



PLANNING COMMISSION MEETING
AGENDA
Monday, April 07, 2025 at 6:00 PM
Commission Chambers, 300 Municipal Drive,
Madeira Beach, FL 33708

This Meeting will be televised on Spectrum Channel 640 and YouTube Streamed on the City's Website.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PUBLIC COMMENT**

Public participation is encouraged. If you are addressing the Planning Commission, step to the podium and state your name and address for the record. Please limit your comments to three (3) minutes and do not include any topic that is on the agenda.

Public comment on agenda items will be allowed when they come up.

For any quasi-judicial hearings that might be on the agenda, an affected person may become a party to this proceeding and can be entitled to present evidence at the hearing including the sworn testimony of witnesses and relevant exhibits and other documentary evidence and to cross-examine all witnesses by filing a notice of intent to be a party with the Community Development Director, not less than five days prior to the hearing.

- 4. APPROVAL OF MINUTES**
 - [A.](#) February 2025 Minutes
- 5. NEW BUSINESS**
- 6. OLD BUSINESS**
- 7. ADMINISTRATIVE/STAFF PRESENTATION**
 - [A.](#) Master Plan Update-Kimley Horn
- 8. PLANNING COMMISSION DISCUSSION**
- 9. NEXT MEETING**

Next meeting is scheduled for Monday, May 5, 2025 at 6:00 p.m.

10. INFORMATIONAL MATERIALS

11. ADJOURNMENT

One or more Elected or Appointed Officials may be in attendance.

Any person who decides to appeal any decision of the Planning Commission with respect to any matter considered at this meeting will need a record of the proceedings and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The law does not require the minutes to be transcribed verbatim; therefore, the applicant must make the necessary arrangements with a private reporter or private reporting firm and bear the resulting expense. In accordance with the Americans with Disability Act and F.S. 286.26; any person with a disability requiring reasonable accommodation to participate in this meeting should call Jenny Rowan, Community Development Director at 727-391-9951, ext. 244 or email a written request to jrowan@madeirabeachfl.gov.

**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

March 3, 2025 - MINUTES

1. CALL TO ORDER

Chairman Wyckoff called the meeting to order at 6:00 PM.

2. ROLL CALL

Members in Attendance:

Chairman Wyckoff
Commissioner Dillon
Commissioner Meagher
Commissioner Cloud
Commissioner LaRue
Commissioner Connolly

Members Absent:

Commissioner Noble

Staff Representatives:

Jenny Rowan, Community Development Director
Andrew Morris, Long Range Planner
Thomas Trask, City Attorney
Lisa Scheuermann, Board Secretary

3. PUBLIC COMMENTS

Chairman Wyckoff stated that there were no members of the public in the chambers so the public comments announcement can be skipped.

4. APPROVAL OF MINUTES

Minutes from the February 2025 meeting were approved unanimously.

5. NEW BUSINESS

A. Ordinance 2025-09 Districts

Jenny Rowan presented.
No discussion followed.

Chairman Wyckoff called for a motion.
Commissioner Dillon made the motion to approve.
Commissioner Cloud seconded.
The motion passed unanimously.

B. Ordinance 2025-10 Accessory Structures

Jenny Rowan presented.
Some discussion followed regarding previously non-conforming structures.

Chairman Wyckoff called for a motion.
Commissioner Dillon made the motion to approve.
Commissioner Connolly seconded.
The motion passed unanimously.

C. Ordinance 2025-11 Alcohol Beverages

Andrew Morris presented.
He stated that this had been presented at the BOC Workshop.
Commissioner Cloud had a question regarding the 500 foot rule. For instance, since a bar can't open within 500 feet of a school, what if a school opened within 500 feet of a bar?
Some discussion followed.

Chairman Wyckoff called for a motion.
Commissioner Dillon made the motion to approve with the amendment noted on page 5.
Commissioner Cloud seconded.
The motion passed unanimously.

6. OLD BUSINESS

There was no old business.

7. PLANNING COMMISSION DISCUSSION

Madeira Beach Master Plan Update.

Andrew Morris presented the update.

8. NEXT MEETING

The next meeting is scheduled for Monday April 7, 2025, at 6:00 PM.

9. ADJOURNMENT

Chaiman Wyckoff adjourned the meeting at 6:31 PM.

Respectfully submitted:

Michael Wyckoff, Chairman

Date

Lisa Scheuermann, Board Secretary

Date



Photo Courtesy of Trash Pirates of Mad Beach



Item 7A.

Master Plan Update Planning Commission Meeting

April 7, 2025



Kimley»Horn
Expect More. Experience Better.

MADEIRA BEACH MASTER PLAN
Guiding the City Towards a Resilient Future



Outline

- Project Schedule and Status
- What We've Heard So Far
- Draft Goals and Objectives
- What's Next?



Project Scope and Timeline



What is the purpose of the new City Master Plan?

- **Guiding document** for future development and capital improvements that reflects the community's vision for the future of Madeira Beach
- Replace the 2002 Master Plan to **address evolving community needs and implement modern, sustainable practices and solutions**
- The Master Plan will **identify goals, objectives, and implementation strategies** that will:
 - Address local challenges,
 - Help our City adapt to future conditions, and
 - Enhance quality of life for all who live, work, and visit Madeira Beach.



Engagement So Far

- Online Survey #1: *June 2024 – Oct. 2024*
 - 77 Responses
- Online Survey #2: ***Happening now!***
- Interactive Online Map - *Ongoing*
 - 56 Comments as of 3/28/25



What is your vision for Madeira Beach?

