



**AGENDA
PLANNING ADVISORY BOARD
WORKSHOP
MAY 7, 2025
1:00 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 **COMMERCIAL REDEVELOPMENT** - *The Planning Advisory Board, at their Regular Meeting of March 12, 2025, directed staff to set up a Workshop and elected to discuss this matter, being one of their discussion items from their priority list. This topic having already been discussed in a previous Workshop on April 23, 2025, is being continued in this second Workshop.*
- 4. PUBLIC COMMENTS**
- 5. ADJOURNMENT**

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

PLANNING ADVISORY BOARD AGENDA ITEM
City of Fernandina Beach



SUBJECT:

ITEM TYPE: Zoning Map Amendment < 10 Acres

REQUESTED ACTION:

SYNOPSIS:

CITY ATTORNEY COMMENTS:

Kelly Gibson, Planning and
Conservation Director

Katie Newton, Paralegal

Date: April
28, 2025

Submitted By: Sylvie McCann,
Administrative Coordinator

Sadler Road Overlay

Planning Advisory Board Workshop 1pm, 4/23/25

Comprehensive Plan Basis:

In accordance with Policy 1.04.01, 1.04.04 of the City of Fernandina Beach Comprehensive Plan

To reduce blight and encourage redevelopment of underutilized area using a Sadler Road commercial overlay district for the support of a “destination activity center”, the Sadler Road Overlay. The conditions/features include:

- Site Design Requirements
 - Impervious Surface, able to retain existing impervious cover
 - Landscaping
 - Common area/future transit stop
 - Parking
 - Connectivity (multimodal transportation)
 - Walking
 - Biking
 - Setbacks
 - Turtle safe/wildlife safe lighting
- Residential component
- Expanded permissible uses
- Streamlined process

POLICY 1.04.01.

The City shall encourage needed redevelopment and infill development through incentives such as the following:

- a. Density or intensity bonuses;
- b. Provision of alternative site design requirements in designated redevelopment areas;
- c. Provision of overlay districts;
- d. Provision of development guidelines in designated historic districts and the community redevelopment area; and
- e. Expedited review processes.

POLICY 1.04.02.

The City shall seek funding to assist in the reduction and elimination of blight. Funding programs, such as the federal Community Development Block Grant, may be used for housing rehabilitation, demolition and replacement of substandard housing, infrastructure improvements, or commercial redevelopment. The City shall explore funding options to support and supplement redevelopment efforts in the Community Redevelopment Area.

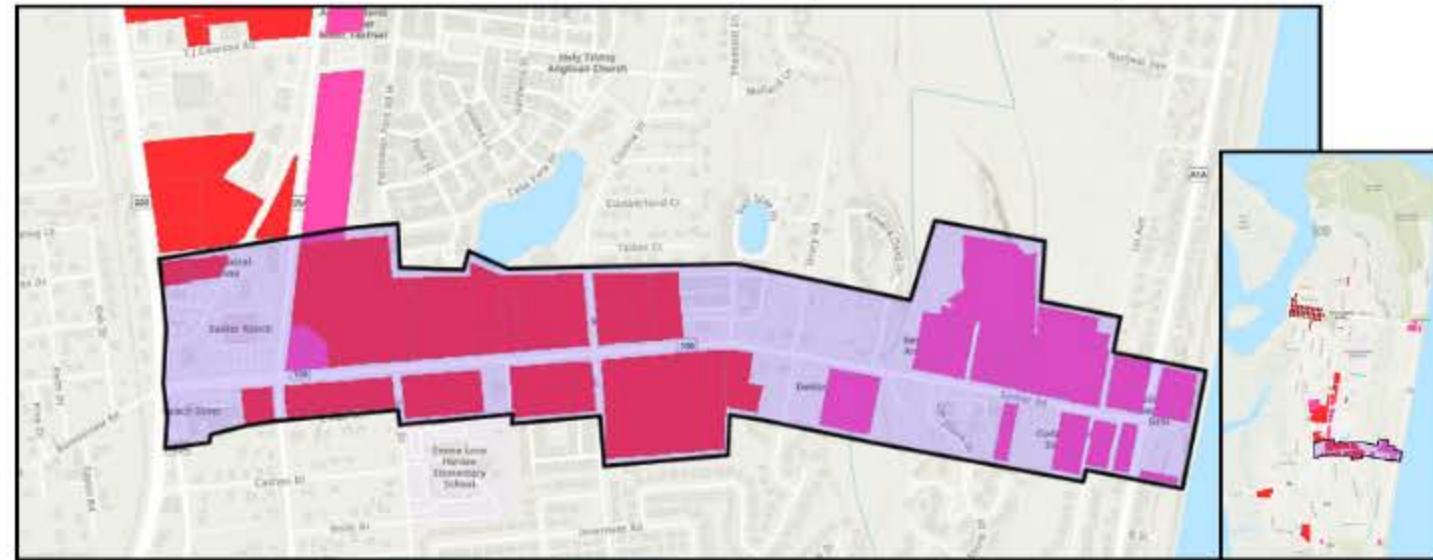
POLICY 1.04.03.

