

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



# 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

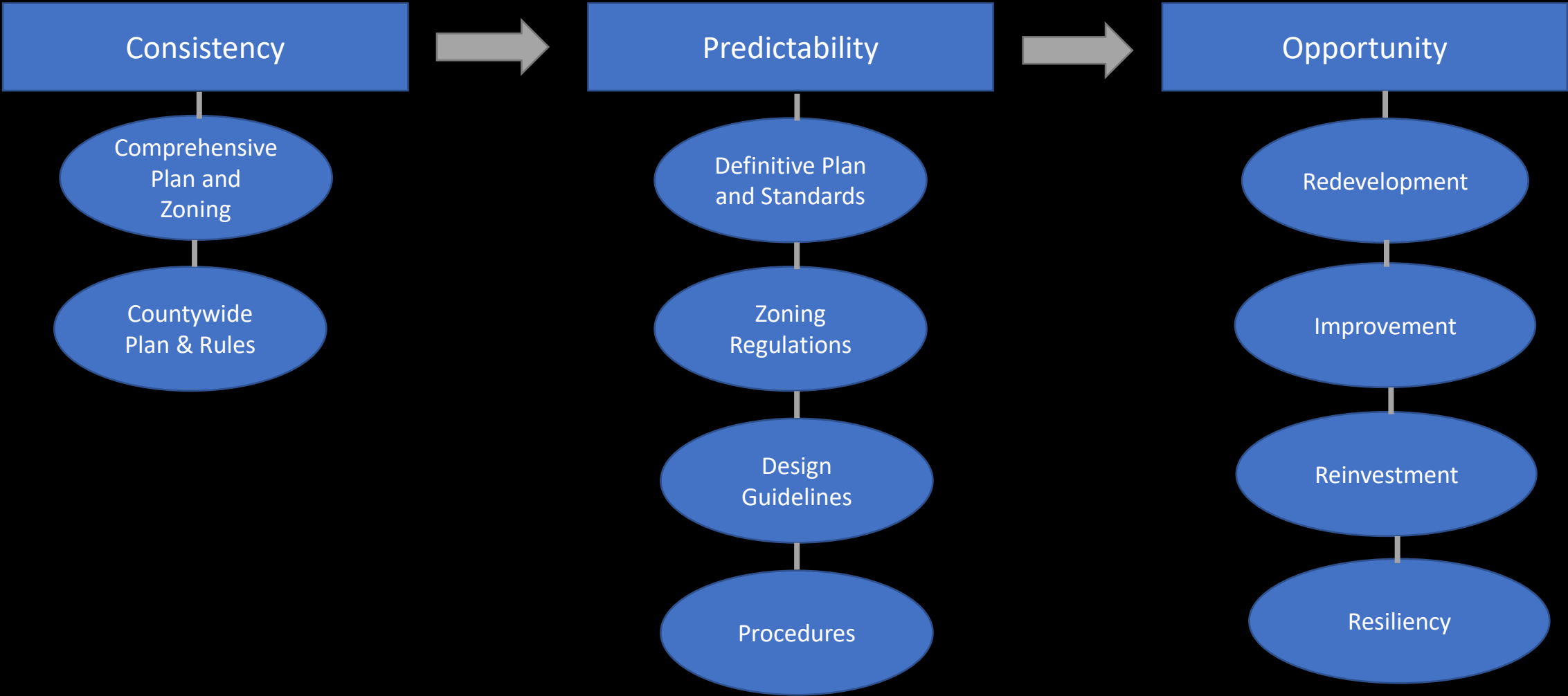


# INTRODUCTION



- 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.

Problems and Opportunities



## 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 - 2023





## Community Engagement

- Various public meetings and public workshops related to the John's Pass Village Activity Center Plan have been held since 2021
- An online survey was conducted in 2021
- Alternatives were presented
- Public input from the community was used to help guide what currently is being proposed

# Existing Uses Map and Table



**TABLE 3.1**  
**EXISTING USES FOR JOHN'S PASS VILLAGE ACTIVITY CENTER (JPVAC)**

Type of Use	Percentage of Type of Use for JPVAC
Vacant Residential	5.9%
Single Family Residential	6.1%
Multifamily & Temporary Lodging	50.7%
Vacant Commercial	6.1%
Tourist & General Commercial	29.5%
Marine Commercial	1.6%
	100%

**TABLE 3.2**  
**EXISTING LAND USES PER CHARACTER DISTRICT**

Type of Use	Boardwalk	Commercial Core	John's Pass Resort	Low Intensity Mixed-Use	Traditional Village	Transitional
Vacant Residential	0	0	6%	24%	0	6%
Single Family Residential	0	0	12%	7%	0	8%
Multifamily & Temporary Lodging	0	0	78%	69%	2%	82%
Vacant Commercial	2%	29%	0	0	12%	0
Tourist & General Commercial	88%	71%	4%	0	86%	0
Marine Commercial	10%	0	0	0	0	4%
	100%	100%	100%	100%	100%	100%



