



**AGENDA
PLANNING ADVISORY BOARD
WORKSHOP
AUGUST 25, 2021
3:00 PM
CITY HALL COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER / ROLL CALL / DETERMINATION OF QUORUM**
- 2. PLEDGE OF ALLEGIANCE**
- 3. BOARD BUSINESS**

- 3.1 Vision 2045 Work In Progress Update: *WGI will present the initial findings of outreach conducted in June-July 2021 and request PAB and public feedback on the approach before moving forward with document preparation. Draft Vision 2045 Plan documents are anticipated for public commenting in September.*

This is a continuation of the workshop conducted on August 11, 2021.

- 4. PUBLIC COMMENT - This will be conducted as a virtual and in-person meeting to allow for increased public participation in the workshop.**

Join Zoom Meeting

<https://us06web.zoom.us/j/88400028620>

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- 5. ADJOURNMENT**

All members of the public are invited to be present and be heard. Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at (904) 310-3115 or TTY/TDD 711 (for the hearing or speech impaired). All interested parties may appear at said meeting and be heard as to the advisability of any action, which may be considered with respect to such matter. For information regarding this matter, please contact the Planning Department (904) 310-3135.

PLANNING ADVISORY BOARD AGENDA ITEM
City of Fernandina Beach



SUBJECT:

ITEM TYPE: Comprehensive Plan Amendment

REQUESTED ACTION:

SYNOPSIS:

CITY ATTORNEY COMMENTS:

Date: August 17, 2021

Submitted By: Taylor Hartmann, Planning Technician

City of **FERNANDINA BEACH**

2045 Vision Plan

Work in Progress Update



Public Outreach Overview



Juneteenth Outreach (50+ participants)

Survey Responses as of August 1st

- General Survey (1,123)
- Business Owner Survey (94)
- Employee Survey (124)
- High School/Recent Graduate Survey (30)

Public Workshop (80+ participants)

Key Stakeholder Interviews

Document Research



- Comprehensive Plan
- 2019 National Cities Survey
- 2019 EAR Public Comments
- 2012 EAR
- Fernandina Beach Vision 2020
- Draft CIP
- Historic Downtown Design Guidelines
- Parks and Rec Master Plan
- Waterfront Design Guidelines
- US Census Data
- Jacksonville Resiliency Report
- Nassau Resiliency Plan
- Florida Adaption Action Area Guidelines
- Climate Action Plans (Seattle & San Mateo)
- Nassau County Housing Needs Report
- Ocean Highways & Port Authority Master Plan

Key Stakeholder Interviews



- Amelia Tree Conservancy
- Northeast Florida Builder's Association
- Chamber of Commerce
- City Manager
- City Commissioners (all 5)
- County Commissioners (2)
- County Manager
- Council on Aging
- City Department Heads (All)
- Historically Black Church Pastor Outreach
- Fernandina Beach High School Foundation
- Main Street Fernandina Beach
- Rayonier Advanced Materials
- LignoTech
- West Rock

The vision, goals, & objectives



The Vision Foundation

*Resiliency, Sustainability, &
Preservation*

What is Resiliency?



the ability of a piece of infrastructure, system, environment, or community to sustain or recover its essential functions when presented with a disruption.

- Disruptions can be environmental, economic, or natural/man-made disasters
- Identified opportunities for strategies to improve resilience throughout the city
- Resiliency is the basis of the Vision Plan while being supported by sustainability and preservation

What is Sustainability?



meeting the needs of the present without compromising the ability of future generations to meet their own needs.

- Sustainability is economic, environmental, and social

How do we ensure that Fernandina Beach operates in a way that improves and doesn't diminish the quality of life for our children and grandchildren that want to call this place home?

What is Preservation?



The process of keeping something safe from damage or deterioration.

- This can include the environment (conservation), historic/cultural traditions, and the built environment.

How do we preserve what we love about Fernandina Beach for our children and grandchildren?

6 Supported Themes

- 1: Conservation & Management of Natural Resources
- 2: Preservation of Character
- 3: Mobility & Transportation
- 4: Environmental Resiliency
- 5: Economic Resiliency
- 6: Good Planning & Governance

GOAL 1

“Fernandina Beach will be an exemplary sustainable community that prioritizes the conservation of its natural resources to enhance its citizen’s quality of life, be resilient to environmental changes, and be protected for the health, prosperity, and enjoyment of future generations.”

OBJECTIVES

1. Prioritize the protection and sustainable management of existing natural resources and features.
2. Preserve and protect existing tree canopy and increase cover when possible.
3. Develop policies and programs to support local wildlife and reinforce the island’s ecosystem.
4. Protect and enhance the water quality of Amelia Island’s littoral features through sustainable stormwater management methods.

Goal 1: Conservation & Management of Natural Resources

Prioritize the protection and sustainable management of existing natural resources and features.

- *Planning in the Park* workshop feedback **prioritized conservation, nature, and the environment.**
- 37% of attendees **prioritized funding conservation with the CIP** – *Planning in the Park Workshop*
- Most **pressing issues of Fernandina Beach is loss of nature** (#1 response) – *Community Survey*
- **Nature is what drew me to Fernandina Beach** (#3 response) – *Community Survey*
- CIP funding priority #2 response was to **purchase property for conservation** – *Community Survey*
- **Infrastructure spending should focus on conservation** (#1 response) and cultivate tree canopy (#5 response) – *Community Survey*

Simmons Road Park backlash for tree removal – *City Leadership, multiple stakeholders*

Lignotech mentioned a major reason for locating its operations in Fernandina Beach included the aquifer and vast supplies of fresh water. The aquifer is also causing breweries to open because they believe the water from the aquifer is of a quality that lends itself to the brewing process.

Goal 1: Conservation & Management of Natural Resources

Preserve and protect existing tree canopy and increase cover when possible.

Most important character for new residential development it to protect existing trees #1, don't fill in wetlands #2 – *Community Survey*

Factor in new housing (designed with nature #1) – *Planning in the Park Workshop*

Several stakeholders mentioned **loss of old-growth trees and wetland infill as flashpoints with new development** (Amelia Heritage)

“Keep Amelia- green please. Limit cement”

Interviews with Key Stakeholders mentioned loss of trees as a major concern from community.

Goal 1: Conservation & Management of Natural Resources

Develop policies and programs to support local wildlife and reinforce the island's ecosystem.

Birds and wildlife are a draw and part of island people love. **Fears of losing wildlife on island.** – *Stakeholder Interview*

Use Florida Friendly Landscaping – *EAR public comment*

Prioritize Landscape? **We should prioritize Live Oak planting everywhere** – *Community Survey quote*

“Give wildlife a chance” – *Planning in the Park Workshop*

“Native plantings” – *Planning in the Park Workshop*

“More animals” – *Juneteenth outreach event*

Goal 1: Conservation & Management of Natural Resources

Protect and enhance the water quality of Amelia Island's littoral features through sustainable stormwater management methods.

Several people have mentioned **issues with septic tanks and treat of contaminating runoff during heavy downpours.** – *City Leadership and key stakeholders*

Large areas that are served by septic tanks and **drain fields are vulnerable to impacts from even minimal storm surge and sea level rise.** - *Nassau County Vulnerability Assessment*

On-site stormwater mitigation 4th most popular resiliency program or requirement at workshop. – *Planning in the Park Workshop*

Goal 1: Conservation & Management of Natural Resources

Implementation Strategies

- Incorporate recommendations from the City Tree Committee Report
- Maintain wetland infill prohibition
- CLAM-like program to identify parcels for conservation and prioritize them
- Florida friendly landscaping standards (landscape plan review)
- Native plantings for all public projects like parks and streetscapes
- LID and stormwater management tool-kit

GOAL 2

“Fernandina Beach will be a community resilient to growth and change by assessing its vulnerabilities, preserving and protecting its unique culture, character, and ambiance, celebrating its diverse history, and supporting its economic diversity.”

OBJECTIVES

1. Protect and preserve the City’s historic landmarks, cultural resources, and traditions for future generations.
2. Preserve the architectural fabric through preservation and renovation of existing buildings.
3. Require new buildings to respect the community’s character and charm through vernacular architecture, compatible uses, and massing that is appropriate for its location.
4. Recognize the economic and fiscal benefits of the working waterfront while supporting programs and activities that minimize and mitigate adverse impacts that may affect the quality of life in the City.
5. Develop and support programs and activities that maintain and enhance its quality of life for residents and businesses while maintaining a balance with its appeal as a visitor destination.
6. Embrace the historic character, charm, and sense of community for residents and businesses.

Goal 2: Preservation of Character

Protect and preserve the City's historic landmarks, cultural resources, and traditions for future generations.

PAB SWOT Analysis: Strength

- Historic downtown
- Leverage Historic Character to Attract Tourists & Businesses
- Historic downtown one of City's biggest assets and separates it from other cities in the area (2015 Great Places winner APA)
- Participants at the Juneteenth outreach event wanted the City to better honor Peck's legacy and the Peck Center.
- Fears the culture and traditions of the African American community are being threatened by gentrification and displacement.

Only **13% of respondents said the City does a good job honoring the history and culture of the Black community** – *Juneteenth outreach event*

Fernandina Beach of the future should “**keep old traditions**” – *Juneteenth outreach event*

Fernandina Beach today is “**beautifully historic**” – *Planning in the Park Workshop*

Fernandina Beach in 25 years “**organic (history + development)**” – *Planning in the Park Workshop*

Goal 2: Preservation of Character

Preserve the architectural fabric through preservation and renovation of existing buildings.

Popular projects that have been proposed or developed in the last few years include **Mocama and the Lofts because they repurposed historic structures** – *City Leadership interview*

Locals **love places like T-Rays that reuse old buildings** – *City Leadership*

Fernandina risks losing its authenticity – County Leadership

“Please **less new construction**. Provide **incentives for businesses to use existing buildings rather than building new**. We are losing the character of this town” - *Community Survey comment*

Goal 2: Preservation of Character

Require new buildings to respect the community's character and charm through vernacular architecture, compatible uses, and massing that is appropriate for its location.

Small town charm was one of the top reasons for locating business in City - *Business Survey*

Complaints about new houses being much larger than others in the community, maxing out buildable areas on lots. – *City Leadership, multiple stakeholders*

The new building being planned for the waterfront is awful. **There should be architectural standards to preserve the look and feel of downtown.** – *Survey Comment*

“Public housing looks like public housing” – *Workshop comment*

Goal 2: Preservation of Character

Recognize the economic and fiscal benefits of the working waterfront while supporting programs and activities that minimize and mitigate adverse impacts that may affect the quality of life in the City.

It is important to **preserve the City's character and authenticity**. The grit of the city like truck traffic, mills, and working waterfront will distinguish it from other cities and developments under construction in the County (Wildlight). – *City Leadership interview*

The biggest threat to Fernandina Beach is the City becoming the next Celebration or Seaside. A tourist or faux city that lacks charm and authenticity - *County Leadership*

Socio-economic diversity is a strength of the City – *PAB SWOT Analysis*

“The socio-economic diversity of Fernandina Beach is what makes this place special” – *Stakeholder Interview*

“The diversity of people make this a real city and not a resort” – *Stakeholder Interview*

Goal 2: Preservation of Character

Develop and support programs and activities that maintain and enhance its quality of life for residents and businesses while maintaining a balance with its appeal as a visitor destination.

- **Survey:** Most pressing issue: Over-tourism #2
- **Survey:** Private development FB needs more of? Only 4 out of 857 chose hotels.
- **Workshop:** Development at Beaches: 0 votes for hotels
- **Workshop:** Types of development: 1 vote for hotels
- **Workshop:** what does FB need more of? 4 chose tourists.
- **Workshop Board:** describe FB today
 - Over touristic, Muchas tourists, no giant hotels
- Threat of FB becoming Hilton Head or Myrtle Beach
– *City Leadership, multiple Stakeholders*
- **PAB SWOT (T):** Tourists overwhelm beaches

Visitors provide way more benefits/funding to our community than most give credit for. Invest in our visitors, they provide 1/3 of the tax base (sales, gas, TDT, hotel property tax, and one day paid parking) and sustain jobs to the #1 industry in our area – *Survey Quote*

Fiscally, the hotel projects have been financially very beneficial to the City. The revenue from these developments and tourist will help fund future projects and programs. – *County Leadership*

There is a fear among the HS Foundation that Fernandina Beach is heading towards sacrificing its authenticity to become a resort or tourist spot instead of a real community. There is a desire to identify what is the tipping point for tourism and how do we prevent going over that point. – *High School Foundation*

Goal 2: Preservation of Character

Embrace the historic character, charm, and sense of community for residents and businesses.

“Fernandina Beach’s ‘sense of place’ has real value and is a reason for people and businesses coming here” – Stakeholder Interview

Reinforces the character of the city, created by the built and natural environments.

Several stakeholders mentioned **newcomers do not socialize with the long-time residents.** – Stakeholder Interview

“Social interaction is getting to know one another important to maintain our small-town feel” –Workshop Comment

Business Survey: What do you want to see more of near your business? Top choice was pedestrian spaces, seating areas, plazas, and benches.