The City shall promote redevelopment of general commercial activities, which fulfill market demands of the City's residents for retail sales and services. The City shall coordinate with private sector interest groups concerned with enhancing the Central Business District, waterfront corridors, and commercial corridors on South 8th Street, **Sadler Road**, and 14th Street, in order to direct efforts to achieve a public and private partnership in improving the image and function of these districts and corridors. The City shall develop and implement density and/or intensity bonus incentives for properties that demonstrate compliance with the desired form and function of the area. Design strategies shall provide physical themes for development and redevelopment opportunities that are consistent with and reinforce the historic character of architecture, where historic structures are present, as well as the ambiance and urban design amenities in each location.

POLICY 1.04.04.

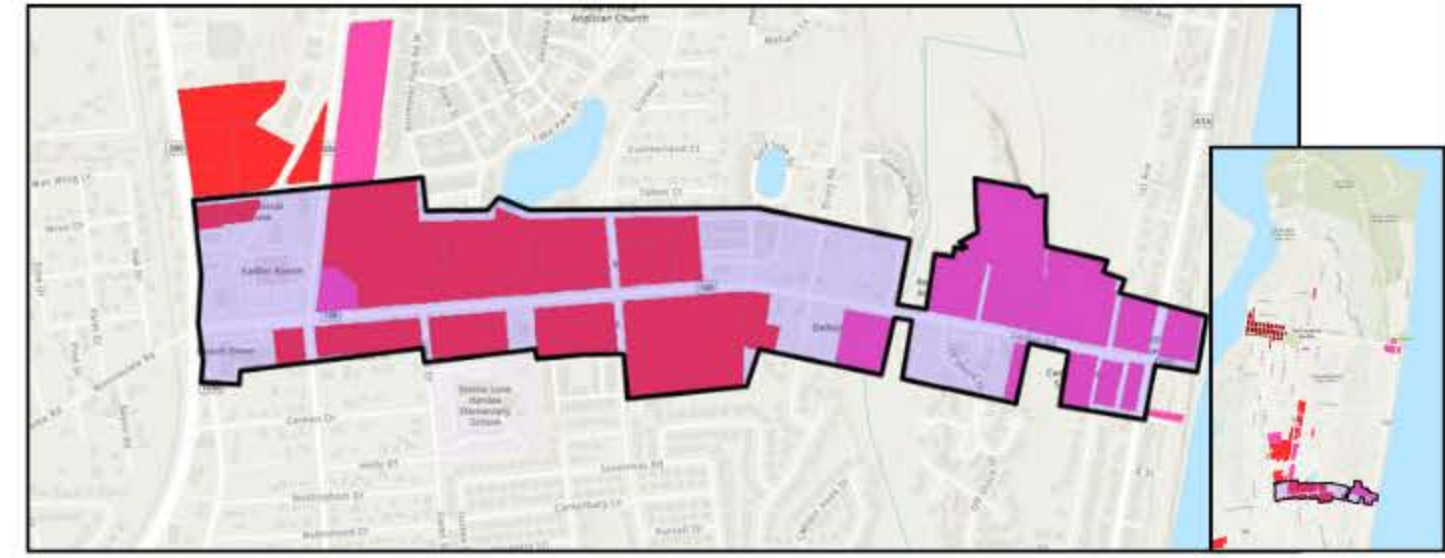
The City shall establish commercial overlay districts, known as "destination activity centers" at the Main Beach Area, Seaside Beach Area, along the **Sadler Road** corridor and along South 8th Street within the City. The City shall develop and implement density and/or intensity bonus incentives for properties that demonstrate compliance with the desired form and function of the area and are not contained within an established Coastal High Hazard Area (CHHA). The "destination activity centers," as commercial overlay districts, shall be created with the intent to promote compact, energy efficient, mixed use commercial and residential development that promotes pedestrian level activity through maximum setbacks reduced parking requirements, low-impact development strategies and enhanced landscaping and provisions for connectivity to the neighboring residential areas and other off site areas through pedestrian walkways and bicycle paths.

