

ORDINANCE 1151

AN ORDINANCE OF THE CITY OF MADEIRA BEACH, FLORIDA, PROVIDING FOR ADOPTION OF THE MADEIRA BEACH TOWN CENTER – SPECIAL AREA PLAN; PROVIDING FOR TRANSMITTAL OF THE MADEIRA BEACH TOWN CENTER – SPECIAL AREA PLAN FOR CONSISTENCY REVIEW BY THE PINELLAS PLANNING COUNCIL; BY PROVIDING FOR READING BY TITLE ONLY; BY PROVIDING FOR SEVERABILITY; BY PROVIDING FOR REPEAL OF ORDINANCES IN CONFLICT; AND BY PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Madeira Beach Town Center – Special Area Plan emphasizes the tools and strategies to guide redevelopment in an area of approximately 80 acres on the north end of the City of Madeira Beach; and

WHEREAS, the City of Madeira Beach proposes to change the Future Land Use Map for the approximately 80 acre area under Ordinance 1140 to “Planned Redevelopment – Mixed Use: and

WHEREAS, the City’s proposed change to the Future Land Use Map necessitates amendments to the Countywide Plan Rules; and

WHEREAS, the amendments to the Countywide Plan Rules adopted in July 2006 require a Special Area Plan be prepared by a local government which intends to utilize the “Planned Redevelopment” classification categories; and

WHEREAS, the Madeira Beach Town Center – Special Area Plan has been prepared in accordance with the amended Countywide Plan Rules; and

WHEREAS, the Madeira Beach Board of Commissioners desire to adopt the Madeira Beach Town Center – Special Area Plan; and

WHEREAS, the Madeira Beach Board of Commissioners has reviewed the Madeira Beach Town Center – Special Area Plan, and determined it to be consistent with the Countywide Plan Rules; and

WHEREAS, the Madeira Beach Board of Commissioners desires to have the Pinellas Planning Council complete the consistency review with the Countywide Plan Rules.

NOW, THEREFORE, be it ordained by the Board of Commissioners of the City of Madeira Beach, Florida:

SECTION 1. That the City of Madeira Beach does hereby adopt the Madeira Beach Town Center – Special Area Plan.

SECTION 2. That the City of Madeira Beach does hereby transmit the Madeira Beach Town Center – Special Area Plan to the Pinellas Planning Council for consistency review with the Countywide Plan Rules.

SECTION 3. That the provisions of this Ordinance shall be deemed severable. If any part of the Ordinance is deem unconstitutional, it shall not affect the constitutionality of other portions of the Ordinance.

SECTION 4. That all Ordinances or parts of Ordinances in conflict with the provisions of this Ordinance be hereby repealed insofar as the same affect this Ordinance.

LOCAL PLANNING AGENCY PUBLIC HEARING on the 9th day of March, 2009 (City Charter 12.4 C.)

PUBLISHED on the 22nd day of March, 2009 (City Charter 7.3b. – at least fourteen (14) days prior to the second reading).

PASSED ON FIRST READING at a meeting of the Board of Commissioners of the City of Madeira Beach, Florida, held on the 24th day of March, 2009.

PUBLISHED on the 2nd day of September, 2009 (City Charter 7.3b. – at least fourteen (14) days prior to the second reading).

ADOPTED ON SECOND READING AND PUBLIC HEARING this 21st day of September, 2009.

AYES:	(4)	Commissioners Kochick, Lister, Oakley, and Mayor Shontz
NAYS:	(0)	
ABSENT:	(1)	Commissioner Nichols
ABSTAIN:	(0)	

APPROVED AS TO FORM:

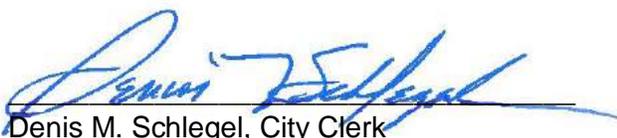


Michael A. Connolly, City Attorney



Patricia J. Shontz, Mayor

ATTEST:



Denis M. Schlegel, City Clerk



STATE OF FLORIDA

DEPARTMENT OF COMMUNITY AFFAIRS

"Dedicated to making Florida a better place to call home"

CHARLIE CRIST
Governor

THOMAS G. PELHAM
Secretary



November 18, 2009

*cc: City Mgr,
BC Madeira Beach*

The Honorable Patricia J. Shontz
Mayor, City of Madeira Beach
300 Municipal Drive
Madeira Beach, Florida 33708

Dear Mayor Shontz:

The Department has completed its review of the adopted Comprehensive Plan Amendment for the City of Madeira Beach (DCA Number 09-1AR), as adopted on September 21, 2009, by Ordinance Numbers 1140, 1151, and 1157. This amendment was reviewed in accordance with Subsection 163.32465, F.S., relating to the review of comprehensive plans in pilot urban areas. The Department has identified no provision that would necessitate an agency challenge pursuant to 163.32465, F.S.

We appreciate the opportunity to work with the City in the review of this amendment. If you have any questions relating to this review, please contact Valerie Jenkins, Senior Planner, at (850) 922-1803.

Sincerely,

Mike McDaniel, Chief
Office of Comprehensive Planning

MM/vj

cc: Ms. Paula Cohen, Director, Community Development, City of Madeira Beach
Ms. Gail Easley, Consultant
Mr. Manny Pumariega, Executive Director, Tampa Bay Regional Planning Council

2555 SHUMARD OAK BOULEVARD ♦ TALLAHASSEE, FL 32399-2100
850-488-8466 (p) ♦ 850-921-0781 (f) ♦ Website: www.dca.state.fl.us

♦ COMMUNITY PLANNING 850-488-2356 (p) 850-488-3309 (f) ♦ FLORIDA COMMUNITIES TRUST 850-922-2207 (p) 850-921-1747 (f) ♦
♦ HOUSING AND COMMUNITY DEVELOPMENT 850-488-7956 (p) 850-922-5623 (f) ♦

600 Cleveland Street, Suite 850 • Clearwater, Florida 33755-4160
Telephone 727.464.8250 • Fax 727.464.8212 • www.pinellasplanningcouncil.org

