

An aerial photograph of John's Pass Village, Florida, showing a mix of residential buildings, a marina with numerous boats, and a waterfront promenade. The image is overlaid with a white rectangular border.

# John's Pass Village Activity Center Plan

Ordinance 2023-01 & Ordinance 2023-02

LPA 11/28/2022



# Chapters in Report

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1. Introduction
2. Background & Context
3. The Plan
4. Transportation
5. Coastal High Hazard Area Considerations
6. Planning & Urban Design Principles
7. Implementation Strategies





- Purpose
- Plan Overview
- Implementation
  - The John's Pass Village Activity Center Plan would protect the character and uniqueness of John's Pass Village
  - The Plan provides for and makes sure redevelopment is compatible with existing development patterns.
  - The Plan harmonizes the Madeira Beach Comprehensive Plan and Forward Pinellas Countywide Plan.

## THE HISTORY AND EVOLUTION OF JOHN'S PASS VILLAGE

- **Beginning**  
1910 – 1950
- **Construction and Land Use Planning**  
1960 – 2008
- **Land Use and Current Status**  
2008 - 2022





# Community Engagement

- Two public meetings
  - One meeting directed for businesses
  - One meeting directed for the general public
- Online Survey
- Alternatives were presented
- Input from meeting guided current proposal





# Existing FAR Map and Existing Density/Intensity Table



**TABLE 3.3  
EXISTING FAR AND DENSITY RANGE**

Character District	Residential Density Range (UPA)	Temporary Lodging Density Range (UPA)	FAR Range
Boardwalk	0	0	0.4 - 1.3
Commercial Core	14.5	12.4	0.2 - 1.1
John's Pass Resort	4.8 - 70	36.4	0.1 - 1.6
Low Int. Mixed Use	9.4 - 37.7	17.5 - 34.0	0.2 - 0.7
Traditional Village	10.9	0	0.03 - 1.7
Transitional	8.3 - 45.5	42 - 58.9	0.2 - 1.3

# Average Lot Size

**TABLE 3.4  
AVERAGE LOT SIZES IN EACH CHARACTER DISTRICT**

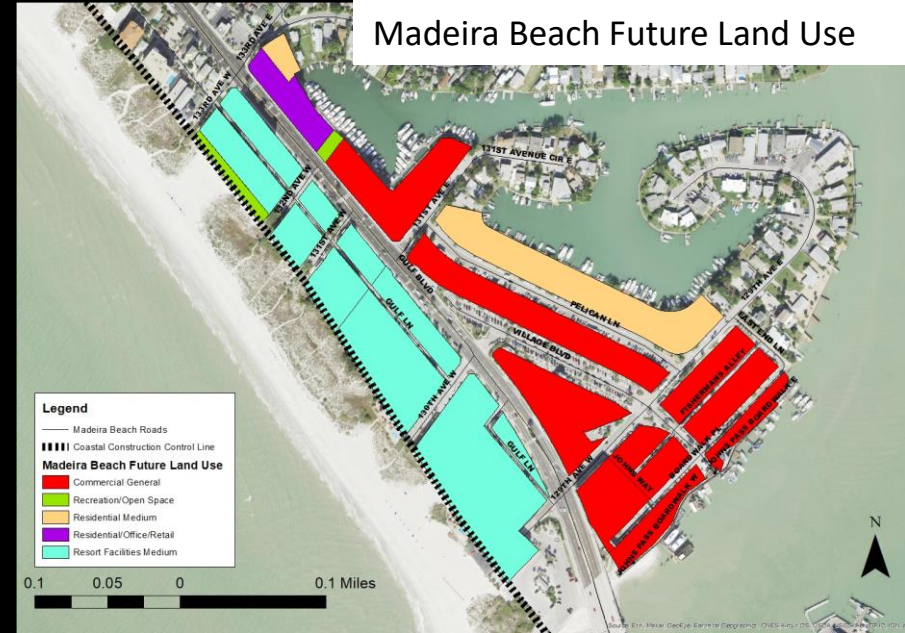
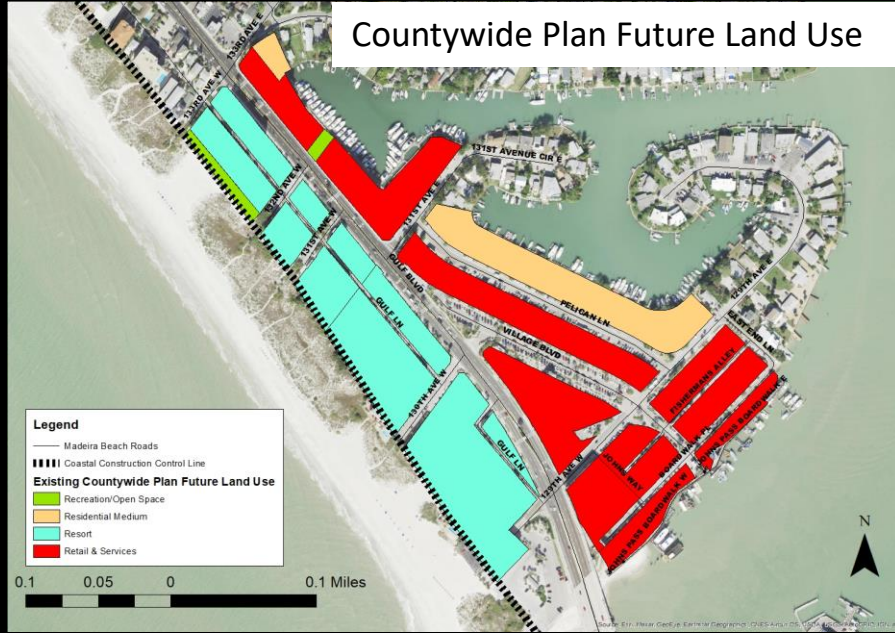
Character District	Average Lot Size (Square Feet)	Average Lot Size (Acres)
Boardwalk	6,419.2	0.15
Commercial Core	7,964.9	0.18
John's Pass Resort	17,542.2	0.40
Low Int. Mixed Use	7,478.4	0.17
Traditional Village	8,822.0	0.20
Transitional	12,401.8	0.28
John's Pass Activity Center	11,720.5	0.27

