

COMMUNITY VISION
2045
FERNANDINA BEACH

Prepared For

CITY OF FERNANDINA BEACH • FL

Prepared by



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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

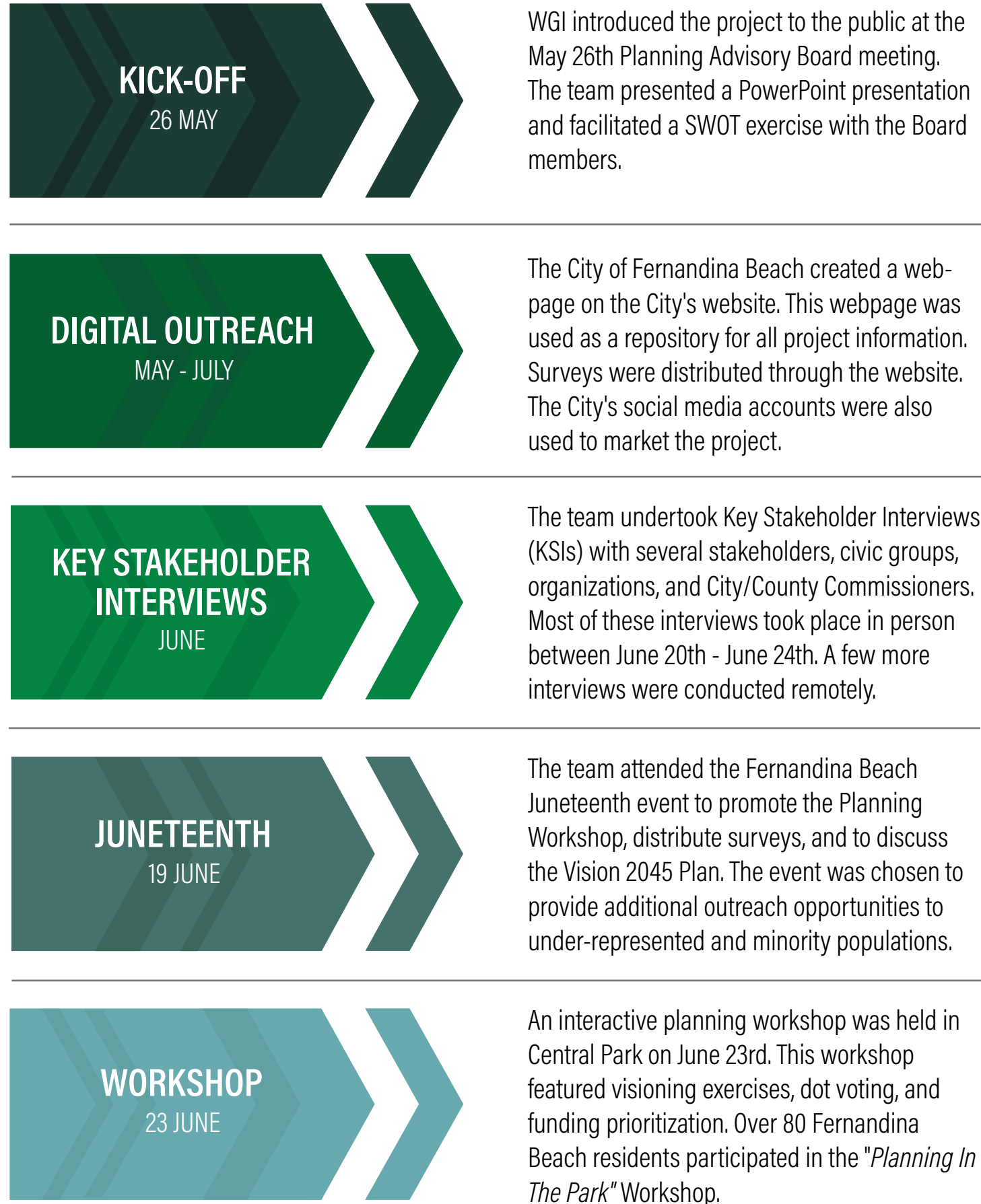
The planning process for Vision 2045 was designed to be community-focused and driven by the public. Meaningful public engagement was incorporated from the start and continued through the vision's development. The process began on May 26, 2021, with an introduction of the project to the public during 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



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)

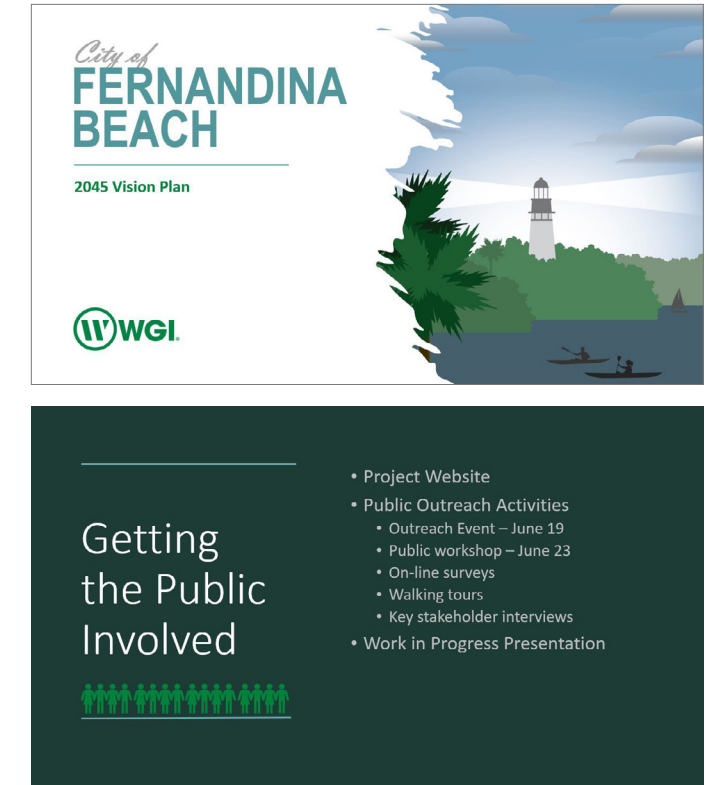


Figure B.2: PAB SWOT Results



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).

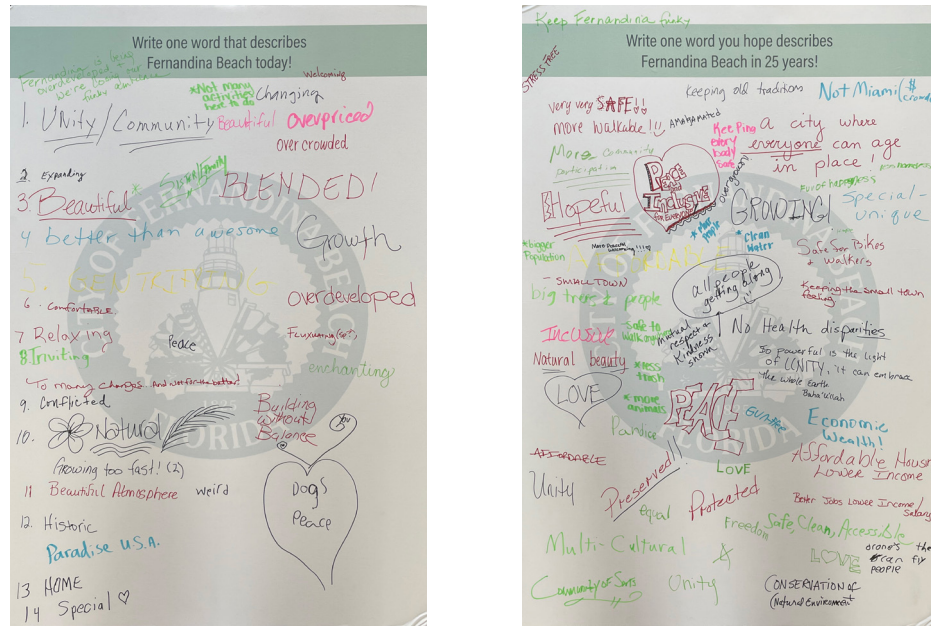
The booth also included a visioning exercise where people were invited to describe their impression of Fernandina Beach today and describe what they hope Fernandina Beach will be like in the future. Over 50 people participated in the visioning exercise and 31 people took the survey at the Juneteenth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

Photo: Juneteenth Outreach (source: WGI)



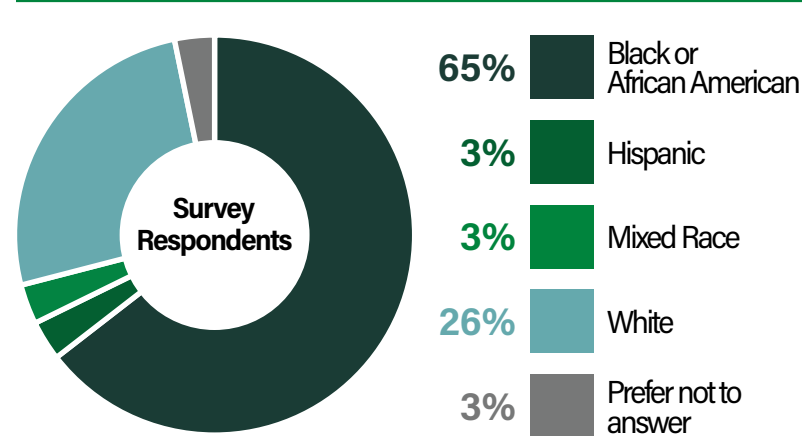
**OVER
50
PARTICIPANTS**

Figure B.3: Juneteenth Outreach Results



What we heard ...