Mayor Beverley Billiris, *Chairman*
Vice-Mayor Jerry Knight, *Vice-Chairman*
Mayor Pat Gerard, *Secretary*
Commissioner John Morrone, *Treasurer*
Commissioner Nina Bandoni
Councilmember Sandra L. Bradbury
Commissioner Dave Carson
Councilmember John Doran
Councilmember Jim Kennedy
School Board Member Linda S. Lerner
Commissioner Stephanie Oddo
Mayor Jim Ronecker
Mayor Patricia J. Shontz

June 19, 2009

Mayor Patricia J. Shontz
City of Madeira Beach
300 Municipal Drive
Madeira Beach, FL 33708



David P. Healey, AICP
Executive Director

Dear Mayor Shontz:

The Pinellas Planning Council considered at public hearing on June 17, 2009 one application from the City of Madeira Beach for amendment of the Countywide Future Land Use Plan. The Council recommended approval of case CW 09-16, City of Madeira Beach Town Center Plan (SAP Adoption 2009), as noted on page 1 of the accompanying agenda memorandum.

This amendment, including the recommendation of the PPC, will be considered by the Board of County Commissioners, in their capacity as the Countywide Planning Authority (CPA), on July 7, 2009 at 9:30 A.M.

Thank you and your staff for your assistance in the coordination of our countywide planning process.

Sincerely,

Beverley Billiris, Chairman
Pinellas Planning Council

Encl.

cc: W. D. Higginbotham, Jr., City Manager
Paula Cohen, Community Development Director

**PINELLAS PLANNING COUNCIL
AGENDA MEMORANDUM**

AGENDA ITEM: III B-3.

MEETING DATE: June 17, 2009

SUBJECT: Amendment of the *Countywide Future Land Use Plan Map*
FROM: Residential/Office/Retail (R/O/R), Resort Facilities Medium (RFM), Commercial General (CG), Recreation/Open Space (R/OS), Institutional (I), and Transportation/Utility (T/U)
TO: Planned Redevelopment – Mixed Use (PR-MU)
AREA: 80 Acres m.o.l
CASE #: CW 09-16 (SAP Adoption 2009)
JURISDICTION: City of Madeira Beach
LOCATION: Generally an area included within and encompassed by the Gulf of Mexico on the west, 154th Ave. on the north, Boca Ciega Bay on the north, east, and south, and generally north of East Madeira Ave., and south of 1st St. E.

RECOMMENDATION:

Council Recommend To The Countywide Planning Authority That The Proposed Map Amendment To Planned Redevelopment – Mixed Use Be Approved Based On The Accompanying Special Area Plan Entitled Madeira Beach Town Center Special Area Plan, Subject To The Following Conditions:

1. Submission by the City of any future amendment to the Special Area Plan for receipt and acceptance, or for consideration as an amendment, as is determined necessary, under the Countywide Plan Map amendment process;
2. Submission by the City of an assessment of the Special Area Plan's progress with respect to its enumerated objectives five years from the effective date of the Countywide Plan Map amendments pursuant to this Special Area Plan.
3. Submission of any zoning amendments that result in increases in the allowable density or intensity, and that such submission will constitute substantive amendment of the Special Area Plan; or amendment of the Special Area Plan to include refinement of the Character Districts to recognize current public ownership and/or existing use.
4. With the exception of the Commercial Core District, application of permitted densities and intensities based on their respective proportion to the total affected land area, unless specifically noted otherwise in the Special Area Plan.

PINELLAS PLANNING COUNCIL ACTION:

The Council recommended approval of the amendment, subject to the separate and additional conditions enumerated above (vote 11-0).

COUNTYWIDE PLANNING AUTHORITY ACTION:

600 Cleveland Street, Suite 850 • Clearwater, Florida 33755-4160
Telephone 727.464.8250 • Fax 727.464.8212 • www.pinellasplanningcouncil.org

Mayor Beverley Billiris, *Chairman*
Vice-Mayor Jerry Knight, *Vice-Chairman*
Mayor Pat Gerard, *Secretary*
Commissioner John Morroni, *Treasurer*
Commissioner Nina Bandoni
Councilmember Sandra L. Bradbury
Commissioner Dave Carson
Councilmember John Doran
Councilmember Jim Kennedy
School Board Member Linda S. Lerner
Commissioner Stephanie Oddo
Mayor Jim Ronecker
Mayor Patricia J. Shontz

June 19, 2009



Mayor Patricia J. Shontz
City of Madeira Beach
300 Municipal Drive
Madeira Beach, FL 33708

David P. Healey, AICP
Executive Director

Dear Mayor Shontz:

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This amendment, including the recommendation of the PPC, will be considered by the Board of County Commissioners, in their capacity as the Countywide Planning Authority (CPA), on July 7, 2009 at 9:30 A.M.

Thank you and your staff for your assistance in the coordination of our countywide planning process.

Sincerely,

Beverley Billiris, Chairman
Pinellas Planning Council

Encl.

cc: W. D. Higginbotham, Jr., City Manager
Paula Cohen, Community Development Director

**PINELLAS PLANNING COUNCIL
AGENDA MEMORANDUM**

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AREA: 80 Acres m.o.l
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RECOMMENDATION:

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2. Submission by the City of an assessment of the Special Area Plan's progress with respect to its enumerated objectives five years from the effective date of the Countywide Plan Map amendments pursuant to this Special Area Plan.
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4. With the exception of the Commercial Core District, application of permitted densities and intensities based on their respective proportion to the total affected land area, unless specifically noted otherwise in the Special Area Plan.

PINELLAS PLANNING COUNCIL ACTION:

The Council recommended approval of the amendment, subject to the separate and additional conditions enumerated above (vote 11-0).

