



# New City Master Plan Workshop #2

January 28, 2025



Kimley»Horn  
Expect More. Experience Better.

**MADEIRA BEACH MASTER PLAN**  
*Guiding the City Towards a Resilient Future*





# MADEIRA BEACH MASTER PLAN

*Guiding the City Towards a Resilient Future*

## Outline

- Overview of the new City Master Plan
- Recap of Engagement Activities
- Purpose of Today's Workshop
- Discussion on Topic Area Goal Statements and Key Recommendations
- Next Steps



# 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.



# Master Plan Focus Areas



New Development/  
Redevelopment



Transportation/  
Mobility



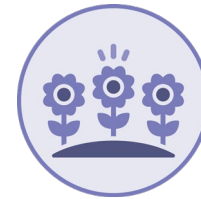
Parks, Recreation, and  
Public Spaces



Economic/Business  
Development



Sustainability and  
Resiliency



Beautification and  
Placemaking



# Engagement So Far

- **Online Survey #1:** *June 2024 – October 2024*
  - 79 Responses
- **Community Workshop #1:** *June 2024*
  - Approx. 47 attendees
- **Pop-Up Events**
  - Trash Pirates: July 26, 2024
  - Final Friday: August 3, 2024
  - Merry Market: December 14, 2024
- **BOC Workshop:** *November 13, 2024*
- **Interactive Online Map:** *Ongoing*
  - 34 Comments as of 1/16/25



# Community Feedback: *What is your vision for Madeira Beach?*

*Maintain the  
Character of the City*

*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

Community Gardens

Pedestrian Crossing  
Improvements

*Make Gulf Boulevard  
Safer and More Walkable*

Support Small Businesses

*ADA Accessible Beach Access*

Family-Friendly

*More community events  
and live music*

Small-Town Feel

More Plants and  
Landscaping

Resident Parking



# Purpose of Today's Workshop

We want to hear your feedback on:

- Topic Area Goal Statements – Is there anything you would add or change?
- Key Recommendations – What are your priorities?



Transportation/  
Mobility



New Development/  
Redevelopment



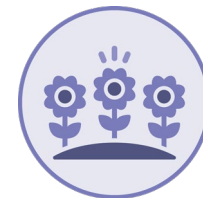
Economic/Business  
Development



Sustainability and  
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Parks, Recreation, and  
Public Spaces



Beautification and  
Placemaking





# Transportation/Mobility

## Draft Goal Statement:

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







# Transportation/Mobility

## Key Recommendations:

- Create a **safer Gulf Blvd** with pedestrian safety improvements
- **Slow down traffic** on Tom Stuart Causeway/150<sup>th</sup> Ave
- Devise a **citywide parking strategy** – consider variable parking cost system
- Create **more pedestrian-friendly areas** with wider sidewalks and **direct routes to parks and beaches**
- More **accessible and connected shared-use paths**, trails, and protected/separated bike lanes
  - Add **sheltered bicycle parking** and e-bike charging stations
  - Bike path/Mobi-Mat along the beach and a trail connecting Archibald Park to War Veterans Memorial Park in Seminole
- **More public transportation options** – increase frequency and extend hours
  - Jolley Trolley or circulator between beaches and nearby cities
  - Explore micro-transit options, such as the Freebee





# New Development/Redevelopment

## Draft 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

## Key Recommendations:

- “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 groundfloor retail
  - Consider development standards that help to create **smaller retail spaces to keep rents affordable for local businesses**
- Ensure new development provides **community benefits**, such as:
  - Structured parking with public access
  - Green space and public amenities
  - Public art
  - Mobility improvements
  - Pedestrian-friendly building and site design (e.g., shade and weather protection)
  - Green Infrastructure
  - Recreation facilities





# Economic/Business Development

## Draft 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

## Key Recommendations:

- “Keep things local” – ensure Madeira Beach continues to be an **attractive place to start and run a small, local business**
  - Improve coordination and marketing with local businesses for community events and educational campaigns
- Maintain **working waterfronts**, increase **dock access** in commercial areas, and **enhance the marina**
- Program more **family-friendly events, concerts, and festivals** throughout the year
  - Create pedestrian-only zones and have regularly scheduled live music/block parties
  - More signage and advertising for community events and services
- Explore **opportunities to attract target industries** and create job growth
  - Marine research and education, coastal management and restoration, local artisan production





# Sustainability and Resiliency

## Draft 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

## Key Recommendations:

- Maintain **awareness and education** of **evolving flood protection designs**
- Explore **elevating public infrastructure** and facilities in areas most vulnerable to flooding
  - E.g., City Hall, seawalls, 140<sup>th</sup> Ave, and other vulnerable local roadways
- Explore options for **elevating residential structures** and **allowances for fill material**, as designed by a professional engineer
- Continue to **improve existing stormwater management systems** by hardening/raising infrastructure
- Support **green infrastructure solutions**, such as living shorelines, green roofs, and bioswales
- Reduce impervious surface by amending maximum lot coverage area
- Continue to **educate residents and improve systems to disseminate information** and rebuild after catastrophic storm events





# Parks, Recreation, and Public Spaces

## Draft 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

## Key Recommendations:

- Develop a Parks and Recreation Master Plan
- **Activate existing recreational areas** and increase access and connectivity between parks, beaches, and neighborhoods
- 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** for live music events that can be enjoyed on land or by boat
- Continue to **educate beach-goers about sea turtle nesting** and stewardship of coastal resources
- Demonstrate **City's commitment to preserving public spaces** by fixing land use designations





# Beautification and Placemaking

## Draft 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

## Key Recommendations:

- **Improve entrances to the City** with gateway signage, landscaping, and/or public art
- Add **wayfinding signage** around the City, emphasize routes between John's Pass Village, Town Center, parks, beaches, and neighborhoods
- Placemaking and **public art under Tom Stuart Causeway**
- Install **low-maintenance, salt-tolerant landscaping** along major roadways and at public recreation facilities
- Repaint/**improve exterior of public structures**, such as bridges and bridge towers
- Create a storm drain and utility box **mural program**





## Prioritization Activity

1. Rank the topic areas in order of priority.

 New Development/Redevelopment

 Transportation/Mobility

 Parks, Recreation, & Public Spaces

 Economic/Business Development

 Sustainability & Resiliency

 Beautification & Placemaking

2. Which key recommendations are your top priority?



## What's Next?

### Winter/Spring:

- Finalize the overall vision and goals
- Develop recommendations
- Identify grant funding opportunities
- Continue Community Engagement
  - Online Survey #2
  - Pop-up Events
  - Stakeholder Meetings – Local businesses and Regional Agencies





## Interactive Map

- [Madeira Beach Master Plan Website](#)

*Scan for Project Website*

