



Memorandum

Meeting Details: June 11, 2025 – BOC Regular Meeting

Prepared For: Mayor Brooks and Board of Commissioners

From: Community Development Department

Subject: Public Hearing for Special Motel/Hotel (4COP) ALCOHOLIC BEVERAGE LICENSE APPLICATION #2025-02 for Barefoot Beach Club located at 13220 Gulf Blvd, 13220 Gulf Blvd #1, 13220 Gulf Blvd #2 Madeira Beach, Florida, 33708.

Background:

Pursuant to Land Development Code Article VI, Division 6, Alcoholic Beverages, the applicant for ABP 2025-02 is requesting authorization from the Board of Commissioners for the approval of a Special Motel/Hotel (4COP) Alcoholic Beverage License with the intent to sell beer, wine, and liquor for consumption on premises at Barefoot Beach Club located at 13220 Gulf Blvd, 13220 Gulf Blvd #1, 13220 Gulf Blvd #2 Madeira Beach, Florida, 33708. Special Act 79-554 allows for hotels in Pinellas County of at least 50 hotel rooms to be able to apply for a special motel/hotel alcohol license. Barefoot Beach Club meets the 50 hotel rooms threshold. Attached to the memo is a copy of the Special Act 79-554. As required in Section 110-539, the Notice of Public Hearing was properly sent to all property owners within 300 feet of the subject property 15 days prior to the scheduled consideration by the Board of Commissioners. Such notice has also been posted on the subject property, City Hall, City Website, and the Gulf Beaches Public Library.

Discussion:

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

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

Barefoot Beach Club has the Future Land Use Category of Activity Center (AC) and the Zoning Category of C-1, John's Pass Village Activity Center. Barefoot Beach Club is in the Transitional Character District of the John's Pass Village Activity Center. The east side of Gulf Boulevard in the Transitional Character District has a mix of condo-hotel and commercial uses. The west side of Gulf Boulevard for the Transitional Character District is a mix of tourist accommodations and residential properties. On the west side of Gulf Boulevard, commercial uses are allowed as an ancillary use but requires the primary use of the property to be either a temporary lodging use or a residential use.

City Staff using ArcGIS Pro and Pinellas County Property Appraiser Parcel Data created a map and tables showing the types of uses within a 300 feet radius of Barefoot Beach Club. The first table includes Barefoot Beach Club for the hotel and condo-hotel use land area while the second table does not include Barefoot Beach Club. The largest type of use based on land area within the 300 feet radius is hotel and condo hotel. The second largest type of use is multifamily residential. The third largest type of use within the 300 feet radius is single-family residential. The fourth largest type of use is commercial. If Barefoot Beach Club is not included in the land area of the hotel and condo hotel use, the order of the top four largest uses does change. The largest type of use becomes multifamily residential. The next largest type of use is hotel and condo hotel. The third largest use is single-family residential. The fourth largest type of use is commercial.

The only alcohol use allowed on the west side of Gulf Boulevard in the Transitional Character District is for restaurants that meet the requirements in (Section 110-527) of the Madeira Beach Code of Ordinances. The Development Agreement previously approved for Barefoot Beach Club stated that the restaurant use would be ancillary and for hotel guests only. The applicants' proposed alcohol use will need to meet the requirements for restaurants located in (Section 110-527).

