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## **Resident Questions for John's Pass Village Activity Center**

### **1. What is the origin of the Activity Center?**

The 1998 Madeira Beach Comprehensive Plan references designating John's Pass Village as Commercial General/Activity Center Secondary (Policy 1.7.6). The Madeira Beach Master Plan (2002) references John's Pass Village as a future Neighborhood Center. The Madeira Beach Master Plan (2002) proposed the boundaries for the Neighborhood Center to be developed based on a 1/4-mile walkshed from the center of John's Pass Village. The Madeira Beach Master Plan (2002) recommended adopting a Community Redevelopment District Future Land Use Category for John's Pass Village.

The origins of the most recent version of the John's Pass Village Activity Center started in 2020. The City of Madeira Beach Community Development Department contacted Forward Pinellas when the Future Land Use compatibility issues were discovered. City Staff has maintained ongoing contact and requested input from the Forward Pinellas staff assigned to review throughout the planning and development process. The current proposal is made based on the need for compatibility with the Forward Pinellas Countywide Plan, the various categories available in that plan, and that adequately define the diverse uses already existing in John's Pass Village and the areas nearby.

### **2. Who brought the idea of an Activity Center in Johns Pass Village to the City?**

The concept of an Activity Center has been referenced in both previous Madeira Beach Comprehensive Plans and in the Madeira Beach Master Plan (2002). The current effort was started by city staff in response to bring the Madeira Beach Comprehensive Plan Future Land Use into compliance with the Forward Pinellas Countywide Plan.

### **3. When was the Activity Center first discussed?**

In June 2021, two public workshops were held to discuss the density and intensity inconsistencies in Madeira Beach and John’s Pass Village. Potential solutions to fix these issues were presented to the public including a Future Land Use change to Activity Center.

**4. Who requested the Activity Center Study?**

The city started this process to figure out how to bring existing development within and near John’s Pass Village into compliance and make sure new development fits with the character and scale of the existing development patterns. Madeira Beach is required to bring our Future Land Use Categories into compliance with the Forward Pinellas Countywide Plan. The Activity Center category would recognize what currently has been built in John’s Pass Village and bring us into compliance with Forward Pinellas.

**5. Did the Board of Commission ever discuss and more importantly approve the Activity Center study? If so, what was specifically authorized by the Board of Commission?**

The Board of Commissioners first discussed the Activity Center at the December 1, 2021, BOC Workshop Meeting. Located below is a timeline of the Activity Center including what meetings it was discussed at.

Date	Event	Notes
10/6/2020	Forward Pinellas	Inconsistent Standards of the Commercial General Future Land Use Category Response from Forward Pinellas
6/1/2021	Public Workshop	John's Pass Village Business Owners Meeting
6/5/2021	Public Workshop	Community Planning Event Public Workshop
7/24/2021	BOC Meeting	Activity Center was added to the agenda for future BOC Meeting

11/10/2021	BOC Meeting	Activity Center update added to the 12/1/2021 Agenda
12/1/2021	BOC Workshop	Update to Activity Center was presented by Linda Portal that included a memo dated 11/15/2021
12/6/2021	Planning Commission	CPA 2021-01 Linda Portal presented a PowerPoint to clarify the difference between JPV and the Activity Center, and the option is to use the term "Activity Center" within the Comp. Plan. The floor was opened to public comment and parking and traffic were brought up.
1/12/2022	BOC Meeting	First reading of 2022-03 Comp Plan text amendment to establish land use for Activity Center
2/9/2022	BOC Meeting	Second Reading of 2022-03 and vote to approve 2nd reading and public hearing.
6/22/2022	BOC Workshop	Mayor Hendricks discussed a master plan expenditure and noted that some of the points have been adopted into the Activity Center plan.
8/1/2022	Planning Commission	Jenny Rowan stated that the Activity Center would be coming before the Commission soon. A packet will be sent to new members.
9/1/2022	Planning Commission	Jenny Rowan presented the Activity Center. Linda Portal addressed questions regarding land use and stated that we need to be consistent with Pinellas County. Discussion followed
9/14/2022	BOC Meeting	Activity Center was added to the agenda for future 9/22/22 meeting
10/5/2022	BOC Workshop	The Activity Center PowerPoint was presented by Dave Healy, followed by a lengthy discussion, where several concerns were raised by Commissioners. Concerns including FAR and Parking, which Mr. Healy said would be addressed. The timeline was discussed as well.
11/7/2022	Planning Commission	Ordinances 2023-01 and 2023-02 would be rescheduled to November 28,2022. A vote was held. The motion passed 6-1

