

1.1 Roll Call and Review June 10th Meeting Minutes: The meeting was called to order by Adrienne Burke at 3:36 pm.

Members present: Steve Rieck, Mark Bennett (Planning Advisory Board), Nick Gillette, Phil Griffin, Robin Lentz, Adrienne Burke (CDD Director), Kelly Gibson, and Erin Minnigan (Intern)

There were also interested citizens and business owners in attendance. Ms. Burke provided a brief overview of the working group that is looking at ways to update the Land Development Code to revitalize 8th Street.

There was a brief review of the Minutes from the last meeting. Ms. Burke pointed out that the Minutes were also available on the City website.

1.2 Discuss Viewpoints and Review Newest Draft: Ms. Burke inquired if Mr. Griffin received feedback from the viewpoint he wrote. Mr. Griffin stated that he received a few phone calls and emails expressing thanks for getting involved. He explained that he was in the process of compiling the responses. He commented that pretty much everyone said that it was time to do something with it, and there was a suggestion to move the trucks down by the railroad tracks. It was noted that different routes were looked at in the past, but there are issues with getting the trucks down to RockTenn. There was some discussion about delivery methods and ways to get some truck traffic off the roads. Mr. Rieck suggested he could invite a representative to the next meeting.

Ms. Lentz presented copies of the draft viewpoint and the group reviewed and made suggested changes. An inquiry was made if there is a plan to deal with abandoned signs (large metal sign posts with nothing on them). Ms. Burke stated that she can speak with Code Enforcement, since there is a section in the sign code that when you start a new business or transfer ownership they are supposed to come into compliance with the current code. There was a brief discussion about a pole sign that was recently put up in the County and it was suggested to continue to keep the County engaged in this. It was suggested to get someone from the Chamber involved in this process as well. Ms. Lentz explained that the intent of the viewpoints were to inform people that the group is meeting, try to get people involved, and to express some of the survey results. There was a brief discussion about the survey and questions were asked of attendees of their first impression of 8th Street. Ms. Burke provided a brief overview of the survey and pointed out that the survey was still open. Ms. Lentz suggested that the next viewpoint cover the changes that have been talked about such as the tax incentives. After a brief discussion, Ms. Burke inquired if the group was ready to close the survey and put something together with the results. She stated that the survey had been open for three months. ***The consensus of the group was to close the survey and compile the results.***

1.3 Update on 8th Street Surveys Received: Mr. Rieck commented that when they met to study the responses there were 299 surveys and more have come in since then. He reported that the top words that came out of question #1 were: ugly, shabby, run down, and eyesore; and question #2 were welcoming, inviting, attractive, and beautiful. He referred to businesses on 8th Street those that are used regularly or sometimes the top four responses were restaurants/fast food, auto repair, consignment shops, and retail/services. He stated that from the options for enhancing 8th Street from the 18 choices the responses were:

- 81.3% more landscaping;
- 57.5% fewer big trucks;
- 55.5% a vision to guide redevelopment;

- 47.8% enhanced lighting;
- 44.8% revised sign policies;
- 41.5% bike friendly options; and
- 40.1% park or open space.

Mr. Rieck explained that in response to what suggestions could the City and County governments do to improve 8th Street the top five were: code enforcement penalize violators; provide tax incentives to improve properties; reroutes trucks; encourage landscaping; and improve signage. An inquiry was made if consideration was given to environmental sustainability vision for 8th Street and surrounding area. Ms. Burke explained that the City's Comprehensive Plan was updated in 2012 and that was done from a sustainability framework. She stated there is a lot in the plan encouraging energy efficient structures, low impact development, alternative types of transportation, etc. She pointed out that the City was in the process of updating the landscaping requirements and that includes looking at drought tolerant and low water. There was some discussion about this and whether there was a baseline assessment. It was noted that the Regional Council just finished a comprehensive economic development strategy. A brief explanation was given that properly managed environmentally sustainable business will be the bottom line of social, environmental, and financial benefit.

Mr. Rieck offered to write the viewpoint of what was learned from the survey.

1.4 Discuss Example Overlay Policies and Review Density/Intensity Hypotheticals: Ms. Burke pointed out that she emailed out examples of different types of things to think about as far as policies to go into the code. She clarified that density relates to how many residential units you can have per acre of property and intensity relates to how much floor area you can have for a commercial use. She explained that currently 8th Street is zoned C-2 (General Commercial) no residential development at all and if we were would to add in density then there would have to be different zoning. Mr. Gillette presented the group some hypotheticals to review for different densities/intensities. It was noted that the current Comprehensive Plan says you can have 8 units per acre. The group reviewed and discussed the hypotheticals of what someone is currently allowed to do and what could be done. Mr. Gillette suggested using allowing residential and commercial options as an incentive as part of redevelopment. After a brief discussion, Ms. Burke presented a proposed goal statement: "A vibrant and welcoming mixed-use corridor with a unified attractive visual character that serves as a gateway and connects to the character of downtown Fernandina Beach." She commented that she felt from the group that there was consensus to look at mixed use. Mr. Bennett pointed out that connectivity has to be a citywide issue and money would have to be spent to enhance the area. He explained that with multi-family and mixed use the City would have to commit to some type of pedestrian walkway, bikeways, etc. to connect areas. There was further discussion about the information presented including defining the area and some discussion about appropriate zoning and land uses for the area. The group also had some discussion about the County portion of this corridor and the idea of starting in the City first. There was some discussion about including 8th Street as part of the scenic highway.

Ms. Burke noted that talking about what policies to implement is perhaps jumping the gun, and agreed with talking about what the area should be first. She reminded the group that there was discussion about just 8th Street and questions about whether 7th and 9th Street should be included. She commented that maybe south of Gum we could include 7th Street, because north of Gum 7th Street is residential and well established. There was some discussion about on 9th going from Lime Street to Beech Street. The group had some discussion and deliberation about the area to focus on. It was noted that in crafting the zoning there would have to be consideration of the type of uses allowed, and

as those existing businesses close those uses would be phased out. The group liked a C-3 type zoning that was similar to Centre Street.

Ms. Burke requested the group keep the list and the group can revisit next month when considering what would fit better on 7th, 8th, and 9th. She stated that next month staff would have a map of the area to show the boundaries. She requested feedback from the group about the things they want to see in that area. It was noted that truck traffic is a big issue and it was suggested to bring a Rayonier representative and a RockTenn representative to a meeting. The group had some discussion about the mills getting supplies via the railroad rather than having all the trucks come all the way into the City.

1.5 Determine Next Meeting Date: The next meeting will be Tuesday, August 19th at 3:30pm. Mr. Griffin will not be available for the next meeting.

It was noted that Ms. Lentz would send out the viewpoint, and Mr. Rieck would prepare the next viewpoint on the results of the survey. The group briefly discussed the idea of after Mr. Rieck's viewpoint to do one about what potential policies could look like. It was pointed out that most people don't understand the differences between the zoning categories, and it was suggested to present it in a way that is easy to understand. There was also some discussion about getting input from the people it is going to affect, because some of those people might not use a computer or they don't read the newspaper. The group also discussed ways to explain what is going to happen so that it makes sense to the average person.

ADJOURNMENT: There being no further business to discuss by the working group the meeting was adjourned at 5:12 pm.