

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. The text "John's Pass Village Activity Center Plan" is centered in white, bold, sans-serif font.

John's Pass Village Activity Center Plan

WHY

- Protect the Village
- Compatible redevelopment
- Consistency with the Countywide Plan
- Proactive instead of Reactive Planning

Legend

— John's Pass Village Activity Center Study Area

0.1

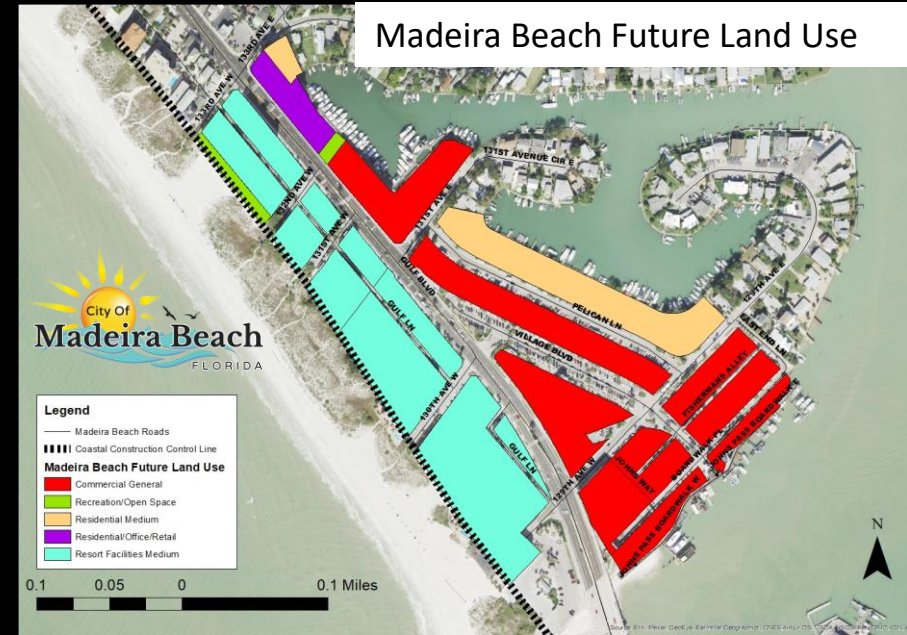
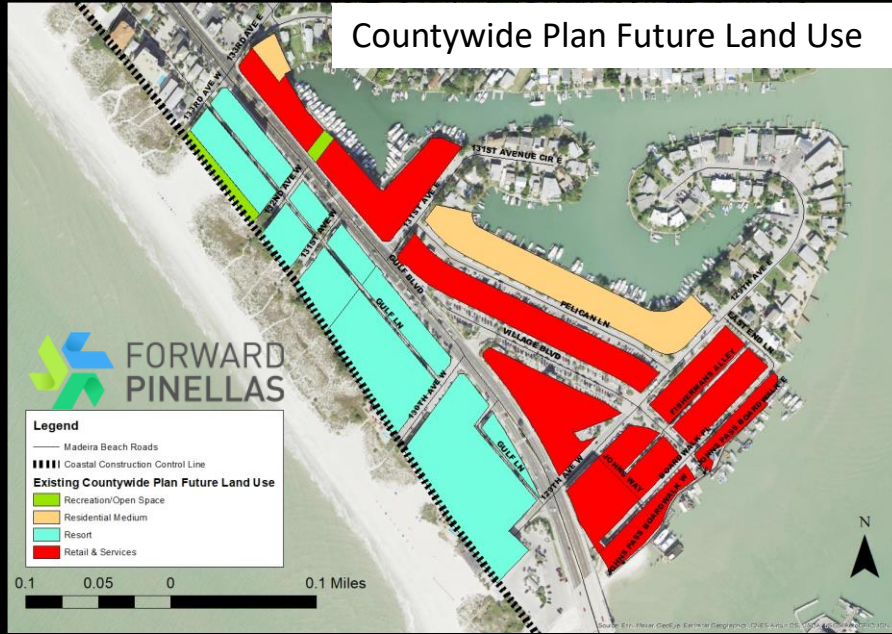
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0.1 Miles



