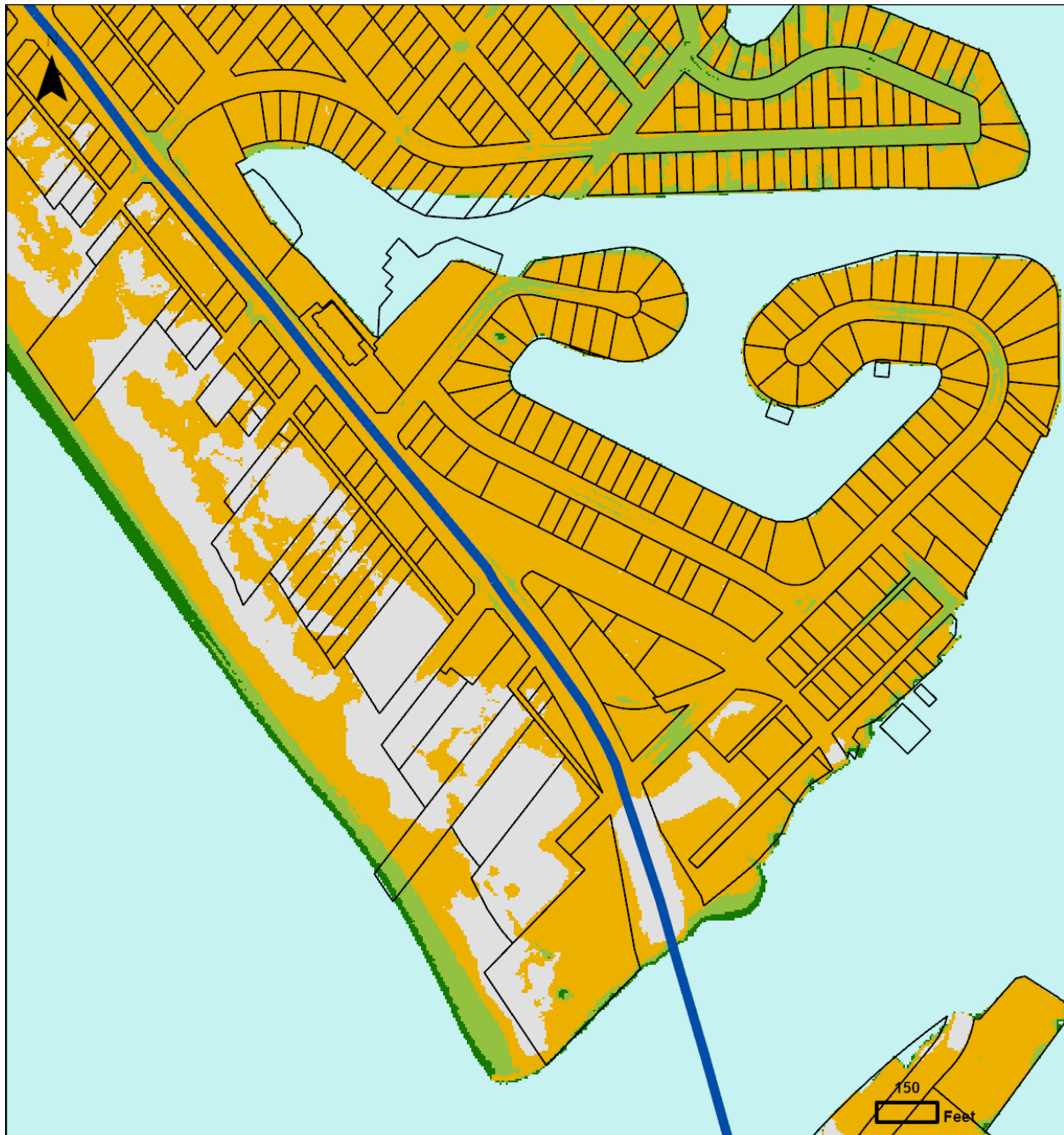
⁶ As determined by Pinellas County's GIS Programmatic Evacuation Assignment Process

Conclusion:

In light of the susceptibility to storm surges in the Activity Center area, it is recommended that current residents, commercial businesses and potential developers adopt mitigation and construction practices that exceed the mandates outlined in prevailing building codes. This proactive approach will help minimize the adverse consequences of wind and storm surge events and their associated hazards.

Moreover, it is incumbent upon the city to address the resilience of community services and vital infrastructure in the face of these imminent hazards. Likewise, Residents and business owners in the Activity Center area can significantly contribute to safeguarding both property and human lives by incorporating comprehensive mitigation, evacuation and continuity of operations planning strategies. This entails a comprehensive assessment of potential vulnerabilities, followed by implementing measures designed to bolster the area's capacity to withstand and recover from storm surge events.

In summary, recognizing the heightened risk posed by storm surges, existing and new developments should embrace a markedly more robust construction paradigm than what is currently prescribed by building codes. This heightened preparedness could mitigate the profound disruptions brought about by storm surge-induced property damage and subsequent displacements. Additionally, the city must extend its commitment to fortify community services and critical infrastructure. This multifaceted endeavor can significantly enhance the area's resilience to the challenges posed by storm surges and their aftermath.



	Site Name: John's Pass Village Activity Center		 Created 8/10/2023 <small>This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes.</small>
	Elevation Value	0 - 1.5ft 1.5 - 3.0ft Water	
Source: Elevation and contours derived from Pinellas 2017 LIDAR data.			
PINELLAS COUNTY EMERGENCY MANAGEMENT - PROPOSED DEVELOPMENT REVIEW			

Attachment 1. Site ground elevation. Source: Pinellas County Topographic Digital Elevation Model (v2017).

