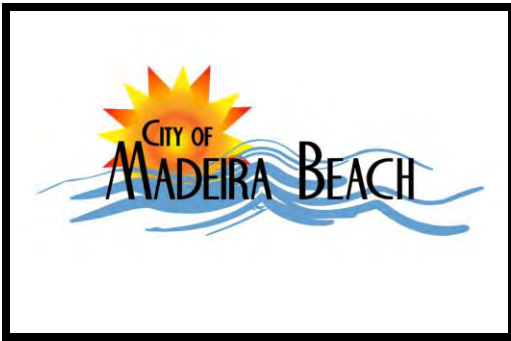




THE CITY OF MADEIRA BEACH, FLORIDA
PUBLIC NOTICE

BOARD OF COMMISSIONERS
REGULAR MEETING MINUTES

The Board of Commissioners of the City of Madeira Beach, Florida will meet at City Hall, located at 300 Municipal Drive, Madeira Beach, Florida to discuss the agenda items of City Business listed at the time indicated below.

6:00 P.M.

TUESDAY, MAY 10, 2016

COMMISSION CHAMBERS

- A. CALL TO ORDER
- B. INVOCATION AND PLEDGE OF ALLEGIANCE – COMMISSIONER TERRY LISTER
- C. ROLL CALL – *Additional public commenters list attached to the end of the minutes.*

MEMBERS PRESENT: Travis Palladeno, Mayor
Patricia Shontz, Vice-Mayor
Terry Lister, Commissioner District 1
Nancy Hodges, Commissioner District 2
Elaine Poe, Commissioner District 3

STAFF PRESENT: Shane B. Crawford, City Manager (CM)
Vincent M. Tenaglia, Assistant City Manager (ACM)
Thomas Trask, City Attorney (CA)
Aimee Servedio, City Clerk (CC)
Dave Marsicano, Public Works/Marina Director (PW/MD)
Sea Marshall-Barley, Administrative Support Specialist (SS)
Marci Forbes, Planning & Engineering Consultant (PEC)
Luis N. Serna, Planning & Zoning Consultant (PZC)
David P. Healey, Planning & Zoning Consultant (PZC)
Michelle Orton, Planning & Zoning Director (PZD)

D. APPROVAL OF THE MINUTES

- | | |
|-------------------------------|-------------------|
| 1. BOC WORKSHOP | FEBRUARY 23, 2016 |
| 2. BOC SPECIAL MEETING | APRIL 6, 2016 |
| 3. BOC SPECIAL MEETING | APRIL 12, 2016 |
| 4. BOC AGENDA SETTING MEETING | APRIL 12, 2016 |
| 5. BOC REGULAR MEETING | APRIL 12, 2016 |

A motion to approve the minutes was made by Commissioner Lister and seconded by Vice-Mayor Shontz.

ROLL CALL:

Commissioner Lister.....YES	Vice-Mayor Shontz.....YES
Commissioner Hodges.....YES	Mayor Palladeno.....YES
Commissioner Poe.....YES	

E. APPROVAL OF THE AGENDA

A motion to approve the agenda was made by Vice-Mayor Shontz and seconded by Commissioner Poe.

ROLL CALL:

Commissioner Lister.....YES	Vice-Mayor Shontz.....YES
Commissioner Hodges.....YES	Mayor Palladeno.....YES
Commissioner Poe.....YES	

PROCLAMATIONS

1. PROCLAIMING MAY 21ST – MAY 27TH AS NATIONAL SAFE BOATING WEEK

Mayor Travis Palladeno and U.S. Coast Guard Auxiliary

Mayor Palladeno: Thanked the Coast Guard for coming out today to accept this proclamation. It is important to make boating safety a priority in this community – just yesterday, there were two incidents. Luckily no one was hurt and fire rescue was able to intervene in time.

Coast Guard Auxiliary: Thanked the City for its continued support of the Coast Guard and getting this kind of safety information out to the public.

PRESENTATIONS

1. PRESENTATION OF DONATION BY OLD SALT FISHING FOUNDATION FROM SPRING KING OF THE BEACH

Mayor Palladeno: The Old Salt Foundation has raised over \$1 million for local charities. He thanks the foundation for all of the work they have done and all of the wonderful events they bring to the City.

Tommy Verdensky: Thanked the City for their cooperation and support of the Spring King of the Beach Tournament and presented a \$10,000 check to the City of Madeira Beach.

2. PRESENTATION OF DONATION BY GULF BEACHES ROTARY CLUB FROM SPRING BREAK FESTIVAL

Gulf Beaches Rotary: This was the sixth Spring Break Festival – the previous five were held in the City of Treasure Island. Over the four day period, they received tremendous cooperation from City staff. The Rotary Club was able to give out contributions to many foundations throughout the area. Although one day was rained out, every other night was a huge success. He then presented a donation of \$20,000 to the City.

DAIS LOG REVIEW

SS: The support specialist reviewed the Dais Log and the items that were included. There were no questions from the Board of Commissioners.

F. PUBLIC COMMENT – LIMITED TO THREE (3) MINUTES

Robert Shaw: We have two direction to move – status quo or progression. He has heard a lot of comments from residents who moved here because they liked the charm of the area. Madeira Beach wasn't and idyllic place – it was a commercial fishing town. The boardwalk always had problems and the pass was more a commercial fishing center than an attraction for the area. Changes were made and the area improved. People who object on the basis that too much will be added, should understand that progress and growth are essential for the health of the City.

Ginger Tolliver: Her email was read into record at the April meeting because she was unable to attend. She is supportive of the City Manager despite some of the things said about him recently and rumors that are going around. She was once strongly against the developments because she believed all of the innuendos and rumors – thank goodness she was able to work with City staff and get the information she needed.

She also wants to express that it is a shame for how the City Manager has recently been treated.

G. CONSENT AGENDA – NONE

H. UNFINISHED BUSINESS – NONE

I. CONTRACTS/AGREEMENTS

1. APPOINTMENT OF SPECIAL MAGISTRATE SERVICES TO BART R. VALDES AND AMBER ASHTON

A motion to approve the appointment of special magistrate services was made by Commissioner Lister and seconded by Commissioner Hodges.

CM: The new Special Magistrate met with staff and expressed that he will work dutifully to enforce our City Code. The CM then explained that the motion would need to be amended to include Amber Ashton as the alternate magistrate.

A motion to approve the appointment of Bart R. Valdes and Amber Ashton to serve as the Special Magistrates was made by Commissioner Lister and seconded by Commissioner Hodges.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges.....	YES	Mayor Palladeno.....	YES
Commissioner Poe.....	YES		

J. NEW BUSINESS

1. [AMENDMENT TO DEVELOPMENT AGREEMENT \(CVS\)](#)

A PUBLIC HEARING AND CONSIDERATION OF AN AMENDMENT TO AN EXISTING DEVELOPMENT AGREEMENT BETWEEN THE CITY OF MADEIRA BEACH AND PINES MADEIRA, LLC TO INCLUDE THE INSTALLATION/CONSTRUCTION OF A WELL FARGO ATM.

A motion to approve the amendment to the CVS Development Agreement was made by Vice-Mayor Shontz and seconded by Commissioner Poe.

Luis Serna: Explained that this is a simple amendment to remove two parking spaces in order to construct an ATM.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges.....	YES	Mayor Palladeno.....	YES
Commissioner Poe.....	YES		

2. [ORDINANCE 2016-01](#)

A FIRST READING OF AN ORDINANCE OF THE CITY OF MADEIRA BEACH, FLORIDA, REZONING CERTAIN REAL PROPERTY GENERALLY DESCRIBED AS 15026 MADEIRA WAY, 0 GULF BLVD, 0 150th AVENUE, 15023 GULF BLVD, 15031 GULF BLVD, 0 MADEIRA WAY, 15000 MADEIRA WAY, 15006 MADEIRA WAY, 15015 MADEIRA WAY, 15040 MADEIRA WAY, 15042 MADEIRA WAY, 0 150th AVENUE, 200 150th AVENUE, 206 150th AVENUE, 210 150th AVENUE, 212 150th AVENUE, 352 150th AVENUE, 388 150th AVENUE, 390 150th AVENUE, 410 150th AVENUE, 420 150th AVENUE, AVENUE FROM RETAIL COMMERCIAL (C-3) TO PLANNED DEVELOPMENT (PD) DISTRICT; PROVIDING FOR READING BY TITLE ONLY; AND PROVIDING FOR AN EFFECTIVE DATE THEREOF.

Vice-Mayor Shontz: Recused herself from this item due to a conflict of interest. The City Attorney advised the Vice-Mayor to file a conflict of interest form with the City Clerk within fifteen (15) days of this hearing.

CA read Ordinance 2016-01 by title only.

A motion to approve the first reading of Ordinance 2016-01 was made by Commissioner Lister and seconded by Commissioner Hodges.

CA: Advised anyone that had interest or testimony regarding the Madeira Beach Town Center project that this was the time to make public comment. He then swore in everyone who would testify this evening.

He then described the order of business for this item.

The applicant was invited to step forward and make their presentation.

Attorney Kate Wells: Introduced the entire team: Bill Karns, Tim Clemmons, Robert Pergolizzi, and Cindy Tarapani. One housekeeping item – the quasi-judicial hearings with the Planning Commission meetings and the Neighborhood Meetings are requested to be entered into evidence. The Mayor accepted the evidence.

Tonight's hearing is a quasi-judicial land use hearing, which applies adopted City-wide regulations to fairly and impartially determine if the applicant has met the requirements of the City code. As the hearing progresses, the Board should consider whether testimony is relevant and factual. Emotional pleas and opinions are not considered evidence to determine the meeting of the established requirements.

The applicant and the City have also worked together on a draft of the Development Agreement for this project as well. The agreement is tied to a concept plan and is valid for fifteen years or until all construction is complete. There are certain off-site roadway improvements that are offered by the client which are not required but will help with traffic access to this development.

In addition, the City is involved with certain capital improvements – the sewer pipe and the pump-out station – that are near the proposed development.

Tim Clemmons: Made a PowerPoint presentation that gave an overview of the properties involved and some of the site and concept plans relevant to this project.

The Madeira Way area is envisioned as a very active pedestrian area. The road would be two lanes, two ways, and a lot of space for pedestrian use. Two condominiums would be on either side of the street; parallel parking is also

The second public space is a new public space at the corner of Gulf Boulevard and Tom Stuart Causeway. This would be a half an acre park accessible to bicycles and pedestrians. A covered walkway would also be over Gulf Boulevard connecting this area to Archibald Park.

There are five main components to the project – Condo A and Condo B (two levels of parking, six levels of rooms – this is not any taller than the adjacent buildings in the area); a Marina with forty slips with a parking lot publicly accessible to the water front, Hotel A and Hotel B (two levels of parking, a lobby, and eight levels of rooms). There will be sixty-four hotel rooms per acre. The existing adjacent buildings are twelve stories high, so again the project is staying within the height levels of the surrounding areas.

This goal of this project is to create an entrance and sense of place for the City. The landscaping on Tom Stuart Causeway will add to the aesthetics and only one curb cut will be on the right side of the road.

Robert Pergolizzi: The current levels of service are levels C on 150th Avenue and D on Gulf Boulevard – which are both acceptable levels of traffic. The combined daily external trips from both development projects is about 6,000 external daily trips. Left turns will be prohibited at Madeira Way and an overhead crosswalk will be added to Gulf Boulevard.

By removing eight curb entrances on 150th Avenue, this will come into compliance with FDOT standards. In case of an emergency evacuation, the bridge would be closed (no boat traffic) and all lanes will be available for exit off of the island. This is in addition to several days warning.

Cindy Tarapani: The report that Ms. Tarapani presented included the Standards for Review of Planned Development Rezoning Application (based on City code), the Compliance with the Rezoning Standards for Local Planning Agency Review (consistency with the comprehensive plan, land use compatibility, adequate public facilities, public interest, and consistency with land development regulations) and Compliance with General Conditions and Design Standards.

The report in its entirety is included with the minutes. The report was accepted into evidence by the Mayor.

Attorney Wells: Wanted to ensure that the traffic analysis presented by Mr. Pergolizzi was also entered in to evidence. She also asked that any public comment made earlier in the evening referencing this project be repeated so it will be entered into record.

Staff then made their report on the rezoning application for the Madeira Beach Town Center.

Luis Serna: The City reviewed the criteria established by the Code – this included twenty-five individual requirements that were each analyzed. This staff report has been entered into evidence and is attached to the minutes.

The two Affected Parties will now make their presentations.

Peter Trott: After he moved to Madeira Beach, all of the Mom and Pop businesses were replaced with condominiums. It began when the Holiday Inn came to the City. He urged that any development has to be good for the merchants and residents. The City has done a great job at building a central community. What he has seen tonight is a lot more people paying attention to what is being said. You need to have enough people here subsidizing up with room taxes.

He thinks that he is very fortunate to have a staff working with the developer, Mr. Karns. He's already invested a lot of money in the City with this project and ROC Park. There is an awful lot of work out before staff and the city boards. He is speaking to the room and the future of the City. He hopes these projects make a lot of money. He is very concerned and has seen the town go down because there were not enough people visiting and shopping in the shops.

John Lipa: This is a fact-based presentation that is focused on safety. This report has been attached to the minutes. Amendment 9.11 was a collaboration of the developer, city manager, and city attorney. The main seven points he focused on were based on FDOT criteria: (1) safe and convenient operation for all road users, (2) minimum delay and disutility of all road users, (3) resolution of conflicts between competing movements, (4) adequate visibility of conflicting traffic, (5) adequate maneuvering space for vehicles, (6) storage for formal queuing of vehicles, and (7) uniformity of treatment with similar location.

Attorney Well: Asked if Mr. Lipa was a trained traffic analyst or if he has had any experience? He responded no so Ms. Wells asked the Board to keep the fact in mind that he is not an expert.

John Lipa: He is not an expert in a strict definition, but he has read the same manual issued by FDOT and based his presentation word for word from that manual.

Larry Roeloffs: Gave a short summary of his resume and experience. He has worked with Madeira Cove and met with the two developers on the agenda tonight. At a meeting on April 5th, the condo association board met for over two hours on these developments – the overwhelming concern was the safety of entering and exiting 150th Avenue.

If we don't get a traffic signal at the four-way intersection at Madeira Cove and the entrance to the new development, there will be accidents – why do we have to wait for a tragedy for FDOT to react?

Public Comment was opened for business related to the Madeira Beach Town Center.

Robin Sulley, CEO Tampa Bay Beaches Chamber of Commerce: She began by commending the staff for a well-organized smooth meeting process. They have passed a resolution and the twenty four representative voted to approve it – there is good synergy throughout the county. The Tampa Bay Beaches Chamber of Commerce is in favor of redevelopment. They have also drafted a document about visitation to the area on sales tax, bed tax, etc. – as of now, we do not have those numbers specific to cities, but we are working on it. Let's see some great development in the City of Madeira Beach.

Helen Palladeno, 13319 Boca Ciega Avenue, Madeira Beach, FL 33708: She is excited for this project – especially in regards to all the added green space that this project will bring. She also thinks we should consider the jobs that will be brought in as well as the tax revenue. Based on state statistics, a room will bring 140 jobs to the City; a 20,000 square foot restaurant brings in about 100 jobs and the construction brings in a lot as well. Change is inevitable – Madeira is going to change. She thinks that this would be a great way to progress and this will be an overall good thing for the city. Someone has also falsely claimed her name on a blog that she is not in support – that is a lie.

Randy Dukes, 13655 Gulf Boulevard, Madeira Beach, FL 33708: Pulled up some statistics on tourism and travel – annually in the United States, tourism and travel generate \$1.5 trillion in revenue that support 7.8 million U.S. jobs. Economic growth accounts for 9.1% of global GDP. The hospitality industry is the fastest growing industry with 17% growth in the last few years.

Jeff Brown, 559 Lillian Drive, Madeira Beach, FL 33708: A resident and serves on the Planning Commission. His experience in the Planning Commission has given him great insight on these projects. The plans presented tonight are responsible and we will not become another Clearwater.

Dr. Heidi Goldberg, 101 Wimbledon Court, Redington Shores, FL 33708: The job that Mr. Karns did is absolutely amazing – property values are going to go up. He planned restaurants, shopping, and made it so that the views are more persevered. There will be walkways and sidewalks for pedestrian access. Madeira Beach now has a name for itself when you add these new projects to ROC Park and the new City Centre. This is going to be a place that people are going to want to visit and spend their money.

Kerwin Smith, owns Market Place at 15019 Madeira Way: During the 45 years that he has lived here, he has been in the hotel business and has served on many hotel and condominium boards. There is a huge investment that developers put in to build these hotels which we sorely need. There is not negative to these projects, it is a win-win situation for the City and the people who live here.

Tabitha Brown, 201 150th Avenue, Madeira Beach, FL 33708: Owns property, lives in Madeira Beach, and is married to Jeff Brown, a Planning Commission member; the new facilities have adequate parking and she believes that many will turn to pedestrian alternatives – the new sidewalks and over passes. All of these new facilities have ample and covered parking. Tourism is a huge part of the life blood of this town; with responsible developments like these, residents and visitors will enjoy the City for years to come. This will be a legacy statement.

Richard Sheffler, 500 Treasure Island Causeway, Treasure Island, FL 33706: He wants to talk about the man in particular who is building this project. He has known Mr. Karns for over thirty years and is one of his best friends. He is not happy with all of the misinformation that is being spread. When he starts a project, it is his baby – this is what he loves to do. He has built beautiful homes, assisted living facilities, ROC Park and now this project. This particular project will be a legacy and he is very passionate about his work and encourages anyone who is wary to meet with him and go over the project.

Gaye Princ, 14045 Marguerite Drive, Madeira Beach, FL 33708: No one has considered the impact of people and estimates that at about two people per room these projects will add over 2,000 new people when the City currently has a population of about 4,200 and the Board needs to consider what that means. In regards to Mr. Pergolizzi who testified that in case of a hurricane that both lanes of the bridge would be reserved for evacuation traffic – what happens when someone has a heart attack and needs emergency medical care? At the last meeting, there were seats reserved for green shirt people

and she overheard someone say to the City Manager, “Look Shane, you put out the call and we all come.” She believes it is prudent to ask why the City Manager is so concerned with public opinion if he has to hire the troops. We don’t need more tax money, we need more prudence.

Janet Melia, 15402 2nd Avenue E., Madeira Beach, FL 33708: She heard many things tonight that really concern her. She has heard that the developer has designed this building for the people – but none of ‘these people’ live in the City. There is talk about all the money this will bring in. If you look at other communities to the north – the Redington Beaches – their property values are higher than here and she sees the only main difference is that we have development and they don’t. There is also the issue of the traffic – you are going to shut down my light at Madeira Way and now she will have to circle around in much heavier traffic. She sees absolutely nothing in this for her and the money brought in will not support residents but people coming here to work from Seminole and Pinellas Park.

Mark Hubbard, 931 79th Street S., St. Petersburg, FL 33707: Voiced his support for growth and development of the City. He noted that he is excited for such a beautiful project – he can’t wait to pull his boat up and have a bite to eat at the new restaurant. The economic impact will be great for Madeira Beach and this will bring a lot of work for the Gulf Beaches. He urges the Board to vote yes on this project that will raise the quality of life here.

Jeff Beggins, 14995 Gulf Boulevard, Madeira Beach, FL 33708: The quality of life in this town will be so much better. He has heard this area called the “Redneck Riviera” and we deserve much more than a title such as this. He asks the Board to vote yes while the real estate market is on the rise and a project such as this is possible.

Jim Everett, 15458 1st Street E., Madeira Beach, FL 33708: He is a local business-owner and serves as the Chairperson on the Planning Commission. He has heard rumors that these projects are being pushed through as quickly as possible – this simply isn’t true. It has taken the City over four years to get to this vote tonight. Numerous meetings have been advertised and held over the course of the last few months. This zoning is only for this particular area of the City and not the City in its entirety. We now have the opportunity for two local developers to invest in our community. Jim Holton and his family has owned the property for years and Mr. Karns lives in Indian Shores who works closely with different communities in the area. When we moved here, we knew we were moving to a destination.

Shirley Nelly, 13205 Gulf Boulevard, Madeira Beach, FL 33708: A long time ago, down where she runs the marina in John’s Pass, it was very dilapidated and no one walked around that area unless they wanted to be mugged. She then had the privilege of working on the Marriott marina and now Mr. Holton is doing the same thing on this side of the waterway. Everyone is worried about the traffic on the street and she is thinking of the traffic on the water – and she is very excited for that. She urges the Board to vote yes on this project.

Steve Westfall, owns property at 14100 Gulf Boulevard, Madeira Beach, FL 33708: the Board has recently approved the project for the Gulf Grill and he thanks the Board for their work on that project as well. He is glad to be opening a business in a rapidly growing and progressing City. He spoke with both Mr. Holton and Mr. Karns, the developers for the two projects under review today. He hopes the City doesn’t pass on this opportunity for so much positive economic impact on the area. As a restaurant owner, he thinks the jobs mentioned before (maids, servers, bartenders, etc.) are a good thing for the City as he himself began as a busboy. He can see that the developers have worked to see the best interest for the town. It’s nice to be here in a City that moves forward and together in a good direction.

Randy Kirchner, 220 – 140th Avenue, Madeira Beach, FL 33708: He has been a resident and voter for over 25 years. He has noticed that a lot of people who are speaking here tonight are real estate investors or business-owners – he is just a regular guy who lives here. He used to drive down to John’s Pass and fish off the jetty all day – now he can’t even find a place to park many times. Now you want to bring in more people, more density, and more cars on the roads. If there is ever an emergency and that bridge is up, there is no way that response is getting through. We have enough condos here. He understands that development needs to happen but he does not support this development.

Larry Butterfield, owns a business at 160 John’s Pass Boardwalk, Madeira Beach, FL 33708: He thinks that this project should move forward. He notes that there is a fire department right next door, so he is not as concerned about emergency services being unable to reach people. He also argued that the City Manager was hired to move the City forward and that is what he is doing. The projects look beautiful and he thinks it will be a great thing for water traffic and people who travel by and own boats. He sees how much this will beautify the area as well.

Jim Durdoor, 557 John’s Pass Avenue, Madeira Beach, FL 33708: There was an empty lot next to the 7-11 on Gulf Boulevard that used to have a sign “\$10 parking”. Now, a new project called Eco-Village is almost completed and each unit is

completely efficient in electricity usage. There is a huge difference for how it looks now to how it looked before. This is just a much smaller scale, but the impact will be the same.

Ellen Lamparter, 14900 Gulf Boulevard, Madeira Beach, FL 33708: She lives there as a full-time resident and is very involved in the community. She wants to stress that she is conflicted on these projects. She is all for progress and thinks that there could be some great positive effects for the City and that the developers do care about the area. However, she knows that we live on an island and is concerned about some of the negative impacts this could have as well. She wants to resolve the conflict and ensure that a good decision is made and we are very clear about the scale of the development. She doesn't want there to be a pattern of building bigger and bigger and bigger.

Rees Noran, 363A Medallion Drive, Madeira Beach, FL 33708: He is the lucky guy who had the Ferris wheel in his front yard and he is happy to see people enjoying the area. Thirty years ago, he discovered Mad Beach by accident but he then found his own littler spot here despite living all over. He purchased a condo in the yacht club and decided to become a Florida resident full-time. He has seen how the quality of life has improved over the years. Quaintness is nice, but will become an eyesore without improvement. He is not speaking for the Yacht Club Association even though he is the Vice-President and is disappointed with the personal attacks that have happened in the last few weeks.

No additional speakers approached and public comment was closed.

CA: This would be the time for any rebuttal testimony from the applicant. Attorney Wells called Mr. Pergolizzi to come forward and discuss the pedestrian crosswalk and traffic concerns.

Mr. Pergolizzi: The development includes provisions for lobbying FDOT for traffics lights and traffic coordination. The traffic signal that exists right now is not being removed – what is being removed is the ability to make a left turn from 150th Avenue to Madeira Way and a left turn from Madeira Way to 150th Avenue towards the bridge. What would remain is the safe crosswalk across 150th Avenue, which is the safest way to cross that street. This means that the traffic lights stays green until a pedestrian pushes the crosswalk button. This will create gaps in traffic due to increased pedestrian traffic – he does not think this point was made clear enough earlier.

There was no additional rebuttal from the applicant. The rebuttal or additional information from City Staff was then opened but Mr. Serna had no additional comments.

The applicant and City were then permitted to make a closing summary.

Attorney Cole: The Commission is required to make a decision based on competent and substantial evidence. Although some public comment opined that they did not like this project, which is not considered competent or substantial evidence. The proposed development meets the criteria established by City Code, the Comprehensive Plan, and the Town Center Special Area Plan.

Mr. Serna: Had no additional comment other than the report already presented.

CA: Reminded the Board that there was already a motion for approval on this item and that this was the time for discussion amongst the Board members.

CM: In response to a question from the Mayor, the City Manager explained that the project has met all the criteria for approval and that the developers have worked well with the City to compromise and make adjustments for the benefit of the City.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges	YES	Mayor Palladeno.....	YES
Commissioner Poe	NO		

CA: Explained that this was only the first public hearing and vote on this ordinance. The next will take place on June 14, 2016 at which time the development for this project will also be considered. He encourages anyone who would like to voice their opinion or concerns to come again on that evening.

3. **DEVELOPMENT AGREEMENT (HOLIDAY ISLE MARINA)**

A PUBLIC HEARING AND CONSIDERATION OF AN APPLICATION TO ENTER IN A DEVELOPMENT AGREEMENT BETWEEN THE CITY OF MADEIRA BEACH AND C&T ENTERPRISES, INC. AND MHH ENTERPRISES, INC. CONTINGENT ON THE APPROVAL OF

ORDINANCE 2015-18 TO REZONE THE PROPERTY LOCATED AT 555 AND 565 150TH AVENUE FROM C-4, MARINE COMMERCIAL TO PD, PLANNED DEVELOPMENT.

Items J-3 and J-4 were heard in conjunction so all of the facts and evidence could be presented at the same time.

4. **ORDINANCE 2015-18**

A SECOND AND FINAL READING OF AN ORDINANCE OF THE CITY OF MADEIRA BEACH, FLORIDA, REZONING CERTAIN REAL PROPERTY GENERALLY DESCRIBED AS 555 150TH AVENUE AND 565 150TH AVENUE FROM, MARINE COMMERCIAL (C-4) TO PLANNED DEVELOPMENT (PD) DISTRICT; PROVIDING FOR READING BY TITLE ONLY; AND PROVIDING FOR AN EFFECTIVE DATE THEREOF.

CA again explained the procedure for this item and swore in any parties that will testify this evening.

Katie Cole: Objects to all of the requested Affected Parties because they are not specifically affected any more than the rest of the residents of Madeira Beach and they are not within the 500 foot radius around the proposed development.

CA: Read the definitions of Affected Party according to the City code. The Affected Parties were asked to approach as offer any rebuttal they wished.

John Lipa would make the same comment as previously made – both Mr. Lipa and Attorney Cole agreed that Mr. Lipa's previous testimony would be entered as public comment.

Ms. Cole: Asked that the previous testimony at the January 11th and February 8th Planning Commission and the first reading before the Board on March 16th be entered into evidence as well and the Mayor allowed it. Requests that Cindy Tarapani be accepted as an expert witness, she was previously heard during the Ordinance 2016-01 testimony.

Cindy Tarapani: Her presentation was entered into evidence and the report is attached to these minutes. The report focused on the standards for review of planned development rezoning application and the compliance with rezoning standards for the Board of Commissioners review. She concluded that the project is in compliance with all of the Planned Development Rezoning Standards as outlined in the *Land Development Code*, Section 110-983.

Ms. Cole: This application process first began in June of 2015 and continued over the next several months. There have been some amendments since the initial draft.

City staff made their presentations on the Development Agreement and Ordinance 2015-18 for Rezoning.

Luis Serna: Entered the staff reports into evidence – those reports have been attached to these minutes. Staff determined that the proposal met all criteria for the Planned Development rezoning contingent on the specifications established in the development agreement.

Commissioner Poe: Questioned the applications and incompleteness that was on some of the pages. She wanted to know if staff was aware of the designated agent. Why is there still incomplete information notarized in these forms?

