



# Memorandum

**Meeting Details:** May 10, 2023, BOC Regular Meeting  
**Prepared For:** Hon. Mayor Rostek and Board of Commissioners  
**Staff Contact:** Jenny Rowan, Community Development Director  
**Subject:** Ordinance 2023-15 Comprehensive Plan Activity Center Definition

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## **Background**

Ordinance 2023-15 creates the Activity Center future land use category in the Madeira Beach Comprehensive Plan, consistent with the Countywide Rules. No specific property or location is associated with this text change. The amendment adds a category of use the community can choose when updating its plan and map in the future. Adopting the Activity Center designation for a specific property or area requires a separate land use map amendment and the adoption of regulating policies for an Activity Center.

## **Discussion**

In 2022, the city proposed an amendment (Ordinance 2022-03) to the Madeira Beach Comprehensive Plan to add the category of Activity Center. Forward Pinellas reviewed the amendment and provided minor changes to the new land use category which are reflected in Ordinance 2023-15. Second reading occurred before receiving feedback from the Department of Economic Opportunity (DEO). DEO responded to the amendment stating that the city had to rescind the adoption, adopt the Property Rights Element into the Comprehensive Plan prior to any new changes, and to resubmit the amendment after the adoption of the Property Rights Element. After the Property Rights Element was adopted, DEO “identified no adverse impacts” and provided technical assistance as a suggestion. Staff discussed the suggestions with DEO to add more substantive standards (including intensities and densities) once any land was designated Activity Center on the future land use map.

Ordinance 2023-15 is a rewrite of Ordinance 2022-03 with minor changes. The city thought it was best to repeal Ordinance 2022-03 and rewrite the Ordinance with a new number. The Local Planning Agency (the Planning Commission) voted to support Ordinance 2023-15 moving forward to public hearing for first reading at the May 10, 2023, Board of Commissioners Meeting.

## **Fiscal Impact**

The fiscal impact upon the city is anticipated in the adopted budget under personnel, advertising and consulting expenses associated with the requirements of the amendment process.

## **Recommendation(s):**

Staff recommends approval of Ordinance 2023-15.

## **Attachments/Corresponding Documents**

- Ordinance 2023-15 Comprehensive Plan Activity Center Definition
- Forward Pinellas Consistency Letter
- 11\_09\_22 DEO Response to Ord 2022-03
- DEO Activity Center Package 101222