



SPECIAL TOWN COUNCIL MEETING - WORK-IN- PROGRESS ON THE MASTER PLAN MINUTES

August 6, 2025 at 5:30 PM

Council Chambers – 340 Ocean Drive and YouTube

PRESENT: PEGGY WHEELER, MAYOR
JOHN CALLAGHAN, VICE MAYOR
DIANA DAVIS, VICE MAYOR PRO TEM
MARIANNE HOSTA, COUNCILMEMBER
DD HALPERN, COUNCILMEMBER

ALSO PRESENT: ROBERT A. COLE, TOWN MANAGER
LEONARD RUBIN, TOWN ATTORNEY
CAITLIN COPELAND-RODRIGUEZ, TOWN CLERK
FRANK DAVILA, DIRECTOR OF PLANNING & ZONING
STEPHEN MAYER, PRINCIPAL PLANNER
DANA LITTLE, URBAN DESIGN DIRECTOR (TCRPC)
TOM LAVASH, WTL ASSOCIATES
JESSICA SEYMOUR, PRINCIPAL PROGRAM COORDINATOR (TCRPC)
LAUREN CLARK, URBAN DESIGNER (TCRPC)

AUDIENCE: *(See attached Sign-in Sheet)*

CALL TO ORDER – 5:30PM

PLEDGE ALLEGIANCE TO THE FLAG

COUNCIL ACTION/DISCUSSION ITEMS

1. Discussion on Work-In-Progress on the Master Plan

Public Comments Opened at 6:26pm.

Public Comments Closed at 6:53pm.

(See attached comments from Vice Mayor Pro Tem Davis.)

Mayor Wheeler recessed the meeting at 7:24pm.

Mayor Wheeler reconvened the meeting at 7:31pm.

MOTION: Halpern/Davis made a motion to have staff send a rebuttal letter to the U.S. Coast Guard in reference to the bridge openings.

ACTION: The motion failed 2-3 with Mayor Wheeler, Vice Mayor Callaghan, and Councilmember Hosta opposed.

MOTION: Davis/Halpern made a motion to reject the proposed 90%/10% (residential/commercial use) breakdown for the Plaza La Mer property.

ACTION: The motion failed 2-3 with Mayor Wheeler, Vice Mayor Callaghan, and Councilmember Hosta opposed.

Mayor Wheeler, Vice Mayor Pro Tem Davis, and Councilmember Halpern gave consensus to not push for a final Master Plan and reschedule another work-in-progress meeting in the fall.

Mayor Wheeler, Vice Mayor Callaghan, Vice Mayor Pro Tem Davis, and Councilmember Halpern gave consensus to have staff provide Dana Little with all the available historical information on these areas.

Mayor Wheeler, Vice Mayor Callaghan, and Councilmember Hosta gave consensus to have the four-corner area designed as a community downtown area/town center.

COMMENTS FROM THE COUNCIL

ADJOURNMENT

Mayor Wheeler adjourned the meeting at 10:00pm.



Peggy Wheeler, Mayor



Caitlin E. Copeland-Rodriguez, Town Clerk

TOWN OF JUNO BEACH
COMMUNITY VISION & MASTER PLAN WORK-IN-PROGRESS
Wednesday, August 6, 2025 ~ Juno Beach Town Hall

NAME	RESIDENT, BUSINESS OWNER, AND/OR BOARD MEMBER	PHONE	EMAIL ADDRESS
Red Dunn	Resident	954-205-1831	reddunn818@outlook.com
Cyndie Wolf	"		
Brian Cole	"	561-234-2181	
Nancy Hunter	"	0316 561-346	nancy hunter 1213@alt.net
John Stalder	"		
Mike & Chris Cox	Landscapers	561-714-6815	mike and chris cox@gmail.com
Kathy Peterson	Resident	(443) 831-0738	kpetererson95@yahoo.com
Bill Baggott		561-561	bill gator@bellsouth.net
Charlotte Parker	Res	561-452-7758	caparker.1@gmail.com
Abe Antess	Resident	561-441-5981	2biehwa@bellsouth.net

TOWN OF JUNO BEACH
COMMUNITY VISION & MASTER PLAN WORK-IN-PROGRESS
 Wednesday, August 6, 2025 ~ Juno Beach Town Hall

NAME	RESIDENT, BUSINESS OWNER, AND/OR BOARD MEMBER	PHONE	EMAIL ADDRESS
Sheryl Klein	Resident	561-371-6284	554452@bellsouth.net
Ian Green	Resident	561 313 8133	iangreen.usa@gmail.com
Larry Sorsby	"		lsorsby@khou.com
Scott Peterson	"	3017581526	DSR@TNSA95C.TAHOI.COM
MAX FRASER	Resident	561-351-7416	max.FRASER@gmail.com
GARY ZAGAMI	Resident	561 452 2929	GARY ZAGAMI@YAHOO.COM GARY ZAGAMI@YAHOO.COM
Anne Bosso		561-844-5500	annebosso@bosso reality.com
David Cox			TX1979AS@ Bellsouth.net
Angel Alatus	resident	561 212 9705	ableham@a.bellsouth.net
Jean M. Poulos	res. 21	831-588-5364	currents2@yahoo.com

TOWN OF JUNO BEACH
COMMUNITY VISION & MASTER PLAN WORK-IN-PROGRESS
 Wednesday, August 6, 2025 ~ Juno Beach Town Hall