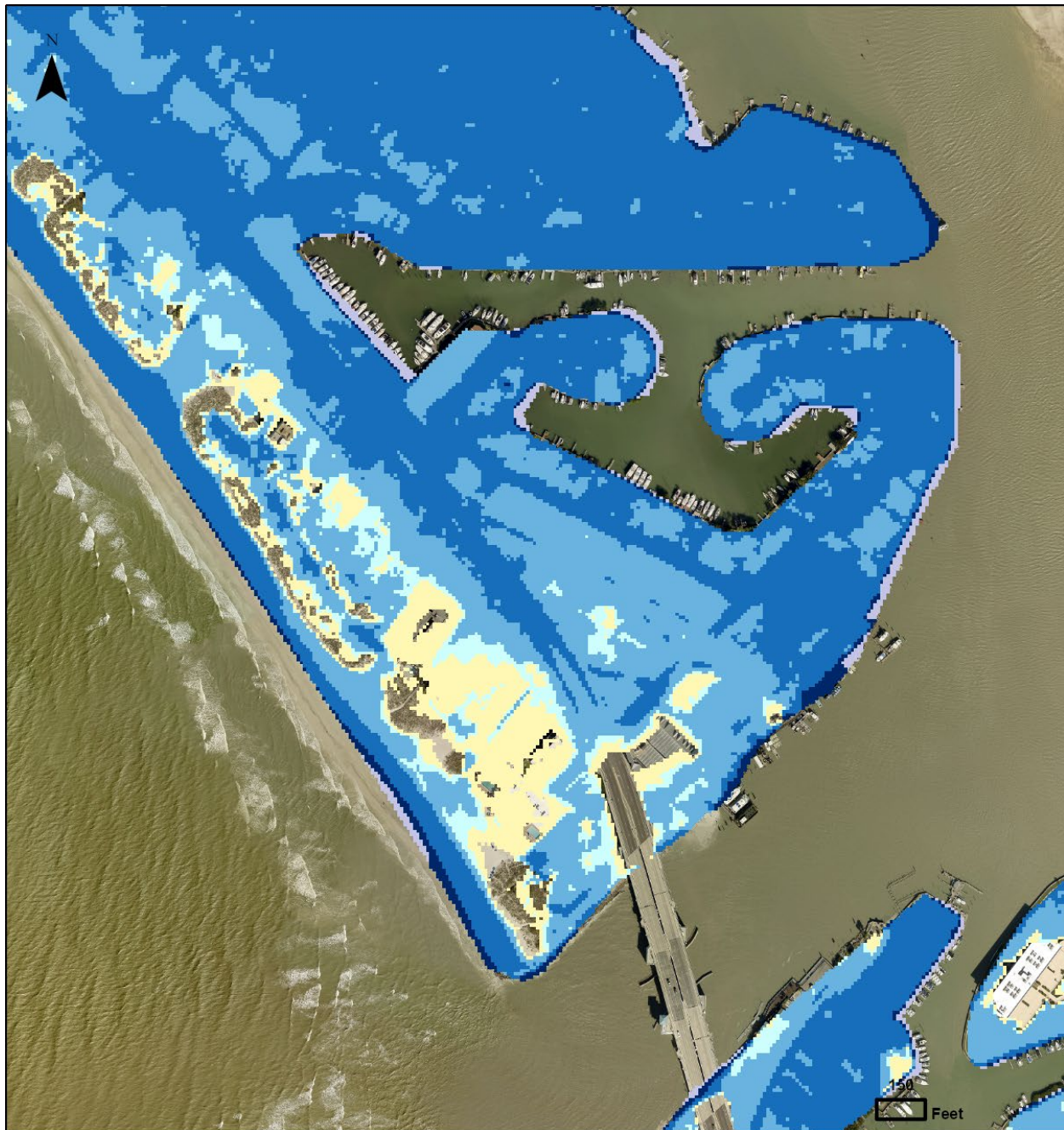


Attachment 2. Site parcel boundaries and Coastal High Hazard Area (CHHA). Source: Pinellas County Comprehensive Plan v.2008, Chapter 1-1.



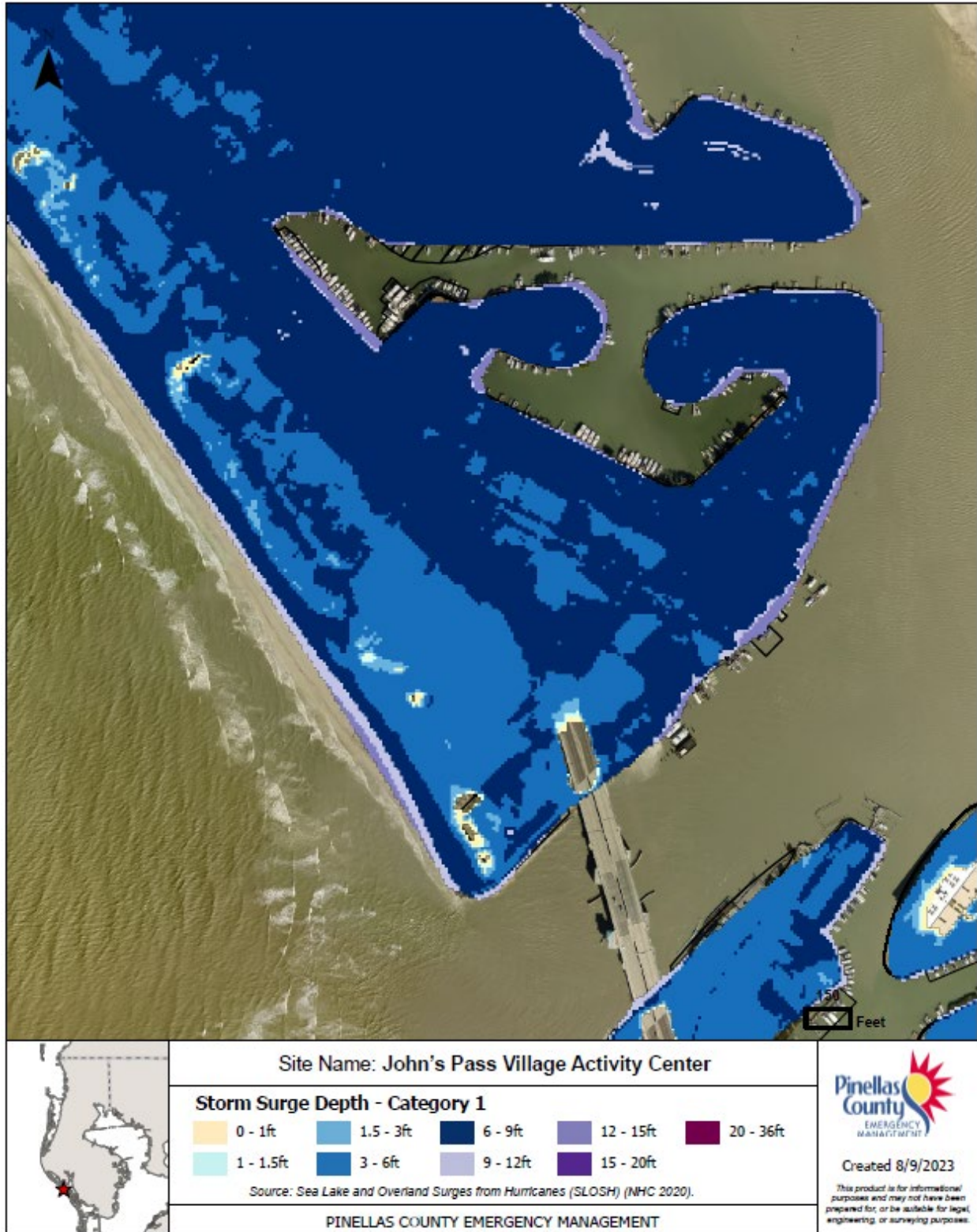
	Site Name: John's Pass Village Activity Center		<p>Created 8/9/2023</p> <p><small>This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes.</small></p>
	Pinellas County Emergency Evacuation Zones		
■ A	■ C	■ E	■ Pinellas Evacuation Routes (v2021)
■ B	■ D	■ MOBILE HOME	2021 Aerial Image (Source: Pinellas County)
PINELLAS COUNTY EMERGENCY MANAGEMENT - PROPOSED DEVELOPMENT REVIEW			

Attachment 3. Site boundaries and respective Pinellas County Emergency Evacuation Zones (v2021)

