



MADEIRA BEACH MASTER PLAN

Guiding the City Towards a Resilient Future

DRAFT - OCTOBER 2025

Kimley»Horn
Expect More. Experience Better.

A full-page background image showing a sunset over a beach. The sky is a gradient of orange and yellow, with a thin crescent moon visible at the top. The beach is dark, with silhouettes of people walking and sitting. Two large black trash cans are in the foreground. The ocean is visible in the distance.

“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



BOARD OF COMMISSIONERS ACKNOWLEDGMENT LETTER

TO BE INCLUDED UPON APPROVAL

*The City of Madeira Beach Board of Commissioners proudly endorses the **City of Madeira Beach Master Plan**. This plan embodies our community's shared vision and commitment to a resilient, vibrant, and sustainable future.*

Built on the collective voice of residents, business owners, and community partners, the Master Plan charts a thoughtful path forward—honoring our past while embracing opportunity and innovation. It reflects our dedication to preserving Madeira Beach's coastal character, strengthening flood resilience, and fostering a welcoming, walkable, and economically diverse community.

The Board extends its gratitude to all who contributed to this effort. As we move ahead, this Master Plan will guide the city in continuing to strengthen and celebrate the community we are proud to call home.

- Madeira Beach Board of Commissioners



Commissioner
David Tagliarini



Vice-Mayor
Ray Kerr



Mayor
Anne-Marie Brooks



Commissioner
Eddie McGeehen



Commissioner
Housh Ghovaei





ACKNOWLEDGMENTS

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Community Development Department
Madeira Beach Municipal Marina Staff
Public Works Department
Parks and Recreation Department

State and Local Agencies

Florida Department of Transportation (FDOT)
Forward Pinellas
Pinellas Suncoast Transit Authority (PSTA)

Project Consultant

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Chapter 1

INTRODUCTION



INTRODUCTION

Madeira Beach is proud to present its new Master Plan as a forward-thinking blueprint designed to shape the future of this vibrant coastal community. This comprehensive plan reflects months of collaboration, public input, and analysis, all aimed at enhancing the quality of life for residents, supporting local businesses, and preserving the natural beauty that defines Madeira Beach.

At its core, the Master Plan is about balance: fostering thoughtful growth while protecting the character and charm that make our city unique. It outlines strategic priorities across key areas such as transportation and mobility, sustainability and resiliency, economic development, beautification, and public spaces. Each initiative is crafted to meet the evolving needs of the community, from revitalizing commercial corridors to improving pedestrian access and strengthening coastal resilience.

The Master Plan is not just a roadmap, but a shared vision that represents the collective commitment to ensuring Madeira Beach remains a welcoming, livable, and thriving city for generations to come. With clear goals and actionable strategies, the Master Plan sets the stage for a future that honors the past while embracing innovation and opportunity.

The City of Madeira Beach welcomes all residents, stakeholders, and visitors to explore the Master Plan and join in building a brighter future for Madeira Beach.

CITY OF MADEIRA BEACH





Master Plan Process

The Master Plan was developed over the course of 16 months, beginning in April 2024 and concluding in August 2025. Throughout each phase of the planning process, community and stakeholder engagement was at the forefront, ensuring continuous and frequent communication with community members at every stage.

PHASE 1: ANALYSIS

SPRING 2024 – FALL 2024

Existing conditions analysis and data gathering. The project team, consisting of City staff and KH, conducted a site visit to understand existing conditions, challenges, and opportunities within the City.

Engagement:

Workshop #1

Pop-Up Events at Village Friday and Trash Pirates

Online Survey #1

Online Interactive Comment Map

PHASE 2: VISIONING

FALL 2024 – WINTER 2025

Utilizing feedback and information gathered from the first community workshop and survey #1, six goals were developed to capture the future vision of Madeira Beach.

Engagement:

Workshop #2

Pop-Up Events at the Merry Market

Online Interactive Comment Map

PHASE 3: DRAFT PLAN

WINTER 2025 – SUMMER 2025

Upon agreement of the draft goals, objectives and strategies were developed using feedback from the community, and input from City departments and stakeholders.

Engagement:

Workshop #3

Pop-Up Events at the John's Pass Seafood Festival

Online Survey #2

Online Interactive Comment Map



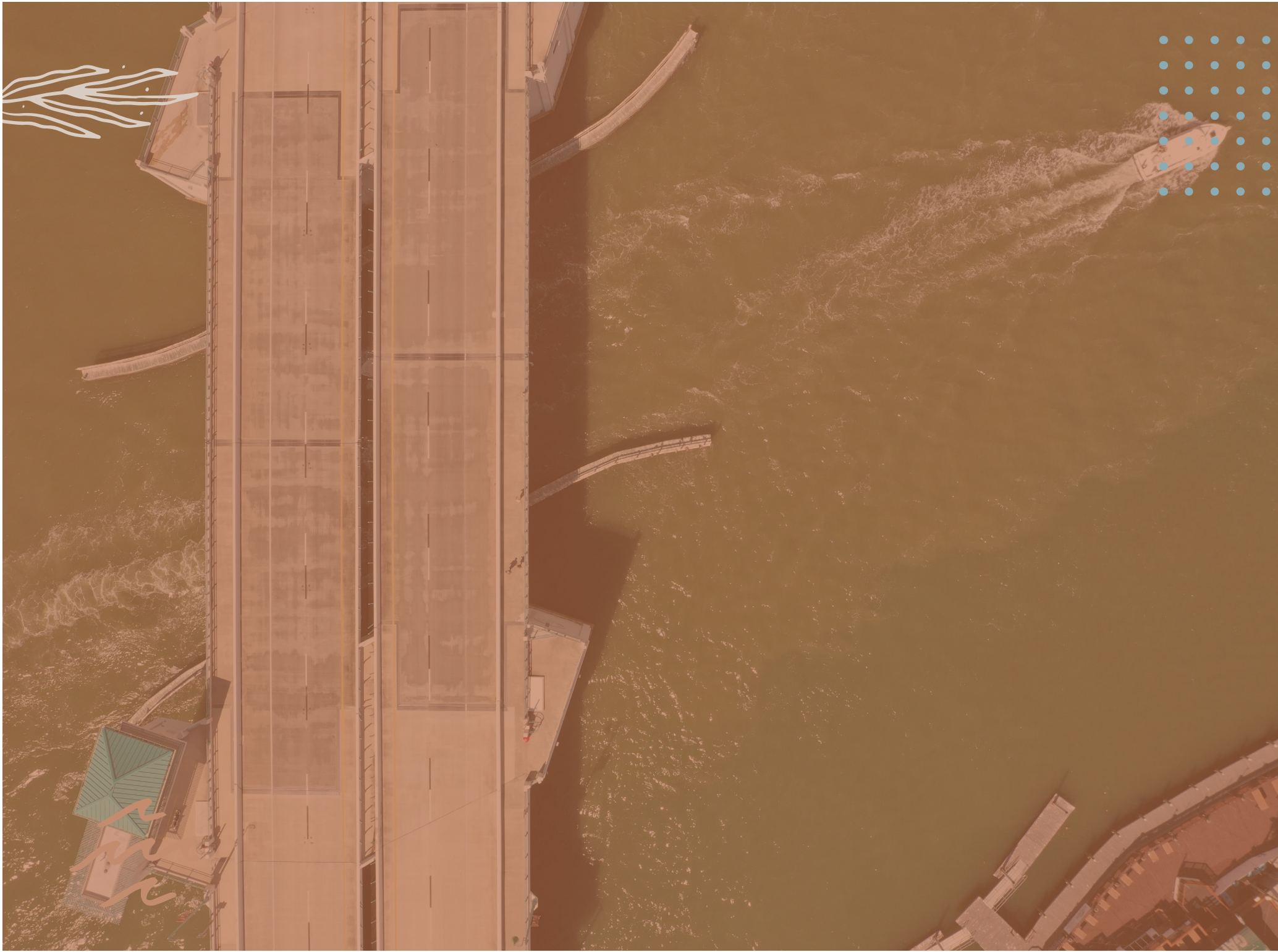
Structure of the Master Plan

In addition to ideas and vision gathered from Madeira Beach community members, the Master Plan is built upon a foundation of data and analysis. The project team paired the community's vision with analysis of existing conditions, trends, and demographics. Together, the analysis and aspirations from the community create a shared vision for the future of the City. The Master Plan includes four main chapters which outline the vision for Madeira Beach:

- **Madeira Beach Today:** Provides an overview of the City's history and present conditions, challenges, and opportunities within the City.
- **A Community-Driven Vision:** Details the community's shared vision for the future and gives a voice to those who live, work, and play in Madeira Beach through a series of community engagement events.
- **Vision and Goals :** Documents the Master Plan's action-oriented recommendations, addressing the six focus areas of: transportation, sustainability and resiliency, new development and redevelopment, economic and business development, parks, recreation, and public spaces, and beautification and placemaking. Each focus area includes a goal, objectives, and strategies to achieve the vision for the future of Madeira Beach.
- **Implementation:** Outlines timing, partnerships, and responsibilities to bring the objectives and strategies to life.









Chapter 2

MADEIRA BEACH TODAY



MADEIRA BEACH TODAY

A (Very) Brief History of Madeira Beach

The history of Madeira Beach begins prior to European settlement attempts in the early 16th century. Much like the rest of North America prior to settlement, Native American tribes were prevalent throughout the state of Florida. The Tocobaga Indians inhabited the Tampa Bay region, with traces of their origins dating back to 900 AD up until roughly 1500 AD. They relied heavily on the area's natural resources, including the abundant fish and shellfish from the Gulf of Mexico and found shelter among the inlets and bays that dotted the gulf coastline. As Spanish explorers sought land acquisition in the new world, notable figures including Panfilo de Narvaez and Hernando de Soto likely passed through the area in the 16th century during their expeditions.

It was in 1848, when a significant hurricane carved out a large pass near Madeira Beach, the famed Tampa Bay pirate John LeVique made the discovery and subsequently named it John's Pass. This pass became an important navigational route for fishermen, allowing greater access to Boca Ciega Bay and its calmer waters. The area was largely undeveloped and only sporadically settled until the late 19th and early 20th centuries, due mainly to the lack of land bridges that effectively cut off Madeira Beach from the mainland.

As early settlers began to arrive and settle other parts of Pinellas County, it was mainly fishermen and their families that marked the beginning of more permanent settlements in the Madeira Beach area. The construction of homes and small businesses began to shape the burgeoning community and also its identity. The fishing industry grew, and Madeira Beach became known for its abundance of seafood and maritime endeavors.

Shortly after the word of Madeira Beach's success in its burgeoning seafood industry had spread, the first landowners and developers started to move into the area. It was in 1908 that the first known landowner, Thomas F. Pierce, established a property in what is now modern-day Madeira Beach. Soon after, in 1912, George Roberts sought to establish a more ambitious vision for Madeira Beach and undertook the construction of a hotel known for its seafood and rum exploits. However, this endeavor fell into bankruptcy. The idea, however, was taken up again by a new developer named Noel A. Mitchell, who pursued the construction of a two-story hotel near George Robert's hotel property and renamed this area of development Mitchell's Beach. This vision was also short-lived due to the arrival of World War I and the eventual decline of tourists to the area. Mitchell then sold his stake in the hotel to Albert B. Archibald, and the hotel stood until the 1920s when it was destroyed by a tropical storm.



ARCHIBALD REALTY - 15175 GULF BLVD. - ST. PETERSBURG, FLORIDA

Aerial of Madeira Beach circa 1940.

Source: <http://www.floridamemory.com/items/show/148265>

Guiding the City Towards a Resilient Future

Archibald saw great success in his land acquisitions and amassed nearly all of the available property located in Madeira Beach. In keeping with the tradition of the previous landowners, he affixed his own name to the area. Legend has it, that in honoring the name of his brother “Ira,” Archibald named the area after the Madeira Islands of Portugal, seeing how it incorporated his brother’s name in its spelling.

The growing influx of visitors and more permanent residents to the area helped put the budding beach community into the spotlight. Madeira Beach was officially incorporated on March 23, 1947, helping to organize and formalize the community for further development and governance. After World War II, there was significant growth and development throughout Florida, including Madeira Beach. The construction of housing developments, hotels, and commercial areas increased, catering both to locals and to the growing number of seasonal tourists that flocked to the area.

As time progressed, so did the need for more infrastructure and better access to Madeira Beach. When a new twinspan bridge was built in 1971 to replace the original span from Treasure Island to Madeira Beach, the business owners who had opened shops adjacent to the former bridge realized they were losing precious economic traffic. Working together with a local architect, the business owners banded together to create a new type of shopping destination that embraced the location of the new bridge. Starting with only a few stores, the newly named “village” soon grew to encompass a boardwalk that further connected visitors and locals alike with views of John’s Pass. John’s Pass Village and Boardwalk have since developed into a major tourist attraction featuring shops, restaurants, and entertainment options. The area retains a quaint, “old Florida” charm and is designed to look like a historic fishing village, while the boardwalk provides scenic views of the water that is shared by both locals and visitors.

In the Fall of 2024, during the development of the new Master Plan, Madeira Beach was hit by Hurricanes Helene and Milton, causing significant damage and disruption to the City. Hurricane Helene made landfall on September 26th with a nearly seven-foot storm surge, leading to widespread flooding across the majority of Madeira Beach. Over 1,400 buildings were affected, with many requiring extensive repairs or even demolition. Hurricane Milton made landfall shortly after on October 9th, once again bringing severe weather to the area, coupled with coastal erosion and additional infrastructure damage. Despite the devastation, Madeira Beach has been actively rebuilding, with ongoing efforts to restore homes, businesses, and public spaces. The City is actively issuing building permits to residents, property owners, and business owners to aid in reconstruction and recovery efforts from both storms.



John's Pass in 1961.

Source: <https://www.floridamemory.com/items/show/296324>



Today, Madeira Beach remains a popular tourist destination with an economy largely driven by tourism and fishing. The City's annual events such as the Seafood Festival and notable fishing tournaments like King of the Beach and the All American Grunt Hunt attract visitors from all around the gulf region and highlight the area's rich maritime history. Preservation of the scenic beaches and marine resources continues to be a priority, ensuring that Madeira Beach remains a desirable destination for subsequent generations. Madeira Beach's evolution from a significant native habitat and sparsely populated settlement to a bustling modern tourist destination encapsulates both a rich natural and cultural history, offering a unique window into Florida's coastal heritage.



Mad Beach Strong flag at City Hall - 2024.



Madeira Beach Seafood Festival - 2025.

Community Assets

The City of Madeira Beach has ample community assets and amenities which attract residents and visitors from across the region and country. These include its award-winning beaches, well-maintained parks, and vibrant activity centers.

Madeira Beach is home to some of the highest-rated beaches in the nation, making it a major destination for visitors who return year after year. The City features two primary activity centers: John's Pass Village and the Town Center.

Located at the southern end of the City, John's Pass Village and Boardwalk is one of the top destinations in Pinellas County. With over 100 shops, restaurants, and water-related businesses, it remains a year-round attraction for both residents and visitors. The area also hosts popular events, including the City's monthly Village Friday celebration and the annual Seafood Festival.

The Town Center, generally bounded by Gulf Boulevard, 150th Avenue, the Gulf of Mexico, and Boca Ciega Bay, is a hub of civic and commercial activity. This area includes local restaurants, businesses, parks, and a marina, and it serves as the site for the weekly Wednesday Market on Madeira Way. The Town Center also houses key civic facilities such as City Hall, the Fire Station, the Gulf Beaches Public Library, and R.O.C. Park.

R.O.C. Park offers a wide range of recreational amenities including a recreation center, tennis and basketball courts, baseball/softball fields, a splash pad, dog park, fishing pier, and walking paths. In addition to serving local residents, the park attracts regional and national visitors through sports tournaments, festivals, and fishing events.

A key goal of the Master Plan is to enhance and build upon these existing assets by improving connectivity, accessibility, and the overall experience for all who live in or visit Madeira Beach.

MADEIRA BEACH COMMUNITY ASSETS



MADEIRA BEACH MASTER PLAN



The boardwalk at John's Pass gives visitors water front views while shopping, dining, and accessing recreational opportunities in this vibrant activity center.



Directional signage located outside of the city hall complex helps visitors to navigate city amenities with ease.



Palm trees and native dune vegetation along the beach offer a naturalistic feel for beach goers.

Guiding the City Towards a Resilient Future



Remember our Children Park is home to softball fields, a splash pad, walking path, boat docks and the recreation center.



Fisherman's Alley in John's Pass Village remains home to commercial fisherman and their products, as well a thriving fishing charter business.



The Madeira Beach Town Center contains retail, restaurants, live music, and the Post Office.



TIMELINE

• **1848**

John's Pass was formed due to a massive hurricane that created a navigable pass into Boca Ciega Bay from the Gulf of Mexico.

• **1865**

The first settlement is established in Indian Rocks Beach by William J. Turner. The only other settlers in the area are the occasional fisherman living on a houseboat or in makeshift shelters.

• **1923**

An initial connection to the mainland was created with the construction of the Corey Causeway, linking Madeira Beach to what is now St. Pete Beach.

• **1908**

The first property purchased in what is now Madeira Beach, made by Thomas F. Pierce, who purchased Sand Key and Treasure Island from the State of Florida for \$1.24 an acre.

• **1928**

A bridge is built over John's Pass, connecting Madeira Beach to Treasure Island.

• **1937**

The Bay Palms Trailer Park becomes the first community of permanent residences.

• **1947**

Madeira Beach is incorporated as a town in May 1947.



• 1950s

Rapid expansion takes place due to aggressive infilling of Boca Ciega Bay, creating land bridges to small shoals and islands located within the bay.

• 1951

The Town of Madeira Beach and the Town of South Madeira Beach were consolidated, forming the City of Madeira Beach.

• 1962

The original Welch Causeway is replaced and later renamed the Tom Stuart Causeway Bridge in 1973.

• 1971

The relocation of the original bridge spanning John's Pass spurs on the development of John's Pass Village and the subsequent opening of the waterfront boardwalk.

• 2024

Madeira Beach suffered serious damage from Hurricanes Helene and Milton. Record storm surge caused flooding to most of the City which caused major damage to structures and left significant debris and sand in the aftermath.

• 2022

Madeira Beach celebrates its 75th Anniversary.

• 2002

The former Madeira Beach Master Plan is created.

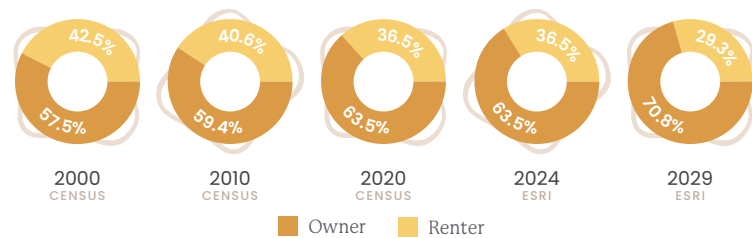


Current Demographics

While Madeira Beach has enjoyed occupation by fishermen and early coastal settlers since the late 1800s, it has seen many demographic changes in the last few decades. According to US Census data dating back to 2000, there has been a slight shift in the overall population, dropping from 4,511 residents to 3,756 in 2024, with a projected population decrease in 2029 to 3,615 residents according to ESRI Business Analyst. Along with the decrease in population, there has been a rise in the median age of residents, with an uptick from 52.9 to 58.4 in 2024, with another rise to 59.3 projected in 2029. The average household size has remained relatively the same from 1.85 in 2010 to 1.82 in 2024. This data indicates that Madeira Beach is home to primarily retirees and older adults.