Reinforces the charm of the existing community instead of clashing with it.

PAB SWOT: Strength includes local businesses dominate instead of chains.

- Chain stores and restaurants usually use larger footprints, **smaller storefronts are easier to rent and promote local businesses.**

“Strong support for local businesses, especially since COVID hit.” – Business Association

Fernandina risks losing its authenticity and becoming like Celebration, Hilton Head, or Wildlight. – City & County Leadership, multiple stakeholders

Goal 2: Preservation of Character

Implementation Strategies

- Identify areas to have character and architectural requirements like Old Town and Downtown
 - 8th street, Southside, beaches, 5 Points, etc.
 - Tailor requirements to uniqueness of the neighborhood
 - Example: Southside reduce buildable areas on lots to prevent large McMansions, new homes must be in scale and character of existing housing stock
- Ensure architectural guidelines are enforceable after most recent Florida legislative session
- Larger landscape and preservation buffers for development along Amelia Parkway and rural roads
- Incentives for building renovation and re-use, increase fees and requirements for demolitions
- Redevelopment requirements and standards should include pedestrian realm and encourage development of social spaces for the public
- Redevelopment should be encouraged to construct smaller floor plates
 - Smaller stores are less costly and more manageable for local businesses
 - Chains stores prefer larger floor plates
- Strategies for rebuilding shrimping and fishing fleets (Mayfield and Duval as case studies)

GOAL 3

“Fernandina Beach will provide a sustainable transportation system by providing infrastructure and services to support the movement of goods and people through an accessible, equitable, multi-modal network, available to all ages and ability, regardless of travel mode”

OBJECTIVES

1. Balance the demand of personal vehicle usage, commercial, and industrial traffic by implementing programs and policies that provide alternative and multi-modal transportation options for all ages and abilities, through development standards, infrastructure improvements, and by supporting transit and paratransit programs.
2. Further improve and expand the City’s pedestrian and bicycle infrastructure to enhance the enjoyment, safety, and convenience of walking and biking.
3. Ensure all public facilities, recreation amenities, and sidewalks are ADA accessible and provide a positive experience for disabled users.
4. Develop a parking strategy that balances the needs of residents and visitors.

Goal 3: Mobility & Transportation

Balance the demand of personal vehicle usage, commercial, and industrial traffic by implementing programs and policies that provide alternative and multi-modal transportation options for all ages and abilities, through development standards, infrastructure improvements, and by supporting transit and paratransit programs.

The Council believes that paratransit is the future of transportation, and they are heading in that direction. – *Council on Aging*

Survey: Best strategy to make living in FB easier for seniors? Transportation services was # 1 answer

Survey: Best way to reduce parking demand is “Make it safer and more pleasant to get around by walking or biking to reduce parking demand” top choice.

PAB SWOT: Threat

- Can’t widen roads, must find another way to move people.
- Lack of transportation options.

58% would like to replace some of their car trips with another mode of transportation – *General Survey*

City population by 2045 is almost 16,000 people, **City can not handle everyone trying to drive everywhere.** - *Small area population estimates & projections*

The City needs to figure out how to get JTA to the island because the County will never be able to afford a transit system. The only option to increase capacity is thru alternate modes of transit. – *County Leadership*

There is no more land to create more parking – *City Leadership*

No more room for parking – *City Leadership*

Workshop: What should FB have more of?: 2nd most popular answer was Multi-modal transportation options

Goal 3: Mobility & Transportation

- **One of the biggest challenges to apprenticeship is the transportation.** - *Builders Assoc*
- Most employees come in from the mainland, **pool of workers on island are very limited.** - *Builders Assoc*
- **Employees are getting pushed further and further away** - *Builders Assoc*
- Major issue is getting employees to work at businesses in the City because **none of them can afford to live in Fernandina Beach and jobs are opening on the mainland** – *(CoC)*
- **Employee survey (105): 39% lived on mainland**
- **Issues with truck staging on Dale and resulting problems.** – *Stakeholder Interviews*
- **Trucks speeding down 8th street** – *Workshop comment*
- **Fernandina Beach needs to bring in JTA. It is the only way transit is going to become part of the City's transportation network** – *County Leadership*
- **PAB SWOT – Opportunities**
 - Population growth in County
 - County economic growth
 - Tap into off-island economy

Goal 3: Mobility & Transportation

Further improve and expand the City's pedestrian and bicycle infrastructure to enhance the enjoyment, safety, and convenience of walking and biking.

If the city made walking and biking safer, **more people would consider it as a mode of transportation, especially with e-bikes** – *City Leadership*

There is **no more land to create more parking** – *City Leadership*

No more room for parking – *City Leadership*

The City needs to encourage a culture of biking and bike safety. **More and safer bike lanes are needed.**

Would also like to see the **City spearhead an educational campaign on how car drivers need to share the road and watch for cyclists** – *High School Foundation*

Fletcher has **lots of car/bike accidents** – *ATC*

Workshop: How to alleviate parking demand: top answer was to make walking and biking easier

Workshop: Best way to reduce traffic: top choice was to ensure redevelopment was walkable

Survey: What infrastructure does FB need? Sidewalks, bike lanes, multi-use paths came 4th out of 10 with 31% of respondents selecting it.

PAB SWOT (W): Sidewalks

"Bike paths- many requested more/better bike accessibility" – *EAR Comment*

Goal 3: Mobility & Transportation

Ensure all public facilities, recreation amenities, and sidewalks are ADA accessible and provide a positive experience for disabled users.

Was brought up by multiple people at the workshop.

“Fernandina Beach of the future should be accessible” – *Juneteenth outreach*

Goal 3: Mobility & Transportation

Develop a parking strategy that balances the needs of residents and visitors.

- City needs to start **charging the tourist**. – *City Leadership*
- Day trippers do not pay their fair share when visiting – *City Leadership*
- 59% support paid parking if residents were exempt, 22% oppose – *General Survey*
- Similar question asked for National Community Survey: 55% support

Goal 3: Mobility & Transportation

Implementation Strategies

- Traffic calming toolbox and suggested streetscapes for Atlantic, S. 8th and Fletcher
- Vision Zero
- Safe routes to school
- Micro transit
- Paid parking for non-residents
- Fund and require development of multi-modal infrastructure
 - Bike lanes, multi-use paths, bike racks
- ADA audit of public facilities, recreation areas, and sidewalks
- Universal Design Standards
- E-bikes allowed in bike lanes
- Fund and support transit service on the island and to major commercial and residential areas on the mainland
- Maintain “bike friendly community” designation

GOAL 4

“Fernandina Beach will be an environmentally sustainable and resilient community that is adaptable and prepared for future sea-level rise, climate change, and natural disasters.”

OBJECTIVES

1. The City will incorporate climate related risks into every aspect of its Planning, Permitting, Asset Management, Capital Improvement, and Emergency Management strategies systems and strategies.
2. Incorporate urban cooling strategies to mitigate the affects of climate-change induced heat waves and the urban heat island effect.
3. Ensure the City is adapting for flooding, sea-level rise, storms, and king-tides by identifying susceptible areas and reassessing development standards and policies accordingly.
4. Develop standards that work to ensure the City’s infrastructure, public facilities, and investments are resilient to sea-level rise, climate change, and storms.

Goal 4: Environmental Resiliency

The City will incorporate climate related risks into every aspect of its Planning, Permitting, Asset Management, Capital Improvement, & Emergency Management strategies systems & strategies.

- **Chief Resiliency Officer a recommended strategy** in the Jacksonville Resiliency Report
- Hiring an individual to oversee sustainability and resiliency projects **received moderate support at workshop** – *Planning in the Park Workshop*
- **Sea level rise will have a disproportionate impact on areas with higher concentrations of the disabled, major employers** (including tourism), and historical resources. - *Nassau Vulnerability Assessment*
- **1.5% and 14%** of the parcels in the historic district are vulnerable to a 1 ft. and 6 ft. sea level rise, respectively. - *Nassau Vulnerability Assessment*

Goal 4: Environmental Resiliency

Incorporate urban cooling strategies to mitigate the affects of climate-change induced heat waves and the urban heat island effect.

- Fernandina Beach's median age is almost 55, much higher than Nassau County or Florida. 34.4% of Fernandina Beaches population is over 65 years old - *Census*
- **81% of survey respondents** want to retire in Fernandina Beach
- Older populations are **more susceptible** to heat waves and the urban heat island affect.

Goal 4: Environmental Resiliency

Ensure the City is adapting for flooding, sea-level rise, storms, and king-tides by identifying susceptible areas and reassessing development standards and policies accordingly.

Coastal management is a major concern and priority –
City Leadership interview

A threat to Fernandina is that it is prone to Natural
Disasters – *PAB SWOT Analysis*

Much of Amelia Island is affected by the highest
probability scenarios, including Category I storms and
minimal sea level rise (1 ft.), including areas that are
reasonably distant from the coastline. - *Nassau
Vulnerability Assessment*

“We need to take reasonable steps to increase
protection against threat of hurricanes and flooding
resulting from sea level rise” – *EAR public comment*

Encourage redevelopment in areas away from areas
susceptible to flooding and sea level rise – *Planning in
the Park Workshop*

Property values in Amelia Island affected by Storm Surge

- Category 1 = \$476 million
- Category 2 = \$1.43 billion
- Category 3 = \$2.76 billion
- Category 4 = \$3.74 billion
- Category 5 = \$4.15 billion

Property values in Amelia Island affected by Sea Level Rise

- 1 foot = \$384 million
- 3 feet = \$539 million
- 6 foot = \$1.275 billion

Activity like mowing, fertilizer, pesticide and herbicide
application erode shorelines and diminish their capacity to
absorb water during weather events. – *JAX Resiliency Report*

Goal 4: Environmental Resiliency

Develop standards that work to ensure the City's infrastructure, public facilities, and investments are resilient to sea-level rise, climate change, and storms

- 34% said FB needs to **prioritize stormwater management projects in the future** (third, most popular choice out of 10) – *Community Survey*
- Increasing sea level in Nassau County is anticipated to impact the functionality of stormwater systems (exacerbating flooding) – *Nassau Vulnerability Study*

Goal 4: Environmental Resiliency

Implementation Strategies

- 4 ways to manage sea level rise
 - Retreat from the shoreline
 - Flood-proof structures
 - Harden coast (levees)
 - Restore nature, use living shores
- SLR audit for public infrastructure and facilities
- Bury utilities
- Increase tree canopy via new development and on public land
- Increase stormwater management capacity for larger storm event
- Low-Impact-Development tool-kit
- Join/form regional sustainability/resiliency organization
- Create city resiliency department to champion resiliency projects in the City, implement equitable strategies, and identify funding opportunities
- Adoption of Adaption Action Area plan
- Maintain a sustainable, resilient, and adaptable stormwater management system

GOAL 5

“Fernandina Beach will insure its future prosperity and economic sustainability through future-ready infrastructure, a diversified economy, fiscal health, and access to a suitable workforce.”

OBJECTIVES

1. Identify and implement emerging technologies and strategies to ensure the City’s infrastructure remains relevant and competitive.
2. Seek and develop adequate financial resources needed to promote, support, and fund community enhancements and economic development efforts, programs, and projects and their on-going operating and capital needs.
3. Embrace land use policies and development practices that promote and provide affordable and workforce housing in the City to retain lower- and middle-income workforce.
4. Attract and support traditional and emerging business and industry to diversify the City’s economy and to reduce exposure to economic downturns.

Goal 5: Economic Resiliency

Identify and implement emerging technologies and strategies to ensure the City's infrastructure remains relevant and competitive.

- Infrastructure and facility investment and repairs have been kicked down the road too long. – *City Leadership*
- Increasing competition from the mainland (JAX, Wildlight, development around Yulee) – *County Leadership*
- Burying Utilities very popular option – *Community Survey*
- Opportunities with energy production from the mills, especially since they are some of the first power sources to come back after a storm. – *Mills*
- The Chamber of Commerce has seen a large increase of businesses that operate out of a home instead of an office. 60% of new business is home based in the county, this is a 40% increase pre-COVID.
- Broadband is a wanted utility on the island, especially with the popularity of working from home. Currently there are issues with reliability from AT&T service. – *Stakeholder Interview*
- Home based businesses are booming in the City and the City needs to make sure it can support these new types of businesses with infrastructure. – *Chamber of Commerce*
- Emergence of EV, micro mobility, smart grids.
- Rise of amazon/e-commerce, ride shares, and food delivery like Uber eats becoming more and more popular
- In the future the Foundation would like to see the City encourage broadband access as the schools are at their max bandwidth. – *Stakeholder Interview*
- People are joining Business Resource Innovation Center because it has reliable internet compared to home services. – *Stakeholder Interview*

Goal 5: Economic Resiliency

Seek and develop adequate financial resources needed to promote, support, and fund community enhancements and economic development efforts, programs, and projects and their on-going operating and capital needs.