11/28/2022	Planning Commission	Dave Healy presented Ord. 2023-01 JPV Activity Center Plan, which was a synopsis of the plan report. A discussion by Affected Parties followed and traffic and FAR were brought up.
12/14/2022	BOC Meeting	Commissioner Hutson amended his motion to move Ordinance 2023-01 and 2023-02 from the February 8, 2023, BOC meeting to the January 11, 2023 BOC Meeting. Discussion followed; the motion carried 3-1.
12/14/2023	BOC Workshop	Ordinance 2023-01 JPV Activity Center Plan was presented.
1/11/2023	BOC Meeting	1st Reading and Public Hearing of Ordinance 2023-01 and Ordinance 2023-02. Motioned to be sent to Forward Pinellas and DEO (Florida Commerce).
5/10/2023	BOC Meeting	Ordinance 2023-15 Comp Plan Activity Center Definition 1st Reading and Public Hearing. Discussion followed
6/14/2023	BOC Meeting	Jerry Cantrell stated in Public Comments that more meetings regarding land use and the Activity Center should be scheduled.
7/12/23	BOC Meeting	Ordinance 2023-15 Comp Plan Activity Center Definition 2nd Reading and Public Hearing

**6. What was the scope of work for the Activity Center Study? What were the objectives? What were the agreed deliverables?**

The John’s Pass Village Activity Center Plan proposes a specific set of land use guidelines and standards designed to reflect and address the unique make-up and challenges of this important mixed-use tourist-oriented focal point in the Madeira Beach and Pinellas County communities. This Plan documents the purpose, background, existing and proposed land use characteristics, transportation and sustainability considerations, design principles and implementation strategies.

The purposes of the Activity Center Plan are as follows:

1. To establish the standards and means to preserve and rebuild the existing character, uses, and density/intensity of John's Pass Village in the event of a disaster.
2. To reconcile inconsistencies among existing land use characteristics in the City Comprehensive Plan and the Countywide Rules Standards.
3. To provide for consistency and enhancement in the Activity Center for future improvement, revitalization, and potential redevelopment within the Village.

In brief, the John's Pass Village Activity Center Plan is a comprehensive attempt to memorialize the character and function of this tourist, commercial, and cultural center, and to provide for future enhancement and revitalization.

**7. Which Developers have been involved in discussions concerning the Activity Center?**

No developers have had any influence over the planning process for the John's Pass Village Activity Center. The process was started as an internal planning effort to find a solution to the density and intensity inconsistencies within and near John's Pass Village.

**8. Who determined the geographic 'footprint' for the Johns Pass Village Activity Center?**

The boundaries were based on existing development patterns and the planning principle of a 1/4-mile walkshed distance. The current boundaries are significantly smaller than what was proposed for the John's Pass Village Neighborhood Center in the Madeira Beach Master Plan (2002). The boundaries end at Madeira Bay and Barefoot Beach Club which are the last major developments within a quarter mile walking distance of John's Pass Village.

**9. Why does the 'footprint' for the Johns Pass Village Activity Center extend beyond Johns Pass Village? Why are other properties, outside of the existing Johns Pass Village included in the proposed Activity Center? For example, west of Gulf**

**Boulevard and East side of Gulf Boulevard up to 133rd avenue is already 50% or more built out as condominiums and gulf front residences. Why are these included in the Activity Center? Is the footprint being expanded to justify the 69% increase in allowable floor space?**

The boundaries of the proposed Activity Center were based on existing development patterns and the planning principle of a 1/4-mile walkshed distance. The boundaries end at Madeira Bay and Barefoot Beach Club which are the last major developments within a quarter mile walking distance of John's Pass Village. The proposed boundaries are significantly smaller than what was previously proposed in the Madeira Beach Master Plan (2002).

The proposed density and intensity standards are still allowed to be reduced at Second Reading Public Hearing by the Board of Commissioners. The Transitional District's bonus density and intensity standards match the existing standards for the Resort Facilities Medium District. The densities and intensities averages shown in John's Pass Village Activity Center Plan are based on a hypothetical maximum buildout. As shown in the Activity Center Plan most of the properties within the Activity Center have already been developed. Any of the proposed bonus standards would require a Development Agreement approved by the Board of Commissioners, which also requires public hearings.

**10. The stated reason by the City for the Activity Center was to assure that Johns Pass Village could be built back to its present size in the event it was destroyed in a weather event (e.g., hurricane). Given what we have heard, the desire is to significantly expand floor space and density. As such it sounds as if this reason is actually not accurate and is misleading.**

Many of the existing densities and intensities of development within the proposed Activity Center are nonconforming. In the Madeira Beach Code of Ordinances, improvements to nonconforming structures are heavily restricted. If we do not change Future Land Use to one that is compatible, that would mean these property owners could not make improvements to make their structures more resilient or redevelop their

properties to a similar level of development they have now. The current 0.55 FAR would lead to new structures being built in John's Pass Village that do not look like what exists there currently. The Activity Center Future Land Use change would allow us to then revise the Land Development Regulations to guide new development to be compatible with what exists currently.

**What is the present floor space? Why does it need to be dramatically increased if the desire is to have the ability to rebuild after a natural disaster?**

The Retail and Services Countywide Plan Future Land Use category has a Floor Area Ratio of 0.55 (FAR). This category is a suburban commercial future land use category for gas stations, big box stores, garden style apartments, and fast-food restaurants on large lots. This category is not compatible with what has been built within and near John's Pass Village. The proposed John's Pass Village Activity Center would adopt a Future Land Use category that would be compatible with what currently exists.