EXISTING DENSITIES AND INTENSITIES



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

EXISTING FAR AND DENSITY/INTENSITY



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

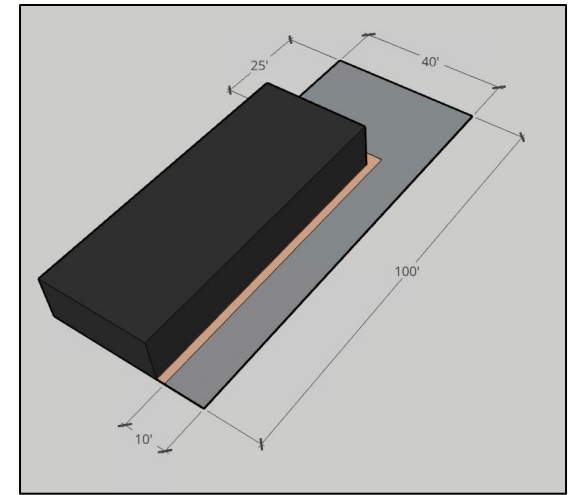
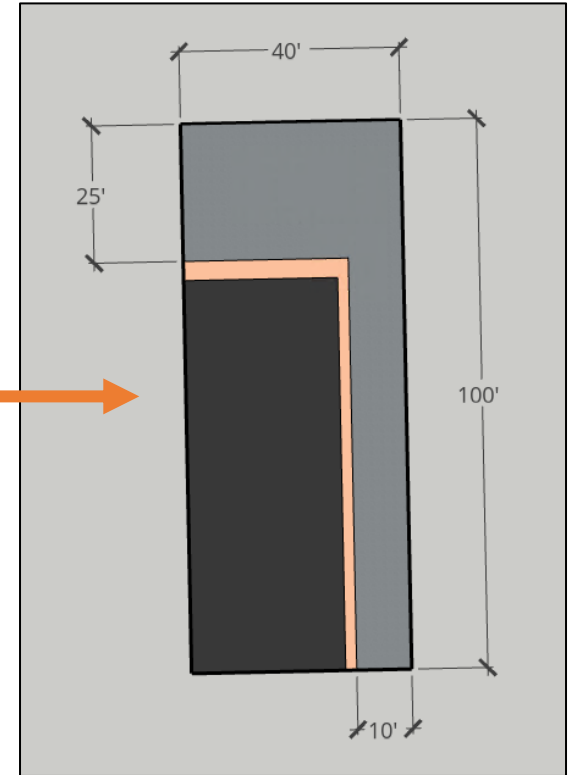
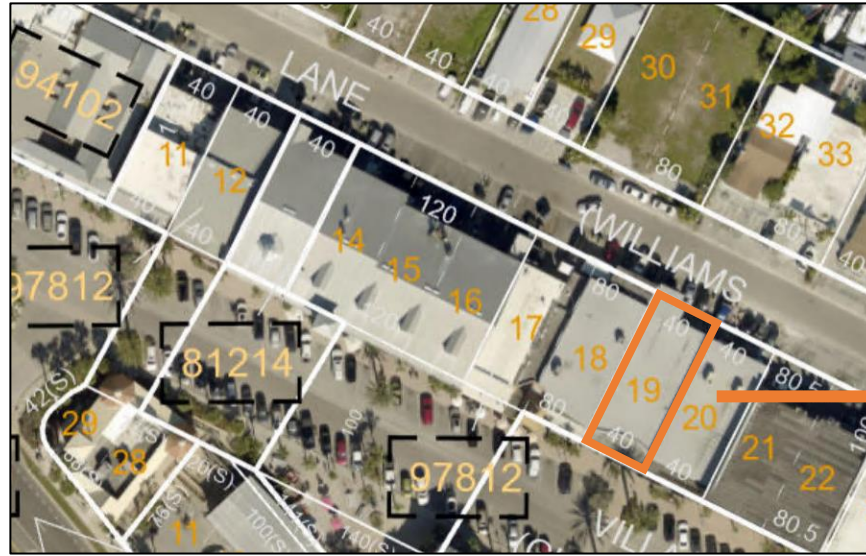
**TABLE 3.4
AVERAGE LOT SIZES IN EACH CHARACTER DISTRICT**

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.