- Marina took 5+ years to rebuild after Hurricane Mathew. – *City Leadership*
- Issues with kicking down infrastructure investments down the road. – *City & County Leadership*
- Pushes to reduce taxes. – *Civic Groups, City leadership*

Fernandina beach is in a hazard prone area with flooding and hurricanes, needs to be able to bounce back after a storm or economic shock to maintain competitiveness and ensure uninterrupted levels of service – *City Leadership*

Goal 5: Economic Resiliency

Embrace land use policies and development practices that promote and provide affordable and workforce housing in the City to retain lower- and middle-income workforce.

- **Better incentives are needed for affordable housing.** The city currently waives impact fees for affordable housing projects. – *City Leadership Interview*
- **Gentrification is a major problem facing Fernandina Beach.** – *City Leadership Interview*
- **Affordable housing would be the most impactful option** to make working in Fernandina Beach easier – *Business Survey*
- Fernandina **faces a threat of lack of affordable housing** which means people live off island and drive in – *PAB SWOT analysis*
- **Affordability is a main reason for leaving Fernandina Beach after graduation and not returning** – *Student Survey*
- **Gentrification and pushout of minority communities the major concern at the Juneteenth outreach.**
- Even the ADUs and above garage apartments are **over \$1000 and not affordable.** These become **income generators rather than solving a family need.** - *Stakeholder Interview*
- Most **important factor in new housing** (affordable came in close second) – *Planning in the Park Workshop*
- **Most important factor in new housing?** Results, affordability came in 3rd with 38% of people selecting it out of their top 3 choices. – *Community Survey*
- **Offer incentives to teachers and 1st responders for housing.** – *EAR Public Comment*
- **Biggest obstacle to operating a business in FB is finding employees** - *Business Survey*

Goal 5: Economic Resiliency

Attract and support traditional and emerging business and industry to diversify the City's economy and to reduce exposure to economic downturns.

- There are **opportunities for future Research and Development type businesses**, particularly around the airport. – *Stakeholder Interview*
- Would like to **see more diverse and exciting businesses**. – *City Leadership Interview*
- The City has the opportunity to **diversify its tax base to not be as reliant on its citizens and ad-valorem taxes** - *Stakeholder Interview*
- Socio-economic diversity, port, mills, **working waterfront area strength of the City**. – *PAB SWOT Analysis*
- The City has an **opportunity to keep the Port relevant and attractive**. - *PAB SWOT Analysis*
- 53% of high school graduates do not see employment opportunities in Fernandina Beach – *HS Survey*
- 50% of high school graduates would consider staying in Fernandina Beach if they could find a job in their field – *HS Survey*

Goal 5: Economic Resiliency

Implementation Strategies

- Reworking of density bonus to provide more low- and very low-income housing (St. Johns County as a case study)
- Address density/PUD regulations that discourage missing middle housing like duplexes, triplexes, and small apartment buildings
- Provide Pepper Tree Village with resources and guidance to reapply for HUD designation
- Increase EV Charging infrastructure for future transportation needs and identify optimal locations for charging ports
- Adoption of electric fleet
- Establish Living Will and estate planning resources for underserved communities
- Eventual redevelopment of public housing to add more units
- Working with utilities to ensure more reliable access to broadband
- Re-examine regulations on green energy like small-scale solar on roofs
- Increase energy efficiency standards for new builds
- Waiving reassessments for residential property transfers if they stay within the immediate family
- Fund affordable housing program

GOAL 6

“Fernandina Beach will be a community with committed, accountable, responsive leadership, and with supportive, involved citizens where decisions are made in a transparent fashion.”

OBJECTIVES

1. Establish and implement sound planning policies and documents to use as the basis for decision making, growth management, and adaptation and resiliency planning.
2. Increase transparency, public accessibility, and community outreach to public meetings and workshops on key issues.
3. Develop and maintain relationships with other government agencies to ensure the needs of the City, residents, and business are adequately recognized and funded.
4. Develop and maintain relationships with business and community organizations to identify ways the government process can be more transparent, streamlined, and easier to comprehend.

Goal 6: Good Planning & Governance

Establish and implement sound planning policies and documents to use as the basis for decision making, growth management, and adaptation and resiliency planning

- **Enforcing the Comp Plan is top priority** to the future of the city – *City Leadership Interview*
- “So many plans but nothing gets done” – *Planning in the Park Workshop*
- **City Project Management is a weakness** – *PAB SWOT Analysis*
- **Government makes decisions based on politics, not the long-term wellbeing of the community.** – *Stakeholder Interview*
- **Codify these conservation elements** and then **enforce the code.** – *EAR public comment regarding clear cutting of conservation area*
- Prior to site development, during the permitting phase and then following up prior to any site clearing, those protective measures in the Comp Plan Section 5 need to be reflected in the zoning map and codified in the Land Development Code. – *EAR public comment regarding clear cutting of conservation area*

Goal 6: Good Planning & Governance

Increase transparency, public accessibility, and community outreach to public meetings and workshops on key issues.

- Confidence in City Government: 25%
- Acting in best interest of FB: 26%
- City is Honest: 30%
- Identifies trust in local government as an area for improvement.

National Cities Survey 2019

Goal 6: Good Planning & Governance

Develop and maintain relationships with other government agencies to ensure the needs of the City, residents, and business are adequately recognized and funded.

- Projects must be **cost effective**. – *City Leadership Interview*
- Cost of City services is a **weakness**. – *PAB SWOT Analysis*
- Difficulty funding services, amenities, and necessary improvements if tax rates go down. – *City Leadership*

Goal 6: Good Planning & Governance

Develop and maintain relationships with business and community organizations to identify ways the government process can be more transparent, streamlined, and easier to comprehend.

- Bureaucratic process can be complex - *PAB SWOT Analysis*
- Rate dealing with City Government rating: Lowest at 2.7 out of 5 stars. - *National Cities Survey 2019*
- **Government regulations 19% and permitting process 9% (28% total)** are biggest obstacles to running business - *Business Survey*
- **Simplify permit process was number one (21%)** action that would benefit businesses the most - *Business Survey*
- Stakeholders have mentioned how much more difficult it is navigating the regulations in the city vs the county – *Stakeholder Interview*

Goal 6: Good Planning & Governance

Implementation Strategies

- Conduct public meeting that **establishes yearly goals, funding, and project priorities should be public, live-streamed, and open to public comment**
- Requirement that deviations from the Vision or Comprehensive Plan target timelines requires submission of justification, discussion, public comment, and vote
- Adoption of a form-based code
- **Rebuild trust with minority communities:**
 - Continue with Pastor/minority outreach
 - Prioritize community building through event attendance
- Establish **remote attendance available to the public** as a standard feature of public meetings
- **Fully digitize records** and make them available to the public
- **Expand the ways people can provide feedback and input**
 - virtual participation, expand outreach radius for affected property owners
- Incorporate fiscal impact analysis for new development or redevelopment to identify the cost/benefit ratios
- Use data driven decision making

Questions?



FERNANDINA BEACH | VISION 2045



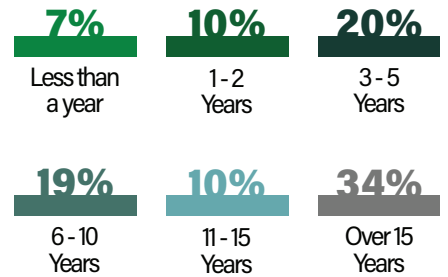
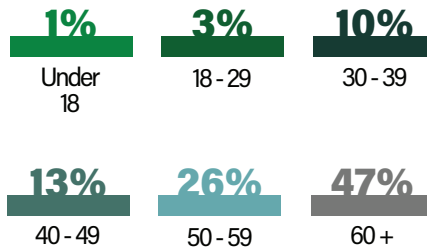
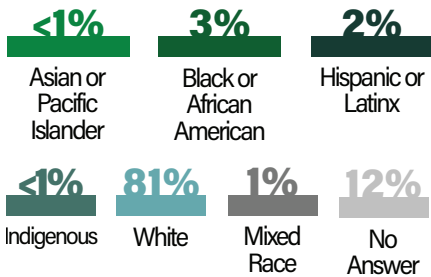
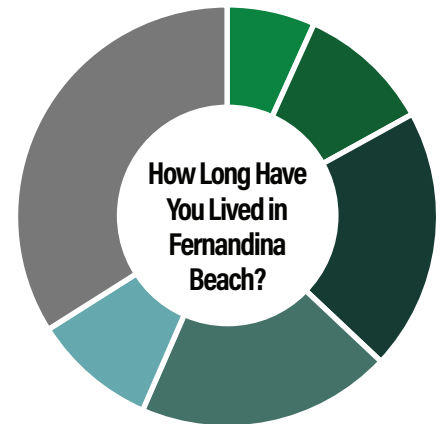
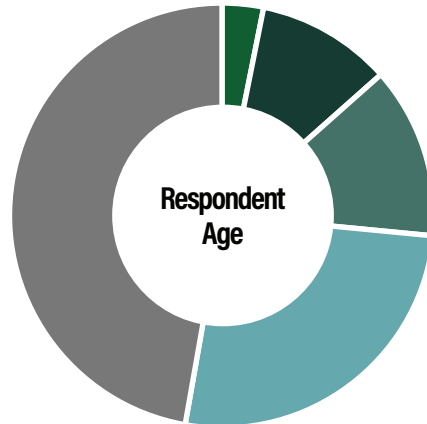
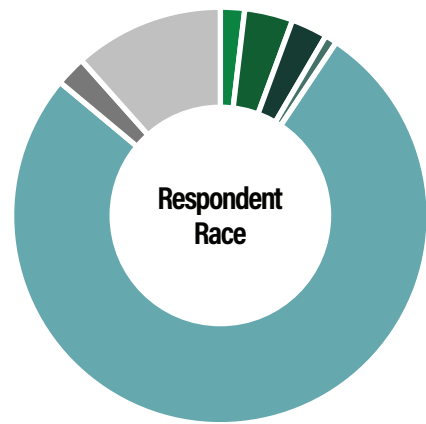
SURVEY RESULTS

20 JUNE - 2 AUGUST

Prepared by



General Survey Results



Do you live, work, or own a business in Fernandina Beach?
Choose all that apply.



87.46%

own their own home in the City



23.48%

work in the City



9.77%

own a business in the City



8.33%

rent their home in the City

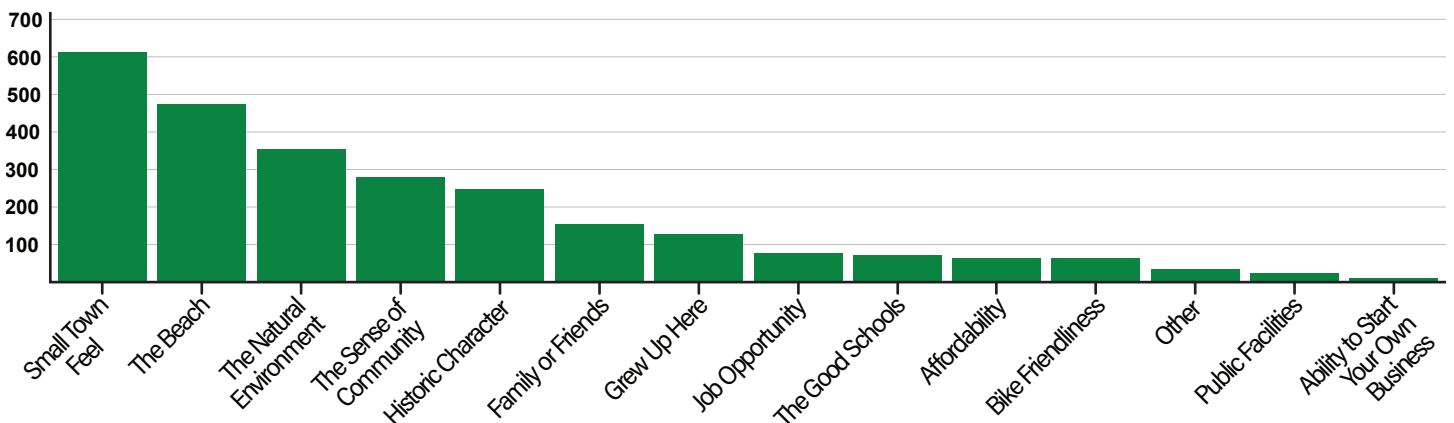
81%

want to eventually retire in Fernandina Beach

85%

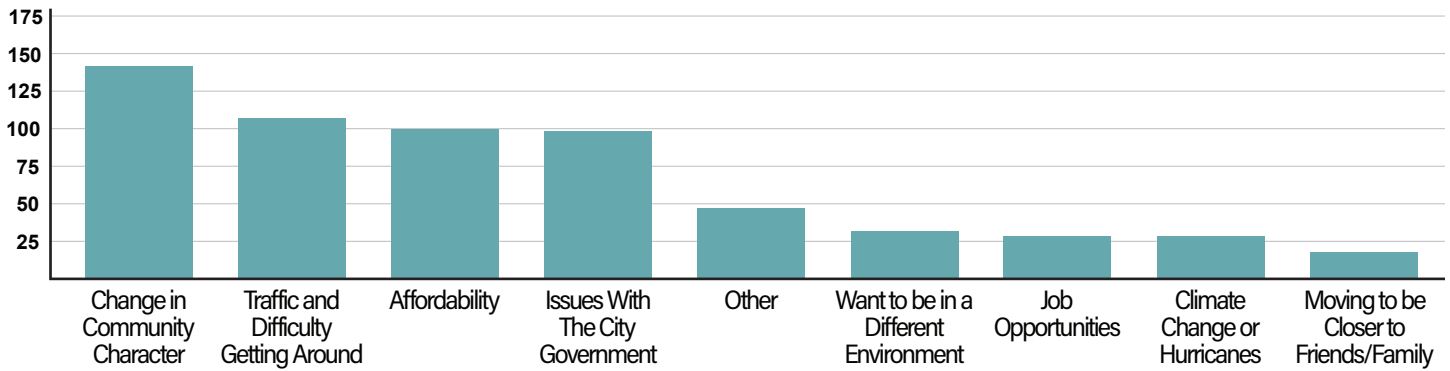
plan on staying in the City for the foreseeable future

What specifically drew you to move to Fernandina Beach? Choose to three.