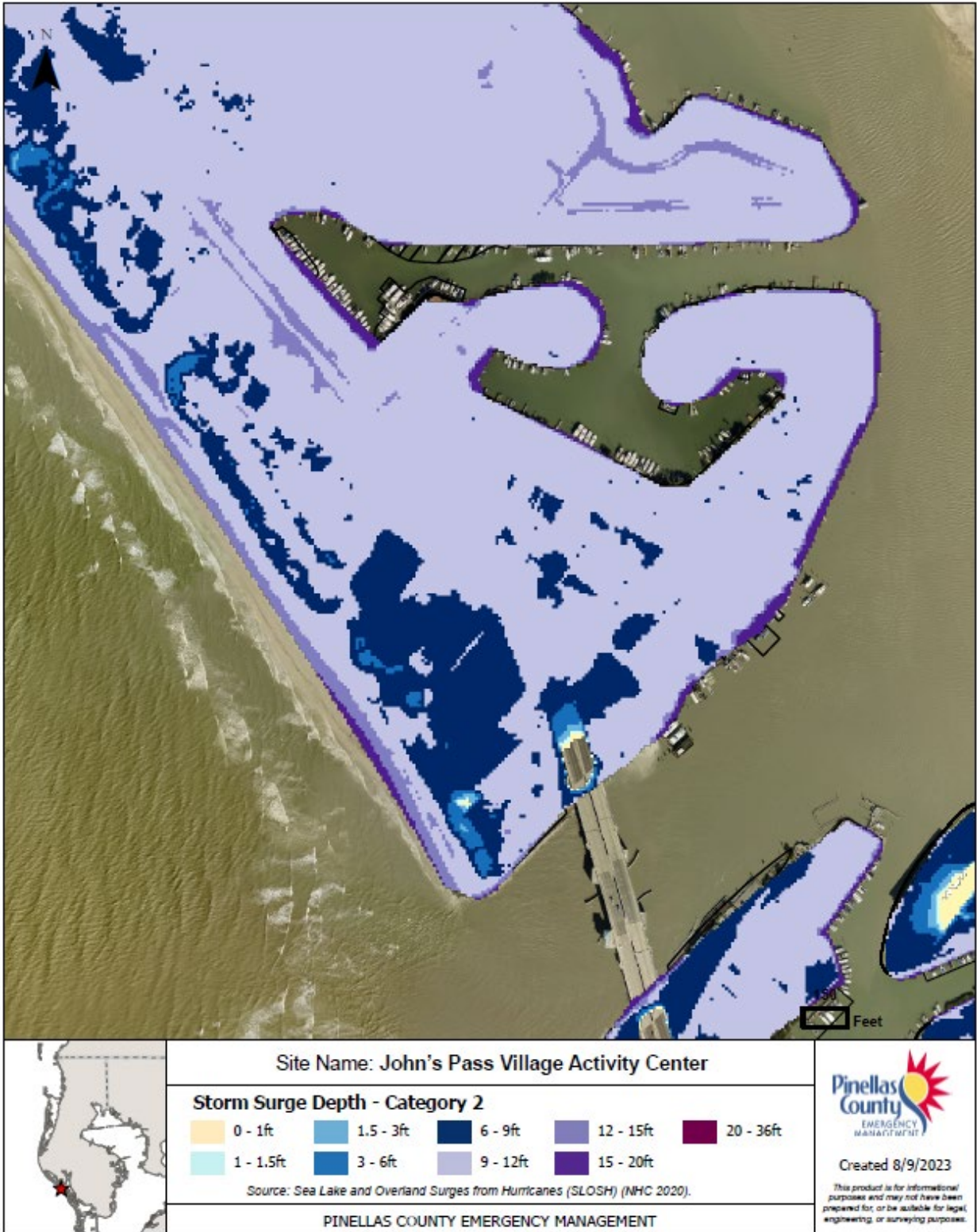


	Site Name: John's Pass Village Activity Center					<p>Created 8/10/2023</p> <p><small>This product is for informational purposes and may not have been prepared for, or be suitable for legal, engineering, or surveying purposes.</small></p>
	Storm Surge Depth - Tropical Storm					
	0 - 1ft	1.5 - 3ft	6 - 9ft	12 - 15ft	20 - 36ft	
1 - 1.5ft	3 - 6ft	9 - 12ft	15 - 20ft			
<small>Source: Sea Lake and Overland Surges from Hurricanes (SLOSH) (NHC 2020).</small>						
PINELLAS COUNTY EMERGENCY MANAGEMENT						

Attachment 4. Tropical Storm surge inundation depth (ft). Source: Source: NHC SLOSH Model, v2020.



Attachment 5. Category 1 surge inundation depth (ft). Source: NHC SLOSH Model, v2020.



Attachment 6. Category 2 surge inundation depth (ft). Source: NHC SLOSH Model, v2020.



Attachment 7. Category 3 surge inundation depth (ft). Source: NHC SLOSH Model, v2020.



Attachment 8. Category 4 surge inundation depth (ft). Source: NHC SLOSH Model, v2020.



Attachment 9. Category 5 surge inundation depth (ft). Source: NHC SLOSH Model, v2020.

Countywide Planning Authority Countywide Plan Map Amendment

Case CW 23-03 – City of Madeira Beach

February 20, 2023

Local Government Request

Subject Property

- Approximately 27 Acres
- John's Pass Village area - Boundaries extend from properties west of Gulf Boulevard to Boca Ciega Bay on the east, and from John's Pass north to 133rd Avenue East

Existing Countywide Plan Map Category (future land use)

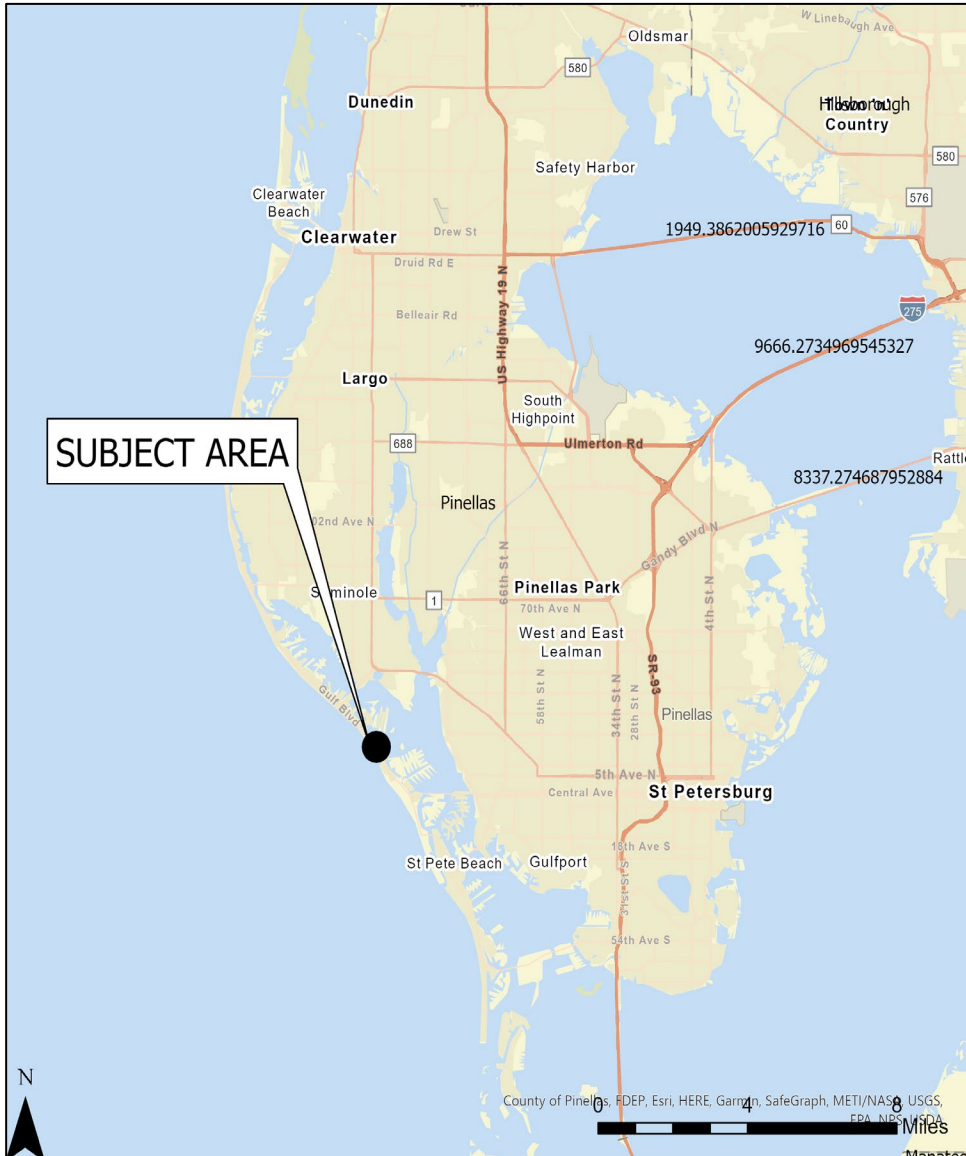
- Residential Medium, Resort, Retail & Services and Recreation/Open Space

