

# Forward Fernandina

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1.11.11

Amelia Island-Fernandina Restoration  
Foundation

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City of Fernandina Beach

# Steps Leading to Forward Fernandina...

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**1999:**

Vision 2000

**2005:**

Vision 2020

**2009:**

CC Downtown  
Revitalization Goal  
Identified

**July 2010:**

HDC and CC Workshop

**September 2010:**

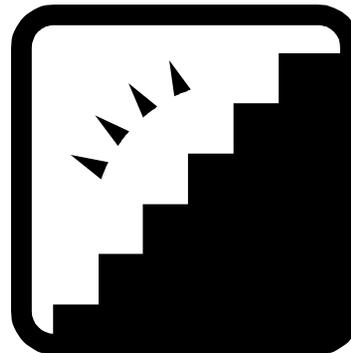
Ed McMahon Visit

**November 2010:**

Meeting of Restoration  
Foundation + Staff

**January 2011:**

Discussion of Partnership with  
Restoration Foundation + City



# Vision 2000 + Vision 2020...

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- **Vision 2000** - Brainchild of then Commissioner John Conner; Mayor Aaron Bean. c.1998
- Individuals appointed represented major areas of interest in the city and included former and then-current CC as well as 3 citizens at large
- Series of general public meetings held in the Atlantic Rec Center auditorium to gather input from citizens. All input was captured and forwarded to CC as appendix to the report
- Steering Committee considered all input in formulating and prioritizing vision statements to the Commission, using a high, medium, low ranking system
- The 13 areas of study identified what the vision is, why it should be pursued, who should be involved and who will benefit
  - The last element in each key vision area contains more specific information relating to how to achieve the vision
- Plan written so that each recommendation could be expanded to include action plans, cost + reporting requirements
- Report was submitted to CC in 1999 under Mayor Ron Sapp
- No action until 2005 when Commissioner Bill Leeper reformatted it and offered it to the CC as **Vision 2020**. CC declined to act at that time.

# Progress since V2000/V2020

<b>Marina Upgrades and Riverfront Walkway</b>	<b>Saturday Farmers Market</b>	<b>Historic Preservation Tax Exemption</b>
<b>Revitalized Downtown Courthouse</b>	<b>Beach Renourishment</b>	<b>Emergency Shelter for Domestic Violence Victims</b>
<b>City Newsletter, TV Station and Website</b>	<b>Waterfront Park Plan and Maritime Museum</b>	<b>Evacuation Plan for Emergencies</b>
<b>Tree Preservation Ordinance</b>	<b>Environmental Education – Greenway and Wild Amelia</b>	<b>Professional Grant Writer</b>
<b>Improved Code Enforcement</b>	<b>Interlocal Agreement with County Regarding Schools</b>	<b>Impact Fees for Education, Fire, Police and Infrastructure</b>
<b>Ferry to St. Mary's</b>	<b>Improved Pool Facilities</b>	<b>Expanded Airport Runways</b>

# V2000/V2020 in the works...

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<b>Provide Downtown Entertainment</b>	<b>Promote Historic Significance of Old Town</b>	<b>Utilize Lighthouse for Tourism</b>
<b>Improve Beach Accesses and Walkovers</b>	<b>Enhance Seaside and North Beach Parks</b>	<b>Clean Up Waste at Beach and Riverfront</b>
<b>Explore Possibility of Beach Parking Fees</b>	<b>Develop Waterfront Park</b>	<b>Utilize Public Access Channel</b>
<b>Enforce City Codes Regarding Natural Resources</b>	<b>Improve Waste Collection and Recycling</b>	<b>Evaluate Protection and/or Purchase of Green Space and Wetlands</b>
<b>Evaluate Enlarging Public Library</b>	<b>Implement Stormwater Management</b>	<b>Amelia Island Bicycle Trail</b>

# V2000 in progress....

## EAR-based Amendments 2011

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- Sustainable comprehensive planning
- Examine existing zoning and consider instituting changes which will bring more mixed-use and revisit coastal zoning
- Addressing special needs populations in evacuation planning
- Establishing levels of service for police and fire protection
- Evaluating policies for protection of City's natural resources – beach, dunes, wetlands, trees, open spaces and wildlife
- Monitor air and water quality
- Evaluate reduction of pollutants in air, land and water
- Evaluate green space and wetland protection and potential acquisition
- Plan for increased pedestrian and bicycle pathways and facilities
- Protect environmentally sensitive areas from encroachment
- Evaluate future needs in water, stormwater, and sewer including feasibility of septic tank elimination
- Evaluate and improve recreation facilities + programs

# Commission's 2009 Downtown Revitalization Goal

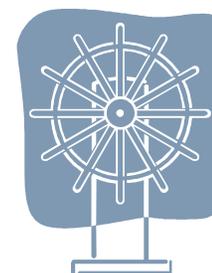
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- Develop 5-year plan for revitalization of the Historic Downtown – Initiate a process to review and analyze the existing infrastructure, sidewalks, media racks, public property, landscaping, and contributing structures and amenities, and to develop a comprehensive plan to revitalize the Historic Downtown
  - Conduct inventory and provide assessment of all existing and proposed publicly owned attributes (buildings and infrastructure) including replacement costs of same.
  - Explore all available funding sources and develop plan to finance improvements
  - Consider and explore the use of tax credit, tax abatements, and fee deferrals to encourage redevelopment and revitalization of existing structures within the Historic District
  - Complete examination of the feasibility of acquiring the downtown Post Office
    - Examine existing condition of building and provide costs to rehabilitate to all the current codes
    - Analyze all potential adaptive reuses of the facility
    - Explore all available funding sources to finance the building renovation