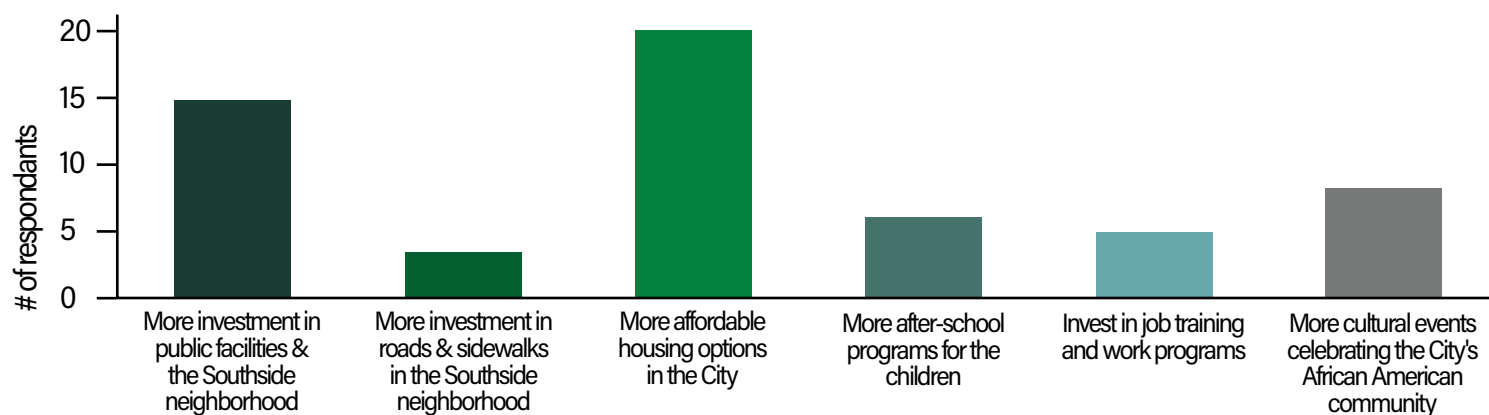
The team hosted a visioning exercise at the Vision 2045 booth at Juneteenth and asked participants to describe Fernandina Beach today, as well as their vision of Fernandina Beach of the future. Over 50 people partook in the exercise. Results shown to the left illustrate the common themes that arose. 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 departments to provide additional input and insight into their 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.

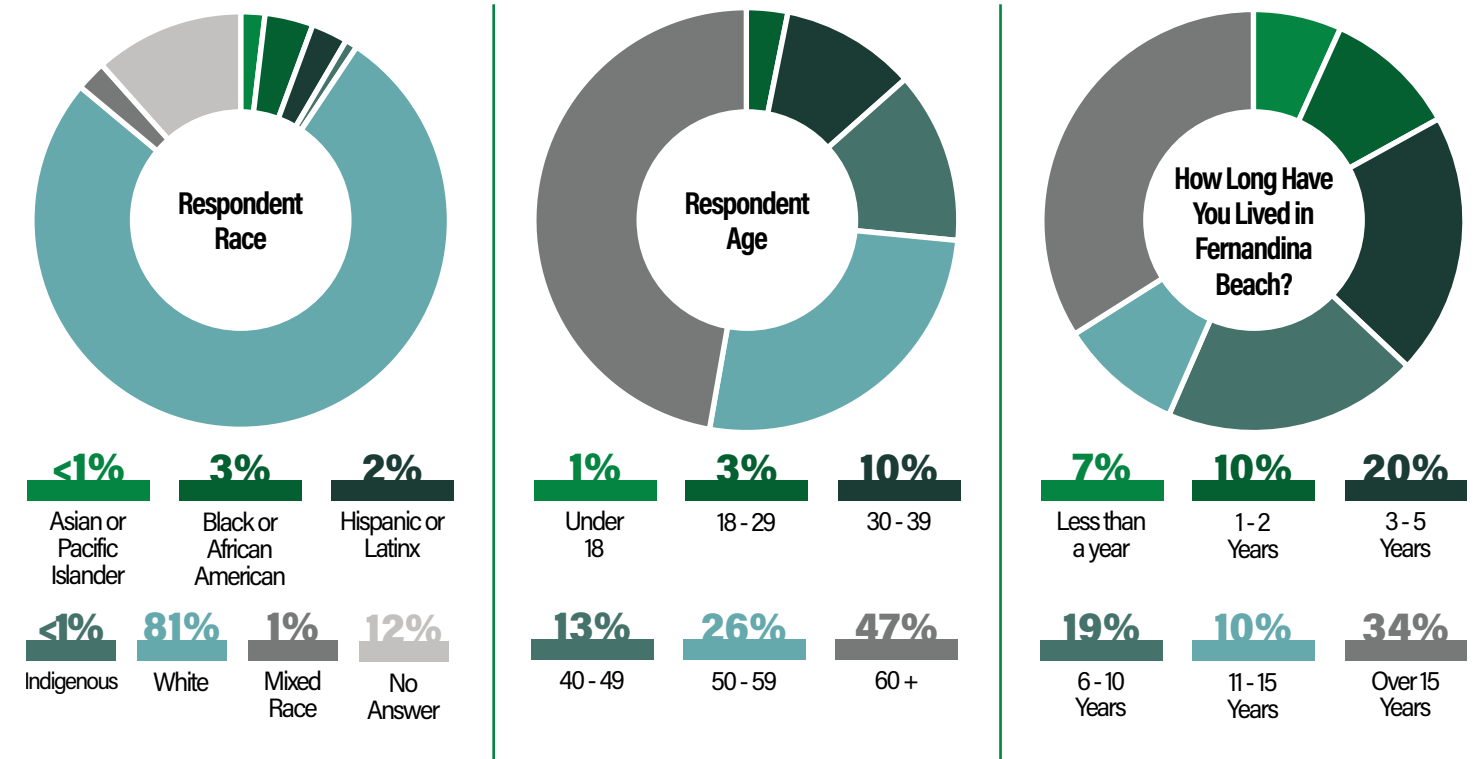
Results

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%).

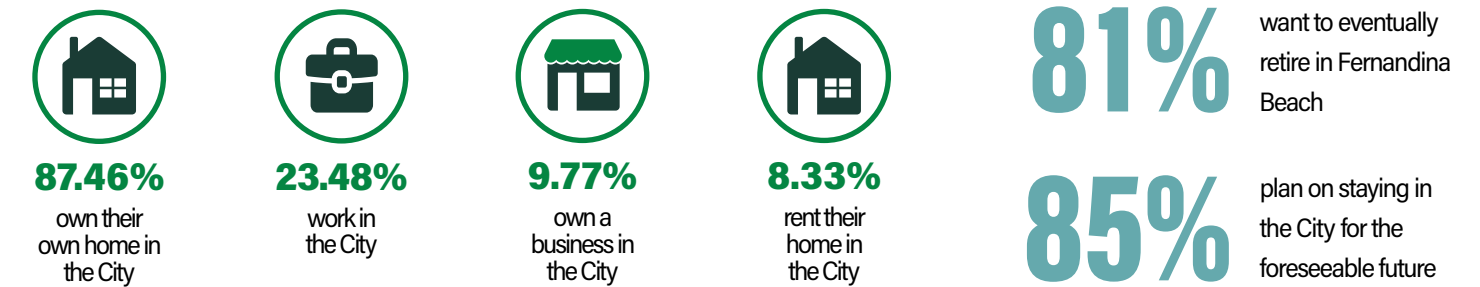
The majority of respondents were long-time residents who have lived in Fernandina Beach for over 6 years with more than a third of respondents living in the City for over 15 years. The respondent population skewed older with 47% over the age of 60. A large majority of respondents planned on staying in 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.