NAME	RESIDENT, BUSINESS OWNER, AND/OR BOARD MEMBER	PHONE	EMAIL ADDRESS
Ken Abbott	Resident	339-298-9465	Abbott531@AOL.com
Anna DeLert	Resident	561-723-6057	adeterre@hotmail.com



Caitlin Copeland <ccopeland@juno-beach.fl.us>

Based on the FACTS, Council Member Davis is in error- new retail will generate more, not less, traffic than multi-family housing and also negatively impact existing retail

1 message

Paul Tischler <pstischler@gmail.com>

Sun, Aug 3, 2025 at 12:42 PM

To: town_council@juno-beach.fl.us

Cc: Dana Little <dlittle@tcrpc.org>, Thomas Lanahan <tlanahan@tcrpc.org>

1. There are many more trips generated by retail than multifamily per 1,000 square feet. According to the current adopted Palm Beach County Impact Fee Schedule, the road impact fee for general commercial retail in a shopping center of under 40,000 square feet is \$4,048 per 1,000 square feet and for a quality restaurant it is \$17,420 per 1,000 square feet. (Road impact fees are based on trips). For a residential unit in a multifamily building of four or more stories, the road impact fee is \$2,554 per UNIT. If one were to assume a 2,000 square foot unit, the fee equals \$1,277 per 1,000 square feet. The general commercial is 3.17 times greater in trip generation and therefore impact fee than the 2,000 square foot multi-family unit and the restaurant is 13.64 times greater than the 2,000 square foot multi-family unit. If one wants to minimize additional traffic, new retail should be DISCOURAGED, not encouraged. Please ask the consultant to further explain this reality, if needed.

2. Additional retail will further threaten existing retail. The consultant's market evaluation has found that there is more than enough retail in very close proximity to Juno Beach. In fact there are two community shopping centers, anchored by a Publix and a drug store, within one mile of the Juno Beach borders. In addition, there is retail space vacant in Juno Beach and many of the merchants find the market very competitive and challenging. To add additional retail will create more competition. Again, this is a reason why new retail should be DISCOURAGED. Please ask the consultant to further explain this situation if needed.

Based on the above, the consultant's suggestions regarding retail appear sound in trying to minimize additional traffic and protect existing retailers. New retail should be discouraged, not encouraged.

Note: Paul Tischler is a resident in Ocean Royale. Prior to retiring from TischlerBise, he conducted scores of impact fee and fiscal impact studies for jurisdictions around the country.



Caitlin Copeland <ccopeland@juno-beach.fl.us>

Absolutely no

1 message

'Carol' via Council <town_council@juno-beach.fl.us>

Sat, Aug 2, 2025 at 7:12 PM

Reply-To: Carol <carolju@aol.com>

To: town_council@juno-beach.fl.us

Please do not allow all the residential building. Some is ok but by the sounds of things it seems LIKE WAY TO MANY townhouses/condos. The town roads can not handle all of the congestion this will bring.

Thanks,
Carol Julich
Carolju@aol.com
973 985 7568

Sent from my Verizon, Samsung Galaxy smartphone



Caitlin Copeland <ccopeland@juno-beach.fl.us>

Developers

1 message

'Michael Cohen' via Council <town_council@juno-beach.fl.us>

Sun, Aug 3, 2025 at 1:37 PM

Reply-To: Michael Cohen <waves2@bellsouth.net>

To: town_council@juno-beach.fl.us

The developer to commercial ratio as it currently stands should be maintained.

Michael Cohen

Juno Beach, FL

waves2@bellsouth.net

Ph. 772 285 0524



Caitlin Copeland <ccopeland@juno-beach.fl.us>

No to 90% / 10%

1 message

Jay Brandli <jwbrandli@gmail.com>
To: town_council@juno-beach.fl.us

Sat, Aug 2, 2025 at 5:00 PM

I do not support any plan that has 90% residential requirements.

In favor of keeping 75% / 25% which has served Juno well.

The traffic is already horrendous at Donald Ross & US-1 and about to get worse.



Caitlin Copeland <ccopeland@juno-beach.fl.us>

Absolutely no

1 message

'Carol' via Council <town_council@juno-beach.fl.us>

Sat, Aug 2, 2025 at 7:12 PM

Reply-To: Carol <carolju@aol.com>

To: town_council@juno-beach.fl.us

Please do not allow all the residential building. Some is ok but by the sounds of things it seems LIKE WAY TO MANY townhouses/condos. The town roads can not handle all of the congestion this will bring.

Thanks,
Carol Julich
Carolju@aol.com
973 985 7568

Sent from my Verizon, Samsung Galaxy smartphone



Caitlin Copeland <ccopeland@juno-beach.fl.us>

Juno Beach - Future - keep JB special / Control it & NOT Incentize Development

1 message

jim Ehret <jim@ehret-consulting.com>

Sun, Aug 3, 2025 at 12:52 PM

To: Town Juno Beach Council <town_council@juno-beach.fl.us>, dlittle@tcrpc.org, Robert Cole <rcole@juno-beach.fl.us>, Frank Davila <fdavila@juno-beach.fl.us>, Caitlin Copeland <ccopeland@juno-beach.fl.us>

Dear Town Council and Town Manager & P&Z Plus TCRPC

The Secret Sauce of Juno Beach: Why Open Space Is the Town's Most Precious Asset

Juno Beach is a unique seaside community, distinct from many other desirable coastal towns in Florida. Its unique character, often described by residents as "the open-space feel," is the town's most precious asset. This quality stems from its low-rise buildings, generous setbacks, preserved green spaces, and natural preserves, which together create a sense of openness and tranquility. This "secret sauce" is what makes Juno Beach so cherished by residents and visitors alike.

