



Photo Courtesy of Trash Pirates of Mad Beach



Master Plan Update Planning Commission Meeting

April 7, 2025



Kimley»Horn
Expect More. Experience Better.



MADEIRA BEACH MASTER PLAN
Guiding the City Towards a Resilient Future



MADEIRA BEACH MASTER PLAN

Guiding the City Towards a Resilient Future

Outline

- Project Schedule and Status
- What We've Heard So Far
- Draft Goals and Objectives
- What's Next?



Project Scope and Timeline



What is the purpose of the new City Master Plan?

- **Guiding document** for future development and capital improvements that reflects the community's vision for the future of Madeira Beach
- Replace the 2002 Master Plan to **address evolving community needs and implement modern, sustainable practices and solutions**
- The Master Plan will **identify goals, objectives, and implementation strategies** that will:
 - Address local challenges,
 - Help our City adapt to future conditions, and
 - Enhance quality of life for all who live, work, and visit Madeira Beach.



Engagement So Far

- Community Workshop #1: *June 2024*
 - Approx. 47 attendees
- Community Workshop #2: *Jan. 2025*
 - Approx. 65 attendees
- Pop-Up Events
 - Trash Pirates: July 26, 2024
 - Final Friday: Aug. 3, 2024
 - Merry Market: Dec. 14, 2024
 - John's Pass Seafood Festival: March 28, 2025



Engagement So Far

- Online Survey #1: *June 2024 – Oct. 2024*
 - 77 Responses
- Online Survey #2: ***Happening now!***
- Interactive Online Map - *Ongoing*
 - 56 Comments as of 3/28/25



What is your vision for Madeira Beach?

More Bike Parking

Protect the Beaches and Limit Pesticides

Make Gulf Boulevard Safer and More Walkable

ADA Accessible Beach Access

Small-Town Feel

Protect the Sea Turtles and Increase Wildlife Education

Community Gardens

More Plants and Landscaping

Food Truck Zones

Maintain Small Businesses

Family-Friendly

More Shopping and Restaurants

Beach Clean Ups

Fishing Village

Pedestrian Crossing Improvements

Maintain the Character of the City

Resident Parking



Master Plan Focus Areas



New Development/
Redevelopment



Transportation/
Mobility



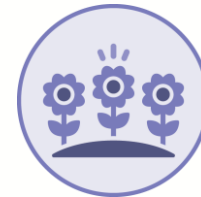
Parks, Recreation, and
Public Spaces



Economic/Business
Development



Sustainability and
Resiliency



Beautification and
Placemaking





Transportation/Mobility

Goal Statement:

Create a safe and convenient transportation network that prioritizes all users, including pedestrians, cyclists, motorists, and public transit riders.





Transportation/Mobility

- Create a safer Gulf Blvd
- Slow down traffic on Tom Stuart Causeway/150th Ave
- Devise a citywide parking strategy
- Create more pedestrian-friendly areas
- More accessible and connected shared-use paths, trails, and protected/separated bike lanes
- More public transportation options





New Development/Redevelopment

Goal Statement:

Support sustainable growth that balances community identity with economic vitality by directing growth towards the City's activity centers while maintaining neighborhood character.





New Development/Redevelopment

- **“Controlled” growth** – ensure critical infrastructure can support new development
- **Encourage quality design** that creates a cohesive look and feel
- Maintain views of the beach and **character of John’s Pass Village**
- **Encourage mixed-use development** with ground floor retail
- Ensure new development provides **community benefits**





Economic/Business Development

Goal Statement:

Foster a thriving local economy that supports small business development and encourages a diversity of entrepreneurial activities that meet the daily needs of year-round residents while also providing memorable experiences for visitors.