# 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

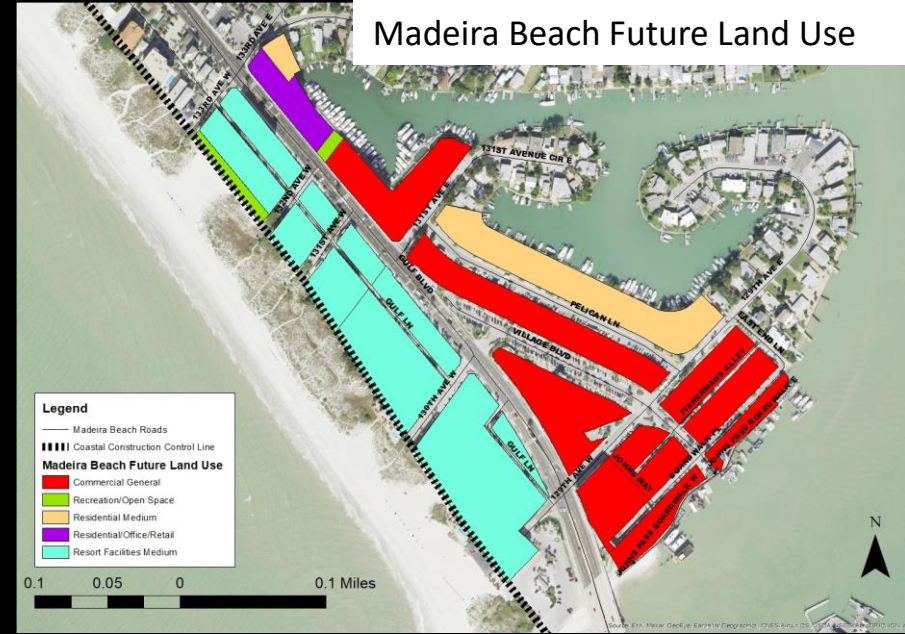
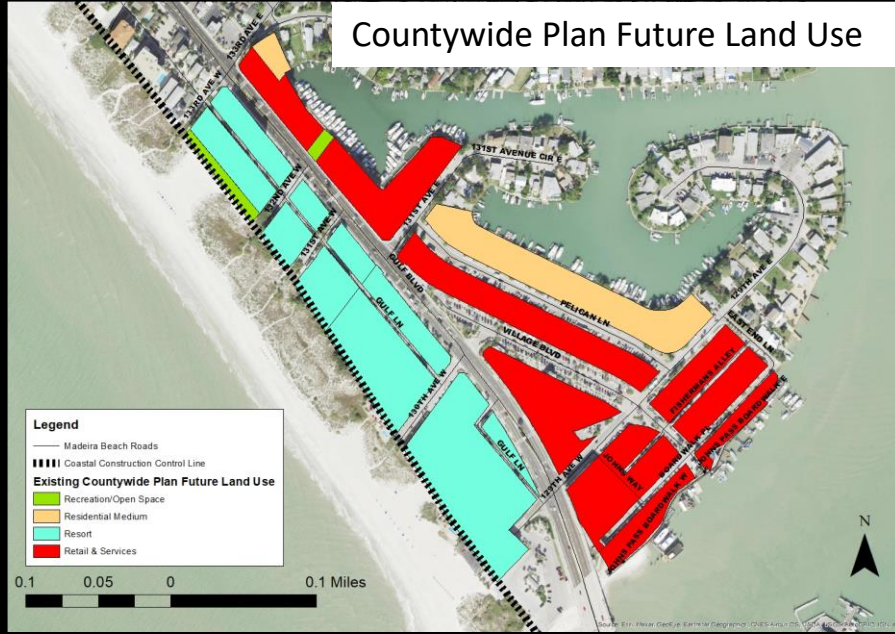
**TABLE 3.4  
AVERAGE LOT SIZES IN EACH CHARACTER DISTRICT**

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

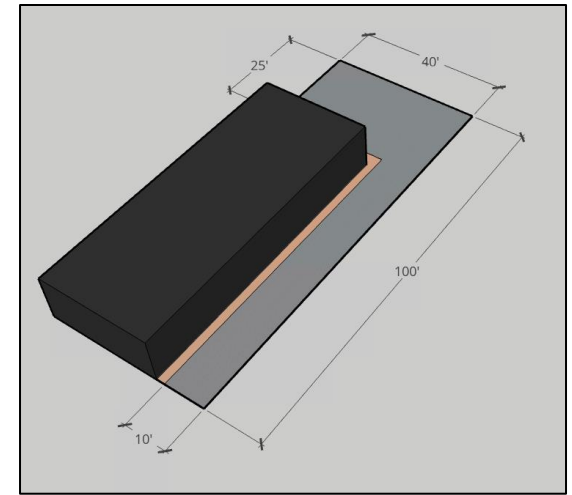
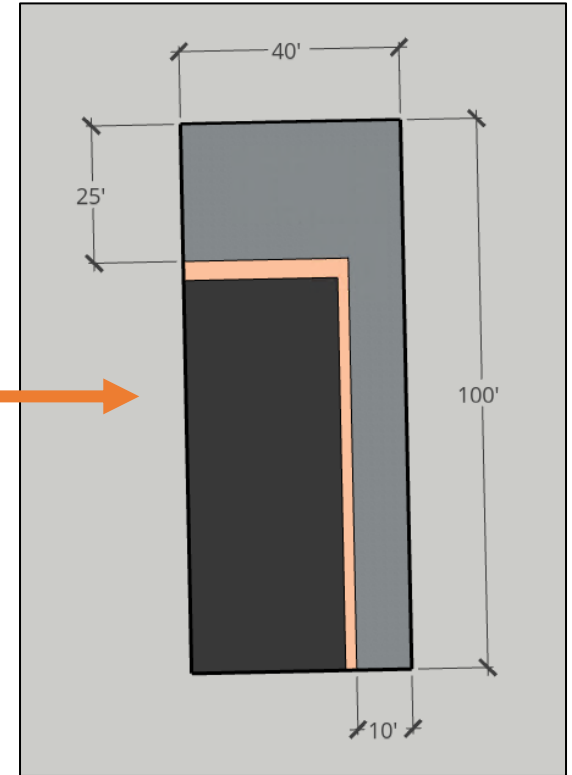
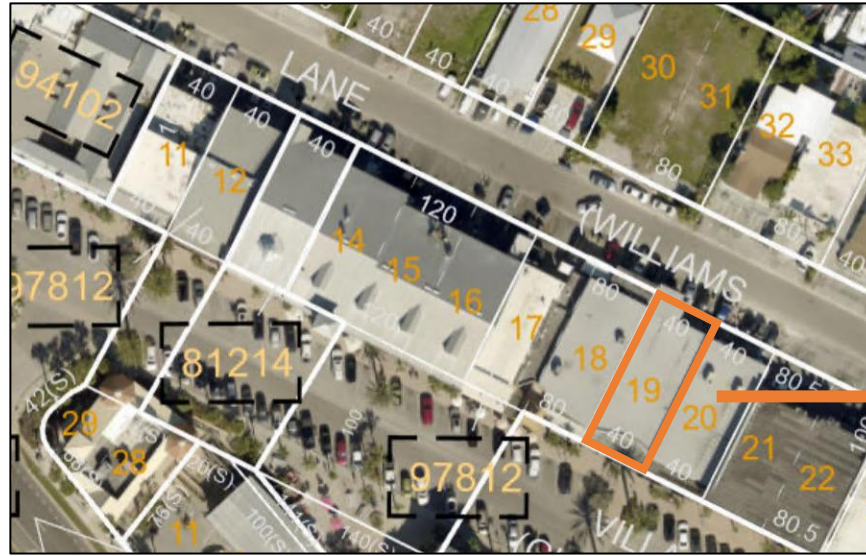