Real estate and overall housing growth have also seen fluctuations in the last several decades. With more residents choosing to own their home instead of renting, the average rate of owner occupancy in 2000 was just 57.5%, but rose steadily in 2024 to 66.2%, with a projected rate of 70.8% home ownership in 2029. Median home values have also risen, which is similar to the rest of Pinellas County. Rising owner occupancy rates alongside steadily climbing median home values demonstrates the community's investment in Madeira Beach for the long term.

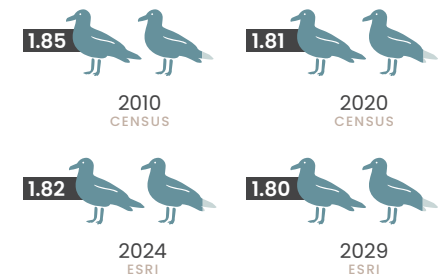
OWNER VS RENTER OCCUPIED UNITS



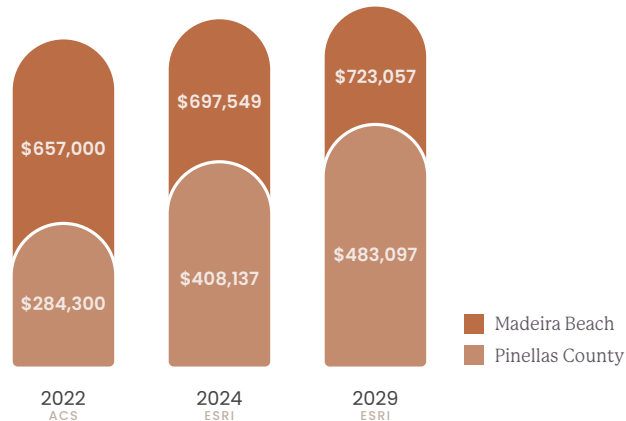
MEDIAN AGE



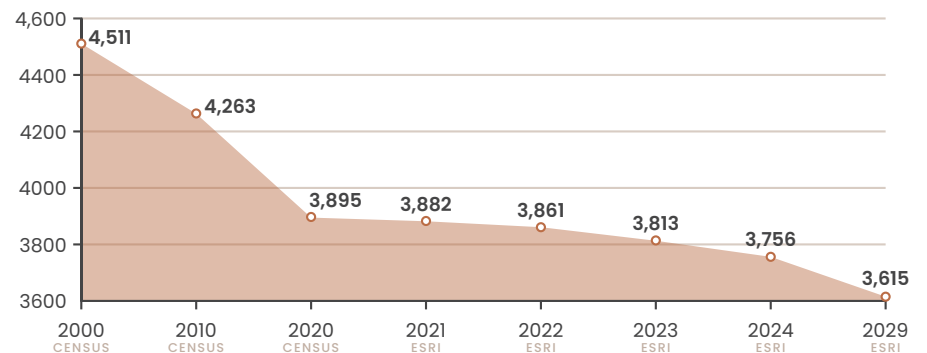
AVERAGE HOUSEHOLD SIZE



MEDIAN HOME VALUE



TOTAL POPULATION





Planning Context

In developing the new Master Plan for Madeira Beach, community input was considered alongside various studies and plans. These documents offer valuable information to guide the creation of the new Master Plan. With many of these plans offering insight into shaping the future of Madeira Beach with design standards, activity centers, and upcoming capital improvement projects, these existing plans highlight the foundational progress that Madeira Beach has been striving for. The full summary of the relevant plan review can be found in **Appendix B**. These existing plans highlight the foundational progress for which Madeira Beach has been striving:

- Madeira Beach Master Plan (2002)
- Tentative Work Program District 7, FDOT (FY 2026-2030)
- City of Madeira Beach Annual Operating and Capital Budget (FY 2024)
- John's Pass Village Activity Center Plan, City of Madeira Beach (March 2024)
- Watershed Evaluation for the City of Madeira Beach Watershed Management Plan (WMP), prepared by Advanced Engineering and Design (April 2023)
- City of Madeira Beach Community Resilience Planning, University of Florida (April 2021)
- Advantage Pinellas 2050 Long Range Transportation Plan (LRTP), Forward Pinellas (November 2024)
- Madeira Beach Town Center Special Area Plan, City of Madeira Beach (May 2016)

The 2002 Master Plan

The previous Madeira Beach Master Plan was completed in 2002. The Master Plan outlined a grand vision for the future of the City and included major themes such as:

- Designing pedestrian-oriented activity centers within the City
- Redesigning of Gulf Boulevard as a “place” instead of a highway
- Creating a true civic center around Madeira Way
- Enhancing the Tom Stuart Causeway/150th Avenue entrance to the island
- Clarifying the zoning and development codes to promote rather than stifle the vision
- Working within the accepted paradigms of real estate practice to leverage public sector assets against private sector investments in the City
- Establishing a workable program for implementing the vision

While the 2002 Master Plan was never adopted, some of the elements proposed in the plan remain a focus and priority today. The new Master Plan provides an opportunity to achieve these goals set out many years ago and build upon them to meet the current needs and vision for the City.



SWOT Analysis

The following analysis was developed utilizing existing conditions analysis, site visits, and conversations with City staff and community members.

STRENGTHS

- Waterfront: Madeira Beach Municipal Marina, John's Pass Boardwalk, R.O.C. Park, Patriot Park
- Tourism: Gulf Coast beaches, John's Pass Village, fishing tournaments, baseball/softball tournaments, festivals
- Outdoor activities and recreation: walking, biking, parks, beaches, fishing, boat charters and rentals, R.O.C. Park recreation facilities and sports fields/courts
- High quality events and programming within the City and by City Departments
- Florida Gulf Coast beaches that attract visitors from across the nation
- Fishing village feeling - scale, history, charm, architecture, local shops and restaurants
- Sense of community – family-friendly events, high frequency and range of events, engaged volunteers, partnerships, advocacy groups like Trash Pirates of Madeira Beach and Trash Turtles
- High quality of City services – dedicated Fire Department, Municipal Marina, Parks and Recreation Department events, Communications Department, and partnership with Pinellas County

WEAKNESSES

- Safety concerns and challenges on major roadways due to vehicular speeding, limited crossings, and limited dedicated bicycle facilities
- High number of traffic crashes on major roads in the City such as Gulf Boulevard and Tom Stuart Causeway/150th Avenue
- Uncomfortable walking conditions during warmer months due to lack of shade trees and landscaping
- Incomplete network for pedestrians and bicyclists
- Limited public transportation options and options to travel without a personal vehicle
- Access to the City – limited access points in and out of the City, two of which include draw bridges which potentially impact emergency response and evacuation
- Entire city within the Special Flood Hazard Area and susceptible to flooding
- Flood vulnerability of ground floor uses
- Aging infrastructure and structures
- Limited accessible park spaces
- Gaps in connectivity between parks and public spaces
- Limited public parking and structured parking within the City and at major destinations like John's Pass Village, Town Center, and the beaches
- Limited supply of market-rate, workforce, and affordable housing
- Population primarily consists of retired-aged individuals with fewer families



OPPORTUNITIES

- Updates to land development regulations that:
 - Encourage active ground floor uses and mixed-use developments
 - Encourage design standards for new development that meet the character of the City
 - Require parking garages to be camouflaged or wrapped with active uses
 - Provide flexible off-street parking standards
- Enhance synergy and connectivity between the Marina, Town Center, and John's Pass Village
- Increase non-vehicular travel options within the City and to adjacent communities
- Job growth in marine-related industries and increased coastal education and awareness
- Elevate public structures from the threat of flooding/storm surge
- More programming for existing parks and open spaces
- Improve and/or expand existing dog park at R.O.C. Park
- Install wayfinding signage to direct visitors to destinations, shopping, parks, and transportation

THREATS

- Climate change and sea level rise
- Developing in a Coastal High Hazard Area
- High cost of infrastructure maintenance such as drainage, seawalls, water, sewer, roadways, public structures
- New development that doesn't meet the character and culture of the City





Chapter 3

A COMMUNITY- DRIVEN VISION



A COMMUNITY-DRIVEN VISION

Through the duration of the Master Plan process, the project team conducted community engagement to better understand the community's vision for Madeira Beach. The engagement for the new Master Plan included an interactive comment map, online surveys, community workshops, stakeholder meetings, and pop-up events. The City used a project webpage, social media, City Commissioners, and emails to promote the online surveys, comment maps, and workshops. Through this robust engagement effort, the project team was able to understand community members current challenges and their vision for the future of the City. A full summary of the community engagement efforts can be found in **Appendix C**.



Trash Pirates Pop-Up Event on August 3, 2024.

POP-UP EVENTS

Village Friday | July 26, 2024

Trash Pirates | August 3, 2024

Merry Market | December 14, 2024

John's Pass Seafood Festival | March 28, 2025

COMMUNITY WORKSHOPS

Workshop #1 | June 27, 2024

Workshop #2 | January 28, 2025

Workshop #3 | July 22, 2025

STAKEHOLDER MEETINGS

Madeira Beach Planning Commission | April 7, 2025

Florida Department of Transportation (FDOT) | May 28, 2025

Forward Pinellas | July 3, 2025

Pinellas Suncoast Transit Authority | July 8, 2025

ONLINE ENGAGEMENT

Survey #1 | July 2024 – October 2024

Survey #2 | March 2025 – May 2025

Interactive Comment Map | June 2024 – June 2025

Project Webpage | May 2024 – July 2025



A Vision for Madeira Beach

Throughout the engagement process, the project team asked community members: “What is your vision for Madeira Beach?”. The following quotes are taken directly from written responses gathered through workshop comment cards, pop-up engagement events, and online survey and interactive map responses.

“PLACES FOR NEW GENERATIONS”

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

“A SAFER GULF BOULEVARD”

“EXCELLENCE IN ARCHITECTURE”

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

What is your vision for Madeira Beach?

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

“LOTS OF GREEN SPACES AND LOCALLY OWNED BUSINESSES”

“MORE COHESION”

“MODERN LOOK WITH A FISHING VILLAGE FEEL”

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

“FAMILY FRIENDLY”

“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.”

“HASN’T BEEN OVERDEVELOPED”

“ENVIRONMENTALLY CONSCIOUS”

“GREEN SPACE”



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

Key themes from the community engagement process were sorted into six focus areas. These six focus areas were later used as a framework to formulate the vision for Madeira Beach.



TRANSPORTATION AND MOBILITY

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



SUSTAINABILITY AND RESILIENCY

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



DEVELOPMENT AND REDEVELOPMENT

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



ECONOMIC AND BUSINESS DEVELOPMENT

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



PARKS, RECREATION, AND PUBLIC SPACES

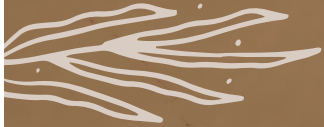
- Improvements to the dog park, such as increased shade structures, water features and wash stations, as well as a more durable turf solution
- Additional recreational facilities, such as:
 - Tennis and pickleball courts
 - Public swimming pool
 - Playground and/or splash pad on the beach
- Expand fitness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



BEAUTIFICATION AND PLACEMAKING

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





Chapter 4

VISION AND GOALS



VISION AND GOALS

At the core of the new Madeira Beach Master Plan are six focus areas which together contain the overall vision for the City. Each focus area contains a goal statement, objectives, and strategies to achieve the goals and community vision. These elements provide a framework around which the entire plan is built. While specific needs may change over time, the vision is more enduring and represents the ideal vision for the future of the City. The six goals statements outline how the City and community will work to achieve the vision.



Transportation and Mobility

Create a safe and convenient transportation network that prioritizes all users, including pedestrians, cyclists, motorists, and public transit riders.



Sustainability and Resiliency

Promote stewardship of coastal resources and invest in adaptive infrastructure to mitigate flood risk and support long-term community resilience.



Development and Redevelopment

Support sustainable growth that balances community identity with economic vitality by directing growth towards the City's activity centers while maintaining neighborhood character.



Economic and Business Development

Foster a thriving local economy that supports small business development and encourages a diversity of entrepreneurial activities that meet the daily needs of year-round residents while also providing memorable experiences for visitors.



Parks, Recreation, and Public Spaces

Optimize the use and accessibility of existing public spaces and recreational amenities to better serve the needs of current and future residents and visitors.



Beautification and Placemaking

Encourage creative planning, design and programming of public and private spaces to increase cultural and social vibrancy and reinforce Madeira Beach's identity as a small fishing village that has evolved into a must-visit coastal destination.



MASTER PLAN ORGANIZATION

The following pages contain the objectives and strategies to achieve the goals of the six focus areas. The recommendations within the focus areas may include supplemental guidance in order to achieve the Master Plan goals and objectives as well. The purpose of this framework is to help guide the reader through the recommendations, starting with the goal of each focus area.

Goal:

Each Focus Area has a goal, advanced through a series of recommendations.

Objective:

1

OBJECTIVES ACCOMPANY EACH GOAL STATEMENT,
SERVING AS GUIDELINES TO REALIZE EACH GOAL IN FULL.

Strategies:

- 1.1 Strategies to achieve the objectives outlined are listed in no particular order or ranking.
- 1.2 Some strategies are continuations of actions already occurring, while others are recommendations and give future guidance.





Transportation and Mobility



Goal Create a safe and convenient transportation network that prioritizes all users, including pedestrians, cyclists, motorists, and public transit riders.

1 PRIORITIZE SAFER ROADWAYS IN MADEIRA BEACH

- 1.1 Conduct a Safety and Multimodal Study for Gulf Boulevard and Tom Stuart Causeway including speed limit reduction
- 1.2 Improve pedestrian-scale lighting along Gulf Boulevard, Tom Stuart Causeway, and Duhme Road
- 1.3 Develop a neighborhood traffic calming plan
- 1.4 Conduct awareness campaigns to educate residents and visitors for proper use of Rectangular Rapid Flashing Beacons (RRFBs)
- 1.5 Redesign the intersection of Tom Stuart Causeway and Duhme Road to increase pedestrian/bicycle safety and add gateway signage to announce entry into Madeira Beach City limits
- 1.6 Restripe faded crosswalks and pavement markings
- 1.7 Construct more accessible and connected shared-use paths, trails, and protected/separated bike lanes
- 1.8 Coordinate with FDOT on traffic light and crosswalk relocation on Tom Stuart Causeway
- 1.9 Develop a Vision Zero resolution to establish a citywide goal to reach zero deaths on Madeira Beach roadways
- 1.10 Develop a Citywide Multimodal Plan to identify future multimodal connections and partnerships with local, regional, and state agencies
- 1.11 Conduct a mid-block crossing study to implement a new mid-block crossing on 150th Avenue near the Madeira Beach Marina and Patriot Park

2 INCREASE ACCESSIBILITY TO NEIGHBORHOODS AND DESTINATIONS WITHIN MADEIRA BEACH

- 2.1 Create more pedestrian-friendly areas with wider sidewalks and direct routes to public facilities, parks, and beaches
- 2.2 Explore potential for a Freebee rideshare service (similar to St. Pete Beach and Dunedin)
- 2.3 Conduct an American Disability Act (ADA) Transition Plan
- 2.4 Promote the use of additional beach mobility mats at public beach access locations
- 2.5 Conduct a connectivity plan for John's Pass Village
- 2.6 Create additional non-automotive connections to adjacent cities
- 2.7 Coordinate with Forward Pinellas and Pinellas County on their proposed multimodal improvements to Duhme Road.
- 2.8 Fill sidewalk and path gaps to increase connectivity to key destinations such as public buildings and services
- 2.9 Continue to pursue premium transit connections to amenitized destinations within Madeira Beach such as 113th Street and Duhme Road

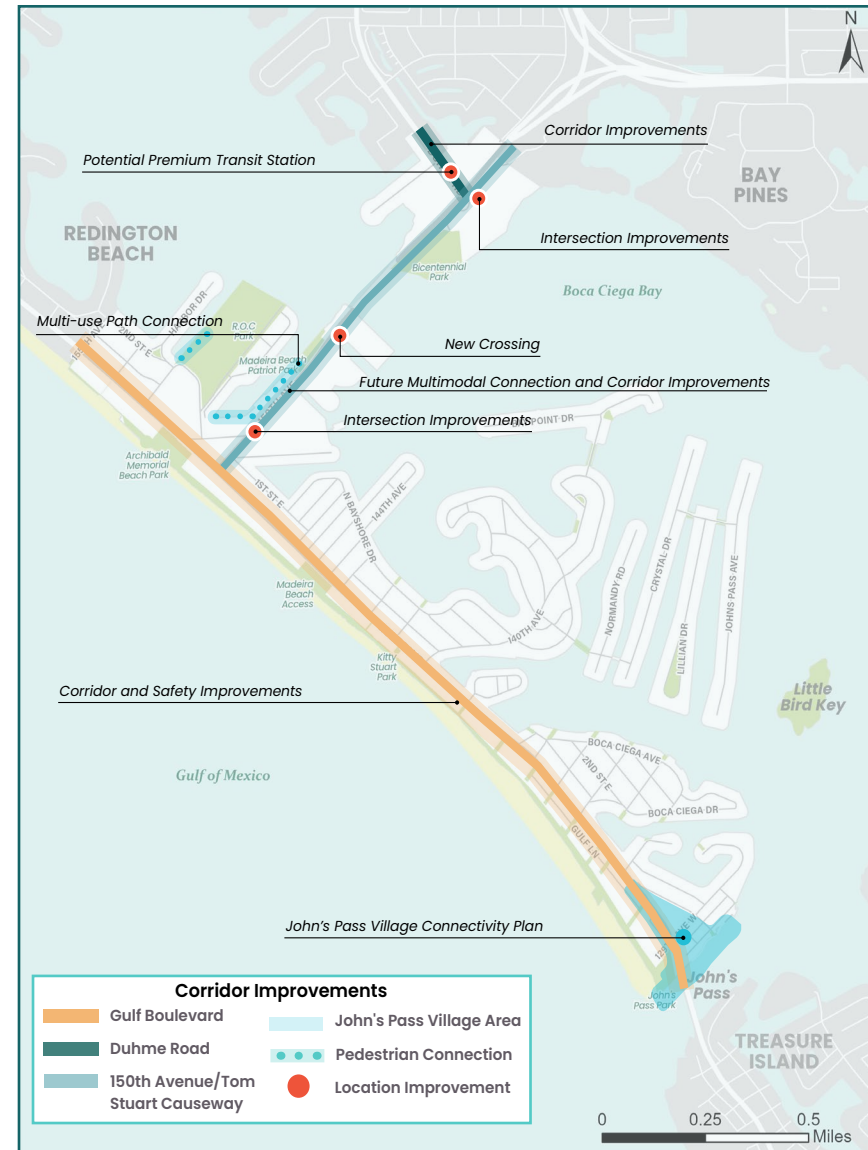
3 SUPPORT ALL MODES OF TRANSPORTATION

- 3.1 Establish designated parking spaces for micromobility in the City
- 3.2 Construct a multi-use beach trail from John's Pass to the northern City limits
- 3.3 Provide connection to the Pinellas Trail on Tom Stuart Causeway
- 3.4 Improve bus stops within the City to include seating, transit schedules, wayfinding, trash receptacles, shade and shelter, and lighting

- 3.5 Increase frequency of public transportation options and extend hours of operation during peak season and events
- 3.6 Work with FDOT and Forward Pinellas on starting the process to study replacing the Tom Stuart Causeway with a new bridge that includes a multi-use trail
- 3.7 Work with Pinellas Suncoast Transit Authority (PSTA) on improving connectivity between Suncoast Beach Trolley and proposed Route 38 (Madeira Beach to Downtown St. Petersburg) by adding an additional stop
- 3.8 Explore opportunities for public waterborne transportation such as a water taxi or ferry
- 3.9 Improve access and connectivity for golf carts and Low Speed Vehicles (LSVs) by reducing speed limits on major roadways
- 3.10 Conduct a citywide Multimodal Master Plan
- 3.11 Implement recommendations from the Forward Pinellas Advantage Alt. 19 Investment Corridor Plan to connect to premium transit service.