However, this very quality makes Juno Beach vulnerable. Developers often see open land and low density as an opportunity for high-density development. The town's zoning laws, building height limits, conservation easements, and long-standing covenants are the framework that protects Juno Beach's beauty. Even minor exceptions or small density increases can subtly chip away at these protections, leading to an unraveling of the town's character. For those familiar with land use and planning, these seemingly minor changes are cracks in the foundation that are very difficult to mend once the shift occurs.

Juno Beach does not need to be reimaged; it needs to be protected. The open-space feel is not merely a design choice but the defining characteristic of the town, and once it's gone, it's gone for good.

The approach of simply adding more residents, housing units, and commercial spaces is flawed. We saw strong evidence of this at the July 16th Planning Meeting Review with Citizens, where 85% of the many Juno Beach residents who spoke for 2.5 hours expressed opposition to the Carretta like future development in our future.

The concept of "supersizing," where developers and realtors prioritize maximum tax revenue (most of which goes to Palm Beach County, with only a small portion to Juno Beach) is a concerning trend. If the town & Council caves to the demands of property rights groups, PACs, developers, and realtors, allowing incentives like the 95% to 5% split or even 90% to 10%, we will have failed to protect our town.

Regarding the potential Plaza DeMar project, we should hold firm to a 75% to 25% split. We could potentially negotiate an 80% to 10% split, with clear height and sizing limits, and ensure 10% open space for both the public and new residents to enjoy. Additionally, if developers propose 3,000 square foot units, they should consider reducing the number of units, for example, to 90 units instead of 180, as TC study suggests.

The TCRPC's suggestion of a 90% to 10% split is flawed. It's also unrealistic to think a developer would accept 180 units at only 1,200 square feet each. They will undoubtedly point to the approved Carretta project, which features 95 units averaging over 3,000 square feet each on just 4 acres, and pursue a similar model with underground parking, larger buildings, and supersized condos for maximum profits.

It's clear that between PACs and some council members spinning their messages, they will find ways to push through projects, much like what happened with Carretta.

The critical message here is "NO MORE." To truly "Keep Juno Beach, Juno Beach," we must recognize and defend the quality that makes it special.

This means standing firm on the laws and policies that preserve open space and understanding that protecting this "secret sauce" is not optional; it is essential. Otherwise, we will see a similar outcome to the picture below, but across 14 acres instead of just 4, significantly altering Juno Beach's new front door on Route 1 North, 100 yards from the D. Roos at Juno Beach Busites Light.

BELOW PICTURE OF JB NEW FRONT DOOR - On Rt 1 north 100 yards of D Roos at JB Busites Light -



Anyone wants to reach out to be - please do as I am not the only one with huge concerns

Jim

James L. Ehret, P.E.
Ehret Construction Consulting
Club Facility and Construction Advisor
302-540-7600

Juno Beach , FL | Avalon NJ
302-540-7600 | www.Ehret-Consulting.com





Caitlin Copeland <ccopeland@juno-beach.fl.us>

Master Plan

1 message

Nancy Hunter <nancyhunter1213@att.net>
To: town_council@juno-beach.fl.us

Mon, Aug 4, 2025 at 10:20 AM

I have reviewed the draft of the Juno Beach Master Plan and have a number of concerns. The proposed reduction in retail/service space at Plaza La Mer will contribute to the traffic congestion which already exists on Donald Ross Road. In addition the architectural style does not reflect the image of a beach town which is what a majority of residents stressed was important.

In addition converting U.S. 1 commercial parcels into townhouses also adds to the traffic congestion. Developer incentives were changed after Caretta yet it seems the plan suggests a change I am opposed to and benefits developers, not residents.

In my opinion the plan does not consider how the suggested changes will affect existing residents. Adding more residential, displacing existing businesses and adding more congestion to Donald Ross Road will create huge problems. As a resident of Sea Oats we already often have difficulty entering and exiting our development.

I hope you will listen to residents and address their concerns. Thank you.

Nancy Hunter

Sent from my iPad



Caitlin Copeland <ccopeland@juno-beach.fl.us>

Master Plan

1 message

'Sheryl Klein' via Council <town_council@juno-beach.fl.us>

Mon, Aug 4, 2025 at 10:47 AM

Reply-To: Sheryl Klein <ssk452@bellsouth.net>

To: town_council@juno-beach.fl.us

18 years ago, I moved to Juno Beach because I loved the town. It was filled with lots of green space and open areas for people to walk and enjoy.

As I look at the plan and what's being built at this time, I see a town that's starting to look like Delray Beach or Boca Raton – too much traffic, too few places for people to gather and just lots of cement.

I now have to leave my condo 10 to 15 minutes earlier than I needed to previously because it is almost impossible in the winter months to get in and out of Sea Oats. Sometimes I have to wait 10 minutes for a break in the traffic. Some people obey the signs but that's only in the Westerly direction. The way the entrance and exit to Caretta is now set up, unfortunately, I believe that there will be many accidents at that corner and coming onto Donald Ross Road. I don't know how that monster at the corner of Donald Ross and US 1 was allowed to be built, but it is overpowering and totally does not reflect the Juno Beach I moved to.

