

THE CITY OF MADEIRA BEACH, FLORIDA
LOCAL PLANNING AGENCY / PLANNING COMMISSION

Madeira Beach City Hall, Patricia Shontz Commission Chambers

300 Municipal Drive, Madeira Beach, FL 33708

www.madeirabeachfl.gov | 727.391.9951

November 28, 2022 - MINUTES

1. **CALL TO ORDER** Chairman Michael Wyckoff called the meeting to order at 6:00 p.m.

2. **ROLL CALL**

Members in Attendance:

Chairman Wyckoff

Commissioner Connolly

Commissioner Brooks

Commissioner Noble

Commissioner Meagher

Commissioner LaRue

Member Absent:

Commissioner Dillon

Staff Representatives:

Andrew Morris, Planner/GIS Technician

Susan Portal, Program Coordinator/Board Secretary

David Healey, Planning Consultant

Jerry Murphy, Planning Consultant

Before the meeting started, Chairman Wyckoff let the Planning Commission members know that Commissioner LaRue had asked to participate in the meeting via teleconference (for an approved reason). It was necessary for the Commission to vote to approve Commissioner LaRue's attendance via teleconference.

Commissioner Brooks made a motion to allow Commissioner LaRue to attend and participate in this meeting via teleconference. Commissioner Meagher seconded the motion, and the vote passed unanimously.

3. **PUBLIC COMMENTS**

Chairman Wyckoff opened the floor to public comment on any topics not related to the agenda. Several residents spoke about wanting to keep Madeira Beach as it is – a cool beach town. They pointed to Anna Maria Island and Clearwater Beach as cautionary tales. They want to resist additional density and keep any new development in line with the unique fishing village environment of Madeira Beach and the old Florida feeling. One resident stated she is for redevelopment and against over-development, and she added that the streets cannot take tall buildings and more traffic. Growth decisions should be made with residents and tourists in mind. Someone else expressed interest in more public

transportation on Madeira Beach. She said that Sun Runner is now going between St. Pete Beach and downtown St. Pete. She said she would like to see the Sun Runner connect with Madeira Beach. She would also like to see John's Pass Village be more walkable and have more green space.

4. APPROVAL OF MINUTES

Commissioner Meagher made a motion to accept the minutes from the November 7th meeting as presented. Commissioner Noble seconded the motion, and the vote passed unanimously.

5. NEW BUSINESS

A. Ordinance 2023-01: John's Pass Village Activity Center Plan

Nancy Meyer, Attorney for the City of Madeira Beach, read Ordinance 2023-01 in its entirety. Ms. Meyer went over the order in which the registered affected parties would be speaking. Ms. Meyer stated the order of proceedings:

1. City provides presentation
2. Planning Commission and affected parties have opportunity to ask questions of City staff
3. Affected parties present and provide evidence
4. City or Planning Commission can ask questions of affected parties

Ms. Meyer also read the quasi-judicial procedures and swore in anyone planning to speak.

David Healey introduced himself as a Planning Consultant with Healey Consultant Services, specializing in community planning, land use, and development. Mr. Healey summarized his resume and experience and said he has worked with the staff for several months on this project. Mr. Healey reviewed the staff's PowerPoint related to the John's Pass Village Activity Center and noted that it was a synopsis of the plan report. Mr. Healey stated John's Pass Village has been operating as an activity center for some time. The idea is to make sure that the City's Comprehensive Plan would be compatible with the Countywide Plan and that future development would be compatible. The first Madeira Beach Comprehensive Plan (1989) talked about policies for an activity center for John's Pass Village, but never put in place the guidelines and standards to achieve that policy.

Mr. Healey mentioned that public meetings were utilized to obtain input on the Activity Center plan. The core of the plan is in Chapter 3 of the report. Mr. Healey also highlighted the following:

- Six proposed character districts of the John's Pass Village Activity Center
- Existing and proposed density and intensity
- Incongruities between the Countywide and City plans.

