

MADEIRA BEACH

The City Master Plan

Free A Publication About Planning Traditional Neighborhoods 2002

A Charrette? What's A Charrette?

A charrette is an intensive planning session where citizens, designers and others collaborate on a vision for development. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to the designers. More importantly, it allows everyone who participates to be a mutual author of the plan.

The charrette is located near the project site. The team of design experts and consultants sets up a full working office, complete with drafting equipment, supplies, computers, copy machines, fax machines, and telephones. Formal and informal meetings are held throughout the event and updates to the plan are presented periodically.

Through brainstorming and design activity, many goals are accomplished during the charrette. First, everyone who has a stake in the project develops a vested interest in the ultimate vision. Second, the design team works together to produce a set of finished documents that address all aspects of design. Third, since the input of all the players is gathered at one event, it is possible to avoid the prolonged discussions that typically delay conventional planning projects. Finally, the finished result is produced more efficiently and cost-effectively because the process is collaborative.

Charrettes are organized to encourage the participation of all. That includes everyone who is interested in the making of a development: the developer, business interests, government officials, interested residents, and activists.

Ultimately, the purpose of the charrette is to give all the participants enough information to make good decisions during the planning process.



Andrés Duany presents the latest drawings produced by a team of professionals gathered to work on the charrette. Often, hundreds of people in the community will turn out for charrette presentations and meetings to be a part of the community planning process.

A Historical Note -- Origins of the Word "Charrette":

The term "charrette" is derived from the French word for "little cart." In Paris during the 19th century, professors at the Ecole de Beaux Arts circulated with little carts to collect final drawings from their students. Students would jump on the "charrette" to put finishing touches on their presentation minutes before the deadline.

Charrette Schedule *

Saturday, February 23

Meeting #1: 12:00 noon - 1:30 p.m.

Lunch with Steering Committee

Meeting #2: 5:00 - 7:00 p.m.

Opening Presentation at Madeira Beach Middle School, 591 Stuart Causeway, Madeira Beach.

Sunday, February 24

11:30 a.m. - 1:30 p.m.

Meeting #3: Lunch with City Commission

2:00 - 4:00 p.m.

Meeting #4: Neighborhood Issues

Monday, February 25

10:00 a.m. - 11:30 a.m.

Meeting #5: Gulf Boulevard

1:00 p.m. - 3:00 p.m.

Meeting #6: Madeira Way/150th/Municipal Center

3:30 p.m. - 5:00 p.m.

Meeting #7: John's Pass Area

Tuesday, February 26

10:00 a.m. - 11:30 a.m.

Meeting #8: Waterfront/Natural Resources

2:00 p.m. - 3:30 p.m.

Meeting #9: Codes

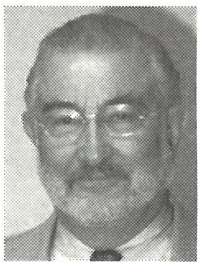
Friday, March 1

6:00 p.m. - 8:00 p.m.

Meeting #10: Final Presentation at Madeira Beach Middle School, 591 Stuart Causeway, Madeira Beach.

*All meetings will be held at City Hall, 300 Municipal Drive, Madeira Beach, Fla., unless otherwise noted. Call 727.391.9951 for more information.

From the Mayor



Dear Residents, Business Owners and Property Owners of Madeira Beach:

It is with great pleasure that I and the other City Commissioners invite all of you to join us for a weeklong planning and design process that will help shape Madeira Beach for years to come. The design charrette that will be taking place in our City Hall at the end of February, builds upon the visioning workshop that took place last April. In that workshop, over 120 participants helped to develop a set of consensus goals for our community. This master plan uses these goals as a starting point to develop a clear set of programs, projects and activities that will help define Madeira Beach in the upcoming years.

The charrette process is deliberately designed to be interactive and participatory. Please come to the public meetings shown on the schedule above. Make your voices heard. Use this opportunity to think constructively and creatively about our mutual future. These are exciting times for the city, and we think we've assembled the best possible team to assist us in achieving our goals. Jones Edmunds & Associates has a long history of working in our town. James Moore of HDR has helped us get to this point by leading us in the visioning program and showing us how to prepare for the master plan. Duany Plater-Zyberk & Company (DPZ) is regarded as one of the most exciting and innovative urban design firms in the country; Andrés Duany, the project director for the charrette, is known internationally as a leader of the new urbanism approach to town planning.

This selected team of professionals will discuss issues such as revising outdated codes, developing new design guidelines

and updating our comprehensive plan. The team will look to develop specific plans for the areas around John's Pass as well as Madeira Way -- two of the key points in our city. The team will also discuss potential developments along Gulf Boulevard and will look for ways to enhance the natural environmental beauty of Madeira Beach, as well as its small-town charm and character.

The opening presentation for the master plan charrette will be held at Madeira Beach Middle School on Saturday, February 23rd at 5:00 p.m. The final presentation will be held there on Friday, March 1st at 6:00 p.m. In between these presentations, we hope to see as many of you as possible at City Hall working with our consultants to make Madeira Beach the best city on the beach!

Sincerely,

Mayor Thomas De Cesare

PRSRT-STD
U.S. POSTAGE
PAID
St. Petersburg
FL
Permit #1331

THE TOWN PAPER

Diane Dorney
Editor/Publisher

Claire Fleischer
Assistant Editor

Laurence Aurbach Jr.
Assistant Editor

CONTRIBUTORS

Debra Hempel is project coordinator for *The Town Paper*. She gathers specific project information from the charrette team and gets it to the newspaper team.

Stu Sirota, Wes Munzel, Elly Shaw-Belblidia, Joyce Marin and Cathy Janus are regular contributors to the *Town Paper* and have provided articles for this publication.

Shailendra Singh is an architect and artist. He drew the wonderful cartoon for this paper.

SUBSCRIBE!

Subscribe to the regular edition of *The Town Paper* and learn more about traditional neighborhood development.

For an individual, one-year subscription (6 issues), send \$25.00 (check or money order) to the address below. For bulk subscriptions, call *The Town Paper* office at 301.990.8105.

E-mail: diane@TNDtownpaper.com

The Town Paper
309 Main Street
Gaithersburg, MD 20878

The Madeira Beach charrette paper is a publication of *The Town Paper*. The *Town Paper* publishes information about new and old traditional neighborhoods with an emphasis on smart growth methods of development.

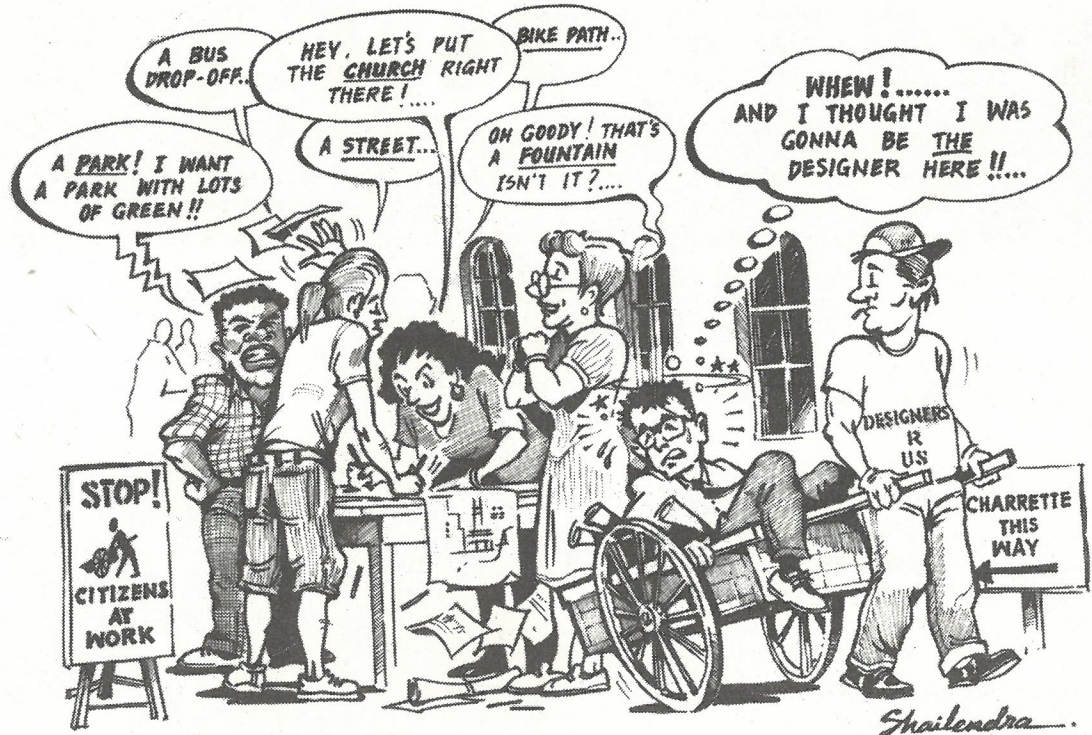
The design, advertisements, art, photographs and editorial content of *The Town Paper* may not be reproduced without permission.

©2002 *The Town Paper*.
All rights reserved.

“Cities are, in a sense, natural ecosystems too -- for us.”

Jane Jacobs
The Death and Life of Great American Cities

BEING PREPARED



Terms for Towns

Accessory Unit: A secondary building associated with a principal building by ownership and shared lot. May be rented but not sold separately. Syn.: Ancillary building, backyard cottage, carriage house, garage apartment, granny flat, out-building.

Cartway (or Travelway): The width of a street measured from curb to curb. Excludes sidewalks and planting strips.

Civic Use: Premises used by organizations considered to support the common good and therefore given special treatment within traditional neighborhoods. Civic sites should be reserved within every new urban neighborhood even if their advent is in the distant future.

Density: Number of building units per acre.

Floor/Area Ratio (F.A.R.): The ratio of the floor area inside a building to the area of its lot. If a one-story building covered its lot completely, its F.A.R. would be 1.

Infrastructure: Physical service improvements, including utilities, streetscapes and thoroughfares, but excluding buildings and community amenities.

Liner Building: A building that wraps around a parking lot or structure in order to mask it from the street.

Live/Work: A single-family house or townhouse with the first floor available as a commercial space, either independently leased or in conjunction with the residential unit above.

Mixed-Use: Multiple functions within the

same building or the same general area. One of the principles of new urban development from which many of the benefits are derived, including that of pedestrian activity and traffic capture. Suburban zoning categories specifically prohibit mixed-use; new urban ordinances assure it.

Network: A web of intersecting thoroughfares. The street network is the principal structuring device of the urban pattern.

Open Space: Area free of building that, together with a well-designed system of thoroughfares, provides a public realm at all scales of urbanism. Specific examples are:

Green -- a medium-sized public space available for unstructured recreation. A green is surrounded by building facades, its landscape consisting of grassy areas and trees. Requires limited maintenance.

Square -- a public space, seldom larger than a block, at the intersection of important streets. A square is enclosed by frontages; its streetscape consists of paved walks, lawns, trees, and civic building. Requires substantial maintenance.

Park -- a large open area available for recreation and fronted by buildings. Its landscape of paths, lawn, trees and open shelters is naturalistically disposed and requires limited maintenance.

Plaza -- a public space at the intersection of important streets set aside for civic purposes and commercial activities. A plaza is enclosed by frontages; its landscape consists of durable pavement for parking and trees requiring little maintenance.

Pedestrian Shed: The distance most people will walk rather than drive, providing the environment is pedestrian-friendly (equivalent to one-quarter of a mile or 1,320 feet).

Sectors:

Civic -- religious, cultural and educational

institutions operating for the common good.

Public -- government operating for the common good by bridging gaps left by the private sector.

Private -- development entities operating for profit.

Setback: The mandatory minimum or maximum distance between a lot line and an elevation (exterior wall). Open porches, balconies, overhangs and ramps are usually exempt from the setback requirements.

Terminated Vista: The view that occurs at the end of a thoroughfare. In planning, the terminated vista is always given careful consideration.

TND (Traditional Neighborhood Development): A comprehensive planning system with the mixed-use neighborhood as its basic element. Most of the neighborhood is within a five-minute walk of the center. The center supports local level retail and institutions. Syn.: new urban community

Urban Fabric: The generic term for the physical aspect of urbanism. This term emphasizes building types, thoroughfares, open space, streetscapes and frontages while excluding environmental, functional, economic and socio-cultural aspects.

Vernacular: The common heritage and language of a region, particularly in reference to the architectural construction of a building.

VMT (Vehicle Miles Traveled): The number of miles of personal auto travel per day. TNDs have relatively low VMT, illustrating the effectiveness of balanced use and walkability in traffic mitigation.

Why Should I Get Involved?

By Joyce Marin



Have you ever wondered, "why don't THEY fix that" or "how THEY could let that happen to our neighborhood"? I have learned when those questions come to mind, "THEY" actually means "WE," as in "We, the people." Increasingly, I have also come to appreciate, even more personally, that "we" often means "me." If it comes to me that a special quality in my community needs to be protected, preserved or lifted up, if an idea has hit me like a thunderbolt, if it's nagging at me or keeping me up at night, then I have come to accept that it's my responsibility to move that idea forward.

But how?

In our democratic form of government, I have discovered that there are some natural ways to make your voice heard. You can get involved by calling your elected or appointed officials. Or, you can start attending and speaking out at regularly scheduled public meetings of your municipality. You can also write a letter to the editor.

However, participating in a community design workshop, or charrette, is another way of moving your ideas forward and having fun at the same time. It is a creative process of collective brainstorming, where citizens of a community come together and are asked to consider the question, "What would you like your community to be like in the future?" Going to a charrette is a way to speak out even if your thoughts are not yet fully formed ideas, but more hopes and dreams. During this process, citizens talk about what they like best about their community, uncover common goals and dreams, and develop consensus on what they would like to see in the future. Then the designers get to work at putting these ideas on paper, and the

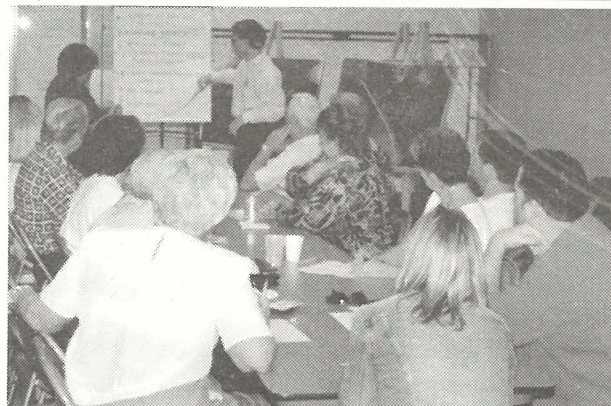
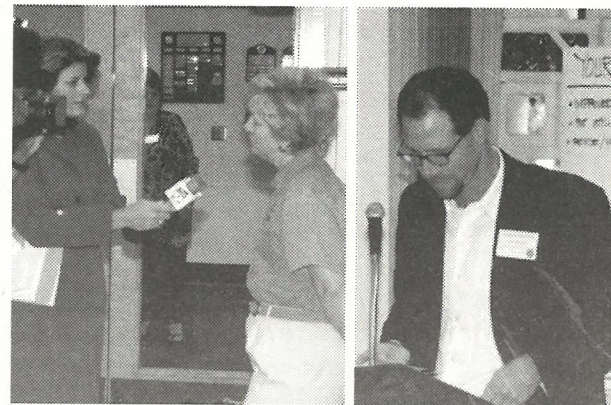
citizens can choose which drawings they think are the best fit for their neighborhoods. At the end of the charrette process, your community will agree on a common vision, have some designs on paper and outline a plan for action.

What will happen at the charrette? Experienced facilitators and designers will lead the workshop. All participants will be encouraged to express their opinions and ideas in a constructive and open forum.

Why should you participate in a charrette? In the old days of urban redevelopment in the 1960s, planning ideas that affected a neighborhood were decided by outside "experts," who imposed their ideas on the people who lived there. No one asked the local people what the best solutions were to the community's problems. The results were disastrous. Urban redevelopment hurt more neighborhoods than it helped.

Today, some planners and elected officials think much differently. They know that communities need to be proactive about deciding what their future holds. The best plans to guide the changes taking place in a community come from the people who know the community. People like you. To contribute in a meaningful way, all you need to do is to care ... and show up. It's almost magical, but the more people who care that participate, the more powerful the process becomes.

Other than ending up with some designs and a plan that many people agree on, you may be wondering, "What other benefits will people like me get from participating in this type of experience?" People who have gone to charrettes say that they made new friends and formed lasting relationships. They learned more about their community, its stories and its resources. They often feel energized by their ideas and dreams being incorporated as part of the whole plan for the future of the community. And



Top left: TV reporter interviews commissioner Doreen Moore about Vision Plan. Top right: Jeffrey Seiwert of JEA discusses the results of the visioning exercise. Bottom: Citizens participate in small group discussion during Madeira Beach Vision Plan.

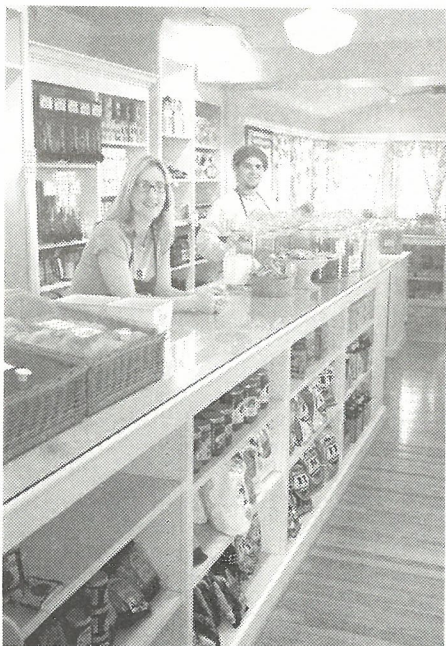
JAMES A. MOORE

lastly, by being involved in a workshop like this, citizens get excited about working together after the charrette in order to see their ideas become reality, getting positive things done in their neighborhoods.

Joyce K. Marin holds public office as a borough councilwoman in Emmaus, PA. She is a Knight Fellow for the Knight Program in Community Building.

Small Shops Provide Local Flavor

If you've been to a grocery store lately, you may have noticed that there are fewer and fewer brands to choose from. That's because the food industry has gone through a wave of consolidations. Just five



This corner store, Greene's Market, is located in Lakelands, a new traditional neighborhood in Gaithersburg, Md.

GREENE'S MARKET

years ago, reports the *New York Times*, there were hundreds of regional food brokers. But today there are only three companies distributing the goods we find on supermarket shelves.

The lack of selection in supermarkets is a symptom of an ongoing revolution in retailing. Locally-owned businesses are being absorbed into multinational conglomerates, making way for giant, nationally-branded warehouse stores. The benefits of this revolution are undeniable: low prices and one-stop shopping. But there are critical drawbacks as well, drawbacks that have spurred a countertrend of unique local businesses.

Providing the human touch found lacking in global corporations, local businesses often are the true neighbors in a community. They tend to thrive in traditional towns where a supportive business environment is provided by many small shops and homes located in close proximity.

Shopping at small stores, you are more often treated to personalized advice from a knowledgeable owner. Profits go to familiar neighbors instead of abstract groups of shareholders. Loyalty and trust can once again exist between customer and retailer.

Small shops also provide a crucial socializing function. Corner stores, cafés, hairdressers and taverns are examples of "third places": Neither public nor private, they allow people to gather and enjoy each other's company. Even some national chain bookstores and coffeshops have latched on to this need with an emphasis on providing places to hang out and socialize.

As urban neighborhoods are renovated, smaller stores are returning to the streets and are being supported by the local community. In these areas, unique individual

cultures are emerging.

New urbanism is taking this concept and applying it to new developments. With a focus on mixed-use, human-scale walkable communities, the idea of the local shop is returning. A quick cup of coffee in the morning or a quart of milk at night provides opportunities for a chance meeting with a neighbor or building a relationship with the shopkeeper. These are the things that keep a community alive.

The mom and pop stores of our youth are probably gone, but the local business countertrend has swept in to replace them. Businesses that cater to a specific area and clientele, stores with one-of-a-kind merchandise and establishments that function as third places are turning up everywhere. As walking communities, new urban communities are more than capable of supporting these endeavors. Local businesses and gathering places increase the cohesiveness of a neighborhood, a welcome, eagerly anticipated side benefit of the new urbanism philosophy.

This article was adapted from an article written by Cathy Janus for The Town Paper called "Revisiting The Corner Store."



Above: The substitute for the corner store in conventional suburbia -- the 7-Eleven.

Below: Morgan's Drug Store in Georgetown, one of the oldest neighborhoods in our nation's capital.



TOWN PLANS

Learning from the past ...

Charleston, Annapolis, New Orleans and Boston. What do all of these cities have in common? After 200 years, they are highly sought after places to live, work and socialize. In fact, these towns have become increasingly valuable over time, as evidenced by the price of residential and commercial space.

These towns and others like them (see list at right) were planned in a similar fashion. Narrow streets are laid out in a grid-like pattern. The blocks are short, with lots of cross streets and intersections providing multiple routes of travel. Prominent civic sites were reserved early on for important buildings such as the town hall, places of worship and educational institutions. Parks are interspersed throughout the plan. These towns are mixed-use (residential, commercial, civic and office uses are permitted) and offer a long list of different housing types to their residents.

As years pass, these cities and towns continue to improve in function and aesthetics. Care is taken to preserve many of the civic and residential buildings. Parks, initially quite plain, have been en-

hanced with artwork and landscaping. Plazas originally planned as places to gather for social events continue to be used in the same manner.

The design techniques used to build these cherished towns fell into disfavor after World War II. Yet as today's planners search for ways to combat the negative impact of suburban sprawl, they are looking at successes from the past to guide them. Traditional town planning has returned as a viable alternative.

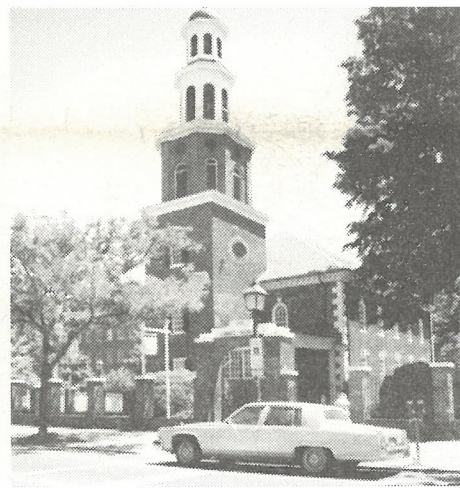


MICHAEL MORRISSEY



MIKE WATKINS

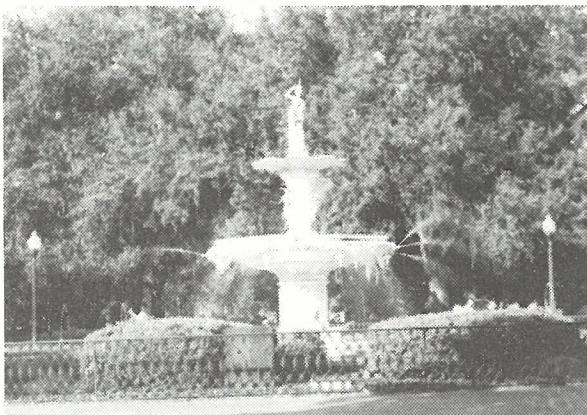
Old towns are studied and emulated by town planners of new traditional neighborhoods. From top to bottom: Nantucket, Mass., Shaker Heights, Ohio, Charleston, S.C. (bottom left), and Alexandria, Va.