4 ESTABLISH A CITYWIDE PARKING STRATEGY

- 4.1 Conduct a citywide parking study to address parking standards and regulations, including boat dockage
- 4.2 Consider implementing a variable parking cost system
- 4.3 Identify appropriate locations for centralized structured parking and program land acquisition and construction (if City-owned) or seek partnerships with developers to construct parking garage(s) with publicly accessible spaces in exchange for development incentives that prioritize city approved architectural guidelines
- 4.4 Explore opportunities to implement golf cart parking at key destinations such as public beaches, parks, public buildings and activity centers
- 4.5 Establish designated rideshare drop off and pick up locations at major attractions and special events
- 4.6 Promote partnerships with PSTA's UPass Program for City staff and employees of businesses and hotels to help reduce congestion and parking constraints





Street Typology

City streets make up a significant portion of public space within Madeira Beach. To help achieve the vision of safer and more inviting streets in Madeira Beach, all streets within the City are assigned a street typology that guides future improvements and design. Madeira Beach's streets have been grouped into four different street type categories: local, main, thoroughfare, and Gulf Boulevard. The street types are designed to serve and prioritize various transportation modes, land uses, and street aesthetics. This section includes a Street Typology map and table to articulate the desired street network vision. Roadways that fall under the Florida Department of Transportation (FDOT) jurisdiction will require coordination between the City and FDOT for all future improvements and construction.

HOW TO USE:

FIND THE STREET TYPE

All streets within the City have been categorized into four typologies based on their current and desired function within the transportation network. Before beginning any street improvement project or major development project along a street, the map should be referenced to determine the street type and characteristics.

REFERENCE THE STREET DESIGN TABLE

The following pages provide specific guidance for the minimum and preferred standards for bicycle and multimodal, pedestrian, street elements, and vehicular travel facilities for each street type. These standards provide a starting point and decision-making guide for the majority of streets within the City.

FINALIZE THE PREFERRED DESIGN

Each street within the City is likely to have special and unique circumstances, which will require exceptions and a departure from the standards laid out in this section. Proximity to schools, activity centers, commercial nodes, non-standard right-of-way, or stormwater challenges all merit customized solutions that work within the Master Plan's goals to provide a safe and convenient transportation network to travelers of all modes, ages, and abilities.

STREET TYPOLOGY MAP





STREET TYPOLOGY TABLE

	LOCAL STREET		MAIN STREET		THOROUGHFARE STREET		GULF BOULEVARD	
	MINIMUM	PREFERRED	MINIMUM	PREFERRED	MINIMUM	PREFERRED	MINIMUM	PREFERRED
SIDEWALK WIDTH	6'	6'	6'	10'	8'	10'	8'	10'
BIKE FACILITIES	-	Shared-Lane Marking	Shared-Lane marking	Buffered (2' striping and/or physical)	Protected	Protected or Multi-use Path	Protected	Protected or Multi-use Path
BIKE FACILITY WIDTH	-	Shared-Lane	Shared-Lane	7'	5'	7'	5'	7'
ROADWAY SPEED	10 - 25 mph		15-30 mph		30-40 mph		30-35 mph	
TRAVEL LANE WIDTH	10'	10'	10'	10'	10'	11'	10'	11'
STREET ELEMENTS	Shade trees, landscaping that buffers the street from the sidewalk, pedestrian-scaled lighting, on-street parking, traffic calming		Preferably shade trees, landscaping that buffers the street from the sidewalk, space for outdoor dining, parklets, pedestrian-scaled lighting, on-street parking, traffic calming		Preferably shade trees, landscaping that buffers the street from the sidewalk, large medians with landscaping, space for outdoor dining, pedestrian-scaled lighting		Preferably shade trees, landscaping that buffers the street from the sidewalk, large medians with landscaping, pedestrian-scaled lighting	





Local Streets



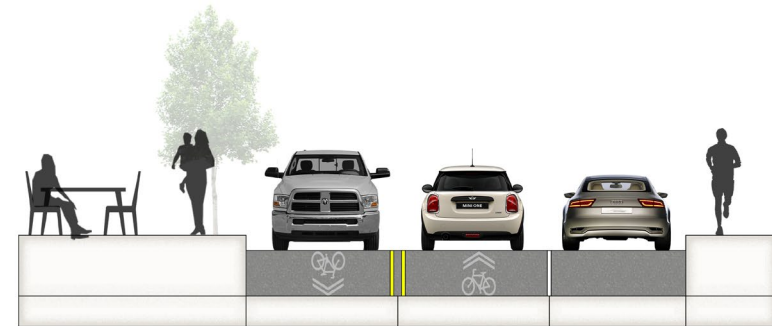
CHARACTERISTICS

Local streets serve as neighborhood connections to community destinations. They provide enhanced connectivity and slower travel speeds due to narrower right-of-way, driveway openings, and frequent on-street parking. With frequent driveway openings and on-street parking, providing multimodal facilities would require trade offs.

- Typical ROW: 50 feet (20-24 feet curb to curb)
- Local Example: Most single-family residential streets
- Typical Section: 2 travel lanes, sharrows, parking on one side or both sides

The dimensions of most of these streets are not going to change. With a typical curb-to-curb width of 24 feet, options for dedicated multimodal facilities are limited.

Main Streets



CHARACTERISTICS

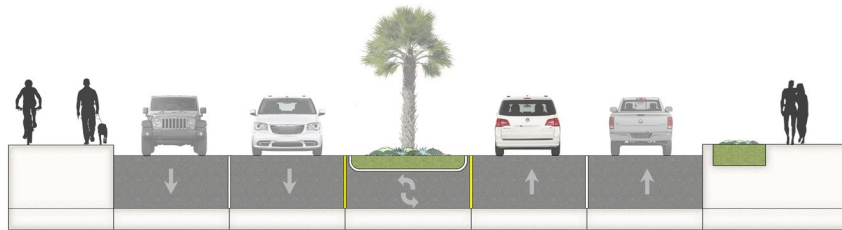
Main Streets connect neighborhoods and serve as primary community streets. Wider right-of-ways allow more flexibility in design. These streets tend to accommodate parking, loading zones, bicycle lanes, outdoor dining, and many forms of activities.

- Typical ROW: 50 feet (ranges from 30-100 feet)
- Local Example: John's Pass Village and Town Center streets
- Typical Section: 2 travel lanes, sharrows or bike lane, parking on one side or both sides, outdoor cafe seating or commercial space

The wider dimensions (compared to local streets) provide more flexibility for dedicated multimodal facilities, with most being able to accommodate on-street parking and bike lanes.



Thoroughfare Streets



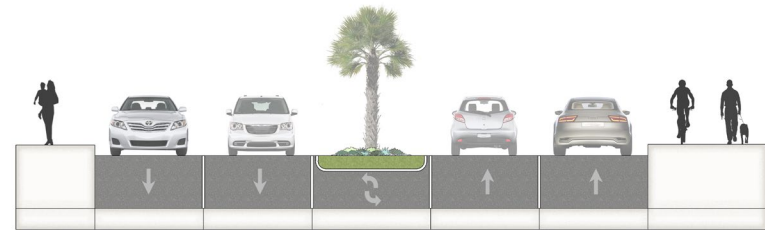
CHARACTERISTICS

Thoroughfare streets connect Madeira Beach to points outside of the City. Most are under the jurisdiction of FDOT or Pinellas County so any improvements would require coordination and partnership with those agencies. These streets tend to carry higher traffic volumes, accommodate freight traffic, transit routes, and include multiple travel lanes in each direction.

- Typical ROW: 80 feet (ranges from 80-100 feet)
- Local Example: 150th Avenue/Tom Stuart Causeway, Duhme Road
- Typical Section: 4-6 travel lanes, center turn lanes, medians

The width of the thoroughfare streets in the City provide an opportunity to accommodate protected multimodal facilities with protected bikes lanes or a multi-use path.

Gulf Boulevard



CHARACTERISTICS

Gulf Boulevard connects Madeira Beach to Treasure Island and Redington Beach. Gulf Boulevard is also the primary roadway within the City that connects neighborhoods to destinations within Madeira Beach. Gulf Boulevard is an evacuation route and is under the jurisdiction of FDOT, which would require coordination and partnership for any corridor improvements.

- Typical ROW: 80 feet (typical curb to curb is approx. 60 feet)
- Local Example: Gulf Boulevard
- Typical Section: 4 travel lanes, center turn lane and medians, bike lane

Gulf Boulevard is a corridor that accommodates significant resident and visitor traffic. While Gulf Boulevard is wider than most local and main streets, there is limited right-of-way for protected bicycle facilities.





Explore opportunities for separated bicycle facilities, especially on major roadways within the City like Gulf Boulevard or 150th Avenue/Tom Stuart Causeway.



Explore partnerships to launch a Freebee rideshare service in the City.



Explore additional opportunities for a public parking garage with new development that integrates retail to camouflage the parking structure.



Conduct a parking study to examine current parking standards and uses while exploring potential alternatives such as covered parking lots with solar panels.



Implement additional points of dockage at points of interest such as restaurants, commerce, and retail.



Develop a neighborhood traffic calming plan and measures to reduce speeding and increase safety in neighborhoods.



Partner with PSTA to explore future opportunities for premium transit service, like the SunRunner.





Sustainability and Resiliency



Promote stewardship of coastal resources and invest in adaptive infrastructure to mitigate flood risk and support long-term community resilience.

1 CONTINUE TO IMPLEMENT HAZARD AND FLOOD MITIGATION MEASURES THROUGHOUT THE CITY

- 1.1 Develop a plan for elevating residential structures and increase allowances for fill material, as designed by a professional engineer
- 1.2 Continue to improve existing stormwater management systems by hardening/raising infrastructure
- 1.3 Establish a regular evaluation schedule for city-owned seawalls and repair or replace them as needed
- 1.4 Continue to partner with FDOT on replacing signage after severe weather events
- 1.5 Develop a resource guide in partnership with FDOT for the streamlining and publication of evacuation routes
- 1.6 Explore elevating public infrastructure and facilities in areas most vulnerable to flooding (E.g., City Hall, Gulf Beaches Public Library, Post Office, seawalls, 140th Ave, and other vulnerable local roadways)

2 INVEST IN NATURAL RESOURCES IN MADEIRA BEACH AND UPHOLD A STRONG COMMITMENT TO ENVIRONMENTAL STEWARDSHIP

- 2.1 Continue to create and restore sand dunes and promote education about their preservation with signage and sea oat planting events
- 2.2 Promote the existing recycling program and encourage commercial and multi-family residence participation
- 2.3 Continue to partner with local, environmental advocacy groups and promote awareness for the natural environment, such as sea turtle nesting season and sites, and the stewardship of coastal resources

- 2.4 Invest in Sea Turtle-friendly lighting on coastal properties and along roadway corridors and increase enforcement of non-compliant turtle lighting
- 2.5 Consider eco-friendly alternatives to single use plastics and encourage sustainable practices at City Events
- 2.6 Continue to install solar panels on public facilities, such as municipal buildings, bus shelters, and park pavilions, as well as electric vehicle charging station locations where feasible
- 2.7 Explore mitigation measures for curbing red tide events and pollutant releases, such as seasonal fertilizer moratoriums and a resource guide for best practices regarding runoff of environmentally harmful materials
- 2.8 Continue placing "monotubes" at popular fishing spots and key beach access points along with education boards to remind the public of best practices for recreational fishing
- 2.9 Promote the use of Vertical Oyster Gardens to residents and businesses with water adjacent properties to aid in water quality improvement

3 CREATE A RESOURCE INFORMATION CENTER FOR SUSTAINABILITY AND RESILIENCY IN MADEIRA BEACH

- 3.1 Routinely update the City website to reflect storm event guidelines, changes regarding storm events, and resources available
- 3.2 Develop information on sustainable and resilient solutions private property owners can implement that is easy to disseminate, access, and distribute to a wide range of residents
- 3.3 Maintain awareness and education of residents of evolving flood protection designs and what can be done before, during and after a storm event

4

UPGRADE PUBLIC INFRASTRUCTURE TO BE MORE RESILIENT

- 4.1 Conduct a citywide parking study to address parking standards and regulations, including boat dockage
- 4.2 Consider implementing a variable parking cost system
- 4.3 Identify appropriate locations for centralized structured parking and program land acquisition and construction (if City-owned) or seek partnerships with developers to construct parking garage(s) with publicly accessible spaces in exchange for development incentives that prioritize city approved architectural guidelines (look-book)
- 4.4 Explore opportunities to implement golf cart parking at key destinations such as public beaches, parks, public buildings and activity centers
- 4.5 Establish designated rideshare drop off and pick up locations at major attractions and special events
- 4.6 Incorporate green infrastructure solutions into capital improvement projects, such as implementing bioswales along roadways and bio retention cells in City streetscape designs
- 4.7 Evaluate the potential to underground powerlines and utilities within the City
- 4.8 Seek opportunities to upgrade sanitary sewer, water, and stormwater infrastructure alongside roadway projects



Bioswales are an attractive way to capture stormwater runoff.



Monotubes serve as a collection device for used monofilament fishing line at key fishing destinations, helping to remove hazardous monofilament from the environment.



Dune plantings and restoration efforts not only add beauty to the beach, but help with beach erosion and sediment loss.





Development and Redevelopment



Support sustainable growth that balances community identity with economic vitality by directing growth towards the City's activity centers while maintaining neighborhood character.

1 FOSTER CONTROLLED AND CONSCIOUS GROWTH

- 1.1 Amend the City's land development regulations (LDRs) to reduce/remove the maximum lot coverage area and use impervious surface ratio (ISR) and setbacks to regulate the size of a structure
- 1.2 Ensure adequate infrastructure capacity before new development/redevelopment occurs by revising the Site Plan Review Process
- 1.3 Establish density/intensity incentives for new mixed-use developments
- 1.4 New developments should be required to provide community benefits, which may include:
 - Structured parking with public access
 - Green space and public amenities
 - Public art
 - Mobility improvements
 - Pedestrian-friendly building and site design (e.g., shade and weather protection)
 - Green Infrastructure
 - Recreation facilities
- 1.5 Direct new development/redevelopment to the City's activity centers
- 1.6 Require/incentivize new development and redevelopment to follow sustainable building practices, such as minimizing impervious surface, constructing above flood elevation, etc.
- 1.7 Continue Short Term Rental Enforcement by increasing dedicated staff focused on business tax receipts, rental inspections, business and rental compliance

- 1.8 Amend LDRs to support small to medium sized residential redevelopment that does not increase density in the Coastal High Hazard Area

2 ENCOURAGE QUALITY DESIGN THAT CREATES COHESIVE LOOK AND FEEL

- 2.1 Update the City's off-street parking code to allow flexibility and meet the desired development patterns of the City
- 2.2 Develop a "look-book" of desired architectural design elements that can be incorporated into new developments
- 2.3 Maintain character and design elements of John's Pass Village while implementing a cohesive architectural style in other commercial hubs such as the Town Center
- 2.4 Update Town Center LDRs to adjust height limit, step backs, all inclusive-FAR that mirror John's Pass Village design standards and guidelines written in Appendix D of the Code

3 ENCOURAGE MIXED-USE DEVELOPMENT WITH ACTIVE GROUND FLOORS AND RETAIL

- 3.1 Through amendments to the City's LDRs, consider requiring developments along certain roadways (e.g., Gulf Boulevard, Madeira Way, 150th Avenue/Tom Stuart Causeway, Duhme Rd, Village Boulevard, 129th Avenue W, and Fisherman's Alley) provide pedestrian-oriented uses, such as retail, restaurants, cafes, museums, etc.



- 3.2 Establish development standards that help create mixed-use development and encourage local businesses to invest in Madeira Beach
- 3.3 Require commercial and mixed-use developments to have parking in the rear of the property or shielded from public streets

4

SUPPORT MAINTAINING AND ENHANCING RESIDENTIAL NEIGHBORHOOD CHARACTER

- 4.1 Amend LDRs to support a variety of low to medium density residential dwelling types
- 4.2 Amend LDRs to support innovation for building more resilient housing with alternative construction methods like modular or container homes.
- 4.3 Amend LDRs to support homeowners to elevate existing homes
- 4.4 Amend LDRs to clarify rebuilding nonconforming residential density
- 4.5 Adopt missing middle housing LDRs to be allowed in zoning districts with 15 to 18 residential units per acre



Mixed-use developments with retail below and residential above.

CODE UPDATES

Updates to the Madeira Beach Code of Ordinances were made as part of the new Master Plan to encourage development and sustainable growth. The focus was directed at the following code sections to provide greater flexibility for future development and redevelopment:

- C-3 District (Commercial General)
- C-4 District (Marine Commercial)



The character and design elements of John's Pass Village should be maintained while implementing a cohesive architectural style in other commercial hubs such as the Town Center.





Economic and Business Development



Goal Foster a thriving local economy that supports small business development and encourages a diversity of entrepreneurial activities that meet the daily needs of year-round residents while also providing memorable experiences for visitors.