- Map of the proposed character districts and a table that noted the residential units per acre, temporary lodging units per acre, and Floor Area Ratio (FAR)

Mr. Healey noted that if a project was proposed to be at the higher end of the temporary units per acre and FAR, they would have to apply for approval of a Development Agreement, which would require two public hearings.

- Existing vs. proposed Average Densities and Intensities within the existing Madeira Beach Comprehensive Plan, the Countywide Plan, and the proposed John's Pass Village Activity Center
- Traffic Generation tables

Following the review of the proposed Activity Center plan, Mr. Healey discussed the implementation strategies and next steps, e.g., amending the Countywide Plan by submitting to Forward Pinellas and the Pinellas Planning Commission for review (after first reading of the ordinances and approval by the Madeira Beach Board of Commissioners).

The Planning Commission members did not have any questions for Mr. Healey. Attorney Meyer said that the affected parties could ask questions of the staff. A summary of their feedback follows:

- One said that the material seemed overwhelming and feels like the residents could come together to discuss future development.
- Another resident said that Commissioner Kerr had asked about having a town meeting to try to correct some misconceptions. Mr. Healey responded that the city staff had held a couple workshops about a year and a half ago and had also sent a survey for input. Andrew Morris said that this topic has also gone to BOC workshops to try to gain resident input. Mr. Morris also said that they had reduced the density and intensity from initial presentations based on community input.
- The resident asked about the benefit to the city's residents. Mr. Healey answered that benefits were to limit the mixed-use within the residential areas and limit density.
- Another resident asked about the traffic impact and questioned the numbers in the presentation, pointing to the traffic that occurs during Spring Break. Mr. Healey stated that they are required to use the Department of Transportation traffic generation rates.
- Another resident asked about the FAR for some buildings in John's Pass (by providing general descriptions). Mr. Healey stated that the resident was asking him to make assumptions without knowing the details about specific buildings. The resident asked additional questions about Planned Development, traffic, and the survey to gain community input.

Following the questions, the affected parties were given an opportunity to share information.

- One party said that he thinks the residents would probably like more input. He said the plan may favor the builders, but the residents may not understand the impact. He said that people like to come here because it is not as crowded as Clearwater Beach. He would like clarification on the transitional area of Gulf Lane.
- Another resident said that Gulf Lane is primarily single- and multi-family residential (except for Barefoot Beach Club). She said that Gulf Lane is what is left of beachside residential without being a large condo building. She also said that FAR is a confusing topic for the average homeowner. The resident said that things have changed in the last few years, e.g., college kids coming into town and wreaking havoc. She said that she is concerned that the changes will make it worse.
- Another resident said that maybe the presentation is not as clear as it could be. He reiterated the character of Gulf Lane and not wanting it to change. The resident further stated that some confusion among residents is why the transitional area stopped at 133rd Avenue rather than 135th. He said he has concerns about Gulf Lane changing if increased development is allowed to occur. Gulf Lane is 15-feet wide and any increase in commercial building would have an impact on traffic on that small road. He further stated that they have had trouble with “riff raff” in their neighborhood (going under their houses, damaging their fences, etc.).
- Another resident talked about the Planning Commission having a big responsibility and being mindful of increasing the density, which could drastically change the appearance of John’s Pass for years and years to come. He also spoke about rumored townhouses on Pelican Lane with nine bedrooms. Chairman Wyckoff asked the resident if he was aware of the current zoning in the transitional area, as well as the density/intensity. Chairman Wyckoff provided the data based on the presentation.
- Another resident who owns a condominium in Beach Place said he has seen lots of change (Bubba Gump’s, new bridge, etc.). He said the influx of people from the Village is overwhelming and people have jumped the fence and gone into the pool at Beach Place. He said he has concerns about a 72-unit facility being built at the end of John’s Pass. The owner asked about making the entrance to the Village one-way by the bridge, with a light by the Bamboo for the one-way exiting traffic. Andrew Morris asked how many stories are at Beach Place. The resident said they have parking underneath plus five stories.

Attorney Meyer stated that it was time for public comments.