Great Historic Towns and Neighborhoods

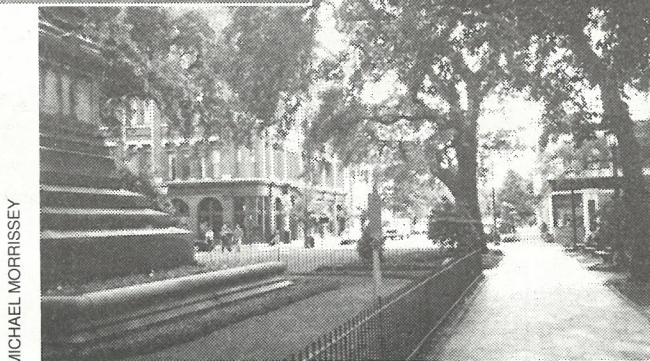
- Annapolis, Md.
- Charleston, S.C.
- St. Augustine, Fla.
- Shaker Heights, Ohio
- Mariemont, Ohio
- Coral Gables, Fla.
- Stonington, Conn.
- Alexandria, Va.
- Beacon Hill, Mass.
- Winter Park, Fla.
- Carmel, Calif.
- Williamsburg, Va.
- Georgetown, D.C.
- Philadelphia, Pa.
- Savannah, Ga.
- Chatham Village, Pa.
- Leesburg, Va.
- Hyde Park, Fla.
- New Orleans, La.
- Seattle, Wash.
- Santa Fe, N.M.
- Old Westbury, N.Y.
- Greenwich, Conn.
- Vail, Colo.
- Bloomfield Hills, Mich.
- Westport, Conn.
- Lake Forest, Ill.
- Telluride, Colo.
- Villanova, Pa.
- Princeton, N.J.
- Nantucket, Mass.

Savannah

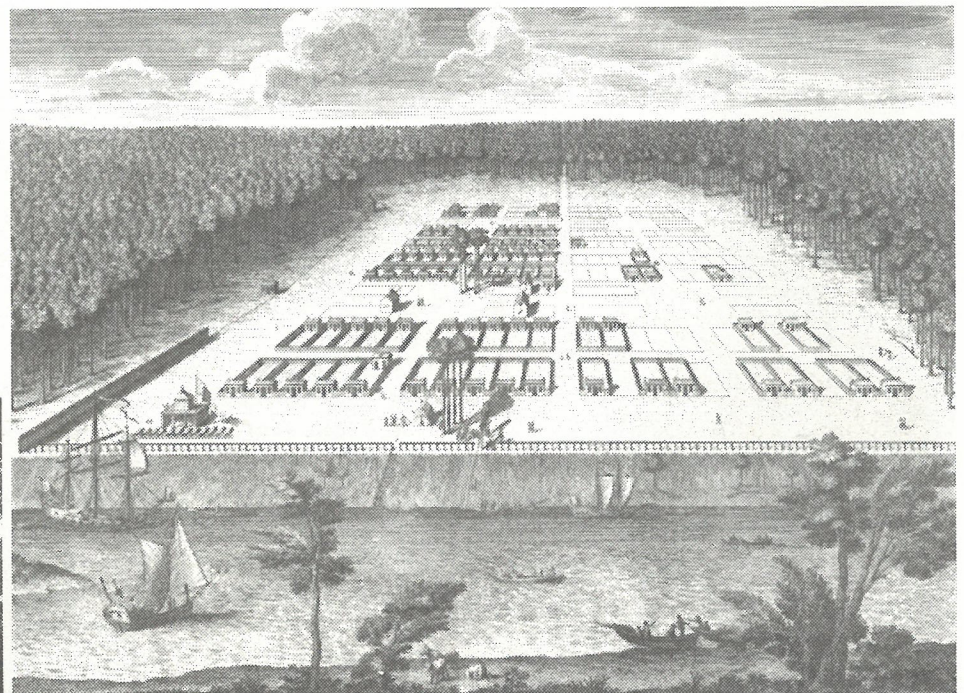


A plan of value holds its value.

Above and right: Scenes from Savannah. James Edward Oglethorpe designed the plan for Savannah (far right) in 1733. Savannah's social life has always centered around the squares. Oglethorpe established four squares originally, then added two more three years later. Today there are 22 squares in Savannah.



MICHAEL MORRISSEY



To the Hon^{ble} the Trustees for establishing the Colony of Georgia in America
 This Plan of the Town of Savannah is humbly delivered by their *Surveyors*
Philip and most Excellent, Servant,
 1733

PLAN COURTESY OF V & J DUNCAN ANTIQUE MAPS AND PRINTS

TOWN PLANS

... to plan for a better future.

Planning has undergone dramatic changes since town designing was replaced with the practice of developing single-use pods. Pods are clusters of buildings comprised solely of residences, office space or commercial space. The residential units are further "podded" into single-family, townhouse or apartment complex areas. The mixing of uses and building types was made illegal when municipalities across the country adopted zoning ordinances that dictated this type of segregation.

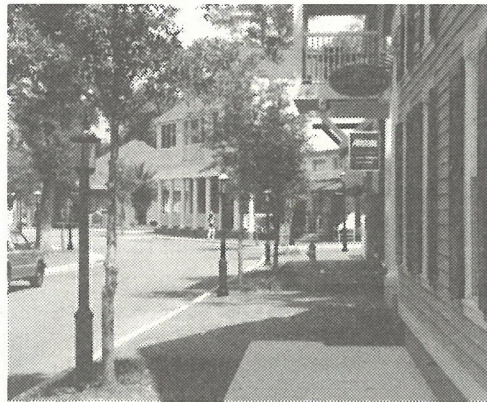
This shift in direction resulted in people's total reliance on the automobile. During the 1950s, car ownership became the rule, rather than the exception. With so many behind the wheel, planning is a challenge. The question has become, "How do we get all of the people living in the housing pods to the office and commercial pods as quickly as possible?" The answer has been to build more roads.

Millions of miles of highways have been built over the last 50 years and each day more people feed into these roads. Traffic congestion is the resulting dilemma.

Twenty years ago, an al-

ternative to pod-development planning was experimented with on a piece of property in Florida. This town, named Seaside, was planned by Duany Plater-Zyberk & Company and became the first "traditional neighborhood development." Seaside is a success from many standpoints but, most importantly, it has proved that mixed-use, walkable towns and town centers can still be built and be successful. In fact, home prices in Seaside have soared as the demand far exceeds the supply.

Today, municipalities once fearful of even contemplating traditional neighborhood development are now adopting codes to ease its approval.



Like many of their predecessors, new traditional neighborhoods and neighborhoods undergoing revitalization include a mix of housing types, civic buildings and commercial buildings. From top to bottom: Vermillion, N.C., Haile Village Center, Fla., Celebration, Fla., (bottom left) and Bethesda, Md.



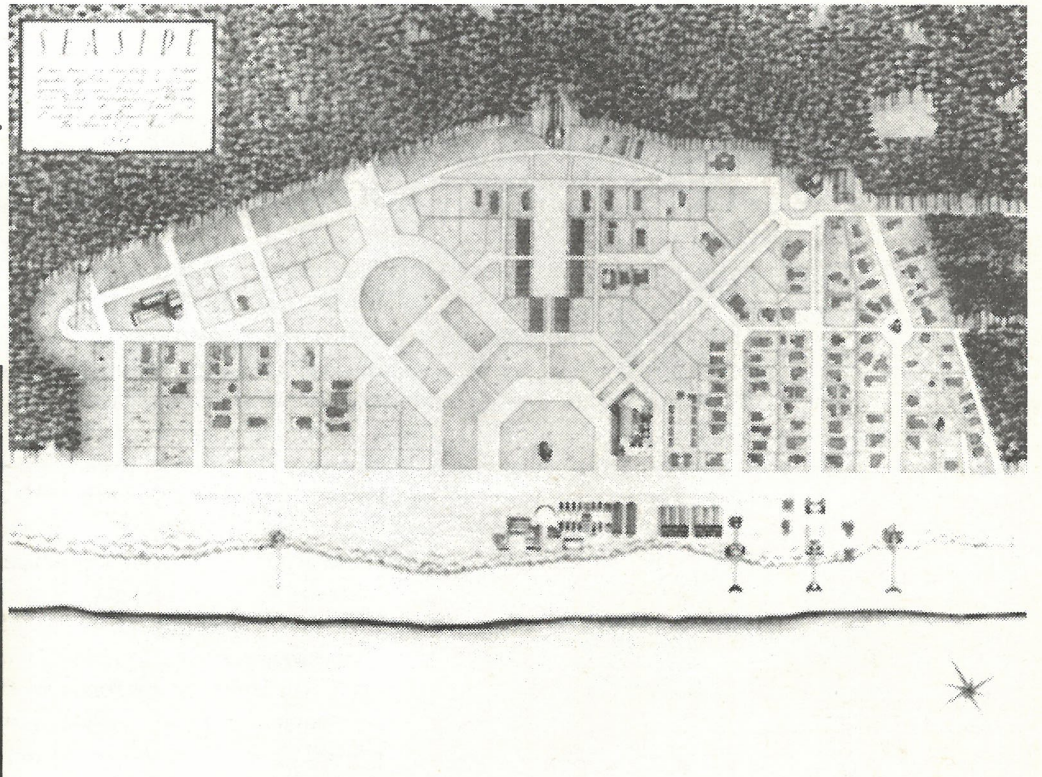
Great New Towns and Neighborhoods

- Kentlands, Md.
- Seaside, Fla.
- Vermillion, N.C.
- Celebration, Fla.
- Civano, Ariz.
- Prospect, Colo.
- Amelia Park, Fla.
- Harbor Town, Tenn.
- Riverside, Ga.
- WestClay, Ind.
- Mt. Laurel, Ala.
- Tannin, Ala.
- Windsor, Fla.
- Playa Vista, Calif.
- Longleaf, Fla.
- Belmont Greene, Va.
- Laguna West, Calif.
- Mashpee Commons, RI
- l'On, S.C.
- Habersham, S.C.
- Coffee Creek, Ind.
- Lakelands, Md.
- King Farm, Md.
- Orenco Station, Ore.
- Fairview Village, Ore.
- Legacy, Texas
- Middleton Hills, Wis.
- Daniel Island, S.C.
- Rosemary Beach, Fla.

Seaside



Setting the precedent for the future.



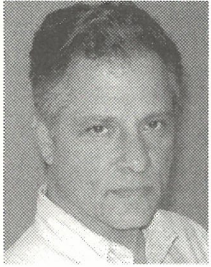
Above and right: Scenes from Seaside. Seaside (far right) was designed by Duany Plater-Zyberk & Company in 1980. It is considered the little town that changed the world as planners and homeowners realized the brilliance of returning to a formula that has worked for hundreds of years.



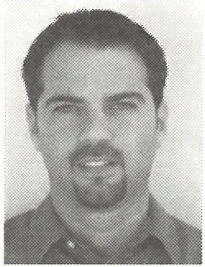
MIKE WATKINS

PLAN COURTESY DUANY PLATER-ZYBERK & COMPANY

THE CHARRETTE TEAM



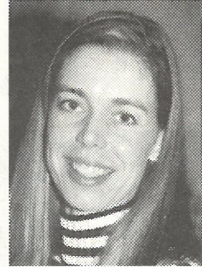
Andrés Duany
Project Director
DPZ



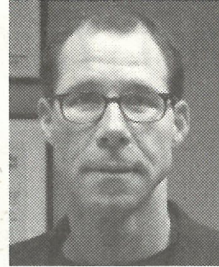
Jorge Planas
Project Manager
DPZ



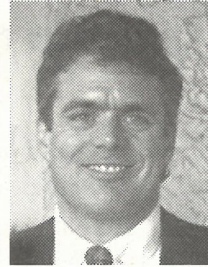
Galina Tahchieva
Design
DPZ



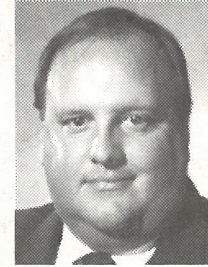
Debra Hempel
Charrette
Coordinator



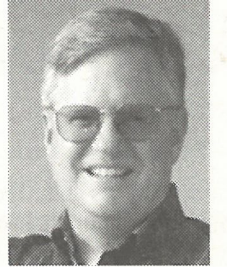
Jeffrey Siewert
Vice President
JEA



James A. Moore
Project Principal
HDR, Inc.



Neale Stralow
Senior Consultant
HDR, Inc.



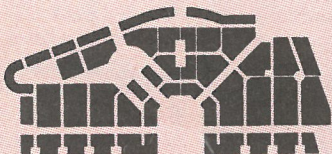
Rick Hall
Transportation
Hall Planning and
Engineering

Additional DPZ team members: Maximo Rumis, Marcela Leiva, Gustavo Sanchez.

DPZ Projects Under Construction

Blount Springs, Ala.
Grangemoor, Ala.
Mount Laurel, Ala.
Tannin, Ala.
Civano, Ariz.
Playa Vista, Calif.
Bradburn, Colo.
Prospect, Colo.
Abacoa, Fla.
Amelia Park, Fla.
Avalon Park, Fla.
Fifth Avenue South, Naples, Fla.
Rosemary Beach, Fla.
Seaside, Fla.
Southlake, Fla.
Downtown Stuart, Fla.
West Palm Beach, Fla.
Windsor, Fla.
Covington, Ga.
Riverside, Ga.
Downtown Baton Rouge, La.
Kentlands, Md.
Lakelands, Md.
Mashpee Commons, Mass.
Aldea, N.M.
Cheshire, N.C.
Trillium, N.C.
Vermillion, N.C.
Downcity Providence, R.I.
Habersham, S.C.
I'On, S.C.
Westhaven, Tenn.
Legacy Town Center, Texas
Belmont Greene, Va.
Middleton Hills, Wis.

DUANY PLATER-ZYBERK & Co.
TOWN PLANNERS



DPZ

About DPZ

In 1980, the planning profession was turned upside down. The reason was a new development in the Florida Panhandle called Seaside that actually dared to model itself after a traditional town. "Ridiculous!" scoffed other planners. "Who wants to live that way anymore?"

To their surprise, lots of people did. As it became a real-estate success story, Seaside garnered state and national awards while receiving international media coverage. The result: an almost instant rewriting of planning textbooks across the country and the globe.

Seaside was designed by architects Andrés Duany and Elizabeth Plater-Zyberk, husband and wife, educated at Princeton and Yale, and one-time founders of Arquitectonica, a firm still renowned for its jazzy modern additions to the Miami skyline.

"We grew tired of designing buildings that had no relationship to the environment around them and eventually realized that this was not an architectural problem, but a planning problem," said Duany. Since Seaside, Duany and Plater-Zyberk have dedicated their careers to solving that problem with the design of dozens of new neighborhoods, towns and cities based on the age-old concept of the traditional neighborhood. Their firm, Duany Plater-Zyberk & Company (DPZ) currently designs 20 projects a year, each one a further refinement of the principles first tested at Seaside; each one a demonstration that, as described by the author Philip Langdon, "there is a better way to live."

Duany Plater-Zyberk & Company
1023 SW 25th Avenue
Miami, FL 33135
Phone: 305.644.1023
Fax: 305.644.1021
Washington, D.C. Office: Phone: 301.948.6223
Charlotte Office: Phone: 704.948.8141
www.dpz.com

Jones Edmunds & Associates

Jones Edmunds & Associates (JEA) is a privately-owned firm with more than 215 full-time engineers, scientists and support personnel housed in five offices. A Florida-based corporation, Jones Edmunds offers a full range of engineering and environmental sciences consulting.

Jeffrey Siewert, vice president of JEA, has over 23 years of consulting engineering experience in the fields of civil and transportation engineering. After obtaining a BSCE degree from the University of Miami, Siewert went on to Tulane University in Louisiana where he obtained two post-graduate degrees -- one in civil engineering, the other in petroleum engineering.

Siewert has lived and worked in the Southeastern region of the United States for most of his life. He has practiced engineering and transportation planning in Louisiana and Florida. Currently, Siewert is vice president of Jones Edmunds & Associates in Tampa where he over-

sees business development and project tasks in the fields of transportation, hydrology and infrastructure engineering.

Jones Edmunds & Associates - Tampa Office
324 S. Hyde Park Avenue, Suite 250
Tampa, FL 33606
Phone: 813.258.0703
Fax: 813.254.6860
www.JEA.net

HDR Planning

Founded in 1917, HDR is a national architecture, engineering, planning and consulting company with 65 offices and over 3,200 employees. Within the company, HDR Planning focuses on the integration of community, mobility and environment with an overall goal of creating dynamic, mixed-use environments with a distinctive sense of place: "places where people want to be." Areas of focus include regional planning, community design, transit-oriented development, corridor design, mixed-use development and redevelopment, and real estate consulting. Recent projects include Phase II of the Northwest Hillsborough Regional Plan, Charlotte Transit Land-Use Plan, DeBary Town Center, Brandon Main Street, North Greenwood Neighborhood Development Plan and many others.

James A. Moore, HDR's national community design principal came to HDR in 2000, after a thirteen-year career as a university professor and consultant, where he focused on traditional neighborhood design, the integration of transportation and land use planning, sustainable design and infill redevelopment. While serving as project principal for HDR, Moore organized and led the city of Madeira Beach through a visioning workshop. The results from that workshop were documented in the Madeira Beach Vision Plan, which Moore produced, and is being used as the basis for the Madeira Beach charrette.

HDR Planning - Tampa Office
2202 N. West Shore Boulevard - Suite 250
Tampa, FL 33607
Phone: 813.282.2300
Fax: 813.282.2430
www.HDRinc.com

Hall Planning & Engineering

HPE has established itself as a progressive transportation planning and engineering firm that is committed to land use based transportation planning. Based on the planning and design expertise of Rick Hall, P.E., the firm focuses on both transportation planning and preliminary engineering, specifically the vital interface between planning and design.

Hall Planning and Engineering
1237 North Adams Street
Tallahassee, FL 32303
Phone: 850.222.2277

THE CITY OF MADEIRA BEACH

The Importance of this Plan to the Community

By James A. Moore

Across the country, communities of all sizes, shapes and conditions are grappling with the same issues that face the city of Madeira Beach. In fast-growth areas such as the Southeast and Southwest, people are concerned that increased development will deteriorate their quality of life. In areas where populations and investments are declining, people worry they will not be able to maintain their lifestyles. In addition, people have become aware of slow and inevitable declines in community life in areas that have stagnated.

However, just as individuals change over time, so do communities. The city of Madeira Beach, officially incorporated in 1947, has reached its first level of full build-out. There is little, if any, undeveloped land left within city limits. Much of what one sees in touring the city, though, is not new. It is not unusual to see buildings from each of the last five decades within a few hundred yards of each other. While the community is vital and active, it also appears chaotic, with little physical cohesion or sense of place.

It is clear, too, that private sector investment and reinvestment in the community is not as active as it might be and that there is a general sense of stagnation. Many of the commercial proper-

ties in the city have reached a stage in their life where they generate enough revenue to maintain the status quo but do not represent the investment potential to be redeveloped or significantly upgraded.

A large number of the residential properties in the city were built in the early years after incorporation. Though many are in good shape, others are clearly in need of attention. Current regulations and codes

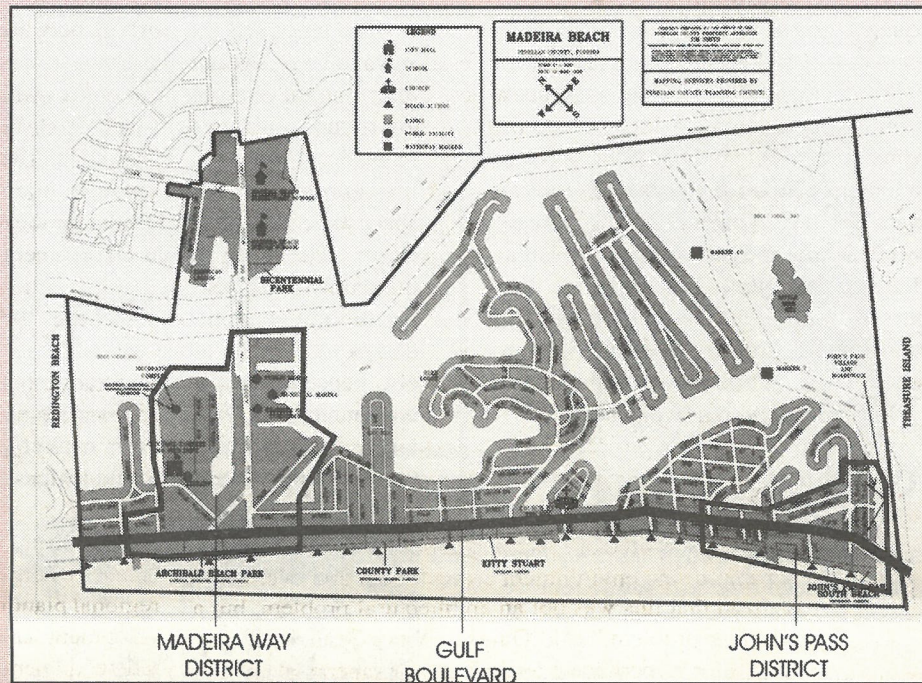
often prevent redevelopment or seriously hamper such attempts.

Gulf Boulevard, which literally serves as the spine of the city, is the primary commercial street in Madeira Beach and its most common address. It includes every type of land-use along its mile-and-a-half length, and for many in the community, it is "Main Street." However, Gulf Boulevard is also a state road (SR 699) that has been exces-

sively widened in recent years. In its current incarnation, it is a prime example of a road that attempts the paradoxical and frustrating task of being a "through" place and a "to" place at the same time. The victims are both the visitors and residents looking for a place to stop, and the commuters looking to travel through the city.

Madeira Beach is clearly grappling with serious issues related to its physical, social and economic future. It is also clearly a community blessed with enormous potential. Physical attributes include miles of Gulf and Intracoastal waterfront, the city's location adjacent to a deep-water channel to the Gulf of Mexico, its direct road connection to the mainland, and the generally pleasant Florida climate. Community attributes include the deep roots of many residents, a clear sense of the "small town" character that makes the city a desirable place to live, and a burgeoning resolve among residents, owners and business people to take matters into their own hands.

The vision plan was the first step in this effort. The master plan is the next step. As a product, it will establish the ground rules and guidelines for the next 20 years of growth. As a process, however, it's an opportunity for those who care about Madeira Beach to participate in crafting these 20 years.



The "Madeira Tomorrow" Visioning Program

By James A. Moore

Last February, the city of Madeira Beach hired HDR, Inc., a Tampa-based planning and consulting firm, to assist them in developing a vision plan for the community. For months, residents, business owners, city staff and members of the city commission had been debating the best way to take charge of growth and redevelopment in the city. City leaders and community members felt redevelopment of the city was lagging behind other jurisdictions, and many were frustrated at both the complexity of attempting change and the general lack of results.