COUNTYWIDE PLANNING AUTHORITY ACTION:

**BOARD OF COUNTY
COMMISSIONERS**

Nancy Bostock
Neil Brickfield
Calvin D. Harris
Susan Latvala
John Morrone
Karen Williams Seel
Kenneth T. Welch



July 9, 2009

The Honorable Patricia Shontz
Mayor, City of Madeira Beach
300 Municipal Drive
Madeira Beach, FL 33708

Dear Mayor Shontz:

At its July 7, 2009 meeting, the Board of County Commissioners, acting as the CPA, took action to approve Case #CW 09-16, which was initiated by your City. The Ordinance associated with this action is attached.

Sincerely,

Brian K. Smith, Director
Pinellas County Planning Department

cc: Planning Department Director
Attachment

CPA\Corresp.ck.pg 15.

PLEASE ADDRESS REPLY TO:
600 Cleveland Street
Suite 750
Clearwater, Florida 33755
Phone: (727) 464-8200
Fax: (727) 464-8201
Website: www.pinellascounty.org



ORDINANCE NO. 09-_____

AN ORDINANCE AMENDING THE COUNTYWIDE FUTURE LAND USE PLAN OF PINELLAS COUNTY, FLORIDA, BY ACTION ON CASE NUMBER CW 09-16 INITIATED BY MADEIRA BEACH AND TRANSMITTED TO THE BOARD IN ACCORDANCE WITH THE SPECIAL ACT; PROVIDING FOR AMENDMENT TO THE PLAN; PROVIDING FOR SEVERABILITY; PROVIDING FOR FILING OF THE ORDINANCE; PROVIDING FOR OTHER MODIFICATIONS THAT MAY ARISE FROM REVIEW OF THE ORDINANCE AT THE PUBLIC HEARINGS AND WITH RESPONSIBLE AUTHORITIES; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, a proposed amendment to the Countywide Future Land Use Plan, which is an element of the Countywide Comprehensive Plan of Pinellas County, Florida, has been presented at a public hearing to the Board of County Commissioners in their capacity as the Countywide Planning Authority; and

WHEREAS, notices of public hearings have been accomplished as required by Chapter 73-594, Laws of Florida, as amended; and

WHEREAS, procedures of the Special Act and County Charter have been followed concerning the Pinellas Planning Council and the Countywide Planning Authority for proposed amendment to the Countywide Future Land Use Plan; and

WHEREAS, the City of Madeira Beach initiated a proposed amendment which was considered at a public hearing by the Pinellas Planning Council on June 17, 2009, with recommendations made by the Council that are documented in the Council reports referred to as Exhibit A; and

WHEREAS, the Board has conducted a public hearing and taken action that is documented by ordinance for approvals or partial approvals and partial denials and by resolution for denials, with both documents including the relevant Council reports as attached; and

Competent Jurisdiction, such holding shall not be construed to render the remaining provisions of this Ordinance invalid or unconstitutional.

Section 3. Filing of Ordinance; Effective Date A certified copy of this ordinance shall be filed with the Secretary of State with the Ordinance and Exhibit A to be filed with the Clerk of the Circuit Court. This Ordinance shall take effect upon filing with the Department of State.

EXHIBIT A

Case #CW 09-16

NOW, THEREFORE, BE IT ORDAINED by the Board of County Commissioners of Pinellas County, Florida, acting as the Countywide Planning Authority in regular meeting duly assembled on July 7, 2009, as follows:

Section 1 - Amending the Countywide Future Land Use Plan

The Countywide Future Land Use Plan for Pinellas County adopted in Section 3(a) of Ordinance 89-4 is amended to reflect the changes adopted as follows:

#CW 09-16 80 acres generally located within and encompassed by the Gulf of Mexico on the west, 154th Avenue on the north, Boca Ciega Bay on the north, east, and south, and generally north of East Madeira Avenue, and south of 1st Street East, from Residential/Office/Retail, Resort Facilities Medium, Commercial General, Recreation/Open Space, Institutional, and Transportation/Utility to Planned Redevelopment – Mixed Use, subject to the following conditions:

- submission by the City of any future amendment to the Special Area Plan for receipt and acceptance, or for consideration as an amendment, as is determined necessary, under the Countywide Plan Map amendment process;
- submission by the City of an assessment of the Special Area Plan's progress with respect to its enumerated objectives five years from the effective date of the Countywide Plan Map amendments pursuant to this Special Area Plan;
- submission of any zoning amendments that result in increases in the allowable density or intensity, and that such submission will constitute substantive amendment of the Special Area Plan; or amendment of the Special Area Plan to include refinement of the Character Districts to recognize current public ownership and/or existing use; and
- with the exception of the Commercial Core District, application of permitted densities and intensities based on their respective proportion to the total affected land area, unless specifically noted otherwise in the Special Area Plan.

Section 2. Severability If any Section, Subsection, sentence, clause, phrase, or provision of this Ordinance is for any reason held invalid or unconstitutional by a Court of

I. BACKGROUND

This proposed map amendment and Special Area Plan (SAP) is submitted by the City of Madeira Beach and seeks to reclassify an area totaling 80 acres from various designations to the Planned Redevelopment - Mixed Use (PR-MU) category. The City amended its comprehensive plan in 2007 to include the PR – MU category, and completed the “*Madeira Beach Town Center Special Area Plan (SAP)*” this year, which is submitted as the governing document for the 80 acre redevelopment area. In addition to revised density and intensity standards to be applied within the planning area, the SAP addresses the following issues:

- Poor Quality Pedestrian Environment
- Problematic Parking Patterns
- Limited Access to Businesses
- Retention of Convenience Retail
- Limited Community Facilities
- Limited Access to Community Facilities
- Inconsistent Public Realm
- Conflicting Land Use
- Barriers to Property Assemblage
- Declining Tourist Amenities
- Overdependence On Tourism To Support Local Economy

The objectives and strategies within the SAP propose to correct these issues by establishing architectural guidelines, amending the land development regulations (e.g., sign regulations and site design requirements), grouping the area into functional categories (i.e., the Causeway District, Commercial Core District, Beachfront District, Peninsula District, and Transition District) to address common issues, and identifying funding sources for Town Center improvements (i.e., streetscape improvements, infrastructure investments, and new, multi-use civic buildings). The overall purpose of the SAP is to attract residents and tourists to the area and to “guide redevelopment in an area that is strategically important not only for the City, but for Pinellas County as well.”

