AGENDA
PLANNING ADVISORY BOARD
SPECIAL MEETING
FEBRUARY 23, 2022
5:00 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 Election of PAB Chair and Vice Chair

4. OLD BUSINESS

4.1 **VISION 2045 STATEMENT -** Review and Discuss Themes 3-5

5. STAFF REPORT

6. PUBLIC COMMENT

7. 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.

EXHIBIT A

CITY'S 2045 VISION AND MISSION STATEMENT

VISION STATEMENT:

The City of Fernandina Beach is a historic barrier island community that maintains its small-town quality of life by protecting its rich array of natural, cultural, and historic resources. Serving as an environmental steward, the City will maintain a strong and resilient economy through a commitment to sustainable development practices.

MISSION STATEMENT:

The City of Fernandina Beach will implement changes and updates to the City's Comprehensive Plan and Land Development code, establish key partnerships, expand public outreach, and support capital investment that will accomplish the City's Vision Statement.

Kelly N. Gibson

From: Rudy Bairas <rbairasjr@gmail.com>
Sent: Friday, February 4, 2022 1:26 PM
To: Kelly N. Gibson
Subject: 2045 Vision Plan

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender, were expecting this email, and know the content is safe.

As a resident of Fernandina on the island and an employee of one of the mills, I would like you to consider including this industry as part of the the healthy and resilient economy of the island. The mills employ 100s of local people with good paying union and management jobs. We also support many contractors that contribute to the local economy. The mills have maintained operations and employment through the pandemic which allowed employees like myself to continue to support the local restaurants and stores even when it was take out only.
Please consider these paper mills as economic engines that greatly contribute to the health of Fernandina.

Thanks

Rudy Bairas

Kelly N. Gibson

From: PW Smith <pwsmith@attglobal.net>
Sent: Wednesday, February 2, 2022 11:21 PM
To: Kelly N. Gibson
Cc: Mr. Dale L. Martin; Bradley Bean; David Sturges; Chip Ross; Mike Lednovich; Len Kreger
Subject: Vision Statement - feedback

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender, were expecting this email, and know the content is safe.

Hello,

I'm a property owner in the City of Fernandina Beach and a 37-year resident on Amelia Island. I am responding to the request for feedback on the City of Fernandina Beach Vision Statement by 2/2/22. I read the document online and attended one Commission meeting in person, and below is my feedback for your consideration:

A Vision statement should project what we want to be, what we are building toward becoming ***in the future***. A mission statement should state current values and outlines what we may be doing ***in the present***. They are supposed to be substantially different statements except that one builds upon the other.

The current document contains multiple pages of well categorized lists of numerous project items and to-do lists, which make up an impressive and wide array of current projects underway and potential future wish list items. However, the current Vision and Mission Statements shown in the document do not appear to have been developed on their own merits, but rather appear to be derived from the detailed list. The Vision and Mission statements also appear somewhat conflated. It's a thorough document but it appears to be trying to put the cart before the horse with regards to the Vision and Mission statements, which is backwards. My recommendation would be to temporarily remove from focus the 'details' in those pages (and discussion) beyond the Vision and Mission statements – forget about the details and focus on formulating a consensus on the high-level Vision and Mission – and then reintroduce the details and reframe the details in terms of the established Vision and Mission statements, later once a Vision and Mission has been agreed upon.

My own personal experience over 37 years here in Fernandina formulates my personal view of the community - and that makes it subjective - but I don't believe I'm alone with the following thoughts about Fernandina and how they could be framed to help formulate Vision and Mission statements:

Besides the wonderful ***people***, from a high-level perspective I feel Fernandina is special and continues to be successful because of specific assets. We have a world class ***beach***, a beautiful ***riverfront***, a historic ***downtown***, a working ***marina***, an attractive ***golf course***, a fantastic ***municipal airport***, great ***neighborhoods***, and strong demand for ***growth***, among others.

To this regard, an example of a simple Vision Statement could be… "***To be known*** as the best small town to live and work in America". This simple statement covers a lot of bases, without encumbering it to be too restrictive, and it is forward looking like an ongoing goal for the future and would not need to be frequently amended. It is in the Vision Statement that we would also spotlight the ***5 Key Themes*** as defined in the document, framed as future goals to achieve.

By contrast, the Mission Statement more discretely spotlights what actions we are doing now to support the Vision, for example… "***Maintain*** clean and safe public beaches; ***Support*** a working marina while promoting public enjoyment in the adjoining public spaces; ***Protect*** our historic downtown and neighborhood character from overdevelopment or

overcrowding; ***Invest*** in the Golf Course to ensure it is kept in top asset condition to drive demand and improve profitability; ***Operate*** a premium municipal airport that supports the private aviation community; ***Improve*** compensation to allow the retention of the finest public teachers, first responders and city staff; ***Develop*** alternate and safe transportation alternatives focused on cyclists and pedestrians; ***Differentiate*** Fernandina from the County and similar Cities to retain our uniqueness… etc."

The Mission Statement can also address ***known risks*** to the Vision, for example "***Prevent*** encroachment of Industrial development into the Historical District; ***Control*** overcrowding caused by off-island development and tourism; etc."

The above is just intended to be examples of how the Vision and Mission statements should substantially differ from each other and the different purpose each statement serves. Only after the Vision and Mission statements are fully developed, do we proceed to list out the numerous projects in alignment with both the Vision Statement, and Mission Statements.

Additionally - because nothing stands still - we should also formalize when the Vision and Mission statements will be updated on a regular basis, for example revisiting the plan details bi-annually, the mission statement every 3 years and the Vision statement every 5 years.

Maybe this is helpful feedback, maybe not. I realize its very subjective, but I offer it nonetheless, and I trust we will produce a fine document thru consensus in the end, but it likely won't be easy. I do believe that Fernandina is very special and unique and quite uncommon from other places. Perhaps what we may really need is less 'common sense', and more 'uncommon sense'.

Lastly, thank you all and good luck with completing this document and best regards,

Pete Smith
4309 South Fletcher
4135 South Fletcher
4111 South Fletcher
904-624-1115

P.S. by the way, the Executive Summary portion of the document is very well written.

January 31, 2022

Mayor Lednovich
City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034

Dear Mayor Lednovich and Members of the City Commission,

The Nassau County Chamber of Commerce is grateful for being identified as a key stakeholder by the City of Fernandina Beach and the consultant team developing the Vision 2045 Plan. We offer our input to ensure that any new policies (that grow from this vision) ensure responsible economic growth, employment opportunities, government and excellence in education and quality of life. It is also crucial these policies include cost analyses that can be sustainable over time and mitigate any negative impact on businesses and residents.

Theme 1: Environmental Sustainability & Resiliency
When considering economic resiliency, it is important to have a diverse set of businesses and industries that can contribute their strength to our community.

Theme 2: Preservation of Character

- Encouraging the involvement of the private sector.
- In addition to tourism, offer additional opportunities to other industries such as Manufacturing, Logistic, Transportation and Retail.

Theme 3: Livability

- Creating a unified voice supporting business and industry in the City of Fernandina Beach.
- Encourage reuse of property to allow flexibility of space
- Review and increase the impact fee exemption incentive for non-profits building affordable housing as a priority review within the city's strategic planning and goals.

Theme 4: Future Ready Infrastructure, Utilities, and Public Facilities

- Support the ability for individuals to have their own power source and add to the City's electric grid independence for example the 8 Flags project
- Develop plans to keep technology infrastructure current, secure, and a foundation where capacity is always available

Theme 5: Mobility and Accessibility

- Utilize the completed Nassau County Transit Study and parking study to identify options for alternative transit to include on-demand opportunities

Sincerely,

Amber Tipton
Chairman of the Board

Kelly N. Gibson

From: Jan Cote-Merow, Computer Coach <jcotemerow@yahoo.com>
Sent: Sunday, January 30, 2022 12:51 PM
To: Amelia Tree Conservancy Board of Directors; Kelly N. Gibson
Subject: Feedback on the City Comprehensive Plan

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender, were expecting this email, and know the content is safe.

Kelly,

I was impressed by the amount of work represented in producing the comp plan draft. I support the vision statements.

I appreciate the hard work you and everyone have put into this document and I wish you the greatest success in achieving the initial goals. Your win would be a win for our lovely city.

My thoughts on conservation and tree canopy:

Perhaps I overlooked something, but the intent to plant more trees is certainly not a bad idea, but I would MUCH RATHER that we enforce with appropriate penalties and supervision the Tree Ordinance that is currently on the books. Many developers have been quoted as saying "I hope you are not going to make an example out of me" and I would love to use this quote to a police officer if I am stopped for a traffic infraction. Lots of luck with that!

The desire to provide more land for conservation is absolutely what we should be doing. And that would mean that we not allow projects in the future like the Simmons Rd park that takes existing natural lands and put structures and concrete/asphalt and tree removal in order to create a park. In my view that is one step forward and two steps back.

In line with conservation goals, would be a refusal to permit variances or to change existing zoning to allow increased density and reduced setbacks such as what happened in the hotel on Atlantic, just to cite one egregious example.

I support the efforts on coastal protection and hazard mitigation.

Similarly, I support the efforts to preserve the historic character of downtown and to identify buildings that have historic significance which are a large part of our city's charm.

Very good idea to use the bed tax to work with Nassau County to design and construct gateway entry features funded by the bed tax

Balancing tourism with the character of our city is a very important corollary to using the bed tax.

Regarding affordable housing: this is a noble goal but too frequently in the not too distant past, that has been used as an excuse to get zoning changes for increased zoning and build over wetlands and, the housing was not affordable for the working citizen.

Attracting business to our city and county is a great idea as long as there is not an attendant introduction of hazardous materials or a dramatic increase in 18 wheeler vehicles in our downtown or sensitive environmental canopy streets. So.....we want to increase our canopy, but I am hoping that we will not allow the destruction of heritage oaks because they are in the way of businesses that can't maneuver their vehicles.

Again, I appreciate the hard work you and everyone have put into this document and I wish you the greatest success in achieving the initial goals. Your win would be a win for our lovely city.

Sincerely, Jan Cote-Merow

Kelly N. Gibson

From: Daphne Forehand
Sent: Wednesday, January 26, 2022 4:37 PM
To: Kelly N. Gibson
Subject: Fw: Slides for the PAB meeting
Attachments: Jasmine Crossing and short sidewalk.jpg; Lime St-S. 7th St Trail.jpg; SDWT Report 02.20.20 RFS.pdf; Walking & Biking Projects.pdf; PAB January 26, 2022.pdf

If you would be so kind here's the order for the slides:

1. Jasmine Crossing
2. Lime St.
3. Walking and Biking Projects
4. SDWT
5. Walking and Biking Projects

Daphne Forehand
City Planner
204 Ash Street
Fernandina Beach, Florida 32034
Main: (904) 310-3480 | Direct: (904) 310-3487 | dforehand@fbfl.org
www.fbfl.us

If this email is related to the Board, Committee or Commission that you serve on, please DO NOT REPLY TO ALL.
Disclaimer: According to Florida Public Records Law, email correspondence to and from the City of Fernandina Beach, including email addresses and other personal information, is public record and must be made available to the public and media upon request, unless otherwise exempted by the Public Records Law. If you do not want your email address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing.

From: mikespino@bellsouth.net <mikespino@bellsouth.net>
Sent: Tuesday, January 25, 2022 5:04 PM
To: gminshew@gmail.com <gminshew@gmail.com>; Daphne Forehand <dforehand@fbfl.org>
Cc: Kelly N. Gibson <kgibson@fbfl.org>
Subject: Slides for the PAB meeting

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Genece and Daphne,
I took the liberty of preparing slides for presentation during the PAB discussion concerning Vision 2045. If you would be so kind as to load them and be ready for me to ask for them to be displayed on the screen I would be most appreciative. All of this material has been covered in my emails to the Commissioners, PAB members and City staff.

Thanks very much.
ms

Barb Gingher
Revised Mission Statement
011822

Fernandina Beach is an inclusive, diverse community committed to maintaining a sustainable economy which contributes to its small-town quality of life while serving as an environmental steward to protect and highlight its rich array of natural, cultural, and historic resources. It is committed to public conservation land acquisition, resilient development practices, and sound investment in infrastructure assets

RAYONIER
Advanced Materials

January 20, 2022

Kelly Gibson, Planning Director
204 Ash Street
Fernandina Beach, FL 32034

Dear Ms. Gibson,

Rayonier Advanced Materials (RYAM) appreciates the opportunity to review and comment on Fernandina Beach's Draft Vision 2045 Plan. For 83-years, RYAM has been the city's friend and neighbor. We are excited to continue our partnership with the community and help Fernandina Beach realize its plans for the future.

The vision statement describes a dynamic city that embraces its unique history while being open to innovations that secure the future. Regarding establishing a balance between the economy and environment, our goals are aligned with yours. We are proud to directly employ 300 area residents, indirectly support nearly 1,300 local jobs and contribute $185 million annually to the region's economy.

The ongoing COVID-19 pandemic has been a challenge for us all. The health and wellbeing of our employees, customers, contractors, local suppliers, and community have been our highest priority. We are proud to have maintained full-time employment throughout the past two years, limiting the pandemic's effect on the local economy. In that time, RYAM Foundation grants and employee contributions have provided $380,000 to various United Way agencies and other local nonprofits. Additionally, we have donated critical sanitation and Personal Protective Equipment (PPE) supplies to local schools.

Our business depends on healthy local forests—and those forests depend on us, too. That's because RYAM's local operations support over 250,000 acres of rural forests, which clean the air, recharge the aquifer, and provide critical wildlife habitat. Our Fernandina Mill also generates 98 percent of its own energy, the vast majority of which is renewable.

Maintaining the diversity of our community is another goal that we have in common, and RYAM appreciates its inclusion in the draft vision plan. Our commitment to the community also means creating a workplace where employees from diverse backgrounds and viewpoints work together to achieve common goals. We strive to attract, retain, and develop talent from all backgrounds and recognize that the innovative ideas that emerge from employees with unique life experience is integral to our success.

RYAM proudly supports the Draft Vision 2045 Plan and looks forward to its full adoption by the City of Fernandina Beach. As the draft becomes final and specific language is incorporated into City policies, a clear pathway is essential for RYAM and other local partners to meet the intent of the Vision 2045 Plan will enable us to realize our shared goals for the future.

Sincerely,

RAYONIER ADVANCED MATERIALS

Mark Homans, General Manager

Fernandina Plant
10 Gum Street Box 2002 • Fernandina Beach, FL 32034
Phone 904.277.1483 • Mark.McCall@RayonierAM.com

From: mikespino@bellsouth.net
To: Kelly N. Gibson; Charles George; Jacob Platt; Daphne Forehand; Salvatore Cumella
Subject: FW: City Commission Goals
Date: Tuesday, January 18, 2022 1:19:03 PM

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender, were expecting this email, and know the content is safe.

From: Kathleen Falk <kathleenfalk@aol.com>
Sent: Tuesday, January 18, 2022 11:35 AM
To: mlednovich@fbfl.org; bbean@fbfl.org; lkreger@fbfl.org; cross@fbfl.org; dsturges@fbfl.org
Cc: dmartin@fbfl.org; cbest@fbfl.org
Subject: City Commission Goals

Dear Commissioners:

I understand that you are seeking public input on what our community goals should be for the next several decades. As homeowners in Fernandina Beach, my spouse and I have a number of priorities -- including the need for improved pedestrian, biking and hiking opportunities.

The more we learn about how to help us as individuals be healthy, and the more we learn about how we help our neighbors and community be healthy, the more we understand the importance of the basics -- walking, hiking, biking and just plain being outdoors. The good thing about these activities is that it is also amongst the easiest to provide. Safe sidewalks, trails and bike lanes are not as expensive or complicated as so many other community challenges. And everyone benefits!

Thank you for your public service and thanks for considering my input here.

Best wishes,
Kathleen Falk
1620 Ruskin Lane
Fernandina Beach

From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Sunday, January 16, 2022 6:53:17 PM

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If you are having problems viewing this HTML email, click to view a Text version.

Vision 2045 Comments

Vision 2045 Comments

View any uploaded files by signing in and then proceeding to the link below:
http://www.fbfl.us/Admin/FormHistory.aspx?SID=9413

The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: The focus on non-vehicle infrastructure and transportation is a must. Cars will become more of a problem as the population density and tourist density increase. There needs to be some distance parking with other transportation to bring people into the island interior with other modes of transportation within the island interior. This solves interior parking, traffic congestion and travel time issues.

Walking paths and biking lanes must be a high priority. Cycling, for example, is a great alternative if it is considered safe. Unfortunately, bike lanes are not consistent around the island. There also needs to be a very safe way to enter the island by bike as well over the bridge, or a separate bridge.

Widening bike lanes and adding orange divider markers along the way would add to the safety. There also needs to be additional signage alerting to bikes being present.

Another strong option is the burying of electrical utilities around the beach thoroughfares to provide a better view and also for protection from winds. It would greatly enhance the island.

Continuing to protect the environment is a top priority. We have to be good stewards of what God has given us to enjoy and share with others.

Additional Information:
Form submitted on: 1/16/2022 6:51:27 PM
Referrer Page: https://www.fbfl.us/1032/Vision-2045
Form Address: http://www.fbfl.us/Forms.aspx?FID=242

From:	Bryn Byron
To:	Kelly N. Gibson; brandyjane101@gmail.com; vbr404@comcast.net; Barbara Granger; John Boylan; PAB 3; pbsteve40@gmail.com
Subject:	Vision statement and Mission Statement
Date:	Tuesday, January 18, 2022 9:54:39 AM

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender, were expecting this email, and know the content is safe.

Vision statement:
To provide a sense of direction for the future, this vision statement is a confirmation of the communitie's shared values and goals, and a guide to future decisions.
We wish to protect the God-given rights of man and nature to live in harmony with nature, its wildlife, and their natural habitats, while protecting our beaches, Greenway, and Amelia River.
We are a barrier island with a small historic downtown, with a Main Street, waterfront Marina, and beautiful beaches. We wish to be inclusive and welcoming while maintaining our uniqueness.

Mission statement:
1-The City Of Fernandina Beach puts the rights and well-being of its people and nature at the heart of everything we do. We are a green community where natural resources and taking care of the environment is considered a key element in decision-making, by implementing policies of resiliency and sustainability, for the safety and well-being of all, planning for future generations.
2-We have a transparent and fiscally healthy budget, where the operations of the city, including budgeting and decision making, are transparent, accountable and accessible to the entire community.
3-The City of Fernandina Beach is committed to meeting the expectations and needs of our residents, visitors and businesses by providing a safe atmosphere and beautiful natural surroundings, and by creating the infrastructure and amenities necessary to support a sustainable, diverse, and vibrant economy.
4-The City of Fernandina Beach will resist pressures to accommodate increased development and re-development that is inconsistent with the Fernandina Beach Comprehensive Plan, including this Vision Statement.

5-The City Of Fernandina Beach will foster harmony and beauty, quality over quantity, in all forms of human alterations to the environment.
6-The City of Fernandina Beach chooses to remain unique through a development pattern which reflects the predominance of natural conditions and characteristics over human intrusions. All forms of development and re-development shall preserve the community's unique small-town identity.
7-The City of Fernandina Beach recognizes that its attractiveness to visitors is due to its quality of lifestyle and its maintenance thereof.

My thoughts,
Bryn Byron

From: mikespino@bellsouth.net
To: Charles George; Kelly N. Gibson; Daphne Forehand; Salvatore Cumella; Jacob Platt
Subject: FW: Visioning - Request for Sidewalks, Trails, and Bike Lanes.
Date: Sunday, January 16, 2022 3:49:58 PM

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender, were expecting this email, and know the content is safe.

Thought you should see this. I expect a few more.

From: drmikeharrison@comcast.net <drmikeharrison@comcast.net>
Sent: Sunday, January 16, 2022 1:49 PM
To: mlednovich@fbfl.org; bbean@fbfl.org; lkreger@fbfl.org; cross@fbfl.org; dsturges@fbfl.org; dmartin@fbfl.org; cbest@fbfl.org
Subject: Visioning - Request for Sidewalks, Trails, and Bike Lanes.

Dear Commissioner,

I am writing to ask that you work to make our city more walkable, handicapped accessible and bike friendly by improving and adding sidewalks, trails and bike lanes. The City Parks and Recreation Department surveys show that city residents want to get around by walking and biking. We need more sidewalks, bike lanes and trails to allow our residents and visitors to travel safely without always using their cars.

For example:

- Beech St. between S. 8th and S. 14th could be greatly improved with repaving, bike lanes, a trail, trees and landscape improvements.
- S. 15th St. could be a corridor to go from Amelia Park and nearby neighborhoods to Downtown.
- The Schools to Downtown Waterfront Trail would allow us to safely get from downtown to the high school and middle school, the Peck Center, the Greenway and the beach by connecting to the Jasmine St. trail.
- Atlantic Avenue between S. 8 and S. 14th should be improved with bike lanes.
- The City should work with the county to connect the Simmons Rd. trail to downtown and to improve N. 14th St. for safe access to Old Town and DeeDee Bartels Park.

Thank you for listening and good luck with the goal setting workshop.

Best regards,

Mike

Michael R Harrison
800 Someruelos Street

FERNANDINA, FL 32034

Cell: 904.583.3502

From: Jack Knocke
To: Commissioners; Mr. Dale L. Martin
Cc: Kelly N. Gibson
Subject: FOLLOW UP: RE: Vision 2045 Plan FEEDBACK
Date: Friday, January 14, 2022 3:22:53 PM

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender, were expecting this email, and know the content is safe.

Commissioners,

I am forwarding this response that I received to my email on Vision 2045 Plan because it captures the thoughts of many who responded to me and it goes into some specific details that the city needs to consider carefully. This was not supposed to be a politically charged document. This writer is someone who grew up on the island.

My comments on the City Vision Plan:

The vision statement sounds like it was written by a Sierra Club intern. It is completely vague and has little meaning. The City has no need for big city transportation technology/options. Nobody can even define what sustainable and resilient development really is…these are just buzz words to make people feel good.

Suggestions for key words in the vision statement: history, children, family, residents, visitors, waterfront, habitat, co-exist, prosperity. Get rid of words like diversity, sustainable, preserved, resilient as these are trite words with little tangible meaning.

Section 1. History – a. Discuss that "Beach" was added to Fernandina (I don't know when) in an effort to increase tourism and name recognition.

b. Discuss in the late 70's or early 80's that when both mills went on strike the local pastors got together and met with both mills in an effort to end the strike. The City was dying financially (and the churches were running out of money).

Section 2. Comp Plan – a. the 12 main topics need to be re-ordered. Economic Development should not be last and multi-modal transportation should not be 2nd.

b. Page 6 discusses where greater focus needs to be applied in the planning horizon. Add: Create employment and housing that can allow the children of today to work and live within the City, which would create more internal capture of traffic and reduce roadway impacts in the County. Also add: Create regional parks in cooperation with Nassau County so that people from all areas can enjoy active lifestyles for all age groups, especially todays' youth.

Page 8 – Future Land Use Map (FLUM)– Currently over 43% of all land in the City generates no tax base. This includes recreation, conservation, and public/Institutional land. This plan

should find ways to place more land on the tax rolls so that individual residents shoulder less of the tax burden. Over 40% of land is recreation/conservation which is way high. Stop buying more land for conservation.

Page 24 – Sea Level Rise. NOAA shows that the sea level rise for Fernandina Beach is estimated to a 2.18 +/-0.17 mm/year which is equivalent to 0.72 feet in 100 years. https://tidesandcurrents.noaa.gov/sltrends/sltrends_station.shtml?id=8720030 . I don't know where they are getting their NOAA information. They are trying to scare everyone with these projections in the report. If you plan for 1 foot of sea level rise you should be covered for at least 100 years.

Page 25 – Age Distribution – Add to the plan a way to try to get our median population age DOWN closer to the state average. The City's median age is a whopping 54.8 whereas the state average is closer to 42. We need young residents.

Page 29 – Housing snapshot speaks for itself. What is the City doing in this plan to try to get more housing? Only 2% of the existing property has a FLUM designation of High Density Residential. Most other jurisdictions try to be closer to 10%. Nassau County isn't any better than the City (they're probably worse).

Transportation – page 40. Make the highest priority to find alternative ways to transport wood to the mills. Seek grants from FDOT, State of Florida, Nassau County, or even as a small tax like SAISSA on the south end, to cover the cost differential to move all wood freight to rail cars. It obviously doesn't work financially for the mills to switch to rail, so let's subsidize it. That's the only way I see it working. The quality of life goes way up when the trucks are off the road.

Legalize traditional golf carts (not just Low Speed Vehicles) on City owned Streets. That's a cheap transportation alternative and adding golf cart parking is cheaper than traditional parking.

It is disappointing to me that the only response that I received from the city from my comments was the following:

From: Chip Ross cross@fbfl.org
Sent: Thursday, January 13, 2022 5:24 PM
To: Jack Knocke jack@iotadvisorgroup.com
Cc: Mr. Dale L. Martin dmartin@fbfl.org; Chip Ross cross@fbfl.org; Kelly N. Gibson kgibson@fbfl.org
Subject: RE: Vision 2045 Plan

Why where you not at the PAB meeting last night to express your opinions?
Chip Ross
Commissioner
City of Fernandina Beach

In fact, I was the ONLY speaker who spoke to the City Commission at the January 4th "workshop" on the 2045 Vision. The "Vision Statement" was the only thing on the agenda. The City Attorney related that the City Manager, City Staff, Planning Advisory Board – ALL recommend this as the vision

statement and 30 more days are available for comment. The City Attorney recommended that the Commission VOTE to accept this vision statement with a resolution. Genese Minshew, the Chair of the Planning Advisory Board quickly related that they did not vote on in yet. Confusion continued… Vice Mayor Kreger was wondering where the other Vision Statement was… The other agenda item attached was not discussed – confusion.

Chip asks why I did not go back for more? Seriously?

Jack

From: Jack Knocke <jack@iotadvisorgroup.com>
Sent: Thursday, January 13, 2022 4:13 PM
To: Commissioners <commissioners@cityoffernandinabeach.onmicrosoft.com>; Dale Martin (dmartin@fbfl.org) <dmartin@fbfl.org>
Cc: Kelly N. Gibson <kgibson@fbfl.org>
Subject: Vision 2045 Plan

Commissioners and City Manager,

I'm a little confused on what the city is looking for with regard to the 2045 Vision. The workshop last week was scheduled even before the narrow response window over the holidays was closed. At the "workshop" on Jan 4th, the planning board said that they sought to see responses before the commission weighed in. If the planning board oversaw or endorsed the first attempt at a Vision 2045 plan, we need to question the planning board's motives as well as city leadership to determine who directed the vendor to create this confusing mess. At the workshop, Commissioners only wanted to look at the Vision Statement and then passed at even that. As with many things with the city lately, confusion is the buzzword. What is the source of that confusion?

WARNING: THIS VISION STATEMENT MAY NOT MAKE SENSE. Don't be alarmed, you are not alone.

VISION STATEMENT

"Fernandina Beach is a historic waterfront island community where its environment and economy are in balance to support longstanding community values as reflected through sustainable and resilient development, embracing technological advances in public infrastructure, promoting transportation options, providing enhanced civic facilities for all ages and abilities, and cherishing its diversity and equality to further a healthy and well preserved City for future generations."

Below are my suggestions for the Vision 2045 Project:

The vision statement should be a reflection of **what the people want** – not one person, not one special interest group, not one appointed board – the community as a whole. The community should have the opportunity to respond to possible options to let the city know their preferred direction. Let's have transparency in an inclusive and engaging process. Special interest groups are doing a better job at communicating about the city vision process than the city!

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burdensome, or a plan to create government for the sake of government. That is the way the first draft reads.

The city could partner with the newspaper to drive awareness, present options/costs/opinions/survey responses etc. to really get a healthy dialog going.

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This project requires leadership, engagement, and inspiration.

Jack

Jack Knocke
Common Sense Fernandina Beach

CC: Common Sense FB, Kelly Gibson

From: Mark Tomes
To: Kelly N. Gibson
Subject: Comments on PAB Vision 2045 draft
Date: Friday, January 14, 2022 10:11:38 AM

Hello, Mr. Gibson. I would like to make some general comments about certain sections of the City of Fernandina Beach Planning Advisory Board draft Vision 2045.

Conservation of undeveloped lands
I found this section too weak. There should be stated goals of the percentage of undeveloped lands that will be conserved, or some other quantifiable method by which we can measure progress.

My goal, although is unrealistic, would be to ensure that all undeveloped lands in the city limits will be conserved. By reaching high, we will be able to achieve more. There is a bias in this city towards development, whereas we need to create a bias towards conservation.

Conservation of undeveloped lands will promote tourism, encourage wildlife to flourish, and in the long-term, benefit all citizens and the economy of the city.

Affordable housing
This section is woefully lacking in any measurable objective. I am interested in a true diversity of housing in the city. The backbone of our economy, the people who work here, increasingly are priced out of the city. I know this is the goal of some people, but it reduces the chances for a diverse, vibrant community.

The objective for this section should read something like, "All multi-unit development projects shall ensure that 65% of its units are priced so that a person earning the median wage does not spend more than 30% of his/her monthly income on a mortgage of said unit. The city shall ensure that at least 50% of all single family homes built by developers for resale (spec houses, not owner/residents) shall be priced where a person earning the median wage does not spend more than 30% of his/her monthly income on a mortgage of said unit."

Does this sound silly or unreasonable or impossible? Perhaps to some, but many municipalities across the country are setting objectives exactly like this.

Thank you.

Mark Tomes

2700 Mizell Ave., #502B
Fernandina Beach, FL 32034
(805) 458-1785
mtomes2014@gmail.com

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(805) 458-1785
mtomes2014@gmail.com

From: Rob Psulkowski
To: Jack Knocke
Cc: Commissioners; Mr. Dale L. Martin; Kelly N. Gibson
Subject: Re: Vision 2045 Plan
Date: Thursday, January 13, 2022 8:45:21 PM

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This is great, thank you!

On Thu, Jan 13, 2022 at 4:13 PM Jack Knocke <jack@iotadvisorgroup.com> wrote:

> Commissioners and City Manager,
>
> I'm a little confused on what the city is looking for with regard to the 2045 Vision. The workshop last week was scheduled even before the narrow response window over the holidays was closed. At the "workshop" on Jan 4th, the planning board said that they sought to see responses before the commission weighed in. If the planning board oversaw or endorsed the first attempt at a Vision 2045 plan, we need to question the planning board's motives as well as city leadership to determine who directed the vendor to create this confusing mess. At the workshop, Commissioners only wanted to look at the Vision Statement and then passed at even that. As with many things with the city lately, confusion is the buzzword. What is the source of that confusion?
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> WARNING: THIS VISION STATEMENT MAY NOT MAKE SENSE. Don't be alarmed, you are not alone.
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In the first round, the city did a poor job of soliciting wide spread input and even tainted the results by offering limited special interest options only. The city survey in the park was also tainted because it did not differentiate between city residents, county residents or out of town visitors. Any walk up could vote, apply stickers or spend tax money. Don't just blame the vendor – someone in the city approved and managed this project. Who signed the contract?

My suggestion is to creatively gather "residents" (not special interest groups) for engaging discussions. The city could also leverage the city's new survey tool from Polco. This tool enables respondents to provide enough information to identify that they are specifically in the city or not in the city. The survey tool can be used to ask a variety of questions regarding property rights, quality of life, safety, taxes, development, city run enterprises, waterfront usage, parking, size of the city government, purchase of more conservation land, as well as the best and the worst of the city – this would create a vision by the residents.

The questions should focus on today's situation as compared to what residents seek to see in 2045. Growth and development will happen. We can enable hodge podge development or we can encourage and incentivize development that is supported by the community.

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Next, aspirations. The vision should be idealistic, appropriate for our city, reflect high ideals, clarify a purpose and direction, inspire enthusiasm and be easily understood. The vision should be inclusive and unique to our community continuing the distinctive culture and personality that drew all of us to the city. The vision should not be political,

From:	Barb Gingher
To:	Kelly N. Gibson
Subject:	Re: Vision 2045 Comments
Date:	Tuesday, January 11, 2022 5:34:41 PM
Attachments:	image908152.png image213406.png image493904.png

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Thanks. The vision statement looks goo except for line 2 "its should be the"
Line 10 cherish can be changed to valuing.

The mission statement for a town/city may be a bit too lengthy. There is quite a bit to take in
Some of the points may dovetail with the objectives.
Barb

Do not get lost in a sea of despair. Be hopeful, be optimistic. Our struggle is not the struggle of a day, a week, a month or a year. It is the struggle of a lifetime. ~John Lewis

Barb Gingher, DNP, RN

On Tuesday, January 11, 2022, 05:29:34 PM EST, Kelly N. Gibson <kgibson@fbfl.org> wrote:

Good Evening,

Attached are the most recent comments (first) followed by the older comments received on Vision 2045. I look forward to our meeting tomorrow. Please feel free to contact me if you would like to discuss anything in advance of the meeting.

Sincerely,

inflammatory, burdensome, or a plan to create government for the sake of government. That is the way the first draft reads.

The city could partner with the newspaper to drive awareness, present options/costs/opinions/survey responses etc. to really get a healthy dialog going.

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This project requires leadership, engagement, and inspiration.

Jack

Jack Knocke

Common Sense Fernandina Beach

CC: Common Sense FB, Kelly Gibson

From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Wednesday, January 12, 2022 12:14:36 PM

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If you are having problems viewing this HTML email, click to view a Text version.

Vision 2045 Comments

Vision 2045 Comments

View any uploaded files by signing in and then proceeding to the link below:
http://www.fbfl.us/Admin/FormHistory.aspx?SID=9408

The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: Would appreciate any emphasis on preserving the Historic District. It is not only one of our highest tax bases, our culture and heritage, but is imperative for tourism. It often rates higher than the beach in "Activities Enjoyed in the Area". TDC figures: FY 18/19 Beach 77.4%, HD 79.6%, 2019 1st Qtr, Beach 70.8%, HD 72.4%, 2020 2nd Qtr, Beach 71.4%, HD 85.3, FY19/20 Beach 78.6%, Historic District 77.7%. Any further means of protecting this historic, but unassuming and underrated asset in the City is worth the time and effort.

Additional Information:
Form submitted on: 1/12/2022 12:12:29 PM
Referrer Page: http://fbfl.us/
Form Address: http://www.fbfl.us/Forms.aspx?FID=242

From: Jack Knocke
To: Commissioners; Mr. Dale L. Martin
Cc: Kelly N. Gibson
Subject: Vision 2045 Plan
Date: Thursday, January 13, 2022 4:13:26 PM

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Commissioners and City Manager,

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input for the vision for the next 20+ years.

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Jack

Jack Knocke
Common Sense Fernandina Beach

CC: Common Sense FB, Kelly Gibson

From: mikespino@bellsouth.net
To: Kelly N. Gibson; Salvatore Cumella; Jacob Platt; Daphne Forehand
Cc: "Mike P"
Subject: FW: Talking Points for the Visioning Meeting - Walkability
Date: Tuesday, January 11, 2022 10:05:56 AM

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All,
Below please find my talking points on walkability that I put together for Commissioner Ross. I think I am in alignment with much I have heard from city residents and you over the years. Please let me know if I missed anything. I sincerely hope the Visioning meeting is successful.

The work that you and your consultants have done as part of the visioning exercise is outstanding. I especially liked the history, best practices and community engagement components.

Best regards and keep up the good work.
ms

From: mikespino@bellsouth.net <mikespino@bellsouth.net>
Sent: Tuesday, January 11, 2022 10:01 AM
To: 'Chip Ross' <cross@fbfl.org>
Subject: Talking Points for the Visioning Meeting - Walkability

Vision 2045 – Walkability, Biking and Trails

Every survey the city does comes back with one common theme: residents want the ability to get around the community by walking and biking. The most recent survey prepared for this visioning exercise found that 60% of residents want to replace car trips with walking and biking alternatives. Almost 60% believe that the top priority for city investments should be sidewalks, bike lanes and trails. With the exception of the sidewalk along the welcome center we haven't added a sidewalk in years.

We are making progress: the Riverwalk as part of the resiliency project can be tied into the sidewalks to be built as part of the Alachua St. opening and Front St. We have plans for sidewalks to connect the new development on N. 2nd St. to downtown.

We need more sidewalks, bike lanes and trails to allow our residents and visitors to get around safely without always using their cars. We can see from the tremendous success of the trail along Simmons Road that if we build it will be used.

Here's 3 ideas:

1. Connect Lime St. to S. 7th St. with a 10 foot wide path through the city park, behind O'Reilly's

auto parts to S. 7th St. This 400 foot path would allow walkers, cyclists to get from Lime St. and Clinch Dr. to Downtown more safely.

2. Use Beech St. between S. 8th and S. 14th as a demonstration of the best ideas to make the community more walkable. Beech St. is already a second major access street to Downtown. We have several important businesses on this route including T Rays and the Beech St. Grill (and Sturges Construction.) But frankly the street needs repaving, we need to plant trees, slow traffic and put in a path to safely allow walkers and cyclists to get to downtown. The carryout at the corner of S. 14th St. has paved over the full right of way and cars race through the parking lot. Neighbors are concerned about the speed of cars with children in the neighborhood and in the park. The City can take back this right of way and landscape it to slow traffic.

3. In 2020 and 2021 we completed a preliminary plan and had a community meeting in support of the Schools to Downtown Waterfront trail. This trail would connect the high school and middle school and the Greenway to the Downtown along Hickory, S. 11th St., Gum St. and S. 3rd St. It's time to get moving on this important link to Downtown. There is county support to add 930' of trail on Citrona to connect to the existing trail on Jasmine that runs to the beach thus providing a link from the ocean to the river. It is expected that the School to Downtown Waterfront Trail would be completed in segments as part of the grants process.

Bonus idea: Coordinating with Nassau county on the S. 14th St. transportation plan. The county has concluded a traffic and transportation study of S. 14th St. that if implemented would completely restructure this important corridor. This study calls for significant changes to improve 14th St. from the AI Parkway to the Dee Dee Bartels boat ramp. Changes include re-striping and re-configuring lanes, landscaping, sidewalks and multi use-paths. The City should be prepared to work with the county as this project goes forward. Funding and the timeline for this project has not been established. City support will likely be necessary to make it become reality.

From: Richard Doster
To: Kelly N. Gibson; gminshew@gmail.com
Subject: Vision Statement
Date: Tuesday, January 11, 2022 1:54:03 PM

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Kelly and Genece,

I've read the proposed Vision Statement a few times and (at the risk of overstepping) thought I'd suggest some different language. Here's what I'm thinking:

- More direct, more familiar language, might engage more people

- If we clearly address the issues that are most on the minds of the public, the statement will more quickly — and perhaps more deeply — strike a chord with ordinary citizens.

- As we think about "buy in" from the public, there may be some strategic value in positioning the city relative to the rest of Nassau County; to suggest — not unkindly, but realistically — that Fernandina Beach stands apart and — for those who value charm, beauty, and a low-stress lifestyle — is a better place to be and live.

Kelly, I think the content of the "Draft Goals" all fits neatly into the statement below. So, if there's anything here of value feel free to use it.

Grateful to both of you for your work
Richard

Alternative Vision Statement

By 2045, we hope to create a city where every citizen thrives — economically, socially, emotionally, and physically.

Our vision, then, is to become a city that's known, first, for being neighborly; a place where people eagerly gather and celebrate together in our common spaces.

We then long, to create a city that is not only loved for its natural beauty, but for its charming built environment as well; to be a city that provokes a sense of wonder; that's seen as a rare place in the world that resists congestion, sprawl, and overdevelopment.

We'll be admired, too, for how — as an entire community — we tend to the environment. We'll be known as a city that cares about, and for, the barrier island where we live.

Though part of Florida's fourth fastest growing county, the city of Fernandina Beach will reveal that small

is beautiful. And that a neighborly, low-stress lifestyle — where beauty is valued and created — is, for those who live here, the best life possible.

Comments on Vision Plan 2045 Draft
January 10, 2022

The Comp Plan/LDC Working Group has followed the City's process of developing our 2045 Vision Plan, Comprehensive Plan and Land Development Code and provided input at each stage of the process, going back to the EAR sessions in 2019. We have posted our work to date at aiwg.org. We clearly understand the many challenges involved in this process and greatly appreciate the extensive efforts of the Planning Staff, WGI Consultants and the members of the Planning Advisory Board. We do believe that the current Vision Plan draft incorporates an appropriate foundation that has the potential to become a highly effective set of documents. Together with the Charter, they will serve as the legal framework for the City. The following comments provide our initial input on the Vision Plan draft (https://www.fbfl.us/DocumentCenter/View/22928/Vision-2045).

Foundational Concepts

The Comp Plan/LDC Working Group strongly supports the use of resiliency, sustainability and preservation as the foundation for the Fernandina Beach Vision Plan, as stated in the plan and articulated by our community.

"Lens"

We would, however, prefer to conceptualize and understand the relationships among environmental, economic and social sustainability and resiliency through a **systems integration "lens"** rather than a "triple bottom line" lens because it **provides a unifying "lens" for our community** (Refer to the introduction of the March 11 video, aiwg.org) These three aspects of sustainability and resiliency are tightly intertwined and interdependent. For example, from a broad perspective, in Fernandina Beach, our economy is highly dependent on our environment, yet a successful economy is essential for protection of the environment. Similarly, these variables provide quality of life for the community and the community provides a foundation for a strong economy as well as preservation of the environment. Looking at these aspects of sustainability and resiliency as integrated and inseparable reflects the relationship among these aspects of our community more realistically than a "bottom line" concept, which might be more appropriate for a corporate context, and in our experience, we have seen that it can help to unify the community. (See also https://hbr.org/2018/06/25-years-ago-i-coined-the-phrase-triple-bottom-line-heres-why-im-giving-up-on-it)

For a similar reason, we are somewhat concerned about the use of the term "balance," which implies that we are dealing with opposing forces. We are concerned that continued reliance on this concept will simply further the divisiveness in our community and leave City staff with the existing challenges. We feel that a systems integration "lens" is more reflective of reality, more in line with current scholarship and more effective in unifying our particular community.

Vision and Mission Statements

Despite our concern about the "balance" lens, we do think the vision statement and mission statement are strong. Of course, we still prefer the statements we wrote last April:

> **Vision Statement**
> The City of Fernandina Beach will maintain environmental, social and economic sustainability and resilience. As a model of good stewardship of the natural assets on our barrier island, Fernandina Beach encourages development of the quality of life and success of our community without increasing size or density. The City will utilize innovative, strategic leadership to meet the needs of the present without compromising the ability of future generations to meet their own needs. The City will also engage and incorporate diverse input from city and island residents, community and business leaders and seasonal visitors in such a way that honors the historic, environmental and cultural features of the City.
>
> **Mission Statement**
> The City of Fernandina Beach will utilize innovative, strategic leadership to meet the environmental, social and economic needs of the present without compromising the sustainability and resilience of its future.

Executive Summary

The only concern we have regarding the executive summary relates to the last bullet at the end. The first three bullets at the end of the executive summary are fine. In consideration of our concern regarding the concept of "balance," we would prefer to see the following concept replace the last bullet: "The City of Fernandina Beach must meet the environmental, social and economic needs of the present without compromising the sustainability and resilience of its future."

Choice of Themes

The Comp Plan/LDC Working Group supports the themes that have been selected in this draft of the Vision Plan. Unfortunately, there is confusing overlap between Preservation of Character, Livability and Mobility and Transportation that needs to be sorted out. These same three sections also need considerably greater depth.

Several additional areas stood out to our group as being major issues that need to be addressed in greater depth. These are areas that we found dominant as we were researching, analyzing and compiling our draft Comp Plan. They are also among the greatest challenges the City faces and all three impact every aspect of city planning and governance. In this Vision Plan, they could be addressed as additional themes or through greater detail within each of the existing themes. These areas of concern are long-term planning, collaboration with the County and public trust.

a. **Long-term planning:** The City cannot develop an effective plan for the future without effective long-term planning; in fact, it can't even maintain its own offices without effective long-term planning. Long-term planning (at a minimum, 20 years; preferably 45 years) must address specifics like product/structure life cycles and contemporary dollars.
b. **City-County collaboration:** Both the City and County simply must be willing and able to collaborate in order to identify and benefit from the effectiveness and efficiencies of such collaboration. We saw multiple cases of the importance of this in every element of the Comprehensive Plan—in other words, it is critical to every aspect of governance, for both the City and County.
c. **Public trust:** The City's public trust ratings on local surveys document the lack of public trust, and we see the impact this has on what the City is able to achieve in every aspect of planning and governance.

Yet another important area of concern that relates to public trust is the City's **communication limitations**. The City often has important information to share or interesting programs, but unless Main Street is involved, few residents may hear of them. Examples of this are the Heritage Tree Program (a session is planned in January 2022, but the program has existed for many years), the Land Conservation program and the opportunity to donate (following a brief period of discussion, all fell silent), and Nassau/TRANSIT (while this is not a City program, it is important for City taxpayers). We would like to see City Staff develop consistent and more effective strategies for communication.

