

JOHN'S PASS VILLAGE RESORT PLANNED DEVELOPMENT NARRATIVE
JPV HOTEL PROPERTY LLC
April 8, 2026

General Description

This narrative is intended to describe the proposed project and show compliance with various regulatory requirements including John's Pass Village Activity Center Development Standards, City of Madeira Beach Comprehensive Plan, and Pinellas Countywide Plan Strategies.

The project site consists of lots 2-9 and 14-20 of Mitchell's Beach Revised Block 1. The site has frontage onto 129th Avenue East to the North, East End Lane to the east, and Boardwalk Place to the south. It is bisected by Fisherman's Alley.

The mixed-use project has 87 hotel rooms and 10,900 square feet of ground floor leasable retail and restaurant space. There is a total of 267 parking spaces; this includes eight handicapped accessible spaces, two of which are van accessible. This exceeds the number of handicapped accessible spaces per the table in Section 110-975 of the municipal code. Of the 267 spaces, 175 spaces are reserved for use by the hotel with the remaining 92 spaces being paid public spaces.

A new one-way internal driveway aligning with Pelican Lane has been provided near the east end of the property. This drive leads from 129th Avenue East to Boardwalk Place East and is the main automobile entry to the hotel. There is a covered porte-cochere at the north end of the drive and the entrance to the parking garage at the south end. The new drive will remain privately owned but easements will be provided for automobile and pedestrian access.

The 240' wide portion of Fisherman's Alley north of lots 2 through 7 is proposed to be vacated. The eastern 40' long section of Fisherman's Alley has been maintained to continue to provide service access for the property at the southeast corner of the block. The western 120' long section of Fisherman's Alley has been maintained to provide service access for the properties at this end of the block. This section of Fisherman's Alley intersects with the new Pelican Lane extension. An opening has been provided at the east end of the parking garage that aligns with the eastern end of Fisherman's Alley. The hotel will allow access through the parking garage to property owners adjacent to East End Lane during times when Boardwalk Place is closed to traffic for special events.

A new private open space is located at the southwest corner of the property. An easement will allow public access to this private open space. The total area of the park is approximately 7,000 square feet, including a lawn, walkways, stage and trellis, publicly accessible restrooms and a trash enclosure. The heart of the open space is a lawn intended for informal activities on most days but also allows for various outdoor events throughout the year. A small stage is situated at the west end of the park and public restrooms will be provided. Along the south side of Fisherman's Alley, a 16' x 18' dumpster enclosure has been provided to contain four two-yard dumpsters that currently serve existing boardwalk restaurants. The city has agreed to convert three parallel parking spaces adjacent to Village Boulevard into a short-term loading space for delivery vehicles serving nearby businesses. In exchange, the hotel will provide two publicly accessible parallel parking spaces adjacent to Fisherman's Alley on the north side of the new park.

The exit from the parking garage as well as the trash and loading access are on the north side of the building with frontage onto 129th Avenue East. They are located so as to minimize traffic on Boardwalk Place East and East End Lane. The shared loading-trash room is accessed via a 24'-wide roll-up garage door. The west loading bay is designed to accommodate a WB50 class semi-trailer. The east bay is designed to accommodate a 30' delivery vehicle. At the south end of the east bay is a vertical trash compactor. A dumpster will be located under the vertical trash compactor at all times. In addition, there is space for five additional dumpsters and a cardboard baler in the trash zone. On trash pick-up days, one or more full dumpsters will be rolled out to the front of the room.

The building has awnings, balconies, and roofs on the north and south sides of the building that project up to six feet over the property line. The owner has coordinated with Pinellas County and has determined that the proposed balconies are not in conflict with the existing water lines in the 129th Avenue East and Boardwalk Place East rights-of-way. However, the existing reclaimed water lines will be required to be relocated at the owner's expense.