1

FOSTER REVENUE GENERATING OPPORTUNITIES IN PUBLIC RIGHT-OF-WAY AND ON CITY-OWNED PROPERTIES

- 1.1 Improve existing structures in R.O.C. Park to be better suited for large community events while upholding flexibility in the space
- 1.2 Continue seasonal and weekly market events and seek opportunities for increased frequency or expansion
- 1.3 Continue to push forward on the more permanent/enclosed basketball courts and concessions in R.O.C. Park

2

ENSURE MADEIRA BEACH CONTINUES TO BE AN ATTRACTIVE PLACE TO START AND RUN A SMALL, LOCAL BUSINESS

- 2.1 Improve coordination and marketing with local businesses for community events and educational campaigns
- 2.2 Establish a small-business assistance program to support new and local businesses to update exterior facades and landscaping, funded through City-run program
- 2.3 Promote independent businesses that contribute to the character of Madeira Beach through the City's website, communications, and social media
- 2.4 Update LDRs to create opportunities for roadside vending and micro-retail, such as produce stands and food trucks to expand community assets

- 2.5 Review and amend LDRs that encourages mixed-use development and commercial spaces for local businesses and start-ups

3

CAPITALIZE ON NATURAL ASSETS TO FOSTER ECONOMIC VENTURES

- 3.1 Maintain working waterfronts and continue marina improvements
- 3.2 Review current regulations around Transient Docking in the LDRs to encourage revenue generation and promote Madeira Beach as a safe harbor for boaters
- 3.3 Encourage dockside developments and marina improvements such as water accessible restaurants and boating amenities that align with LDRs (fuel, food, etc.) and offer boat dockage as a parking requirement bonus
- 3.4 Increase dockage near businesses, city-owned properties, and commercial areas to increase access through city investment and private partnership incentives
- 3.5 Create paid dock parking, with use of a mobile app
- 3.6 Prioritize a family-friendly marine science educational institution in John's Pass
- 3.7 Streamline and promote local fishing tournaments to create another community asset that will generate revenue and increase awareness of natural resources
- 3.8 Conduct a Waterfront Master Plan to study current and future working waterfronts as well as recreational opportunities at publicly-owned marine facilities

4 CONTINUE TO PROGRAM AND ADD ADDITIONAL FAMILY-FRIENDLY EVENTS, CONCERTS, AND FESTIVALS THROUGHOUT THE YEAR

- 4.1 Utilize the City's social media channels to create more awareness and connectivity to events and new businesses
- 4.2 Create pedestrian-only zones and install safety infrastructure to have regularly scheduled live music and community events in Activity Centers, such as Madeira Way and Boardwalk Place
- 4.3 Deploy more signage and advertising for community events and services
- 4.4 Continue to promote community garage sales /art fairs/business networking events that can grow into established, annual events
- 4.5 Explore opportunities for a permanent art market (like the one on St. Pete Pier) in John's Pass Village

5 DEVELOP A CITYWIDE ECONOMIC DEVELOPMENT STRATEGY TO ATTRACT QUALITY, HIGH-PAYING JOBS TO MADEIRA BEACH

- 5.1 Partner with Pinellas County economic development to devise strategies to attract target industries to the City, such as Marine research and education, coastal management and restoration, local artisan production
- 5.2 Develop citywide economic development strategy in partnership with Pinellas County



Highlighting natural assets can lead to increased economic opportunities, such as marina side establishments and retail.



Street markets encourage small businesses to invest in the communities they serve.





Parks, Recreation, and Public Spaces



Optimize the use and accessibility of existing public spaces and recreational amenities to better serve the needs of current and future residents and visitors.

1 INVEST IN EXISTING PUBLIC FACILITIES, SPACES, AND RECREATIONAL AREAS

- 1.1 Expand the programming and hours of the Fitness Center
- 1.2 Improve the existing dog park at City Hall with shade structures and/or water features, and seek opportunities to add more dog parks in the City
- 1.3 Increase usability of the R.O.C park amphitheater for live music events that can be enjoyed on land or by boat, and enhance existing events at the Park
- 1.4 Construct additional public restroom facilities at key locations, such as R.O.C. Park, John's Pass Village, and the public beaches
- 1.5 Build upon the success of existing fishing tournaments by partnering with organizations that promote the preservation of marine resources and the fishing culture of the Florida Gulf Coast
- 1.6 Conduct an Environmental Assessment (EA) to analyze the potential impacts of repairing and extending the jetty at John's Pass Village
- 1.7 Install additional bike parking (racks and covered) at public beaches along with e-bike charging stations where feasible
- 1.8 Seek opportunities to utilize under-performing park spaces for new programming and facilities
- 1.9 Install shade structures, such as shade sails and pavilions, in public parks
- 1.10 Activate pocket parks with amenities such as seating, trash receptacles or enhanced landscaping.

2 EXPAND PUBLIC SPACES IN MADEIRA BEACH

- 2.1 Conduct a Parks, Recreation, and Open Space Master Plan
- 2.2 Seek property to construct an aquatic center or public pool
- 2.3 Explore opportunities to establish a community garden or eco-learning center to provide opportunities for cross-generational interactions and education
- 2.4 Increase the supply of City-owned land to be used as public spaces
- 2.5 Coordinate with Pinellas County on improving Madeira Beach Access County Park with modernized amenities such as restrooms and educational boards

3 COMMIT TO PRESERVING AND IMPROVING THE QUALITY OF PUBLIC SPACES

- 3.1 Place additional recycling and trash bins at the beach and local businesses and enforce the screening of service areas, dumpsters, and mechanical equipment from public view
- 3.2 Correct land use designations on the City's future land use and zoning map so that public property can be preserved for recreation, open space, and institutional purposes
- 3.3 Invest in landscaping and tree plantings at parks, public facilities, and public right-of-way



Sculptural elements can function as a beach side recycling station and encourage participation in environmental stewardship.



Sun shades placed at key public spaces enhance the user experience.



Pocket parks in neighborhoods can be activated with additional amenities to enhance the community experience.





Beautification and Placemaking



Goal Encourage creative planning, design and programming of public and private spaces to increase cultural and social vibrancy and reinforce Madeira Beach's identity as a small fishing village that has evolved into a must-visit coastal destination.

1 EXPAND AND IMPROVE THE WAYFINDING SYSTEM WITHIN THE CITY

- 1.1 Develop a citywide wayfinding plan including a cohesive signage design for all modes of travel that is unique to the City
- 1.2 Implement gateway features throughout the City and at entrances into the City in accordance with FDOT requirements
- 1.3 Implement pavement markings for wayfinding and placemaking
- 1.4 Implement wayfinding signage and public art under the John's Pass Bridge
- 1.5 Create an entry/arrival sign into Madeira Beach at key locations
- 1.6 Implement unique lighting features under the John's Pass Bridge in coordination with FDOT
- 1.7 Implement unique pavement markings from John's Pass Village to John's Pass Park for improved wayfinding
- 1.8 Coordinate with Duke Energy and Pinellas County to install decorative street light poles along major roadways

2 CREATE A DURABLE AND SUSTAINABLE CITYWIDE LANDSCAPE PLAN

- 2.1 Plant additional trees, especially those that provide shade, along sidewalks/paths frequently traveled by pedestrians/bicyclists
- 2.2 Update the landscape code to include salt tolerant and drought resistant plantings

- 2.3 Create a City position dedicated to maintaining plantings and landscaping throughout the City
- 2.4 Install low-maintenance, salt-tolerant landscaping along major roadways and at City-owned facilities and public right-of-way

3 CREATE OPPORTUNITIES FOR UNIQUE AND MEMORABLE ATTRACTIONS

- 3.1 Celebrate the City's history with an education center or city museum that incorporates green space and highlights the natural environment of the Madeira Beach

4 EXPAND PUBLIC ART AND PROGRAMMING WITHIN THE CITY

- 4.1 Develop a City Mural Program for utility boxes, storm drains, crosswalks, intersections, and blank walls
- 4.2 Incorporate public art by painting or improving exterior of public structures, bridges and bridge towers
- 4.3 Add unique sculptural bike racks and trash cans at key destinations and public spaces that are durable and weather resistant



A mural program for utility boxes infuses art into the public realm



Low maintenance and drought tolerant native plantings such as the Beach Dune Sunflower offer a great alternative for landscaping in a coastal environment



Sculptural bike racks offer an interesting focal point in the urban landscape

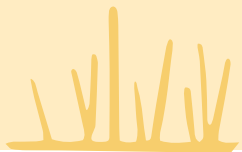






Chapter 5

IMPLEMENTATION





IMPLEMENTATION

The Implementation Chapter assigns the strategies, found in the Vision and Goals chapter, time frames and identifies potential partnerships to implement the strategies. This section also identifies priority projects that will have the most impact on achieving the vision of Madeira Beach.

Implementation of the Master Plan

The strategies contained in the six focus areas are assigned a timeframe and divided into the time frames anticipated to accomplish these strategies. Some strategies may be completed sooner or later, and may also require partnerships from other public agencies or private partnerships. The strategies are divided into the following time frames: Continuous, Short-Term, Mid-Term, and Long-Term.

CONTINUOUS

Anticipated to be done on an annual basis or as standard operating procedure.

SHORT-TERM

Anticipated to be completed within 5 years.

MID-TERM

Anticipated to be completed within 6-10 years.

LONG-TERM

Anticipated to be completed in 10+ years.





Continuous Strategies

The following are continuous strategies for the City and partnering agencies to implement on a regular basis, as a standard operating procedure, or continue implementing in the City.

Strategy ID #	Strategy	Partnerships
Transportation-Mobility 1.4	Conduct awareness campaigns to educate residents and visitors for proper use of Rectangular Rapid Flashing Beacons (RRFBs)	FDOT
Transportation-Mobility 2.1	Create more pedestrian-friendly areas with wider sidewalks and direct routes to public facilities, parks, and beaches	
Transportation-Mobility 2.4	Promote the use of additional beach Mobi-mats at public beach access locations	
Transportation-Mobility 2.8	Fill sidewalk and path gaps to increase connectivity to key destinations such as public buildings and services	
Transportation-Mobility 4.3	Identify appropriate locations for centralized structured parking and program land acquisition and construction (if City-owned) or seek partnerships with developers to construct parking garage(s) with publicly-accessible spaces in exchange for development incentives that prioritize city approved architectural guidelines(look-book)	
Transportation-Mobility 4.5	Establish designated rideshare drop off and pick up locations at major attractions and special events	
Transportation-Mobility 4.6	Promote partnerships with PSTA's UPass program for City staff and employees of businesses and hotels to help reduce congestion and parking constraints	PSTA
Development-Redevelopment 1.4	New developments should be required to provide community benefits, which may include: • Structured parking with public access • Green space and public amenities • Public art • Mobility improvements • Pedestrian-friendly building and site design (e.g., shade and weather protection) • Green Infrastructure • Recreation facilities	
Development-Redevelopment 1.5	Direct new development/redevelopment to the City's activity centers	
Development-Redevelopment 1.6	Require/incentivize new development and redevelopment to follow sustainable building practices, such as minimizing impervious surface, constructing above flood elevation, etc.	
Development-Redevelopment 1.7	Continue Short Term Rental Enforcement by increasing dedicated staff focused on business tax receipts, rental inspections, business and rental compliance	
Development-Redevelopment 2.3	Maintain character and design elements of John's Pass Village while implementing a cohesive architectural style in other commercial hubs such as the Town Center	
Development-Redevelopment 3.1	Through amendments to the City's LDRs, consider requiring developments along certain roadways (e.g., Gulf Boulevard, Madeira Way, 150th Avenue/Tom Stuart Causeway, Duhme Road, Village Boulevard, 129th Avenue W, and Fisherman's Alley) provide pedestrian-oriented uses, such as retail, restaurants, cafes, museums, etc.	Forward Pinellas
Economic-Business Development 1.2	Continue seasonal and weekly market events and seek opportunities for increased frequency or expansion	



Continuous Strategies (continued)

Strategy ID #	Strategy	Partnerships
Economic-Business Development 2.1	Improve coordination and marketing with local businesses for community events and educational campaigns	
Economic-Business Development 2.3	Promote independent businesses that contribute to the character of Madeira Beach through the City's website, communications, and social media	
Economic-Business Development 3.1	Maintain working waterfronts and continue marina improvements	
Economic-Business Development 3.3	Encourage dockside developments and marina improvements such as water accessible restaurants and boating amenities that align with LDRs (fuel, food, etc.) and offer boat dockage as a parking requirement bonus	
Economic-Business Development 3.6	Prioritize a family-friendly marine science educational institution in John's Pass	
Economic-Business Development 3.7	Streamline and promote local fishing tournaments to create another community asset that will generate revenue and increase awareness of natural resources	
Economic-Business Development 4.1	Utilize the City's social media channels to create more awareness and connectivity to events and new businesses	
Economic-Business Development 4.3	Deploy more signage and advertising for community events and services	
Economic-Business Development 4.4	Continue to promote community garage sales /art fairs/business networking events that can grow into established, annual events	
Sustainability-Resiliency 1.2	Continue to improve existing stormwater management systems by hardening/raising infrastructure	
Sustainability-Resiliency 1.3	Periodically evaluate the condition of city-owned seawalls and replace as necessary	
Sustainability-Resiliency 1.4	Continue to partner with FDOT on replacing signage after severe weather events	FDOT, Pinellas County
Sustainability-Resiliency 2.1	Continue to create and restore sand dunes and promote education about their preservation with signage and sea oat planting events	
Sustainability-Resiliency 2.2	Promote the existing recycling program and encourage commercial and multi-family residence participation	
Sustainability-Resiliency 2.3	Continue to partner with local, environmental advocacy groups and promote awareness for the natural environment, such as sea turtle nesting season and sites, and the stewardship of coastal resources	
Sustainability-Resiliency 2.4	Invest in Sea Turtle-friendly lighting on coastal properties and along roadway corridors and increase enforcement of non-compliant turtle lighting	FDOT, Pinellas County
Sustainability-Resiliency 2.5	Consider eco-friendly alternatives to single use plastics and encourage sustainable practices at City Events	
Sustainability-Resiliency 2.7	Explore mitigation measures for curbing red tide events and pollutant releases, such as seasonal fertilizer moratoriums and a resource guide for best practices regarding runoff of environmentally harmful materials	



Continuous Strategies (continued)

Strategy ID #	Strategy	Partnerships
Sustainability-Resiliency 3.1	Routinely update the City website to reflect storm event guidelines, changes regarding storm events, and resources available	
Sustainability-Resiliency 3.2	Develop information on sustainable and resilient solutions private property owners can implement that is easy to disseminate, access, and distribute to a wide range of residents	
Sustainability-Resiliency 3.3	Maintain awareness and education of residents of evolving flood protection designs and what can be done before, during and after a storm event	
Sustainability-Resiliency 4.8	Seek opportunities to upgrade sanitary sewer, water, and stormwater infrastructure alongside roadway projects: Evaluate the condition of sanitary sewer, water, and stormwater infrastructure along priority roadway projects (as listed under Comp Plan Policy 5.2.5.3) so that as roadway projects get programmed/funded, infrastructure in need of repair or upgrade can also be addressed	
Sustainability-Resiliency 4.6	Incorporate green infrastructure solutions into capital improvement projects, such as implementing bioswales along roadways and bioretention cells in City streetscape designs	
Parks, Recreation, Public Spaces 1.3	Increase usability of the R.O.C park amphitheater for live music events that can be enjoyed on land or by boat, and enhance existing events at the Park	
Parks, Recreation, Public Spaces 1.5	Build upon the success of existing fishing tournaments by partnering with organizations that promote the preservation of marine resources and the fishing culture of the Florida Gulf Coast	
Parks, Recreation, Public Spaces 1.8	Seek opportunities to utilize under-performing park spaces for new programming and facilities	
Parks, Recreation, Public Spaces 3.3	Invest in landscaping and tree plantings at parks, public facilities, and public right-of-way	
Beautification-Placemaking 2.1	Plant additional trees, especially those that provide shade, along sidewalks/paths frequently traveled by pedestrians/bicyclists	
Beautification-Placemaking 2.4	Install low-maintenance, salt-tolerant landscaping along major roadways and at City-owned facilities and public right-of-way	
Beautification-Placemaking 3.1	Celebrate the City's history with an education center or city museum that incorporates green space and highlights the natural environment of Madeira Beach	
Beautification-Placemaking 4.2	Incorporate public art by painting or improving exterior of public structures, bridges and bridge towers	



Short-Term Strategies

The following are short-term strategies anticipated for the City and partners to implement within 5 years.

Strategy ID #	Strategy	Partnerships
Transportation-Mobility 1.1	Conduct a Safety and Multimodal Study for Gulf Boulevard and Tom Stuart Causeway including a speed limit reduction	FDOT, Forward Pinellas
Transportation-Mobility 1.3	Develop a neighborhood traffic calming plan	
Transportation-Mobility 1.6	Restripe faded crosswalks and pavement markings	
Transportation-Mobility 2.2	Explore potential for a Freebee rideshare service (similar to St. Pete Beach and Dunedin)	
Transportation-Mobility 2.3	Conduct an American Disability Act (ADA) Transition Plan	
Transportation-Mobility 2.5	Conduct a connectivity plan for John's Pass Village	Forward Pinellas
Transportation-Mobility 3.1	Establish designated parking spaces for micromobility in the City	
Transportation-Mobility 3.4	Improve bus stops within the City to include seating, transit schedules, wayfinding, trash receptacles, shade and shelter, and lighting	PSTA
Transportation-Mobility 3.5	Increase frequency of public transportation options and extend hours of operation during peak season and events	PSTA
Transportation-Mobility 3.8	Explore opportunities for public waterborne transportation such as a water taxi or ferry	PSTA, Forward Pinellas
Transportation-Mobility 3.10	Conduct a citywide multimodal plan	FDOT, Forward Pinellas
Transportation-Mobility 4.1	Conduct a citywide parking study to address parking standards and regulations, including boat dockage	
Transportation-Mobility 4.2	Consider implementing a variable parking cost system	
Transportation-Mobility 4.4	Explore opportunities to implement golf cart parking at key destinations such as public beaches, parks, public buildings and activity centers	
Development-Redevelopment 1.1	Amend the City's land development regulations (LDRs) to reduce/remove the maximum lot coverage area and use impervious surface ratio (ISR) and setbacks to regulate the size of a structure	
Development-Redevelopment 1.2	Ensure adequate infrastructure capacity before new development/redevelopment occurs by revising the Site Plan Review Process	
Development-Redevelopment 1.3	Establish density/intensity incentives for new mixed-use developments	Forward Pinellas
Development-Redevelopment 1.8	Amend LDRs to support small to medium sized residential redevelopment that does not increase density in the Coastal High Hazard Area	
Development-Redevelopment 2.1	Update the City's off-street parking code to allow flexibility and meet the desired development patterns of the City	
Development-Redevelopment 2.2	Develop a "look-book" of desired architectural design elements that can be incorporated into new developments	
Development-Redevelopment 2.4	Update Town Center LDRs to adjust height limit, step backs, all inclusive-FAR that mirror John's Pass Village design standards and guidelines written in Appendix D of the Code	Forward Pinellas



Short-Term Strategies (continued)

