



Photo Courtesy of Trash Pirates of Mad Beach



Master Plan Planning Commission

November 3, 2025



Kimley»Horn
Expect More. Experience Better.

MADEIRA BEACH MASTER PLAN
Guiding the City Towards a Resilient Future





MADEIRA BEACH MASTER PLAN

Guiding the City Towards a Resilient Future

Outline

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



What is the purpose of the new City Master Plan?

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





Master Plan Process

PHASE 1: ANALYSIS & INFO GATHERING

SPRING 2024 – FALL 2024

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

PHASE 2: VISIONING

FALL 2024 – WINTER 2025

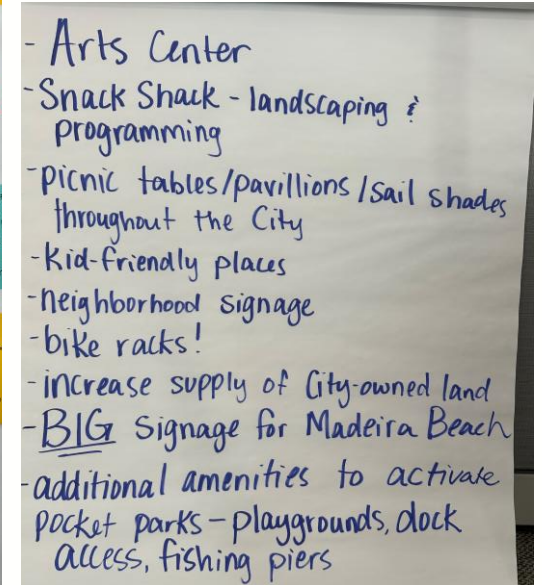
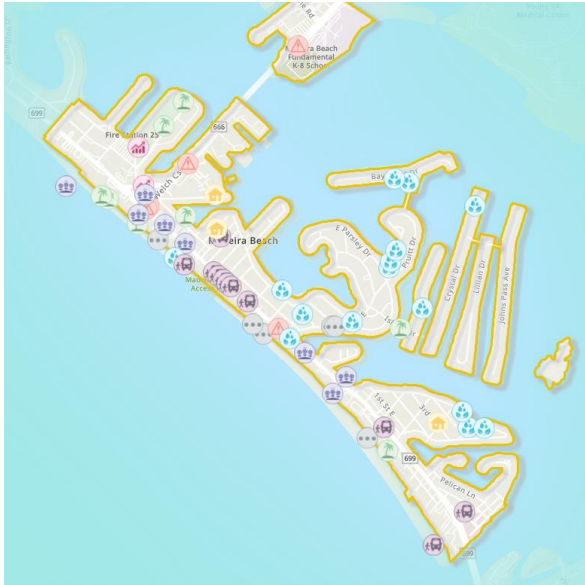
- Community Workshop #2
- Online Survey #2
- Pop-Up Event

PHASE 3: DRAFT MASTER PLAN

WINTER 2025 – SUMMER 2025

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

Community Engagement



Community Engagement by the Numbers

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



A Community Driven Vision

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

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

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

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

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

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



Master Plan Focus Areas



**New Development/
Redevelopment**



**Transportation/
Mobility**



**Parks, Recreation,
and Public Spaces**



**Economic/Business
Development**



**Sustainability and
Resiliency**



**Beautification and
Placemaking**



Transportation/Mobility

What we heard...

- Create a **safer Gulf Blvd** that is more comfortable for pedestrians
- **Slow down traffic** on Tom Stuart Causeway, 150th Ave, and Gulf Blvd
- Create **more pedestrian-friendly areas**
- Construct more **accessible and connected shared-use paths**, trails, and protected/separated bike lanes
- **More public transportation** options
- Establish **rideshare drop-off/pick-up zones**





New Development/Redevelopment

What we heard...

- **“Controlled” growth** – ensure critical infrastructure can support new development
- **Encourage quality design and landscaping** that creates a cohesive look and feel
- Maintain views of the beach and **character of John’s Pass Village**
- **Encourage mixed-use development** with ground floor retail through incentives
- Stronger **short-term rental enforcement**
- Ensure new development provides **community benefits**



Code Updates to C-3 and C-4 Zoning

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



Economic/Business Development

What we heard...