The Comp Plan/LDC Working Group is particularly concerned about the **apparent drive to increase density**. From our perspective, this is a direct contradiction of three of the five themes of this vision plan: environmental sustainability and resiliency, preservation of character and livability. We also feel that it will prove counterproductive to the long-term economic welfare of the City. In the examples that have already been implemented, we have seen that moving buildings close to the street and increasing density is a threat to established trees and inhibits the movement of wildlife, effectively closing off the last remaining corridors. Impact on our natural stormwater processing and temperature moderation will make the City less environmentally resilient. Since much of our tourism and economic foundation is based on the small-town character of the City and most residents move here because of this character and our canopy, this choice of direction could be gravely detrimental to the City and its businesses. Further, academic research has demonstrated that there are other avenues to municipal success.

Specific Edit to Vision:

In the section explaining **social resiliency** on p. 2, we have the following:

> Social resiliency looks at how all members of the community can prosper in the future. This includes identifying the social threats of gentrification and how lower-income and minority residents can adapt and remain a part of the Fernandina Beach community.

While this implies that only lower-income and minority residents need to adapt to remain part of the community, we feel certain that the intent is that the community as a whole may need to adapt in order to retain a diverse, healthy community. Therefore, we recommend the following wording for the highlighted section: "how our community can adapt to ensure that our lower-income and minority residents--many of them descended from this City's founding families--remain a part of the Fernandina Beach community."

The Themes: Comments & Questions on Each Theme

In each theme, we see references to related strategies and/or projects, but an obvious question remains: **how will these be implemented**? The 2045 Vision Plan and Comprehensive Plan should provide a framework for implementation. Further, we need to remember that **enforcement** is a critical aspect of all policies.

Theme 1: Environmental Sustainability & Resiliency

- Environmental sustainability and resiliency are priorities of the vast majority of citizens. They are fundamental to economic and social sustainability and resiliency.
- It is important that we keep in mind the fact that barrier islands are inherently non-resilient, and whatever resilience they have is reduced substantially by increasing development.
- p. 5 Dune Management Program: We are not familiar with a Dune Management Program completed to date in the City.
- p. 7 Goals: "The City's waterfronts, beaches, and wetlands will be resilient to the impacts of humans and climate change." & "The City will be resilient to the impacts of storm surge, sea-level rise, or flooding."
    - These goals seem to overlap considerably. Perhaps the distinction could be clarified, or they could be combined.
    - We would like for the following to be included and quite clear:
        - Development of **a Beach/Dune/Nearshore Management Plan** that will promote the following goals:
            1) Getting the City out of the FEMA V- Special Flood Hazard Zone, using strategies such as dune growing with native dune plants and sand fences, where appropriate
            2) Improving the habitat value for native flora and fauna in offshore dunes, and
            3) Improving the safety and ease of beach access. This includes planning and maintenance of walkovers and drive-overs, controlled beach access paths and promoting dune growth through use of native dune plants and sand fences, where appropriate.

    - **Amelia River Shoreline Resiliency Planning** that includes living shorelines, marsh habitat and wider buffers as transition zones with appropriate shape and vegetation to help protect the shorelines.
    - **Potential Wetlands Protection Plan**
    - **Enforced restrictions on building in the 100-year and 500-year floodplain**, particularly the former.
    - **A public education program for visitors and residents alike** to help preserve our barrier island and enhance the barrier island experience for everyone.
- p. 7 We support the appointment of a **Chief Resiliency Officer** and consideration of collaboration with the County, but do have concerns that this position could be given to a non-expert when this is such a critical content area. Credentials and independence are two critical factors for such a position.
- We recommend the addition of two goals to the Environmental Sustainability and Resiliency theme:
    - Ensure the **quality of water in retention ponds**. We need to ensure that state, SJRWMD and county standards are clear to the public and that they are met and maintained. We need to establish a periodic testing system for these ponds and significant points of stormwater discharge.
    - Ensure air quality in our community and indoor ventilation systems. We need to establish periodic testing for air quality in various parts of our community. We also need to set and enforce high standards for indoor ventilation systems.

Theme 2: Preservation of Character

- Preservation of character is another top priority for both our residents and tourists, yet we need further depth and detail.
- We need to include **protection of Bosque Bello, parks and rights of way**. All staff or contractors working with these areas must be trained and have credentialed oversight. (Refer to Goal 2.06. in our draft Comp Plan.) This problem relates to preservation of the City's history, environmental and economic sustainability and resiliency.
- Addition: Should we include a goal related to **support for retaining current or traditional/long-standing businesses**?
- p. 9 The **design professionals** concept is a great idea. We recommend moving it to the Quick Win or Short-Term category in the timeline because we feel that our best design professionals will be willing to participate. ("Establish a resource bank of local design professionals and engineers to provide low-cost service to property owners at risk of enforcement violations or demolition by neglect.")
- p. 9 We are concerned that **reducing the land area requirement for PUDs** could further threaten our urban canopy. As stated above, we do not feel that increasing density contributes to preservation of character and believe that it seriously impacts livability and therefore poses a potential threat to the entire economy of the City.

Theme 3: Livability

- Livability is an important theme for Fernandina Beach residents and tourists as well. In fact, it has attracted many to the city. Thus, we need further depth and detail.
- p. 11 no **parking deficit**. This may be true downtown except when there are events. However, it is a problem near the beach, where property owners found people parked on their lawns and irrigation systems pre-COVID.
- p. 12 is vague on strategies for studying and addressing parking issues. This relates to **mobility/traffic issues and needs to be studied in a holistic manner**, as indicated in Theme 5 below. We do need to be more definitive, at least regarding study.
- Affordable housing and workforce housing are critically important issues that could have a major impact on the future economy of the City if we fail to address these problems. We strongly support creation of a **Workforce Housing Action Plan** as soon as is feasible. Many communities in the country have considerable experience coping with this problem, and we can learn from them. Recent research has documented the shocking insufficiency of affordable housing throughout the U.S. and that this is greatly exacerbating homelessness, another related issue the City needs to address. **Should the Workforce Housing Action Plan be expanded to include affordable housing and homelessness?** They clearly overlap.
- Regulations on **airport noise and noise related to downtown public events** is critical. We incorporated relevant language in our Draft Comp Plan [e.g., Goal 7.08.03 and 7.12.01-02. and Goal 6.18.05.).
- We were somewhat surprised to read the first goal in this theme: "Fernandina Beach will **balance the needs of visitors and residents** by capitalizing on its tourism economy to reinvest in the local community." This sequence infers that the needs of visitors have higher priority than the needs of taxpaying residents.
- The last goal under this theme reads "The City will increase its economic resiliency by diversifying its industry sectors and maintaining its working waterfront." As addressed in Goal 9 of our draft Comp Plan and in webinar 3 on March 25 that focused on economic development, we feel that it is **critical that the City and County have a more in-depth understanding of the current macro- and micro-economic structure and dynamics**. While substantial changes in these dynamics began long before the pandemic, we have seen further changes since the pandemic began and many of those changes seem to be contributors to more dynamic change in the economy. We think it is wise for both the City and County to study these changes and directions as thoroughly as possible, so that they can be integrated into planning. This point is also important for Theme 4.
- Another option for including the working waterfront as a goal would be the following: "Protect the continuing viability of our working waterfront at the downtown marina, which has both economic and cultural value to our City."
- The City needs to collaborate with major employers like the mills, Port, and hospital. However, those employers need to adhere to their agreements with the City and be sensitive to the range of variables essential to the City's future.

Theme 4: Future-Ready Infrastructure, Utilities & Public Facilities

- Future-ready infrastructure, utilities and public facilities are critical for all aspects of sustainability and resiliency. Again, more depth and detail are needed.
- p. 14 Connectivity and other utilities: **Reliability of all utilities is critical, including connectivity.** Unfortunately, our electricity and connectivity have thus far been inconsistent. We need to improve that for the future. It will also be essential to ensure that broadband and all connectivity be **affordable for residents**. Otherwise, we will be defeating our purpose. We will need to leverage the influence of the City to ensure that this happens; we cannot rely exclusively on market forces for this.
- Mid-term (6-15 years): "Construct northern half of **Waterfront Resiliency Project** (Lots A & B)" We recommend that the entire Waterfront Resiliency Project be completed as soon as possible and definitely prior to 2030.

Theme 5: Mobility & Accessibility

- Mobility is clearly an important issue for the City, yet it is probably not an area the City can manage effectively in isolation. It is a City challenge, but it is also a County and a regional problem.
- **Study and planning for transportation and parking** are important, but a broad, holistic approach needs to be taken, including all types of transportation and parking for the entire island and hopefully the entire county, in order to develop a plan that will work well for the community for more than a brief period of time. We need considerable creative thinking in developing effective mobility solutions, and we need the engagement and strategies that can be provided by all of our major employers, the mills, the Port, healthcare providers, the School Board, the TDC, businesses that regularly receive significant shipments, our citizens, etc. Everyone can contribute to planning our mobility for the future. At this point, however, we need a clear holistic plan for study and analysis.
- The City has begun participating in a limited way in the **North Florida Transportation Planning Organization (TPO)**, which should lead to expanded information, resources and support. We would like to see this participation expanded further and communicated.
- **Complete Streets** has been adopted by a number of communities nationally. However, we have seen no evidence that it is appropriate for a small barrier island where incompatible development patterns have been established for many years. We would prefer that a plan be developed specifically for this island or City. If Complete Streets is adopted, it will be of utmost importance that the values, character and form of the City be built into the plan.
- A number of items in the current Comp Plan are also part of Complete Streets, yet they simply don't fit the way Fernandina Beach and Amelia Island have been designed and built to date. As a result, adoption of such notions could prove to impact preservation of the character and livability of the City negatively. Use of such notions needs to be considered carefully.

- pp. 15-17
    - Publicize availability of Nassau/TRANSIT, routes and frequency
    - By comparison to other parts of the country, Amelia Island is definitely **neither bike-friendly nor safe**. Yet, this can be changed with minimal costs through: a) safety training & requirements for drivers; and b) trail safety/courtesy training for trail users, sponsored by Amelia Island Trails. The need for this extends throughout North Florida (at least), but our concern here is safety and quality of life for the citizens and visitors in our community.
    - p. 17 What is the relationship between the JTA effort and Nassau/TRANSIT?
    - We noticed that alternative methods of transportation mentioned include only bicycles and buses. We feel that a thorough holistic study should take place before we draw conclusions.

Those of us on the Comp Plan/LDC Working Group greatly appreciate the opportunity to provide input on the Vision Plan. We will provide input on implementation in a later draft. Please feel free to contact us if there is need for clarification or discussion.

Respectfully submitted,

Wendelle Burdick, Warren Buchanan, Patricia Bux, Richard Doster, Beth Foster, Lauree Hemke, Terry Grady, Frank Hopf, Betsie Huben, Carlton Jones, Cynthia Jones-Jackson, Margaret Kirkland, Tammi Kosack, Alexandra Lajoux, Roger Nordlinger, Robert Prager, Faith Ross, Ron Sapp, Elise Pearlstine, Leonard Pearlstine, Richard Polk and Joyce Tuten
Comp Plan/LDC Working Group
aiwg.org

Kelly N. Gibson

From: Mike Lednovich
Sent: Thursday, January 6, 2022 12:46 PM
To: Kelly N. Gibson
Subject: Fwd: Vision Statement

Below are Vision suggestions from Gerald Decker -- Mike

Get Outlook for iOS

Mike Lednovich
Mayor
City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034
(904) 502-0650 | mlednovich@fbfl.org
www.fbfl.us

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From: Gerald Decker <jdecker1145@gmail.com>
Sent: Thursday, January 6, 2022 12:43:44 PM
To: Mike Lednovich <mlednovich@fbfl.org>; Bradley Bean <bbean@fbfl.org>; Chip Ross <cross@fbfl.org>; David Sturges <dsturges@fbfl.org>; Len Kreger <lkreger@fbfl.org>
Cc: Mr. Dale L. Martin <dmartin@fbfl.org>
Subject: Vision Statement

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While the proposed vision statement is appropriately "modern", it seems to miss several important goals, listed below:

- **Build Strong Partnerships and Relationships** with, among others, Nassau County, the Tourist Development Council, and the Ocean Highway and Port Authority.
- **Grow Business** through creative initiatives that will attract diverse enterprises, while helping existing businesses grow and thrive
- **Enhance Culture** by encouraging development of assets which celebrate our history, our diversity, and our island environment
- **Provide Convenient and Safe Accessibility and Connectivity** by promoting walkways, trails, and ease of use for all modes of transportation

- **Create Unique Experiences** through an inter-connected network of open spaces and facilities hosting performances, sports, recreation, entertainment, food and shopping found only in Fernandina Beach.

I hope that some or all of these make it into the final version, for their absence makes the vision incomplete.

Jerry

Sent from Mail for Windows

Kelly N. Gibson

From: Thomas Washburn <ameliaislanders119@gmail.com>
Sent: Wednesday, January 5, 2022 8:36 PM
To: Kelly N. Gibson
Subject: Fernandina Beach Draft Vision 2045 Plan

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Dear Kelly,

My wife and I were out of town for a while, and I just found a copy of the Plan document in the lobby at the FB Public Library today. So my comment is a bit on the late side, and I do apologize for that.

My wife (Kathy) and I have lived here since 2004, enjoying the Amelia Park Neighborhood. I will say that I have served on a number of Boards of Directors of non-profit organizations over the last 25 years. So I think my understanding of Mission and Vision statements is decent.

I read the Vision Statement as very appropriate for our city. I like the focus on the residents of the city. I realize that a significant part of our Island town is devoted to and dependent on tourism, but I agree that it does not need to be in the Vision Statement.

I find the Mission Statement to be wordy and burdensome to read. I just read the current version of the Mission Statements for Council on Aging and for Barnabas Center. Each of them is one sentence long and impactful.

The 5 Key Themes and Goals are quite well stated in my opinion. I am surprised about the lack of dealing with the marina needs and construction. I happen to dislike the truck traffic on 8th Street and the deemed need for a port (albeit a responsibility of the county commission).

Finally, I would like to know that the City and the County Commissions and their members and their committees and boards can and do work together for services to all residents in Fernandina Beach.

In gratitude to you for your hard work.
Thomas C. Washburn
1609 Lake Park Drive

From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Friday, December 10, 2021 5:54:23 PM

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Vision 2045 Comments

Vision 2045 Comments

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http://www.fbfl.us/Admin/FormHistory.aspx?SID=9393

The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: My husband and I think it would be an asset to downtown Fernandina if a section of Centre Street would be turned into a pedestrian only area (no traffic) which is common in most towns and cities in Europe, and in some in the U.S., such as in Boulder CO and Burlington VT. The stores and businesses benefit because people are more likely to stay and shop and eat in that area for a longer period of time.

Additional Information:
Form submitted on: 12/10/2021 5:54:18 PM
Submitted from IP Address: 104.5.191.173
Referrer Page: http://www.fbfl.us/vision2045
Form Address: http://www.fbfl.us/Forms.aspx?FID=242

From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Tuesday, December 21, 2021 11:44:04 AM

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Vision 2045 Comments

Vision 2045 Comments

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The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: The timetable of 12/8 to 1/5 should be extended as many residents are out of town or occupied with Holiday and family. VERY POOR TIMING FOR "WE THE PEOPLE"

Additional Information:
Form submitted on: 12/21/2021 11:43:56 AM
Referrer Page: http://www.fbfl.us/
Form Address: http://www.fbfl.us/Forms.aspx?FID=242

From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Monday, December 20, 2021 5:04:01 PM

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Vision 2045 Comments

Vision 2045 Comments

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http://www.fbfl.us/Admin/FormHistory.aspx?SID=9399

The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: Theoretically, the Vision 2045 plan looks fantastic. I see nothing that I would disagree with. All aspects look like they would be in the best interest of residents and visitors and ensure the Island continues to be a wonderful place to live. I have little faith, however, that our City Council can agree on or accomplish many of these lofty goals by 2045. They seem to be indecisive about the smallest of things. I hope I'm proven wrong.

Additional Information:
Form submitted on: 12/20/2021 5:03:56 PM
Referrer Page: No Referrer - Direct Link
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From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Friday, December 10, 2021 7:14:37 AM

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Vision 2045 Comments

Vision 2045 Comments

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http://www.fbfl.us/Admin/FormHistory.aspx?SID=9391

The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: It looks like a good overall plan. I'd like to see the COFB commit to financing conservation land purchases. Please reimplement the plan to provide $1 million a year out of the budget for such purchases and also consider a bond issuance to purchase land. If you don't move quickly, it will be too late given the tremendous amount of development pressure currently facing the island. I am the Chair for Amelia Forever/North Florida Land Trust and I can tell you that there is tremendous support for land conservation on the part of your citizens. We managed to raise $1.3 million in donations in ten months for our most recent conservation project. However our fund raising cannot keep up with the rapidly appreciating prices on the island and we must have a commitment from COFB as well as Nassau Co if we really want to preserve wildlife habitat and green space for on this island. Respectfully, Pam Hart

Additional Information:
Form submitted on: 12/10/2021 7:14:32 AM
Submitted from IP Address: 67.190.211.68
Referrer Page: http://www.fbfl.us/Vision2045
Form Address: http://www.fbfl.us/Forms.aspx?FID=242

From:	Chip Ross
To:	Mr. Dale L. Martin
Cc:	Kelly N. Gibson; Chip Ross
Subject:	FW: City 2045 Draft Vision
Date:	Wednesday, December 15, 2021 4:40:39 PM
Attachments:	imageffee31.PNG imageb8fe2d.PNG

FYI

Chip Ross
Commissioner
City of Fernandina Beach
204 Ash Street
Fernandina Beach, FL 32034
(410) 394-0220 | cross@fbfl.org
www.fbfl.us

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From: Jack Knocke [jack@iotadvisorgroup.com]
Sent: Wednesday, December 15, 2021 4:31 PM
To: Commissioners
Subject: City 2045 Draft Vision

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Common Sense Fernandina Beach and City Commissioners,

In June, the City of Fernandina Beach conducted the 2045 Survey in the Park. In the email (below), we shared observations and concerns regarding the survey. The survey asked multiple choice questions with "their preferred answers" as the only options. Tax dollars were given to put into "their" buckets – no option for "don't spend my tax dollars there". Green stickers were handed out for support but no red stickers for objections. Questions were presented with a slant and did not provide all response options, especially those with a "Don't do this" option. Did the city change anything? I don't know, they never replied to me.

Now, this week, the city releases their **Draft Vision 2045** based on the bogus park survey. They are giving citizens **less than a month to respond over the Christmas and New Years Holidays**! This suggests that city management does not really want comment. Is the city looking for a rubber stamp and to vote in without people knowing? There are hundreds of pages of supporting documents on

the web site in addition to the 40 page plan to review. We need to give residents time to review it and prepare comments.

In addition, there is some very concerning terminology in the Vision and Mission statements that sound politically charged with controversial provisions: "diversity & equality", "public conservation land acquisition", "sound investment in infrastructure assets which improve energy efficiency and resiliency", increased transportation options including "well designed alternative fuel stations on city property", and "securing a reliable transit system". We need a transit system?

One sentence in the executive summary was very enlightening (not): "Actions from the past have formed the foundation of the present and will continue to be the point of departure for development of solutions required to successfully respond to the evolving community challenges". Whaaaaa?

This statement was interesting: the city "remains competent and capable of maintaining a leadership role to support its needs through effective and reciprocal partnerships to ensure that the City's perspective is heard." I'm not sure what partnerships this is referring to. City/County cooperation is not strong and the OHPA relationship is strained. The only strong relationships that the city has are with groups they control through regulation or funding. The city should aspire to build better relationships.

There are so many conflicting statements in this document that it will take quite a bit of time to review and articulate needed changes. Here are recommended actions that the city should take:

- There should be a MUCH LARGER comment window than 30 days during the holiday season. What's the rush?
- The city should offer open public comment sessions where the public can react to what has been proposed. This should not be "3 minute" comments in the chamber but an open forum where the public can share comments "in their own words" and not be forced to choose for the city's prescribed options only.
- This long term vision should address Section 7 of the city's charter (safety, sanitary, health and general welfare) to determine if the city should actually be running multiple enterprises or if the city should divest of businesses that could be run more efficiently by private enterprise. Separate basic charter services from enterprise ventures to determine where the city should focus.
- The city has sought to grow dramatically over the last several years. This document seems to expand city responsibilities supporting bigger government and higher taxes. Rather, alternative options should be explored in a public forum to shrink the role of city government in order to be sustainable long-term. As stated in the executive Summary, "Sustainability is meeting the needs of the present without compromising the future." Should the city be in the electric vehicle power business and the transportation business? The city already manages businesses/enterprises poorly – namely the Marina and the Golf Course as they both continue to lose money.
- Not addressed in this vision is the city's financial sustainability, excessive staffing levels, lack of diversity of city tax revenues, higher tax burden on underserved communities, excessive

regulations on businesses, scarcity of affordable housing, gentrification and other themes that are chasing people and businesses away from Fernandina Beach. This vision white washes the current challenges that the city needs to improve.

- Establish a Vision 2045 steering committee like the County's 2032 vision. This would create ownership among key interest groups rather than a select few special interest groups. Notably, there has never been an ask to include members of the Common Sense Fernandina Beach group in this process. Why is that?

If this document is framing our vision for the next 20+ years, we should be sure that it is inclusive, representative of the entire community, financially sustainable, not overreaching the city charter, and not growing government.

Jack

Jack Knocke
Common Sense Fernandina Beach

From: Jack Knocke
Sent: Monday, June 28, 2021 12:05 PM
To: Commissioners <Commissioners@CITYOFFERNANDINABEACH.onmicrosoft.com>
Cc: Dale Martin (dmartin@fbfl.org) <dmartin@fbfl.org>
Subject: City 2045 Survey in the Park

Common Sense Fernandina Beach and our City Commissioners,

I applaud the city for seeking to get public opinion, but was hiring a consultant the right approach? I am concerned that the consultant is preparing something to give the city justification for more strict development guidelines that may not be based on an unbiased survey.

My impression was that the questions from the consultants were slanted to support the types of development that the city wants to encourage and to increase conservation - not really get the uninfluenced opinion of the people.

The event last Wednesday was in central park along the sidewalk. Starting at the gazebo, they handed out stickers and money and instructed people to go through the process. There were no "tests" to determine if attendees/participants were city residents, county residents or visitors.

Here are some observations:

- The first thing they did was hand out "tax" money and asked us where we wanted to

spend it. They had 6 or so slots to deposit our tax money in areas like resiliency, parks, affordable housing, infrastructure, (as I recall), I asked, what if I don't want to spend more tax money on any of these things, but would like the city to cut spending? They had no option, so I tore up my tax money and placed it on the bench. Others beside me did the same! One of the consultants asked "which projects do you NOT want to spend money on" and she proceeded to write my comments on the torn up tax money. The intentions were good, but the choices presented did not reflect enough options.

- Next they handed out green stickers. No red stickers. Green stickers were provided to place on the placards/boards along the sidewalk for projects or preferences that you wanted to support. There was NO place to express negative support. Some signs/placards had a hand written section with "NO" written and a few green stickers placed there.
- Chip was heckling residents at one of the voting boards. I observed someone placing a sticker on a sign that Chip was crowding. He started heckling them for their choice. Seriously? Why was he trying to influence people to place or not place their green stickers? Whether he thought he was influencing or not, his close presence and comments were impactful.
- One board asked "what type of development do you like" with various houses, condos, apartments, businesses pictured. How is one to answer this because it depends on the place where the development is happening?
- The board about parking included a box saying (I'm paraphrasing) do you want a parking deck and in parentheses "any parking deck would cost substantial public money". This is a totally incorrect. Dale Martin has been approached by a developer who offered to build a parking deck for FREE. He refused. The city would provide the land, the developer would build the deck at no cost to the city, the developer collects parking fees to pay for the deck and then turn over to the city to collect fees going forward. That is a PPP – public private partnership model that costs the city nothing, yet, it solves a problem and creates a long term revenue stream for the city. Why was this approach not a question presented so that I could put a green sticker on it?
- Quality/Accuracy. This effort is presented as a scientific way to capture the "will of the people" costing the city taxpayers hundreds of thousands of dollars for the "consultant" to run a survey/data capture process that they will read back to the PAB and the city commission to update the comprehensive plan. Since people are told "only put one sticker in each block" at the beginning, I'm sure that everyone adhered to the rules. Limited questions. Limited answers. Slanted approach.

The intentions of this process were right on the mark. We need to gather information about what the residents want in our community. The choices presented included or missing by the consultants is giving me pause in the resulting outcome.

The City people there who were answering questions did a fantastic job, and I was pleased to

see most of our city commissioners there participating and talking with residents.

Jack

Jack Knocke
Common Sense Fernandina Beach

From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Monday, January 3, 2022 9:35:52 AM

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Vision 2045 Comments

Vision 2045 Comments

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The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: The city should work to create and enforce stronger growth management plans that protect what draws people to this area to begin with. Strip malls that sit with 30% occupancy directly across the street from new strip mall construction is wasteful, nonsensical, depreciative, and downright depressing. Also, give residents and tourists alike more places to enjoy community assets like the waterfront.

Additional Information:
Form submitted on: 1/3/2022 9:33:50 AM
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Form Address: http://www.fbfl.us/Forms.aspx?FID=242

From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Tuesday, December 28, 2021 5:34:01 PM

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Vision 2045 Comments

Vision 2045 Comments

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The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: I think overall it looks like a good plan!

Additional Information:
Form submitted on: 12/28/2021 5:33:55 PM
Referrer Page: https://fbfl.us/
Form Address: http://www.fbfl.us/Forms.aspx?FID=242

From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Wednesday, December 29, 2021 8:20:54 PM

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Vision 2045 Comments

Vision 2045 Comments

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The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: How about a vision statement that people can understand without using a dictionary?

How about this vision?

"The City of Fernandina Beach is committed to preserving its diverse history, its family friendly small town America lifestyle, while embracing the advantages of technology and healthcare through City and community services as they are developed. We are also a community that offers a warm welcome to our many visitors."

Additional Information:
Form submitted on: 12/29/2021 8:18:49 PM
Referrer Page: https://www.fbfl.us/1032/Vision-2045?fbclid=IwAR1peZ9_47VbJNWjQh1PW6znSqmxic1oySPTsxWJ-Kh5mExmsokWARk15wk
Form Address: http://www.fbfl.us/Forms.aspx?FID=242

From: noreply@civicplus.com
To: Kelly N. Gibson; Community Development
Subject: Online Form Submittal: Vision 2045 Comments
Date: Monday, January 3, 2022 2:36:32 PM

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Vision 2045 Comments

Vision 2045 Comments

View any uploaded files by signing in and then proceeding to the link below:
http://www.fbfl.us/Admin/FormHistory.aspx?SID=9406

The following form was submitted via your website: Vision 2045 Comments

Vision 2045 Comments: I understand that we need a vision for the future. We also need a plan for the immediate. As we plan parks and walkways with no way to pay for them except through taxing our small city resident tax base, the things that we've already built fall into disrepair. The city tennis courts are a good example. The cracks in the concrete there are a lawsuit waiting to happen. Part of our vision should be new ways to pay for things other than through the city taxpayers. There should be paid parking downtown, at least in part. Build a multi-story paid parking lot on the site where City Hall is now. Non-Nassau County residents should pay to park on our beaches. That alone would generate much more than it costs to maintain and patrol our beaches.
You should not consider all of the wonderful things we want to add to our community without figuring out how it will be paid for.

-- Michael Sharpe

Additional Information:
Form submitted on: 1/3/2022 2:34:13 PM
Referrer Page: http://www.fbfl.us/
Form Address: http://www.fbfl.us/Forms.aspx?FID=242

From:	Tammi Kosack
To:	Mike Lednovich; Len Kreger; Chip Ross; Bradley Bean; David Sturges
Cc:	Kelly N. Gibson
Subject:	Vision 2045 feedback
Date:	Monday, January 3, 2022 2:54:51 PM

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Happy New Year Mayor and Commissioners,

I have a few brief comments/thoughts on the circulated Vision Plan for tomorrow's workshop. Thanks for taking a look.

- **The Vision Statement** attempts to summarize the themes. Theme 2 is Preservation of Character, yet preservation is barely mentioned in the abbreviated statement. Preservation of both the historic natural *and* built environment could be better incorporated.
- Not sure if vision statements are always constructed in the present, but I challenge the statement that our "environment and economy are in balance." That sounds more like a goal.
- Should there be mention we are a Barrier Island Community in the Vision Statement, as this brings certain conditions and responsibilities with this uniqueness?
- **Theme 2 Preservation of Character** makes no acknowledgment to the history of or the preservation/promotion of our working waterfront roots.
- **Theme 4 Infrastructure/Utilities** Do we really not have any solar energy and/or clean, renewable energy goals in the next 25 years???
- **Theme 5 Mobility and Accessibility**: we are a two mill town with a port all of which significantly affect the traffic and mobility through town. Should there be mention of this along with co-creating traffic management plans with these entities and maintaining these key relationships? Acknowledge the Port Master Plan and a working relationship there?
- **Good Government theme missing**: they key to making any of the above a reality is a stront, reliable, trustworthy, well-functioning city government

Looking forward to 2022 and a new year ahead! See you soon. Thanks for what you all do!

Tammi Kosack
404-232-0428
tlkosackfbfl@gmail.com

January 3, 2022

Kelly Gibson
Planning Director
204 Ash St
Fernandina Beach Fl 32034

Dear Ms. Gibson:

We have reviewed the Draft 2045 Vision Plan and offer the following comments for your consideration.

We are pleased that the report considers feedback from the over 1,000 participants in the visioning surveys and meetings, including our industry-focused meeting with the City Planning staff and WGI.

The Vision Plan describes the foundation for a resilient City, and WestRock's Fernandina Beach operations contribute to the economic resiliency of our local community. A 2016 study by the University of Florida estimates that the WestRock and RYAM mills contribute over $1,200,000 annually to the local economy and support over 4,000 local jobs.

We also note the many public comments and emerging theme from the community recognizing the unique character of Fernandina and how WestRock's operations in the city contribute to that uniqueness. The Visioning Theme (#2) "Preservation of Character" to preserve the uniqueness of Fernandina through balancing tourism and residential should include a third component preserving a healthy industrial base that provides high-wage jobs and stable employment within the island economy.

We appreciate the recognition of the importance of maintaining a good working relationship with "the mills" and support for a diverse economy highlighted in Theme #3 "Livability."

It is important to note that one of the five major themes identified is "Future Ready Infrastructure and Utilities" under Theme #4, and the Objective to achieve that goal is "hardening against future storms." WestRock's current Mill energy infrastructure supports the resiliency of the City's energy grid with our ability to provide power generated onsite to the grid in the event of a disruptive tropical weather event.

WestRock is exploring a partnership with Florida Public Utilities (FPU) to establish a cogeneration facility like the existing "8 Flags" project. Our energy program and possible future partnership with FPU is congruent with the stated goals and objectives of resiliency, public safety, and economic diversity, and builds on the City's support of cogeneration energy projects noted under Theme #4

WestRock looks forward to our continued dialogue with the City to transition the LDC/Comprehensive Plan and incorporate the findings of the 2045 Visioning Plan.

Sincerely,

Eric Schmidt
Community Relations Manager

CC: Jake Platt City Planner
Dan Rowland-Mill General Manager

FERNANDINA BEACH

Draft Vision 2045 Plan

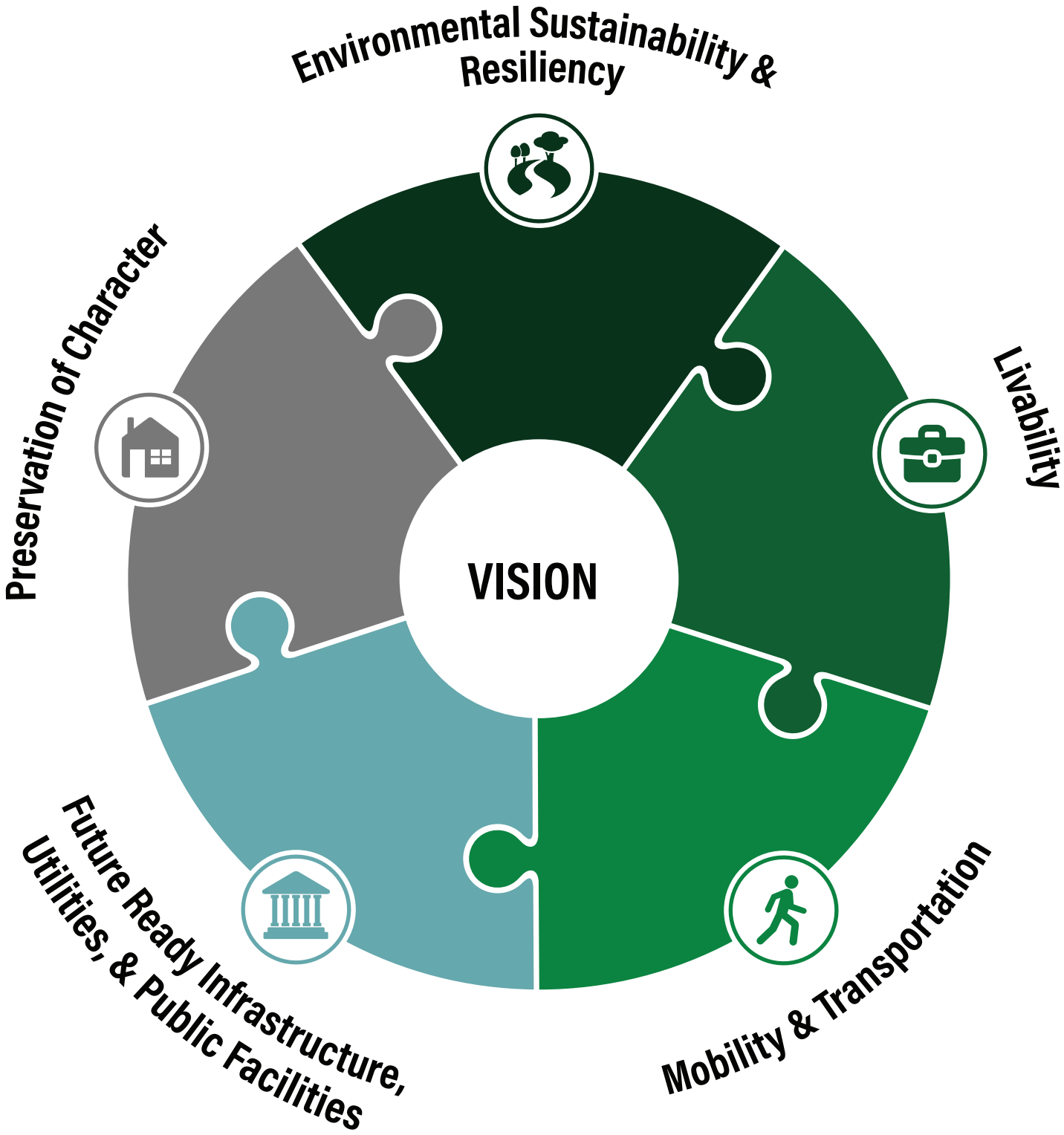
VISION STATEMENT

"Fernandina Beach is a historic waterfront island community where its environment and economy are in balance to support longstanding community values as reflected through sustainable and resilient development, embracing technological advances in public infrastructure, promoting transportation options, providing enhanced civic facilities for all ages and abilities, and cherishing its diversity and equality to further a healthy and well preserved City for future generations."

MISSION STATEMENT

Fernandina Beach is committed to maintaining a diverse economy which contributes to its small-town quality of life while serving as an environmental steward to protect and highlight its rich array of natural, cultural, and historic resources through demonstrated commitment to public conservation land acquisition, resilient development practices, and sound investment in infrastructure assets which improve energy efficiency and resiliency. The community strives to achieve excellence in facility accessibility and site practices by incorporating universal design solutions to support its residents and tourists. To provide increased transportation options the City commits to reducing gaps in its sidewalk and bicycle network, partnering to fund multi-use trails, supporting well designed alternative fuel station locations on city properties, and securing a reliable transit system. The City embraces building design standards which reduce impacts on the natural environment and increase community-wide resiliency though creative design in balance with private property rights. Open and inclusive engagement among all City stakeholders is supported through expanded notice requirements, increased outreach events, and staff culture committed to community service.

THE 5 KEY THEMES



Executive Summary

Growing, charming, appealing, and special are often the words we hear to illustrate Fernandina Beach today. Protected, natural, and united are what we hear to define its future. It comes as no surprise that these words both balance and reflect the community they describe.

Fernandina Beach is a vibrant, thriving waterfront city in Northeast Florida. A city which is not still. It's a community whose evolving cultural, historic, and natural riches are evident along every street, neighborhood, park, and coastline. Reaching beyond the aesthetic beauty of this physical place are the people who live here and bring forth the warmth and friendship that make this a community.

Fernandina Beach has historically embodied balance and inclusivity in its population. Generations of families from an expansive range of wealth and racial backgrounds have made this community what we see today. As the world, the Nation, the State, and Nassau County continue to change and to grow, so will Fernandina Beach.

Fernandina Beach, like many other coastal communities, faces the pressures of rapidly escalating living costs, vulnerability from climate change, and pressure to develop its remaining natural environment. Actions from the past have formed the foundation of the present and will continue to be the point of departure for development of solutions required to successfully respond to the evolving community challenges. It is widely recognized that the community must take a holistic approach to make possible a future that reflects cherished values and preserves its most desirable features in a fast-growing County. The City's position and its value as a political subset of the County has changed over the past two decades, but it remains competent and capable of maintaining a leadership role to support its needs through effective and reciprocal partnerships to ensure that the City's perspective is heard. As the City moves through the next 25 years, the 2045 Vision serves to articulate Fernandina Beach's actionable mission and an implementing strategic plan with measurable goals and objectives.

The foundation of Fernandina Beach's 2045 Community Vision Plan is resiliency, sustainability, and preservation. Resiliency is simply described as the ability to bounce back to normal after a disruption (environmental, economic, or natural). To be resilient, the City must be proactive and diligent while working with its community partners and governmental agencies. Sustainability is meeting the needs of the present without compromising the future. This is achieved by taking demonstrable measures to balance community values, despite a changing population, without risking the small-town feeling so many have come to enjoy. Preservation is a process of maintaining and safeguarding against future damage. Through focused and swift action to preserve and protect its most critical natural and cultural features, the City will support the desired ambiance of Fernandina Beach in 2045.

To achieve this future, the City of Fernandina Beach must:

- build on forward-thinking strategies established to address its vulnerabilities and preserve its natural and cultural assets,
- continue to place the community and its residents first when making decisions,
- be a partner-leader in the community, region, and state to demonstrate commitment to values and communicate evolving needs, and
- take a balanced approach when making decisions that affect the historical fabric and structure of our city while meeting the future needs of our residents and businesses.

With this focus, the Fernandina Beach of 2045 will be a place where children raised here will return to raise their families, where newcomers are warmly greeted after a long career, and where those who have lived here for generations can still see and feel the community that they have always loved to call home.

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APPENDIX B - Community Engagement Summary Separate Document

APPENDIX C - Resources & Case Studies Separate Document

PROJECT TEAM

WGI

Acuity Design Group

Urbanomics Consulting Group

ACKNOWLEDGMENTS

Special acknowledgment to the residents of Fernandina Beach.

City of Fernandina Beach

City Council
Mike Lednovich (Mayor)
Len Kreger (Vice Mayor)
Bradley Bean
Ronald Ross
David Sturges

City Manager
Dale Martin

Planning Advisory Board

Department of Planning & Conservation
Project Lead: Kelly N. Gibson, AICP

City Departments
Airport
Animal Services
Building
City Attorney
City Clerk
Finance
Fire & Police
Golf Course
Human Resources
Information Technology
Maintenance
Marina
Parks & Recreation
Sanitation & Recycling
Stormwater
Utilities

Community Leaders & Groups

Nassau County Commission
Aaron Bell
John Martin

Nassau County Manager

Chamber of Commerce

LignoTech

Rayonier Advanced Materials

WestRock

Amelia Tree Conservancy

Builder's Association of NE Florida

Council on Aging

Fernandina Beach High School Foundation

Fernandina Beach Main Street

Historically Black Church Pastors

Racial Equality Coalition of Fernandina Beach

01 THE VISION

I. THE SHARED VISION

Developing a shared vision for the future is a challenging task, especially for communities as diverse and dynamic as Fernandina Beach. Every member of the community has their own views on how the City should evolve in the future and finding a shared vision can be onerous. The Vision 2045 public outreach process gave citizens of Fernandina Beach the chance to express their vision for the future of the City. This extensive and exhaustive process allowed the team to better understand what the people want their community to be like in the next 25 years.

A. Building the Vision

The vision is built from the shared input from the public, stakeholders, and City officials. Data and input from the planning workshop, surveys, presentations, outreach efforts, and stakeholder interviews was thoroughly analyzed to identify common themes, hopes, and aspirations for the future Fernandina Beach. Three major themes arose during the analysis that acted as a common thread throughout the different aspects of the public input process. These themes were resiliency, sustainability, and preservation.

B. The Vision's Foundation

Resiliency, sustainability, and preservation form the foundation of vision.

Resiliency

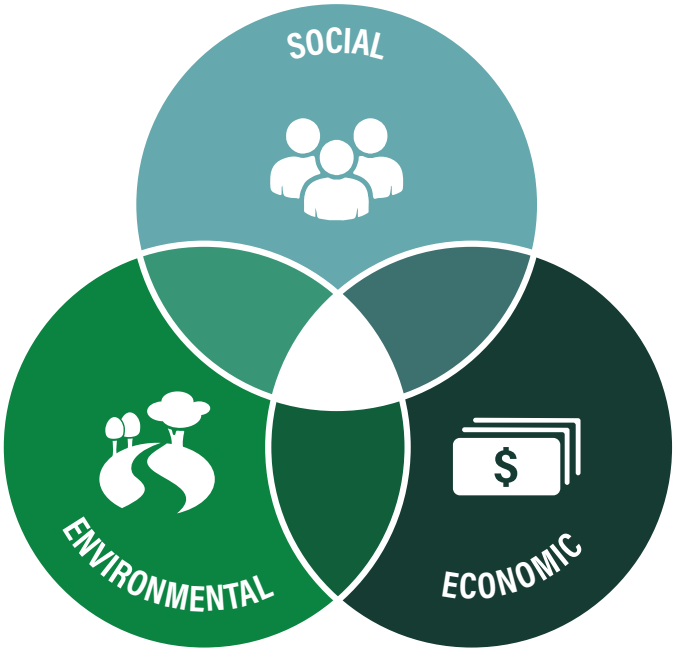
Resiliency has become a major concern among communities in the last 10 years. This is especially true for coastal communities. In the past decade, Fernandina Beach has experienced an economic recession, global pandemic, sea-level rise, hurricanes, rise of new technology, and increasing development, gentrification, displacement of low-income and minority residents, and population growth.

Resiliency is "the ability of a piece of infrastructure, system, environment, or community to sustain or recover its essential functions when presented with a disruption". These disruptions can be environmental (seal-level rise, coastal erosion), economic (recession), or a natural or man-made disaster (hurricanes, oils spills, and pandemics). Resilient communities are able to bounce back from a disruption or disaster quicker and more easily return to normal life.

True resiliency looks at economic resiliency, social resiliency, and environmental resiliency. These three elements make up the triple bottom line and give the city a broader perspective on how different aspects of the community are affected by disruptions. Looking through the lens of the triple bottom line also allows a holistic recovery and prevents sacrificing one of the elements for the progress of another.

Environmental resiliency looks at how the City can better prepare itself for environmental disruptions such as sea-level rise, climate change, coastal erosion, and future hurricanes. This is a key issue due to the City's vulnerability to these disruptions.

Economic resiliency will analyze how the City can better position itself to recover from an economic downturn, adapt to changes in technology, and better compete with up-and-coming communities off-island and in the greater Jacksonville area.



Social resiliency looks at how all members of the community can prosper in the future. This includes identifying the social threats of gentrification and how lower-income and minority residents can adapt and remain a part of the Fernandina Beach community.

Sustainability and preservation also use the triple bottom line to identify the best strategies.

Sustainability

Sustainability is "meeting the needs of the present without compromising the ability of future generations to meet their own needs". Sustainability in the context of the Vision2045 is identifying how Fernandina Beach can operate and improve in a way that doesn't diminish the quality of life for our children and grandchildren that want to call this place home.

Preservation

Preservation is "the process of keeping something safe from damage or deterioration". Preservation includes preservation of the natural environment (conservation), historic/cultural traditions, and the built environment. The preservation aspect of the plan identifies what the people love about Fernandina Beach and identifies strategies and plans to preserve those elements for future generations.

By looking at solutions through an economic environmental, and social lens, we are able to ensure that Fernandina Beach will be an equitable and prosperous City for all of it's citizens.