Countywide Plan Future Land Use			Madeira Beach Comprehensive Plan Future Land Use		
<b>Retail and Services</b>	FAR 0.55	RES UPA: 24 TEMP UPA: 40	<b>Commercial General</b>	FAR 1.2	RES UPA: 15 TEMP UPA: 60
<b>Resort</b>	FAR 1.2	RES UPA: 30 TEMP UPA: 50	<b>Residential/Office/Retail</b>	FAR 1.0	RES UPA: 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



## 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





# THE PLAN

## Proposed Activity Center Plan: Character Districts

Traditional Village

Commercial Core

Boardwalk

John's Pass Resort

Low Intensity Mixed Use

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
<b>Boardwalk</b>	0	0	1.5/2.0*	1.33	5%
<b>Commercial Core</b>	15	60/100*	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	40/60*	1.5/2.0*	3.09	11.43%
<b>Traditional Village</b>	15	45	2.5/3.0*	4.25	16%
<b>Transitional</b>	18	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



# Boardwalk



- **Allowed Uses:** Commercial, Commercial Recreation, and Services.
- **Intensity:** FAR 1.5, and FAR 2.0 with Development Agreement
- **Density:** Residential 0 UPA and Temporary Lodging 0 UPA





# Commercial Core



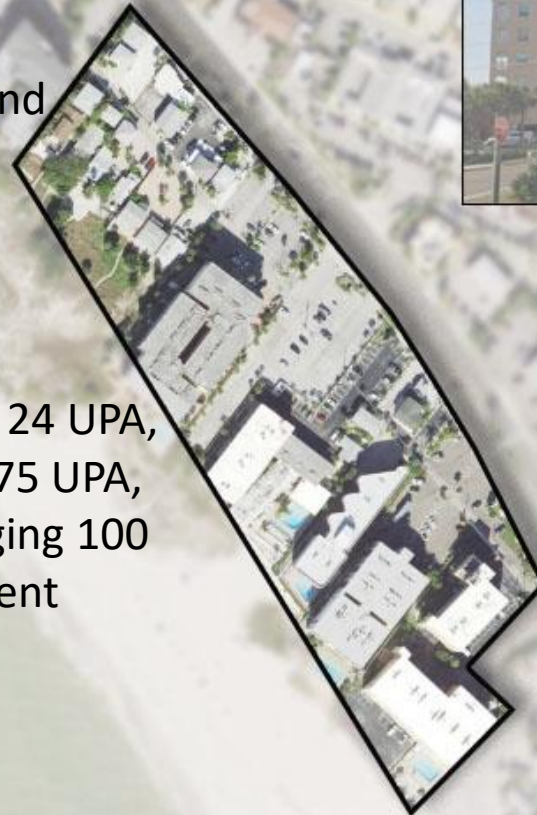
- **Allowed Uses:** Residential, Temporary Lodging, and Commercial.
- **Intensity:** FAR 2.5, and FAR 3.0 with Development Agreement
- **Density:** Residential 15 UPA, Temporary Lodging 60 UPA, and Temporary Lodging 100 UPA with Development Agreement





# John's Pass Resort

- **Allowed Uses:** Residential, Temporary Lodging, and Commercial only up to 20 percent of the building floor area.
- **Intensity:** FAR 2.0, and FAR 2.5 with Development Agreement
- **Density:** Residential 24 UPA, Temporary Lodging 75 UPA, and Temporary Lodging 100 UPA with Development Agreement.





# Low Intensity Mixed Use

- **Allowed Uses:** Residential, Temporary Lodging, and Commercial only up to 20 percent of the building floor area.
- **Intensity:** FAR 1.5, and 2.0 with Development Agreement
- **Density:** Residential 18 UPA, Temporary Lodging 40 UPA, and 60 UPA with Development Agreement.