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

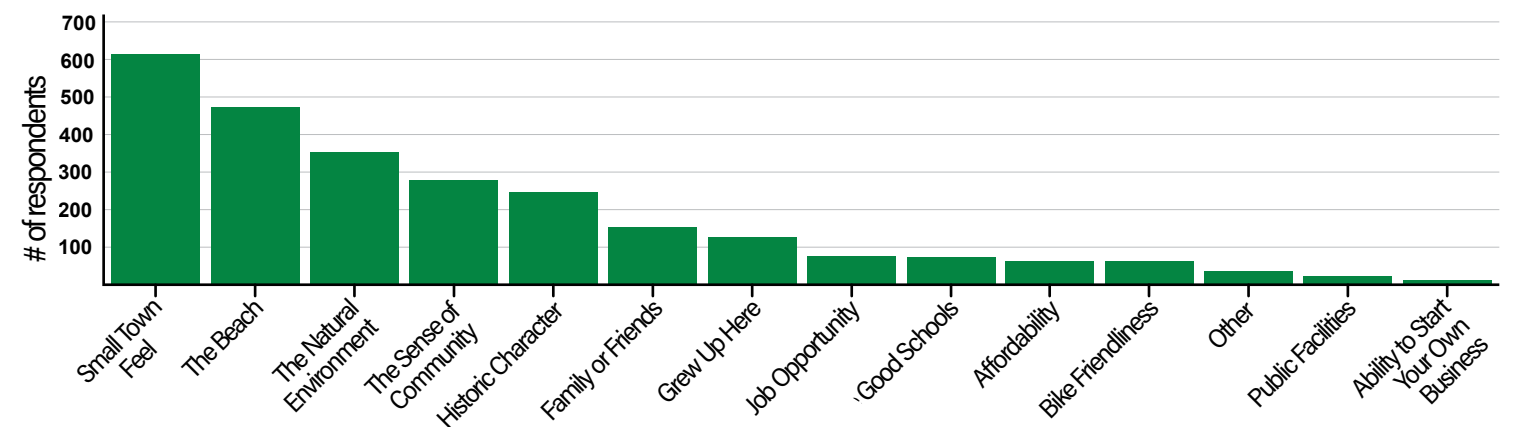
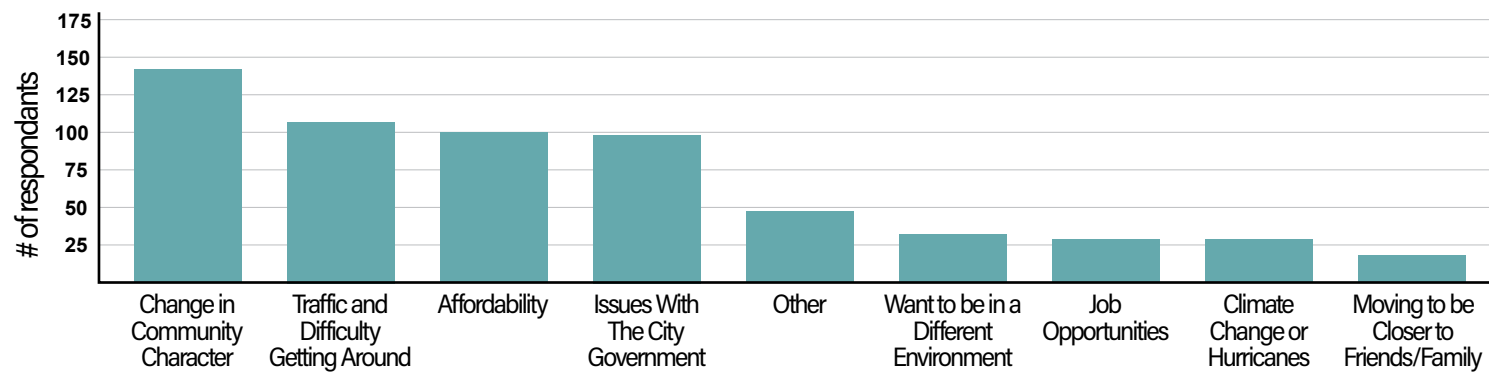
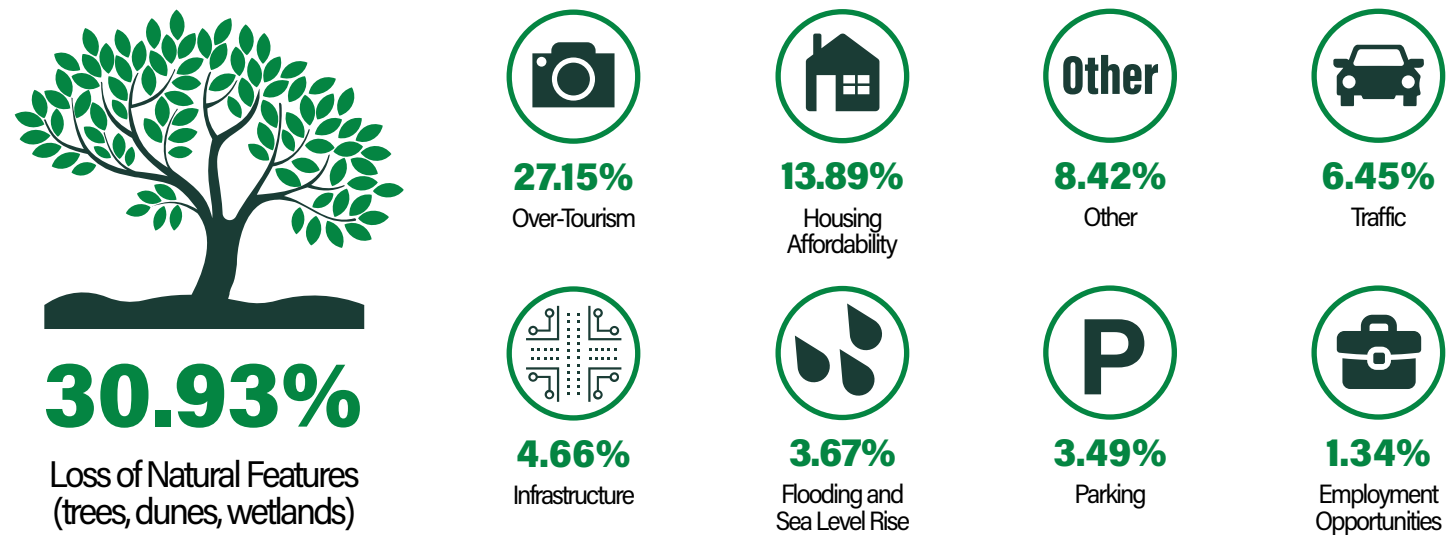


Figure B.5: General Survey Results - Part II

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.

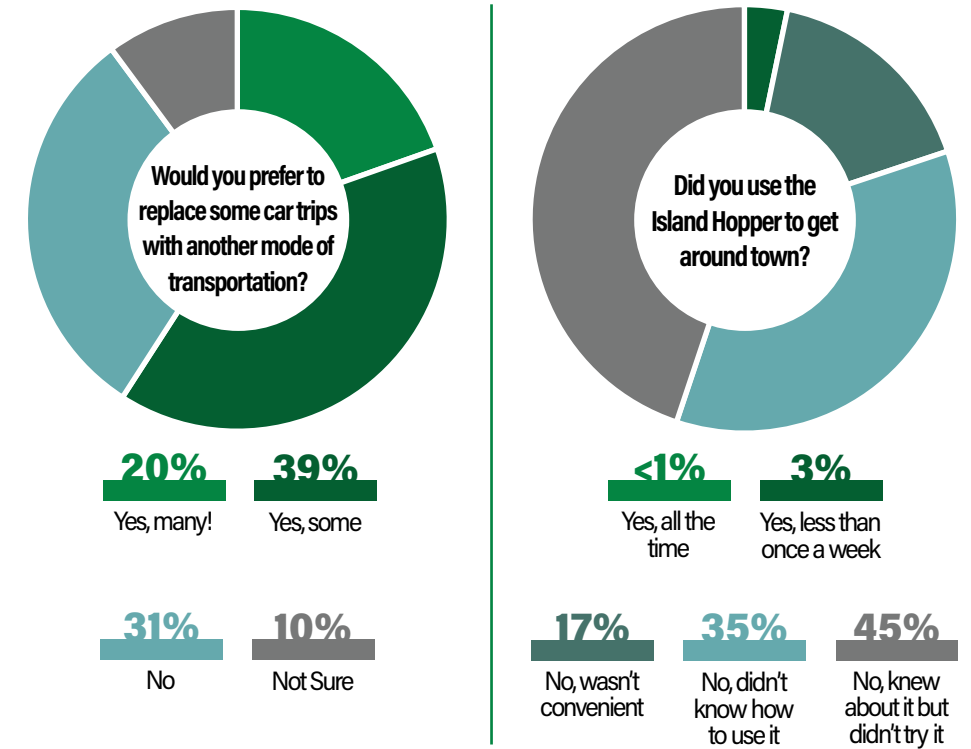
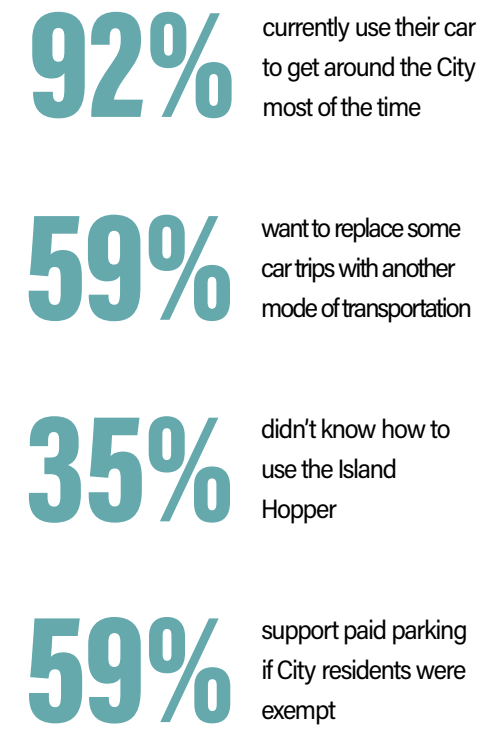
As shown in Figure B.6, Fernandina Beach has a car-centric culture with 92% of respondents using their personal vehicle as their main mode of transportation. However, there seems to be a demand for more mobility options. 59% of respondents want to replace some of their car trips with another mode of 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.