Over 100 members of the Madeira Beach community convened for two days in April to help define a vision for the future of the city. Working together and in sub-groups, these residents, property owners and business people discussed the perceived strengths and weaknesses of the city, as well as opportunities for the future and threats that might prevent these from coming to fruition. Known as "SWOT" (strengths, weaknesses, opportunities and threats), this initial analysis was revealing.

A majority of the participants felt both the surrounding natural environment and the physical environment of the community were significant assets. Paramount among these strengths was the "small town

character and feeling" that Madeira Beach maintains.

Traffic and spotty physical infrastructure were seen as the biggest weaknesses of the community, along with a set of codes and regulations that many felt were an enormous hindrance to desirable private sector redevelopment and change.

The participants felt that the key opportunities for Madeira Beach related to the overall community character, particularly in terms of strengthening the "small town" feeling, and beautifying the city as a whole. Threatening these potentials, however, was the perception that growth was essentially "unmanaged," combined with "complacency" within the public and private sectors, "declining infrastructure," and overall "environmental degradation."

The ultimate product of the Vision Workshop was a consensus statement of the crucial issues facing Madeira Beach's short-, medium- and long-term future. The most critical goals, as determined by the workshop participants, were as follows:

- Enhance the waterfront and natural environment.
- Improve the aesthetics of the city
- Develop a master plan for 150th Street/Madeira Way.
- Revise, update codes and regulations.

Develop a master plan for the city as a whole.

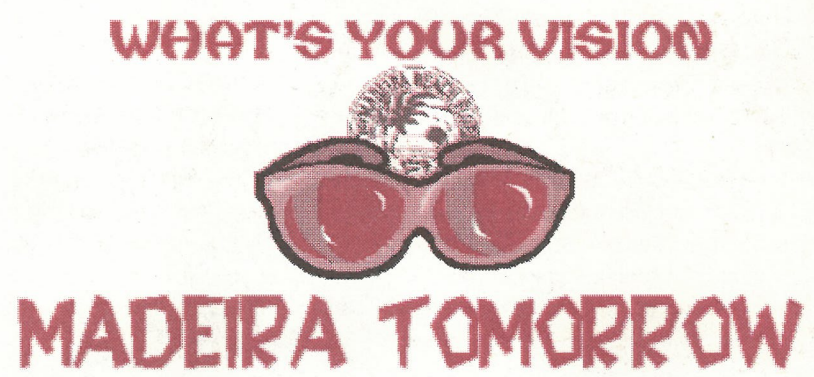
The results of the visioning workshop were discussed and debated in the ensuing months. It became clear the workshop had been a necessary and beneficial first step in helping the community come to terms with future growth and development. The workshop had been extremely helpful in facilitating broad-based community participation and eliciting ideas and concerns. As such, it had become a means whereby members of the community could become part of an ongoing process.

It was also clear, however, that the results of the vision workshop were not, by themselves, a plan for the future. At best,

the results contained the genesis of a program for a plan, but more important, the workshop and the results served as a mandate to build on this program and do a full-fledged master plan.

Recognizing that the workshop and the resulting issues suggested the need for a comprehensive review of future growth and development options, the City Commission voted in November to commission a master plan for all of Madeira Beach.

Subsequently, they contracted with the firm of Jones Edmunds & Associates (JEA) of Tampa, to work with HDR, Inc. and Duany Plater-Zyberk, Inc. (DPZ) of Miami, to develop this plan.



TOWN SPACE: PUBLIC AND PRIVATE

It can take months or years of living in a traditional neighborhood to fully understand how well it works. You may know you like the feel of the street but can't explain what makes it different. Here we'll look at the design elements that establish attractive, functional transitions from public to private space.

PUBLIC

Sidewalks

The sidewalk is the human-scaled network of a neighborhood. It encourages walking and puts you in contact with neighbors. If there are shops and offices that can be walked to, sidewalks encourage those trips. And if the neighborhood is served by mass transit, sidewalks will take you to the stops and stations. Walkable neighborhoods, with nearby businesses and connections to mass transit, are impossible without side-



Sidewalks allow for walking, providing an alternative to taking the car. (New Haven, Conn.)

walks threading them together.

Sidewalks help the environment, because every journey made on foot reduces automobile pollution. They help us savor our surroundings as we stop to admire someone's garden, a new paint job or a bird's nest. Sidewalks promote exercise for adults and children -- what better place for hopscotch, tricycles and chalk drawings? As the CNU Charter says, sidewalks also foster "independence to those who do not drive, especially the elderly and the young." So sidewalks, along with mixed housing types, support a diversity of ages in our neighborhoods.

People who live in traditional neighborhoods are blessed with sidewalks that let them walk past each others' lovely homes and through green spaces owned by all. They encourage us to connect with our neighbors. In this pedestrian way, they bring the world a little closer.

Open Space

"Open space" is one of the most popular buzzwords in municipal planning today. Developers are often required by law to reserve a certain percentage of their land as open space. So you will see conventional developments and TNDs having a similar amount of open space *when measured as a raw percentage*. However, there are vast differences in the way that space is designed.

Typically, much of the open space in

a conventional suburban neighborhood is found around the edges of the development, with a few lots backing up to it. Thus, much of the open space is cut off from the community, becoming useless and unseen by most of the residents. Recreational space is consolidated into large facilities that you must drive to, far from the everyday environment.

In a traditional neighborhood, squares, greens and parks accommodate recreational and aesthetic uses throughout the neighborhood. They are placed prominently in front of lots instead of being hidden behind them. Care is taken to locate open space along routes pedestrians will travel -- highly visible from nearby residential and commercial buildings. Because the squares and parks are dispersed throughout the neighborhood, more people can enjoy and benefit from having these public spaces within view or located only a short walk away.

Alleys

The alley is a staple feature of traditional neighborhoods that has many benefits. First and foremost, alleys remove garages from the front facades and tuck them out of sight behind the houses. Alleys make it possible to look down the street at a beautiful, unblemished stretch of homes and trees. Pedestrians can walk along the sidewalk without fear of being backed into by an automobile. Trash cans, utility boxes and other paraphernalia are out of public view and easily accessible by service vehicles. Emergency vehicles have easier access to all areas of



Alleys are used for play, leisurely walks and service pick-ups. (Kentlands, Md.)

your property.

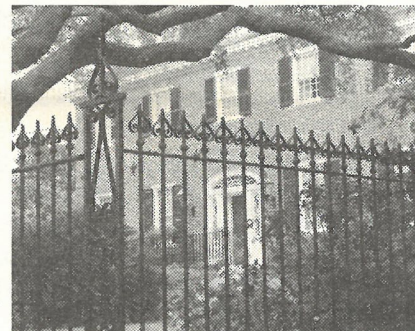
Another benefit is the ability to build apartments above garages. These "carriage houses" or "granny flats" help to create diverse housing options. They usually have one bedroom and are ideal housing for an elderly parent or single adults. Owners like them as a source of rental income.

PRIVATE

Fences

In traditional neighborhoods where houses sit close together, the fence has social and aesthetic functions. It sets up a comfortable border, a buffer between you and the folks next door. While many people who are drawn to TNDs think of themselves as highly gregarious, most also have an innate need for privacy which the fence protects.

The fence sets the yard off from its surroundings, like a frame around a picture. A yard can look okay on its own, but framed with the right fence it looks fantastic. Front yard fences should be low enough and have enough open space to permit a view of the house they adorn. The fence should complement the style of the house, perhaps by echoing decorative motifs. Sometimes the design of the gate alone can add variety. Fence materials used in traditional communities often reflect regional styles, and can include wooden pickets, wrought iron, stone, brick and hedges.



Fences along sidewalks create a pleasant visual effect and help separate private space from the public realm. (Charleston, S.C.)

Traditional communities have widely varying policies on front yard fences, from required painted-wood picket fences to no requirement at all. Whether required or not, fences are one more way that we express ourselves through our homes. They offer beauty, protection and something to lean on.

Porches

Any description of a new traditional neighborhood inevitably mentions the porch. These covered outdoor rooms give us the chance to be part of street life, at the same time offering a comfortable cushion of privacy. From a porch, you can watch rainbows, sunsets, fire engines, thunderstorms, skateboarders, dogs, and neighbor after neighbor strolling down the street.

Porches serve many functions. They're a halfway spot for talking to those we don't know quite well enough to invite inside. They're a gathering point for kids and an acceptable territory for teenage courtship. You can visit with a friend on a porch without worrying about the mess inside your house.



Porches allow us to be part of the street life while providing a cushion of privacy. (King Farm, Md.)

Porches should be deep enough to move around on, at least six feet, and many are built from 8 to 10 feet deep.

Many homebuyers feel they have to sink every dollar into getting the largest possible interior floor space. A porch, on the other hand, may seem like a frill they can live without. Yet, a well-designed porch offers valuable and attractive living space.

Yards

Traditional neighborhoods have smaller lots than conventional developments, and this feature gets a great deal of attention. Smaller lots allow a neighborhood to be walkable; parks and businesses can be nearby while alternatives to driving are more available.

Some, such as the Llerena family, worry about losing the yard as a place for family activities. "I was devastated at first" by the loss of space, said Allison Llerena, who moved from a 2-acre spread in N.J., to a traditional neighborhood townhouse in Md. She found that the park across the street made a fine replacement, with a wider selection of playmates and maintenance provided by the city.

Others worry about a loss of privacy. In a traditional neighborhood, design rather than distance helps to ensure privacy. Fences, shrubbery and trees provide property borders, while window placement and treatments protect sightlines.

Avid gardeners may wonder if small yards can satisfy, but small gardens can be exquisite. They can provide a feeling of privacy and coziness, and are not overwhelming in size. The small space is manageable and has corners and terraces that provide plenty of creative opportunities.

Finally, the small lots of a TND offer freedom from lawn maintenance chores. At his previous house, Mario Llerena was spending two days a week on his lawn every summer. "It eats into your hobbies and your activities with your children," he said. His advice: "Leave your big property behind, and gain a life!"

TRADITIONAL NEIGHBORHOODS

Making the Connection

Look at a map of your neighborhood, one that shows not just the streets, but the paths and bike trails as well. Now imagine you have no car.

How difficult is it to get to the market, the dry cleaners, the movies or a restaurant? How close is the nearest park? Maybe these places are nearby as the crow flies, but is the travel route long and inconvenient? If so, your neighborhood is probably short on connections.

Connections are the places where one street meets another, where sidewalks join alleys, where paths converge with sidewalks. Connections make it possible to take a number of different routes in order to reach the same destination.

Traditional neighborhood developments (TNDs) are planned to include many connections to move people and cars smoothly and efficiently. In order to include as many connections as possible, streets are laid out in a grid-like fashion (see diagram at right).

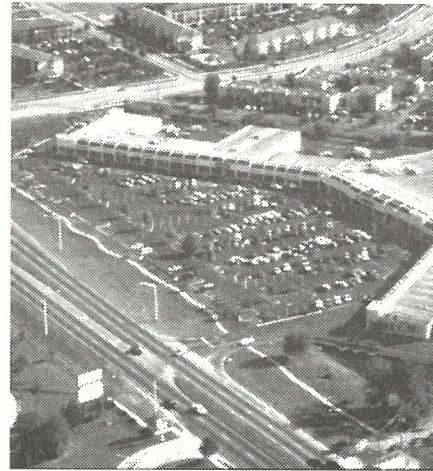
Note the number of cross streets. They create travel options that disperse pedestrians, cars and bicycles throughout the neighborhood. Cross-street corners are also places for meeting friends or waiting for a bus.

Although a large number of connections were included in older neighborhoods, they have been mostly eliminated from the

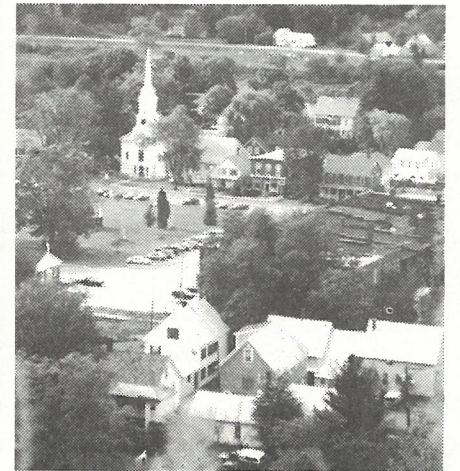
design of contemporary suburbia. Dead-end streets with cul-de-sacs to ease turning have replaced the interconnected network of thoroughfares. All traffic is eventually funneled into large "collector" or "arterial" roads, resulting in an undesirable congestion of traffic.

Traffic congestion may be the most visible negative consequence of conventional neighborhood design. However, the social connections lost by eliminating street corners and sidewalks are equally disturbing. The telephone, pager and Internet have made instant communication something we all do with ease. Meanwhile, the opportunities for face-to-face contact have become increasingly scarce. The more time we spend interacting with remote-control devices, the more we want the human touch. TNDs, through their very design, offer a way to reestablish those connections both on the ground and in our emotional lives.

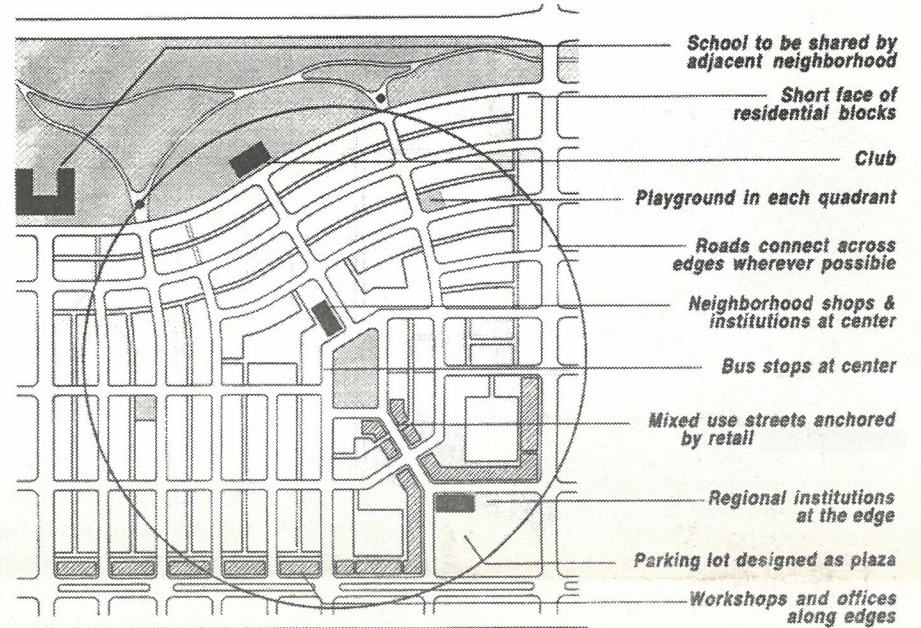
The TND Model, as shown in *The Lexicon of the New Urbanism* by Duany Plater-Zyberk & Company. A network of streets and alleys connect houses to civic buildings, parks and shops.



Conventional development provides few connections to destinations like the mall.



Towns provide many connections between home, church, school and shops.

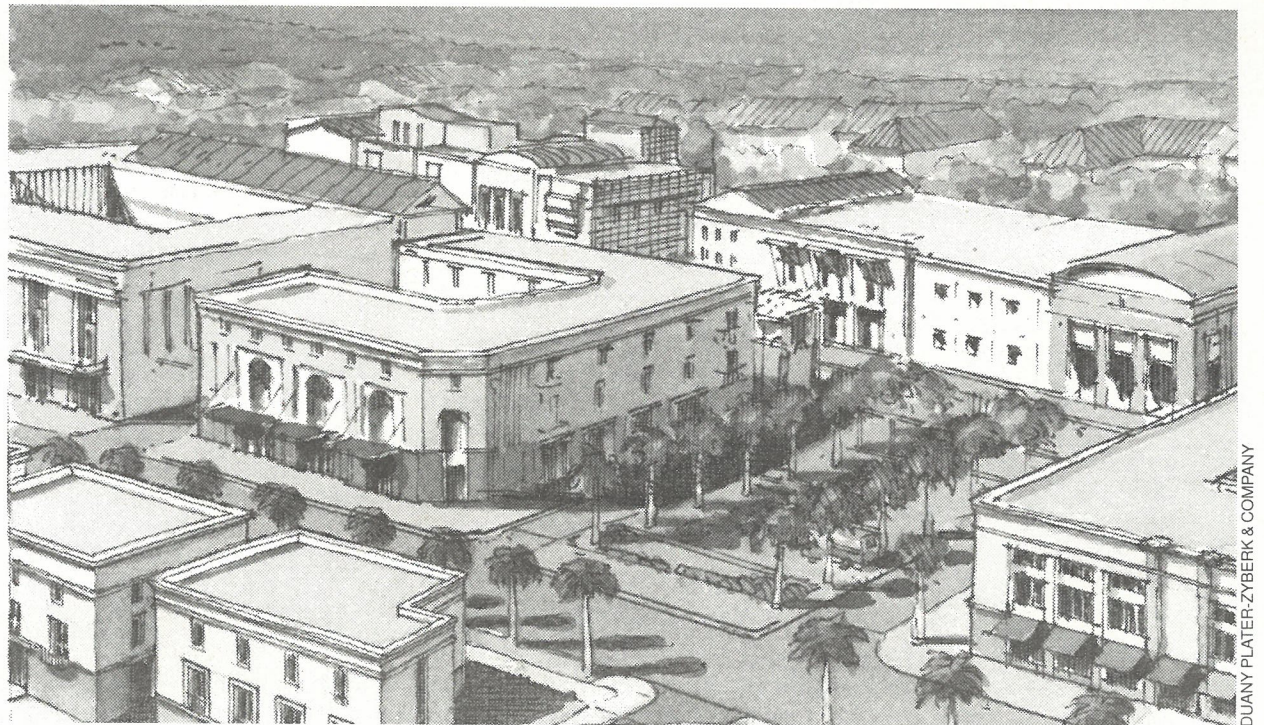


It's All About Mixing the Uses

Town-making principles begin and end with the premise that uses within a neighborhood [residential, lodging, office, retail, manufacturing and civic] should be combined in such a manner as to benefit the surrounding area. This approach represents an attempt to replicate the planning of our country's older towns rather than continue the more recent practice of building out single-use pods.

Traditionally, American town planning was the work of pragmatic pioneers, government consultants or, in the early 20th century, developers using architects and town planners. After the Second World War, however, planning practices took a complete about-face. Zoning ordinances were adopted by thousands of municipalities in a sweeping movement across the country. Using these conventional zoning ordinances, master plans were drawn up for individual municipalities marked with symbols like R-1, R-2, R-3 (residential); C-1, C-2 (commercial); and I-1, I-2 (industrial). These symbols stipulate the use and density in each area. Single-family homes were completely separated from townhomes and apartment buildings. Commercial buildings could only be built in spaces marked with the "C" code, totally segregated from the residential areas. High-speed roads, or "collectors," were designed to connect all of the separated uses. Under these conventional zoning practices, "open space" is provided in the form of buffers, easements and setbacks instead of traditional parks and squares.

What planners did not foresee was the outcome that would result from this experiment being fully built out. Instead of roads moving people swiftly from home to work to play, they have become clogged with traffic. People, now slaves to their automobiles, spend hours every day in the car shuffling children and themselves from one use to the other. Gaining access to cultural and social experiences



This drawing, prepared for a charrette in Fort Myers, Fla., illustrates the disposition of mixed-use buildings within the neighborhood.

has become a frustrating, time-consuming experience.

Traditional town planners are now making an effort to return to the way things were once done -- intermixing uses within neighborhoods and developing plans with flexibility. This is not always easy: In order to accomplish mixed-use planning, local governments must either grant numerous variances to overcome the restrictions of current zoning policies or adopt entirely new ordinances that allow for this type of zoning.

Dozens of municipalities are currently adopting traditional neighborhood development (TND) ordinances that restore the option of creating new development in traditional patterns. These ordinances enable a broad range of activities within a neighborhood. People are able to move with ease from home to shopping and workplaces. Automobile reliance is reduced because biking and walking options are provided.

DUANY PLATER-ZYBERK & COMPANY

C S D

Conventional Suburban Development

vs.

T N D

Traditional Neighborhood Development

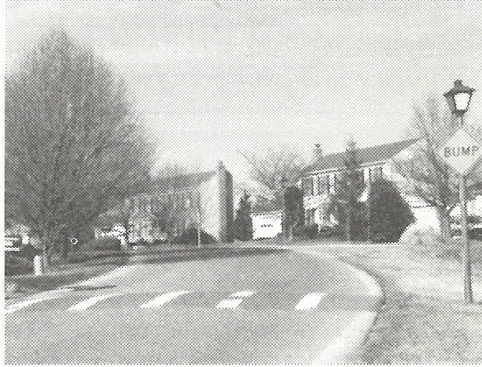
Automobile Domination

Houses are set back away from the street, on a street pattern of cul-de-sacs and loops. Through traffic is possible only by means of a few "collector" streets which, consequently, become easily congested. Parking lots and garages dominate the landscape. Long driveways lead out onto wide streets, and turns are constructed with large turning radii to make it easy for cars to maneuver at high speed. (Huntersville, N.C.)



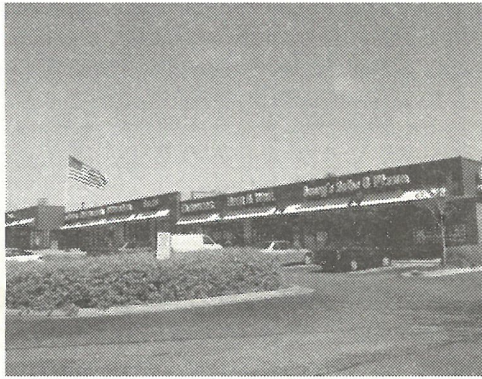
Uniform Housing

Housing ranges from garden apartment to single-family houses, but each market segment is segregated. Moving up or down within your existing neighborhood is not possible. When children leave their childhood home or individuals reach retirement age, they must move out of their community. (N. Potomac, Md.)



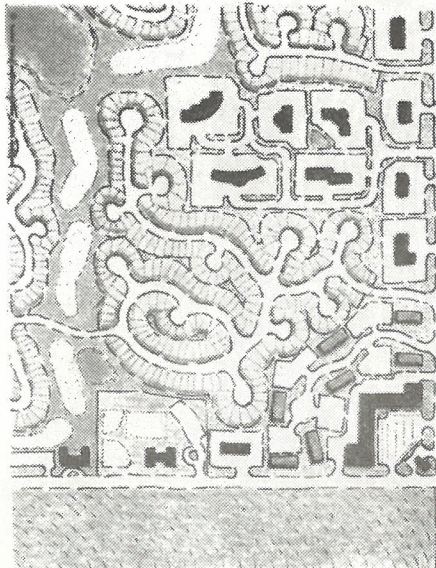
Strip Shopping

Commercial establishments are located in strip malls along high volume collector roads. Residents must rely on their cars to fulfill all their daily needs. Buildings are not held to the architectural standards found in neighborhoods. Non-descript "boxes" are the norm. (Gaithersburg, Md.)