Strategy ID #	Strategy	Partnerships
Development-Redevelopment 3.2	Establish development standards that help create mixed-use development that encourages local businesses to invest in Madeira Beach	
Development-Redevelopment 4.1	Amend LDRs to support a variety of low to medium density residential dwelling types	
Development-Redevelopment 4.2	Amend LDRs to support innovation for building more resilient housing with alternative construction methods like modular or container homes.	
Development-Redevelopment 4.3	Amend LDRs to support homeowners to elevate existing homes	
Development-Redevelopment 4.4	Amend LDRs to clarify rebuilding nonconforming residential density	
Development-Redevelopment 4.5	Adopt missing middle housing LDRs to be allowed in zoning districts with 15 to 18 residential units per acre	
Economic-Business Development 1.1	Continue to plan and pursue funding on the more permanent/enclosed basketball courts and concessions in R.O.C. Park	
Economic-Business Development 2.2	Establish a small-business assistance program to support new and local businesses to update exterior facades and landscaping, funded through City-run program	
Economic-Business Development 2.4	Update LDRs to create opportunities for roadside vending and micro-retail, such as produce stands and food trucks to expand community assets	
Economic-Business Development 2.5	Review and amend LDRs that encourage mixed-use development and commercial spaces for local businesses and start-ups	
Economic-Business Development 3.2	Review current regulations around transient docking in the LDR to encourage revenue generation and promote Madeira Beach as a safe harbor for boaters	
Economic-Business Development 3.5	Create paid dock parking that includes the use of a mobile app	
Economic-Business Development 4.2	Create pedestrian-only zones and install safety infrastructure to have regularly scheduled live music and community events in Activity Centers, such as Madeira Way and Boardwalk Place	
Economic-Business Development 4.5	Explore opportunities for a permanent art market in John's Pass Village	
Economic-Business Development 5.1	Partner with Pinellas County economic development to devise strategies to attract target industries to the City, such as Marine research and education, coastal management and restoration, local artisan production	Forward Pinellas, Pinellas County
Economic-Business Development 5.2	Develop a citywide economic development strategy in partnership with Pinellas County	Pinellas County
Sustainability-Resiliency 1.5	Develop a resource guide in partnership with FDOT for the streamlining and publication of evacuation routes	FDOT, Pinellas County



Short-Term Strategies (continued)

Strategy ID #	Strategy	Partnerships
Parks, Recreation, Public Spaces 1.1	Expand the programming and hours of the Fitness Center	
Parks, Recreation, Public Spaces 1.2	Improve the existing dog park at City Hall with shade structures and/or water features, and seek opportunities to add more dog parks in the City	
Parks, Recreation, Public Spaces 1.6	Conduct an Environmental Assessment (EA) to analyze the potential impacts of repairing and extending the jetty at John's Pass Village	Pinellas County, FDEP, Army Corp of Engineers
Parks, Recreation, Public Spaces 1.7	Install additional bike parking (racks and covered) at public beaches along with e-bike charging stations where feasible	
Parks, Recreation, Public Spaces 1.10	Activate pocket parks with amenities such as seating, trash receptacles or enhanced landscaping	
Parks, Recreation, Public Spaces 2.1	Conduct a Parks, Recreation, and Open Space Master Plan	
Sustainability-Resiliency 2.1	Continue placing "monotubes" at popular fishing spots and key beach access points along with education boards to remind the public of best practices for recreational fishing	
Sustainability-Resiliency 2.9	Promote the use of Vertical Oyster Gardens to residents and businesses with water adjacent properties to aid in water quality improvement	
Sustainability-Resiliency 3.1	Place additional recycling and trash bins at the beach and local businesses and enforce the screening of service areas, dumpsters, and mechanical equipment from public view	
Sustainability-Resiliency 3.2	Correct land use designations on the City's future land use and zoning map so that public property can be preserved for recreation, open space, and institutional purposes	
Beautification-Placemaking 1.1	Develop a citywide wayfinding plan including a cohesive signage design for all modes of travel that is unique to the City	
Beautification-Placemaking 1.3	Implement pavement markings for wayfinding and placemaking in accordance with FDOT standards	FDOT
Beautification-Placemaking 1.4	Implement wayfinding signage and public art under the John's Pass Bridge	FDOT, Forward Pinellas
Beautification-Placemaking 1.7	Implement unique pavement markings from John's Pass Village to John's Pass Park for improved wayfinding	
Beautification-Placemaking 2.2	Update the landscape code to include salt-tolerant and drought resistant plantings	
Beautification-Placemaking 2.3	Create a City position dedicated to maintaining plantings and landscaping within City right-of-way, and City-owned properties and buildings	
Beautification-Placemaking 4.1	Develop a City Mural Program for utility boxes, storm drains, and blank walls	
Beautification-Placemaking 4.3	Add unique sculptural bike racks and trash cans at key destinations and public spaces that are durable and weather resistant	



Mid-Term Strategies

The following are mid-term strategies anticipated for the City and partners to implement within 6-10 years.

Strategy ID #	Strategy	Partnerships
Transportation-Mobility 1.2	Improve pedestrian-scale lighting along Gulf Boulevard, Tom Stuart Causeway, and Duhme Road	FDOT, Forward Pinellas
Transportation-Mobility 1.7	Construct more accessible and connected shared-use paths, trails, and protected/separated bike lanes	Forward Pinellas
Transportation-Mobility 1.8	Coordinate with FDOT and Forward Pinellas on traffic light and crosswalk relocation on Tom Stuart Causeway/150th Avenue near Madeira Way	FDOT, Forward Pinellas
Transportation-Mobility 2.6	Create additional non-automotive connections to adjacent cities	FDOT, Forward Pinellas, Pinellas County
Transportation-Mobility 3.6	Work with FDOT and Forward Pinellas to begin the study process to replace the Tom Stuart Causeway with a new bridge that includes a multi-use trail	FDOT, Forward Pinellas
Transportation-Mobility 3.7	Partner with PSTA on improving connectivity between Suncoast Beach Trolley and proposed Route 38 (Madeira Beach to Downtown St. Petersburg) by adding an additional stop	PSTA
Transportation-Mobility 3.9	Improve access and connectivity for golf carts and Low Speed Vehicles (LSVs) by reducing speed limits on major roadways	FDOT, Forward Pinellas
Transportation-Mobility 2.9	Continue to pursue premium transit connections to amenitized destinations within Madeira Beach such as 113th Street and Duhme Road	PSTA
Transportation-Mobility 3.11	Implement recommendations from the Forward Pinellas Advantage Alt. 19 Investment Corridor Plan to connect to premium transit service.	
Economic Development 1.1	Improve existing structures in R.O.C. Park to be better suited for large community events while upholding flexibility in the space	
Economic Development 3.4	Increase dockage near businesses and commercial areas to increase access through city investment and private partnership incentives	
Sustainability-Resiliency 1.1	Develop a plan for elevating residential structures and increase allowances for fill material, as designed by a professional engineer	
Sustainability-Resiliency 2.6	Install electric vehicle charging stations powered by solar at public facilities, parks, and public beach locations where feasible	
Sustainability-Resiliency 4.7	Evaluate the potential to underground powerlines and utilities within the City	
Parks, Recreation, Public Spaces 1.4	Construct additional public restroom facilities at key locations, such as R.O.C. Park, John's Pass Village, and the public beaches	
Parks, Recreation, Public Spaces 1.9	Install shade structures, such as shade sails and pavilions, in public parks	



Mid-Term Strategies (continued)

Strategy ID #	Strategy	Partnerships
Parks, Recreation, Public Spaces 2.5	Coordinate with Pinellas County on improving Madeira Beach Access County Park with modernized amenities such as restrooms and educational boards	Pinellas County
Parks, Recreation, Public Spaces 2.3	Explore opportunities to establish a community garden or eco-learning center to provide opportunities for cross-generational interactions and education	
Beautification-Placemaking 1.2	Implement gateway features throughout the City and at entrances into the City in accordance with FDOT requirements	FDOT, Forward Pinellas
Beautification-Placemaking 1.5	Create an entry/arrival sign into Madeira Beach at key locations	
Beautification-Placemaking 1.6	Implement unique lighting features under the John's Pass Bridge in coordination with FDOT	FDOT, Forward Pinellas



Long-Term Strategies

The following are long-term strategies anticipated for the City and partners to implement in 10 years and beyond.

Strategy ID #	Strategy	Partnerships
Transportation-Mobility 1.5	Redesign the intersection of Tom Stuart Causeway and Duhme Road to increase pedestrian/bicycle safety and add gateway signage to announce entry into Madeira Beach City limits	
Transportation-Mobility 2.7	Coordinate with Forward Pinellas and Pinellas County on proposed multimodal improvements to Duhme Road to include multimodal improvements and increased access	Forward Pinellas, Pinellas County
Transportation-Mobility 3.2	Construct a multi-use beach trail from John's Pass to the northern City limits	FDOT, Forward Pinellas
Transportation-Mobility 3.3	Provide multimodal connections to the Pinellas Trail on Tom Stuart Causeway	FDOT
Sustainability-Resiliency 1.6	Explore elevating public infrastructure and facilities in areas most vulnerable to flooding (E.g., City Hall, Gulf Beaches Public Library, Post Office, seawalls, 140th Ave, and other vulnerable local roadways)	
Parks, Recreation, Public Spaces 2.2	Seek property to construct an aquatic center or public pool	
Parks, Recreation, Public Spaces 2.4	Increase the supply of City-owned land to be used as public spaces	



Priority Projects

The priority projects are identified as key projects to help the City achieve the vision of the Master Plan. These projects range from short-term implementation to long-term implementation. These projects seek to achieve more immediate needs and desires of the community while also prioritizing the future vision and growth of the City. As the City accomplishes these projects, new priorities may be identified to continue progress in achieving the goals outlined in the Master Plan.

The high priority projects include (in no particular order):

SHORT-TERM

-  Conduct a safety study for Gulf Boulevard and 150th Avenue/Tom Stuart Causeway including speed limit reduction
-  Update off-street parking code in certain zoning districts to provide more flexibility for development and redevelopment
-  Conduct a connectivity and access study for John's Pass Village
-  Construct multimodal and safety improvements on Duhme Road and Duhme Road/150th Avenue intersection
-  Develop a citywide parking strategy
-  Develop a “look-book” of desired architectural design elements that can be incorporated into new development to meet the character of the City
-  Conduct a Parks, Recreation, and Open Space Master Plan
-  Correct land use designations on the City's future land use and zoning map so that public property can be preserved for recreation, open space, and institution purposes
-  Establish a small-business assistance program to support new and local businesses to update exterior facades and landscaping, funded through City run program
-  Develop citywide economic development strategy in partnership with Pinellas County



Transportation and
Mobility



Sustainability and
Resiliency



Development and
Redevelopment



Economic and Business
Development



Parks, Recreation,
and Public Spaces



Beautification and
Placemaking



MID-TERM

-  Through amendments to the City's LDRs, consider requiring developments along certain roadways (e.g., Gulf Boulevard, Madeira Way, 150th Avenue/ Tom Stuart Causeway, Duhme Road, Village Boulevard, 129th Avenue W, and Fisherman's Alley) to provide pedestrian-oriented uses, such as retail, restaurants, cafes, museums, etc.
-  Construct more accessible and connected shared-use paths, trails, and protected/separated bike lanes
-  Construct additional public restroom facilities at key locations, such as R.O.C. Park, John's Pass Village, and the public beaches
-  Install shade structures, such as shade sails and pavilions, in public parks
-  Implement gateway features throughout the City and at entrances into the City in accordance with FDOT requirements

LONG-TERM

-  Reconstruct and elevate the Gulf Beaches Library
-  Implement a multimodal connection on 150th Avenue/Tom Stuart Causeway and connect to the Pinellas Trail
-  Establish a transit/transfer connection to Alt. 19 premium transit route
-  Construct a multi-use beach trail from John's Pass to the northern City limits
-  Increase the supply of City-owned land to be used as public spaces



Transportation and
Mobility



Sustainability and
Resiliency



Development and
Redevelopment



Economic and Business
Development



Parks, Recreation,
and Public Spaces



Beautification and
Placemaking



Funding

Madeira Beach has several avenues it can pursue to fund future projects, especially those aligned with its Master Plan goals for infrastructure, sustainability, and economic development. A full matrix of potential funding opportunities is included in **Appendix D**. Funding mechanisms and grant opportunities should be continuously monitored so infrastructure improvements can be programmed as funding becomes available. Some of the most viable funding strategies include:

- » **Local, State and Federal Funding:** Federal funding for infrastructure, housing, safety and economic revitalization in eligible areas could be achieved by applying for grants such as:
 1. Forward Pinellas Grants
 2. Community Development Block Grants (CDBG)
 3. Florida Department of Environmental Protection (FDEP) Grants
 4. Better Utilizing Investments to Leverage Development (BUILD) Grant
 5. FloridaCommerce Community Planning and Technical Assistance (CPTA) Grant
- » **Public-Private Partnerships:** Encourages private investment while leveraging city-owned land and infrastructure.
- » **Tourism and User Fees:** Revenue from tourism-related services can be reinvested into public amenities through parking, marina, and event fees. City impact fees and zoning updates may generate funds from new developments to fund culture and recreation, and public safety projects and services.
- » **Multimodal Impact Fees:** Utilize the shared County impact fees to fund transportation plans and projects.

Next Steps

Implementation of the new Master Plan goals, objectives, and strategies will require continuous, short -, mid-, and long-term actions. There will need to be continuous collaboration and partnership between the City, Forward Pinellas, PSTA, FDOT, Pinellas County, as well as the private sector, community-based organizations, and local partners. While many of strategies require actions from the City, it is also the responsibility of all residents, visitors, businesses, and stakeholders within Madeira Beach to advance the goals outlined in this Master Plan. Together, Madeira Beach will continue to rebuild, thrive, and remain a desirable place to live, visit, and do business.

WHAT CAN RESIDENTS DO?

Madeira Beach is a very engaged community with passionate residents and business owners. This plan was developed alongside the community who is eager to achieve these goals. As residents and community members, you can help achieve the Master Plan goals by participating in the following:

- Participate in public engagement events for City plans and projects
- Support sustainability and environmental initiatives by using environmentally-friendly materials and proper recycling
- Join local committees or advisory boards related to planning, environment, or development
- Stay Connected with City Staff and City happenings by signing up to participate in the Citizens Academy
- Attend City Commission and Planning Commission meetings
- Report issues or concerns to City Departments
- Support the local economy by shopping at local stores and businesses and supporting local artists
- Use alternative modes to driving like walking, biking, or using public transit to reduce traffic and pollution
- Volunteer with the Trash Pirates of Madeira Beach and/or Trash Turtles to keep the City and Gulf beaches clean





APPENDICES



Madeira Beach Master Plan





Appendix A

EXISTING CONDITIONS



EXISTING CONDITIONS

Parks, Open Space, and Public Beaches

The City of Madeira Beach is a barrier island community bounded by the Gulf of Mexico to the west and Boca Ciega Bay to the east, with access from Gulf to Bay through John's Pass at the Southern Border of the city. While only two miles long, Madeira Beach shares access to the towns of Redington Beach to the north and Treasure Island to the south. While beach access and water access is plentiful, there are only seven named public parks in the area, ranging in size and varying in location throughout the City. The highest concentration of park space is clustered near the center of the city adjacent to Gulf Boulevard and Tom Stuart Causeway. The majority of residential neighborhoods in Madeira Beach are relegated to the finger shaped islands in Boca Ciega Bay, which were created with fill and dredging spoils over decades of development in the area. Within many of the neighborhoods, there are a series of 13 different pocket parks and open green spaces with a range of amenities including bench seating, dog waste stations, and garbage receptacles.

PARKS, OPEN SPACE, AND PUBLIC BEACHES MAP



Public Facilities

The public facilities and municipal services of Madeira Beach are centrally located in the City, sharing space with the largest public park, Remember Our Children (R.O.C) Park. The only public school located in the City is Madeira Beach Fundamental K-8, which is located on the mainland. Madeira Beach's designation as a barrier island community has encouraged frequent beach access points throughout the city. With 17 designated beach access points, five locations have full access with accompanying parking spaces, with one location having only limited beach access.

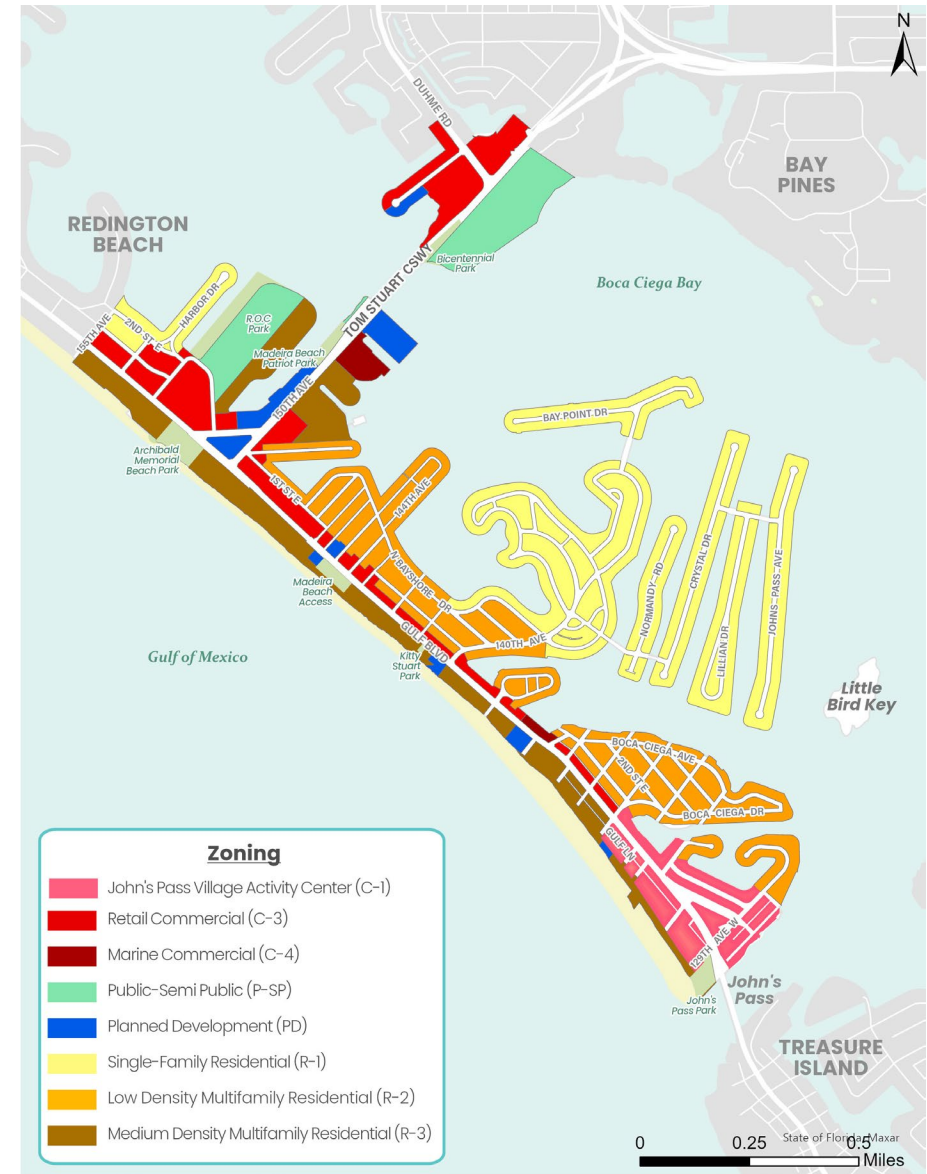
PUBLIC FACILITIES MAP



Zoning

The zoning districts present in Madeira Beach include unique districts such as John's Pass Marine Commercial and Marine Commercial, due in part to the City's location along two major water bodies. While the majority of the zoning districts in Madeira Beach capture residential uses such as Single Family Residential, Low Density Multifamily Residential, and Medium Density Multifamily Residential. Retail Commercial and Medium Density Multifamily Residential is prolific along the main corridors of the City.