Sadler Rd Overlay (Version 1.1)



Created by: Mia Sadler, 4/23/25 using Nassau County Property Appraiser shapefiles

Sadler Rd Overlay (Version 2.1)



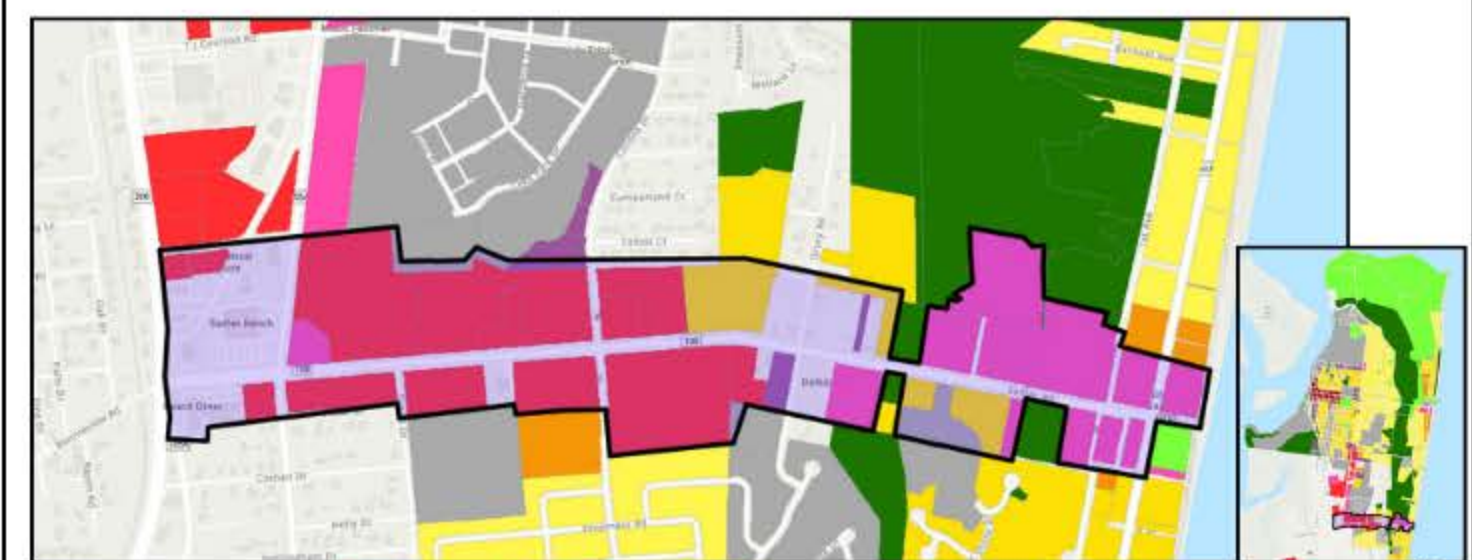
Created by: Mia Sadler, 4/23/25 using Nassau County Property Appraiser shapefiles

Sadler Rd Overlay (Version 1.2)