Fragmented Plan

- The development is a disorganized collection of pods, built to the scale of the automobile.
- Residential areas, shopping centers and business parks are included, but they are isolated in pods.
- Open space is in the form of buffers, easements, setbacks and land between pods.
- Civic buildings are placed on cheap, undistinguished sites.



Automobile Integration

In traditional neighborhood developments, people are given priority over the automobile. Building size and placement gives spatial definition to streets and squares. Streets are laid out in a network so that there are alternate routes to most destinations. This permits most streets to be narrower with tighter corners to slow down traffic. Trees, sidewalks and on-street parking are provided. Garages are typically located in alleys. (Southern Village, N.C.)

Housing Choice

Traditional neighborhoods are comprised of a variety of types of residential homes -- single-family, townhomes, cottages, accessory units above garages. This allows for a wide range of pricing within the neighborhood. Moving up or down within the existing neighborhood is possible. (I'On, S.C.)



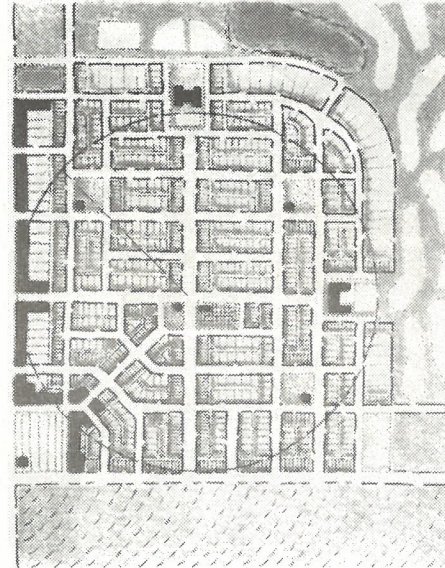
Town Shopping

Because traditional neighborhoods are zoned mixed-use, commercial establishments can be built within the neighborhood. Walking to a book store, the pharmacy or a restaurant is once again possible. This reduces the amount of time spent driving for homeowners living within the community. (Kentlands Market Square)



Coordinated Plan

- The neighborhood area is limited in size, with clear edges and a focused center.
- Shops, workplaces, schools and residences for all income groups are located in close proximity.
- Squares and parks are distributed and designed as specialized places for social activity and recreation.
- Well-placed civic buildings act as symbols of the community identity and provide places for purposeful assembly.



Diagrams by Tom Low for Duany Plater-Zyberk & Company

Certain Residents Suffer Particularly From Suburban Sprawl:

* **The young**, who are below the legal driving age and are therefore dependent upon adults for their social needs. They are bused from schools, because they are located far from the neighborhood, and isolated at home until their working parents arrive. The alternative is to relegate one parent to a career as the child's chauffeur. The single-family house with the yard is a good place for childhood only if it is structured as part of a neighborhood, where the child can walk or bicycle to school, to play, to the store, to the movies and to friends.

* **The middle class**, which is forced into multiple automobile ownership. The average yearly cost of car ownership is \$4,500 -- the equivalent of a \$40,000 mortgage payment. The possibility of owning one car less is the single most important subsidy that can be provided towards affordable housing. Furthermore, by forbidding mixed-use areas, the investment of personal time in the activity of commuting is mandatory. A person who drives two hours a day spends the equivalent of eight working weeks a year in the car.

* **The elderly**, who lose their self-sufficiency once they lose their drivers' licenses. Seniors who would otherwise be capable of independent living are consigned to specialized retirement communities in sprawl. This isolation has negative consequences for society at large and for the seniors themselves.

Above excerpt taken from a presentation by Andrés Duany to the American Institute of Certified Planners.

MORE

Piqued Your Interest?

Suburban Nation

By Duany, Plater-Zyberk and Speck

The Next American Metropolis

By Peter Calthorpe

The Regional City

By Peter Calthorpe and William Fulton

The New Civic Art

(forthcoming)

By Duany and Alminana

New American Urbanism

By John Dutton

The Death and Life of Great American Cities

By Jane Jacobs

The New Urbanism

By Peter Katz

Geography of Nowhere

By James Howard Kunstler

Home From Nowhere

By James Howard Kunstler

Architecture, Choice or Fate

By Leon Krier

A Better Place to Live

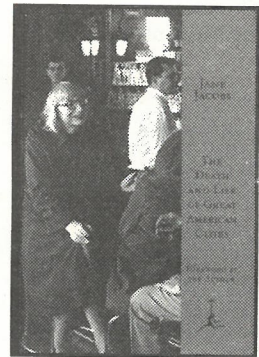
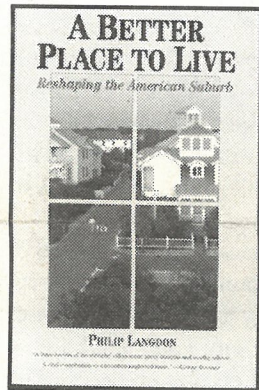
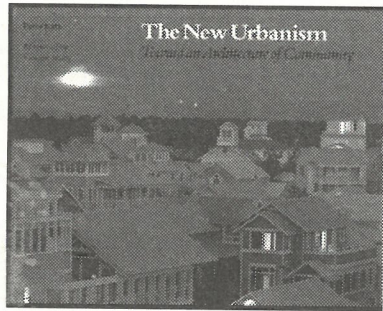
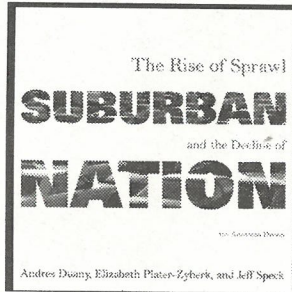
By Philip Langdon

The Charter of the New Urbanism

Edited by Michael Leccese and Katherine McCormick

American Architecture and Urbanism

By Vincent Scully



Ten Keys To Livable Towns

By Dan Burden

Walkable communities are destinations. These livable towns are talked about, celebrated and loved for their uniqueness and ability to champion the natural environment and human spirit. There are a number of key measures that can be taken to create communities like these. Such towns have crystal clear visions for the future, and they are in the process of achieving each of the following measures:

1. Compact, lively town center. Buildings frame streets; block lengths are short. Merchants take pride in their shops' appearances. A variety of stores offer local products and services. Significant housing is found at downtown or village center sites. There is unique and distinct personality or character to the place.

2. Many linkages to neighborhoods (including walkways, trails and roadways). People have choices of many routes from their homes to the center; the most direct are walking routes. All sidewalks are at least 5 feet wide and most are buffered from streets by planting strips, bike lanes or on-street parking. Well-maintained sidewalks are found on both sides of most streets. Bike lanes are found on most streets. Most blocks have good ADA access in all directions.

3. Low speed streets. Most motorists behave well in the downtown or village center and near public areas by yielding to pedestrians. Motorists make their turns at low speed. Few places force motorists to stop. Yield conditions are most common.

4. Neighborhood schools and parks. Most children are able to walk or bicycle to school and nearby parks. There is limited or no busing of school children. Most residents live within a half-mile (preferably a quarter-mile) of small parks or other well-maintained and attractive public spaces.

5. Public places for all. Services and facilities are provided for children, teens, people with disabilities and senior citizens. Public restrooms, drinking fountains and sitting places are plentiful.

6. Convenient, safe and easy street crossings. Downtowns and village centers have frequent, convenient, well-designed street crossings.

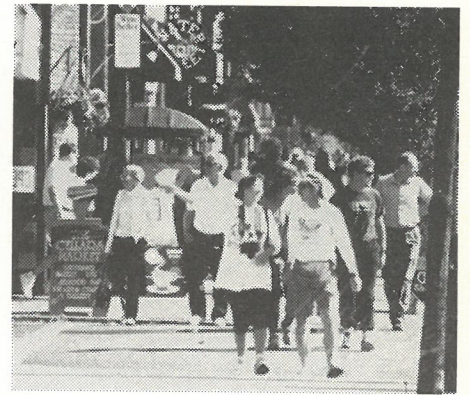
7. Good landscaping practices. The community has many parks and "green" streets with trees and landscaping. Heritage trees line many streets. Homes are clustered to maximize green space. Trails, bridges and promenades provide access to the natural areas in town. Landscaping is respectful of place, often featuring native species, drought resistant plants, colorful materials, stone treatments or other local treats. In desert and high country areas, many methods are used to minimize use of water and other precious resources.

8. Coordinated land use and transportation. People understand and support compact development, urban infill, integral placement of mixed-use buildings, and mixed-income neighborhoods. The built environment is of human scale. Heritage buildings are respected. People support their small, local stores. Residents seek ways to include affordable homes in most neighborhoods. Residents have choice of travel modes to most destinations.

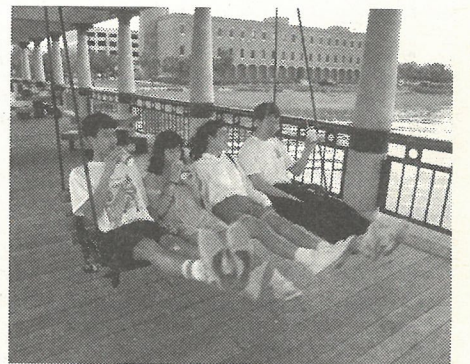
9. Celebrated public space and public life. Whether it is a plaza, park, street or waterfront, well-loved public spaces are convenient, secure and comfortable. Sometimes they are even festive! These places are tidy, often surrounded by residences where people keep an eye out for appropriate behavior. There are many places to sit, few or no large blank walls, and few or no open parking lots. Any parking lots have great edges and greens.

10. Many people walking. Many diverse people are walking in most areas of town. There are no rules against loitering. Linger in public places is encouraged and celebrated. Children rarely need to ask parents for transportation.

Note: Dan Burden is a transportation consultant and is executive director of Walkable Communities, Inc., a non-profit consulting firm. The "Keys to Walkable/Livable Communities" and "Further Indicators of Walkable Communities" are posted at the following website: www.walkablecommunities.com.



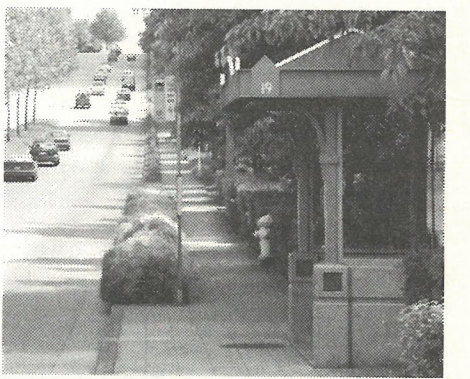
A compact, lively town center surrounded and supported by residential housing.



People can find public places for practice, fun and spontaneous play.



There are public spaces for all with a variety of shops and services provided.



Transit service is provided and is reliable and runs frequently.

Congress for the New Urbanism
The Hearst Building
5 Third Street, Suite 725
San Francisco, CA 94103
www.cnu.org

New Urban News
P.O. Box 6515
Ithaca, NY 14851
www.newurbannews.com

The Town Paper
309 Main Street
Gaithersburg, MD 20878
www.TNDtownpaper.com

Walkable Communities, Inc.
320 South Main Street
High Springs, FL 32643
www.walkablecommunities.com

National Town Builders Association
P.O. Box 18224
Washington, DC 20036
www.ntba.net

Urban Land Institute
1025 Thomas Jefferson St., NW
Suite 500 West
Washington, D.C. 20007
www.uli.org

HISTORIC MADEIRA BEACH

A Fishing Village Grows Up

By James A. Moore



Madeira Beach was first explored by Europeans in the early part of the 16th century, but it was well into the 19th century before any settlements were established. John's Pass, the inlet that defines

the southern edge of the city, was created by a mammoth hurricane during the summer of 1848. In 1865, a plantation was established near Indian Rocks Beach. The only other settlers along the barrier islands were itinerant fishermen living in shacks and houseboats.

In 1912, George Roberts purchased 128 acres of land on the north side of John's Pass and named it "Olive Island." He built a cheap hotel that was known for its rum and fresh seafood. His ambitions to build a substantial resort went for naught, however, and he eventually went bankrupt.

By the end of World War I, Albert Archibald owned most of Madeira Beach. While Archibald's new purchase clearly had enormous natural beauty, numerous obstacles confronted him and his goal of turning Madeira Beach into a Gulf coast version of Miami Beach. There was still no direct access from the mainland, no fresh drinking water on the island, nor any utilities. There were, however, numerous mosquitoes to make life miserable for unprotected visitors. In addition, the beaches were susceptible to complete inundation by frequent hurricanes and tropical storms.

The first link from the mainland came in 1923 with the construction of the Corey Causeway. Aware of the value created by

such a linkage, Archibald donated land for a veteran's hospital in return for the construction of the Welch Causeway in 1927. The following year, a bridge was constructed over John's Pass connecting Madeira Beach to Treasure Island.

Archibald built one of the first permanent buildings on the Beach: a combination public bathhouse/vacation residence at the Gulf terminus of the causeway. Over the years, Archibald expanded the facility into a miniature amusement park including picnic shelters, an open air roller skating rink and water toboggan slide, ski-ball alleys, shooting galleries, pony rides, swings and a fishing pond; during the winter months, he hosted a very popular monkey show.

From the moment the first bridge crossed John's Pass, the location was cherished by local fishermen attracted by the schools of black grouper, kingfish, mackerel, mangrove snapper and other species that swam through the channel. Tourist guides highlighted this location by the mid-30s and soon charter boats began using John's Pass as their base. In 1943, the number of full-time and visiting fisherman in Madeira Beach prompted the Rev. Phillip H. Harris, a retired minister, to create the Church by the Sea. The first services were held in temporary quarters, but by 1945 a permanent Spanish-Style structure was under construction at 137th Avenue and Gulf Boulevard.

At the end of World War II, Charley Rice built two businesses that would, over time, become synonymous with Madeira Beach -- John's Pass Seafood and the Kingfish Restaurant. Rice's ventures were just two



1981: Aerial view of John's Pass Village from the southeast.

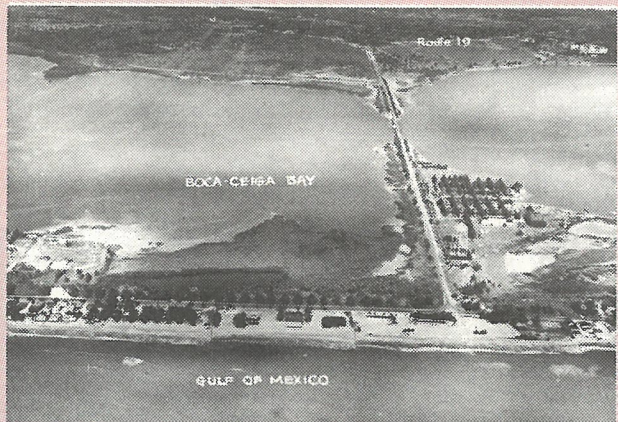
PAT SHONITZ

of the many new developments that occurred during the post-War years. In 1947, the original Town of Madeira Beach was incorporated. During the mid-1950s, the city expanded in size through aggressive infilling of Boca Ciega Bay. Most landfill areas were originally small islands or shoals in the bay; these were built up and then physically attached or bridged to the rest of the city. In 1964, the city and the county established a permanent bulkhead line two feet outboard of all existing seawalls. This line effectively prohibited any future physical expansion via land filling.

Prior to terminating landfill developments, the city reclaimed a 15-acre parcel from Boca Ciega Bay just north of the Causeway. In 1964, the city completed a new municipal building on this property. The facility included a city hall, police station, fire station and meeting hall.

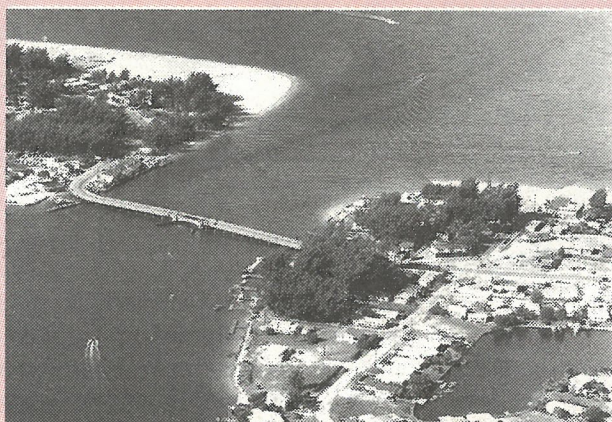
Bridges play a significant role in a city

built on an island. In 1971, the original bridge between Madeira Beach and Treasure Island was torn down and replaced by a newer, larger structure located several hundred feet west of the earlier bridge. Merchants whose stores had been located along the older route recognized that the sudden loss of traffic could wreak havoc with their businesses. Led by Jabo Stewart, a group of business owners hired an architect to design a new complex for them both to help regain lost traffic and to entice tourists and other visitors. Beginning with one or two stores, John's Pass Village expanded over time. In the early 1980s, the waterfront boardwalk was rebuilt providing extensive access to the Pass. John's Pass Village has emerged as one of the top tourists spots on the beaches with its range of shops and restaurants and eclectic beach-style architecture.



1930: Aerial view from the west showing the recently completed John Welch Causeway Bridge.

KEN JACOBSEN



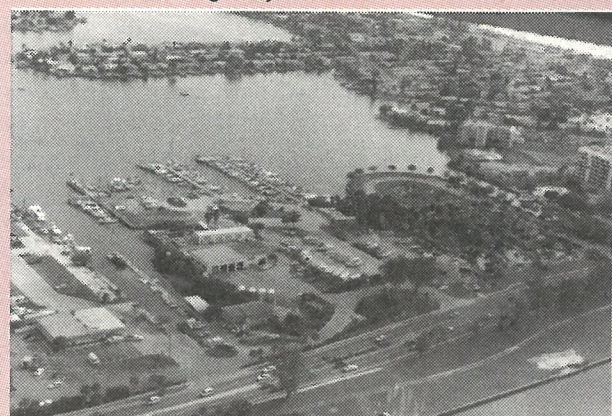
1940: Aerial view of the John's Pass Bridge taken from the east above Boca Ciega Bay.

KEN JACOBSEN



1949: Aerial view from the southwest showing Madeira Beach with the mainland behind.

KEN JACOBSEN



2000: Aerial view from the north showing the causeway and municipal marina.

THE CITY OF MADEIRA BEACH

Madeira Beach Charrette

February 23 - March 1

Come help us plan your town.

SEE FRONT PAGE FOR SCHEDULE.



MADEIRA TOMORROW CITY WIDE CHARRETTE

charrette; chăr-rĕt, a charrette is an intensive, multi-disciplinary planning process. It is designed to facilitate an open discussion between all of the stakeholders of a given project, including architects, community groups and neighbors. A charrette is usually a short process, resulting in a clear, detailed, realistic vision for the future.

**BE PART
OF YOUR
CITY'S
FUTURE**

EVENT SCHEDULE

SATURDAY FEB 23RD

5:00 PM OPENING PRESENTATION*

SUNDAY FEB 24TH

2:00 PM TOPIC: NEIGHBORHOODS

MONDAY FEB 25TH

10:00AM TOPIC: GULF BOULEVARD

1:00 PM TOPIC: MADEIRA WAY

150TH AVENUE

MUNICIPAL CENTER

3:30 PM TOPIC: JOHN'S PASS AREA

TUESDAY FEB 26TH

**10:00 AM TOPIC: WATERFRONT &
NATURAL
RESOURCES**

2:00 PM TOPIC: CODES

FRIDAY MARCH 1ST

6:00 PM FINAL PRESENTATION*

***THESE SESSIONS WILL BE HELD AT THE MADEIRA
BEACH MIDDLE SCHOOL AUDITORIUM, ALL OTHER
EVENTS WILL B HELD AT CITY HALL..**

**MADEIRA BEACH
CITY WIDE CHARRETTE**

FEB 23rd - MAR 1st

**FOR INFORMATION CONTACT
THE CITY OF MADEIRA BEACH**

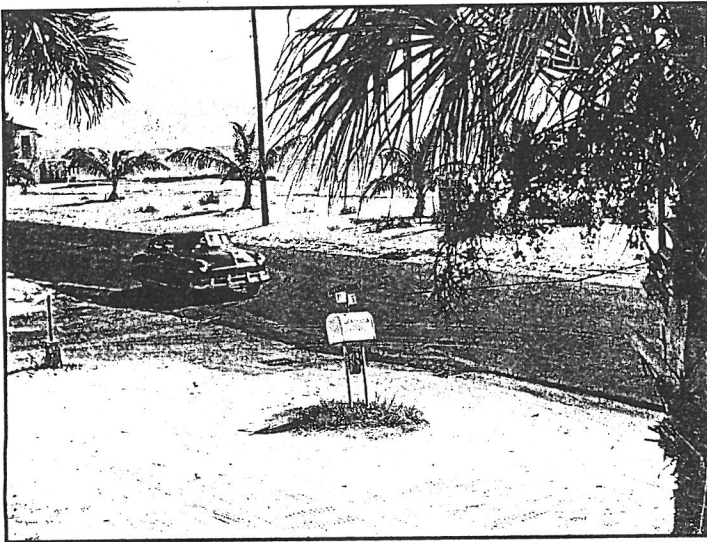
391-9951

NEIGHBORHOOD TIMES

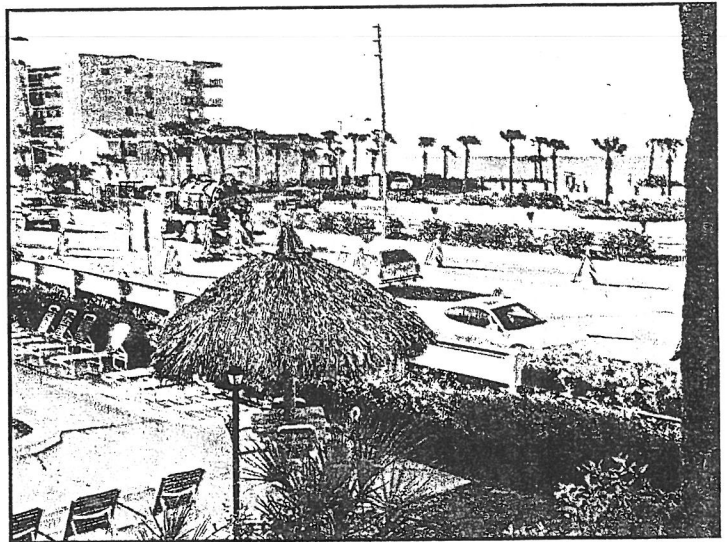
FEBRUARY 24-26, 2002

A TWICE-WEEKLY SECTION OF THE *St. Petersburg Times*

Funky, but fading



Times files (1951)



Times photo — FRED VICTORIN

You can buy five T-shirts for \$10 in Madeira Beach. And shark's teeth and conch shells. In the "grouper capital of the world," every restaurant menu has it broiled, blackened or fried.

But condominiums block the sunset, and the properties are worth exponentially more

than the outdated and graying buildings that occupy them.

Even the county has concluded that the beach cities look tired.

James Moore sees potential.

"You've got a deep-water outlet to the gulf. You've got phenomenal amounts of waterfront property because of all the dredging. You've got a direct bridge to the

mainland," said Moore, an architect with a company that is helping the city reinvent itself.

