

1. CALL TO ORDER 3:02PM

Attendance: Len Kreger, Chip Ross, Jamie Morrill, and Mark Bennett
Guests: Eric Bartelt, Tony MacAdoo

2. APPROVAL OF MEETING MINUTES

2.1. July 2, 2015 Subcommittee Minutes - Mr. Bennett asked if everyone had read the minutes and if there were any changes. **All in favor of approving July 2, 2015 meeting minutes-none opposed**

July 14, 2015 Subcommittee Minutes – After a review of the minutes, **all in favor of approving July 14, 2015 meeting minutes-none opposed**

3. Review First Phase Proposal for Future Land Use and Zoning - Ms. Burke handed out an outline and identified that the first phase would be future land use and the second phase would include zoning in the Land Development Code (LDC) and zoning description. It was explained this involves Chapter 2, 4, 5, 6, and 7. The subcommittee would review the code carefully to catch everything. Density: to be successful, 18 units per acre would be a good start. This will be much easier for community to get comfortable with using the downtown district as reference point. There was a group discussion on existing and proposed density. Mr. Bennett felt that 18 units would be met with opposition and recommended MU-2 have 10 units an acre, which is the max density in the City right now, and the 8th Street overlay would be 18 units per acre. His concern was that anyone could apply for MU-2 in other parts of the City that may not be able to support that higher density. Mr. Morrill mentioned the developers would need more. Mr. Kreger said the incentive to build on 8th Street would have to be significant. The group discussed adding an overlay for 8th Street including 9th and 10th. Mr. Bartelt asked if we restrict the overlay to 8th Street could we get away with 20 units. Ms. Burke explained an overlay would be another section of code, and referred to LDC 4.03.03 (section on overlays). There was group discussion on building height within the City, and it was noted there would be no height change to the code. Ms. Burke mentioned a comment from Mr. Phil Griffin, developer, that if we allowed 18 units per acre that would allow 2 stories mixed use and he suggested moving in this direction. There was group discussion on the 6 ft. setback on 8th Street noting that in C-3 there are currently no setbacks. Ms. Burke reported that she was still waiting for verbiage from Mr. Flick on the concept of a floating setback. She explained if we allow 6 feet then it should be left at least 6 feet from the boundary line. Mr. Ross mentioned calling it a 6 ft. landscape zone with pedestrian access. The group continued their discussion on setbacks. Mr. Bartelt suggested building in design requirements to force the developer to make the front more interesting. Ms. Burke noted the suggestion for a 6 foot pedestrian landscaping walkway area on 8th Street with no setbacks on the other sides.

Signage: The group had a discussion about signage, and Ms. Burke mentioned that there are suggestions from the public survey last year to make signage better along 8th Street. It was noted that the City sign code would be undergoing changes based upon a recent federal case. The group agreed to stay with what was existing for C-3 in the historic district for consistency leading into downtown.

Fencing: Tabled until another meeting.

Chapter 6 Supplemental Standards: Ms. Burke suggested instead of eliminating certain uses to make them allowable subject to supplemental standards. This will be primarily design based, and Ms. Burke would need assistance to identify what the supplement standards will be. Mr. Morrill volunteered to help with this.

Chapter 7 Driveways and Parking: Ms. Burke asked if there was something we want to do to encourage closing parking and driveways on 8th Street. The group discussed driveways and how difficult it would be to ask business owners to give them up. It was noted there would need to be an incentive created in order to make that attractive to property owners. Ms. Burke said she would reach out to FDOT to see if that is something that could even be addressed in the LDC since it is a state road.

4. Review Small Area Plan Outline - Ms. Burke used the Lenoir, North Carolina small area outline for a template for the outline and then added information specific to Fernandina Beach. The outline captures code improvements for 8th street and better illustrates the plan, and the outline captures highlights of everything that has been discussed during the 8th Street working group and outreach. Mr. Bennett asked if we can implement the entrance improvement sooner rather than later. Ms. Burke said she didn't see why not. The Goal Section of the outline is a summary of what to be accomplished. There was a group discussion of the outline. Mr. Tony MacAdoo reminded the group that tourism needs to be an important part of the plan (74% of 2014 tourists came downtown first when they came to the island). Mr. Kreger mentioned that 8th Street improvements are one of the Commission's goals that were set in February. Mr. Morrill requested that residential units not be buried under another topic and should be highlighted because it is an important change.

There was continued group discussion of the outline. Mr. Tony MacAdoo suggested themed districts on 8th Street. There was a brief group discussion on grouping businesses together.

5. Review Second Phase Proposal for Bonus/Incentive Program – This was briefly discussed with the other items in the agenda. The second phase would include looking at bonuses or incentives for density or height based on providing workforce housing, and potential other public benefits, to be discussed at a future date.

6. Discuss Plans for Moving Forward and Determine Next Meeting Date - Ms. Burke reported that she would try to have draft language for an overlay and a more fleshed out plan for the next meeting. There was a group discussion on property values, other redeveloped areas, and investors. Ms. Burke reminded the group that any financial incentives would have to be decided at the elected city official level. Mr. Morrill confirmed he was going to assist with supplemental standards

Next Meeting date: August 13th 3pm.

7. COMMENTS BY THE PUBLIC – There were no comments at this time.

8. ADJOURNMENT - 4:36 pm.