The average lot size of approximately one-quarter acre, which varies somewhat by Character District, is relatively small and reflects the original platting of this area. Lot size is relevant to both the types of use that can be accommodated and the resultant density/intensity that can be achieved.



# THE PLAN

## Existing Plan Designations & Standards



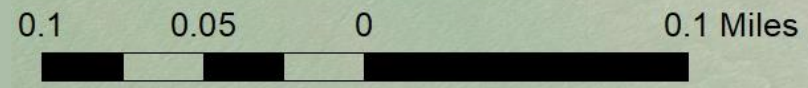
Countywide Plan Future Land Use			Madeira Beach Comprehensive Plan Future Land Use		
<b>Retail and Services</b>	FAR 0.55	RES UPA: 24 TEMP UPA: 40	<b>Commercial General</b>	FAR 1.2	RES UPA: 15 TEMP UPA: 60
<b>Resort</b>	FAR 1.2	RES UPA: 30 TEMP UPA: 50	<b>Residential/Office/Retail</b>	FAR 1.0	RES UPA: 18 TEMP UPA: 45
<b>Residential Medium</b>	FAR 0.5	RES UPA: 15 TEMP UPA: 0	<b>Resort Facilities Medium</b>	FAR 1.0 – 2.0 (Depends on Lot Area)	RES UPA: 18 TEMP UPA: 45-75
<b>Recreation/Open Space</b>	FAR 0.25	RES UPA: 0 TEMP UPA: 0	<b>Residential Medium</b>	Not specified in Comp Plan. In Zoning	RES UPA: 15 TEMP UPA: 0
			<b>Recreation/Open Space</b>	FAR 0.25	RES UPA: 0 TEMP UPA: 0





**Legend**

- Madeira Beach Roads
- ▬▬▬▬ Coastal Construction Control Line
- Proposed Future Land Use Category**
- Activity Center (Community Center)





# THE PLAN

## Proposed Activity Center Plan: Character Districts

Traditional Village

Commercial Core

Boardwalk

John's Pass Resort

Low Intensity Mixed Use

Transitional



Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and...