- One resident stated that he appreciated all the work that had gone into the presentation. He stated that John’s Pass Village has been labeled as a fixer upper. It would be nice to have some investors come in and focus on revitalization. He thought a miss was to exclude 129th Avenue and 131st Avenue (east of Gulf

Boulevard). The resident said he agrees with increasing the walkability of the Village and thinks that the residents impacted on 129th and 131st should have input.

- Another resident suggested starting the mixed-use zone farther south. He stated that he has also had issues with people running through his property. Increased resort facilities could result in an increase of that behavior. The city doesn't need more tourism. He appreciates controlled planning. This resident believes in using a reverse approach to planning – look at the end product first before starting to accept a comprehensive plan overall.
- A resident on the east side of Gulf Boulevard stated that she is concerned that their neighborhood could be impacted by someone coming along and buying two cottages and building a hotel. She suggested letting the dust settle before adding any more hotels. Some changes have been good but think about what the area would look like in 20 years.
- Another resident has rental units on Pelican Lane. She does have concern about hotels being able to go up six floors. She knows that the townhouses going up down the street appear to be quite large. She stated that what drew her to the area was the quaintness.
- The next resident stated that the Planning Commission has been given inaccurate information in the past. She said that they should look at the credibility of the information provided by the professionals at the city. The resident said that setbacks and ordinances have been ignored with development agreements.
- The next resident stated that people's threats and insults are unwarranted and biased. He stated that he views these changes through the eyes of his children. Nothing being decided at this meeting provides for any development to happen. The walkability is currently poor, and he would like to see changes to make that better. The resident also said he had been at multiple meetings regarding this topic, contrary to what other people have said about not getting public input.
- Another resident stated that Gulf Lane is a jewel and she asked for clarification of the density.
- Another resident on Gulf Lane added that it would be helpful to have some public facilities, since he lives next to a public beach access. People coming off the beach use his hose or go under his house to change.
- Another resident, who is on the Board of Commissioners, said that his neighbors have asked who instigated this change and why is it happening. He said that he understands that the City is applying to be a Community Center, but he asked about what safeguards would be in place to prevent the City from increasing the density to the County standard for Community Centers. The resident said he was not aware of past town hall meetings and would like to have some well-announced, well-advertised town halls. He does not see this as a terrible designation but thinks people need more information.

Attorney Meyer stated that it was now appropriate for the City to provide any rebuttals to everything they had heard since the original presentation. Mr. Healey stated that any

amendment to the proposed density/intensity standards adopted would require an amendment to both the City's Activity Center plan and the Countywide Plan. He also stated that the current areas in the transitional district on the east side of Gulf Boulevard are residential/office/retail and commercial, with considerably more commercial allowed versus what is proposed with the Activity Center plan. On the west side of Gulf Boulevard, the area in the transitional district that is part of the current resort category allows up to 20% of the floor area to be devoted to commercial. The staff would need to speak with the City Attorney if attempting to take that right away from existing owners. Andrew Morris added that impact fees had been adopted as an ordinance and those would apply to new development. The fees would pay for improvements directly related to the development.

Attorney Meyer asked if the Commission was ready for a motion and second, after which they could discuss further. **Commissioner Brooks made a motion to approve Ordinance 2023-01, John's Pass Village Activity Center Plan, based on finding of fact and compliance with the Comprehensive Plan. Commissioner Meagher seconded the motion.** Commissioner Brooks stated that this has been in the works for quite some time. The Board of Commissioners has also discussed it. Commissioner Brooks said that it is necessary for the City to get in compliance with the County. Commissioner Brooks also stated that she thought this was intended to get the city more in line with what currently exists, so buildings could be rebuilt if a catastrophic event were to occur. Commissioner Noble agreed that if a hurricane came through, this plan would be in place. He stated that the Planning Commission is making a recommendation, and this is not the final say.