Proposed Countywide Plan Map Category (future land use)

- Activity Center

Existing / Proposed Uses: Traditional tourist-oriented retail commercial businesses, as well as a mix of residential and temporary lodging uses

Location



Local Government Request

Requested Action

- Proposed amendment is submitted by the City of Madeira Beach, amending the designations of approximately 27 acres of property to create the John's Pass Village Activity Center (JPVAC)
- This area has development standards that have been inconsistent with the Countywide Rules for many years and many buildings cannot be rebuilt, if destroyed
- If approved, this request will correct these inconsistencies, preserve the existing character of John's Pass Village while also allowing for limited future redevelopment potential

Case CW23-03
Map 3: Aerial Map



JURISDICTION: Madeira Beach

FROM: Residential Medium, Resort,
Retail & Services, Recreation/Open Space

AREA: 27.04 acres m.o.l.

TO: Activity Center

Background Information

Timeline of Actions

- **2008** - Inconsistent standards adopted by the City of Madeira Beach
- **2008** - PPC informed the City of Madeira Beach of the inconsistencies
- **2008-2020** - No action was taken by the City of Madeira Beach
- **2020** - After a series of staff changes, the City of Madeira Beach rediscovered the inconsistencies and contacted the PPC to develop a remedy

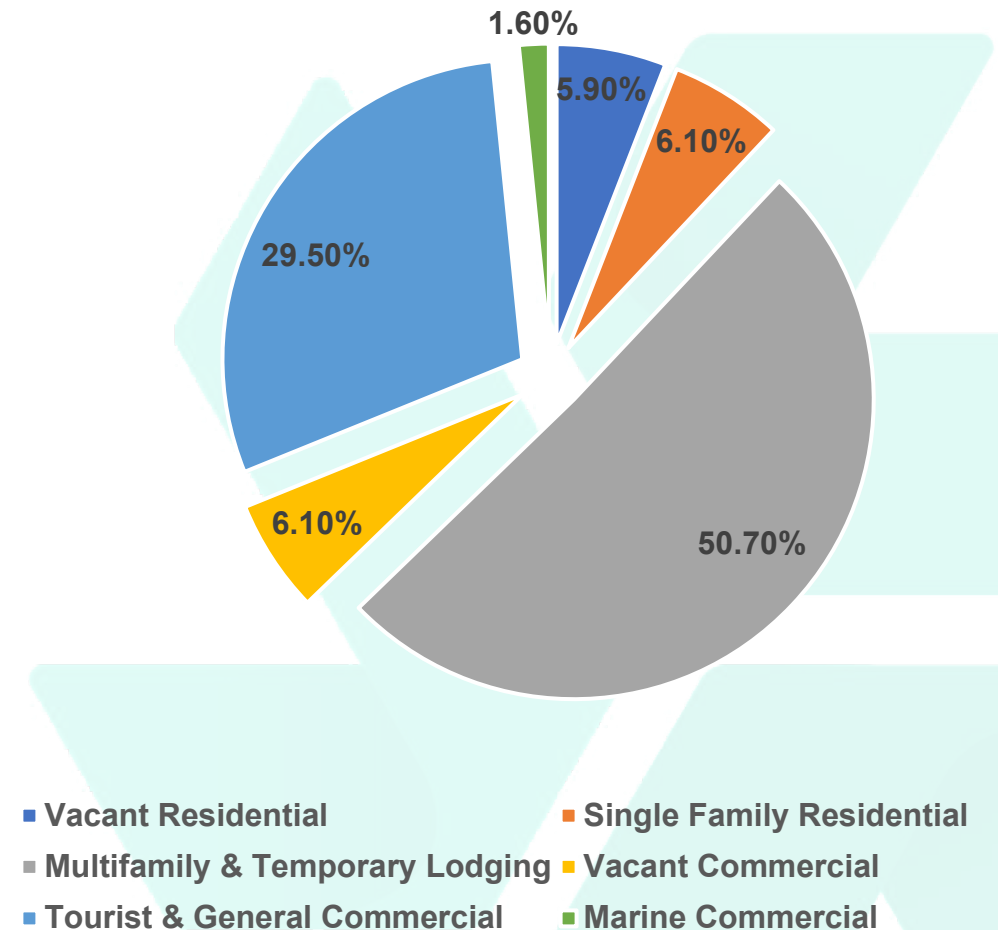


Background Information

Timeline of Actions (continued)

- **2023** - Madeira Beach submits the Activity Center request to the PPC
- **2023** - Madeira Beach adds the Activity Center category to their Comprehensive Plan
- **2023** - PPC recommends Madeira Beach approve an “Alternative Compromise” for the requested Activity Center
- **2023** - Madeira Beach approves PPC’s “Alternative Compromise” recommendation

Existing Land Uses

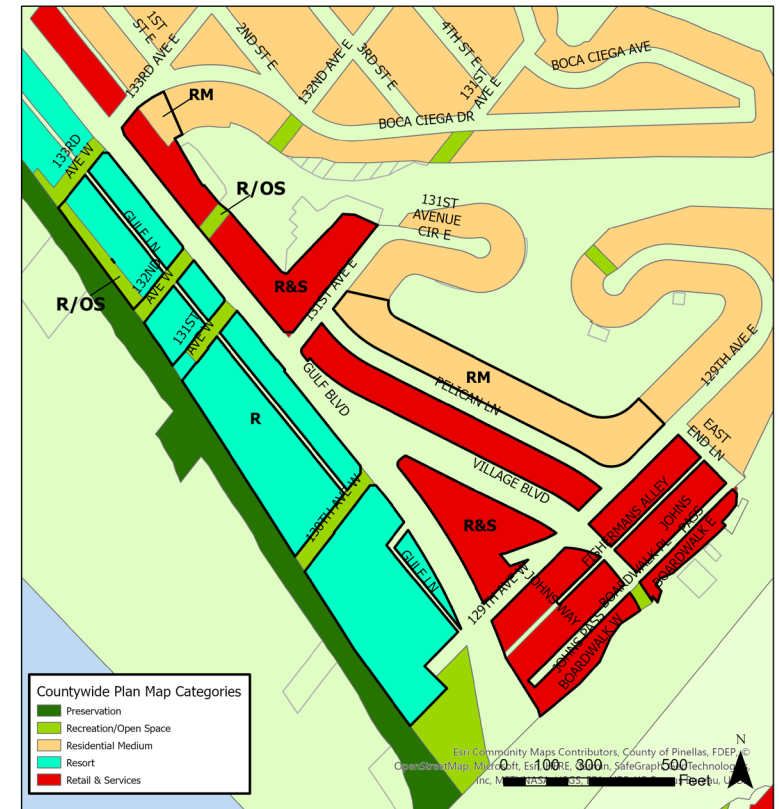


Current Countywide Plan Map

Future Land Use Category	Residential Units per Acre	Temporary Lodging Units per Acre	Floor Area Ratio	Acres
Recreation/Open Space	0	0	0.25	0.46
Residential Medium	15	0	0.5	3.36
Resort	30	50	1.2	11.06
Retail & Services	24	40	0.55	12.16

Case CW23-03

Map 4: Current Countywide Plan Map



JURISDICTION: Madeira Beach

AREA: 27.04 acres m.o.l.