# John's Pass Village Activity Center Character District Densities and Intensities

John's Pass Activity Center Character Districts	Residential Units Per Acre (UPA)	Temporary Lodging Units Per Acre (UPA)*	FAR by District*	Acres	Character District Percentage of Total Acres
<b>Boardwalk</b>	0	0	1.5/2.0	1.33	5%
<b>Commercial Core</b>	15	75/100*	2.5/3.0*	3.84	14.2%
<b>John's Pass Resort</b>	24	75/100*	2.0/2.5*	7.25	26.8%
<b>Low Intensity Mixed Use</b>	18	45/60*	1.5/2.0*	3.09	11.43%
<b>Traditional Village</b>	15	45	2.5/3.0*	4.25	16%
<b>Transitional</b>	24	50/75*	1.5/2.0*	7.29	26.94%
<b>Total</b>				27.04	100%

\*Allows for higher densities and intensities only if accompanied by an approved Development Agreement



# Existing vs Proposed Average Densities and Intensities

	Existing Madeira Beach Comprehensive Plan	Existing Countywide Plan	John’s Pass Village Activity Center Standard	John’s Pass Village Activity Center (Bonus)	Countywide Community Center Standard
<b>Residential Units/Acre</b>	16.07	24.92	19.44	19.44	90
<b>Temporary Lodging Units/Acre</b>	51.02	38.43	56.44	75.14	150
<b>FAR</b>	1.24	0.80	1.93	2.43	3.0

# TRANSPORTATION

## Traffic Generation for Activity Center

### Existing Future Land Use Traffic Generation Rate

Existing Countywide Future Land Use Categories	Acres	Traffic Generation Rate (ADT/ACRE)	Total Traffic Generation Rate
Recreation/Open Space	0.46	3	1.39
Residential Medium	3.36	96	322.9
Resort	11.06	279	3086.45
Retail & Services	12.16	433	5263.39
<b>Total:</b>	<b>27.04</b>		<b>8674.13</b>

### Proposed Future Land Use Traffic Generation Rate

Proposed Countywide Plan Future Land Use Designation	Acres	Traffic Generation Rate (ADT/ACRE)	Total Traffic Generation Rate	Total Traffic Generation Rate * 50%
Activity Center (Community Center)	27.04	325	8789.44	4394.72

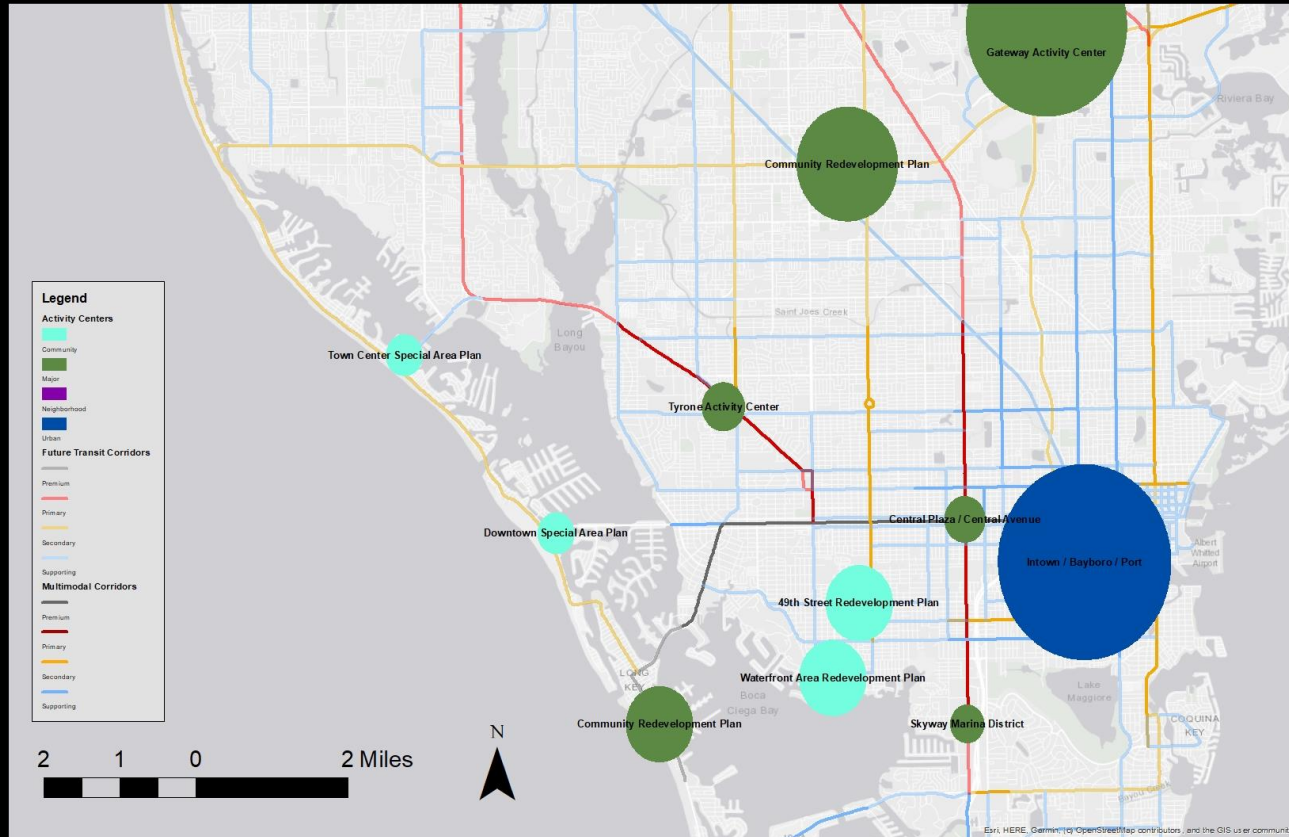
### Proposed Average Daily Trips \* 50% Versus Current Average Daily Trips