ZONING MAP



Existing Land Use

The existing land use varies across the City, ranging from retail/office, hotel/lodging, residential, and environmentally sensitive/submerged land. The majority of uses that are most prevalent in the City are residential, and followed by retail/office and hotel/lodging land uses which are concentrated along Gulf Boulevard and 150th Avenue/Tom Stuart Causeway.

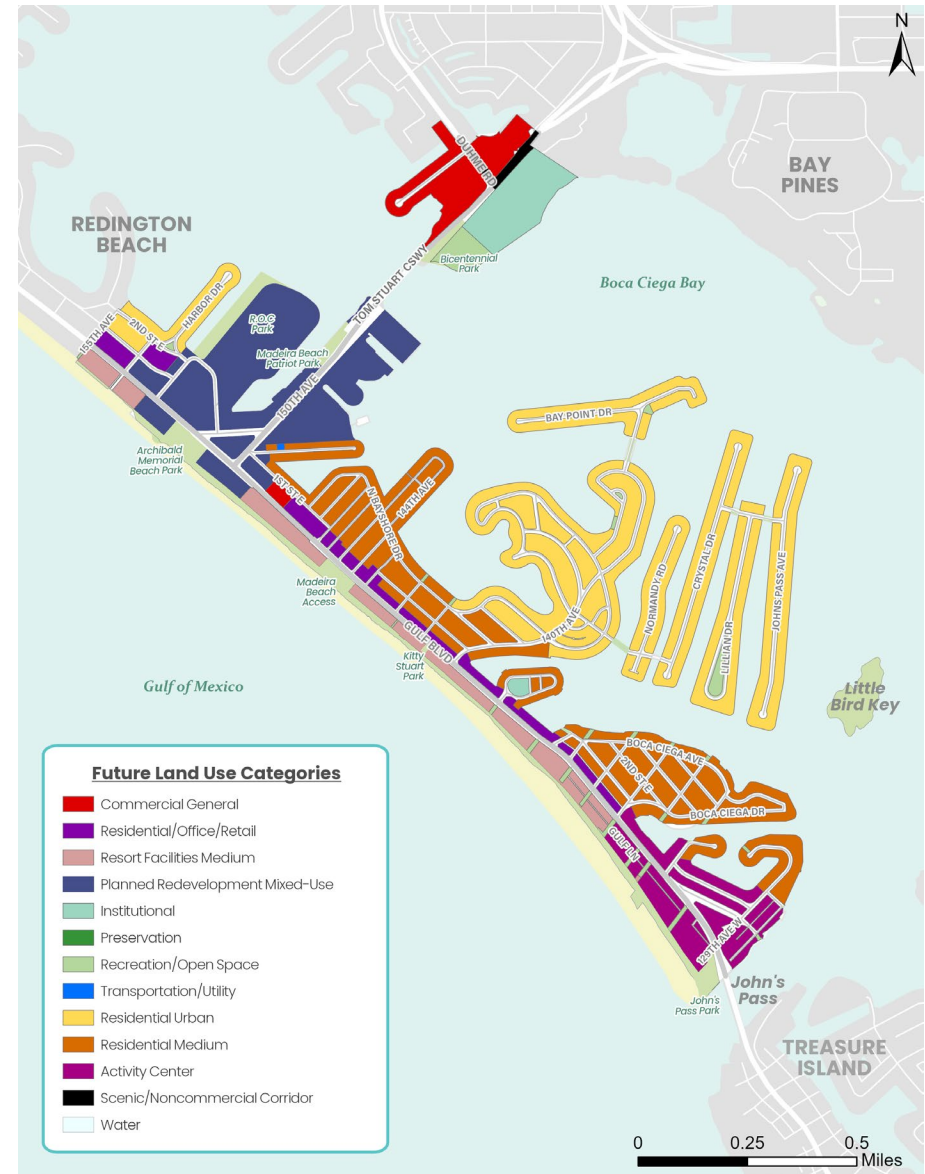
EXISTING LAND USE MAP



Future Land Use

The Future Land Use categories are codified within the City's Comprehensive Plan and establish the adopted land use framework that guides development. These categories reflect the existing development pattern and serve to balance development needs with environmental preservation, economic growth, and the community's distinctive character. Non-residential Future Land Use designations are primarily located along the City's main corridors.

FUTURE LAND USE MAP



Countywide Plan Future Land Use

The Future Land Use Map defines the desired pattern of commercial, residential, industrial, public, and environmental land in the County, as established in the Countywide Plan for Pinellas County. There are two activity centers located in Madeira Beach: John's Pass Village and Town Center. Activity centers were designated by Forward Pinellas as locations for compact development, mix of uses, and transit-oriented development patterns and places to attract businesses, workers, and visitors. Activity centers allow for greater density and intensity to achieve this vision. The John's Pass Activity Center is classified as a Neighborhood Center which includes the following standards:

- Acreage Range = 20 to 500 Acres
- Maximum Residential Density = 60 Units Per Acre
- Maximum Temporary Lodging Density = 100 Units Per Acre
- Maximum Nonresidential or Mixed-Use Intensity = 2.0 FAR

The Town Center Activity Center is classified as a Community Center which includes the following standards:

- Acreage Range = 50 to 500 Acres
- Maximum Residential Density = 90 Units Per Acre
- Maximum Temporary Lodging Density = 150 Units Per Acre
- Maximum Nonresidential or Mixed-Use Intensity = 3.0 FAR

COUNTYWIDE FUTURE LAND USE MAP



Transportation - Bicycle

Existing bicycle facilities in the City are limited and include standard bike lanes and shared lane markings. While a dedicated bike lane runs the length of Gulf Boulevard from John's Pass Bridge to Archibald Memorial Park, it becomes a shared lane to 155th Avenue. There are currently no designated, direct bike lanes near the City's municipal buildings or R.O.C. Park. Planned bicycle facilities from the Advantage Pinellas L RTP include a community trail with the addition of bike lanes across the Tom Stuart Causeway and 150th Avenue. Duhme Road is also identified to have new bike lanes constructed in FY 2036-2040.

BICYCLE FACILITIES MAP



Transportation – Pedestrian

Pedestrian facilities in the City include sidewalks adjacent to major roadways such as Gulf Boulevard, 150th Avenue, and Tom Stuart Causeway. Gulf Boulevard has mid-block crossings in the form of primarily Rectangular Rapid Flashing Beacons (RRFBs) to provide safe and improved connectivity for pedestrians. There is limited signalized and marked crossings on 150th Avenue and Tom Stuart Causeway which makes access and connectivity challenging for pedestrians on this corridor. These major roadways provide access to most of the City's beaches, parks, and activity centers. While there are some sidewalks present in residential neighborhoods, the distribution is sporadic and not well connected. Gaps in sidewalk connectivity are prevalent in other areas of the City and are notable around City-owned buildings and R.O.C. Park. While there are sidewalks present at Patriot Park's waterfront trail, access from other major destinations in the City don't offer continuous access to this location.

PEDESTRIAN FACILITIES MAP



Transportation – Transit

Madeira Beach is serviced by Pinellas Suncoast Transit Authority (PSTA) which has four total routes. These routes include routes 18, 38, 68, and Suncoast Beach Trolley. The bus routes and stops in Madeira Beach follow both state roads, Gulf Boulevard and 150th Avenue. There are 38 stops in the City, located on Route 68, Route 18, and along the Suncoast Beach Trolley Route, with an upcoming change to Route 38, offering connectivity from Madeira Beach to Downtown St. Petersburg. The current bus stops are evenly distributed and are present at both activity centers and along the Tom Stuart Causeway. Stops are also present near beach access points and the major parks in the City. While some transit stops include seating, shelter, and wayfinding signage, the majority of stops only include signage with no accompanying seating or shade structures.

TRANSIT FACILITIES MAP



Transportation – Traffic Volume and Level of Service (LOS)

Traffic volumes in Madeira Beach remain high due to the presence of major, state-owned roads, like Gulf Boulevard and the Tom Stuart Causeway, which provide crucial connections in and out of the City. The Annual Average Daily Traffic (AADT) data records daily traffic and roadway usage for an entire year. In 2023, approximately 30,000 vehicles passed through the intersection of Gulf Boulevard and 150th Avenue. The AADT remains higher on Gulf Boulevard, showing that 26,000 AADT was reported near the Madeira Beach Access parking lot. The Level of Service (LOS) classification does not exceed D, indicating the moderate presence of traffic on Madeira Beach's roadways and the roadways are operating as designed.

ROADWAY AADT AND LOS MAP



5-Year Crash Analysis - Overview

Five-year crash data from Forward Pinellas (2018-2023) was reviewed to understand trends, areas of concern, and locations for potential safety improvements. During this five-year period, a total of 365 crashes occurred within the City limits. The highest density of crashes was located at the intersections of Duhme Road and Tom Stuart Causeway (near Madeira Beach Fundamental), 150th Avenue and Gulf Boulevard, as well near the intersection of 129th Avenue W, adjacent to John's Pass Village and John's Pass Boardwalk on the southern end of Gulf Boulevard. A total of 21 fatal and serious-injury crashes occurred during this five-year period. While the majority of these crashes were classified as serious-injury crashes, two crashes were reported as fatal which occurred on Gulf Boulevard at the intersections of 137th and between 150th Avenue and Madeira Way. There is a higher concentration of crashes located on Gulf Boulevard when compared to other roads in the City, as this contains popular tourist destinations and is the primary roadway which provides access to many of the City's neighborhoods.

5-YEAR CRASH HEAT MAP



5-Year Crash Analysis – Crash Types

The five-year crash data revealed that an overwhelming majority of crashes were rear-end vehicle crashes (220), with the next highest type of crash as angle (78) crashes. The density of vehicle crashes were overwhelmingly located along Gulf Boulevard and Tom Stuart Causeway, while some crashes of various types were located in neighborhoods. Pedestrian and bike crashes were almost exclusive to Gulf Boulevard, indicating that while this is a highly traveled corridor, it does not provide the protection needed for vulnerable roadway users.

5-YEAR CRASHES BY TYPE MAP



5-YEAR BICYCLE AND PEDESTRIAN CRASH MAP





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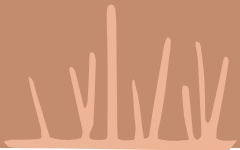






Appendix B

RELEVANT PLAN REVIEW



Existing Plan Review

In developing the new Master Plan for Madeira Beach, community input was considered alongside various studies and plans. These documents offer valuable information to guide the creation of the new Master Plan. With many of these plans offering insight into shaping the future of Madeira Beach with design standards, activity centers, and upcoming capital improvement projects, these existing plans highlight the foundational progress that Madeira Beach has been striving to achieve. The following plans are reviewed in this section, followed by a brief summary of planned improvements and upcoming projects in the City:

- *FDOT Tentative Work Program District 7*, FY 2026-2030
- *City of Madeira Beach Annual Operating and Capital Budget*, FY 2024
- *John's Pass Village Activity Center Plan*, City of Madeira Beach, March 2024
- *Watershed Evaluation for the City of Madeira Beach Watershed Management Plan (WMP)*, prepared by Advanced Engineering and Design, April 2023
- *City of Madeira Beach Community Resilience Planning*, University of Florida, April 2021
- *Advantage Pinellas 2050 Long Range Transportation Plan (LRTP)*, Forward Pinellas, November 2024
- *Madeira Beach Town Center Special Area Plan*, City of Madeira Beach May 2014



FDOT Work Program District 7, FY 2026–2030

The purpose of the **FDOT Work Program for District 7** is to function as a readily available catalog of current and future FDOT managed projects in a five-year span. The 2026 - 2030 FDOT Work Program identifies several projects in the City of Madeira Beach. The most immediate project is located at the intersection of Duhme Road/113th Street from Tom Stuart Causeway to SR 688/Ulmerton Road. Centered on arterial traffic management, it has already entered the construction phase, pulling equal amounts of funding from both local and state sources, totaling \$2,932,400 in construction costs. While still in the engineering phase, a traffic signal update is also proposed for FY 2029, located on Gulf Boulevard intersection at the Tom Stuart Causeway to 153rd Avenue. Both of these projects contribute to enhancing roadway safety in Madeira Beach.

PROJECT NAME	DESCRIPTION	EST. COST	TIMEFRAME
Bridge Repair	PINELLAS COUNTY MOVABLE BRIDGE REPAIR - #150028,150030 SB & 150135 NB	\$4.3m	Adopted - FY 2027
Resurfacing	SR 699/TOM STUART CSWAY FR SR 699/GULF BLVD TO ALT US 19/SR 595	\$5.1m	Adopted FY 2026
Arterial Traffic Management	DUHME RD/113TH ST FROM SR 666/TOM STUART CAUSEWAY TO SR 688/ULMERTON RD	\$1.7m	Adopted- FY 2026
Traffic Signal Update	SR 699/GULF BLVD FROM TOM STUART CAUSEWAY TO 153RD AVE 439517-1	\$492,000	Adopted -FY 2029



City of Madeira Beach Annual Operating and Capital Budget, FY 2024, signed September 2023

The City maintains a positive financial position as indicated by healthy fund reserves and increases in major revenue streams as indicated by increased visitor counts and rising real estate property values. Many of the projects outlined in the Operating and Capital Budget FY 2024 will be breaking ground in Fall 2024. The plan firmly reiterates these projects as a way to shore up existing infrastructure, increase financial stability and increase human capital.

KEY TAKEAWAYS:

- Marina revenue projected gross profit in 2024 is \$1,300,000.
- Engineering and construction costs have been allocated for a future parking garage, helping to address the need for more parking.
- Parking Lot Light repair is also listed as a future endeavor, making the case for updating the City's lighting design standards and retrofitting of sea turtle friendly lighting.

CURRENT AND UPCOMING PROJECTS

The following projects are included in the City's five-year Budget plan for FY 2024-FY 2030

- Dog Park improvements have been approved with a budget of \$200,000 for FY 2024, which includes synthetic turf and other features.
- The Stormwater Fund is the biggest expense in FY 2024 at \$8,395,000, almost all of which is going towards drainage and roadway improvements. The five-year budget projection has the majority of large-scale projects under this category, which aim to address current and future resiliency measures.
- \$1,500,000 is being allocated to a new Public Works and Building Services facility, as well as \$3,000,000 for a new parking garage in 2024.
- John's Pass maintenance dredging is estimated at around \$1,500,000 for 2024.
- \$100,000 will go towards a concession stand and basketball court facility on the existing tennis court location as well as increased size of restrooms and enclosure of courts to expand program offerings.
- FY 2024 Marina Improvements include \$460,000 for transient docks, a seawall project, and a digital information sign. The Archibald Fund expenditures for FY 2024 are valued at \$4,835,000, and this includes Beach Groin Replenishment at \$3,500,000(50% match grant with FDEP).

CITY OF MADEIRA BEACH Annual Operating and Capital Budget



Fiscal Year 2024
October 1, 2023 - September 30, 2024

John's Pass Village Activity Center Plan, March 2024

The *John's Pass Village Activity Center Plan* was presented as an amendment to the Future Land Use Map and Countywide Plan Map as a comprehensive endeavor to memorialize the “character and function of this tourist, commercial, and cultural center and to provide for future enhancement and revitalization.” This plan highlights the need to embrace an already established tourist and commercial center.

RELEVANCE TO THE MASTER PLAN

Key objectives and outcomes from the plan include:

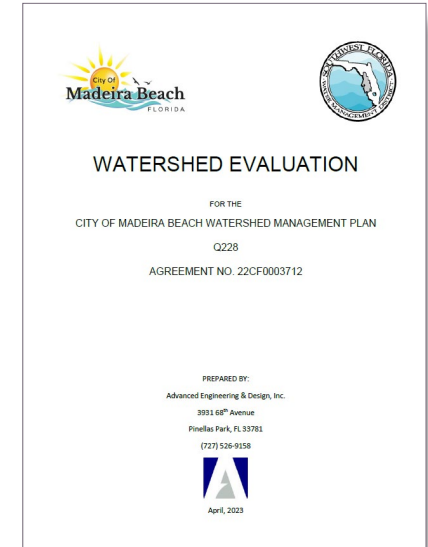
- Creation of the Future Land Use Element of the City Comprehensive Plan to establish and Activity Center Future Land Use Plan map category
- Adoption of the Activity Center Plan and corresponding amendment of the Future Land Use Map to place the Activity Center category on the map
- Amendment of the County Wide Plan Map to establish the Activity Center (Neighborhood Center) Plan Category on the Countywide Plan Map and the Land use Strategy Map
- Enhanced the City's Land Development code to establish Activity Center and Character District zoning standards to administer and implement the Activity Center Plan
- Reconciling past land-use inconsistencies while providing a framework for future development and enhancements within John's Pass Village



Watershed Evaluation for the Management Plan, prepared by Advanced Engineering and Design, April 2023

The City of Madeira Beach has been utilizing a Stormwater Master Plan since 2000. Subsequent reevaluations of that plan expanded the City's island adjacent watershed limits to include any captured runoff that entered via interconnected stormwater systems along Gulf Boulevard. This newly updated version of *Watershed Management Plan* reflects the effort to effectively document the pre-existing stormwater inventory with additional updates. Some of the key data points conveyed in the report are as follows:

- The City's municipal boundaries fall entirely within the Special Flood Hazard Area, as identified by FEMA.
- All of the stormwater discharges exclusively to tidally impacted waters, which include Boca Ciega Bay and the Gulf of Mexico. Tidal fluctuations within these receiving waters directly impact system performance and often times establishes the "starting point" in which all functionality measures are evaluated.
- The City's watershed predominately consists of structures for stormwater collection and piping for stormwater conveyance. There are very few open conveyance systems (e.g., swales, ditches, and channels), the open conveyances within the City are smaller swales focused on conveying localized runoff. Neither ditches nor channels exist within this highly urbanized watershed
- 94.46% of all soil in Madeira Beach is classified at "C" rating ("A" has the highest potential for infiltration and low runoff). 5.54% of the soil has a "D" rating (low infiltration and high runoff potential).



2018 Flooding in Madeira Beach (City of Madeira Beach)

Department of Transportation.

RECOMMENDATIONS / OBJECTIVES / STRATEGIES

The Watershed Evaluation's function as a hydrological and engineering report update to the previous Stormwater Master Plan offers a broad look at the stormwater inventory of Madeira Beach as a companion to updating the Watershed Master Plan. The insight offered in this report covers generalized information regarding the current and predicted state of stormwater conveyance within the Madeira Beach watershed.