The changes to allowable densities and intensities in the SAP show a maximum development potential resulting in a 27 percent increase in permanent residential units, a 4 percent decrease in temporary lodging units, and a 41 percent increase in non-residential square footage. However, the actual development potential will vary and is expected to be lower than this hypothetical maximum, depending upon existing usage, ownership, and redevelopment potential, as described in the Plan.

As currently constructed, the SAP relies on existing and proposed zoning districts to govern and implement each character district – thus the reason for condition number 3 in the recommendation. A preferred course of action that the City might consider in the future would be to include additional detail in each character district to clarify and help administer the SAP, particularly for those areas under public ownership or currently used in a manner that is not expected to change. This would avoid the perception or interpretation that the plan provide for more density/intensity than can actually be achieved.

**PINELLAS PLANNING COUNCIL
AGENDA MEMORANDUM**

AGENDA ITEM: III B-3.

MEETING DATE: June 17, 2009

SUBJECT: Amendment of the *Countywide Future Land Use Plan Map*
FROM: Residential/Office/Retail (R/O/R), Resort Facilities Medium (RFM), Commercial General (CG), Recreation/Open Space (R/OS), Institutional (I), and Transportation/Utility (T/U)
TO: Planned Redevelopment – Mixed Use (PR-MU)
AREA: 80 Acres m.o.l
CASE #: CW 09-16 (SAP Adoption 2009)
JURISDICTION: City of Madeira Beach
LOCATION: Generally an area included within and encompassed by the Gulf of Mexico on the west, 154th Ave. on the north, Boca Ciega Bay on the north, east, and south, and generally north of East Madeira Ave., and south of 1st St. E.

RECOMMENDATION:

Council Recommend To The Countywide Planning Authority That The Proposed Map Amendment To Planned Redevelopment – Mixed Use Be Approved Based On The Accompanying Special Area Plan Entitled Madeira Beach Town Center Special Area Plan. Subject To The Following Conditions:

1. Submission by the City of any future amendment to the Special Area Plan for receipt and acceptance, or for consideration as an amendment, as is determined necessary, under the Countywide Plan Map amendment process;
2. Submission by the City of an assessment of the Special Area Plan's progress with respect to its enumerated objectives five years from the effective date of the Countywide Plan Map amendments pursuant to this Special Area Plan.
3. Submission of any zoning amendments that result in increases in the allowable density or intensity, and that such submission will constitute substantive amendment of the Special Area Plan; or amendment of the Special Area Plan to include refinement of the Character Districts to recognize current public ownership and/or existing use.
4. With the exception of the Commercial Core District, application of permitted densities and intensities based on their respective proportion to the total affected land area, unless specifically noted otherwise in the Special Area Plan.

PINELLAS PLANNING COUNCIL ACTION:

The Council recommended approval of the amendment, subject to the separate and additional conditions enumerated above (vote 11-0).

COUNTYWIDE PLANNING AUTHORITY ACTION:

II. FINDINGS

Staff submits the following findings in support of the recommendation for approval:

- A. The proposed PR-MU category and the required Special Area Plan on which it is based, recognizes the current and proposed features and use of the area, is consistent with the criteria for utilization of this category, and is an appropriate classification that provides for reasonable use and redevelopment of the area consistent with adjoining uses and plan classifications.
- B. The proposed PR-MU category is in the Coastal High Hazard Area, and is consistent with Countywide Rules as there is no significant increase in the total number of residential and temporary lodging units that can be built relative to the current Countywide Plan Map categories, and any such actual increase will meet current building code and site improvement standards.
- C. The proposed PR-MU category either does not involve, or will not significantly impact, the remaining Relevant Countywide Considerations.

Please see accompanying attachments and documents in explanation and support of the findings.

III. PLANNERS ADVISORY COMMITTEE (PAC)

The PAC members discussed this case at their June 8, 2009 and recommended approval of staff recommendations (vote 11-0).