Category	Traffic Generation Rate
Current Countywide Future Land Use	8674.13
Proposed Countywide Future Land Use * 50%	4394.72



## TRANSPORTATION

## Countywide Land Use Strategy Map Activity Centers and Corridors



- The Activity Center Category is for places that function as the focal point of a community and are located along a transit corridor
- John's Pass Village is located along a Secondary Future Transit Corridor and is nearby other Activity Centers along Gulf Boulevard.
- John's Pass Village meets the criteria for an Activity Center Designation

# TRANSPORTATION

## Transportation and Pedestrian Access



- Beach Trolley ridership
- Multi-use Multi-purpose Mobility Hub
- Possible traffic light
- Pedestrian circulation
  - Crosswalks
  - Wayfinding signage
  - Wide sidewalks



# Coastal High Hazard Area Considerations

The Activity Center Plan has considered and consistent with:

- City Plan Policies and Floodplain Management Provisions
- Countywide Plan Strategies
- Countywide Rule Criteria for Plan Amendments in the CHHA





# Planning and Urban Design Principles

## The Activity Center Plan includes Design Policies and Principles based on:

- The City Comprehensive Plan which supports the special character and unique design features of John's Pass Village
- The Countywide Strategies Plan that requires certain design principles be addressed, including:
  - Location, size and density/intensity standards
  - Connectivity
  - Site orientation
  - Public realm enhancements
  - Ground floor design and use
  - Transition to neighborhoods



# IMPLEMENTATION STRATEGIES

## Plan Adoption and Implementation Steps

01

Amend City's  
Comprehensive Plan  
to create Activity  
Center category  
Ord 2022-03

02

Initial City action to  
adopt Activity  
Center Plan  
Ordinance 2023-01

Initial City action to  
amend Future Land  
Use map  
Ordinance 2023-02

03

Amend Countywide  
Plan to establish  
Activity Center on  
the Countywide Plan  
Map and the Land  
Use Strategy Map  
(PAC/PPC/CPA)