As a barrier island, stormwater system effectiveness directly correlates to the tidal condition, therefore the City would experience performance decreases should sea levels continue to elevate. Assessing stormwater system resiliency by evaluating sea level rise projections may assist in long term planning. Ownership of stormwater facilities is maintained by the City and the Florida

City of Madeira Beach Community Resilience Planning, University of Florida, April 2021

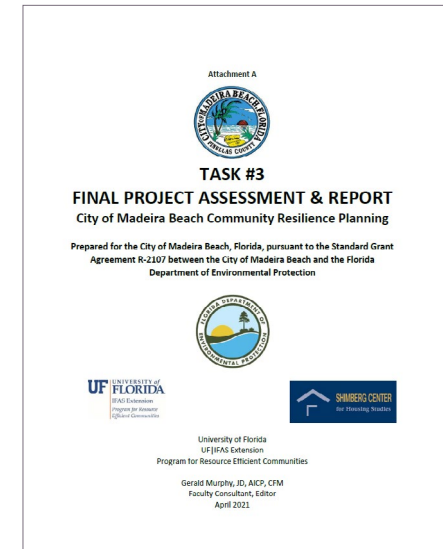
The final project assessment and report of the City of Madeira Beach Community Resilience Planning initiative was a collaborative effort between the Florida Department of Environmental Protection and the University of Florida. The report summarizes the identified vulnerabilities and the proposed enhancements that would sustain Madeira Beach's efforts to mitigate the effects of increasing environmental pressures. Some of the key takeaways from the report restated the urgency for resiliency as it relates to existing infrastructure, buildings, and policies.

The City of Madeira Beach is prone to flash floods due to the intensity of the thunderstorms, extent of urbanized impervious surfaces, and the limitations of the City's stormwater management system. Stormwater improvements are a high priority and are addressed in conjunction with recommendations for policy and strategic options. A vulnerability analysis was conducted as part of this plan, which measured the impact of sea level rise and identified the people, infrastructure, and land uses that could be affected in the process.

RECOMMENDATIONS / OBJECTIVES / STRATEGIES

The general findings and recommendations of the report include:

- The Peril of Flood Legislation passed in 2015 requires that future redevelopment must comply with the outlined principles that eliminate inappropriate and unsafe development in coastal areas.
- Due to the built-out conditions of least vulnerable land, the most feasible options for future land development and redevelopment policies and strategies include elevating structures, reducing the max impervious surface area permitted, increasing draining retention capacity, and strategies for geographic mobility.
- Engineering strategies proposed in this plan included the implementation of living shorelines, elevating state roads and City streets, increasing the conveyance capacity of the City's stormwater management system, and the flood proofing of critical infrastructure components where feasible.
- Vertical mitigation will not likely provide an adequate strategy for the most susceptible focus areas. While vulnerable structures could be elevated during reconstruction in these areas, it may not be possible to effectively strategize the stormwater management challenge to achieve relatively convenient, healthy, and safe access and living conditions.
- Sanitary sewer, stormwater, street and road impacts pose the most significant infrastructure concerns and are similar in extent to the impacts within the neighborhoods.



Advantage Pinellas 2050: Long Range Transportation Plan (LRTP), Forward Pinellas, Adopted November 2024

Advantage Pinellas presents the integration of land use and transportation plans in a long term plan in order to both mitigate current issues and enhance community goals through efficient transit. Some of the goals in the plan are as follows:

- Create and sustain attractive and unique destinations
- Develop and sustain a resilient community
- Invest in transportation projects that promote safe and healthy communities
- Support projects that provide for strong economic opportunities
- Achieve the land use and economic development vision of the Forward Pinellas Countywide Plan and the vision of other regional plans related to economic development, climate/environment and land use through
- Strategic, collaborative, and sustainable investments in the transportation network
- Achieve an efficient, effective, equitable, safe and complementary multi-modal transportation network in Pinellas County and throughout the Tampa Bay region that provides viable travel options for all



RECOMMENDATIONS / OBJECTIVES / STRATEGIES

Advantage Pinellas works to connect travelers that span various generations, socioeconomic backgrounds and abilities. The plan also leverages input from State and local leaders to tackle the ever-changing urban landscape of Pinellas County. After four years of public outreach regarding the creation of this plan, six advantages that already exist in Pinellas County were used to guide the creation of the LRTP, helping to align and strengthen the goals of the LRTP when implemented. These advantages listed below also echo the concerns voiced by Madeira Beach community members as well.

- Attractive and unique destinations
- A resilient community
- Safe and healthy communities
- Strong economic opportunities
- A collaborative vision for the future
- Mobility and accessibility for everyone

As part of the LRTP, a proposed community trail project is listed as an Initial Priority Corridor List, connecting the Pinellas Trail to the Bay Pines Trail over the Tom Stuart Causeway to Gulf Boulevard.



Madeira Beach Town Center Special Area Plan, City of Madeira Beach, updated May 2016

The features of the *Madeira Beach Town Center Special Area Plan* created with the future of Madeira Beach in mind, aimed at rethinking the approach to place making as it relates to the Town Center. The plan lays the groundwork for reviving a cohesive vision for the areas of Madeira Beach that truly capture the City's ideal depiction. Some of those key goals include:

- Create a unique sense of place for the Town Center
- Promote a wide variety of uses to create an activity center for both local residents and tourist alike
- Set a standard for urban design so new development and redevelopment contribute to the public realm
- Promote redevelopment of older properties that contribute to the quality of urban design
- Improve multimodal access to major destinations within the Town Center
- Increase connections and access to parks, ensuring water views are preserved.

Within those outlined goals, the implementation strategy of land development regulation lays out the five different districts that are to be utilized, along with the creation of the new zoning category of Town Center (TC-1), which would require mixed-use development along with greater temporary lodging densities and intensities than allowed in other zoning districts within the City.

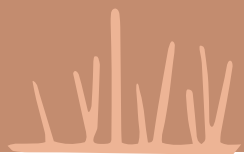






Appendix C

COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

From May 2024 to July 2025, the City conducted community engagement to better understand the community's vision for Madeira Beach. The engagement for the new Master Plan included an interactive online comment map, two online surveys, three community workshops, stakeholder meetings, and four pop-up events. The City used a project webpage, social media, City Commissioners, and emails to promote the online surveys, comment maps, and workshops.

Interactive Online Comment Map

The interactive online comment map was open from May 2024 to June 2025. Users were asked to provide comments for specific locations in the City related to various elements in the Master Plan, shown to the right.

As a supplement to the online surveys and community engagement meetings, an interactive online map allowed participants to provide their input on existing conditions and future opportunities in the City. Participants could place markers and make comments about ideas and concerns in any area of Madeira Beach. In total, the interactive comment map received 58 responses across the six categories of the Master Plan and additional topics such as safety and housing. The following is a summary of the distribution of comments received, ranked according to the number of comments received.

- **Transportation/Mobility** – Most comments focused on increasing walkability around the City, adding bike lanes and bike facilities, and reducing car-centric infrastructure, particularly along Gulf Boulevard.
- **Sustainability and Resiliency** – Many concerns about flooding, drainage issues, and the need to underground utilities were distributed throughout the comment map.
- **Beautification and Placemaking** – Requests for more trees, landscaping, and cohesive architectural design through out the City.
- **Parks, Recreation, and Public Spaces** – Suggestions for improved beach access, more parks and green spaces in neighborhoods as well as additional recreational facilities across the City.
- **Safety** - Pedestrian safety and traffic calming measures were common themes, once again citing the need to reduce the speeds on Gulf Boulevard.
- **Housing** - The regulation of short-term rentals is top of mind when it comes to housing issues in the City.
- **Economic/Business Development** – Calls for more local businesses and community events.

INTERACTIVE MAP COMMENT CATEGORIES



Beautification and Placemaking



Business Development



Housing



Infrastructure and Resiliency



Other



Parks, Recreation, and Public Space

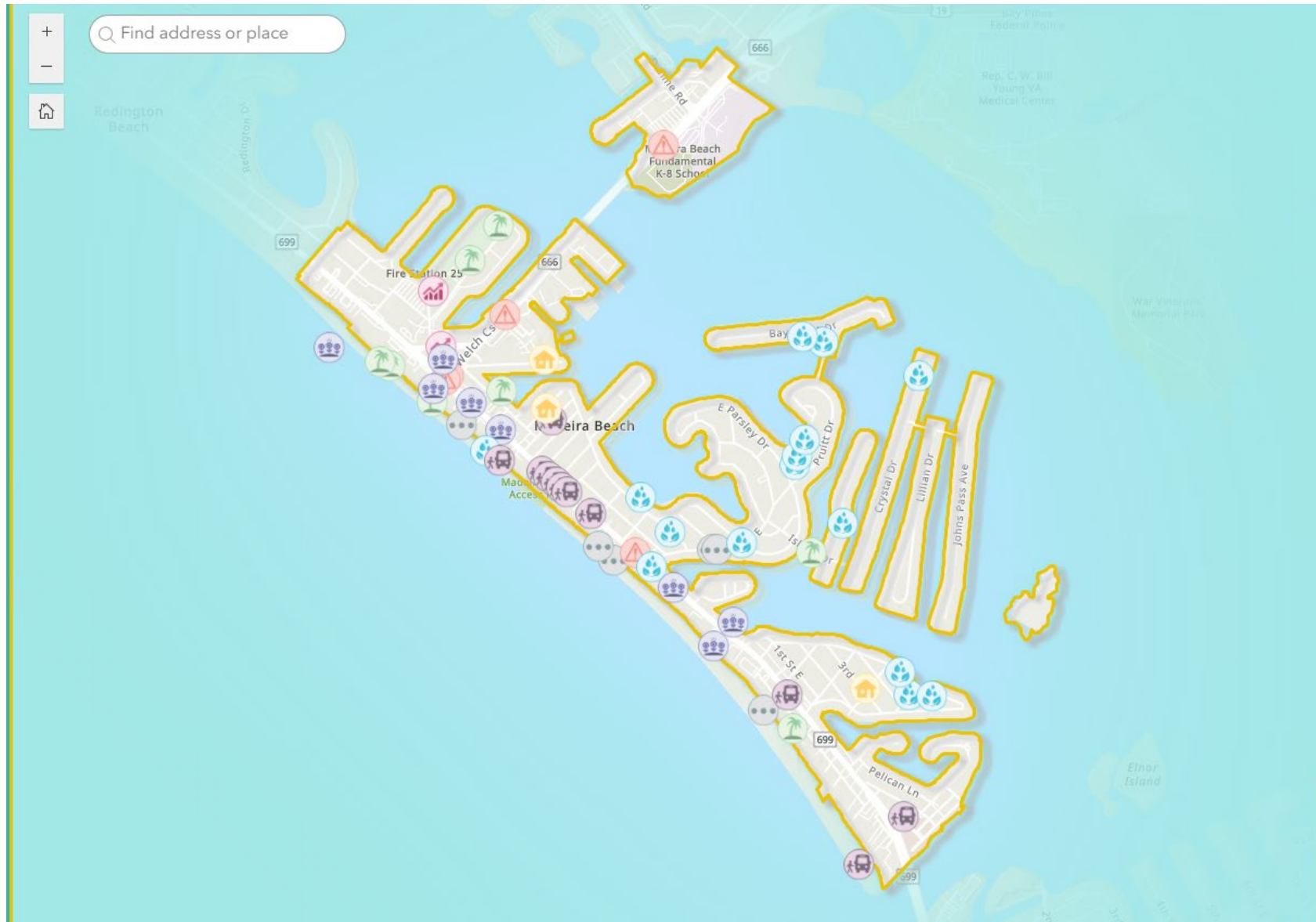


Safety



Transportation/Mobility

INTERACTIVE ONLINE COMMENT MAP



Survey #1: Community Visioning

July 2024 – October 2024

77 Total Responses

Survey #1 included questions to better understand the Madeira Beach community. Questions included what the respondent's relationship is to the City, how long they have lived in Madeira Beach, and if not a resident, why do they visit the City, and any opportunities they see for the future of Madeira Beach. Respondents who do not live in the City indicated they primarily come to Madeira Beach to shop, go to restaurants, attend events, and visit the beaches.

When asked to describe the City today and what they like about Madeira Beach, respondents provided a range of answers describing existing conditions and experiences. Below are a few responses that captured key themes:

- “A beautiful, friendly city that still has an old time Florida feel to it.”
- “I love Mad Beach but feel it is becoming too busy- too many cars and too many condo/hotels.”
- “We need to slow down development a bit.”
- “The beautiful, clean beach. The old Florida feel of The Snack Shack, John's Pass and The Saltwater Hippie. The walk ability of the town.”
- “Some areas in the city are not walkable or comfortable to walk.”
- “I still think of Madeira Beach as a quaint, inviting and home.”
- “The sense of pride in the community, the friendly neighbors.”
- “I love our beaches and our commitment to restoring and protecting our sand dunes, turtles ,and sea bird.”
- “ROC Park, the city is kept clean as well as the beaches.”
- “Small town beachy feel yet close to all conveniences.”

The survey also asked respondents what their vision is for Madeira Beach and what they would like to see more of in the future. Below are a few responses that captured key themes:

- “A destination beach town that maintained its old Florida character by growing responsibly.”
- “A great little beach town geared towards permanent residents while welcoming visitors.”
- “Classic, small-town feel, updated, but not too much. A place where you don't have to be rich to reside, vacation, and enjoy.”
- “Casual, tropical beach town with lots of green spaces and locally owned businesses.”
- “The City needs to promote logical, planned growth. This growth must protect businesses while acknowledging the needs of residence as well as taking into account environmental factors and societal needs.”
- “Smart, responsible, and reasonable upgrades and development.”
- “A peaceful, safe, well-kept residential neighborhood with some amenities for tourists, but not to the point that tourists vastly outnumber residents and overwhelm resources and roadways.”
- “I would like to see Gulf Blvd reimaged/more well-kept with the addition of more outdoor bars and restaurants.”
- “Less big business and high-rise condos. More parking for extra visitors.”
- “The traffic needs to be controlled. 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. Also, any future development needs to provide adequate parking for that development.”
- “I would like to see more law enforcement on the beach itself. Dogs, noise, glass, boats and jet skis, are rarely addressed, and this causes our quality of life as a resident to be minimized.”
- “Greener medians and vegetation around town, a more balanced approach on residential and commercial needs, consistency in application or enforcement of building codes, limits on residential variances to keep better relationships between neighbors, more residential interaction from leaders.”

Guiding the City Towards a Resilient Future



The survey also asked participants what their major concerns were when thinking about Madeira Beach's future. A range of responses from housing, transportation, development, beaches, and parks spaces were touched on. Some of the key takeaways are below:

- Concerns for rising sea levels, flooding, and future storms
- Concerns that the City will turn to cater towards tourists and large chain restaurants and stores
- Concern about rapid growth and redevelopment
- Concern about vehicular traffic and parking
- Concern about the City's infrastructure and its ability to withstand storms and flooding
- Concern about the responsible allocation of City funds to projects that will benefit the residents, not just visitors

Lastly, respondents were asked which of the six focus areas were their highest priority. The top answers for the highest priority included:

1. Parks, Recreation, and Public Spaces
2. Beautification and Placemaking
3. Sustainability and Resiliency

The responses in this survey will help the project team identify a vision for Madeira Beach that is rooted in community ideas. This information will also help form strategies and projects to help achieve the City's Master Plan vision.



Survey #2: Community Visioning

March 2025 - June 2025

441 Total Responses

The second online survey of the Master Plan opened on March 28th, 2025, timed in conjunction with the project team's attendance at the John's Pass Seafood Festival as a community engagement pop-up event. The content of the second survey encompassed the goal statements and preliminary recommendations for each of the six areas of the Master Plan, while offering the community a chance to leave open ended feedback and gauge their priorities. The duration of the survey yielded 441 completed surveys by June 2, 2025, citing the tremendous outreach efforts conducted by the project team over social media, word of mouth, and email lists. The survey ended with a ranking of focus areas, ordered by priority by respondents. Development/Redevelopment ranked highest, with only a slight edge over mobility. While no single focus area ranked significantly lower than any of the others, public space and beautification ranked the lowest.

Some of the top community concerns and suggestions included the following:

Beach Access and Preservation

- Many respondents emphasized the importance of maintaining beach access for residents.
- Concerns were raised about overdevelopment and the loss of the “small beach town” feel.
- Suggestions included more beach walkways, better signage, and preserving natural dunes.

Parking

- Parking was one of the most frequently mentioned issues.
- Residents requested more parking for locals, better enforcement of parking rules, and clearer signage.
- Some suggested resident-only parking zones and reduced rates for locals.

Traffic and Mobility

- Traffic congestion, especially on Tom Stuart Causeway and Gulf Boulevard, was a major concern.
- Respondents called for better traffic flow, synchronized lights, and safer pedestrian crossings.
- There were mixed opinions on reducing speed limits and adding bike lanes.

Infrastructure and Flooding

- Numerous comments highlighted the need for improved stormwater drainage and sewer systems.
- Residents expressed frustration with the slow permitting process for rebuilding after storms.
- Suggestions included elevating roads, underground utilities, and better flood mitigation planning.

Development and Zoning

- Many respondents opposed high-rise developments and called for stricter zoning to preserve neighborhood character.
- There was support for limiting short-term rentals and maintaining height restrictions on new buildings.

**Public Safety and Enforcement**

- Calls for increased enforcement of beach rules (e.g., no dogs, no e-bikes).
- Requests for more visible police presence, especially during peak tourist seasons.

Beautification and Public Spaces

- Suggestions included more green spaces, public art, and improved landscaping.
- Some supported the idea of a boardwalk or amphitheater, while others prioritized basic maintenance and cleanliness.

At the end of the survey, respondents were asked how they would like to see the Master Plan recommendations implemented. Nearly 60% of survey takers ranked the strategy of City investiture in a larger number of small projects that were evenly distributed throughout the city versus fewer, large scale projects that could potentially have a greater impact.



Community Workshop #1 Summary

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

Where: Madeira Beach City Hall Chambers

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

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

Event Summary

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

Major Themes

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





OPPORTUNITIES

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

CHALLENGES

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

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

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

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



Community Workshop #2 Summary

When: Tuesday, January 28th, 2025 from 5:30-7:00pm

Where: Madeira Beach City Hall Chambers

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

Purpose: To inform those who live, work, and visit Madeira Beach about updates in the development of the new City Master Plan and received feedback on the goals associated with each Master Plan Topic area.

Event Summary

As a follow up to the first Community Workshop held in June 2024, the project team held the second community workshop for the Master Plan in January 2025 in the same roundtable format as the previous workshop in the Madeira Beach City Hall Chambers.

It is important to acknowledge the City of Madeira Beach experienced major devastation between the time of the first community workshop and the second community workshop. The west coast of Florida faced not one, but two major hurricanes in just a two-week period during the Fall of 2024. Hurricane Helene moved through the Gulf Coast as a Category 4 hurricane on September 26, 2024, and Hurricane Milton made landfall just below Pinellas County, in Manatee County, on October 9th, 2024 as a Category 3 hurricane. The City suffered tremendous losses from both storms, with nearly every property affected in Madeira Beach. With the bulk of cleanup and recovery efforts executed in the immediate months following the back-to-back storms, it was evident from workshop attendees that the community of Madeira Beach remained dedicated to the recovery and future of the City. The resurgence of the new Master Plan engagement efforts signaled a renewed interest in many of the issues discussed at the first community workshop, as nearly 70 people attended the second workshop.