Example of existing LDRs

C-1 typical lot: what is currently built vs what can be built with current setbacks and 0.55 FAR

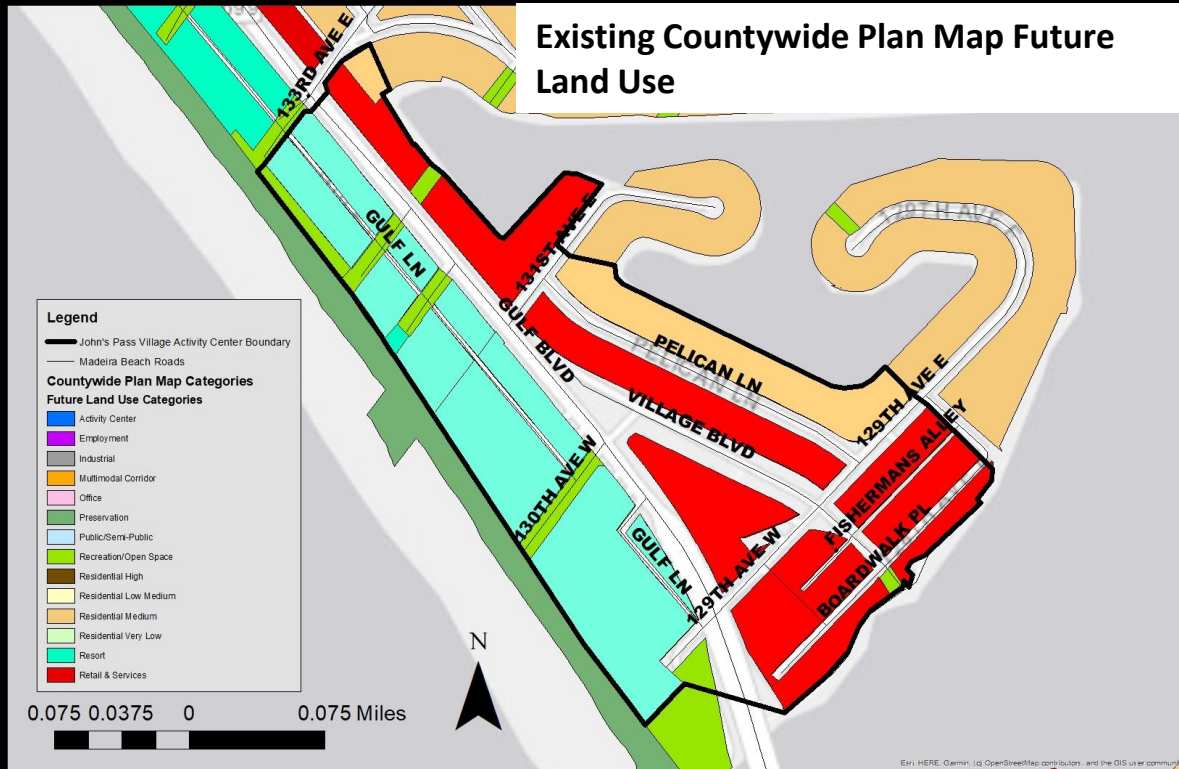


John's Pass Village Activity Center

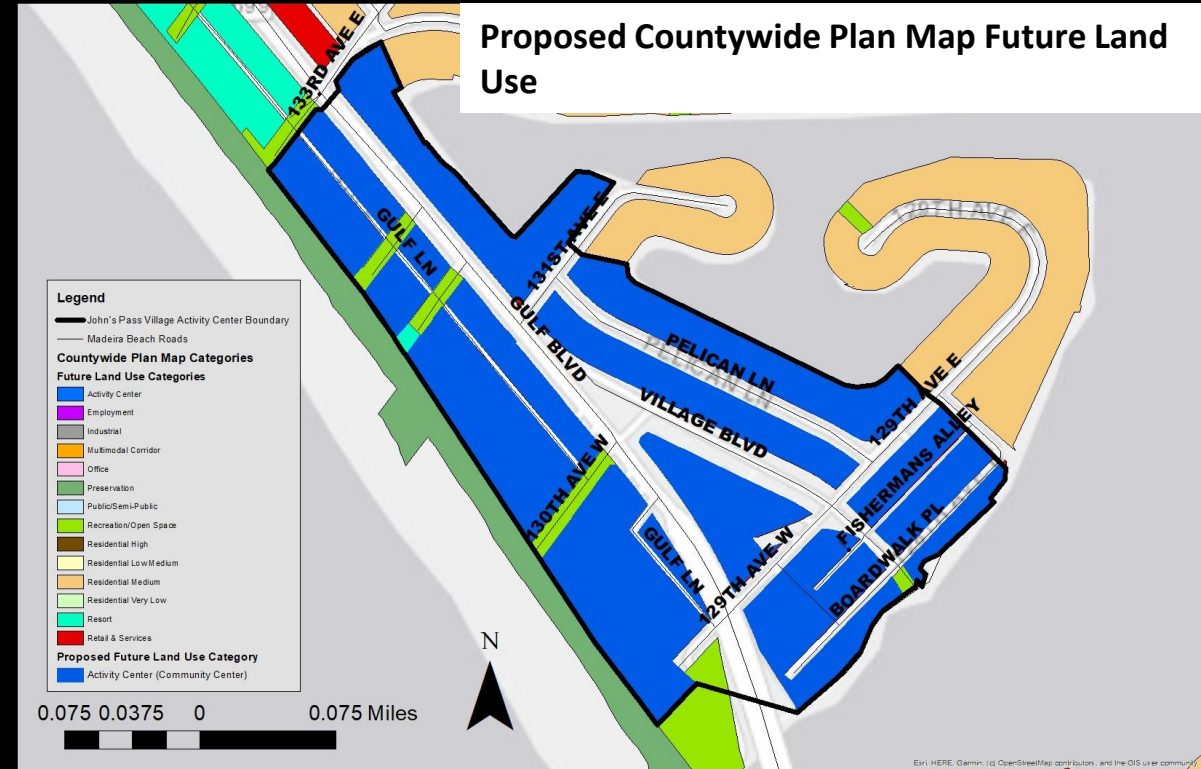


COUNTYWIDE PLAN MAP

Existing Countywide Plan Map Future Land Use



Proposed Countywide Plan Map Future Land Use



Proposed Activity Center Plan: Character Districts

Traditional Village

Commercial Core

Boardwalk

John's Pass Resort

Low Intensity Mixed Use

Transitional



White box: current
Colored box: proposed

EAST SIDE
 FAR: 1.0/1.2
 Temp: 60
 Res: 15

FAR: 1.5/2.0*
 Temp: 50/75*
 Res: 18

WEST SIDE
 FAR: 1.0-2.0
 Temp: 45-75
 Res: 18

FAR: N/A
 Temp: N/A
 Res: 15

FAR: 1.5/2.0*
 Temp: 40/60*
 Res: 18

FAR: 1.2
 Temp: 60
 Res: 15

FAR: 1.5/2.0*
 Temp: 0
 Res: 0

FAR: 1.2
 Temp: 60
 Res: 15

FAR: 2.5/3.0*
 Temp: 60/100*
 Res: 15

FAR: 2/2.5*
 Temp: 75/100*
 Res: 24

FAR: 1.0-2.0
