

# Countywide Planning Authority Countywide Plan Map Amendment

Case CW 23-03 – City of Madeira Beach

February 20, 2023

# Local Government Request

## Subject Property

- Approximately 27 Acres
- John's Pass Village area - Boundaries extend from properties west of Gulf Boulevard to Boca Ciega Bay on the east, and from John's Pass north to 133rd Avenue East

## Existing Countywide Plan Map Category (future land use)

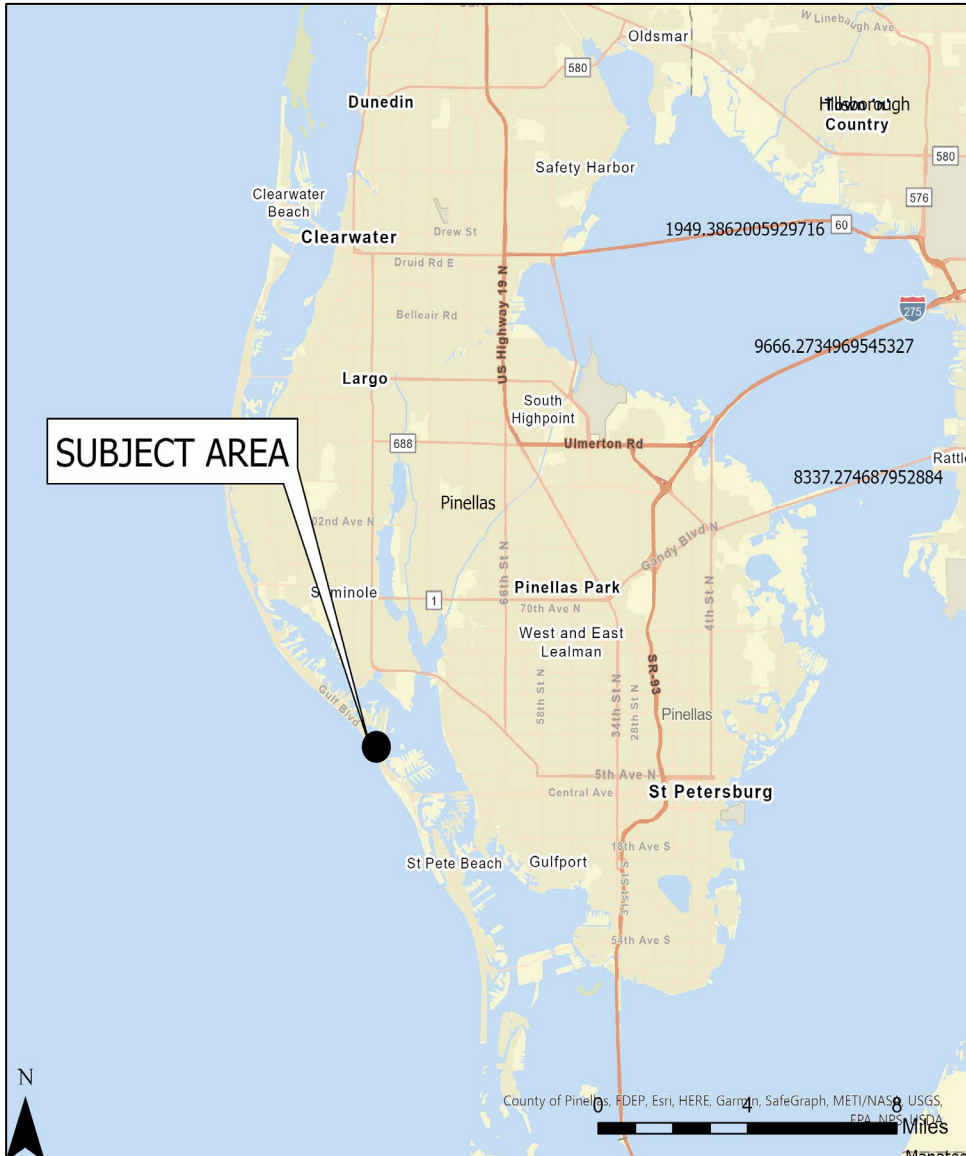
- Residential Medium, Resort, Retail & Services and Recreation/Open Space