# Traditional Village

- **Allowed Uses:** Residential, Temporary Lodging, and Commercial.
- **Intensity:** FAR 2.5, and FAR 3.0 with Development Agreement
- **Density:** Residential 15 UPA, and Temporary Lodging 45 UPA





# Transitional

- **Allowed Uses:** retail and services, restaurant, office, temporary lodging, and residential units (Commercial only up to 20 percent of the building floor area on Westside of Gulf Boulevard).
- **Intensity:** FAR 1.5, and 2.0 FAR with Development Agreement
- **Density:** Residential 18 UPA, Temporary Lodging 50 UPA, and Temporary Lodging 75 UPA with Development Agreement

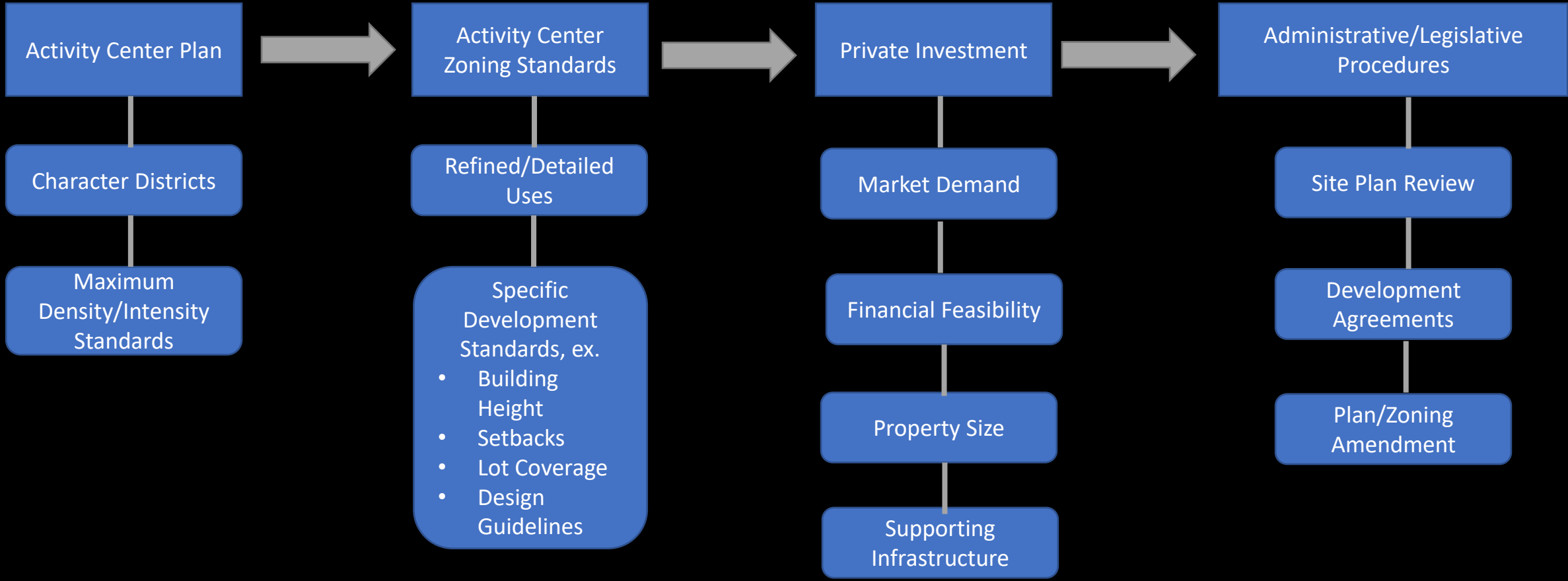




# Existing vs Proposed Average Densities and Intensities

	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	17.83	17.83	90
<b>Temporary Lodging Units/Acre</b>	51.02	38.43	53.74	75.14	150
<b>FAR</b>	1.24	0.80	1.93	2.43	3.0