Photo: *Preserved Historic Courthouse (source: WGI)*

II. THEMES & GOALS

A. Purpose

Five themes arose from discussion with the public, stakeholders, and city leadership. These ideas are

1. Environmental Sustainability & Resiliency
2. Preservation of Character
3. Livability
4. Future Ready Infrastructure, Utilities, & Public Facilities
5. Mobility & Transportation

Chapter 2 introduces each of the five themes and goals to support the themes. Included is an introduction to the theme, a brief summary of the stakeholder input that lead to the development of the goals, and how the City is already supporting those goals. A more detailed analysis if the public input supporting the goals can be found in Appendix B.

Projects and recommendations were developed to accomplish each of the goals. A timeline for implementation of each project or recommendation is provided in Chapter 2 with further detail on the implementation in Chapter 3.

Theme	Goal
Environmental Sustainability & Resiliency	▪ Protect and increase the City's tree canopy ▪ Increase acreage of land dedicated to recreation and conservation ▪ Remove all septic tanks in the City ▪ Further improve protection of wetlands and coastal areas ▪ Increase the City's resiliency to climate change and sea-level rise
Preservation of Character	▪ Ensure preservation and upkeep of historic assets ▪ Preserve the existing building stock ▪ Ensure new buildings are in line with community character ▪ Reinforce community's social connections and small town charm
Livability	▪ Better balance tourism with the needs of residents ▪ Improve living conditions for seniors ▪ Expand affordable housing opportunities ▪ Maintain socio-economic diversity
Future Ready Infrastructure, Utilities, and Public Facilities	▪ Establish a resilient Smart Grid that is fully hardened against future storms, supplied by renewable energy sources, supports electric vehicles (EVs), and supported by expanded and modernized broadband infrastructure ▪ Ensure all City owned and/or operated public facilities will incorporate sustainable future proofing (SFP) design principles
Mobility & Transportation	▪ Complete sidewalk and bike networks ▪ Improve accessibility for senior and disabled citizens ▪ Establish transit options around the island ▪ Establish transit connections to off-island populations and jobs

02 THE THEMES

I. THEME 1: ENVIRONMENTAL SUSTAINABILITY & RESILIENCY

What We Heard

Conservation of the natural environment was by far the number one concern brought up during public outreach. Protection of environmental assets consistently polled high in the online surveys, as well as during the planning workshop.

What We Are Doing Now

- Created City Tree Committee (CTC)
- Considering CTC recommendations for LDC Amendments
- Heritage Tree Program
- Tree replacement requirements
- Strong tree ordinance with mitigation requirements & strict penalties
- Hired urban forester/arborist in 2018
- Tree Management Plan 2019-2024
- City sponsored tree giveaways
- Established wildlife corridors
- Wetland fill prohibited in the Comprehensive Plan and LDC
- Established wetland buffers at 25 feet from delineation line
- Established Conservation Land Trust Fund in 2018
- Designation of 127 acres as conservation or recreation in 2021
- Revising criteria for nominating land for conservation
- Dune Management Program
- Funding obtained for Habitat Beach Conservation Plan
- Policy 5.08.06 in the Comprehensive Plan establishes wetland buffers and transition areas
- Policy 5.14.6 and 5.14.7 of the Comprehensive Plan encourages dedication to conservation easements but don't identify an incentive
- Policy 5.02.04 of the Comprehensive Plan calls for continual evaluations of Coastal Upland Protection Zone (CUPZ) and to adjust if needed
- Policy 5.07.06 of the Comprehensive Plan says the City shall consider expanding CUPZ to include more of Egan's Creek
- LDC requires Florida Friendly and drought tolerant landscape plans for new development
- Landscape buffer requirements in the LDC
- Objective 1.02.05 of the Comprehensive Plan encourages screening standards
- Objective 1.03.07 of the Comprehensive Plan protects scenic vistas
- Developing a Waterfront Resiliency Master Plan
- Policy 5.03.05 calls for a Post Disaster Redevelopment Plan that limits development in areas prone to storm surge
- Partner with Nassau County for Community Rating System (CRS) events and outreach opportunities
- Active participation in Local Mitigation Strategy (LMS) review of projects and priorities
- City leadership and staffing presence at activated Emergency Operations Center

THEME 1 : Environmental Sustainability & Resiliency

GOAL	Urgent / Quick Win	Short-Term	Mid-Term	Long-Term
Accomplished by 2045 *The end goal*	**0-1 Years** *Funding available or regulatory deadlines*	**1-5 Years**	**6-15 Years**	**16-25 Years**
Protect and increase the City's tree canopy.	Create a Tree Management Plan with data from CTC Report Allow for administrative review of design standard deviations when certain trees can be preserved Identify areas for potential planting areas in parks, rights-of-way, retention ponds, the golf course, and local schools, as identified in the CTC report Adoption of 11 LDC code revisions identified in the CTC report Designate areas for tree staging and storage of materials for installation, as identified in the CTC report Creation of an Interdepartmental Tree Unit (in progress), as identified in the CTC report	Foster the creation of a volunteer group to support new tree plantings for first 2 growth cycles Create tree planting strategy around stormwater management facilities Expand landscape buffers/tree preservation minimum requirements for size and plantings along Amelia Island Pkwy. Increase tree plantings along the rights-of-way of Simmons Rd., Will Hardee Rd., and S 14th St. south of Sadler, and Jasmine to retain natural character Establish a long-term tree maintenance and replacement plan for Bosque Bello Cemetery	Increase canopy by 5% in the next 15 years (2036), as identified in the CTC report Maximize preservation of environmental features by revising PUD guidelines to support clustered developments which minimize land area impacts beyond current minimum requirements	Increase tree canopy by 7% in next 20 years (2041)
The City will Increase acreage of land dedicated to conservation	Create similar nomination structure to align with County goals for Conservation Land Acquisition and Management (CLAM) - like program development and implementation (in progress) Establish goal for conservation land acquisition in acreage	Develop Conservation Easement incentives for residential properties to reduce development potential Establish a long-term sustainable funding strategy for purchase of conservation lands		All parcels identified for conservation by the City's CLAM-like program will be purchased
There will be no septic tanks in the City and all properties will be served by city sewer services.	Work with the Nassau County Department of Health to identify existing septic systems and determine age of systems – maintain updated listing for GIS	Create incentive program for septic households to connect to City Services. Program should also identify parcels in the County that could easily be connected to sewer. Work with Health Department to prevent future approval of septic tanks in Fernandina Beach city limits No new septic tanks approved in Fernandina Beach by 2025	35% Reduction in number of septic tanks in Fernandina Beach by 2030 (2021 Baseline)	80% Reduction in number of septic tanks in Fernandina Beach by 2040 (2021 Baseline)

THEME 1 : Environmental Sustainability & Resiliency

GOAL	Urgent / Quick Win	Short-Term	Mid-Term	Long-Term
Accomplished by 2045 *The end goal*	**0-1 Years** *Funding available or regulatory deadlines*	**1-5 Years**	**6-15 Years**	**16-25 Years**
The City's waterfronts, beaches, and wetlands will be resilient to the impacts of humans and climate change.	Expand the Upland Coastal Protection Zone (CUPZ) Develop Habitat Beach Conservation Plan (funded) Expand wetland buffer requirements (in progress) Establish temporary construction regulations for work in the floodplain	Implement short-term strategies from Beach Habitat Conservation Plan Establish comprehensive island-wide wildlife corridor with Nassau County	Implement mid-term strategies from Beach Habitat Conservation Plan	Full implementation of the Beach Habitat Conservation Plan
The City will be resilient to the impacts of storm surge, sea-level rise, or flooding.	Develop a Hazard Mitigation Plan to become eligible for Building Resilient Infrastructure and Communities (BRIC) funding Strengthen building requirements for 100- and 500-year flood plains so structures are more resilient Decrease maximum impervious surface ratio outside of the Central Business District and 8th Street small area overlay	*Build southern half of Downtown Waterfront Park (Lots C & D) Establish Adaptation Action Areas, as appropriate (FL Statute 163.3164) Prioritize infrastructure projects to mitigate risks within established Adaptation Action Areas Establish a designated staff member or team to serve in a Chief Resiliency Officer capacity ▪ Consider joint entity/ partnership with Nassau County for consistency in messaging, policy, and processes Develop a context specific Low-Impact Development Manual to address stormwater management Update a Vulnerability Assessment and Sea Level Rise/Climate Change audit for public facilities Implement recommendations in Stormwater Master Plan Create Resiliency Master Plan incorporating to following: ▪ Stormwater Master Plan ▪ 2015 Vulnerability Assessment ▪ Amelia River Shoreline Resiliency planning ▪ 2020 Nassau County Vulnerability Assessment	Acquire last parcel in the Downtown Waterfront Park footprint. *Build northern half of Downtown Waterfront Park (Lots A & B)	

* Indicates project is included in more than one objective

II. THEME 2: PRESERVATION OF CHARACTER

What We Heard

The evolving character of the City was a major concern identified in the outreach activities along with a desire to preserve Fernandina Beach's unique culture, aesthetic, and community.

What We Are Doing Now

- Architectural & design standards for Historic District and Old Town
- Identified contributing structures in Historic Districts
- Several buildings registered on the National Registry of Historic Properties (NRHP)
- Tax incentives for historic properties in historic districts (Sec. 74-151 and 74-152 through 74-167 of the LDC)
- Building code standards for non-historic district parcels
- Objective 1.2.6 of the Comprehensive Plan encourages character and density of new development be consistent with surrounding neighborhood
- Objectives 1.2.12 and 1.2.13 of the Comprehensive Plan protect the Historic District and require overlay requirements to protect character
- Objectives 1.1.3 and 11.08 of the Comprehensive Plan encourage reuse of existing building stock
- City published "Properties of Concern" list
- Developed Bosque Bello Cemetery Master Plan
- Pursuing for NRHP for Bosque Bello Cemetery
- City adopted non-discrimination Ordinance protecting sexual orientation and gender identity

THEME 2 : Preservation of Character

GOAL	Urgent / Quick Win	Short-Term	Mid-Term	Long-Term
Accomplished by 2045 *The end goal*	**0-1 Years** *Funding available or regulatory deadlines*	**1-5 Years**	**6-15 Years**	**16-25 Years**
All historic properties eligible for designation will be designated and be in good physical condition.	Restore Peck Center (funded) Update the 2015 Bosque Bello Master Plan	Implement short-term projects in Bosque Bello Master Plan Obtain NRHP designation for Bosque Bello Cemetery Work with Nassau County to adopt ad valorem tax incentive for historic properties	Full Implementation of Bosque Bello Master Plan Obtain historic designation of structures that become eligible between 2021-2035	Obtain historic designation of structures that become eligible between 2035-2045
Fernandina Beach will retain its architectural charm by encouraging building preservation and adaptive reuse instead of demolition and new construction.		Undertake architectural survey of buildings outside the Historic District to identify architecturally contributing buildings (similar to Historic District and Old Town)	Expand preservation incentives to include those architecturally contributing structures outside of the Historic District	Establish a resource bank of local design professionals and engineers to provide low-cost service to property owners at risk of enforcement violations or demolition by neglect
All new construction in Fernandina Beach will reinforce the City's small town charm and respect the neighborhood's unique character.	Coordinate with Nassau County on implementation of wayfinding project to ensure island-wide consistency Work with Nassau County to design and construct gateway entry features funded by the bed tax	Adopt a hybrid form-based code that ensures new construction reflects and reinforces the community's character Create Neighborhood Conservation Districts to further tailor new construction standards to reflect neighborhood character Update 8th Street Mixed-Use Small Area Overlay to include requirements for mixed-use structures Revise PUD Standards to incentivize creation of workforce housing forms that are consistent with surrounding development patterns (i.e. duplex, tri-plex, quad-plex units) Revise PUD standards to strengthen architectural guidance for residential design	Develop corridor redevelopment strategies for 14th St., Sadler Rd., S. Fletcher Ave., and Main Beach Develop architectural standards for community facilities to establish consistency in design of new structures Revise Planned Unit Development (PUD) standards to reduce minimum land area to qualify as a PUD	

THEME 2 : Preservation of Character				
GOAL	**Urgent / Quick Win**	**Short-Term**	**Mid-Term**	**Long-Term**
Accomplished by 2045 *The end goal*	**0-1 Years** *Funding available or regulatory deadlines*	**1-5 Years**	**6-15 Years**	**16-25 Years**
Fernandina Beach will be an equitable and tight-knit community through its built environment and community programs.	Create a Peck Center History Display (funded) Develop African American and Hispanic outreach strategy that builds on pastoral outreach efforts already underway Encourage City Staff to join non-profit organizations and take leadership roles in them Designate City representatives that will ensure a City presence at minority or underrepresented community events	Requirement that government documents are translated into Spanish Develop island-wide strategic plan in partnership with Nassau County Establish community clean-up/amnesty days for removal of junk and debris Partner with organizations to support and expand mentorship programs Develop outreach strategy to advertise existing resources and services offered by the City and local organizations	Partner with non-government organizations and local civic groups to create a living history exhibit Develop storytelling audio or video project of long-time residents to be used at events or as part of a video tour Develop requirements for new construction to include pedestrian spaces that promote socialization and gathering Develop requirements for new construction to include Universal Design standards to ensure equitable access.	

III. THEME 3: LIVABILITY

What We Heard

Economic and social resiliency issues were prevalent during discussions with City leadership, stakeholders, and the general public. These issues include the lack of affordable housing options, accessibility obstacles, and support for aging in place.

What We Are Doing Now

- Bed tax for Amelia Island is at 5%
- Short term vacation rental regulations
- Objective 11.3.15 of the Comprehensive Plan encourages historic and cultural tourism
- Objective 12.4 of the Comprehensive Plan promotes year-round tourism that balances needs of citizens and tourists
- City has conducted parking studies that show there is no parking deficit right now but that could change with further growth.
- SR 200/A1A Corridor Master Plan being conducted by the County
- Public housing is available within City limits
- Affordable housing bonus program
- Accessory dwelling units (ADUs) allowed everywhere except for Old Town
- City waives impact fees for affordable housing projects
- Housing Authority advises Commission on affordable housing
- Objective 3.3 of the Comprehensive Plan supports increased inventory of affordable housing options
  - Policy 3.1.2 encourages the City to promote a mixture of housing types
  - Policy 3.3.1 says the City needs to routinely examine the LDC to ensure it doesn't create barriers to affordable housing
- Paratransit Program through Council on Aging
- Senior meet & greet, senior trips, and fitness classes at Atlantic and MLK Center offered through the Parks and Recreation Department
- Policy 3.3.5 of the Comprehensive Plan states City will adopt LDC regulations that allow seniors to age in place
- City supports a diversified economy
- Good working relationship with the Mills
- Working with industrial and commercial entities to ensure new developments or investments do not hamper the working waterfront
- Working waterfront defined in the Comprehensive Plan
- Objective 2.11 of the Comprehensive Plan ensures protection of working waterfront
- Objective 5.5.14 of the Comprehensive Plan ensures riverfront development be compatible with the working waterfront

THEME 3 : Livability

GOAL	Urgent / Quick Win	Short-Term	Mid-Term	Long-Term
Accomplished by 2045 *The end goal*	**0-1 Years** *Funding available or regulatory deadlines*	**1-5 Years**	**6-15 Years**	**16-25 Years**
Fernandina Beach will balance the needs of visitors and residents by capitalizing on its tourism economy to reinvest in the local community.	Coordinate with Nassau County on design and implementation of infrastructure projects being funded through the bed tax Enforce the 3-hour parking limit downtown to increase turnover of spaces Require Neighborhood Impact Report for any special event that closes a public street	Work with Nassau County to add 1% High Impact Tourism tax to existing 5% bed tax. Revenues can be used for City infrastructure impacted by tourists like streets, streetscape enhancements, beach access, beach sanitation, dune protection, emergency rescue services, shuttle services, and multi-use trails	Identify which projects will be funded by the additional High Impact Tourism Tax Establishment of mobility fee or Transportation Demand Management (TDM) strategies and policies	Reconsider establishing a parking management strategy or paid parking program that exempts local residents
Fernandina Beach will be a livable and Multi-generation community where its citizens can age in place.		*Waive permit fees for residential homeowner improvements that support aging in place (ramps, grab bars, lifts)	Develop a CAPABLE program -Community Aging in Place (partners with Council on Aging) *Expand paratransit options for seniors and disabled residents	
The city will have housing stock available for its workforce, aging, and vulnerable populations.		Create Workforce Housing Action Plan Update affordable housing bonus program Implement a hybrid form-based code that allows for a diversity of housing types Revise PUD regulations to support affordable housing units Create architectural standards for duplex, triplex, and quadplex housing forms	Create a tiered criteria for access to public housing that supports upward mobility and increases unit turnover Increase the impact fee exemption incentive for non-profits building affordable housing (currently $25,000)	Rebuild existing public housing at maximum density allowed by zoning when at the end of its lifespan
The City will increase its economic resiliency by diversifying its industry sectors and maintaining its working waterfront.		Streamline permit process for new business locating to the City (update guides, processes, and key contacts) Conduct an audit of government operations and services to identify ways to be more customer service focused Reduce permit fee for sign permits Eliminate Local Business Tax Receipt for new businesses in their first year in the City (currently $52.50) Create internship program in City government for local students Partner with Nassau County Economic Development Board (NCEDB) to identify targeted industries and tactics to attract them to the City	Create a partnership with Nassau Co. Economic Development Board (NCEDB) to attract aeronautical uses at the airport Develop incentive program for qualified target businesses seeking to locate in Fernandina Beach Implement short-term recommendations from the customer service audit	Implement mid- and long-term recommendations from the customer service audit

* Indicates project is included in more than one objective

IV.THEME 4: FUTURE READY INFRASTRUCTURE, UTILITIES, & PUBLIC FACILITIES

What We Heard

A major theme discussed by City leaders was the need to reinvest in the City's infrastructure in a way that sets Fernandina Beach up to thrive in the future.

This is accomplished through future-proofing the City's utilities and assets. Future ready infrastructure and facilities meet our current needs, while being flexible, reliable, and scalable to handle future requirements and technologies. This can refer to smart grids, electrical vehicle charging networks, expanded broadband and fiber for working at home, and decentralized power production.

This goal will ensure that the City's infrastructure is adaptable to future needs and technologies.

What We Are Doing Now

- Policy 1.1.4 of the Comprehensive Plan says the City shall encourage use and production of renewable energy
- Policy 3.6.2 of the Comprehensive Plan says the City will encourage use of renewable energy in residential structures
- City approved the Cogen plant at Rayonier
- Currently switching City street lights to LEDs
- Policy 11.6.5 of the Comprehensive Plan says the City will encourage burial of utilities in the historic areas
- AT&T currently supplies broadband on Amelia Island
- Policy 12.6.4 of the Comprehensive Plan says the City will investigate availability of broadband service via existing providers, wireless networks, or municipally owned facilities to support expansion
- Conducted a financial analysis on costs of new City Hall vs renovating the existing building
- Policy 2.13.7 the Comprehensive Plan calls for full ADA compliance in all parking lots
- Conceptual design for Waterfront Park approved in 2009, revision approved in 2012
- Conducted Cost Analysis for Waterfront Park
- Engineering drawings for Lot B unveiled in 2016
- Approval for engineering design of Front Street in 2019

THEME 4 : Future Ready Infrastructure, Utilities, and Public Facilities

GOAL	Urgent / Quick Win	Short-Term	Mid-Term	Long-Term
Accomplished by 2045 *The end goal*	**0-1 Years** *Funding available or regulatory deadlines*	**1-5 Years**	**6-15 Years**	**16-25 Years**
Fernandina Beach will have a resilient Smart Grid that is fully hardened against future storms, powered by renewable energy, supports EVs, and supported by expanded and modernized broadband infrastructure. **Note: City would facilitate broadband/fiber build-out through a private utility provider, not invest in a public network.*	Begin coordination with Florida Public Utilities on utility burying plan and prioritization Coordination with Nassau County to include utility burial and broadband installation on island-wide infrastructure improvement projects funded through the bed tax Adopt "Dig Once" policy to minimize cost of broadband or fiber installation for private utility companies. Establish consistent point of contact with utility providers	Update local building code standards to ensure new buildings are compatible with Electric Vehicle (EV) charging needs and renewable energy production Create a plan for a public EV charging network by establish priority areas for installation of public EV charging stations and micro-grids Create a plan for the adoption of an electric municipal fleet Identify locations for municipal solar grids Create task force to streamline regulations for EV charging stations and small-scale solar installation 100% of all street lights converted to LED	Bury overhead utilities in Historic District and S.R. A1A by 2030 25% installation of public EV charging network (possible partnership with utilities for installation and maintenance) All electric vehicles in municipal fleet by 2030	Full burial of all overhead utilities by 2045 80% installation of public EV charging network (possible partnership with utilities for installation and maintenance)
All City owned and/or operated public facilities will be environmentally and fiscally sustainable.	Undertake cost/benefit analysis to determine most economically feasible option for new City Hall Adopt Sustainable Future Proofing (SFP) design principles for public buildings. Undertake study to determine feasibility of a Public/Private Partnership (P3) of public facilities to lower construction and maintenance costs. Construct new Fire Station #2 near Airport Adopt an ordinance to provide a policy for the utilization of P3 projects. Identify P3 developers to determine feasibility for partnership on publicly owned properties Complete Waterfront Master Plan (in progress)	Renovate existing or construct new City Hall Require a cost/benefit analysis for renewable energy production and energy efficiency elements for all public facility renovations or new construction *Construct southern half of Waterfront Resiliency Project (Lot C & D) Renovation of former Fire Station #2 into headquarters for Ocean Rescue	*Full renovation of MLK Recreation Center *Full renovation of Atlantic Recreation Center Conduct study to determine options for Fire Station #1 expansion *Construct northern half of Waterfront Resiliency Project (Lots A & B)	Make enterprise funds revenue positive by 2040

* Indicates project is included in more than one objective

V. THEME 5: MOBILITY & ACCESSIBILITY

What We Heard

Mobility, traffic, and parking were the second most significant concerns of the public following conservation. Residents, stakeholders, and City leadership voiced throughout the public participation process that the ability to safely and comfortably walk and bike around the City was a primary desire. Amelia Island is recognized as a "Bike Friendly Community" and maintaining and building on that success going forward is a goal for the City.

What We Are Doing Now

- Fernandina has a system of bike lanes and multi-use paths
- City is connected to the rest of the island via the Amelia Island Trail
- Amelia Island certified "bike-friendly community"
- Paratransit service for seniors operated via Council on Aging
- NassauTRANSIT runs express buses between major county communities and to Jacksonville
- Objective 1.5.4-1.5.5 of the Comprehensive Plan encourages redevelopment into walkable/mixed use areas
- Objectives 1.6.3 of the Comprehensive Plan calls to identify areas to become Neighborhood Planning Areas or issue heritage/conservation overlays
- Objective 1.6.7 and 1.8.4-1.8.6 of the Comprehensive Plan calls for use overlays to transform suburban corridors into mixed use corridors

THEME 5 : Mobility & Accessibility

GOAL	Urgent / Quick Win	Short-Term	Mid-Term	Long-Term
Accomplished by 2045 *The end goal*	**0-1 Years** *Funding available or regulatory deadlines*	**1-5 Years**	**6-15 Years**	**16-25 Years**
All areas of the City will be easily and safely accessible by walking or biking.	Pass a Vision Zero Ordinance Create Safe Routes to School Initiative Conduct a walk audit to identify and prioritize (high, medium, low) gaps in sidewalk and bike networks as well as any accessibility obstacles. Adopt context sensitive Complete Street policy based on Goal 2 of the Comprehensive Plan	Re-stripe standard crosswalk markings to be high-visibility markings Address "high priority" gaps in sidewalk and bicycle network Request FDOT to include complete street design projects for Fletcher and Atlantic Avenues be included in the 5-year work program Analyze alternative bike route to Fletcher Ave. Coordinate with North Florida Transportation Planning Organization (TPO) to identify and prioritize funding for complete streets Traffic calming streetscape project on Sadler Road *Develop requirements for new construction to include Universal Design standards to ensure equitable access. Revise LDC to encourage vehicular and pedestrian cross access between adjacent properties to reduce curb cuts. Conduct a mobility study to explore the option of a mobility fee to fund alternative mobility improvements	Achieve Silver level Bicycle Friendly Community status Completion of traffic calming and complete street design projects on Fletcher and Atlantic Avenues Address "medium priority" gaps in sidewalk and bicycle network Adopt mobility fee to support alternative transportation options Collaborate with a third party vendor, existing businesses and hotels to develop a non-city run bike share program	Achieve Gold level Bicycle Friendly Community status Address "low priority" gaps in sidewalk and bicycle network

* Indicates project is included in more than one objective

THEME 5 : Mobility & Accessibility

GOAL	Urgent / Quick Win	Short-Term	Mid-Term	Long-Term
Accomplished by 2045 *The end goal*	**0-1 Years** *Funding available or regulatory deadlines*	**1-5 Years**	**6-15 Years**	**16-25 Years**
All ages and abilities will be able to navigate the island without the need for a car.	Conduct a mobility study to identify the best mobility options for Fernandina Beach ▪ Study should look at alternative mobility, park-and-ride options, circulators, shuttles, paratransit, golf carts, and autonomous vehicle infrastructure	*Establish island-wide shuttle network for hotels and tourist destinations. Implement curbside management strategies for pick up/drop off/ deliveries Implement recommendations of the mobility study.		
The number of single occupancy vehicle trips originating off island will remain at or below 2021 levels.	Begin dialogue with Jacksonville Transit Authority (JTA) to provide transit service to Fernandina Beach. Establish ridership goals, transit nodes, and potential routes	Identify City's responsibilities in bringing JTA bus service to island. Partner with JTA on studies to determine demand and public preferences in a JTA route	Launch a pilot program for a bus route connecting Fernandina Beach with off-island population centers and job nodes	Upgrade pilot bus program into a permanent transit link to off-island
The City will be a place where senior and/ or disabled citizens feel welcome and face no accessibility challenges.	Create a working group to work with the disabled community to identify barriers they face	Conduct a walk audit to identify accessibility barriers *Waive permit fees for residential homeowner improvements that support aging in place (ramps, grab bars, lifts) Require Universal Design standards for new public facilities that go above and beyond ADA requirements to ensure equitable access. (accessible vs welcoming to disabled citizens) Ensure ADA accessibility & mobi mats at 25% of public beach access points	*Expand existing paratransit options for seniors and disabled residents Grant / assistance program for commercial properties to make ADA and accessibility improvements (funding, technical assistance) *Full renovation of MLK Recreation Center (ensure renovation includes wheelchair accessible equipment and beach style entrance to the pool) *Full renovation of Atlantic Rec Center (ensure renovation includes wheelchair accessible equipment and beach style entrance to the pool) Ensure ADA accessibility & mobi mats at 50% of public beach access points	Ensure ADA accessibility & mobi mats at 100% of public beach access points

* Indicates project is included in more than one objective

03 IMPLEMENTING THE VISION

I. IMPLEMENTATION STRATEGY

A. Types of changes

The projects and recommendations identified for each goal in Chapter 2 fall into 7 main categories. They will either require modifications to the Comprehensive Plan, LDC, or zoning regulations; establishment of a new City program or service; undertake an additional planning study; require a partnership with another entity, outreach or engagement with a community; action by the City government; or inclusion into the City's Capital Improvements Plan.

Comprehensive Plan or LDC Update

The Comprehensive Plan is the foundation for determining future land uses, transportation strategies, housing policies, conservation efforts, and funding for projects and programs. Florida requires cities to keep their comprehensive plans up to date. Ensuring that elements in the Vision 2045 Plan are incorporated into the Comprehensive Plan is essential to ensure that all projects and recommendations are in line with the community's long-term plan.

The Land Development Code (LDC) standardizes specific zoning and development regulations such as land use, density, height, parking, architecture, and site plan layout. The LDC's specific and legally binding requirements for development are the primary driver on how a development looks, functions, and operates. Updates are needed to the code to ensure that future development and redevelopment are in line with the Vision and Comprehensive Plans.

New City Program

Some recommendations call for the creation of a new City-funded program or new staff position. Some of these recommendations may be handled by existing staff but others may require the hiring of new employees to carry out the program's functions.

Additional Planning Study

The Vision Plan offers broad and high level recommendations. Some objectives recommend further analysis or an additional planning study to dig deeper and more thoroughly than the Vision Plan analysis.

Action

Project requires an action or designation from the City.

Partnership

Several recommendations are for the City to collaborate with other entities or organizations to archive a common goal while the City acts as the project's prime.

Outreach & Engagement

Some recommendations are focused around outreach and engagement of underrepresented communities and populations.

Capital Improvements Project

Capital improvements are major investments or upgrades to public infrastructure or a public facility. Projects that fall under this category include major streetscape projects, new pedestrian or bike infrastructure, and construction of new parks or City-owned buildings.

THEME 1 : Environmental Sustainability & Resiliency

Project or Recommendation	Type	Phase	Urgent	Short-Term	Mid-Term	Long-Term	Funding	Partners
GOAL: Protect and increase the tree canopy								
Create a Tree Management Plan with data from City Tree Committee (CTC) Report	Additional Planning Study	Proposed	X					City Tree Committee
Allow for administrative review of design standard deviations when certain trees can be preserved	Comp Plan/LDC Update	Not Started	X				N/A	City Tree Committee
Identify areas for potential planting areas in parks, rights-of-way, retention ponds, the golf course, and local schools	Additional Planning Study	Proposed	X					City Tree Committee Keep Nassau Beautiful
Adoption of 11 LDC code revisions identified in the CTC report	Comp Plan/LDC Update	Proposed	X				N/A	City Tree Committee
Designate areas for tree staging and storage of materials for installation	Action	Proposed	X					City Tree Committee
Creation of an interdepartmental Tree Unit	New City Program	In progress	X					City Tree Committee
Foster the creation of a volunteer group to support new tree plantings for first 2 growth cycles	New City Program	Not Started		X				City Tree Committee Keep Nassau Beautiful Amelia Island Tree Conservancy
Create tree planting strategy around stormwater management facilities	Additional Planning Study	Not Started		X				Nassau County Property owners
Expand landscape buffers/tree preservation minimum requirements for size and plantings along Amelia Island Pkwy	Partnership	Not Started		X				Nassau County City Tree Committee
Increase tree plantings Simmons Rd., Will Hardee Rd., and S. 14th St. south of Sadler, Jasmine St. to retain natural character	Partnership	Not Started		X				Nassau County City Tree Committee Keep Nassau Beautiful Amelia Island Tree Conservancy
Establish a long-term tree maintenance and replacement plan for Bosque Bello Cemetery	Additional Planning Study	Not Started		X				City Tree Committee
Increase canopy by 5% in the next 15 years (*2036*)	*Benchmark*	*Not Met*			X			
Maximize preservation of environmental features by revising PUD guidelines to support clustered developments which minimize land area impacts beyond current minimum requirements	Comp Plan/LDC Update	Not Started			X			
Increase tree canopy by 7% in next 20 years (2041)	*Benchmark*	*Not Met*				X		

THEME 1 : Environmental Sustainability & Resiliency								
Project or Recommendation	**Type**	**Phase**	**Urgent**	**Short-Term**	**Mid-Term**	**Long-Term**	**Funding**	**Partners**
GOAL: The City will increase acreage of land dedicated to recreation and conservation								
Create similar nomination structure to align with County goals for Conservation Land Acquisition and Management (CLAM) - like program development and implementation	New City Program	In Progress	X				Land & Water Conservation Fund (LWCF) Grant	Nassau County North Florida Land Trust
Establish goal for conservation land acquisition in acreage	Action	Not Started	X				N/A	North Florida Land Trust
Develop Conservation Easement incentives for residential properties to reduce development potential	New City Program	Not Started		X				North Florida Land Trust
Establish a long-term sustainable funding strategy for purchase of conservation lands	Action	Not Started		X				North Florida Land Trust
All parcels identified for conservation by the City's CLAM-like program will be purchased	*Benchmark*	*Not Met*				X		
GOAL: There will be no septic tanks in Fernandina Beach and all properties will be connected to City utilities								
Work with the Nassau County Department of Health to identify existing septic systems and determine age of systems – maintain updated listing for GIS	Partnership	Not Started	X				N/A	Department of Health
Create incentive program for septic households to connect to City Services. Program should also identify parcels in the County that could easily be connected to sewer	New City Program	Not Started		X				Nassau County
Work with Health Department to prevent future approval of septic tanks in Fernandina Beach City limits	Partnership	Not Started		X			N/A	Department of Health
No new septic tanks approved in Fernandina Beach by 2025	*Benchmark*	*Not Met*		X				Department of Health
35% Reduction in number of septic tanks in Fernandina Beach by 2030 (2021 Baseline)	*Benchmark*	*Not Met*			X			
80% Reduction in number of septic tanks in Fernandina Beach by 2040 (2021 Baseline)	*Benchmark*	*Not Met*				X		

THEME 1 : Environmental Sustainability & Resiliency

Project or Recommendation	Type	Phase	Urgent	Short-Term	Mid-Term	Long-Term	Funding	Partners
GOAL: The City's waterfronts, beaches, and wetlands will be resilient to the impacts of humans and climate change								
Expand the Upland Coastal Protection Zone (CUPZ)	Comp Plan/LDC Update	Proposed	X				N/A	FEMA
Develop Habitat Beach Conservation Plan	Additional Planning Study	Funded	X					
Expand wetland buffer requirements	Comp Plan/LDC Update	In Progress	X				N/A	
Establish temporary construction regulations for work in the floodplain	Comp Plan/LDC Update	Not Started	X				N/A	
Implement short-term strategies from Beach Habitat Conservation Plan		Not Started		X				
Establish comprehensive island-wide wildlife corridor networks with Nassau County	Partnership	Not Started		X			Coastal Partnership Initiative (CPI) Grant	Nassau County
Implement mid-term strategies from Beach Habitat Conservation Plan		Not Started			X		Coastal Partnership Initiative (CPI) Grant	Amelia Island Sea Turtle Watch
Full implementation of the Beach Habitat Conservation Plan		Not Started				X	Coastal Partnership Initiative (CPI) Grant	Amelia Island Sea Turtle Watch
GOAL: The City will be resilient to the impacts of storm surge, sea-level rise, and flooding								
Develop a Hazard Mitigation Plan	Additional Planning Study	Not Started	X					FEMA
Strengthen building requirements for 100- and 500-year flood plains	Comp Plan/LDC Update	Proposed	X				BRIC Program	
Decrease maximum impervious surface ratio outside of the Central Business District and 8th St. small area overlay	Comp Plan/LDC Update	Not Started	X				N/A	
Build southern half of Downtown Waterfront Park (Lots C & D)	Capital Improvement	Engineering In Progress		X			Resilient Florida Grant, CIP, Bond, P3	P3 Developer
Establish Adaptation Action Areas, as appropriate	Additional Planning Study	Not Started		X			BRIC Program	Florida Department of Economic Opportunity
Prioritize infrastructure within Adaptation Action Areas	Action	Not Started		X			BRIC Program	
Establish a designated staff member or team to serve in a Chief Resiliency Officer capacity	New City Program	Not Started		X				Nassau County Florida Department of Environmental Protection
Form joint entity/partnership with Nassau County	Partnership	Not Started		X				Nassau County
Develop Low-Impact Development Manual	Action	Not Started		X				
Update the Vulnerability Assessment and Sea Level Rise/Climate Change audit of public facilities	Additional Planning Study	Not Started		X			BRIC Program Resilient Florida Grant	
Implement recommendations in Stormwater Master Plan	Additional Planning Study	Not Started		X				
Create Resiliency Master Plan	Additional Planning Study	Not Started		X				
Acquire last parcel in the Downtown Waterfront Park footprint	Action	Not Started			X			
Build northern half of Downtown Waterfront Park (Lots A & B)	Capital Improvement	Conceptual			X		Resilient Florida Grant, CIP, Bond, P3	P3 Developer

THEME 2 : Preservation of Character								
Project or Recommendation	**Type**	**Phase**	**Urgent**	**Short-Term**	**Mid-Term**	**Long-Term**	**Funding**	**Partners**
GOAL: All historic properties eligible for designation will be designated and be in good physical condition								
Restore Peck Center	Capital Improvement	Funded	X					
Update 2012 Bosque Bello Master Plan	Planning Study	Not Started	X					
Implement short-term projects in Bosque Bello Master Plan		In Progress		X				City Tree Committee FL Public Archeology Network (FPAN) Amelia Island Genealogy Society
Obtain NRHP designation for Bosque Bello Cemetery	Action	In Progress		X				FL Public Archeology Network (FPAN)
Work with Nassau County to adopt ad valorem tax incentive for historic properties	Partnership	In Progress		X			N/A	
Full Implementation of Bosque Bello Master Plan	In Progress	In Progress			X			
Obtain for historic designation of structures that become eligible between 2021-2035		Not Started			X			
Obtain for historic designation of structures that become eligible between 2035-2045		Not Started				X		
GOAL: Fernandina Beach will retain its architectural charm by encouraging building preservation and adaptive reuse instead of demolition and new construction								
Undertake architectural survey of buildings outside the Historic District to identify architecturally contributing buildings (similar to Historic District and Old Town)	Additional Planning Study	Not Started		X				
Expand preservation incentives to include these architecturally contributing structures outside of the Historic District	New City Program	Not Started			X			
Establish a resource bank of local design professionals and engineers to provide low-cost service to property owners at risk of enforcement violations or demolition by neglect	New City Program	Not Started				X	Community Development Block Grant	

THEME 2 : Preservation of Character

Project or Recommendation	Type	Phase	Urgent	Short-Term	Mid-Term	Long-Term	Funding	Partners
GOAL: All new construction in Fernandina Beach will be reinforce the City's small town charm and respect the neighborhood's unique character								
Coordinate with Nassau County on implementation of wayfinding project to ensure island-wide consistency	Partnership	In Process	X				Bed Tax	Nassau County
Work with Nassau County to design and construct gateway entry features	Partnership	Proposed	X				Bed Tax	Nassau County
Adopt a hybrid form-based code that ensures new construction reflects and reinforces the community's character	Comp Plan/LDC Update	Not Started		X				
Create Neighborhood Conservation Districts to further tailor new construction standards to reflect neighborhood character.	Comp Plan/LDC Update	Not Started		X				
Update 8th Street Mixed-Use Small Area Overlay to include requirements for mixed-use structures	Comp Plan/LDC Update	Proposed		X			N/A	
Revise PUD Standards to incentivize creation of workforce housing forms that are consistent with surrounding development patterns (i.e. duplex, tri-plex, quad-plex units).	Comp Plan/LDC Update	Proposed		X			N/A	
Revise PUD standards to strengthen architectural guidance for residential design	Comp Plan/LDC Update	Proposed		X			N/A	
Develop corridor redevelopment strategies for 14th Street, Sadler Road, S. Fletcher Avenue, and Main Beach	Additional Planning Study	Not Started			X			
Develop architectural standards for community facilities to establish consistency in design of new structures	Additional Planning Study	Not Started			X			
Revise Planned Unit Development (PUD) standards to reduce minimum land area to qualify as a PUD	Comp Plan/LDC Update	Not Started			X		N/A	

THEME 2 : Preservation of Character

Project or Recommendation	Type	Phase	Urgent	Short-Term	Mid-Term	Long-Term	Funding	Partners
GOAL: Fernandina Beach will be an equitable and tight-knit community through community building programs and a built environment that encourages socialization among residents.								
Create a Peck Center History Display		Funded	X					
Developed African American and Hispanic outreach strategy that builds on pastoral outreach efforts already underway	Outreach	In Progress	X					Nassau Racial Equality Coalition Historically Black Church pastors
Encourage City Staff to join non-profit organizations and take leadership roles in them	Outreach		X				N/A	
Designate City representatives that will ensure a City presence at minority or underrepresented community events	Outreach		X				N/A	4 the Culture
Requirement that government documents are translated into Spanish	Action			X			N/A	
Develop island-wide strategic plan in partnership with Nassau County	Partnership			X				Nassau County
Establish community clean-up/amnesty days for removal of junk and debris	New City Program			X				Keep Nassau Beautiful
Partner with organizations to support and expand mentorship programs	Partnership			X				NE FL Builders Association Chamber of Commerce Mills
Develop outreach strategy to advertise existing resources and services offered by the City and local organizations	Outreach			X				Nassau Racial Equality Coalition Historically Black Church pastors
Partner with non-government organizations to create a living history exhibit	Partnership				X			Amelia Island Museum of History Peck High School Foundation
Develop storytelling audio or video project of long-time residents to be used at events or as part of a video tour	Partnership				X			
Develop requirements for new construction to include pedestrian spaces that promote socialization and gathering	Comp Plan/LDC Update				X		N/A	
Develop requirements for new construction to include Universal Design standards to ensure equitable access.	Comp Plan/LDC Update				X		N/A	

THEME 3 : Livability								
Project or Recommendation	**Type**	**Phase**	**Urgent**	**Short-Term**	**Mid-Term**	**Long-Term**	**Funding**	**Partners**
GOAL: Balance the needs of visitors and residents by capitalizing on tourism industry to reinvest in the local community.								
Coordinate with Nassau County on design and implementation of infrastructure projects being funded through the bed tax	Partnership		X				Bed tax	Nassau County
Enforce the 3-hour parking limit downtown to increase turnover of spaces	Action	Not Started	X				N/A	
Require Neighborhood Impact Report for any special event that closes a public street	Action	Not Started	X				N/A	
Work with Nassau County to add 1% High Impact Tourism tax to existing 5% bed tax	Partnership	Not Started		X			N/A	Nassau County
Identify which projects will be funded by the additional High Impact Tourism Tax	Action	Not Started			X		N/A	
Establishment of mobility fee or TDM strategies	Action	Not Started			X		N/A	Hotels
Reconsider establishing a parking management strategy or paid parking program that exempts local residents	New City Program	Not Started				X		
GOAL: Fernandina Beach will be a livable and Multi-generation community where its citizens can age in place.								
Waive permit fees for residential homeowner improvements that support aging in place	Action			X			N/A	Council on Aging
Develop a CAPABLE -Community Aging in Place	Partnership				X		Partnership with local University nursing programs	Council on Aging AARP Local Nursing Programs Baptist Medical Center
Expand paratransit options for seniors and disabled residents	Partnership				X			Council on Aging Federal Transit Administration

THEME 3 : Livability								
Project or Recommendation	**Type**	**Phase**	**Urgent**	**Short-Term**	**Mid-Term**	**Long-Term**	**Funding**	**Partners**
GOAL: The City will have housing stock available for its workforce, aging, and vulnerable populations.								
Create Workforce Housing Action Plan	Additional Planning Study			X				Nassau County Nassau County SHIP Florida Housing Coalition Nassau Racial Equality Coalition
Update affordable housing bonus program	Comp Plan/LDC Update			X				St Johns County AARP Nassau County SHIP
Implement a hybrid form-based code that allows for a diversity of housing types	Comp Plan/LDC Update			X				AARP Florida Housing Coalition
Revise PUD regulations to support affordable housing units	Comp Plan/LDC Update			X				AARP Florida Housing Coalition
Create architectural standards for duplex, triplex, and quadplex housing forms	Comp Plan/LDC Update			X				
Create a tiered criteria for access to public housing that supports upward mobility	Additional Planning Study				X			
Increase the impact fee exemption incentive for non-profits building affordable housing	Action				X		N/A	
Rebuild existing public housing at maximum density allowed by zoning	Capital Improvement					X	Community Development Block Grant	HUD Habitat for Humanity AARP Nassau County SHIP

THEME 3 : Livability								
Project or Recommendation	**Type**	**Phase**	**Urgent**	**Short-Term**	**Mid-Term**	**Long-Term**	**Funding**	**Partners**
GOAL: The City will increase its economic resiliency by diversifying its industry sectors and maintaining its working waterfront.								
Streamline Permit process for new businesses locating to the City	Action	Not Started		X				Chamber of Commerce
Reduce permit fee for sign permits	Action	Not Started		X			N/A	
Eliminate Local Business Tax Receipt for new businesses in their first year in the City	Action	Not Started		X			N/A	Chamber of Commerce
Create internship program in City government for local students	New City Program	Not Started		X				
Conduct a customer service focused audit of government operations and services to identify ways to be more customer focused	Additional Planning Study	Not Started		X				Chamber of Commerce NE FL Builders Association
Partner with Nassau County Economic Development Board (NCEDB) to identify targeted industries and tactics to attract them to the City	Partnership / Additional Planning Study	Not Started		X				Chamber of Commerce NCEDB
Create a partnership with Nassau Co Economic Development Board (NCEDB) to attract aeronautical uses at the airport	Partnership	Not Started			X			NCEDB
Develop incentive program for qualified target businesses seeking to locate in Fernandina Beach	New City Program	Not Started			X			Chamber of Commerce NCEDB
Implement short-term recommendations from the customer service audit		Not Started			X			
Implement mid- and long-term recommendations from the customer service audit		Not Started				X		