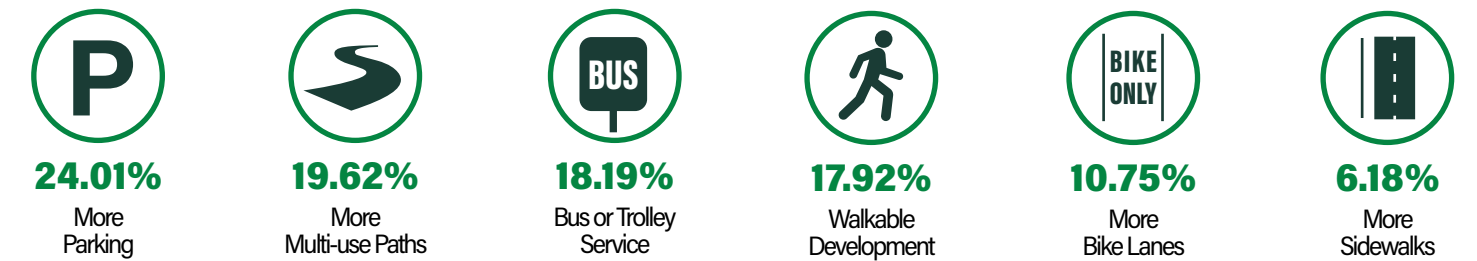
Lastly, the General Survey inquired about support for paid parking. A minority of respondents (40%) supported the concept, but that number jumped to 59% when the program exempts City residents. This statistic is consistent with the 2019 National Community Survey Report that indicated majority support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



Figure B.6: General Survey Results - Part III



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



Would you support paid parking?

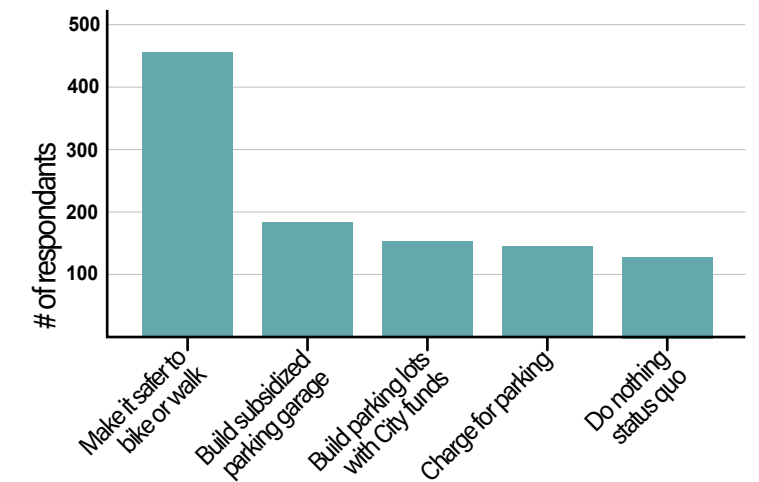


* "Yes" includes responses for Yes, Downtown Only, and Beach Only

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?

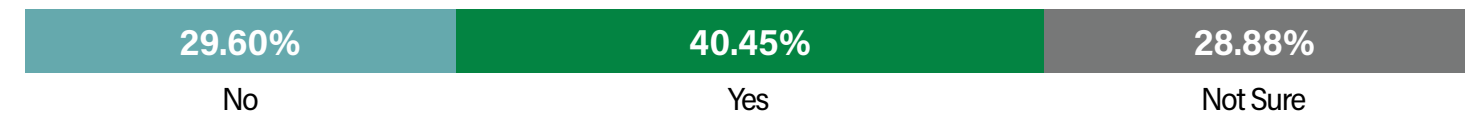
Street	Shade Trees	Palm Trees	Shrubs, Flowers	Lights	Wider Sidewalks	Benches	Public Art	Bury Utilities
Atlantic	55.9%	21.0%	29.0%	22.8%	25.8%	19.6%	14.0%	42.0%
South 8th	53.6%	27.2%	34.6%	22.8%	29.5%	11.2%	15.8%	44.0%
Fletcher	28.3%	34.7%	24.0%	14.5%	44.4%	13.1%	9.9%	46.4%

* Shaded cell indicates a top three priority

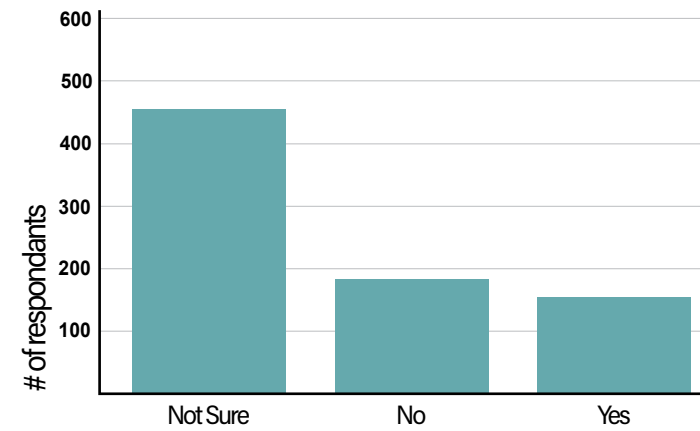
If the City could only finance one improvement area, which should be prioritized?



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?

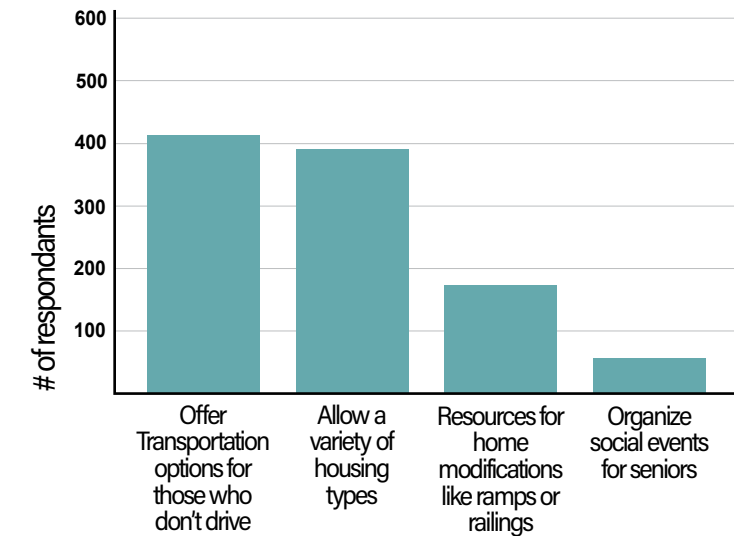
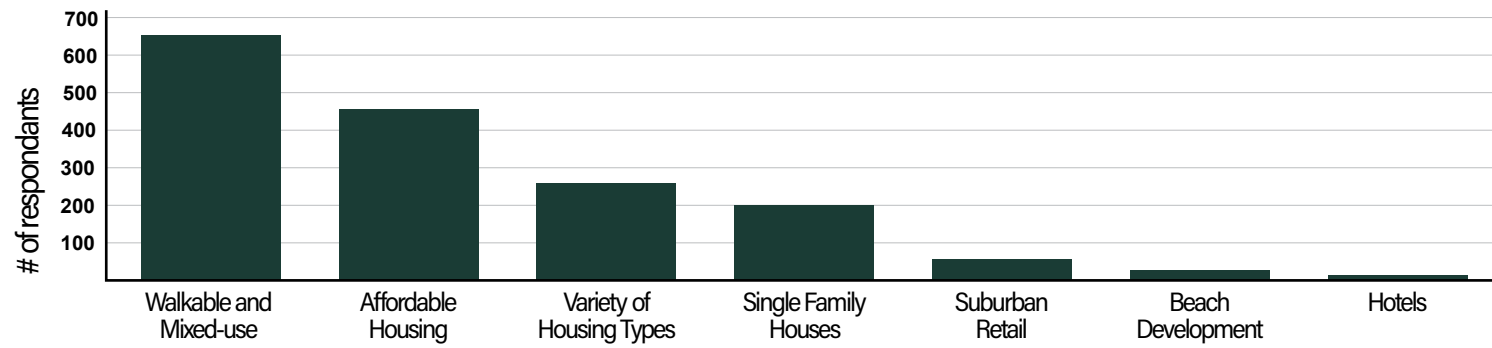
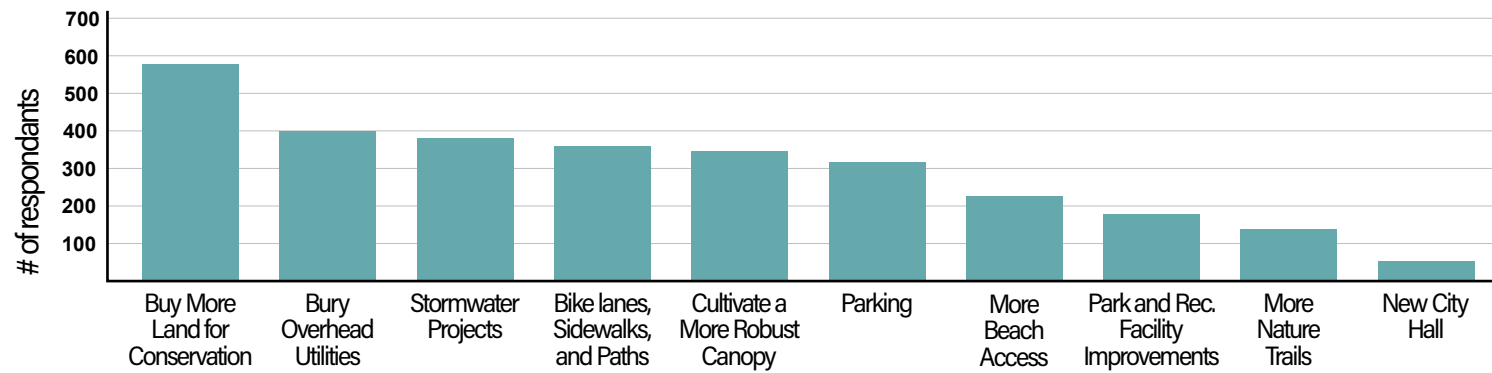