Mr. Serna: We are aware of the designated agent for Mr. Holton and of the revised applications when certain reductions were made. This is what necessitated the change to the application.

Commissioner Poe: Explained that her question was “do we have the agent authorization letter on file?” She also asked why sections 1 and 2 were not filled out when the instructions say that the information is required so commissioners will not violate conflict of interest laws. She also noted that this document was notarized with missing information.

Mr. Serna: The City received an initial set of documents; these were just updated supplementary information so they may not have been complete in the supplement but were in total. He is not certain if the agent authorization letter is on file but he can check for that.

Commissioner Poe: Asked why the addresses were not corrected when the forms were updated – everything that the City has received has listed the address as 555 and 556 105th Street, not 555 and 565 150th Avenue as is the correct address for the property in discussion.

Mr. Serna: He is not exactly sure which errors the Commissioner is referencing specifically but in total he believes that staff has received a complete set of information for consideration. The criteria under which this was evaluated was that established by City codes and adopted plans.

The mayor accepted the staff report and agenda packet into evidence.

Public Comment was opened for any business related to the Holiday Isle Marina development.

Jeff Brown, 201 150th Avenue, Madeira Beach, FL 33708: First-Vice Chair of the Planning Commission. He is proud of the work that has been done on this project. Looking at the big picture, this development is in the interest of the City. He is confident that we have submitted ample packets and information to the Board and that the Planning Commission did their homework. This is an exciting time to live in Madeira Beach and he is confident that they have brought something good before the Board for a yes vote.

Helen Palladeno, 13319 Boca Ciega Avenue, Madeira Beach, FL 33708: She has driven over the bridge and looked at the empty, eye-sore lot where this project is being proposed. She is not a business-owner but wants to see the land used as envisioned in our City plans. She wants to see something beautiful there – landscaping, docks, the restaurant that we can get to by boat. If not something as beautiful as this, then what should go in? She asks the Board to approve the zoning for this project.

Mark Hubbard, 931 79th Street S., St. Petersburg, FL 33707: That corner of land is going to be gorgeous. It will be nice just to go there, park and walk around the waterfront and visit the park across the street as well. This area has been waiting to be developed for many years and he hopes that they will vote yes on this.

Steve Westfall, owns property at 14100 Gulf Boulevard, Madeira Beach, FL 33708: As every boater in this county knows, we need more areas accessible by the water, especially restaurants. There is a long so burning and right now the economy is pretty good with interest rates at what they are – he doesn't think that the City should pass on this opportunity.

Jeff Beggins, 14995 Gulf Boulevard, Madeira Beach, FL 33708: He has never seen a proposal that should be approved as easily as this should be. This is a legacy opportunity for a great new feature.

Jim Everett, 15458 1st Street E., Madeira Beach, FL 33708: Chairperson of the Planning Commission. This can really be something great. He remembers when the old Leverock's property was torn down and he couldn't wait for something new to go in – this has been a long time coming. This is a great example of PD in action – the original plan that was submitted as changed significantly and the plans were negotiated heavily. He thinks that we should encourage this type of development where developers and the City work together. He encourages a vote for yes and thanks the Board for their time and consideration.

Applicant Summary

Ms. Cole: Applications submitted and reviewed by staff – it has been found to meet all criteria within that code. The staff received an application originally in September and was determined adequate and second in January that was also accepted. The application and cover letter in its entirety was submitted in April and under all criteria has been considered adequate. She does not want a mountain made out of a mole hill. There have also been sufficient public hearings and opportunities to speak.

Tonight you have heard additional information from staff that this project is recommended for approval based on what is required by the City code, Comprehensive Plan, and Town Center Special Area Plan. She requests approval for the second reading of this rezoning ordinance.

Staff Summary

Luis Serna: He wanted to emphasize that this was closely considered and that staff is recommending approval. He noted that the correct information for the address and tax identification number is in the staff report that was submitted into evidence. We are certain we are rezoning the correct properties.

CA: The development agreement is not the final vote, but a consideration since there will be some revision. The final development agreement will be presented and voted on at the June 14th meeting. The Board will need to make a motion to continue the hearing for the development agreement.

A motion to continue the hearing for the Development Agreement was made by Commissioner Hodges and seconded by Commissioner Lister.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges	YES	Mayor Palladeno	YES
Commissioner Poe	NO		

The CA read Ordinance 2015-18 by title only.

A motion to approve Ordinance 2015-18 to rezone the properties located at 555 and 565 150th Avenue to PD, Planned Development was made by Commissioner Lister and seconded by Vice-Mayor Shontz.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges	YES	Mayor Palladeno.....	YES
Commissioner Poe	NO		

A short recess was called at 11:02 p.m. and the meeting resumed at 11:12 p.m.

5. **PUBLIC HEARING FOR ALCOHOLIC BEVERAGE PERMIT**

TO CONSIDER APPLICATION #2016.02 FOR A 2COP LICENSE AT A RESTAURANT LOCATED AT 696 – 150TH AVENUE. PURSUANT TO CITY CODE SECTION 110-532, HINATA, LOCATED AT 696 – 150TH AVENUE, MADEIRA BEACH, FLORIDA 33708 IS SEEKING A 2COP ALCOHOLIC BEVERAGE PERMIT FOR BEER AND WINE ONLY/SALE BY THE DRINK FOR CONSUMPTION ON PREMISES AND PACKAGE SALES IN SEALED CONTAINERS. THE PROPERTY IS LOCATED IN THE C-3, RETAIL COMMERCIAL ZONING DISTRICT.

A motion to approve Alcoholic Beverage Permit Application #16.02 for the restaurant Hinata was made by Commissioner Poe and seconded by Vice-Mayor Shontz.

Clint Herbic, Associate Superintendent: Is here to represent the Pinellas County School Board and Madeira Beach Fundamental. Students and parents gather in the parking lot – it is different than the liquor store at Publix where customers can buy alcohol and leave. He is concerned that alcohol serving beginning at 11:00 a.m., customers at this restaurant could drink and drive next to the school.

Commissioner Poe: Would it be more appropriate for the applicant to be here to hear the testimony from the superintendent?

Mr. Serna: It would be a determination of the Board whether this is fair or would be better for the applicant to respond.

CM: Understands the concern presented by the Associate Superintendent, but this would be a slippery slope. There are several establishments that already have alcohol permits and new restaurants going in as well. The area will be patrolled by the City. He advises that any decision made tonight will be precedent for additional businesses.

Vice-Mayor Shontz: There was something in the Code that prohibited the sale of alcohol within a certain area – is that still in effect?

Mr. Serna: There are stipulations in the Code that prohibit alcohol within a certain area but the same restrictions do not necessarily apply to restaurants.

CM: The issue would be more towards patrol and ensuring that children do not congregate in that parking lot. The Board needs to make the decision based on the criteria presented.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges	YES	Mayor Palladeno.....	YES
Commissioner Poe	YES		

6. **RESOLUTION 2016-18**

A RESOLUTION OF THE CITY OF MADEIRA BEACH, FLORIDA AMENDING THE MADEIRA BEACH BOARD OF COMMISSIONERS POLICY HANDBOOK TO AMEND ARTICLE III (RULES OF PROCEDURE FOR BOARD OF COMMISSIONER MEETINGS), SECTION I (POLICY), ITEM D (ORDER OF BUSINESS); AND PROVIDING FOR AN EFFECTIVE DATE.

CA read Resolution 2016-18 by title only.

A motion to approve the Resolution 2016-18 was made by Vice-Mayor Shontz and seconded by Commissioner Poe.

CM: These were very minimal basic updates to the BOC Policy Handbook. Staff recommendation is for approval.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges	YES	Mayor Palladeno.....	YES
Commissioner Poe	YES		

7. **RESOLUTION 2016-19**

A RESOLUTION OF THE CITY OF MADEIRA BEACH, FLORIDA AMENDING THE FISCAL YEAR 2016 BUDGET BY INCREASING GENERAL FUND EXPENDITURES IN THE AMOUNT OF \$15,000 FOR CONTRACTUAL LOBBYING SERVICE; AND PROVIDING FOR AN EFFECTIVE DATE.

CA read Resolution 2016-19 by title only.

A motion to approve the Resolution 2016-19 was made by Commissioner Lister and seconded by Commissioner Hodges.

CM: The money will be budgeted in the City Manager's Budget for this item during the next fiscal year.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges.....	YES	Mayor Palladeno.....	YES
Commissioner Poe.....	YES		

A. **WAIVER OF BID REQUIREMENTS AND AUTHORIZATION OF EXPENDITURES**

A WAIVER OF BID REQUIREMENTS AND AUTHORIZATION OF EXPENDITURES IN THE AMOUNT OF \$15,000 FOR MADEIRA BEACH ENGAGEMENT WITH SUSKEY CONSULTING, LLC PURSUANT TO AGREEMENT.

A motion to waive the bid requirements and approve the authorization of expenditures in the amount of \$15,000 for the Suskey Consulting, LLC agreement for lobbying was made by Commissioner Lister and seconded by Commissioner Hodges.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges.....	YES	Mayor Palladeno.....	YES
Commissioner Poe.....	YES		

8. **RESOLUTION 2016-20**

A RESOLUTION OF THE CITY OF MADEIRA BEACH, FLORIDA AMENDING THE FISCAL YEAR 2016 BUDGET BY INCREASING GENERAL FUND EXPENDITURES IN THE AMOUNT OF \$90,000; INCREASING GENERAL FUND REVENUES IN THE AMOUNT OF \$91,500; AND PROVIDING FOR AN EFFECTIVE DATE.

CA read Resolution 2016-20 by title only.

A motion to approve the Resolution 2016-20 was made by Vice-Mayor Shontz and seconded by Commissioner Hodges.

ACM: There is some good news and bad news reflected in this budget amendment.

ROLL CALL:

Commissioner Lister.....	YES	Vice-Mayor Shontz.....	YES
Commissioner Hodges.....	YES	Mayor Palladeno.....	YES
Commissioner Poe.....	YES		

K. REPORTS/CORRESPONDENCE

- CITY COMMISSION
- CITY ATTORNEY
- CITY MANAGER
- CITY CLERK

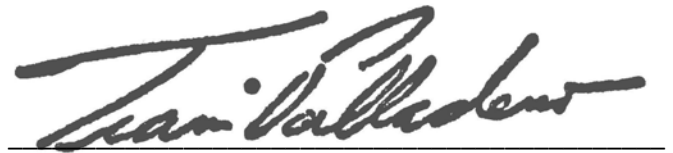
L. ADJOURNMENT – The meeting was adjourned at 10:48 p.m.

ATTACHMENTS:

Résumés Submitted on 05/10/2016.....	1
Timothy Clemmons, AIA LEED AP Principal	1
Robert Pergolizzi, AICP, PTP Principal	2
Cindy Tarapani, Vice President of Planning	6
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Date approved: July 12, 2016


 Travis Palladeno, MAYOR


 Submitted by Sea Marshall-Barley, SUPPORT SPECIALIST

Timothy Clemmons, AIA LEED AP Principal

With 30 years of architectural experience, Tim Clemmons has established expertise in multi-family residential, arts facilities and urban mixed-use projects. Tim is recognized throughout Tampa Bay for his modern designs that promote urban, sustainable lifestyles.

With his partners at Mesh, Tim is committed to an architecture that works at all levels – from the elegant detail to the community vision. As senior principal he is the leader for all larger architectural projects undertaken by the firm. The firm is organized to ensure that he is deeply involved in all phases of each project from conceptual design to construction administration.

Tim's strong interest in contemporary urban issues is evidenced by his extensive involvement in various civic organizations and initiatives. For ten years he taught master's level architecture and urban design classes as an adjunct professor at the University of South Florida. In addition he has been the developer for several multi-family residential projects located in downtown St. Petersburg and is acknowledged as one of the key players in downtown's recent renaissance.

Professional Qualifications

- Registered Florida Architect – 1985, Registration Number AR 11076
- Masters of Architecture – University of Florida, 1983
- LEED Accredited Professional, 2007
- Member – American Institute of Architects
- Member – U.S. Green Building Council
- Member – Urban Land Institute

Academic and Civic Experience

- Adjunct Assistant Professor – University of South Florida, Tampa, FL 1995 to 2005
- Steering Committee Member – Downtown St. Petersburg Transit System Study
- Steering Committee Member – St. Petersburg 2020Vision
- Founding President – Downtown Neighborhood Association

Awards

- Z Grille Restaurant – 2009 Tampa Bay AIA Merit Award
- Seybold Lofts – 2008 Tampa Bay AIA Honor Award
- 475 Condominiums – 2008 Tampa Bay Honor Award
- President's Award – 2004 Tampa Bay AIA
- St. Petersburg Arts Center – 2001 Tampa Bay AIA Merit Award

ROBERT C. PERGOLIZZI, AICP, PTP
PRINCIPAL

SUMMARY OF EXPERIENCE

Mr. Pergolizzi has conducted numerous transportation studies and land development feasibility studies in the Tampa Bay area. These studies include site impact analyses, traffic engineering and traffic operations studies, travel time studies, parking studies, transportation analyses for DRI's, roadway capacity analyses and alternative corridor/alignment studies and impact fee studies. He also prepares signal warrant studies in accordance with MUTCD procedures and access permits in accordance with FDOT and local government regulations. Mr. Pergolizzi has also prepared reports to assess traffic impacts of amendments to the Long-Range Transportation Plan. He is familiar with the latest transportation software including Highway Capacity Software (HCS), and, SYNCHRO,

He has also served as land use consultant and expert witness for various land use plan amendments, rezonings, conditional use, special exceptions, Development Agreements and variance hearings for Clients in the Tampa Bay area.

SPECIFIC EXPERIENCE

Land Use/Zoning/Conditional Use/Special Exception/Development Agreements

- Lowe's/Publix – Pinellas Park
- Waterchase – Hillsborough County
- Cypress Cove Townhomes – Hillsborough County
- Oak Valley Townhomes – Hillsborough County
- Walgreens – Pinellas County
- Park Place Townhomes – Pinellas Park
- St. Petersburg College EPICENTER – Largo
- St. Petersburg College Health Education Center Expansion - Pinellas Park
- Cumberland Trace Townhomes – Largo
- Bay Isle Landings Townhomes – Pinellas County
- Hidden Bayou Townhomes - Pinellas County/Largo
- Skylark Plaza - Pinellas County
- Palmbrooke Townhomes - Pinellas Park
- Roosevelt Boulevard/ 62nd Street Commercial Site - Largo
- St. Jerome Church – Pinellas County
- Boulevard Apartments – Largo
- Broadway on 66th Apartments – Largo
- Pine Grove Community Church PUD – Pinellas Park
- 60th Street PUD – Pinellas Park
- Comprehensive Spine Institute – Clearwater
- Brookside Villas – City of Largo

DRI Traffic Studies

- Northwood DRI Traffic Analysis
- Park Place DRI Traffic Analysis – Clearwater
- River Ridge DRI Traffic Analysis - Pasco County
- Heritage Pines DRI Traffic Analysis - Pasco County
- Timber Pines DRI Expansion - Hernando County
- ICOT Center DRI Traffic Analysis - Pinellas County
- Mitchell Ranch Plaza DRI - Pasco County
- Crossroads Mall DRI – Largo
- CORPOREX Business Park – Hillsborough County
- Beacon Woods East – Pasco County
- The Grove at Wesley Chapel DRI - Pasco County

Roadway Corridor Planning/Alternative Systems Studies

- Lynn Turner Road - Hillsborough County
- Drew Street – Clearwater
- Belcher Road Extension - Pinellas County
- Keene Road (CR 1) Extension - Pinellas County
- City of Tarpon Springs Traffic Circulation Element Update - Tarpon Springs
- Gateway to Clearwater Beach/Causeway Boulevard/Roundabout – Clearwater
- DeCubellis Road – Pasco County
- Gulf Trace Boulevard - Pasco County

Traffic Operations Studies/Design Improvements

- Baywalk/Mid-Core Traffic Analysis – St. Petersburg
- Venetian Residential Development - Sarasota County
- St. Anthony's Hospital Medical Office Building Traffic Study – St. Petersburg, FL
- Perrine Ranch Road Analysis – Pasco County
- Clearwater Community Sports Complex – Clearwater
- Thurston Groves 102nd Avenue and Ridge Road Improvements – Seminole
- RiverWalk at Manatee River Plantation – Manatee County
- Morton Plant Hospital Master Plan - Clearwater Campus
- Madison Avenue/Gould Street Improvements – Clearwater
- Clearwater Mall Transportation Analysis – Clearwater
- Trinity Town Center - Pasco County
- Rooms to Go Distribution Center Expansion Traffic Analysis - Lakeland
- SR 580/Summerdale Drive Signalization Plans - Pinellas County
- The Lakes at Laurel Highlands – Lakeland
- Morton Plant Hospital – Axelrod Pavilion
- Clearwater Aquarium – Island Estates Clearwater
- Valrico Station Apartments – Hillsborough County

Access Permits

- Numerous access permits for commercial and residential projects throughout Florida.

Parking Studies

- Mandalay Grill – Clearwater Beach
- Morton Plant Hospital – Clearwater
- Surf Style / Britts – Clearwater Beach
- 1808 Drew Street Retail Plaza, Clearwater
- Tropicana Hotels, Clearwater Beach
- Shepards Beach Resort, Clearwater Beach
- Mease Countryside Hospital – Safety Harbor
- Comprehensive Spine Institute – Clearwater
- Hooters on Clearwater Beach

Travel Time Studies

- St. Anthony's Carillon Outpatient Center – Pinellas County
- Community Hospital of New Port Richey – Pasco County
- St. Joseph's Hospital North– Hillsborough County
- Lakeland Regional Medical Center – Polk County
- Bayonet Point Hospital - Pasco County
- Martin Memorial Medical Center - Martin County/St. Lucie County
- Morton Plant Hospital - Pinellas County
- St. Joseph's Hospital South – Hillsborough County
- Baycare SE Pasco Hospital – Pasco County
- Poinciana Hospital Medical Center – Osceola County/Polk County
- LifePath Hospice – Hillsborough County

EDUCATION

Master of City and Regional Planning, Rutgers University, 1987

Bachelor of Arts, Environmental and Urban Studies, Montclair State College, 1985

Successful completion of 128 hours of training conducted by the Federal Highway Administration and the Florida Department of Transportation on Urban Systems Modeling, Transportation Planning and Site Impact Analysis

Graduate course work in Traffic Engineering, University of South Florida

PROFESSIONAL REGISTRATION

American Institute of Certified Planners #9023, 1991

Professional Transportation Planner #133, 2008

AWARDS

1990 Florida Institute of Transportation Engineers Past Presidents Award for Technical Paper submittal Unsignalized Intersection Analysis on Florida's Divided Arterials

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

American Institute of Certified Planners

Institute of Transportation Engineers

American Planning Association

Central Pinellas Chamber of Commerce – Economic & Small Business Development Committee



Cyndi Tarapani

Vice President of Planning



Ms. Tarapani is a professional urban planner with over thirty-two years of experience in the planning field, serving both public and private clients in Florida. In the private sector, Ms. Tarapani served as a partner in a Tampa planning firm and as a planner with a Tampa land use law firm. In the public sector, Ms. Tarapani has served as the Assistant Manager for the City of Tampa Land Development Coordination Division, as the Planning Director for the City of Clearwater and as the Executive Director of the Florida Trust for Historic Preservation, a statewide not-for-profit preservation advocacy association. Ms. Tarapani has extensive experience in Comprehensive Planning; Developments of Regional Impact; Development Approvals including Rezoning, Master Plans and Conditional Uses; Development and Administration of Zoning and Land Development Regulations; Historic Preservation; and Land Use Litigation and Eminent Domain. Ms. Tarapani has been qualified as an Expert Witness in the Cities of Clearwater, Belleair, Tarpon Springs, and Tampa; and in the Counties and Circuit Courts of Pinellas, Pasco, Hillsborough, and Hernando.

Significant projects Ms. Tarapani has been involved with include:

Comprehensive Planning

Webb's Nursery, Clearwater, Florida. Client: Webb's Nursery, Inc.

Project Manager for Large-Scale Plan Amendment to increase the 25 acre site's plan category from Residential Urban (7.5 u/ ac) to Residential Medium (15 units/ acre) in Countryside area of Clearwater. Accompanied by a request for Annexation and Rezoning to Medium High Density Residential district to allow transformation of the plant nursery to multifamily development. Approved by the City of Clearwater City Council, August 2014.

Drew Street, Clearwater, Florida. Client: Developers Diversified Realty

Project Manager for Research and development of proposed text amendments to City's Future Land Use Element and Commercial zoning district to allow schools to locate in commercial centers upon compliance with performance standards. Extensive research on ability of schools to co-exist in commercial areas overcame initial staff objections. Approved by the City of Clearwater City Council in March, 2012.

Lakeside at Clearwater, Clearwater, Florida. Client: Nickel Plate Properties, Inc. and Lakeside Enterprises, LLC.

Project Manager for Large-Scale Plan Amendment to the City of Clearwater's Future Land Use Map and Zoning Map for an existing Mobile Home Park to increase the site's Residential Low Medium plan category for a mixed use project including Retail/ Office/ Residential plan category on north 18 acres and Residential Medium plan category (15 units per acre) for the south 12 acres. Plan amendment accompanied by a Development Agreement for Off-site Transportation Improvements. Approved by the City of Clearwater City Council in May, 2010.

Education

B.A., Political Science, Clemson University, Clemson, South Carolina, 1981

M.S., Urban and Regional Planning, Florida State University, Tallahassee, Florida, 1992

Sole Recipient of McClure Award for Academic Achievement, Florida State University, Tallahassee, Florida, 1992

Professional Organizations

American Planning Association
Pasco County MPO Technical Advisory Committee

Pinellas County Workgroup for Land Development Code Update

Leadership Hillsborough
Pinellas County Historic Preservation Board
Tarpon Springs Heritage Preservation Board



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Legacy, Pasco County, Florida. Client: Behnke Land Trust

Project Manager for Large-Scale Plan Amendment and revised MPUD Master Plan for 535 acre mixed use site along State Road 54 Corridor. Assist Client and Attorney to obtain approval of a settlement agreement to avoid litigation and established framework for County's approval of project. Approval included creation of unique land use exchange mechanism based on total project trips. Approved by Pasco County Board of County Commissioners in December, 2009.

Riverwood, Pasco County, Florida. Client: JES Properties

Project Manager for Large-Scale Plan Amendment to Pasco County Future Land Use Map to allow mixed use project composed of 45 acres of commercial and 72 acres of residential development as addition to adjacent planned residential community in southeast Pasco County. Approved by Pasco County Board of County Commissioners in January, 2008.

Ashley Glen, Pasco County, Florida. Client: JES Properties

Project Manager for Large-Scale Plan Amendment to Pasco County Future Land Use Map to revise the site's Residential plan category (3 units per acre) to Residential/ Office/ Retail and Conservation plan categories to allow DRI mixed use development on 261 acre site located at northeast quadrant of State Road 54 and Suncoast Parkway. Approved by the Pasco County Board of County Commissioners in September, 2007.

Jasmine Avenue, Tarpon Springs, Florida. Client: Lindiakos Properties, Inc.

Project Manager for Plan Amendment to City of Tarpon Springs Future Land Map to revise the site's Industrial Limited plan category to Residential Urban plan category (7.5 units per acre) for 7 acre site. Accompanied by a request to rezone the 7 acres and adjacent 9 acres to Residential Medium (7.5 units per acre) for a consolidated residential project. Approved by City of Tarpon Springs Board of Commissioners in April, 2007.

West Anclote, Pinellas County, Florida. Client: West Anclote Property, Inc.

Project Manager for Large-Scale Plan Amendment to Pinellas County Future Land Use Map to revise the site's Industrial General plan category to Residential Low plan category (5 units per acre) for 6 acre site adjacent to Anclote River in northwest Pinellas County. Accompanied by Rezoning application for 6 acre site and adjacent 20 acre multi-owner site to be consolidated in a Master Plan through the Residential Planned Development district. Approved by the Pinellas County Board of County Commissioners in June, 2006.

Clearwater Downtown Redevelopment Plan, Clearwater, Florida.

As Planning Director, Project Manager and Co-author, created new Downtown Community Redevelopment Act- compliant Plan for 540 acre downtown, including six character districts, goals, objectives and policies, design guidelines, financing mechanisms, major capital projects, streetscape plan, and public amenities incentive pool to allow additional development potential for projects that benefit downtown revitalization. Approved by City of Clearwater Commission in 2003. Expanded CRA Redevelopment Trust Fund approved by City of Clearwater City Council and Pinellas County Board of County Commissioners in January/ February, 2004.

Comprehensive Plan Administration, Clearwater, Florida.

As Assistant Planning Director and Planning Director from 1999-2005, administer the review of all small and large scale plan amendments submitted by private sector as well as Text Amendments proposed by the City.



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Evaluation and Appraisal Report, Clearwater, Florida.

As Assistant Planning Director and Project Manager, developed project schedule, design of public involvement process and consultant selection for City's 2007 EAR.

Appraisal Report Plan Amendments, Clearwater, Florida.

As Assistant Planning Director and Project Manager, developed Comprehensive Plan Text Amendments to implement recommendations of 1998 EAR. Approved by City of Clearwater City Commission in May, 2000.

Developments of Regional Impact (DRI)

Mitchell Ranch Plaza, Pasco County, Florida. Client: HCA Healthcare Services, Inc.

Project Manager for DRI Development Order Amendment to revise Map H,, diversify the allowable land uses, extend the build-out date and add a land use equivalency matrix for 125 acre mixed use project including 371,000 00 square feet of retail, 375-bed hospital, hotel and 212,000 square feet of medical office use. Accompanied by a Development Agreement for pipeline project for Little Road improvements and process for impact fee reimbursement from Pasco County. Approved by Pasco County Board of County Commissioners in December, 2010.

River Ridge, Pasco County, Florida. Client: NG Development Corporation

Project Manager for DRI Development Order Amendment to revise Map H, parcel boundaries, approved land uses and extend build-out dates for 1,896 acre mixed use project including 2,114 residential units, 264,000 square feet of commercial and 248,000 square feet of office uses. DRI Development Order approved by Pasco County Board of County Commissioners in August, 2009.

Ashley Glen, Pasco County, Florida. Client: JES Properties

Project Manager for new DRI for 261 acre site located at the northeast quadrant of the Suncoast Parkway and State Road 54. Project included initial Application for Development Approval, Sufficiency Responses, Negotiation with Pasco County and TBRPC, Expert Witness testimony at public hearings. DRI approved by Pasco County Board of County Commissioners in September, 2007.

Rezoning, Conditional Use and Variance Approvals

Riverview Commons, Hillsborough County, Florida. Client: Great American Homes

Project Manager and Expert Witness for Rezoning and Revised Master Plan approval for 172 unit multifamily residential project on twenty-eight acre site located on U.S. Highway 301 south of Big Bend Road in Riverview. Approved by the Hillsborough County Board of County Commissioners in April, 2014.

Sapphire Village, Pasco County, Florida. Client: Great American Homes

Project Manager and Expert Witness for Rezoning and Master Plan approval for 350 unit multifamily residential project on fifteen acres located at the northwest corner of State Road 54 and Meadowbrook Drive. Approved by the Pasco County Board of County Commissioners in April, 2014.



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— THINK IT. ACHIEVE IT —

Gulf Trace Enclave, Pasco County, Florida. Client: Investment Florida, Inc.

Project Manager and Expert Witness for Rezoning approval from Agricultural Zoning to Multifamily Zoning on 34 acre infill parcel located on Gulf Trace Boulevard, approximately 1.2 miles west of U.S. Highway North. Approved by the Pasco County Board of County Commissioners in August, 2014.

Tarpon Key, Tarpon Springs, Florida. Client: Ryland Homes

Project Manager and Expert Witness for Sidewalk Waiver Application to eliminate the sidewalk requirement on two adjacent streets due to significant physical impediments. Approved by City of Tarpon Springs Board of Adjustment in February, 2013.

Broadstone Hyde Park, Tampa, Florida. Client: Alliance Realty Partners, LLC.

Project Manager for Rezoning accompanied by Site Plan and Architectural Design for urban scale multifamily development with 259 units on a three acre site with integrated parking garage and amenities for density bonus. Approved by Tampa City Council in December 2012.