THEME 4 : Future Ready Infrastructure, Utilities, & Public Facilities								
Project or Recommendation	**Type**	**Phase**	**Urgent**	**Short-Term**	**Mid-Term**	**Long-Term**	**Funding**	**Partners**
GOAL: Upgrade utility and infrastructure networks to be hardened and future ready								
Begin coordination with Florida Public Utilities on utility burying plan and prioritization	Partnership	Not Started	X				N/A	Florida Public Utility
Coordination with Nassau County to determine if utility burial and broadband installation can be included in streetscape upgrade project	Partnership	Not Started	X				N/A	Nassau County Florida Public Utility AT&T
Adopt "Dig Once" policy to minimize cost of broadband or fiber installation	New City Program	Not Started	X				N/A	Florida Public Utility AT&T
Establish consistent point of contact with utility providers	Action	Not Started	X				N/A	Florida Public Utility
Update local building code standards to ensure new buildings are compatible with Electric Vehicle (EV) charging needs and renewable energy production.	Comp Plan/LDC Update	Not Started		X			N/A	Florida Public Utility NE FL Builders Association
Create a plan for a public EV charging network by establishing priority areas for installation of public EV charging stations and micro-grids	Additional Planning Study	Not Started		X			US Dept of Energy State Energy Program (SEP)	US Dept of Energy State Energy Program (SEP)
Create a plan for the future adoption of an electric municipal fleet.	Additional Planning Study	Not Started		X			US Dept of Energy State Energy Program (SEP)	Climate Mayors Electric Vehicle Purchasing Collaborative US Dept of Energy State Energy Program (SEP)
Identify locations for municipal solar grids	Additional Planning Study	Not Started		X				Florida Public Utility
Create task force to streamline regulations for EV charging stations and small-scale solar installation	New City Program	Not Started		X				
100% of all street lights converted to LED	*Benchmark*	*Not Met*		X				
Bury overhead utilities in Historic District and S.R. A1A by 2030	*Benchmark*	*Not Met*			X		N/A	Florida Public Utility
25% installation of public EV charging network	*Benchmark*	*Not Met*			X		Partnership with FPU Infrastructure Bill	Florida Public Utility
All electric vehicles in municipal fleet by 2030	*Benchmark*	*Not Met*			X		CIP	Climate Mayors Electric Vehicle Purchasing Collaborative US Dept of Energy State Energy Program (SEP)
Full burial of all overhead utilities by 2045	*Benchmark*	*Not Met*				X	N/A	Florida Public Utility
80% installation of public EV charging network	*Benchmark*	*Not Met*				X	Partnership with FPU Infrastructure Bill	Florida Public Utility

THEME 4 : Future Ready Infrastructure, Utilities, & Public Facilities								
Project or Recommendation	**Type**	**Phase**	**Urgent**	**Short-Term**	**Mid-Term**	**Long-Term**	**Funding**	**Partners**
GOAL: All City owned and/or operated public facilities will be environmentally and fiscally sustainable.								
Select option for City Hall (renovation vs new construction)	Action	In Progress	X				N/A	
Adopt sustainable future-proofing (SFP) design principles for public buildings	Comp Plan/LDC Update	Not Started	X				N/A	
Undertake study to determine feasibility of Public Private Partnerships (P3) of public facilities to lower construction and maintenance costs	Additional Planning Study	Not Started	X					
Construct new Firehouse Station #2 near Airport	Capital Improvement	In Progress	X				CIP P3	P3 Developer
Adopt an ordinance to provide a policy for the utilization of P3 projects	Comp Plan/LDC Update	In Progress	X				N/A	
Select P3 developer to partner with	Action	Not Started	X				N/A	
Complete Waterfront Master Plan	Action	In Progress	X					
Renovate City Hall or construct new facility	Capital Improvement	Proposed		X			CIP or P3	P3 Developer
Require a cost/benefit analysis for renewable energy production and energy efficiency elements for all public facility renovations or new construction	Comp Plan/LDC Update	Not Started		X			N/A	
Construct southern half of Downtown Waterfront Park (Lots C & D)	Capital Improvement	Engineering In Progress		X			Resilient Florida Grant CIP Bond P3	P3 Developer
Renovation of former Firehouse #2 into Ocean Rescue Headquarters	Capital Improvement	Conceptual		X			CIP P3	P3 Developer
Full renovation of MLK Rec Center	Capital Improvement	Proposed			X		CIP P3	P3 Developer
Full renovation of Atlantic Rec Center	Capital Improvement	Proposed			X		CIP P3	P3 Developer
Study to determine need for Firehouse #1 renovation and/or expansion	Additional Planning Study	Not Started			X			
Construct northern half of Downtown Waterfront Park (Lots A & B)	Capital Improvement	Conceptual			X		Resilient Florida Grant CIP Bond P3	P3 Developer
Renovate and/or expand Firehouse #1	Capital Improvement	Not Started				X	CIP P3	P3 Developer
Make enterprise funds revenue positive by 2040	*Benchmark*	*Not Met*				X		

THEME 5 : Mobility & Accessibility

Project or Recommendation	Type	Phase	Urgent	Short-Term	Mid-Term	Long-Term	Funding	Partners
GOAL: All areas of the City will be easily and safely accessible by walking or biking.								
Pass a Vision Zero Ordinance	Action	Not Started	X					Vision Zero Network
Create Safe Routes to School Initiative	Action	Not Started	X					Schools
Conduct a walk audit to identify and prioritize (high, medium, low) gaps in sidewalk and bike network	Additional Planning Study	Not Started	X					
Adopt Context sensitive Complete Street Policy	Action	Not Started	X					
Re-stripe standard crosswalk markings to be high-visibility markings	Action	Not Started		X				TPO / FDOT Nassau County
Address "high priority" gaps in sidewalk and bicycle network	Capital Improvements	Not Started		X			High Tourism Impact Tax (Tourist areas)	TPO / FDOT
Request FDOT to include complete street design projects for Fletcher and Atlantic Avenues be included in the 5-year work program	Partnership	Not Started		X				TPO / FDOT
Analyze alternative bike route to Fletcher Ave	Additional Planning Study	Not Started		X				
Coordinate with North Florida Transportation Planning Organization (TPO) to identify and prioritize funding for complete streets	Partnership	Not Started		X				TPO / FDOT
Traffic calming streetscape project on Sadler Road	Capital Improvements	Not Started		X				
Develop requirements for new construction to include Universal Design standards to ensure equitable access.	Comp Plan/LDC Update	Not Started		X			N/A	
Revise LDC to encourage cross access through adjacent parking lots to reduce curb cuts	Comp Plan/LDC Update	Not Started		X			N/A	
Explore the option of a mobility fee to fund alternative mobility improvements	Additional Planning Study	Not Started		X				
Silver level Bicycle Friendly Community status	*Benchmark*	*Not Met*			X			
Completion of traffic calming and complete street design projects on Fletcher and Atlantic Avenues	Capital Improvements	Not Started			X		TPO / FDOT	TPO / FDOT
Address "medium priority" gaps in sidewalk and bicycle network	Capital Improvements	Not Started			X		High Tourism Impact Tax (Tourist areas)	
Adopt the mobility fee	Action	Not Started			X			
Create non-city run bike share program	Partnership	Not Started			X			Hotels
Gold level Bicycle Friendly Community status	*Benchmark*	*Not Met*				X		
Address "low priority" gaps in sidewalk and bicycle network	Capital Improvements	Not Started				X		

THEME 5 : Mobility & Accessibility

Project or Recommendation	Type	Phase	Urgent	Short-Term	Mid-Term	Long-Term	Funding	Partners
GOAL: All ages and abilities will be able to navigate the island without the need for a car.								
Conduct a mobility study to identify the best mobility options for Fernandina Beach	Additional Planning Study	Not Started		X				
Establish island-wide shuttle network for hotels and tourist destinations	New City Program	Not Started		X			High Tourism Impact Tax	Hotels
Implement curbside management strategies for pick up/drop-off/ deliveries	Additional Planning Study	Not Started		X				Main Street Fernandina Beach
Implement recommendations of the mobility study	Action	Not Started		X				
GOAL: The number of single occupancy vehicle trips originating off island will remain at or below 2021 levels.								
Begin dialogue with JTA to provide transit service to Fernandina Beach. Establish ridership goals, transit nodes, and potential routes	Partnership	In Progress	!				N/A	Jacksonville Transit Authority (JTA)
Identify City's responsibilities in bringing JTA bus service to island	Partnership	Not Started		X			N/A	Jacksonville Transit Authority (JTA)
Partner with JTA on studies to determine demand and public preferences in a JTA route	Partnership	Not Started		X				Jacksonville Transit Authority (JTA)
Launch pilot bus program	Partnership	Not Started			X			Jacksonville Transit Authority (JTA)
Upgrade pilot program to permanent transit line	Partnership	Not Started				X		Jacksonville Transit Authority (JTA)

THEME 5 : Mobility & Accessibility

Project or Recommendation	Type	Phase	Urgent	Short-Term	Mid-Term	Long-Term	Funding	Partners
GOAL: The City will be a place where senior and/or disabled citizens feel welcome and face minimal accessibility challenges.								
Create working group to work with seniors and disabled citizens to identify accessibility obstacles and priorities	Action	Not Started	X					Council on Aging AARP
Conduct a walk audit to identify accessibility barriers	Additional Planning Study	Not Started		X				Senior & Disabled Citizen Working Group AARP
Waive permit fees for residential homeowner improvements that support aging in place (ramps, grab bars, lifts)	Action	Not Started		X			N/A	Council on Aging
Require Universal Design standards for new public facilities that go above and beyond ADA requirements to ensure equitable access	Comp Plan/LDC Update	Proposed		X			N/A	
Ensure ADA accessibility & Mobi Mats at 25% of public beach access points		Not Started		X			High Tourism Impact Tax	
Expand existing paratransit options for seniors	Partnership	Not Started			X			Council on Aging
Grant / assistance program for commercial properties to make ADA and accessibility improvements (funding, technical assistance)	New City Program	Not Started			X			Council on Aging Main Street Fernandina Beach Chamber of Commerce
Full renovation of MLK Recreation Center					X			
Full renovation of Atlantic Recreation Center					X			
Ensure ADA accessibility & Mobi Mats at 50% of public beach access points					X		High Tourism Impact Tax	
Ensure ADA accessibility & Mobi Mats at 100% of public beach access points						X	High Tourism Impact Tax	

APPENDIX A

EXISTING CONDITIONS ANALYSIS

COMMUNITY VISION

2045

FERNANDINA BEACH

Prepared For

CITY OF FERNANDINA BEACH • FL

Prepared by

WGI

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A : EXISTING CONDITIONS

I. HISTORY

Founding by the Spanish Empire

Fernandina Beach is a city rich in history. Known as the Isle of 8 Flags, the city has been a possession of 8 different nations since its founding. This has created a melting pot of cultures that is reflected in the city's architecture, cityscape, and public traditions.

Fernandina Beach was founded in 1811 by Spanish colonists and named after King Ferdinand VII. It was the last city to be platted under the "Law of the Indies" and the final city to be established by Spain in the Western Hemisphere.

The original settlement was established approximately one mile north of present-day downtown Fernandina Beach. The 1811 plat organized the new town in a traditional grid, consisting of city blocks measuring 200 ft x 250 ft. A public plaza, a major element of Spanish colonial town planning, was established in the center of the new town. Fort San Carlos stood between the plaza and the waterfront, protecting the city and port from naval aggressions from an expanding United States. This fortress, constructed of wood and earthworks, has eroded over the years. The original street grid and public plaza (Fernandina Plaza Historic State Park) are all that remain of the original Spanish settlement.

1811 City Plat

Founded in 1811 by the Spanish Empire, Fernandina Beach was the last city to be platted under the "Law of the Indies" and the final city to be established by Spain in the Western Hemisphere.

Photo: *1811 Plat (OldTownFernandina.org)*

Photo: *Fernandina Beach 1884 (Source: Amelia Island Museum of History)*

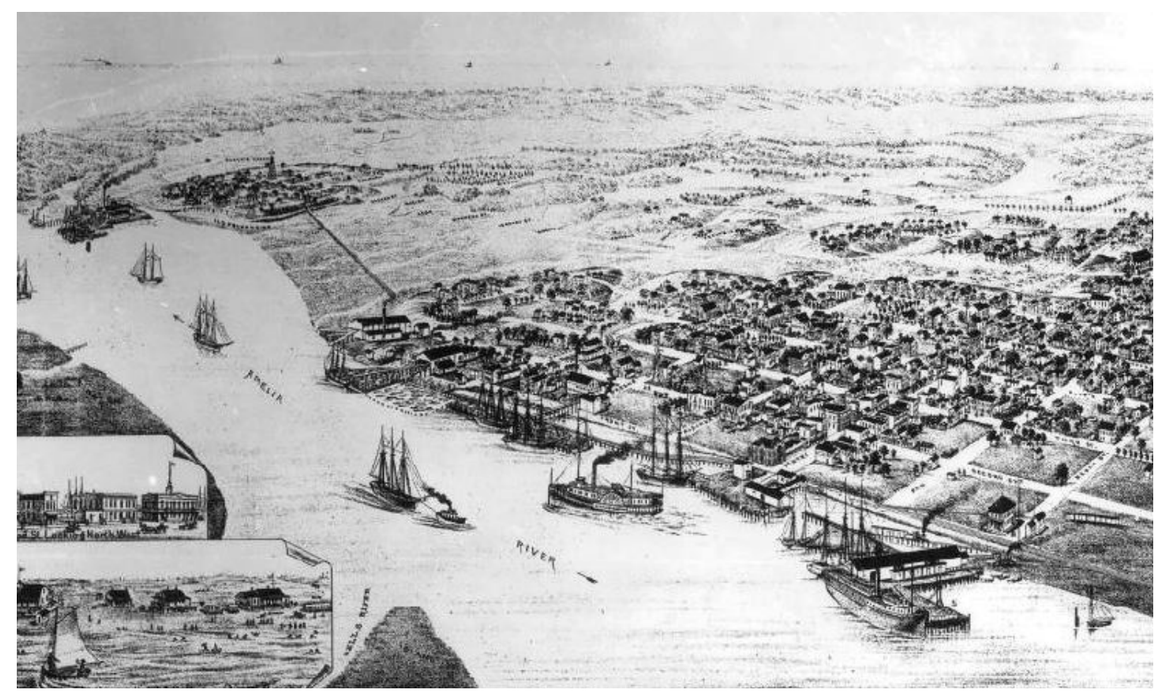


Photo: *1857 Yulee Plat of Fernandina Beach (Source: Library of Congress)*

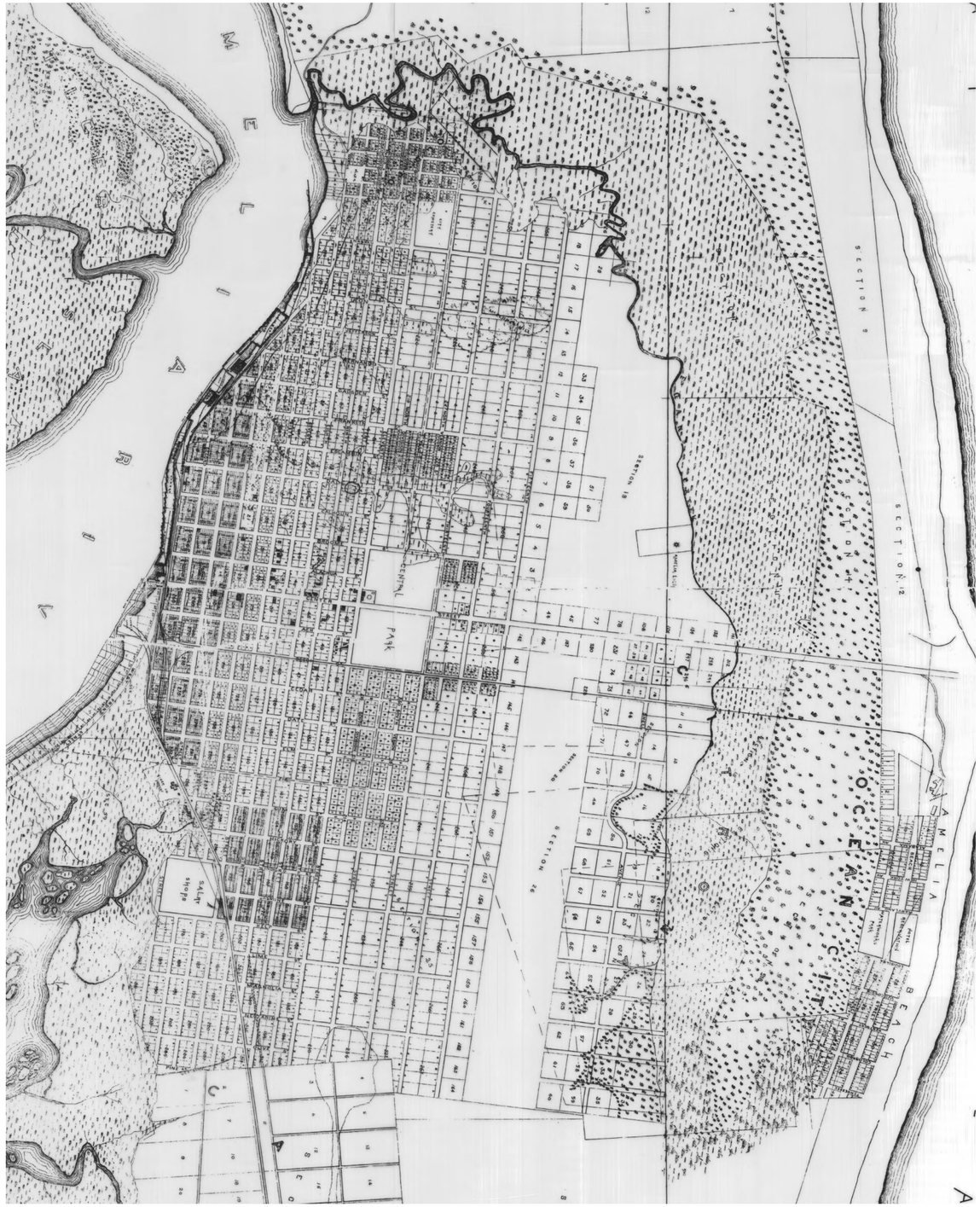


Photo: *Centre Street in 1883 (Source: Hicks 2007:39)*

Relocation South and the Railroad

Fernandina Beach relocated one mile south in the 1850s to take advantage of the new Florida Railroad built by David Yulee that terminated on Amelia Island. The new town center developed around its railroad station, which still stands today as the Amelia Island Welcome Center, and became an important transportation center in northern Florida.

In 1857, David Yulee platted the new town of Fernandina Beach. The new city layout was modeled off of New York City. The plan laid out the City in a traditional grid with city blocks approximately 400 feet by 250 feet. A large public park was designated in the center of the city to act as Fernandina Beach's version of Central Park. Davis Yulee envisioned the City would become the "Manhattan of the South".

The Civil War broke out before David Yulee was able to develop his vision for the City. Confederate forces took over nearby Fort Clinch which eventually housed six companies of troops. The City fell to Union troops the next year and became a primary destination for freed slaves during the rest of the War.

Fernandina Beach's African American population grew after the end of the Civil War. Hundreds settled in the City and several Black ministries and churches were founded including New Zion Missionary Baptist on South 9th Street. Black citizens began to be elected to City offices in part due to the City's large African American population until the State legislature redistricted the City to benefit White citizens. Segregation laws were introduced in the 1890's.

Growth & Prosperity

Fernandina Beach entered a period of growth and prosperity in the last quarter of the 1800's. In this period, the City established a robust tourism industry, expanded the port, and became a primary trading center connecting the cotton and timber industries with maritime shipping routes.

The historic wealth and prosperity of the town is reflected in the local architecture and cityscape. Fernandina Beach possesses a large concentration of nineteenth century residential architecture and the downtown area is rich in revival and romantic architectural styles.

Photo: *Newly Built Courthouse, 1892 (Source: Courthouse History)*

The city continued to grow with the establishment of the Kraft Corporation Paper Mill in the late 1930's. Other industries followed and built-up Fernandina Beach's modern-day industrial port. The city reached a population of 7,000 in the 1960's. This population growth led to the development of new residential areas east of the historic downtown area towards the oceanfront. While most of the newer residential areas continued to utilize a traditional street grid, some of the developments in the southeast part of the city were designed in a more standard, suburban style.

Fernandina Beach Today

The city began to focus on historic preservation efforts in the 1970's, establishing new guidelines and encouraging restoration of historic structures. Today, the cityscape of Fernandina Beach is a rich tapestry of historical architecture that makes it a beautiful and unique place in the modern world.

Photo: *Restored Historical Buildings Along Centre St. (Source: Deremer Studios)*

II. 2030 COMPREHENSIVE PLAN

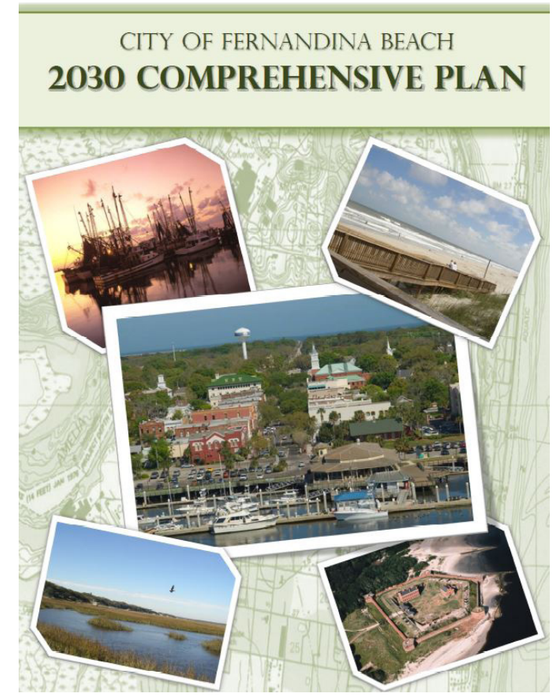
A. Plan Structure

Fernandina Beach adopted the 2030 Comprehensive Plan in 2002 to guide development of the City over the proceeding 15-25 years. The plan addresses the following 12 main topics that influence the City's physical development.

1. Future Land Use
2. Multi-modal Transportation
3. Housing
4. Public Facilities
5. Conservation & Coastal Management
6. Recreation & Open Space
7. Intergovernmental Coordination
8. Capital Improvements
9. Port Facilities
10. Public Schools
11. Historic Preservation
12. Economic Development

Every seven years the City updates the Plan through an Evaluation and Appraisal Review report (EAR). Based on legislative changes, the City's EAR deadline was 2019. The purpose of the EAR is to evaluate progress the City has made towards the goals laid-out in the Comprehensive Plan, update for legislative changes and allows amendments to address new issues and identify new opportunities. The 2019 EAR directed changes based on state level legislative action to address seasonal population impacts, water supply planning, and flood resiliency. Plan amendments were finalized in 2020. Following these changes, the

Photo: *2030 Comprehensive Plan (Source: WGI)*



City Commission directed action to review and determine if holistic changes were needed to support its goals in better addressing climate change vulnerabilities, update plan time frames, and to determine if certain polices were no longer relevant.

B. Plan Legacy

The 2030 Comprehensive Plan was implemented in several key areas. The City established a Land Development Code Working Group which identified priority areas for directing changes. The first and most successful was the 8th Street Mixed Use Overlay with corresponding new land use and zoning map changes. Following success in achieving goals for improvement along 8th Street, the city focused on its downtown core to evaluate residential densities to better support re-use of existing structures. Changes to the

Land Development code were also brought forward to allow for more expansive Accessory Dwelling Units in support of multi-generational living and aging in place policies. Another key measure that was fully implemented was the reduction of impervious surfaces by setting caps on required parking, adding parking flexibility standards, and limiting impervious material for parking areas. The City made changes within its table of land uses to include modern language for various uses and needs and aligned its industrial zoning designations to better reflect their allowable intensities. Also completed, were changes to support needs within the established Community Redevelopment Area. Calculation of building heights to address floodplain properties and concerns with mechanical equipment encroaches were another significant implementation measure. The City completed several, but not all of the directed studies or plans within the Plan.

Additional implementation efforts of the City have been witnessed in its organizational structure. The City has created a Stormwater Department during this time frame who have completed several significant projects and provided expertise in stormwater planning. In 2019, the City established specific right-of-way standards for roadway development. The City created a new chapter in its Land Development Code to specifically address properties within Historic Districts. Updated permanent and temporary signage regulations have been addressed following recent Supreme Court decision making. The City has made numerous significant changes to protect its urban forest through code amendments to increase mitigation requirements and penalties. Further, the City committed to the hiring of an urban forester/ city arborist and has maintained this position since 2018.

The City adopted an its Conservation Land Trust Fund in support of its public land acquisition program in 2018 and has aggressively made changes to its Future Land Use Map and Zoning Map to reflect Conservation status on properties owned by governmental agencies and on private properties on 129 acres of land. Additionally, the city has purchased almost 20 acres of land. The city maintains an active partnership with the North Florida Land Trust to support its conservation acquisition efforts.

Despite these meaningful changes and action taken to implement the 2030 Comprehensive Plan, many items remain incomplete. Specific areas that require greater focus leading into the next planning horizon include:

- implementation of the City's goals for multimodal transportation options,
- addressing climate change vulnerabilities through establishment of Adaptation Action Areas
- consideration of form-based solutions to direct residential and non-residential character including standards for Planned Unit Developments,
- creation of a City context low impact development manual, and developing standards for cluster development to better protect natural features on individual lots, and
- determine solutions for neighborhood level planning needs and outreach.

III. MAP OVERVIEWS

A. Existing Built Environment

The built environment of Fernandina Beach is comprised of three primary development patterns. Old Town, the Historic District, and the residential neighborhoods adjacent to Atlantic Avenue, the Middle and High Schools, and the Peck Center are developed as traditional urban neighborhoods. These are the oldest parts of the City and are defined by their smaller blocks and intact street grid network. The residential area centered around North Fletcher Avenue is also constructed in a traditional urban neighborhood fashion. These areas are considered the City's most walkable and pedestrian friendly.

Many of the newer residential neighborhoods constructed in Fernandina Beach follow a sprawling suburban style of development with limited entry points into the neighborhood and several dead-end streets terminating in cul-de-sacs. These areas contain predominately detached single-family homes of similar age and architectural style. These areas are car-centric in design and geographically separated from other uses such as shops and restaurants.

The areas around 5 Points, South 14th Street, and Saddler Road are constructed in a Suburban Commercial development pattern. These areas are dominated by big-box stores with large parking lots, stand alone fast food restaurants, and shopping plazas. Buildings are set back from the road with parking located between the business and street. They are car-centric areas with limited pedestrian or bicycle infrastructure.

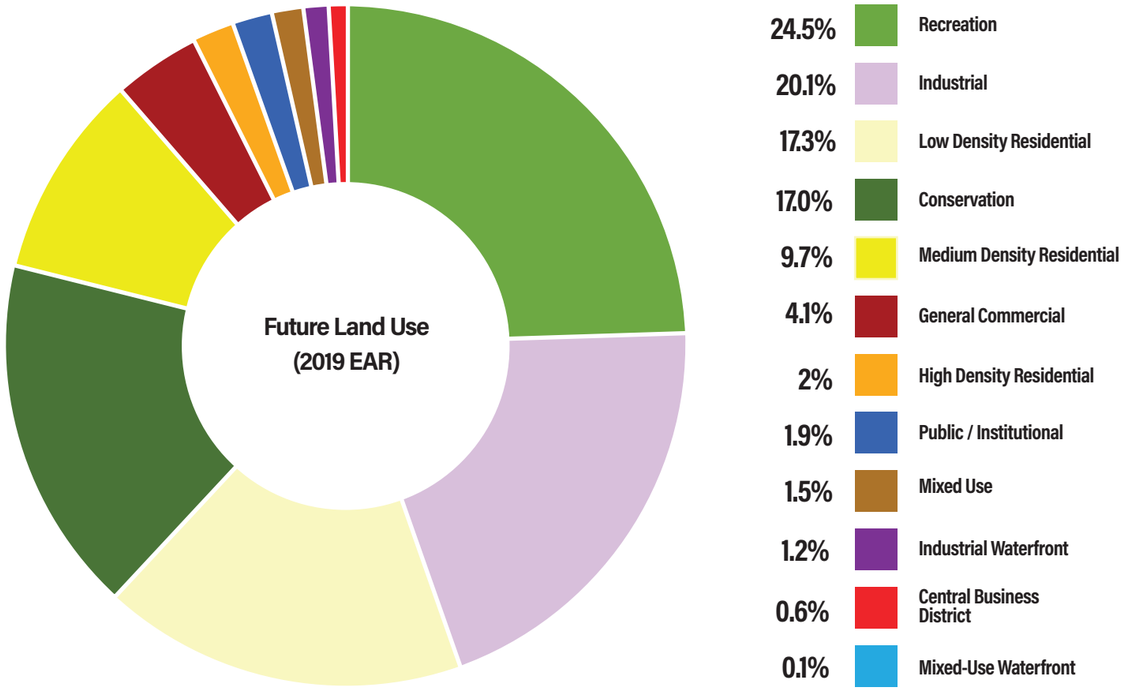
Traditional Urban Neighborhood

Suburban Residential Development

Suburban Commercial Development

Beaches Development

Table A.1: *Future Land Use*



B. Future Land Use Map (FLUM)

The FLU plan reinforces the uses established in the current zoning code. Table A.1 shows the percentage of land area of each FLU category in the City and Figure A.1 illustrates their location. Recreation and environmental conservation encompass large areas of the City including Fort Clinch State Park, acres of wetlands, and the Fernandina Beach Golf Club. Residential development is relatively evenly divided between low- and medium-densities with a few high-density residential areas located on the oceanfront. Industrial is identified along the Amelia River waterfront while the municipal airport and surrounding areas in the south of the City are identified as Public/Semi-Public FLU. Mixed use districts are found in the downtown core and along South 8th Street.

Figure A.1: *Future Land Use Map (FLUM)*

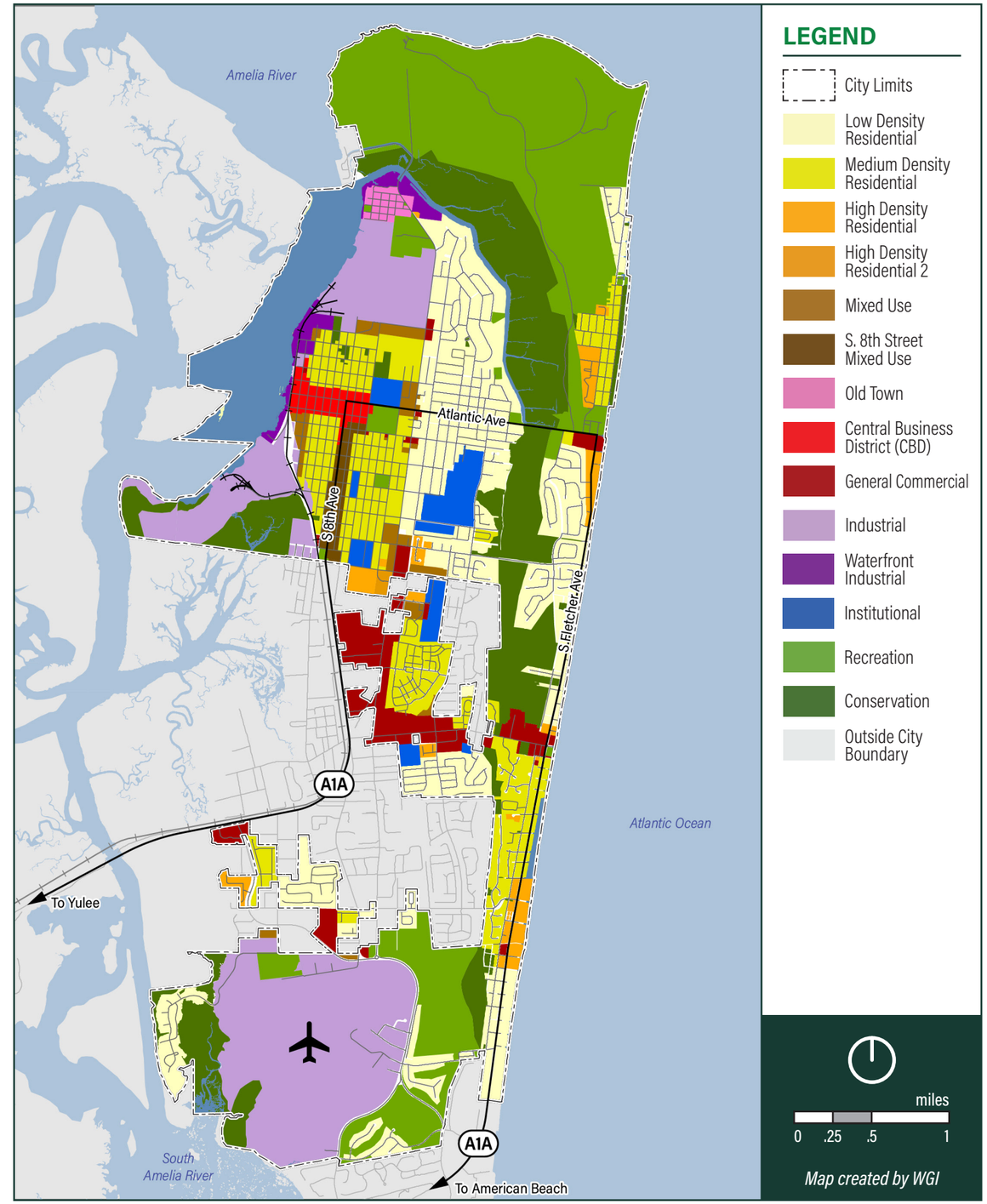
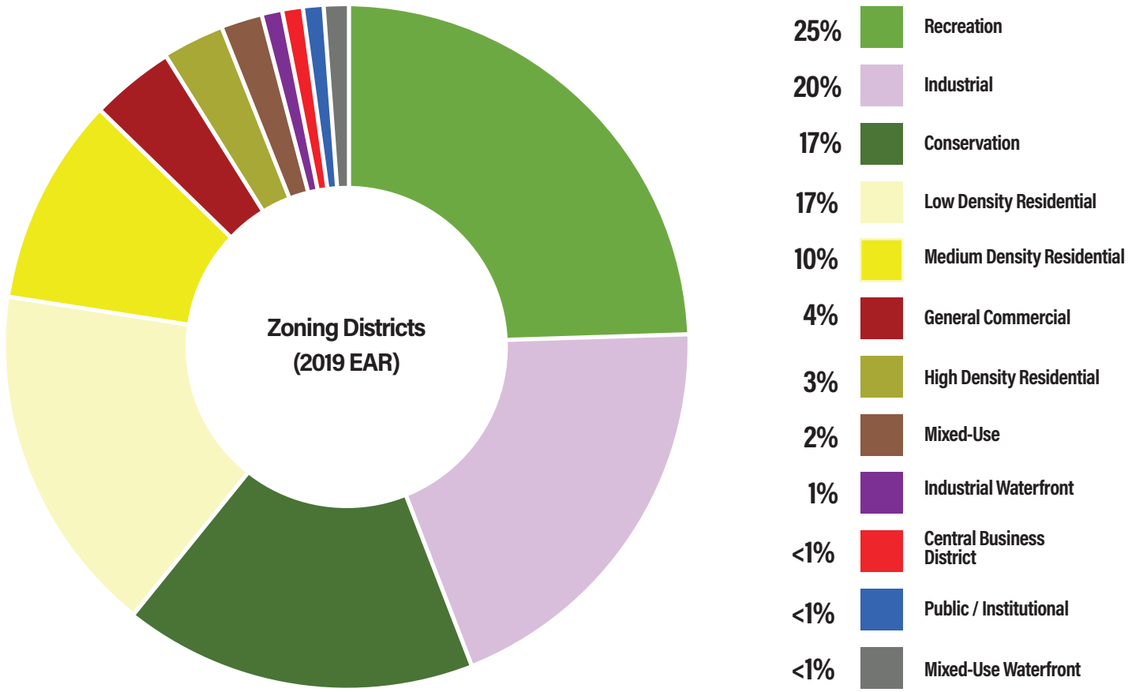


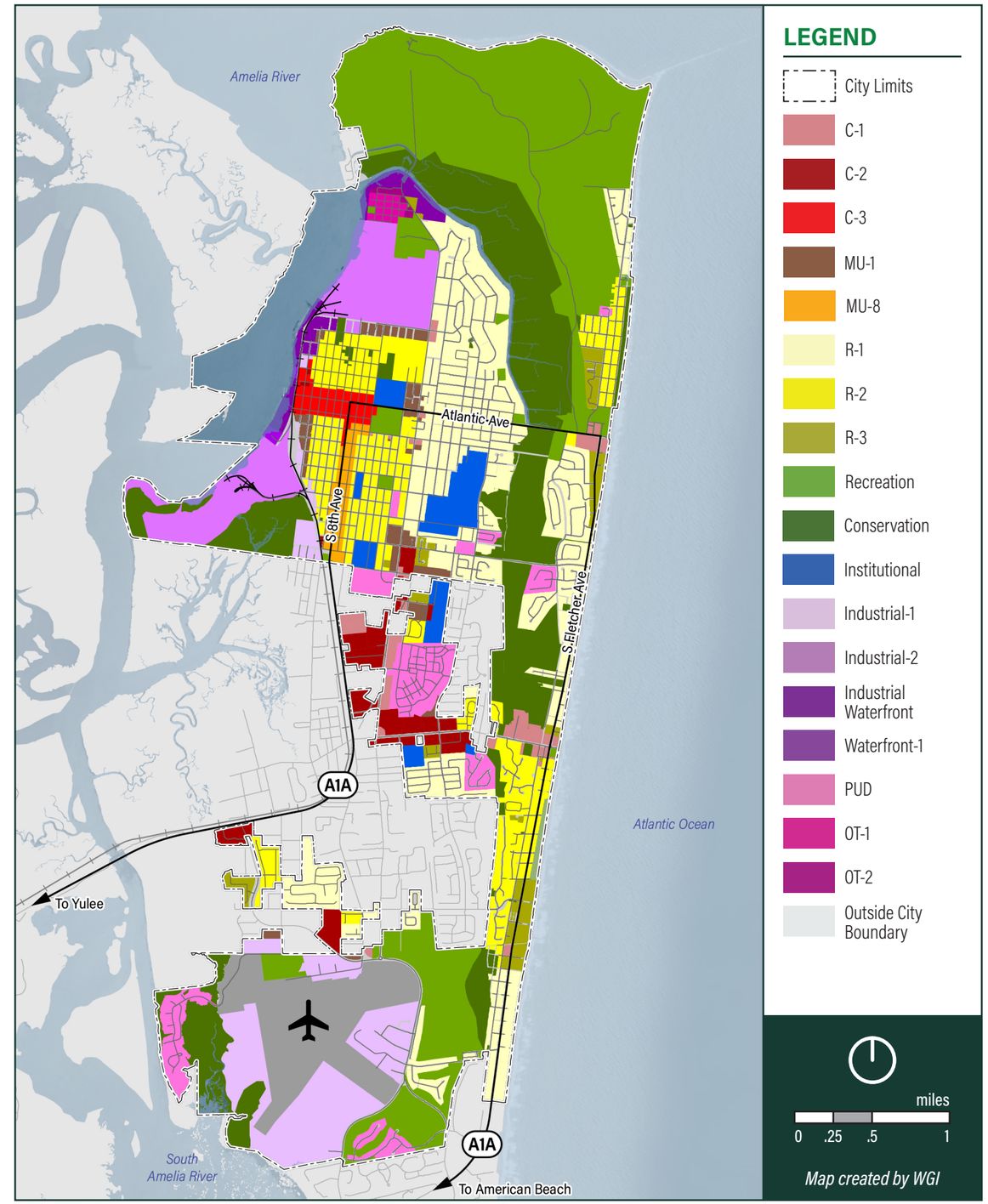
Table A.2: *Zoning Districts*



C. Current Zoning Map

Fernandina Beach has a traditional Euclidean or use-base code. Table A.2 shows the percentage of land area of each zoning category in the City and Figure A.2 illustrates their location. The largest zoning districts are recreation, environmental conservation, and residential with large areas dedicated to industry and municipal uses. While most of the city is zoned for a single use, some districts do allow for mixed use developments including C-3, MU-1, and MU-8 as shown in Figure A.2. These areas are located near the downtown core and along South 8th Street.

Figure A.2: *Zoning Map*



D. Cultural Amenities and Historic Structures

Fernandina Beach is rich in historic and cultural assets. Ten structures and sites within the City boundaries are listed on the National Register of Historic Places (NRHP) as shown in Figure A.3. Downtown Fernandina Beach and the Old Town contain a mosaic of architectural styles and elements that reflect the City's history. As illustrated in Figure A.4, 242 buildings are considered architecturally contributing structures to the district. These areas are protected in the LDC with additional design standards to preserve the architectural heritage of the area. There are an additional nine eligible and two potentially eligible NRHP structures as indicated in Figures A.4 and Figure A.5.

