



Strategic Planning Work Session #2

On Friday, August 21, 2026, the Madeira Beach Board of Commissioners, City staff, and the Kimley-Horn project team convened a second strategic planning work session to define goals and top priority projects for the City's Strategic Plan. After a brief presentation, which outlined the purpose and objectives of a strategic plan, the project team recapped the discussion and guiding pillars that were established in the first strategic planning work session. Next, all staff and commissioners were asked to identify goals, ranging from 1 to 10 years, they would like to achieve. Below are the key themes from this exercise.

Goal Sharing

- + Update city ordinances and standards to meet current needs and conditions
- + Increase walkability in the City
- + Address ADA issues and non-compliant infrastructure
- + Add gateway signage at key locations/entrances into the City
- + Implement consistent wayfinding throughout the City, particularly to parking locations
- + Address parking (vehicular, motorcycle, and golf cart) citywide
- + Plan and build infrastructure and improvements to meet future needs
- + Develop and implement a design plan for the 555 property
- + Protect and invest in park spaces
- + Plan for growth
- + Maintain accountability and transparency
- + Focus on beautification within the City
- + Focus on quality of life

Project Prioritization

During this exercise, Staff and Commission were asked to rank their top priority projects within each of the 8 strategic planning categories. These categories are: Beautification and Placemaking; Code, Policy, and Regulatory; Economic Development; Parks, Recreation, and Public Facilities; Resiliency and Public Facilities; Stormwater and Drainage; Transportation and Mobility; and the 555 150th Avenue Property. Staff and Commissioners discussed each project to evaluate the level of priority to determine which projects should receive higher priority and focus on executing in the near future. Some projects were identified as higher priority because they relate to other priority projects and can simultaneously be completed or achieved. The remaining projects not selected are still included in the Strategic Plan and are planned for implementation.

The top priority projects for each category are listed below:

Beautification and Placemaking

- Develop a Citywide Wayfinding Plan



- Implement unique pavement markings from John's Pass Village to John's Pass Park for improved wayfinding
- Construct gateway features at City entrances and install entry and arrival signage at key locations
- Create a City position dedicated to maintaining plantings and landscaping within the City right-of-way, and City-owned properties and buildings
- Plant additional shade trees and landscaping within the City along major corridors and activity areas
- Establish a Streetscape and Public Art Program

Code, Policy, and Regulatory; Economic Development

- Update Land Development Code (Phases 1 and 2)
- Establish density/intensity incentives for new mixed-use developments
- Create an Architectural Design Look-Book for new development
- Update off-street parking code
- Correct future land use/zoning map for public properties
- Streamline permitting process
- Increase non-emergency code enforcement, including short-term rental enforcement and vegetation
- Develop a plan for elevating residential structure and increase allowances for fill material, as designed by a professional engineer

Economic Development

- Develop a Citywide economic development strategy in partnership with Pinellas County

Parks, Recreation, and Public Facilities

- Conduct a Parks, Recreation, and Open Space Master Plan and City Center Master Plan
- Public Park Amenity Improvements
 - R.O.C. park, John's Pass Village, beaches, increase shade in public parks, build more public restrooms
- Improve existing dog park at City Hall with shade structures and/or water features, and seek opportunities to add more dog parks within the City
- Reconstruct and elevate the Gulf Beaches Library
- Public Works, Public Facility and Community Development Office Space Program
 - Expand Fire Department facilities, construct a Public Works and Building Services facility, expand space for Community Development

Resiliency and Public Facilities

- Continue to monitor and restore sand dunes and promote education about their preservation with signage and sea oat planting events
- Invest in a Long-Range Public Infrastructure Elevation Program
- Place additional recycling and trash bins at the beach and local business and enforce the screening of service areas, dumpsters, and mechanical equipment from public view



Stormwater and Drainage

- Bay Point Estates Stormwater Improvements (Area 9)
- 140th to 144th Avenue, Virginia Avenue, S Bayshore, and Marlyn Way Stormwater Improvements (Area 3A)

Transportation and Mobility

- Apply for a Safe Streets for All (SS4A) grant
- Develop a Citywide Multimodal Plan
- Explore opportunities for public waterborne transportation such as a water taxi or ferry
- Construct a multi-use path/trail that connects the 555 Property to Patriot Park and other amenities
- Designate drop-off/pick-up locations for rideshare

555 150th Avenue Property

- Seek grant opportunities for boat slips
- Construct boat slips for revenue generation
- Explore temporary use options that are open to the public
- Develop a Request for Qualifications (RFQ) to advertise the design and develop of the property