



Memorandum

Meeting Details: November 2, 2026 – 6:00 p.m. – Planning Commission
Prepared For: Planning Commission
Staff Contact: Andrew Morris
Subject: Ordinance 2026-20, Palm Street Rezoning

Background

City Staff received an application from the owner of the properties located at 14064 Palm Street, 14062 Palm Street and 14048 Palm Street requesting to rezone the properties from R-2, Low Density Multifamily Residential to C-3, Retail Commercial. Concurrently, the applicant has requested a future land use amendment to amend the properties from Residential Medium (RM) to Residential/Office/Retail (R/O/R).

Ordinance 2026-21 (Palm Street Future Land Use Amendment) is the corresponding future land use amendment request associated with Ordinance 2026-20 (Palm Street rezoning), and approval of the rezoning amendment is necessary to establish consistency between the proposed land use designation and the zoning classification.

The tables below compare the existing and proposed residential density and nonresidential intensity for the subject properties. As shown, the proposed amendments will not increase the maximum permitted residential density or non-residential intensity.

The subject properties are located within an area containing a mix of residential and commercial uses. The proposed C-3, Retail Commercial zoning is compatible with the surrounding development pattern and will facilitate redevelopment opportunities consistent with the character of the area.

The existing and proposed tables below reflect the same density and intensity and are dependent on passing Ordinance 2026-19 which limits density and intensity for properties with a future land use of R/O/R when the future land use has been changed from RM.

Existing Zoning								
Parcel	Address	Acres	Square Feet	Existing Zoning	Existing Density (RES UPA)	Existing Total Density (RES Units)	Existing Nonresidential Intensity (FAR)	Existing Total Nonresidential Intensity (Square Feet)
10-31-15-34344-008-0180	14064 PALM ST	0.11	5,001	R-2, Low Density Multifamily Residential	15	1.65	0.5	2500.5
10-31-15-34344-008-0170	14062 PALM ST	0.11	5,001	R-2, Low Density Multifamily Residential	15	1.65	0.5	2500.5
10-31-15-34344-008-0160	14048 PALM ST	0.11	5,001	R-2, Low Density Multifamily Residential	15	1.65	0.5	2500.5
Total:		0.33	15,003			4.95		7501.5

Proposed Zoning*								
Parcel	Address	Acres	Square Feet	Existing Zoning	Existing Density (RES UPA)	Existing Total Density (RES Units)	Existing Nonresidential Intensity (FAR)	Existing Total Nonresidential Intensity (Square Feet)
10-31-15-34344-008-0180	14064 PALM ST	0.11	5,001	C-3, Retail Commercial	15	1.65	0.5	2500.5
10-31-15-34344-008-0170	14062 PALM ST	0.11	5,001	C-3, Retail Commercial	15	1.65	0.5	2500.5
10-31-15-34344-008-0160	14048 PALM ST	0.11	5,001	C-3, Retail Commercial	15	1.65	0.5	2500.5
Total:		0.33	15,003			4.95		7501.5

*Ordinance 2026-19, C-3, Retail Commercial LDR Amendment to limit Residential Density to 15 UPA and nonresidential intensity of 0.5 FAR for properties changed from future land use RM to R/O/R.

Comprehensive Plan Consistency and Rezoning

In accordance with Section 2-10 of the Madeira Beach Code of Ordinances, the applicant is responsible for demonstrating that the proposed rezoning is consistent with the Madeira Beach Comprehensive Plan. The City also retains the authority to impose reasonable conditions of approval to ensure compliance with the Comprehensive Plan.

The application states that the proposed rezoning would be compatible for the following reasons:

- The properties are adjacent to properties that are zoned C-3, Retail Commercial.
- The residential neighborhood character would not be negatively impacted since the properties are already adjacent to commercial uses.
- The rezoning would allow the properties to be redeveloped as a single site with the property located at 14099 Gulf Boulevard and commercial uses would be focused on Gulf Boulevard.
- There are already nearby properties zoned C-3, Retail Commercial that extend back to Palm Street and 1st Street East.
- The rezoning would support comprehensive plan policies related to supporting tourist-related redevelopment that reflect the city's beach community character

Staff evaluated the proposed request and found the request to be consistent with the Comprehensive Plan criteria referenced below.

GOAL 4.1: Ensure that the residential/family and beach community character of the City of Madeira Beach is maintained and protected while:

- Maximizing the potential for economic benefit resulting from the tourist trade and the enjoyment of natural and man-made resources by citizens and visitors;
- Minimizing the threat to health, safety, and welfare posed by hazards, nuisance, incompatible land uses, and environmental degradation; maximizing land development that respects necessary ecological functions and suitability for urban development;
- Preserving or improving the community's natural resources and valuable amenities;
- Encouraging an orderly and aesthetic mix of land uses by allowing new development and redevelopment that will enhance and protect the City's existing character; and
- Providing a Comprehensive Plan that is flexible and incorporates changing community values and attitudes.

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.

Staff Findings

Staff reviewed the proposed rezoning request for consistency with the City of Madeira Beach Comprehensive Plan to determine whether the amendment is compatible with surrounding development. Based on this review, staff finds:

- The proposed rezoning does not increase the maximum residential density allowed on the property.
- The properties are located within the Coastal High Hazard Area, where increases in residential density are limited by both the Comprehensive Plan and Countywide Rules.
- The proposed amendment does not increase the maximum nonresidential intensity allowed on the property.
- The C-3 Retail Commercial designation will provide additional flexibility for future redevelopment while maintaining the existing development limits for the property.
- As a condition of approval, Ordinance 2026-19 (C-3 Retail Commercial LDR Amendment) must be adopted prior to final approval of Ordinance 2026-20 to ensure that residential density cannot be increased.

The request supports redevelopment opportunities while maintaining existing limits on residential density and non-residential intensity. Staff find that the proposed rezoning is consistent with the Comprehensive Plan, compatible with surrounding development, and is in the interest of the City.

Review and adoption process

The Planning Commission, serving as the Local Planning Agency (LPA), is required to review a rezoning ordinance before they can be heard at Board of Commissioners' public hearing. A rezoning ordinance is required to go to a Planning Commission Meeting public hearing and two Board of Commissioners public hearings.

A public notice has been mailed 10 days before the Planning Commission Meeting to affected parties within 300 feet of the proposed rezoning. A newspaper legal ad will be published 14 days before the second reading of the ordinance. Located below is the tentative adoption schedule for Ordinance 2026-20.

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 recommends that the Planning Commission, serving as the Local Planning Agency (LPA), recommend approval of Ordinance 2026-20, to the Board of Commissioners, subject to the following conditions:

- Ordinance 2026-19, C-3, Retail Commercial LDR Amendment must be adopted before Ordinance 2026-20, Palm Street Rezoning is adopted.
- Ordinance 2026-20, Palm Street Rezoning can only be adopted at second reading if Ordinance 2026-21, Palm Street Future Land Use has been adopted.

Attachments/Corresponding Documents

Ordinance 2026-20, Palm Street Rezoning
Ordinance 2026-20 Public Notice Mailing and Posting
Application