Land O'Lakes Recycling Center, Pasco County, Florida. Client: Grindy Enterprises, Inc.

Project Manager and Expert Witness for Rezoning of northern portion of site to recognize historic business operations and Conditional Use for overall site to recognize existing recycling business. Overcame significant opposition by adjacent businesses. Approved by Pasco County Board of County Commissioners in December, 2012.

Hexam Road Commercial, Hernando County, Florida. Client: Michael Cavalaris

Project Manager for Planned Development Rezoning and Master Plan for 150,000 square feet of commercial land uses on 12 acres located at the northeast corner of U.S. Highway 19 North and Hexam Road in northwest Hernando County. Approved by Hernando County Board of County Commissioners in October, 2007.

Hexam Road Commercial, Hernando County, Florida. Client: Jacobsen Property Investments, Inc.

Project Manager for Planned Development Rezoning to re-approve a Master Plan for 150,000 square feet of commercial land uses and add project sign approval. Pending before the Hernando County Board of County Commissioners, August, 2013.

Broadstone Gulf Harbors, Pasco County, Florida. Client: Alliance Realty Partners, LLC.

Project Manager for Rezoning accompanied by revised Planned Development Master Plan and Architectural Designs for 388 multifamily units on 28 acre site. Developed extensive research on similar suburban residential projects to support parking space reduction. Approved by the City of New Port Richey City Commission in October, 2008.

South Branch Ranch, Pasco County, Florida. Client: Colonial Properties Trust

Project Manager for Rezoning and revision of MPUD Master Plan to allow change from single family to multifamily residential development for 261 acre parcel located at the northwest quadrant of the Suncoast Parkway and State Road 54. Approved by Pasco County Board of County Commissioners in March, 2008.

Yontz Road, Hernando County, Florida. Client: Brooksville Commons, LLC.

Project Manager for Planned Development Rezoning accompanied by Master Plan for 250,000 square feet of commercial land uses on 27 acres located at the southwest corner of U.S. Highway 98 and Yontz Road in central Hernando County. Approved by Hernando County Board of County Commissioners in January, 2008.



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— THINK IT. ACHIEVE IT —

Ashley Glen, Pasco County, Florida. Client: JES Properties

Project Manager for MPUD Rezoning and Master Plan to allow mixed use project on 261 acres in Urban Service Area along State Road 54 in Pasco County. Master Plan approved for Mixed use project of 1.8 million square feet of office, 444,000 square feet of retail and 780 residential units. Approved by the Pasco County Board of County Commissioners in September, 2007.

Anderson Snow, Hernando County, Florida. Client: The Richardson Group, LLC.

Project Manager for Planned Development Rezoning accompanied by Master Plan for 300 multifamily residential units on 19 acres located at the northwest intersection of the Suncoast Parkway and County Line Road in south central Hernando County. Approved by Hernando County Board of County Commissioners March, 2007.

The Crossings at Trillium, Hernando County, Florida. Client: Invesco, LLC.

Project Manager for Planned Development Rezoning accompanied by Master Plan for 400 multifamily residential units on 35 acres located at northeast quadrant of the Suncoast Parkway and County Line Road in south central Hernando County. Included extensive negotiations with Hernando County School Board resulting in Agreement regarding voluntary contribution for school facilities. Approved by Hernando County Board of County Commissioners in October, 2005.

Darlington Boat & RV Conditional Use, Pasco County, Florida. Client: George Mastrovasilis, Darlington Board & RV, LLC.

Project Manager for Conditional Use to allow Boat and Recreational Vehicle Storage in southwest Pasco County. Approved by Pasco County Board of County Commissioners in July, 2011.

Site Plan and Master Plan Approval

Broadstone Clearwater, Clearwater, Florida. Client: Alliance Realty Partners, LLC.

Principal Planner for revised Site Plan Approval for Residential Site for 240 residential units including Architectural Design. Pending before the City of Clearwater Community Development Board, October, 2013.

Lakeside at Clearwater, Clearwater, Florida. Client: Nickel Plate Properties

Principal Planner for Site Plan Approval for Commercial Site (89,000 square feet) and Residential Site (243 multifamily units) including Architectural Design. Obtained Transportation Impact Fee Credits to Developer for Off-site Improvements on State Road 60 and Belcher Road. Initial Site Plans approved by City of Clearwater Community Development Board in February, 2010. Major revision for Commercial Site Plan approved by City of Clearwater Community Development Board in July, 2011.

Tarpon Key, Tarpon Springs, Florida. Client: Ryland Homes

Principal Planner for Site Plan Approval for single family residential development with 62 lots on the north bank of the Anclote River. Site Plan approved by City of Tarpon Springs Board of Commissioners in December, 2012.

Metal Industries, Oldsmar, Florida. Client: J.T. Walker Industries

Project Manager and Expert Witness for Variance Application to recognize the existing conditions on the twenty acre Metal Industries manufacturing site in Oldsmar. Assisted FDC Survey Department in the development of Final Plat for a two-lot subdivision aligning with the two existing businesses. Variance approved by City of Oldsmar Board of Adjustment in June, 2012. Final Plat approved by the City of Oldsmar City Council in June, 2012.



Clearwater Collection, Clearwater, Florida. Client: Developers Diversified Realty

Project Manager for Site Plan Approval for existing multi-tenant 14 acre shopping center to add a charter school as allowable tenant based on performance standards. Approved by City of Clearwater Planning Director in March, 2012.

Belleair Gardens, Clearwater, Florida. Client: Pensam Belleair Gardens, LLC.

Principal Planner for Site Plan Approval for renovation of 146-unit multifamily development in central Clearwater. Redevelopment challenges included City recognition of existing site characteristics with limited landscaping improvements. Site Plan approved by City of Clearwater Community Development Board in May, 2011.

Countryside Mall, Clearwater, Florida. Client: Westfield, LLC.

Principal Planner for Site Plan Approval for major expansion to the Countryside Mall for movie theaters, restaurants and retail uses. Redevelopment challenges for this 80- acre mall built in the 1970s included obtaining City recognition of existing site improvements, landscaping improvements and an overall project signage package. Obtained Impact Fee Credits for Transportation, Sewer and Water Facilities. Site Plan approved by the City of Clearwater Community Development Board in September, 2010.

Concord Station, Pasco County, Florida. Client: Lennar Homes

Principal Planner for Extension to Preliminary Plan Approval for 1,166 acre residential development along State Road 54 corridor in Pasco County. Extensive research regarding history of project approvals, construction and mitigation requirements. Extension to Preliminary Plan approved by Pasco County Development Review Committee in September, 2009.

Bellevue Biltmore Resort, Belleair, Florida. Client: Legg Mason Real Estate

Project Manager and Expert Witness for Site Plan Approval and Variances for the redevelopment of the historic Bellevue Biltmore Hotel, construction of a new hotel building and related site improvements on the 20 acre site. Project also included Site Plan Approval and Variances for the renovation and expansion to the Bellevue Biltmore Golf Club, a 100 acre parcel. Site Plans and Variances approved for both projects by the Town of Belleair Town Council in June, 2008. After approval, assisted Client's Attorney in the defense of challenge brought in Circuit Court by adjacent property owners. Circuit Court denied neighbor's challenge in May, 2009, letting the Town's approvals stand.

Bellevue Biltmore Cabana Club, Clearwater, Florida. Client: Legg Mason Real Estate

Project Manager and Expert Witness for Site Plan Approval for the new construction of a 38- room boutique hotel on a 1.4 acre waterfront site on Sand Key. Project included significant research on land use pattern and building height for all of Sand Key condominiums. Site Plan approved by the City of Clearwater Community Development Board in September, 2008. After approval, assisted Client's Attorney in the defense of challenge brought in Circuit Court by adjacent property owners. Circuit Court denied neighbor's challenge in February, 2010 letting the City's approval stand.

Ocean Properties, Clearwater, Florida. Client: Salt Block 57, LLC.

Principal Planner for Site Plan Approval and Architectural Design for redevelopment of the former Adam's Mark Hotel site for new construction of a 230- room hotel on a 2.45 acre site in Clearwater Beach. Project included Transfer of Development Rights to increase hotel units. Site Plan and Transfer of Development Rights approved by the City of Clearwater Community Development Board in October, 2008.



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Zoning and Land Development Regulations

Marquesas Zoning Code Amendment, Clearwater, Florida. Client: JMC Communities

Project Manager for Research and development of a new hybrid land use of “Resort Attached Dwelling” which was added to the City’s Tourist zoning district. The new Resort Attached Dwelling use combines the amenities of a residential unit with the rental flexibility of a hotel room. Approved by City of Clearwater City Council in September, 2009.

Administration of Clearwater Community Development Code, Clearwater, Florida.

As City Assistant Planning Director and Planning Director from 1999-2005, served as chief liaison/ staff support to the Community Development Board for the review of over 600 site plans under a performance- based code. Develop initial and on-going training of Community Development Board members and City staff. Perform regular evaluations of Code for effectiveness and develop appropriate amendments.

Island Estates Neighborhood Conservation Overlay District, Clearwater, Florida.

As City Planning Director, served as Project Manager for intensive planning process in partnership with neighborhood residents to develop neighborhood plan and unique development regulations for residential and commercial waterfront community. Plan and Overlay District approved by the City of Clearwater Commission in September, 2002.

Administration of Tampa Zoning Code, Tampa, Florida.

As City Assistant Manager of Land Development Coordination Department from 1985 to 1989, manage the review of rezoning, planned development and variance applications. Administer two zoning codes for three years through a phased transition to a new code. Principal author of new development regulations.

Zoning Conformance Program, Tampa, Florida.

As Assistant Manager of Land Development Coordination Department, served as Project Manager for City’s two-year phased program to rezone 110,000 parcels to achieve consistency between adopted Future Land Use Map and new zoning code districts. Prepared new City-wide zoning maps and customized public notice mailed to all City property owners. Served as Principal Planner providing staff support to City Council during ten adoption public hearings for four geographic sectors of City in 1986-1988.

Subdivision Code, Pinellas Park, Florida.

Project Manager and Principal Author of first comprehensive update to Subdivision Code in over 10 years. Approved by City of Pinellas Park City Commission in 1984.

Historic Preservation

Clearwater Downtown Design Guidelines, Clearwater, Florida.

As Planning Director, served as Project Manager and Co-Author for the creation of comprehensive design guidelines for six subdistricts addressing new construction, renovation, historic buildings, sites and landscape improvements. Approved by the City of Clearwater City Council in 2005.

Historic Preservation Ordinance, Tampa, Florida.

As Assistant Manager of Land Development Coordination Division, served as Project Manager for Tampa’s first city-wide Historic Preservation Ordinance. Approved by the City of Tampa City Council in 1987.



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Hyde Park Historic District Designation and Design Guidelines

As Assistant Manager of Land Development Coordination Division, served as Project Manager for the development of the Hyde Park Historic District and Design Guidelines to guide renovation and new construction in the District. Approved by the City of Tampa City Council in 1988.

Ybor City Zoning Code and Design Guidelines

As Assistant Manager of Land Development Coordination Division, served as Project Manager for creation of new zoning district for Ybor City Historic District including subdistricts and Design Guidelines for both commercial and residential structures. Approved by the City of Tampa City Council in 1986. Project received an Award of Excellence in 1986 from the Suncoast Chapter of the American Planning Association.

Land Use Litigation and Eminent Domain

American Land Lease, Lake County, Florida. Client: Woodlands Church Lake, LLC.

Project Manager and Expert Witness challenging Lake County's approval of a Concrete Plant adjacent to the Client's single family development. Extensive research on the Concrete Plant's operations, history of County approvals, building permits and County treatment of Concrete Plants in other locations. Expert Witness Testimony at Lake County Board of Adjustment hearing challenging the development order and definition of Industrial uses. In 2006, the Lake County Board of Adjustment overturned County staff approval of Concrete Plant which initiated code enforcement to remove the Concrete Plant operation from the site.

Innisbrook Resort, Pinellas County, Florida. Client: Innisbrook Resort

Expert Witness in Chapter 163 Circuit Court Trial representing developer and co-defendant Pinellas County. Provided expert witness testimony on land use issues, Resort's 45 years of development history and consistency of approved site plan in support of County's approval of multifamily residential project on last vacant parcel within Innisbrook Resort. Circuit Court Judge found in favor of developer and Pinellas County on all land use issues, January, 2006.

Coastal Landfill, Pasco County, Florida. Client: Coastal Landfill Disposal of Florida, LLC and Cash Development, LLC.

Project Manager and Expert Witness for a Rezoning from Agricultural to Light Industrial District on a 20 acre site in northwest Pasco County. Prepared evaluation of Rezoning application's compliance with the Rezoning standards and present expert witness testimony at the public hearing. Rezoning was approved by the Pasco County Board of County Commissioners in September, 2009.

Klein- Larkin Conditional Use, Pasco County, Florida. Client: Karol & Jacqueline Klein, Sid Larkin & Son, Inc.

Project Manager and Expert Witness Testimony challenging applicant CR Properties of Florida, LLC's request for Conditional Use to allow a practice course for motorcross racers in southeast Pasco County. Prepared Analysis of application's lack of compliance with Conditional Use criteria and testified at County Commission's hearing. Although the Pasco County Board of County Commissioners approved the Conditional Use in August, 2010, the applicant has violated the approved conditions. The County is in the process of rescinding the Conditional Use, justifying our Clients' concerns about the compatibility of the racetrack with the agricultural and residential area.



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Pasco Town Center, Pasco County, Florida. Client: Florida Department of Transportation, District 7

Project Manager for Preparation of Master Parcel Land Use Analysis for 945 acre parcel located at the southeast quadrant of Interstate 75 and State Road 52 in east central Pasco County. Prepared initial evaluation and update of six parcels and one easement proposed for acquisition, October, 2012.

Wildcat Groves, Pasco County, Florida. Client: Florida Department of Transportation, District 7

Project Manager for Preparation of Master Parcel Land Use Analysis for 163 acre parcel located on the east and west sides of Interstate 75 and north of Overpass Road in east central Pasco County. Analysis included evaluation of land use impacts on existing cell tower. Prepared initial evaluation and update of one parcel proposed for acquisition and revisions to the cell tower lease access, August, 2012.

Eminent Domain Proceedings for Suncoast Parkway, Hernando, Hillsborough and Pasco Counties, Florida. Client: Florida Turnpike Authority

Project Manager and Expert Witness on land use issues in Eminent Domain Proceedings for the Suncoast Parkway, a new 42 mile limited access toll roadway traversing Hillsborough, Pasco and Hernando Counties. Prepared impact evaluations of proposed Suncoast Parkway on more than 200 parcels and developed site plans to resolve impacts. Prepared land use analysis and support to Turnpike attorneys during mediations and depositions. Served as Turnpike's sole planning expert witness at trials to set value for parcels to be purchased for the Parkway in 1998-1999.

Feasibility, Due Diligence and Special Studies

Due Diligence Studies

Principal Planner for Due Diligence Studies on a variety of project types in various jurisdictions. Studies in Pinellas County include Arbor Shoreline, Gulf to Bay Site, Tucker Mansion, Sheraton Sand Key, Tarpon Woods, ICOT Center, Woodlawn Apartments and Lincare, among others. Studies in Pasco County include Sanctuary Farms, Zephyr Egg, Mitchell Property, Ashley Glen, Legacy, Suncoast Point and Lester Dairy, among others. Studies in Hillsborough County include Tower Dairy and Waters Avenue, among others. Studies in Lake County include Bar-Key Groves and Woodlands at Church Lake.

Commercial Land Use Pattern Analysis, Hernando County, Florida. Client: Florida Turnpike Authority

Project Manager for Report and Maps analyzing all commercial sites in Hernando County including features of location, size, function, market area and development status. Prepared in 1998 for use during the Eminent Domain proceedings for the Suncoast Parkway.

Veteran's Expressway Interchange Study, Hillsborough County, Florida. Client: Florida Turnpike Authority

Project Manager of a Report and Maps analyzing development patterns at Expressway interchanges after the construction of the toll road. Prepared in 1998 for use during the Eminent Domain proceedings for the Suncoast Parkway.

Summary of Major Development Proposals, Hernando, Hillsborough and Pasco Counties, Florida. Client: Florida Turnpike Authority

Project Manager of a Report and Maps analyzing all projects with more than 100 units in all three counties. Report identified type of development, status of development approval and summary of construction to date. Prepared in 1998 for use during the Eminent Domain proceedings for the Suncoast Parkway.

Madeira Beach Town Center Public Presentation

Madeira Beach, Florida



HOTEL
B

MADEIRA BEACH TOWN CENTER

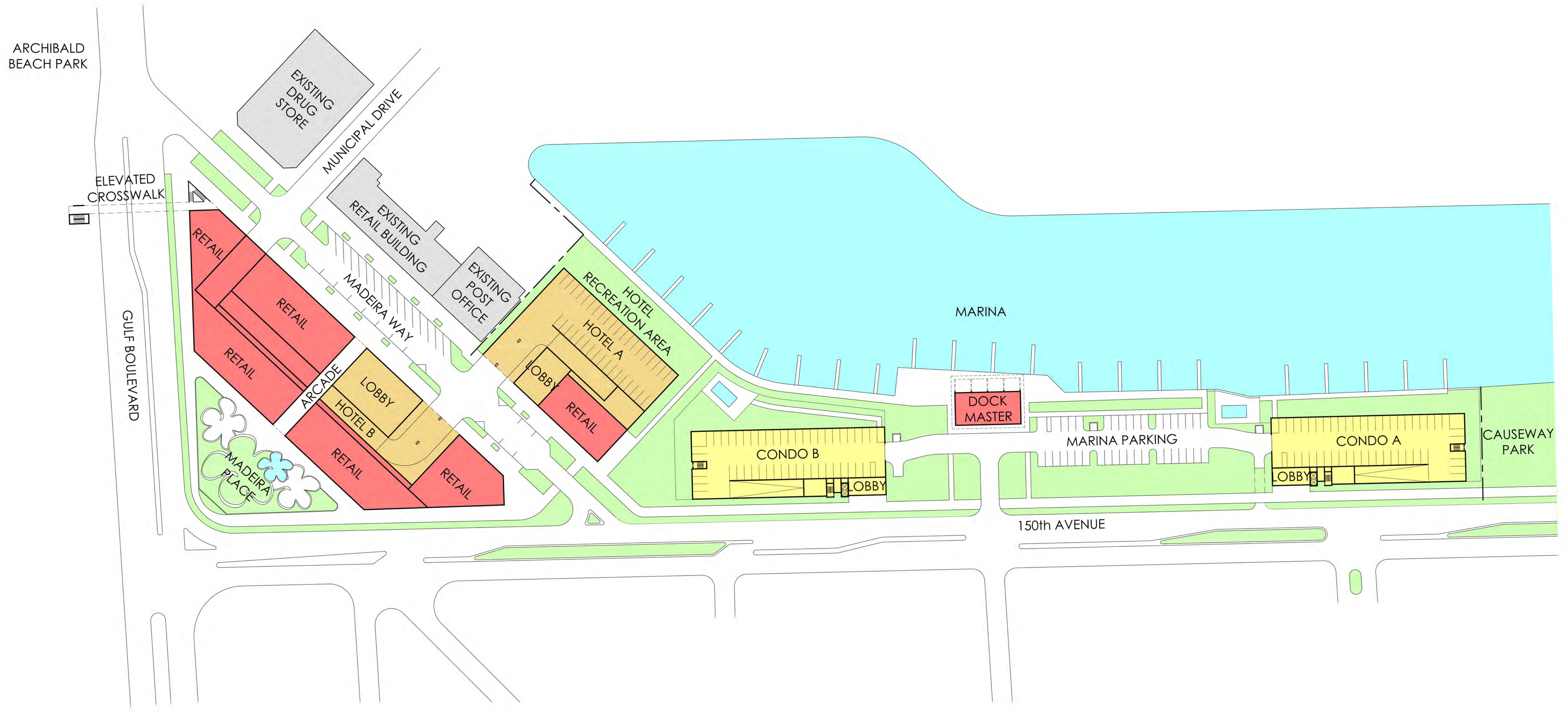


BOCA CIEGA BAY

GULF OF MEXICO



GULF OF MEXICO



Overall Site Plan

SCALE: 1" = 60'-0"









HOTEL B

FRESH

FRESH

tropical co

MOOKIE'S

SIPS





ARCHIBALD
BEACH PARK

ELEVATED
CROSSWALK

GULF BOULEVARD

MUNICIPAL DRIVE

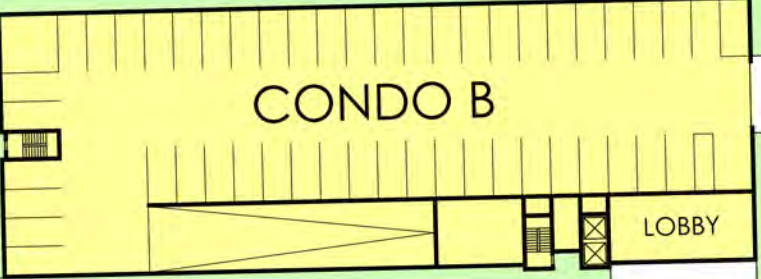
MADERA WAY

ARCADE

MADERA
PLACE



RECREATION AREA



MARINA

DOCK
MASTER

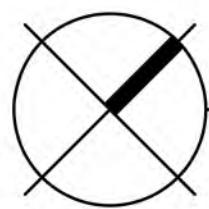
MARINA PARKING

LOBBY

CONDO A

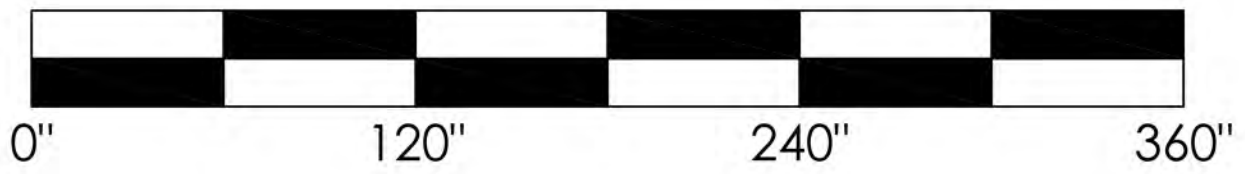
CAUSEWAY
PARK

150th AVENUE



Overall Site Plan

SCALE: 1" = 60'-0"













HOTEL
B

MADEIRA BEACH TOWN CENTER

MADEIRA BEACH TOWN CENTER PLANNING ANALYSIS

Presented to:

**City of Madeira Beach
300 Municipal Drive
Madeira Beach, Florida 33708**

Prepared for:

**Madeira Beach Development Co., LLC
286 107th Avenue, Suite 300
Treasure Island, Florida 33706**



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Prepared by:

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May 6, 2016

**MADEIRA BEACH TOWN CENTER
PLANNING ANALYSIS**

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I. INTRODUCTION

Madeira Beach Development Co., LLC, the Applicant, has submitted a Rezoning Application and Request for a Development Agreement for the 6.696 acre site located on the northwest side of 150th Avenue/ Tom Stuart Causeway north to the inlet of Boca Ciega Bay and from Gulf Boulevard east to the City's Causeway Park. The rezoning application requests a rezoning from the C-3 Zoning District to the Planned Development District to allow redevelopment of the property as a mixed use project including the following uses: two hotels, two multifamily residential buildings, retail uses and a marina. The redevelopment site is located within the City's Special Area Plan, the *Madeira Beach Town Center* adopted in 2009 and amended in 2014.

This planning analysis has been prepared in support of the Applicant's requests and is submitted to the City of Madeira Beach as this project proceeds through the public hearing review process. In the preparation of this analysis, the following documents have been reviewed and analyzed: the Applicant's Rezoning Application and Planned Development Site Plan, the proposed Development Agreement, the City's *Comprehensive Plan*, the City's Special Area Plan entitled *Madeira Beach Town Center*, and the City's *Land Development Code*.

II. STANDARDS FOR REVIEW OF PLANNED DEVELOPMENT REZONING APPLICATION

Section 110-391 of the City's *Land Development Code* establishes five standards for review of a Planned Development rezoning by the Local Planning Agency:

1. Consistency with the Comprehensive Plan
2. Land Use Compatibility
3. Adequate Public Facilities
4. Public Interest
5. Consistency with Land Development Regulations

Section 110-393 of the City's *Land Development Code* establishes additional general conditions and design standards for review of a Planned Development rezoning by the Board of Commissioners. The Applicant's Planned Development (PD) Rezoning request will be evaluated against both sections of the Code to demonstrate its compliance and this analysis is contained in **Sections III** and **IV** below.

III. COMPLIANCE WITH THE REZONING STANDARDS FOR LPA REVIEW

A. Consistency with the Comprehensive Plan

Future Land Use Plan Consistency

The site is designated as PR-MU, Planned Redevelopment Mixed Use on the City's *Future Land Use Map*. The *Future Land Use Element* states that the purpose of the PR-MU plan category is as follows:

“...This category should facilitate infill and redevelopment of these areas to create a desirable mix of non-residential and residential uses by promoting aesthetically pleasing, safe environments, and buildings that are compatible with the area’s character, uses, and transportation facilities.”

The proposed development is consistent with the PR-MU purpose as the project requests redevelopment approval of a mixed use project composed of both non-residential and residential use specifically retail uses, two hotels, two multifamily residential buildings and a marina. The Applicant has submitted conceptual architectural designs for the project which demonstrates an aesthetically pleasing design for all new construction. The proposed residential buildings (Condos A and B) are proposed at 8 floors total, similar in height as the 4-8 story residential buildings in the vicinity on the southeast side of 150th Avenue/ Stuart Causeway. The western portion of the site on both sides of Madeira Way is proposed as two hotels with ground floor retail and restaurant uses lining the street to form an inviting pedestrian activity area. The project proposes an urban design and intensity consistent with the existing commercial uses and 12 story residential developments on Gulf Boulevard directly west of the project and consistent with the 4-8 story residential buildings on the south side of the Causeway.

Special Area Plan Consistency

The site is located within the *Madeira Beach Town Center Special Area Plan* (*Special Area Plan*, Page 27) which was adopted by the City in 2009 and amended in 2014. The *Special Area Plan* contains the goals, objectives and policies for this area as well as allowable uses and intensity/ density standards. The *Special Area Plan* established five character districts within the 95-acre Plan boundary. The site is located within two of these character districts: the western portion of the site is located within the Commercial Core District and a small eastern portion of the site is within the Causeway District.

The Commercial Core Character District is “the heart of the Town Center” and the allowable uses include residential, temporary lodging, office, personal service and retail commercial uses. In this district, the Floor Area Ratio (FAR) for nonresidential uses is 4.0 and the density for residential development is 15 units per acre. Due to the site’s size of over three acres, the density for temporary lodging units is 125 units per acre. This temporary lodging density is based on the Special Area Plan’s provision that allows that use in the Commercial Core and the C-3 and C-4 districts of the Causeway district to be subject to the Resort Facilities High plan category provisions for density that ranges from 75 to 125 units per acre, based on the size of the site. This density is subject to approval of a Development Agreement and rezoning to the Planned Development district. The proposed uses to be located within the Commercial Core district are Hotel A, Hotel B, the retail uses and Condominium B.

The Causeway District is located along both sides of 150th Avenue/ Tom Stuart Causeway and “is characterized by a variety of land uses that are oriented to the water, such as residential and temporary lodging” (*Special Area Plan*, Page 27). Allowable uses in this character district are residential, temporary lodging, recreation/ open space and preservation. The FAR for nonresidential uses is 0.55 and the residential density is 15 units per acre. The density for temporary lodging units for this site is 125 units per acre due to the site’s size of over three acres. This density is based on the same provision as in the Commercial Core district of utilizing

the density provisions of the Resort Facilities High plan category. The temporary lodging density in the Causeway District is also subject to approval of a Development Agreement and rezoning to the Planned Development district, the same requirement as in the Commercial Core district. The proposed uses to be located within the Causeway district are the Marina and Condominium A.