General Survey Results

If you do not plan on staying in Fernandina Beach, why are you looking to move? Check all that apply.



What do you think is the most pressing issue facing Fernandina Beach today? Choose one.



30%

Loss of Natural Features
(trees, dunes, wetlands)



27.15%
Over-Tourism



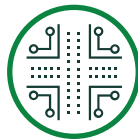
13.89%
Housing
Affordability



8.42%
Other



6.45%
Traffic



4.66%
Infrastructure



3.67%
Flooding and
Sea Level Rise



3.49%
Parking



1.34%
Employment
Opportunities

How would you rank the following? (1 - Poor | 2 - Fair | 3 - Average | 4 - Good | 5 - Very Good)

Infrastructure



Dealing With the City Government



Downtown Marina



Parks and Recreation Facilities



City Hall Building



Bosque Bello Cemetery



Public Services



Library Building



Tree Canopy



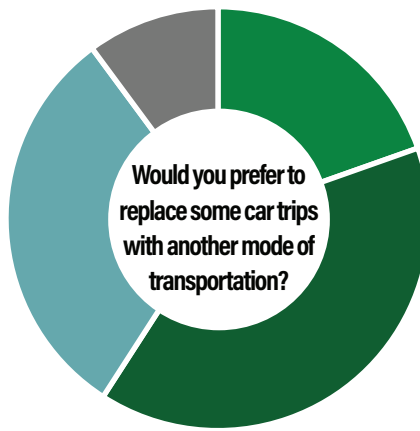
General Survey Results

92% currently use their car to get around the City most of the time

59% want to replace some car trips with another mode of transportation

35% didn't know how to use the Island Hopper

59% support paid parking if City residents were exempt

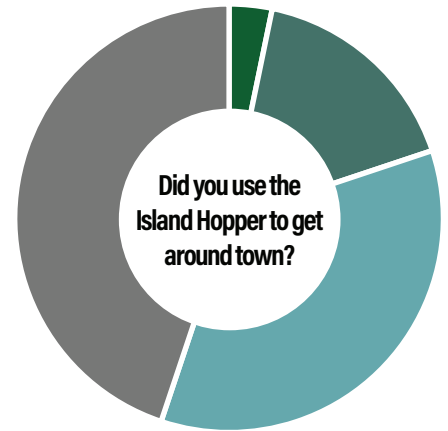


20% Yes, many!

39% Yes, some

31% No

10% Not Sure



<1% Yes, all the time

3% Yes, less than once a week

17% No, wasn't convenient

35% No, didn't know how to use it

45% No, knew about it but didn't try it

What transportation items should the City prioritize in the next 25 years with City funds? Choose one.



24.01%

More Parking



19.62%

More Multi-use Paths



18.19%

Bus or Trolley Service



17.92%

Walkable Development



10.75%

More Bike Lanes



6.18%

More Sidewalks

Would you support paid parking?

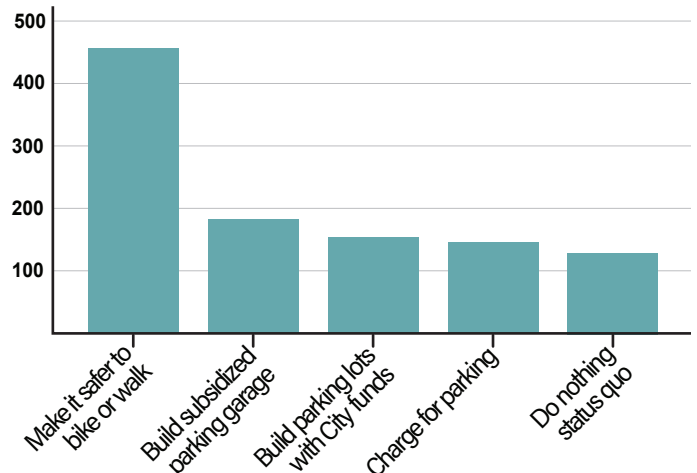


* "Yes" includes responses for Yes, Downtown Only, and Beach Only

Would you support paid parking if City residents were exempt?



What is the best way for Fernandina Beach to regulate parking? Choose one.



General Survey Results

What improvements would you like to see on the following streets?

Street	Shade Trees	Palm Trees	Shrubs, Flowers	Lights	Wider Sidewalks	Benches	Public Art	Bury Utilities
Atlantic	55.9%	21.0%	29.0%	22.8%	25.8%	19.6%	14.0%	42.0%
South 8th	53.6%	27.2%	34.6%	22.8%	29.5%	11.2%	15.8%	44.0%
Fletcher	28.3%	34.7%	24.0%	14.5%	44.4%	13.1%	9.9%	46.4%

* Shaded cell indicates a top three priority

If the City could only finance one improvement area, which should be prioritized?

13.54%	49.60%	10.22%	21.17%
Atlantic Avenue	South 8th Street	Fletcher Avenue	Entry Features

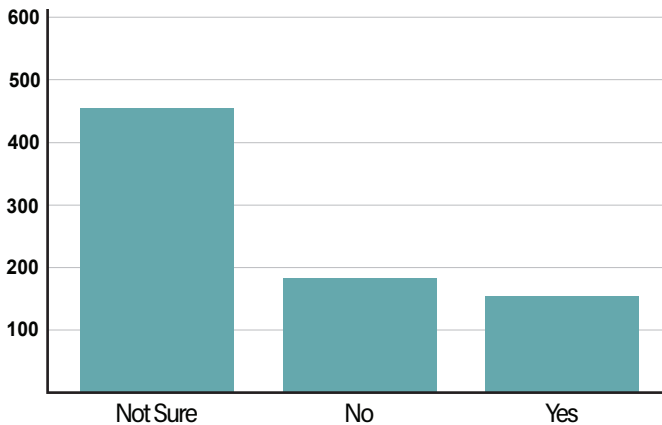
* 5.47% of respondents skipped this question

Should the City enter into a maintenance agreement with FDOT to increase landscaping along these roads?

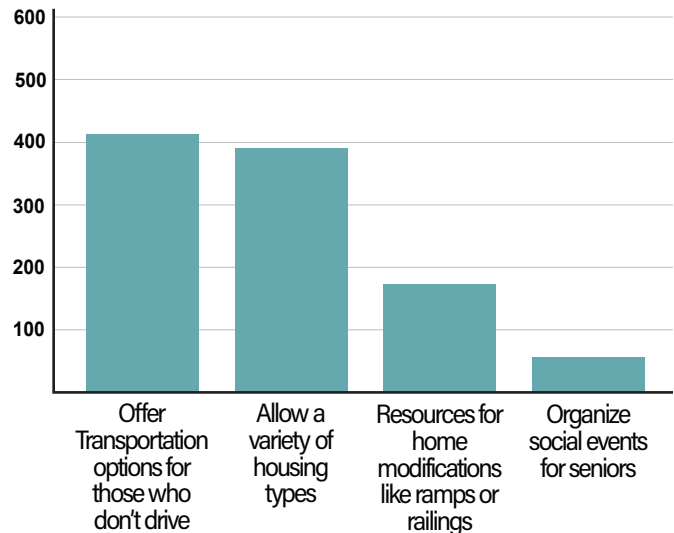
29.60%	40.45%	28.88%
No	Yes	Not Sure

* 1.07% of respondents skipped this question

Does Fernandina Beach provide an environment that allows seniors or disabled citizens to live independently?

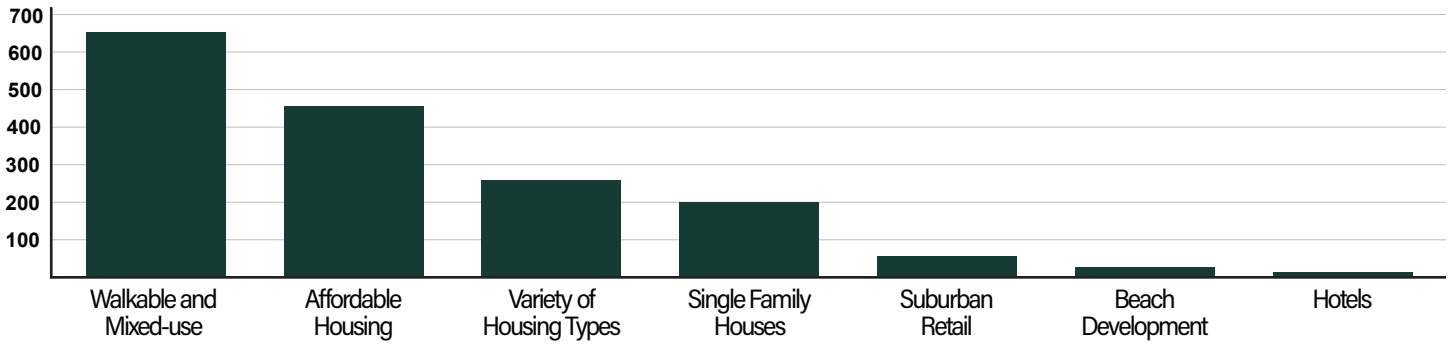


What is the best strategy to make living in Fernandina Beach easier for senior citizens?

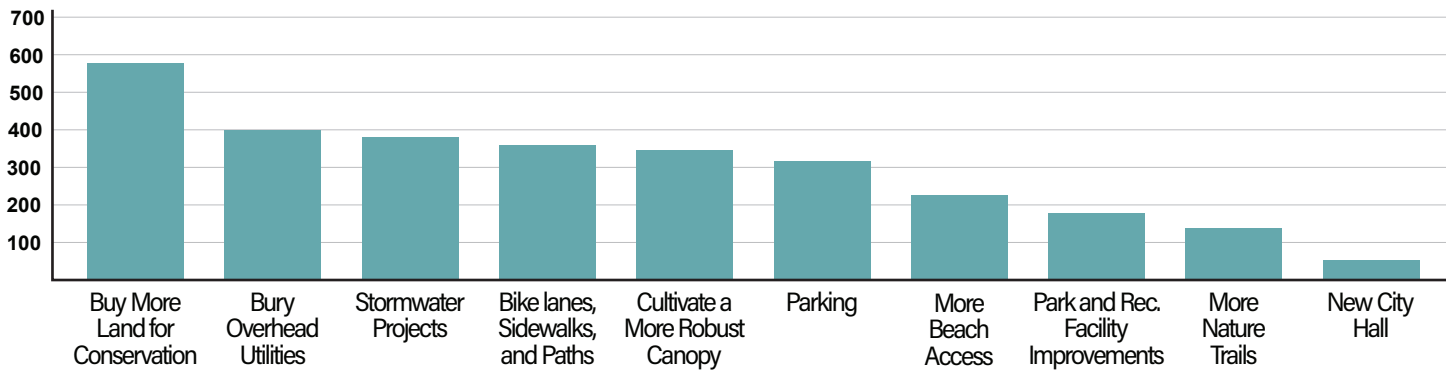


General Survey Results

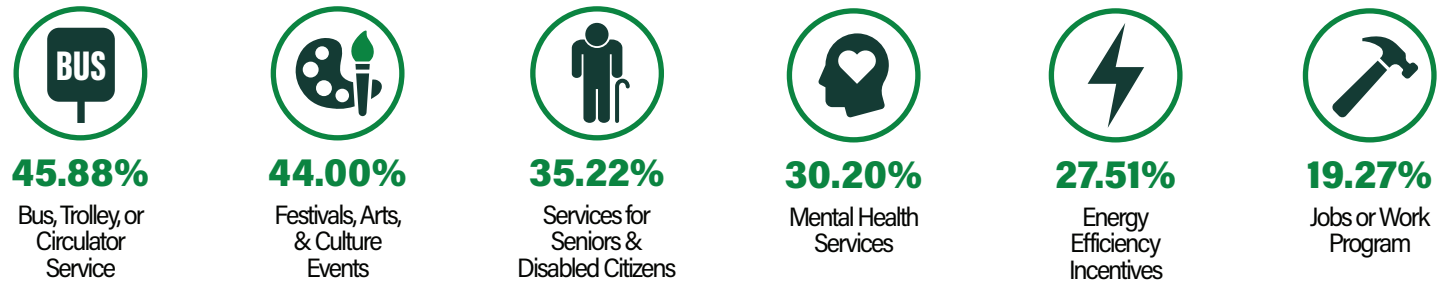
What type of Private Development does Fernandina Beach need more of in the future? Choose top three.