Properties Within 300 Feet of Barefoot Beach Club

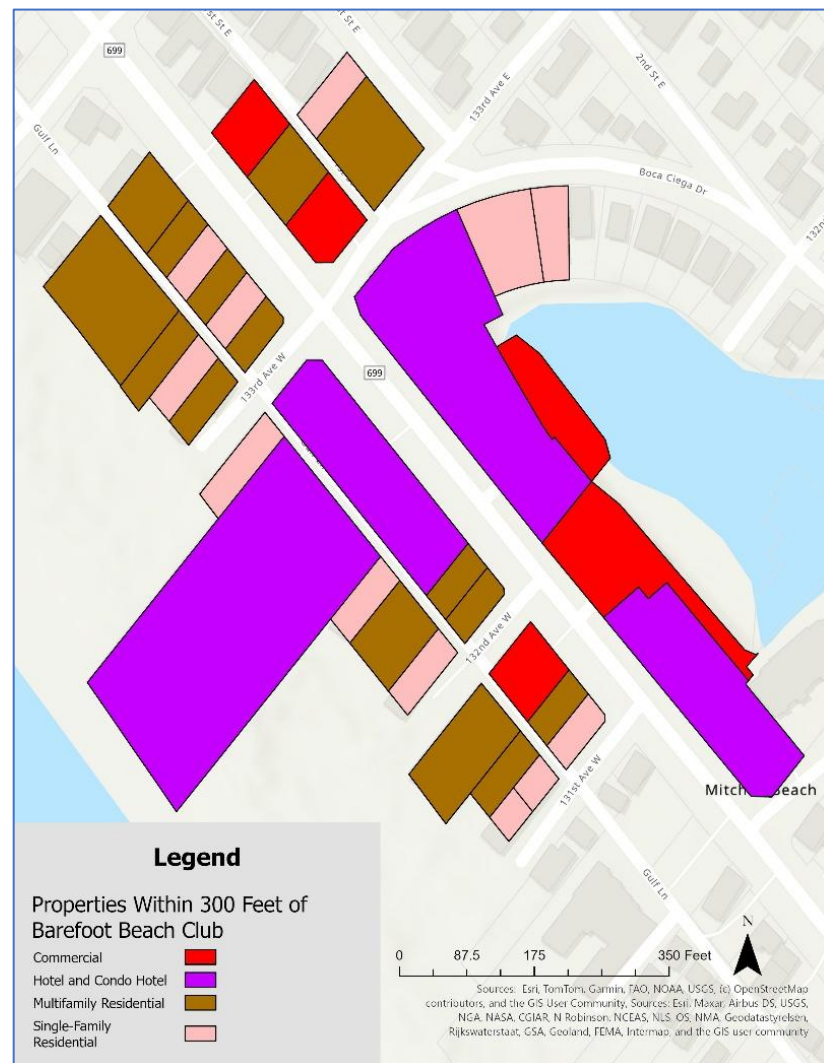


Table 1

Total:	Types of Uses Within 300 Feet of Barefoot Beach Club		
	Type of Use	Total Area by Type of Use (Acres)	Total Percentage by Type of Use Land Area
	Single-Family Residential	1.17	15%
	Multifamily Residential	1.82	24%
	Commercial	1.12	15%
	Hotel and Condo Hotel	3.50	46%
		7.60	100%

Table 2

Types of Uses Adjacent to Barefoot Beach Club Within 300 Feet		
Type of Use	Total Area by Type of Use (Acres)	Total Percentage by Type of Use Land Area
Single-Family Residential	1.17	21%
Multifamily Residential	1.82	33%
Commercial	1.12	20%
Hotel and Condo Hotel	1.45	26%
Total:	5.56	100%

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

The proposed alcoholic beverage license use would be ancillary to the main use of the property, which is used as a hotel. The alcoholic beverages would be sold alongside food and would only be sold to hotel guests. The proposed alcoholic beverage license use will need to meet the restaurant requirements in (Sect. 110-527) of the Madeira Beach Code of Ordinances. Since the proposed alcoholic beverage license use would be for an ancillary restaurant for hotel guests, additional congestion would not be expected. The proposed alcoholic beverage license use meets the intent of the previous Development Agreement and would not be considered an expansion of use requiring additional parking.

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

This establishment is not located within three hundred feet of a church, synagogue, temple, or place of religious worship, public or private school operated for the instruction of minors, or youth recreation (community) center. The Transitional Character District along the west side of Gulf Boulevard allows for ancillary non-residential uses, but the primary use of the property would need to be either for temporary lodging uses or residential uses. The neighborhood consists of multifamily, single-family, condo-hotels, and one stand-alone commercial restaurant (which is across Gulf Boulevard). Alcoholic beverages for an ancillary restaurant would be compatible since it would not be the primary use of the property. The primary use of the property would still need to be a hotel. Barefoot Beach Club is a hotel and serving food and alcohol to hotel guests only is customary of a hotel use that would be considered an ancillary use.

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

The proposed alcoholic beverage license use would not adversely affect public safety. The proposed alcohol use is compatible with the C-1, John's Pass Activity Center Zoning District and Transitional Character District. The primary use of the property is a hotel and will continue to be a hotel. At least 60% of the gross sales of the ancillary restaurant would need to come from food and non-alcoholic beverages (condition 3 of SE 2025-01). In (Sec. 110-538) of the Madeira Beach Code of Ordinances, establishments classified as restaurants are required to maintain books and records reflecting the gross sale of food and non-alcoholic items and the gross sale of alcoholic beverages. They are required to provide such books and records to the city within 30 days upon request. Failure to keep the books and records required in this section shall be adequate grounds for the Board of Commissioners to revoke the alcoholic beverage zoning classification of the property upon which the business operates.

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

The applicant has no outstanding fines, or penalties owed to the City under any section of the Code.

Fiscal Impact: N/A

Recommendation(s):

City Staff recommends the approval of ABP 2025-02 with the following conditions:

1. No amplified music, no raucous noise (Article III.-Noise), and no amplification of sound including but not limited to radios, stereos, karaoke machines, and televisions shall be permitted on the open rooftop.
2. No special events (Article II.-Special Events) (50 or more people) shall be permitted on the rooftop. Only hotel guests are allowed on the rooftop. The definition of a "hotel guest" for this alcoholic beverage license request is a registered overnight hotel room occupant.
3. The applicant must sell food, the applicant must meet the restaurant definition (60% of sales from food and non-alcoholic beverages), and the applicant shall only serve food and alcohol to hotel guests and cannot operate as a restaurant open to the public.
4. The commercial uses approved in this application will continue the intent of the Development Agreement dated December 1st, 2015, and recorded in OR Book 19105, Page 1649-1668 and allow the open rooftop use of a sundeck and the enclosed rooftop area to be used as a fitness room and/or

a bar restaurant for hotel guests. These uses will be considered ancillary uses for the primary hotel use and shall not become primary uses of the property.

5. Any lighting used on the open rooftop must be compliant with the Madeira Beach Code of Ordinances, (Section 110-505. - Lighting within the sea turtle conservation zone).

6. Alcoholic Beverages cannot be sold or consumed beyond the Coastal Construction Control Line (CCCL) on the beach.

7. The Board of Commissioners may revoke the Alcoholic Beverage License if the above-mentioned conditions and safeguards and/or the conditions made part of the special exception use are violated.

Attachments:

Local Application ABP 2025-02

Site Plan

State Application

Special Act 79-554

SE 2025-01 Application

Public Notice Mailing and Posting