The proposed development consists of residential uses, temporary lodging, retail uses and a marina, all of which are permitted uses in the Commercial Core and Causeway districts in which the site is located. The PD rezoning application and site plan propose the following uses and density/ intensity measures:

**Madeira Beach Town Center
Allowable and Proposed Development**

Proposed Use	Special Area Plan Density & Intensity	Proposed Density & Intensity
Temporary Lodging (in Commercial Core only)	125 units/ acre	64.2 units/ acre 430 rooms
Residential (In Commercial Core and Causeway Districts)	15 units/ acre	13.4 units/ acre 90 units
Retail (In Commercial Core only)	4.0 FAR	3.0 FAR 50,000 sq. ft.

As is demonstrated in the table above, the proposed development is designed to be well within the allowable density and intensity of the Special Area Plan and, therefore, is consistent with the Plan.

The proposed development is also consistent with the following objectives of the Special Area Plan shown in bold below followed by an explanation of the project's compliance with the objective:

- **Create a unique sense of place for the Town Center, and create a sense of arrival for those entering the area.**

Since the proposed project incorporates the land on both sides of Madeira Way, the proposed development will create a coordinated architectural design for this destination and activity center.

- **Promote a wide variety of uses to create an activity center for both local residents and tourists.**

The proposed development proposes commercial development of up to 50,000 square feet with the potential to develop a wide variety of retail, restaurant and entertainment uses to revitalize the Town Center. Additionally, the proposed marina will also attract residents and tourists for water-related uses.

- **Set a standard for urban design so that new development and redevelopment in the Town Center contributes to the public realm.**

The proposed design in the Commercial Core district creates an inviting place at a pedestrian scale that will attract both residents and tourists to enjoy the retail and restaurant activity. A significant element of this proposal is the creation of an inviting public place at the apex of 150th Avenue and Gulf Boulevard.

- **Increase the number of temporary lodging units and maintain existing residential units in the Town Center that have the quality characteristics included in the Special Area Plan.**

The proposed project will increase the number of temporary lodging units by 430 rooms in two hotels, thus making a major contribution towards supporting the tourist segment of the City's economy. Additionally, the project will create 90 new residential units consistent with this objective of the *Special Area Plan*.

- **Improve pedestrian and bicycling access to all major destinations within the Town Center, including the parks, the beach, retail properties and civic destinations.**

The project proposes a new 12' wide pedestrian path and easement within the development on the north side of Causeway Boulevard from Causeway Park to Gulf Boulevard. This path will create an improved pedestrian access between the existing uses, the proposed project and the Park to the new hotel and commercial center on Madeira Way and to the beach. Additionally, Madeira Way will be rebuilt with an emphasis on pedestrian travel including on-street parking and wide sidewalks on both sides of the street.

- **Increase the connections and access to parks, ensuring that views of the Gulf and the Boca Ciega Bay are preserved.**

As described above, the project proposes a new 12' wide pedestrian access way along Causeway Boulevard to connect Causeway Park on the east to the commercial uses and the beach on the west. The proposed site plan creates an open view corridor between the two residential buildings on Causeway Boulevard and locates the Marina within this open space, thus preserving a view of Boca Ciega Bay within the project.

- **Develop parking and access strategies that help to make the most efficient use of scarce land and contribute to the quality of the public realm in the Town Center.**

The proposed development has been designed to incorporate parking garages within all four of the major buildings, including both hotels and both residential buildings. The project also proposes to reduce the multiple driveways along Causeway Boulevard and consolidate the vehicular access points to only one driveway to serve both the Marina and both residential buildings. The project has a limited amount of at-grade parking that is located at the Marina for combined access to the Marina and both residential buildings, to serve as a visual identifier of arrival and to maintain views of the water. Additionally, on-street parking is proposed along Madeira Way to create a pedestrian oriented development.

In summary, the proposed development is consistent with the allowable uses, the allowable density for temporary lodging and residential uses, the allowable intensity for non-residential uses, and with the applicable objectives of the *Special Area Plan*.

B. Land Use Compatibility

The site is located in the center of the Town Center and is the key development site that will revitalize the area. Most of the property along the south side of the Causeway and the beach side of Gulf Boulevard are developed at their potential while the east side of Gulf Boulevard and this key site offer redevelopment opportunities. The project has been carefully designed to create an interesting attractive destination while recognizing the existing multifamily development on the south side of the Causeway.

To the north of the site across the inlet is a townhouse development and several municipal and recreational uses including the Library, City Hall and City park. To the northwest of the site is a shopping center and retail uses. The properties to the west of the site directly across from the project on the Gulf Boulevard frontage are also developed with 12 story multifamily residential buildings. The proposed development that will face the townhouses is separated by the inlet and will include a Marina flanked by two 8-story residential buildings. The west end of the site contains the most intense portion of the development consistent with the Commercial Core district intent and to create the “sense of place” desired by the *Special Area Plan*. This proposed commercial and hotel development is compatible both in use and intensity with the existing commercial uses and the 12- story residential uses west of the site on Gulf Boulevard.

To the south of the site on the south side of the Causeway, the existing development is characterized by the City Marina and 4-8 story multifamily residential buildings transitioning to retail and service uses from approximately Madeira Way to Gulf Boulevard. The Causeway Park is located to the east of the site along with the bridge to the mainland. In this eastern portion of the rezoning site, the project proposes two 8-story residential buildings and a marina, across Causeway Boulevard from existing 4-8 story residential buildings, thus demonstrating compatibility of use with the same residential use and compatibility as to height.

In summary, the proposed development is compatible with the existing development in the surrounding area as well as the redevelopment pattern intended in the *Special Area Plan*.

C. Adequate Public Facilities

The *Special Area Plan* includes an Infrastructure Analysis in Appendix B that was updated in June, 2014 with the Plan amendment. The Infrastructure Analysis confirms that adequate public facilities are available for the *Special Area Plan* including Potable Water, Wastewater Treatment, Transportation, Recreation and Stormwater Management. Additionally, the Applicant has prepared a Traffic Analysis that contains the following conclusion:

“...With the impacts of the proposed development, all affected intersections and roadway segments would continue to operate at acceptable levels of service. “

(Source: *FDOT Permit Traffic Analysis for Madeira Beach Town Center*, page 4, prepared by Gulf Coast Consulting, Inc. dated February 2016).

In summary, all public facilities are available to the site and the project is concurrent for public facilities, demonstrating compliance with this standard of review.

D. Public Interest

The site is located within the *Town Center Special Area Plan* whose purpose is to create a regulatory framework to encourage redevelopment consistent with the Plan objectives and policies. The *Special Area Plan* recognizes that the area does not live up to its potential as a vibrant beach community as evidenced by a lack of a unique activity center to serve and connect the residential neighborhoods with the City's outstanding parks and beach. The *Special Area Plan* was prepared in the public interest through the public review process with the goal to revitalize this area. The analysis contained in **Section IIIA** above has demonstrated that the proposed development is consistent with the *Special Area Plan*, and, therefore, the project contributes positively to the goals of the Plan and to the public interest. It should also be noted that the project is subject to a Development Agreement which requires the Applicant to construct off-site roadway improvements, improve the vehicle and pedestrian access within the project and create numerous easements for public access, all of which will benefit the general public.

E. Consistency with Land Development Regulations

The project is consistent with the City's *Land Development Regulations* as demonstrated by the following facts:

- The project has been submitted as a Planned Development rezoning application with the required accompanying Site Plan and Development Agreement, consistent with the PD requirements of Division 10 of the *Land Development Code*;
- The Applicant held a Neighborhood Information Meeting consistent with Section 110-392;
- The PD site plan demonstrates compliance with the applicable development standards including setbacks, building height, parking and the design requirements of the *Special Area Plan*, and
- The project is concurrent for all public utilities as demonstrated by the Infrastructure Analysis in the *Special Area Plan* and the Applicant's Traffic Analysis.

IV. COMPLIANCE WITH THE REZONING STANDARDS FOR BOARD OF COMMISSIONERS REVIEW

A. Compliance with General Conditions

1. **Land uses within the development shall be appropriate in their proposed location, in their relationship to each other, and in their relationships with uses and activities on adjacent and nearby properties.**

Response: The site has been carefully designed as an integrated development that is internally consistent as well as compatible with the land uses in the surrounding area. The western portion of the project proposes to create an activity center with two hotels and retail uses, consistent with the goal of the Commercial Core Character District of the *Special Area Plan* to be “the heart of the Town Center.” The eastern portion of the project is composed of two residential buildings and the marina which is compatible with the existing residential uses on the south side of 150th Avenue and with the townhouses to the north across the inlet. The project proposes to create a public plaza at the intersection of 150th Avenue and Gulf Boulevard connecting to a pedestrian path within the development along the north side of 150th Avenue which will serve to connect the beach, the new hotel and retail activity center, the residential buildings, the marina and ultimately to Causeway Park. Based on this analysis, the proposed development complies with this condition. Please also refer to the detailed analysis in **Section III.B** of this report.

2. **The development shall comply with applicable city plans and planning policies, and shall have a beneficial effect both upon the area of the city in which it is proposed to be established and upon the city as a whole.**

Response: The proposed project is consistent with the site’s *Future Land Use Plan* designation of PR-MU which states that this category should “facilitate infill and redevelopment” and “create a desirable mix of nonresidential and residential uses.” The proposed development is consistent with the PR-MU category since the rezoning application requests redevelopment approval of a mixed use project consisting of residential, temporary lodging uses and retail uses.

The site is located within the *Madeira Beach Town Center Special Area Plan* and specifically within the Commercial Core and Causeway Character Districts. The *Special Area Plan* establishes the City’s goal to redevelop this area by creating a unique sense of place, development of an activity center for both local residents and tourists, increase the number of temporary lodging units, improve pedestrian and bicycling access and connections to City parks, and improve parking and access within the Plan area. The proposed development will positively contribute to the *Special Area Plan*’s revitalization goal and contribute to the overall improvement of the City through the new construction, the addition of temporary lodging and retail uses, and the creation of a destination activity center with a significant new public plaza. Not only will the project create an architectural statement with the new construction but the development will significantly increase the City’s ad valorem tax base, sales tax and hotel room tax, all creating a beneficial effect within the *Special Area Plan* as well as the City as a whole. Based on this analysis, the proposed development complies with this condition. Please also refer to the detailed analysis in **Section III.A** and **Section III.E** of this report.

3. **Stipulations of approval of a planned development plan may include requirements to construct improvements, dedicate needed property and easements or contribute money to improvements to public facilities such as roadways, new medians, sanitary sewer and water facilities, drainage facilities, street lighting, landscaping, signage, parks and recreational facilities, walkways and sidewalks, burying of utility lines along abutting rights-of-way or adopted planned streetscape improvements.**

Response: The City's Code requires that a Planned Development rezoning application be accompanied by a Development Agreement to confirm the obligations of the Developer. The Development Agreement has been submitted by the Developer and will be reviewed by the Board of Commissioners simultaneously with the Planned Development rezoning. The Development Agreement obligates the Developer to construct roadway improvements; create a public plaza at the intersection of 150th Avenue and Gulf Boulevard; create a new pedestrian trail within the development along the north side of 150th Avenue; reconstruct Madeira Way with on-street parking and wide sidewalks; and construct an elevated crosswalk over Gulf Boulevard. These obligations demonstrate the Developer's commitment to the project which will have a positive benefit to the City as a whole and confirm compliance with this condition.

4. **A minimum of a five-foot sidewalk shall be provided along any street right-of-way or on private property by easement dedication if the right-of-way is of insufficient width.**

Response: The project proposes a 12' pedestrian path within the development on the north side of 150th Avenue and a sidewalk on both sides of Madeira Way ranging from 15' to 30' in width, thus demonstrating compliance with this condition.

5. **The total land area within the development and the area devoted to each functional portion of the development shall be adequate to serve its intended purpose.**

Response: Each component of the project, i.e., hotel, retail, residential dwellings and marina complies with the maximum density and intensity standards of the *Special Area Plan* and is less than the maximum allowable standards. Additionally, parking is provided for each land use in accordance with the City's code. Therefore, the proposed development complies with this condition.

6. **Streets, utilities, drainage facilities, recreation areas, building heights, sizes and yards, and vehicular parking and loading facilities shall be appropriate for the particular use involved, and shall equal or exceed the level of design and construction quality required of similar land development elsewhere in the city.**

Response: The streets and drainage facilities for the project have been designed to comply with the City's requirements and the project will be subject to more detailed design to demonstrate compliance prior to issuance of building permits. The dimensional standards and parking requirements have been met for each component of the project and no variances to these standards are requested. Therefore, the project meets this condition.

- 7. Visual character and community amenities shall be equal or better in quality than that required by standard zoning districts for similar development.**

Response: The Applicant has presented a concept plan and elevations for each component of the project that clearly demonstrate the high quality of architectural design and public amenities proposed for this project; and, therefore, the project meets this condition.

- 8. Open space shall be adequate for the type of development and the population density of the proposed development.**

Response: The project contains a significant amount of open space including the new public plaza at the intersection of 150th Avenue and Gulf Boulevard, the new open space around the marina and the new pedestrian trail within the development on the north side of 150th Avenue, thus demonstrating compliance with this condition.

- 9. Outdoor storage of merchandise or materials shall be prohibited.**

Response: There will not be any outdoor storage of merchandise or materials, therefore, this condition is met.

- 10. Areas proposed for common ownership shall be subject to a reliable and continuing maintenance guarantee.**

Response: The Developer is obligated through the Development Agreement to establish a mechanism(s) to insure maintenance of common elements; therefore, the project complies with this condition.

- 11. All existing nonconforming signs or sign structures shall be removed.**

Response: The Developer will remove all nonconforming signs as part of the redevelopment of the site, therefore, demonstrating compliance with this condition.

- 12. In the case of developments, which are to be constructed in several phases, the proposed phases shall be shown on the overall development plan. The proposed construction phases shall individually comply with the standards set forth in this section in order that, if for any reason construction ceases prior to completion of the entire planned development, the resulting partially complete project will adequately serve its purchasers and occupants and will not cause a general public problem.**

Response: The phasing plan is shown in both the Planned Development submittal and the Development Agreement. The Development Agreement further states that each phase must individually comply with the standards of the Planned Development rezoning and applicable City development regulations, thus demonstrating compliance with this condition.

B. Compliance with Design Standards

- 1. Treatment of the sides and rear of all buildings within the planned development shall be compatible in amenity and appearance to treatment given to street frontages of the same buildings.**

Response: The project proposes finished facades for the sides and rear of all buildings that is compatible with the design of the primary façade on the street frontage; this design treatment is shown in site plan and architectural plan submittal package. Therefore, the project complies with this standard.

- 2. All buildings in the layout and design shall be an integral part of the development and have convenient pedestrian access to and from adjacent uses.**

Response: As discussed in the General Conditions, Response #1, the project has been designed for an integrated design among all land uses and buildings. Additionally, the development proposed a new pedestrian trail from the hotel and retail component in the Town Center within the development on the north side of 150th Avenue. This new pedestrian path will connect the beach, the public plaza, all of the buildings within the development with the Causeway Park on the east end of 150th Avenue. Therefore, based on this analysis, the project complies with this standard.

- 3. Individual buildings shall be related to each other in design, mass, materials, placement and connections to provide a visually and physically integrated development.**

Response: As discussed in the General Conditions, Response #1 and Design Standards, Response #2, the project has been designed so that the buildings are interrelated to each other in design, mass, materials, placement and connections. Based on this analysis, the project complies with this standard.

- 4. Landscape treatments for walkways, plazas, arcades, roads, and service and parking areas shall be designed as an integral part of a coordinated landscape design for the entire project area. The landscape plan submittal shall include the anticipated appearance of the trees and landscape materials after five years of growth to visually provide their size and proportion relative to the proposed buildings, view corridors, curb appeal, pedestrian corridors, etc.**

Response: The landscape design for the development is an integral part of the overall design with the design reflecting the project's urban character for the proposed walkways, plazas, arcades and roads. Additional specifications for the specific plantings and trees to be used in the development will be further confirmed during the site plan and building permit design phase, thus demonstrating compliance with this standard.

5. **The project's scale, and the size, color and proportion of building elements, components and materials are appropriate and harmonious with surrounding neighborhood structures.**

Response: The scale, size, color and proportion of the proposed buildings within the development have been carefully designed to be compatible with the surrounding structures. As described in more detail in Section III. B of this report, the hotels in the western portion of the site are consistent in size, scale and height with the existing 12- story residential buildings on the beach side of Gulf Boulevard. The proposed residential buildings in the eastern section of the project are consistent with the 4-8 story residential buildings located on the south side of 150th Avenue. Based on this analysis, the project complies with this standard.

6. **All mechanical equipment, electrical equipment, rooftop equipment, refuse areas associated with this project shall be screened.**

Response: All mechanical, electrical and rooftop equipment and refuse areas shall be appropriately screened with the specific details to be confirmed during the detailed site plan and building permit review. Therefore, the project complies with this standard.

7. **Appropriate building materials are being used. The use or employment of any of the following is generally considered inappropriate and will not be permitted unless appropriately integrated into a project meeting all other criteria, including aesthetic criteria, of this article:**

- a. Corrugated metal siding;
- b. Prefabricated metal buildings or their components;
- c. Primary colors or black;
- d. False windows or doors; and
- e. Unmodified formula and trademark buildings and structures.

Response: The project does not propose to use any of the above listed inappropriate building materials. The building materials selected for the project are internally consistent and will be consistent with the design and appropriate to the Florida climate and environment; and therefore, the project complies with this standard.

8. **The project's location and design adequately protects or enhances unique site characteristics such as those related to scenic views, natural vistas, waterways or similar features.**

Response: The proposed development creates a significantly large open space and marina between the two residential buildings creating a view of the inlet and Intercoastal Waterway. Additionally, the proposed development creates a public plaza at the intersection of Gulf Boulevard and 150th Avenue in the "triangle" making use of this unique site characteristic. Based on this analysis, the project complies with this standard.

9. **The project appropriately integrates landscape elements into the site plan and building design. Plantings shall be of a size to give the appearance that the project is settled into a mature landscape. The landscape submittal shall include a description of each tree and plant proposed on site by type and details relative to maximum height/size and color at maturity.**

Response: The landscape design has been proposed to complement both the building design as well as assisting in the creation of enjoyable and attractive public spaces as also discussed in Design Standards, Response #4. The specific plantings and trees to be used in the development will be further confirmed during the site plan and building permit design phase, thus demonstrating compliance with this standard.

10. **Signage and other building appurtenances are integral components of the building, appropriately scaled, and consistent in character with the building's overall design.**

Response: The proposed signs for the project have not yet been designed but will be reviewed during the detailed site plan and building permit review. Thus, the project will comply with this standard.

11. **The project incorporates defensible space concepts of crime prevention through environmental design. A lighting plan shall be provided to review safety considerations for pedestrians and motorists, as well as, environmental impacts.**

Response: The project has been designed to create active public spaces with clear visibility lines within the public spaces, consistent with the concepts of crime prevention. Compliance with this criterion will be further confirmed during the detailed site and building permit design phase of the project; therefore, complying with this standard.

V. SUMMARY

The proposed Planned Development rezoning and its accompanying Site Plan and Development Agreement propose a mixed use development of the type and scale intended and envisioned by the *Madeira Beach Town Center Special Area Plan*. The proposed development is consistent with the site's PR-MU, Planned Redevelopment Mixed Use Plan Category and is consistent with the allowable uses, intensity and density of the *Special Area Plan*. Additionally, the project meets the objectives of the *Special Area Plan* to create a sense of place and activity center, create an urban design that contributes to the public realm, increases the number of temporary lodging units, improve pedestrian access and connections within the Town Center and improve parking and access. Based on this analysis, the proposed project complies with General Conditions #1, 2, 3, 4, 6 and 7, and Design Standards #1, 2, 3, 6, 7, 10 and 11 of the Planned Development Rezoning standards for the Board of Commissioners review.

The proposed project is consistent with the existing and planned uses in the vicinity of the site within the *Special Area Plan* both in terms of land uses and intensity/ density. The proposed residential buildings along the Causeway are the same use and similar in scale as the residential uses to the north and south of the site. The proposed commercial portion of the site is located at the heart of the Town Center and is consistent with the development pattern and density/ intensity envisioned by the *Special Area Plan*. Based on this analysis, the proposed project

complies with General Conditions #2, and Design Standards #5 and 8 of the Planned Development Rezoning standards for the Board of Commissioners review.

Based on the Infrastructure Analysis of the *Special Area Plan* and the Applicant's Traffic Analysis, public facilities are available to serve the project at the level of development planned. Therefore, based on this analysis, the project complies with General Conditions #2, 3 and 12, and Design Standard #11 of the Planned Development Rezoning standards for the Board of Commissioners review.

The proposed site plan demonstrates that the project complies with the applicable *Land Development Code* with regard to setbacks, height, parking and design standards. Therefore, based on this analysis, the project complies with General Conditions #1, 2, 5, 8, 9, 10, 11 and Design Standards #1, 2, 4, 6, 7, 9 and 10 of the Planned Development Rezoning standards for the Board of Commissioners review.

The proposed site plan demonstrates that the project is in the public interest and will make a positive contribution to the City in general and specifically to the *Madeira Beach Town Center Special Area Plan*. Therefore, based on this analysis, the project complies with General Conditions #1, 2, 3, 4, 7, 8, 10, 12, and Design Standards #1, 2, 3, 4, 5, 8, and 11 of the Planned Development Rezoning standards for the Board of Commissioners review.

Based on the analysis provided in this report, the project is in compliance with the Planned Development Rezoning standards as outlined in *Land Development Code* Sections 110-391 and 110-393.



MADEIRA BEACH BOARD OF COMMISSIONERS

May 5, 2016 – Agenda Report

FROM: Luis N. Serna, AICP – Planning & Zoning Consultant

SUBJECT: **ORDINANCE 2016-01: REZONING CERTAIN REAL PROPERTY GENERALLY DESCRIBED AS 15026 MADEIRA WAY, 0 GULF BLVD, 0 150th AVENUE, 15023 GULF BLVD, 15031 GULF BLVD, 0 MADEIRA WAY, 15000 MADEIRA WAY, 15006 MADEIRA WAY, 15015 MADEIRA WAY, 15040 MADEIRA WAY, 15042 MADEIRA WAY, 0 150th AVENUE, 200 150th AVENUE, 206 150th AVENUE, 210 150th AVENUE, 212 150th AVENUE, 352 150th AVENUE, 388 150th AVENUE, 390 150th AVENUE, 410 150th AVENUE, 420 150th AVENUE, AVENUE FROM RETAIL COMMERCIAL (C-3) TO PLANNED DEVELOPMENT (PD) DISTRICT; PROVIDING FOR READING BY TITLE ONLY; AND PROVIDING FOR AN EFFECTIVE DATE THEREOF.**

BACKGROUND:

Property Owners:

919 Land Trust
BLIG, LLC, Trustee
3409 West Fletcher Avenue
Tampa, FL 33618

Madeira Commons, Inc.
c/o Ross Realty
4401 West Kennedy Blvd., Suite 100
Tampa, FL 33609

Cajun Buildings, LLC
15334 Harbor Drive
Madeira Beach, FL 33708

Arthur W. Broaderick, Larry M. Starnes,
and Rhonda T. Starnes
2910 Pelham Road
St. Petersburg, FL 33710

Applicant:

William F. Karns
Madeira Beach Development Co., LLC
286 107th Avenue, Suite 300
Treasure Island, FL 33706

Property Address:

15026 Madeira Way
0 Gulf Boulevard
0 150th Avenue
15023 Madeira Way
15031 Gulf Boulevard
0 Madeira Way
15000 Madeira Way
15006 Madeira Way
15015 Madeira Way
15040 Madeira Way
15042 Madeira Way

Parcel ID Numbers:

09-31-15-54180-000-0020
09-31-15-00000-130-1600
09-31-15-00000-130-1500
09-31-15-00000-130-1700
09-31-15-00000-130-1800
09-31-15-00000-130-1900
09-31-15-00000-140-1000
09-31-15-00000-140-0900
09-31-15-00000-140-0700
09-31-15-00000-140-0600
09-31-15-00000-140-0500

0 150 th Avenue	09-31-15-00000-140-0400
200 150 th Avenue	09-31-15-00000-130-0900
206 150 th Avenue	09-31-15-00000-130-1000
210 150 th Avenue	09-31-15-00000-130-1100
212 150 th Avenue	09-31-15-54180-000-0013
352 150 th Avenue	09-31-15-54180-000-0010
388 150 th Avenue	09-31-15-00000-130-1200
390 150 th Avenue	09-31-15-00000-420-0200
410 150 th Avenue	09-31-15-00000-420-0100
420 150 th Avenue	09-31-15-54180-000-0012

Current Designation:

Land Use Plan - Planned Redevelopment - Mixed Use (PR-MU)

Zoning – Retail Commercial (C-3)

Flood Zone: AE (areas within the 100-year floodplain). Base Flood Elevations of 10’ and 11’ above sea level.

Site Area: 6.696 acres

Present Use: Retail commercial businesses and eating establishments.

Proposed Use: The proposal is for a mixed-use project that will include two hotels (430 rooms), two condominium buildings (90 units), 50,000 square feet of retail/restaurant space, and a marina. The project encompasses the northwest side of 150th Avenue (Tom Stuart Causeway) from Gulf Boulevard to the City’s Causeway Park, and includes both sides of Madeira Way. The project will consist of four primary buildings – two condominium buildings of six floors over two levels of parking, and two hotels – one with eight floors over three levels of parking and one with seven floors over four levels of parking. The project will include retail/restaurant uses at ground level, a marine store, and a marina.

The project will feature a publicly accessible plaza at the Gulf Boulevard/150th Avenue intersection, pedestrian accesses to Boca Ciega Bay, a pedestrian bridge over Gulf Boulevard, and pedestrian enhancements along Madeira Way and 150th Avenue to the City’s Causeway Park. These project features are designed to create a pedestrian friendly activity center along Madeira Way and 150th Avenue.

- Other traffic and pedestrian enhancements include the following:
- Adjusting the traffic signal at Madeira Way and 150th Avenue to provide for pedestrian movement and converting this intersection to a right-in/right-out intersection
- Extending the westbound left turn lane from 150th Avenue onto 1st Street East.
- Constructing an eastbound left turn lane into the project near 150th Avenue near the Madeira Cove intersection.
- Extending the westbound left turn lane from 150th Avenue into Madeira Cove.
- Extending the westbound left turn lane from 150th Avenue into Boca Vista.

A complete listing of the proposed development standards and conditions for the project are included in the project concept plan, and they are formalized in the project development agreement which is being considered by the Board of Commissioners as a separate item.

PLANNING
COMMISSION
RECOMMENDATION:

The request to rezone the subject property, from C-3, Retail Commercial to PD, Planned Development, and the corresponding Concept Plan were reviewed at public hearings by the Planning Commission on March 14, 2016 and April 28, 2016.

After receiving testimony from the applicant and the public at the March 14th hearing, the matter was continued by the Planning Commission to April 28th in order to allow the applicant to address questions and issues raised by staff regarding the development agreement details and impacts of the project to public facilities. These questions and issues were addressed in a resubmittal received by the City on April 14th. In addition to addressing the issues raised by staff, the concept plan was revised from the previous submittal to show angled parking along Madeira Way rather than parallel parking, and a 10-foot front building setback for Hotel A from the previous setback of 0 feet.

Following the March 14th Planning Commission hearing, the applicants also continued to coordinate their proposal with nearby property owners, the City, and the Florida Department of Transportation to address traffic and access concerns along 150th Avenue due primarily to the proposed removal of the light at 150th Avenue and Madeira Way. Based on these discussions, the applicant submitted prior to the April 28th Planning Commission hearing revised conditions for off-site improvements. These conditions are detailed in the development agreement which will be considered by the Board of Commissioners as a separate agenda item.

At the April 28th hearing, the Planning Commission voted 5 to 0 to recommend approval of the requested rezoning from C-3 to PD based on the revised accompanying Concept Plan, and subject to the provisions contained in the Development Agreement.

REVIEW CRITERIA:

The proposed PD development is located within the Planned Redevelopment Mixed Use Future Land Use designation which is implemented through the Madeira Beach Town Center Special Area Plan (SAP). According to the SAP, all proposed development and redevelopment in the SAP should be reviewed using the Planned Development (PD) process to ensure that the proposed uses and designs are consistent with the Town Center SAP.