The 1st floor of the building contains the hotel lobby, retail space, parking garage, trash and loading zones, and major utility spaces. The first floor is 20' tall. This allows for generous ceiling heights in the lobby and retail spaces. It also accommodates a mezzanine parking level. The 2nd through 5th floors has a parking garage on each floor with a single-loaded corridor providing access to hotel rooms on the south, west, and north sides of the building. The building is designed so the parking garage is not visible at all from the south, west, and north sides. Portions of the parking garage are visible on the east side only, and the garage facade is designed with openings similar in size, proportion and spacing to the overall building.

The 6th floor contains the hotel amenity spaces plus three large hotel suites. The building steps back on the south, west, and north sides to reduce the visual scale of the building as well as to create a series of rooftop terraces. Within the top floor is a lounge, restaurant, event space, commercial kitchen, fitness center, and game room. A large roof terrace with swimming pool is situated at the southwest corner.

The architectural style is traditional Florida Coastal Vernacular. The main exterior materials are painted Hardie horizontal lap siding, painted cement stucco, standing seam metal roofs, aluminum windows, shutters, and painted decorative railings. Colonnades line the first floor on the west side of the building as well as a portion of the north and south sides. The building has been articulated to give the appearance of multiple buildings (three or four buildings per side). This articulation is achieved by varying the location of the front façade, change in exterior materials, change in window types and patterns, variety of balcony design, and alteration in building height.

The project is currently scheduled to begin construction in 2027 and to be completed in a single phase of construction.

John's Pass Village Activity Center Development Standards (Commercial Core)

Section D-103. Permitted Uses

First Floor: Restaurant and retail commercial excluding drive-through windows.

Above First Floor: Temporary lodging.

Section D-104: Accessory Uses: Off-street parking and loading.

Section D-105: Special Exception Uses: Open rooftop use is accessory to temporary lodging.

Section D-106. Building Site Area Requirements

Lot Width: 280'

Lot Depth: 215'

D-107. Setback Requirements

Front yard: 0' first through fifth floor, 10' fourth at sixth floor. Awnings, balconies, and roofs project up to 6' over property line along Boardwalk Place and 129th Avenue East.

Street Side Yard (lots greater than 100' wide): 10' at East End Lane.

Interior Side Yard (lots greater than 100' wide): All interior side yards have 10' setbacks.

D-108. Maximum Building Height

Lots larger than ½ acre in size: main 6th floor roof is 73'-0" above design flood elevation, five stories over ground level commercial. The east stair tower extends up to 79'-0" above design flood elevation. The Florida Building Code requires that at least one stair extend up to the roof on buildings taller than three stories when there is rooftop equipment that requires servicing.

D-109. Temporary Lodging Use Density: 87 units, 59.6 units per acre.

D-110. Maximum Floor Area Ratio

Commercial Core: 2.0 (63,484 x 2.0 = 126,968 square feet)

New Hotel: 126,744 square feet

New Publicly Accessible Restrooms: 224 square feet

Total Proposed Area: 126,968 square feet

D-111. Impervious Surface Ratio: 0.85

D-112. Alternative Temporary Lodging Use Standards: Non-applicable.

D-113. Design Standards and Guidelines

Design Standards

- a. All exterior HVAC equipment is on the roof and located behind a mansard roof or parapet walls.
- b. The garage is hidden from view by a liner building on the south, west, and east sides. The east side parking garage openings are similar in size and proportion to the window openings throughout the building.
- c. Exterior utility services and meters are located on the sides of the building away from public streets. Some utility services are located on the east side of the building facing East End Lane. At that location they will be within a screened enclosure.
- d. Shutters match the size of the windows they serve.
- e. All first floor awnings are located on the south and north sides of the building and are a minimum of 13'-6" high and project no more 4' from building.
- f. The hotel waste receptacles are located in an interior trash room. The retail trash receptacles are located within the building with access from 129th Avenue East.
- g. The south elevation of the building is 203' wide and has been architecturally subdivided into four sections ranging from 38' to 66' wide. The north elevation of the is 230' wide and has been architecturally subdivided into four sections ranging from 39' to 72' wide.