Chairman Wyckoff asked about the idea of including 129th and 131st Avenues or if that would muddy the waters. Commissioner Noble stated that he also lives on 131st Avenue and he agreed that they should be included. Commissioner Connolly agreed. Chairman Wyckoff asked what the impact would be if they wanted to include 129th and 131st Avenues in the Activity Center plan. Attorney Meyer stated that the Planning Commission could approve the ordinance as presented, approve with conditions, or deny. Ms. Meyer said she did not know enough to state whether the inclusion of 129th and 131st Avenues would be considered a condition. David Healey responded that previous discussions about these two streets centered on the zoning and that a new designation could increase temporary lodging, which could include hotels, which might not be appropriate. Mr. Healey stated that better signage could be used to point out the transition to those neighborhoods. If these streets were going to be included, Mr. Healey stated that they might need to be a separate district from what was previously created, and the Activity Center Plan would have to be re-noticed and readvertised.

Commissioner Meagher asked if something unique could be carved out for Gulf Lane, since that was a concern for many residents. Chairman Wyckoff said he did not see major changes to what currently exists on Gulf Lane. If changes were to be made to extend the transitional area (Gulf Lane) or include 129th Avenue or 131st Avenue, a new motion would have to be made (or the plan amended altogether). Commissioner LaRue said if anything should change on Gulf Lane, it would be where single-family homes start. Chairman

Wyckoff said that is what the Proposed Activity Center Plan map is showing now. Madeira Norte already has higher density, so if the transitional district were to be moved farther south, it would be viewed as taking away from that property. Commissioner LaRue said that if any area is to be less than transitional, it does not need to be included in this plan.

Commissioner Noble said that it still does not seem to be defined as well as it should be, so maybe it is not ready for a motion. Chairman Wyckoff said that a motion was already on the table. Attorney Meyer clarified that there had not been any conditions or changes to the motion before the vote.

The ordinance passed with a 5-1 vote.

B. Ordinance 2023-02: Amending the Future Land Use Map to add John's Pass Village Activity Center

Attorney Meyer read the ordinance in its entirety. David Healey said he had nothing further, except to say that this is the way the adoption of the plan would be portrayed and implemented on the map. It is a companion to the Activity Center Plan.

One of the residents raised the question about what this means. Mr. Healey said that this is about the map that accompanies the Activity Center document.

The opportunity for public comment was provided. One resident who lives on the east side of Gulf Boulevard said that John's Pass Village does need a makeover. She believes that it is a crown jewel in the city and could be made into a place for tourists and residents to enjoy. Everyone needs to see not only the trees, but also the forest, and this will align the city with the county.

Commissioner Brooks made a motion to adopt Ordinance 2023-02 to amend the Future Land Use Map to add John's Pass Village Activity Center. Commissioner Meagher seconded the motion, and the vote passed 5-1.

C. Planning Commission Meeting Schedule – 2023

Commissioner Noble made a motion to approve the Planning Commission Meeting Schedule for 2023. Commissioner Connolly seconded the motion, and the vote passed unanimously.

6. OLD BUSINESS

7. ADMINISTRATIVE/STAFF PRESENTATION

A. Madeira Beach Comprehensive Plan Presentation

Jerry Murphy said that the Planning Commissioners had the Mobility and Property Rights elements in front of them. The Property Rights element was recently adopted and is being incorporated in the Comprehensive Plan. Mr. Murphy pointed out a highlight in the second to last page regarding the proposed John's Pass Village Activity Center, which could be

removed based on what happens going forward. Mr. Murphy said that land use will be discussed in January.

8. PLANNING COMMISSION DISCUSSION

9. NEXT MEETING

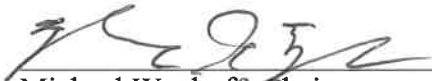
Next meeting is scheduled for Monday, December 5, 2022, at 6:00 p.m.

10. INFORMATIONAL MATERIALS

11. ADJOURNMENT

Chairman Wyckoff adjourned the meeting at 9:18 p.m.

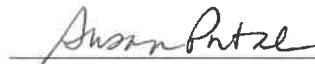
Respectfully submitted:



Michael Wyckoff, Chairman

1-5-2023

Date



Susan Portal, Board Secretary

1/5/23

Date