FROM: Residential Medium, Resort, Retail & Services, Recreation/Open Space
TO: Activity Center

Proposed Countywide Plan Map

Activity Center

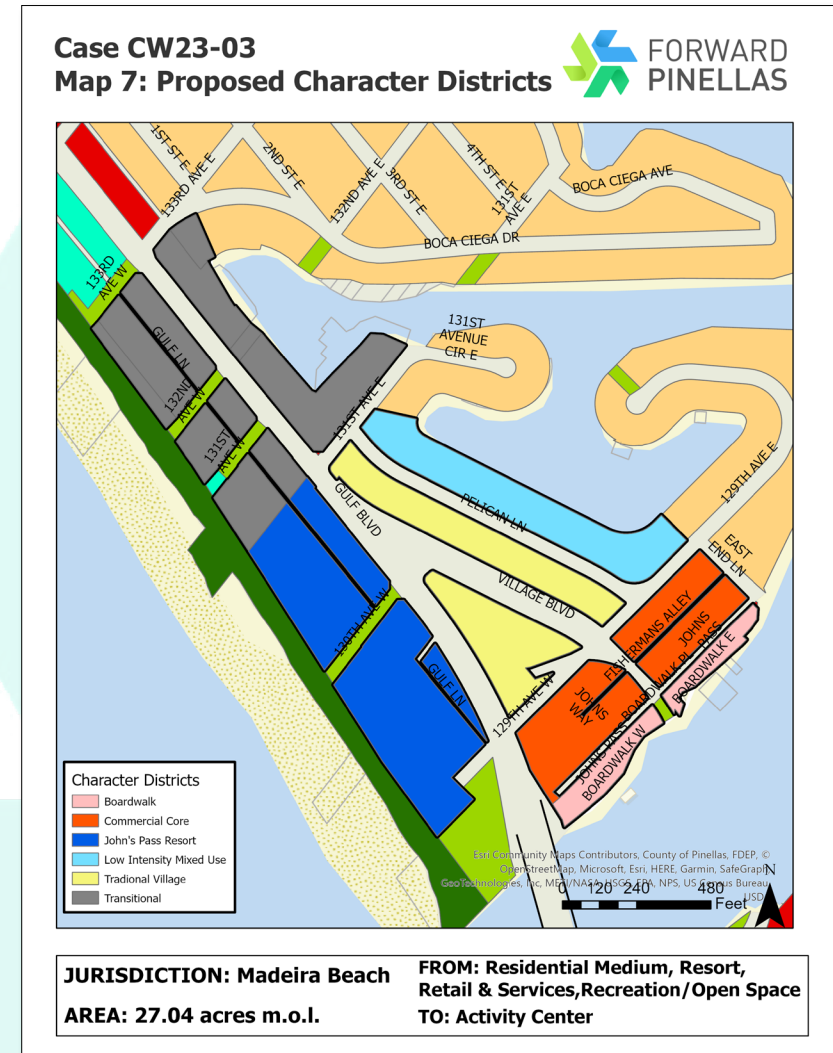
- Countywide Plan Map amendment area would be designated as Activity Center - Neighborhood Center subcategory
- If approved, this request will correct the inconsistencies, preserve the existing character of John's Pass Village while also allowing for limited future redevelopment potential
- JPVAC designation will further differentiate the six Character Districts within the Activity Center, with each district recognized as part of the approved plan for both the City's Comprehensive Plan and the Countywide Plan Map



Proposed Character District Standards

Character District	Residential Units per Acre	Floor Area Ratio	Temporary Lodging Units per Acre	Alternative Temporary Lodging Units per Acre	Alternative Temporary Lodging Floor Area Ratio	Acres
Boardwalk	0	1.5	0	N/A	N/A	1.33
Commercial Core	15	2.0	60	< one acre: 75* one acre or more: 100*	< one acre: 2.2* one acre or more: 3.0*	3.84
John's Pass Resort	18	2.0	60	< one acre: 75* one acre or more: 100*	< one acre: 2.2* one acre or more: 2.5*	7.25
Low Intensity Mixed Use	18	1.5	40	60*	2.0*	3.09
Traditional Village	15	2.0	45	N/A	N/A	4.25
Transitional	18	1.5	50	75*	2.0*	7.29

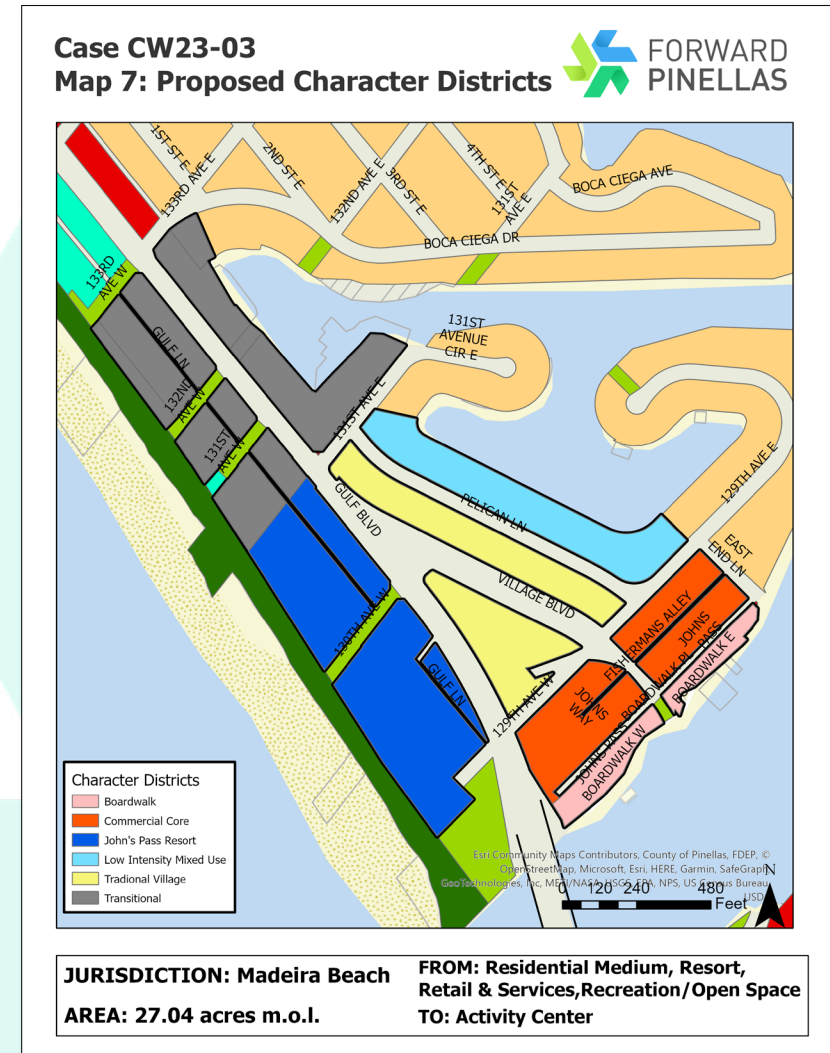
* Development Agreement is required by the Countywide Rules



Proposed Character District Standards

- **Boardwalk:** Commercial, Commercial Recreation, and Services
- **Commercial Core:** Residential, Temporary Lodging, and Commercial
- **John's Pass Resort:** Residential, Temporary Lodging, and Commercial only up to 20% of the building's floor area
- **Low Intensity Mixed Use:** Residential, Temporary Lodging, and Commercial only up to 20% of the building's floor area
- **Traditional Village:** Residential, Temporary Lodging, and Commercial
- **Transitional:** Residential and Temporary Lodging up to 20% of the building's floor area for properties on the west side of Gulf Boulevard / commercial is allowed on the east side of Gulf Boulevard

* Land Development Regulations will provide specifics standards for setbacks, heights, parking requirements, signage, architectural and design guidelines.



