



Photo Courtesy of Trash Pirates of Mad Beach



Master Plan

Board of Commissioners Meeting

November 12, 2025



Kimley»Horn
Expect More. Experience Better.

MADEIRA BEACH MASTER PLAN
Guiding the City Towards a Resilient Future



"To love one's city, and to have a part in its advancement and improvement, is the highest privilege and duty of a citizen."

- DANIEL BURNHAM





Outline

- Project Overview
- What We've Heard
- Key Recommendations
- Implementation
- What's Next?



Purpose of the new City Master Plan

- **Guiding document** for future development and capital improvements that reflects the community's vision for the future of Madeira Beach
- Replaces the 2002 Master Plan to **address evolving community needs and implement modern, sustainable practices and solutions**
- The Master Plan **identifies goals, objectives, and implementation strategies** that will:
 - Address local challenges,
 - Help our City adapt to future conditions, and
 - Enhance quality of life for all who live, work, and visit Madeira Beach.





Master Plan Process

PHASE 1: ANALYSIS & INFO GATHERING

SPRING 2024 – FALL 2024

- Community Workshop #1
- Online Survey #1
- Pop-Up Events
- Interactive Map Launch
- Project Website Launch

PHASE 2: VISIONING

FALL 2024 – WINTER 2025

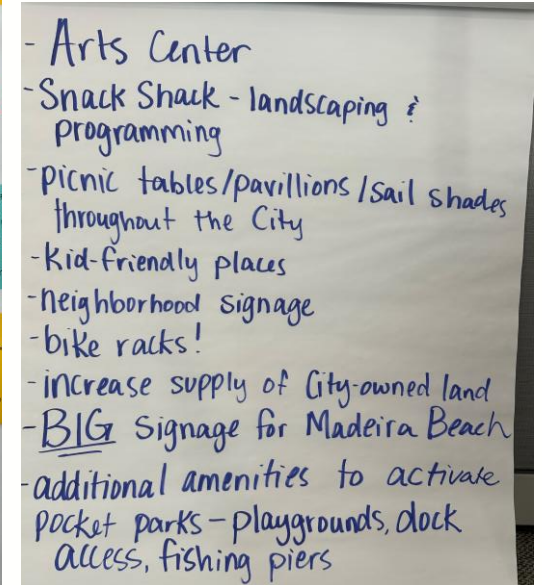
- Community Workshop #2
- Online Survey #2
- Pop-Up Event

PHASE 3: DRAFT MASTER PLAN

WINTER 2025 – SUMMER 2025

- Community Workshop #3
- Online Survey #2 *(continued)*
- Stakeholder Meetings
- Pop-Up Event

Community Engagement



Community Engagement by the Numbers

- Survey responses: **518**
- Workshop attendees: **147**
- Interactive Map comments: **58**
- Targeted Stakeholder meetings: **5**
- Multiple participants/interactions at pop up events and increased visibility through social media posts



A Community Driven Vision

"A destination beach town that maintained its old Florida character by growing responsibly."

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

"Better planning for infrastructure and protection against sea level rise."

"There are several intersections around Gulf Blvd, Madeira Way, and 150th Ave that should be studied and redesigned to make it safer for pedestrians and cars."

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

"A great little beach town geared towards permanent residents while welcoming visitors."



Master Plan Focus Areas



**New Development/
Redevelopment**



**Transportation/
Mobility**



**Parks, Recreation,
and Public Spaces**



**Economic/Business
Development**



**Sustainability and
Resiliency**



**Beautification and
Placemaking**





Transportation/Mobility

Objectives

1. Prioritize **safer roadways** in Madeira Beach
2. **Increase accessibility** to neighborhoods and destinations
3. Support **all modes of transportation**
4. Establish a citywide **parking strategy**





New Development/Redevelopment

Objectives

1. Foster **controlled and conscious growth**
2. Encourage **quality design** that creates cohesive look and feel
3. Encourage **mixed-use development** with active ground floors and retail
4. Support **maintaining and enhancing residential neighborhood character**



Code Updates to C-3 and C-4 Zoning

- Updates to the code for **C-3 (Retail Commercial District)** and **C-4 (Marine Commercial District)** Zoning were included in the new Master Plan process.
- Proposed changes to C-3 include:
 - Permitted uses may now include multiplexes, mixed-use, and live/work units
 - Updates to setback requirements
 - Maximum building heights adjusted when active ground floor commercial use or parking is included
 - Curb cuts are limited and encouraged to be located away from property frontage when possible
- Proposed changes to C-4 include:
 - Updates to building design standards
 - Permitted uses to include mixed-use dwelling units above first floor commercial uses
 - Front yard setbacks decreased to 20 feet
 - Maximum building heights adjusted



Economic/Business Development

Objectives

1. Foster **revenue generating opportunities** in public-right-of way and on city-owned properties
2. Ensure Madeira Beach continues to be an **attractive place to start and run a small, local business**
3. Capitalize on **natural assets to foster economic ventures**
4. Continue to program and add additional **family-friendly events, concerts, and festivals** throughout the year
5. Develop a citywide **economic development strategy** to attract quality, high-paying jobs

