



Memorandum

Meeting Details: November 12, 2025 – BOC Regular Meeting

Prepared For: Honorable Mayor Brooks and Board of Commissioners

From: Community Development Department

Subject: A public hearing for a Special Food Service Establishment (4COP) Alcoholic Beverage License with stated intent to sell beer, wine, and liquor for consumption on the relocated premises of the Saltwater Hippie Beach Bar 15045 Madeira Way, Madeira Beach, Florida, 33708

Background:

Pursuant to Land Development Regulations Article VI, Division 6, Alcoholic Beverages, the applicant for ABP 2025-05, is requesting authorization from the Board of Commissioners for the approval of a Special Food Service Establishment (4COP) Alcoholic Beverage License with stated intent to sell beer, wine, and liquor for consumption on premises at the Saltwater Hippie Beach Bar located at 15045 Madeira Way Madeira Beach, Florida, 33708. The property is located in the C-3, Retail Commercial Zoning District and has a Future Land Use designation of Planned Redevelopment-Mixed Use, PR-MU.

Discussion:

When considering the alcoholic beverage license application, the Board of Commissioners shall consider the following factors:

- (1) The extent to which the location and the extent to which the proposed alcoholic beverage request will adversely affect the character of the existing neighborhood.**

The property has the Future Land Use designation of Planned Redevelopment-Mixed Use and is surrounded by other properties with this Future Land Use designation. The Planned Redevelopment-Mixed Use Future Land Use designation is given to properties located within the Madeira Beach Town Center Special Area Plan. This property is in the Commercial Core District of the Madeira Beach Town Center Special Area Plan. This district supports Commercial uses and Commercial/mixed-uses that are walkable. There are other nearby businesses that sell alcohol. A

bar restaurant that serves beer, wine, and liquor would be an acceptable use for the property and would not adversely affect the character of the existing neighborhood.

(2) The extent to which traffic generated as a result of the location of the proposed alcoholic beverage request will create congestion or present a safety hazard.

The Saltwater Hippie Beach Bar will be moving into a location previously occupied by the Brass Captain and Collete's Fashion and Swimwear. The former Saltwater Hippie Beach Bar is being demolished before the construction of the Beachmaker Resort begins. The Brass Captain was previously approved for a Special Food Service Establishment (4COP) Alcoholic Beverage License. The intensity of the alcoholic beverage license use is not increasing since it is the same type of license, but there will be an increase in the number of indoor seats compared to the previously approved alcoholic beverage license. The expansion of indoor seating would be within the existing commercial structure and be replacing a previous commercial retail use. Since the increase in interior seating is within the existing commercial structure and replacing a previous commercial retail use, we do not foresee there would be additional congestion beyond the site capacity or present a safety hazard.

Properties located within the Madeira Beach Town Center Special Area Plan have a reduced parking requirement that is 50% less than other areas of Madeira Beach. Included in the memo is the parking table from Saltwater Hippie's approved Site Plan. The parking info table lists the various uses in the shopping plaza and the parking requirements for each use. The proposed use would meet the parking requirements located in the Madeira Beach Code of Ordinances *Article VII - Off-Street Parking and Loading*.

Table 1

Saltwater Hippie Site Plan Parking Info Table

PARKING INFO
PARKING CODE (INCLUDING 50% REDUCTION) SIT DOWN RESTAURANT, BAR, LOUNGE, NIGHT-CLUB 1.0 PER 8 SEATS, PLUS 1.0 SPACE FOR EACH 4 EMPLOYEES. OPEN ENTERTAINMENT SPACE IS 1.0 SPACE PER 120 SQUARE FEET. RETAIL AND SERVICES 1.0 PER 600 SQUARE FEET GFA, INCLUDING OUTDOOR AREA USED
SALTWATER HIPPIE BAR/RESTAURANT
INTERIOR SEATS = 119 SEATS EXTERIOR SEATS = 60 SEATS TOTAL = 179 SEATS = (23 SPACES) ENTERTAINMENT SPACE = 536 SF (SEE HATCHED AREA) = (5 SPACES) NUMBER OF EMPLOYEES PER SHIFT = 8 EMPLOYEES = (2 SPACES) 30 PARKING SPACES REQUIRED
SALTWATER HIPPIE RETAIL STORE
1,675 SF * 1 PER 600 SF = 3 PARKING SPACES REQUIRED
DIVE SHOP
1,419 SF * 1 PER 600 SF = 3 PARKING SPACES REQUIRED
POST OFFICE
6,265 SF * 1 PER 600 SF = 11 PARKING SPACES REQUIRED
TOTAL REQUIRED PARKING SPACES = 47 PARKING SPACES TOTAL NUMBER SPACES ON BOTH PROPERTIES = 57 SPACES NUMBER OF PARKING SPACES ON SOUTH PROPERTY (POST OFFICE) = 11 SPACES NUMBER OF PARKING SPACES ON NORTH PROPERTY = 46 SPACES NUMBER OF SPACES ALONG MADEIRA WAY = 15 SPACES ALL PARKING SPACES ARE EXISTING EXCEPT FOR 3 NEW HANDICAP PARKING SPACES. 5 EXISTING PARKING SPACES WERE REMOVED TO HANDLE 3 NEW HANDICAP PARKING SPACES. 3 HANDICAP SPACES ARE REQUIRED FOR PARKING LOTS WITH 51-75 SPACES ONE OF WHICH SHALL BE SERVED BY AN ACCESS AISLE 96 INCHES WIDE MINIMUM AND SHALL BE DESIGNATED 'VAN ACCESSIBLE.' (SEC. 110-973)



(3) Whether or not the proposed use is compatible with the particular location for which it is proposed.

The Brass Captain was previously using this location and had the same type of alcoholic beverage license. The Saltwater Hippie Beach Bar has an active remodel permit and is making improvements to the existing structure that will not exceed the FEMA 50% rule. The proposed use would be compatible with the existing structure and with the zoning and future land use designations for the property. The property is not located within 500 feet of a church, synagogue, temple, or place of religious worship, public or private school operated for the instruction of minors, or youth recreation (community) center.

(4) Whether or not the proposed use will adversely affect the public safety.

The requested license is not anticipated to adversely affect public safety. For Special Food Service Establishment (4COP) Alcoholic Beverage Licenses, the state of Florida requires at least 51% of gross food and beverage sales revenue to come from the sale of food and nonalcoholic beverages. The previous tenant Brass Captain had a Special Food Service Establishment (4COP) license. The proposed request would not adversely affect public safety more than the previously approved alcoholic beverage license use at this location.

- (5) No application for review under this section shall be considered until the applicant has paid in full any outstanding charges, fees, interest, fines or penalties owed by the applicant to the city under any section of the Code.**

The applicant, Beach Bar LLC, does not owe any outstanding charges, fees, interest, fines, or penalties to the city.

Fiscal Impact:

N/A

Recommendation(s):

City Staff recommends the approval of ABP 2025-05 Beach Bar LLC.

Attachments:

Local Application

Approved Site Plan

Public Notice Mailing and Posting