Recommendation

Proposed Countywide Plan Map Amendment Findings

- The proposed amendment to Activity Center (Neighborhood Center subcategory) is consistent with the density/intensity standards and locational criteria for this category.
- The proposed amendment addresses the Planning & Urban Design Principles of the Countywide Plan Strategies.
- The proposed amendment either does not involve, or will not significantly impact, the relevant countywide considerations.

Staff finds the proposed amendment consistent with the Relevant Countywide Considerations and recommends approval

Planners Advisory Committee and Forward Pinellas Board recommends approval

**PAC AGENDA – SUMMARY AGENDA ACTION SHEET
DATE: SEPTEMBER 5, 2023**

ITEM	ACTION TAKEN	VOTE
<p>1. <u>CALL TO ORDER AND ROLL CALL</u></p>	<p>The PAC held its September 5, 2023, meeting in the Palm Room at 333 Chestnut Street, Clearwater.</p> <p>The Chair, Brandon Berry, called the meeting to order at 1:30 p.m. and the members introduced themselves.</p> <p>Committee members in attendance included: Andrew Morris, Whitney Clark, James Cunningham, Jayme Lopko, Brandon Berry, Britton Wilson, Tiffany Menard, Tom Scofield, Mark Griffin, Wesley Wright, Alexandra Keen and Matt Jackson.</p> <p>Others in attendance: Lauren Rubenstein of Denhardt and Rubenstein Attorneys at Law</p> <p>Forward Pinellas staff included: Rodney Chatman, Linda Fisher, Emma Wennick, Tina Jablon, Jared Austin and Alexis Hall (intern).</p>	
<p>2. <u>APPROVAL OF MINUTES FROM THE JULY 3, 2023 PAC MEETING</u></p>	<p>Motion: Britton Wilson Second: James Cunningham</p>	12-0
<p>3. <u>REVIEW OF FORWARD PINELLAS AGENDA FOR SEPTEMBER 13, 2023 MEETING</u> <u>PUBLIC HEARING ITEMS</u> A. <u>Countywide Plan Map Amendments</u> 1. Case CW 23-03 – Madeira Beach</p>	<p>Andrew Morris, City of Madeira Beach, presented the case for the John’s Pass Village Activity Center to the PAC members explaining that Forward Pinellas staff was recommending an Alternative Compromise.</p> <p>Subsequently, Rodney Chatman elaborated on the rationale and process for the Alternative Compromise.</p> <p>A few questions were asked and answered. A motion was made to recommend approval of the Alternative Compromise, which was seconded and passed by unanimous vote.</p> <p>Motion: Britton Wilson Second: Alexandra Keen</p>	12-0
<p> 2. Case CW 23-08 – St. Petersburg</p>	<p>Motion: Brandon Berry Second: Tom Scofield</p>	12-0

<p>3. Case CW 23-09 – Largo</p>	<p>Motion: Alexandra Keen Second: Tom Scofield</p>	<p>12-0</p>
<p><u>REGULAR AGENDA ITEMS</u> B. <u>CPA Actions and Forward Pinellas Administrative Review Items</u></p>	<p>Rodney Chatman advised the committee members that through July and August the Countywide Planning Authority (CPA) approved three amendments to the Countywide Plan Map as submitted by Pinellas County, Pinellas Park and Tarpon Springs. He reminded the members that the Countywide Plan amendment package went through two public hearings and was approved by the CPA on August 15th. He advised that letters have been sent to each of the local governments regarding this and that PAC members should contact Forward Pinellas if not received. Lastly, Mr. Chatman stated that Forward Pinellas staff administratively approved three map adjustments during the same time period.</p>	
<p>4. <u>PLANNING TOPICS OF INTEREST</u> A. <u>Advantage Pinellas Socioeconomic Data Projections</u></p>	<p>Ariane Martins, Forward Pinellas staff, explained to the PAC members that Forward Pinellas is in the process of updating its long range transportation plan (LRTP), branded as Advantage Pinellas, as is required every five years. She further explained that one of the first steps taken in the development of the plan is to project population and employment growth out at least 20 years into the future, in this case to 2050. Forward Pinellas works in conjunction with the local governments to develop these projections. An overview of the projections and methodology used was provided. Forward Pinellas can provide the 2050 data projections to the local governments upon request as needed.</p> <p>Questions were asked and answered:</p> <p>Q: For the employment projections, what was the minimum age for inclusion? A: Age 16</p> <p>Q: What percentage of the population growth is directly related to the Live Local Act? A: The Live Local Act was passed late in the process of developing the projections and remains and unknown contributor at this time.</p>	

<p>B. <u>“Live Local Act” Affordable Housing Dashboard</u></p>	<p>Emma Wennick reminded the PAC members about Senate Bill 102, also known as the Live Local Act, which was signed into law on March 29th and became effective on July 1, 2023. In response to the new law, Forward Pinellas has developed a “Live Local” Dashboard to track development activity related to House Bill 1339, Senate Bill 962, and the Live Local Act. Ms. Wennick explained that Forward Pinellas is requesting that each municipality provide data on any related projects submitted for review on a monthly basis to keep the dashboard up to date. To that end, Forward Pinellas staff ask that each local government assign a point of contact to be communicated with on a monthly basis regarding this. The Live Local Dashboard will then track and compare Live Local projects countywide in one place for local government staff, elected officials, and the general public.</p> <p>Following Ms. Wennick’s presentation, Jared Austin displayed the Live Local Dashboard and demonstrated its various components.</p>	
<p>B. <u>Pinellas County Disaster Housing Workshop</u></p>	<p>Linda Fisher provided some historical context highlighting that on July 25th Pinellas County hosted a Disaster Housing Workshop to discuss countywide planning for emergency, transitional and long-term housing needs following a disaster. In addition to Pinellas County, the workshop was attended by countywide agencies and local governments. Ms. Fisher highlighted some of the unique issues and challenges Pinellas County would face following a natural disaster due in large part to lack of available land for temporary housing and many hotels/motels being located in the Coastal High Hazard Area thereby also being vulnerable. She also outlined several goals that were developed at the workshop. In response, Forward Pinellas staff conducted a survey of the local governments and Ms. Fisher offered an overview of those results. A 2014 County Ordinance addressing some of these topics was discussed. She advised the PAC members of the next steps which includes the formation of a Disaster Housing Planning Team to be coordinated by Pinellas County Emergency Management, with the lead agency still to be determined. Ms. Fisher concluded by encouraging active participation by all the local governments.</p>	