Land proposed for development under the PD district may contain a mixture of temporary lodging, residential, commercial, recreational, and other uses as permitted by the Future Land Use Map designation on the site. The PD rezoning process and proposed density for temporary lodging further require the submittal and approval of a concept plan and a development agreement to ensure compliance with the proposed development standards. Future development on the site will be subject to staff level review and will require more detailed site plans which will be reviewed for consistency with the PD conceptual plan and the development agreement.

Within the Town Center SAP, the proposed PD zoning district is located within the Commercial Core and Causeway Districts. Development in these sub-districts of the SAP is subject to the following design standards:

- First story commercial activity is required.
- Inter-parcel access is required for properties north of Madeira Way.
- Access should be off of a street other than Gulf Boulevard where possible.
- Properties qualify for shared parking provisions.
- All buildings shall be a minimum of two stories.
- Require easement for bay-front walk on Boca Ciega Bay.
- No parking is required for the triangle of properties bounded by Madeira Way, Gulf Boulevard, and 150th Avenue.

- Require pedestrian easement from 1st Street East to Municipal Drive for the triangle of properties in the parking waiver area bounded by Madeira Way, Gulf Boulevard, and 150th Avenue.
- Consider a pedestrian easement across proposed redevelopment of the Carter property to provide access between the parking garage and the civic building area.
- Residential and/or temporary lodging units must be located on an upper floor

Additional standards for the SAP and the Commercial Core and Causeway Districts address building setbacks, outdoor dining and display, parking lot location and size, parking lot landscaping, off-street service and loading areas, and architectural guidelines.

I. In accordance with Article V, Division 10, Section 110-393 of the Land Development Regulations, in their analysis of the rezoning application and the proposed development plan, and prior to official action, the Board of Commissioners shall consider the recommendation of the Planning Commission/Local Planning Agency and ensure the rezoning application is in conformance with the criteria of Section 110-391. These criteria and the findings of staff are as follows:

(1) Consistency with the comprehensive plan. All zoning district assignments shall be consistent with the comprehensive plan, including the future land use map and future land use element goals, objectives, and policies. The zoning district assigned shall be consistent with the land use category of the future land use map.

The subject parcels are located in the Planned Redevelopment Mixed-Use (PR-MU) Future Land Use category which is further implemented through the Madeira Beach Town Center Special Area Plan (SAP). One of the stated objectives of the SAP is to increase the number of temporary lodging units and enhance the tourist industry for Madeira Beach and its local businesses. The mixture of condominium, hotel, and commercial uses proposed by this planned development are consistent with this objective. The project also proposes, consistent with the Special Area Plan, first story commercial development, pedestrian access along all frontages, and pedestrian access to Boca Ciega Bay.

The PR-MU Future Land Use category establishes a maximum density of 15 units per acre for residential units and up to 125 units per acre for temporary lodging. The category further permits a maximum Floor Area Ratio (FAR) of 4.0 and a maximum Impervious Surface Area Ratio (ISR) of 0.95.

The total site area of the proposed project is 6.696 acres. The project includes 430 hotel units and 90 condominium units. The project proposes a residential density of 13.44 units per acre and a temporary lodging density of 64.21 hotel rooms per acre. The proposed FAR is 3.0 and the proposed ISR is 0.73. The proposed density and intensity are consistent with the standards of the Comprehensive Plan.

Based on the proposed density, intensity, mixture of uses, and pedestrian and traffic circulation improvements, the proposed Planned Development has been determined to be consistent with the PR-MU Future Land Use category and the objectives and standards of the Town Center Special Area Plan.

(2) Land use compatibility. The assigning of zoning districts shall promote the compatibility of adjacent land uses.

The project proposes mixed use development on parcels that are currently retail. However, the site is surrounded by a variety of uses including other commercial businesses and multi-family residential developments that are compatible with this mixed use project.

The project concentrates the proposed tourist related uses such as the hotels, retail, and restaurants along Gulf Boulevard near the beaches. Pedestrian enhancements in these areas include the public plaza at 150th Avenue and Gulf Boulevard, and an elevated pedestrian crossing over Gulf Boulevard. Residential uses and the marina supporting uses are proposed for location along 150th Street, and will include pedestrian connections along 150th Avenue and access to Boca Ciega Bay.

Although the proposed concept plan will permit development that is significantly taller than the existing uses on the property (up to 11 floors maximum), the project is not directly adjacent to residential developments that are lower in height. The project is directly across Gulf Boulevard from an existing 11-story residential development.

- (3) Adequate public facilities. The assigning of zoning districts shall be consistent with the public facilities available to set the types of uses allowed in the proposed zoning districts. The level of service standards shall be considered in assigning zoning districts and there shall be reasonable assurance that the demand for services allowed in the proposed zoning district can be met.**

The applicants have coordinated the conceptual development plans with Pinellas County Engineering, the Florida Department of Transportation, and the Southwest Florida Water Management District. The applicants have submitted a traffic study for the development to FDOT and the City demonstrating there will be no change in the level of service with the proposed development. The applicants have met with FDOT to discuss the future improvements required by the department and the improvements are shown on the conceptual drawings for the development. Also, the applicants have had a pre-application meeting with SWFWMD to determine the on-site stormwater management facility permitting requirements. Certificates of concurrency and outside agency permitting will need to be obtained prior to any development taking place on the site.

- (4) Public interest. Zoning district designations shall not be in conflict with the public interest and will promote the public health, safety, and welfare.**

By proposing hotel and other development that will enhance the tourist industry for Madeira Beach and its local businesses, the proposed development has been determined to be consistent with and will facilitate the type of development that is specifically provided for in the Town Center Special Area plan. The development will help provide needed redevelopment and will help establish a sense of place in the Town Center area, which is an objective of the Special Area Plan.

- (5) Consistency with the land development regulations. Zoning district designations shall be consistent with the purpose and intent of these land development regulations.**

The PD zoning district allows for flexibility and is intended to accommodate integrated and well-designed developments in accordance with approved development plans. The district is intended to offer flexibility of design and to encourage imaginative, functional, high-quality land planning development for those uses consistent with the applicable Future Land Use Plan category and which are compatible with adjacent and nearby lands and activities. The applicants have submitted a mixed use project that establishes

architectural and landscaping standards, and coordinated vehicular and pedestrian access improvements.

The proposal has been reviewed for consistency and processed in accordance with the standards and requirements of Division 10, PD, Planned Development, of Article V, Chapter 110 of the Land Development Code. Accordingly, the applicants have conducted the required Neighborhood Information Meeting (Section 110-392) and have submitted the required plans and documents demonstrating compliance with the Land Development Code.

II. The Board of Commissioners shall additionally review the proposed development plan for compliance with the provisions of Chapter 110 of the Land Development Regulations Article II, Site Plans, and the following general conditions:

(1) Land uses within the development shall be appropriate in their proposed location, in their relationships to each other, and in their relationships with uses and activities on adjacent and nearby properties.

The project is proposed primarily in the Commercial Core, with a small portion located in the Causeway District, of the Town Center Special Area Plan. The Commercial Core is the heart of the Town Center. Accordingly, the Planned Development proposes ground level retail along Madeira Way and enhanced pedestrian access throughout the project to help establish a pedestrian scale downtown activity hub at one of the City's gateways. The proposed hotels are located near the 150th Avenue and Gulf Boulevard intersection in close proximity to existing and proposed retail uses and the beaches. The project includes an elevated pedestrian crossing over Gulf Boulevard to the beaches which supports the pedestrian focus of the project.

The project concentrates the two taller (8 floors above 3 levels of parking, and 7 floors above 4 levels of parking) hotel buildings along Madeira Way and Gulf Boulevard directly across from existing 12-story condominium developments. The two proposed condominium buildings (6 floors over 2 levels parking) are proposed along 150th Avenue, in an area that includes existing condominium projects which range in height from 4 to 8 stories.

The project proposes a mix of complementary land uses and shared amenities that are tied together by common architectural and landscaping themes. The mixed use nature of the project in a centrally located area of the City which is served by transit, will allow for internal trip capture and a mitigation of some of the traffic that would normally be associated with the proposed uses.

(2) The development shall comply with applicable city plans and planning policies, and shall have a beneficial effect both upon the area of the city in which it is proposed to be established and upon the city as a whole.

The subject parcels are located in the Planned Redevelopment Mixed-Use Future Land Use category which is further implemented through the Madeira Beach Town Center Special Area Plan (SAP). One of the stated objectives of the SAP is to increase the number of temporary lodging units and enhance the tourist industry for Madeira Beach and its local businesses. The proposed mixed use project is expected to promote the vitality of the Town Center by providing temporary and permanent dwelling units and supporting activities for residents and tourists. The project will further provide for the redevelopment of one of the City's gateways and will include amenities such as a pedestrian plaza at 150th Avenue and Gulf Boulevard; an elevated pedestrian crossing

over Gulf Boulevard; public access to Boca Ciega Bay; and traffic, pedestrian, and landscaping enhancements along all public street frontages. The proposed redevelopment and the associated improvements will help create a sense of place in what is commonly considered the downtown area of Madeira Beach.

In addition, the development is consistent with the following policies of the Comprehensive Plan:

Policy 1.5.5: Promote pedestrian-oriented areas within concentrated development and activity areas.

The project proposes within the Commercial Core 12-foot wide pedestrian connections along all street frontages as well as public access over Gulf Boulevard and access to Boca Ciega Bay. The project features a pedestrian plaza and ground level retail along Madeira Way.

Policy 1.5.7: Minimize existing and potential traffic hazards by coordinating land use and traffic circulation decisions.

The project proposes the replacement of multiple, closely spaced curb cuts along 150th Avenue with a single drive from this street. The project further addresses existing traffic circulation issues at Madeira Way and 150th Avenue by limiting traffic at this intersection to right-in/right-out only. The project provides coordinated shared access to what is currently 21 separate parcels.

The accompanying development agreement addresses overall coordination of traffic management issues with the existing development pattern.

Policy 1.9.1: Redevelopment shall be encouraged in the following areas:

- *The area of 137th Avenue Circle, east of Gulf Boulevard.*
- *The Madeira Way Redevelopment Area, the area formed by Gulf Boulevard, 153rd Avenue, Madeira Way, and 150th Avenue to the Tom Stuart Causeway Bridge.*

The project proposes redevelopment in the Commercial Core along Madeira Way which is a highly visible gateway area of the City, consistent with this Policy.

Policy 1.10.1: The city entranceway areas shall reflect the beach community character of the community, water-related activities, and include mixed uses.

The project proposes mixed use development that includes tourist related, marina access, and residential uses in the 150th Avenue gateway area of Madeira Beach. The project will provide pedestrian access to Boca Ciega Bay, and to the beaches via a pedestrian bridge over Gulf Boulevard.

- (3) **Stipulations of approval of a planned development plan may include requirements to construct improvements, dedicate needed property and easements or contribute money to improvements to public facilities such as roadways, new medians, sanitary sewer and water facilities, drainage facilities, street lighting, landscaping, signage, parks and recreational facilities, walkways and sidewalks, burying of utility lines along abutting rights-of-way or adopted planned streetscape improvements.**

The Concept Plan and the development agreement (See Exhibits C and E of the agreement) provide phasing details identifying when specific off-site improvements will be made and for which portion of the project. According to the development agreement, the identified improvements must be completed prior to issuance of Certificates of

Occupancy for the respective phase of development. The identified improvements will be designed and funded by the developers. The developers will receive credit toward transportation impact fees for the project to be applied against the cost of the identified roadway improvements.

- (4) A minimum of a five-foot sidewalk shall be provided along any street right-of-way or on private property by easement dedication if the right-of-way is of insufficient width.**

The project proposes a 12-foot wide pedestrian way along the entire street frontage on the north side of 150th Avenue. The project further provides for a pedestrian arcade from Madeira Way to Gulf Boulevard, a pedestrian access to Boca Ciega Bay, and an elevated pedestrian crossing over Gulf Boulevard.

- (5) The total land area within the development and the area devoted to each functional portion of the development shall be adequate to serve its intended purpose.**

The total project acreage of the proposed development is 6.696 acres. The project proposes development that is below the maximum allowed densities, impervious surface area, and floor area permitted by the site's PR-MU Future Land Use designation.

The proposed site plan identifies that on-site parking meeting the standards of Article VII, Off-Street Parking and Loading, of Chapter 110 of the Land Development Code will be provided to serve each phase of the project.

- (6) Streets, utilities, drainage facilities, recreation areas, building heights, sizes and yards, and vehicular parking and loading facilities shall be appropriate for the particular use involved, and shall equal or exceed the level of design and construction quality required of similar land development elsewhere in the city.**

The proposed Concept Plan exceeds minimum standards for development under conventional zoning in that it provides for shared and coordinated pedestrian and vehicular access improvements, common architectural and landscaping themes, and enhanced public amenities that serve the larger area.

Additionally, by proposing a mixed use project that covers multiple parcels, the City is better able to coordinate and address the impacts of the project on public facilities. This level of coordination would not be possible without rezoning utilizing the Planned Development district and its requirement for an accompanying concept plan.

The proposed Concept Plan has been reviewed and found in compliance with the City's Land Development Regulations in regard to density and intensity, parking, building setbacks, landscaping, and impacts to public facilities. Future development will require site plan review in accordance with Article II, Site Plans, of Chapter 110 of the Land Development Code. This development will be further reviewed for consistency with the Concept Plan and compliance with the Land Development Regulations for every phase of the project. These reviews will ensure that development will equal or exceed the level of design and quality required of similar land development elsewhere in the City.

- (7) Visual character and community amenities shall be equal or better in quality than that required by standard zoning districts for similar development.**

The Concept Plan provides for common architectural and landscaping standards throughout the project that generally exceed the minimum standards required under conventional zoning districts. In addition the project provides amenities such as a public plaza located at 150th Avenue and Gulf Boulevard, public access to Boca Ciega Bay, a 12-

foot wide pedestrian access along the entire frontage on 150th Avenue that will be landscaped and include street level retail uses, and a pedestrian access way over Gulf Boulevard to the beaches.

(8) Open space shall be adequate for the type of development and the population density of the proposed development.

Open space, as expressed through Floor Area Ratio (FAR) and Impervious Surface Area Ratio (ISR) exceed the minimum standards of the PR-MU Future Land Use category. The maximum FAR permitted in this category is 4.0, while the development proposes a maximum FAR of 3.0. The maximum ISR permitted by the category is 0.95, while the development proposes a maximum ISR of 0.73. In addition, provision for access to the marina and the proposed public plaza as well as the 12-foot wide pedestrian ways provide significant open space in this area.

(9) Outdoor storage of merchandise or materials shall be prohibited.

No outdoor storage of merchandise or materials is proposed by this development.

(10) Areas proposed for common ownership shall be subject to a reliable and continuing maintenance guarantee.

The development will require the establishment of an entity or entities that will be responsible for maintenance of the project that will be under common ownership. Additionally, ownership and maintenance of common areas is addressed in the project development agreement.

(11) All existing nonconforming signs or sign structures shall be removed.

The project proposes a complete redevelopment of the site. All nonconforming signs or sign structures will be removed as a part of this redevelopment.

(12) In the case of developments, which are to be constructed in several phases, the proposed phases shall be shown on the overall development plan. The proposed construction phases shall individually comply with the standards set forth in this section in order that, if for any reason construction ceases prior to completion of the entire planned development, the resulting partially complete project will adequately serve its purchasers and occupants and will not cause a general public problem.

The PD Concept Plan and development agreement identify minimum development standards and conceptual phasing for the project. The proposed phasing plan demonstrate that each phase will comply with the required development standards in regard to off-site parking and access, and would be capable of standing on its own apart from the remainder of the project.

III. Lastly, the Board of Commissioners must review the plans, drawings, and schematics for the proposed development plan in detail. Such drawings shall define the physical character of the project, including all building and architectural treatments. The Board of Commissioners' review will ensure conformance with the following design standards:

(1) Treatment of the sides and rear of all buildings within the planned development shall be compatible in amenity and appearance to treatment given to street frontages of the same buildings.

This project includes multiple street and water frontages. The architectural renderings that are a part of the Concept Plan show that the development has been designed with consideration of the high visibility of the site along all frontages.

- (2) All buildings in the layout and design shall be an integral part of the development and have convenient pedestrian access to and from adjacent uses.**

The project proposes a 12-foot wide pedestrian way along Madeira Way, 150th Avenue, and Gulf Boulevard including enhanced crosswalks and shading through landscaping. Additionally, pedestrian access is proposed from Madeira Way to a public plaza at 150th Avenue via a pedestrian arcade, from 150th Avenue to Boca Ciega Bay, and over Gulf Boulevard via a pedestrian bridge.

- (3) Individual buildings shall be related to each other in design, mass, materials, placement and connections to provide a visually and physically integrated development.**

The project proposes the taller hotel and commercial buildings along Madeira Way closer to the taller condominium buildings along Gulf Boulevard in the area that is commonly recognized as the downtown area of Madeira Beach. The relatively smaller condominium buildings and open areas are located along 150th Avenue, helping preserve the water views from this gateway road.

The Concept Plan proposes common architectural themes, and elements such as landscaping, parking, and pedestrian ways to help integrate the individual buildings and uses within the project.

- (4) Landscape treatments for walkways, plazas, arcades, roads, and service and parking areas shall be designed as an integral part of a coordinated landscape design for the entire project area. The landscape plan submittal shall include the anticipated appearance of the trees and landscape materials after five years of growth to visually provide their size and proportion relative to the proposed buildings, view corridors, curb appeal, pedestrian corridors, etc.**

The Concept Plans submitted by the applicant show the project at build-out with mature landscaping. These plans demonstrate how the proposed landscaping has been designed in consideration with the specific site and uses. These plans show how the proposed landscaping will enhance and unite the various buildings and uses in the project and will providing shading along the pedestrian corridors and other common areas.

- (5) The project's scale, and the size, color and proportion of building elements, components and materials are appropriate and harmonious with surrounding neighborhood structures.**

The project proposes the two taller (8 floors above 3 levels of parking, and 7 floors above 4 levels of parking) hotel buildings along Madeira Way and Gulf Boulevard directly across from existing 12-story condominium developments. The two proposed condominium buildings (6 floors over 2 levels parking) are proposed along 150th Avenue, in an area that includes existing condominium projects which range in height from 4 to 8 stories. The color palette and finish of the proposed buildings, as shown on the submitted architectural renderings, is similar to the existing structures in the vicinity of the proposed project.

- (6) All mechanical equipment, electrical equipment, roof top equipment, and refuse areas associated with this project shall be screened.**

The Concept Plan proposes landscaping and other screening of mechanical, electrical, and roof top equipment, and refuse areas. A majority of this equipment will be located on building roof tops as shown on the architectural renderings.

- (7) Appropriate building materials are being used. The use or employment of any of the following is generally considered inappropriate and will not be permitted unless appropriately integrated into a project meeting all other criteria, including aesthetic criteria, of this article:**

- a. Corrugated metal siding;**
- b. Prefabricated metal buildings or their components;**
- c. Primary colors or black;**
- d. False windows or doors; and**
- e. Unmodified formula and trademark buildings and structures.**

The Concept Plan does not propose to utilize any of the above listed materials or design features. The architectural renderings identify buildings that will have a finished appearance that will be similar to and in harmony with the existing residential buildings in this area.

- (8) The project's location and design adequately protects or enhances unique site characteristics such as those related to scenic views, natural vistas, waterways or similar features.**

The project includes preservation of views and public access to Boca Ciega Bay from 150th Avenue. Views of the Gulf of Mexico are maintained from Madeira Way. The project further provides for the establishment of a centrally located public plaza at 150th Avenue and Gulf Boulevard.

- (9) The project appropriately integrates landscape elements into the site plan and building design. Plantings shall be of a size to give the appearance that the project is settled into a mature landscape. The landscape submittal shall include a description of each tree and plant proposed on site by type and details relative to maximum height/size and color at maturity.**

The Concept Plan includes a conceptual landscaping design that unifies the project under a common design theme. The proposed landscaping is intended to provide shaded and inviting areas for pedestrians and to enhance the overall appearance of the buildings and parking areas. Because of the location of this site at the City's gateway, the landscaping will also serve to enhance the overall appearance of the community. Landscaping construction details, including a specific description of each tree and plant will be required during the site plan review process and will be reviewed for consistency with the approved Concept Plan.

- (10) Signage and other building appurtenances are integral components of the building, appropriately scaled, and consistent in character with the building's overall design.**

Overall signage and other building appurtenances, as generally identified on the Concept Plan, are integral components of the building, appropriately scaled, and consistent with the buildings' overall design. No rooftop or other inappropriately scaled

signage that would dominate the visual appearance of the buildings are proposed with this development.

- (11) **The project incorporates defensible space concepts of crime prevention through environmental design. A lighting plan shall be provided to review safety considerations for pedestrians and motorists, as well as, environmental impacts.**

The project features public spaces along rights-of-way and pedestrian scaled development that will promote visibility and safety. Final site plans for this project will be further reviewed for consistency with this requirement.

**BUDGETARY
IMPACT:**

N/A

**RECOMMENDED BY
STAFF:**

Staff recommends approval of Ordinance 2016-01, to amend the zoning designation on the subject property from C-3 (Retail Commercial) to PD (Planned Development) consistent with the accompanying Concept Plan, and subject to the specific provisions and conditions as set forth in the accompanying Development Agreement.

**John J. Lipa,
Aggrieved or Adversely
Affected Party
Testimony and Fact Based
Presentation
Focused on
Safety
to
Madeira Beach Board of
Commissioners
May 10, 2016**

Why Am I am Adverse Party?

- 3 minutes is not enough time;
- The only vehicle to get more time;
- I am a resident;
- My concerns meet the burden of proof;
- My concerns address a common good;
- I believe strongly face to face dialog is the best way to reach mutual understanding;
- I am hopeful a win-win-win-win outcome can reached.

The properties in question need attention.-The status quo will not remain.-

These properties will be developed now or in the near future.-

Assuring the safety of citizens and visitors is essential.

Topics to Be covered

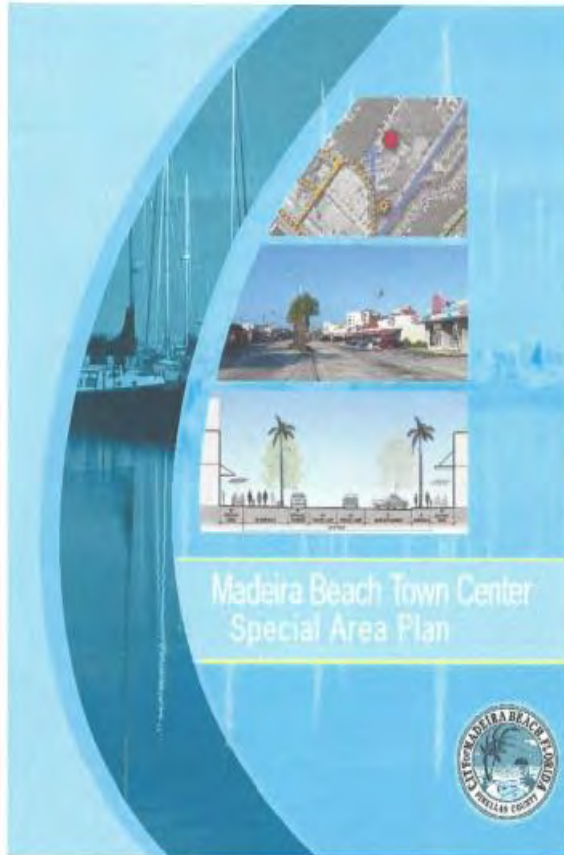
- Why Affected Party
- Bio
- MB Town Center SAP
- Pinellas County Sheriff's Accident Data
- Planned Development Impact
- Creation of 4 Way Intersection
- Extraordinary steps taken by residents
- Reminder of what the City may be creating
- FDOT's Intersection Design Criteria
- Recommendations and Call for Action
- Summary
- Reflective Thoughts

This presentation has been shared, in advance, with the developers, city manger and city attorney. Amendment 9.11 is a result of face to face dialog, honest exchange of ideas, active listening, and a mutual desire to work together. Give and take was required of all parties.

John J. Lipa, Bio

- 31 years with major corporations
- Retired as senior HR executive
- Paid outside director of Bank
- Alumnus of Year BGSU
- Chaired statewide organization
- Chaired redevelopment authority
- Help start a summer collegiate baseball team
- VP of condo association

City of MB Acknowledges Unsafe Conditions on 150th



- There is currently no safe and effective method of crossing 150th Avenue to access Madeira Beach Causeway Park.
- There is currently no safe and effective method of crossing 150th Avenue between the bridge and Madeira Way.
- The speed of vehicular traffic on 150th Avenue discourages north south pedestrian crossings between existing residential and commercial uses.

People cannot safely cross 150th Ave. nor can automobiles.

Pinellas County Sheriff's Accident Data and Analysis



A Big Thank You to Deputy Luckett for obtaining this report.

PINELLAS COUNTY SHERIFF'S OFFICE
BOB GUALTIERI, SHERIFF



STRATEGIC PLANNING BUREAU

Madeira Beach Crashes
150th Avenue
3/1/2013 to 3/30/2016

The table below depicts crashes which occurred between Gulf Blvd and the Tom Stuart I 2013 and March 30, 2016.

MONTH	TOTAL
2013	18
January	0
February	0
March	4
April	2
May	4
June	3
July	4
August	1
September	0
October	0
November	2
December	0
2014	16
January	0
February	1
March	1
April	0
May	2
June	2
July	2
August	3
September	2
October	1
November	0
December	2
2015	23
January	0

MONTH	TOTAL
February	0
March	4
April	1
May	2
June	4
July	3
August	2
September	1
October	0
November	4
December	2
2016	2
January	0
February	0
March	2
Grand Total	59

Accidents Rise Between Gulf Blvd and Bridge when Tourists are Here -

- **Summer Vacation Season (Jun-Aug)**
 - 22 Accidents
 - 9 in Peak Month (Jul)
- **Snow Bird Season (Feb-May)**
 - 22 accidents
 - 9 in Peak Month (Mar)
- 41% of accidents occurred during two peak months
- 31.5% increase in accidents in 2015 over average of 2013/2014
 - 2015 was a banner year for tourism

New Developments will attract even more tourists the MB

Impact of Holiday Isle Marina and Madeira Beach Town Center Planned Developments



**Lots of change. A new look. A changed skyline. More tourists. More cars. More jobs.
Increased revenue for the City. Businesses love it. Citizens have mixed feelings.**

Holiday Isle Marina and Madeira Beach Town Center are Geared to Attract More Tourists Along 150th Avenue

People- $\geq 1580/\text{day}$

- 580 Hotel Rooms
- 122 Condo Hotel Rooms
- 158 Condo Units
- 211 Boat Slips
- 200 Seat Restaurant
- 50,000 sq feet of retail space

Cars $\geq 6000/\text{day}$



Level of Service C: Restricted flow that remains stable but with significant interactions with others in the traffic stream. The general level of comfort and convenience **declines noticeably** at this level.