# Factors Determining Density/Intensity of Actual Development





# 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

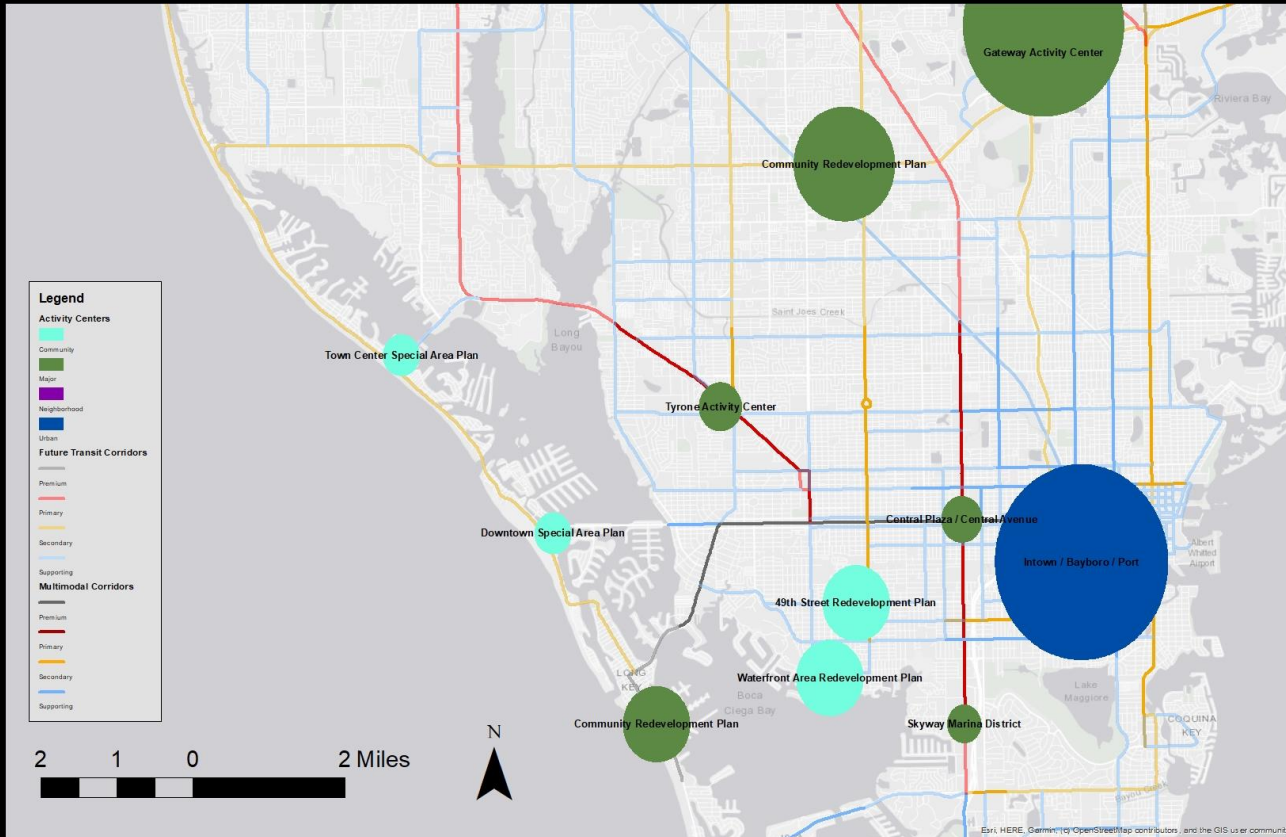
Proposed Countywide Plan Future Land Use Designation	Acres	Traffic Generation Rate (ADT/ACRE)	Total Traffic Generation Rate	Total Traffic Generation Rate * 50%
