



2014 STATUS OF THE FLOODPLAIN MANAGEMENT PLAN AND THE RE-CERTIFICATION OF THE COMMUNITY RATING SYSTEM FOR THE CITY OF MADEIRA BEACH

TO: Shane B. Crawford
City Manager

FROM: Lynn M. Rosetti, AICP, CFM
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Introduction

The Madeira Beach Board of Commissioners adopted the City's Floodplain Management Plan on February 17, 1998. On June 15, 1999 the Madeira Beach Board of Commissioners approved Resolution 99.14 supporting the Local Mitigation Strategy (LMS) developed by Pinellas County. Later, in March 2003, the Madeira Beach Board of Commissioners approved the LMS which was developed by Pinellas County with the coordination and cooperation of each of the municipalities. The Five-Year Update of the Countywide LMS was by the Board of Commissioners through Resolution 10.10 on June 8, 2010. The LMS is monitored and updated annually by a committee of individuals representing each jurisdiction in Pinellas County.

This memorandum serves as a progress report. For credit under the Community Rating System, this memorandum must be distributed to the media and made available to the public. A news release is being sent to the Beach Beacon with a copy of this memorandum. In addition to providing this document to the Board of Commissioners, copies of this review must be available to the public. It is further recommended brief notice be placed on the City's website informing the public that this report is available in the Madeira Beach Community Development Department and on the City's website.

Background

The Floodplain Management Plan was developed to identify flooding within the City of Madeira Beach. The Plan specifically mapped locations where structures have sustained repetitive flood damage. The Floodplain Management Plan further cited measures and activities to protect people and property in Madeira Beach.

A Review of the Plan's Action Items

1. As noted above, the Madeira Beach Board of Commissioners has adopted the most recent Local Mitigation Strategy prepared by Pinellas County and the cooperating

- jurisdictions. The plan is annually reviewed and updated by a committee of individuals representing each of the jurisdictions, including the City of Madeira Beach.
2. The City's Capital Improvement Program is updated annually. The program of drainage improvements is established to address problem areas and repetitive loss areas.
 3. Flood protection standards for new structures and substantially improved structures are reviewed by the City of Madeira Beach Community Development Department, prior to building permit issuance. Renovation projects are required to provide a cost estimate of the improvement and proof of the value of the structure to ensure compliance with the 50% Rule under City's floodplain regulations, as well as FEMA's regulations.
 4. The *Madeira Beach Wave*, the City's newsletter, is distributed to all properties in the City of Madeira Beach four times each year. The City will email the newsletter to any interested individual who may be a seasonal resident of the community. A readable and downloadable copy of current and past issues of the City's newsletter is available on the City's web site: www.madeirabeachfl.gov. Each publication offers information on such topics as flood insurance, flood safety, hurricane preparedness, hiring a licensed contractor, stormwater drainage including illegal dumping, and the like. It should also be noted that the Telephone Book provides information on evacuation routes and tips on what to do in case of flooding. The *Tampa Bay Times* provides a pullout section on or about June 1st identifying the dangers of storm surge, shelter locations, evacuation routes, preparation activities and what to bring to a shelter, what to expect after the storm has passed. The *Tampa Bay Times* often reprints such information if storm activity is imminent. The Home Page of the City of Madeira Beach's web site allows individuals to "click" and link directly to www.FloodSmart.Gov and www.FEMA.gov.
 5. The City of Madeira Beach Fire Department holds an annual public information forum at City Hall during Fire Prevention Week. The forum is widely publicized and is held in October each year.
 6. Flood insurance and flood protection literature is kept in the lobby of the Madeira Beach City Hall located at 300 Municipal Drive and the Gulf Beaches Library located at 200 Municipal Drive, which services several of Pinellas County coastal beach communities.
 7. The City of Madeira Beach reinstated its own Building Division within the Community Development Department on October 1, 2012. The department performs zoning, flood ordinance, and building plan review; the issuance of building permits, and full building inspection services. Prior to releasing the Certificate of Occupancy, the submittal of a Flood Elevation Certificate is required. Once the project is completed, the original Certificate of Occupancy and Flood Elevation Certificate are maintained in the Community Development Department in Madeira Beach. Prior to October 1, 2012,