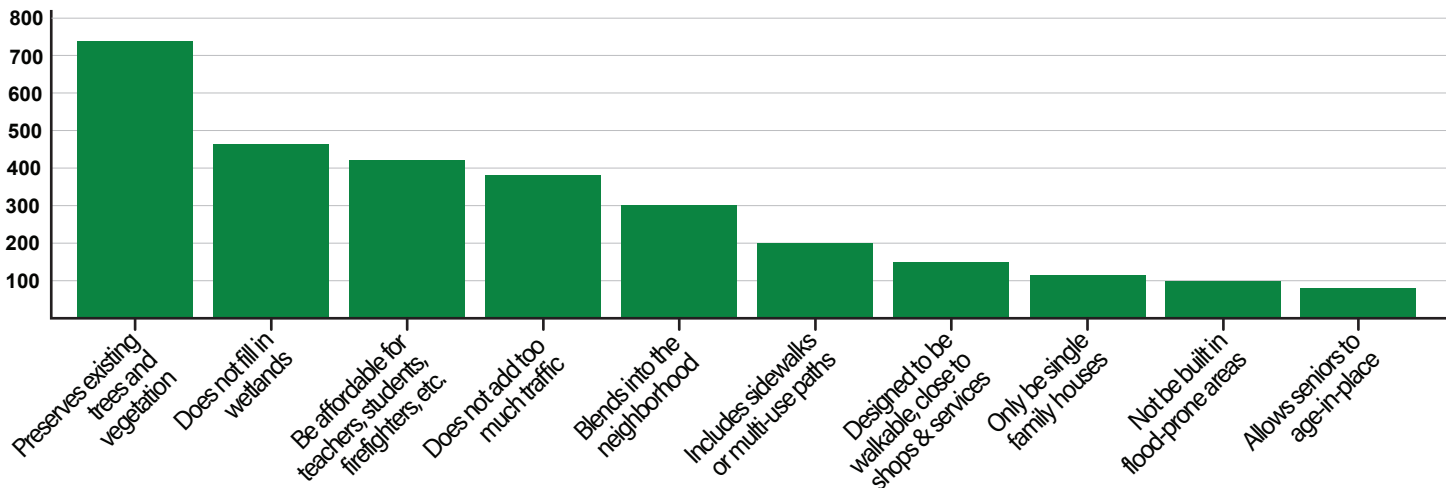
What type of infrastructure or public investment does Fernandina Beach need more of in the future? Choose top three.



What public services does Fernandina Beach need more of in the future? .



What are the most important characteristics for new residential development? Choose top three.

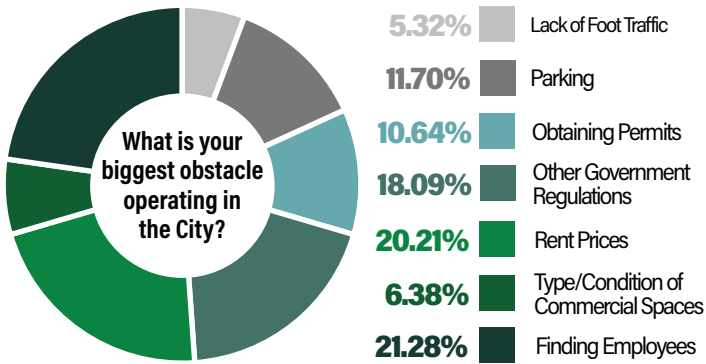


General Survey Results

What City-funded projects or improvements do you want to see prioritized in the next 5 years? Choose top three.

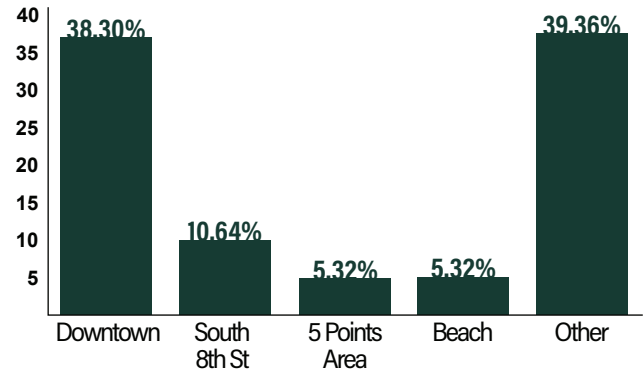
Development Type	Count	Percentage
Bury overhead wires and storm proof utilities	575	51.52%
Purchase property for conservation	563	50.45%
Environmental resiliency projects	407	36.47%
Construct downtown waterfront	343	30.73%
Bike infrastructure (bike lanes)	305	27.33%
Purchase property for historic or cultural preservation	292	26.16%
Streetscape improvements to Atlantic, South 8th, or Fletcher	287	25.72%
Incentivize construction of affordable or workforce housing	285	25.54%
General streetscape improvements (trees, crosswalks, lighting)	263	23.57%
Construct more multi-use paths	254	22.76%
Establish gateway or entry features for the City	214	19.18%
Incentive program for septic removal	145	12.99%
Improvements to parks	142	12.72%
Improvements to public buildings	89	7.97%
New or modernized City Hall	72	6.45%
Improvements to pool	68	6.09%

Business Survey Results

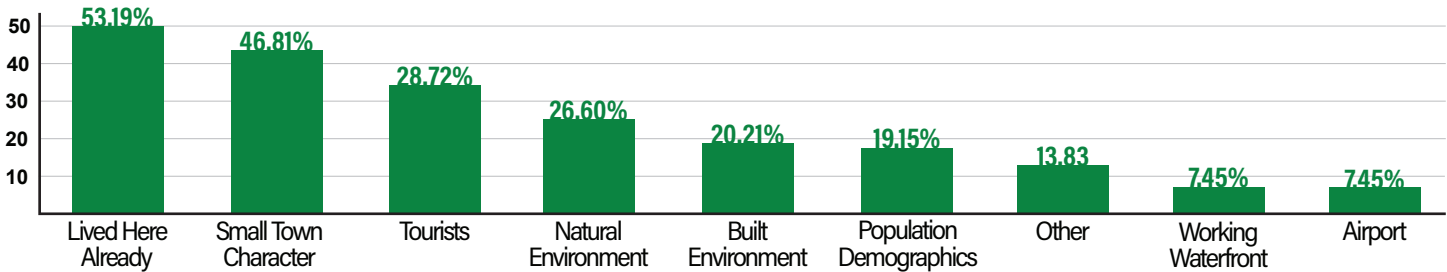


* 6 participants skipped this question

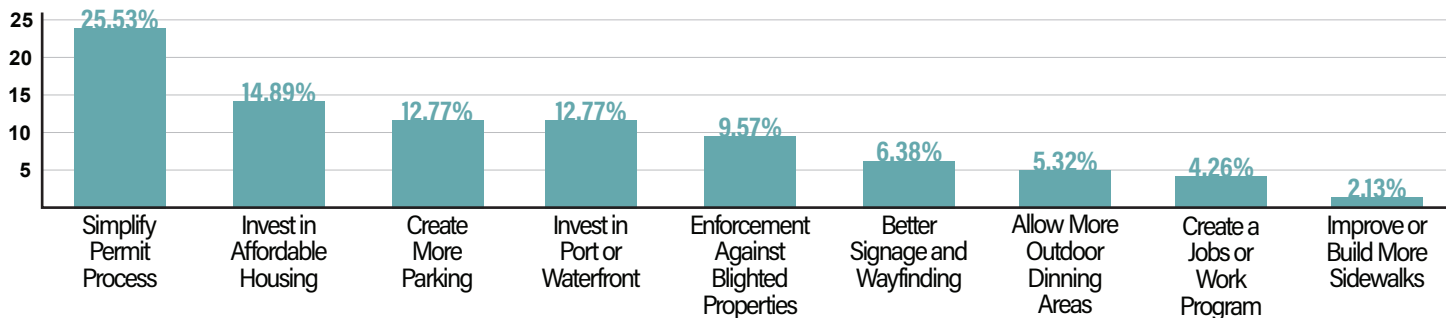
Where is your business located?



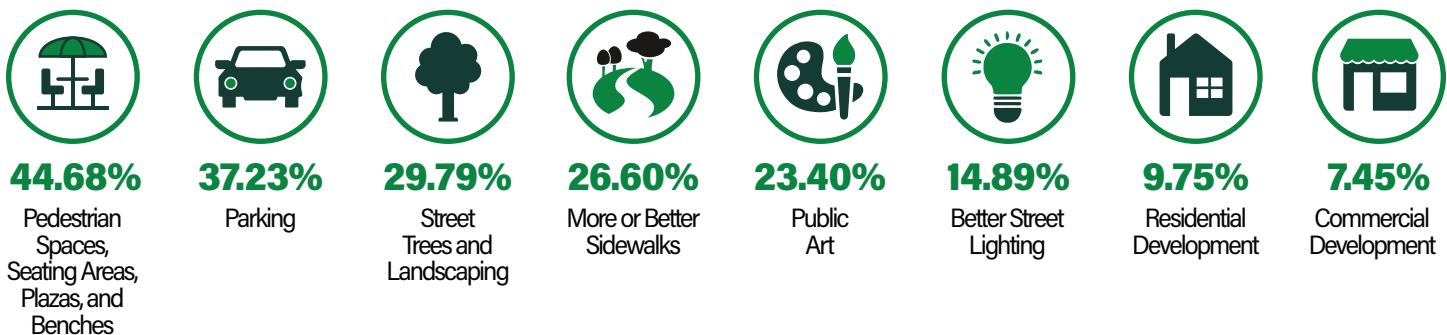
What attracted you to open your business in Fernandina Beach? Choose all that apply.



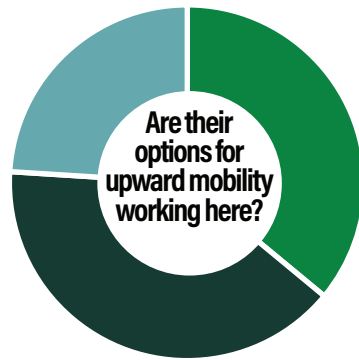
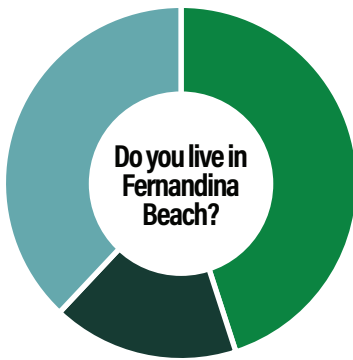
Which of the following City actions would be the biggest benefit to your business? Choose one.



What do you want to see more of near your business? Choose one.



Employee Survey Results



46%

do not believe that they could afford to live in Fernandina Beach

19%

were not able to consistently access reliable childcare

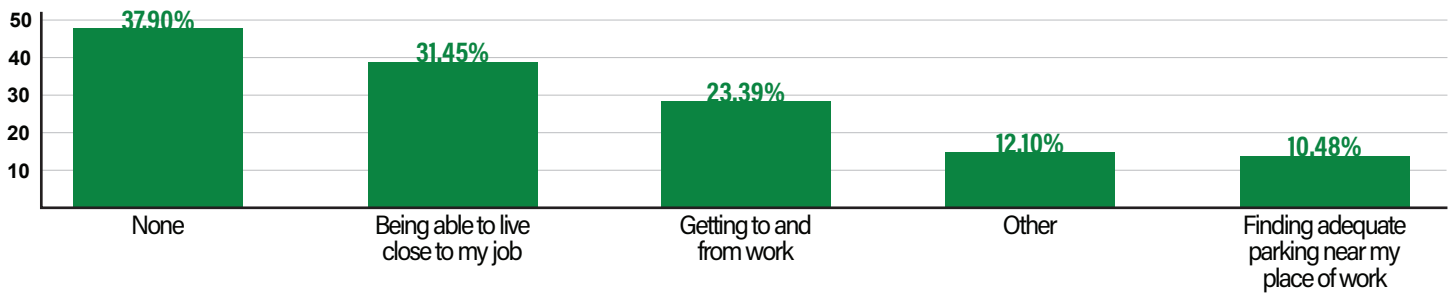
19%

were not able to access healthcare covered by their insurance

27%

work more than one job or are also taking classes while working

What challenges do you face working in Fernandina Beach? Choose all that apply.



What is the most impactful thing that would make working in Fernandina Beach easier? Choose one.