Photo: *Historic Structures in Fernandina Beach (Source: WGI)*

Figure A.3: *Cultural & Historic Elements Map*

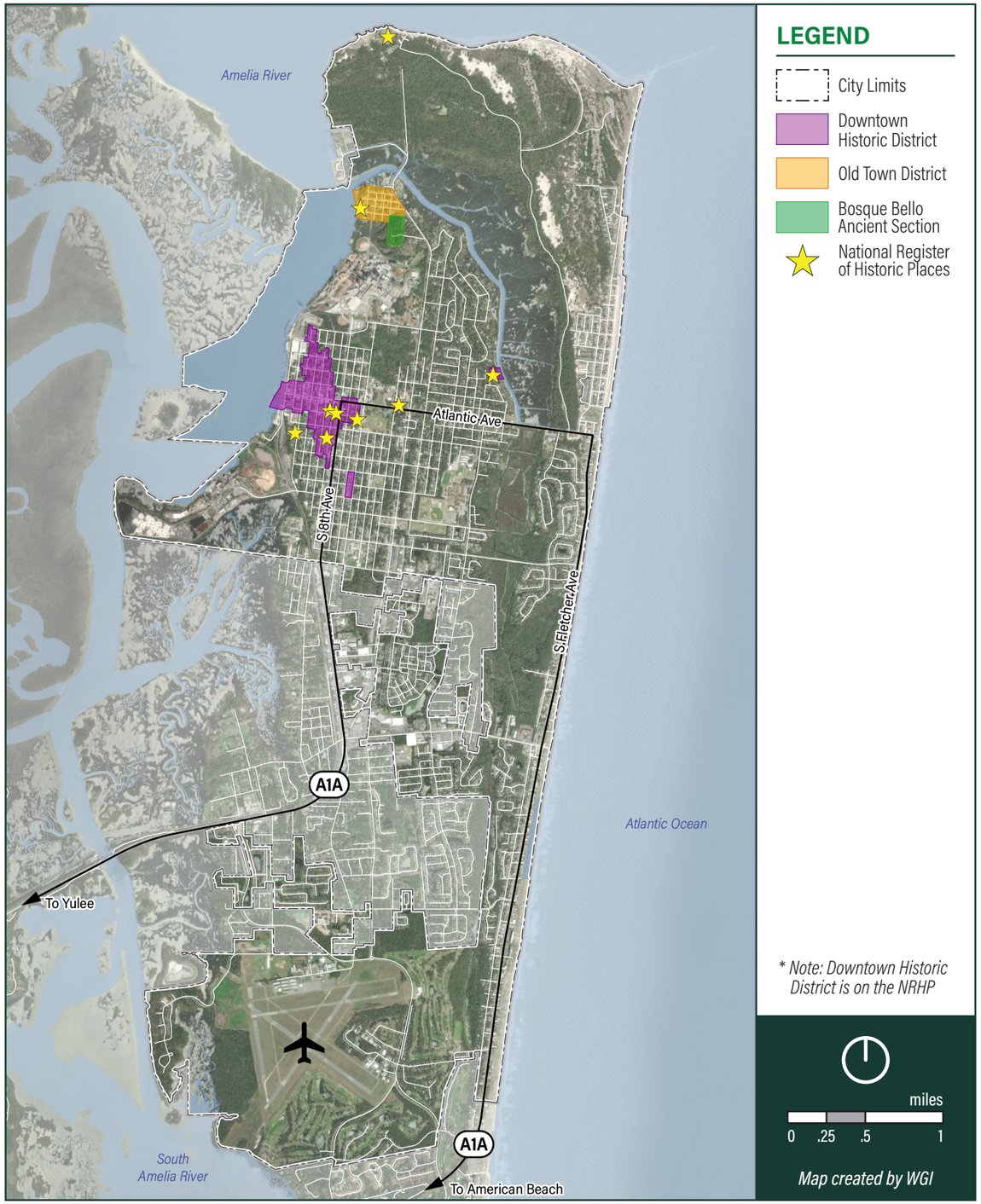


Figure A.4: *Downtown Historic District*

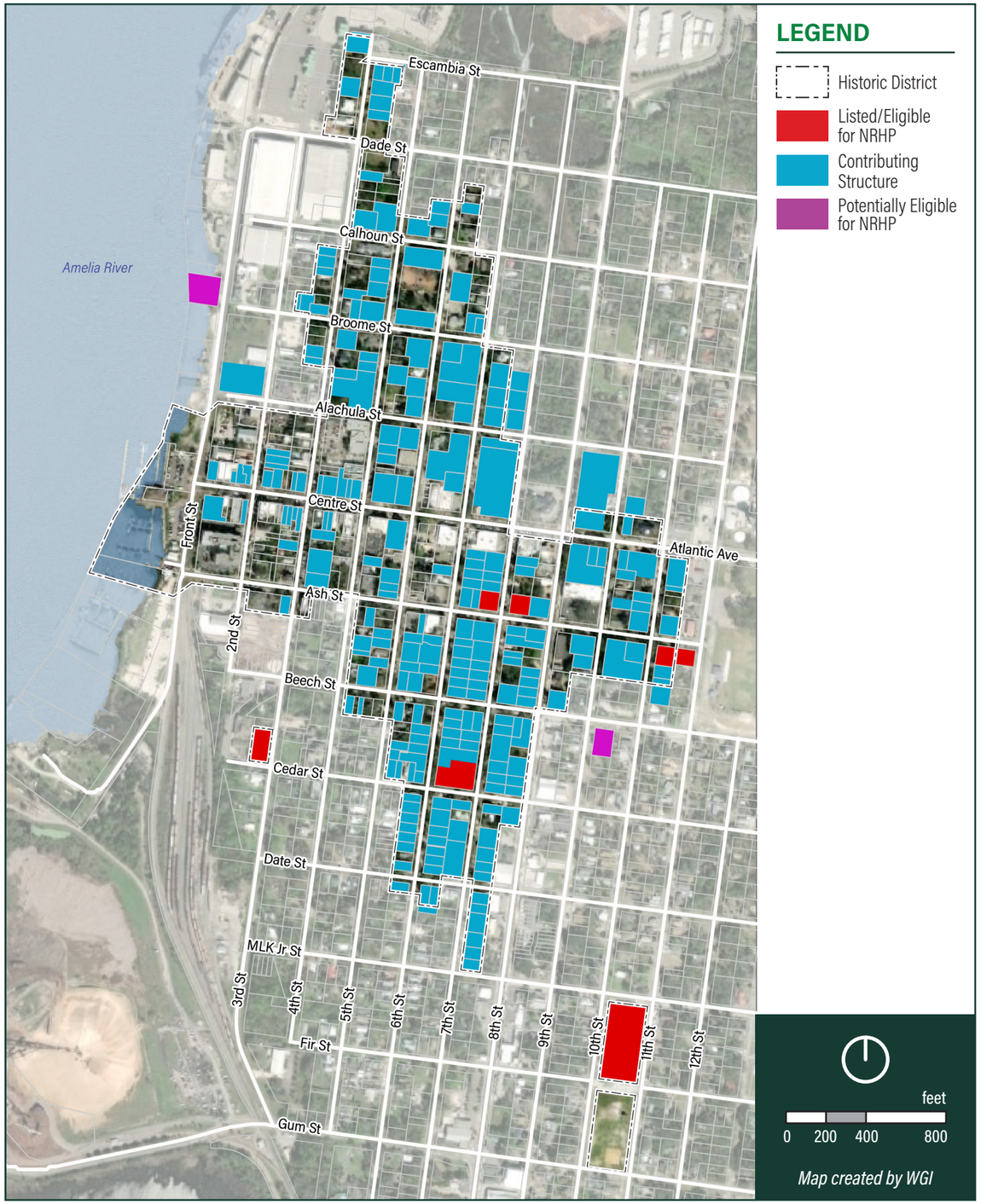
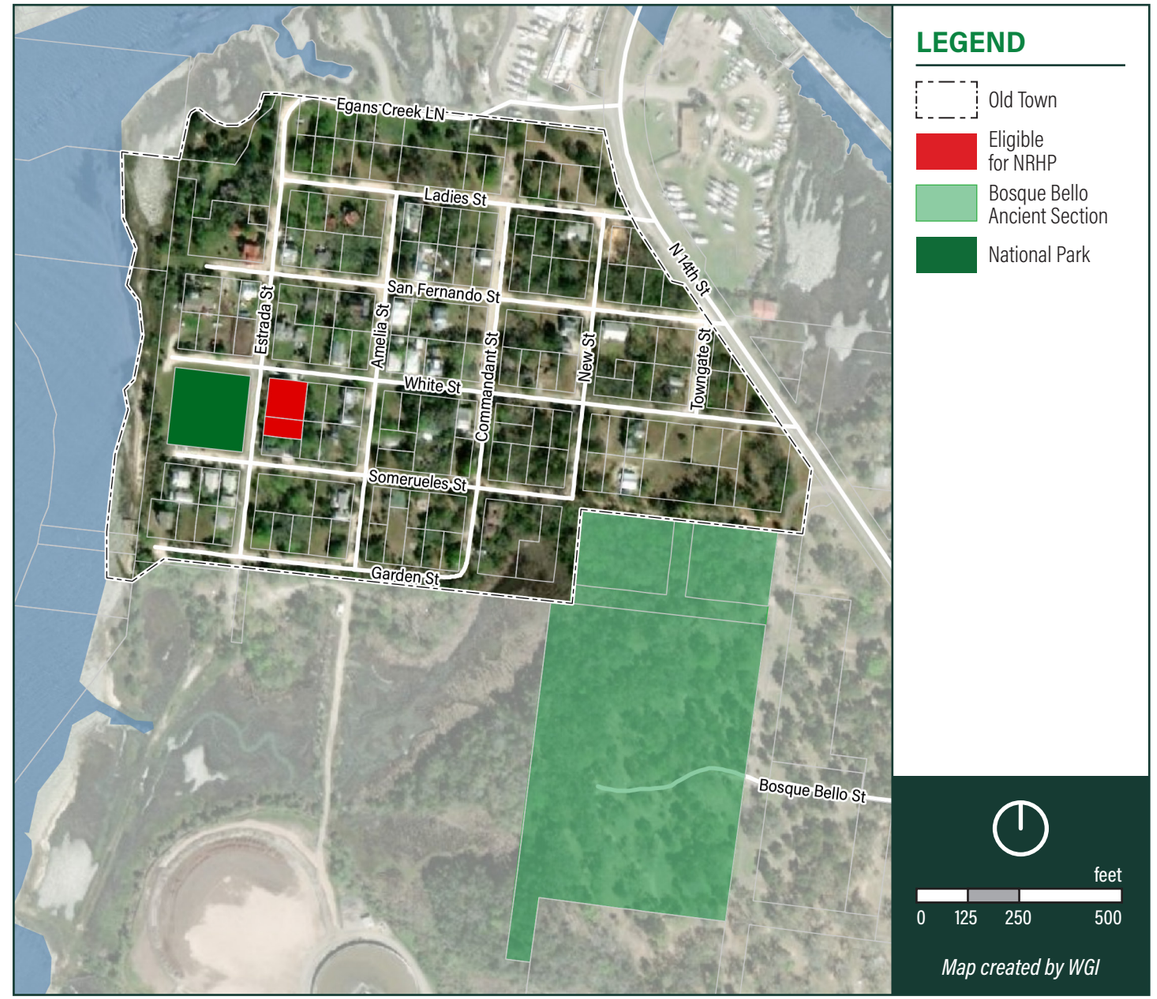


Figure A.5: *Old Town*



E. Recreation & Open Space

Fernandina Beach's largest recreational amenity is the 1,100-acre Fort Clinch State Park located in the northern part of the City. The park provides residents with access to beaches, hiking trails, campgrounds, and historic Fort Clinch.

The City boasts nearly 8 miles of beaches with 50 public access points for residents and visitors. Two large golf courses, Fernandina Beach Golf Club and Amelia River Golf Club, are located adjacent to the municipal airport in the southern part of the City. A marina is located downtown along the Amelia River and several houses located on Egans Creek have private docks. Nassau County has a public boat ramp located north of Old Town. Fernandina Beach also possesses several city parks. Refer to Figure A.6 for locations of recreation and open space amenities in the City.

Photo: *Fernandina Beach Trails (Source: ameliaisland.com)*

Photo: *Fernandina Beach (Source: Deremer Studios)*

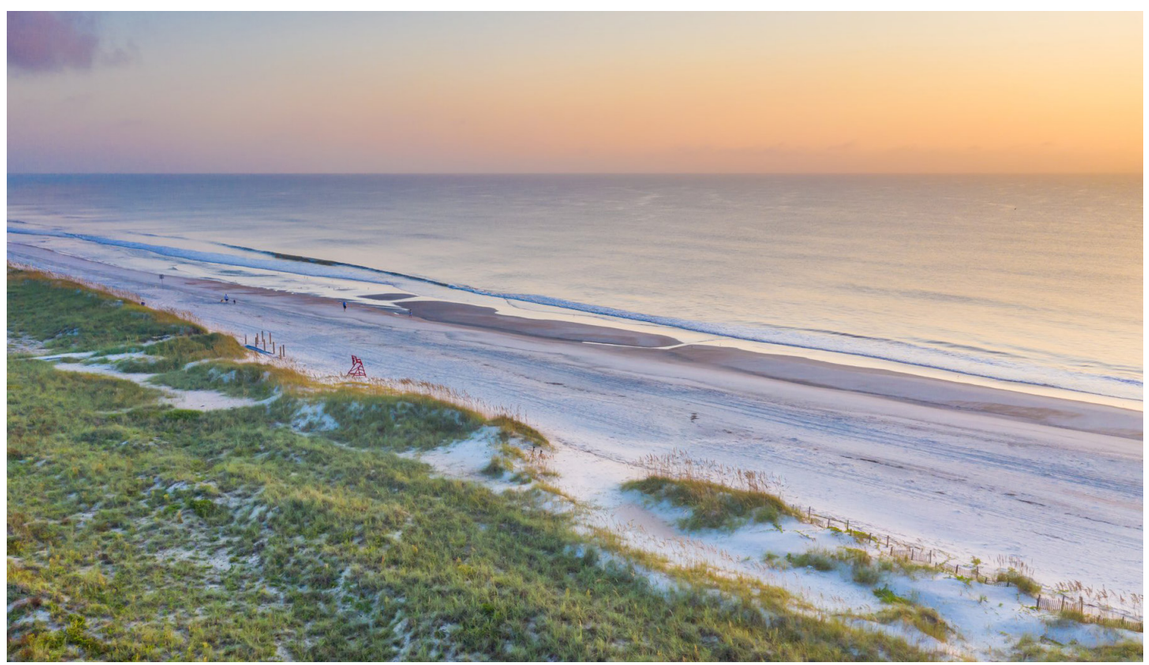
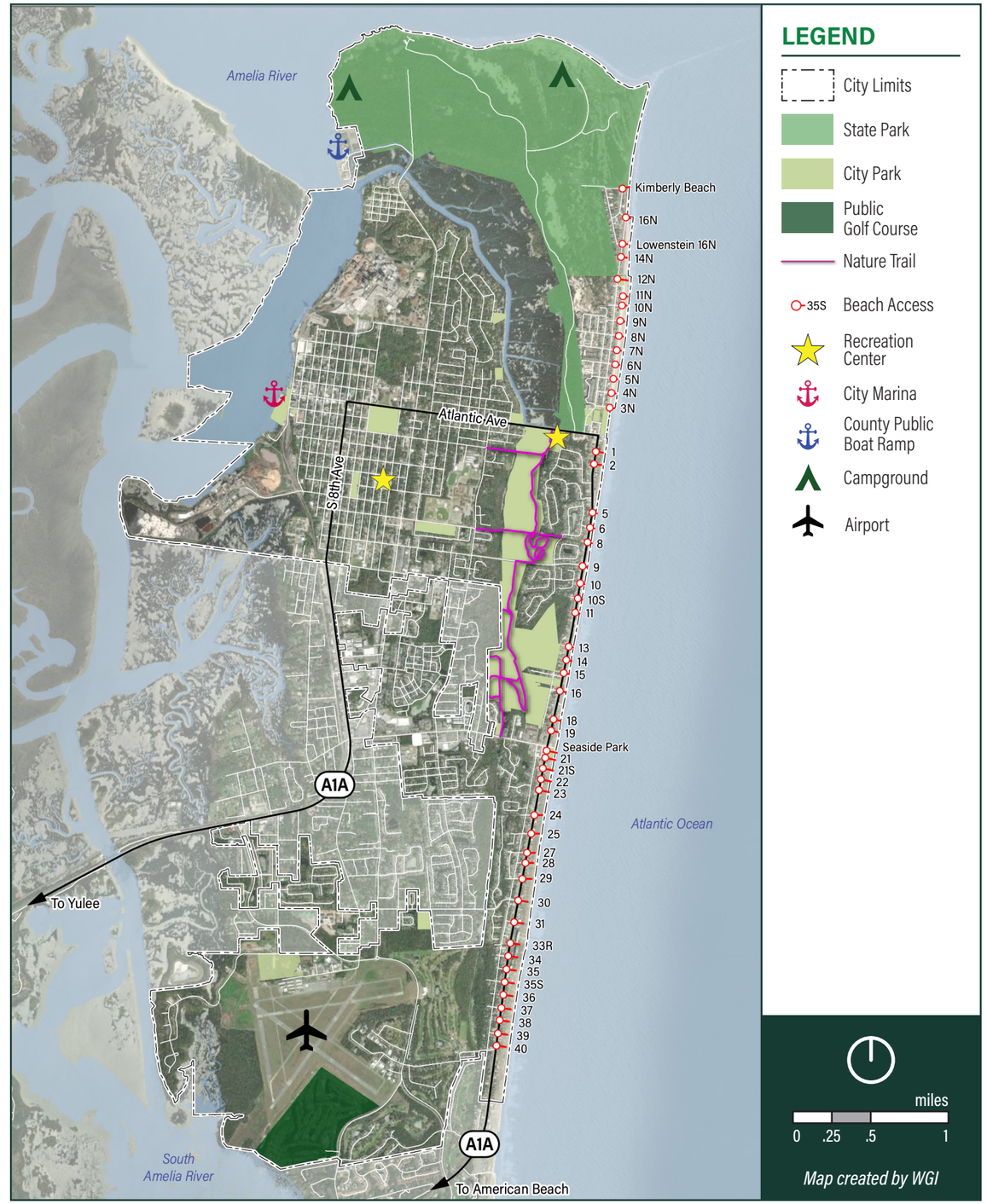


Figure A.6: *Recreation & Open Space Map*



F. Constraints (Environment, Industrial, & Commercial)

As a barrier island community, much of the City is designated as protected wetlands and tidal marshes. Most of these wetlands are found along Egans Creek, Alligator Creek, and the Amelia River. The wetlands as well as all of Fort Clinch State Park is designated as a protected wildlife corridor. This corridor runs north/south along much of the island and restricts development.

Beyond environmental constraints, there are constraints related to industrial, commercial and aviation activities. South 8th Street is utilized as the trucking route for the mills. Airports create their own development restrictions with clear zones and runway clearance restrictions. Refer to Figure A.7 for locations of environmental and operation constraints.

Photos: *Fernandina Beach Marina, Municipal Airport, and Wetlands (Source: Amelia Island & Fernandina Beach websites)*

Figure A.7: *Environmental & Operational Constraints Map*

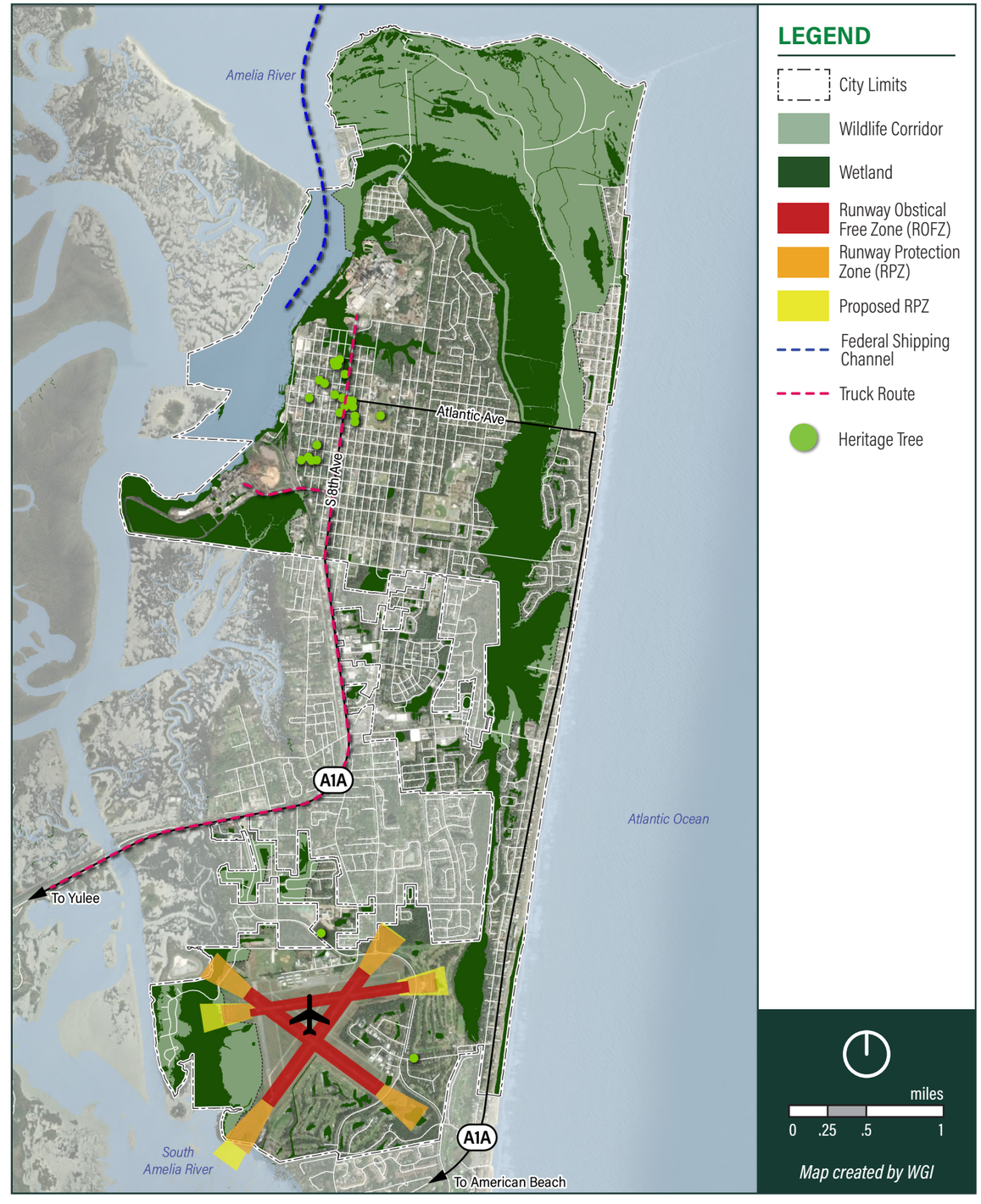
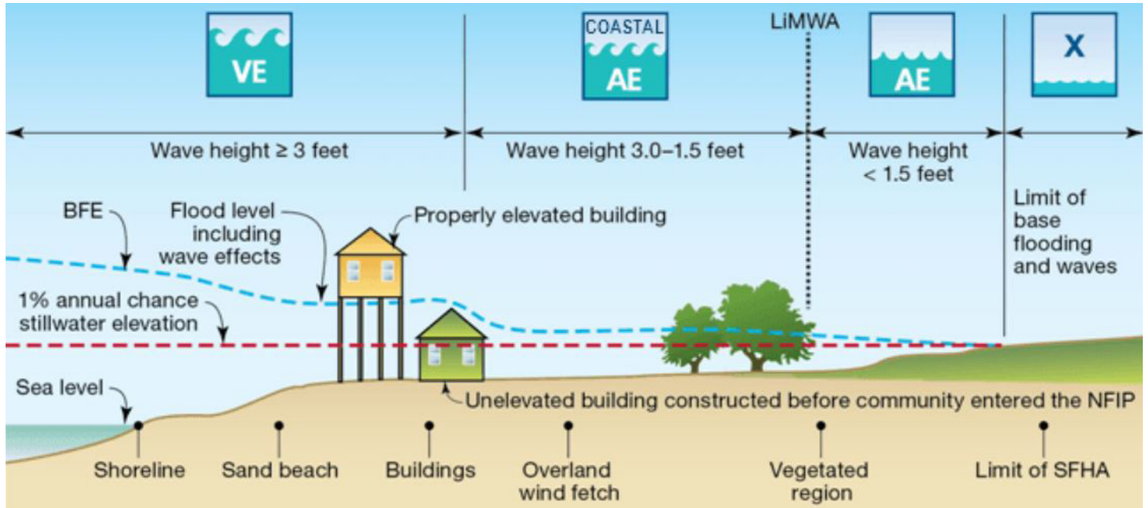


Figure A.8: *Types of Flood Zones (portsmouthva.gov)*



G. FEMA Flood Hazard

Figure A.10 identifies areas of Fernandina Beach that have a 0.1% and 0.02% chance of being inundated any given year. These are also known as a 100-year and 500-year floodplain. The 100 and 500-year floodplains are identified by FEMA as Special Flood Hazard Areas (SFHAs). SFHAs present in Fernandina Beach are classified as Zone AE and Zone VE.

As shown in Figure A.9, 1,644 acres or 73% of land within the 100-year floodplain is designated conservation and recreation in both the Future Land Use Map and the LDC. This is due to most of the floodplain overlapping with wetlands and the Egans Creek Greenway. This also indicated that the City's biggest threats form flooding originate along Egans Creek and the Amelia River, not the beach area.

Fernandina Beach has strong floodplain protections in its Code of Ordinances and almost all new development requires a floodplain review.

Figure A.9: *Acres of land within 100-year (AE) Floodplain*

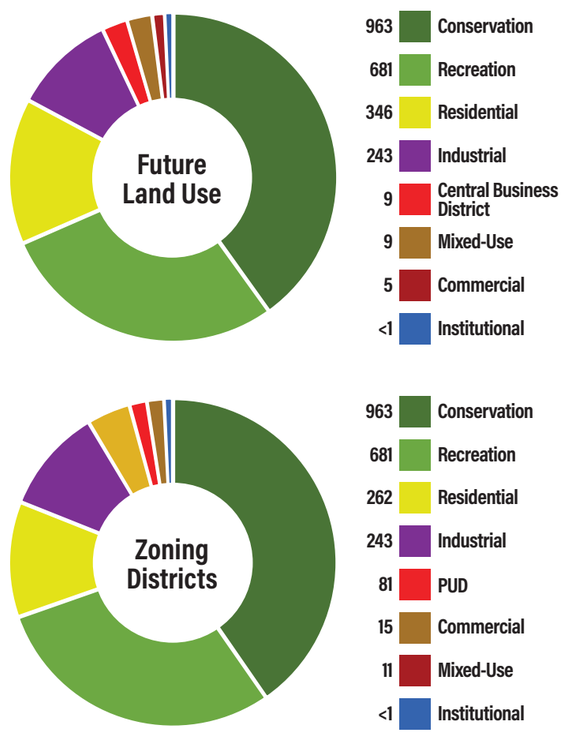


Figure A.10: *FEMA Flood Hazard Map*

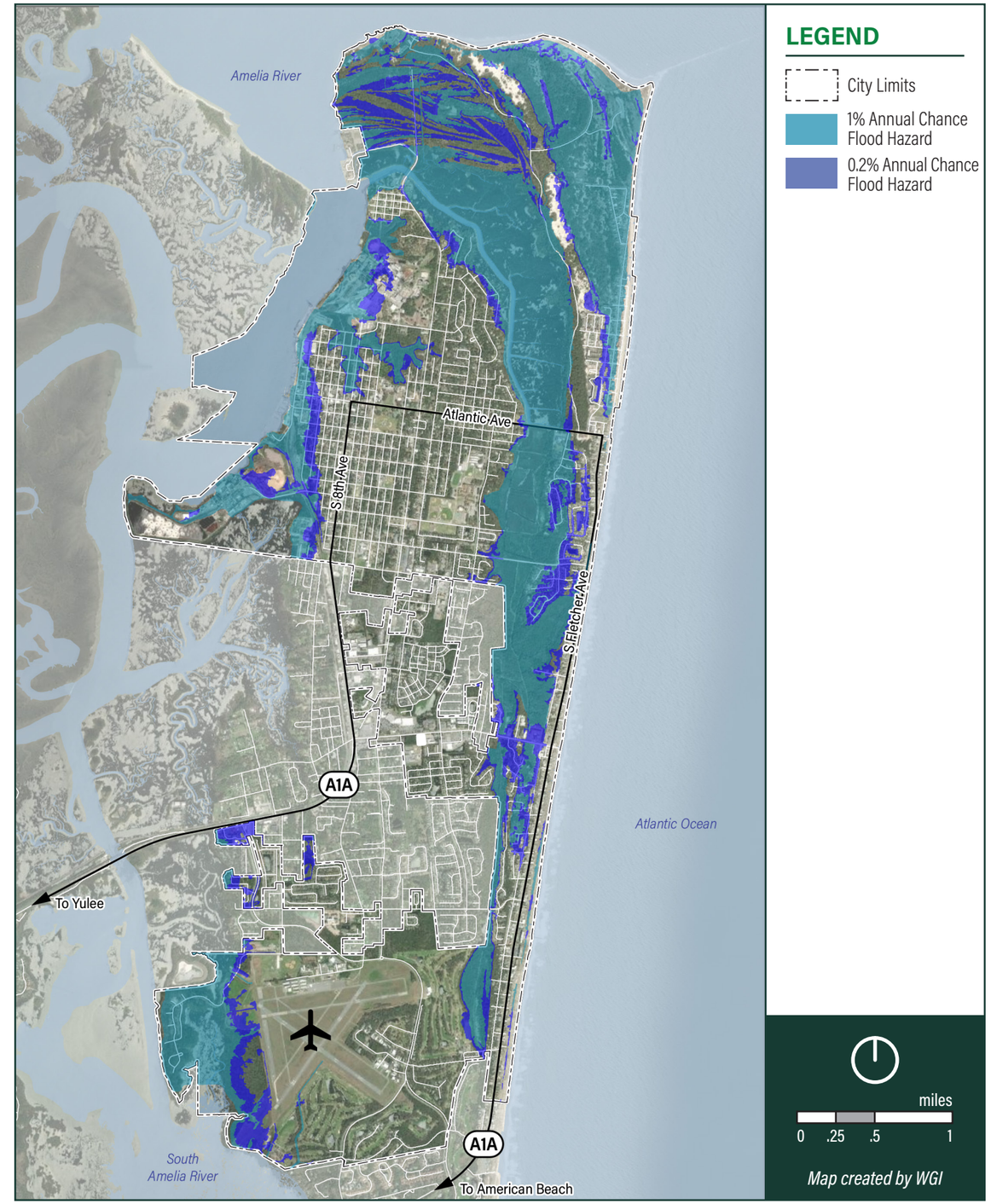


Table A.3: *Residential & Commercial Properties on Amelia Island Susceptible to Storm Surge*

Storm Surge	Residential Property		Commercial Property	
Indicator	Number of Residential Parcels	Total Just Value (in Millions)	Number of Commercial Parcels	Total Just Value (in Millions)
Category 1	826	438.98	21	37.53
Category 2	2,979	1,243.66	130	183.64
Category 3	6,719	2,368.12	293	392.74
Category 4	9,584	3,223.79	508	511.30
Category 5	11,330	3,595.52	623	556.23

Source: Nassau County Vulnerability Assessment

Table A.4: *Types of Properties on Amelia Island Susceptible to Storm Surge*

Storm Surge	Hotels	Restaurants	Tourist Attractions	Historic District	Mill Sites	Airport
Indicator	Property Values (in Millions)	Property Values (in Millions)	Property Values (in Millions)	Property Values (in Millions)	Property Values (in Millions)	Property Values (in Millions)
Category 1	13.33	0.74	-	6.36	48.36	-
Category 2	113.74	9.09	0.33	44.01	48.36	-
Category 3	240.59	18.95	0.33	78.53	48.36	9.28
Category 4	247.31	25.02	0.33	142.39	48.36	9.28
Category 5	250.72	28.86	0.83	177.39	48.36	9.28

Source: Nassau County Vulnerability Assessment

H. Hurricane Storm Surge

Fernandina Beach's geographic location is susceptible to hurricane storm surge. Figure A.11 illustrates what areas of the city would be submerged for each hurricane category. Areas around Egan's Creek and Escambia are especially vulnerable. Hurricanes are expected to increase in intensity and frequency throughout the rest of the century due to warming oceans. Therefore, identifying the City's risks from these storms is crucial.

Table A.3 and Table A.4 illustrate the potential impact to property on all of Amelia Island from storm surge.

Photos: *Hurricane Mathew over Fernandina Beach in 2016 (Source: NOAA)*

Figure A.11: *Hurricane Storm Surge Map*

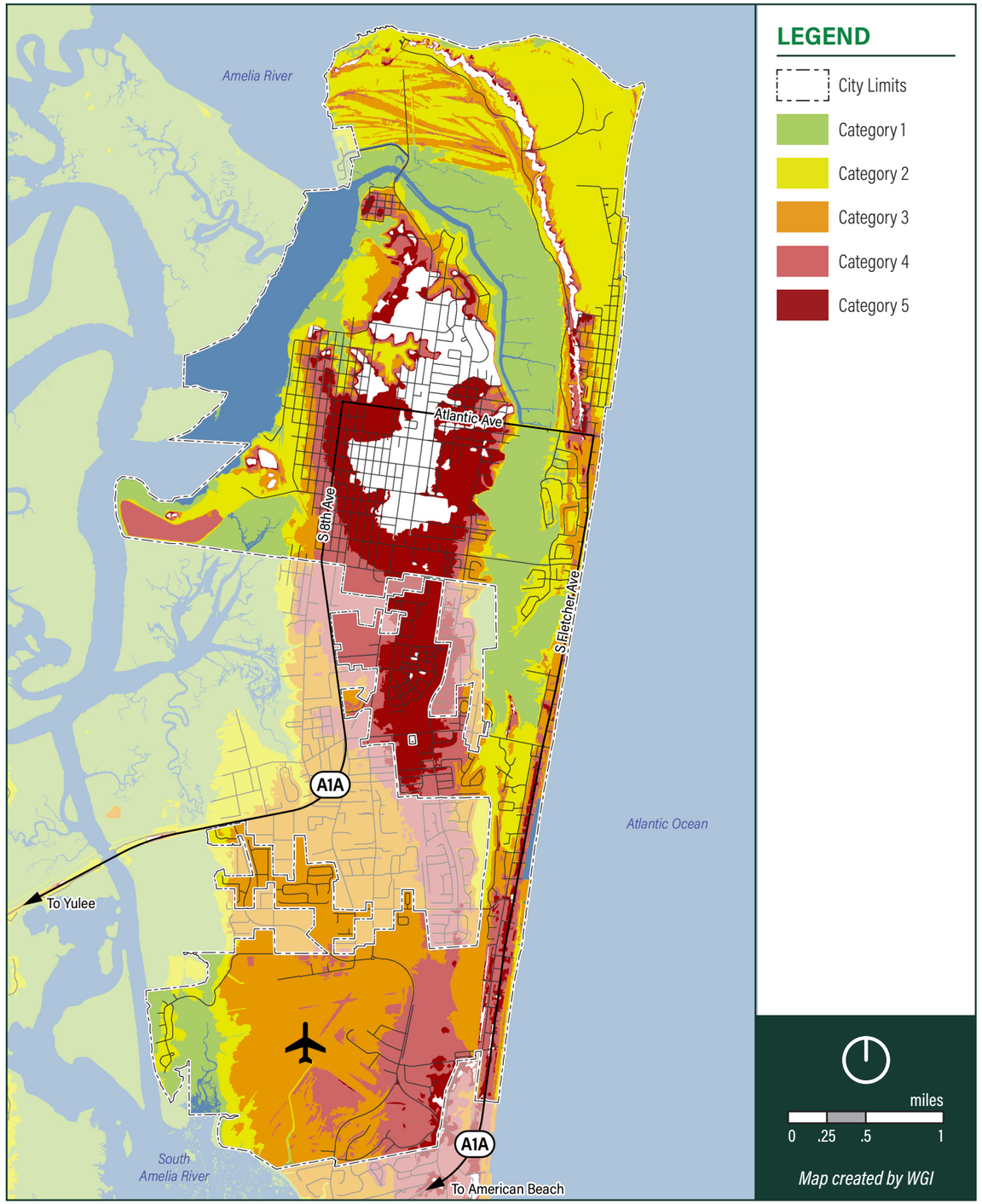


Table A.5: *Residential & Commercial Properties on Amelia Island Susceptible to Sea Level Rise*

Sea Level Rise	Residential Property		Commercial Property	
Indicator	Number of Residential Parcels	Total Just Value (in Millions)	Number of Commercial Parcels	Total Just Value (in Millions)
1 foot	584	352.95	17	31.98
3 feet	966	489.25	24	50.14
6 feet	2,700	1,102.07	101	173.16

Source: Nassau County Vulnerability Assessment

Table A.6: *Types of Properties on Amelia Island Susceptible to Sea Level Rise*

Sea Level Rise	Hotels	Restaurants	Tourist Attractions	Historic District	Mill Sites	Airport
Indicator	Property Values (in Millions)	Property Values (in Millions)	Property Values (in Millions)	Property Values (in Millions)	Property Values (in Millions)	Property Values (in Millions)
1 foot	13.33	-	-	5.06	48.36	-
3 feet	24.87	1.61	-	6.36	48.36	-
6 feet	110.42	8.48	-	40.81	48.36	-

Source: Nassau County Vulnerability Assessment

I. Sea Level Rise & Climate Change

The City's geographic location on a low-elevation barrier island makes the City susceptible to sea-level rise. For this reason the City has had a National Oceanic & Atmospheric Administration (NOAA) monitoring station since 1897. NOAA has developed several models that analyze sea-level rise and its consequences for coastal communities. According to the model that projects intermediate sea-level rise throughout the century, Amelia Island will lose much of its wetlands and marshes in the next few decades. Between 2040 and 2060, most of the wetlands along Egan's Creek will become permanently submerged as will the wetlands along Escambia and the Amelia River. The ocean will continue to envelop more of the island in the remainder of the century but at a much slower pace. Table A.5 and Table A.6 illustrate the value of property on all of Amelia Island threatened by sea level rise.

The Waterfront Sea Level Rise Study was done in 2019. If sea-level rise is more severe than what is predicted in the Intermediate Model projection in Figure A.12, the consequences for the City will be more severe. The High Projection Model shows the ocean rising 8.5 feet, submerging much of Fort Clinch State Park, and several blocks of Downtown, as indicated in Figure A.13.

Figure A.12: *NOAA Sea-level Rise Projections for the Island*

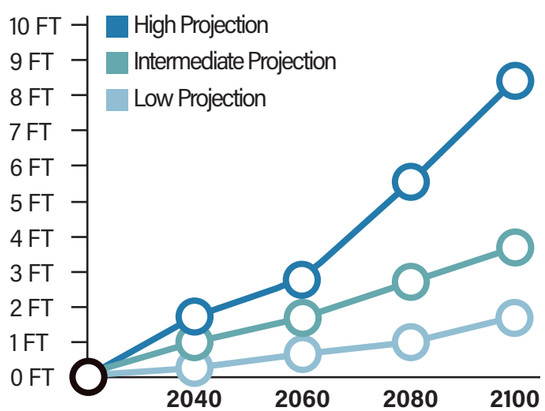
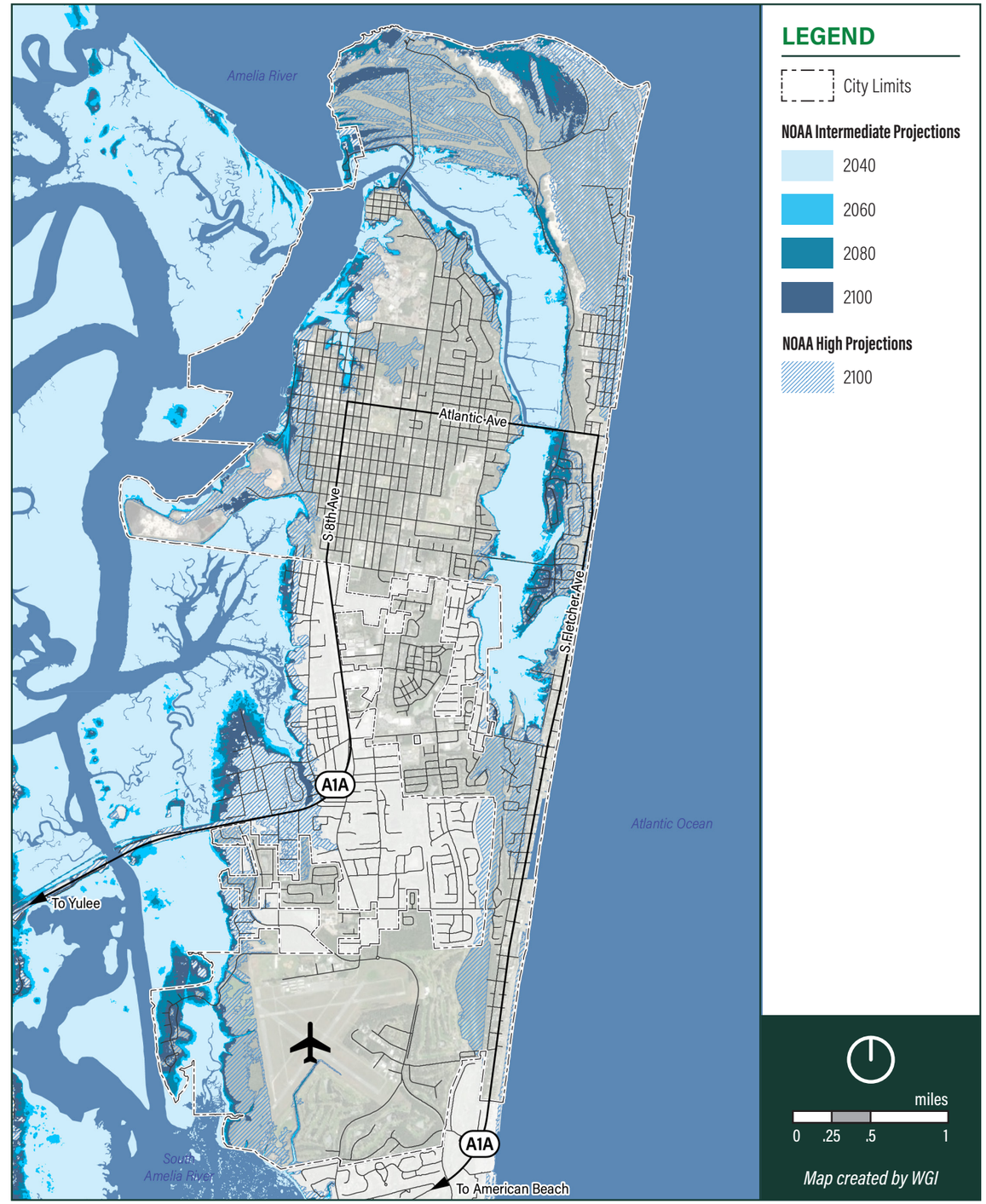


Figure A.13: *Sea Level Rise Projections Map*



IV. DEMOGRAPHICS

The following summarizes demographic data from the US Census Bureau (2019). Figure A.14 provides a graphic representation of this data.

A. Population

Fernandina Beach has an estimated 2019 population of 13,169. The city's growth rate of 15.7% from 2010-2020 is on-par with the rest of the state of Florida (14.2%) but lower than Nassau County (20.9%). The City is expected to grow by 1,459 people by 2045. The city is ethnically and racially more diverse than the rest of Nassau County with a higher percentage of their population identifying as African American, Asian, and Hispanic.

B. Age Distribution

Fernandina Beach is home to an older population. The median age for Fernandina Beach is 54.8 and the city's percentage of population over age 65 is 12% higher than the rest of Florida and Nassau County.

C. Income & Property Values

Approximately 75.4% of households (HH) in Fernandina Beach are owner occupied. This closely matches the rates in Nassau County (80.0%) and is higher than Florida (65.4%). The median value of owner-occupied HH's in the city are $333,900 which is nearly 1.5 times the median value in Nassau County ($230,900) and more than 1.5 times the value in Florida ($215,300).

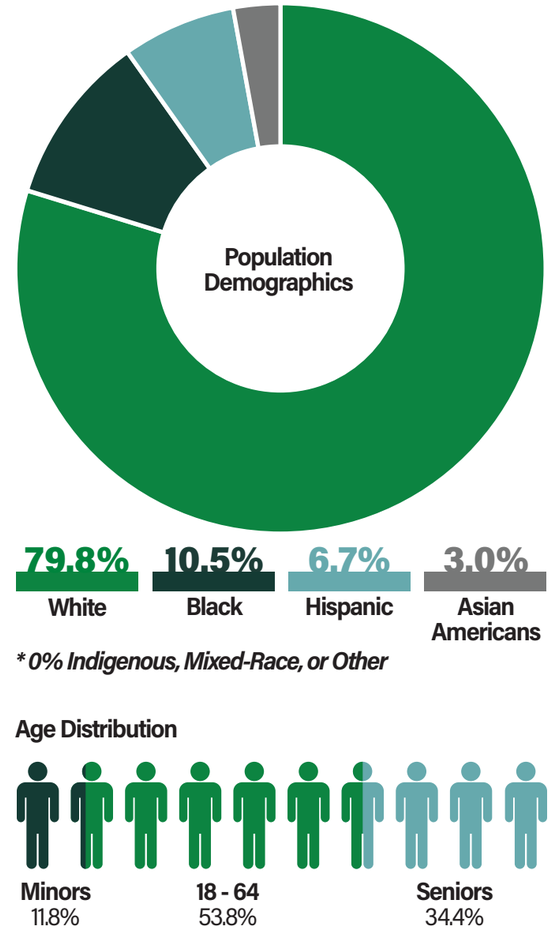
As shown in Table A.8, the median rent prices in Fernandina Beach in 2019 were $1,139, higher than Nassau County ($1,046). Fernandina Beach's median HH income and poverty rates closely matched the rest of Nassau County and Florida.

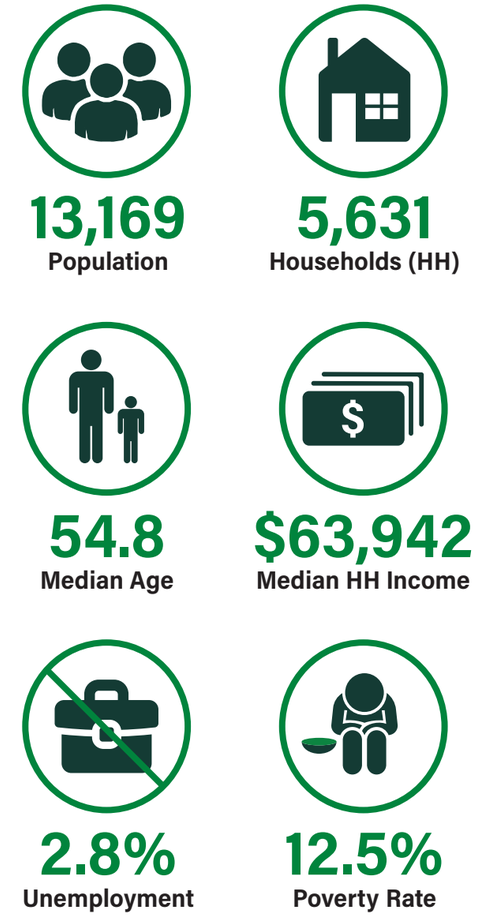
D. Employment

Fernandina Beach's 219 unemployment rate stood at 2.8%, lower than the 2019 State of Florida's unemployment rate of 3.3%.