# V2000/V2020/CC Goal

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- V2000, V2020, the Commission's downtown revitalization goal, HDC recommendations, and Ed McMahon all take into account the importance of...
  - **DOWNTOWN + THE HISTORIC DISTRICTS, THE WATERFRONT, 8<sup>th</sup> STREET ENTRYWAY, AND SURROUNDING DOWNTOWN NEIGHBORHOODS**



# V2000/V2020 on Downtown/Historic Districts

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- Provide downtown entertainment
- Preserve and maintain historic district
- Keep courthouse focal point of downtown...today ~ Post Office?
- Promote historic significance of Old Town
- Explore downtown parking garage
- Improve the aesthetics of Centre Street from 8<sup>th</sup> Street to waterfront
- Improve or enlarge public library
- Develop long-range plan for growth in downtown business district
- Provide parking with adequate lighting and security
- Unify sidewalks and curbs in historic districts

# V2000/V2020 on the Waterfront

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- Marina
- Establish waterfront park, boardwalk and band shell for gatherings, art and musical entertainment
- Develop port of call for small cruise ships
- Ensure adequate parking for park and downtown
- Protect Amelia River waterfront as a user-friendly environmentally sound recreation area
- Coordinate marine learning activities
- Promote ecotourism
- Plan for waterfront to provide economic opportunities and attract tourism
- Help existing waterfront industry with infrastructure needs and recognize their economic contributions
- Seek out university-related marine biology station to locate here

# V2000/V2020 on 8<sup>th</sup> Street/Entry to Fernandina

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- Beautify entrance to the City from the Bridge to Centre Street
- Recognize the importance of 8<sup>th</sup> Street's impact on City's overall potential, offering business start-up incentives as well as developing appearance standards
- Improve appearance of medians

# V2000/V2020 on Surrounding Downtown Neighborhoods

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- Promote volunteerism by rewarding community groups for tree planting, community beautification and recreation programs
- Promote diversity by creating multicultural groups
- Ensure no one community or neighborhood receives preferential treatment
- Encourage participation by all citizens
- Create children's events celebrating diversity

# Recurring interconnected themes...

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Community

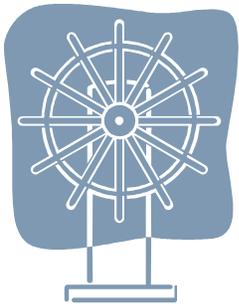
Design + Aesthetics

Holistic

Comprehensive

Economic Development

Tourism



# Roles + Responsibilities

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- Progress has been accomplished by the City *in addition to* other groups
- Important to recognize variety of roles and responsibilities – public, private, public-private partnerships, and community-based
  - City, County, State, TDC, non-profits, volunteers
- Variety of stakeholders is essential to success

# Forward Fernandina...Where do we go from here??

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- Move **FORWARD** with goals facilitating downtown revitalization
  - **Interconnections**: Downtown, Waterfront, 8<sup>th</sup> Street, Surrounding Downtown Neighborhoods
  - **Recurring themes**: community, design + aesthetics, holistic, comprehensive, economic development, + tourism
- **ACTION**

# ACTION → Strategic Plan

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- Should the community have a strategic plan to guide ongoing revitalization process? YES
- Strategic planning basics:
  - What is strategic planning and how will it get us “there?”
  - Defining “there” - Where do we want to be as a community? Work backwards to achieve proposed outcome
- Relationship of strategic plan to other plans – comprehensive plan, capital improvements plan, etc.

# Putting the Pieces Together...

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- Recognize achievements from V2000/V2020
- Acknowledge goals in progress
- Understand common thread of all efforts
- Restoration Foundation as coordinator
- Involve key stakeholders
  - City as essential participant
- Plans + Action = Revitalized Fernandina



# The Amelia Island-Fernandina Restoration Foundation is...

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- A non-profit 501 (c)(3) founded in 1970
- Chartered with the State of Florida in 1972
- Managed by a Board of Directors
- Past accomplishments include:
  - Creation of Historic District
  - Preservation of the Courthouse
  - Centre Street Revitalization – c.1978

# Discussion for Stakeholders

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- In a five year horizon, what IS revitalization of...
  - Downtown? Waterfront? 8<sup>th</sup> Street Entryway? Surrounding Neighborhoods?
- Using prior efforts and plans as a starting point...
  - What difference do we want to make?
  - What problems are we addressing?
  - What critical issues must we respond to?
  - What capacity do we have?
  - What should our priorities be?

# ***Recommended Commission Action***

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- Recognize that Forward Fernandina is a partnership process and the City is a key stakeholder
- Endorse the process...
  - At the next Commission meeting, adopt resolution of support
  - Appoint Commission liaison to Forward Fernandina