**11. The existing zoning presently allows for rebuilding in the event of a natural disaster, so why is it necessary to declare it an Activity Center?**

In Florida, private property rights need to be considered in local decision making. Madeira Beach was required by Section 163.3174(4), Florida Statutes to adopt a Property Rights Element into the Madeira Beach Comprehensive Plan. Included in this element is Policy 15.1.2: The right of a property owner to use, maintain, develop, and improve their property for personal use or the use of any other person, subject to state law and local ordinances. A property owner has the right to use, maintain, develop, and improve their property. The current Madeira Beach Future Land Use categories and Forward Pinellas Countywide Plan Future Land Use categories make many of the existing properties nonconforming, which restricts what improvements they can do to their property. These nonconforming structures do not meet the current FEMA FIRM requirements, making them very vulnerable. It is important for local governments to implement policies that support and protect private property rights. Making these properties become conforming via the John's Pass Village Activity Center Plan would protect these property owners and support private property rights.

- 12. Mr. Gomez, the City Manager, states that nothing will be built in the next two years. What is the basis for this statement and what is the meaning of the statement? Which developers have provided this information?**

Ordinance 2023-01 and Ordinance 2023-02 are only related to the Forward Pinellas Countywide Plan Future Land Use and Madeira Beach Comprehensive Plan Future Land Use. The existing zoning categories would not change until the Board of Commissioners adopts new zoning categories. The process from the time of adoption for the John's Pass Activity Center Plan and when the Land Development Regulations are adopted could take upwards of a year. Public workshops will be held when developing the land development regulations for the John's Pass Village Activity Center.

- 13. The majority of the property owners in this area have expressed, not only to the City but to Forward Pinellas, their opposition to this plan. Why does the City Manager feel existing property owners contribute to the problem so have less influence in this?**

There are 514 individual parcel numbers within the proposed John's Pass Village Activity Center based on Pinellas County Property Appraiser data. Forward Pinellas did not receive anywhere close to 514 comments from property owners related to the proposed John's Pass Village Activity Center.

- 14. The City has acknowledged the congestion in Johns Pass Village, so why then is the City advocating for an Activity Center that will greatly increase traffic and congestion in this high hazard coastal area?**

As a part of the Forward Pinellas Countywide Plan Amendment Process, we were required to calculate the existing and proposed traffic generation rate. The existing Retail and Services Future Land Use Category has a higher traffic generation rate than the Activity Center (Community Center) Future Land Use Category. The proposed traffic generation rate was similar to what currently exists based on the traffic generation rates Forward Pinellas required us to use. Forward Pinellas and FDOT are required to review



the transportation impact of proposed Future Land Use map amendments. Any comments from Forward Pinellas and FDOT related to transportation would need to be addressed.

**15. Why does the City think adding additional development is important to Madeira Beach?**

The John's Pass Village Activity Center Plan gives the city and its residents the tools to guide future development. This would make sure future development in John's Pass Village and the surrounding areas is compatible with what currently exists. Keeping the current Future Land Use categories would lead to new developments that would not fit the character of the area.

**16. Please provide the independent studies that have been done showing the effects of these major increases in floor space and density will have on our infrastructure, particularly traffic studies, water, fire protection, sewer?**

Florida Commerce Bureau of Community Planning and Growth, FDOT, FDEP, and Southwest Florida Water Management District are required to review proposed Comprehensive Plan Future Land Use Map Amendments. Currently they are in the process of reviewing Ordinance 2023-01 and Ordinance 2023-02. We are still waiting for their review comments. Their review comments would need to be addressed before second reading.

**17. In the last two years there have been four hotel development corporations that have purchased several parcels of land in Johns Pass Village. Have any of these corporations and individuals been talking with the City concerning development of the Activity Center? It is difficult to not see a correlation.**

The origins for the John's Pass Village Activity Center Plan were from discovering the inconsistencies between the Madeira Beach Comprehensive Plan, Forward Pinellas Countywide Plan, and the existing development within and near John's Pass Village. A hotel could be built right now with the current Future Land Use designations with a Development Agreement and Planned Development Rezoning.

**18. Historically, the City has not enforced their own zoning and code requirements in Johns Pass Village resulting in the current over built situation. Given City performance with other construction in the City, what assurances will we have that the City will enforce existing codes and ordinances and not allow variances?**

The city cannot approve variances that violate the Forward Pinellas Countywide Plan or the Madeira Beach Comprehensive Plan. The John's Pass Village Activity Center Plan requires the city to develop and adopt new land development regulations that implement the zoning categories for each character district. The existing zoning categories would stay in place until the new zoning categories are adopted. These zoning categories would not be allowed to exceed the densities and intensities that would be adopted in the Activity Center Plan. The new zoning categories for the John's Pass Village Activity Center will have height limits, setbacks, and impervious surface ratio requirements that new development will be required to meet.