Figure B.8: General Survey Results - Part V

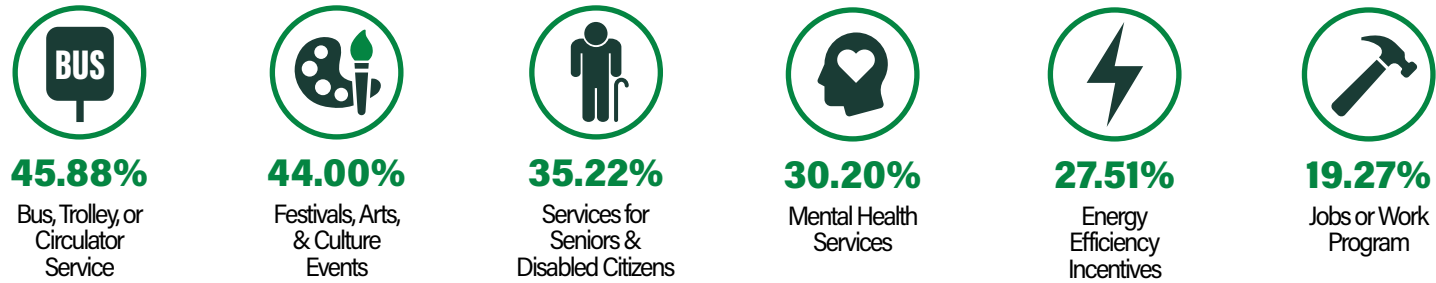
What type of Private Development does Fernandina Beach need more of in the future? Choose top three.



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.

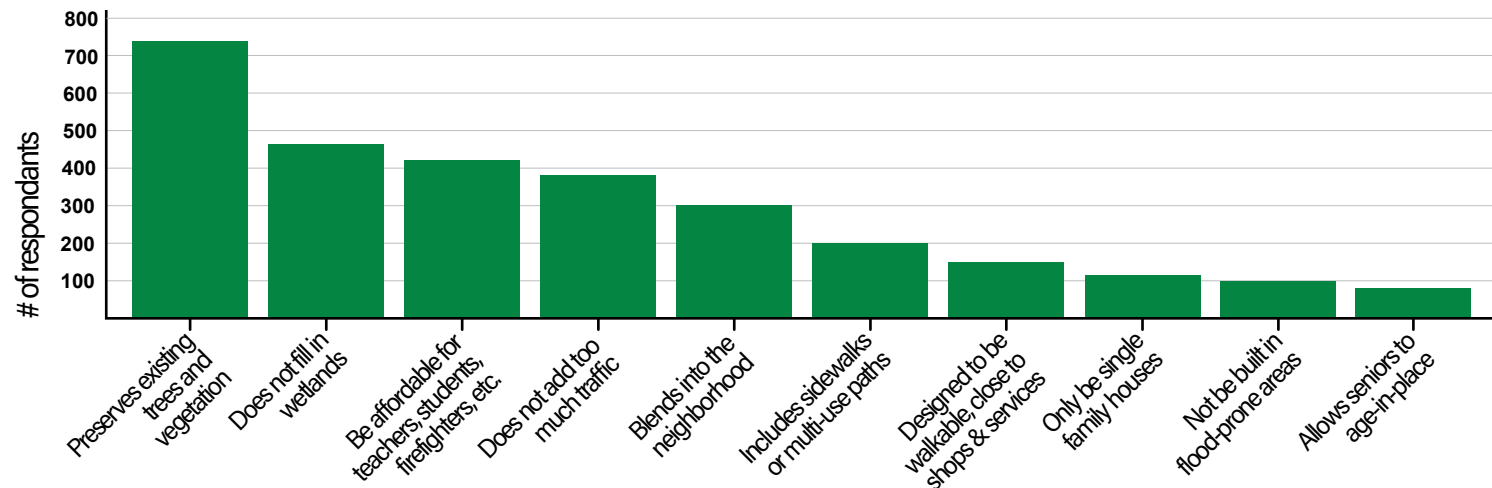


Figure B.9: General Survey Results - Part VI

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.

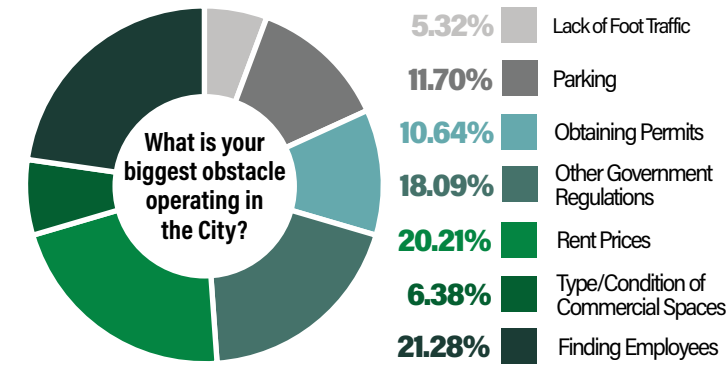
Most of the respondents indicated that they lived in the City before they opened their business, indicating a desire to live and work in the same place. The small-town character and tourism were also major reasons for opening businesses here. Few of the business owners identified the port, working waterfront,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

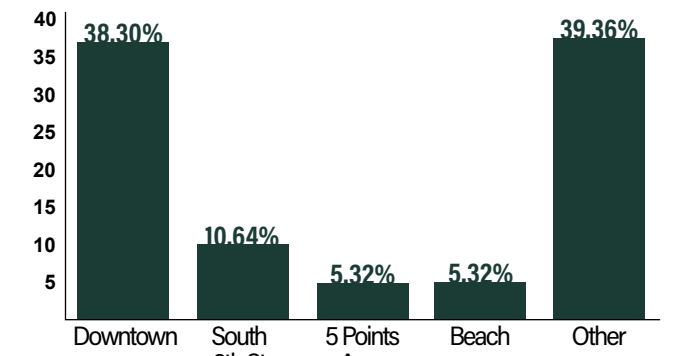
Finally, the survey asked what kinds of amenities, investments, and developments they wanted to see around their business. Pedestrian spaces, plazas, and public seating areas were the top choices. The number of businesses that wanted to see these improvements exceeded the number of businesses currently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