 Temp: 45-75
 Res: 18

FAR: 1.2
 Temp: 60
 Res: 15

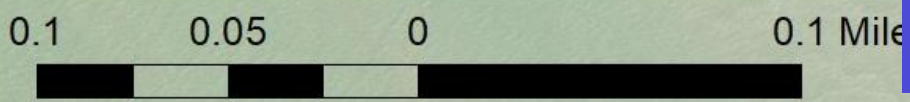
FAR: 1.5/2.0*
 Temp: 0
 Res: 0

Legend

- Madeira Beach Roads
- ▬▬▬▬ Coastal Construction Control Line

John's Pass Village Activity Center Character Districts

- Boardwalk
- Commercial Core
- John's Pass Resort
- Low Intensity Mixed Use
- Tradional Village
- Transitional



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
Boardwalk	0	0	1.5/2.0*	1.33	5%
Commercial Core	15	60/100*	2.5/3.0*	3.84	14.2%
John's Pass Resort	24	75/100*	2.0/2.5*	7.25	26.8%
Low Intensity Mixed Use	18	40/60*	1.5/2.0*	3.09	11.43%
Traditional Village	15	45	2.5/3.0*	4.25	16%
Transitional	18	50/75*	1.5/2.0*	7.29	26.94%
Total				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
Residential Units/Acre	16.07	24.92	17.83	17.83	90
Temporary Lodging Units/Acre	51.02	38.43	53.74	75.14	150
FAR	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
Total:	27.04		8674.13

