



Memorandum

Meeting Details: November 2, 2026 – 6:00 p.m. – Planning Commission Meeting
Prepared For: Planning Commission
Staff Contact: Andrew Morris
Subject: Ordinance 2026-19, C-3, Retail Commercial LDR Amendment

Background

The City has initiated this first amendment to the C-3 Retail Commercial Zoning District standards to provide clear redevelopment criteria for properties that may be redesignated from Residential Medium (RM) to Residential/Office/Retail (R/O/R) on the City's Comprehensive Plan Future Land Use Map. The future land use of RM has less density than the future land use of R/O/R. Under the rules of the Countywide Plan residential density may not be increased in the Coastal High Hazard Area unless significant balancing criteria are met.

The city's Comprehensive Plan defines:

"Coastal Storm Area" means the area that includes the Coastal High Hazard Area, the Tom Stuart Causeway and land areas connected to the mainland of Pinellas County by the causeway, any area surrounded by the CHHA or by the CHHA and a body of water, and all areas located within the Velocity Zone, or Zone V, as designated by the Federal Emergency Management Agency.

The proposed amendments to the C-3 zoning in this ordinance establish development standards that maintain the maximum residential density permitted within the Residential Medium (RM) areas of 15 units per acre. Changing from RM to R/O/R allows a greater mix of uses when redeveloping.

The proposed amendments establish a maximum commercial use floor area ratio (FAR) of 0.50 for properties redesignated from Residential Medium (RM) to Residential/Office/Retail (R/O/R) to balance redevelopment opportunities with neighborhood compatibility and appropriate development intensity.

The proposed ordinance also amends *Sec. 110-326. Special Requirements*. The current code requires an additional 5' setback when adjacent to residential use to make sure redevelopment is compatible with neighboring properties:

Sec. 110-326 (c) When a proposed non-residential use in the C-3, retail commercial district abuts residential use an additional five-foot setback is required along the length of the entire shared lot line. This additional setback will be utilized to provide additional landscaped screening.

The proposed ordinance changes this requirement from being adjacent to residential use to being adjacent to residential zoning. This proposed ordinance requires that when a nonresidential use abuts a property zoned R-1, Single-Family Residential or R-2, Low Density Multifamily Residential to have an additional five-feet of setback. Staff believe that this language should have been changed to residential zoning from residential use when mixed use districts were created such as the Madeira Beach Town Center.

In addition, staff has proposed that structures that are wider than 150 feet will need to be designed to appear as multiple buildings with façade segments ranging from 40 to 100 feet in width, rather than being separate structures as the code currently requires. This is also to facilitate redevelopment.

Comprehensive Plan Consistency

The Madeira Beach Comprehensive Plan has various objectives and policies that support the proposed ordinance.

Objective 4.1.4:

Due to its location in the Coastal Storm Area, the City will not increase permanent densities above those established in this Comprehensive Plan, as indicated by with the 6.1a Madeira Beach Future Land Use Map.

Policy 4.1.4.1:

Maintain or reduce allowable permanent density in the Coastal Storm Area, consistent with the 6.1a Madeira Beach Future Land Use Map.

Objective 4.1.8:

Commercial and mixed-use development compatible with environmental and economic resources must be planned consistent with this Comprehensive Plan, 6.1a Madeira Beach Future Land Use Map the land development regulations and be in keeping with the needs and character of the community and its surrounding area.

Policy 4.1.8.1:

Enforce requirements that encourage mixed-use development within the Residential/Office/Retail future land use plan category and discourage single-use developments.

Policy 4.1.8.2:

Ensure that within any mixed-use development proper separation and buffering is required and maintained between residential and nonresidential land uses and is installed when a change of use or increase in intensity occurs.

Policy 4.1.8.3:

Promote commercial development in areas where a projected demand for those uses exists, where the use is compatible with the surrounding area, and where existing or programmed facilities will not be overburdened, by matching planned commercial land uses to the projected demand for such commercial uses.

Discussion

Currently there are properties with the Future Land Use designation of Residential Medium (RM) that are adjacent to properties with the Future Land Use Designation Residential/Office/Retail (R/O/R). The lack of a less intense commercial future land use category to function as a buffer can create potential compatibility conflicts between more intense commercial uses and less intense neighboring residential uses. There are properties that have both the Residential/Office/Retail (R/O/R) Future Land Use Category and Residential Medium (RM) Future Land Use Category, which can create nonconformities by having commercial uses active on the Residential Medium part of these properties. The proposed amendment would create a path forward to allow for multiple property owners to be able to amend the Comprehensive Plan Map from Residential Medium to Residential/Office/Retail without increasing Residential density or non-residential intensity above the existing Residential Medium future land use category. The proposed ordinance would not enable commercial uses to encroach into residential areas.

Located below is the tentative adoption schedule for Ordinance 2026-19.

Tentative Adoption Schedule

- - Planning Commission
- - BOC Workshop
- - BOC 1st Reading
- - BOC 2nd Reading

Fiscal Impact

There is no fiscal impact related to this ordinance.

Recommendation(s)

Staff recommend that the Planning Commission provide a recommendation of approval of Ordinance 2026-19, C-3, Retail Commercial LDR Amendment to the Board of Commissioners.

Attachments/Corresponding Documents

Ordinance 2026-19, C-3, Retail Commercial LDR Amendment

Business Impact Estimate

Forward Pinellas Compliance Letter