<p>C. <u>Changes to the Countywide Plan Map Amendment Application Form</u></p>	<p>Emma Wennick alerted the PAC members that the application form for submitting a Countywide Plan Map amendment to Forward Pinellas has been updated. Referring to the new form on the large screens in the room, Ms. Wennick highlighted the recent changes. Specifically, she called attention to the newly added sections for "Public Hearing Date", "Verdict and Vote", and "Public Comment". The members were advised that the new version of the form is live online.</p>	
<p>5. <u>OTHER PAC BUSINESS/PAC DISCUSSION AND UPCOMING AGENDA</u> A. <u>Pinellas SPOTlight Emphasis Areas Update (Information)</u></p>	<p>Rodney Chatman updated the committee on the recent activities related to the SPOTlight Emphasis Areas noting that on August 15th the Countywide Planning Authority adopted changes to the Countywide Plan which included incorporating the key recommendations from the Target Employment & Industrial Land Study Update. He advised that Forward Pinellas staff are available to answer any questions the local governments may have as they consider adopting the new Target Employment Center subcategories or consider any potential conversions of Employment or Industrial land not located in a Target Employment Center.</p>	
<p>B. <u>Upcoming Land Use Cases & Pre-App Meetings</u></p>	<p>Upon call by the chair for any land use cases or pre-app meetings to make Forward Pinellas staff aware of, none were heard.</p>	
<p>7. <u>ADJOURNMENT</u></p>	<p>There being no further business, the meeting was adjourned at 2:31 p.m.</p>	

Respectfully Submitted,


PAC Chair

Date 10/2/2023

NOTIFICATION OF LOCAL GOVERNMENT ACTION ON
FORWARD PINELLAS'S
ALTERNATIVE RECOMMENDATION FOR
COUNTYWIDE PLAN MAP AMENDMENT

On September 13th, 2023, Forward Pinellas, in its role as the Pinellas Planning Council, took action on Case No. CW 23-03: City of Madeira Beach

The Board, pursuant to Sec. 6.3.1 of the Rules, approved an "Alternative Compromise Recommendation", as set forth in the accompanying agenda memorandum and maps.

The City of Madeira Beach hereby officially acknowledges that it has:

Accepted; or


Rejected

the Forward Pinellas Board Alternative Compromise Recommendation on Case No. CW 23-03: City of Madeira Beach

This official acknowledgement by the City of Madeira Beach is pursuant to the following action of the Madeira Beach Board of Commissioners, a copy of which is attached hereto.

Type of Action: "adopt the Forward Pinellas Alternative Compromise for the Johns Pass Village Activity Center Plan"

Date: 12/19/23

Signed: 
Title: James "Jim" Rostek
Mayor

Date: 12.27.2023

FORWARD PINELLAS

P: (727) 464.8250
F: (727) 464.8212
forwardpinellas.org
310 Court Street
Clearwater, FL 33756



September 15, 2023

James Rostek
City of Madeira Beach
300 Municipal Drive
Madeira Beach, FL 33708

RE: Case CW 23-03 John's Pass Village Activity Center Plan

Dear Mayor Rostek:

Forward Pinellas, in its role as the Pinellas Planning Council, considered at public hearing on September 13, 2023 the application from the City of Madeira Beach referenced above for an amendment to the Countywide Plan Map. The board recommended approval of an alternative compromise amendment to the Activity Center category for 27 acres (m.o.l) of property as outlined in the accompanying agenda memoranda and maps.

Case CW 23-03 is hereby referred back to the City of Madeira Beach to act on the alternative compromise recommendation, as set forth in the accompanying form titled "NOTIFICATION OF LOCAL GOVERNMENT ACTION ON FORWARD PINELLAS'S ALTERNATIVE COMPROMISE RECOMMENDATION FOR COUNTYWIDE PLAN MAP AMENDMENT" which will then be returned to Forward Pinellas. Should the City of Madeira Beach concur with the alternative compromise amendment, it will subsequently be set and advertised for public hearing before the Countywide Planning Authority (CPA) with a recommendation of approval from Forward Pinellas. Should the City of Madeira Beach not concur with the alternative compromise amendment, the original amendment will go forward to the CPA with the Forward Pinellas recommendation for denial.

A copy of the applicable section of the Countywide Rules, Sec. 6.3.1 is also enclosed, providing a more complete explanation of this process and timetable. Action by your city on the alternative recommendation is required within 45 days unless an extension of time is needed and requested.

Should the City of Madeira Beach not concur with the alternative compromise recommendation, and the case proceed to the CPA with Forward Pinellas's recommendation to deny, you will be separately advised of the City's right to appeal for administrative hearing, as provided for in Sec. 6.1.4 of the Rules

Thank you and your staff for your assistance in the countywide planning process. Should you have any questions or need additional guidance, please feel free to contact Rodney Chatman, AICP, Planning Division Manager at (727) 464-8214.

Sincerely,

Whit Blanton, FAICP
Executive Director

Enclosures

cc: Robin Gomez, City Manager
Jenny Rowan, Community Development Director

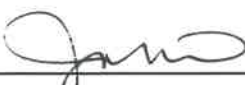
Tampa Bay Times
Published Daily

STATE OF FLORIDA
COUNTY OF Pinellas, Hillsborough, Pasco,
Hernando Citrus

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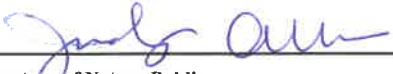
Before the undersigned authority personally appeared **Jean Mitotes** who on oath says that he/she is **Legal Advertising Representative** of the **Tampa Bay Times** a daily newspaper printed in St. Petersburg, in Pinellas County, Florida; that the attached copy of advertisement, being a Legal Notice in the matter **RE: BCC Hearing 02-20-2024** was published in said newspaper by print in the issues of: **1/ 3/24** or by publication on the newspaper's website, if authorized, on

Affiant further says the said **Tampa Bay Times** is a newspaper published in **Pinellas, Hillsborough, Pasco, Hernando Citrus** County, Florida and that the said newspaper has heretofore been continuously published in said **Pinellas, Hillsborough, Pasco, Hernando Citrus** County, Florida each day and has been entered as a second class mail matter at the post office in said **Pinellas, Hillsborough, Pasco, Hernando Citrus** County, Florida for a period of one year next preceding the first publication of the attached copy of advertisement, and affiant further says that he/she neither paid nor promised any person, firm or corporation any discount, rebate, commission or refund for the purpose of securing this advertisement for publication in the said newspaper.



Signature Affiant

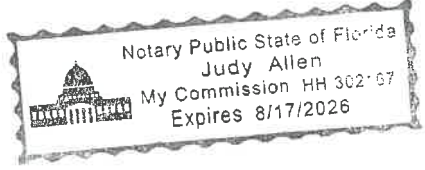
Sworn to and subscribed before me this **.01/03/2024**



Signature of Notary Public

Personally known _____ **X** _____ or produced identification

Type of identification produced _____



PUBLIC NOTICE OF LIVE PUBLIC HEARING INCLUDING VIRTUAL PARTICIPATION FOR AMENDMENT OF THE COUNTYWIDE PLAN MAP

The Pinellas County Board of County Commissioners, in its capacity as the Countywide Planning Authority (CPA), will conduct a public hearing on proposed amendment(s) to the Countywide Plan Map, pursuant to the Countywide Plan, as amended, and as set forth in the listing below.