Photo: *Downtown Fernandina Beach (Source: Deremer Studios)*

Figure A.14: *Population Demographics*





Projected Population Growth

Year	Population	5-Year Change
2025	14,357	+834
2030	15,085	+728
2035	15,480	+395
2040	15,658	+178
2045	15,816	+158

Source: Small-Area Population Estimates & Projections

Population Growth Comparison

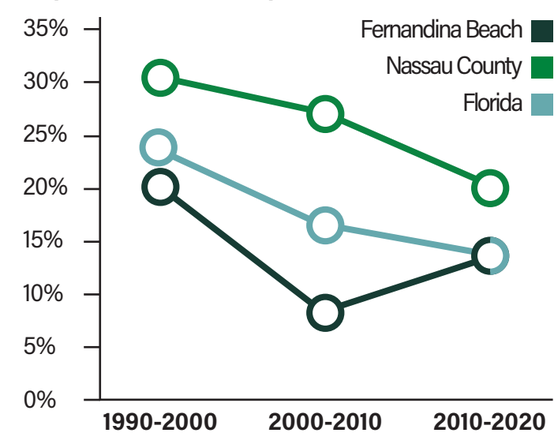


Table A.7: *Housing Types*

Housing Unit Type	Fernandina Beach	Nassau County	State of Florida
Single Family Detached	70.3%	61.5%	54.3%
Single Family Attached (Townhome)	7.3%	2.8%	6.2%
Duplex	4.0%	0.6%	2.1%
Triplex or Quadruplex	5.2%	1.8%	3.9%
Multi-Family 5-9 Units	3.6%	3.0%	5.0%
Multi-Family 10-19 Units	3.9%	2.2%	5.8%
Multi-Family 20+ Units	5.4%	4.2%	13.7%
Mobile Home	0.2%	23.6%	8.9%

Figure A.15: *Age of Housing Stock*

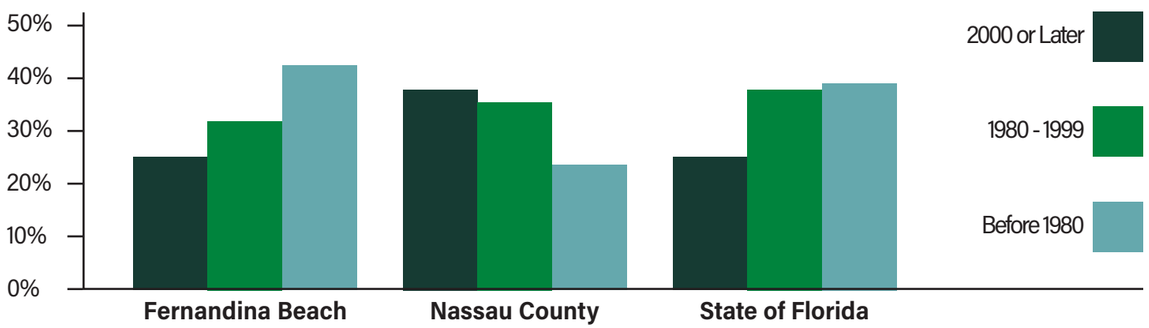


Table A.8: *Household Data*

Household (HH) Data	Fernandina Beach	Nassau County	State of Florida
Person per HH	2.14	2.52	2.65
Percent of Owner-occupied Housing Units	75.4%	80.0%	65.4%
Median Value of Owner-occupied Housing Units	$333,900	$230,900	$215,300
Median Rent	$1,139	$1,046	$1,175
Median HH Income	$63,942	$69,943	$55,660
HH with 3 or More Vehicles	13.4%	27.9%	15.6%

V. HOUSING SNAPSHOT

The following summarizes housing and household data from the US Census Bureau (2019).

A. Housing Unit Type

The majority of homes in Fernandina Beach are single-family detached houses (see Table A.7). The percent of housing stock that falls under this category is 10%-15% higher than the average in Nassau County and the State of Florida. The City's percentage of multifamily housing types is comparable to the rest of the County and State. The City lacks mobile homes, a housing unit type that makes up nearly a quarter (23.6%) of Nassau County's housing stock.

B. Age of Housing Stock

The housing stock of Fernandina Beach is considerably older than the rest of Nassau County and the State of Florida (see Figure A.15). Almost 45% of homes in the City were built before 1980 in comparison to Nassau County (25%) and the State of Florida (39%). The percentage of housing stock built after 2000 is below that of both the County and State. The City of Fernandina Beach boasts a large number of restored historic homes in the downtown area and surrounding neighborhoods.

C. Household Data

Fernandina Beach's housing market is more expensive than Nassau County or the State of Florida. Median home prices in the City are 45% higher than in the rest of the County and 55% higher than the state median (see Table A.8).

Rent prices are also above County and State medians. Rent prices in the City have grown more than 20% since 2000. When taking inflation into account, the median rent price in Fernandina Beach has increased $197 per month compared to the beginning of the century. Table A.9 below illustrates the historical rent prices in the City and their 2020 dollar equivalent.

Table A.9: *Rent Prices Since 2000*

Year	Rent Per Month	Inflation Adj. Rent	Percent Change
2000	$627	$942	-
2010	$867	$1,029	+9%
2020	$1,139	$1,139	+11%

High housing costs in Fernandina Beach has resulted in an affordability predicament. Lower-income residents, service sector employees, and senior citizens are being priced out of the City.

Photo: *Housing Diversity and Character in Fernandina Beach (Source: WGI, Google Maps, and Vintage Amelia)*

D. Missing Middle Housing

Missing middle housing is the type of housing between single-family housing and mid-rise apartment complexes. These housing types such as duplexes, quadplexes, courtyard apartments, townhouses, and live-work spaces were common in pre-1940's America and are still easily found in older, urban neighborhoods.

Missing middle housing types add density, housing choice, and affordability to a neighborhood while respecting the neighborhood's character. This is because the scale and massing of these housing types is similar to single-family houses and they blend into the existing neighborhood fabric.

Fernandina Beach has a higher percentage of missing middle housing types than Nassau County or the State of Florida (see Table A.7). Accessory dwelling units (ADUs) are approved for all areas of the city outside the historic district an mixed-use zoning districts allow for a variety of housing types. The City should aspire to retain this greater diversity of housing types as the City evolves.

These housing types can be added to the residential areas surrounding Downtown Fernandina Beach to create a more walkable and affordable environment. With careful massing and adhering to surrounding architectural aesthetics, these types can be added in a way that not only preserves but enhances the neighborhood's character and historic aesthetic.

Figure A.16: *Missing Middle Housing (yellow) Blending in With Single-Family Homes (white) (missingmiddlehousing.com)*

Figure A.17: *Missing Middle Housing Types (missingmiddlehousing.com / Optics Design Inc.)*

VI. COMMERCIAL SNAPSHOT

Fernandina Beach has a diverse inventory of commercial areas ranging from a traditional main street corridor along Centre Street to standard suburban shopping plazas. Refer to Figure A.18 for the commercial areas discussed in this Vision Plan.

A. Downtown and Centre Street

Downtown Fernandina Beach is the commercial, civic, and social heart of the City. The area is populated with local restaurants, cafes, boutiques, and mom-and-pop stores. The area is characterized by its small, customized storefronts, walkable streetscape, historical architecture, and street grid. Centre Street acts as the commercial spine of the neighborhood while side streets host a mix of commercial and residential properties. Pedestrian amenities such as benches, wide sidewalks, street trees, and street-lighting are abundant along Centre Street. The pedestrian environment, historical character, and inventory of unique and local shops draws both locals and tourists to downtown, creating a dynamic economic hub.

Opportunities

Downtown Fernandina Beach has done a good job preserving and restoring its historical buildings while ensuring new development is pedestrian oriented and of similar scale to the existing buildings. The City should continue these efforts.

Downtown

Downtown is full of small, unique storefronts and outdoor dining.

Photo: *Centre St. (WGI)*

Photo: *Downtown on a Friday evening (source: WGI)*

B. South 8th Street Corridor

This is a 10-block long corridor along South 8th Street bookended by Lime Street to the south and Beech Street to the north. The area is a diverse mix of restaurants, retail, service-oriented businesses, and single-family houses. Architecture ranges from historic to new builds. The corridor and surrounding area are laid-out in a traditional grid with city blocks measuring 430 ft x 200 ft. This commercial corridor is the front entrance to those traveling into Fernandina Beach from off-island, giving people their first impression of the city. The urban fabric along this corridor reads as disjointed, due to a lack of consistency in building orientation. Some structures are positioned towards the street creating a traditional main-street style, while others remain setback from the street hidden behind surface parking lot.

Opportunities

South 8th Street has the opportunity to become a unique and dynamic mixed-use commercial corridor, as well as a strong first impression to visitors. The area between Lime Street and Center Street is already zoned for mixed use in the LDC.

The area has a diverse building stock. Recent developments have re-imagined these structures to create authentic and one-of-a-kind establishments. The projects that have creatively retrofitted existing buildings instead of new construction have become popular and well loved establishments. Mocomma Beer Company and T-Rays Burger Station are some examples of these types of development.

Photo: *Types of developments along the South 8th St. Corridor (Source: Google Maps)*

C. 5 Points

This large suburban-style commercial area is predominately located along S.R. 200, South 14th St, and Saddler Road. It is comprised of big-box stores, stand-alone fast-food chains, strip malls, and shopping centers constructed in the 1970's and 1980's. The area is very car-oriented with large parking lots and drive-thrus. A large portion of the commercial center along S.R. 200 falls outside of Fernandina Beach city boundaries. Establishing a future vision for the area that is consistent across the commercial area will require coordination with Nassau County and how it regulates the parcels under its jurisdiction.

Opportunities

As these shopping plazas and strip malls age, they will become ripe for redevelopment opportunities. A well-designed redevelopment in this area would allow the creation of a walkable, pedestrian scaled environment that more accurately reflects Fernandina's traditional development patterns and architectural styles. There is also an opportunity to remove the current sea of parking and establish new green spaces that will regrow the tree canopy lost when the original site was developed. The Gulf Coast Town Center in Ft. Myers is a good case study in how to transform a shopping plaza into an opportunity for creative placemaking.

Photo: *Example of a shopping plaza with pedestrian spaces, vernacular architecture, and lots of trees (source: WGI)*

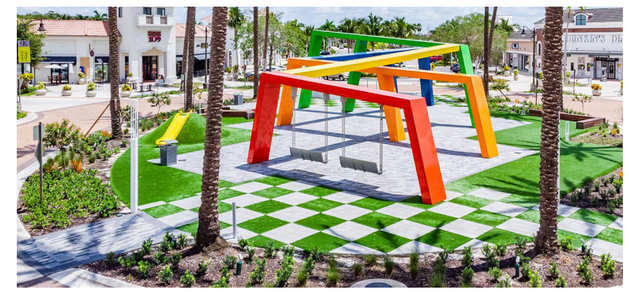


Photo: *Hotel, restaurant, and recreation development near Main Beach Park (Source: Deremer Studios)*

D. Beach Village Centers

The coastal neighborhoods along the beach are located in the eastern part of the City. Fletcher Avenue (S.R. A1A) runs parallel to the coastline and acts as the area's central thoroughfare. Three commercial nodes exist along the beach (see Figure A.18), Simmons Road to the south, Seaside Park in the center, and Main Beach to the north. The areas outside of these nodes are predominantly residential development consisting of single-family houses. These residential areas are regulated with increased side setbacks, hight restrictions, and lot width restrictions to preserve ocean vistas. There are nearly 200 short-term vacation rentals located in the City along the beach as of August 2021.

Simmons Road

This area is a blend of condominiums, hotels, restaurants, and general commercial establishments located south of the intersection of South Fletcher Avenue and Simmons Road. This area is the first non-residential area of the City visitors encounter traveling north from the rest of Amelia Island.

Seaside Park

This is a commercial area centered on the roundabout at South Fletcher Avenue and Saddler Avenue. The retail area is more focused on tourists with several national chain and local hotels, ocean-side restaurants, and recreation/ beach centered retail. Seaside Park also includes vehicular access to the beach for parking.

Main Beach Park

This commercial area is located at the intersection of Fletcher Avenue and the eastern terminus of Atlantic Blvd (S.R. A1A). It is comprised of restaurants, hotels, and recreation/ beach centered retail. Hotels servicing the area include national chains, independent lodges, and rental cottages. Main Beach Park is also home to the skate park, a putt-putt course, concessions, a boardwalk, and an open lawn for special events.

Photo: *Restaurant, office, housing and recreation development near Seaside Park (source: WGI)*

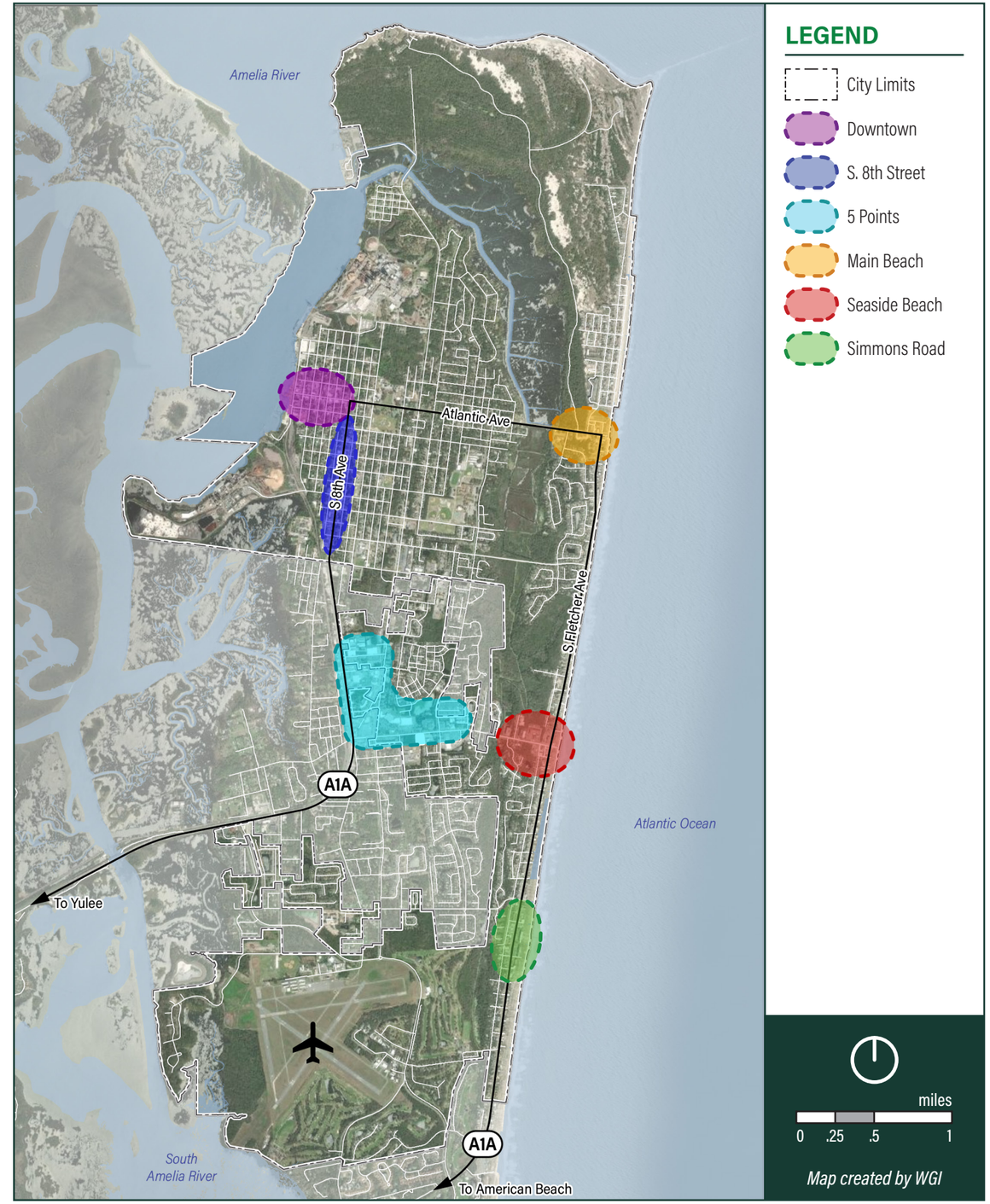
Photo: *Downtown St. Marys (source: Google Maps)*

Opportunities

These seaside nodes should continue evolving into small village centers with shops, restaurants, hotels, and recreation amenities. These nodes support local businesses and boutique hotels instead of large chains or resorts.

An opportunity is to develop architecture and design standards to help reinforce Fernandina Beach's character as an authentic small town by focusing on local, small scale shops and hotels and keeping the buildings human scale and pedestrian friendly. The regulations could ensure buildings will be smaller in scale and organized in a compact fashion to make it easy to get around the node by foot or bicycle. This would set the City apart from other oceanside towns in the area such as Jekyll Island and resort areas on the southern end of Amelia Island, that are dominated by large-scale resorts and conforming architecture. A good example of this type of authentic, pedestrian scaled development is downtown St. Marys, Georgia.

Figure A.18: *Commercial Areas Analyzed by the Vision 2045 Plan*



VII. TRANSPORTATION SNAPSHOT

Fernandina Beach today is a car-centric city. This singular focus on personal vehicles as the primary transportation option has caused the City to experience increasing traffic and parking shortages as it continues to grow. With a built environment that doesn't allow the widening of roads and land values too high to dedicate to surface parking, Fernandina needs to look beyond cars and develop a cohesive and connected multi-modal network that allows it's citizens to navigate the city foot, bike, and transit. The future multi-modal network needs to look beyond the island and look at how to connect the City to the greater Jacksonville region.

A. Regional Connectivity

Fernandina Beach is located on a barrier island with two bridges to the mainland. It is connected to the surrounding region and nation via bus routes, rail, airport access, and port terminals (see Figure A.19). These services provide residents access to the Greater Jacksonville metro, SE Georgia, as well as national and international commercial fights and port connections. However, these regional services are limited in capacity, frequency, and convenience.

Bus Service

NassauTRANSIT is a public transportation service that provides bus access from Fernandina Beach to the greater Jacksonville area with stops in Yulee, Callahan, Hillard, River City, and the Rosa Parks Terminal in downtown Jacksonville. Tickets are $1 each way and the service runs Mondays through Fridays. NassauTRANSIT is a non-profit organization supported by the Council on Aging. The City of Fernandina Beach is not currently connected to the Jacksonville Transportation Authority (JTA) bus network.

Railroad

Fernandina Beach was the eastern terminus of the first Atlantic to Gulf railroad in Florida. The City had passenger rail access from 1853 to the early 1930's.

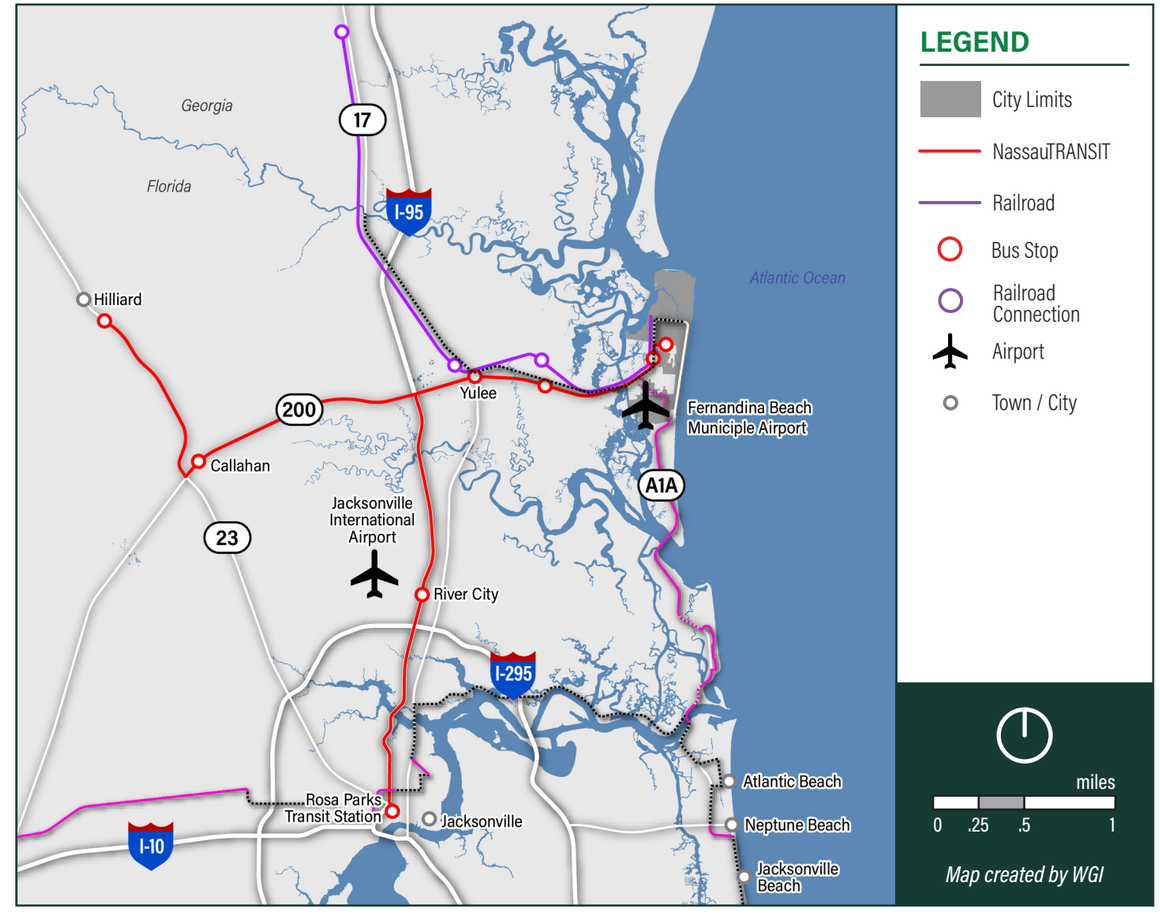
The current railroad is operated by First Coast Railroad for industrial purposes. The railroad connects the industrial and port facilities in Fernandina Beach with the Nassau Tradeplex Industrial Park, Wildlight Commercial Park, and Kingsland Business Park.

Airport

Fernandina Beach Municipal Airport provides regional and national access to the island via small and private aircraft. Jacksonville International Airport is located approximately 20 miles from Fernandina Beach and offers national and international commercial flights. Jacksonville International is accessible by car via S.R. 200 and Interstate 95 as well as the NassauTRANSIT bus service.

Photo: *Thomas J. Shave Jr. Bridge (source: WGI)*

Figure A.19: *Regional Connectivity Map*



Boat/Marine

The Port of Fernandina Beach is run by the Ocean Highway and Port Authority. The facility is the westernmost port on the Atlantic Seaboard and has the capacity to handle over 1 million tons of cargo per year. The port is connected to the mills and other industrial parks off-island via the railroad. The major markets the port services include Atlanta, Tampa, Jacksonville, New Orleans, and Houston.

B. Local Connectivity

Fernandina Beach has car-centric transportation network primarily car-centric supported by pedestrian and bicycle infrastructure and paratransit services. Survey results summarizing the public's perception of existing transportation conditions is provided in Figure A.20.

Island Hopper

The City does not have a fixed route bus or trolley service. The Island Hopper shuttle circulator operated by the Council on Aging was discontinued in 2021 due to changes in the Council's priorities and strategies.

Paratransit Program

The paratransit program was established by NassauTransit and financed through the Council on Aging to provide transit services to the elderly, disabled, economically disadvantaged, children at risk, and individuals who have no other means of transportation. The program provides door to door transportation services. Riders must qualify for the service and register with the program.

Photo: *NassauTRANSIT (source: Council on Aging)*

Bicycle Network

The bicycle network in Fernandina Beach is primarily comprised of bike lanes and multi-use paths. Bike lanes are located along South Fletcher Avenue (S.R. A1A) and Amelia Island Parkway. The bike lanes are identified with pavement markings and signage. However, these lanes are approximately 4 ft in width and do not meet the modern standard of 5 ft. There are concerns among the public about the safety of the bike lanes along South Fletcher Avenue. An alternative street design or alternative route is needed.

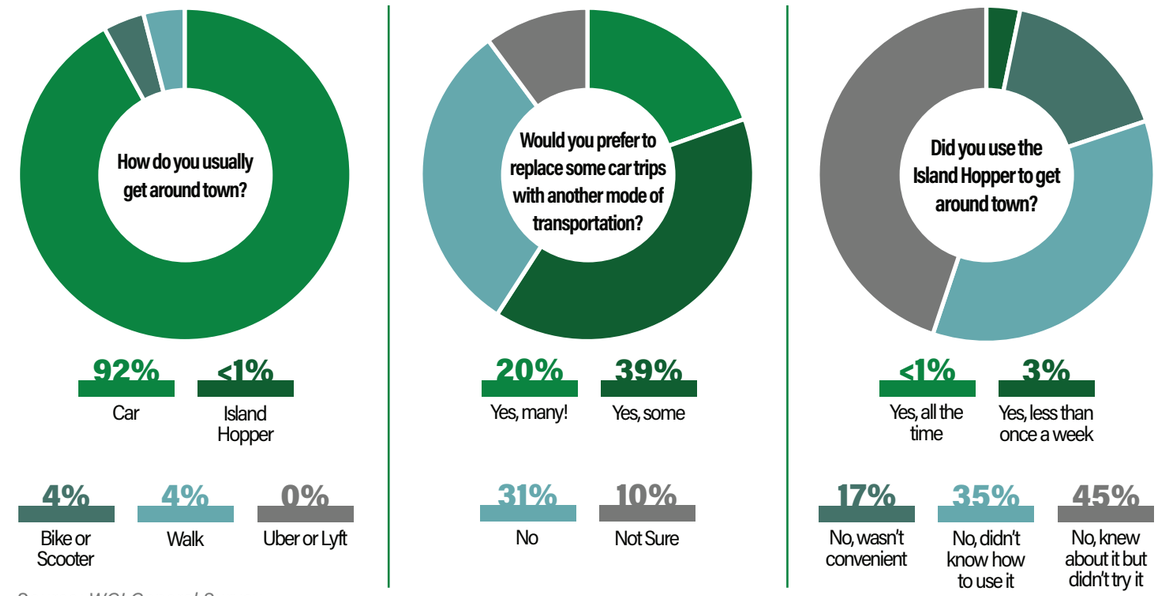
The City also boasts a multi-use paths along Jasmine Street to physically remove bicyclists from road and provide distance between them and vehicles.

Fernandina Beach has been designated a bronze level Bicycle Friendly Community since May 2013 and the designation was later expanded to include all of Amelia Island.

Photo: *Multi-use path on Jasmine St. (source: Google Maps)*

Photo: *Bike Lane on Amelia Island Pkwy. (source: Google Maps)*

Figure A.20: *Existing Transportation Conditions*



Source: WGI General Survey

Rate the following	Excellent	Good	Fair	Poor	Don't Know
Traffic flow on major streets	10%	47%	30%	14%	0%
Ease of public parking	9%	38%	34%	19%	1%
Ease of travel by car in the City	19%	52%	21%	7%	0%
Ease of travel by public transit in the City	3%	12%	18%	30%	37%
Ease of travel by bicycle in the City	16%	44%	22%	6%	12%
Ease of walking in the City	33%	44%	19%	3%	1%

Source: National Community Survey

Pedestrian Connections

Fernandina Beach has a strong sidewalk network in the downtown Historic District. The area has wide sidewalks, well-marked crosswalks, street trees, lighting, and seating. However, the presence of sidewalks is inconsistent outside of downtown and the beaches.

While sidewalks exist along the 8th Street corridor, those sidewalks do not extend to the surrounding communities. Sidewalks are lacking along several streets in the Southside neighborhood and residential areas near the elementary and middle schools. A majority of the subdivision developments were designed without sidewalk access. The City conducted a sidewalk inventory in 2020. It should be a priority for capital planning projects to complete identified gaps in the network.

Concerns were raised by the public about the safety of biking and walking along busy streets where speeding is an issue. Pedestrian infrastructure can be used to make these streets safer. A crosswalk was installed on Atlantic Avenue that included pavement markings, signage with lights, and refuge island. This is a good example of installing pedestrian infrastructure along a busy road.

Finally, Fernandina Beach is home to several miles of nature and walking trails. The majority of these are located near Egan's Creek between Saddler Road and Atlantic Avenue. These are primarily used for recreation instead of mobility. The 2016 Amelia Island Bicycle and Pedetrian Focus Area Study looks at routes and connections in the city. The plan calls for a complete bycicle and pedestrian network consisting of approximately 55 miles of trails.

Photo: *Sidewalk in the Historic District (source: WGI)*

Photo: *Crosswalk along Atlantic Ave (source: Google Maps)*

Photo: *Egan's Creek Greenway Trail (source: Google Maps)*

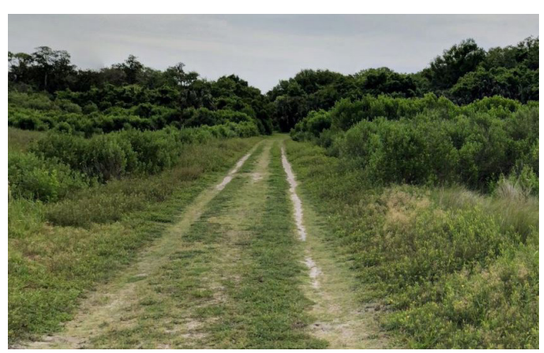
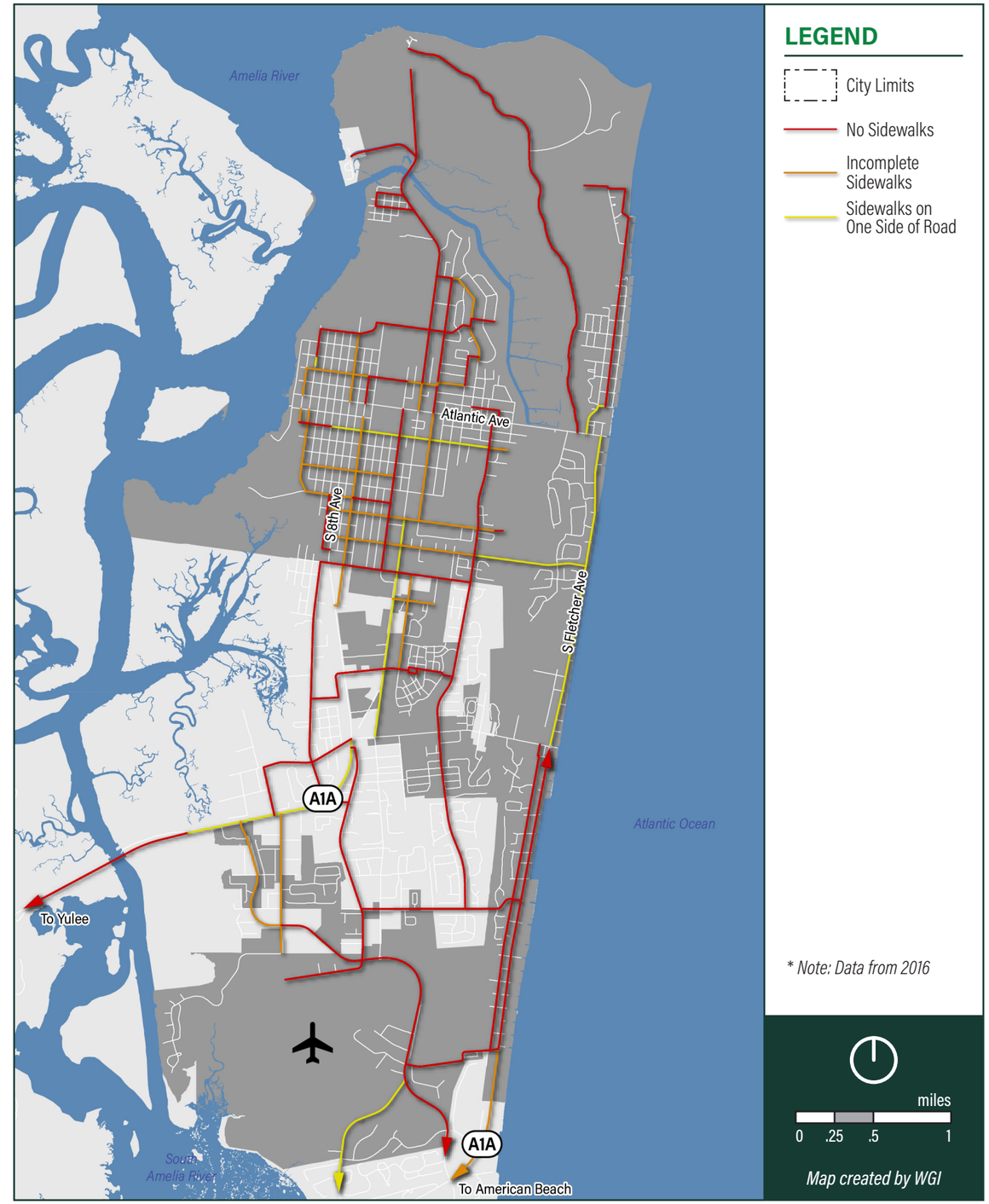


Figure A.21: *Sidewalk Conditions (2016 Amelia Island Bicycle & Pedestrian Focus Area Study)*



C. Streets & Vehicular Connectivity

Overview

Fernandina Beach is a city where residents primarily use their personal vehicles as their main mode of transportation. This is typical of cities located on the periphery of a major metropolitan metro (Jacksonville). According to the 2019 American Community Survey (US Census), 77.4% of Fernandina Beach workers drive alone to their place of employment while 7.0% carpooled. 8.31% worked from home and therefore did not commute.

Car ownership in Fernandina Beach is high with 98.8% having access to a personal vehicle. This is above the US average where 95.7% have access to a personal vehicle. The average household in the City has two personal vehicles.

Workers in Fernandina Beach face a shorter commute than the national average. People working within City limits face on average a 22.2 minute commute, lower than the national average of 25.5 minutes.

Major Thoroughfares

State Road A1A is the major thoroughfare in Fernandina Beach. The road transverses the City for approximately 7.3 miles. It enters the City from the south as South Fletcher Road, turns east as Atlantic Avenue, and finally travels south out of the City as South 8th Street. The road is comprised of two travel lanes throughout City limits, before widening to a four-lane road with a turn lane as it enters county territory traveling towards Yulee and the Thomas J. Shave Jr. Bridge.

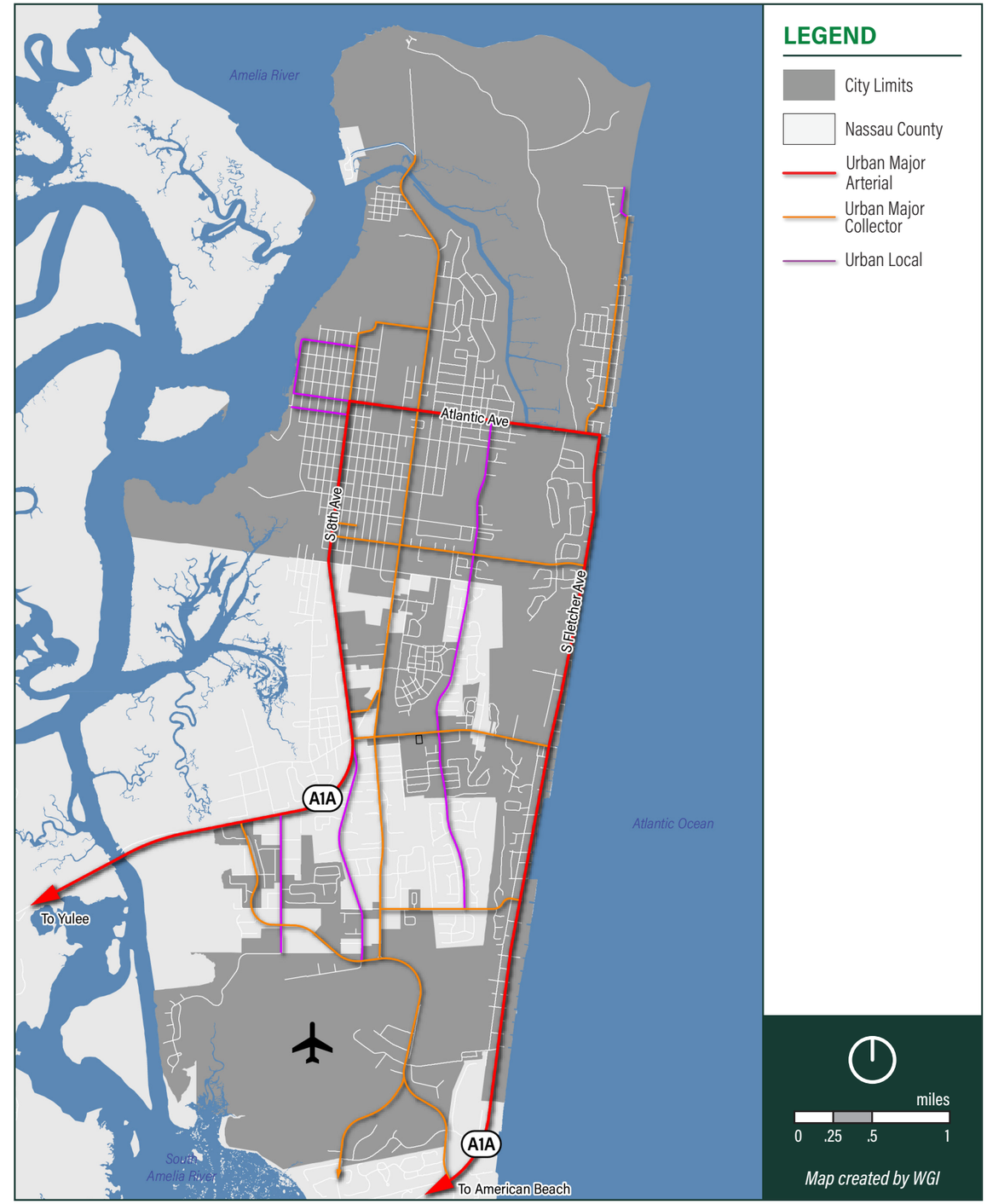
FDOT's Functional Classification System identifies all of S.R. A1A in Fernandina Beach as an *Urban Minor Arterial*. These types of roads provide traffic access and traffic circulation in lower density residential and commercial/industrial areas. They may penetrate residential neighborhoods for only a short distance and also channel traffic from local streets to/from the arterial system.

FDOT recently developed its contextual classification system. This is used to design state facilities in context to be more appropriate with its surrounding land use characteristics. The road's contextual classification determines specific design elements and functions including speed, lane width, street tree placement, and on-street parking. The system is comprised of the flowing classifications;

- C1 - Natural
- C2 - Rural
- C2T - Rural Town
- C3R - Suburban Residential
- C3C - Suburban Commercial
- C4 - Urban General
- C5 - Urban Center
- C6 - Urban Core

FDOT recognizes S. 8th Street and Atlantic Avenue as a C4 roadway under the contextual classification system and South Fletcher Avenue as C3R. South 8th Street beyond City limits is recognized as a C3R roadway. Figure A.22 graphically depicts the FDOT road classifications on the island.

Figure A.22: *FDOT Functional Road Classifications*



CITY OF FERNANDINA BEACH

1825

FLORIDA

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APPENDIX B

COMMUNITY ENGAGEMENT SUMMARY

COMMUNITY VISION

2045

FERNANDINA BEACH

Prepared For

CITY OF FERNANDINA BEACH • FL

Prepared by

WGI

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B : COMMUNITY ENGAGEMENT

I. INTRODUCTION

Why Now?

The development of the Vision 2045 Plan came at a pivotal time in Fernandina Beach's history. Since the adoption of the last Vision Plan in 2002, both the City and Nassau County have experienced an influx of new residents, visitors, and development. Fernandina Beach was experiencing difficulty balancing new development with environmental conservation, welcoming new citizens while preserving its small-town culture, and protecting long-term residents from gentrification. New technology and the COVID-19 pandemic revolutionized the economic landscape, leading to a rise of remote working, at-home businesses, and changed migration patterns.

Purpose of the Vision 2045 Plan

The Vision 2045 Plan is the catalyst for Fernandina Beach to solve these issues, identify opportunities, and protect their future. The plan will be the basis for updating the City's Comprehensive Plan, Capital Improvements Plan (CIP), Land Development Code (LDC), and future planning studies. Comprehensive Plan and LDC updates will follow the adoption of the Vision 2045 Plan.

The Project Team

The Fernandina Beach Planning Advisory Board was the driving force behind the project with the assistance of the Fernandina Beach Department of Planning & Conservation. The project team for the Vision 2045 Plan was led by consulting firm WGI, Inc. The team also included representatives from Urbanomics, Inc. and Acuity Design Group.

II. PUBLIC ENGAGEMENT PLAN

The planning process for Vision 2045 was designed to be community-focused and driven by the public. Meaningful public engagement was incorporated from the start and continued through the vision's development. The process began on May 26, 2021, with an introduction of the project to the public during a virtual Planning Advisory Board meeting. The process continued with the launch of the Vision 2045 web page on Fernandina Beach's website, marketing through the City's various social media platforms (Facebook, Twitter, and Instagram), and a public announcement in the local newspapers, the Fernandina Beach Observer and the Fernandina News Leader.

A survey was developed and distributed through the project's official web page and direct outreach through faith-based community leaders and the Hispanic grocery stores. The survey allowed the team to reach over 1,000 Fernandina Beach citizens and gather their input and ideas for the Vision Plan. Surveys were also created for the Downtown & South 8th Street business communities and the city's school-age children. The public engagement plan also included outreach events, a public workshop, and interviews with key stakeholders and community leaders.

A. Engagement Schedule

The Vision 2045 Public Engagement Plan officially kicked off in May of 2021 and lasted approximately 3 months. The plan included virtual presentations, digital outreach, and in-person events. The schedule of the multi-phase outreach plan is shown in Figure B.1.

Figure B.1: *Public Outreach Schedule*

KICK-OFF
26 MAY

WGI introduced the project to the public at the May 26th Planning Advisory Board meeting. The team presented a PowerPoint presentation and facilitated a SWOT exercise with the Board members.

DIGITAL OUTREACH
MAY - JULY

The City of Fernandina Beach created a web-page on the City's website. This webpage was used as a repository for all project information. Surveys were distributed through the website. The City's social media accounts were also used to market the project.

KEY STAKEHOLDER INTERVIEWS
JUNE

The team undertook Key Stakeholder Interviews (KSIs) with several stakeholders, civic groups, organizations, and City/County Commissioners. Most of these interviews took place in person between June 20th - June 24th. A few more interviews were conducted remotely.

JUNETEENTH
19 JUNE

The team attended the Fernandina Beach Juneteenth event to promote the Planning Workshop, distribute surveys, and to discuss the Vision 2045 Plan. The event was chosen to provide additional outreach opportunities to under-represented and minority populations.

WORKSHOP
23 JUNE

An interactive planning workshop was held in Central Park on June 23rd. This workshop featured visioning exercises, dot voting, and funding prioritization. Over 80 Fernandina Beach residents participated in the "*Planning In The Park*" Workshop.

B. Kick-off Presentation

WGI introduced the Vision 2045 Plan to the public through Zoom at a May 26th Planning Advisory Board (PAB) meeting. The presentation included background information on the project, public engagement opportunities, the proposed timeline, and final deliverables. The team included a link to the new project web page to access more information.

The WGI team also performed a SWOT exercise with the PAB members to identify the City of Fernandina Beach's strengths (S), weaknesses (W), opportunities (O), and threats (T). Figure B.2 illustrates the results of the SWOT exercise.

Photo: *Kick-off PowerPoint (Source: WGI)*

Figure B.2: *PAB SWOT Results*

S

Location
Sense of Community
Unique Amenities
Size of the City
Historic Downtown
Local Businesses
Working Waterfront
Port & Mills
Grid City
Citizens / Tourists Balance
Small Town Feel
School System
Infrastructure
Historic Black Churches
Socio-economic Diversity
Racial Diversity

W

City Slow Response to Problems
City Project Management
Identifying Project Costs/Funding
Costs of City Services
Long-range Transportation Plan
Lack Affordable / Public Housing
Complex Bureaucratic Processes
Lack of Parking Downtown
Incomplete Sidewalk Network

O

Involvement in Regional Groups
County Economic Growth
Tap into Off-island Economy
Leverage Historic Character to Attract Tourists & Businesses
Preservation of Strengths That Give City a Competitive Advantage
Welcome New Residents
Keep Port Relevant & Attractive
Promotion of Quality / Compatible Growth Instead of Growth at Any Cost

T

Transportation Network Gets Overwhelmed By Volume of Tourists
Bridge Capacity
Can't Widen Roads, Must Find Another Way To Move People
Resistance to Public Transportation
Lack of Transportation Options
Lack of Affordable Housing Makes People Live Off-Island, Increasing Traffic
Downtown Parking Capacity
Prone to Natural Disasters
Redeveloping into "Resort Area on the South-end of Island"
Tourists Overwhelming Beaches
Light/Noise/Changing Environment

C. Outreach

Digital Outreach Strategy

A project web page was launched on the City of Fernandina Beach's official website as the main repository for project-related information. The web page included a description of the project, calendar of events, PowerPoint presentations, and links to multiple surveys. An email option was also provided to submit further comments or questions from the public.

The digital marketing campaign for the project included frequent postings on the City of Fernandina's social media channels. The WGI team developed a social media strategy consisting of Instagram posts, Facebook stories, tweets, hashtags, and a comprehensive schedule to coordinate among the different platforms.

Photo: *Instagram Posts advertising the Project*

Photo: *Vision 2045 Project Webpage*

Juneteenth Event Outreach

The WGI team and representatives from the City attended the Juneteenth Homecoming Celebration on June 19th, 2021. The team hosted an information booth to inform the public about the plan and gather input from the community. The event was chosen to increase the project's outreach to Fernandina Beach's African American community. This strategy allowed the team to engage with a demographic that is often overlooked and under-represented in planning and community visioning projects.

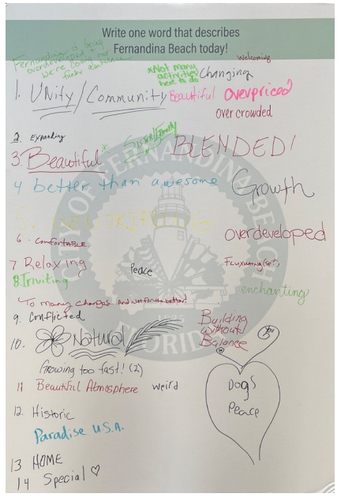
The Vision 2045 booth also included promotional materials, handouts, and computer station set up for people to take surveys. Team members also walked around the event with iPads to engage the community, talk about the community's future vision, and collect survey data (shown in Figure B.3 on next page).