Proposed Future Land Use Traffic Generation Rate

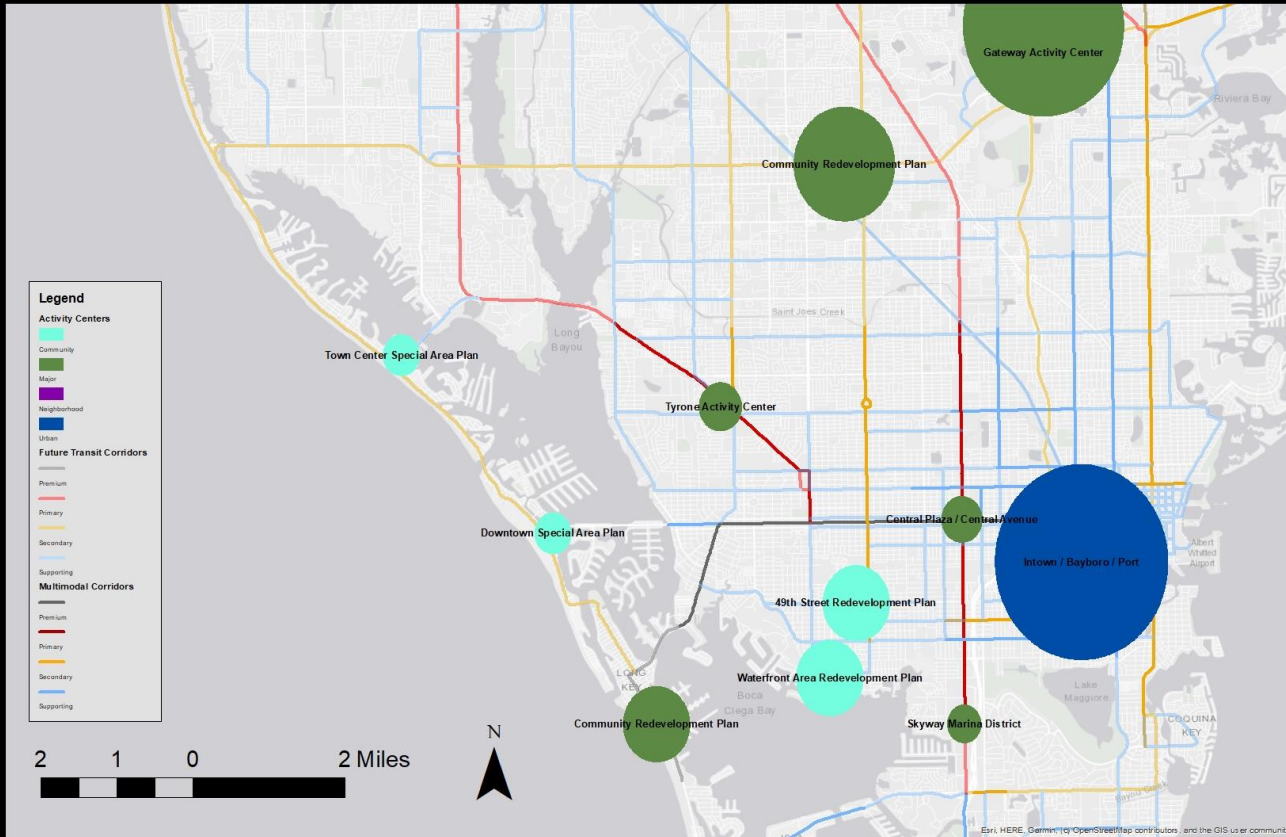
Proposed Countywide Plan Future Land Use Designation	Acres	Traffic Generation Rate (ADT/ACRE)	Total Traffic Generation Rate	Total Traffic Generation Rate * 50%
Activity Center (Community Center)	27.04	325	8789.44	4394.72

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 Ordinance 2023-15

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



Conclusion

- Madeira Beach is a vital tourist destination for Pinellas County.
- The Activity Center designation reflects the existing use and provides for compatible future development.
- 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.