In workshops this week, neighbors, business owners and city leaders will consider what they want this fun, funky but fading beach town to look like.

Other Pinellas beaches, facing the same problems, are taking note.

— AMY WIMMER

PLEASE SEE STORY, PAGES 16-17



Seats up for grabs in Treasure Island

Challengers say incumbent commissioners are spending too much of the city's money. Story, PAGE 7

3 referendums, 2 seats on ballot

South Pasadena voters will pick from five candidates and vote on three ballot issues. Story, PAGES 5-6

No mud slung in Gulfport race

Two first-time council hopefuls like their city and just want to see it keep improving. Story, PAGE 6

CANDIDATE FORUMS

TREASURE ISLAND: 7 p.m. Saturday, Treasure Island Tennis & Yacht Club, 400 Treasure Island Causeway.

SOUTH PASADENA: 7 p.m. Feb. 27, City Hall, 7047 Sunset Drive S.

INDIAN ROCKS BEACH: 7 p.m. March 4, City Hall, 1507 Bay Palm Blvd.

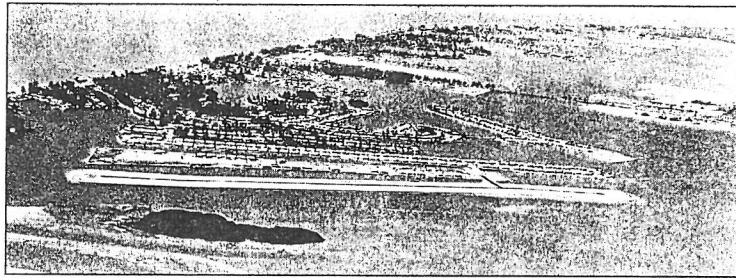
GULFPORT: 7 p.m. Feb. 26, City Hall, 2401 53rd St. S.

ST. PETE BEACH: 6:30 p.m. March 7, City Hall, 7701 Boca Ciega Drive. District 1 forum will begin at 6:30 p.m.; the mayoral candidates' forum will begin about 7:15 p.m.; and the District 3 forum will begin about 8:15 p.m.

INDEX

Opinion	2
On The Town	8
Rookie Mom	10
City Calendar	22-25
Week Ahead	26
Milestones	27-28
Police Log	29
Sports	30-31

Crystal Island, formerly an island of mangroves, was carved into a neighborhood of waterfront homes.



Times files (1961)

Inspired, not tired

Madeira Beach steps, not shuffles, forward to turn a dated hodgepodge into an attractive, cohesive city.

By AMY WIMMER
Times Staff Writer

Madeira Beach. Longtime resident Debra Spaeth remembers when Gulf Boulevard offered more than an occasional glimpse of its namesake, when the old Welch Causeway that brought mainland visitors to the beach welcomed them with a panorama of sand and surf.

"You used to come to the top of the bridge and see the water before those buildings were built," Spaeth said.

"Those buildings" are the Ocean Sands condominiums, twin towers built about half a block apart in an early and futile attempt at compromise: Allow development on the tax-rich waterfront and save a piece of the view for residents and tourists.

It didn't work. There is virtually no beach visible from the bridge from Tyrone, just identical tall buildings, inordinately far apart.

From St. Pete Beach to Clearwater, the beach communities have approved condos, mansions and hotels that cover up the best amenity. The shell shops, T-shirt retailers and swimsuit-clad tourists along Gulf Boulevard are the best indicators there is sand beyond those concrete walls.

If you need one word to describe the county's famous beaches, it might be "tired." That was the conclusion of a 2000 study by the St. Petersburg/Clearwater Area Convention and Visitors Bureau of the tourist destinations Pinellas must compete with.

This week, Madeira becomes the first barrier island city to take a serious crack at turning its mish-mash of transient housing, sky-rise condos, tourist shops, old beach shacks and huge new Boca Ciega Bay-front homes into something cohesive.

The rest of the county, particularly communities like St. Pete Beach that are considering master plans of their own, is watching.

"We applaud Madeira Beach's efforts to improve the look and feel of their beaches and their city overall," said Zaneta Hubbard, spokeswoman for the Convention and Visitors Bureau. "In the end, we all benefit."

In a series of workshops called charettes (see box, this page), three companies hired by Madeira Beach will lead residents through the city's hot spots:

- Gulf Boulevard, where poles support ugly utility wires that are expensive to bury underground.
- Madeira Way, the city's closest thing to a classic downtown, which greets travelers arriving from the Tom Stuart Causeway, formerly the Welch Causeway.
- Madeira's residential neighborhoods, which

Influence the vision

Urban planners will hold the following presentations and workshops in Madeira Beach:

Neighborhoods. 2-3:30 p.m. Sunday, Madeira Beach City Hall, 300 Municipal Drive.

Gulf Boulevard. 10-11:30 a.m. Monday, City Hall.

Triangle of Madeira Way, the Municipal Center and 150th Avenue. 1:30-3 p.m. Monday, City Hall.

John's Pass Village and surrounding area. 3:30-5 p.m. Tuesday, City Hall.

Waterfront and natural resources. 10-11:30 a.m. Tuesday, City Hall.

Codes. 2-3:30 p.m. Tuesday, City Hall.

Final presentation. 6-8 p.m. Friday, Madeira Beach Middle-School gymnasium, 591 Tom Stuart Causeway.

dredges carved from mangrove islands in Boca Ciega Bay.

Based on what residents have to say in this series of workshops, planners will design a new Madeira. By the end of the week, they'll have charts and drawings that depict what the city could be.

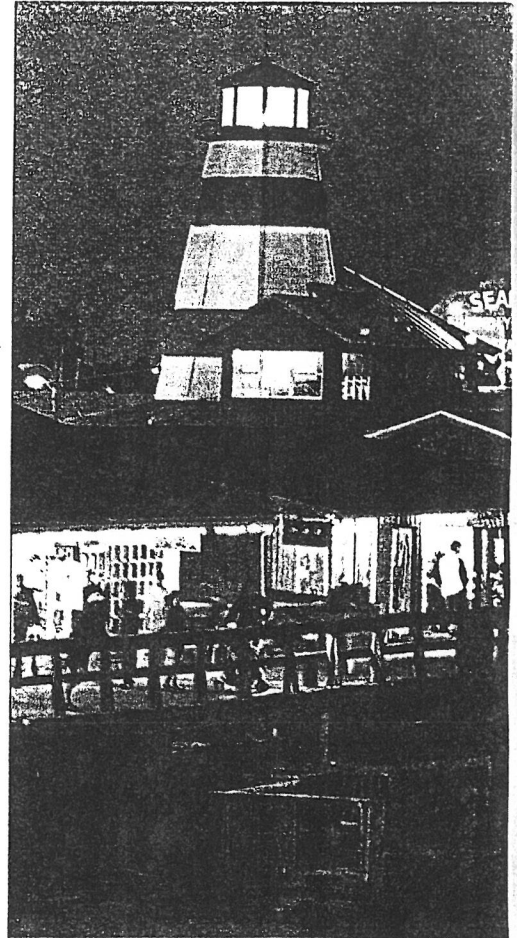
And by the end of the year, the city hopes to have a new set of codes to facilitate the changes residents want to see. The entire process is included in the \$200,000 that Madeira Beach is paying the three companies: Jones Edmunds & Associates, an engineering firm; HDR, a Tampa-based planning company; and DPZ, a Miami-based planning and architecture company.

Help for a built-out city

Andres Duany, the "D" in DPZ, is best known for his work planning new towns designed to resemble old-fashioned ones. Seaside, a Duany creation, was used as the backdrop for the 1998 feature film *The Truman Show*.

Duany has also had a role in redeveloping cities, such as his plan for downtown Sarasota. He gained recognition recently when he helped Asbury Park, N.J., quell a controversy surrounding a developer's plan to raze the Stone Pony, an old Bruce Springsteen stomping ground.

Duany's solution? Townhomes built around the landmark and marketed to people who want to live close to concerts. One council member said Duany "managed to convince the developer that not only would people want



Madeira Beach began its plans for sprucing up in John's developed the "village" theme in the 1970s, when the city spent \$1.6-million in the past two years to give the ragged villa

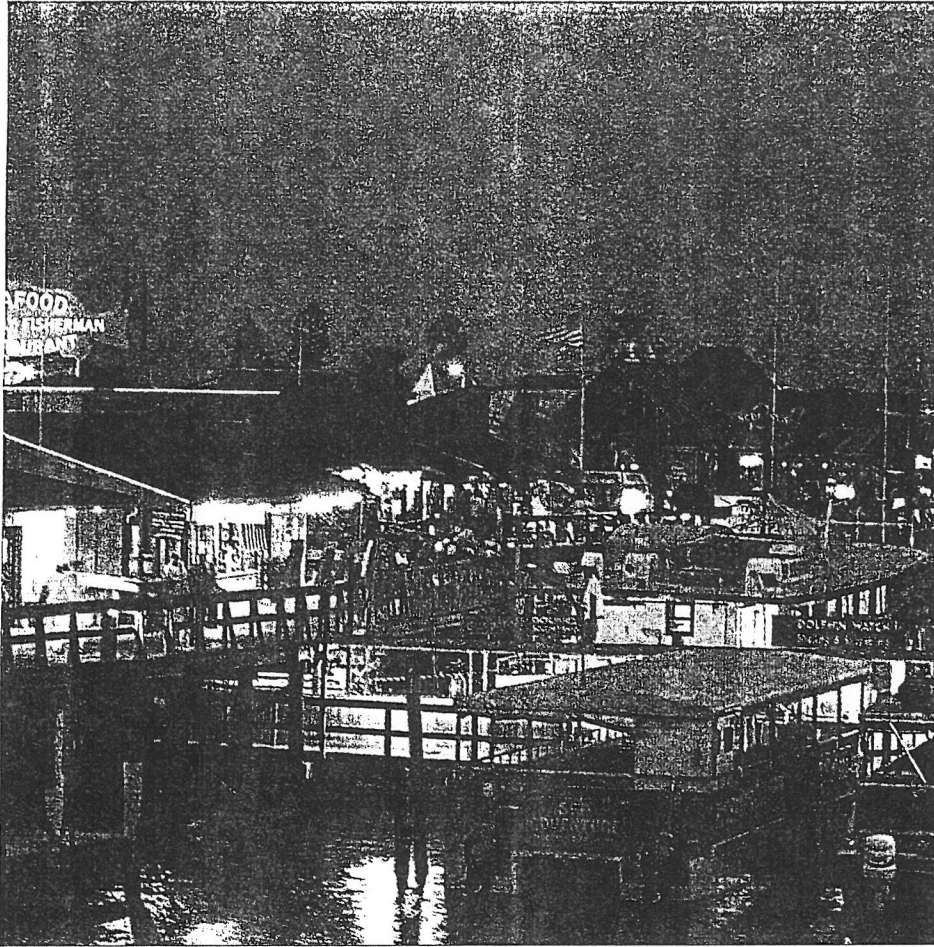


Times files (1980)

This photo was taken 22 years ago, when these condominiums were new, but this stretch of Gulf Boulevard looks the same today. The three 10-story condos were built in a last-minute run on building permits, just before a five-story height limit went into effect. Planners say redevelopment in Madeira Beach is difficult because developers cannot justify buying 10 stories' worth of condominiums if they can put only five stories in their place.

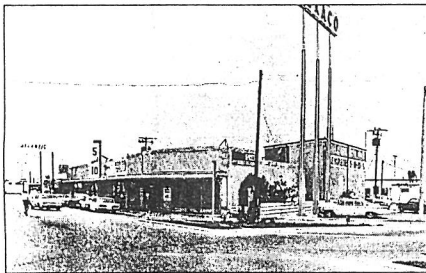
to live near the Stone Pony, but that they'd pay more to be part of the complex."

Because Madeira and the rest of the beach cities are already developed, those are the projects that interest



Times photo — DIRK SHADD

n's Pass Village, the popular tourist destination that resembles a fishing village. Merchants there old John's Pass Bridge was replaced by a new one that diverted traffic around the area. Madeira spent village a facelift.



Times files (1965)

The "triangle" business district formed by Gulf Boulevard, Madeira Way and 150th Avenue is Madeira Beach's closest thing to a historic downtown. Here, the old Isle Variety Five & Dime sits at Gulf Boulevard and 150th Avenue. The building was torn down in 1965 because it did not bring in enough to meet property taxes.

local leaders most.

"We are not Seaside," said Doreen Moore, a city commissioner who is liaison to a citizens committee. "We do not have a clean slate."

So can a built-out city like Madeira Beach expect to change its face when so much of what happens hinges on help from private property owners?

City leaders say they don't have much choice if they hope to lure tourists and keep taxes down for locals.

"We've been given the responsibility, charged with a challenge, to see that this has to go forward," said Moore said. "This is just the beginning process, and it's really important that we don't drop the ball."

"Madeira Beach is the first piece of the beach puzzle."

Residents get to dream

The process started last year, when James Moore, a community design principal with HDR, led a two-day workshop in Madeira Beach. About 100 residents identified the areas that need help and brainstormed about what they would like to see.

The city decided to take that process a step further by hosting a week of public workshops that began Saturday.

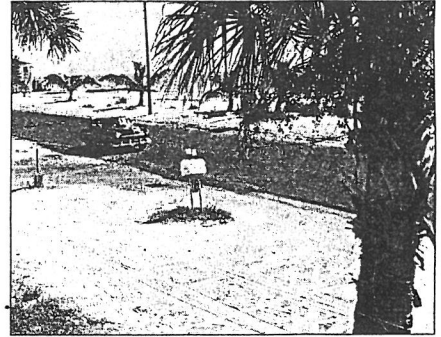
The planners will physically locate a satellite office inside City Hall — complete with computers, draft tables and fax machines — where they will work between sessions to create a picture of what residents want. When the workshops end Wednesday, the planners will spend the next two days putting residents' visions on paper.

At a final presentation Friday night, neighbors will get to see their dreams.

Codes are dated

Madeira's decision to look in the mirror comes at a critical point in the city's history. As the oldest beach buildings deteriorate and the value of the properties they occupy escalates, developers are looking for ways to make new projects fit with what the community wants.

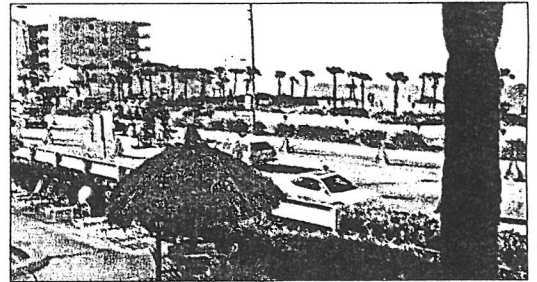
Gators owner Sid Rice, whose family compiled several Gulf Boulevard properties linking the gulf and bay sides of the street near John's Pass Village, has proposed con-



Times files (1951)

ABOVE: This photo was taken from the roof of the old Madeira Beach City Hall in 1951, four years after the city incorporated.

BELOW: The land shown in the photo above has remained one of the few undeveloped patches of sand on the gulf because it was set aside for a county park, as seen in this photo taken last week from the same location — a condominium balcony, these days.



Times photo — FRED VICTORIN

vention facilities, a yacht club and a gulf front hotel — the first new one in Pinellas in a decade — but the project has no chance if residents do not embrace it in the master plan.

The development of Madeira Beach mirrors development along the other gulf beaches: The dredges cleared out the mangroves, digging canals in places such as Crystal Island that created more pricey waterfront lots.

Such dredging was outlawed in the 1960s, but development maintained its pace. By 1980, the city recognized that allowing condominiums as high as 10 stories had stolen the gulf views from Gulf Boulevard. Commissioners restricted construction to five stories.

Now Madeira is faced with dated codes and restrictions, and officials fear they are lagging behind the redevelopment going on elsewhere on the beaches. Take the height cap, which is intended to preserve the city's character. Developers are reluctant to take on a dilapidated 10-story condominium that, if rebuilt, would be limited to five stories.

A 32-year-old Holiday Inn remains the city's largest single taxpayer.

Many residents blame the city's dated regulations for slowing redevelopment.

"I'm just hoping that we get our codes and our zoning right up to date where they ought to be," said longtime resident Pat Shontz, who is part of the visioning committee. "We're way back in the '50s when we talk about codes in this town."

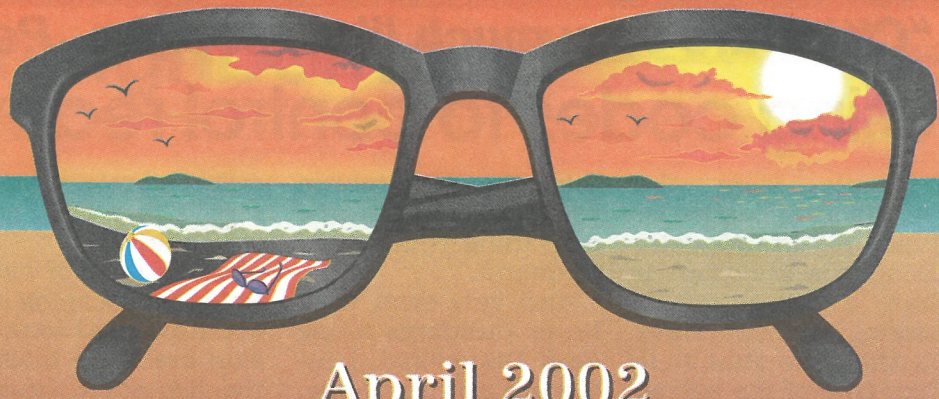
Madeira Beach's weeklong project got under way Saturday night with a keynote speech from Duany. The city hopes that people return to this week's workshops energized and interested.

"Everybody will go home, and it will start them thinking," said Jeffrey Siewert, project manager for Jones Edmunds, the engineering firm working with Madeira Beach.

MADEIRA BEACH

Master Plan

"The Post Charrette Report"



April 2002

The process

• **April 20-21, 2001:** Visioning Days, a weekend of large- and small-group discussions identifying issues of major concern. High on the priority list: develop a master plan.

• **Feb. 23 to March 1, 2002:** The Charrette, a week of interactive meetings with a team of urban planners and citizens. The themes identified during Visioning Days were addressed and ideas developed for a master plan.

• **April 16, 2002:** Dr. James Moore presented a "conceptual backbone" of the master plan. Changes have been made since the final presentation at the charrette. Some of the drawings have been modified, some added, as the master plan is now 80 percent completed. The reception of the overall plan by officials appeared to be positive.

• **Mid-May, 2002:** The master plan is expected to be completed, and the draft documents delivered to City Hall.

• **End of May, 2002:** The draft of the master plan will be reviewed and comments received for approximately three weeks. These comments will be considered in drafting the final plan.

• **End of June, 2002:** The final document is expected to be delivered to City Hall.

• **Approval process:** - A public hearing will be held to transmit the documents to the Pinellas Planning Council and the state Department of Community Affairs. There will be a period for comment from these agencies, and the master plan may be amended.

- A second public hearing will be held to review the proposed master plan on the city level.

• **By the end of 2002:** The master plan will be voted on by the commission. Original estimates had the final approval at November 2002, which officials said could still happen, if the process follows a smooth course.

It's all about having a plan

□ A vision for the future is proposed in a master plan for Madeira Beach.

MADEIRA BEACH - The final presentation. The planners' vision for the city.

Nearly 300 citizens waited in the middle school gymnasium for a glimpse of what might be in their future. On Friday, March 1, with the weeklong charrette behind them, residents waited to hear Andres Duany make a final presentation that would summarize the proposed master plan to be considered by the Board of Commissioners.

With an opening and closing presentation made in the middle school gymnasium, the workshops that took place every day drew impressive crowds to City Hall - residents, business people, property owners and developers.

They shared ideas and heard proposals from Duany, a national-

ly renowned urban designer. The planning team, with a work area that took up half of the meeting hall in City Hall, listened and responded, feverishly working on computers and drawings. The designers and architects represented three companies hired for the job of conducting the charrette, and developing a master plan for the city, including the collaboration of codes and inter-agency regulations.

The team was still working on drawings when Duany, of Duany Plater-Zyberk & Company, entered the gymnasium with Dr. James Moore, of HDR Planning. Jeff Siewert, from Jones Edmunds & Associates, with whom the city often works, was also on hand. But true to its French origin, when art students threw artwork on a little cart at the last minute as it hurried through town, the results of the charrette were not yet ready, and it was 20 minutes after the publi-

cized start time.

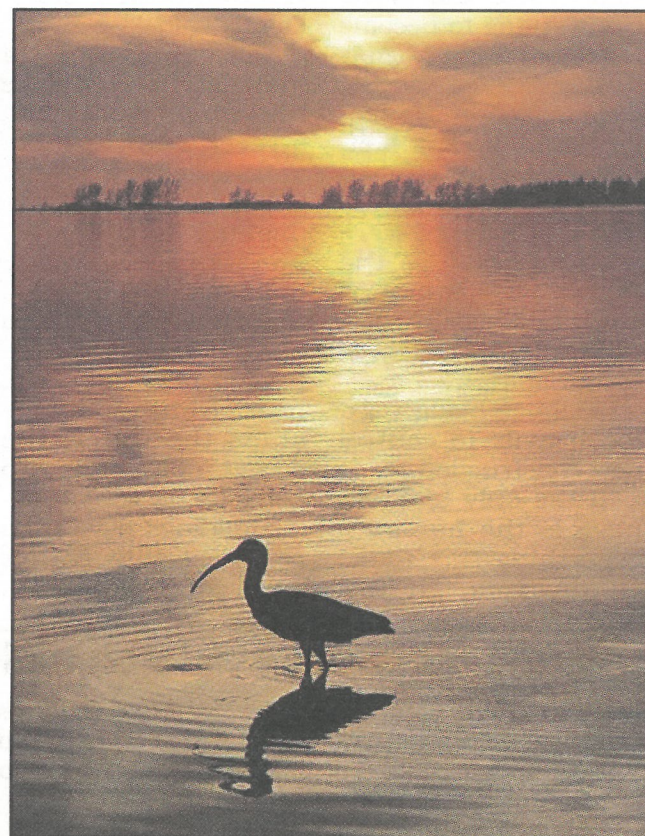
Duany took the opportunity to talk about Madeira Beach, its extensive waterfront and what is known as first-generation buildings. Eventually through attrition, all of the buildings will probably be replaced, he said. The master plan looks at 20 to 30 years ahead, at a full generation of change.

Change itself will take place one way or another.

"Vision is simply looking ahead far enough in the future to see cities actually change," he said. "If there is a model it can be change for the good ...

"The crucial part of this plan is that you have caught this city early enough that it can actually grow to become better and perhaps even great."

And the little cart arrived, the drawings illuminated on the screen behind Duany. With a warning that "some of you will be shocked," Duany began the show.



How did we get to this point?

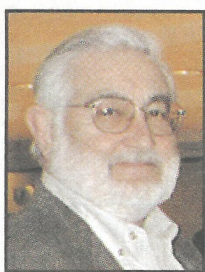
During last spring's Visioning Days, Dr. Moore led the city through a weekend full of presentations and small-group discussions, during which approximately 120 citizens agreed that the city needs to have a master plan - a plan to guide its

future.