Figure B.10: Business Survey Results

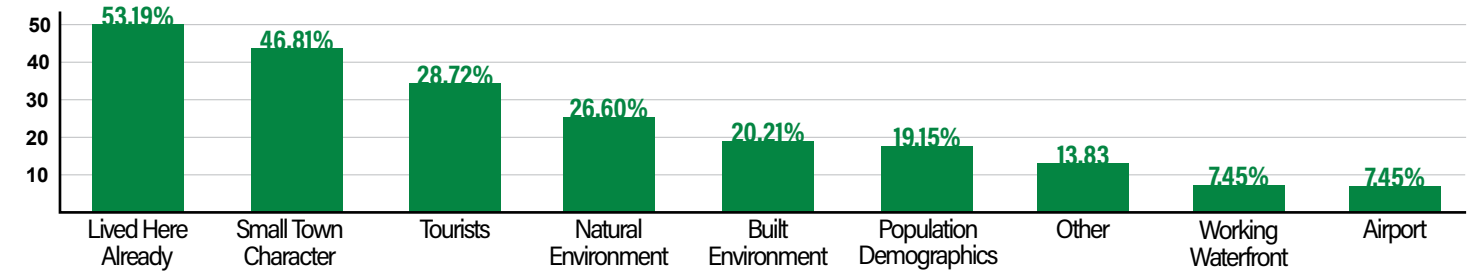


*6 participants skipped this question

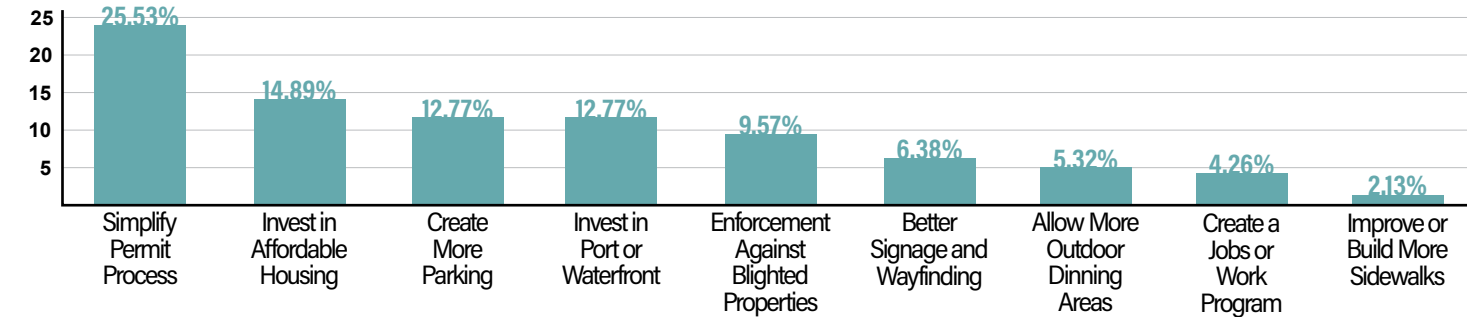
Where is your business located?



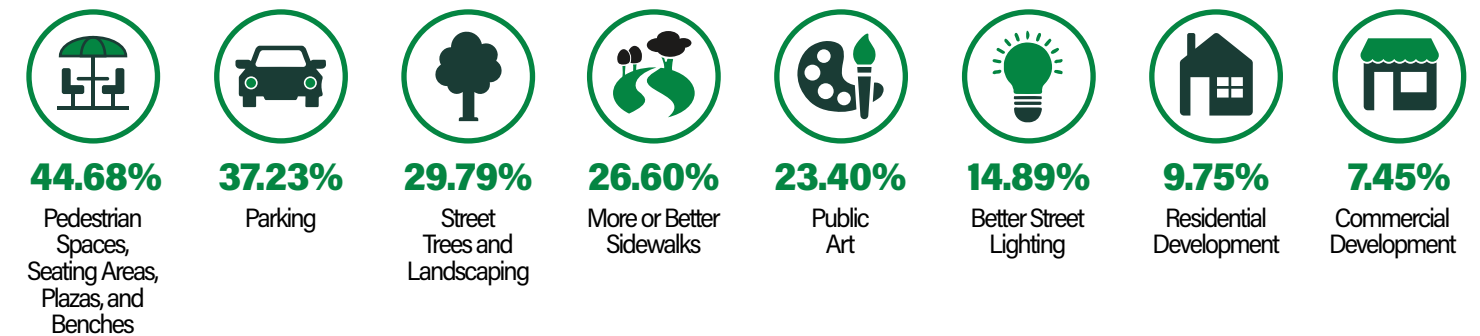
What attracted you to open your business in Fernandina Beach? Choose all that apply.



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



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



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.

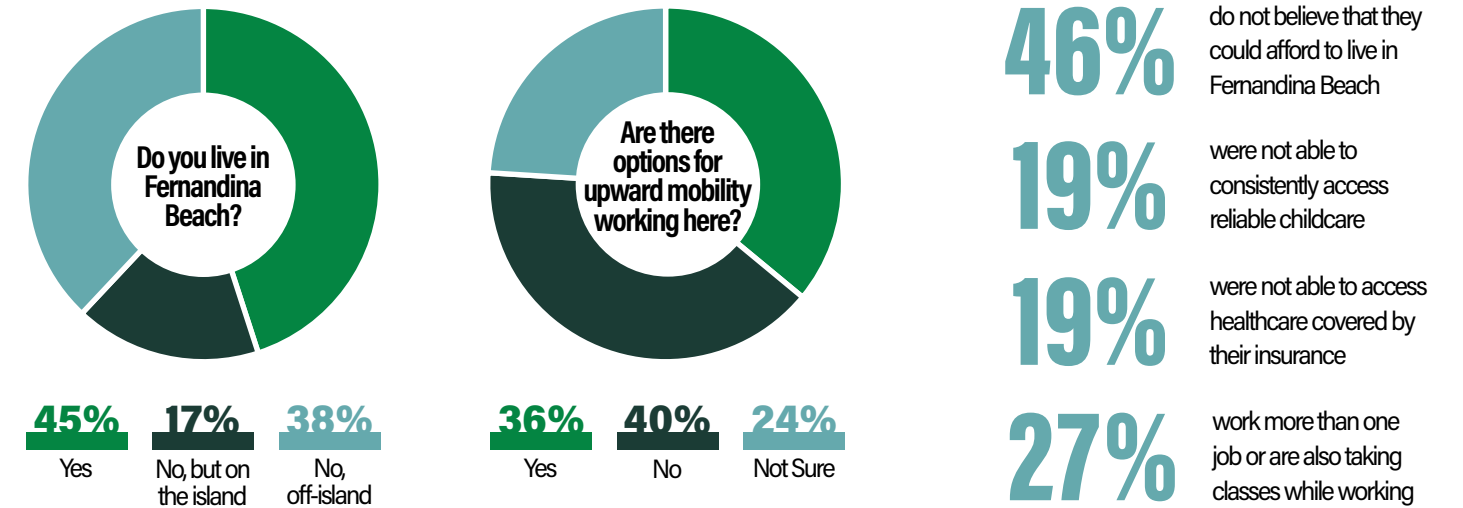
Results

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.

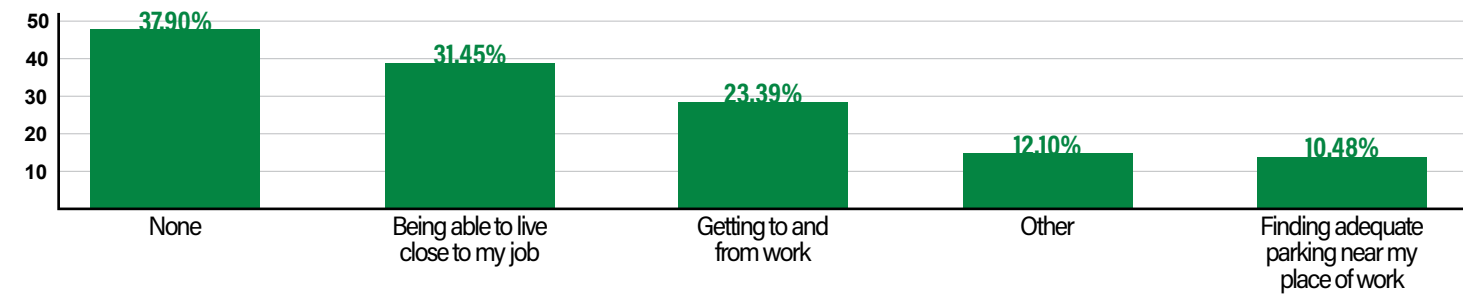
Access to childcare and healthcare were identified by 19% of the respondents as challenges they face working in the area. Access to affordable housing near their work and transportation to and from their place of employment were identified as challenges working in the City.

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.