## Proposed Countywide Plan Map Category (future land use)

- Activity Center

**Existing / Proposed Uses:** Traditional tourist-oriented retail commercial businesses, as well as a mix of residential and temporary lodging uses

# Location



# Local Government Request

## Requested Action

- Proposed amendment is submitted by the City of Madeira Beach, amending the designations of approximately 27 acres of property to create the John's Pass Village Activity Center (JPVAC)
- This area has development standards that have been inconsistent with the Countywide Rules for many years and many buildings cannot be rebuilt, if destroyed
- If approved, this request will correct these inconsistencies, preserve the existing character of John's Pass Village while also allowing for limited future redevelopment potential

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Map 3: Aerial Map



**JURISDICTION:** Madeira Beach

**FROM:** Residential Medium, Resort,  
Retail & Services, Recreation/Open Space

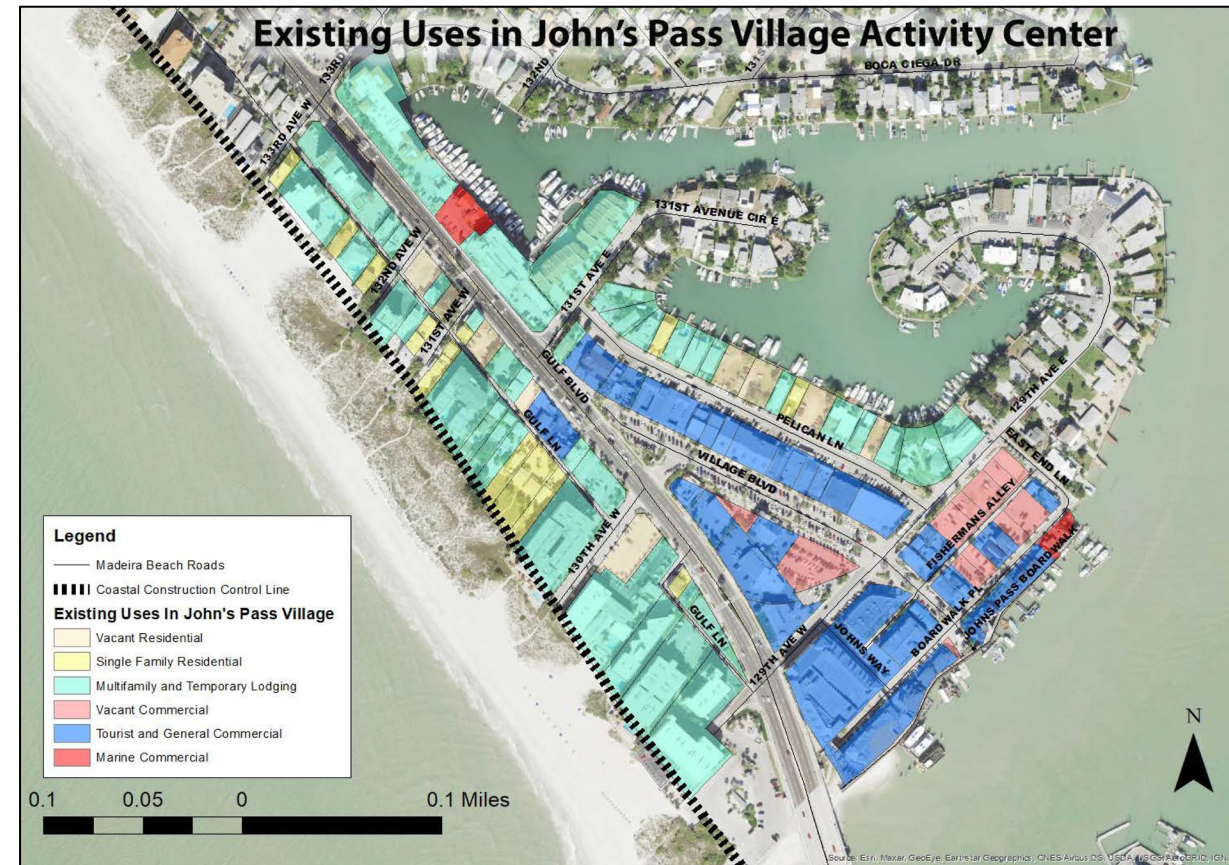
**AREA:** 27.04 acres m.o.l.