They agreed they loved their city, and they also agreed that they wanted some control over the changes that will inevitably take place over the next 20 years or so.

The Board of Commissioners acted on the

See PLAN, page 8



The future is looking brighter every day

By Tom De Cesare, Mayor of Madeira Beach

I would like to take this opportunity to thank all of

you for a successful visioning process. From the beginning, when we dedicated a weekend to the identification of specific issues important to us, we had a remarkable response. More than 100 people turned out that weekend in the spring of 2001 to share their concerns and ideas for our great community.

This interest has continued, and grown. The last week of February, we spent day after day gathering together as a community to look hard at the city we all call home. We heard some tough truths about the path we are currently on to a future that seemed uncertain.

At the end of the week, after the planning team we hired spent long hours drafting a possible road to a newer, more controlled future, 300 of you came to hear all about it.

Amazing! If that's not success, I don't know what is.

I see this as a city filled with people who truly care, and I thank each and every one of you for your interest and participation in the process.

I would also like to thank our Board of Commissioners, who commissioned the charrette and supported it every step of the way.

Thank you to the planning professionals who came to know our beloved Madeira Beach very well, especially Andres Duany, Dr. James Moore and Jeff Siewert.

At one point during the charrette, Mr. Duany was asked what he liked the best about our city. He said he liked the people the best. He said the people who work at our City Hall are all wonderful - helpful, knowledgeable and efficient. He spread this compliment to all of the people that he came in contact with during the week - and that surely was a lot of people - citizens, developers, commercial people and property owners.

That should make all of us proud.

With a great group of people together in one place, I know that we can do anything to which we set our minds. I know that our future is bright, and that this process alone has been a positive thing for us as a city.

Now, let's get to work and keep the future coming.



Charrette Topics

Codes	Page 2
Neighborhoods	Page 3
The Gateway	Page 4
Gulf Boulevard	Page 5
Pedestrians	Page 5
Bridges	Page 6
Ongoing Projects	Page 7
While We Wait	Page 8
Public Survey	Page 8

This publication is a report on the final presentation of the Madeira Beach Charrette. The Madeira Beach Master Plan has not yet been approved by the city's Board of Commissioners.

This publication is posted on:
TampaBayNewspapers.com
& ci.madeira-beach.fl.us

Presorted
Standard
U.S. POSTAGE
PAID
St. Petersburg
FL
Permit No. 1478

“Cities are very much like people ... People treat you better when you demand it.”

Using codes to control redevelopment

People from the neighboring barrier islands look to Madeira Beach as a center. It has a post office, stores, a school. There is the idea that it is “the core of the barrier islands.” Andres Duany said he felt “this is the city wanting to become bigger and more mature.”

He looked at the history of the height limitations in the city. In the 1970s, 11- to 12-story buildings were allowed. Then, the limit was knocked down to five or six stories. Now, it is at three to four stories.

Height is being used too heavily to control new construction.

“If the only tool you have is the hammer, everything is a nail,” Duany said. “If you

think the only problem you have is height, the only thing you can do is lower it.”

And yet, even with lower buildings along Gulf Boulevard, people are still unhappy. “It’s not the height. It’s something else,” Duany said.

Add the tool of frontage. How does the building meet the street? That is more important than height, Duany said. Presently, parking lots are allowed in the fronts of buildings. The fronts of buildings are treated like the backs of buildings, because the beachfront side worships the water; the street side ends up being its back.

“Buildings have been replaced with rather soulless buildings ...

rather careless buildings ... they don’t raise your spirit.”

Add the tool of width. Ratio, landscaping and architectural expression are more tools at the disposal of the city.

By raising “the skirts” of buildings on the gulf, passersby can actually see beach and water underneath – the space allows a breeze, which can also pass through gaps between buildings.

“It’s a matter of getting psychologically to a place where the city is not a beggar, which is simply not grateful for a building for its tax base, and it actually asks that something be given back,” he said.

Duany insisted on the city shedding its image. “You have to

break that mold that things are just good enough here.” A McDonald’s restaurant, for example has three styles available. The city’s type is the worst; it never asked for better.

“I’ve seen cities just transform themselves by developing a kind of pride ... it’s like maturing.”

When a building is demolished, it should always get better.

While the city does not use important tools to control its redevelopment, it uses too many restrictions in its codes. To understand the effects of the codes, the planners drew the implications of every building according to the current codes.

Limitations are put on setbacks, height, floor ratios, lot coverage, impervious coverage and parking ratio.

That’s too complicated, Duany said. Builders see loopholes, and everything becomes open to negotiation.

Duany proposes dealing with one thing: “the envelope ... how big things are.”

Height itself is presently measured from the base flood elevation, not from the ground. So when the code says an allowable height of 40 feet or three stories, the actual allowable height is 51 feet. Why have the stipulation of height “or” number of stories in the code? Duany wondered.

“We need incentives for great things to happen,” said Duany, and to do that, the codes need to have a reward system of some kind.

With the city allowing a builder to go up to 50 feet anyway – the proposal is to throw in an extra floor for a list of “good behavior” items that the city wants to see.

Setback requirements in the present code actually encourage bigger buildings by allowing wider setbacks as the lots get wider – the incentive is there for wider buildings. So, smaller buildings are eaten up, which takes up more space and creates more of a wall effect.

The city needs to give incentives to a small property owner to build to avoid the sellout to larger conglomerates because smaller buildings are nicer, “even if it’s higher it’s the gap that’s important.”

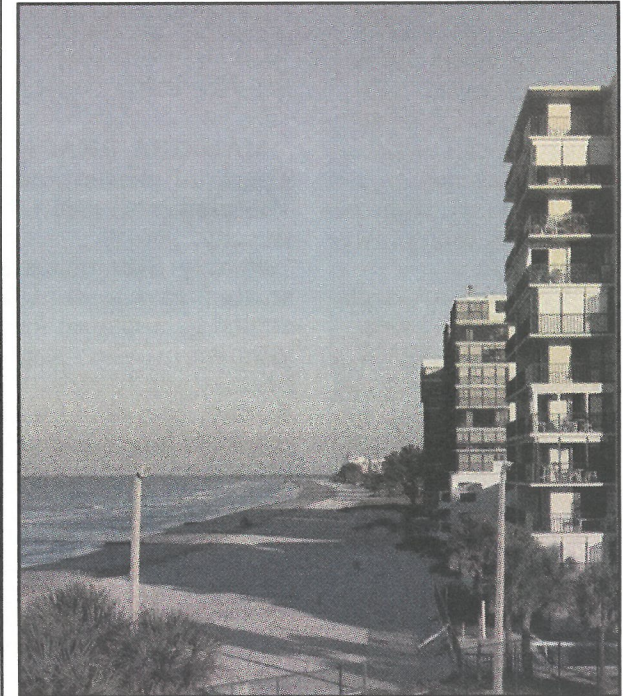
The shadows know

The charrette team spent hours studying the issues brought to them at the workshops. The fact that taller buildings cast shadows on the beach was one detail a photographer was sent out to document during the week.

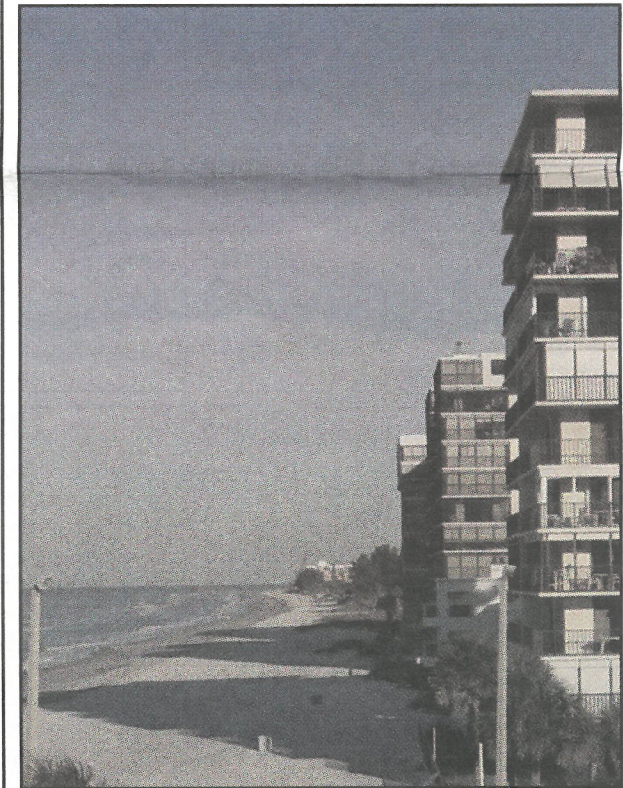
Andres Duany offered no great words of wisdom on the re-

sults, except to say that the gaps between the buildings are really doing their job, and to repeat that the height cannot be the only determinant that is focused on.

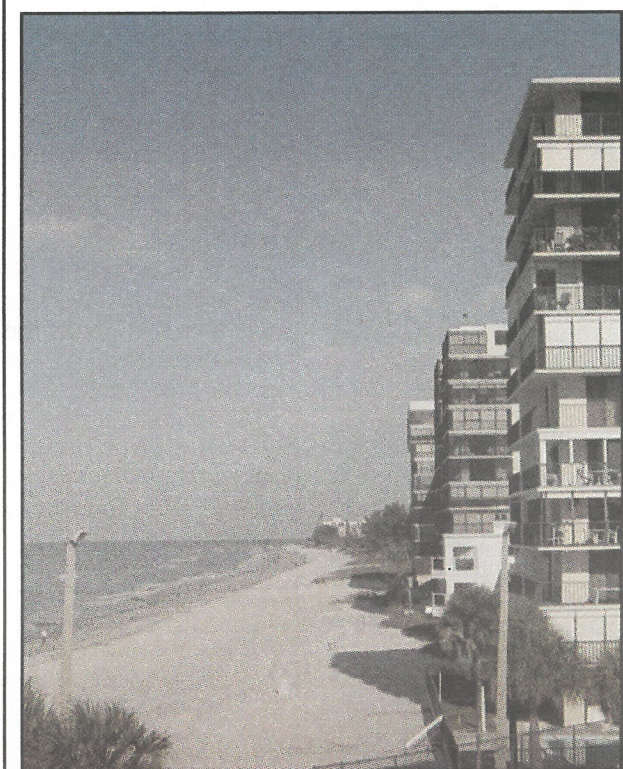
These photos were taken by a design team member who was stationed on the beach at sunrise.



7:15 a.m. Long shadows ...



7:45 a.m. Gaps between the buildings ...



9:15 a.m. By this time, the shadows are virtually gone.

What a difference a porch makes

While everyone wants to keep things the same, the old Florida neighborhoods are changing because no one is willing to give up their own rising property value.

With new buildings replacing older homes, a myriad of architectural designs share the same street. “They are not cooperating,” Duany said, proposing that newer, bigger homes mirror features on existing, smaller homes – the shape

of windows, or roof style, for example, to help it blend in.

He also proposes rewarding everyone who builds an open porch, as it pertains to setbacks and encroachments.

There are many benefits to porches. They give back to the street, they always look nice, and best of all, porches will enable the different architectural styles to blend.



What’s there now



What it could look like with porches

Welcome to the neighborhood

A big part of the master plan rests on the assumption that residents want to maintain a community feel, and create, if not restore, neighborhoods.

Neighborhoods are referred to in urban planning as "pedestrian sheds."

These are walkable areas, within which a person can obtain ordinary daily needs.

Prior to the 1950s, developments were structured as neighborhoods. Most adults can walk a quarter of a mile, or a five-minute jaunt. That is the "sacred dimension" that has always been used when planning for neighborhoods.

Within this walking distance there should be a center, where such items as bread and milk can be obtained, along with a haircut, perhaps, or a little something from the specialty store.

This is important to the happiness of a city. Fifty percent of all Americans don't drive, because they are too young, too old or too

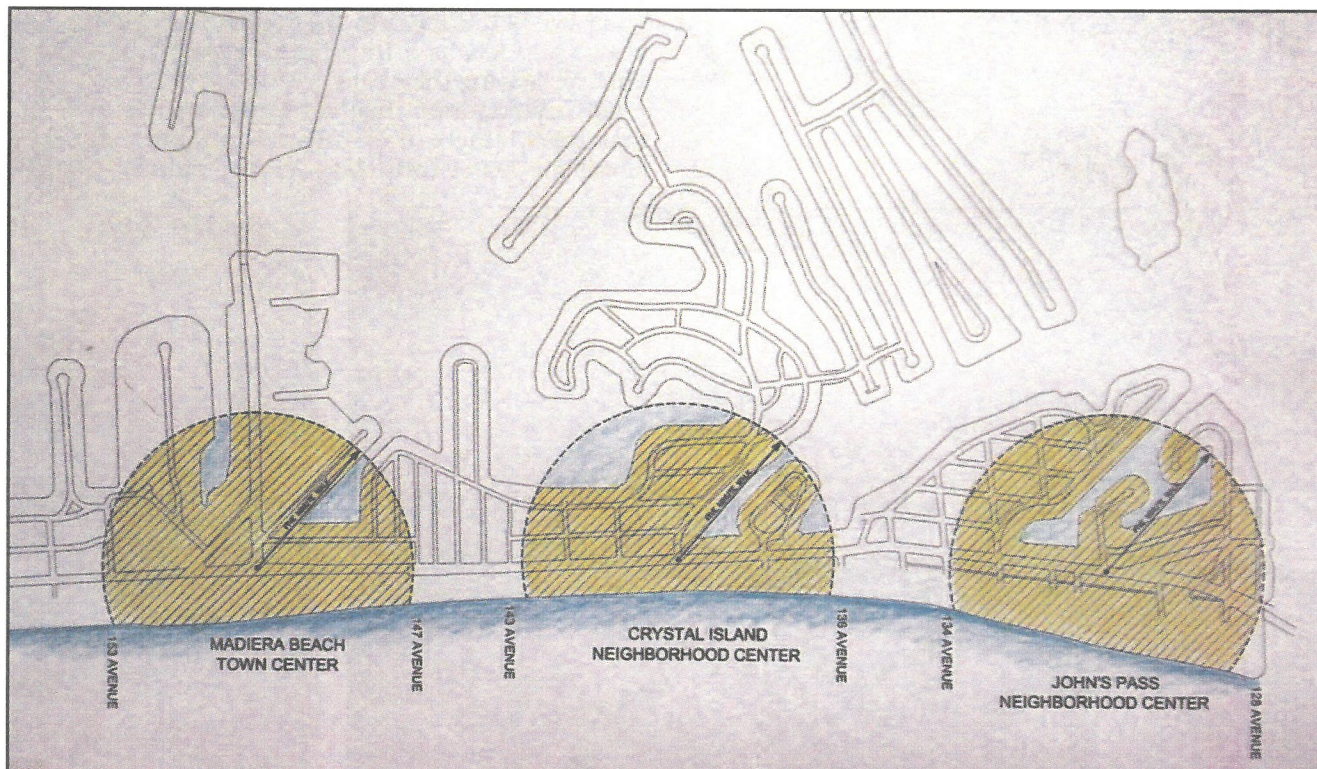
poor. "There is no disgrace in any of them," he added - it's just a fact.

On the other hand, a typical building design such as the convenience stores that presently exist can have the effect of an atomic bomb on the neighborhood: it kills it.

The master plan proposes three neighborhood centers along Gulf Boulevard. One is at Municipal Way; one is at 140th Avenue; the other is at John's Pass.

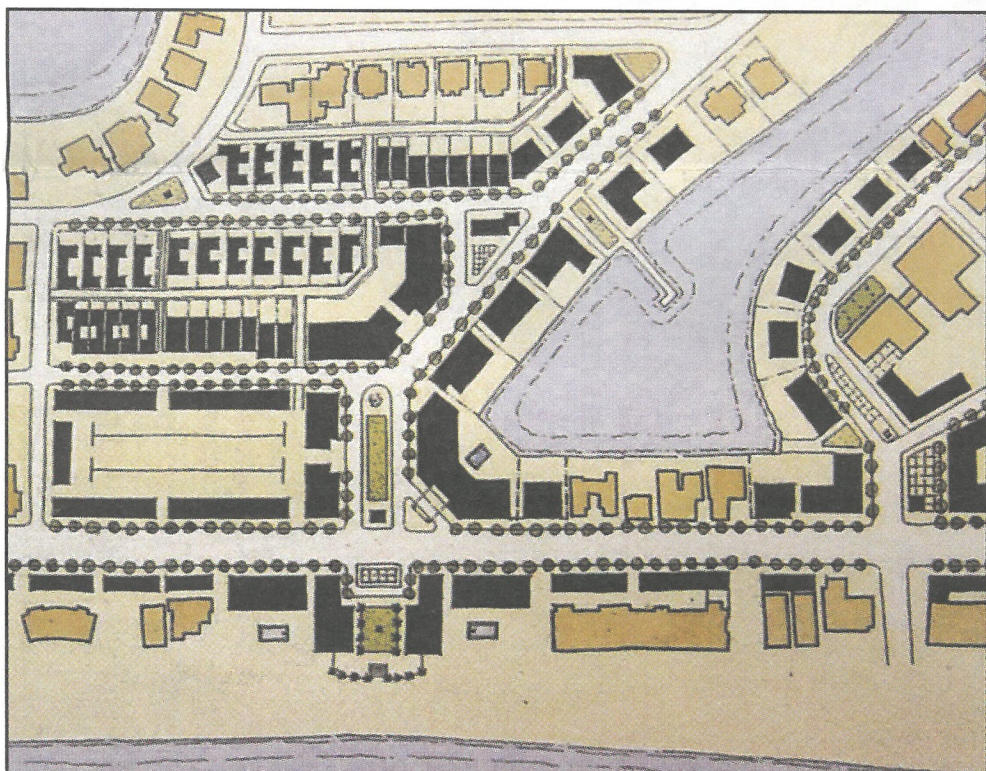
The drawing that shows the parts of the puzzle that could join to create wonderful centers is a bit scary to some property owners, who see their own buildings razed in the final drawing. But Dr. James Moore, one of the design leaders, has explained that a "plan" is just a plan. The same thing could be accomplished in different ways, depending on how the future of specific properties are handled in the future.

What the three centers have in common is



The three neighborhood centers proposed in the master plan would be a big step toward making the city "walkable." Residents are reminded that "plans" are not set in stone, and can be accomplished with variations in the details.

a place to walk from neighborhoods and shop, with parking provided to accommodate those entering the neighborhoods. Landscaping and improvements to Gulf Boulevard would originate at these centers, and spread to the rest



This drawing depicts a neighborhood center at 140th Avenue, located where condominiums are now, with parking in the middle. It also shows a landscaping plan at the entrance to the neighborhood, and a little park at the beach access, across Gulf Boulevard.

Basic terms

Master plan A plan for the future of the city that includes a vision for up to 30 years in the future, while detailing the regulations necessary to accomplish the goals set forth in the master plan document. It is one component of the comprehensive plan.

Comprehensive plan The local plan addresses a number of different issues, including transportation, natural resources, public services and facilities, and issues addressed in the master plan. In their comprehensive plans, cities and counties analyze current conditions, identify goals, and design the strategies to reach these goals. The local plan is coordinated with the county's, which is coordinated with other area plans throughout the state. It is reviewed on a regular basis.

Land development regulations (LDRs) A set of rules that implements the goals stated in the Comprehensive

Plan. While planning involves taking a long-term, big-picture view of the community, LDRs are what guide daily land use decisions. They are essentially the "rules of the road" for developers and landowners. Land use regulations result from the community planning process.

Zoning regulations Zoning separates an area into specific categories (residential, commercial, multi-family, etc.), in which certain uses are allowed. Zoning laws regulate changes and restrict those changes that do not conform to the zoning category. Zoning districts also can have overlay districts, which create special allowances or restrictions for the affected area.

Building codes A set of specific regulations addressing the materials and workmanship that goes into the construction of any structure. The entire state is under the Florida Building Code.

The mosaic

Related to codes are zoning categories, in which specific land use criterion spelled out in one category is different from another - commercial, residential, multi-family, etc.

In trying to figure out why the city's redevelopment has so far turned out incoherent buildings, Andres Duany and the planning team closely inspected the codes. Much to their surprise, they found that the city's codes are put together well.

What they did discover was that one specific residential zone included huge areas of the city, many of which are quite different in character from each other. Take, for example, the different type of neigh-

borhoods that make up the whole of the city's residential areas.

"Your city is too complicated for so few categories," said Duany. There are too many nonconforming structures, and there are lots that are simply not buildable.

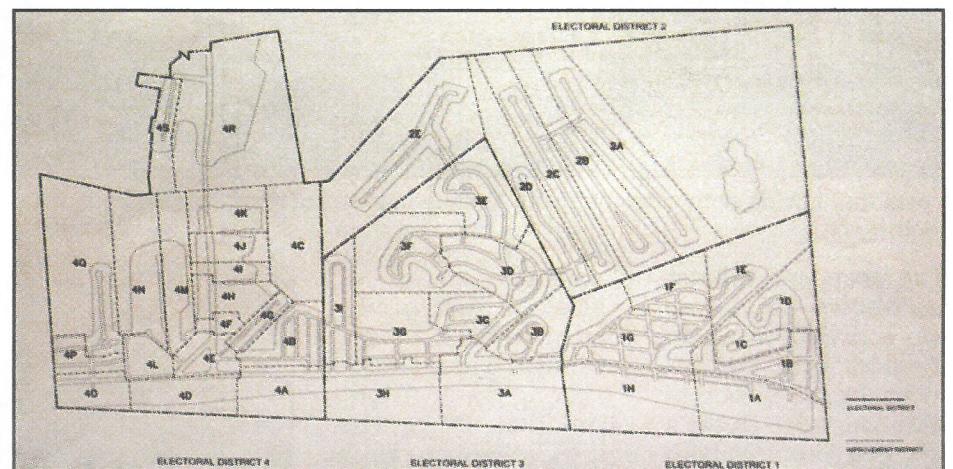
What to do? Instead of creating more zoning categories, the proposed master plan includes a "mosaic." There are the same number of zoning categories, but each one is split up into sections, or what could be deemed "neighborhoods."

The master plan proposes the creation of small associations within these areas that could get together and work on a project. They

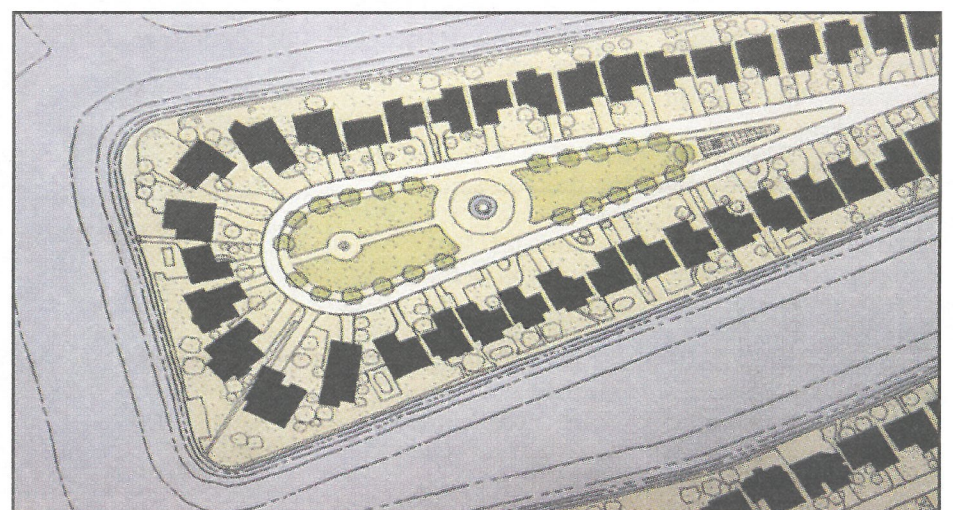
could assess themselves if they want to embark on a sizable project, for example the development of Teardrop Park on Lillian Drive on Crystal Island. Improvements there have been voted down in the past, he noted. But the area has a responsibility to give back to the public realm, he said.