Activity Center (Community Center)	27.04	325	8789.44	4394.72

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 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

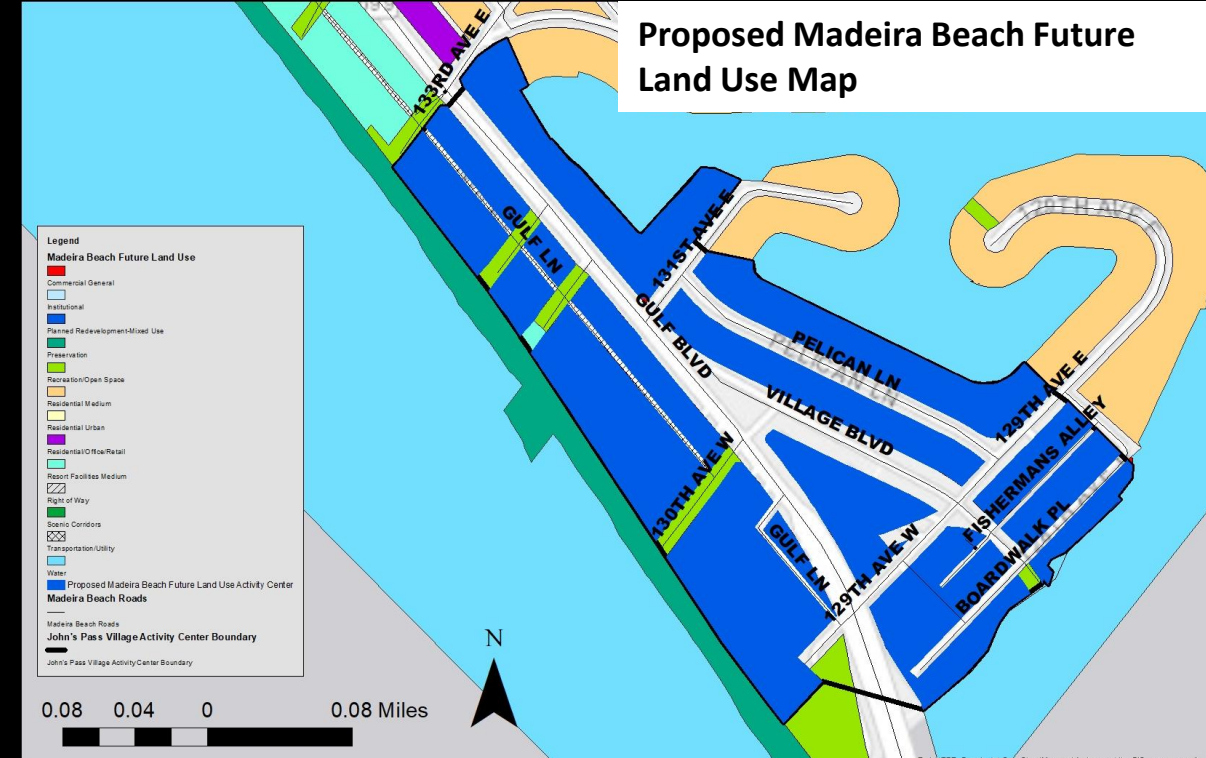
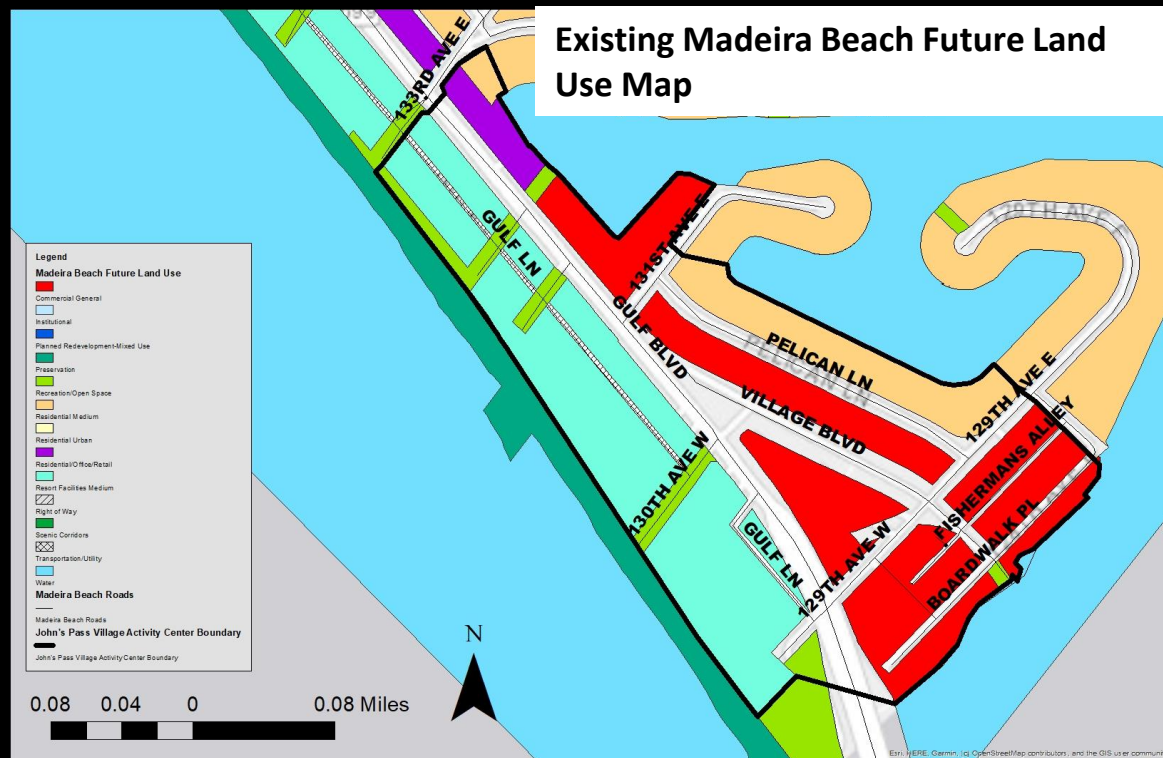
Final City action to adopt Activity Center Plan Ordinance 2023-01  
Final City action to amend Future Land Use map Ordinance 2023-02