LOS is a subset of **Quality of Service QOS** which is **travelers' based perception of how well the traffic flow works for them.**

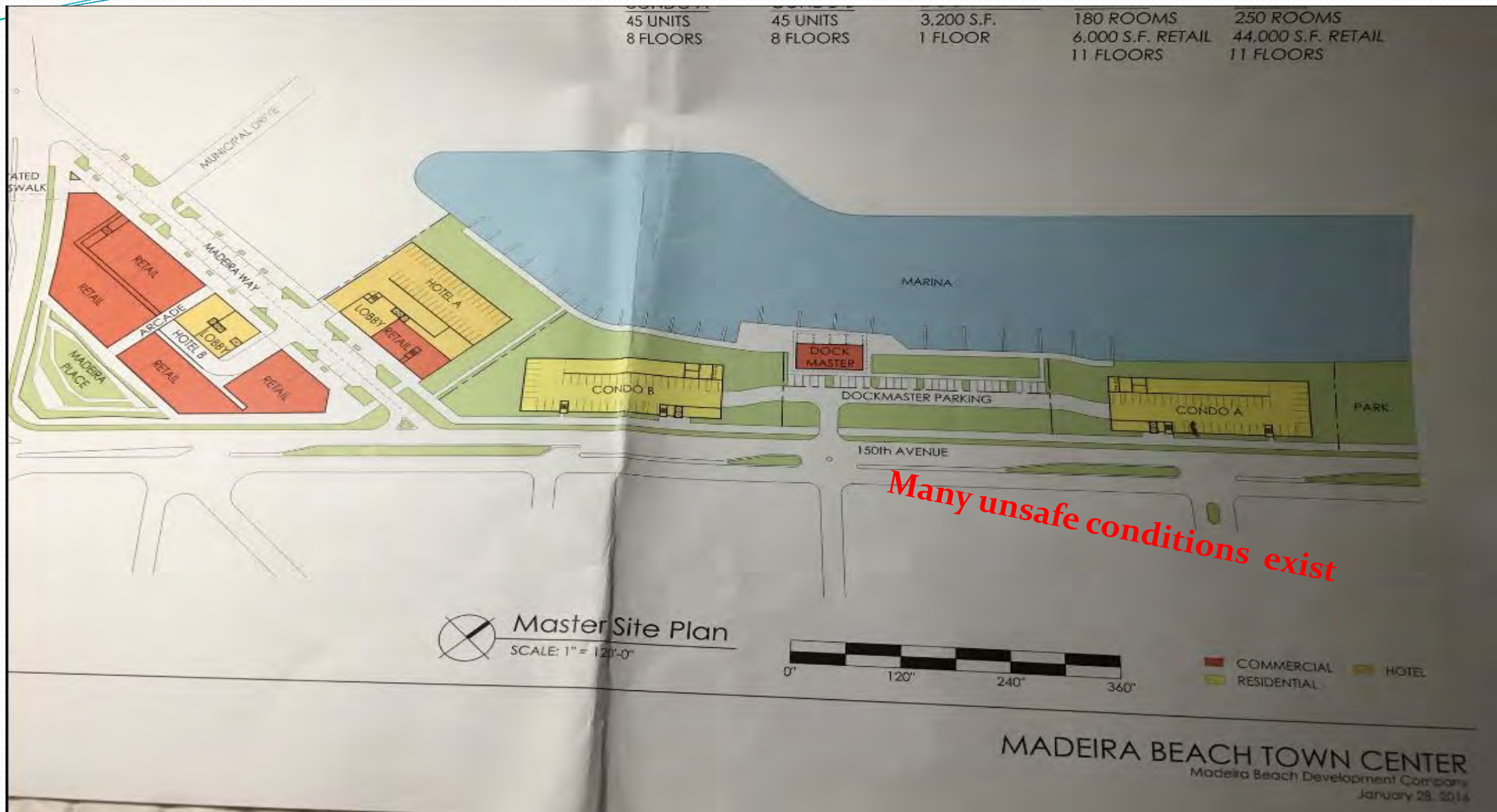
All of this drives the need to address safety and accessibility in a comprehensive manner.

Creation of 4 Way Intersection



The plans for the Town Center Development call for a new 4 way intersection.





Challenges of entering traffic flow

- Need to cross 4 lanes of traffic to go west.
- Need to wait for a red light at Madeira Way for a break in the traffic;
- Need to judge if you have enough time to cross east bound traffic to go west or enter east bound traffic to go east;
- Cars traveling west do not stop unless the traffic light backs them up;
- Need to become parallel to traffic flow to avoid being hit;
- Difficult to see on-coming traffic when there is a car in turning lane;
- Problems compounded now with vehicles entering from north;
- Vehicles from south and north will compete for same limited queuing space as those from east and west wishing to make a turn.

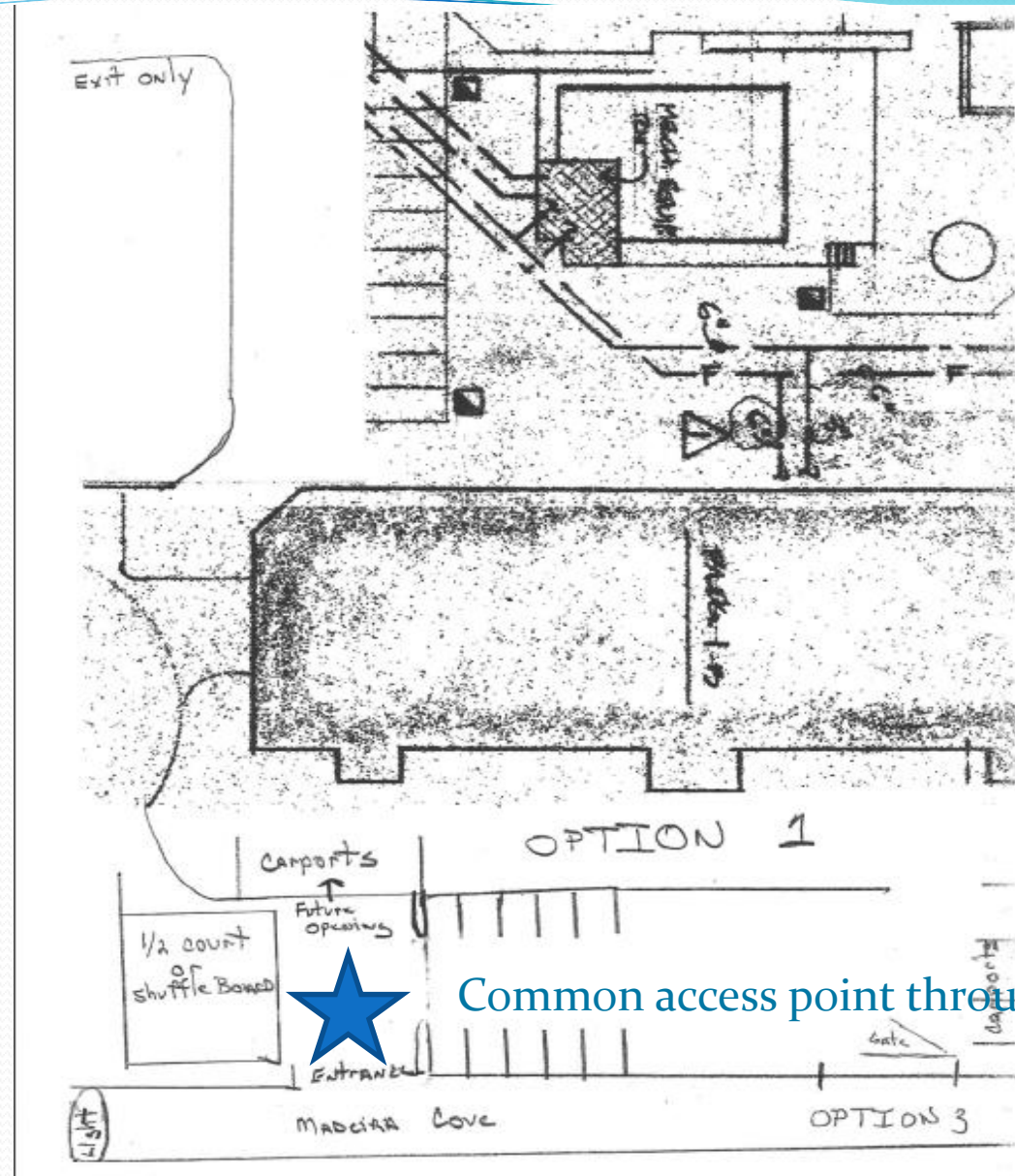
Extraordinary steps taken by residents



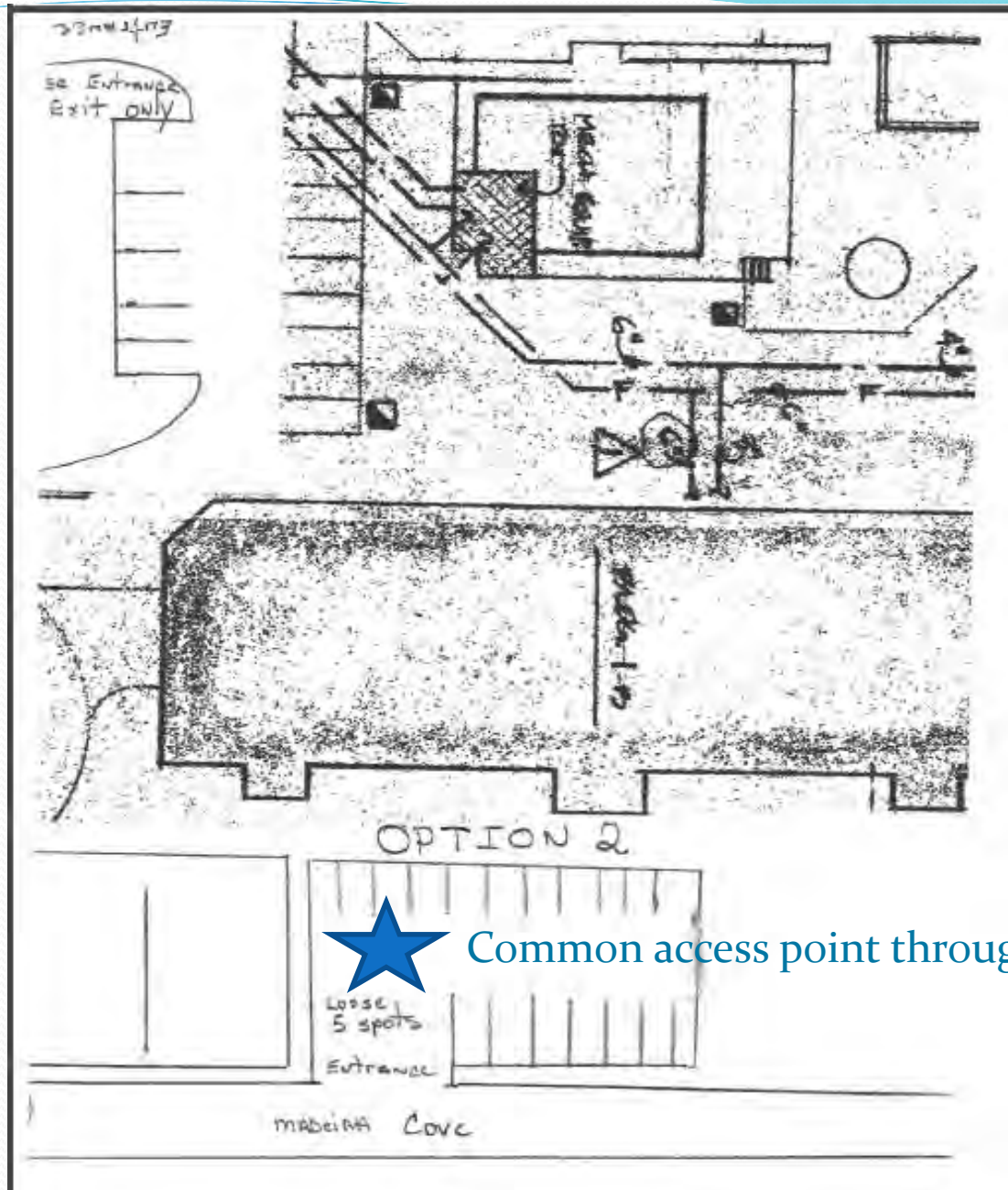


3 condos collaborated

PROPOSED MASTER PLAN

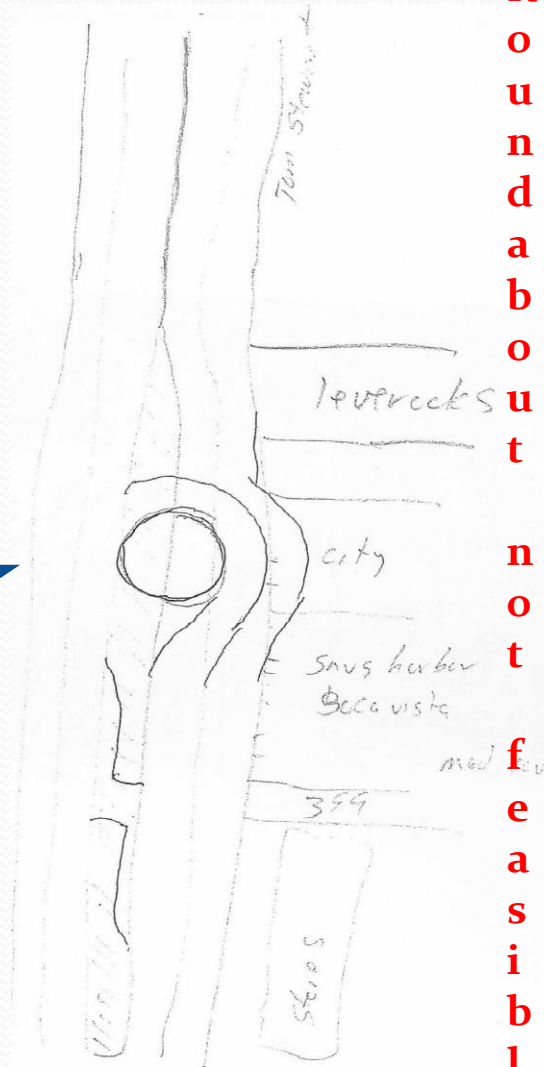


Common access point through wall separating condos



Common access point through wall separating condos



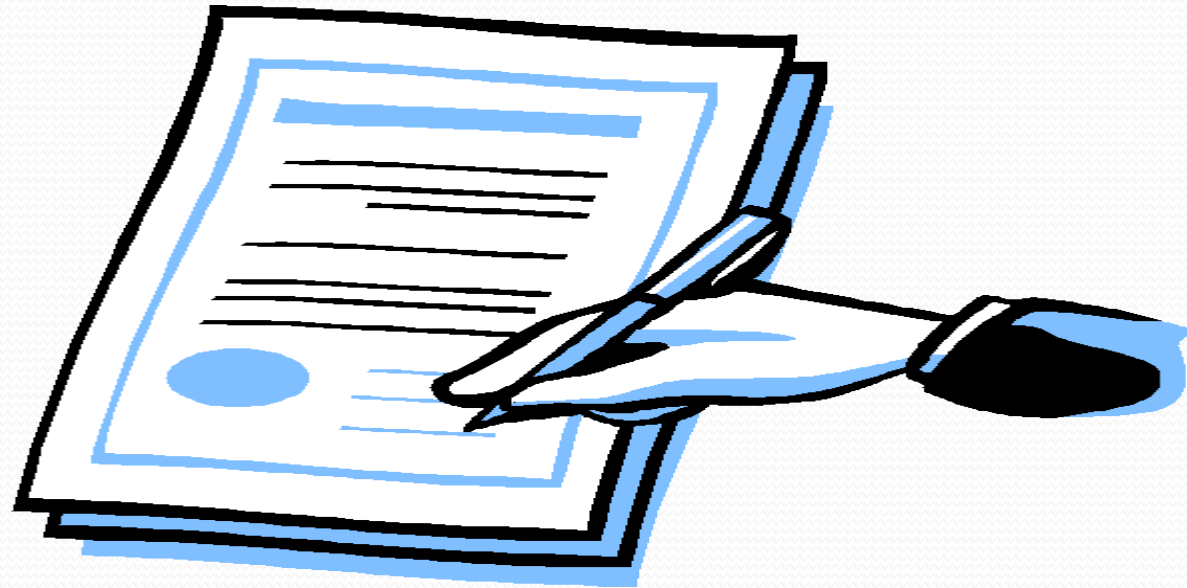


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Condo associations are in agreement on common access point



Recording setting attendance at meetings.

Owners of each condo association voted affirmatively to pursue a common access point.

Letters from each of the 3 condo associations documenting this agreement to work together are attached.



Boca Vista Condominium Association
401 150th Avenue
Madeira Beach, FL 33708
Email: bocavistacondo@gmail.com
Website: bocavistacondos.org
Board of Directors: 727-310-7490
Nights, Weekends & Emergencies: 727-866-3116

March 26, 2016

John Lipa
Madeira Cove Condominiums
399 150th Avenue
Madeira Beach, FL 33708

The Board of Directors at Boca Vista Condominiums held an administrative meeting this morning. A topic on the agenda was the two Madeira Beach redevelopment projects and the impacts on Boca Vista residents. We discussed at great length the possibility of moving the entrance driveway to the west side of the property adjoining Madeira Cove's driveway in the event that the developer and city agree to put a traffic light and crosswalk at the 150th entrance from Madeira Cove's driveway.

The owners present at the meeting approved the Board issuing a letter of intent to Madeira Cove to pursue moving our entrance to the west of the property. The financial burden must be put on the developer and not on the owners at Boca Vista or Madeira Cove.

Sincerely,

Dennis O'Neil, President
Board of Directors
Boca Vista Condominium Association



Snug Harbour Condominiums traffic issues.

April 15, 2018

It has been a well known fact that when Snug Harbour Condominiums was built 14 yrs ago that we have always had traffic issues entering and exiting our property. Our biggest issue is that we cannot make a left turn onto 150th Ave without first turning into the Marina entrance and exiting left onto 150th Ave.

To make matters worse than they already are at this point, the redevelopment of both the Holton Property and the Karna development will tremendously increase the volume of traffic on 150th in both directions to a point that will greatly increase the safety of trying to maneuver into the roadway (150th).

There are ongoing talks from the developers traffic consultant that say that FDOT wants to remove the light at Madeira Way altogether and have a straight flow of traffic east bound from Quif Blvd. If this were to happen then all 3 Condo entrances (Madeira Cove/Boca Vista and Snug Harbour) exits would be greatly affected.

Another option has been mentioned that would put a service road in from the Madeira Cove's new entrance and run east along Boca Vista's property to Snug Harbours entrance so as all 3 condos can use the same entrance/east at the proposed light at the Madeira Cove / Karna development entrance.

Hopefully, whatever happens with the new developments in the future, the City and developers and FDOT will make this right for the neighbors on the south side of 150th from Madeira Way to the Causeway Bridge.

Snug Harbour would welcome the chance to meet with the developers to discuss our traffic needs. Also to ensure they understand our concerns regarding a safe access to all properties that would meet everyones expectations.

Aside from our traffic issues it is very important to note that Snug Harbour as well as most in this city, are in favour of Reasonable Development.

Thank you
Ron Brazeau
President
Snug Harbour Condominium Association
423/425 150th Ave
Madeira Beach FL



April 18, 2016

Subject: Impact of Development Projects

At a recent Board of Director's meeting on April 5 we had an overflow crowd of owners jamming our clubhouse because of a single agenda item, "Holiday Isles and Town Center development projects". Our normal meetings last less than an hour; however, this meeting went nearly three hours. The main purpose was to go over options regarding safety, security and privacy. Each one of those areas is most important to Madeira Cove residents. The overwhelming concern of the residents was the safety of entering and exiting 150th Ave. They repeated over and over again of their fear of getting in and out of our driveway without getting into an accident and how long it will take to get in and out with estimates as high as 12,000 more cars per day traversing 150th Ave.

It is critical that all parties involved understand the impact that is coming and what we can do to survive our ingress and egress into the three affected condominium communities along 150th Ave. We are in the beginning stages of making very real sacrifices to our property and way of life at Madeira Cove. Our driveway for example, will not be ours exclusively, but may be shared with our two neighboring condo communities. This is a sacrifice. Our dangerous exits and entrances to and from 150th Ave will become even more dangerous with thousands of additional cars traversing our neighborhood road every day.

Our driveway changes will result in the removal of beautiful shrubberies and landscaping that have been recognized by the State of Florida in winning the Community of Excellence award. This may not matter to outsiders but it took us years to develop our beautiful landscaping.

The overwhelming opinion of the owners of Madeira Cove was the absolute need for a traffic signal at the entrance to our community that will be shared with our two neighboring communities and the two new condominiums on the north side of 150th Ave, as well as the new marina. Without this traffic signal, accidents and pedestrian deaths will be a certainty. Why should FDOT wait for those events to happen in order to meet their warrant requirements for a traffic signal when they can do it from the start? We need all parties from city hall to the two developers and all the residents along 150th Ave to work as one voice to FDOT.

In summary, Madeira Cove is willing to make the sacrifices stated above, but is hoping that the developers will modify their high density projects to a lesser density.

Sincerely,



Larry Roelofs

President

Madeira Cove Condominium Association

Reminder of what the City may be creating



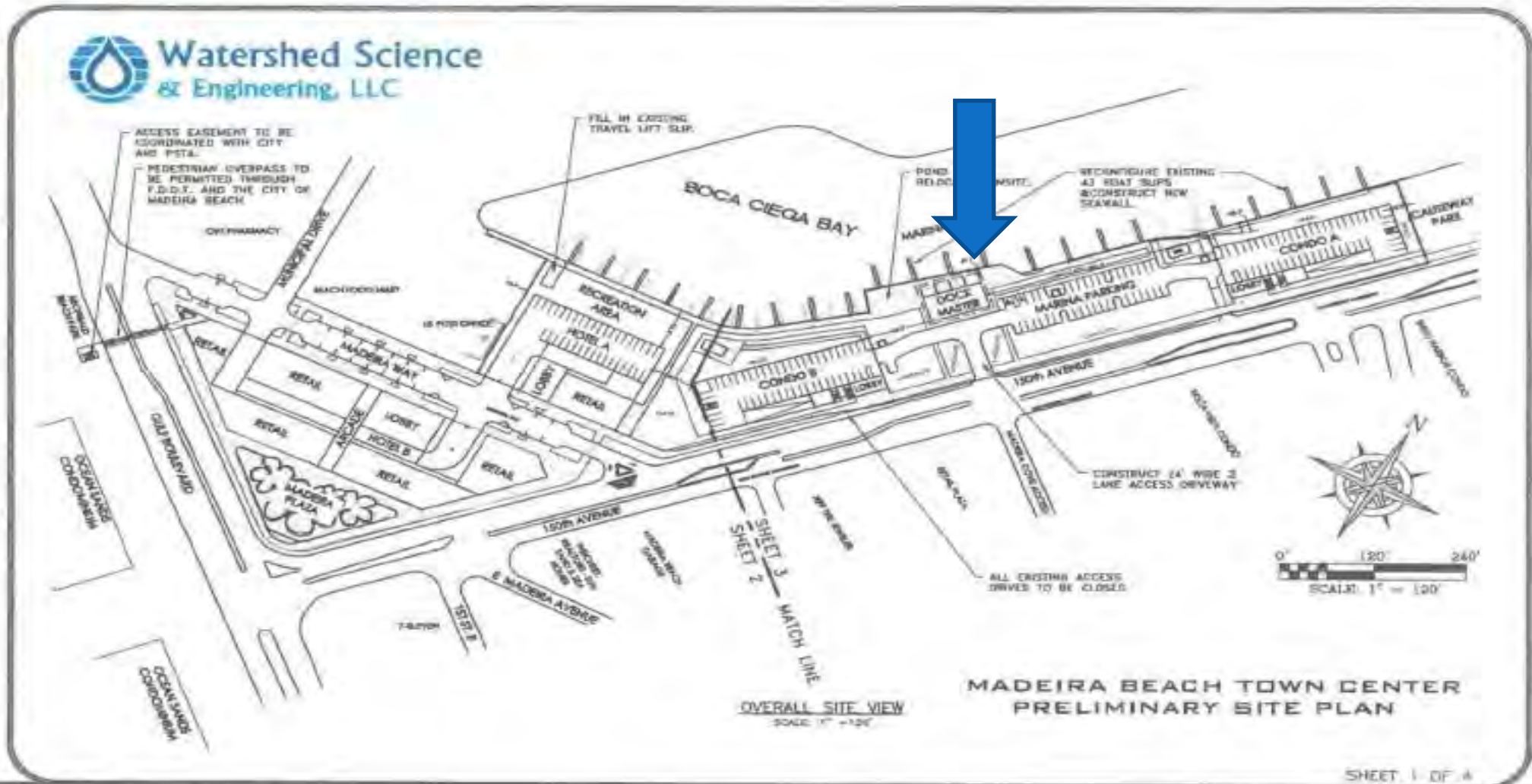
New 4 way intersection

**1580 more people a day
6000 more cars a day**

Level of Service C

All within a distance of a half mile

A new 4 way intersection



Holiday Isle Marina and Madeira Beach Town Center are Geared to Attract More Tourists Along 150th Avenue

People- $\geq 1580/\text{day}$

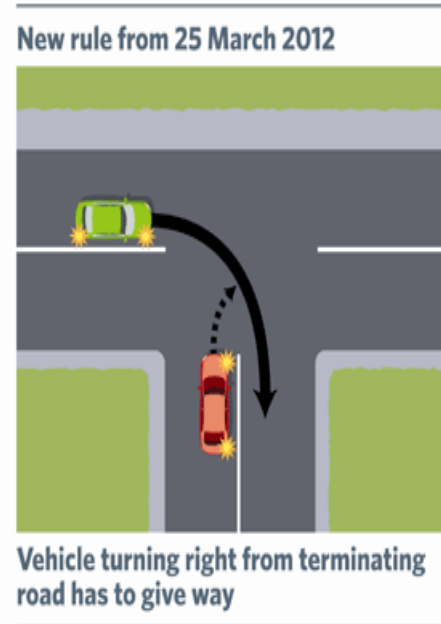
- 580 Hotel Rooms
- 122 Condo Hotel Rooms
- 158 Condo Units
- 211 Boat Slips
- 200 Seat Restaurant
- 50,000 sq feet of retail space

Cars $\geq 6000/\text{day}$



Level of Service C: Restricted flow that remains stable but with significant interactions with others in the traffic stream. The general level of comfort and convenience declines noticeably at this level.

FDOT's Intersection Design Criteria



We will focus on 7 of FDOT's 16 criteria.

Florida Intersection Design Guide 2015

For New Construction and Reconstruction of
At-Grade Intersections on the State Highway System



Florida Department of Transportation
Roadway Design Office

FDOT Has 16 Criteria For Intersection Design

- Safe and convenient operation for all road users.
- Minimum delay and disutility of all road users.
- Resolution of conflicts between competing movements.
- Adequate visibility of conflicting traffic.
- Adequate maneuvering space for vehicles.
- Storage for normal queuing of vehicles.
- Uniformity of treatment with similar locations.

The BOC must make sure the intersection is safe for all users.

FDOT's Florida Intersection Design Guide 2015 in section 1.4 Local Policies, Preferences and Practices states:
“**Local agencies have assumed a stronger influence** in design decisions affecting intersections in recent years. **The design goals of the community should be considered** in all intersection design activities.”

FDOT Intersection Design Criteria Elements and Challenges Facing Drivers at New 4 way Intersection

- **Safe and convenient operation for all road users.**
 - Need to cross 3-4 lanes of traffic to go west.
 - Need to assess speed of east west and judge if you have enough time to safely enter traffic flow.
 - Need to assess what vehicle in north driveway will do while assessing east and west bound traffic and vehicles turning.
- **Minimum delay and disutility of all road users.**
 - Cars travelling west do not stop to let cars from south (north) to enter flow unless the traffic light at Madeira Way turns red.
 - Level of Service C will result a noticeable decline in the general level of comfort and convenience.
- **Resolution of conflicts between competing movements.**
 - Need to wait for traffic light at Madeira Way to turn red for a break in the traffic.
 - Vehicles from the south and vehicles from the north will be trying to cross traffic flow at the same time.
- **Adequate visibility of conflicting traffic.**
 - Difficult to see on-coming traffic when there is a car in the turning lane.
- **Storage for normal queuing of vehicles.**
 - Need to become parallel to east west traffic flow to avoid being hit.
 - Vehicles from south and north will compete for the same limited queuing space as those from east and west wishing to make a turn.

The City must take steps to mitigate the challenges by smart intersection design and a traffic light.

Recommendations and Call for Action



All the recommendations are reasonable.

Many are contained in 9.11.

All are achievable if there is will to do.

All require trust and cooperation between interested parties.

All require you to help make them happen.