Design Guidelines

- a. Exterior materials are painted Hardie horizontal lap siding, painted cement stucco, standing seam metal roofs, aluminum windows, shutters, and painted decorative railings.
- b. It is the intent to lease the 3,350 square foot retail space at the southwest corner of the building to a restaurant user. This retail space has a 12' deep colonnade along the south and west sides fronting onto Pelican Lane and Boardwalk Place. It is envisioned that this colonnade would have outdoor dining.
- c. All exterior lighting will be appropriate to the style of the building and reflect the Florida fishing village aesthetic.
- d. The hotel lobby and all retail spaces have large storefront windows facing towards the public sidewalk.
- e. The exterior paint color palette will be a combination of white, cream, and pastel colors. Metal roofs have a galvanized metal color.
- f. Roof forms at the main building are a combination of gable roofs and hipped mansard roofs. Stair towers have a mix of gable roofs and flat roofs with decorative parapet railings. Balconies have cantilevered shed roofs. Roof dormers are also used.

City of Madeira Beach Comprehensive Plan

Policy 4.1.8.11: The City shall ensure that commercial developments provide adequate off-street parking and loading areas and separate pedestrian and vehicular traffic.

The project exceeds the minimum number of parking spaces. The loading area is located near the northeast corner of the building away from primary pedestrian routes. A pedestrian arcade is provided through the project to create a connection from 129th Avenue to Boardwalk Place. Automobile access is from a new one-way extension of Pelican Lane through the site from 129th Avenue East to Boardwalk Place East.

Policy 4.1.8.12: In cooperation with the FDOT and Pinellas County, the City shall regulate to the fullest extent of its jurisdiction, direct access and control the number of curb cuts along existing and planned local and state roads.

There will be two curb cuts on 129th Avenue East. There will be no curb cuts on East End Lane (except for the existing Fisherman's Alley public right-of-way). There will be one curb cut on Boardwalk Place East.

Policy 4.1.9.6: The City shall recognize John's Pass Village for its unique focal points of tourism, employment, commerce, and housing and shall encourage redevelopment/ revitalization and assist in maintaining the beach community theme.

The project proposes a new, high quality, mixed-use development to replace an existing surface parking lot. The mix of uses (hotel and retail) will add to the vibrancy of John's Pass Village as a community destination. The project is designed using a traditional Florida coastal architectural style that is consistent with the village.

Policy 4.1.9.8: Redevelopment within the area adjacent to John's Pass Village and east of Pelican Lane shall be of a type that is in character with the overall design theme of the area.

The project is designed using a traditional Florida coastal architectural style that is consistent with the village.

Policy 4.2.1.3: Such provisions for redevelopment agreements shall be promulgated for the purpose of encouraging development/redevelopment consistent with the Comprehensive Plan, and in particular to facilitate viable tourist-related facilities.

We are requesting approval of PD zoning and a development agreement to allow the redevelopment of a surface parking lot into a mixed-use hotel and retail project to further enhance John's Pass Village as a community center.

Policy 5.2.1.1: All new development and redevelopment must adhere to stormwater management requirements of this element and the Land Development Code.

The project will be designed to comply with all city, county, and SWFWMD stormwater management requirements.

Pinellas Countywide Plan Strategies

Land Use Goal 16.0 Planning and Urban Design Principles

3.B.i. Create Enclosure on the Street – Increasing the building height to right-of-way width ratio will help create a human-scaled built environment that will support and enhance pedestrian experience.

The proposed building has a four- and five-story base located close to the public sidewalk to create a well-defined street edge. Overall, the building is six stories tall and utilizes porches, balconies, terraces, varying setbacks and varying heights to break down and reduce the height and mass of the building relative to pedestrians on the public sidewalks.

3.C.i. Building Location – Buildings should be located with their primary façade facing the corridor. On corner lots, buildings should face both corridors, but the primary façade should be facing the more the dominant road, as specified by local transportation planning designations.