**TO:** Activity Center

# Background Information

## Timeline of Actions

- **2008** - Inconsistent standards adopted by the City of Madeira Beach
- **2008** - PPC informed the City of Madeira Beach of the inconsistencies
- **2008-2020** - No action was taken by the City of Madeira Beach
- **2020** - After a series of staff changes, the City of Madeira Beach rediscovered the inconsistencies and contacted the PPC to develop a remedy

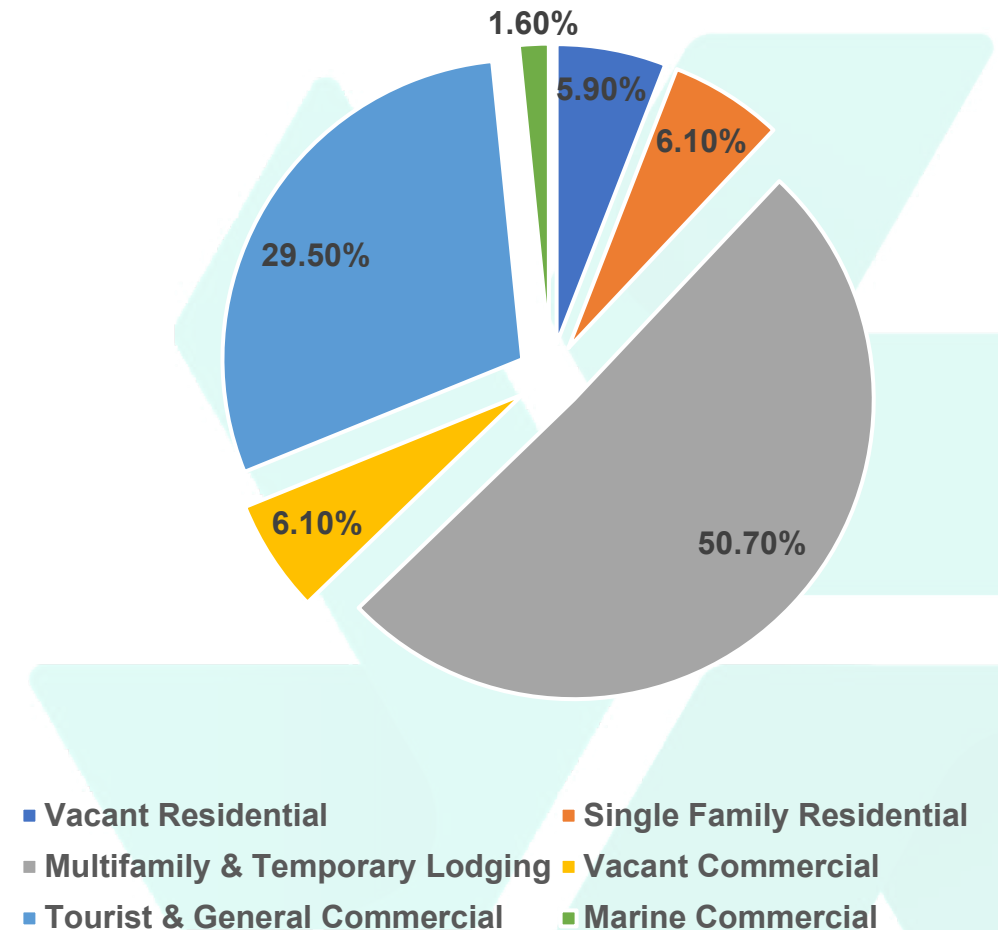


# Background Information

## Timeline of Actions (continued)

- **2023** - Madeira Beach submits the Activity Center request to the PPC
- **2023** - Madeira Beach adds the Activity Center category to their Comprehensive Plan
- **2023** - PPC recommends Madeira Beach approve an “Alternative Compromise” for the requested Activity Center
- **2023** - Madeira Beach approves PPC’s “Alternative Compromise” recommendation

## Existing Land Uses

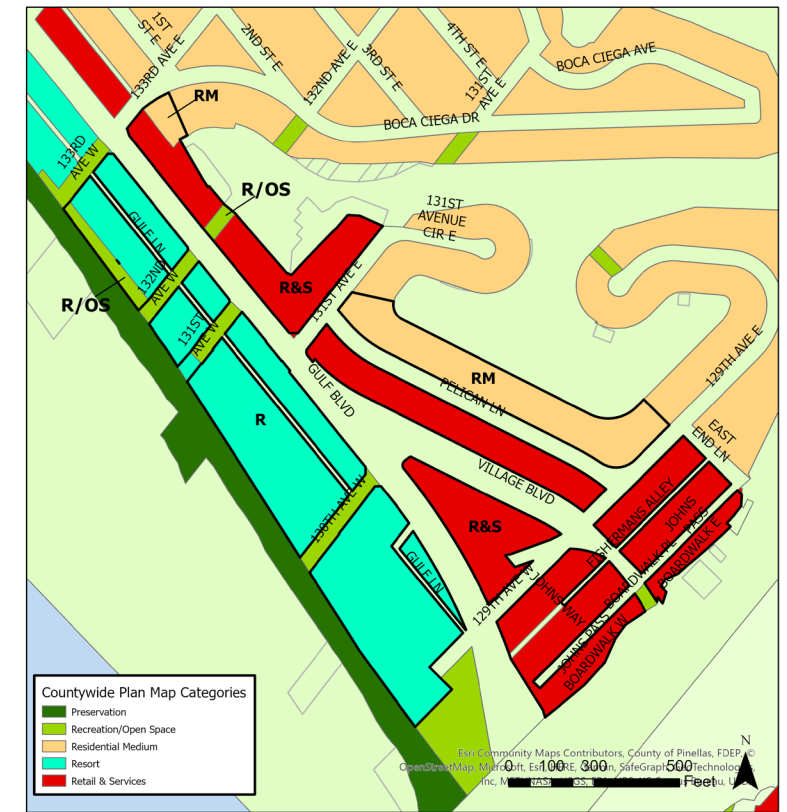


# Current Countywide Plan Map

Future Land Use Category	Residential Units per Acre	Temporary Lodging Units per Acre	Floor Area Ratio	Acres
Recreation/Open Space	0	0	0.25	0.46
Residential Medium	15	0	0.5	3.36
Resort	30	50	1.2	11.06
Retail & Services	24	40	0.55	12.16

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Map 4: Current Countywide Plan Map



# Proposed Countywide Plan Map

## Activity Center

- Countywide Plan Map amendment area would be designated as Activity Center - Neighborhood Center subcategory
- If approved, this request will correct the inconsistencies, preserve the existing character of John's Pass Village while also allowing for limited future redevelopment potential
- JPVAC designation will further differentiate the six Character Districts within the Activity Center, with each district recognized as part of the approved plan for both the City's Comprehensive Plan and the Countywide Plan Map