The BOC Should Support These Recommendations

- **A semiactuated traffic light at the 4 way intersection would be the safest way for people from the north or south to enter traffic flow.**
 - FDOT has detailed criteria (warrants) for traffic light positioning.
 - PD amendment 9.11 call for Signal Warrant Study Feb-Jul at each phase of development.
 - There will be no traffic signal on 150th Ave. for 9/10ths of a mile from Duhme Rd. to Gulf Blvd.
 - The traffic light at Madeira Way which provided timed interruptions in traffic should not be removed or repurposed until this traffic is in position and operational.
 - The traffic light at Duhme Rd. and American Legion Drive is only 509 feet from the traffic light at 150th Ave.
 - There are seven 4 way intersections from Duhme Rd. to Park Blvd. 5 have a traffic light.
 - **The BOC must assure the 4 way intersection design is safe for all users.**
 - **BOC should make sure the City use its full force and affect with legislators and FDOT to have a traffic light installed.**
- **Make the north facing traffic light at Gulf Blvd. **NO TURN ON RED**, when traffic light at Madeira Way becomes pedestrian crossing only signal.**
 - The Madeira Way traffic light presently offers a break in east-west traffic for cars to enter safely from north or south.
 - PD amendment 9.11 calls for City and developers to encourage FDOT to allow this.
 - **BOC should make sure the City use its full force and affect with legislators and FDOT.**

The BOC Should Support These Recommendations

- **Assure the queuing lane between east and west traffic at the 4 way intersection is long and wide enough to avoid queuing overhang**
 - Right now vehicles from the south have to be positioned nearly parallel to the traffic flow in order to avoid being hit or blocking traffic flow.
 - Soon vehicles entering from the north will compete for the same limited space.
 - **BOC should make sure the final design plans adequately address this.**
 - **BOC should make sure the City use its full force and affect with legislators and FDOT.**
- **The posted speed along 150th Ave should be reduce from 40 MPH to 35 MPH**
 - Gulf Blvd has a posted speed of 35 MPH.
 - FDOT estimates the averaage free flow speed is 5MPH above posted speed.
 - An additional >=6000 vehicle and >=1580 people daily will be using 150th Ave.
 - The Pinellas County Sheriff's Office accident report data clearly shows accidents increase with the increase in tourists.
 - **BOC should make sure the City use its full force and affect with legislators and FDOT.**

The BOC Should Support These Recommendations

- **The entrance to 150th Ave. at Madeira Cove must be widened to meet current FDOT code**
 - A manhole at the west edge limits the width and needs to be repositioned.
 - City trucks tear up the curb to the east because of too short a turning radius.
 - A telephone pole blocks view to east bound traffic and pedestrians.
 - **BOC should make sure the City and developer address this in the final design plan.**
- **Sidewalk on south side of 150th needs to be updated and repaired.**
 - Many uneven sections; narrow walk.
 - South side and North side should look similar to create a impactful visual impression.
 - **BOC should make sure the City and developer address this in the final design plan.**
 - **BOC should make sure the City use its full force and affect with legislators and FDOT.**

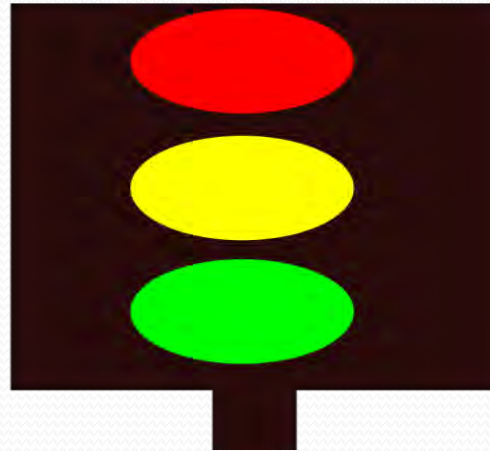
Summary



Summary

- PDs will add ≥ 1580 people and ≥ 6000 cars daily within $\frac{1}{2}$ mile;
- Accidents increase with increases of traffic and tourists;
- 314 people live in 3 condos on the south side of 150th
- Safety is their primary concern;
- They agreed to extraordinary steps to create common access point to justify traffic light;
- The City's SAP acknowledges the unsafe conditions exist on 150th Ave.
- Recommendations for safe access are reasonable;
- A traffic light is critical and essential;
- City can influence intersection design.

A Semiactuated traffic Light is Critical and Essential



BOC should make sure the City and developer address this in the final design plan.

BOC should make sure the City use its full force and affect with legislators and FDOT.

Reflective Thoughts

- To Get to YES, All Parties Needs to Get Past NO.
- Those who support the developments are not bad people and their positions are not invalid.
- Those who have concerns about the developments are not bad people and their positions are not invalid.
- In the end we are all neighbors.
- In the end new development will happen.
- No matter the size of the development safety must be a prime consideration.

- I encourage the developers and the City to be willing to work collaboratively will others, who have concerns;
- I ask those who have concerns to develop actionable requests be willing to listen, and find a middle ground;
- I ask all to be willing to compromise, to work together to resolve differences of opinion and find a mutually satisfactory way find a way to put the smile back in our wonderful city.



Before I take your questions I would like to ask Shane Crawford and Larry Roelofs to comment.



MADEIRA BEACH BOARD OF COMMISSIONERS

Development Agreement – Staff Report

May 2, 2016

<u>FROM:</u>	Luis N. Serna, AICP, Planning & Zoning Consultant
<u>SUBJECT:</u>	Holiday Isle Marina – Development Agreement
<u>BACKGROUND:</u>	The attached Development Agreement has been prepared in concert with and to memorialize the specific provisions and conditions attendant to the approval of Ordinance 2015-18 rezoning the subject property from C-4 (Commercial Marine) to PD (Planned Development). The City's Town Center Special Area Plan, Chapter 2, Development Standards, specifically requires an application for rezoning in this portion of the Causeway district of the Plan that provides for additional density/intensity, to utilize the PD (Planned Development) zoning process and seek approval of a Development Agreement. The specific provisions enabling the City to consider a Development Agreement are set forth in the Comprehensive Plan - Future Land Use Element, Policies 2.1.2, 2.1.3 and 2.1.4; and the details by which the Development Agreement process is to be considered are set forth in the City's Land Development Regulations - Chapter 82, Section 82-2 and Chapter 86, Article IV, Section 86 – 141 through Section 86-149. Additionally, requirements for development agreements are provided in Florida Statutes, Section 163.3227.
<u>SUMMARY DESCRIPTION:</u>	The proposed development agreement under consideration is between the City and the owners of the property on which the Holiday Isles project is proposed. The agreement establishes the rights and responsibilities of the parties to the agreement. Some of the important features in this agreement include the following: • It is valid for a period of up to 10 years from its effective date, or until all phases of construction are complete. • It is tied to a specific concept plan for the site which is attached as an exhibit to the agreement. • It includes the requirement for future site plan approval of each phase of the project consistent with Chapter 110, Article II of the Land Development Code.

- It details the specific off-site improvements that will need to be completed prior to the issuance of Certificates of Occupancy for the project.
- It specifies that permitting and design costs for the required off-site improvements will be paid by the developer.
- It specifies that the City will dedicate the transportation impact fees collected from this project for the design and construction of these improvements. Any costs that are not covered by the City's contribution will be paid by the developer.
- It allows for reductions in height, density, or intensity by up to 40 percent. Any increases height, density, or intensity, or any reductions greater than 40 percent require approval by the Board of Commissioners.

PLANNING
COMMISSION
RECOMMENDATION:

The Planning Commission considered the Development Agreement in conjunction with its review of the rezoning request to PD and accompanying Concept Plan at public hearing on February 8, 2016.

The Planning Commission recommended approval of the rezoning request, and to enter into the Development Agreement at that hearing by a vote of 7 - 0.

Subsequent to the February 8 Planning Commission hearing, based on public comment at the initial public hearing by the Board of Commissioners on March 16, and at the initiative of both the staff and applicant, several changes have been made to the attached proposed Development Agreement before the Commission at public hearing on April 12, 2016.

Most are minor editing changes. The principal substantive changes include the following:

- The final summary Site Data Table - Revised January 28, 2016.
- Specific provision regarding the requirement for site plan approval for each phase of the project consistent with Chapter 110, Article II of the Land Development Code.
- Clarification of the developer's responsibility to provide proof of the availability of adequate public water, sanitary sewer, and reclaimed water service.
- Clarification of the requirements to be met prior to Certificate(s) of Occupancy.
- Revision and clarification of the time within which construction must be initiated - 3 years from effective date of the Development Agreement.
- Provision for a restrictive covenant requiring evacuation of any temporary lodging use upon the posting of a hurricane watch.

- Clarification of the provision requiring the developer to be responsible for all off-site roadway and utility improvements.
- Update of the estimate of impact fees based on the final Concept Plan.

BUDGETARY

IMPACT:

N/A

STAFF

RECOMMENDATION:

Staff recommends the Board of Commissioners approve and authorize execution of the attached final Development Agreement for Holiday Isle Marina in support of and as a condition to approval of Ordinance 2015-18.

Servedio, Aimee

From: Katie E. Cole <Katie.Cole@hwhlaw.com>
Sent: Tuesday, May 10, 2016 9:03 AM
To: Tom Trask
Cc: James W. Holton; Servedio, Aimee
Subject: Holton - proposed amendment
Attachments: PROPOSED AMENDMENT TO AGREEMENT.DOCX; ATT00001.txt

Tom - following up on our Thursday conversation - attached is the proposed amendment to the Holton DA to be proffered tonight at the hearing. Please let me know if you have any questions or suggested changes.

Thanks,
Katie



HILL WARD HENDERSON
ATTORNEYS AT LAW
TAMPA • CLEARWATER

CONFIDENTIALITY NOTE: The information contained in this transmission may be privileged and confidential information, and is intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this transmission in error, please immediately reply to the sender that you have received this communication in error and then delete it. Thank you.

PROPOSED AMENDMENT TO AGREEMENT

(x) Additional Off-Site Improvements. The Owner, in coordination with the City, shall diligently pursue the following action items to enhance access to the Project and to other residential communities with access along 150th Avenue. Such action items are not required to satisfy transportation concurrency requirements nor is approval of this Agreement contingent upon approval of any such action items by the FDOT.

(a) Owner and City shall coordinate efforts to lobby FDOT, and any other agency with regulatory authority over same, to modify the opening schedule for the Bridge on Tom Stuart Causeway to no more than twice per hour preferably at :15 and :45 past the hour.

(b) Owner and City shall coordinate efforts to lobby FDOT to prohibit any right turns from Gulf Boulevard to 150th Avenue while the traffic signal is red.

(c) Developer and City shall coordinate efforts to lobby FDOT to allow a traffic signal to be installed at Madeira Cove and 150th Avenue.

(d) Upon completion of the first phase of development Developer will retain an independent transportation engineer to complete a Traffic Signal Warrant Analysis (“Analysis”) to commence in February and conclude at the end of July. Nothing herein shall limit the Developer from meeting this obligation through a contribution to a study in partnership with another developer, so long as the Analysis takes place within 12 months of the completion of the first phase of development. The obligation hereunder is limited to the Analysis only and shall not extend to or require any other improvements not otherwise required in this Agreement.

Servedio, Aimee

From: McGrady, Cheryl
Sent: Tuesday, May 10, 2016 5:31 PM
To: Servedio, Aimee
Subject: FW: May 10 Meeting - In Support of Development

Aimee please print and give to Tom

From: Crawford, Shane
Sent: Tuesday, May 10, 2016 5:29 PM
To: McGrady, Cheryl <Cmcgrady@madeirabeachfl.gov>
Subject: Fwd: May 10 Meeting - In Support of Development

Sent from my iPhone

Begin forwarded message:

From: Greg Jessop <gjessop@tampabay.rr.com>
Date: May 10, 2016 at 4:42:33 PM EDT
To: <scrawford@madeirabeachfl.gov>, <tpalladeno@madeirabeachfl.gov>, <tlister@madeirabeachfl.gov>, <pshontz@madeirabeachfl.gov>, <epoe@madeirabeachfl.gov>
Subject: May 10 Meeting - In Support of Development

This is Greg Jessop and I was going to attend tonight's meeting with my wife and read this speech but a family emergency came up. We totally support redevelopment in MB and so feel free to read this publicly at the meeting.

WE ARE GREG AND BRANDI JESSOP FROM CRYSTAL ISLAND AND WE HAVE A 2 ½ YEAR OLD BOY. 8 YEARS AGO, I MOVED HERE FROM MINNESOTA AND BOUGHT A HOUSE ON CRYSTAL ISLAND. AT THAT TIME, MY REALTOR **STRONGLY** ADVISED ME **NOT** TO BUY A HOUSE IN MAD BEACH BECAUSE HE SAID IT WAS NOT DESIRABLE AND HAD A BAD REPUTATION COMPARED TO THE REST OF THE BARRIER ISLANDS.

A LOT HAS CHANGED IN 8 YEARS AND YOU HAVE TO GIVE CREDIT TO ELAINE FOR LEADING THE EFFORT TO CLEAN UP PARTS OF THE CITY. BECAUSE OF THAT, I VOTED FOR ELAINE AS COMMISSIONER. BUT NOW, I'M VERY SURPRISED THAT SHE IS THE ONLY ONE ON THE COMMISSION AGAINST THE CURRENT DEVELOPMENT PLANS AS DEMONSTRATED IN THE HOLTON PROPERTY VOTE OF 4-1.

WE **STRONGLY SUPPORT** THE REDEVELOPMENT PLANS THE CITY HAS BROUGHT FORWARD. OUR NEIGHBORS IN **MY** GENERATION ALSO SUPPORT

DEVELOPMENT. WE ARE THE VOICE YOU HAVEN'T HEARD AT PREVIOUS MEETINGS BECAUSE WE DON'T HAVE TIME TO COME TO COME TO THESE MEETINGS. WE ARE WORKING LONG HOURS AND RAISING CHILDREN.

THE FUTURE OF MADEIRA BEACH SHOULD BE ABOUT OUR KIDS HAVING A NICE PLACE TO LIVE, NOT ABOUT KEEPING IT THE "SAME OLE, SAME OLE." PEOPLE ARE RESISTANT TO CHANGE BY NATURE – YOU'VE BEEN GOING TO THE SAME PLACE FOR THE LAST 20, 30, OR 40 YEARS AND THAT'S THE WAY YOU LIKE IT. LET'S FACE IT, DOWNTOWN MADEIRA IS UGLY! OTHER THAN ARCHIBALD PARK, BROWN BOXER OR CVS, WHAT ELSE IS NEW AND NICE?

CHANGE IS GOOD, IMPROVEMENT IS GOOD, AND DEVELOPMENT IS GOOD AND HERE'S WHY:

1. IT WILL INCREASE OUR PROPERTY VALUES OVER TIME
2. WE COULD ACTUALLY SPEND MONEY ON ENTERTAINMENT AND SHOPPING IN OUR OWN CITY INSTEAD OF TREASURE ISLAND OR REDINGTON OR CLEARWATER OR ST. PETE.
3. TOURISM TAX REVENUE WILL DRIVE FURTHER IMPROVEMENT FOR OUR CITY.

THOSE THAT OPPOSE DEVELOPMENT ARE THOSE THAT ARE RESISTANT TO CHANGE. OR, THOSE THAT OPPOSE DEVELOPMENT DO IT FOR SELFISH REASONS LIKE NOISE AND TRAFFIC (WHICH ARE LAME EXCUSES IN MY OPINION). THE OPPOSITION WILL LEAD YOU TO BELIEVE THAT MADEIRA WILL TURN INTO A CLEARWATER BEACH – THAT IS LIKE SAYING FARGO NORTH DAKOTA WILL TURN INTO NEW YORK CITY OVERNIGHT. IT'S RIDICULOUS.

WE ARE FOR CHANGE, FOR IMPROVEMENT, AND FOR DEVELOPMENT SO THAT MY GENERATION AND OUR KIDS CAN HAVE A BEAUTIFUL, DESIREABLE PLACE TO LIVE AND HAVE A CITY THAT WE CAN BE VERY PROUD OF. THANK YOU

HOLIDAY ISLE MARINA PLANNING ANALYSIS

Presented to:

**City of Madeira Beach Board of Commissioners
300 Municipal Drive
Madeira Beach, Florida 33708**

Prepared for:

**C & T Enterprises, Inc.
and
MHH Enterprises, Inc.
900 4th Street North, suite 200
St. Petersburg, Florida 33702**



**FLORIDA DESIGN
CONSULTANTS, INC.**
— THINK IT. ACHIEVE IT. —
1996-2016

Prepared by:

**Cynthia Tarapani, Vice President, Planning
Florida Design Consultants
3030 Starkey Boulevard
New Port Richey, Florida 34655**

May 6, 2016

HOLIDAY ISLE MARINA
PLANNING ANALYSIS

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I. INTRODUCTION

C & T Enterprises, Inc. and MHH Enterprises, Inc., the Applicant, have jointly submitted a Rezoning Application and Request for a Development Agreement for the 4.58 acre site located on the south side of 150th Avenue/Tom Stuart Causeway at the base of the Causeway Bridge. The rezoning application requests a rezoning from the C-4, Marine Commercial Zoning District to the Planned Development District to allow redevelopment of the property as the Holiday Isle Marina mixed use project including the following uses: 150 Hotel rooms, 122 Condo-Hotel rooms, 68 multifamily residential units in three buildings, a restaurant and 96 boat slips. The redevelopment site is located within the City's *Special Area Plan*, the *Madeira Beach Town Center* adopted in 2009 and amended in 2014.

This planning analysis has been prepared in support of the Applicant's requests and is submitted to the City of Madeira Beach as this project proceeds through the public hearing review process. In the preparation of this analysis, the following documents have been reviewed and analyzed: the Applicant's Rezoning Application and Planned Development Site Plan, the Applicant's proposed Development Agreement, the City's *Comprehensive Plan*, the City's *Special Area Plan* entitled *Madeira Beach Town Center*, and the City's *Land Development Code*.

II. STANDARDS FOR REVIEW OF PLANNED DEVELOPMENT REZONING APPLICATION

Section 110-393 of the City's *Land Development Code* establishes the criteria for review of a Planned Development rezoning by the Board of Commissioners to include General Conditions and Design Standards. The Applicant's Planned Development (PD) Rezoning request will be evaluated against this Code section to demonstrate its compliance and this analysis is contained in **Section III** below.

III. COMPLIANCE WITH THE REZONING STANDARDS FOR BOARD OF COMMISSIONERS REVIEW

A. Compliance with General Conditions

1. **Land uses within the development shall be appropriate in their proposed location, in their relationship to each other, and in their relationships with uses and activities on adjacent and nearby properties.**

Response: The Holiday Isle Marina site proposes a mixed use project with two temporary lodging uses, multifamily residential, a restaurant and boat slips. The site is bounded on three sides by water and the fourth side is the Tom Stuart Causeway. The overall design has been carefully developed to maximize the waterfront views for all uses: the three multifamily residential buildings are located on the south end of the site with a premier waterfront location and south-facing water view. The Hotel and Condo-Hotel are designed with varied floor heights, stepbacks and terraces to take advantage of the east/west water views. The restaurant is located on the east side of the site with an unobstructed water view to the east overlooking the proposed boat slips. The proposed site plan locates the Hotel, Condo-Hotel and restaurant closest to 150th Avenue for visibility to the public and to separate the residential development from these publicly accessible uses. The City's Marina including a restaurant and a commercial fishing operation are located to the west of the site and a canal separates the rezoning site from the Marina.

There are two five-story multifamily residential buildings located a minimum of 500 feet further west of the site on the west side of the City Marina. The proposed development has been designed for the development's land uses to be appropriately located in relationship to each other within the site and in relationship to nearby properties. Therefore, based on this analysis, the proposed project complies with this condition.

2. The development shall comply with applicable city plans and planning policies, and shall have a beneficial effect both upon the area of the city in which it is proposed to be established and upon the city as a whole.

Response: The Holiday Isle Marina site is designated as PR-MU, Planned Redevelopment Mixed Use plan category on the City's *Future Land Use Map*. The *Future Land Use Element* states that the purpose of the PR-MU plan category is as follows:

“...This category should facilitate infill and redevelopment of these areas to create a desirable mix of non-residential and residential uses by promoting aesthetically pleasing, safe environments, and buildings that are compatible with the area's character, uses, and transportation facilities.”

The development is consistent with the PR-MU plan category since the project requests approval of a redevelopment for residential, temporary lodging, restaurant and a marina as a mixed use project. The Applicant has submitted conceptual architectural plans to demonstrate the high quality design of the project as an integrated development that is consistent with the existing and planned uses in the vicinity of the site.

The site is located within the *Madeira Beach Town Center Special Area Plan* which was adopted by the City in 2009 and amended in 2014. The *Special Area Plan* contains the goals, objectives and policies for this area as well as allowable uses and intensity/ density standards. The *Special Area Plan* established five character districts within the 95-acre Plan boundary. The site is located within the Causeway Character District which encompasses both sides of 150th Avenue/ Tom Stuart Causeway and “is characterized by a variety of land uses that are oriented to the water, such as residential and temporary lodging” (*Special Area Plan*, Page 27). Allowable uses in this character district are residential, temporary lodging, recreation/ open space and preservation. The FAR for nonresidential uses is 0.55 and the residential density is 15 units per acre. The density for temporary lodging units for this site is 125 units per acre due to the site's size of over three acres. This temporary lodging density is based on the *Special Area Plan's* provision that allows that use in the C-3 and C-4 districts of the Causeway District to be subject to the Resort Facilities High plan category provisions for density that ranges from 75 to 125 units per acre, based on the size of the site. This density is subject to approval of a Development Agreement and rezoning to the Planned Development district. The Applicant has requested the Planned Development zoning district and has also submitted a Development Agreement, consistent with this requirement.

The proposed development consists of residential uses, temporary lodging units, restaurant and a marina, all of which are permitted uses in the Causeway District, in which the site is located. The PD rezoning application and site plan propose the following uses and density/ intensity measures as shown in the table below.

**Holiday Isle Marina
Allowable and Proposed Development**

Proposed Use	Special Area Plan Density & Intensity	Proposed Density & Intensity
Temporary Lodging	125 units/ acre	59 units/ acre 272 units
Residential	15 units/ acre	15 units/ acre 68 units
Restaurant & Dockmaster	4.0 FAR	0.09 FAR 18,000 sq. ft.

As is shown in the table above, the proposed development is substantially lower than the maximum development potential allowed in the *Special Area Plan*. Therefore, the project complies with and is within the allowable density and intensity of the Causeway District and is consistent with the *Special Area Plan*.

In addition to creating a signature gateway development for the City of Madeira Beach, the development will significantly increase the City's ad valorem tax base, the sales tax and hotel room tax, thus creating positive benefits for the City as a whole. Additionally, the Holiday Isle Marina project will redevelop an underutilized site with a cohesive well-designed mix of uses centered on a new public place for both tourists and residents to enjoy.

The proposed Holiday Isle Marina development is also consistent with the following objectives of the *Special Area Plan* shown in bold below followed by an explanation of the project's compliance with the objective:

- **Create a unique sense of place for the Town Center, and create a sense of arrival for those entering the area.**

As the first development to be seen when traveling across the Tom Stuart Causeway, the Holiday Isle Marina will be an extremely visible project. The development has been designed to create a sense of arrival when entering Madeira Beach with a high quality of architectural design. The variety of building shapes, heights and design features creates architectural interest for the project site which is partially obscured by the Bridge.

- **Promote a wide variety of uses to create an activity center for both local residents and tourists.**

The proposed development proposes a variety of uses including temporary lodging, residential uses, a restaurant and a marina that will create a waterfront activity center on the site. The proposed development will encourage visitation and permanent living by both tourists and residents alike. Additionally, the proposed marina will also attract residents and tourists for this water-related use. The bike/ pedestrian connection proposed to be located under the Bridge allows access from the condominiums in the development on the north side of 150th Street to the commercial components of Holiday Isle Marina and from the guests and residents of Holiday Isle to the proposed marina and commercial development on the north side of 150th Street at Madeira Way.

- **Set a standard for urban design so that new development and redevelopment in the Town Center contributes to the public realm.**

The buildings within the Holiday Isle Marina are organized around an esplanade in the center of the site that serves both as the circulation through the project as well as a public plaza with access to all of the uses. Therefore, this redevelopment project will contribute to the public realm through the creation of a new public plaza serving as a destination.

- **Increase the number of temporary lodging units and maintain existing residential units in the Town Center that have the quality characteristics included in the Special Area Plan.**

The proposed project will increase the number of temporary lodging units by 272 units in a hotel and a condo-hotel, thus making a major contribution towards supporting the tourist segment of the City's economy. Additionally, the project will create 68 new residential units consistent with this objective of the *Special Area Plan*.

- **Improve pedestrian and bicycling access to all major destinations within the Town Center, including the parks, the beach, retail properties and civic destinations.**

The development proposes to create a pedestrian passage under the Bridge to connect this project to Causeway Park and ultimately to the Town Center, Gulf Boulevard and the Beach.

- **Increase the connections and access to parks, ensuring that views of the Gulf and the Boca Ciega Bay are preserved.**

A major tenet of the project's design theme is to create and maintain views of Boca Ciega Bay and the Gulf of Mexico from the site. The architectural concept plans submitted with the rezoning application demonstrate that each building has been carefully sited for the most advantageous view and to minimize intrusions within the site. As described above, the proposed

pedestrian walkway under the bridge will allow visitors and residents a complete connection from this site to the Beach. Further, the site is designed with several taller, thinner buildings which helps to preserve the views of the bay that are currently enjoyed by the residents in the condominium closest to the site, which is more than 500 feet distant from the Holiday Isle Marina site.

- **Develop parking and access strategies that help to make the most efficient use of scarce land and contribute to the quality of the public realm in the Town Center.**

The development proposes parking garages for substantially all of its parking, with a minimal amount of parking provided within the esplanade/ public plaza level. The development also proposes to relocate the entry and create a new access road to the development.

In summary, the proposed development is consistent with the allowable uses, the allowable density for temporary lodging and residential uses, the allowable intensity for non-residential uses, and with the applicable objectives of the *Special Area Plan*.

3. **Stipulations of approval of a planned development plan may include requirements to construct improvements, dedicate needed property and easements or contribute money to improvements to public facilities such as roadways, new medians, sanitary sewer and water facilities, drainage facilities, street lighting, landscaping, signage, parks and recreational facilities, walkways and sidewalks, burying of utility lines along abutting rights-of-way or adopted planned streetscape improvements.**

Response: The City's Code requires that a Planned Development rezoning application be accompanied by a Development Agreement. The Applicant has complied with this requirement and has submitted a Development Agreement that confirms their Off-Site Roadway Improvements in Exhibit C. As described above, the Applicant is required to construct the off-site roadway improvements which will have an overall positive impact on the access to this project as well as to the marina. Therefore, the project complies with this condition.

4. **A minimum of a five-foot sidewalk shall be provided along any street right-of-way or on private property by easement dedication if the right-of-way is of insufficient width.**

Response: The development will construct a minimum 5' sidewalk along the project's access drive parallel to 150th Avenue, thus, demonstrating compliance with this condition. Since 150th Street/ Causeway is elevated along most of the site's frontage, the sidewalk is proposed to be located within the site along the access drive. Additionally, this sidewalk is connected to the path that will be constructed under the bridge, creating a continual bike/ pedestrian connection between the north and south sides of 150th Street.

5. **The total land area within the development and the area devoted to each functional portion of the development shall be adequate to serve its intended purpose.**

Response: As demonstrated in the Response to General Condition #2, the project complies with the maximum density and intensity standards of the Causeway District of the *Special Area Plan*, therefore, the development meets with this condition

6. **Streets, utilities, drainage facilities, recreation areas, building heights, sizes and yards, and vehicular parking and loading facilities shall be appropriate for the particular use involved, and shall equal or exceed the level of design and construction quality required of similar land development elsewhere in the city.**

Response: The project is proposed to provide adequate streets, utilities, drainage facilities and recreation facilities for the intended uses; additionally, the Development Agreement requires the Applicant to construct these facilities to serve the project. The buildings also comply with the dimensional requirements of the Causeway District and *Land Development Code* with regard to height, setbacks and parking and no variances are requested. Therefore, the proposed development complies with this condition.

7. **Visual character and community amenities shall be equal or better in quality than that required by standard zoning districts for similar development.**

Response: The quality of the proposed development and its public amenities are exhibited through the architectural and conceptual site plans submitted with the rezoning package. Additionally, the Development Agreement requires the Applicant to construct the project consistent with the submitted plans, thus demonstrating compliance with this condition.

8. **Open space shall be adequate for the type of development and the population density of the proposed development.**

Response: As described earlier in this analysis, the project proposes an esplanade in the center of the project to create an enjoyable public place as well as a promenade around the perimeter of the site to allow visitors and residents of the development to have access to the marina and views of the Bay. This public plaza will be a destination for residents and tourists, will make a positive contribution to the project in general and is appropriate in scale and function for the proposed development. Therefore, based on this analysis, the project complies with this condition.

