

LAND DEVELOPMENT CODE + ECONOMIC DEVELOPMENT
WORKING GROUP MEETING
JANUARY 20, 2015
MEETING MINUTES
3:30 - 5:00 PM
CITY COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034

1. ROLL CALL AND REVIEW OCTOBER 28 MEETING MINUTES

Members Present: Jose Miranda, Robin Lentz, Doug McDowell, Phil Griffin, Nick Gillette, Mark Bennett

Staff: Adrienne Burke, Kelly Gibson, Scott Schultz

Ms. Burke briefly reviewed the October 28th meeting minutes. She also went through the agenda of this meeting and explained the proposed timeline for the group to meet in February and March, reviewing some draft language, and then work on community outreach from April to August, before bringing language to the PAB in early fall.

2. DISCUSS FUTURE LAND USES AND DENSITY

Ms. Gibson reviewed the surrounding area density at 8 units per acres and asked the group if this was adequate to address needs within this area? Nick Gillette weighed in stating that he felt that within this area 20-25 units per acre was what is needed. Mr. Griffin stated that there are needs for multifamily housing and low rents for the workforce housing. Nick stated that a potential bonus area could be for acreage assembly. Ms. Gibson commented that if as to a bonus program was offered what would the priority be? Is workforce housing something that is important? Mr. Griffin felt that we should not put limits on the market and to allow for heightened density, but that if workforce or affordable housing is provided that you have additional density.

Ms. Burke described options for consideration of an 8th Street Overlay that could be mirrored in the County and an option for simple land use and zoning changes. There was additional discussion about the west side of 8th street utilities and the availability. Mr. Pranab Das commented that he felt that oranges should be a theme of 8th Street. He felt we should consider planting groves of oranges. He had additional comments regarding parks needs for the south end of Fernandina Beach as well as wanting to see brightly colored buildings by incentivizing a paint scheme. Ms. Burke stated that designed based criteria for development could be built into the code, but did not recommend implementing a program where they are directed to reviewing body like the HDC. Doug McDowell commented that a best practices manual could be created to help educate new developers of the area of what the City is trying to achieve for development of the corridor. Mr. Childers suggested providing angled parking on the side streets of each of all the tree streets to allow for more flexible parking on City ROW. The group was generally in favor of the 20-25 units per acre mix and wanted to see a new FLUM and zoning category focused on 8th street. Ms. Gibson will work on this effort and present changes at the next meeting.

3. DISCUSS INCENTIVE PROGRAMS

Ms. Burke introduced the topic and Mr. Schultz then reviewed some ideas for providing incentives along 8th Street. He introduced some quick changes that may be considered outside of the LDC changes which would require City Commission support, such as tax subsidies, rent vouchers, banner amnesty, waiving of LBTR fees for a period of time. Additionally, he introduced reduced landscape requirements, or reduced parking requirements. Mr. Childers questioned if there could be a reduction of impact fees. Ms. Burke commented that it is possible with City Commission support. Specifically, Mr. Childers felt that Parks fees should be waived along with water/sewer impact fees. Mr. Scanlan inquired if we could demonstrate through numbers business openings and closings along with length of time that a business was open. He wanted to see trend lines. Mr. Griffin stated that he felt more information could be obtained through sales tax data collected

by the State. Mr. Dudley stated how important financial incentives are for encouraging businesses to open along 8th Street. Doug McDowell pointed out that impact fees in Nassau County are low compared to most other locations in the State. Shelly Hirsch with the Nassau County Economic Development Board provided information on the economic development grant programs in Nassau County which includes grants to both existing and new businesses in the community. She stated that there are certain metrics that are considered in determining which businesses qualify. Nassau County started offering these in 2008, but there has not been a lot of interest in obtaining these grants.

4. DISCUSS OUTREACH

Ms. Burke provided some information to the group about outreach efforts and waiting to determine any specific efforts. It was discussed to republish all the prior viewpoints and to send out as a press release as well as put information on the City's website.

5. ESTABLISH STREETSCAPING STRATEGY

Ms. Burke provided an overview of Mr. Zimmerman's statement at the October meeting informing that there is money available at the state level and that Ms. Adkins office may be able to provide support when a plan is properly put together that has community buy in. She indicated that as staff we felt that this effort should be more grassroots in its effort and not staff driven. Commissioner Lentz commented that she wanted to see this effort continue and to lobby for funding. Mr. Scanlan and Mr. Bartelt are willing to help work on this effort. Mr. Scanlan is also working with the utilities company to encourage and cooperate with reducing the number of power lines.

6. DETERMINE NEXT MEETING DATE

It was determined that Wednesday, February 18th at 3:30 will be the next meeting date.

Meeting adjourned at 4:56pm.