05

Amend City's Land Development Code to establish Activity Center zoning districts  
Administer and implement the Activity Center Plan

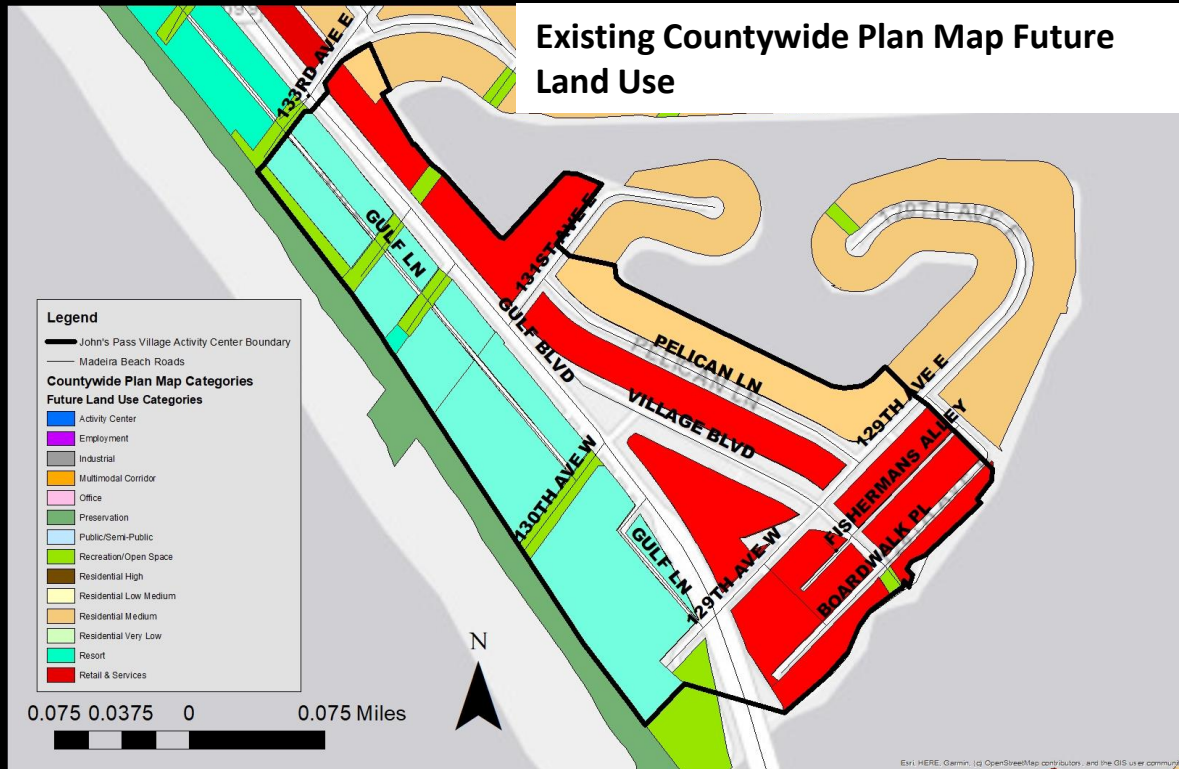


# MADEIRA BEACH FUTURE LAND USE MAP

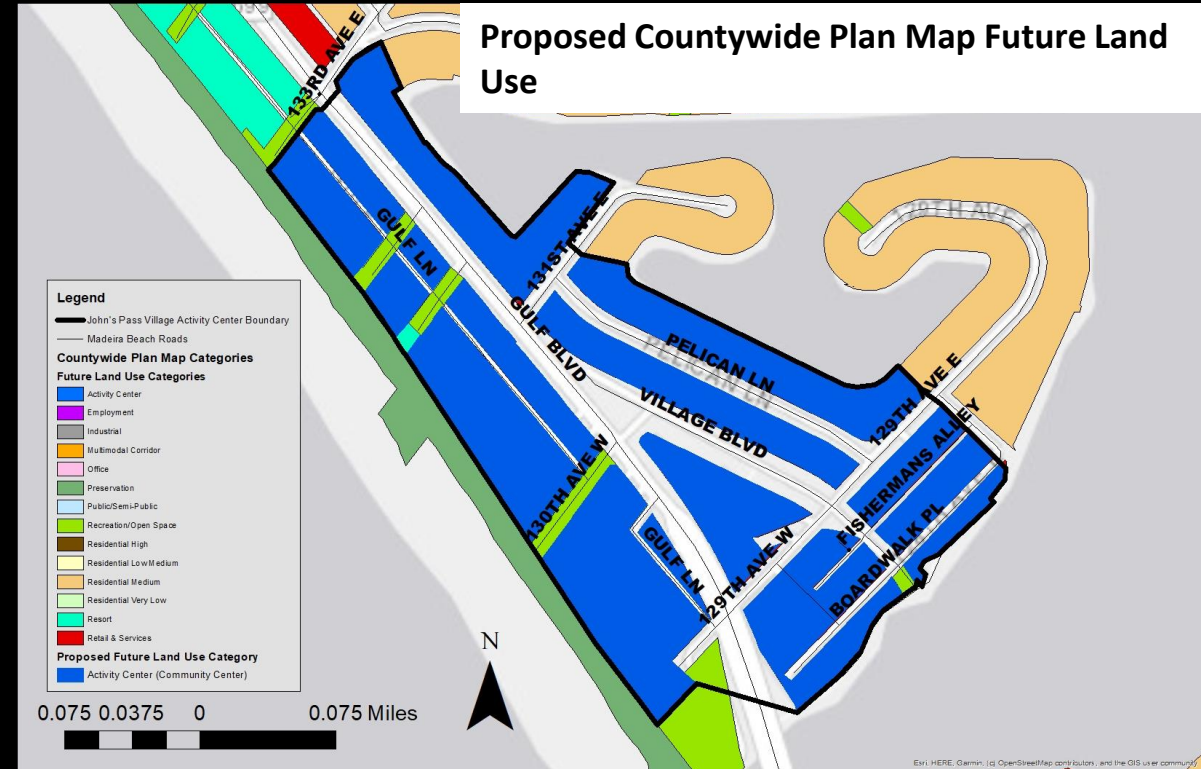


# COUNTYWIDE PLAN MAP

Existing Countywide Plan Map Future Land Use



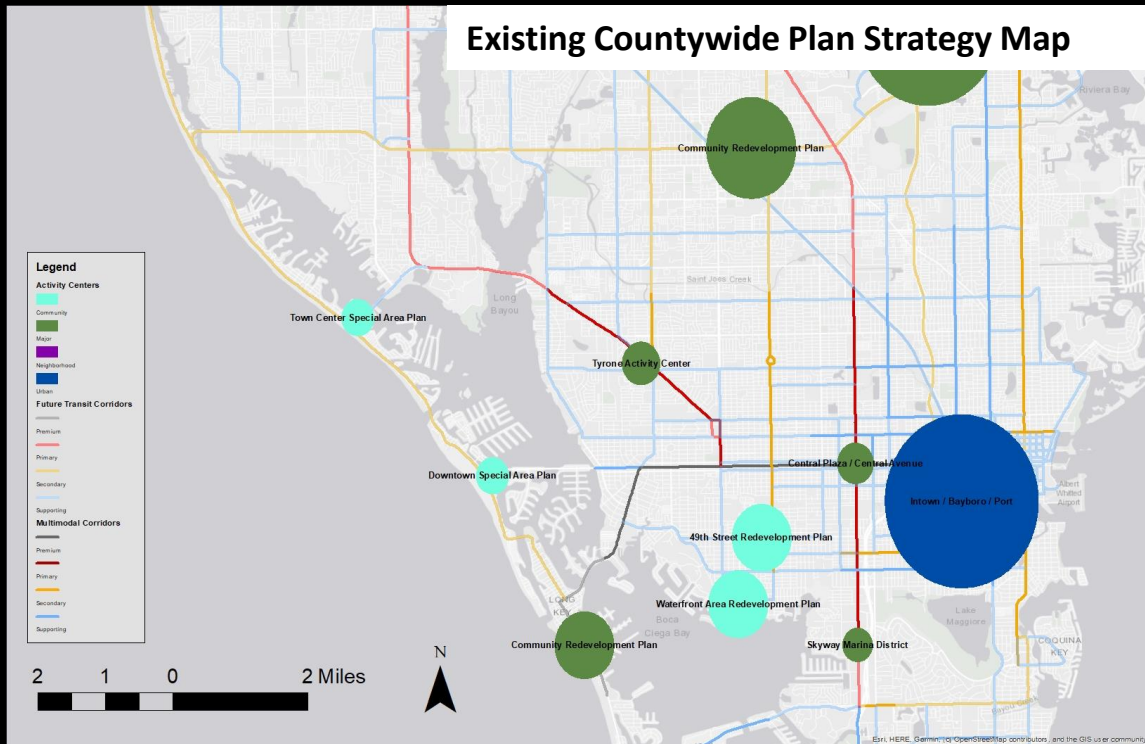
Proposed Countywide Plan Map Future Land Use