44%

Affordable Housing Options Near My Place of Employment



18.55%

Other



8.06%

City Programs Offering Job Training and Workshops



6.45%

Affordable and Reliable Childcare



6.45%

More Parking Near My Job

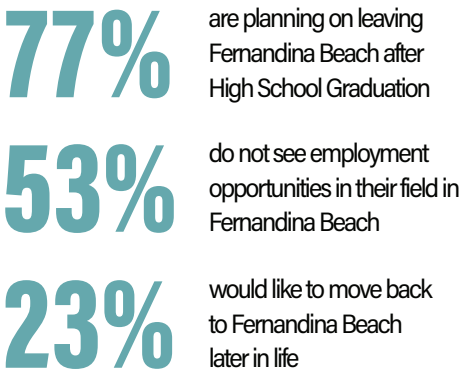
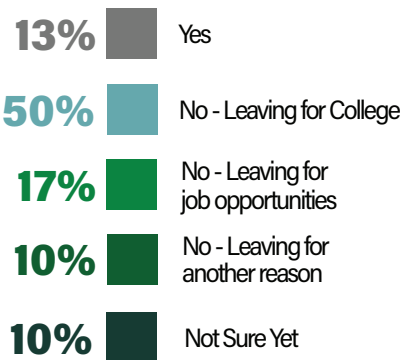
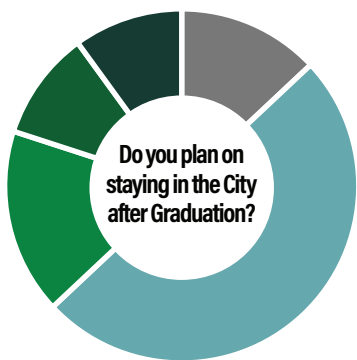


4.84%

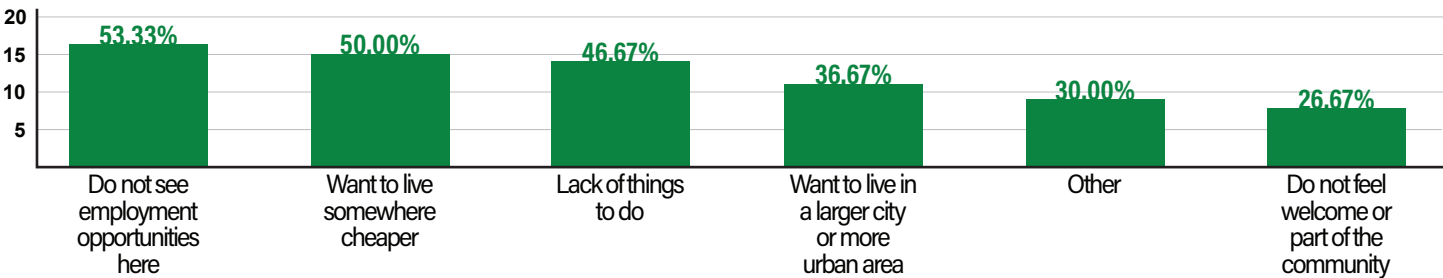
Better Transportation Options to Get to and from Work

**14 participants skipped this question*

High School & Recent Graduate Survey Results



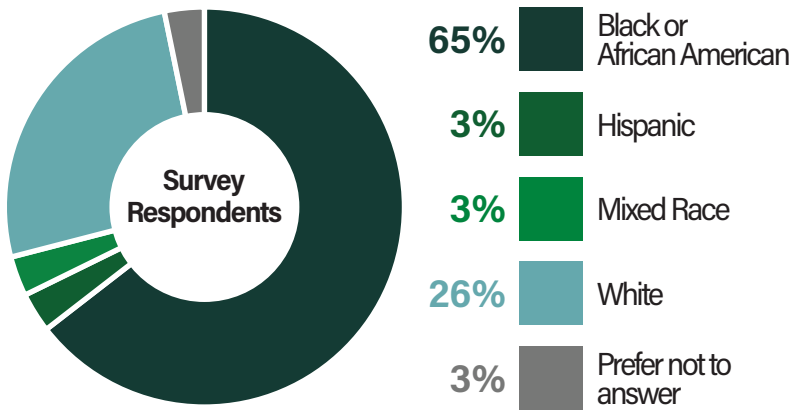
What reasons do you have for leaving Fernandina Beach? Choose all that apply.



What would increase your chances of staying or returning to Fernandina Beach as an adult? Choose all that apply



Juneteenth Survey Results

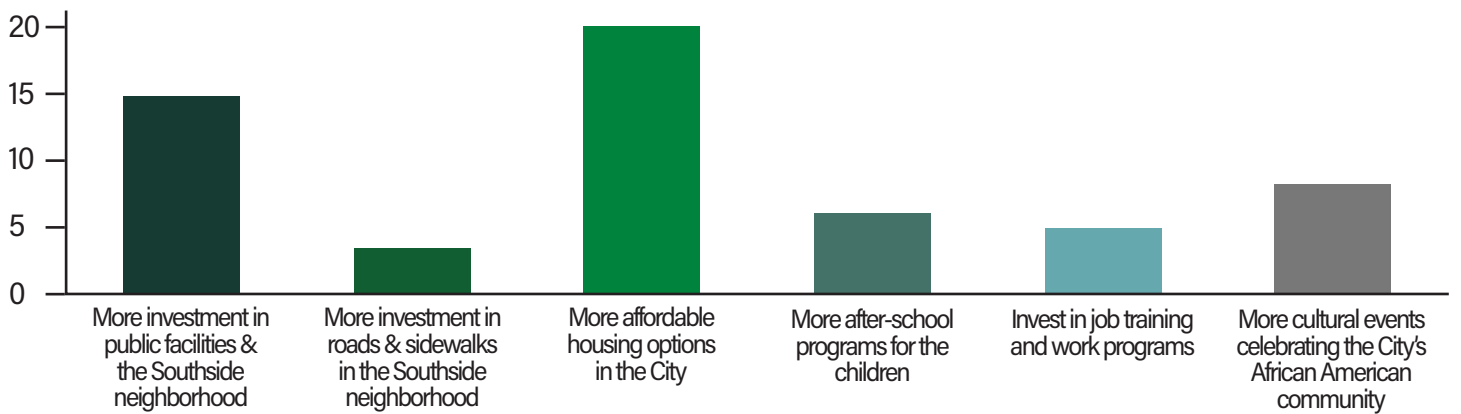


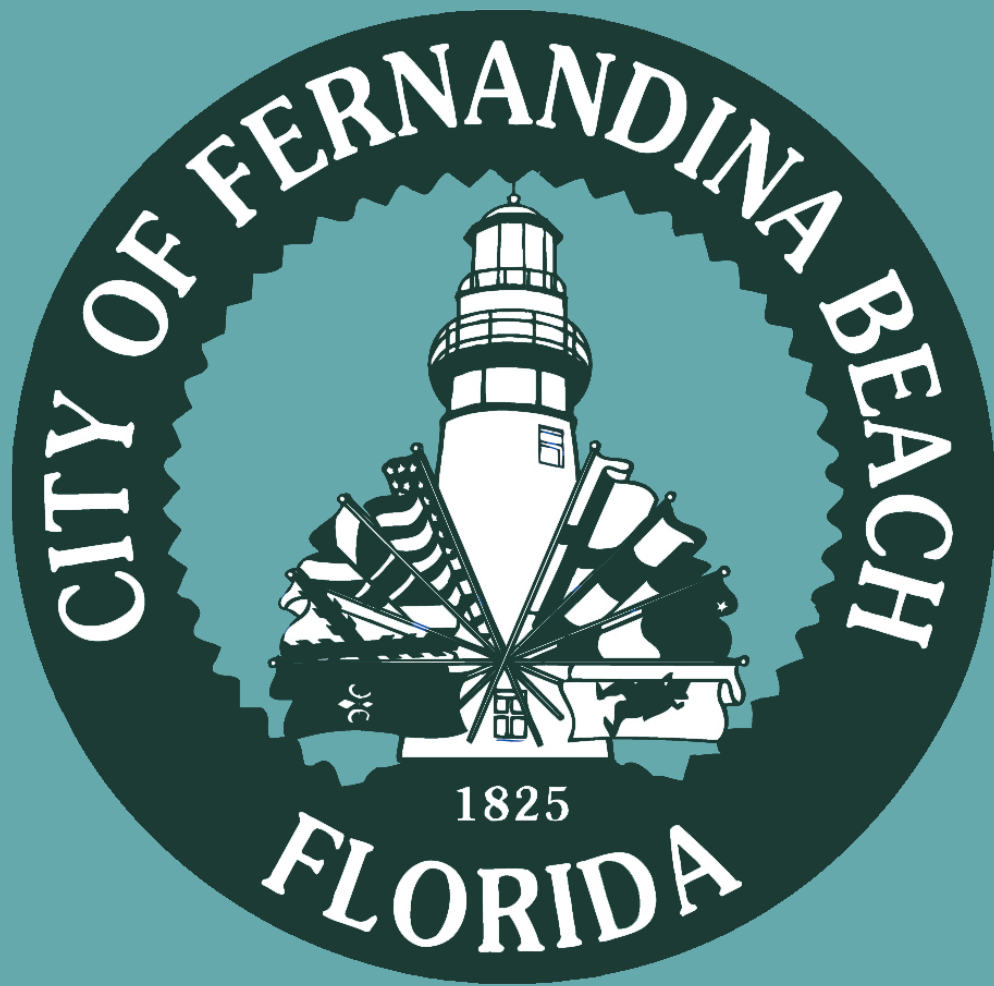
What else can the City do to support the AA and minority communities?



The team developed a survey asking about minority and African American experiences in Fernandina Beach. The survey was taken by 31 people, a majority Black. Full survey results can be found in Appendix XX.

Pick your top 2 actions the City should prioritize to support it's minority populations.





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FERNANDINA BEACH | VISION 2045



WORKSHOP RESULTS

23 JUNE 2021

Prepared by



Write one word that describes
Fernandina Beach today!

*Fernandina is being
overdeveloped +
we're losing our
funky ambience*

**Not many
activities
here to do*

Welcoming

Changing

1. Unity / Community *Beautiful Overpriced
over crowded*

2. Expanding

3. Beautiful ** Sister/Family*

BLENDED!

4. better than awesome

Growth

5. GENTRIFYING

6. Comfortable.

overdeveloped

7 Relaxing

8 Inviting

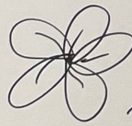
Peace

Fluxuating (sp?)

enchanting

To many changes... And not for the better!

9. Conflicted

10.  Natural 

Building
without
Balance

Growing too fast! (2)

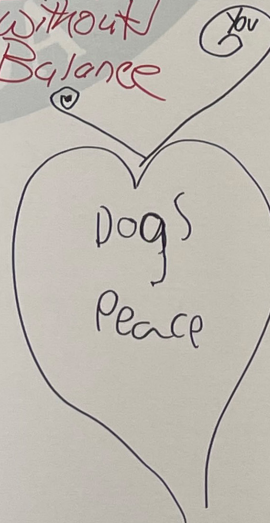
11 Beautiful Atmosphere *weird*

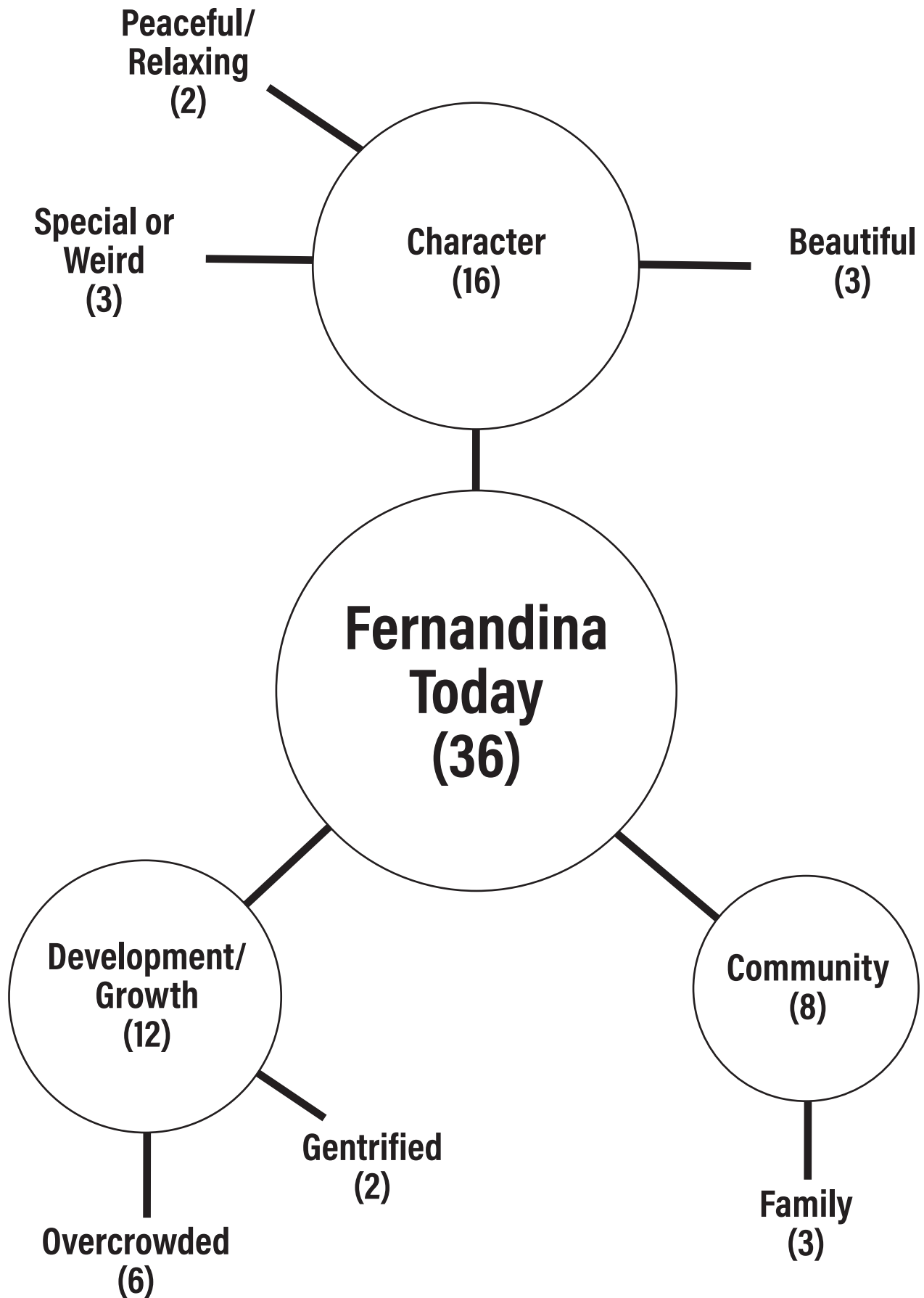
12. Historic

Paradise U.S.A.