Respectfully submitted,
Sent from my iPhone



Caitlin Copeland <ccopeland@juno-beach.fl.us>

RE: Help Shape the Master Plan for Juno Beach's Future - Your Voice is Important

1 message

'Chris Ryder' via Council <town_council@juno-beach.fl.us>

Mon, Aug 4, 2025 at 5:31 PM

Reply-To: cryder@randrflorida.com

To: town_council@juno-beach.fl.us

Cc: Diana Davis <dianadavisjuno-beach@gmail.com>, Diana Davis <msdiana.davis@gmail.com>

Juno Beach Town Council Members,

I personally agree with all the positions put forth below. I would propose that Master Plans for the town NOT be discussed in the middle of the summer when most residents take vacation. It gives the appearance of deceit.

The Juno Beach Comprehensive Plan available on your web site requires that development in a Commercial Future Land Use designation is "Land uses and activities within land areas that are predominantly related to and used for the sale, rental, and distribution of products; and the provision or performance of business, personal and professional services." It seems to me that much of the items noted below would be a substantial deviation from your historic plan. This should not be undertaken lightly as it would change ALL the years of planning for concurrency requirements and the vision of Juno Beach.

IMO if any "mixed use" project is to allowed in a Commercial FLU then it must be shown to be possible to provide for the required concurrency first and foremost. Is it possible? Then, you may ask if it is desired? Do you now desire to change what Juno Beach is? If so, then why? What is broken that you are seeking to remedy?

The future land use and zoning code were enacted so as to establish a mix of uses in the community so as to provide for that community. The Caretta project allowed for a re-development of a Commercial FLU parcel while only providing a very small amount of non-residential use floor area. This in and of itself seems to contradict your existing Comp Plan. Allowing these projects necessitates that not only the new residents of that development, but all the residents of the community, to travel (by car) outside the town for goods and services. It also may require far more infrastructure so as to support these new residents. Most importantly it changes the character of the town and negates all the careful planning of the Comp Plan and zoning codes implemented to date. Aside from the old Winn Dixie, the Plaza Le Mer is full. The commercial in front of the Christmas Tree lot is full. Thus, there is demand for non residential space.

On the old "Christmas Tree" lot, also Commercial FLU, the town is allowing town houses. A 100% residential project. Caretta, also Commercial FLU, was allowed with a VERY minimal non residential component. IMO that was a mistake.

As an engineer, contractor and real estate broker I have made a life of designing, building and selling real estate. I am all for development. But responsible development must be provided for, be consistent with long term planning and be true to the vision of the town while providing for the infrastructure and day to day needs of the residents.

My recommendation would be to first ask what the existing and planned infrastructure will support? Then ask what is the problem that we are seeking to "fix?" Why is this being changed? Is it to simply enrich others? How will this increase (or decrease) the quality of life of the current residents? If you can do it then why are you doing it?

If, and I say IF you wish to allow residential uses in the commercial future land use designations, and it is possible, then I would recommend you follow the successful code framework of other towns, such as Delray Beach. Broadly speaking they require, based upon a 4 story maximum, that 25% (basically the first floor) to have a non-residential use in any mixed use project to be permitted on a Commercial FLU designation parcel.

Best Regards,

Chris Ryder
561.818.3858
Broker/Owner
R&R Realty Inc.

From: Diana Davis [mailto:dianadavisjunobeach@gmail.com]
Sent: Sunday, August 3, 2025 10:58 AM
To: Diana Davis
Subject: Help Shape the Master Plan for Juno Beach's Future - Your Voice is Important

Dear Neighbors,

As the Town Council prepares to review the *Work-In-Progress* draft of the Juno Beach Master Plan this Wednesday, your input is critically important. This plan will shape how our community evolves—and it's vital that it reflects the values and vision of our residents.

I encourage you to take a few minutes to email your thoughts to **all members of Town Council** at: town_council@juno-beach.fl.us. (or click red button in attached email for link)

Please consider asking the Town Council to require that the Treasure Coast Regional Planning Council revise the Master Plan to:

1. **Create tangible benefits for existing residents** as redevelopment occurs—such as identifying the right mix of goods and services to reduce travel time for daily needs, and proposing ways to attract those businesses to our Town.
2. **Develop a unifying vision for architectural styles and landscape palettes** that reflect and reinforce the identity and charm of Juno Beach.
3. **Reject the proposed drastic reduction in retail/service space** at Plaza La Mer—from 111,361 sq. ft. down to just 21,000 sq. ft.—as it limits convenience and walkability for residents.
4. **Reject the reintroduction of developer incentives** (90% residential / 10% commercial) in our commercial zoning districts. These incentives were removed from our code following the Caretta Project, which replaced local retail with large condominium units.

5. **Reject the conversion of U.S. 1 commercial parcels into townhouses**, which displaces potential locations for mom-and-pop businesses and reduces the walkable and bikeable destinations that support a vibrant local community.

Above all, the Master Plan should not prioritize maximum redevelopment incentives. It should ensure that when redevelopment does occur, it is guided by strong Land Development Codes that preserve the character, scale, and quality of life that define Juno Beach.

Your emails will make a difference. The more we hear directly from residents, the more likely our Town Council's decisions will reflect your priorities.

With appreciation,
Diana Davis
Vice Mayor Pro Tem
Town of Juno Beach



**Diana Davis, Vice Mayor Pro Tem
Town Council Juno Beach**

- 6th August Wednesday 5:30 pm Master Plan Work-In-Progress Meeting with Treasure Coast Regional Planning Council - more work is needed.
- 7th August Thursday 3pm Town Council Meeting to complete the agenda items from July 23rd meeting

This newsletter contains the opinions of Vice Mayor Pro Tem Diana Davis and is not intended to reflect a Town of Juno Beach or Town Council viewpoint.