"We need to break up this city into smaller increments so that individuals can act on their own behalf," he said.

This would also help to decrease the tension between groups of varying economic means within the city, and enable those who invest more in their properties the opportunity to make their own neighborhoods more desirable.



The "mosaic" breaks the electoral districts down in "neighborhoods," which would be allowed to improve their common areas.



Teardrop Park, on Lillian Drive, Crystal Island, is a perfect spot for a developed park.

"The hub of the Gulf Beaches"

The Gateway

As drivers enter Madeira Beach from the cities and highways of Pinellas County, they reach the Tom Stuart Causeway. They inexplicably slow down. Their eyes are drawn to the water. They go over the bridge and feel as if they have entered a park without ever leaving their cars.

As they continue their drive down 150th Avenue, they relax. Maybe they turn off to take a slow ride along the waterfront. Maybe they stop at a shop,

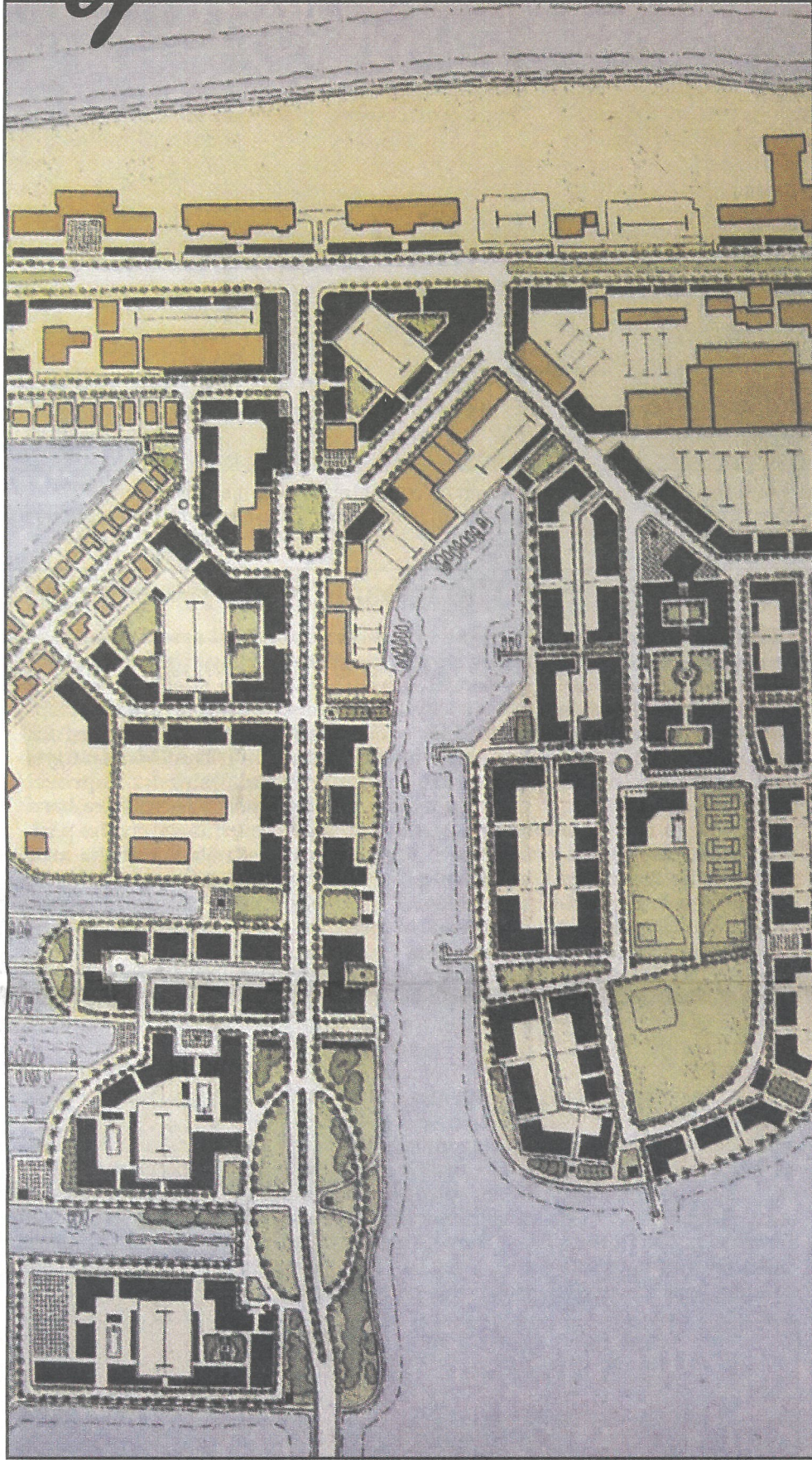
and before getting back into the car, decide to take an easy walk by the water.

Andres Duany has a clear vision for 150th Avenue. "It's better than Naples," he said.

"Imagine, on the backs - boats and ocean. On the front - Fifth Avenue.

"Vanity and sophistication on the front. Sandals and water in the back.

"Fantastic."



An oval that covers both sides of 150th Avenue makes a grand entrance to Madeira Beach.

The proposed master plan shows Causeway Park, a project about to get under way, continued to the other side of 150th Avenue to create a huge "entry oval" on both sides of the road, the oval surrounded by 30-foot royal palms.

Public roadways and walkways surround the waterfront, "just like all the great cities."

The city's public works building is replaced by shops, restaurants and the marina.

Bringing 150th Avenue closer to an actual "avenue," four-story liner buildings stand along sidewalks with trees.

"And then, to remind you that you have really arrived, there is actually a square," at Madeira Way, signaling a turn for

shopping.

All along Madeira Way, there are shops in front, parking in back.

Making the turn onto Municipal Drive, the Madeira Beach Yacht Club Condominiums could eventually be rebuilt and, in such a desirable location, will transform themselves, Duany predicted.

On the outer edge of the Winn-Dixie parking lot, there are more shops on the corner to mask the parking.

Duany is proposing the city develop its waterfront, with civic and cultural buildings, and a central park.

The ballfields and recreation area would be redesigned.

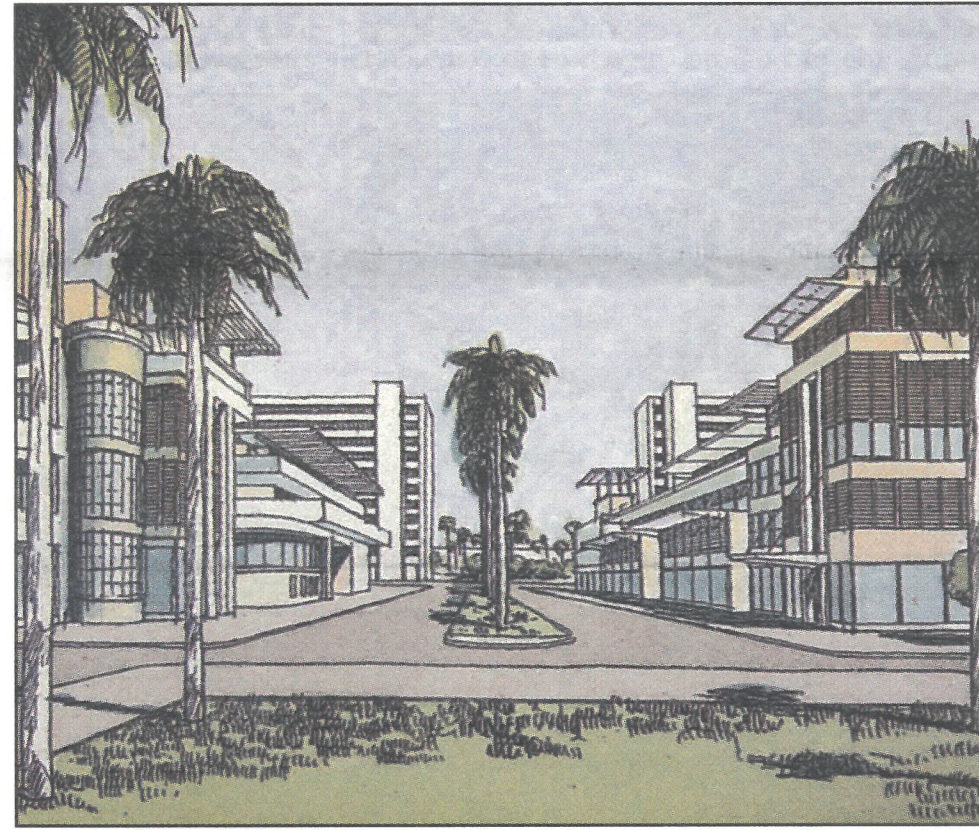
"This could be a magnificent place."

What's there now ...



The view as a driver comes over the bridge, onto 150th Avenue

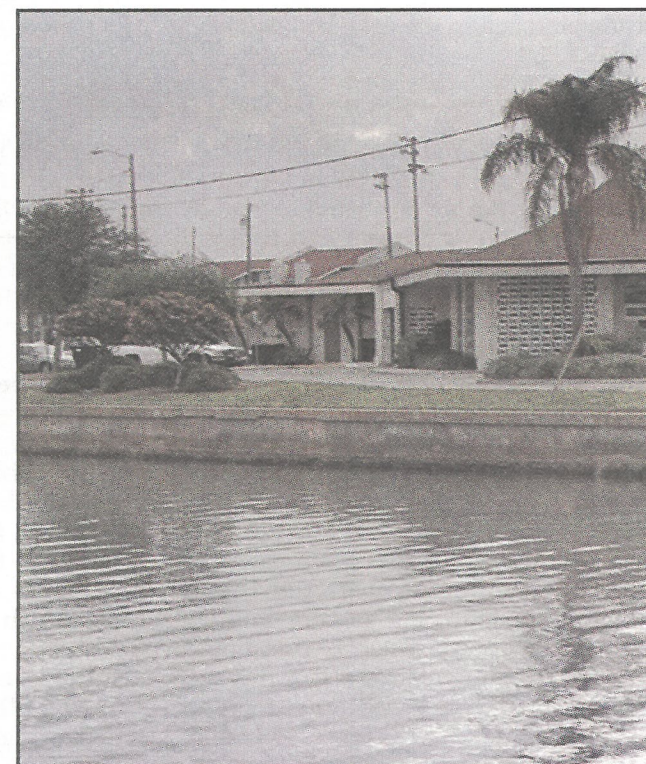
What could be ...



Liner buildings on 150th Avenue, a square ... sophistication on the front, sandals and water on the waterside



Development is proposed for the corner by the Winn-Dixie parking lot.



A design to develop the waterfront by City Hall is included in the proposed master plan.

The present ...



Gulf Boulevard at the end of Municipal Drive – lots of concrete

The future ...



Liner buildings are inexpensive and easy to build.

“At some point that highway of yours has to become a boulevard.”

The vision pivots on the maturing of Gulf Boulevard

“Take Gulf Boulevard and make it a great public space.”

That would be the greatest accomplishment of the master plan, as envisioned by Andres Duany.

Gulf Boulevard should be built up to be a “boulevard,” not the “strip highway” it is now.

That alone would enormously affect life in Madeira Beach.

The process of transformation is a normal one.

The sequence begins with a road. That becomes a highway, and then a strip highway, and ultimately it becomes a boulevard as the city matures.

It’s time to mature, said Duany, slow the traffic down, and provide buffers for pedestrians to feel safe and enjoy their strolls.

Plazas are big in the plan.

Locations such as the parking lot that adjoins the Winn-Dixie lot, off

Municipal Way, becomes a plaza.

The parking lot in front of Church By The Sea becomes a plaza, a potential civic center on which cars would still park when needed.

The parking lot across from Holiday Inn becomes a plaza.

There’s a plaza to the entrance of the John’s Pass residential area.

When the Gulf Boulevard Improvement Plan was conceived to affect the barrier island communities from Clearwater Beach to St. Pete Beach, a landscape architect was invited to submit an islandwide plan. What he had to work with, basically, was signage and plants. He added the undergrounding of utilities and nice lampposts along the way.

Duany said that these tools are not enough.

Gulf Boulevard has to be “manipulated” to make it pedestrian friendly.

As much as landscap-

ing, it needs to have cars parked on the sides of the roads. It needs to be re-striped and room made for parallel parking. It slows down traffic and protects pedestrians. The side parking could be banned at night, or at the very least during evacuations.

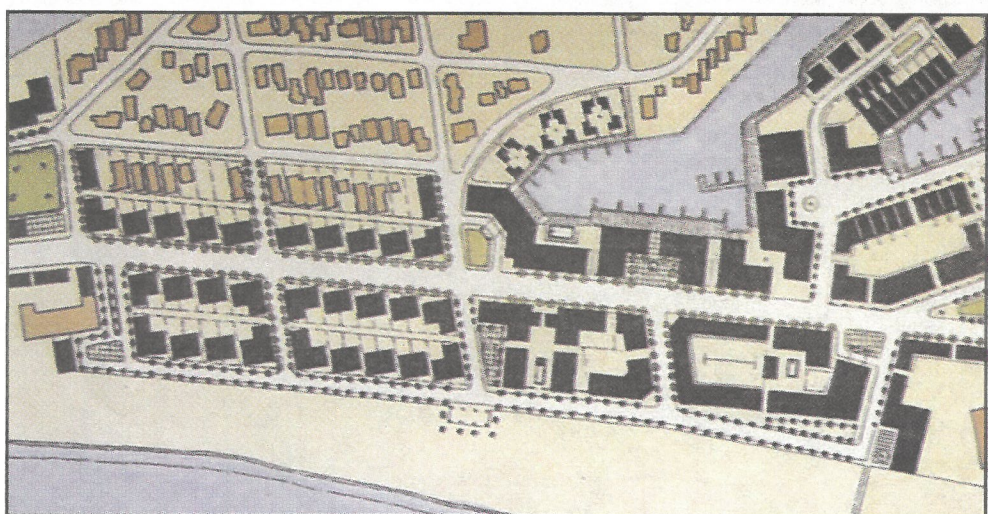
“Parallel parking is a prerequisite to any pedestrian environment,” Duany said.

Changes should begin at the neighborhood centers. The improvements will fill in the rest of the sections in time.

“This is what the landscape architect should be given,” he said.

Traveling into the neighborhoods, the planning team measured each major road in the city, and created different possibilities for each. Some have sidewalks; many have landscaping planted down the center.

All look just a little greener, a little slower and a lot more inviting.



This drawing shows a proposal for a road along the beach, paralleling Gulf Boulevard. The intent is to provide a vista for the public along the beach similar to Ocean Drive in South Beach, Miami. This has recently been modified.

“The pedestrian experience”

Walking is good for the health of a city

Towns and villages used to be built as something a person could walk.

In the post-war period, the idea was born that everyone had to have a car. In the time period during which Madeira Beach was built, cities were retrofitted for automobiles.

“We need to move this city toward a walkable city,” said Andres Duany. “That is the future because there is no solution to traffic congestion.”

In order to accomplish this, and bring balance to the city, mixed uses must be allowed so that people who have to stop driving for personal reasons can continue to live in the city by walking to meet

their daily needs.

The pedestrian areas need buffers, in other words, parked cars along Gulf Boulevard. Parallel parking allows a feeling of safety from the traffic, and it slows down traffic.

Gulf Boulevard, by Municipal Drive, is an example of an area needing vast improvements to help walkers enjoy the area, and not have to rush to get to where they are going, as they often seem to.

In front of the stores are parking lots, then a sidewalk, then Gulf Boulevard – nothing but concrete. Making the city “walkable” is an important goal of the master plan.

Lose the parking lots

On the corner of Gulf Boulevard and Municipal Way, across from the Holiday Inn, there is a parking lot. As pedestrians walk alongside it, the “perceived danger” of Gulf Boulevard is right beside them.

This is an example of a location that needs change. All parking lots in the city, said Duany, are ripe for re-development.

At this spot, he suggests building “liner buildings.” They are two stories, with the first floor providing parking – it can be transformed into a storefront or restaurant later – and the second floor holding office space, or living area. There is one there now, next to the Mobil gas station.

These styles are inexpensive to build. The

simple designs are being furnished to the city, with the idea of giving everyone that has a parking lot a copy, and “the right to build,” without having

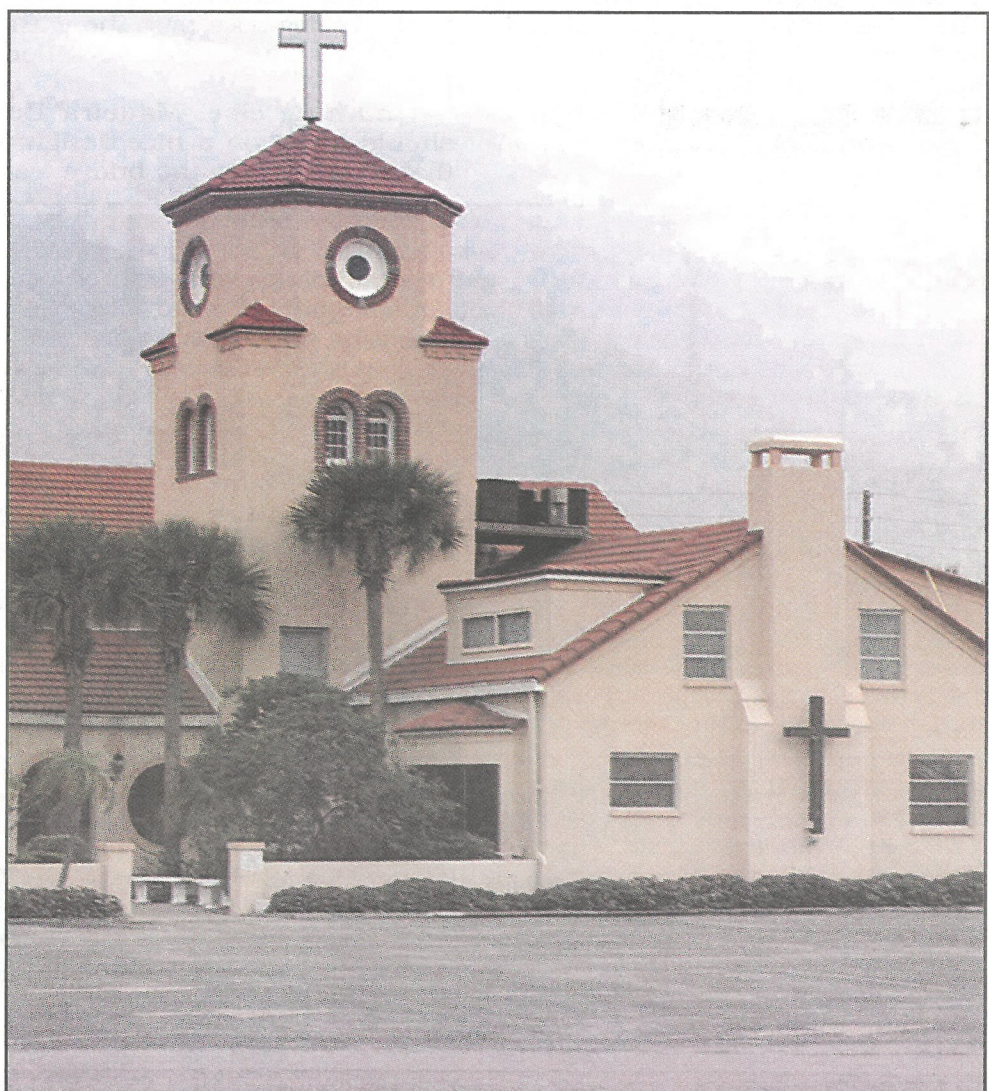
to go through the permitting process.

Parking also could be in the rear of the building.

“This would be so good for the city.”

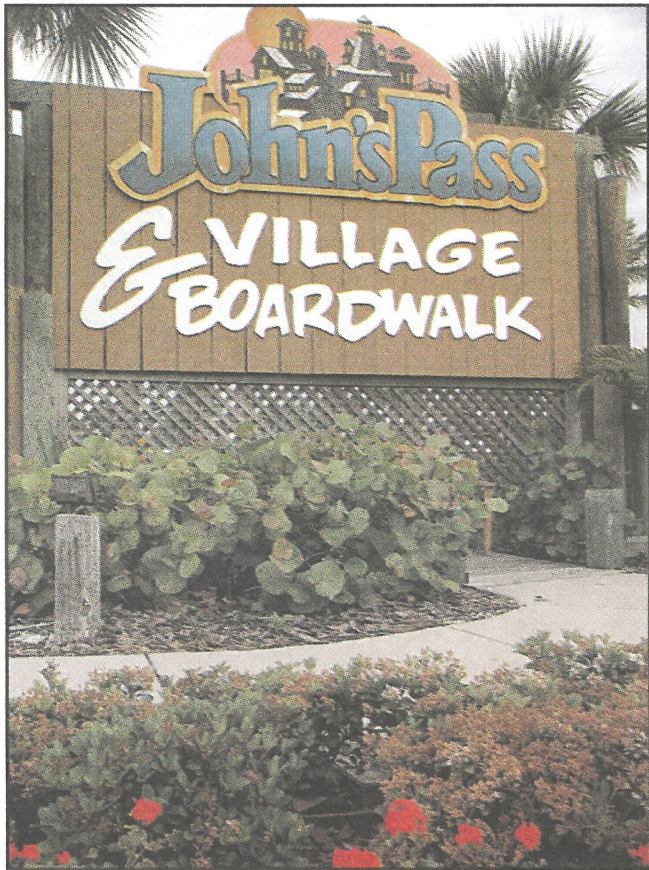


In the parking lot that is next to Winn-Dixie: a plaza



In front of the Church By the Sea: a plaza

John's Pass ... the mix of the Village and the village



John's Pass Village & Boardwalk has enjoyed recent renovations.

Andres Duany was as impressed with John's Pass Village and Boardwalk as its merchants and residents are, especially following the renovation of the shopping area.

What could make a better, and friendlier, pedestrian environment?

Its unique style is well done in some instances, Duany said. He is proposing more language in the code to demand that all buildings offer the same charm and help "complete the illusion" of an old fishing village - it seemed to amaze him that there were still some buildings that did not conform.

"You need to have buildings working together," he said.

John's Pass Village was created when John's Pass Bridge was moved. The main street moved west, and the shops along the avenue realized they had to do something to lure traffic back to them. The boardwalk was already there, of course, but the Village was born, and a unique pedestrian area evolved.