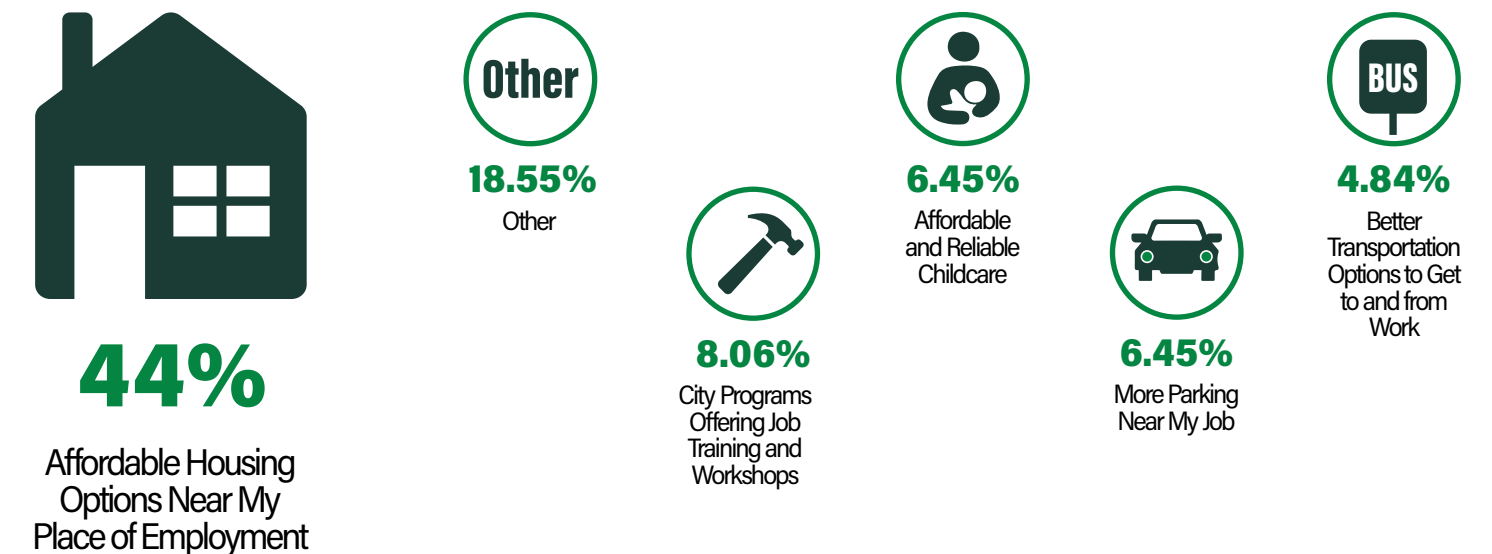
Figure B.11: Employee Survey Results



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



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



J. High School Students & Graduates

Purpose

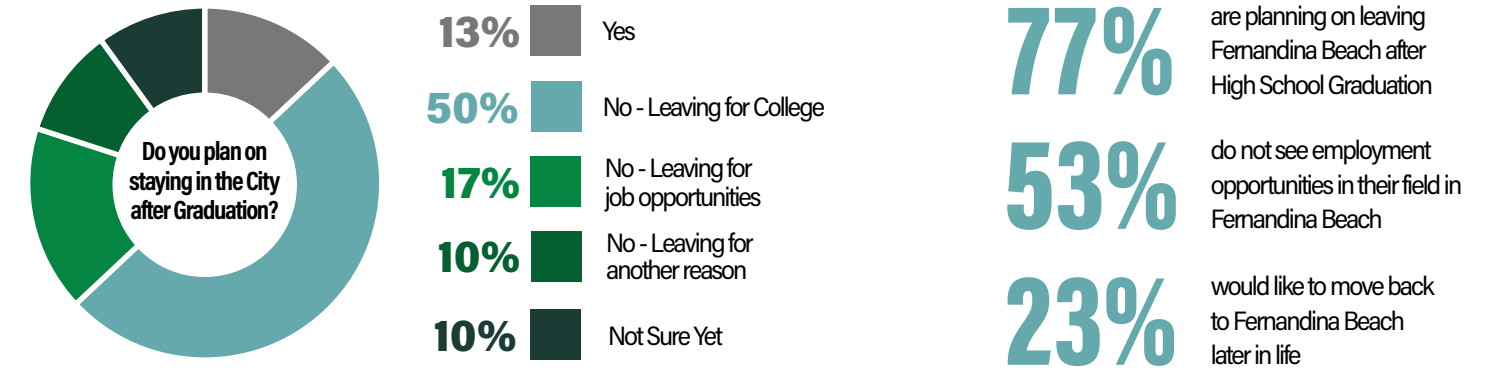
A high school student and recent graduate survey was developed to increase outreach to young people in the community. This gave the team insight on how young people view the City and if they were looking to remain in the City after graduation. The survey was used to get a sense of the City's retention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

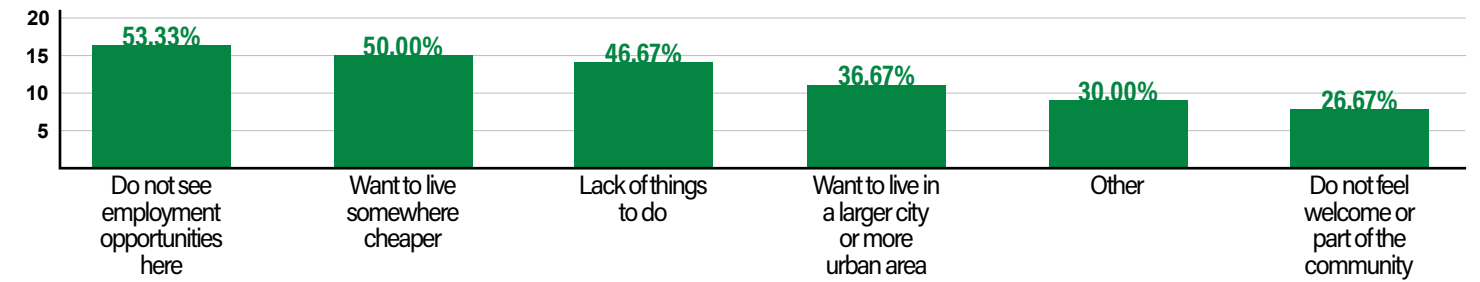
As shown in Figure B.12, the vast majority of students (77%) are planning on leaving Fernandina Beach after graduation. Reasons ranged from job opportunities to leaving for college. Only 13% plan on staying in the City. A major reason for this exodus is young people do not see employment or education 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.

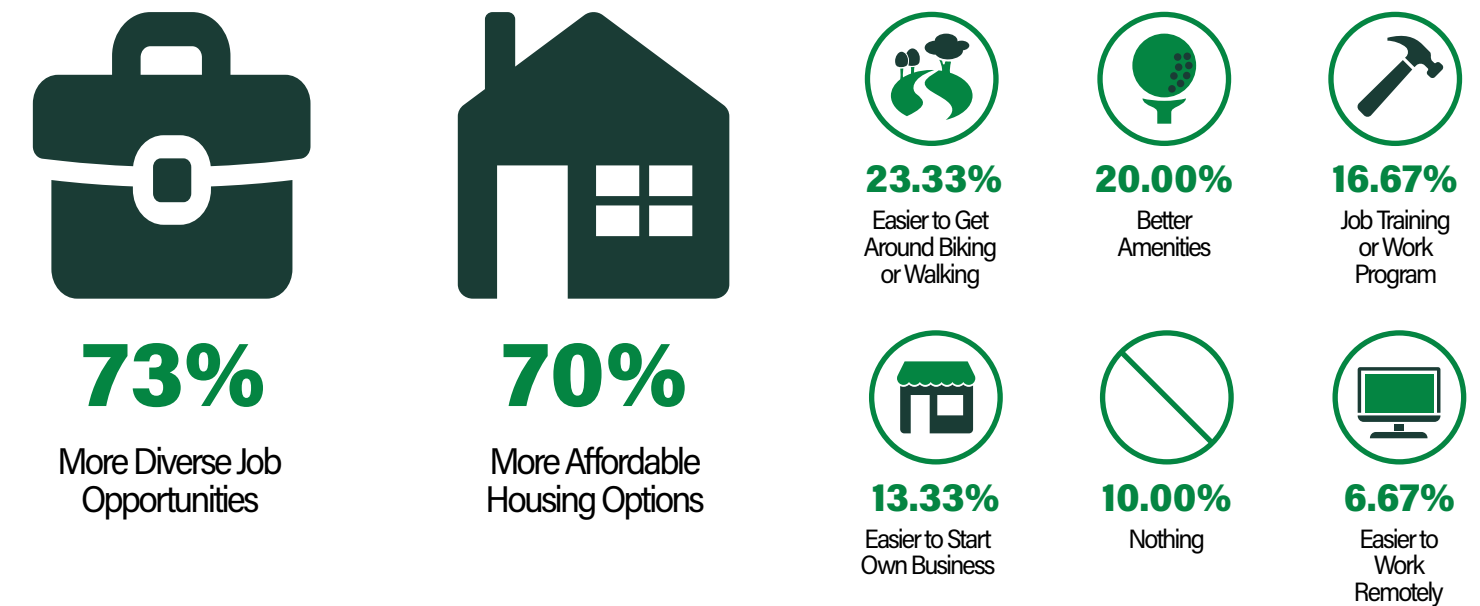
Figure B.12: High School & Recent Graduates Survey Results