04

Final City action to  
adopt Activity  
Center Plan  
Ordinance 2023-01

Final City action to  
amend Future Land  
Use map Ordinance  
2023-02

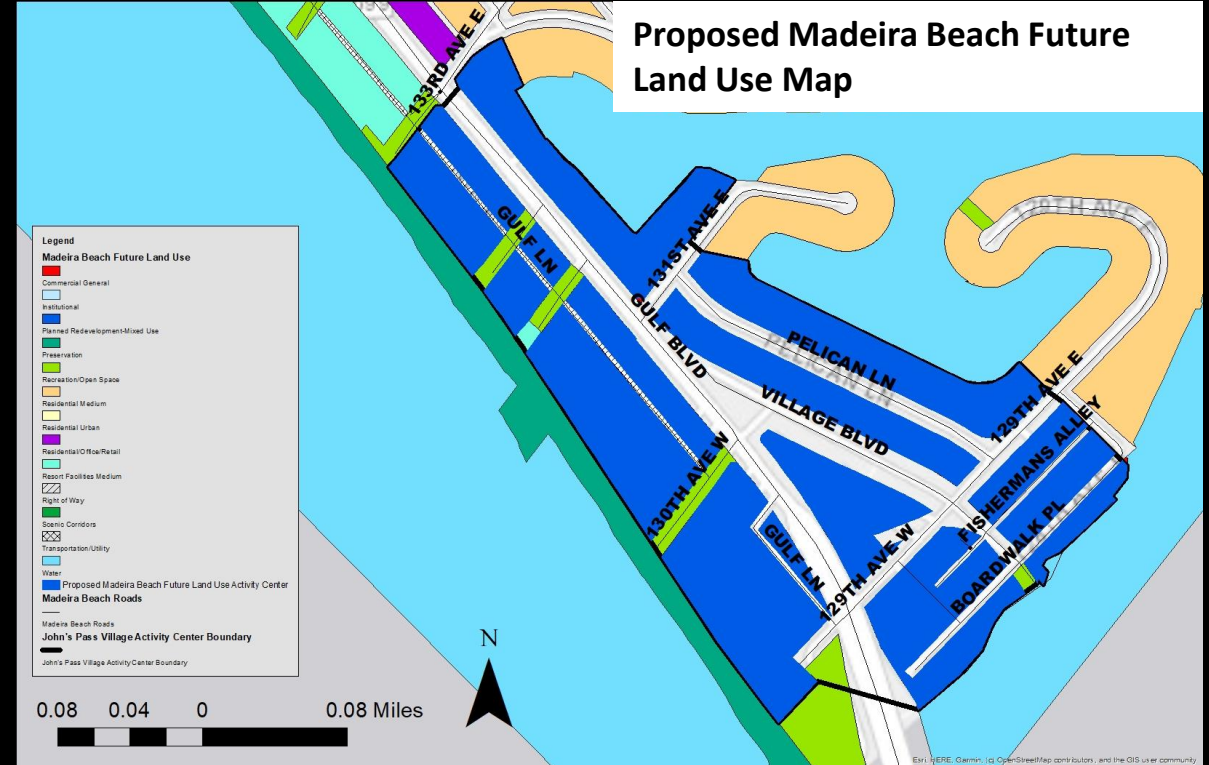
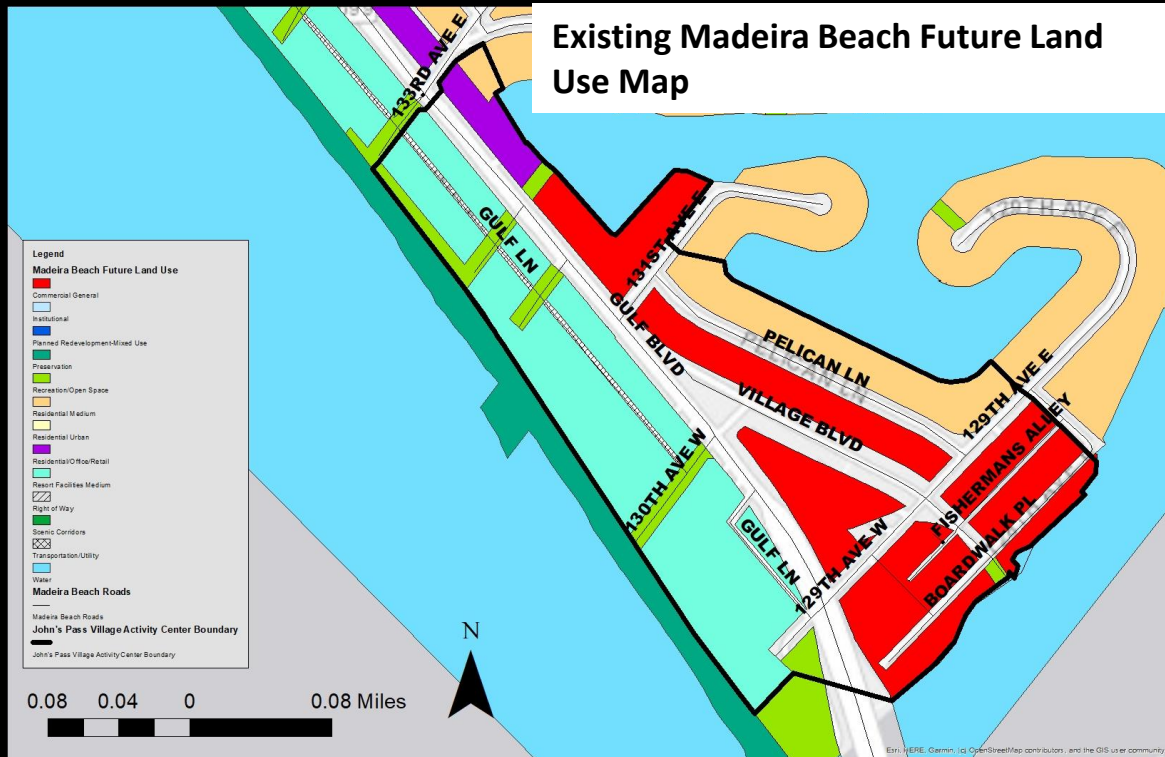
05