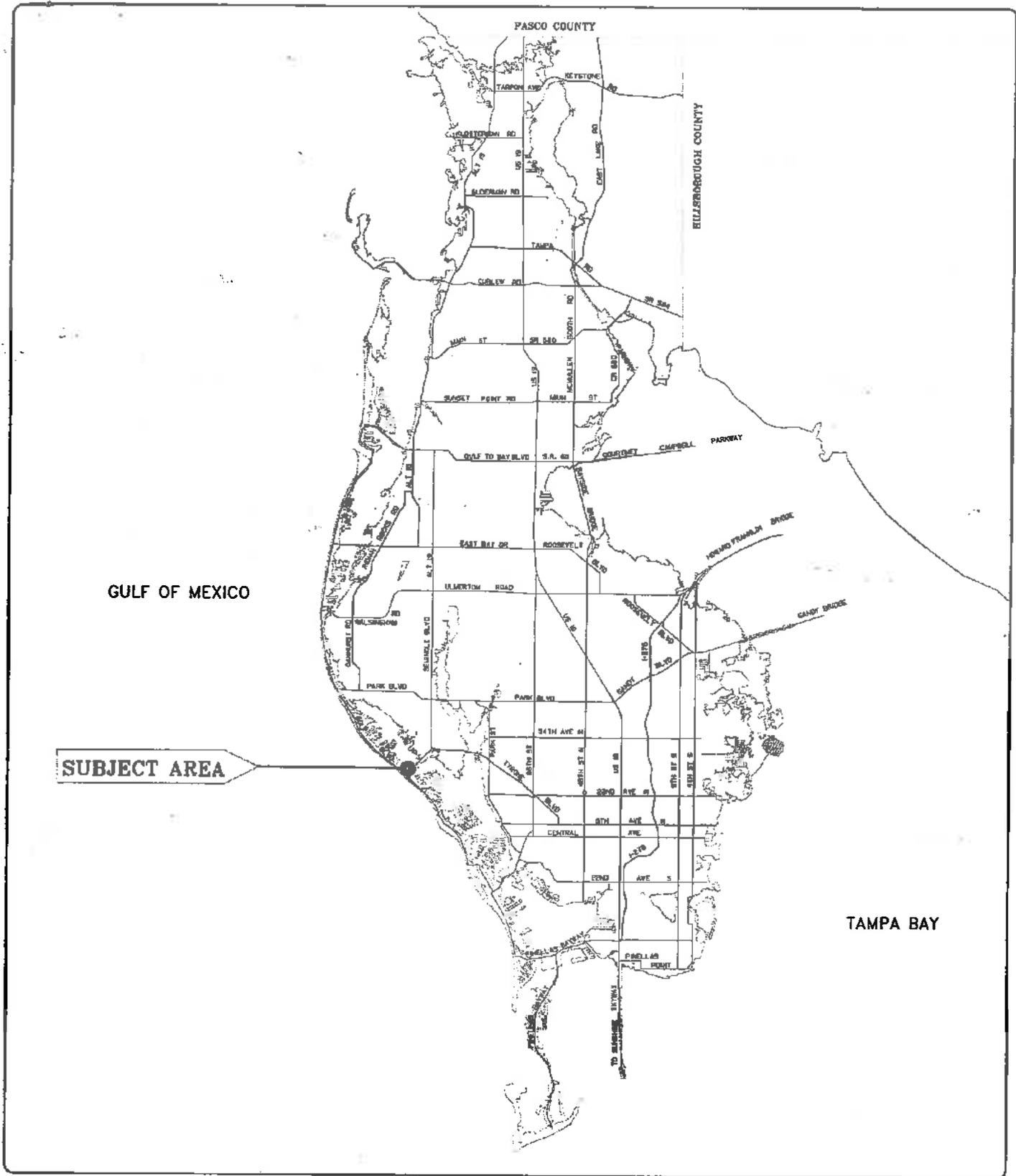
IV. LIST OF MAPS & ATTACHMENTS

- Map 1 Location
- Map 2 Current Countywide Plan & Jurisdiction Map – Black & White
- Map 3 Aerial
- Map 4 Current Countywide Plan Map – Color
- Map 5 Proposed Countywide Plan Map – Color
- Map 6 Character Districts

Attachment 1 Draft PAC Minutes

V. SUPPORT DOCUMENTS – available only at www.pinellasplanningcouncil.org (see June Agenda and then click on corresponding case number).

- Support Document 1 Council Staff Analysis
- Support Document 2 Disclosure of Interest Form
- Support Document 3 Local Government Application
- Support Document 4 Madeira Beach Town Center Special Area Plan



MAP 1

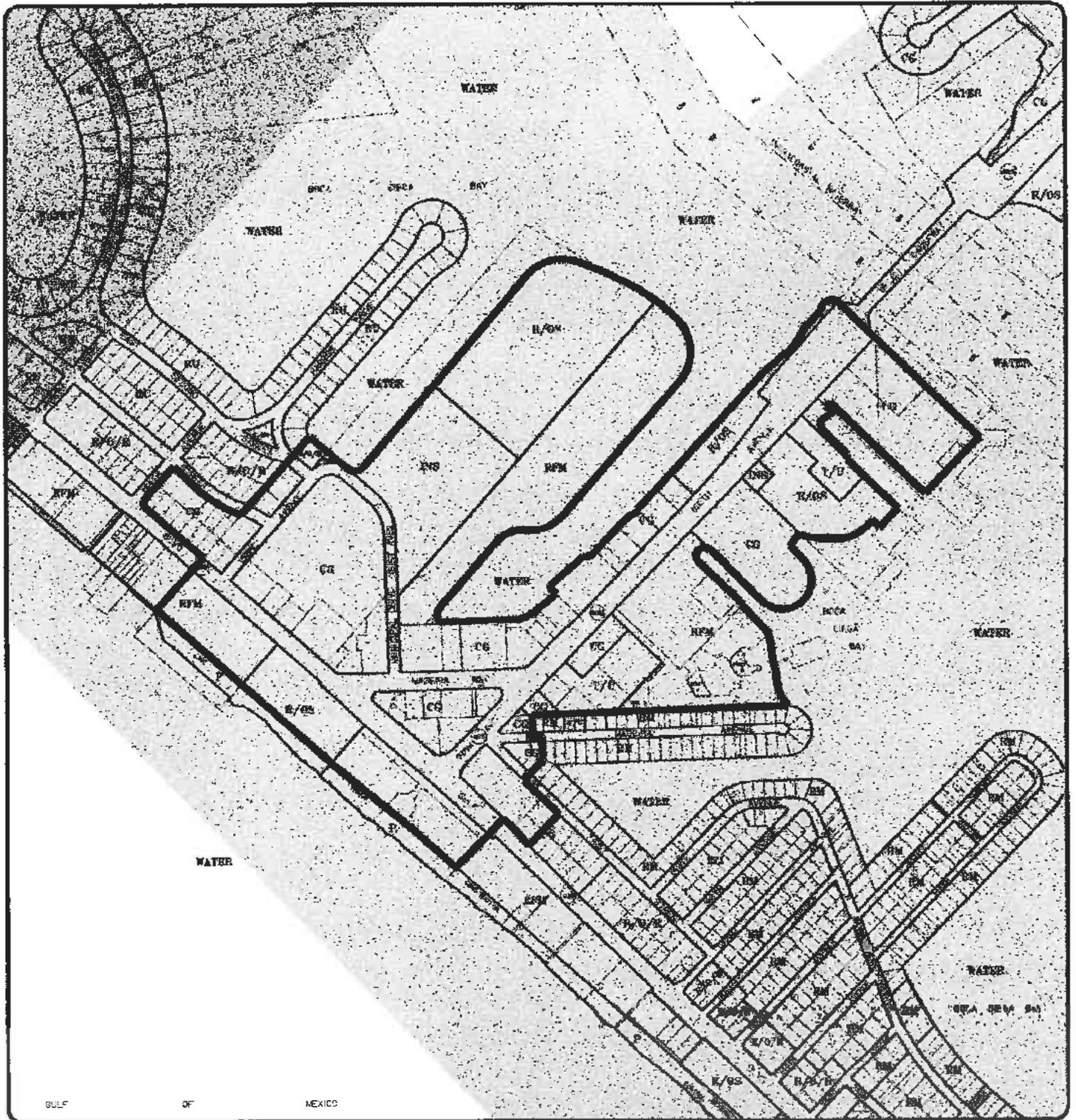
CASE NO. CW09-16



PINELLAS PLANNING COUNCIL



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MAP 2

PROPOSED AMENDMENT CASE NO. CW09-16

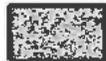
FROM: VARIOUS

TO: Planned Redevelopment
Mixed Use (PR-MU)