13 HOME

14 Special ♡





Keep Fernandina funky

Write one word you hope describes
Fernandina Beach in 25 years!

STRESS FREE

very very **SAFE!!**

more walkable!!!

More community
participation

Hopeful

*bigger
Population

AFFORDABLE

- SMALL TOWN

big trees & people

INCLUSIVE

Natural beauty

LOVE

AFFORDABLE

Unity

Multi-Cultural

Community of sorts

Unity

keeping old traditions

Not Miami (\$ crowded)

AMALGAMATED

Keep a city where
everybody everyone can age
in place!

Peace and Inclusive
FOR EVERYONE

*More people

GROWING

Special-
unique

*Clean Water

Safe for Bikes
& walkers

keeping the small town
feeling.

all people
getting along

No Health disparities

So powerful is the light
of **UNITY**, it can embrace
the whole Earth.
Baha'ullah

Safe to
walk anywhere
Mutual respect &
Kindness shown

PAID

LOVE

**Economic
Wealth!**

Affordable Housing
Lower Income

Better Jobs Lower Income /
Salary

Preserved

equal

Protected

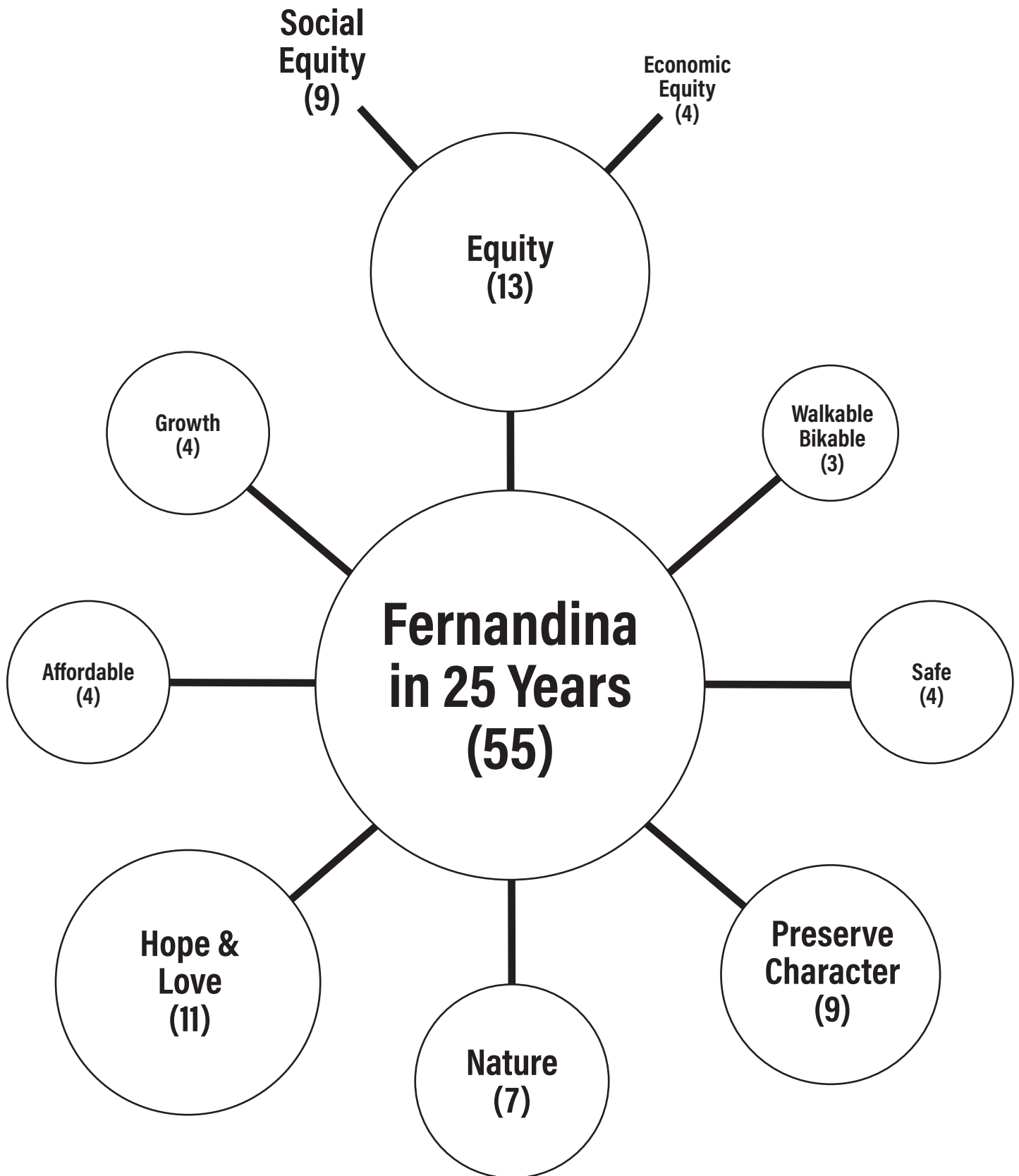
Freedom

Safe, Clean, Accessible

LOVE

drone's they
can fly
PEOPLE

CONSERVATION OF
(Natural Environment)



! MUCHAS TURISTAS!

No resilience planning for sea rise + Egoas Creek

Planned Community

Write one word that describes Fernandina Beach today!

FRIENDLY

Home! Congested

Possibilities

too much traffic too much development solving critical issues

unplanned Beautifully Historic!!

Poorly run

Hopeful

Confused

BUSY!

over developed

LGBTQ rights

overbuilt

Bustling!

disorganized

looks like poor planning

Barely any + PBS

overbuilt #2

Over touristic replaced

Dangerous

no speed control

uncontrolled development

Out of Control spending

RUN DOWN Beach

UNDECIDED - NO COLLABORATION overdeveloped

HOME

UNPLANNED

Blighted including children

No Accountability

Crowded

overdeveloped

interesting!

overbuilt

Time to stop new building

Lovely!

Friendly

Over Building!