- Ensure Madeira Beach continues to be an **attractive place to start and run a small, local business**
- Program **more family-friendly events, concerts, and festivals** throughout the year
- **Maintain working waterfronts**, increase dock access in commercial areas, and **enhance the marina**
- **Attract target industries** and **create job growth**
- Construct a **public parking garage** in Town Center
- Create a **stronger social media and public awareness** presence

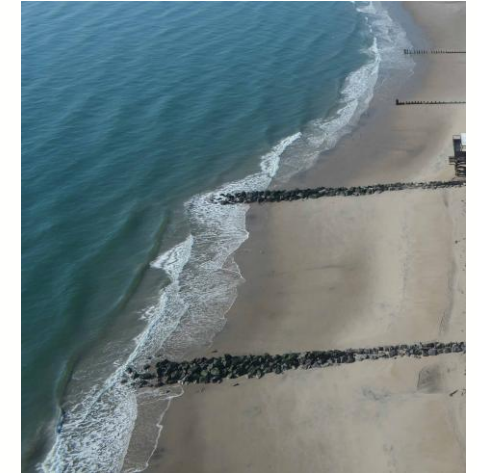




Sustainability and Resiliency

What we heard...

- Spread **awareness and education** of evolving flood protection
- **Raise seawalls** and **elevate roadways**
- **Reduce single-use plastics** and other materials harmful to the environment and wildlife
- Explore **mitigation measures for red tide**
- Improve **stormwater management**
- Implement **green infrastructure**
- **Improve systems to share information** and rebuild after storm events





Parks, Recreation, and Public Spaces

What we heard...

- **Activate existing parks/recreational areas and improve access and connectivity**
- **Construct more kid-friendly recreation areas near the beach**
- **Explore constructing an amphitheater at R.O.C. Park**
- **Expand programming and hours of the fitness center**
- **Continue to educate beach-goers about sea turtle nesting and stewardship of coastal resources**





Beautification and Placemaking

What we heard...

- Maintain **fishing village** character
- **Improve entrances** to the City
- Add **neighborhood signage**
- Add **wayfinding signage** around the City
- Plant **resilient, salt-tolerant, and native** landscaping
- **Repaint/improve exterior of public structures**, such as bridges and bridge towers
- Create more **public art** opportunities



Implementation

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

SHORT-TERM

Expected to be completed within 5 years.

MID-TERM

Expected to be completed within 6-10 years.

LONG-TERM

Expected to be completed in 10+ years.



Key Strategies and Priority Projects

Grant Funding Opportunities for projects at all levels of phasing

- Infrastructure Grants from USDOT include large scale capital and planning projects with high impact results related to safer and more resilient infrastructure
 - BUILD – Surface Transportation investments
 - Our Town Program
 - Community Project Funding Requests (Congressional request)
- State and local grants can supplement smaller projects and deliver quick wins
 - Forward Pinellas Grants
 - Tampa Bay Estuary Program
 - Rebuild Florida – Infrastructure Repair Program
 - Florida Recreation Development Assistance Program



Key Strategies and Priority Projects, cont'd

Quick Wins:

- Conduct a safety study for Gulf Boulevard and 150th Avenue/Tom Stuart Causeway
- Update off-street parking code to provide more flexibility for development and redevelopment
- 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 institutional purposes

Long-Term Vision:

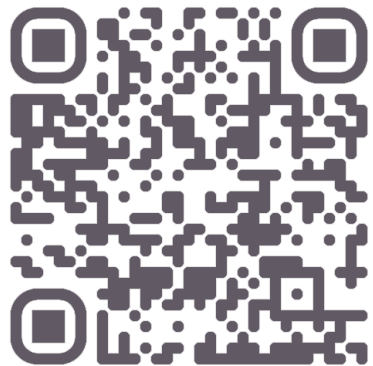
- Construct a multi-use beach trail from John's Pass to the northern City limits
- Increase the supply of City-owned land to be used as public spaces
- Implement a multimodal connection on 150th Avenue/Tom Stuart Causeway and connect to the Pinellas Trail
- Establish a transit/transfer connection to Alt. 19 premium transit route
- Require developments along certain roadways to provide pedestrian-oriented uses, such as retail, restaurants, cafes, museums, etc.





What's Next?

- Board of Commissioners Meeting
- Master Plan Adoption by resolution
- Implementation of Recommendations
- Prioritize upcoming grant cycles for projects



Scan for Project Website