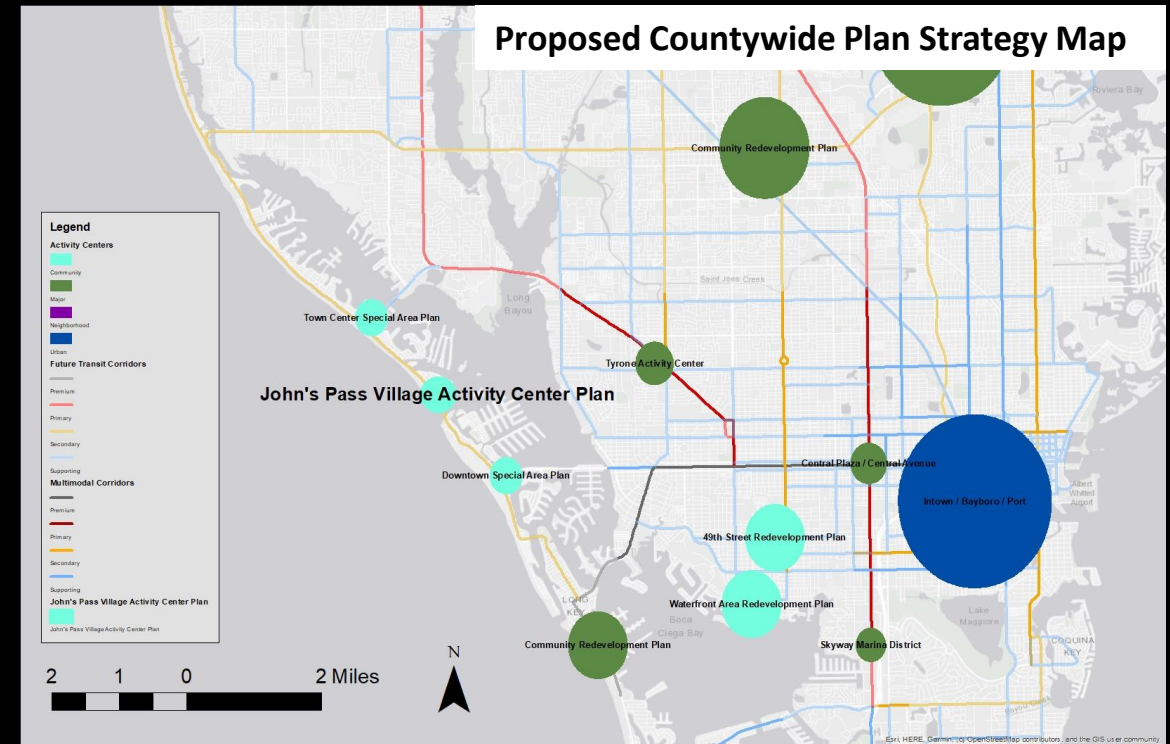


# COUNTYWIDE STRATEGY MAP

## 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.





## Upcoming Meetings and Public Hearings

- Planners Advisory Committee (PAC) meeting on September 5 at 1:30pm
- Forward Pinellas Board public hearing on September 13 at 1:00pm
- Countywide Planning Authority (CPA) public hearing on October 17 at 9:30am
- For more info go to <https://forwardpinellas.org/> and <https://forwardpinellas.org/document-portal/jpv-info/>



# Activity Center Subcategories

**Table 1**  
Standards Applicable to Activity Center Subcategories

Activity Center Subcategory	Acreage Range	Maximum Density/Intensity Standard <sup>1</sup>			Traffic Generation Rate (Average Daily Trips Per Acre)
		Residential Density (Units Per Acre) <sup>3</sup>	Temporary Lodging Density (Units Per Acre) <sup>2</sup>	Nonresidential or Mixed-Use Intensity (Floor Area Ratio) <sup>3</sup>	
Urban Center	200 to 500	200	330	8.0	724
Major Center	100 to 500	150	250	5.0	542
Community Center	50 to 500	90	150	3.0	325
Neighborhood Center	20 to 500	60	100	2.0	216

**Table 2**  
Locational Criteria for Activity Center Subcategories

Appropriate Intersections <sup>1, 2, 3</sup>		Multimodal Corridor or Future Transit Corridor					Other Collectors
		Premium Transit Corridors	Primary Corridors	Secondary Corridors	Supporting Corridors	Other Arterials	
Multimodal Corridor or Future Transit Corridor	Premium Transit Corridors	Urban Center	Urban Center	Major Center	Major Center	Community Center	Neighborhood Center
	Primary Corridors	Urban Center	Major Center	Major Center	Community Center	Community Center	Neighborhood Center
	Secondary Corridors	Major Center	Major Center	Community Center	Community Center	Community Center	Neighborhood Center
	Supporting Corridors	Major Center	Community Center	Community Center	Neighborhood Center	Neighborhood Center	Neighborhood Center
	Other Arterials	Community Center	Community Center	Community Center	Neighborhood Center	Neighborhood Center	Neighborhood Center
	Other Collectors	Neighborhood Center	Neighborhood Center	Neighborhood Center	Neighborhood Center	Neighborhood Center	Neighborhood Center