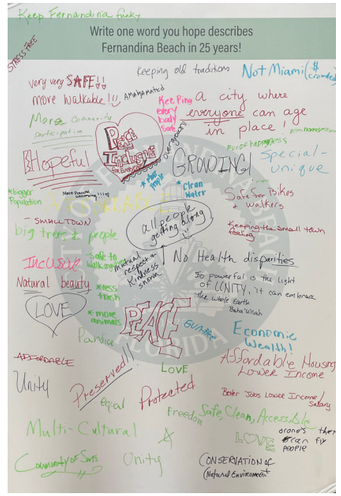
The booth also included a visioning exercise where people were invited to describe their impression of Fernandina Beach today and describe what they hope Fernandina Beach will be like in the future. Over 50 people participated in the visioning exercise and 31 people took the survey at the Juneteenth Celebration.

Photo: *Juneteenth Outreach (source: WGI)*

OVER 50 PARTICIPANTS

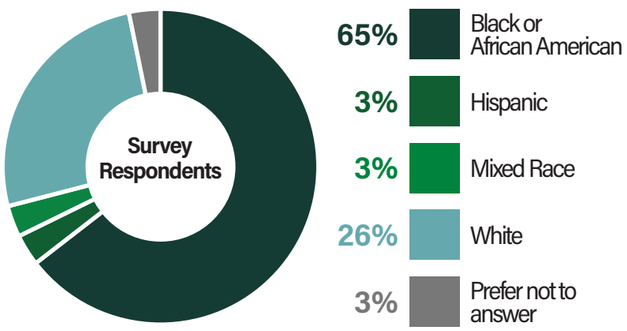
Figure B.3: *Juneteenth Outreach Results*





What we heard . . .

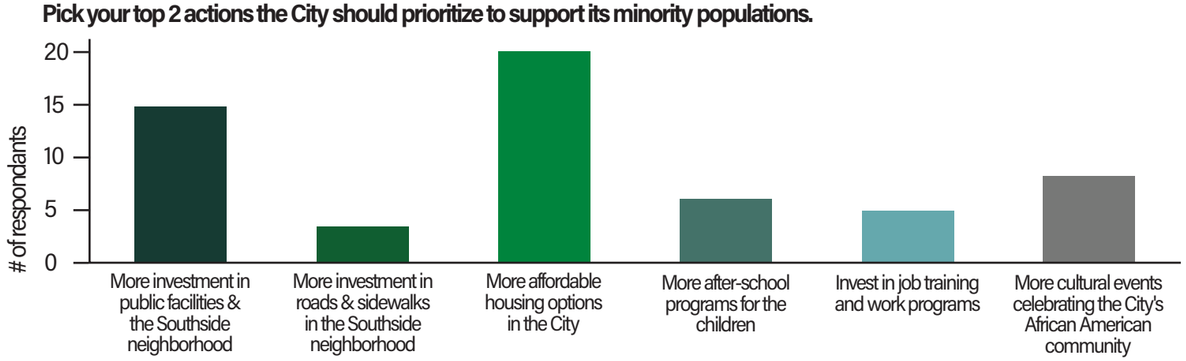
The team hosted a visioning exercise at the Vision 2045 booth at Juneteenth and asked participants to describe Fernandina Beach today, as well as their vision of Fernandina Beach of the future. Over 50 people partook in the exercise. Results shown to the left illustrate the common themes that arose. Full results can be found in the Appendix.



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.

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

Pick your top 2 actions the City should prioritize to support its minority populations.



D. Key Stakeholder Interviews (KSIs)

The consulting team worked with the City's Planning Department to identify a list of stakeholders and community leaders to reach out and gather feedback. Most of the stakeholders were interviewed in person by the WGI team at the end of June, though some were conducted via email and Zoom.

The stakeholders interviewed ranged from government agencies, elected officials, civic groups, non-profits, major employers, religious organizations, and business associations. This diversity of stakeholders was key in obtaining a cohesive and complete understanding of Fernandina Beach.

E. City Department Outreach

The team sent surveys to each of the City's departmens to provide additional input and insite into thier goals.

F. Survey Overview

Five surveys were created and distributed via Survey123. The 45-question General Survey collected data on a wide range of topics and was available to all residents of Fernandina Beach. The four other surveys were targeted to obtain feedback from specific demographics or groups. A survey for minority and under-represented communities was developed to gather insight on the concerns of the City's African American and minority communities. A business owner survey was created to gather input from the City's entrepreneurs. An employee survey was used to identify the unique challenges for those who work in the City. This survey was open to anyone who worked in the City, including non-residents who commute for work. Lastly, a high school student and recent graduates survey was created to identify the views of Fernandina Beach's younger population.

STAKEHOLDER OUTREACH

City Commission

Mike Lednovich (Mayor)
Len Kreger (Vice Mayor)
Bradley Bean
Ronald Ross
David Sturges

City Manager

Department Heads

County Manager

County Commissioners

Aaron Bell
John Martin

Amelia Tree Conservancy

NE Florida Builder's Association

Chamber of Commerce

Council on Aging

Fernandina Beach High School Foundation

Historically Black Church Pastor Outreach

Lignotech

Rayonier Advanced Materials

West Rock

** The Vision 2045 group also reached out to State Senator Bean and the Port but they did not participate.*

G. General Survey

Purpose

The General Survey was created to solicit feedback on the City's strengths, weaknesses, opportunities, threats, development patterns, housing options, public facilities, city-funded projects, resiliency, and Capital Improvement Plan priorities. The General Survey was also translated into Spanish to equally incorporate the Hispanic community and non-native English speakers. The General Survey was taken by 1,117 participants, representing approximately 9% of the City's population.

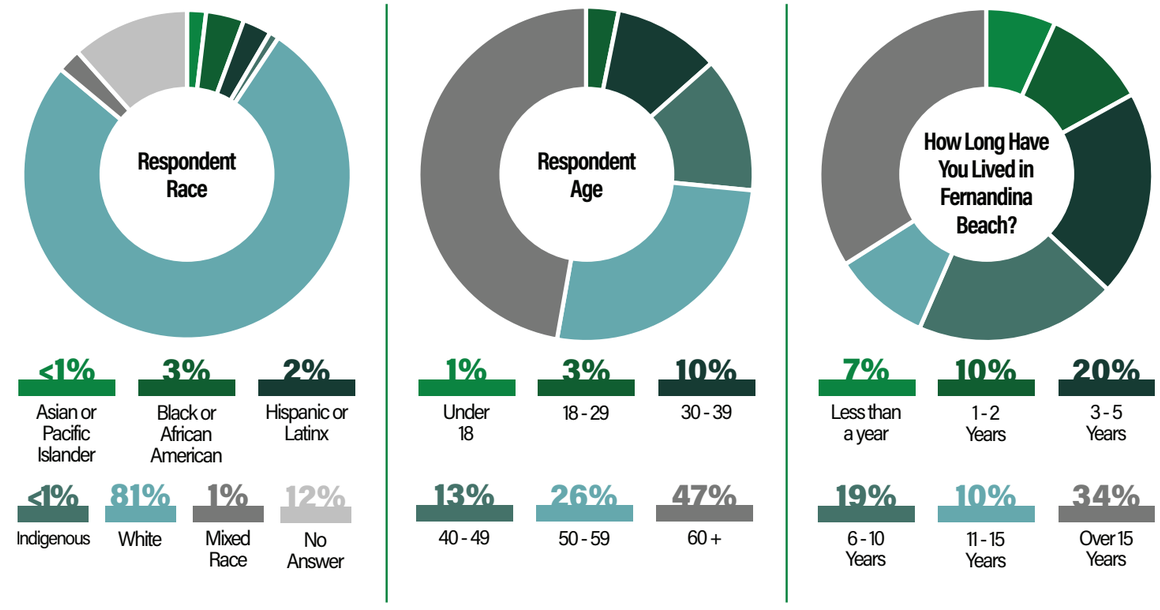
Results

As shown in Figure B.4, the respondents of the General Survey were older than the general population, with nearly half of respondents over the age of 60. Respondents identifying as White matched the general population demographics for Fernandina Beach, however, results for those identifying as Black or Hispanic were 7.5% and 3.3% below the City's demographic. A large majority (87%) owned their home in the City. Nearly a tenth owned a business in the City (9.77%).

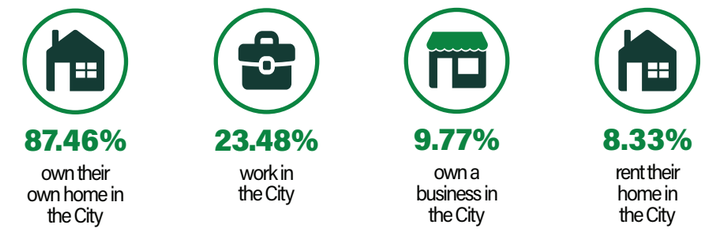
The majority of respondents were long-time residents who have lived in Fernandina Beach for over 6 years with more than a third of respondents living in the City for over 15 years. The respondent population skewed older with 47% over the age of 60. A large majority of respondents planned on staying in Fernandina Beach in the foreseeable future (85%) and wanted to eventually retire in the City (81%).

The small-town feel of Fernandina Beach was the main draw for living in the City. Over 600 respondents chose this as one of their top three reasons for calling the City home. Other major reasons were the beach, natural environment, sense of community, and historic character.

Figure B.4: *General Survey Results - Part I*



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



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 up to three.

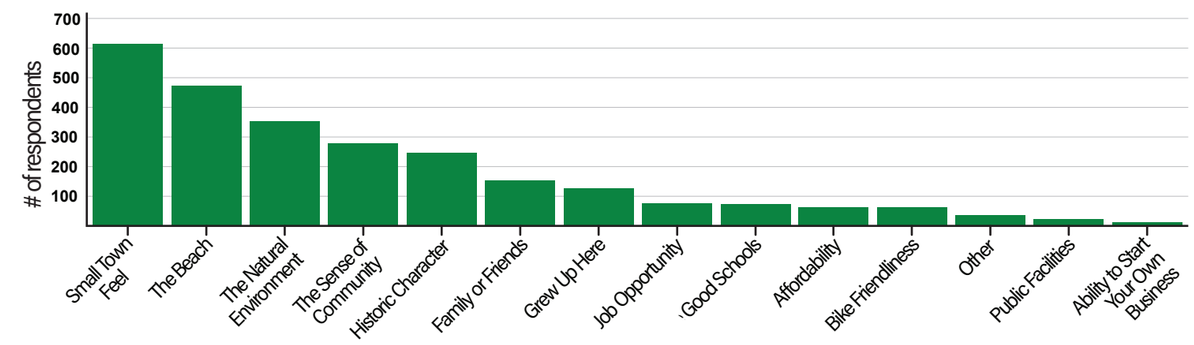
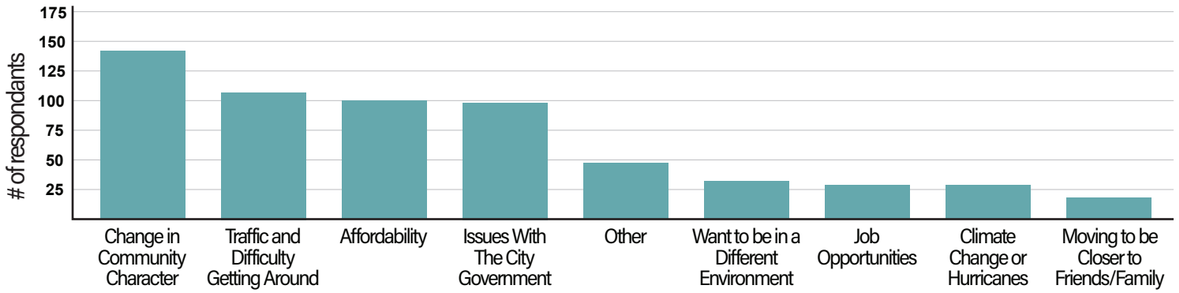
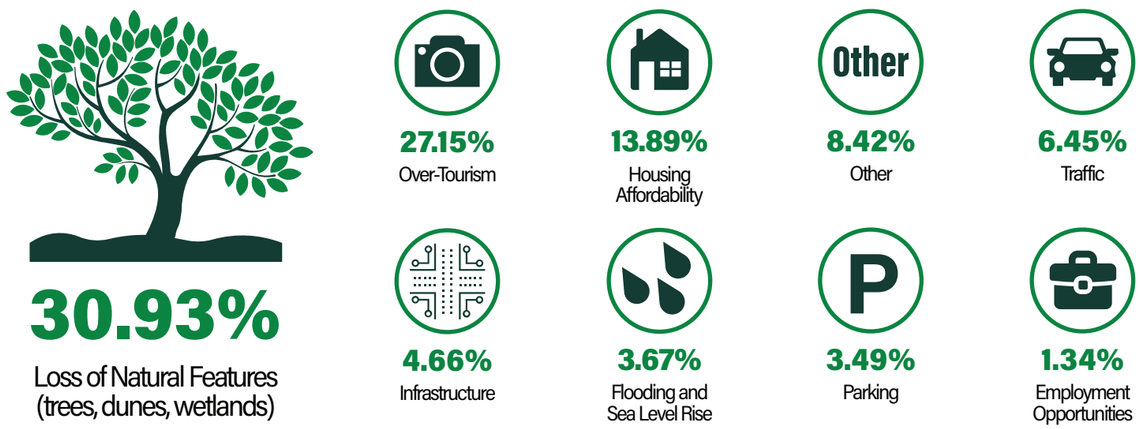


Figure B.5: *General Survey Results - Part II*

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.



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

Photo: *Loss of Natural Features Like Trees Was A Top Concern (source: WGI)*

As depicted in Figure B.5, the change in community character is the top reason people are considering leaving Fernandina Beach along with traffic, affordability, and issues with the City government.

The most pressing issue facing the City today according to the respondents is the loss of natural features including old-growth trees, dunes, and wetlands. A close second was over-tourism with more than a quarter of the votes. Housing affordability and gentrification came in third with the rest of the issues polling under 10%.

Respondents rated the City's public facilities, services, and recreation amenities highly with all ranking over 3 out of 5 stars. The only category that received a rating below 3 stars was *"Dealing with the City Government"*. This lower rating is consistent with feedback from stakeholders and the public regarding city regulations and the permitting process. It is also consistent with the 2019 National Community Survey.

As shown in Figure B.6, Fernandina Beach has a car-centric culture with 92% of respondents using their personal vehicle as their main mode of transportation. However, there seems to be a demand for more mobility options. 59% of respondents want to replace some of their car trips with another mode of transportation. These results contradict the Island Hopper's low ridership numbers. When asked if they ever used the circulator, 35% of respondents replied that they were unaware how to use it. This along with the result that 18% of respondents want the City to prioritize bus or trolley services for the island, points to a lack of awareness with the Island Hopper, not the concept of bus or trolley service.

There is also a desire to make it easier to navigate the City by walking or biking. Over 36% of respondents want the City to prioritize additional multi-use paths, bike lanes, and sidewalks. 40% believe that the best way for Fernandina Beach to alleviate its future parking issues is to make it easier and safer to bike and walk in the City.

Lastly, the General Survey inquired about support for paid parking. A minority of respondents (40%) supported the concept, but that number jumped to 59% when the program exempts City residents. This statistic is consistent with the 2019 National Community Survey Report that indicated majority support (55%) for a paid parking program.

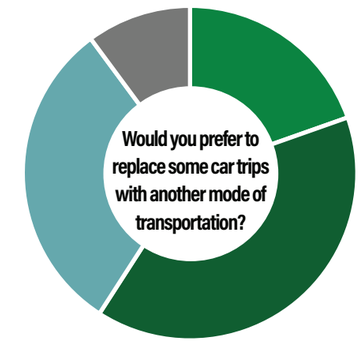
Figure B.6: *General Survey Results - Part III*

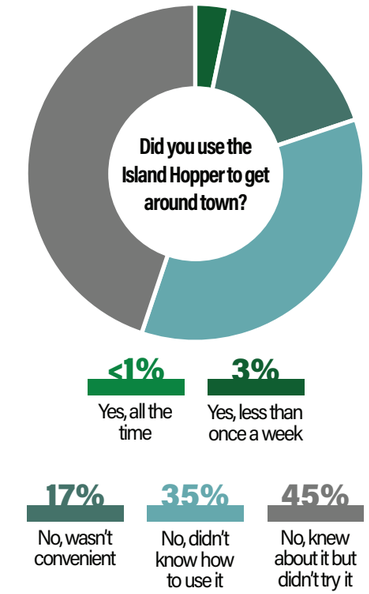
92% currently use their car to get around the City most of the time

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

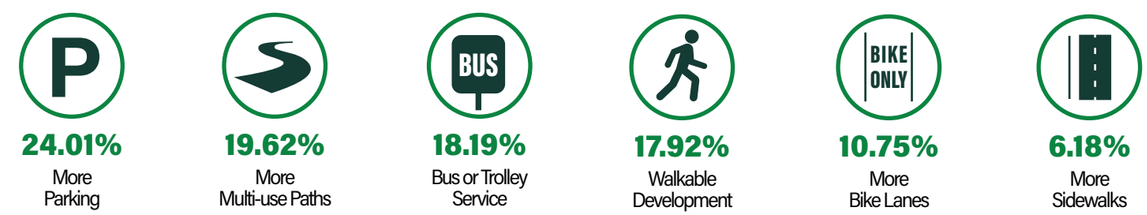
35% didn't know how to use the Island Hopper

59% support paid parking if City residents were exempt





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

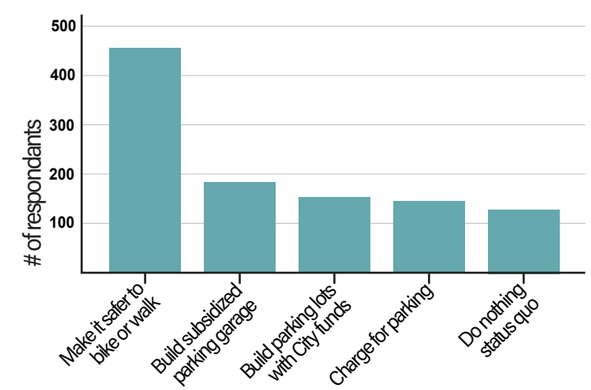


Would you support paid parking?

** "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.



The General Survey asked respondents how they wanted to see the major thoroughfares of the City improved in the future. Illustrated in Figure B.7, three sections of S.R. A1A were chosen as the focal points. These sections were Atlantic Avenue from 8th Street to Fletcher Avenue, South 8th Street from Center Street to Lime Street, and South Fletcher Avenue from Atlantic Avenue to the Fernandina Beach/ County border. Survey respondents identified the burying of utilities to be a top-three priority across all three areas. Shade trees and shrubs/ flowers were identified as top streetscape elements they wanted to see along Atlantic and South 8th. Palm trees and wider sidewalks were the other major priorities for South Fletcher. The desire for wider sidewalks is consistent with complaints about bike safety and issues with the width of the existing bike lanes on the road. Half of the survey respondents identified South 8th Street as the priority streetscape for a project.

Respondents were asked to identify what types of future development, infrastructure, and City services they would like to see in the future. Figure B.8 shows that walkable, mixed-use development, and affordable housing were the development types with the strongest support. Less than 8% of respondents supported additional suburban retail, hotels, or additional development along the beach. Purchasing land for conservation was the top public investment choice with burying overhead utilities and stormwater management projects receiving top support for future infrastructure funding. Bus service and additional cultural events received strong support in the future public services category.

Lastly, the General Survey identified a list of projects that were discussed by the City or through stakeholder engagement. The public was asked to choose their top three projects they wanted to be prioritized by the City. Burying overhead utilities across the City and buying land for conservation were top priorities with majority support. Environmental resiliency projects and construction of the downtown waterfront park were next with over 30% of respondents choosing them as priority projects. These results are illustrated in Figure B.9.

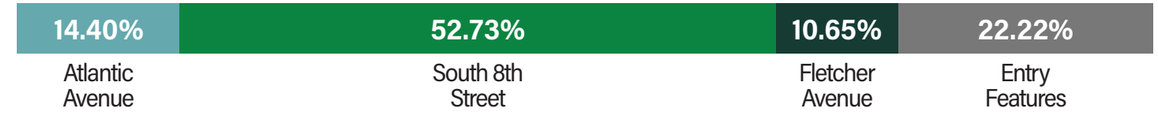
Figure B.7: *General Survey Results - Part IV*

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%

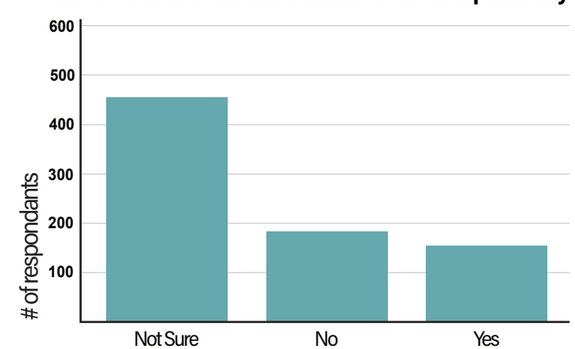
** Shaded cell indicates a top three priority*

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



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

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?

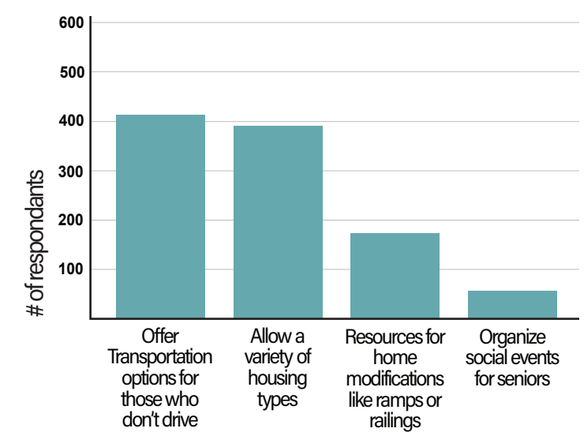
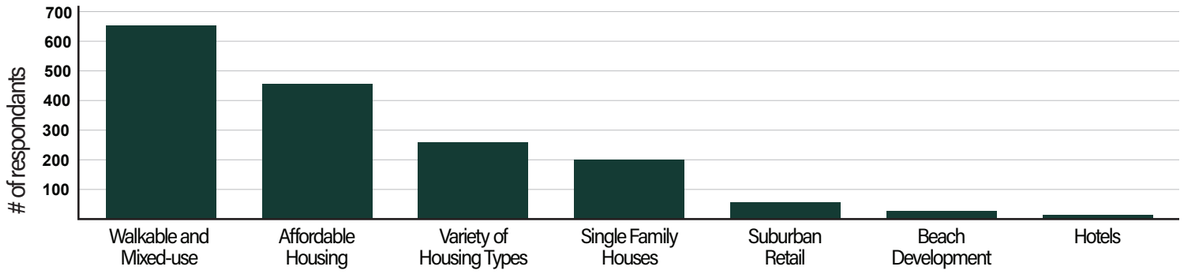
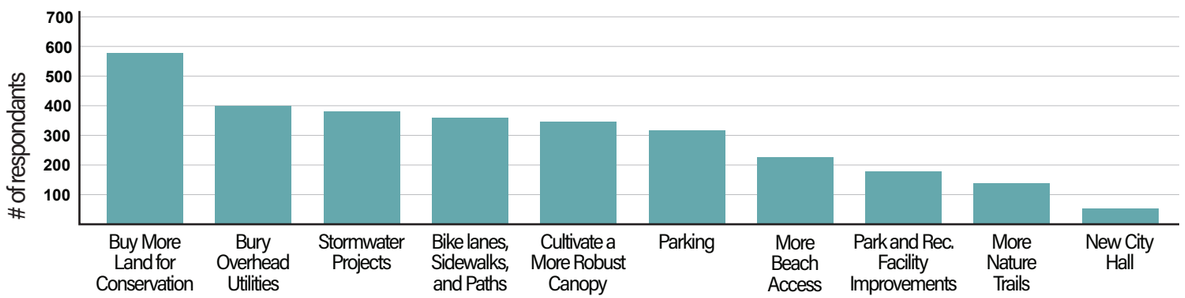


Figure B.8: *General Survey Results - Part V*

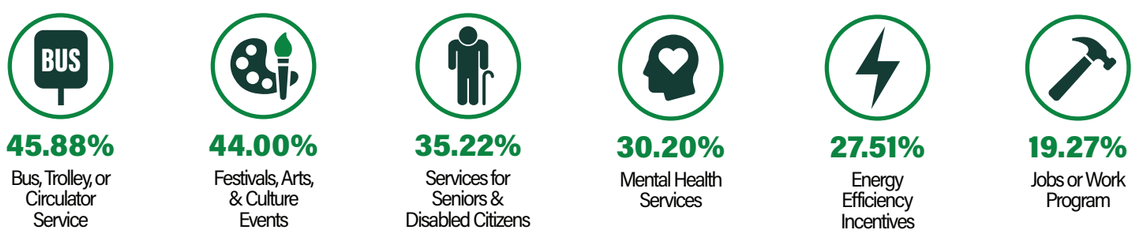
What type of Private Development does Fernandina Beach need more of in the future? Choose top three.



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.

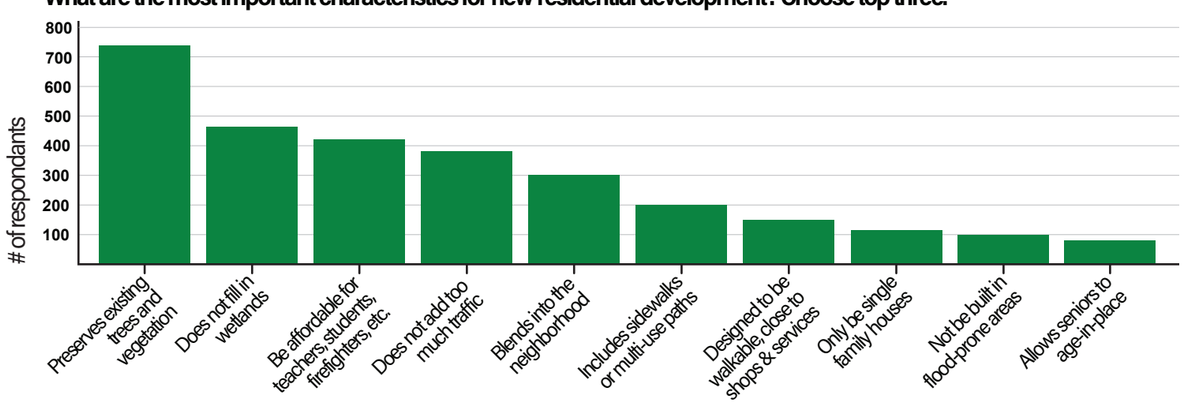


Figure B.9: *General Survey Results - Part VI*

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 harden 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 community pools	68	6.09%

H. Business Owner Survey

Purpose

WGI created a business owner survey to provide further insight into how the business climate of Fernandina Beach has been changed during the COVID-19 pandemic, and to see what type of infrastructure and support the business community was looking for from the City. The survey inquired why people chose Fernandina Beach to start their business, what obstacles they face operating in the area, and what they want to see near their business in the future. The business survey was taken by 94 participants.

Results

As shown in Figure B.10, the survey respondents represented businesses throughout Fernandina Beach, with a large portion in the historic downtown core. However, almost 40% of the respondents indicated that their businesses were outside of the main commercial areas identified.

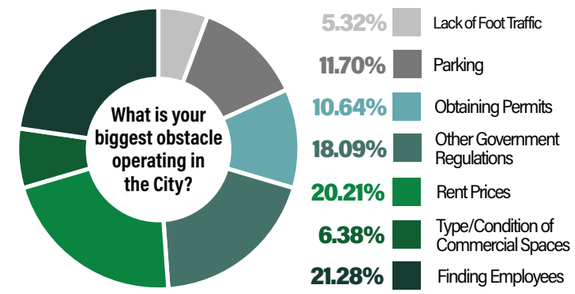
Most of the respondents indicated that they lived in the City before they opened their business, indicating a desire to live and work in the same place. The small-town character and tourism were also major reasons for opening businesses here. Few of the business owners identified the port, working waterfront, or airport as major reasons for establishing their business within City limits.

The major obstacle to running a business in Fernandina Beach is finding employees. Public feedback and stakeholder input have identified several reasons for the small labor pool including lack of affordable housing, lack of transportation options on the island, and a growing number of jobs being created off-island. Businesses struggling to hire employees was also noted while visiting the City, further confirming this as a main topic of concern. Increasing rent prices and government regulations such as outdoor seating, sign regulations, and inspections rounded out the top three concerns.

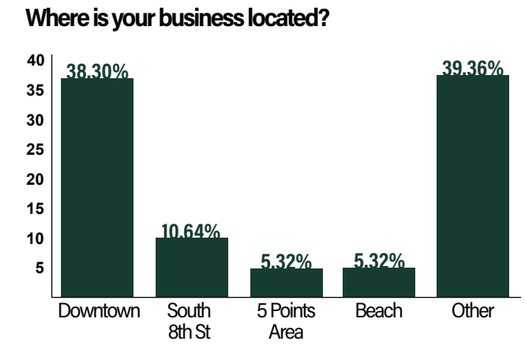
A quarter of respondents identified simplification of the permit process as the City action or policy that would have the biggest benefit to their business. Investment in affordable housing and additional parking ranked second and third. This could be due to the high number of workers who can not afford to live in Fernandina Beach and commute to the island.

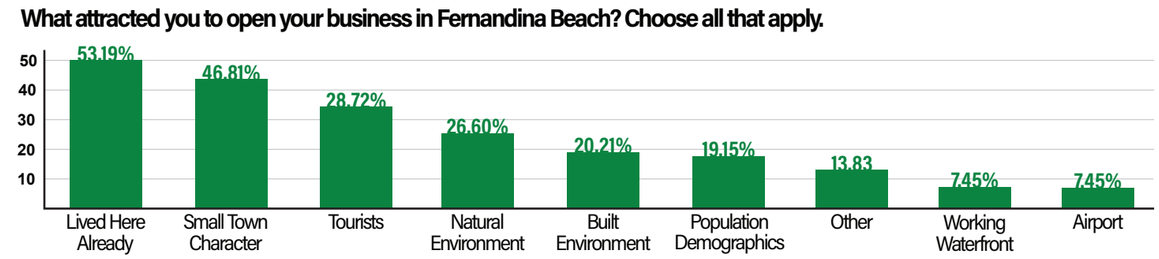
Finally, the survey asked what kinds of amenities, investments, and developments they wanted to see around their business. Pedestrian spaces, plazas, and public seating areas were the top choices. The number of businesses that wanted to see these improvements exceeded the number of businesses currently located downtown. This means there is a desire for more pedestrian-oriented infrastructure beyond the downtown city center.

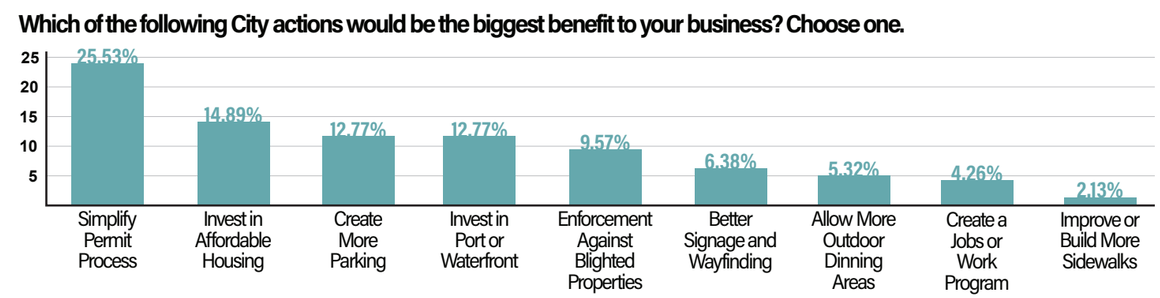
Figure B.10: *Business Survey Results*

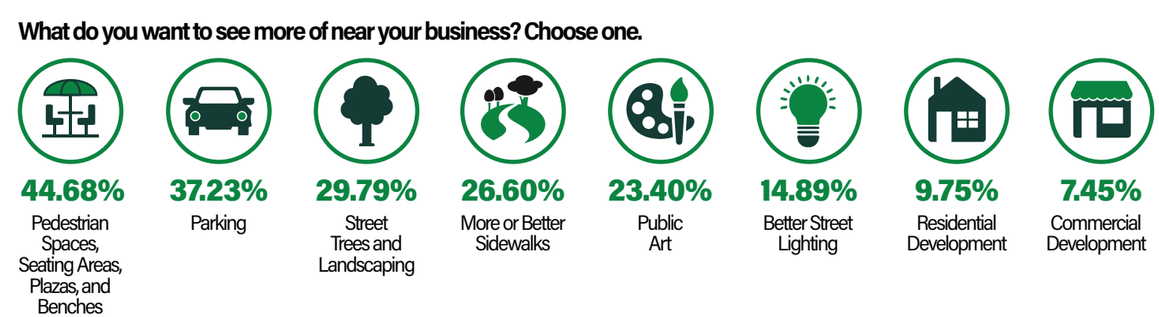


** 6 participants skipped this question*









I. Employee Survey

Purpose

An employee survey was created to better understand the issues and concerns of those who work in the City of Fernandina Beach. This survey was open to both people who live in the City and those who live elsewhere and commute into the City for work. The survey asked participants about affordability of living near their place of employment, transportation issues, childcare access, and what steps the City could take to improve their experience of working in Fernandina Beach. 124 people participated in the employee survey.

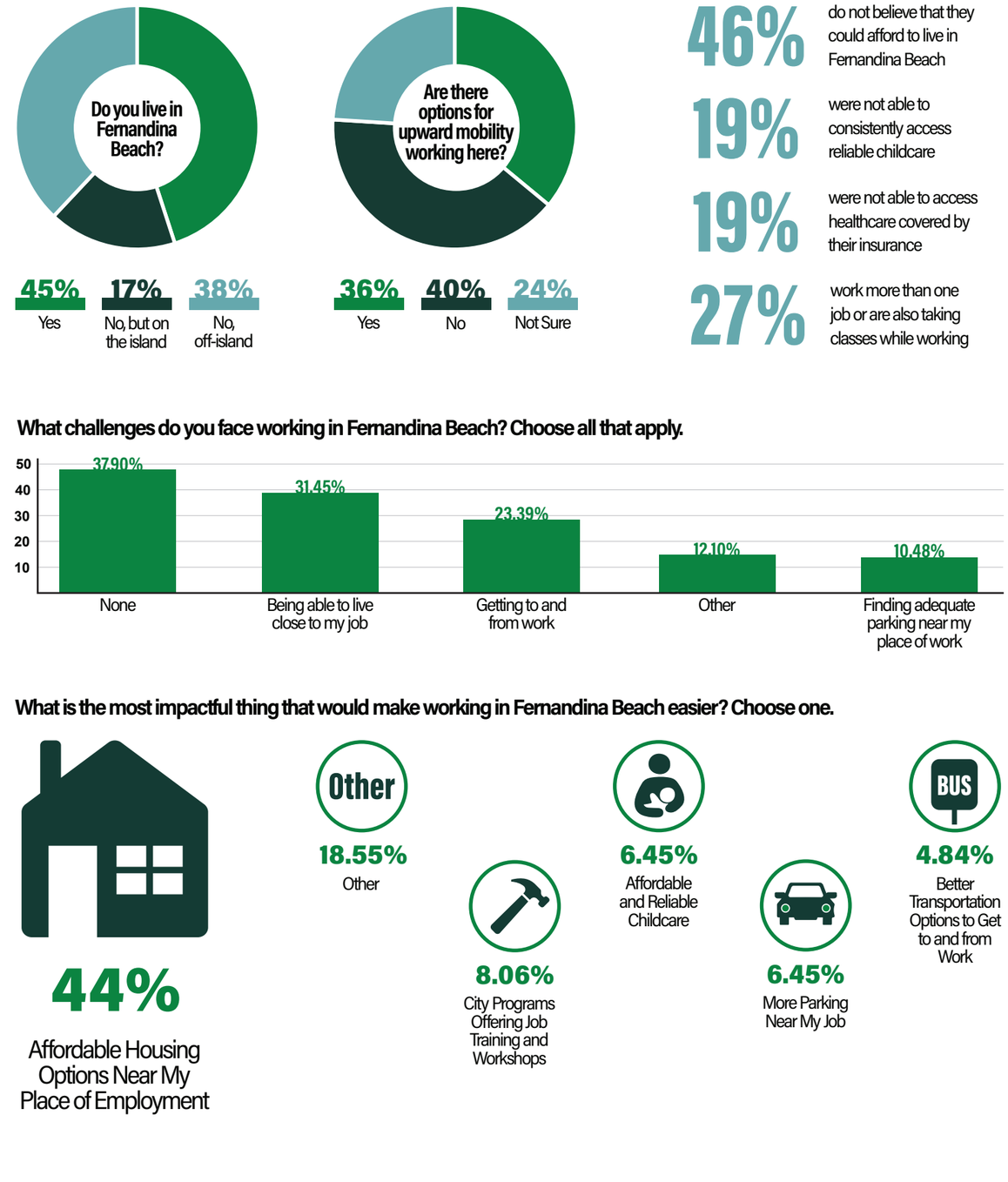
Results

Illustrated in Figure B.11, the majority of respondents do not live in Fernandina Beach and commute into the City for work. 38% of the respondents come from off-island. Almost half of the respondents did not feel like they could afford to live in the City with their current jobs and 40% did not see opportunities for upward mobility working in Fernandina Beach. Over a quarter (27%)of respondents were working multiple jobs or attending classes.

Access to childcare and healthcare were identified by 19% of the respondents as challenges they face working in the area. Access to affordable housing near their work and transportation to and from their place of employment were identified as challenges working in the City.

When asked what was the most impactful thing the City could do to make working in Fernandina Beach easier, 44% identified affordable housing as their top choice. This choice had more than double the support as the second top option "other" which is not a monolithic category but a conglomerate of different opinions.

Figure B.11: *Employee Survey Results*



J. High School Students & Graduates

Purpose

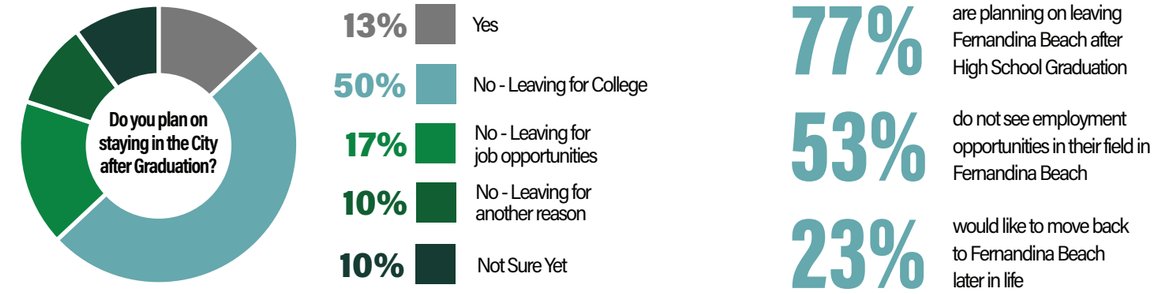
A high school student and recent graduate survey was developed to increase outreach to young people in the community. This gave the team insight on how young people view the City and if they were looking to remain in the City after graduation. The survey was used to get a sense of the City's retention of young people and identify reasons young people were looking to stay or leave. The high school and recent graduates survey was taken by 30 participants.

Results

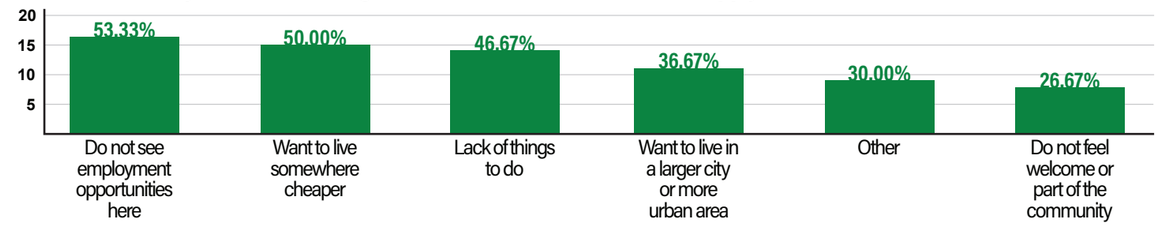
As shown in Figure B.12, the vast majority of students (77%) are planning on leaving Fernandina Beach after graduation. Reasons ranged from job opportunities to leaving for college. Only 13% plan on staying in the City. A major reason for this exodus is young people do not see employment or education opportunities in the City and are looking at the greater Jacksonville metro for those opportunities. A majority of respondents also identified the cost of living as a major barrier to staying. Less than a quarter of respondents identified a desire to move back to Fernandina Beach later in adulthood.

A large majority of respondents would be more willing to stay in the City if there were more job opportunities in their fields and if they could afford a home.

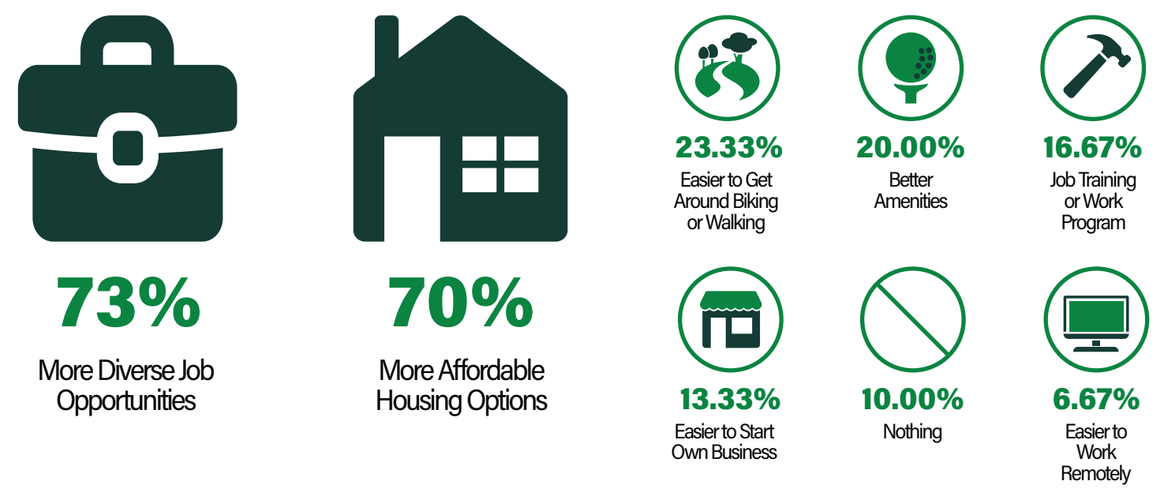
Figure B.12: *High School & Recent Graduates Survey Results*



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



K. Planning Workshop

The WGI team along with members of the City's Planning department hosted an interactive planning workshop at Central Park on July 23rd from 5PM-6PM. This workshop, branded as "Planning in the Park", was run open-house style to provide a casual and open environment for people to participate. This strategy provided a flexible schedule for residents who could not dedicate two full hours for a traditional presentation. Instead, this allowed for a more equitable experience by preventing the most vocal of participants from dominating the conversations.

The workshop was broken up into multiple stations that focused on different aspects of the community and Vision Plan. The station themes are shown in Figure B.13

Figure B.13: *Workshop Stations*

1 Welcome Station

2 Resiliency Station

3 Housing Station

4 Development Station

5 Transportation Station

Photo: *Participant identifying areas for improvement on the map. (source: WGI)*

Photo: *Participant spending their "tax money" on CIP projects. (source: WGI)*

Photo: *Workshop participants at the Housing, Development, and Transportation Stations (source: WGI)*

Welcome to Planning in the Park!

Participants were welcomed at the park's pavilion and asked to participate in several visioning exercises. People were asked to give a brief, one to two word description of Fernandina Beach as it is today. On the next board, participants were asked to write how they would hope to describe the City in the next 25 years. This allowed the team to get a good sense of the City's strengths, challenges, and potential.

One board asked the participants what they wanted to see more of in Fernandina Beach in the next 25 years. Each participant was allowed to choose up to three choices. Shown in Table B.1, resiliency was the top choice with over a quarter of the votes.

Another exercise included giving participants "$40" representing their tax money and asking them to spend it on projects they would like to see prioritized in the Capital Improvements Plan. As illustrated in Figure B.14, Conservation came out on top with 37% of the vote while infrastructure and resiliency projects came in second and third with 18% and 16% of the vote. Public facilities received the lowest support with 8% of the vote.