Amend City's Land  
Development Code to  
establish Activity  
Center zoning districts

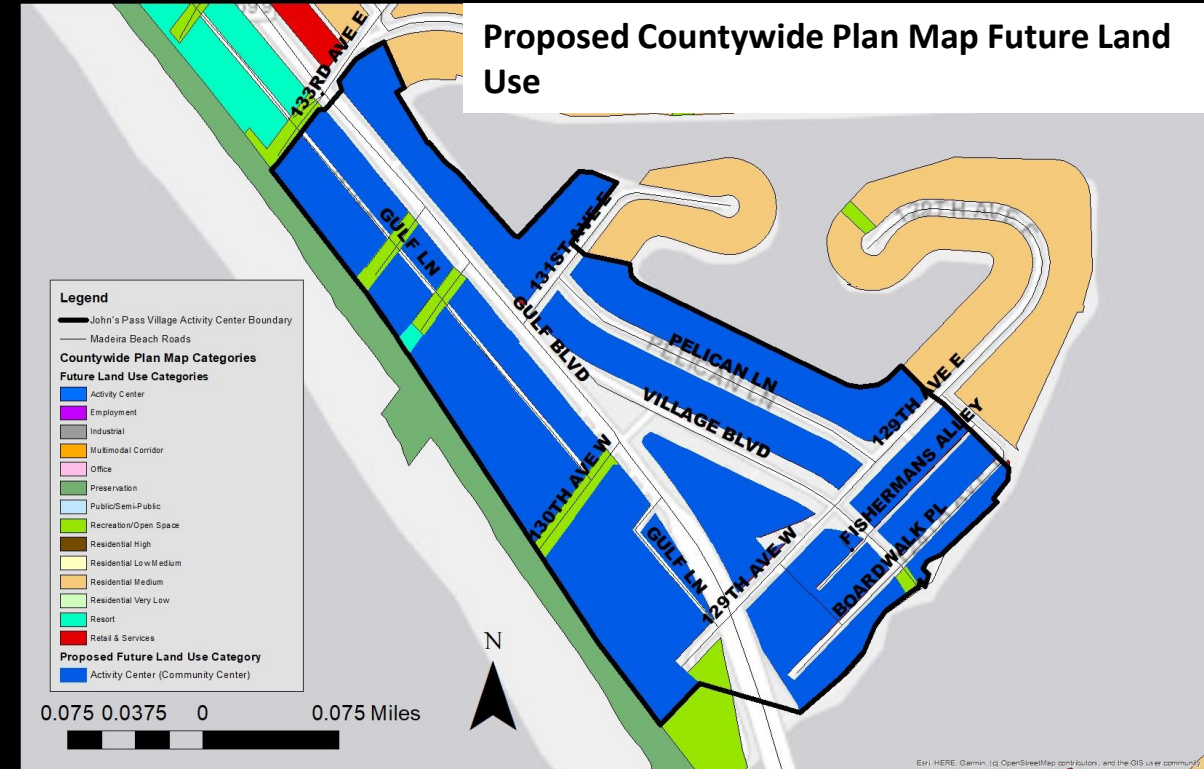
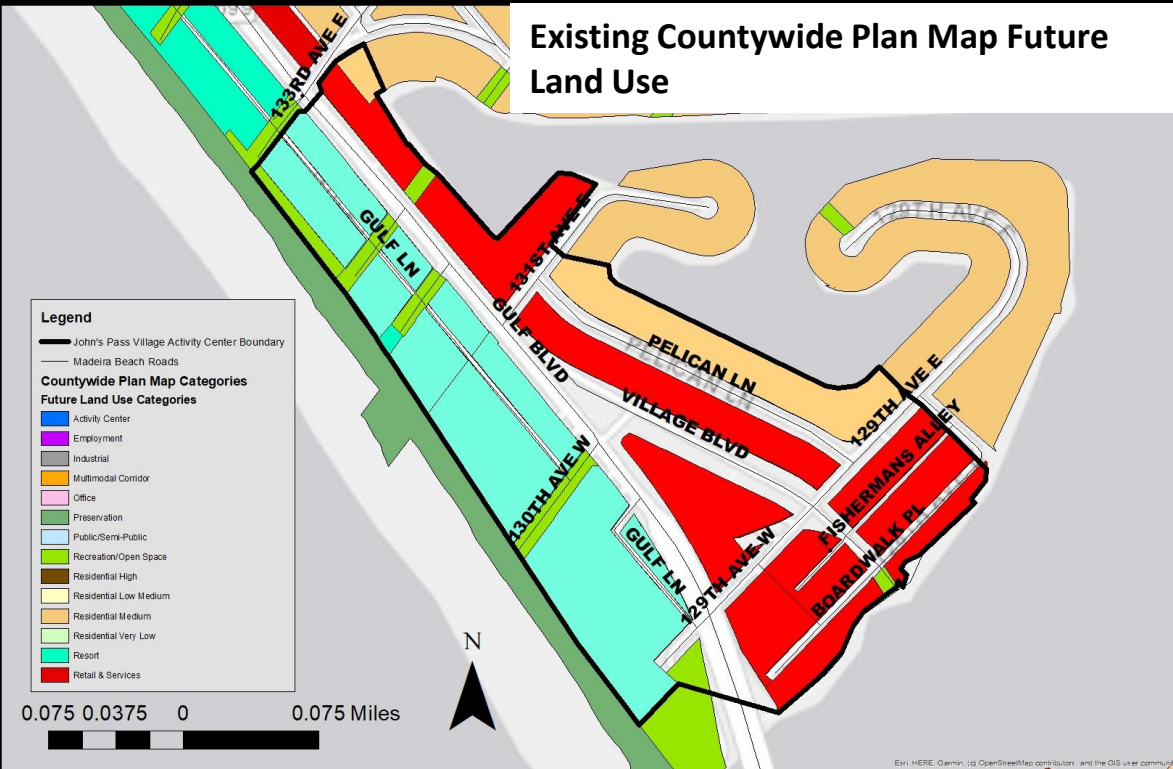
Administer and  
implement the  
Activity Center Plan