Organic (History) Development

Public review of land in city

BUSY

Opportunity

WINDY

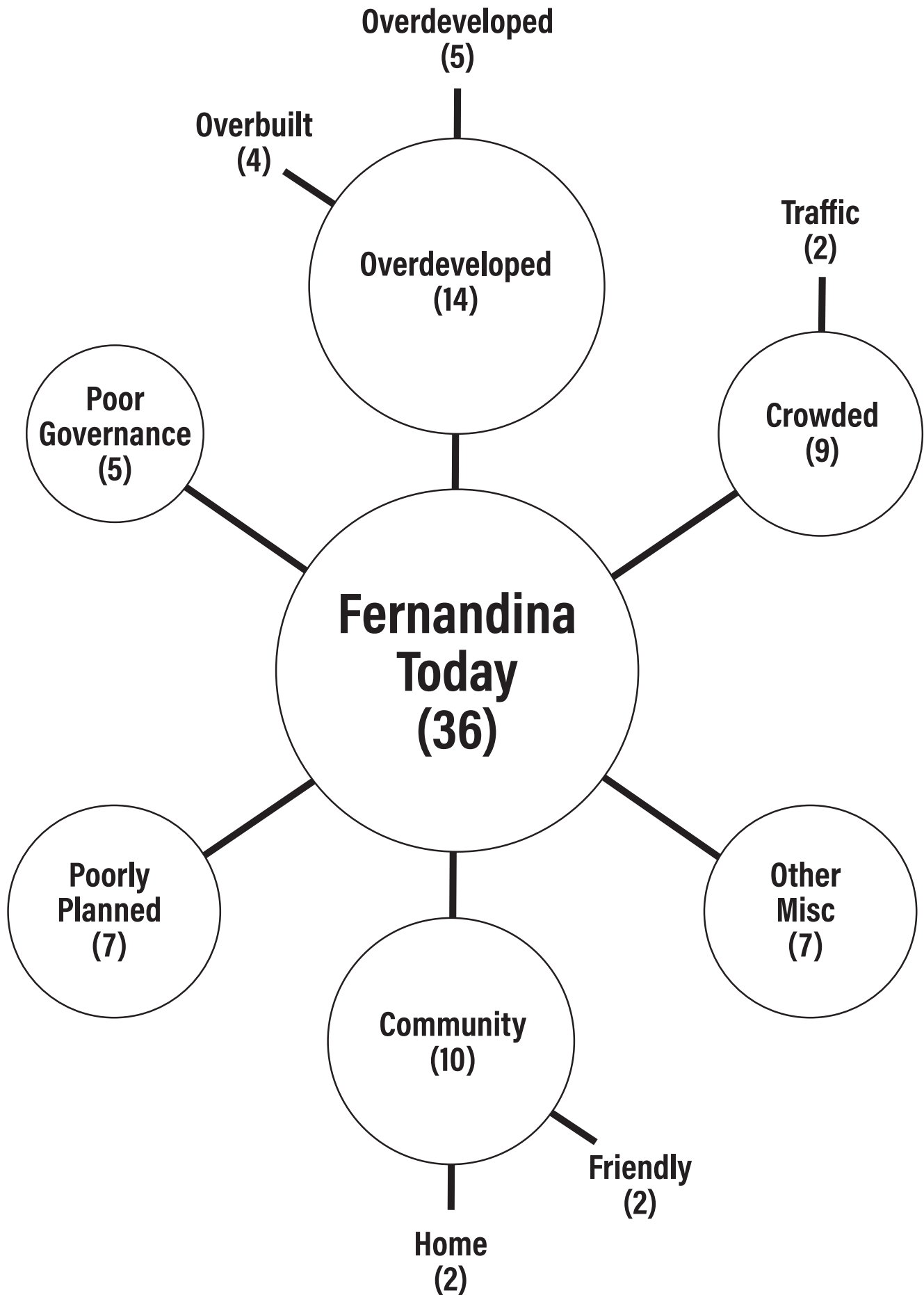
Many plans but Nothing gets done

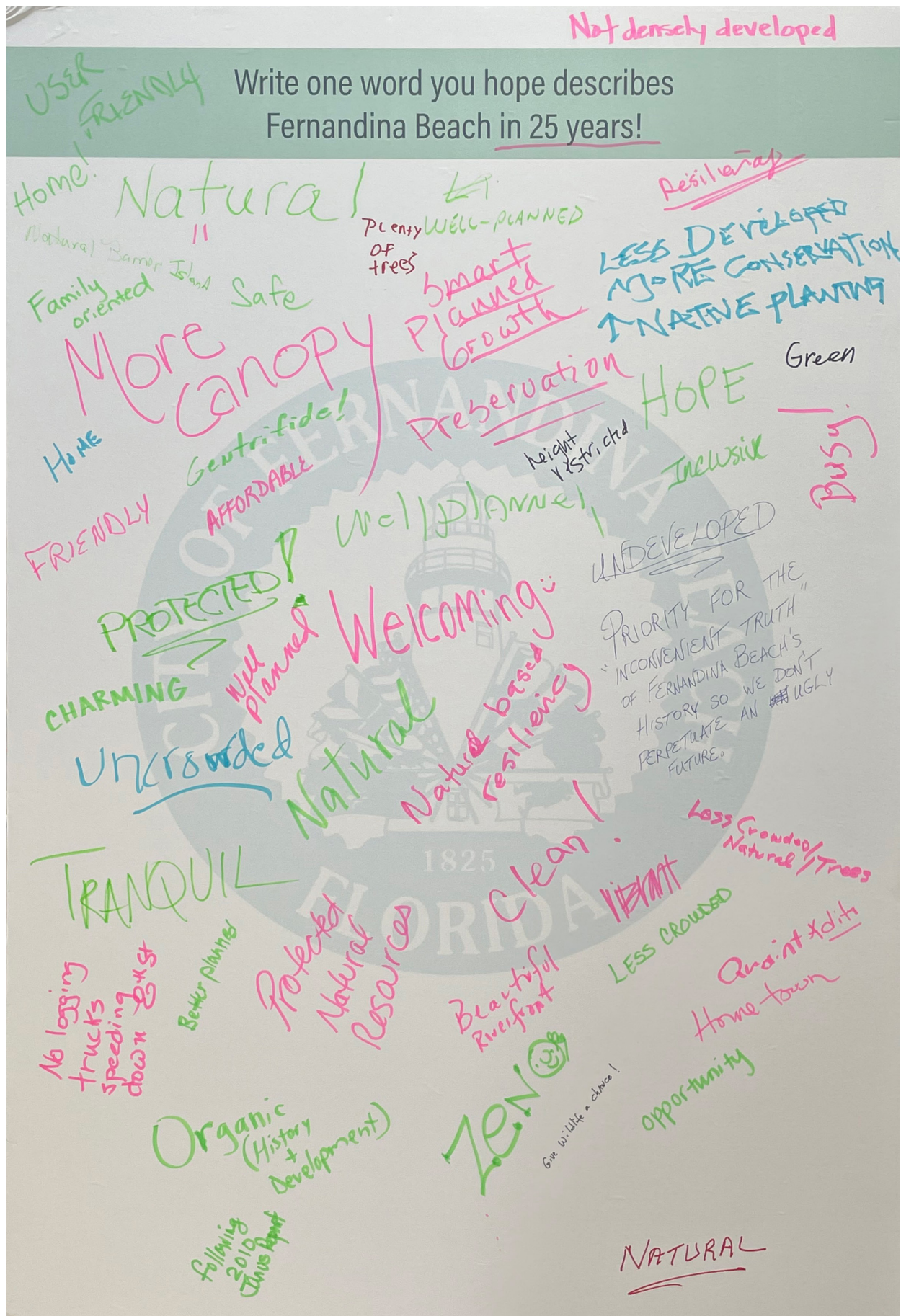
Still a nice place to live but worse with every new home built and every population increase

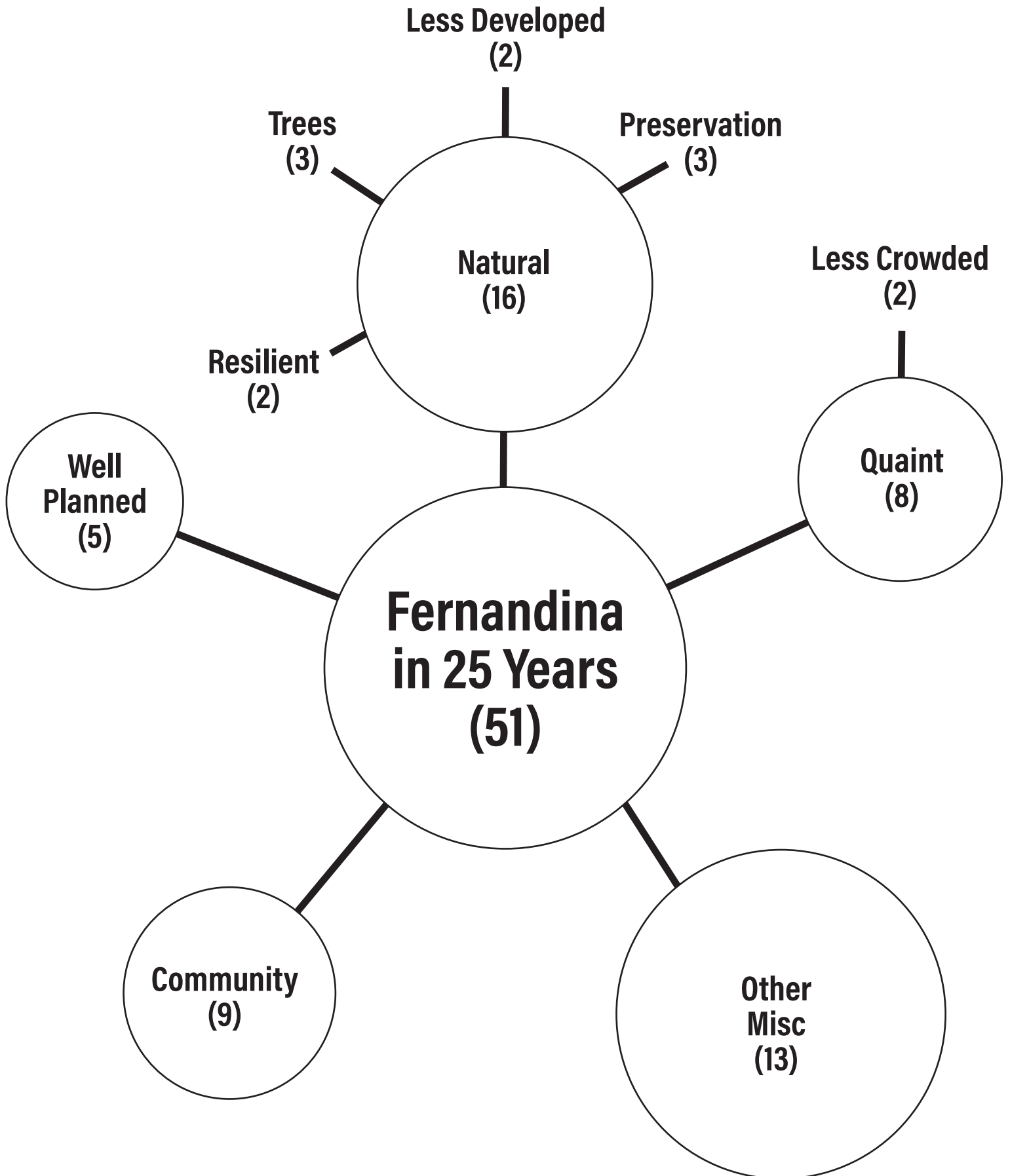
Hometown!! Stop trying to make it Miami Beach

Fair

120 giant hotels







WELCOME STATION

What should Fernandina Beach have more of in 25 years? Choose top 3.

Development Type	Vote
Investments in resiliency	84
Multi-modal transportation options	50
Small-scale commercial development	43
Walkable, mixed-use development	34
Recreation & nature trails	33
Housing	20
Parking	19
Public art	19
Multi-use paths	18
Tourists	4
Large-scale commercial development	3
Industry	2

What do you want your tax dollars to fund in the CIP? Each person gets 4 votes, may use all 4 votes on one option or spread them around.

Development Type	Vote
Conservation	121
Infrastructure	58
Resilience	51
Recreation	37
City Services	34
Public Facilities	26

RESILIENCY STATION

In terms of City funding, how high of a priority should the City make projects related to resiliency to sea level rise, storms, and flooding?

Priority	Vote
High	52
Medium	23
Low	3

What actions do you support the City taking to become more resilient and sustainable? Vote for all that apply.

Development Type	Vote
Buy conservation land	45
Limit infill	26
Septic ban and removal incentive	23
Onsite stormwater treatment	20
Permeable roads/rain gardens	18
No development in flood prone area	18
Reduce impervious ratios	18
Chief Resilience Officer	14
Prioritize stormwater projects	14
Join regional resiliency group	14
Renovate public facilities	10
I do not support these actions	8

HOUSING STATION

What is the most important factor in new residential development?

Development Type	Vote
Designed with nature	50
Affordable	40
Blends in	16
Single-family only	3

What is the best strategy to get more affordable housing options in the City?

Development Type	Vote
Build public housing	23
Smaller lots	12
Mix transitional with market rate housing	12
Its not an issue in the City	11

What housing types are appropriate for the City?

Development Type	Vote
Single-Family House	40
Duplex	23
Townhouse	15
Small Apartment Building	15
Carriage House	13
Medium Apartment Building	8
Quadplex	4
Large Apartment Complex	1

Would you support denser housing if the building visually blended into the existing community?

Development Type	Vote
Yes	17
No	49

DEVELOPMENT STATION

What kind of development would you like to see more of in the next 25 years? Choose all that apply.

Development Type	Vote
Walkable, mixed-use	26
Pocket neighborhoods	26
None	26
Medium-density residential	12
Low-density residential	11
Port/industrial	5
Suburban commercial	1
Hotels	1
Office buildings	0

What kind of development or improvements would you like to see along S 8th St? Choose all that apply.

Development Type	Vote
Landscaping, trees	31
Wide sidewalks, plazas	28
Walkable, mixed-use	24
Look as it does now	0

What kind of development would you like to see along Saddler? Choose all that apply.

Development Type	Vote
Mixed-use	27
None	12
Hybrid suburban/mixed	4
Big Box	2

What kind of development would you like to see along the Beaches? Choose all that apply.

Development Type	Vote
None	45
Village square	29
Recreation	28
Shops & restaurants	6
Hotels	0
Residential	0

What kind of development would you like to see along 14th St? Choose all that apply.

Development Type	Vote
Mixed-use	35
None	20
Office	9
Residential	6
Large-scale commercial	0

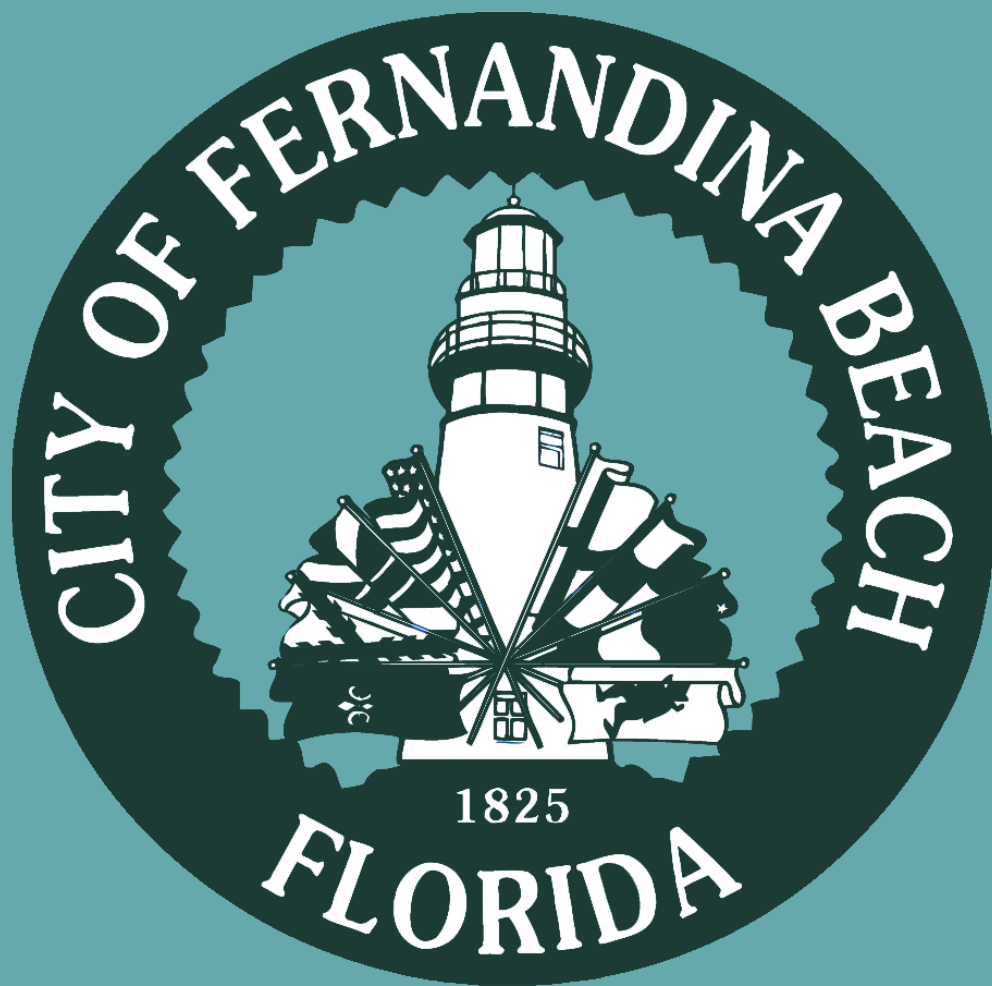
TRANSPORTATION STATION

How should Fernandina Beach regulate parking in the future? Choose all that apply.

Development Type	Vote
Make walking/biking easier	52
Trolley or bus	35
Parking garage	8
More street parking	8

How should Fernandina Beach reduce vehicular traffic the future? Choose all that apply.

Development Type	Vote
Walkable development	40
Trolley, circulator	33
Complete streets	21
Toll bridge	11



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