Email: ddavis@juno-beach.fl.us or DianaDavisJunoBeach@gmail.com

Work-In-Progress Draft Master Plan - we're not there yet

The Treasure Coast Regional Planning Council (TCRPC) was contracted by the Town of Juno Beach to develop a Master Plan that reflects our community's values and vision. Their assignment was to guide future development in a way that:

- Preserves our unique small-town character, scale, and identity
- Retains and supports our local, mom-and-pop businesses
- Improves pedestrian safety and traffic flow
- Enhances walkability, bikeability, and beautification including sidewalk shade
- Architectural quality that complements our beach and commercial corridors

Where Things Stand Now: TCRPC has released a Work-In-Progress draft. While it is not a complete Master Plan, we do have the proposal redevelopment plans for our U.S. 1 and Donald Ross commercial corridor. **[Click here for the draft Work-In-Progress version of the plan.](#)**

Unfortunately, the current draft appears to fall short. It recommends:

- Drastically reducing commercial/retail space in favor of up to 90% residential and a minimum of 10% commercial.
- Abandoning our current codes of up to 75% residential and 25% commercial (or 80/20 as special exception) for our commercial zoned districts
- No noticeable accompanying reductions in building mass, bulk, height, and lot coverage, or increases in landscape open space & architectural quality
- No incentives to curate the correct mix of retail/services to reduce trip times for residents in pursuit of their needed goods and services

This approach echoes the developer incentives for the Caretta project that were abandoned after its approval (lessons learned).

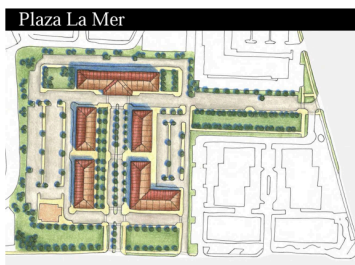
Why this Matters. Initial review suggests this draft does not create a shared community vision and it does not provide enough quality-of-life benefits for current residents. We must ensure that any plan protects what we love about Juno beach while planning thoughtfully for the future.

Take Action:

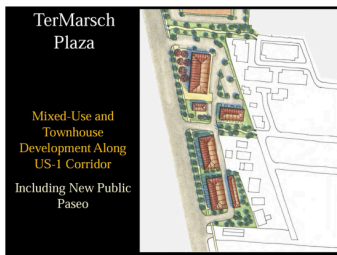
- **Email the Town Council so that your comments are on the record.**
town_council@juno-beach.fl.us (or click red button)
- **Attend the August 6th, 5:30pm meeting for answers from TCRPC.**

Click here to [Email Town Council - NO to Developer Incentives for our commercial areas to become residential](#)

As stewards of Juno Beach's future, it is imperative that the Town Council aligns its policy decisions with the values of our community, thank you for staying engaged.



Master Plan draft proposal for Plaza La Mer - This property is 10.24 acres roughly 2 times the size of the Caretta parcel. TCRPC's suggests developer incentives of 90% residential, 184 residential units (1,200 sqft each) or 215,000 sq ft. of residential and 10% commercial/retail or 21,100 sq ft. **Note that the current retail leasable space is now 111,361 sq ft.**



Master Plan draft proposal for TerMarsch Plaza - Details are lacking for these commercial parcels that include mixed use and townhouses other than layout shown here and sketches of buildings without detailed architectural design or site area specifications (lot coverage, etc.). Note that Townhouses are 100% residential.

ddavis@juno-beach.fl.us - Click here to contact me

With gratitude for your continued involvement in the process,
Diana Davis, Vice Mayor Pro Tem
phone: 561-267-7772 official email: **ddavis@juno-beach.fl.us**

Save the Dates

August 4th - Canceled - 4pm Planning & Zoning Board

August 6th - 9:30 am Coffee with a Cop

August 6th - 5:30pm Special Town Council Meeting on the Master Plan & Vision for our Community [click here for the agenda](#)

August 7th - 3pm Town Council Meeting to complete remaining July 23rd agenda items [click here for the agenda](#)

August 22nd - 4pm Council Hour

August 26th - 5pm Town Council Meeting (note Tuesday & the time)

[Click here for the July 23rd Town Council meeting agenda and backup material.](#) [Click here for the video of the July 23rd Town Council meeting.](#) [Link to Town Calendar for July.](#) [Link to Town Calendar for August.](#)

Diana Davis Juno Beach Town Council | 440 Sunset Way | Juno Beach, FL 33408 US

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Caitlin Copeland <ccopeland@juno-beach.fl.us>

Work-in-progress Draft Master Plan

1 message

ANNE KEELMANN <akeelmann@rogers.com>

Tue, Aug 5, 2025 at 12:21 PM

To: "town_council@juno-beach.fl.us" <town_council@juno-beach.fl.us>

Cc: Vaino Keelmann <vkeelmann@rogers.com>

We are still puzzled that only 32 interviews were done and that residents and property owners were not surveyed for the report. Many residents feel that their thoughts are not being heard. I was particularly disappointed that Dana Little did not respond to my email back in March, not until July when I emailed again.

It's very disconcerting to see the proposal for Plaza La Mer with only 10% commercial proposed and the rest residential especially located next to the Caretta condos. This must be adamantly rejected by the Town Council!