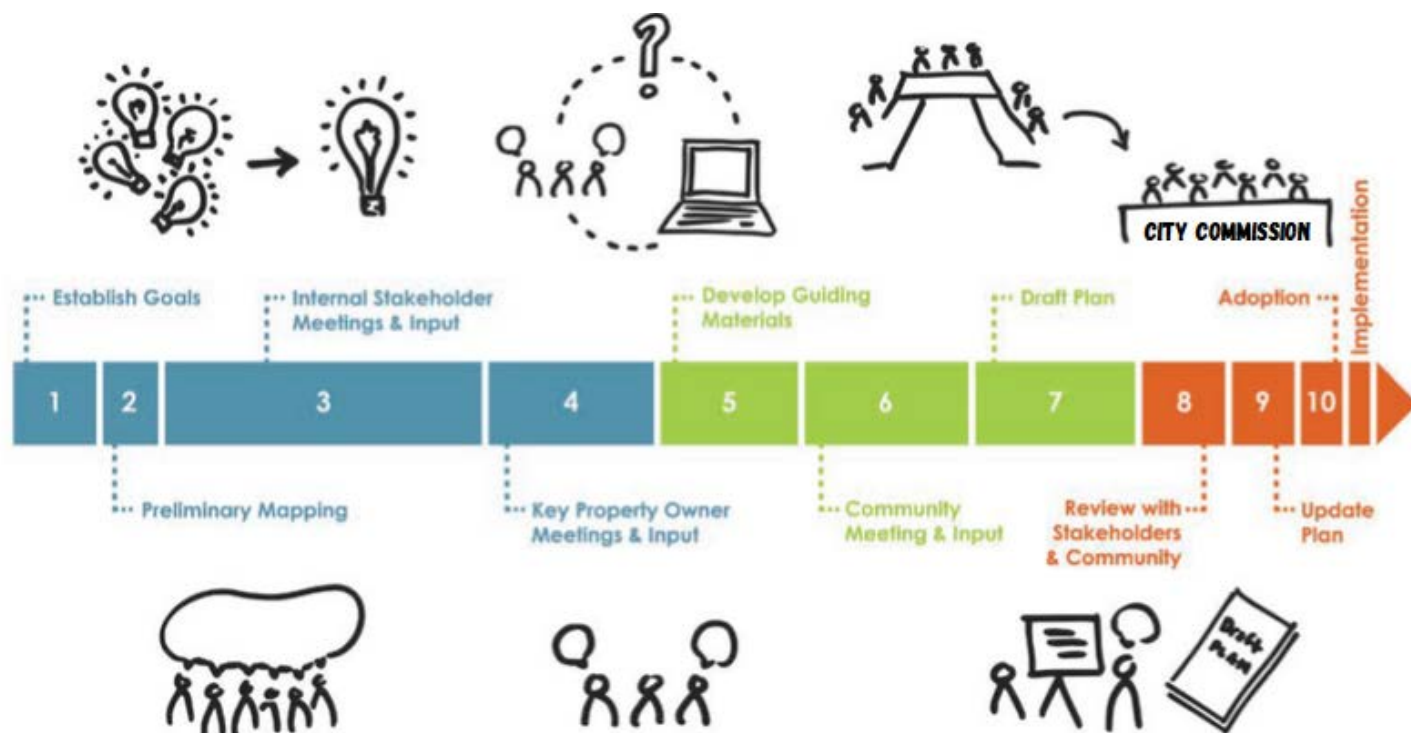


Created by: Mia Sadler, 4/23/25 using Nassau County Property Appraiser shapefiles

Sadler Rd Overlay (Version 2.2)



Created by: Mia Sadler, 4/23/25 using Nassau County Property Appraiser shapefiles



STEPS IN THE PLANNING PROCESS

Step One: Establish Goals

The first step in the planning process is to establish the boundaries of the Mixed-Use Overlay Plan, form the project team, and identify both the internal and external stakeholders and key property owners. Establishes the overall goals for the Overlay Plan.

Step Two: Preliminary Mapping & Research

The next step in the planning process is to gain an understanding of the corridor by doing research and learning about its history and the built environment. The project team conducts data and map-based analysis for the corridor boundary, visits the site, and studies any and all existing plans for the area.

Step Three: Internal Stakeholder Meetings & Input

Once the background mapping and research are complete, the project team then puts together presentations and meets with internal stakeholders including City Department Staff and County staff to gather feedback and insight about the corridor.

Step Four: Key Property Owner Meetings & Input

Following meetings with internal stakeholders, the project team meets individually with external stakeholders and/or key property owners identified in step one. City Staff presents and snapshot of the materials gathered up to this point and asks the stakeholders to provide their feedback and insight about the study area. City Staff may continue to meet with external stakeholders as needed throughout the planning process.

Step Five: Develop Guiding Materials

Taking all of the information gathered from step one through step four including mapping, research and various meetings with internal and external stakeholders, the project team then works on public outreach and holds a community meeting. Staff works on developing guiding materials for the Corridor Plan, taking into consideration existing conditions, infrastructure, and feedback received from stakeholders. These materials are then presented to the public during a community meeting where their feedback is requested.

Step Six: Community Engagement & Outreach

City Staff makes available venues and materials to receive Public Input that gathers all public feedback in one place. This could include a survey or questionnaire.

Step Seven, Eight, Nine: Draft, Review & Update Plan

The next step is the task of assembling all of the data from the research, map analysis, existing conditions, planned development, and stakeholder and public input to create a draft plan. The draft is then reviewed by the public, made available for comment, and subsequently refined to create a final draft for use in the adoption process.

Step Ten: Adoption

The final step before implementation takes the draft plan through the City's adoption process. The draft may continue to be refined as the plan advances through this process as the Planning Advisory Board and City Commission conduct their review and provide additional input and guidance to the plan. In conducting their review, evaluate the draft plan based on three criteria: consistency with the City's 2030 Comprehensive Plan, inclusive public engagement process, and long-range view.

Implementation

Plan implementation, changes to the LDC, begins after the plan has been adopted, and continues indefinitely until the plan has been achieved, or until such time that a new plan for the area is undertaken and adopted.

Overlay Plan Regulations

An overlay plan regulation can either supplement or supersede underlying zoning regulations. Overlay zones generally add stricter or more specific rules to the existing zoning regulations, but they can also relax certain regulations or allow for specific types of development that wouldn't otherwise be permitted.

- **Supplementing:**

Overlays often add to the existing zoning regulations by setting additional or higher standards for design, land use, or other aspects of development.

Superseding:

In some cases, an overlay can replace or modify the underlying zoning regulations entirely. This might happen when the overlay is designed to address specific development needs or to protect particular resources, such as historic districts or natural areas. For instance, an overlay might allow for a type of mixed-use development that's not permitted in the base zoning district.

- **Specific Overlay Purposes:**

Overlays are often created to achieve specific goals, such as:

- Protection
- Managing natural resources like wetlands or floodplains.
- Promoting specific development types like mixed-use projects or affordable housing.
- Addressing unique needs within a particular neighborhood.