ACREAGE: 80.0

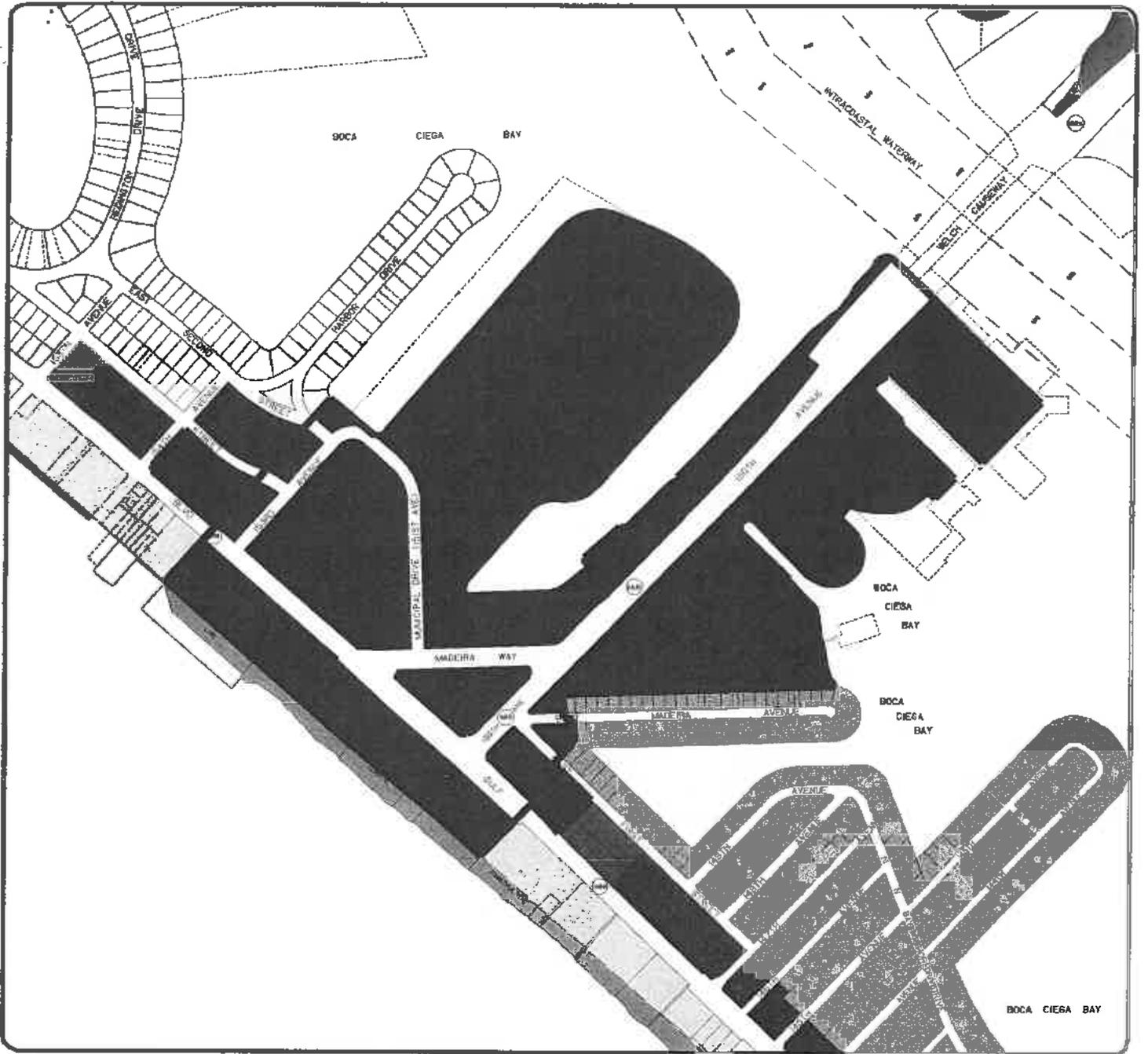


CITY OF MADEIRA BEACH



PINELLAS PLANNING COUNCIL

GRAPHICS PREPARED BY THE OFFICE OF THE PINELLAS COUNTY PROPERTY APPRAISER, PAM DUBOY
GRAPHICS CREATED USING MEDIT VERSION 2.1 ©



LEGEND

RESIDENTIAL		MIXED USE		COMMERCIAL		PUBLIC/SEMI-PUBLIC		SPECIAL DESIGNATION			
	RESIDENTIAL RURAL		RESIDENTIAL LOW MEDIUM		RESIDENTIAL/OFFICE LIMITED		COMMERCIAL NEIGHBORHOOD		PRESERVATION		WATER/ DRAINAGE FEATURE
	RESIDENTIAL ESTATE		RESIDENTIAL MEDIUM		RESIDENTIAL/OFFICE GENERAL		COMMERCIAL LIMITED		RECREATION/ OPEN SPACE		SCENIC/ HUB-COMMERCIAL CORRIDOR
	RESIDENTIAL SUBURBAN		RESIDENTIAL NICE		RESIDENTIAL/OFFICE/RETAIL		COMMERCIAL RECREATION		INSTITUTIONAL		ACTIVITY CENTER
	RESIDENTIAL LOW		RESIDENTIAL VERY HIGH		RESORT FACILITIES OVERLAY		COMMERCIAL GENERAL		TRANSPORTATION/ UTILITY		COMMUNITY REDEVELOPMENT DISTRICT
	RESIDENTIAL URBAN		RESORT FACILITIES MEDIUM		INDUSTRIAL LIMITED		RESIDENTIAL		WATER/ DRAINAGE FEATURE		CENTRAL BUSINESS DISTRICT
			RESORT FACILITIES HIGH		INDUSTRIAL GENERAL		MIXED USE		WATER/ DRAINAGE FEATURE		