The objective of the second workshop was to discuss the newly debuted goal statements for each topic of the Master Plan and for community members to provide the project team with feedback regarding those goals and initial recommendations. Key themes emerged





from feedback received at the meeting and were documented on comment cards which were passed out to attendees of the community workshop. These themes stand alongside the initial recommendations from the first community workshop and will help inform the Master Plan's overall recommendations and strategies to achieve the future vision for the City.

IDEAS THAT REMAINED THE SAME SINCE THE FIRST WORKSHOP:

- Focus on enhancing and updating existing parks and public spaces within the City
- Improve access and connectivity to public spaces
- Add additional family-friendly attractions and recreational opportunities
- Create safer roadways with an emphasis on Gulf Boulevard
- Prioritize micromobility options and increase public transportation options
- Invest in beautification improvements within right-of-way and City-owned properties such as landscaping and public art
- Ensure that new development fits in with the character of the City
- Promote independent businesses that add character to the City
- Increase awareness and education for beaches and environmental preservation
- Add wayfinding and gateway signage to increase sense of place and City identity

NEW OR UPDATED IDEAS DISCUSSED IN THE SECOND WORKSHOP:

- Greater emphasis on storm mitigation infrastructure and resiliency
- Create better connectivity to trails in the area, such as the Pinellas Trail and the Treasure Island Beach Trail
- Ensure that adequate infrastructure is in place before new developments occur
- Provide clear and accessible updates the City website to reflect storm event guidelines, changes regarding storm events, and resources available to residents after major storms
- Utilize social media channels and marketing opportunities to highlight new and established businesses in Madeira Beach
- Implement arts programming that will manage mural painting initiatives across the City
- Consider the acquisition of additional green spaces within Madeira Beach
- Continue to create and restore sand dunes and promote education about their preservation with signage
- Continue to explore flood-proofing and mitigation and sustainability measures for homes and businesses



Community Workshop #3 Summary

When: Tuesday, July 22, 2025

Where: Madeira Beach City Hall Chambers

Who attended: Residents, business and property owners, elected officials, the City Manager, and the project team (Community Development Department staff and Kimley-Horn staff)

Purpose: To inform those who live, work, and visit Madeira Beach about final updates to the new City Master Plan and receive feedback on the goals, strategies and general overview of the Master Plan document while welcoming an open floor discussion on elements of the Plan's composition

Event Summary

As the third and final community engagement event associated with the Master Plan, the project team held a community workshop in July 2025 in the Madeira Beach City Hall Chambers, hosted in conjunction with the Community Development Department of Madeira Beach. The event was broadcast to members of the public as a way to engage with city staff and learn more about the processes that make up Community Development in the city. The Master Plan was an initiative spearheaded by the Community Development Department, which is tasked with planning and zoning, code compliance, development review, and business tax licensing. Permitting also takes place under the Department, and is crucially important in assisting members of the public as they rebuild from the 2024 storms. As a lead into the new Master Plan discussion, Community Development Department staff members explained their role, what services they offer, and how they can help the community in their recovery efforts. Following a presentation and a Q&A session, the workshop was then turned over to the Master Plan project team to unveil the final goals and recommendations within the Master Plan document, as well as to receive any additional feedback that can be implemented into the final document.

Public Participation

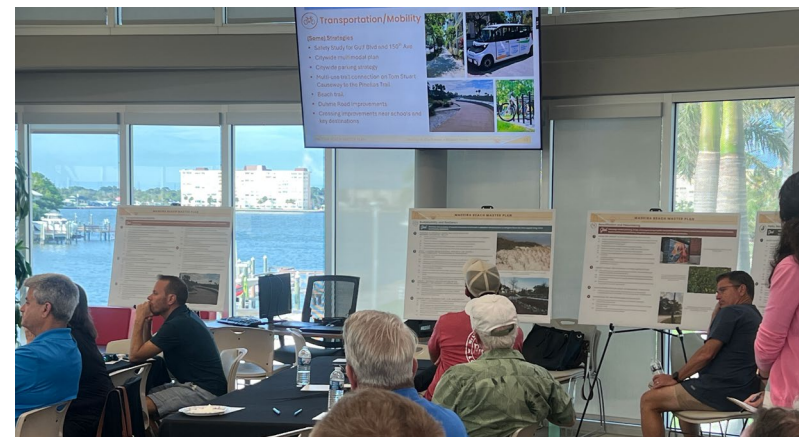
Since the Master Plan project began in 2024, the public has been warm and receptive to the master planning process. Attendance remained high for the publicly announced workshops, as did the level of interaction and discussion held at the workshops. The third workshop had 29 attendees, and nearly 2 hours of discussion. An open forum style Q&A allowed for residents to ask questions directly to the project team, and resulted in an enthusiastic and productive conversation about the future of Madeira Beach.



Feedback from the Community

The open conversations regarding the actions and strategies unveiled in the new Master Plan yielded more insightful and detailed actions from the community. The topics below were brought forth by the public, and were instrumental in bringing a conclusive list of action items to the final publication of the Plan.

- Marinas and maritime interests remained a high priority for attendees. The call to honor the past of Madeira Beach as a fishing village was a key point, as attendees pointed out the humble beginnings of the City's identity as a motivator for their fondness of the city.
- The City's prior commitment to shoreline resiliency and sustainability was commended, as residents acknowledged the beach groin project as a positive step in keep Madeira Beach's most valuable asset intact. However, concern for future severe weather based erosion was expressed.
- Attendees praised the swift reopening of beach access in the City, such as Archibald Park. The County Park Beach was mentioned as one area that had unfortunately seen no progress towards reopening.
- Several members of the public expressed the desire for City staff to apply for any and all grant opportunities that would assist in the recovery efforts of Madeira Beach and provide funding for future projects.
- There was an interest in a Bus Rapid Transit (BRT) route or premium transit route from Downtown St. Petersburg to Madeira Beach to connect residents and visitors to other areas of commerce and entertainment within Pinellas County.





Stakeholder Meeting #1 Summary – Madeira Beach Planning Commission

When: April 7, 2025

Where: Madeira Beach City Hall Chambers

Who attended: Madeira Beach Planning Commission, and the project team (Community Development Department staff and Kimley-Horn staff)

Purpose: To provide a project status update to the Planning Commissioners and feedback on the draft objectives and strategies in the Master Plan.

Feedback Summary

The project team attended the Madeira Beach Planning Commission meeting on April 7th, 2025 to discuss the progress made to the Master Plan and weigh input from the Planning Commission. A brief presentation was given to the Commission members to give insight into the goals, objectives, and recommendations that had been created so far. Comments received by the project team from commission members were related to mobility and parking challenges, resiliency and storm recovery efforts, as well as next steps in the Master Plan process as it related to the recommendations of the plan. Overall, the Planning Commission was supportive of the draft goals, objectives, and recommendations.





Stakeholder Meeting #2 Summary – Board of City Commissioners

When: April 16, 2025

Where: Madeira Beach City Hall Chambers

Who attended: Board of City Commissioners, and the project team (Community Development Department staff and Kimley-Horn staff)

Purpose: To provide a project status update to the Board of City Commissioners and feedback on the draft objectives and strategies in the Master Plan.

Feedback Summary

At the April 16th meeting of the Madeira Beach Board of City Commissioners, the project team presented the progress of the Madeira Beach Master Plan and led members of the Board in an open discussion. The project team emphasized the importance of aligning the Master Plan with community input and long-term goals to carry the City forward. Key discussion points included praise of the community engagement conducted, with Commissioners acknowledging the value of recent public workshops and surveys, noting the strong resident turnout and interest in shaping the City's future. City staff and the commissioners also highlighted the need to coordinate the Master Plan with zoning updates related to parking and housing, transportation improvements, including pedestrian and bicycle connectivity, safety on roadways, and the desire to make the City more resilient in the face of severe weather challenges.





Stakeholder Meeting #3 Summary – Florida Department of Transportation

When: May 28, 2025

Where: Virtual

Who attended: Florida Department of Transportation (FDOT), and the project team (Community Development Department staff and Kimley-Horn staff)

Purpose: To gain feedback on the draft objectives and strategies in the Master Plan which may require partnership and coordination with FDOT.

Feedback Summary

A virtual meeting was held on May 28th, 2025, with members of the project team, City staff, and the Florida Department of Transportation (FDOT) to discuss the Master Plan draft recommendations and to discuss regulatory considerations, transportation planning, and infrastructure opportunities affecting the City of Madeira Beach. Key discussion points included recommending a traffic study to examine speed limits on major corridors such as Gulf Boulevard (SR 699), and the use of golf carts and other Low Speed Vehicles (LSV) on state roadways. Planning and development initiatives were also considered, as FDOT expressed an openness to discuss the future project list for local transportation infrastructure. While there is currently no dedicated bicycle and pedestrian master plan for the City, it was recommended that this be an initiative identified in the City's new master plan. Additional actions such as the disbursement of educational safety materials to residents and businesses that touch pedestrian safety devices such as Rectangular Rapid Flashing Beacons (RFB) at crossings as well as proper LSV usage on roadways was recommended to City staff. Advice for additional FDOT compliant lighting along Gulf Boulevard was shared with the project team, citing previously installed decorative lighting near John's Pass Village and its positive design elements as a potential strategy for both safety and beautification.





Stakeholder Meeting #4 Summary – Forward Pinellas

When: July 3, 2025

Where: Virtual

Who attended: Forward Pinellas and the project team (Community Development Department staff and Kimley-Horn staff)

Purpose: To gain feedback on the draft objectives and strategies in the Master Plan which may require partnership and coordination with Forward Pinellas.

Feedback Summary

One of the most important stakeholder meetings held during the engagement process for the Master Plan was with Pinellas County's MPO, Forward Pinellas. As the planning body for all of Pinellas County, Forward Pinellas is a critical governing body when discussing current transportation challenges, future mobility opportunities, and land use strategies. The conversation focused on transit coordination, infrastructure improvements, regulatory considerations, and funding pathways.

Below is a summary of key themes and action items.

- Pedestrian-Scale Lighting on State Roadways: FDOT requires a lighting analysis for state roadways, and would need to be done in order to dictate any lighting changes on Gulf Boulevard.
- Water Borne Transportation: a previous operations agreement was in place with a local business and could be explored again.
- Conducting John's Pass Connectivity Plan was recommended to address mobility issues around the Johns Pass Village activity center.
- A viability analysis could be done to determine the feasibility of an expanded research or educational use along Madeira Beach's waterfront.



Stakeholder Meeting #5 Summary – Pinellas Suncoast Transit Authority

When: July 8, 2025

Where: Virtual

Who attended: Pinellas Suncoast Transit Authority (PSTA), and the project team (Community Development Department staff and Kimley-Horn staff)

Purpose: To gain feedback on the draft objectives and strategies in the Master Plan which may require partnership and coordination with PSTA

Feedback Summary

Members of the project team and the City of Madeira Beach convened on July 8th, 2025 to hold a stakeholder meeting with the Pinellas Suncoast Transit Authority (PSTA) to explore current transit challenges and future opportunities for enhanced mobility and connectivity in Madeira Beach. The discussion focused on several key themes, including rapid transit expansion, water-based transportation, infrastructure coordination, and innovative transit programs. Key discussion points were taken directly from public engagement feed and survey responses, as well as from internal discussion with city staff and the project team.

Some of the specific topics discussed included:

- Explore PSTA's UPASS Program to offer additional resources to those working in Madeira beach
- The future expansion of transit routes (Route 38) and a potential for premium rapid transit connections in Madeira Beach
- The potential for enhanced transit stops like covered bus shelters that could be funded through a shelter match program

Throughout the Visioning and Goal Setting phase of the Master Plan, the project team employed a “pop-up” engagement strategy where booths were set up in conjunction with events already occurring in the City to spread awareness about the new Master Plan. These pop-up engagements were held in places where the City’s residents, workers, and visitors were present and offered those who might not typically attend a traditional community workshop or public meeting an opportunity to learn about the project and provide feedback. A list of pop-up engagement events is provided below.

- Village Friday at John's Pass Village, July 26, 2024
- Trash Pirates of Mad Beach August Beach Clean Up, August 3, 2024
- Merry Market, December 14, 2024
- John's Pass Seafood Festival, March 28, 2025



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





Appendix D

FUNDING MATRIX



MADEIRA BEACH MASTER PLAN

GRANT NAME	AGENCY	PRIORITIES
Appropriations Project	House of Representatives	Not a Grant Must be submitted by member of the House of Representatives. Fund a specific item/project for: 1. A local government, private entity, or privately operated program. 2. A specific Transportation facility not part of DOT's 5-year work program 3. An education fixed capital outlay project 4. A specified program, research initiative, center, or similar entity at a state college or university 5. A local water project Eligible Applicant(s): Local government
Community Challenge Grant	American Association of Retired Persons (AARP)	Small grants to fund "quick-action" projects. AARP will prioritize projects that support residents age 50 or over, are inclusive, address disparities, AND directly engage volunteers.
Community Project Funding (CPF) Requests	Congress	Not a Grant Request must be submitted for consideration by District Congressperson. Community Project Funding (CPF) will allow Congress to fund projects that will make a real difference in the lives of our constituents, particularly now as so many people and communities are hurting. There are limitations on the number of requests each member of congress may submit each fiscal year. Eligible Applicant(s): Local government



GRANT NAME	AGENCY	PRIORITIES
Contributions Program – Community Service	CSX Corporation	Funding focus areas are Safety, Environment, Wellness and Community to serve the needs of the community at large. Eligible Applicant(s): qualifies as 501(c)(3), state, county or municipal government entity, including law enforcement and fire rescue department, pre-K–12 school, charter school, community/junior college, or college/university.
Grants for Arts Projects	National Endowment for the Arts	Through project-based funding, the program supports public engagement with, and access to, various forms of art across the nation, the creation of art, learning in the arts at all stages of life, and the integration of the arts into the fabric of community life. Projects are funded in specific disciplines: Artist Communities, Arts Education, Dance, Design, Folk & Traditional Arts, Literary Arts, Local Arts Agencies, Media Arts, Museums, Music, Musical Theater, Opera, Presenting & Multidisciplinary Arts, Theater, and Visual Arts.
Levitt AMP Your City	Levitt Foundation	Awarded to small to mid-sized towns and cities (<250k) to host 10 free concerts that inject new life into underused public spaces. Eligible Applicant(s): 501(c)(3) non-profits



MADEIRA BEACH MASTER PLAN

GRANT NAME	AGENCY	PRIORITIES
Our Town Program	National Endowment for the Arts	Encourage applications for projects that integrate arts, culture and design into strategies for strengthening communities. Bring new attention to or elevate key community assets and issues, voices of residents, local history, or cultural infrastructure. Inject new or additional energy, resources, activity, people, or enthusiasm into a place, community issue, or local economy. Envision new possibilities for a community or place Connect communities, people, places, and economic opportunity via physical spaces or new relationships. Requires partnership with local government and cultural organization.
Quality of Life Grant	Christopher & Dana Reeve Foundation	Direct Effect Quality of Life grants support a wide range of projects and activities that will impact individuals living with paralysis and their families.
Beautification Grant Program	Florida Department of Transportation (FDOT)	The Florida Department of Transportation's (FDOT's) Beautification Grant Program aims to enhance the attractiveness of landscapes and facilities on the State Transportation System. Projects are typically installed on FDOT Right-of-Ways but can extend into publicly owned properties that are contiguous and visible from the FDOT Right-of-Way. This is a reimbursement grant, meaning projects must be completed before grantees receive funds. Eligible Applicant(s): Local Governments (Cities, Counties, Municipalities)



GRANT NAME	AGENCY	PRIORITIES
Cooperative Funding Initiative	Southwest Florida Water Management District (SWFWMD)	The objective of the Cooperative Funding Program is to assist local governments, public and private water providers, and other entities with construction in creating sustainable water resources, providing flood protection, and enhancing conservation efforts. Funding may be provided to assist with the cost of: data collection, research, feasibility studies, conservation and environmental education initiatives, ecosystem restoration, water resource investigation and plan development, design, and permitting and construction of capital projects (design costs will not be reimbursed until construction begins). Eligible Applicant(s): Local Government; Public / Private Utilities
Better Utilizing Investments to Leverage Development (BUILD) Grant Program	US DOT	Legacy Program for investments in surface transportation infrastructure that will have a significant local or regional impact. Can be used for both planning and capital projects. Planning Grants do not need a BCA. Eligible Applicant(s): Local government
Safe Streets for All (SS4A) Implementation Grant	US Dept. of Transportation	Promote safety to prevent death and serious injuries on public roadways. Employ low-cost, high-impact strategies that can improve safety over a wide geographic area. Ensure equitable investment in the safety needs of underserved communities, which includes both underserved urban and rural communities. Incorporate evidence-based projects and strategies and adopt innovative technologies and strategies. Demonstrate engagement with a variety of public and private stakeholders; and align with the Department's mission and Strategic Goals such as safety; climate change and sustainability; equity and Justice40; and workforce development, job quality, and wealth creation.



MADEIRA BEACH MASTER PLAN

GRANT NAME	AGENCY	PRIORITIES
Home Town Grant	T-Mobile	T-Mobile awards up to \$50,000 for shovel-ready projects. Applicant's proposal must include plans, budget, timeline, anticipated impact, and up to five letters of support. Projects must include a ""shovel-ready"" plan with the application. Project must connect back to wi-fi. Eligible Applicant(s): Elected officials, town managers/employees, tribal leaders, or nonprofit community leaders from small towns with population less than 50,000 can apply
People for Bikes Grants	PeopleforBikes	By Invite Only PeopleForBikes accepts grant applications from non-profit organizations with a focus on bicycling, active transportation or community development; from city or county agencies or departments and from state or federal agencies working locally. PeopleForBikes only funds projects in the United States. Requests must support a specific project or program — Does not grant funds for general operating costs. Would require NPO partner. PeopleForBikes does not consider additional funding requests from grantees for at least three years from the time of the original grant.
Florida Recreation Development Assistance Program (FRDAP)	Florida Dept. of Environmental Protection (DEP)	Provides state funds to acquire or develop lands for public outdoor recreation. Eligible Applicant(s): Local government



GRANT NAME	AGENCY	PRIORITIES
Rebuild Florida –Storms Infrastructure Repair Program	HUD/Florida Department of Commerce	Infrastructure Programs Rebuild Florida Infrastructure Repair Program (\$400,000,000) - Subrecipient administered program designed to fund infrastructure restoration and hardening projects in communities impacted by the 2023 and 2024 storms.
Bay Minigrants	Tampa Bay Estuary Program	Projects must address one or more of the priorities listed in the Tampa Bay Comprehensive Conservation and Management Plan (CCMP). Fund environmental restoration and education projects in the Tampa Bay watershed with a focus on community-led initiatives that foster environmental stewardship and science literacy among those who live, work, and play around Tampa Bay. Eligible Applicant(s): Nonprofit organization, business, educational institution, or government agency in good standing with a valid FEID or exemption