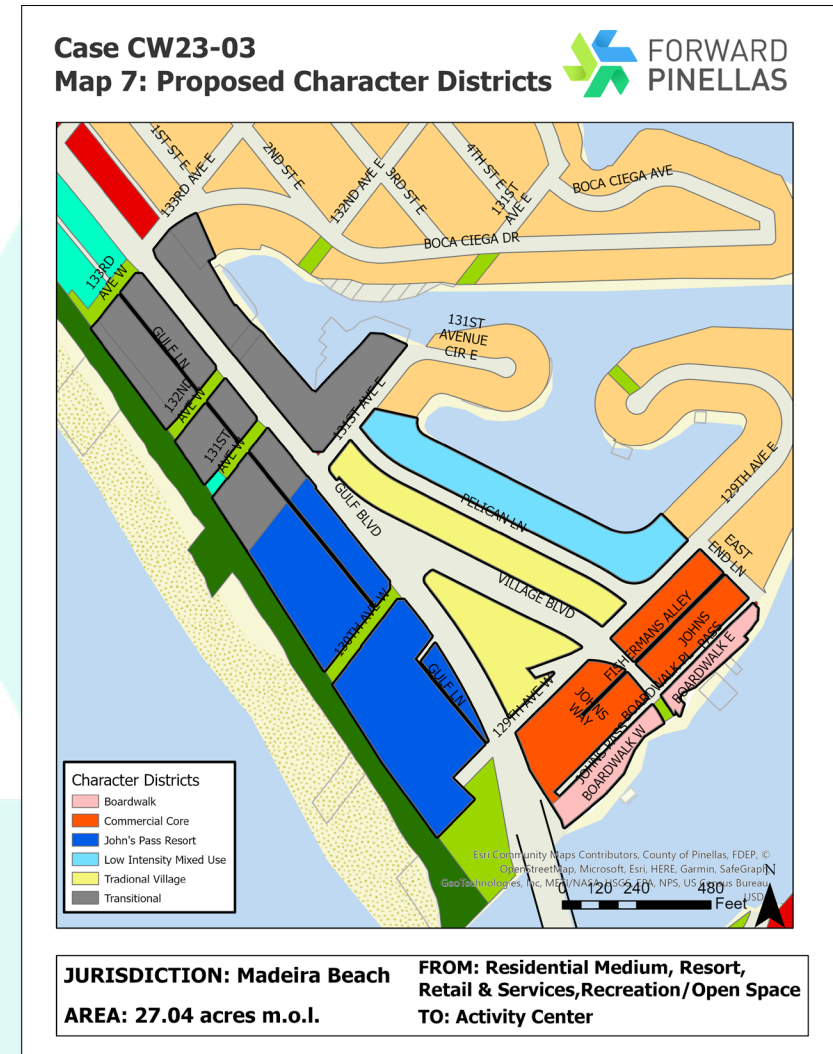




# Proposed Character District Standards

Character District	Residential Units per Acre	Floor Area Ratio	Temporary Lodging Units per Acre	Alternative Temporary Lodging Units per Acre	Alternative Temporary Lodging Floor Area Ratio	Acres
Boardwalk	0	1.5	0	N/A	N/A	1.33
Commercial Core	15	2.0	60	< one acre: 75* one acre or more: 100*	< one acre: 2.2* one acre or more: 3.0*	3.84
John's Pass Resort	18	2.0	60	< one acre: 75* one acre or more: 100*	< one acre: 2.2* one acre or more: 2.5*	7.25
Low Intensity Mixed Use	18	1.5	40	60*	2.0*	3.09
Traditional Village	15	2.0	45	N/A	N/A	4.25
Transitional	18	1.5	50	75*	2.0*	7.29