In the absence of walkable streets in the area, Duany said, those that survive naturally become tourist

destinations. "People just search them out."

Over time, Duany predicted, the Village's main street will revert to an actual main street and it will recover its usefulness to the residents.

The Village is an asset, and should not be a source of divisiveness, he said.

But conflicts are created because there is a residential area behind the Village.

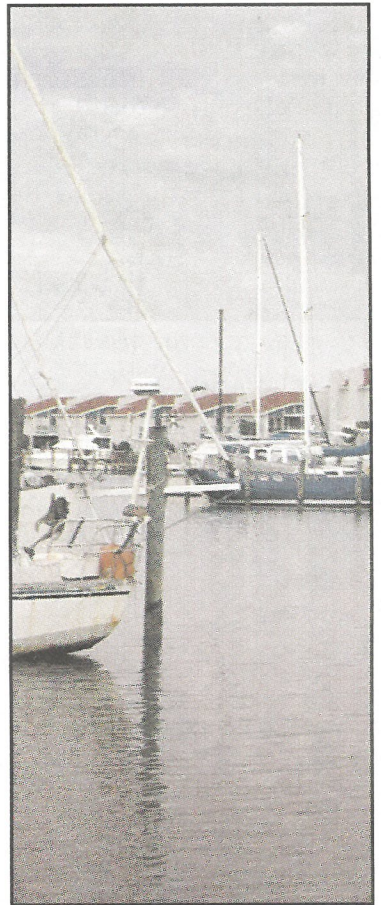
One street, Pelican Lane, is a particular problem, according to Duany. People who live on that street complain about having to face the back of the John's Pass Village shops. There is sound and visual blight.

Entering the neighborhood is another problem.

Duany said there are 18 houses in one section, an area that is ripe for redevelopment.

If the proposed plan is followed, a plaza would be created as residents enter the neighborhood, and a road built along the waterfront to return that part of the water to the residents.

"A city on the water"



People in Madeira Beach love the water.

People in Madeira Beach love natural things. They love the sunsets, and they worship the water. "It's a shock to us how much of it there is because almost none of it is seen," Duany said. "The water's gone. It's essentially been privatized." Many residents live on the water, but "those who are not on the water really don't have it."

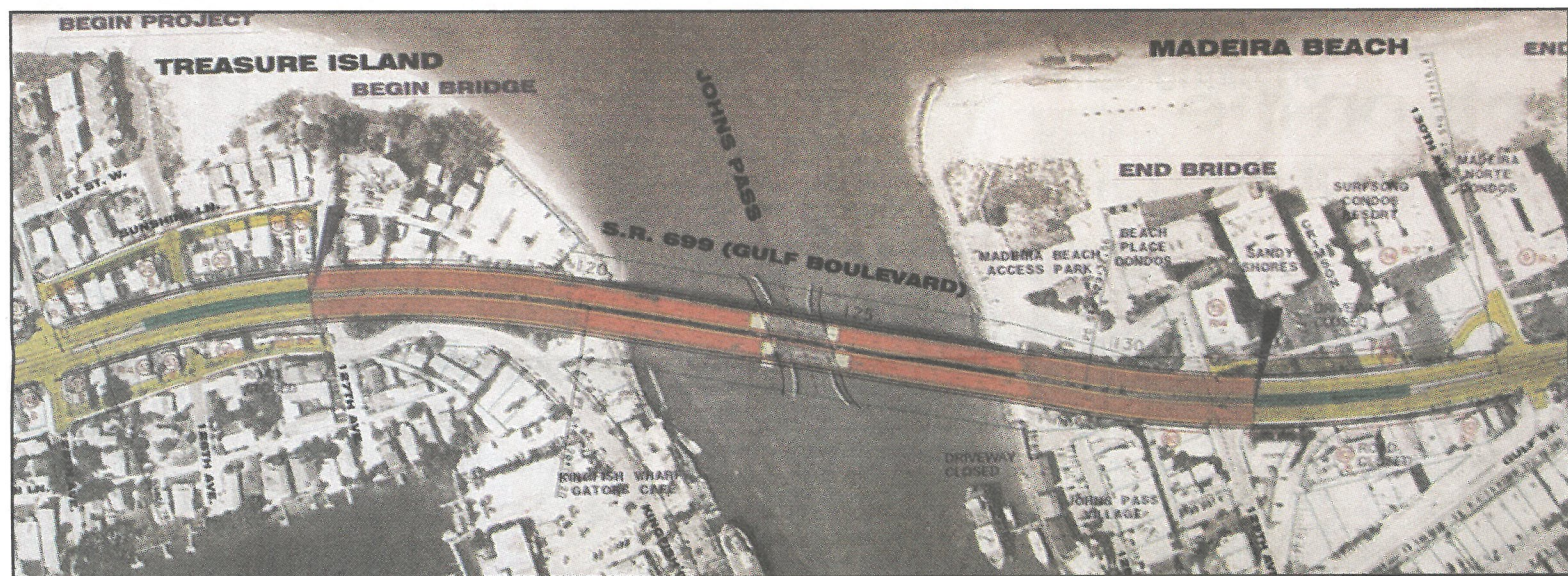
Ideas in the master plan bring the water back to the public, providing roadways and walkways along the waterfront.

Culverts or connections at the ends of the canals are proposed to improve the water quality.

The city needs storm drainage, Duany said, to stop the water running directly from the sewers and into the bay.

Also, he proposes the heavy use of native species of plants for landscaping, to eliminate the use of fertilizers - products that further pollute the waters - and reduce general maintenance.

Bridging the state plan with city's desire for better style



Planners looked at several options proposed by the state regarding the replacement of John's Pass Bridge.

The final design of John's Pass Bridge will be decided by the state Department of Transportation.

However, Duany maintained that, as state residents, the people of Madeira Beach are not without their rights when it comes to the replacement project of the bridge, and options being considered.

Looking at several models of bridge replacement proposals, Duany said to remember one thing: If the approach to the bridge goes past the entrance to John's Pass, "You've killed it. Dead."

If nothing else, Madeira Beach should insist on a nice design, one that would mirror the bridge leading

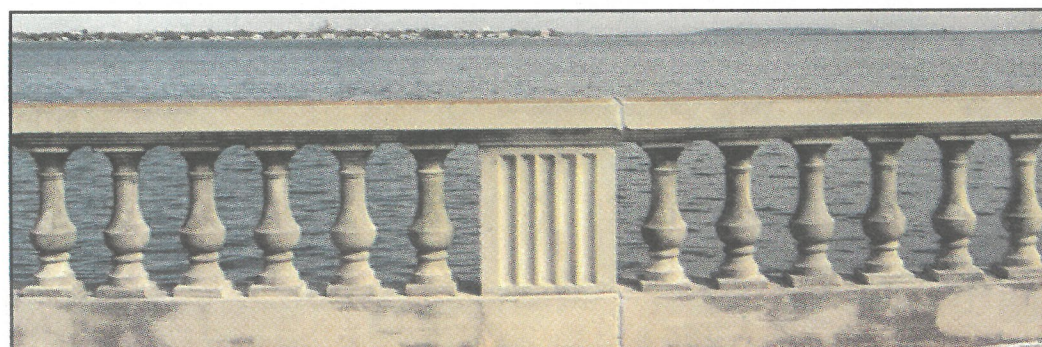
to Crystal Island, with a design similar to the one used on the bridge leading to Snell Isle.

Again, demanding a better design is a matter of shedding the "beggar mentality."

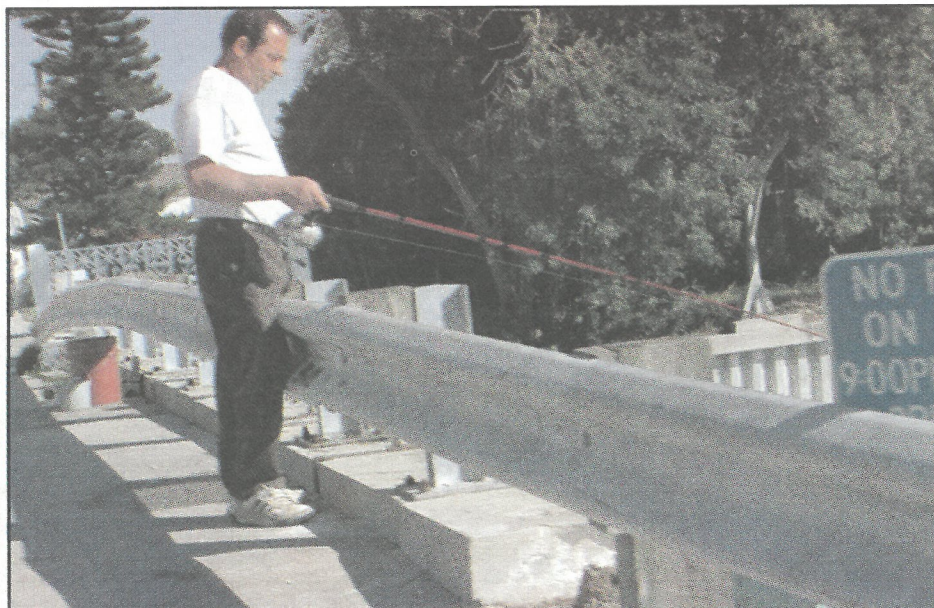
Since the charrette, the state has indicated that it plans to build the John's Pass Bridge at a height of 21 feet - one-half foot lower than the current structure. Some of its residents insist that a 29-foot high bridge, while maintaining the same footprint, would allow more boat traffic to fit under the expanse without lifting the drawbridge, thus cutting down on the number of times the bridge opens and snarls traffic.



The entrance to Snell Isle in St. Petersburg is a model the city could use in its design for its new bridges.



This ballustrade style is used on Bayshore Drive in Tampa.



At the Crystal Island Bridge a turnpike-style railing could be replaced with a nicer style.

Master Plan impacts ongoing projects

By JEFF SIEWERT

The city is consistently improving various elements of its physical assets through its capital improvement program projects. Several of these projects are currently under way in areas that are critical to the master planning efforts.

These projects include 140th Avenue Improvements, Causeway Park and Pavilion Development, and the Crystal Island Bridge Replacement. These projects will have impacts on areas that have been identified as the three potential pedestrian sheds: John's Pass Neighborhood Center, Crystal Island Neighborhood Center, and the Madeira Beach Town Center.

140th Avenue

The 140th Avenue Improvements project will replace the storm sewer systems and increase inlet locations along its alignment from Gulf Boulevard to Island Drive, and Island Drive from 140th Avenue to the beginning of the causeway.

As part of the overall city's stormwater master plan, this project was designed to improve flood protection and water quality discharge into the Boca Ciega Bay. The high ranking of this project relative to the other stormwater improvement areas within the city was due to its facilitating access to Gulf Boulevard for the many island residents. This project is partially funded through Southwest Florida Water Management District (Swiftmud) grants and has completion time lines for design by October of this year.

Causeway Park

The Causeway Park and Pavilion Development project is also funded through grants and has time lines for advancement. This vacant land has long been earmarked for a development that would enhance the overall area and provide an attractive use.

The current project's objective is to provide a scenic recreational facility with specific areas designated for natural vegetation observation

and mangrove restoration. These features are requirements from the agency providing the grant.

The development area provides a significant opportunity due to its proximity to the water and entrance to the city. The pavilion architectural design could also have a significant impact on setting the trend for the area with regard to the selected style of architecture.

Crystal Island Bridge

The Crystal Island Bridge has had continuous maintenance problems since its initial construction. Now, this aging structure is scheduled for a replacement study. The location of the structure, as the gateway to the islands, provides many opportunities to review the type, style and function of this facility.

The phased project program will allow for the bridge concept, preliminary design and cost projections to be completed initially, with the detailed design and construction to follow once all permitting issues and funding opportunities have been reviewed.

What now?

The City Commission has initiated a review of these projects' scopes to evaluate the potential to integrate some of the ideas brought forth through the initial master planning activities. These steps were taken in order to avoid any potential for reconstruction after the master planning activities have been completed.

Many of the project elements associated with the designs of each of these improvements could be simply enhanced to provide a greater focus on the issues brought forth during the initial evaluation of the city's assets. The challenge in each is to develop realistic uses of existing rights of way, recognizing adjacent structures and current development plans, and working within the framework of the existing project budgets.

With the implementation of these projects a catalyst to launch the fully developed Master Plan could be created.



Causeway Park



Crystal Island Bridge



140th Avenue

The best-laid plan ... is a copy of something else that works

Cities built in the 1920s had master plans.

The first, and probably only regional plan in Florida, was written by a planner for St. Petersburg.

He came to St. Petersburg in the 1920s, did his research, went back to Boston, created the master plan and mailed it down.

"Elected officials were trusted then," said Duany.

In the post-war era, cities no longer initiated the plans. Developers did it.

What has resulted is that each project

became its own entity, and the American city has lost its cohesiveness.

Now, with plenty of public input, cities are developing master plans.

"The least thing you can do as a city is have a map and developers will follow it," said Duany. Developers will follow, that is, "as long as you have the reward" written into the language.

In Sarasota, a developer who follows the master plan has "a right to develop."

Without a plan, "there is always a cat fight."

To help envision proposed changes, Duany suggested Madeira Beach become "sister city" to two Florida cities. For commercial, he suggested Naples. For residential, the choice is Biscayne.

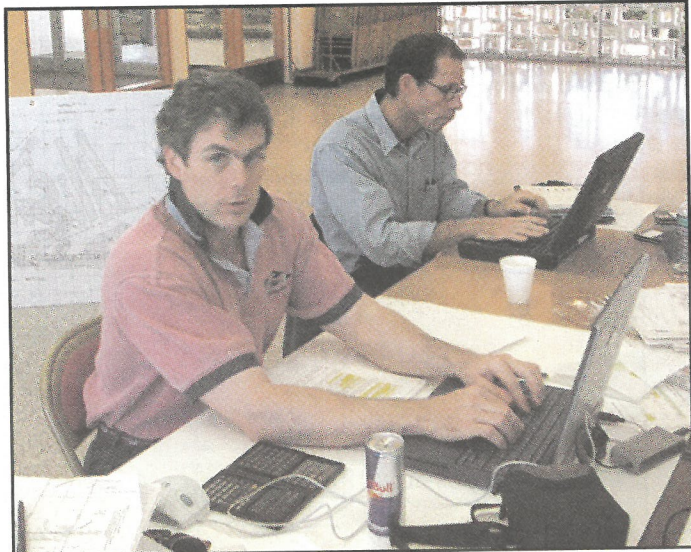
If there is a question concerning a design for example, the city could send some people to the sister city and see how they handled it there, and judge the results. The master plan will be a dynamic thing, one that will need tweaking as time goes by.

"None of the things we're proposing here

is pioneering. Others have done it first."

Many of the proposals were made by the design team itself, Duany said. They listened to residents, but the master plan is not really a collection of the residents' ideas.

"Many are ideas from other places that have worked."



Throughout the charrette process, professionals worked to complete the designs that were being proposed. Here, Dr. James Moore, left, of HDR Planning, and Jeff Siewert, of Jones Edmunds & Associates, work on computer renderings.



Urban planner Andres Duany of Duany Plater-Zyberk & Company speaks to a roomful of residents during one of the charrette sessions held at City Hall.

PROPOSALS PRESENTED FOR THE MASTER PLAN HAVE NOT BEEN FORMALLY APPROVED

Where do we go from here?

By JAMES A. MOORE

The heart of the process of creating a new master plan for the city of Madeira Beach was the seven-day charrette that occurred at the end of February.

This intensive design workshop included a team of 10 consultants, and saw the participation of more than 100 residents of the city. The final presentation, held on Friday evening, March 1, was attended by nearly 300 people. The charrette helped spotlight the strengths and weaknesses of the existing situation in Madeira Beach and generated myriad ideas for creating a better future.

Shortly after the conclusion of the charrette, the consultant team began preparing the text of the master plan document that will guide future development in the city. A draft

of the completed document will be presented to the city around the middle of May for review and consideration. This will be the opportunity for citizens and community leaders to assess the proposed plan and provide additional input. It is the recommendation of the consultant team that if the plan document generates no substantive concerns from either the commission or the citizens, that it be adopted in principle as quickly as possible.

Adoption in principle presupposes that numerous specific details remain to be worked out. At the very least, the consultants will need to finalize any and all necessary revisions to the City's Comprehensive Plan, including necessary changes to the DNA of the Comp Plan, the Land Development Regulations.

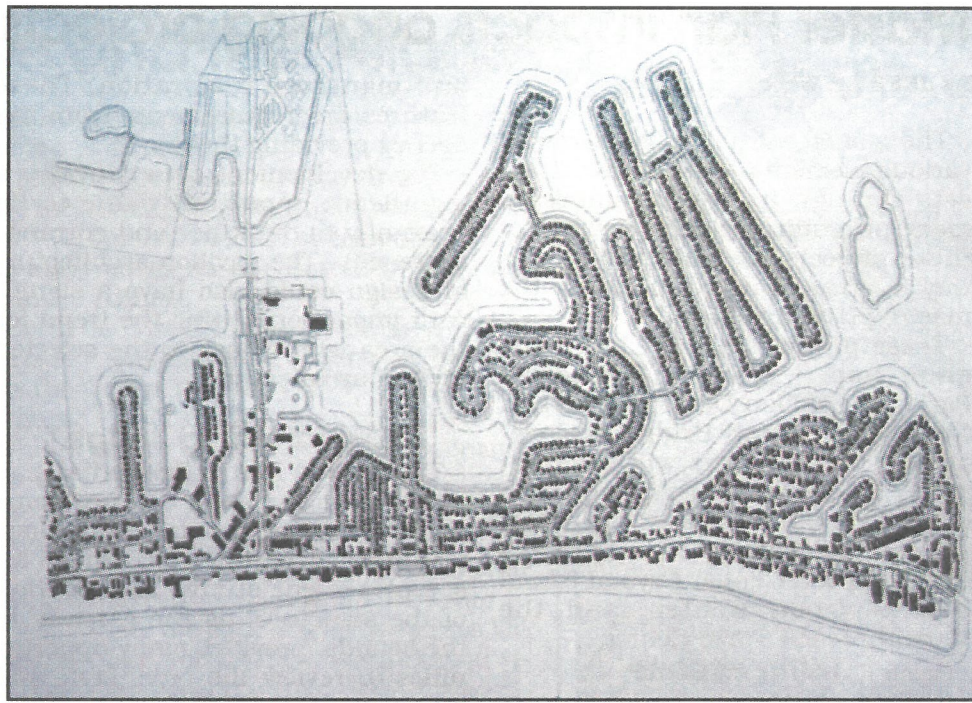
However, adoption in

principle also means that property owners or developers with potential projects will be able to work within the framework of the new master plan almost immediately. Initial projects will require coordination with and review from the city and/or its consultants, but the greater problem of uncertainty will have been removed.

The more quickly the major principles of the plan are adopted, the more quickly the specifics of the plan can be addressed, and the more quickly the city can proceed in addressing the future.

In considering the development and potential use of the master plan it is important to never lose sight of three important issues.

First, as has been noted extensively over the past months, change is coming.



Madiera Beach

Growth and development will occur throughout the county and particularly throughout the beach communities. The question is no longer "If" but rather "When" and "Where" and "How."

Second, the master plan serves as a means of getting out in front of

this growth and change and dictating precisely the "When," the "Where," and the "How" new development will be within Madeira Beach.

Finally, one should never lose sight of the long-term nature of this plan. The drawings and discussions presented here extend 20 and

even 30 years into the future. A lot will happen during this period, and while the plan might not be able to accurately predict exactly what will occur in particular locations and at what time, it does provide the confidence that the city and its citizens will be in control of this process.

The challenge

After the visioning process is over, "somebody has to pick up the ball and run with it," Duany told the packed auditorium March 1.

If the city lacks a comprehensive vision, eventually the political climate will turn to one question, "How do we stop growth?"

And then, it's back to the beginning.

A community cannot be successful if the visioning process creates friction. It cannot go back and forth about ideas on growth.

"That's chaos."

Thinking ahead to the effects this plan will have on the next generation, he challenged the residents.

"Conceive of yourselves as founders of this town."

PLAN, from page 1

outcome of the Visioning project and contracted with planning and architectural specialists that would guide the city through a charrette process and develop a comprehensive master plan that would act as a map for the coming years. The break-out sessions that took place during the charrette addressed the themes identified during the Visioning Days.

As a citizen group planned the details for the charrette, the planners collected data from numerous sources to identify the issues pertinent to Madeira Beach, and start building the knowledge that would later be used in the master plan itself, such as the constraints put on roads and construction by county, state and federal agencies.

The public responded positively to an educational process about the charrette, including a "Pre-Charrette" publication that explained the dynamics of urban growth and defined some of the lingo that would be used during the process.

By the end of the week, a plan for the future was identified - not one that will

necessarily be embraced in its entirety by everyone - but one that can give the city direction.

What is presented in this special "Post-Charrette" publication is a summary of the master plan as presented at the charrette. The Board of Commissioners will be considering its approval. Duany encouraged the commission to pass it immediately "in principle." Details of the plan can be changed, but Duany has warned that communities that wait to approve master plans watch them flounder and fail.

The master plan document is expected to be presented to the city in the coming weeks. From there, it must undergo a comprehensive plan review, county and state reviews, and the modification of current ordinances to allow the plan to proceed.

If all goes as scheduled, the process should be completed in November. Along the way, the decision and provisions of the plan will be under scrutiny at city workshops and regular commission meetings - all open to the public.

Express yourself!

At City Hall, your staff and elected officials welcome your attendance at meetings, which are always open to the public.

Regular meetings are held in the meeting room in City Hall, 300 Municipal Drive, the first and third Tuesday of each month at 7 p.m.

Meetings are broadcast on Cable Channel 15.

Agendas and public notices are posted at several locations throughout the city, including boards in front of the Winn-Dixie, Publix, John's Pass Village and the Library.

City Hall, open 8 a.m. to 4:30 p.m. Monday to Friday.

Phone: (727) 391-9951

Fax: (727) 399-1131

E-mail: madeiratomorrow@ci.madeira-beach.fl.us

This publication is posted on : TampaBayNewspapers.com & ci.madeira-beach.fl.us

Residents' response requested

Please fill out this survey and mail it or drop it off at City Hall, or e-mail your comments to us.

Did you attend any part of the charrette?

Please circle: Opening presentation; one or more workshops; final presentation

Did you participate in Visioning Days last spring?

What do you think of the visioning process?

Do you think the city provided adequate notice and education to the public about the process?

Do you support the master plan in principle?

What do you like the best?

What concerns you the most?

Is there a comment you would like to make?

This publication is posted on : TampaBayNewspapers.com & ci.madeira-beach.fl.us

Thank you!



Madiera Beach Post-Charrette Report

April 2002

This publication was commissioned by the City of Madeira Beach



Published by:
Linda Kimura-Marcus
Publisher & General Manager
Tampa Bay Newspapers, Inc.
727-397-5563

Mary Burrell
Managing Editor

David Brown
Production Manager

All drawings were provided by JEA and were produced during the charrette for the proposed Madeira Beach Master Plan. Special thanks to Jeff Siewert of JEA and Dr. James Moore of HDR Planning for their assistance preparing this publication.