More Bike Parking

Protect the Sea Turtles and Increase Wildlife Education

Beach Clean Ups

More Shopping and Restaurants

Protect the Beaches and Limit Pesticides

Food Truck Zones

Fishing Village

Make Gulf Boulevard Safer and More Walkable

Community Gardens

Pedestrian Crossing Improvements

ADA Accessible Beach Access

Maintain Small Businesses

Maintain the Character of the City

Family-Friendly

More Plants and Landscaping

Small-Town Feel

Resident Parking

Master Plan Focus Areas



New Development/
Redevelopment



Transportation/
Mobility



Parks, Recreation, and
Public Spaces



Economic/Business
Development



Sustainability and
Resiliency



Beautification and
Placemaking





Transportation/Mobility

Goal Statement:

Create a safe and convenient transportation network that prioritizes all users, including pedestrians, cyclists, motorists, and public transit riders.





Transportation/Mobility

- Create a safer Gulf Blvd
- Slow down traffic on Tom Stuart Causeway/150th Ave
- Devise a citywide parking strategy
- Create more pedestrian-friendly areas
- More accessible and connected shared-use paths, trails, and protected/separated bike lanes
- More public transportation options





New Development/Redevelopment

Goal Statement:

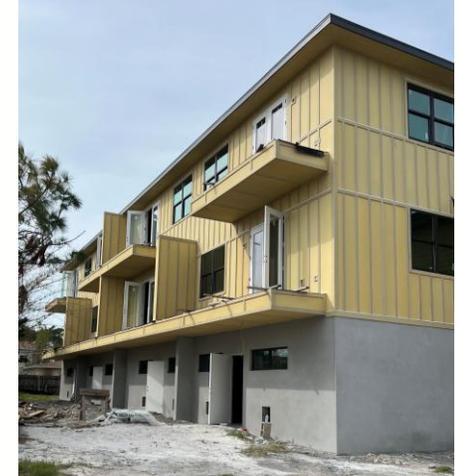
Support sustainable growth that balances community identity with economic vitality by directing growth towards the City's activity centers while maintaining neighborhood character.





New Development/Redevelopment

- **“Controlled” growth** – ensure critical infrastructure can support new development
- **Encourage quality design** that creates a cohesive look and feel
- Maintain views of the beach and **character of John’s Pass Village**
- **Encourage mixed-use development** with ground floor retail
- Ensure new development provides **community benefits**





Economic/Business Development

Goal Statement:

Foster a thriving local economy that supports small business development and encourages a diversity of entrepreneurial activities that meet the daily needs of year-round residents while also providing memorable experiences for visitors.





Economic/Business Development

- Ensure Madeira Beach continues to be an **attractive place to start and run a small, local business**
- **Maintain working waterfronts**, increase dock access in commercial areas, and enhance the marina
- Program **more family-friendly events, concerts, and festivals** throughout the year
- Explore opportunities to **attract target industries and create job growth**





Sustainability and Resiliency

Goal Statement:

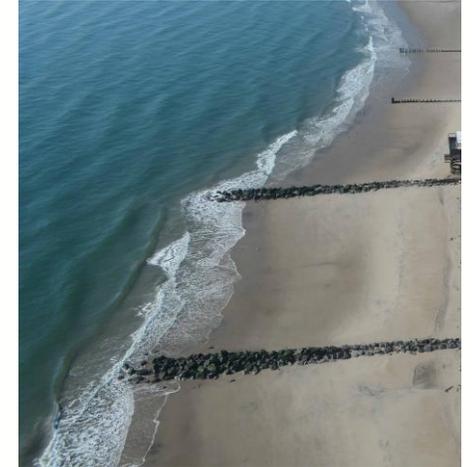
Promote stewardship of coastal resources and invest in adaptive infrastructure to mitigate flood risk and support long-term community resilience.





Sustainability and Resiliency

- Maintain **awareness and education** of evolving flood protection
- Elevate **public infrastructure and facilities**
- Explore **options for elevating residential structures** and allowances for fill material
- Continue to **improve existing stormwater management systems**
- Support **green infrastructure solutions**
- **Reduce amount of impervious surfaces**
- Continue to **educate residents and improve systems to disseminate information** and rebuild after storm events





Parks, Recreation, and Public Spaces

Goal Statement:

Optimize the use and accessibility of existing public spaces and recreational amenities to better serve the needs of current and future residents and visitors.





Parks, Recreation, and Public Spaces

- Develop a **Parks and Recreation Master Plan**
- **Activate existing recreational areas and increase access and connectivity**
- **Expand programming and hours of the fitness center**
- **Construct kid-friendly recreation areas near the beach**
- **Explore constructing an amphitheater at R.O.C. Park**
- **Continue to educate beach-goers about sea turtle nesting and stewardship of coastal resources**





Beautification and Placemaking

Goal Statement:

Encourage creative planning, design and programming of public and private spaces to increase cultural and social vibrancy and reinforce Madeira Beach's identity as a small fishing village that has evolved into a must-visit coastal destination.





Beautification and Placemaking

- Improve entrances to the City
- Add wayfinding signage around the City
- Install low-maintenance, salt-tolerant landscaping
- Repaint/improve exterior of public structures, such as bridges and bridge towers
- Create a storm drain and utility box mural program
- Encourage public art





What's Next?

- Refine goals and objectives
- Identify grant funding opportunities
- Continue Community Engagement
 - Online Survey #2
 - Stakeholder Meetings
 - Final Community Workshop will debut the New Master Plan



Scan for Project Website