The project has three frontages (129th Avenue East, East End Lane, and Boardwalk Place East). Articulated architectural facades front onto all three sides with the main entrance at the northwest corner facing 129th Avenue East but accessed from the new Pelican Lane extension.

3.C.ii. Building Setback – Commercial, mixed-use, and office buildings should have a small setback from the right-of-way line along roadway corridors. Minimum and maximum setbacks should be established. Setbacks larger than the allowed maximum should be permitted only for enhancing the public realm with pedestrian, bicycling, or public space uses. Building setbacks to accommodate parking and other auto-oriented uses are discouraged.

The building has a minimum setback on the two commercial streets, 129th Avenue East and Boardwalk Place East; and a 10'-0" setback on East End Lane which faces a residential district.

3.C.iii. Parking Location – If off-street parking requirements cannot be satisfied on street or in parking garages, surface parking lots should be permitted within the plan area only if they are located behind buildings, or beside buildings in instances where there is shared access between adjacent buildings.

Parking is located within a six-level parking garage. A liner building hides the garage from view from the south, west, and north sides. A portion of the garage is visible on the east side of the building but is articulated with an architectural façade.

5.C.i. Ground Floor Use – Use should be regulated to pedestrian-oriented commercial and office uses. Auto oriented and industrial use should not be located on corridors. Wherever possible, buildings should have the most utilized rooms along the front of the building lining the corridor. These include retail areas, living areas, reception areas, offices, and conference rooms. Parking garages should not inhabit ground floor space and should be wrapped with liner buildings to emphasize active uses.

The main hotel entrance is located at the northwest corner of the building. Commercial uses are located along the south and north sides of the building. Automobile drives and internal to the building and are masked with commercial uses and colonnades.

5.C.ii. Façade Design – The design of the building façade fronting the corridor should have a maximum amount of transparency through fenestration and window glazing to allow interaction between indoor and outdoor activity.

The ground floor of the building is defined by colonnades and large storefront windows for the hotel lobby and retail spaces. The upper floors have a variety of balconies common to traditional Florida coastal architecture which encourage outdoor activity.

5.C.iii. Building Entrances – The main entrance to buildings should always be facing the corridor. While secondary entrances off parking lots are permitted, the interior floor plan design of the building should orient activity towards the corridor.

The main entrance faces 129th Avenue East and Pelican Lane. The retail spaces front Boardwalk Place East and 129th Avenue East.

6.C.v. Green/Open Space Transition – Public spaces and natural features can be used to provide a seamless buffer/transition from varying development activities and intensities, and maintaining an attractive streetscape by providing community gathering spaces (e.g., parks, courtyards, plazas, etc.) and natural features (e.g., topography, water bodies, existing trees, etc.).

A publicly accessible open space has been provided at the southwest corner of the property. This space will be designed to allow and encourage both smaller informal activities as well as larger, planned outdoor events.

The northeast corner of the building is adjacent to residential uses. The building is setback more than 30' from the East End Lane street curb. This area will be heavily landscaped with native plants to create a natural buffer between the mixed-use building and adjacent residences.

Why the Project is Proposing Flexibility

We are requesting flexibility of the land development regulations in the following ways:

1. Building height: The height limit in the Commercial Core area of John's Pass Village is 55' above design flood elevation height building. We are requesting 73'-0" above design flood elevation for the main portion of the building. The east stair (310 square feet) extends up to 79'-0" above design flood elevation. The building exceeds the standard

Commercial Core height limit for two reasons. First, the southwest portion of the site is proposed to be a publicly accessible green space. This reduces the buildable area of the site. Second, the garage is lined with hotel rooms on three sides in order to mask the visibility of the garage from surrounding streets. This reduces the size of the parking garage on each level and requires the parking garage to be six levels in order to provide the 141 parking spaces required for the hotel plus 126 paid public parking space to serve the retail spaces and the public visiting John's Pass Village.