# MADEIRA BEACH FUTURE LAND USE MAP



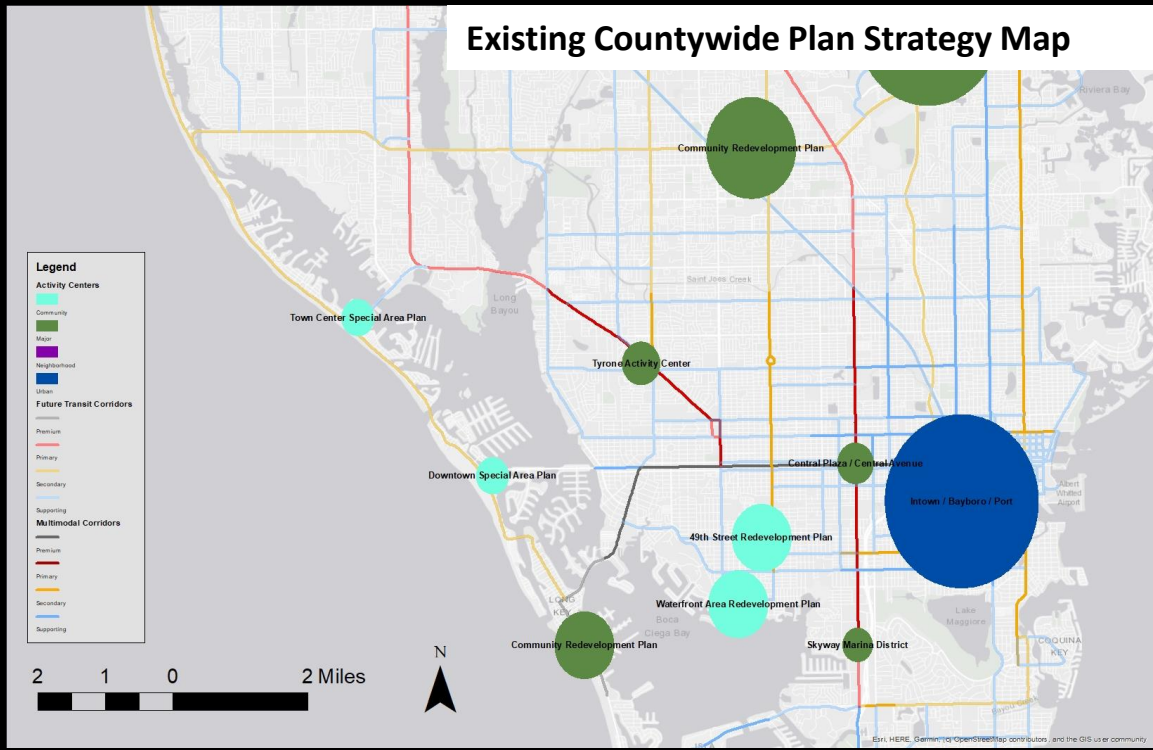
# COUNTYWIDE PLAN MAP



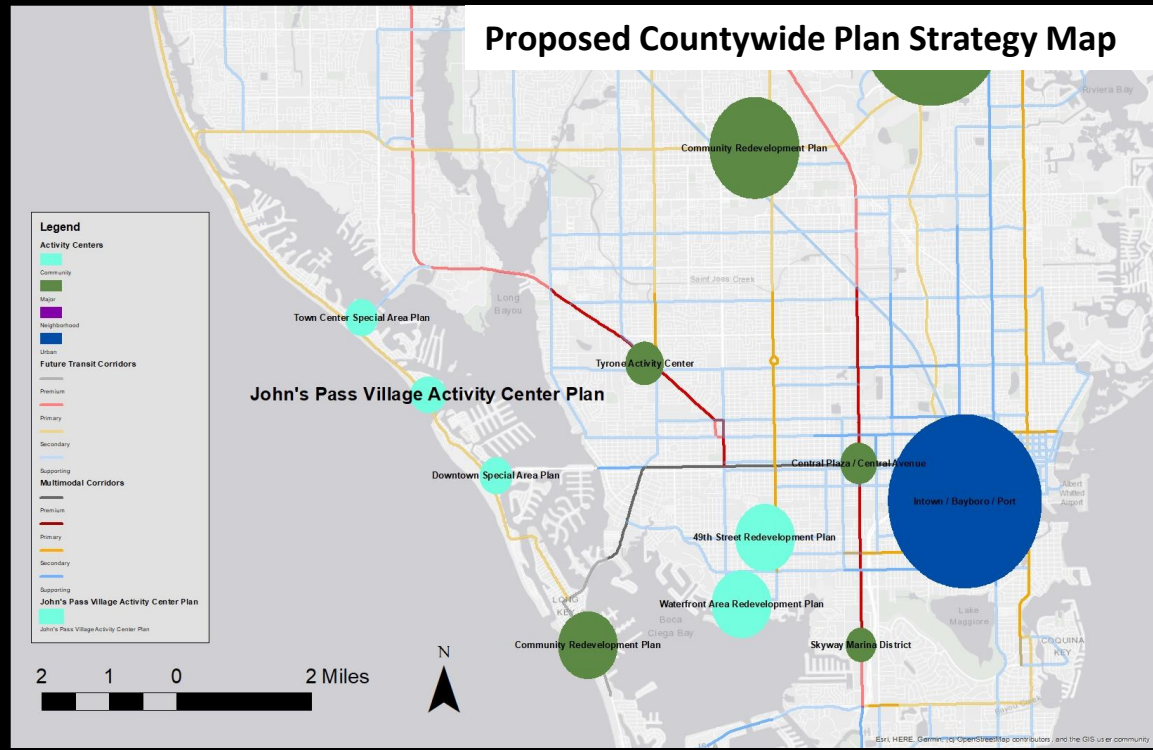


# COUNTYWIDE STRATEGY MAP

### Existing Countywide Plan Strategy Map



### Proposed Countywide Plan Strategy Map







## Conclusion

- Madeira Beach is a vital tourist destination for Pinellas County.
- The Activity Center designation would better reflect the existing use and provides for future development at John's Pass Village.
- An Activity Center Plan would allow flexibility with more strategic planning and land development.
- The Activity Center Plan would make the Madeira Beach Comprehensive Plan and Countywide Plan Consistent.
- The Activity Center Plan would be implemented by zoning districts with specific design standards to protect and enhance existing character.



# Works Cited

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