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



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)



Sustainability & Resiliency Station

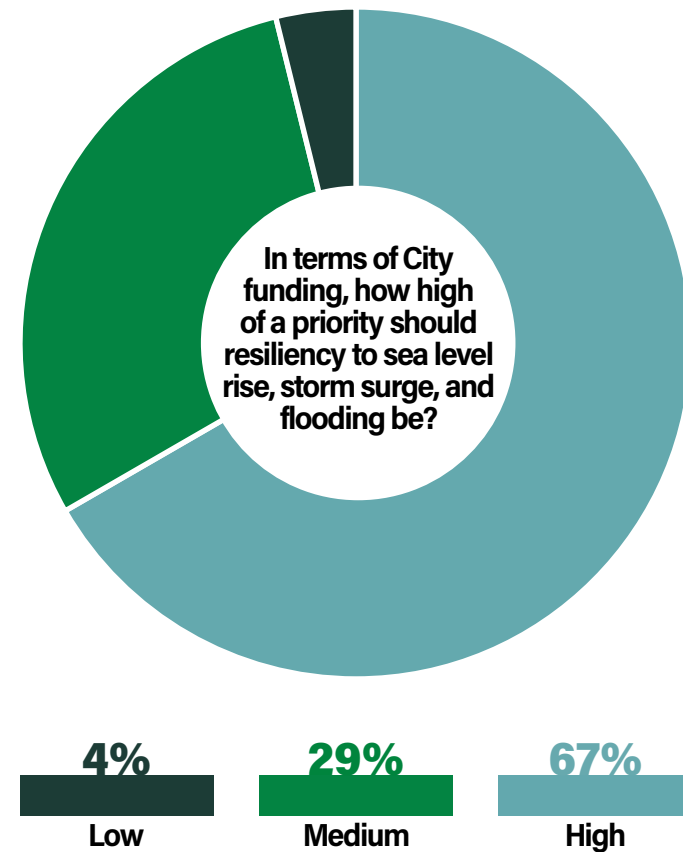
The second station was dedicated to sustainability and resiliency. The station included two boards where participants were asked to vote on different questions. The first question asked how high of a priority sustainability and resiliency projects should be in compared to other City projects. Shown in 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.

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

Figure B.16: Resiliency Priority



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.

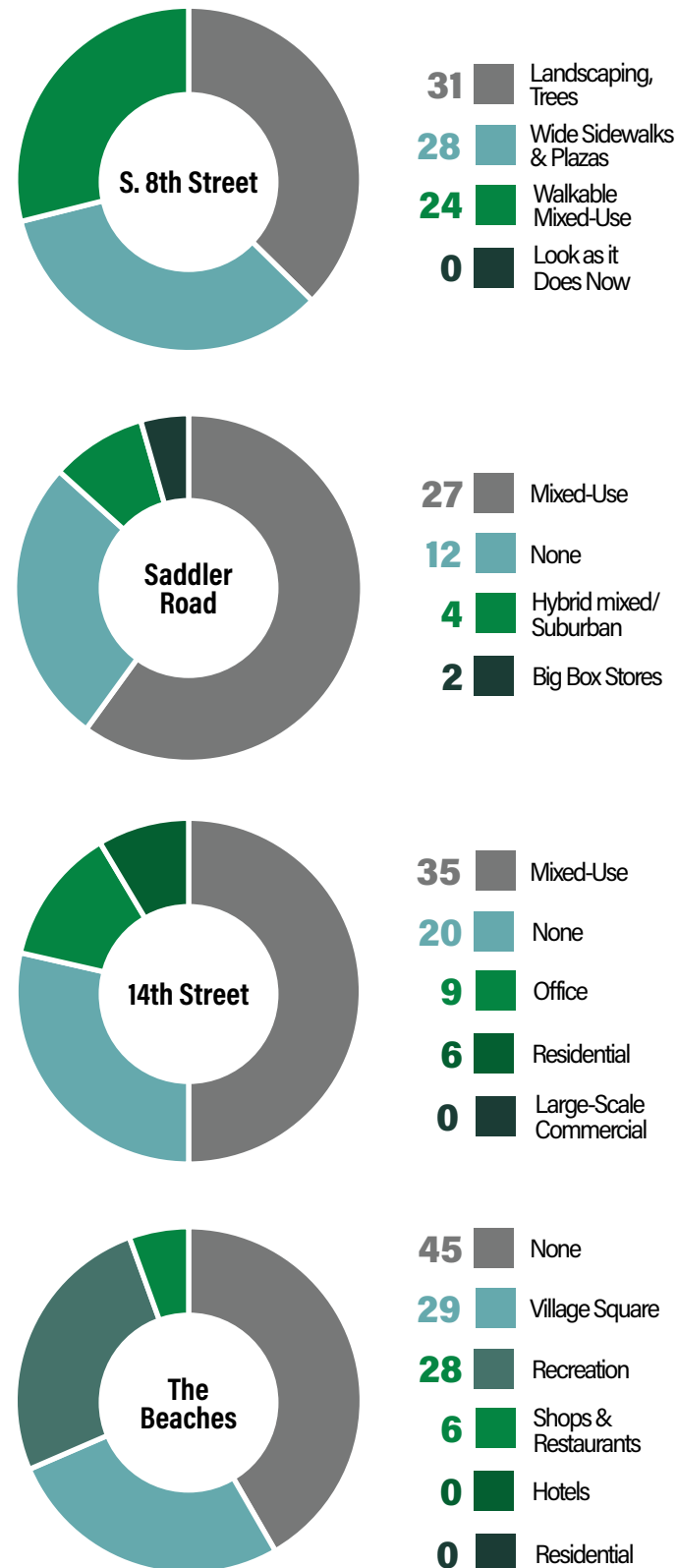
14th Street is currently a corridor comprised of a disjointed mix of uses and identities including single family houses, suburban commercial, multi-family residential, and small offices. When asked what type of uses and developments would be most appropriate for this area the most popular option was 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

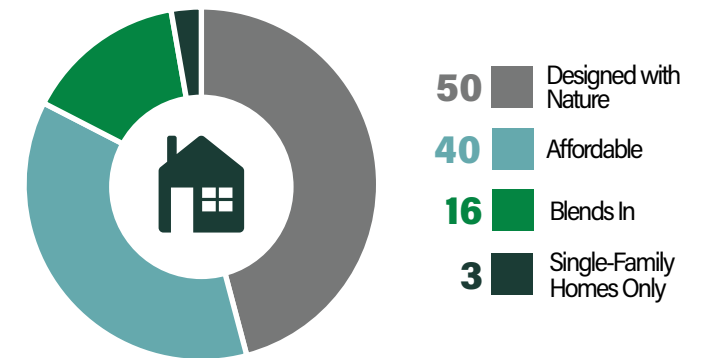
Would you support denser housing if the building visually blended into the existing community?



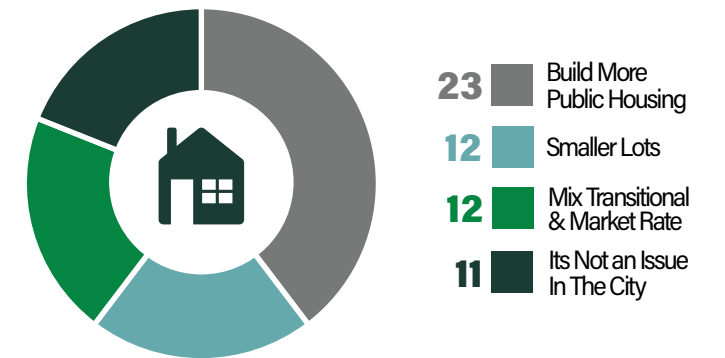
Workshop participants identified the need for new developments to design their projects around the site's natural elements as the most important factor in new residential development. This is consistent with the loss of natural features ranking highly as a concern.

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.

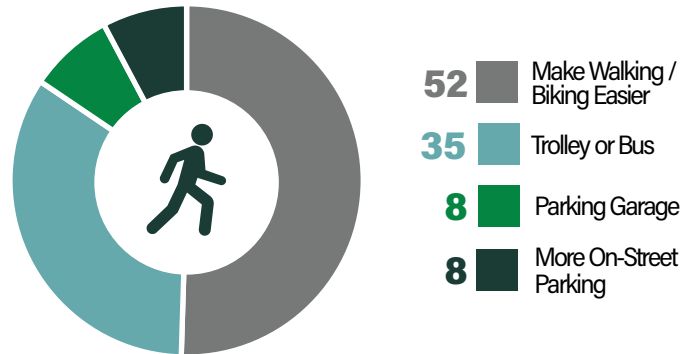
A major concern identified by stakeholders and the public was the lack of available parking, especially in the downtown area and near the beaches. Participants were asked to identify what they believed was the best way to reduce the demand for parking in these areas and across the City (see Figure B.19). 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.