2. Number of floors: The maximum number of floors in the Commercial Core area of John's Pass Village is four floors above ground floor commercial. We are requesting five floors above ground floor commercial. See justification for building height above.
3. Front setback: Buildings two or more stories in height require a 10' setback. We are requesting a 0' setback on the north and south sides of the building (129th Avenue East and Boardwalk Place East). The city has requested the parking garage be masked from view on the north and south sides. In order to achieve this and to meet code requirements for parking space dimensions and industry standards for hotel rooms, the building is 212' deep from north to south and the site is 214'-8".
4. Upper floor setbacks: The John's Pass Activity Center Development Standards requires a 10' setback above the second floor. In order to mask the parking garage on the south, west, and north sides on all levels, it is necessary for the building facades on those sides to extend up to the top of the parking garage. (Please note that the building's first floor is the same height as two parking levels. So, the six levels of the parking garage are the same height as five stories of the hotel building.) We are requesting the building have a 0 to 2'-0" setback on the north and south sides up to five stories.
5. Balconies located over ROW: As previously stated, hotel rooms accessed via single-loaded corridors mask the parking garage on the south, west, and north sides. As a result the building is setback less than 12" from the north and south property lines. We are requesting that balconies, awnings, and roofs be allowed to extend up to six feet over the public sidewalk on the north and south sides of the building. We believe this is justified as it is due to the public benefit of masking the parking garage. Please note that balconies extending over public sidewalks is a common design feature in early 20th century Florida coastal towns.
6. Intersection visibility sight triangles: At the northwest corner of East End Lane and 129th Avenue there is a 10.7 foot encroachment and at the northwest corner of East End Lane and Fisherman's Alley there is a 2.6 foot encroachment of the building into the 25' property line intersection visibility sight triangle. However, the building does not encroach into the 30' street curb visibility triangle. The median on the west side of East End Lane is unusually wide such that the northwest corner of the building is over 32' from the street curb and adjacent to Fisherman's Alley the building is over 37' from the street curb. This condition is further mitigated due to East End Lane being a one-way street from south to north.

Impact on Neighboring Properties

The project site is perhaps the most significant piece of vacant land within John's Pass Village. The goal is to develop a project that will become a focal point of the village situated as it is between the boardwalk waterfront restaurants to the south and the Village Boulevard shops to the north. Utilizing the new activity center regulations the building will be one of the larger buildings in John's Pass Village. The project is consistent with the intended uses of the Commercial Core district and has been designed in a traditional Florida coastal vernacular style consistent with the architectural character of John's Pass Village. To break down the mass of the building, it has been articulated into multiple buildings along both 129th Avenue East and

Boardwalk Place. Side yard setbacks range from 10' to 110' to provide adequate separation from adjacent retail buildings.

Automobile traffic will be managed on-site via a new internal drive aligning with Pelican Lane. Adjacent to the Pelican Lane extension is a continuous colonnade along the west side of the building providing pedestrian access from the John's Pass Village shops to the waterfront restaurants along the Boardwalk.

Since we are proposing to vacate a portion of Fisherman's Alley, during special events when Boardwalk Place is closed to automobile traffic some properties adjacent to East End Lane will not be accessible because East End Lane is one-way from south to north. Therefore, we have designed the parking garage to allow those properties to be accessed through the parking garage with a connection to the east end of Fisherman's Alley.

A new publicly accessible open space is proposed at the southwest corner of the property. At the south end of the open space are two publicly accessible restrooms. At the north end of the open space is a new trash enclosure serving the waterfront restaurant located at 194 Boardwalk Place East. The city intends to convert three parallel parking spaces on the east side of Village Boulevard into a short-term loading zone during certain portions of the day to serve existing nearby businesses without on-site loading zones. To compensate, two publicly accessible paid parking spaces will be provided adjacent to Fisherman's Alley on the north side of the open space.

The most sensitive location of the building is the northeast corner due to the proximity of single-family homes to the east. At this location we have provided a 25' x 90' lushly landscaped green space to provide a visual buffer between the hotel and residential neighborhood.

End of narrative.