MAP 5
CASE NO. CW09-16

PROPOSED FUTURE LAND USE

SCALE 1" = 600'

PINELLAS PLANNING COUNCIL
CHARTERED BY THE CHIEF OF THE PINELLAS COUNTY TOURISM AGENCIES, FOR STUDY COUNCIL PREPARED UNDER STATE STATUTE S. 12.05



Map 3 - Aerial

FROM: Various

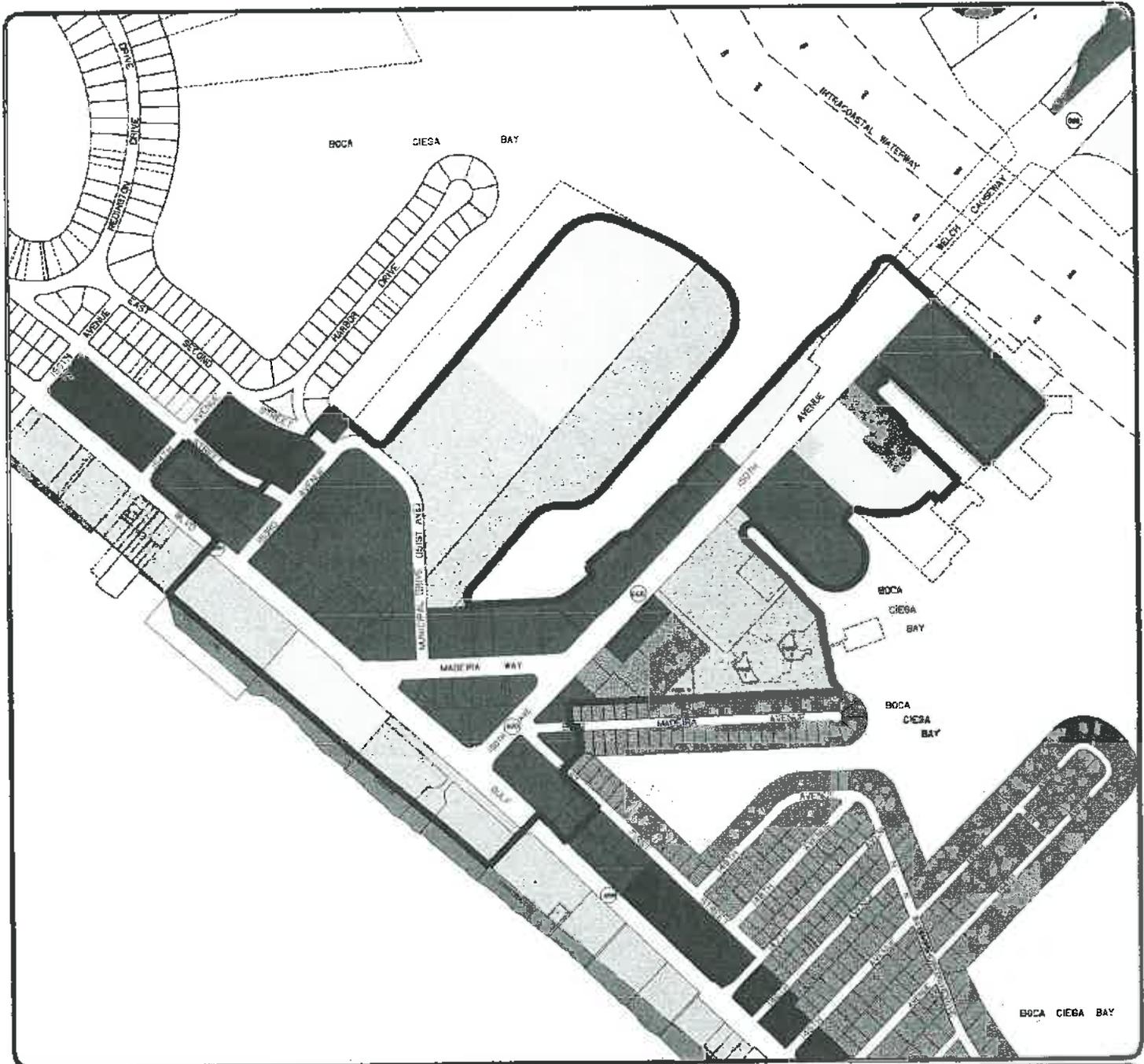
TO: Planned Redevelopment - Mixed Use

AREA: 80

CASE #: CW09-16

JURISDICTION: Madeira Beach





LEGEND

RESIDENTIAL		MIXED USE		COMMERCIAL		PUBLIC/SEMI-PUBLIC		SPECIAL DESIGNATION			
	RESIDENTIAL RURAL		RESIDENTIAL LOW MEDIUM		RESIDENTIAL/OFFICE LIMITED		COMMERCIAL NEIGHBORHOOD		PRESERVATION		WATER/ DRAINAGE FEATURE
	RESIDENTIAL ESTATE		RESIDENTIAL MEDIUM		RESIDENTIAL/OFFICE GENERAL		COMMERCIAL LIMITED		RECREATION/ OPEN SPACE		SCENIC/ NON-COMMERCIAL CORRIDOR
	RESIDENTIAL SUBURBAN		RESIDENTIAL HIGH		RESIDENTIAL/OFFICE/RETAIL		COMMERCIAL RECREATION		INSTITUTIONAL		ACTIVITY CENTER
	RESIDENTIAL LOW		RESIDENTIAL VERY HIGH		RESORT FACILITIES OVERLAY		COMMERCIAL GENERAL		TRANSPORTATION/ UTILITY		COMMUNITY REDEVELOPMENT DISTRICT
	RESIDENTIAL URBAN		RESORT FACILITIES MEDIUM		RESORT FACILITIES HIGH		INDUSTRIAL LIMITED		RESIDENTIAL		CENTRAL BUSINESS DISTRICT
							INDUSTRIAL GENERAL		MIXED USE		
									COMMERCIAL		
									INDUSTRIAL		