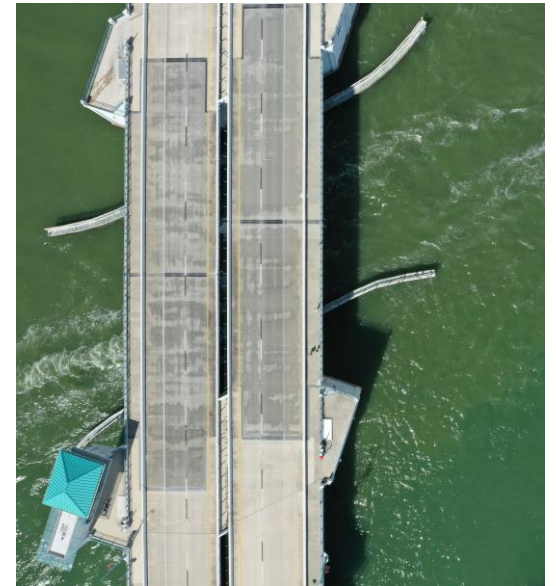
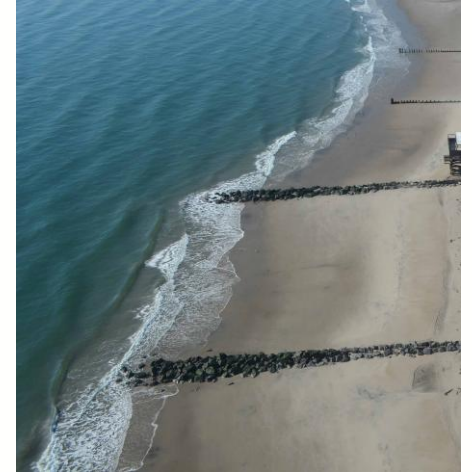




Sustainability and Resiliency

Objectives

1. Continue to implement **hazard and flood mitigation measures** throughout the City
2. Invest in **natural resources** and uphold a strong commitment to **environmental stewardship**
3. Create a **resource information center** for sustainability and resiliency
4. **Upgrade public infrastructure** to be more resilient





Parks, Recreation, and Public Spaces

Objectives

1. Invest in existing public facilities, spaces, and recreational areas
2. Expand public spaces in Madeira Beach
3. Commit to **preserving and improving the quality of public spaces**





Beautification and Placemaking

Objectives

1. Expand and improve the **wayfinding system** within the City
2. Create a **durable and sustainable citywide landscape plan**
3. Create more **opportunities for unique and memorable attractions**
4. **Expand public art and programming** within the City



Implementation

- All strategies are assigned an implementation time frame
- List of priority projects for each time frame
- Incorporate strategies and projects into the City's budget and CIP
- Explore state and federal grant opportunities as well as partnerships (FDOT, Forward Pinellas, Pinellas County, PSTA, private)

SHORT-TERM

Expected to be completed within 5 years.

MID-TERM

Expected to be completed within 6-10 years.

LONG-TERM

Expected to be completed in 10+ years.



Path to Implementation

Grant Funding Opportunities for projects at all levels of phasing

- Infrastructure Grants from USDOT include large scale capital and planning projects
- State and local grants to supplement smaller projects and deliver quick wins

Tracking Progress

- Dashboard of planned, on-going, and completed projects and initiatives
- Strategic Plan
- Annually revisit the Master Plan during the budget process

Continued Community Involvement

- Public-Private Partnerships
- Encourage resident participation
- Live the goals of the Master Plan



Key Strategies and Priority Projects

Quick Wins:

- Land Development Code updates
 - *Parking Code*
 - *Look-Book*
 - *Mix of uses*
- Conduct transportation and parks studies to identify future needs
 - *Transportation/Safety studies*
 - *Parks and Recreation Plan*
 - *Citywide Parking Plan*
 - *Economic Development Plan*

Long-Term Vision:

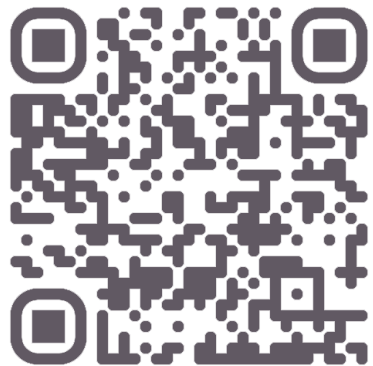
- Expand transportation options
 - *Beach trail*
 - *Multi-use trail connections*
 - *Premium transit connections*
- Increase the supply of City-owned land to be used as public spaces
- Encourage high quality development that meets the character of the City, increase economic vitality, and improves quality of life





What's Next?

- Master Plan adoption by resolution
- Implementation of recommendations
- Prioritize upcoming grant cycles for projects



Scan for Project Website