Economic/Business Development

- Ensure Madeira Beach continues to be an **attractive place to start and run a small, local business**
- **Maintain working waterfronts**, increase dock access in commercial areas, and enhance the marina
- Program **more family-friendly events, concerts, and festivals** throughout the year
- Explore opportunities to **attract target industries and create job growth**





Sustainability and Resiliency

Goal Statement:

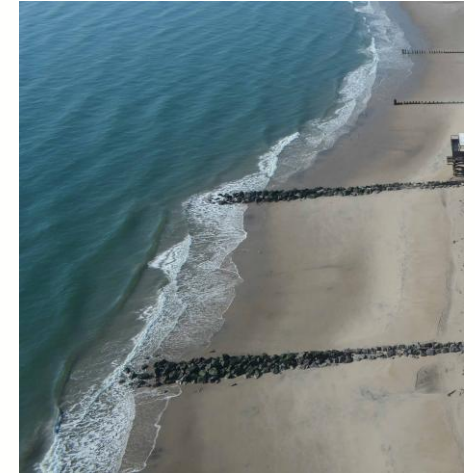
Promote stewardship of coastal resources and invest in adaptive infrastructure to mitigate flood risk and support long-term community resilience.





Sustainability and Resiliency

- Maintain **awareness and education** of evolving flood protection
- Elevate **public infrastructure and facilities**
- Explore **options for elevating residential structures** and allowances for fill material
- Continue to **improve existing stormwater management systems**
- Support **green infrastructure solutions**
- **Reduce amount of impervious surfaces**
- Continue to **educate residents and improve systems to disseminate information** and rebuild after storm events





Parks, Recreation, and Public Spaces

Goal Statement:

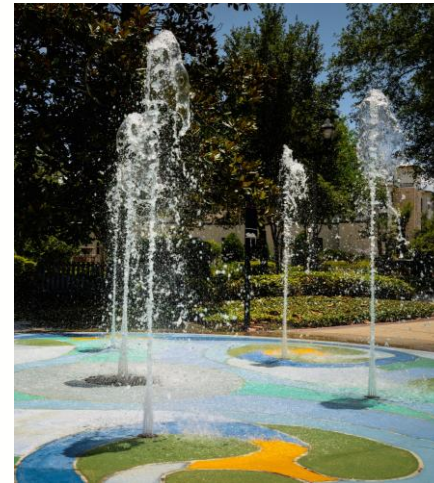
Optimize the use and accessibility of existing public spaces and recreational amenities to better serve the needs of current and future residents and visitors.





Parks, Recreation, and Public Spaces

- Develop a **Parks and Recreation Master Plan**
- **Activate existing recreational areas and increase access and connectivity**
- **Expand programming and hours of the fitness center**
- **Construct kid-friendly recreation areas near the beach**
- **Explore constructing an amphitheater at R.O.C. Park**
- **Continue to educate beach-goers about sea turtle nesting and stewardship of coastal resources**





Beautification and Placemaking

Goal Statement:

Encourage creative planning, design and programming of public and private spaces to increase cultural and social vibrancy and reinforce Madeira Beach's identity as a small fishing village that has evolved into a must-visit coastal destination.





Beautification and Placemaking

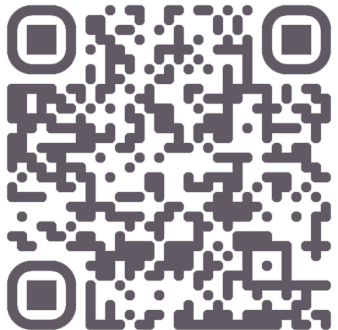
- Improve entrances to the City
- Add wayfinding signage around the City
- Install low-maintenance, salt-tolerant landscaping
- Repaint/improve exterior of public structures, such as bridges and bridge towers
- Create a storm drain and utility box mural program
- Encourage public art





What's Next?

- Refine goals and objectives
- Identify grant funding opportunities
- Continue Community Engagement
 - Online Survey #2
 - Stakeholder Meetings
 - Final Community Workshop will debut the New Master Plan



Scan for Project Website