Lastly, two maps were provided for participants to identify their favorite parts of town and areas of town that needed improvements. People's favorite parts of town included the greenway, Historic District, beach, and tree canopy. Major themes for the improvements map exercise included banning beach vehicles, preservation of trees, improving the downtown waterfront, and planning for resiliency. Figure B.15 illustrates the results of this exercise with the size of the word indicating how often it was used.

Figure B.14: *CIP Exercise Results*

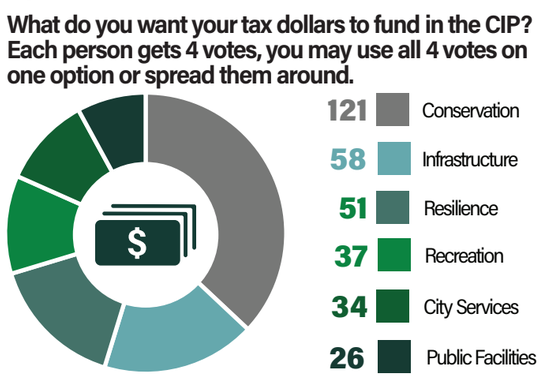
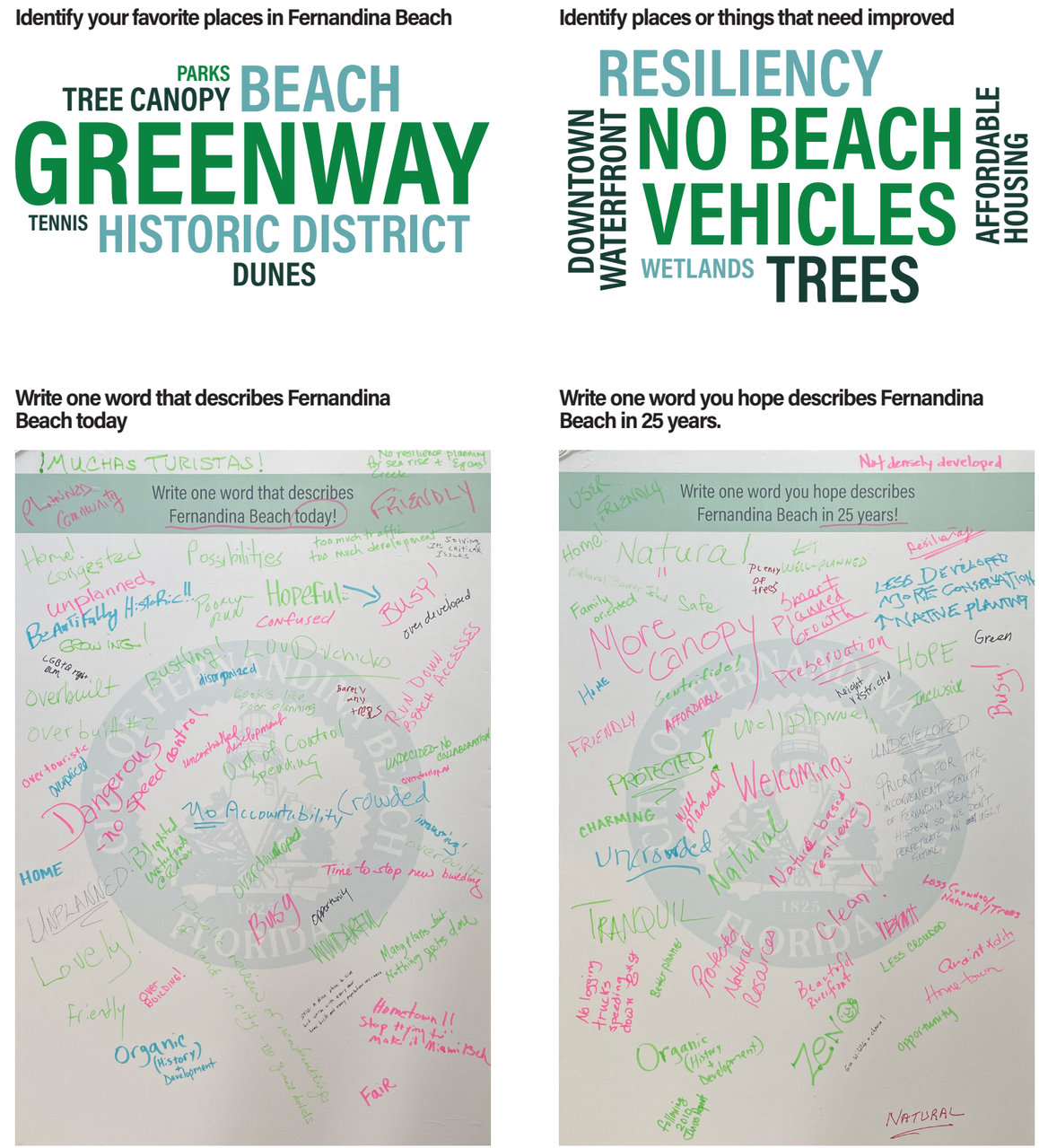


Table B.1: *What Fernandina Beach Needs More of Results*

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

**Participants asked to choose top 3 choices*

Figure B.15: *Map Exercise Major Themes*



Sustainability & Resiliency Station

The second station was dedicated to sustainability and resiliency. The station included two boards where participants were asked to vote on different questions. The first question asked how high of a priority sustainability and resiliency projects should be in compared to other City projects. Shown in Figure B.16, two thirds of respondents identified sustainability and resiliency as a high priority for Fernandina Beach.

Another board asked participants what type of projects, programs, and actions they supported the City taking, to better address resiliency and sustainability. People were encouraged to vote for all options they supported. Illustrated in Table B.2, the top three options were buying land for conservation, limiting infill of wetlands, and developing a septic tank removal program.

Figure B.16: *Resiliency Priority*

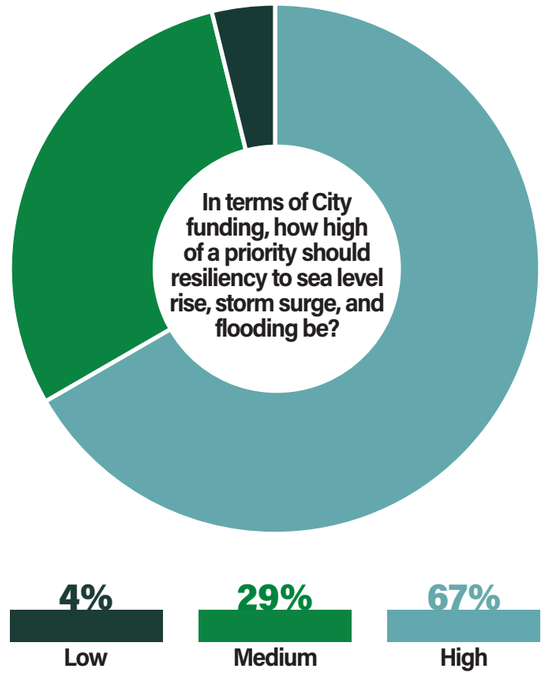


Table B.2: *Public Support for Resiliency Projects*

Project or Policy	Vote
Buy land for conservation	45
Prohibit infill of wetlands	26
Prohibit septic tanks, create incentive program to remove existing septic tanks	23
Require on-site collection and filtration of stormwater for new development	20
Redesign public streets to have green features such as permeable pavers or rain gardens.	18
Prohibit non-recreation development in areas susceptible to storm surge from a Category 1 hurricane.	18
Reduce impervious surface ratios for new development (less impervious surface)	18
Hire a dedicated staff person to oversee resiliency projects, strategies, and research funding or grant opportunities. (Chief Resiliency Officer)	14
Continue prioritizing city funds and grants for stormwater mitigation projects	14
Join a multi-jurisdictional resiliency group with other cities in the Jacksonville metro	14
Renovate public facilities to be more energy-efficient	10
I do not support the City spending money on resiliency projects	8

Development Station

Once participants were finished at the Sustainability & Resiliency Station, they moved onto the Development Station. This station included 5 boards asking about the character and types of development the public wanted to see throughout the City.

Participants were asked to vote for all types of development the City should encourage in the next 25 years. At the end of the workshop, the most popular options were

- Walkable, mixed-use;
- Pocket Neighborhoods; and
- No development.

The least popular options were suburban commercial developments, office, and hotels. The final results are found below in Table B.3.

Table B.3: *Future Development Types Results*

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

The Development Station also identified four areas of the City and asked participants to vote on how they would like to see these areas develop in the next 25 years. These areas included S. 8th Street, 14th Street, Saddler Road, and the beaches. Results are shown in Figure B.17.

The current Comprehensive Plan and LDC encourages S. 8th Street to develop into a mixed-use corridor. To support that vision, participants showed support for mixed-use developments oriented towards the street, widening sidewalks, increasing landscaping, and establishing public plazas or gathering spaces. No participants preferred 8th Street to remain the same as it does now.

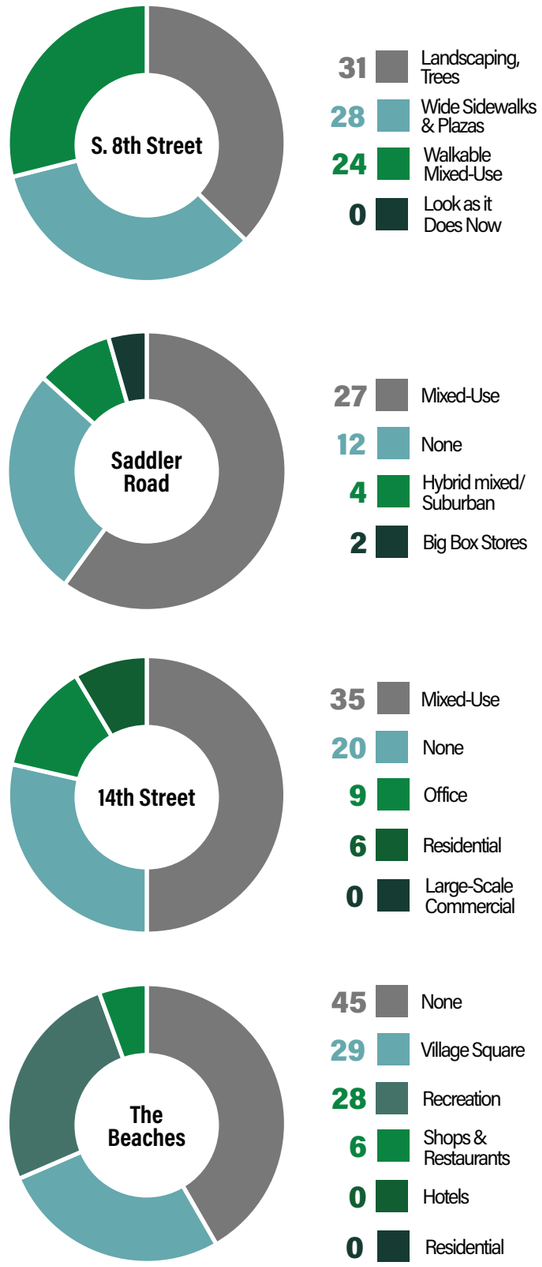
14th Street is currently a corridor comprised of a disjointed mix of uses and identities including single family houses, suburban commercial, multi-family residential, and small offices. When asked what type of uses and developments would be most appropriate for this area the most popular option was mixed-use. The second most popular option was no development with few people supporting stand-alone residential or office developments. No participants supported large-scale commercial development along 14th Street.

Present-day Saddler Road has an eclectic mix of commercial developments between S. 8th Street and Fletcher Avenue including big-box stores, shopping plazas, hotels, fast-food restaurants, and a few free-standing office buildings. The road currently operates as a 4-lane highway to reach the beaches. Sidewalks are present on both sides but pedestrian activity is limited to the areas between the hotels and Seaside Park. Participants showed strong support for making the area a mixed-use corridor with nearly 60% of the votes. The second most popular option was no development with less than half of the votes. Few participants wanted to continue the development pattern of shopping plazas and big-box stores.

In the last area, participants were asked to provide input on the type of development they preferred at the Main and Seaside Beach areas. As shown in Figure B.17, the public indicated through their votes that the areas along the coastline were nearing capacity and didn't want to see additional development. If development were to continue in these areas, it is preferred that it be limited to a small area around Main and Seaside park. These areas should be maintained as village centers with small shops, local restaurants, and other pedestrian scaled development. There was little to no support for large-scale commercial, residential, or hotel/resort development along the beach. Recreation was another popular choice.

Figure B.17: *Streetscape Elements Results*

What kind of development or improvements would you like to see along the following streets? Choose all that apply.



Housing Station

Next up was the Housing Station. First, participants were asked what type of housing is appropriate for Fernandina Beach. Single-family homes were the overwhelmingly popular choice with duplexes coming in second. Townhouses, small apartment buildings, and carriage houses received some support while large apartment complexes were the most unpopular choice receiving only one vote.

Participants were asked if they would support a development with increased density if the structure blended in with the characteristics and aesthetics of the neighborhood. Three-quarter of respondents (74%) voted no.

Figure B.18: *Housing Station Results*

Which of the following housing types are appropriate for Fernandina Beach?

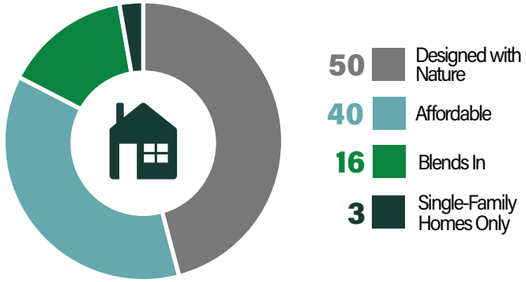
Development Type	Vote
Single-Family House	40
Duplex	23
Townhouse	15
Small Apartment Building	15
Carriage House	13
Medium Apartment Building	8
Quadplex	4
Large Apartment Complex	1

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

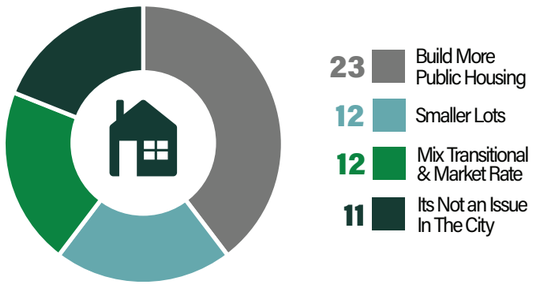
Workshop participants identified the need for new developments to design their projects around the site's natural elements as the most important factor in new residential development. This is consistent with the loss of natural features ranking highly as a concern.

The last part of the Housing Station asked participants to choose the best strategy the City could take to increase the number of affordable housing options in Fernandina Beach. The results were relatively split with no overwhelming favorite. Constructing more public housing units took the top spot while the other choices received approximately the same amount of support among each other. Final results of the Housing Station are shown in Figure B.18.

What is the most important factor in new residential development?



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



Transportation Station

The final station was dedicated to transportation and mobility. This station was used to gain insight on how the public thinks people should navigate Fernandina Beach in the future.

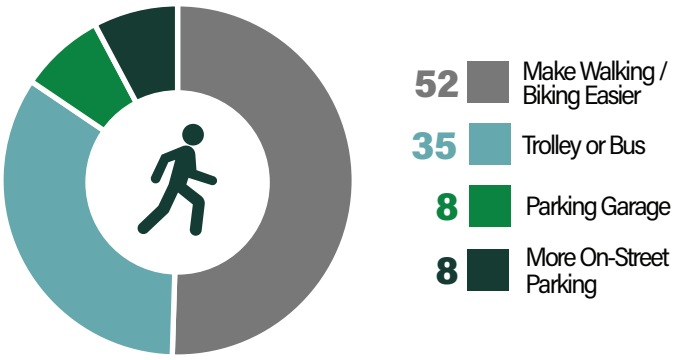
A major concern identified by stakeholders and the public was the lack of available parking, especially in the downtown area and near the beaches. Participants were asked to identify what they believed was the best way to reduce the demand for parking in these areas and across the City (see Figure B.19). More than half of the respondents supported the idea of making biking and walking safer. This would allow residents to feel more comfortable navigating their city without their personal vehicles.

Another issue brought up was the increase of traffic on the island. Due to the historic nature of much of Fernandina Beach, most roads cannot be widened for increased capacity. Therefore, people must get around in a more efficient manner. As illustrated in Figure B.19, over a third of participants identified that new development or redevelopment should be walkable in nature, allowing residents to get around without a car. The use of an island circulator or trolley system also polled high, with nearly a third of participants.

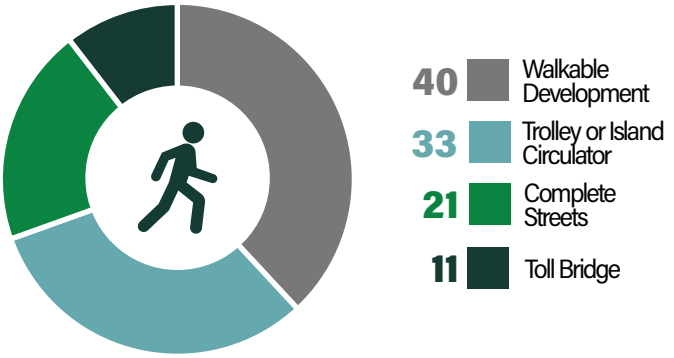
The results from the Transportation Station shown in Figure B.19 combined with the survey results show there is a public desire to make Fernandina Beach a more walkable and bikeable city and offer more modes of mobility across the island.

Figure B.19: *Transportation Station Results*

How should the City reduce parking demand in the future? Choose all that apply.



How should the City reduce vehicular traffic in the future? Choose all that apply.



APPENDIX C

RESOURCES & CASE STUDIES

COMMUNITY VISION

2045

FERNANDINA BEACH

Prepared For

CITY OF FERNANDINA BEACH • FL

Prepared by

WGI

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I. ENVIRONMENTAL SUSTAINABILITY & RESILIENCY

The following section identifies resources and case studies to help implement the Vision Plan's goals for Theme 1: Environmental Sustainability & Resiliency.

A. Protect & Increase the Tree Canopy

Toronto Urban Forestry Master Plan

As the importance of urban trees has become more apparent in recent years, several cities have developed comprehensive and detailed urban forestry master plans that can be used by Fernandina Beach as a guide. The Toronto Urban Forestry program is a good case study that comprehensively looks at the challenges urban trees face in growing and urbanizing areas and identifies strategies to mitigate those challenges. One innovative approach the Toronto plan utilizes is considering potential canopy growth of a parcel by land usage. This gives the city a broad overview of potential planting areas at a city-wide level. The plan also identifies the unique challenges trees experience in urban areas including forest fragmentation, soil quality and volume, soil compaction, air quality, and stormwater quantity and quality. Lastly, the plan created a mortality study for new street trees to better pinpoint the reasons why some newly planted street trees do not survive their first few years.

https://www.toronto.ca/data/parks/pdf/trees/sustaining-expanding-urban-forest-management-plan.pdf

Shopping Center Redevelopment

Redevelopment offers another opportunity to increase tree canopy, especially in areas that do not have a lot of existing trees. For example, the large shopping plazas in the 5 Points area could be redeveloped in the next 25 years. Traditional suburban shopping centers like Amelia Plaza, Island Walk, and Saddler Square have been falling out of fashion nationwide. Many of these types of developments have been retrofitted to include pedestrian areas, greenspace, and an abundance of trees. A good case study is the Gulf Coast Town Center near Ft. Myers, FL. This development is populated with big-box retail stores like Amelia Plaza or Island Walk but it is designed in a more pedestrian friendly way. The additions of greenspace, wide sidewalks, and landscape features allows the development to support a small forest of trees. This project shows that you can support a similar retail mix and design it in a way that maximizes its contribution to the City's urban tree canopy.

https://www.gulfcoasttowncenter.com/

B. Increase Acreage of Land Dedicated to Recreation & Conservation

CLAM Program - Nassau County

A good case study example of a CLAM Program is Nassau County's Conservation Land Acquisition & Management (CLAM) program. The program was developed by the county with the assistance of the North Florida Land Trust to "preserve and conserve the county's natural, historic, and working lands resources by identifying, ranking, and assessing conservation lands for acquisition and management". CLAM utilizes a GIS-based map and database to identify, analyze, and rank parcels being considered for acquisition. A similar program is currently being considered by the City's Planning & Conservation Department. Completion and implementation of this program is critical to maximizing the efficiency of the City's land conservation strategy.

https://maps.nassauflpa.com/portal/apps/opsdashboard/index.html#/8749e68a9bbf471cb2d5ff3bf61d25c8

C. Remove All Septic Tank

Septic Tank Removal Program - Jacksonville

Several cities in Florida have undertaken septic tank removal programs to address ground pollution, blue-green algae blooms, red tide, and other environmental and health issues in the last few years. Two examples are Jacksonville and Naples. These programs offer a guide on how to transfer residents from a septic tank to a City sewer system. They also offer insight into some of the challenges faced by the City's undertaking this type of program. For example, Naples has received public push back from the program due to a lack in communication with the public. This resulted in complaints about residents unable to access their homes during sewer installation, noise complaints from construction, and fears about access for emergency vehicles. Lessons learned from these programs gives Fernandina Beach insight on how to better execute its strategy.

https://www.jea.com/in_our_community/construction_projects/septic_tank_phase_out/

D. Further Improve Protections of Wetlands & Coastal Areas

Green Infrastructure Adaptation Plan - Melbourne, FL

A highly effective way to protect surface water quality is to utilize low-impact development strategies to collect and filter stormwater runoff before it reaches rivers, streams, ponds, and other surface water features. Cities have begun using low-impact development strategies to control stormwater runoff. The Town of Melbourne Beach was awarded a grant from FDEP to assist in the preparation for comprehensive plan amendments to the Coastal Management Element for the Melbourne Beach Comprehensive Plan and the Evaluation and Appraisal Report (EAR). This grant lead to the creation of their Green Infrastructure Adaption Plan. This plan contains recommendations for potential projects,project locations, renderings, strategies, potential constraints, and next steps that the Town can implement.

http://ftp.ecfrpc.org/Projects/Melbourne%20Beach%20Green%20Infrastructure%20Adaptation%20Plan.pdf

E. Increase City's Resiliency to Climate Change, Storm Surge, & Sea Level Rise

Adaptation Action Areas

An Adaption Action Area is "a designation in the coastal management element of a local government's comprehensive plan which identifies one or more areas that experience coastal flooding due to extreme high tides and storm surge, and that are vulnerable to the related impacts of sea-levels for the purpose of prioritizing funding for infrastructure needs and adaption planning". An Adaption Area Framework is used to help develop and frame recommendations.

https://floridadep.gov/sites/default/files/CRI_AAA_Planning_Guidebook_for_Florida%27s_Local_Government.pdf

Special Assessment Areas

A special assessment is an additional property tax assessed by the local government to pay for their property and neighborhood projects. The tax goes toward a specific geographic region known as a special assessment district, and the property owners in that area are the only ones who must pay. These can be levied in Fernandina Beach to pay for flooding and storm surge protection projects along Egans Creek, Escambia, and the Beach areas.

http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&Search_String=&URL=0100-0199/0197/Sections/0197.363.html

II. PRESERVATION OF CHARACTER

The following section identifies resources and case studies to help implement the Vision Plan's goals for Theme 2: Preservation of Character.

A. Ensure Preservation & Upkeep of Historic Assets

Cemetery Upkeep - Savannah

Restoration and repair of the Bosque Bello Cemetery is critical in preventing the property from deteriorating beyond repair. A major obstacle restoring the cemetery is the legal jurisdiction of who is responsible for headstone and enclosure repairs. Currently, owners of the burial plot are responsible for upkeep, preventing the cemetery from restoring headstones in the older sections of the cemetery when plot owners cannot be found and contacted. A strategy that can circumnavigate this impasse is to adopt a 50–70-year rule that would allow the cemetery to repair headstones and enclosures after the allocated timeframe and if no owners can be contacted or found after an exhaustive search. The City of Savannah's Code of Ordinances (Chapter 3 Section 4-3020) provides a good case study on which to base a future City ordinance.

http://online.encodeplus.com/regs/savannah-ga/doc-viewer.aspx?secid=1052#secid-1052

B. Preserve the Existing Building Stock

Historic Preservation Standards - Cincinnati

Several cities throughout the United States have bolstered their historic preservation guidelines in their municipal codes. A good case study relevant to Fernandina Beach is the City of Cincinnati, OH. The City contains Over-the-Rhine, one of the largest intact historic neighborhoods in the county. The City amended its municipal code to be more favorable to historic preservation and hold building owners more accountable. Elements of the municipal code (Chapter 1435 – Historic Preservation) that have been implemented include

- a Certificate of Appropriateness must be obtained before a demolition permit can be issued;
- minor repairs and maintenance that do not alter the appearance of the building do not need to be reviewed. This is to prevent the deterioration of existing structures; and
- owners must demonstrate that the existing structure cannot be renovated or reused for any use or reasonable economic return.

The code changes helped preserve the Over-the-Rhine neighborhood and strict urban design and architectural guidelines have established it as a premier historic neighborhood. Similar code language in the Fernandina Beach LDC could incentivize developers to adaptively reuse existing structures for their development by making demolition requirements more stringent even for non-designated structures. The strategy of preserving structures beyond the Historic District and those that are designated historic align with Objective 11.08 of the Comprehensive Plan.

https://library.municode.com/oh/cincinnati/codes/code_of_ordinances?nodeId=TIXIZOCOCI_CH1435HIPR

C. Ensure New Buildings Are in Line With the Community's Character

Hybrid Form Based Code

A major problem with developing buildings and neighborhoods that have the same scale, character, and charm of historic districts is that Euclidean based codes do not allow for their development. Euclidean codes are more focused on a building's use and parking ratio than form, architecture, and context. The best way to circumnavigate these restrictions is to adopt a form-based code. These codes allow for buildings that better align and complement the urban form of older neighborhoods. According to Smart Growth America, *"form-based code is a land development regulation that fosters predictable built results and a high-quality public realm by using physical form (rather than separation of uses) as the organizing principle for the code. Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks."*

There are several benefits to adopting a form-based code. Daniel Harrings of Strong Towns identifies 6 main benefits.

1. **Encourages Revitalization:** Form-based codes promote the reuse of existing structure in creative ways without having to worry about extensive use restrictions. They also are beneficial to local and small-scale developers by creating an approval process that is predictable and streamlined.
2. **Promotes Affordable Housing:** Form-based codes allow for new housing that matches the look and feel of a place, but creates flexibility for housing options like cottage courts, accessory dwelling units, pocket neighborhoods, and other various homes that meet the needs of lower-income and senior residents.
3. **Helps Small Businesses:** Form-based codes de-emphasize the use of a building and focus on how buildings fit into their surrounding context. This strategy allows for the establishment of corner stores, live-work spaces, and neighborhood coffee shops not usually allowed in traditional Euclidian zoning. Form-based codes also allow for commercial spaces with smaller footprints that are more attractive to local businesses, whereas Euclidian zoning encourages large, single-use structures favored by national chains.
4. **Promotes Walkability:** Good walkable neighborhoods apply the principle of the 15-minute city where a person can access all their basic services within a 15-minute commute from their home. Form-based codes make it easier to achieve these neighborhoods by allowing for a mix of businesses, services, restaurants, and cafes in the same area.

5. **Preserve a Sense of Place:** One of the most enjoyable aspects of a historic neighborhood is its strong sense of place, the feeling that you are in a unique and special area. Many of the most cherished historic areas in America like historic Savannah, Annapolis, and coastal towns in New England are characterized by their architectural fabric comprised of a diversity of buildings unified by a cohesive look or style. Form-based codes allow for harmonious and cohesive neighborhoods while allowing for a diversity of uses and building types.
6. **Stop Regulating the Wrong Things:** Form-based codes regulate how the everyday citizen will interact with a building and how to make that interaction pleasant convenient, and enjoyable.

https://www.strongtowns.org/journal/2020/6/8/6-reasons-your-city-needs-a-form-based-code

Reverse Engineering Architectural Standards - Coral Gables

A good case study for the development of form-based code regulations is Coral Gables, Florida. The City realized that many of the historic buildings loved by the community could not legally be constructed under Euclidean zoning standards. This led to the reverse engineering of their development code. They looked at historic buildings and neighborhoods that the city wanted to emulate and determined what regulations would allow that type of structure to be built. The end result was a form-based code that encouraged development that was more in line with the historic vision for the city and complimented the old urban form of the community.

https://codehub.gridics.com/us/fl/coral-gables

Best Practice Manuals - Coral Gables

Coral Gables also developed best practices guidebooks to help developers and architects better design their buildings or additions to the character and charm of the community. These books identified existing buildings in the City that were considered exemplary examples of what new construction should look like, and identified architectural features and massing of the structure. One of the most beneficial and effective elements of the guidebooks is that they include dimensions of architectural features. These help architects design new buildings that are in proportion and in the correct scale of existing neighborhood buildings. Lastly, to encourage architects and developers to adhere to the best practices guidebooks, the City offers a design bonus to developments that strictly adhere to the document's design principles (Sec. 5-200).

https://www.coralgables.com/departments/DevelopmentServices/medbonus

Neighborhood Conservation Districts

Preserving the character of a City is challenging. Many Cities attempt to regulate new development to match the character of the City as a whole. However, a City is made up of many different neighborhoods and each has its own unique character. For example, Old Town has a different character than the Southside Neighborhood. Figuring out how to tailor development requirements to these specific neighborhoods or character areas can be challenging.

A good way to solve this predicament is to establish Neighborhood Conservation Districts (NDCs) . These act as an overlay that allows communities to better tailor development requirements to their neighborhood's character. The National Trust for Historic Preservation compiled an Administrative and practices guidebook for the City of Detroit where they explained that "*The uses of an NCD include protecting against teardowns and "mansionization," stopping inappropriate demolition, or regulating neighborhood change by requiring architectural standards, square footage requirements, lot size, or tree conservation. In this way, the neighborhood planning model is well suited to help steer neighborhood change ex ante in the direction of desired outcomes, such as ensuring affordable housing or compatibility of uses when older areas are faced with intensive development pressures.*"

Neighborhood Conservation Districts

Pattern Book - Village of El Portal

Development requirements should be predictable and easily understood by the community. A great way to make these requirements more digestible for the general public is to make them graphic and provide examples. The Village of El Portal used this strategy to develop the Pattern Book. This book acts as the design guidelines for the small village. It illustrates the appropriate architectural styles for the village, identifies and explains basic architectural features, lists appropriate building materials, illustrates proper building massing and orientation, and provides guidance on landscape materials and design. The book is 41 pages, most of them pictures, and easily legible to the average citizen. The Pattern Book also helps board members who review these designs to provide better feedback to an applicant. A similar document could be used to articulate the specific design standards for each NDC in Fernandina Beach. This would make each area's development standards easily understandable to builders, architects, and neighborhood residents.

https://elportal.plusurbia.com/patternbook/

D. Reinforce Community's Social Networks & Small Town Character

Open Space Requirements - Dublin, OH

Form-based codes are the best way to allow this type of redevelopment. A good case study found in Dublin, Ohio. The suburban city adopted a form-based code for its historic downtown and surrounding area to encourage walkable, human-scale development. An important aspect of this code was the inclusion of public space requirements that mandate redevelopment projects including well designed public plazas, walkways, and seating areas to encourage social interaction amongst residents. The code was successful in initiating this kind of development.

https://dublinohiousa.gov/dev/dev/wp-content/uploads/2019/05/BSD-Code-Amended-4-26-21.pdf (Page 80)

Village Commons Plaza - West Palm Beach

Public gathering spaces can be included in more suburban style developments as well. The Village Commons Shopping Center in West Palm Beach is a typical suburban commercial development. However, what differentiates it from other strip malls is the inclusion of a well-designed public gathering space. The plaza at the Village commons contains seating, trees, landscaping, and a fountain. Restaurants in the shopping center have their dining patios spill over into the plaza and local musicians use it as a performance space in the evenings.

https://www.google.com/maps/@26.7135952,-80.1016036,111m/data=!3m1!1e3

III. LIVABILITY

The following section identifies resources and case studies to help implement the Vision Plan's goals for Theme 3: Livability.

A. Better Balance Tourism With the Needs of Residents

High Tourism Impact Tax

In addition to any other tourist development tax imposed, a county with a high tourism impact may levy an additional 1% tax on the total amount charged for transient rental transactions. The proceeds must be used according to s. 125.0104(5), F.S. The provisions in s. 125.0104(4)(a)-(d), F.S., regarding the preparation of the county tourist development plan do not apply to this tax.

http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&URL=0100-0199/0125/Sections/0125.0104.html

Paid Parking Program - Cocoa Beach

The use of paid parking programs to create revenue from visitors and is a mechanism to control parking management. Some cities have developed tiered payment structures that allow residents of the city to pay less for a parking permit than visitors. This strategy allows locals to easily enjoy the amenities of their community while maximizing revenue streams from tourists. Cocoa Beach is an example of this strategy. The City allows its residents to purchase parking permits for $20 a year while charging out of town guests $75. This strategy could be utilized by

Fernandina Beach to develop a program where city residents can obtain a parking permit for a small fee or for free and institute an hourly paid parking program for all public spaces. Tourists and out of town visitors would have to feed the meter while city residents who obtain a permit would be exempt from all parking fees. Revenue from the parking program can be used to fund other programs, projects, or initiatives for the City.

https://www.cityofcocoabeach.com/541/Parking-Permits

City	Public Parking Revenues
Jacksonville Beach	$200,249
St. Augustine	$2,222,000
New Smyrna Beach	$1,000,000
Cocoa Beach	$2,385,000

Source: FY20-21 City Budgets

B. Improve Living Conditions of Seniors

CAPABLE Program

Community Aging in Place—Advancing Better Living for Elders (CAPABLE) is a program offered through the Johns Hopkins School of Nursing for low-income seniors to safely age in place. The approach teams a nurse, an occupational therapist, and a handy worker to address both the home environment and uses the strengths of the older adults themselves to improve safety and independence.

https://nursing.jhu.edu/faculty_research/research/projects/capable/

C. Expand Affordable Housing Opportunities

Affordable Housing Bonus - St. Johns County

The Workforce/Affordable Housing Density Bonus accommodates provisions for the Development of housing affordable to very low, low, and moderate income households in fulfillment of policies of the Future Land Use and Housing Elements of the St. Johns County Comprehensive Plan. For purposes of this Section, Workforce/Affordable Housing is defined as housing for which monthly rents or monthly mortgage payments (including taxes and insurance) do not exceed thirty percent (30%) of gross household annual income.

http://www.co.st-johns.fl.us/longrangeplanning/media/LDC/ArticleV.pdf (Sec 5.07 pg 44)

D. Maintain Socio-Economic Diversity

N/A

IV.FUTURE READY INFRASTRUCTURE, UTILITIES, & PUBLIC FACILITIES

The following section identifies resources and case studies to help implement the Vision Plan's goals for Theme 4: Future Ready Infrastructure, Utilities, & Public Facilities.

Future ready means that the City's infrastructure, utilities, and public facilities will meet their current needs, while building a flexible, reliable, scalable to handle future requirements, trends, and technology

A. Establish a Resilient Smart Grid, Electric Vehicle Charging Network, & Improve Broadband Access

Dig Once Policy

A strategy to increase access to broadband that has been adapted in California, Indiana, and North Carolina is the "dig once policy". This means that during the construction or repair of a road or an underground utility, agencies can leverage rights-of-way to simultaneously install conduit or run fiber at a lower cost. This strategy allows for minimal construction disruption while reducing the cost of installing broadband infrastructure. Fernandina Beach should coordinate streetscape projects, water/sewer line upgrades, broadband installation, and the burying of overhead power lines so that all of these elements can be accomplished at one time for a more affordable price than undergoing these projects separately.

https://www.ncbroadband.gov/technical-assistance/playbook/policy-broadband/dig-once-policies

Electric Vehicle Compatible Building Code

The first strategy is to ensure that all new buildings are compatible with electric vehicle charging installation and operation by updating the building code. This makes the transition to an electric vehicle easier and more appealing as well as making a property more appealing for those who already own an electric vehicle. Good case studies of cities that have adopted electric vehicle ready building codes include Atlanta, Georgia (Ordinance 17-0-1654) and Boulder, Colorado (Section K111).

https://library.municode.com/ga/atlanta/ordinances/code_of_ordinances?nodeId=869232

https://assets.bouldercounty.org/wp-content/uploads/2017/03/building-code-2015.pdf (pg 20)

Electric Vehicle Task Force - San Jose

Another strategy is to streamline the permitting process for electric vehicle charging infrastructure. A recommended strategy is to create a task force to examine potential roadblocks in the permitting process and recommend improves to expedite the process. San Jose, California is an example of a municipality that used this strategy, and the results were codified in Chapter 17.88(4) of the LDC.

https://library.municode.com/ca/san_jose/codes/code_of_ordinances?nodeId=TIT17BUCO_CH17.88ELVECHSTEXBUPEPRELVECHST

Electric Vehicle Charging Network Partnership

An electrical vehicle charging network can be built and expanded through partnerships with local utilities. Utility companies can install, own, and operate public electric vehicle charging stations. Utility companies can also enter into special contracts with apartment complexes where participating residents get access to a charging station in exchange for an extra fee on their electric bill.

Climate Mayors Electric Vehicle Purchasing Collaborative

The Climate Mayors Electric Vehicle Purchasing Collaborative is a network of over 400 municipalities throughout the United States that leverage the buying power of Climate Mayors to reduce the costs of electric vehicles and installing charging infrastructure. The collaborative also has additional resources including training, best practices, educational resources, and data analysis support.

https://climatemayors.org/ev-purchasing-collaborative/

B. Incorporating Sustainable Future Proofing (SFP) Design Principles into Public Facilities

Principles of Future Proofing

Future proofing is the process of anticipating the future and developing methods of minimizing the negative impacts while taking advantage of positives. The Principles of Future Proofing were developed as a broader definition of resiliency. They include concepts of resilience, sustainable design, and life-cycle analysis, as well as addressing climate change and cultural heritage preservation.

http://principlesoffutureproofing.com/10-principles/

V. MOBILITY & TRANSPORTATION

The following section identifies resources and case studies to help implement the Vision Plan's goals for Theme 5: Mobility & Transportation.

A. Complete Sidewalk & Bike Networks

Vision Zero

Vision Zero is a strategic shift in traditional traffic management and infrastructure design in two major ways.

1. Vision Zero recognizes that people will sometimes make mistakes, so the road system and related policies should be designed to ensure those inevitable mistakes do not result in severe injuries or fatalities. This means that system designers and policymakers are expected to improve the roadway environment, policies (such as speed management), and other related systems to lessen the severity of crashes.
2. Vision Zero is a multidisciplinary approach, bringing together diverse and necessary stakeholders to address this complex problem. In the past, meaningful, cross-disciplinary collaboration among local traffic planners and engineers, policymakers, and public health professionals has not been the norm. Vision Zero acknowledges that many factors contribute to safe mobility -- including roadway design, speeds, behaviors, technology, and policies -- and sets clear goals to achieve the shared goal of zero fatalities and severe injuries.

To become a Vision Zero City, Fernandina Beach will need to form a coalition focused on safety and injury prevention. Once the coalition is in place the City will adopt a Vision Zero resolution and add a Vision Zero element into its Comprehensive Plan. Then, the coalition will need to begin the process of collecting baseline data including the location of crashes, their severity, and if any patterns or common themes arise in why they occur. At this point the coalition needs to reach out to the public to solicit feedback on why people feel unsafe walking or riding their bikes around town. The coalition should inquire with school children, parents, cyclists, the High School Foundation, and any other resident that has safety concerns. This process will give the coalition data on the trouble spots and major issues that are causing traffic accidents in the City and begin the process of identifying solutions.

https://visionzeronetwork.org/about/what-is-vision-zero/

The Florida Department of Transportation has adopted Vision Zero into its Strategic Highway Safety Plan

https://fdotwww.blob.core.windows.net/sitefinity/docs/default-source/safety/shsp-2021/shsp_mar21.pdf?sfvrsn=5452dad_0

Vision Zero Action Plan - Orlando

In December 2017, Mayor Buddy Dyer signed a resolution to adopt a Vision Zero Action Plan. The Vision Zero Orlando Action Plan outlines strategies to reduce crashes. It also describes ways to share the progress of the program's goals with the community.

https://www.orlando.gov/files/sharedassets/public/initiatives/vision-zero/vision-zero-action-plan-orlando-2021.pdf

Vision Zero Toolkit - Boston

The City of Boston, Massachusetts is a good case study for Vision Zero implementation. Their program has also developed a Vision Zero safety toolkit that can be used to retrofit existing infrastructure or be used in new streetscape designs to lessen the likelihood of traffic deaths and injuries. Strategies include

- clear corners;
- crossing islands;
- curb bump-outs;
- hardened centerlines;
- in-street "Yield to Pedestrians" signs;
- pedestrian warning signs;
- high-visibility crosswalks;
- raised crosswalks;
- raised intersections;
- pedestrian crossing flashing-lights;
- road right-sizing;
- protected bike lanes;
- slow turn wedges;
- stop signs; and
- T-intersections.

https://www.boston.gov/departments/transportation/street-safety-toolkit

Safe Routes to School Imitative

The Safe Routes to School program is a concept is to increase the number of children from grade school to high school who walk or bicycle to school by funding projects that remove the barriers currently preventing them from doing so. Florida's Safe Routes to School (SRTS) program helps cities throughout the state address their school transportation needs and encourage more students to walk or cycle to school. Fernandina Beach would be a prime candidate City to initiate a program since a large amount of residential development is within walking distance of the schools. Guidelines, tool kits, and additional resources are found on the Safe Routes to School website.

http://floridasrts.com/

AARP Walk Audit Guide

There are several case studies and toolkits available to help communities looking to do a walk audit. The AARP Walk Audit Tool Kit provides a step-by-step guide for conducting these types of studies. Scott County, Iowa developed their own tool kit based off AARP. Both tool kits are free and open to the public to use as a resource to conduct your own community walk audit.

https://www.aarp.org/livable-communities/getting-around/info-2014/aarp-walk-audit-tool-kit.html

Bike Friendly Community Standards

Amelia Island is currently a Bronze Level Certified Bike Friendly Community. The League of American Bicyclists' website has a detailed graph identifying the requirements for each level.

http://bikeleague.org/sites/default/files/BFC%20infographic.pdf

B. Improve Accessibility for Seniors & Disabled Residents

Disabled Citizen Working Group - Athens, OH

One of the easiest and most effective ways to identify mobility issues for disabled residents and develop solutions is to reach out to the disabled community and listen to their experiences navigating the City. The City of Athens, Ohio, a small city of 25,000, established a Disabilities Commission to provide a means for the concerns of people with disabilities to be heard, to advocate for public policy change, and to provide expertise to the community on disabilities. The commission is comprised of 11 members appointed by the mayor and confirmed by the City Commission. The Commission's duties are to:

- Make recommendations to the Athens city government on city services related to the needs of persons with disabilities;
- Act as liaison between members of the community and local government;
- Respond to questions from the public, local government, and community;
- Consult with Athens city officials, council, and citizens;
- Inform the city of grant opportunities; and
- Submit activity reports and recommendations to the Athens City Council.

Universal Design

Universal Design is "the design and composition of an environment so that it can be accessed, understood, and used to the greatest extent possible by all people regardless of their age, size, ability, or disability." This approach is based off 7 primary principles.

1. Equitable Use: the design is useful and marketable to people with diverse abilities.
2. Flexibility in Use: The design accommodates a wide range of individual preferences and abilities.
3. Simple & Intuitive Use: Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills or current concentration level.
4. Perception Information: The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
5. Tolerance for Error: The design minimizes hazards and the adverse consequences of accidental or unintended actions.
6. Low Physical Effort: The design can be used efficiently and comfortably and with a minimum of fatigue.
7. Size and Space for Approach and Use: Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

Using Universal Design principles creates a more equitable experience for all users of public facilities and recreation amenities.

https://universaldesign.ie/what-is-universal-design/

C. Establish Transit Options around the Island

Trolley Tracker App - West Palm Beach, FL

West Palm Beach operates several free trolley lines in its downtown districts. These trolleys are operated by the West Palm Beach Downtown Development Authority (DDA) and funded through a special taxing district. The trolleys are advertised by the DDA throughout the downtown area and a trolley tracking app was developed for users. These are elements that the Island Hopper lacked as over 35% of public survey respondents did not know the service was available or how to use it, and 17% found the system inconvenient.

https://downtownwpb.com/things-to-do/trolley-tracker-app/

FreeBee Microtransit Service

The City of Delray Beach has been offering a free, door to door, on demand transportation service in its downtown and adjacent neighborhoods. The service is run by the Delray Beach Community Redevelopment Agency (CRA) and is funded through tax increment revenues. The program operates low-speed, battery operated electric vehicles that can be requested via an app. It is run by FreeBee, a South Florida electric transportation company. The City began offering the service as an alternative to its trolley circulator that was seeing low ridership numbers. The trolley is being discontinued and City is focusing on enhancing its transportation services through microtransit programs like the FreeBee.

https://www.delraybeachfl.gov/government/city-departments/public-works/transportation-traffic/downtown-shuttle-service