

City of
**FERNANDINA
BEACH**

2045 Vision Plan



Meet Our WGI Team!



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Urban Designer



- WGI is a Florida-based, multi-disciplinary firm specializing in engineering, architecture, planning, and urban design.
- We have extensive experience with public engagement and in crafting community plans for a multitude of cities throughout the state!

Meet our Subconsultants!



Acuity Design Group, *Public Outreach*

Dover Kohl & Partners,
Architecture/Urban Design

Erin L. Deady, P.A., *Land Use
Law/Sustainable Development*

Urbanomics, Inc. *Economic Development/
Housing*

What is a Vision Plan?

- Long range action plan to guide city programs, future planning studies, funding priorities, and community partners.
- Alignment with city plans and programs.
- Measurable goals and benchmarks and a guide for future decision making.
- This is not a vision statement

What do we use a Vision Plan for?

- Drives funding and prioritization of Capital Improvement Projects (CIPs)
- Guides future Planning Studies
- Updates to the Comprehensive Plan
- Updates to the Land Development Code
- Address citizen concerns through interlocal agreements

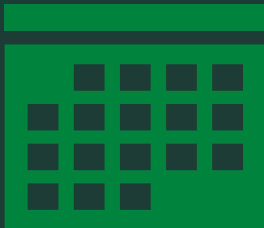
Why are we here?

- The existing Vision Plan started in 1998 and carried to 2020 and many project have been completed
- Establish Fernandina Beach's vision through 2045
- Ensure the people of Fernandina Beach are driving the vision for their community

What is in the Vision Document?

- Review of commercial and residential development, transportation, infrastructure, recreation, and open space elements
- Big ideas and themes developed by the community.
- Guide for city programs, future planning studies, funding priorities, and community partners.
- Measurable goals and benchmarks

When is this happening?



Project Introduction: Today!

Public Engagement: Now - July

Draft Plan Presentation: August

Final Document PAB: September

Final Document to Commission: October

Getting the Public Involved

- Project Website
- Public Outreach Activities
 - Outreach Event – June 19
 - Public workshop – June 23
 - On-line surveys
 - Walking tours
 - Key stakeholder interviews
- Work in Progress Presentation



Preliminary Stakeholders

- Business Community
 - Main Street Fernandina Beach
 - Chamber of Commerce
 - The mills
 - Municipal airport
- Diversity of Residents
 - Minority Communities
 - Parent/Teacher Associations
 - Summer Camps
- Local Associations
 - NE Florida Building Assoc.
 - Amelia Tree Conservatory
 - Council on Aging
 - Nassau Racial Equality Coalition
- City of Fernandina Beach Leadership
 - Law Enforcement
 - Utility Department
 - Transit Agency
 - City Commission
 - County Commission

Creating the Vision and more public feedback

- Following outreach and data collection a draft will be developed
- The draft document will be presented to the public for review and comment
- The final document will have an additional comment period and public hearings.

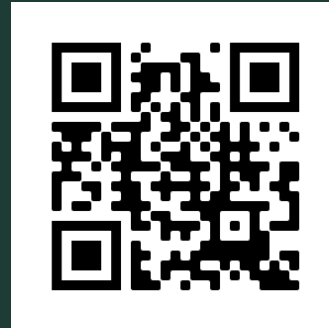
Where can I
get more
information?

Angela Biagi (Team Leader)

Angela.Biagi@wginc.com

Project Website

www.fbfl.us/vision2045



SWOT Analysis

SWOT analysis looks at your communities' strengths, weaknesses, opportunities, and threats.

This exercise helps identify some key elements that the vision plan might want to analyze further.

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Strengths

What are FB's strengths or what do you as a community do well?

physical location and community; beaches; size, not too big; sense of community; like style of community and want to manage appropriately; unique properties (marina, beach, airport, golf cemetery); good balance between tourists and full time residents, preserving history and historic properties; promoting locally owned businesses, not a lot of chains;

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Weaknesses

What are some weaknesses or things FB could do better?

too long to get things done after we have a problem; project management; don't establish critical path for getting to solutions; what the city can do and what the city can afford to do-keep taxes reasonable vs what city may want to do; don't always identify cost or funding options, this should be part of vision; infrastructure and utilities are above average but no long range transportation plan (threat); affordable housing and public housing; business community - reputation for city not being easy to work with; city operates as a monopoly may not be as customer focused due to that; need for better long term planning; lack of parking and affordable housing;

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Opportunities

What opportunities are there for the community in the future?

regional economic groups are dominated by Duval County and could be better leveraged; maintain positive features of environment and sense of place gives us a competitive edge; preserve; respect and honor our history; Amelia Island environment (broad sense); continue to strengthen and focus on historic downtown, historic African American churches - ensure those congregations can remain strong; people moving in can not be always identified as a threat; willing to invite in good change; physical location of island and small town feel; forecast of growth is very strong in Nassau County - opportunities for business growth; good school system; businesses that are attractive to both tourists (long term and day trip) and residents; diversity (entire island), working waterfront, mills, port, accepting of all types of businesses; keep the port competitive for the next 25 years; changing economic dynamics and strategies; grow in quality not quantity; significant growth happening off island can be an asset to the community need to control management.

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Threats

What is threatening FB now or in the future?

exponential growth off island and in Nassau county (bridge to Hilliard); need plan to handle transportation for recreational draw; traffic - for all - other cars, safety, other modes; no way to expand roadway capacity; need to expand the sidewalk system; resistance to public transportation; issues with affordable housing and transportation and that is impacting the labor force; We do not have the parking facilities to support any downtown (Main Street) activities larger than a standard Saturday at the Farmers Market; labor force is leaving island due to less traffic, easier access, and same pay; natural disaster/hurricane prone; island is half county/half city - not coordinated on resiliency and capacity issues; changes to neighborhood characteristics - homes and lots are being redeveloped (i.e. American Beach); resident cost of providing recreation for day trippers who don't necessarily spend money in Fernandina; overflow from County beaches when they fill up and how do you manage; increased density that brings more people to a finite footprint - also brings noise and light trespass - threat to current lifestyle.

Questions?