We are very concerned about the future development of TerMarsh plaza also. US 1 is the ideal location for businesses, not condos and townhouses.

We need to provide incentives for the "mom and pop" businesses to stay in Juno Beach, not to developers! If there is less commercial business in Juno Beach, we will all be forced to drive greater distances for services, and traffic will most certainly increase with more residential units proposed as well. It is already challenging to drive across the Donald Ross bridge. Right now, it is possible to walk and bike with our children and grandchildren to these services in town.

Hoping that the Holiday Inn site will continue to be a hotel site where we can host visitors instead of more air b'n'b's and rentals in Juno Beach that are truly getting out of hand.

We need the right mix of goods and services for our existing residents to keep the charm of Juno Beach. We bought our home in Juno Beach approx 14 years ago, specifically since it was in a quiet charming area of Florida, compared to Jupiter and the areas south of us. Please don't ruin it now for future generations!

Yours sincerely,

*Anne & Vaino Keelmann
410 N Lyra Circle*



Caitlin Copeland <ccopeland@juno-beach.fl.us>

Master plan

1 message

jack bolnick <jackisdiego@gmail.com>
To: Town_Council@juno-beach.fl.us

Wed, Aug 6, 2025 at 8:14 AM

As a Juno beach resident we picked Juno Beach for our home as it seemed perfect for what we were looking for. How this new proposal could consider eliminating the family businesses at plaza del mer makes no sense. More residential housing is the last thing we need. Traffic has become ridiculous at times and the new projects will make it worse.

Why not concentrate on making our town prettier and more walkable.

Jack & Susan Bolnick

450 Ocean Drive

Sent from my iPhone



Caitlin Copeland <ccopeland@juno-beach.fl.us>

Master Plan Draft Comments-US 1 Corridor

1 message

Ian G <iangreen.usa@gmail.com>

Wed, Aug 6, 2025 at 9:05 AM

To: town_council@juno-beach.fl.us, Caitlin Copeland <ccopeland@juno-beach.fl.us>, Frank Davila <fdavila@juno-beach.fl.us>

Hi Caitlin,

Hope all is well. Appreciate your help to forward this message to the Town Council, Town Manager, Staff, and Dana Little. Thank you.

Distribution:

Town council

Town Manager & Staff

Dana Little

To start on a positive note, a big thank you to the Town Staff and Council for investing in a Proposed Master Plan, the objective of which is to see and feel the future vision of JB for optimal execution.

I've been an Ocean Ridge resident of JB for 13 years, and love the small-beach town feel, including walking from the east along the Bike Path west for a morning coffee at papa Kwan's, weekend breakfast at JB cafe or dinner at Thirst turtle. Likewise, the unobstructed Oceanridge views of the sunsets to the west from my home are beautiful.

On a related note the newly constructed 3 story Estate homes to the south of me totally enveloped the sun and removed any views to my south. These homes were built with a 5-foot side setback which basically encroaches and towers over my home with little to no landscaping. My concern is that the same may occur to my west or Ter Marsch and The Holiday Inn. These projects may reduce the value of my home and others in this community to the East of US 1 depending on the ultimate construction type, height, setback, landscaping, and view. As stewards of Juno Beach, the Town Council ought to include this critical issue and concern in the mix of desired outcomes for new construction along this corridor. In essence an impact study for The homes and communities just east of the Holiday Inn and Ter Marsch sites. These are the communities most affected, and which utilize the retail in walking distance.

My initial observation of the proposed Master Plan would suggest to include the Holiday Inn sale and its potential construction type overlay along with the Ter Marsch plaza and any other available tracts on US 1 on the east side. This would be a Holistic approach, along with further insights on whether a one size 90/10 Residential to Commercial ratio would fit the JB lifestyle along this corridor as it would become primarily residential.

Accordingly, upon first glance, the Master Plan draft "as is" does not maintain the quality of life of the JB residents just east of Ter Marsch and the Holiday Inn. How would this corridor be considered "walking the Town square" with all construction at 90/10?? Many residents from the east of US 1 walk the path to the west for cafe or breakfast. It would become primarily residential. You get the picture!

Also concerning is the proposed building height which may impede our views to the west, setbacks that may encroach our homes, trash bin placement, parking lots, traffic flows on US1 and the DR bridge given the significant number of added residents, automobiles and service vehicles. How does this plan consider evacuation routes and bottlenecks? The lights at Donald Ross and US1 are extremely long as it is and the DR bridge traffic has been known to back up to US 1 and overflow into the intersection during the height of season. This ought to be part of the equation??

This corridor should also be reviewed to widen the Donald Ross sidewalks for safe streets given the potential increase in pedestrians and bikes. Likewise, the same applies to the Bike Path east of US 1 to Ocean Drive. If this pathway stays open it should be a fluid concrete walkway around the entire path in lieu of striping a 4 foot pedestrian bike lane along a narrow street with blind corners. These vehicle lanes are only 9 feet wide or less without any buffer between the cars & trucks and pedestrians and bike lane. Does this really meet Palm Beach code and certainly cannot be "Safe Streets" compliant.

I fail to see how this present draft supports our small town feel or aesthetics in this section of JB along US 1 and the Bike Path. A holistic approach along this corridor including The Holiday Inn and Ter Marsch would be helpful. We should also strive to do a better job in supporting the Mom & Pop small businesses which are now prevalent in JB, and determine a

better mix of residential commercial to retain the walkability that the Town has been known for, while improving traffic flow and safety. This also includes appropriate height restrictions, architecture & aesthetics, and setbacks that do not cause harm to other residential communities to the east of US 1. Robust landscaping and trees are paramount.