A public hearing on the ordinance(s) with virtual public participation and an on-site participation option will be held on Tuesday, February 20, 2024, at 9:30 A.M., or as soon thereafter as may be accommodated by the completion of the rest of the Board agenda, in the Palm Room of the Pinellas County Communications Building, 333 Chestnut Street, Clearwater, FL, 33756, with virtual participation utilizing Communications Media Technology (CMT) on the Zoom platform.

The public hearing will be streamed live, and can be accessed from <https://youtube.com/pccvtv1> (click on "Pinellas County Meetings") or pinellas.gov/TV. It will also be broadcast on the following Pinellas County cable public access channels:

Spectrum Channel 637 Frontier Channel 44 WOW! Channel 18

The agenda for this meeting and information about participation options can be found at pinellas.gov/board-of-county-commissioners-meetings. Interested parties may appear at the hearing or use one of the other methods below to be heard regarding the proposed ordinances to be considered by the County Commission in its role as the CPA. Members of the public wishing to address the body may attend in person, attend virtually or provide comments in advance.

To address the County Commission in person, members of the public are encouraged to preregister at pinellas.gov/comment. Preregistration is encouraged but not required if individuals plan to attend the meeting. Those who have not preregistered may register when they arrive.

Members of the public wishing to address the body virtually via Zoom or by phone are required to preregister by 5:00 P.M. the day before the meeting by visiting pinellas.gov/comment. The registration form requires full name, address and telephone number if joining by phone, along with the topic or agenda item to be addressed. Members of the public who cannot access the registration form via the internet may call (727) 464-3000 to request assistance preregistering. Only members of the public who have preregistered by 5:00 P.M. the day before the meeting will be recognized and unmuted to offer comments. If a member of the public does not log in with the same Zoom name or phone number provided in the registration form, they may not be recognized to speak.

Members of the public wishing to provide comments in advance may call the Agenda Comment Line at (727) 464-4400 or complete the online comment form at pinellas.gov/BCAgendacomment. Comments on any agenda item must be submitted by 5:00 P.M. the day before the meeting. All comments on any agenda item received by 5:00 P.M. the day before the meeting will be included as part of the official record for this meeting and will be available to be considered by the County Commission prior to any action taken.

Persons who are deaf or hard of hearing may provide public input on any agenda item through use of the State of Florida's relay service at <https://www.ftri.org/relay/faqs> or 7-1-1.

Case CW 23-03 – Submitted by the City of Madeira Beach – 27.0 acres m.o.l.

From: Retail & Services, Resort, Residential Medium, and Recreation/Open Space
To: Activity Center
Location: An area generally bounded by 133rd Ave. W. to the west, John's Pass to the east, Boca Ciega Bay to the north, and the Gulf of Mexico to the south.

The current Retail & Services category is used to depict areas developed with a mix of businesses that provide for the shopping and personal service needs of the community or region, provide for employment opportunities and accommodate target employment uses, and may include residential uses as part of the mix of uses. The current Resort category is intended to depict areas developed, or appropriate to be developed, in high-density residential and resort use; and to recognize such areas as well-suited for the combination of residential and temporary lodging use consistent with their location, surrounding uses, transportation facilities, and natural resources of such areas. The current Residential Medium category is used to depict areas that are primarily well-suited for medium-density residential uses at a maximum density of 15 dwelling units per acre. The current Recreation/Open Space category is intended to recognize areas appropriate for public and private open spaces and recreational facilities that serve the community or region. The proposed Activity Center category is used to recognize those areas of the county that have been identified and planned for in a special and detailed manner, serve as identifiable centers of business, public, and residential activity that are the focal point of a community, and are served by enhanced transit commensurate with the type, scale, and intensity of use.

At their public hearing on September 13, 2023, Forward Pinellas recommended an Alternative Compromise with lower densities and intensities from the originally proposed map amendments, pursuant to Section 6.3.1 of the Countywide Rules.

Case CW 24-01 – Submitted by City of Clearwater – 0.54 acres m.o.l.

From: Residential Low Medium
To: Public/Semi-Public
Location: 210 Meadow Lark Lane

The current Residential Low Medium category is used to depict areas that are primarily well-suited for suburban, low density or moderately dense residential uses at a maximum density of 10 dwelling units per acre. The proposed Public/Semi-Public category is intended to recognize institutional and transportation/utility uses that serve the community or region, especially larger facilities having acreage exceeding the thresholds established in other plan categories, and which are consistent with the need, character, and scale of such uses relative to the surrounding uses, transportation facilities, and natural resource features.

Case CW 24-02 – Submitted by Pinellas County – 0.19 acres m.o.l.

From: Residential Low Medium
To: Retail & Services
Location: 4685 Park Street

The current Residential Low Medium category is used to depict areas that are primarily well-suited for suburban, low density or moderately dense residential uses at a maximum density of 10 dwelling units per acre. The proposed Retail & Services category is used to depict areas developed with a mix of businesses that provide for the shopping and personal service needs of the community or region, provide for employment opportunities and accommodate target employment uses, and may include residential uses as part of the mix of uses.

Case CW 24-03 – Submitted by City of St. Petersburg – 0.41 acres m.o.l.

From: Office
To: Multimodal Corridor
Location: 200 66th St N

The current Office category is used to depict areas that are developed, or appropriate to be developed, with office uses, low-impact employment uses, and residential uses (subject to an acreage threshold), in areas characterized by a transition between residential and commercial uses and in areas well-suited for community-scale residential/office mixed-use development. The proposed Multimodal Corridor category is intended to recognize those corridors of critical importance to the movement of people and goods throughout the county and that are served by multiple modes of transport, including automobile, bus, bicycle, rail, and/or pedestrian. This category is intended to include those transportation corridors connecting Activity Centers, characterized by mixed-use development, and in particular, supported by and designed to facilitate transit.

In review of the ordinance(s) above, there may be modifications that arise at the public hearing and/or with other responsible parties.

The proposed ordinance(s) can be viewed at the Forward Pinellas office, 310 Court St., 2nd Floor, Clearwater, FL, 33756-5137. In addition, you may call Forward Pinellas at (727) 464-8250 or email your questions to info@forwardpinellas.org.

The public is hereby advised that the effect of any proposed amendment may significantly impact the type and intensity of use of the subject property and may be of interest to neighboring property owners. Forward Pinellas has made an advisory recommendation to the CPA for each proposed amendment. The subsequent action of the CPA may amend the Countywide Plan Map from the existing plan category to another plan category as may be determined appropriate based on the public hearings and consistent with the Countywide Plan and procedures related thereto.

Persons are advised that if they decide to appeal any decision made at the meeting/hearing, they will need a record of the proceedings, and, for such purposes, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

PERSONS WITH DISABILITIES WHO NEED REASONABLE ACCOMMODATIONS TO EFFECTIVELY PARTICIPATE IN THIS MEETING ARE ASKED TO CONTACT PINELLAS COUNTY'S OFFICE OF HUMAN RIGHTS BY EMAILING SUCH REQUESTS TO ACCOMMODATIONS@PINELLAS.GOV AT LEAST THREE (3) BUSINESS DAYS IN ADVANCE OF THE NEED FOR REASONABLE ACCOMMODATION. YOU MAY ALSO CALL (727) 464-4882 (VOICE) OR (727) 464-4062 (TDD). MORE INFORMATION ABOUT THE ADA, AND REASONABLE ACCOMMODATION, MAY BE FOUND AT PINELLAS.GOV/ACCESSIBILITY-ASSISTANCE.

KEN BURKE, CLERK TO
THE BOARD OF COUNTY
COMMISSIONERS
By: Derelynn Revie, Deputy Clerk