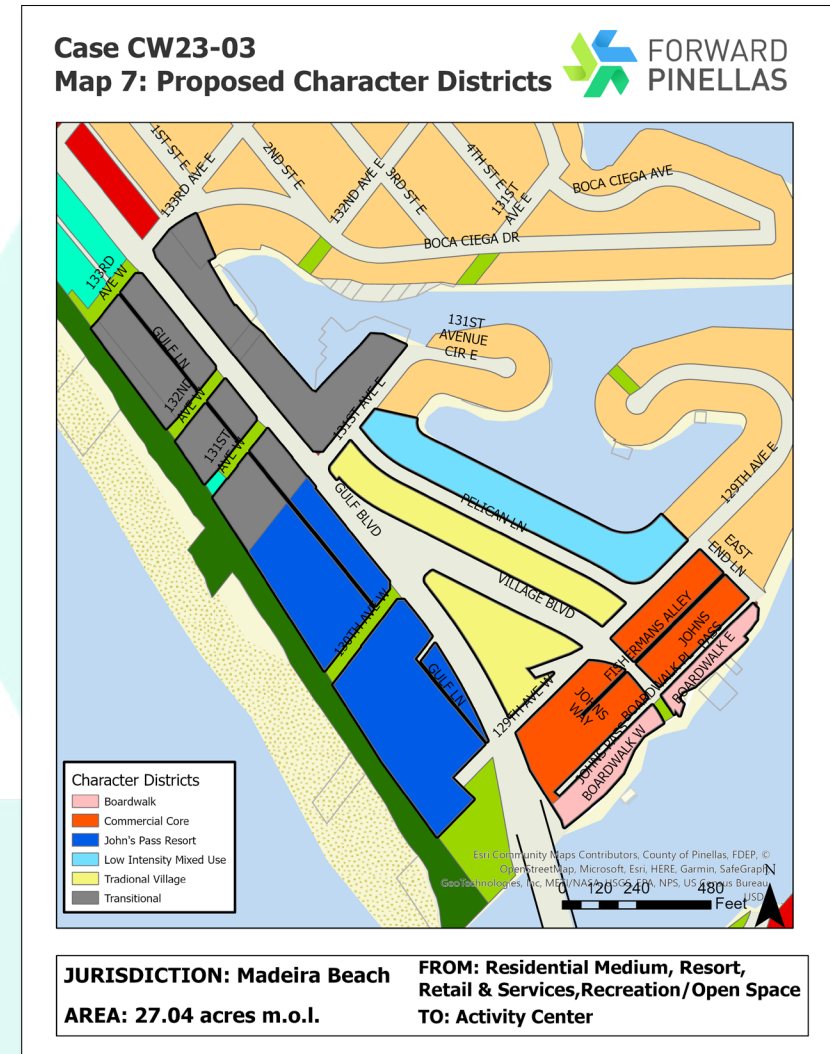
\* Development Agreement is required by the Countywide Rules



# Proposed Character District Standards

- **Boardwalk:** Commercial, Commercial Recreation, and Services
- **Commercial Core:** Residential, Temporary Lodging, and Commercial
- **John's Pass Resort:** Residential, Temporary Lodging, and Commercial only up to 20% of the building's floor area
- **Low Intensity Mixed Use:** Residential, Temporary Lodging, and Commercial only up to 20% of the building's floor area
- **Traditional Village:** Residential, Temporary Lodging, and Commercial
- **Transitional:** Residential and Temporary Lodging up to 20% of the building's floor area for properties on the west side of Gulf Boulevard / commercial is allowed on the east side of Gulf Boulevard

\* Land Development Regulations will provide specifics standards for setbacks, heights, parking requirements, signage, architectural and design guidelines.



# Recommendation

## **Proposed Countywide Plan Map Amendment Findings**

- The proposed amendment to Activity Center (Neighborhood Center subcategory) is consistent with the density/intensity standards and locational criteria for this category.
- The proposed amendment addresses the Planning & Urban Design Principles of the Countywide Plan Strategies.
- The proposed amendment either does not involve, or will not significantly impact, the relevant countywide considerations.

**Staff finds the proposed amendment consistent with the Relevant Countywide Considerations and recommends approval**

**Planners Advisory Committee and Forward Pinellas Board recommends approval**