With respect, my concerns above are not criticisms, and ought to be viewed as talking points to consider modifications from a JB resident located just east of Ter Marsch and The Holiday inn. Perhaps a flexible approach to consider would be a mix of 90/10 and 80/20 within walking distance depending on size and scale of the lots. Appreciate your time, effort and service to Juno Beach.

I encourage each of the Town Council, Town Manager, Dana and others to visit with me in Oceanridge to see this community from my perspective, the view to the west of my community, and walk along the route from east to west down to Ter Marsch for a coffee and experience the perspective.

My Best,

Ian A Green
Resident Juno Beach
iangreen.usa@gmail.com



TOWN OF JUNO BEACH

PUBLIC COMMENT CARD

ANY CITIZEN WISHING TO SPEAK SHOULD COMPLETE THIS CARD AND GIVE IT TO THE TOWN CLERK PRIOR TO THE START OF THE MEETING.

AGENDA ITEM #: _____ DATE: 8/6/2025

NAME: John Stelluto PHONE NO.: 561 891 7378

REPRESENTING (IF APPLICABLE): _____

ADDRESS: _____

CHECK WHAT MAY APPLY:

☐ SUPPORT

☐ OPPOSE

☒ I WISH TO SPEAK



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AGENDA ITEM #: _____ DATE: 8/6/2025

NAME: Van Green PHONE NO.: 561 3138733

REPRESENTING (IF APPLICABLE): Resident

ADDRESS: 469 Oleander Way Juno Beach

CHECK WHAT MAY APPLY:

☐ SUPPORT

☐ OPPOSE

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AGENDA ITEM #: MARLIN DAM DATE: Today 8/6/2025

NAME: William Kimbark PHONE NO.: _____

REPRESENTING (IF APPLICABLE): _____

ADDRESS: _____

CHECK WHAT MAY APPLY:

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AGENDA ITEM #: _____ DATE: 8/6/25

NAME: David Cox PHONE NO.: _____

REPRESENTING (IF APPLICABLE): _____

ADDRESS: _____

CHECK WHAT MAY APPLY:

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AGENDA ITEM #:

DATE:

8-6-25

NAME:

MAX FRASER

PHONE NO.:

561-351-7116

REPRESENTING (IF APPLICABLE):

ADDRESS:

500 S Lyra Circle, Juno Beach, FL 33408

CHECK WHAT MAY APPLY:

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SUPPORT

☐

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TOWN OF JUNO BEACH

PUBLIC COMMENT CARD

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AGENDA ITEM #:

DATE:

8/6/25

NAME:

Anne Boss

PHONE NO.:

561-844-5500

REPRESENTING (IF APPLICABLE):

ADDRESS:

CHECK WHAT MAY APPLY:

☐

SUPPORT

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OPPOSE

☐

I WISH TO SPEAK



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AGENDA ITEM #:

DATE:

8/6/2025

NAME:

Ken Abbe

PHONE NO.:

339-298-9465

REPRESENTING (IF APPLICABLE):

ADDRESS:

531 Lyra Cir S.W.

CHECK WHAT MAY APPLY:

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SUPPORT

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OPPOSE

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I WISH TO SPEAK



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AGENDA ITEM #:

DATE:

8/6/25

NAME:

ANNA DETENT

PHONE NO.:

561-723-6857

REPRESENTING (IF APPLICABLE):

SEA I MAGS

ADDRESS:

1055

CHECK WHAT MAY APPLY:

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SUPPORT

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OPPOSE

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I WISH TO SPEAK

8/6/2025

I am deeply concerned with the current Work-In-Progress draft of the Juno Beach Master Plan. It needs to be realigned to reflect the vision and values of the Juno Beach Community and to create long-term quality of life benefits for our existing residents.

My expectation for a Master Plan is that it should ensure that when redevelopment does occur, it is guided by strong Land Development Codes that:

- Preserves our unique small-town character, scale and charm
- Retains and supports our local mom-and-pop businesses
- Improves pedestrian safety and traffic flow
- Enhances walkability bikeability and sidewalk shade
- Protects and complements our beach and commercial corridors

Treasure Coast Regional Planning Council needs to remember, as a Town, Juno Beach is fiscally responsible and do not need to be built out to meet our financial obligations, this plan seems to represent a developer's list of incentives to redevelop our Town as quickly as possible without creating corresponding benefits for our existing residents.

We need a course correction; we need a plan that will:

1. **Create tangible benefits for existing residents** as redevelopment occurs—such as identifying the right mix of goods and services to reduce travel time for daily needs and proposing ways to attract those businesses to our Town.
2. **Develop a unifying vision for architectural styles and landscape palettes** for these commercial areas for upgrades that reflect and reinforce the identity and charm of Juno Beach, while retaining its scale and identity.
3. Create incentives so that the existing retail will remain in place. Our existing businesses need stability so that they can be offered long term leases to make investments in our Town.

I will be making the following motions, to:

4. **Reject the developer incentives** (90% residential / 10% commercial) in our commercial zoning districts. These incentives were removed from our code following the Caretta Project's approval. Our codes do allow residential in commercial districts but at 75%

residential and 25% commercial, and it is only special exception for the 80% residential and 20% commercial.