a copy of each Certificate of Occupancy and Flood Elevation Certificate was provided to Madeira Beach from its building services contracts (Pinellas County and the City of Treasure Island). Madeira Beach files the copy of the Flood Elevation Certificate with each property address and maintains a notebook of all Flood Elevation Certificates with any subsequent corrections. Interested individuals may obtain a copy of a Flood Evaluation Certificate upon request. Copies of these Flood Elevation Certificates are located on the City's website (website file currently being updated from 2010).

8. The City of Madeira Beach Community Development Department staff provides current FIRM information and answers to flood questions from interested parties. The City maintains a log of the date, request, address, and inquirer. Generally speaking, the City provides Information pertaining to the Substantial Improvement/Substantial Damage (50% rule) requirements, specific flood zone requirements, and granting opportunities through FEMA's Hazard Mitigation Assistance Unified Guidance programs.
9. The City staff responds on-site to flood complaints from residents.
10. Annual all hazard emergency exercises by City staff, including flood disasters, has provided opportunities to update and clarify responsibilities in the City's Emergency Operations Plan.
11. The City of Madeira Beach staff works with interested repetitive loss property owners advising them of the FEMA Flood Mitigation Assistance Program (FMA) and the SRL Program (Severe Repetitive Loss) throughout the year. A mailing was sent advising repetitive and severe repetitive loss owners of the publications available pertaining to flood proofing and flood prevention. An additional mailing was sent to all banks, insurance agents, realtors, and real estate brokers in Madeira Beach advising them that the City of Madeira Beach is a coastal barrier island located in the Coastal High hazard area and is subject to flooding. Information about the requirements of obtaining flood insurance as included. Last fall, the City of Madeira Beach as the subapplicant prepared and submitted three FMA grant applications (3 properties total). In May-June, working with a State DEM provided consultant, the City was involved with the preparation and submission of three additional FMA grant applications (9 properties total). In early May, the City published a notification in the Beach Beacon informing property owners of a Town Hall meeting to discuss and encourage FMA grant applications. Letters were also sent to all owners of RL and SRL properties in Madeira Beach with respect to this effort to encourage FMA grant applications.
12. The City diligently follows up on all "Submit to Rate" concerns forwarded by the regional office of FEMA. Although no such violation were noted in 2014, in past years staff has taken strict action in ensuring the flood violations were corrected. If the situation arose where a property owner did not correct the flood violation, the City's Special Magistrate of Code Enforcement would be able to hold a hearing and issue a code order inclusive of a running fine until the correction was made. Failure of the

property owner to pay the fine would ultimately be recorded as a lien against the property.

13. The Madeira Beach Public Works Department performs maintenance and cleaning of the City's storm water collection and outfall system. A maintenance log is kept. "No dumping" signs are affixed to each catch basin in the community. The Central Services Director and several Public Works staff members have completed NPDES training. Staff continues to monitor and advise contractors and homeowners of proper actions to avoid spills and unwanted materials from going into the city's drainage system. Any spills or unwanted materials, which have been illegally dumped down the storm drain system, have been handled through the code enforcement process. City's Special Magistrate of Code Enforcement has held hearings and issued code order inclusive of fines. Failure of the property owner to pay the fine has ultimately resulted in a lien against the property.
14. The *Madeira Beach Wave*, city web site, and cable television access Channel 615 are each used to provide information to the public about this issue. The City of Madeira Beach is a co-applicant with Pinellas County on the NPDES permit.

Recommendation

The City of Madeira Beach should continue implementing all ongoing recommendations of the Floodplain Management Plan.

Attachments: Community Rating System Annual Recertification 2014