9. Outdoor storage of merchandise or materials shall be prohibited.

Response: Through the redevelopment of the site, the Applicant will eliminate the existing outdoor storage on the site. Additionally, there will not be any outdoor storage of merchandise or materials within the proposed development and, therefore, the project complies with this condition.

10. Areas proposed for common ownership shall be subject to a reliable and continuing maintenance guarantee.

Response: The Development Agreement requires the Applicant to establish a mechanism(s) or entity(s) whose purpose is to maintain the common elements of the project; therefore, the application complies with this condition.

11. All existing nonconforming signs or sign structures shall be removed.

Response: The Developer will remove all nonconforming signs as part of the redevelopment of the site; therefore, the project is in compliance with this condition.

12. In the case of developments, which are to be constructed in several phases, the proposed phases shall be shown on the overall development plan. The proposed construction phases shall individually comply with the standards set forth in this section in order that, if for any reason construction ceases prior to completion of the entire planned development, the resulting partially complete project will adequately serve its purchasers and occupants and will not cause a general public problem.

Response: The Development Agreement allows for but does not require the project to be constructed in phases. In the event that the project is constructed in phases, the Owner must have a site plan for each phase approved by the City upon submittal and the phase must comply with the parking requirement for any use proposed in that phase. The Offside Transportation improvements must be constructed in conjunction with the first phase of development if development does proceed in phases.

B. Compliance with Design Standards

1. Treatment of the sides and rear of all buildings within the planned development shall be compatible in amenity and appearance to treatment given to street frontages of the same buildings.

Response: The sides and rear of all buildings within the project have been designed to be consistent with the design of the primary façade and this design treatment is shown in the submitted architectural plans, thus complying with this standard. The portion of the project along the 150th Street right-of-way is an inviting open space and entrance to the project.

2. **All buildings in the layout and design shall be an integral part of the development and have convenient pedestrian access to and from adjacent uses.**

Response: As discussed previously in this report, the buildings within the project have been designed in a cohesive design theme with compatible styles, materials and architectural vocabulary. The proposed esplanade creates a central plaza that will function as an enjoyable public place as well as provide for easy access between all components of the development, thus complying with this design standard.

3. **Individual buildings shall be related to each other in design, mass, materials, placement and connections to provide a visually and physically integrated development.**

Response: As discussed earlier in this analysis, the individual buildings share an architectural vocabulary that creates an integrated development. Additionally, the buildings have each been carefully sited to maximize the water views and minimize view intrusions between the buildings. Based on this analysis, the proposed development complies with this design standard.

4. **Landscape treatments for walkways, plazas, arcades, roads, and service and parking areas shall be designed as an integral part of a coordinated landscape design for the entire project area. The landscape plan submittal shall include the anticipated appearance of the trees and landscape materials after five years of growth to visually provide their size and proportion relative to the proposed buildings, view corridors, curb appeal, pedestrian corridors, etc.**

Response: The landscape program for the development has been thoughtfully designed in a pedestrian scale and to complement the overall design. The specific plantings and trees to be used in the development will be further confirmed during the site plan and building permit design phase. Therefore, the proposed development complies with this design standard.

5. **The project's scale, and the size, color and proportion of building elements, components and materials are appropriate and harmonious with surrounding neighborhood structures.**

Response: The proposed development has the benefit of a unique location with water on three of its boundaries with the fourth boundary being the Causeway. A small commercial fishing operation is the closest development to the site, located between the project and the City Marina. To the west of the Marina and a substantial distance from the edge of the project are two five-story residential buildings that are 500'-600' feet distant from the site. The Applicant recognizes that this development will serve as a gateway to Madeira Beach and has designed the project to create a positive welcome into the City. Based on this analysis, the development complies with this design standard.

6. **All mechanical equipment, electrical equipment, rooftop equipment, refuse areas associated with this project shall be screened.**

Response: All mechanical equipment, electrical equipment, rooftop equipment and refuse areas associated with the project shall be appropriately screened. The specific details of how the screening will be accomplished for each item will be finalized during the detailed site plan and building permit phase. Therefore, proposal complies with this design standard.

7. **Appropriate building materials are being used. The use or employment of any of the following is generally considered inappropriate and will not be permitted unless appropriately integrated into a project meeting all other criteria, including aesthetic criteria, of this article:**

- a. **Corrugated metal siding;**
- b. **Prefabricated metal buildings or their components;**
- c. **Primary colors or black;**
- d. **False windows or doors; and**
- e. **Unmodified formula and trademark buildings and structures.**

Response: The development does not intend to utilize any of the above cited inappropriate materials, and therefore, the project is in compliance with this design standard.

8. **The project's location and design adequately protects or enhances unique site characteristics such as those related to scenic views, natural vistas, waterways or similar features.**

Response: As mentioned earlier, the project design capitalizes on the unique waterfront peninsula on which the site is located. Each building has been sited for maximum visibility and scenic views of Boca Ciega Bay, thus, demonstrating compliance with this design standard.

9. **The project appropriately integrates landscape elements into the site plan and building design. Plantings shall be of a size to give the appearance that the project is settled into a mature landscape. The landscape submittal shall include a description of each tree and plant proposed on site by type and details relative to maximum height/size and color at maturity.**

Response: As illustrated in the conceptual plans submitted with the rezoning application, the landscape design is an intrinsic part of the overall project design, creating unique public and semi-public places. The specific plantings to be used will be further confirmed during the site plan and building permit phase of the project, thus demonstrating compliance with this design standard.

- 10. Signage and other building appurtenances are integral components of the building, appropriately scaled, and consistent in character with the building's overall design.**

Response: The proposed signs for the development will be designed at a later date but the Applicant will demonstrate that the project meets this design standard during the detailed site plan and/ or building permit stage.

- 11. The project incorporates defensible space concepts of crime prevention through environmental design. A lighting plan shall be provided to review safety considerations for pedestrians and motorists, as well as, environmental impacts.**

Response: The development is oriented on a new public plaza in the center of the site that will create a destination and "living room" for residents and tourists alike. The design of the project also creates clear visibility within the public spaces consistent with the concepts of crime prevention for the built environment. The Developer will demonstrate in more detail how the project complies with this design standard during the site plan and building permit phase. The parking garage will be adequately lighted for those parking on the property. Further, the location of the building and the promenade around the property requires lighting but not so intrusive that it would interfere with the water uses and environment.

IV. SUMMARY

The proposed Planned Development rezoning and its accompanying Site Plan and Development Agreement for Holiday Isle Marina propose a mixed use development of the type and scale intended and envisioned by the *Madeira Beach Town Center Special Area Plan*. The project proposes a Hotel, a Condo-Hotel, multifamily residential uses in three buildings, a restaurant and a marina, designed in a cohesive pedestrian- oriented design connected by a central public plaza. The proposed development is consistent with the site's PR-MU, Planned Redevelopment Mixed Use Plan Category and is consistent with the allowable uses, intensity and density of the Causeway District of the *Special Area Plan*. Additionally, the project meets the objectives of the *Special Area Plan* to create a sense of place and activity center, create an urban design that contributes to the public realm, increases the number of temporary lodging units, improve pedestrian access and connections within the Town Center and improve parking and access. Based on this analysis, the proposed project complies with General Conditions #1, 2, 3, 4, 6 and 7, and Design Standards #1, 2, 3, 6, 7 and 10 of the Planned Development Rezoning standards for the Board of Commissioners review.

The proposed project is consistent with the existing and planned uses in the vicinity of the site within the *Special Area Plan* both in terms of land uses and intensity/ density. The site is bounded on three sides by the Boca Ciega Bay and by the Causeway on the fourth north side. The uses in the immediate vicinity of the site are the City Marina to the west and Causeway Park to the north. Further to the west of the site are two existing 5-story residential buildings and the residential buildings and marina of the Madeira Beach Town Center are proposed to the northwest of the site. The Holiday Isle Marina proposes residential and hotel development of a similar scale as the existing and proposed residential development, and a Marina and restaurant to capitalize on the site's

waterfront. Based on this analysis, the proposed project complies with General Conditions #2, and Design Standards #5 and 8 of the Planned Development Rezoning standards for the Board of Commissioners review.

Based on the Infrastructure Analysis of the *Special Area Plan* and the Applicant's Traffic Analysis, public facilities are available to serve the project at the level of development planned and the project will construct the infrastructure necessary to serve the project. Based on this analysis, the proposed project complies with General Conditions #2, 3 and 12 and Design Standard #11 of the Planned Development Rezoning standards for the Board of Commissioners review.

The proposed site plan demonstrates that the project complies with the applicable *Land Development Code* with regard to setbacks, height, parking and design standards. Therefore, the project complies with General Conditions # 1, 2, 5, 8, 9, 10, 11 and Design Standards #1, 2, 4, 6, 7, 9 and 10 of the Planned Development Rezoning standards for the Board of Commissioners review.

The proposed site plan demonstrates that the project is in the public interest and will make a positive contribution to the City in general and specifically to the *Madeira Beach Town Center Special Area Plan*. Therefore, based on this analysis, the project complies with General Conditions #1, 2, 3, 4, 7, 8, 10 12 and Design Standards #1, 2, 3, 4, 5, 8 and 11 of the Planned Development Rezoning standards for the Board of Commissioners review.

Based on the analysis provided in this report, the project is in compliance with all of the Planned Development Rezoning standards as outlined in the *Land Development Code* Section 110-393.

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MADEIRA BEACH BOARD OF COMMISSIONERS

May 2, 2016 – Agenda Report

FROM: Luis N. Serna, AICP – Planning and Zoning Consultant

SUBJECT: **ORDINANCE 2015-18: REZONING CERTAIN REAL PROPERTY GENERALLY DESCRIBED AS 555 150TH AVENUE and 565 150TH AVENUE, FROM MARINE COMMERCIAL (C-4) TO PLANNED DEVELOPMENT (PD) DISTRICT; PROVIDING FOR READING BY TITLE ONLY; AND PROVIDING FOR AN EFFECTIVE DATE THEREOF.**

BACKGROUND:

<u>Property Owner:</u> C&T Enterprises, Inc. 900 4th Street North Suite 200 St. Petersburg, FL 33702	<u>Applicant:</u> C&T Enterprises, Inc. 900 4th Street North Suite 200 St. Petersburg, FL 33702
 MHH Enterprises, Inc. 150 153rd Avenue Suite 203 Madeira Beach, FL 33708	 MHH Enterprises, Inc. 150 153rd Avenue Suite 203 Madeira Beach, FL 33708
<u>Property Address:</u> 555 and 565 150 th Avenue	<u>Parcel ID Numbers:</u> 09-31-15-00000-110-0100 09-31-15-00000-140-0100 09-31-15-00000-140-0120 09-31-15-00000-140-0110* 09-31-15-00000-140-0200*
<u>Site Area:</u> 4.59 acres	<i>*Submerged land lease; not being rezoned</i>

Current Designation
Land Use Plan – Planned Redevelopment – Mixed Use (PR-MU)
Zoning – Marine Commercial (C-4)

Present Use: Boat storage with 38 boat slips (including 23 covered slips), marine related commercial uses, and vacant land.

Planning Commission Recommendation: The request to rezone the Holiday Isle Marina property, located at 555 and 565 150th Avenue, from C-4, Marine Commercial to PD, Planned Development, and the corresponding Concept Plan were reviewed at public hearings by the Planning Commission on January 11, 2016 and February 8, 2016.

After hearing from the applicant and the public at the January 11th hearing, the matter was continued by the Planning Commission to February 8th. Subsequent to the January 11th hearing and based on input at the hearing, the applicant submitted a revised application on January 28th that changed the original proposal to reduce the number of hotel units from 175 to 150, the number of condo-hotel units from 150 to 122 and reduced building heights as follows:

- Hotel – From 117 to 90 feet
- Condo-Hotel – From 104 to 77 feet

The revised application was accompanied by a revised traffic analysis submitted on February 4th that accounted for the reduced project density; and a proposed Development Agreement designed to memorialize the conditions applicable to the rezoning and Concept Plan.

At the February 8th hearing, the Planning Commission voted (7-0) to recommend approval of the requested rezoning from C-4 to PD based on the revised accompanying Concept Plan, and subject to the provisions contained in the Development Agreement, to the Board of Commissioners.

Subsequent to the Planning Commission hearings and recommendation, based on public input, applicant initiatives, and further staff review at and following the initial Board of Commissioner's hearing on March 16, 2016, the following changes/revisions have been made to the application for rezoning and the accompanying Concept Plan:

- Revisions to the owners' addresses (Sheet A003).
- Minor changes to the proposed southern entrance. Two exit lanes and one entrance lane are identified (Sheet A001).
- Clarification of the off-site roadway improvements (Sheet A700) – Exhibit C

**BUDGETARY
IMPACT:**

N/A

REVIEW CRITERIA:

The proposed PD development is located within the Planned Redevelopment - Mixed Use (PR-MU) Future Land Use Plan category which is implemented through the Madeira Beach Town Center Special Area Plan (SAP). According to the SAP, all proposed development and redevelopment in the SAP should be reviewed using the Planned Development (PD) process to ensure that the proposed uses and designs are consistent with the Town Center SAP.

Land proposed for development under the PD district may contain a mixture of temporary lodging, residential, commercial, recreational, and other uses as permitted by the Future Land Use Map designation on the site. The PD rezoning process further requires the submittal and approval of a concept plan and, in this instance, a development agreement to ensure compliance with the proposed development standards. Future development on the site will be subject to staff level review and will require detailed site plans for each

phase pursuant to Chapter 110 Article II of the Land Development Regulations, which will be reviewed for consistency with the accompanying PD Concept Plan and the corresponding Development Agreement.

Within the Town Center SAP, the proposed PD zoning district and project is located within the Causeway District. Development in this district requires inter-parcel vehicular access and allows for the utilization of shared parking. Additional standards for the SAP and the Causeway District address building setbacks, outdoor dining and display, parking lot location and size, parking lot landscaping, off-street service and loading areas, and architectural guidelines.

The specific provisions of the City Land Development Regulations that pertain to the Commission's review of this rezoning application include the following:

I. In accordance with Article V, Division 10, Section 110-393 of the Land Development Regulations, in their analysis of the rezoning application and the proposed development plan, and prior to official action, the Board of Commissioners shall consider the recommendation of the Planning Commission/Local Planning Agency and ensure the rezoning application is in conformance with the criteria of Section 110-391. These criteria and the findings of staff are as follows:

- (1) Consistency with the comprehensive plan. All zoning district assignments shall be consistent with the comprehensive plan, including the future land use map and future land use element goals, objectives, and policies. The zoning district assigned shall be consistent with the land use category of the future land use map.**

The subject parcels are located in the Planned Redevelopment - Mixed-Use Future Land Use category which is further implemented through the Madeira Beach Town Center Special Area Plan (SAP). One of the stated objectives of the SAP is to increase the number of temporary lodging units and enhance the tourist industry for Madeira Beach and its local businesses. The Future Land Use district establishes a maximum density of 15 units per acre for residential units and up to 125 units per acre for temporary lodging depending on the size of the property. The district further permits a maximum Floor Area Ratio (FAR) of 4.0 and a maximum Impervious Surface Area (ISR) ratio of 0.95.

The project proposes a residential density of 15 units per acre and a temporary lodging density of 59 hotel rooms per acre. The proposed FAR is 2.74 and the proposed ISR is 0.67. The proposed density and intensity are consistent with the standards of the Comprehensive Plan.

Based on the proposed density, intensity, mixture of uses, and pedestrian and traffic circulation improvements, the proposed Planned Development has been determined to be consistent with the PR-MU Future Land Use category and the objectives and standards of the Town Center Special Area Plan.

- (2) Land use compatibility. The assigning of zoning districts shall promote the compatibility of adjacent land uses.**

The subject parcels are surrounded on three sides by water and are in an area that includes other residential, water based commercial, and tourism related commercial uses. The proposed mixed-use development will be compatible with the existing and planned developments for the area.

- (3) Adequate public facilities. The assigning of zoning districts shall be consistent with the public facilities available to set the types of uses allowed in the proposed zoning districts. The level of service standards shall be considered in assigning zoning districts and there shall be reasonable assurance that the demand for services allowed in the proposed zoning district can be met.**

The applicants have coordinated the conceptual development plans with Pinellas County Engineering, the Florida Department of Transportation, and the Southwest Florida Water Management District. The applicants have submitted a letter of water and sanitary sewer availability from Pinellas County. The applicants have submitted a traffic study for the development to FDOT and the City demonstrating there will be no change in the level of service with the proposed development. The applicants have met with FDOT to discuss the future improvements required by the department and the improvements are shown on the conceptual drawings for the development. Also, the applicants have had a pre-application meeting with SWFWMD to determine the on-site stormwater management facility permitting requirements. Certificates of concurrency and outside agency permitting will need to be obtained prior to any development taking place on the site.

- (4) Public interest. Zoning district designations shall not be in conflict with the public interest and will promote the public health, safety, and welfare.**

By proposing hotel and other development that will enhance the tourist industry for Madeira Beach and its local businesses, the proposed development has been determined to be consistent with and will facilitate the type of development that is specifically provided for in the Town Center Special Area plan. The development will help provided needed redevelopment in the Town Center area.

- (5) Consistency with the land development regulations. Zoning district designations shall be consistent with the purpose and intent of these land development regulations.**

The PD zoning district allows for flexibility and is intended to accommodate integrated and well-designed developments in accordance with approved development plans. The district is intended to offer flexibility of design and to encourage imaginative, functional, high-quality land planning development for those uses consistent with the applicable Future Land Use Plan category and which are compatible with adjacent and nearby lands and activities.

The proposed rezoning and Concept Plan have been determined to be consistent with the standards and requirements of the Comprehensive Plan, the Madeira Beach Town Center Special Area Plan, and the Land Development Regulations.

II. The Board of Commissioners shall additionally review the proposed development plan for compliance with the provisions of Chapter 110 of the Land Development Regulations Article II, Site Plans, and the following general conditions:

- (1) Land uses within the development shall be appropriate in their proposed location, in their relationships to each other, and in their relationships with uses and activities on adjacent and nearby properties.**

The subject parcels are surrounded on three sides by water and are in an area that includes other residential, water based commercial, and tourism related commercial uses. The project is immediately adjacent to and is compatible with the City of Madeira Beach Marina. It is also directly across the street from the City Causeway Park site. The uses proposed for this site have been situated in a manner that takes advantage of the site's access to the water.

The proposed development will be consistent with the existing and planned developments for the area. Although the concept plan is larger in scale and height than other uses in the area, there are no residential uses immediately adjacent to the property. The nearest residential property is located approximately 500 feet south of the site and is separated by water and the City Marina property. The project proposes a mix of complementary land uses and shared amenities that are tied together by common architectural and landscaping themes.

- (2) The development shall comply with applicable city plans and planning policies, and shall have a beneficial effect both upon the area of the city in which it is proposed to be established and upon the city as a whole.**

The subject parcels are located in the Planned Redevelopment Mixed-Use Future Land Use category which is further implemented through the Madeira Beach Town Center Special Area Plan (SAP). One of the stated objectives of the SAP is to increase the number of temporary lodging units and enhance the tourist industry for Madeira Beach and its local businesses. The proposed mixed use project is expected to promote the vitality of the Town Center by providing temporary and permanent dwelling units and supporting activities for residents and tourists. The project will also provide a safe pedestrian access to the other side of 150th Avenue, which is a problem identified in the Town Center Plan, by means of a pedestrian connection under the Tom Stuart Causeway bridge.

In addition, the development is consistent with the following policies of the Comprehensive Plan:

Policy 1.5.5:

Promote pedestrian-oriented areas within concentrated development and activity areas.

Policy 1.5.6:

Reduce conflicts between traffic movement and Intracoastal Waterway bridge openings.

Policy 1.5.7:

Minimize existing and potential traffic hazards by coordinating land use and traffic circulation decisions.

Policy 1.9.1:

Redevelopment shall be encouraged in the following areas:

- The area of 137th Avenue Circle, east of Gulf Boulevard.
- The Madeira Way Redevelopment Area, the area formed by Gulf Boulevard, 153rd Avenue, Madeira Way, and 150th Avenue to the Tom Stuart Causeway Bridge.

Policy 1.10.1:

The city entranceway areas shall reflect the beach community character of the community, water-related activities, and include mixed uses.

- (3) Stipulations of approval of a planned development plan may include requirements to construct improvements, dedicate needed property and easements or contribute money to improvements to public facilities such as roadways, new medians, sanitary sewer and water facilities, drainage facilities, street lighting, landscaping, signage, parks and recreational facilities, walkways and sidewalks, burying of utility lines along abutting rights-of-way or adopted planned streetscape improvements.**

The Concept Plan and the associated development agreement includes the requirement for the developers to construct off-site roadway and pedestrian facilities prior to the issuance of a Certificate of Occupancy for the first phase of the project. In addition, the development agreement requires the developer or his successor to design, construct, and maintain until accepted by the City all public infrastructure facilities and lands necessary to serve the project. All future development will be subject to the concurrency provisions of the Code of Ordinances.

- (4) A minimum of a five-foot sidewalk shall be provided along any street right-of-way or on private property by easement dedication if the right-of-way is of insufficient width.**

The Concept Plan proposes a five-foot wide sidewalk within and along the 150th Avenue right-of-way.

- (5) The total land area within the development and the area devoted to each functional portion of the development shall be adequate to serve its intended purpose.**

The applicant has submitted a concept plan that identifies minimum development standards and conceptual phasing for the project. Additionally, the development agreement includes the condition requiring approval of individual site plans documenting that each phase meets the minimum parking requirement, ISR, and FAR as provided by Code.

- (6) Streets, utilities, drainage facilities, recreation areas, building heights, sizes and yards, and vehicular parking and loading facilities shall be appropriate for the particular use involved, and shall equal or exceed the level of design and construction quality required of similar land development elsewhere in the city.**

The Concept Plan has been reviewed for consistency with the development standards of the Land Development Regulations. Any subsequent development on the property will be reviewed for consistency with the Concept Plan as well as in greater detail for consistency with the applicable development standards of the Land Development Regulations. These reviews will ensure that development will equal or will exceed the level of design and quality required of similar land development elsewhere in the City.

- (7) Visual character and community amenities shall be equal or better in quality than that required by standard zoning districts for similar development.**

The Concept Plan of development provides architectural and landscaping standards that generally exceed the minimum standards required under conventional zoning districts.

- (8) Open space shall be adequate for the type of development and the population density of the proposed development.**

Open space, as expressed through Floor Area Ratio (FAR) and Impervious Surface Area Ratio (ISR) exceed the minimum standards of the Future Land Use category.

- (9) Outdoor storage of merchandise or materials shall be prohibited.**

No outdoor storage of merchandise or materials is proposed.

- (10) Areas proposed for common ownership shall be subject to a reliable and continuing maintenance guarantee.**

The development will require the establishment of an entity or entities that will be responsible for maintenance of the project that will be under common ownership.

- (11) All existing nonconforming signs or sign structures shall be removed.**

All nonconforming signs or sign structures will be removed as a part of the redevelopment of the site.

- (12) In the case of developments, which are to be constructed in several phases, the proposed phases shall be shown on the overall development plan. The proposed construction phases shall individually comply with the standards set forth in this section in order that, if for any reason construction ceases prior to completion of the entire planned development, the resulting partially complete project will adequately serve its purchasers and occupants and will not cause a general public problem.**

The applicant has submitted a concept plan that identifies minimum development standards and conceptual phasing for the project. Additionally, the development agreement includes the condition requiring final approval of a phasing plan showing

that each phase meets the minimum parking requirement, ISR, and FAR as provided by Code.

III. Lastly, the Board of Commissioners must review the plans, drawings, and schematics for the proposed development plan in detail. Such drawings shall define the physical character of the project, including all building and architectural treatments. The Board of Commissioners' review will ensure conformance with the following design standards:

- (1) Treatment of the sides and rear of all buildings within the planned development shall be compatible in amenity and appearance to treatment given to street frontages of the same buildings.**

The Concept Plan includes architectural renderings that show the front, side, and rear views of the development. These plans show that the development has been designed with consideration of the high visibility of the site along all four sides.

- (2) All buildings in the layout and design shall be an integral part of the development and have convenient pedestrian access to and from adjacent uses.**

The Concept Plan identifies pedestrian access within the project as well as along the street and water frontages. Additionally, enhanced pedestrian access to the other side of 150th Avenue is required by the development agreement to be completed prior to the issuance of the first Certificate of Occupancy.

- (3) Individual buildings shall be related to each other in design, mass, materials, placement and connections to provide a visually and physically integrated development.**

The Concept Plan proposes common architectural themes and elements. Common amenities such as landscaping, parking, and pedestrian ways help integrate the individual buildings and uses.

- (4) Landscape treatments for walkways, plazas, arcades, roads, and service and parking areas shall be designed as an integral part of a coordinated landscape design for the entire project area. The landscape plan submittal shall include the anticipated appearance of the trees and landscape materials after five years of growth to visually provide their size and proportion relative to the proposed buildings, view corridors, curb appeal, pedestrian corridors, etc.**

Conceptual landscaping plans have been submitted that unite the various buildings and uses in the project. Individual site plans for each phase will further detail the landscape and walkway plans.

- (5) The project's scale, and the size, color and proportion of building elements, components and materials are appropriate and harmonious with surrounding neighborhood structures.**

The maximum building heights and scale of development as proposed in the Concept Plan are larger than any existing development on the surrounding properties. However, the site is surrounded on three sides by water, and nearby uses include the

City Marina and City Park sites. The scale of the proposed development is similar in scale to development that could occur in this area under the Town Center Special Area plan.

- (6) All mechanical equipment, electrical equipment, roof top equipment, and refuse areas associated with this project shall be screened.**

Development of the site will be subject to review for consistency with the Concept Plan. The Concept Plan proposes landscaping and other screening of mechanical, electrical, and roof top equipment, and refuse areas.

- (7) Appropriate building materials are being used. The use or employment of any of the following is generally considered inappropriate and will not be permitted unless appropriately integrated into a project meeting all other criteria, including aesthetic criteria, of this article:**

- a. Corrugated metal siding;**
- b. Prefabricated metal buildings or their components;**
- c. Primary colors or black;**
- d. False windows or doors; and**
- e. Unmodified formula and trademark buildings and structures.**

The Concept Plan is consistent with these standards.

- (8) The project's location and design adequately protects or enhances unique site characteristics such as those related to scenic views, natural vistas, waterways or similar features.**

The Concept Plan includes views of the site from the public right-of-way and from the water. The project site is at a lower elevation than the bridge along 150th Avenue, helping maintain views of the water from vehicles traveling into the City. The project also represents redevelopment of a site that is primarily used for parking and storage of vehicles and boats.

- (9) The project appropriately integrates landscape elements into the site plan and building design. Plantings shall be of a size to give the appearance that the project is settled into a mature landscape. The landscape submittal shall include a description of each tree and plant proposed on site by type and details relative to maximum height/size and color at maturity.**

Landscaping plans for the project are conceptual. Final site plans required by the development agreement will be reviewed for consistency with the Concept Plan as well as the required detailed landscaping standards.

- (10) Signage and other building appurtenances are integral components of the building, appropriately scaled, and consistent in character with the building's overall design.**

Overall signage and other building appurtenances, as generally identified on the Concept Plan, are integral components of the building, appropriately scaled, and consistent with the buildings' overall design.

- (11) The project incorporates defensible space concepts of crime prevention through environmental design. A lighting plan shall be provided to review safety considerations for pedestrians and motorists, as well as, environmental impacts.**

Final site plans for this project will be reviewed for consistency with this requirement.

Finally, in recognition of the size, complexity and timeframe over which this project will be developed, individual phases of the project will require separate, detailed site plan submissions and review pursuant to the above enumerated criteria.

STAFF

RECOMMENDATION: Staff recommends approval of Ordinance 2015-18, to amend the zoning designation on the subject property from C-4 (Marine Commercial) to PD (Planned Development) consistent with the accompanying Concept Plan, and subject to the specific provisions and conditions as set forth in the accompanying Development Agreement.