5. **Reject proposed Plaza La Mer Plan that is a drastic reduction in retail/service space** at Plaza La Mer—from 111,361 sq. ft. down to just 21,100 sq. ft. Reject the architectural style, the landscape proposal and the lower number of parking spaces. The developer incentives are not balanced with proposed public benefits of reduction in mass, height, scale, density, or improvements for quality architecture or increases in landscape coverage.
6. **Reject the conversion of U.S. 1 commercial parcels into townhouses.** I want to support our local businesses, so I will not vote to decrease our commercial zoned properties that is approx. 10% if you do not count the FPL campus – however, in expressing my deep disappointment with the plan's presentation there was not even an attempt to show benefits for existing residents. For example, whether you love or hate the Pulte Town home proposal for the Christmas tree lot, there were tangible benefits written up by the applicant such as (1) reduction in density from 18 units an acre allowed to 8.5 units an acre. (2) Reduction in height from 60' allowed to 40'. (3) Reduction in coverage from 40% allowed to 18%. And (4) Increase in minimum landscape coverage from 15% minimum required to 41%.
7. **I cannot form an opinion about the Tera Marsch groves shops plan, I like the public piase, but there are no details to give the benefits of this plan to existing residents.**
8. **Direct coordination with our other consultant's work on code improvements by Chen Moore and Associates, our vulnerability assessment, and our strategic plan initiatives.**

Finally, I would suggest that we reschedule our next meeting to look at an In-Progress Master Plan re-write in December and then have our votes in January, so our residents are back and have a greater opportunity to participate in the process.

Traffic increases are a real concern of building our Town's commercial areas into condominiums such as Caretta. While the Palm Beach County traffic trip counts show that residential generates less trips than commercial business, we know from living here that it is the residential

seasonal visitors that create bumper-to-bumper traffic and it is only season when we have to sit through several traffic signal cycles to get through the intersection of Donald Ross and U.S. 1. When Treasure Coast Regional Planning Council pitched what a master plan could do, Kim Delaney specifically said that the correct mix of commercial businesses could reduce the amount of time our existing residents are on the road getting their needed goods and services. The Palm Beach Country trip counts are only one data point and not the decision-making factor.

8/6/2025

Town of Juno Beach – Work-In-Progress Master Plan Review

Vice Mayor Pro Tem Diana Davis – Talking Points / Summary Evaluation

Strengths of the Draft Master Plan

☒ **Mobility Improvements**

- Raised pedestrian crosswalks at key locations (Olympus, Atlantic, Ocean Drive) improve safety and walkability. [research - noise level in decibels, can the street lighting replace flashing street signs]
- Focus on integrated sidewalk networks, crosswalks, and SunTrail connectivity is a step forward for pedestrians and cyclists. [must add shaded sidewalks and water fountains]

☒ **Support for Local Businesses**

- Strong recommendation to **support existing businesses** through policy tools and incentives
- Supporting our mom-and-pop businesses within the US-1/Donald Ross commercial cluster aligns with community goals.
- Creative ideas like a **small business grant program** for façade upgrades, signage, landscaping, and lighting.
- Suggestion to create a **merchant's association**, host events, and launch multimedia marketing campaigns to promote local business.
- Exploring a **special taxing district** (US-1 Corridor Improvement District) to fund business retention is worth pursuing.

☒ **Urban Design Recommendations (with conditions)**

- Proposal to require **high-quality public spaces**, visibility, and amenities in new mixed-use projects is positive—if tied to Juno Beach's unique design identity.
- Future **Architectural and Design Guidelines** Pattern Book would help preserve the coastal town character. However, now as part of the Master Plan the vision for our commercial corridor, it needs to have an architectural and landscape identity or vision that does not wait on a pattern book (as a separately billed project that includes residential design).

☒ **Plaza Redevelopment Opportunity (with modifications)**

- The idea of a public paseo in TerMarsch Plaza is promising.
 - Opportunity exists to improve Plaza La Mer, but the current concept **must be revised** to match the Town's character and scale. Can we incentivize a smaller scale project or voluntary historical preservation?
-

Areas of Concern / Recommendations for Revision

✕ Architectural Style & Massing at Plaza La Mer

- The current concept lacks architectural character—it feels large, institutional, and disconnected from our community vision.
- Design should reflect **Old Florida vernacular**, Key West, Mediterranean, or pedestrian-scale Victorian styles found in Juno's civic buildings and older neighborhoods.
- Priority must be given to preserving a sense of space, light, and landscaping—not just density and height.

✕ Loss of Commercial Space

- The current proposal for Plaza La Mer includes only **21,100 SF of commercial space**, down from **111,000 SF** currently.
- Encourage commercial investors to give long term leases so businesses can invest in the community
- We should **retain at least the current commercial square footage** and avoid incentives that encourage residential over retail.

✕ Traffic Impacts Mischaracterized

- Master Plan relies on county-level trip counts that suggest residential has less traffic impact than commercial.
- However, **seasonal residential traffic** is what clogs U.S. 1 and Donald Ross, especially during rush hours.
- Commercial businesses like cafés and hardware stores may spread out trips throughout the day and reduce the need to leave Town—a **major quality-of-life improvement**.

✕ Overlay Regulations Concerns

- **Reducing residential parking to 1.5 spaces/unit** is unrealistic. With 682 current spaces at Plaza La Mer, the new concept proposes only 400 total.
- **Increased density from 18 to 25 units/acre** will exacerbate seasonal traffic, parking shortfalls, and infrastructure strain.

✕ Missed Opportunities

- No clear **landscape palette or buffer strategy** to screen buildings, shade pedestrians, or define a sense of place.