MAP 4
CASE NO. CW09-16

FROM: VARIOUS **TO: PR-MU** **ACREAGE: 80.0**
PLANNED REDEVELOPMENT
MIXED USE

SCALE 1" = 600'

PINELLAS
PLANNING COUNCIL
CHARTERED PREPARED BY THE OFFICE OF THE
 PINELLAS COUNTY PLANNING APPROVED, PER RESOLUTION
 COUNCIL RESOLUTION NUMBER 2009-16

Draft PAC Minutes

June 8, 2009

Regular Plan Amendments:

Case CW 09-16 City of Madeira Beach (SAP Adoption 2009) – Mr. Brown stated that this approximately 80-acre area is proposed to be amended from Residential/Office/Retail, Resort Facilities Medium, Commercial General, Recreation/Open Space, Institutional, and Transportation/Utility to Planned Redevelopment – Mixed Use (PR-MU).

Mr. Brown stated that the City of Madeira Beach amended its Comprehensive Plan in 2007 to include the PR–MU category, and completed the “Madeira Beach Town Center Special Area Plan (SAP)” this year. He reported that in addition to revised density and intensity standards to be applied within the planning area, the SAP addresses the following issues:

- Poor Quality Pedestrian Environment
- Problematic Parking Patterns
- Limited Access to Businesses
- Retention of Convenience Retail
- Limited Community Facilities
- Limited Access to Community Facilities
- Inconsistent Public Realm
- Conflicting Land Use
- Barriers to Property Assemblage
- Declining Tourist Amenities
- Overdependence On Tourism To Support Local Economy

Mr. Brown outlined the objectives and strategies within the SAP that propose to correct these issues through architectural guidelines, amending the land development regulations (e.g., sign regulations and site design requirements), grouping the area into functional categories (i.e., the Causeway District, Commercial Core District, Beachfront District, Peninsula District, and Transition District) to address common issues, and identifying funding sources for Town Center improvements (i.e., streetscape improvements, infrastructure investments, and new, multi-use civic buildings). The overall purpose of the SAP is to attract residents and tourists to the area and to “guide redevelopment in an area that is strategically important not only for the City, but for Pinellas County as well.”

The changes to allowable densities and intensities in the SAP show a maximum development potential resulting in a 27 percent increase in permanent residential units, a 4 percent decrease in temporary lodging units, and a 41 percent increase in non-residential square footage. However, the actual development potential will vary and is expected to be lower than shown above depending upon existing usage, ownership, and redevelopment potential, as described in the Plan. It was noted that once the current zoning and property usage was factored in that there are actually 73 less permanent residential units expected in the proposed SAP. For example, Mr. Crawford noted that the Peninsula District proposed 15 units per acre overall, but that most of this area is covered with a public park and City Hall - all zoned to not allow any residential units.

As currently constructed, the SAP relies on existing and proposed zoning districts to govern and implement each Character District – thus the reason for condition number 3 in the recommendation. A preferred course of action that the City might consider in the future would be to include additional detail in each Character District to clarify and help administer the SAP, particularly for those areas under public ownership or currently used in a manner that is not expected to change. This would avoid the perception or interpretation that the SAP provides for more density/intensity than can actually be achieved.

Ms. Cohen noted that the City is very serious about proceeding with this proposal; that the southern end of the City includes John's Pass Village and the northern is the Town Center which is characterized by many vacant storefronts, Commercial General land use, and little incentive to make redevelopment happen. She stated that the Rules require 80 acres to do a SAP but most areas are constructed with residential condominiums, which are unlikely to redevelop. The focus is on the Madeira Way corridor and encouraging multi-use and tourist uses. She also stated that a 126-slip sailing center is proposed within the Peninsula District.

Discussion followed with regard to the PR-MU category as it exists in the City's comprehensive plan and the assignment of it to a specific geographic location as proposed in this Countywide Plan Map amendment. Ms. Cohen stated that the proposal has been reviewed by the Florida Department of Community Affairs and Department of Transportation and that no issues were raised by these entities.

Discussion followed regarding potential zoning amendments to which Mr. Crawford stated that the Council is being asked to approve overall densities and intensities via the SAP, but that the underlying zoning could change at the local level, potentially resulting in a substantive Countywide impact without being reviewed through the Countywide Plan Map amendment process.

Matt McLachlan inquired as to any potential issues with the 50% parking reduction to which Ms. Cohen stated that there are no problems with it right now. Discussion continued with Ms. Hartley referring to the Livable Communities document and provision for on-street parking as suggested for Safety Harbor's SAP.

Mr. Crawford discussed the current 3-story height limitation being a controlling factor with respect to the allowable densities, intensities, and temporary lodging units, but that there is a planned unit development approval process in place in the City to allow for additional height if warranted.

Ms. Cohen also noted the City does not plan to bond any capital improvement projects.

Lynn Rosetti moved approval of staff's recommendation for approval, subject to the following conditions: (1) submission by the City of any future amendment to the SAP for receipt and acceptance, or for consideration as an amendment, as is determined necessary, under the Countywide Plan Map amendment process; (2) submission by the City of an assessment of the SAP progress with respect to its enumerated objectives five years from the effective date of the Countywide Plan Map amendments pursuant to this SAP; (3) submission of any zoning amendments that result in increases in the allowable density or intensity, and that such submission will constitute substantive amendment of the SAP; or amendment of the SAP to include a refinement of the Character Districts to recognize current public ownership and/or existing use; and (4) with the exception of the Commercial Core District, permitted densities and intensities be applied based on their respective proportion to the total land area, unless specifically noted otherwise in the SAP. The motion was seconded by Danny Taylor and was approved (vote 11-0).